BLACK COUNTRY CENTRES STUDY

2024 REFRESH: Volume 2

Prepared for:

The Black Country Authorities Comprising: City of Wolverhampton Council Dudley Metropolitan Borough Council Sandwell Metropolitan Borough Council Walsall Council

October 2024



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Appendix 1: Defined Catchment Area & Zones

Black Country Zone Map



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Appendix 2: Population and Expenditure: Convenience Goods

BLACK COUNTRY CENTRES STUDY: 2024 REFRESH Convenience Goods: Population and Expenditure



TABLE 1: EXPERIAN BUSINESS STRATEGIES - BAS	SE YEAR (202	4) POPULAT	ION & PRO	JECTIONS (to 2042)		GROWT	H 2024 to	2042 (%)
ZONE:	2024	2026	2031	2036	2041	2042	2024-2031	2024- 2036	2024-2042
Zone 1	74,761	75,340	76,816	78,638	80,464	80,817	2.7%	5.2%	8.1%
Zone 2	130,573	131,466	133,987	136,397	138,639	139,103	2.6%	4.5%	6.5%
Zone 3	76,316	76,756	78,048	79,023	79,872	80,003	2.3%	3.5%	4.8%
Zone 4	92,169	92,725	94,205	95,747	97,141	97,368	2.2%	3.9%	5.6%
Zone 5	40,272	40,542	41,135	41,703	42,168	42,266	2.1%	3.6%	5.0%
Zone 6	38,731	39,064	39,992	40,646	41,231	41,341	3.3%	4.9%	6.7%
Zone 7	30,612	30,838	31,235	31,600	31,980	32,037	2.0%	3.2%	4.7%
Zone 8	55,810	56,739	58,918	60,859	62,914	63,324	5.6%	9.0%	13.5%
Zone 9	25,798	25,982	26,473	26,907	27,323	27,403	2.6%	4.3%	6.2%
Zone 10	37,641	37,927	38,532	39,210	39,958	40,117	2.4%	4.2%	6.6%
Zone 11	19,344	19,479	19,872	20,202	20,619	20,704	2.7%	4.4%	7.0%
Zone 12	25,319	25,478	25,815	26,127	26,502	26,584	2.0%	3.2%	5.0%
Zone 13	26,748	27,137	28,065	29,044	30,191	30,435	4.9%	8.6%	13.8%
Zone 14	66,202	66,816	68,049	69,417	70,653	70,930	2.8%	4.9%	7.1%
Zone 15	32,211	32,517	33,328	34,143	35,052	35,219	3.5%	6.0%	9.3%
Zone 16	34,526	34,836	35,700	36,682	37,768	37,980	3.4%	6.2%	10.0%
Zone 17	34,025	34,280	34,895	35,631	36,474	36,640	2.6%	4.7%	7.7%
Zone 18	56,578	56,625	56,893	57,159	57,129	57,072	0.6%	1.0%	0.9%
Zone 19	35,789	36,131	37,095	38,199	39,537	39,856	3.6%	6.7%	11.4%
Zone 20	71,259	72,029	73,906	75,615	77,559	77,980	3.7%	6.1%	9.4%
Zone 21	37,291	37,748	38,858	40,124	41,590	41,931	4.2%	7.6%	12.4%
Zone 22	35,609	35,770	36,240	36,706	37,208	37,268	1.8%	3.1%	4.7%
Zone 23	48,101	48,505	49,607	50,771	52,150	52,432	3.1%	5.6%	9.0%
Zone 24	43,889	44,282	45,211	46,298	47,582	47,862	3.0%	5.5%	9.1%
Zone 25	29,305	29,434	29,691	29,878	30,097	30,092	1.3%	2.0%	2.7%
Zone 26	8,071	8,082	8,069	8,109	8,134	8,133	0.0%	0.5%	0.8%
Zone 27	52,424	52,786	53,551	54,267	55,007	55,149	2.1%	3.5%	5.2%
Zone 28	32,264	32,559	33,199	33,872	34,698	34,850	2.9%	5.0%	8.0%
Zone 29	16,128	16,226	16,474	16,688	16,946	17,006	2.1%	3.5%	5.4%
Zone 30	28,899	29,310	30,460	31,845	33,317	33,641	5.4%	10.2%	16.4%
Zone 31	43,142	43,769	45,441	47,141	49,014	49,411	5.3%	9.3%	14.5%
Zone 32	51,627	52,199	53,664	55,225	56,923	57,239	3.9%	7.0%	10.9%
Zone 33	83,417	84,417	86,669	89,012	91,541	92,062	3.9%	6.7%	10.4%
Zone 34	48,626	48,945	49,772	50,730	51,829	52,082	2.4%	4.3%	7.1%
Zone 35	55,045	55,636	56,963	58,212	59,576	59,825	3.5%	5.8%	8.7%
Zone 36	18,126	18,338	18,672	19,000	19,371	19,431	3.0%	4.8%	7.2%
Zone 37	22,389	22,569	23,136	23,707	24,269	24,386	3.3%	5.9%	8.9%
Zone 38	17,335	17,478	17,748	18,018	18,328	18,398	2.4%	3.9%	6.1%
Zone 39	30,203	30,347	30,737	31,089	31,557	31,638	1.8%	2.9%	4.8%
Zone 40	16,891	17,082	17,454	17,788	18,196	18,264	3.3%	5.3%	8.1%
Zone 41	27,055	27,177	27,477	27,683	27,820	27,834	1.6%	2.3%	2.9%
Zone 42	17,482	17,683	18,113	18,611	19,142	19,234	3.6%	6.5%	10.0%
Zone 43	63,468	64,147	65,788	67,605	69,656	70,065	3.7%	6.5%	10.4%
Zone 44	36,628	36,863	37,446	37,862	38,289	38,361	2.2%	3.4%	4.7%
Zone 45	26,012	26,267	26,754	27,228	27,655	27,743	2.9%	4.7%	6.7%
Zone 46	22,823	23,101	23,784	24,427	25,152	25,296	4.2%	7.0%	10.8%
Zone 47	52,294	52,832	54,130	55,447	56,893	57,192	3.5%	6.0%	9.4%
Zone 48	13,273	13,533	14,114	14,679	15,220	15,311	6.3%	10.6%	15.4%
Zone 49	20,689	20,944	21,554	22,204	22,909	23,073	4.2%	7.3%	11.5%
Zone 50	64,116	64,616	65,937	67,210	68,360	68,590	2.8%	4.8%	7.0%
Zone 51	35,032	35,338	35,918	36,402	36,906	37,008	2.5%	3.9%	5.6%
Zone 52	15,754	15,841	16,005	16,171	16,388	16,433	1.6%	2.6%	4.3%
Zone 53	16,897	17,057	17,478	17,839	18,198	18,273	3.4%	5.6%	8.1%
Zone 54	30,566	30,790	31,419	31,913	32,441	32,536	2.8%	4.4%	6.4%
Zone 55	27,983	28,418	29,294	30,020	30,587	30,685	4.7%	7.3%	9.7%
Study Area	2 193 538	2 212 706	2 250 796	2 206 720	2 256 122	2 265 012	2 0%	5 2%	7 0%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2024) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.



TABLE 2: REVISED CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2024	2024	2026	2031	2036	2041	2042
	(incl SFT)		EXCLUDING	SPECIAL F	ORMS OF T	RADING	
EXPERIAN - SPECIAL FORMS OF TR	ADING (%):	5.2%	5.8%	6.6%	7.2%	7.4%	7.4%
REVISED SPECIAL FORMS OF TRAD	ING (%):	2.4%	2.7%	3.0%	3.3%	3.4%	3.4%
Zone 1	£2,256	£2,201	£2,191	£2,185	£2,189	£2,198	£2,200
Zone 2	£2,048	£1,999	£1,989	£1,984	£1,988	£1,996	£1,998
Zone 3	£2.192	£2,139	£2,129	£2,123	£2.128	£2.136	£2,138
Zone 4	£2,365	£2,308	£2,297	£2,290	£2,295	£2,305	£2,307
Zone 5	£2,268	£2 214	£2,203	£2 197	£2 202	£2 210	£2 213
Zone 6	£2,516	£2,214	£2,200	£2,107	£2,202	£2,210	£2,210
Zone 7	£2,310	£2,400	£2,770	£2,457	£2,742	£2,452	£2,400
	22,550	12,202	22,270	£2,204	22,209	22,270	22,200
	£2,077	£2,013	£2,600	£2,593	£2,599	£2,609	£2,012
Zone 9	£2,495	£2,435	£2,423	£2,417	£2,422	£2,431	£2,434
Zone 10	£2,444	£2,385	£2,374	£2,367	£2,372	£2,382	£2,384
Zone 11	£2,220	£2,167	£2,156	£2,150	£2,155	£2,163	£2,166
Zone 12	£2,259	£2,205	£2,195	£2,188	£2,193	£2,202	£2,204
Zone 13	£1,853	£1,809	£1,800	£1,795	£1,799	£1,806	£1,808
Zone 14	£2,107	£2,056	£2,046	£2,041	£2,045	£2,053	£2,055
Zone 15	£2,117	£2,066	£2,056	£2,050	£2,054	£2,063	£2,065
Zone 16	£1,946	£1,899	£1,890	£1,885	£1,889	£1,896	£1,898
Zone 17	£2,112	£2,061	£2,051	£2,045	£2,050	£2,058	£2,060
Zone 18	£2.699	£2.634	£2.621	£2.614	£2.619	£2,630	£2,633
Zone 19	£2,244	£2,190	£2,180	£2,173	£2.178	£2,187	£2,189
Zone 20	£2 537	£2,100	£2,100	£2.458	£2.463	£2 473	£2,100
Zone 21	£2,007	£2,470	£2,400	£2,400	£2,400	£2,470	£2.072
Zono 22	£2,124 £2,401	£2,073	£2,000	£2,000	£2,002	£2,070	62 430
Zone 22	£2,491	22,431	22,420	£2,413	22,410	22,420	22,430
Zone 23	£2,063	£2,013	£2,003	£1,998	£2,002	£2,010	£2,012
Zone 24	£2,329	£2,273	£2,262	£2,256	£2,261	£2,270	£2,272
Zone 25	£2,580	£2,518	£2,506	£2,499	£2,504	£2,514	£2,517
Zone 26	£3,056	£2,982	£2,968	£2,960	£2,966	£2,978	£2,981
Zone 27	£2,597	£2,535	£2,523	£2,516	£2,521	£2,531	£2,534
Zone 28	£2,594	£2,532	£2,520	£2,513	£2,518	£2,528	£2,531
Zone 29	£2,752	£2,686	£2,673	£2,665	£2,671	£2,682	£2,684
Zone 30	£2,039	£1,990	£1,981	£1,975	£1,979	£1,988	£1,990
Zone 31	£2,002	£1,954	£1,944	£1,939	£1,943	£1,951	£1,953
Zone 32	£2,033	£1,984	£1,974	£1,969	£1,973	£1,981	£1,983
Zone 33	£2,489	£2,429	£2,418	£2,411	£2,416	£2,426	£2,428
Zone 34	£2,742	£2,676	£2,663	£2,656	£2,662	£2,672	£2,675
Zone 35	£2,193	£2,140	£2,130	£2,124	£2,128	£2,137	£2,139
Zone 36	£2,386	£2,329	£2,317	£2,311	£2,316	£2,325	£2,328
Zone 37	£2.248	£2,194	£2,183	£2.177	£2.182	£2,191	£2,193
Zone 38	£2.507	£2,447	£2,435	£2,429	£2,434	£2,444	£2,446
Zone 39	£2,530	£2.469	£2 457	£2 450	£2 455	£2 465	£2.468
Zone 40	£2,328	£2 272	£2 261	£2 255	£2,100	£2,100	£2 271
Zone 11	£2 587	£2 525	£2.512	£2,505	£2,200	£2 521	£2,523
Zone 42	£2,007	£2,020	£2,012	£2,000	£2,011	£2,021	£2,020
Zono 43	£2,125	£2,070	£2,000	£2,002	£2,007	£2,073	£2,011
Zone 43	£2,100	£2,114	£2,104	£2,096	£2,102	£2,111	£2,113
Zone 44	£2,323	£2,207	£2,200	£2,250	£2,255	£2,204	£2,200
Zone 45	£2,281	£2,226	£2,215	£2,209	£2,214	£2,223	£2,225
Zone 46	£2,146	£2,095	£2,085	£2,079	£2,083	£2,092	£2,094
Zone 4/	£2,165	£2,113	£2,103	£2,097	£2,101	£2,110	£2,112
Zone 48	£2,730	£2,665	£2,652	£2,645	£2,650	£2,661	£2,664
Zone 49	£1,959	£1,912	£1,903	£1,898	£1,902	£1,909	£1,911
Zone 50	£2,379	£2,322	£2,311	£2,304	£2,309	£2,319	£2,321
Zone 51	£2,312	£2,256	£2,245	£2,239	£2,244	£2,253	£2,255
Zone 52	£2,737	£2,671	£2,659	£2,651	£2,657	£2,668	£2,670
Zone 53	£2,763	£2,697	£2,684	£2,676	£2,682	£2,693	£2,696
Zone 54	£2,607	£2,544	£2,532	£2,525	£2,530	£2,541	£2,543
Zone 55	£2,769	£2,703	£2,690	£2,682	£2,688	£2,699	£2,701
STUDY AREA AVERAGE:	£2,360	£2,304	£2,293	£2,286	£2,291	£2,300	£2,303

Source:

Average spend per capita estimates (2022 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 21 published by Experian Business Strategies (February 2024). An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 21 (February 2024). Notes:



TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2024) TO 2042 (£m)

TABLE 3: TOTAL AVAILABLE CONV	ENIENCE GOOD	OS EXPENDI	TURE, BASE	YEAR (2024	4) TO 2042 (1	Em)		GROWT	H 2024 to	o 2042 (%)
	2024	2024	2026	2031	2036	2041	2042	2024-2031	2024- 2036	2024-2042
	(incl SFT)		EXCLUDING	SPECIAL I	FORMS OF 1	RADING				
Zone 1	168.6	164.6	165.1	167.8	172.2	176.9	177.8	2.0%	4.6%	8.1%
Zone 2	267.4	261.0	261.5	265.8	271.1	276.7	277.9	1.8%	3.9%	6.5%
Zone 3	167.3	163.3	163.4	165.7	168.1	170.6	171.1	1.5%	3.0%	4.8%
Zone 4	217.9	212.7	213.0	215.8	219.8	223.9	224.6	1.4%	3.3%	5.6%
Zone 5	91.3	89.1	89.3	90.4	91.8	93.2	93.5	1.4%	3.0%	4.9%
Zone 6	97.5	95.1	95.5	97.5	99.3	101.1	101.5	2.5%	4.4%	6.7%
Zone 7	71.6	69.8	70.0	70.7	71.7	72.9	73.1	1.3%	2.7%	4.6%
Zone 8	149.4	145.8	147.5	152.8	158.2	164.2	165.4	4.8%	8.4%	13.4%
Zone 9	64.4	62.8	63.0	64.0	65.2	66.4	66.7	1.8%	3.7%	6.2%
Zone 10	92.0	89.8	90.0	91.2	93.0	95.2	95.6	1.6%	3.6%	6.5%
Zone 11	42.9	41.9	42.0	42.7	43.5	44.6	44.8	1.9%	3.9%	7.0%
Zone 12	57.2	55.8	55.9	56.5	57.3	58.4	58.6	1.2%	2.6%	4.9%
Zone 13	49.6	48.4	48.8	50.4	52.2	54.5	55.0	4.1%	8.0%	13.7%
Zone 14	139.5	136.1	136.7	138.9	142.0	145.1	145.8	2.0%	4.3%	7.1%
Zone 15	68.2	66.5	66.8	68.3	70.1	72.3	72.7	2.7%	5.4%	9.3%
Zone 16	67.2	65.6	65.8	67.3	69.3	71.6	72.1	2.6%	5.7%	10.0%
Zone 17	71.9	70.1	70.3	71.4	73.0	75.1	75.5	1.8%	4.1%	7.6%
Zone 18	152.7	149.0	148.4	148.7	149.7	150.2	150.2	-0.2%	0.5%	0.8%
Zone 19	80.3	78.4	78.7	80.6	83.2	86.5	87.2	2.9%	6.1%	11.3%
Zone 20	180.8	176.5	177.5	181.6	186.2	191.8	193.0	2.9%	5.5%	9.4%
Zone 21	79.2	77.3	77.9	80.0	82.7	86.1	86.9	3.4%	7.0%	12.4%
Zone 22	88.7	86.6	86.5	87.4	88.8	90.3	90.6	1.0%	2.5%	4.6%
Zone 23	99.2	96.8	97.2	99.1	101.6	104.8	105.5	2.3%	5.0%	9.0%
Zone 24	102.2	99.8	100.2	102.0	104.7	108.0	108.7	2.2%	4.9%	9.0%
Zone 25	75.6	73.8	73.8	74.2	74.8	75.7	75.7	0.5%	1.4%	2.6%
Zone 26	24.7	24.1	24.0	23.9	24.1	24.2	24.2	-0.8%	-0.1%	0.7%
Zone 27	136.2	132.9	133.2	134.7	136.8	139.2	139.7	1.4%	2.9%	5.1%
Zone 28	83.7	81.7	82.0	83.4	85.3	87.7	88.2	2.1%	4.4%	8.0%
Zone 29	44.4	43.3	43.4	43.9	44.6	45.4	45.7	1.4%	2.9%	5.4%
Zone 30	58.9	57.5	58.1	60.2	63.0	66.2	66.9	4.6%	9.6%	16.4%
Zone 31	86.4	84.3	85.1	88.1	91.6	95.6	96.5	4.5%	8.7%	14.5%
Zone 32	104.9	102.4	103.1	105.6	109.0	112.8	113.5	3.2%	6.4%	10.8%
Zone 33	207.6	202.7	204.1	209.0	215.1	222.1	223.6	3.1%	6.1%	10.3%
Zone 34	133.3	130.1	130.4	132.2	135.0	138.5	139.3	1.6%	3.8%	7.1%
Zone 35	120.7	117.8	118.5	121.0	123.9	127.3	128.0	2.7%	5.2%	8.6%
Zone 36	43.2	42.2	42.5	43.1	44.0	45.0	45.2	2.2%	4.2%	7.1%
Zone 37	50.3	49.1	49.3	50.4	51.7	53.2	53.5	2.5%	5.3%	8.9%
Zone 38	43.5	42.4	42.6	43.1	43.9	44.8	45.0	1.6%	3.4%	6.1%
Zone 39	76.4	74.6	74.6	75.3	/6.3	//.8	/8.1	1.0%	2.4%	4.7%
Zone 40	39.3	38.4	38.6	39.4	40.2	41.3	41.5	2.5%	4.7%	8.1%
Zone 41	70.0	68.3	68.3	68.8	69.5	70.1	70.2	0.8%	1.8%	2.8%
Zone 42	37.2	36.3	36.6	37.4	38.5	39.7	40.0	2.8%	5.9%	10.0%
Zone 43	137.5	134.2	134.9	138.0	142.1	147.0	148.0	2.9%	5.9%	10.3%
Zone 44	85.1	83.0	83.2	84.3	85.4	86.7	86.9	1.5%	2.8%	4.7%
ZUTIE 40	59.3	5/.9 47.9	28.2	0.1	0U.3 50.0	01.5 52.6	01./ 52.0	2.1%	4.1%	0.0%
Zone 40	49.0	47.0	40.2	49.4	50.9	32.0	100.0	3.4%	0.4 %	10.6%
Zone 47	113.2	25.4	25.0	27.2	20.0	120.0	120.0	2.1%	10.09/	9.3%
Zone 40	40.5	20.6	30.8	40.0	40.0	40.5	40.0	3.0%	6 7%	11.5%
Zono 50	40.5	1/18 0	39.9	40.9	42.2	43.7	150.2	2.4%	1 3%	6.0%
Zone 51	81.0	79.0	79.3	80.4	81.7	83.1	83.5	1.7%	3.3%	5.6%
Zone 52	43.1	42.1	42.1	42.4	43.0	43.7	43.9	0.8%	2.1%	4.3%
Zone 53	46.7	45.6	45.8	46.8	47.8	49.0	49.3	2.7%	5.0%	8.1%
Zone 54	79.7	77.8	78.0	79.3	80.8	82.4	82.7	2.0%	3.8%	6.4%
Zone 55	77.5	75.6	76.4	78.6	80.7	82.5	82.9	3.9%	6.7%	9.6%
STUDY AREA:	5,104.6	4,982.2	5,001.3	5,092.1	5,207.3	5,338.4	5,365.5	2.2%	4.5%	7.7%



Appendix 3: Convenience Goods Market Shares (including SFT)

TABLE 1: ALL CONVENIENCE GOODS - 2024 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2019 Novembed Survey

				_																																		_					CORE ZONES	<u> </u>
LOCAL PLANNING AUTHORI	TY CENTRE TYPE		Zone 1 Zone	2 Zone 3	Zone 4 Zo	ine 5 Zone	e 6 Zone 7	Zone 8 Z	ione 9 Zone	10 Zone 11 2	ione 12 Zone '	3 Zone 14 3	ione 15 Zone	16 Zone 17	Zone 18 Zone	19 Zone 20	Zone 21 Zon	22 Zone 23	Zone 24 Zon	e 25 - Zone 26	Zone 27 Zon	ne 28 Zone 29	Zone 30 Zo	one 31 Zone 3	12 Zone 33 .	Zone 34 Zone	a 35 - Zona 36	Zone 37 Zone	a 38 Zone 39	Zone 40 Zor	te 41 Zone 42	Zone 43 Zon	ne 44 Zone 45	Zone 46 Z	ine 47 Zone 4	5 Zone 49 2	Cone 50 Zone	51 Zone 52	Zone 53 Zone	54 Zone 55	STUDY AREA	Wolverhampto	h Dudley Sand	well Water
Wolverhampton	Strategic Centre	Wolverhampton	0.0% 0.3%	0.0%	0.0% 0	.0% 0.0*	r% 0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.2% 0.0%	0.0%	0.0% 0.7%	0.1%	0.0% 0.3	6 0.0%	0.0% 3.1	N 1.5%	0.0% 0.0	1% 0.1%	0.0% 0.	.0% 1.6%	0.3%	0.7% 0.2%	0.0%	0.4% 0.0	% 0.0%	0.0% 0.3	n 0.0%	0.0% 0	0% 16.2%	12.4% 4	.6% 2.3%	1.6%	2.8% 0.0%	33.1%	35.6% 26/	4% 3.6%	9.7% 9.4	4% 0.0%	3.0%	20.1%	0.5% 0.1	3% 0.5%
	Town Centre	Bilaton Wednesfield	0.0% 0.0%	0.0%	0.0% 0	.0% 0.07	ni 0.0%	0.0% 0	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0.3%	0.0%	0.0% 0.0%	0.1%	0.0% 1.4	6 0.0% 6 0.0%	0.3% 3.0	75 1.1% 75 0.0%	0.0% 0.1	% 0.0%	0.0% 1.	.1% 0.0%	0.0%	0.5% 0.5%	0.0%	0.2% 0.0	% 0.0% % 0.0%	0.0% 1.3	% 0.0% % 0.0%	0.0% 0	0% 7.9%	0.3% 1.	.5% 1.9%	5.8%	0.5% 0.0%	15.3%	1.6% 9.2'	% 0.8%	0.0 4/0.0	2% 0.0% 0% 0.0%	1.6%	10.4%	0.7% 0.3	2% 0.8%
	District & Local Centres		0.0% 0.0%	0.0%	0.1% 0	.0% 0.0%	ni 0.0%	0.0%	0.3% 0.09	6 0.0%	0.0% 0.2%	0.0%	0.0% 1.09	0.5%	0.3% 0.0	6 0.0%	0.0% 6.3	n 0.0%	0.0% 0.3	1% 0.0%	0.0% 0.	7% 0.0%	0.0%	0.0% 0.4%	0.5%	0.0% 0.0	% 0.0%	0.3% 0.0	n 0.0%	0.0% 0	0% 8.0%	15.0% 6.	5% 3.3%	0.4%	5.6% 0.0%	27.0%	25.9% 34.4	4% 2.7%	8.1% 2.5	5% 5.3%	2.7%	17.8%	0.8% 0.7	2% 0.4%
	Out-of-Centre	aubiotal	0.0% 0.45	0.0%	0.0% 0	0% 0.0%	1% 0.0% 1% 0.0%	0.0% 0	0.3% 0.39	6 0.0% 6 0.0%	0.2% 0.3%	0.2%	0.0% 0.5%	0.0%	0.0% 0.0	6 0.0% 6 0.0%	0.7% 3.	N 0.3%	0.5% 1.0	1% 0.9% 1% 1.1%	0.5% 0.	0% 6.5% 9% 8.1%	0.9%	2.4% 0.2%	0.0%	1.4% 0.3	% 0.0% % 0.0%	0.0% 1.4	% 0.2% % 0.2%	0.0% 0	0% 34.0%	42.6% 52	2.4% 18.2%	9.8%	2.7% 0.4% 51.9% 0.4%	13.3%	21.5% 13.8	<u>/% 6.6%</u> 9% 13.7%	36.7% 45.7	2% 0.0% 2% 5.3%	5.0%	26.0%	0.7% 0.2	<u>/% 3.2%</u> 9% 4.9%
Dudley	Strategic Centre	Brierley Hill- Traditional High Street Brierley Hill- Merry Hill	0.9% 0.0%	0.0%	0.3% 0	0% 0.0%	ni 0.0%	0.0% 0	0.0% 0.19	6 0.5% 6 2.2%	0.0% 0.0%	0.1%	0.0% 0.0%	0.0%	0.0% 0.8	6 0.0% 6 0.0%	1.6% 0.6	% 1.3% % 0.2%	16.8% 3.5 12.0% 4.1	15 1.4% 15 4.0%	6.3% 2. 9.3% 8.	5% 0.0% 7% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0% 0.0	n 0.0%	0.0% 0	0% 0.0%	0.0% 0.	0.0%	0.0%	3.0% 0.0% 0.2% 0.0%	0.0%	0.0% 0.0'	% 0.0% % 0.8%	0.0% 0.0	2% 0.0% D% 0.0%	0.7%	0.0%	4.1% 0.2 4.8% 0.1	2% 0.0%
	Town Centre	Stourbridge	0.0% 0.0%	0.0%	0.0% 0	.0% 0.05	N 0.0%	0.0% 1	1.1% 0.75	6 0.6%	0.0% 0.0%	0.0%	0.0% 0.09	0.0%	0.0% 0.0	5 2.7%	0.0% 0.0	% 0.5%	5.9% 4.5	5 17.8%	38.7% 45	12% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0.0	N 0.0%	0.0% 0	0% 0.3%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.7	25 0.0%	0.0% 0.0	05 0.1%	2.2%	0.1%	12.7% 0.1	0.0%
		Halesowen	0.8% 0.15	0.0%	0.1% 4	5% 0.05	0.0%	0.0% 1	16.7% 36.9	% 4.5%	1.6% 0.0%	2.0%	1.0% 0.0%	0.0%	0.0% 0.0	6 0.0%	0.3% 0.0	r% 0.0%	0.1% 0.0	1% 0.0%	0.4% 2	8% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.05	66 0.0%	0.0% 0.0	ni 0.0%	0.0% 0	0% 0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0% 0.0	3% 0.0%	1.2%	0.0%	6.0% 0.7	5% 0.0%
	District & Local Centres		0.9% 0.6%	0.8%	0.0% 0	.9% 0.0%	ni 0.0%	0.0%	3.6% 2.49	6 2.0%	0.1% 0.0%	0.0%	1.4% 0.4%	0.3%	0.0% 13.2	% 0.2%	4.0% 42	5% 1.0%	13.3% 33	9% 27.7%	20.5% 7.	2% 0.0%	0.0%	0.0% 0.3%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.0	ni 0.0%	0.0% 0	0% 0.5%	0.2% 0.	3% 0.0%	0.0%	5.0% 1.3%	1.6%	1.1% 3.0	.55 4.15	0.8% 0.0	2% 0.0%	3.1%	1.8%	16.2% 0.5	3% 0.0%
	Out-of-Centre		0.0% 0.8%	0.5%	1.1% 7	5% 0.05	r% 0.0%	0.0% 1	18.6% 31.9	% 18.4%	7.6% 0.5%	2.8%	16.4% 1.05	0.0%	0.0% 44.5	% 0.0%	48.5% 21.	25 14.75	35.4% 38	9% 8.3%	17.0% 15	4% 0.0%	0.0%	0.0% 0.7%	0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	× 0.0%	0.0% 0	0% 0.0%	0.0% 0.	0.0%	0.0%	7.2% 0.0%	0.9%	0.5% 2.7	/5 19.7%	0.0% 0.7	2% 0.0%	6.2%	1.7%	29.5% 5/	e% 0.0%
		subtotal	2.9% 1.5%	1.3%	1.5% 12	5.3% 0.05	1% 0.0%	0.0% 4	10.4% 72.8	% 28.2%	10.1% 0.6%	4.9%	21.3% 1.99	0.8%	0.0% 76.5	% 2.9%	67.9% 67.	5% 17.7%	84.4% 87.	8% 59.2%	92.2% 81	1.8% 0.0%	0.1%	0.0% 1.0%	0.0%	0.0% 0.05	% 0.0%	0.0% 0.0	r% 0.0%	0.0% 0	0% 0.8%	0.2% 0.	.3% 0.0%	0.0%	.3.1% 1.3%	2.4%	2.0% 6.8	5 24.6%	1.1% 0.2	C% 0.1%	14.9%	3.9%	76.6% 7.8	/% 0.0%
Sandwell	Stratecic Centre	West Bromwich	0.0% 2.3%	0.1%	0.0% 0	.0% 0.01	% 8.2%	0.0% 0	0.0% 0.0%	6 0.4%	1.2% 6.2%	4.0%	2.4% 46.1	N 40.0%	0.6% 1.7	6 0.0%	1.1% 0.0	ni 1.1%	0.0% 0.1	% 0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 1.0%	0.0%	0.0% 0.0	% 0.9%	4.7% 0.8	% 0.0%	0.4% 0	0% 0.0%	0.0% 0.	0.0%	0.5%	2.1% 0.0%	0.5%	0.0% 0.0	% 0.0%	0.0% 0.0	2% 0.0%	1.8%	0.1%	0.2% 10.	2% 0.5%
	Town Centre	Blackheath	0.3% 0.05	0.0%	0.0% 3	.1% 0.05	r% 0.0%	0.4% 2	25.0% 4.79	6 6.7%	35.3% 0.0%	2.3%	2.7% 0.0%	0.0%	0.0% 0.8	6 0.0%	0.6% 0.0	r% 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	1% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.3%	0.0% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.0% 0.	0.0%	0.0%	J.0% 0.0%	0.0%	0.0% 0.0*	5 0.0%	0.0% 0.0	/% 0.0%	1.1%	0.0%	2.7% 3.8	7% 0.0%
		Cradley Heath Great Bridge	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	ns 0.0%	0.8% 1	1.8% 9.35	6 51,8%	7.3% 0.0%	0.0%	46% 25.0	0.2% 17.2%	0.0% 0.3	6 0.0%	22% 23	N 0.4%	9.6% 0.0	1% 0.4%	1.7% 3.	3% 0.0% 9% 0.0%	0.0%	0.0% 0.0%	0.1%	0.0% 0.0	% 0.0%	1.0% 0.0	ni 0.0%	0.0% 0	0% 0.0%	0.0% 0.	0.0% 0.0%	0.0%	2.0% 0.0%	0.0%	0.0% 0.0*	A 0.0%	0.0% 0.0	-% 0.0%	1.3%	0.0%	4.4% 3.5	-% 0.0% 5% 0.3%
		Oldbury	3.5% 0.8%	0.0%	0.0% 0	9% 0.05	0.0%	0.0% 0	0.3% 0.09	6 0.9%	6.5% 7.1%	7.7%	22.5% 5.79	4.2%	0.0% 0.2	6 0.0%	1.2% 0.3	5 1.8%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 1.1%	0.0%	0.0% 0.0	66 0.0%	0.6% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.5% 0.	0.0%	0.0%	0.8% 0.0%	0.1%	0.0% 0.7	/6 0.3%	0.0% 0.0	0% 0.0%	1.1%	0.3%	0.2% 5.7	6% 0.0%
		Wednesbury	0.0% 0.0%	0.0%	0.0% 0	.0% 0.0%	n 0.5%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.0%	0.0% 1.6%	1.9%	0.0% 0.0	6 0.0%	0.0% 0.0	56 1.9%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	0.0%	4.4% 18.3%	6 0.0%	0.0% 0.0	% 0.0%	0.4% 0.0	r% 0.0%	0.0% 0	4% 2.0%	0.0% 0.	0% 0.2%	3.2%	3.6% 0.0%	0.7%	0.1% 0.4*	.% 0.0%	0.0% 0.8	3% 0.0%	0.7%	0.9%	0.0% 3.1	1% 1.0%
		Cape Hill	6.7% 1.49	0.0%	0.0% 0	.0% 0.0%	N 0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 54.4%	14.0%	0.9% 0.5%	0.0%	0.0% 0.0	6 0.0%	0.0% 0.0	% 0.2%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.3%	0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.0% 0.	0.0%	0.0%	3.0% 0.0%	0.0%	0.2% 0.0*	5 0.0%	0.0% 0.0	/% 0.0%	1.3%	0.0%	0.0% 6.3	/% 0.0%
		Dearwood	4.7% 0.05	0.0%	1.1% 1	.1% 0.0%	0.1%	0.0% 0	0.9% 0.0%	s 0.0%	0.0% 11.25	6 11.076	0.0% 0.0%	a 0.0%	0.0% 0.0	s 0.0%	0.0% 0.1	n 0.2%	0.0% 0.0	1% 0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	- uu-	0.0% 0.0	ns 0.0%	0.0% 0	0.0%	0.0% 0.	.0% 0.0%	0.0%	10% 0.0%	0.0%	0.0% 0.0%	. 0.0%	0.0% 0.0	.56 0.056	0.7%	0.0%	0.1% 2.0	.76 0.076
	District & Local Centres		3.3% 3.3%	0.0%	0.8% 22	5.2% 0.0%	n 8.6%	0.0% 0	6.8% 6.69	6 2.8%	14.5% 5.8%	7.7%	5.0% 2.09	2.5%	0.1% 0.7	6 0.0%	0.9% 0.0	% 9.7%	0.0% 0.3	1% 0.4%	0.0% 0.	.0% 0.0%	0.0%	0.0% 1.6%	0.0%	0.0% 0.0	% 0.3%	0.3% 1.5	ni 0.0%	0.0% 0	0% 0.0%	0.0% 0.	0.0% 0.0%	0.3%	J.7% 0.0%	0.3%	0.1% 0.0*	5 0.0%	0.0% 0.0	/% 0.0%	1.9%	0.2%	1.4% 6.1	% 0.1%
-	Cor-or-Centra	latottua	21.1% 10.3	6 0.6%	1.9% 40	0.05	0 0.4%	1.9% 4	17.5% 20.7	5 0.5%	10.4% <u>2.9%</u> 84.5% 85.7%	52.5%	73.8% 91.5	5 77.4%	0.0% 2.4	6 0.0%	19.5% 4.5	0 17.12b	2,9% 0.2	5 0.8%	1.9% 5	.0% 0.0%	0.3%	4.4% 63.8%	6 0.1%	0.0% 0.0	5 1.8%	2.3% 0.7	% 0.0%	0.4% 0	4% 2.9%	0.5% 1	.5% 0.2%	5.6%	14.3% 0.0%	2.3%	0.7% 1.7	A 1.5%	2.5% 0.5	5% 0.0%	15.5%	3.4%	11.2% 20.5	2% 2.3%
Walsall	Stratecic Centre	Wabali	0.0% 0.6%	0.0%	0.0% 0	.0% 0.01	1.2%	0.4% 0	0.0% 0.0%	6 0.5%	0.0% 0.0%	0.0%	0.0% 0.19	1.8%	0.9% 0.0	6 0.0%	0.0% 0.0	ns 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	.0% 0.0%	39.1% 2	29.4% 3.0%	0.0%	0.0% 11.5	5% 17.2%	29.3% 1.4	% 0.0%	0.6% 7	3% 0.0%	0.0% 0.	2% 4.3%	2.1%	0.5% 0.0%	0.4%	0.0% 0.0	AL 0.0%	0.0% 0.0	3% 0.0%	2.0%	0.1%	0.0% 0.7	/% 16.2%
	Tran Carlte	Blonaich	0.0% 0.0%	0.0%	0.0% 0	0% 0.05	ni 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	6 0.0%	0.0% 0.1	n 0.0%	0.0% 0.0	15 0.0%	0.0% 0	05-0.05-	0.0%	27% 0.0%	0.0%	0.05 26.5	104	0.2% 3.4	AL 0.0%	0.6% 0	1% 0.5%	0.0% 1	9% 10.0%	0.3%	0.0% 0.0%	0.0%	0.0% 0.0	M 0.0%	0.0% 0.0	0% 0.0%	0.9%	0.3%	0.0% 07	0% 7.2%
		Brownhills	0.0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.3%	0.2% 0.0	6 0.0%	0.0% 0.0	0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	0.4%	2.7% 0.0%	1.0%	0.0% 9.2	56 15.4%	5.1% 0.4	% 2.4%	62.4% 18	7% 0.0%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0% 0.0	3% 0.0%	1.3%	0.0%	0.0% 0.0	3% 10.5%
		Aldridge	0.0% 1.0%	0.0%	0.0% 0	.0% 0.35	6 1.7%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.0%	0.0% 0.3%	0.0%	4.5% 0.0	6 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	0.4%	0.0% 0.0%	0.0%	0.0% 2.9	6 26.9%	1.2% 0.2	% 0.1%	5.6% 46	3% 0.0%	0.0% 0.	0.0%	0.1%	J.0% 0.0%	0.0%	0.0% 0.0*	5 0.0%	0.0% 0.0	/% 0.0%	1.2%	0.0%	0.0% 0.2	2% 8.8%
		Darlanton	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	n 0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.3	6 0.0%	0.0% 0.1	n 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.2%	0.0%	0.0% 0.%	5 0.0%	0.0% 0.5	n 0.0%	0.0% 0	0% 10.4%	1.0% 9.	176 23.076	40.4%	4/% 0.0%	0.7%	0.4% 0.0%	% 0.0%	0.0% 0.3	05 0.05	0.9%	135	0.0% 00	0% 2.3%
	District & Local Centres		0.0% 0.0%	0.0%	0.0% 0	.0% 0.05	% 0.2%	0.0%	0.0% 0.09	6 0.3%	0.0% 0.0%	0.6%	0.0% 0.0%	0.0%	0.5% 0.0	6 0.0%	0.0% 0.0	ni 0.4%	0.0% 0.0	1% 0.0%	0.0% 0.	.0% 0.0%	1.9%	6.7% 0.4%	0.0%	0.0% 9.8	5 6.9%	5.3% 0.1	% 0.0%	0.2% 4	9% 2.0%	0.0% 0.	.3% 7.1%	1.2%	0.4% 0.0%	0.0%	0.0% 0.0	75 0.0%	0.0% 0.0	0% 0.0%	0.7%	0.2%	0.0% 0.:	2% 5.7%
	Out-of-Centre		0.0% 0.95	1.1%	0.0% 0	.0% 0.05	0, 3,6%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.0%	0.2% 0.0%	1.7%	0.3% 0.0	6 0.0%	0.0% 0.1	0.4%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	22.2% 2	29.6% 5.3%	0.3%	0.0% 8.35	5 21.4%	31.2% 1.4	% 0.0%	3.0% 4	1% 5.4%	0.0% 2	5% 16.7%	15.9%	1.0% 0.0%	0.0%	0.0% 0.1	0.0%	0.0% 0.0	0% 0.0%	2.3%	0.8%	0.1% 1.1	3% 16.5%
		aubiotal	0.0% 2.5%	1.1%	0.0% 0	.0% 0.3*	7% 6.7%	0.4% 0	0.0% 0.0%	6 0.9%	0.0% 0.0%	0.6%	0.2% 0.45	4.2%	6.4% 0.3	s 0.0%	0.0% 0.1	7% 0.9%	0.0% 0.3	1% 0.0%	0.5% 0.	0% 0.0%	64.5% 8	85.8% 29.7%	6 1.3%	0.0% 71.8	5% 89.3%	73.0% 7.5	7% 2.6%	72.3% 81	4% 18.6%	1.0% 17	7.3% 63.2%	73.8%	7.9% 0.0%	2.1%	0.4% 0.1	.% 0.0%	0.0% 0.3	3% 0.0%	10.5%	5.2%	0.2% 5.4	1% 75.0%
All Other Centres Outside	BCLA Area		42.0% 19.5%	6 40 176	26.8% 21	155 47.1	15 5 65	5.8%	27% 3.09	6 0.9%	0.2% 8.6%	4.8%	175 0.03	0.5%	17% 0.4	6 11%	1.6% 01	n 0.0%	0.2% 0.0	15 0.4%	0.4% 0	05 0.05	3.3%	0.0% 0.4%	0.2%	0.8% 0.2	% 0.0%	125 00	n 0.0%	0.0% 0	0% 0.8%	0.1% 0	0.0%	0.0%	5.5% 0.05	0.5%	0.9% 14	e% 0.0%	0.0% 0.0	05 0.5%	7.5%	14%	0.9% 2	3% 0.5%
	Cannock		0.0% 1.6%	0.4%	0.0% 0	4% 1.57	5 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.1%	0.0% 0.0	6 0.0%	0.0% 0.0	0.0%	0.0% 0.0	5 0.0%	0.0% 0.	0% 26.7%	2.6%	1.2% 0.1%	65.7%	0.0% 8.2	5 235	1.6% 65.	1% 6.0%	8.8% 2	5% 2.5%	6.9% 4	7% 4.8%	0.0%	0.4% 0.0%	0.0%	0.0% 0.0	25 0.0%	0.0% 3.6	5% 0.0%	4.5%	2.3%	0.0% 0/	0% 3.9%
	Kidderminster		0.0% 0.0%	0.3%	0.0% 0	.0% 0.05	r% 0.0%	0.2% 0	0.0% 0.6%	6 0.0%	0.0% 0.0%	0.0%	0.0% 0.45	0.0%	0.1% 3.0	6 88.4%	0.0% 0.0	0.0%	0.4% 0.1	% 12.1%	0.0% 2	3% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.05	66 0.0%	0.0% 0.0	r% 0.0%	0.0% 0	0% 0.8%	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0'	/% 0.0%	0.0% 0.0	3% 25.0%	3.6%	0.0%	0.7% 0.0	3% 0.0%
	Lichfield		0.0% 0.0%	0.0%	0.0% 0	.0% 0.0%	r% 0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	1.5% 0.0	6 0.0%	0.0% 0.3	% 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 0.0%	16.6%	0.4% 0.0%	1.0%	85.5% 1.05	% 0.0%	0.6% 0.7	% 8.8%	3.1% 1	3% 0.0%	0.0% 0.	0% 0.4%	0.0%	3.0% 0.0%	0.0%	0.0% 0.0*	26 0.0%	0.0% 0.0	J% 0.0%	2.7%	0.0%	0.0% 0.0	J% 2.4%
	Reddich		0.0% 0.0%	1.6%	2.5% 0	JOS 11.7	7% 0.0%	7.3% 0	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	6 0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	P% 0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	N 0.0%	0.0% 0	0% 0.0%	0.0% 0.	0.0%	0.0%	1.0% 0.0%	0.0%	0.0% 0.0*	% 0.0%	0.0% 0.0	7% 0.0%	0.6%	0.0%	0.0% 0.0	/% 0.0%
	Sutton Coldfield		6 3% 10.05	6 13.2%	2.9% 10	12% 2.55	5 7.3%	2.5% 0	0.5% 0.05	6 0.0%	0.2% 1.4%	0.7%	0.0% 0.0%	0.0%	67.0% 0.0	6 0.0%	0.0% 0.0	n 0.0%	0.0% 0.0	1% 0.0%	0.3% 1	2% 0.0%	0.3%	0.0% 0.0%	0.0%	17% 0.4	5 0.3%	2.2% 0.5	n 0.0%	0.2% 2	9% 0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	00 0.0%	3.9%	0.0%	0.2% 0.1	9% 0.7%
1	Telford		0.9% 0.0%	1.5%	0.0% 0	0% 0.45	% 0.0%	0.0% 0	0.0% 0.09	6 0.4%	0.0% 0.0%	0.3%	0.0% 0.0%	0.0%	0.0% 0.0	6 0.0%	0.0% 0.0	r% 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.	0% 5.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.05	66 0.0%	0.0% 0.0	r% 0.0%	0.0% 0	0% 1.1%	0.1% 0.	5% 0.0%	0.0%	0.0% 47.47	÷ 0.0%	0.0% 0.0	/% 0.0%	6.9% 4.6	5% 3.5%	0.7%	0.2%	0.0% 0.*	1% 0.0%
	Al Other Centres and Stores Elsewhe	ne	7.7% 48.9	6 28.6%	56.8% 10	0.1% 23.0	54.1%	68.8%	2.9% 0.99	6 1.3%	0.8% 0.9%	1.0%	0.6% 1.19	1.8%	15.9% 3.0	6 3.4%	3.0% 8.0	ni 0.9%	0.8% 6.0	1% 23.6%	1.5% 3.	8% 28.8%	3.6%	1.5% 0.0%	24.4%	6.1% 1.0	5 425	7.3% 15.	1% 78.2%	8.9% 4	7% 1.2%	4.5% 1	.3% 0.0%	0.0%	0.8% 46.81	2.2%	2.9% 2.5	/% 55.2%	27.8% 27.5	.9% 54.7%	16.6%	2.5%	3.2% 5.0	8% 3.1%
		latottua	65.9% 80.0*	6 86.3%	89.1% 40	25% 86.2	2% 67.4%	84.6% 0	6.0% 4.5%	6 2.6%	1.2% 10.95	6 6.9%	2.2% 2.19	2.4%	85.5% 6.4	5 90.9%	4.6% 9.3	0.9%	1.4% 6.8	1% 36.1%	2.2% 7.	5% 85.3%	26.4%	3.1% 0.9%	92.6%	94.25 11.4	5 6.9%	12.8% 81.	95 93.6%	21.0% 11	4% 6.4%	15.4% 6.	7% 5.2%	0.0%	6.7% 94.6*	6 2.7%	4.5% 4.5	25 55.2%	34.7% 35.	5% 83.9%	40.6%	7.4%	5.1% 9.1	3% 10.5%
SPECIAL FORMS OF TRAD	ING/ INTERNET SHOPPING:		9.1% 5.05	10.7%	7.4% 3	.1% 13.5	5% 8.1%	13.1%	5.4% 1.79	6 5.1%	3.8% 1.0%	4.8%	2.5% 1.99	14.5%	6.0% 5.4	6 62%	7.0% 1.0	% 7.8%	3.8% 2.8	1% 2.8%	2.8% 3	9% 6.6%	7.6%	3.1% 3.3%	5.4%	3.8% 16.5	5% 2.0%	4.0% 4.1	% 3.6%	6.2% 6	9% 3.7%	5.1% 4	6% 5.6%	2.8%	6.1% 3.7%	0.9%	6.0% 4.2	55 4.75	7.2% 4.4	1% 10.7%	6.0%	5.0%	3.6% 5.4	1% 7.3%
l																																									<u> </u>			

TABLE 2: MAIN FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2019 Household Survey

LOCAL PLANNING AUTHORI	CENTRE TYPE		Zone 1 Zone	2 Zone 3	Zone 4 Zon	ne 5 Zone 6	Zone 7 Zo	one 8 Zone 9	Zone 10 Zo	ine 11 Zone 12	Zone 13 Zon	e 14 Zone 15	Zone 16 Zone	17 Zone 18	Zone 19 Zone	20 Zone 21	Zone 22 Zone	e 23 Zone 24	Zone 25 Zor	ne 26 Zone 2	7 Zone 28 Z	one 29 Zone 3	0 Zone 31 Zo	one 32 Zone :	33 Zone 34 2	Zone 35 Zon	e 36 Zone 37	Zone 38 Zon	e 39 Zone 40	Zone 41 Zon	e 42 Zone 43	Zone 44 Zor	e 45 Zone 46	Zone 47 Zo	ne 45 Zone 4	2 Zone 50 2	Zone 51 Zon	ie 52 Zone 53	Zone 54 Zone	e 55 STUDY AREA	Wolverhampt	on Dudley S	andwell Watsall
Wolverbarroton																																											
	Strategic Centre	Wolverhampton	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0.0	0.0%	0.0% 0.0	N 0.0%	0.6% 0.0	% 0.0%	5.2% 2.5	5% 0.0%	0.0% 0	0.0%	0.0%	2.2% 0.0%	0.5%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0.	0.0%	0.0% 18	4% 22.8%	4.4% 1	5% 1.0%	1.6% 0	10% 34.4%	45.1%	29.4% 3.6	6% 13.2%	7.9% 0.0	3% 3.5%	23.4%	0.6%	0.3% 0.3%
	Town Centre	Bilaton	0.0% 0.0%	0.0%	0.0% 1.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.5% 0.	0.0%	0.0% 0.0	N 0.0%	0.9% 0.0	\$ 0.5%	4.6% 0.0	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0.	10.0%	0.0% 6.1	0.0%	1.9% 0	0% 6.2%	40.9% 0	3.0% 18.7%	1.6%	12.1% 0.1	7% 0.0%	0.0% 0./	0% 1.6%	10.8%	0.6%	0.0% 0.5%
		Wednesfield	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0.)	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0.	0.0%	0.0% 1.1	0% 0.5%	2.8% 0	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	3% 0.0%	0.0% 0.0	2% 0.1%	0.5%	0.0%	0.0% 0.0%
	District & Local Centres		0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0.0	0.0%	1.7% 0.0	N 0.0%	0.0% 0.0	\$ 0.0%	6.9% 0.0	0.0%	0.5% 0	0.0%	0.9%	0.0% 0.0%	0.0%	0.7% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0.	2% 0.0%	0.0% 5.5	5% 4.7%	1.7% 1	5% 0.0%	4.3% 0	10% 25.6%	17.9%	20.4% 2.5	5% 10.3%	1.1% 5.7	1% 1.8%	10.8%	0.9%	0.2% 0.2%
	Out-of-Centre		0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.	2% 0.0%	0.0% 0.0	5 0.0%	0.0% 0.0	5 0.9%	3.3% 0.5	× 0.8%	0.0% 1	.1% 0.5%	0.0%	74% 14%	3.0%	0.0% 0.0%	6 1.7%	0.0% 0.1	0% 0.0%	1.3% 0/	× 0.0%	0.0% 39.	8% 45.5%	55.4% 22	8% 13.2%	3.1%	3.7% 9.8%	21.6%	16.5% 4:	4% 40.0%	55.6% 0/	9% 5.5%	27.5%	0.6%	0.1% 4.2%
		aubiotal	0.0% 0.0%	0.0%	0.0% 1.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.5% 0.	2% 0.0%	1.7% 0.0	N 0.0%	1.5% 0.0	5 1.4%	19.9% 3.0	2% 0.8%	0.5% 1	.1% 0.5%	0.9%	9.5% 1.4%	3.5%	0.7% 0.0%	6 1.7%	0.0% 0.1	0% 0.0%	1.3% 0.	2% 0.0%	0.0% 71	3% 73.5%	65.1% 27	3% 20.3%	50.0% 0	.7% 89.6%	87.2%	78.3% 11.	2% 63.4%	64.6% 5.1	1% 12.3%	73.1%	2.8%	0.7% 5.2%
Dudley																																											
	Strategic Centre	Briefley Hill- Traditional High Street Relation Mill Means Mill	1.5% 0.0%	0.0%	0.5% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	0.0%	0.0% 0.0	0.0%	0.0% 0.0	N 0.0%	1.1% 0.0	5 1.4%	1.0% 2.2	2% 18.4%	3.3% 0	7% 7.5%	3.2%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0% 0.0	0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	3% 0.0%	0.0% 0.0	2% 0.8%	0.0%	4.0%	0.3% 0.0%
		Contracting rear sensity rear	0.5% 0.5%				0.07		0.3%				0.074 0.0		0.0.0												0.0.0							0.0%		0.3 %					0.1.0	2.1.0	0.178 0.078
	Town Centre	Dudley Stourbridge	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0.	2% 2.3% 2% 0.0%	0.0% 0.0	% 0.0% % 0.0%	10.0% 0.0	% 10.7% % 0.0%	0.9% 0.5	5% 0.0% 2% 4.4%	3.4% 0.	0.0% 0.0% 9.6% 41.5%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0.	2% 0.0% 2% 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	2% 0.0%	0.5% 0	.0% 0.0% 3.0% 0.0%	0.0%	1.6% 0.0	J% 0.0%	0.0% 0.0	/% 0.4%	0.1%	2.5%	0.3% 0.0%
		Halesowen	1.1% 0.0%	0.0%	0.0% 5.5	5% 0.0%	0.0% 0	0.0% 15.0%	45.6% 3	1.1% 1.9%	0.0% 2.	256 1.7%	0.0% 0.0	N 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	0.0% 0	0.0%	4.6%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0.	2% 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0% 0	10% 0.0%	0.0%	0.0% 0.1	.0% 0.0%	0.0% 0.0	2% 1.4%	0.0%	6.9%	1.0% 0.0%
	District & Local Centres		1.5% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.7% 0	0.0% 0.0%	0.0% 0.0	2% 1.8%	0.0% 0.0	N 0.0%	7.5% 0.0	\$ 0.9%	34.7% 0.7	% 6.7%	29.5% 25	9.5% 15.0%	2.1%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0.	2% 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	2% 0.0%	4.4% 2	12% 2.4%	0.5%	4.7% 47	.0% 1.3%	0.0% 0.0	0% 2.3%	1.6%	11.2%	0.3% 0.0%
	Out-of-Centre		0.0% 1.4%	0.0%	1.3% 11.	3% 0.0%	0.0%	0.0% 22.1%	30.4% 1	4.6% 9.0%	0.5% 2.	15. 16.6%	0.5% 0.0	5 0.0%	48.7% 0.0	5 54.4%	22.8% 17.3	2% 40.4%	44.9% 10	0.7% 15.5%	13.9%	0.0% 0.0%	0.0%	1.2% 0.0%	6 0.0%	0.0% 0.	0% 0.0%	0.0% 0.	× 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	9.8%	3.0% 0.6%	0.0%	3.0% 18	2% 0.0%	0.0% 0/	0% 6.6%	2.1%	31.5%	5.9% 0.0%
		latoldua	4.7% 1.4%	0.0%	1.8% 16.	9% 0.0%	0.0% 0	0.0% 38.2%	77.2% 1	9.3% 12.0%	0.5% 5./	5% 22.5%	0.5% 0.57	N 0.0%	68.9% 1.9	\$ 67.3%	60.5% 20.1	6% 81.8%	88.9% 63	2.0% 91.2%	83.3%	0.0% 0.0%	0.0%	1.2% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0.	2% 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	14.6% 2	.2% 3.0%	0.9%	9.3% 22.1	.9% 1.3%	0.0% 0.0	2% 14.7%	4.1%	75.1%	7.9% 0.0%
Sandwell	Strategic Centre	West Bromwich	0.0% 1.6%	0.0%	0.0% 0.0	0% 0.0%	6.1% 0	0.0% 0.0%	0.0% 0	0.5%	6.2% 6.	3% 1.7%	48.2% 39.3	56 0.0%	1.8% 0.0	5 1.3%	0.0% 0.0	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	0.0%	0.7% 0.0%	6 0.0%	0.0% 1.	1% 4.8%	1.0% 0.	2% 0.7%	0.0% 0.1	0% 0.0%	0.0% 0	2% 0.0%	0.0% 0	2.0% 0.6%	0.0%	0.0% 0./	0% 0.0%	0.0% 07	0% 1.8%	0.0%	0.3%	10.2% 0.5%
	Term Contro	Blackback	0.00	0.01	0.05 4.4		0.00								1.05				0.015		0.00		0.01					0.0%		0.05				0.05		0.01		05 0.05	0.00		0.015	7.85	1.00
	TOWN CALLS	Cradley Heath	0.0% 0.0%	0.0%	0.0% 0.0	6% 0.0%	0.0% 1	1.3% 2.1%	11.6% 5	8.1% 5.9%	0.0% 0.	2% 1.1%	0.0% 0.0	5 0.0%	0.0% 0.0	5 14.9%	0.0% 0.0	2% 10.7%	0.0% 0	1.7% 2.5%	3.7%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0.	0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0% 0	10% 0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0% 0.0	0% 1.4%	0.0%	5.1%	3.8% 0.0%
		Great Bridge	0.0% 0.8%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	2.0% 1.7%	0.0% 0.	45 4.95	28.0% 17.2	5 0.0%	6.6% 0.0	5 2.1%	2.8% 443	5% 0.0%	0.0% 0	0.0%	1.0%	0.0% 0.0%	0.0%	8.2% 0.0%	6 0.0%	0.0% 0.1	0% 1.6%	0.0% 0.	0.0%	0.0% 0.1	0% 0.0%	0.0% 0	2.7%	3.9% 0	.0% 0.0%	0.0%	1.0% 0.0	J% 0.0%	0.0% 0.0	3% 2.1%	0.8%	1.3%	11.5% 0.4%
		Wednesbury	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0.	0.0%	0.9% 0.9	5 0.0%	0.0% 0.0	\$ 0.0%	0.0% 1.6	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	4.0% 1	13.3% 0.0%	6 0.0%	0.0% 0.1	0% 0.5%	0.0% 0.	0.0%	0.0% 1.1	8% 0.0%	0.0% 0	25%	2.4% 0	1.1%	0.0%	0.0% 0.7	0% 0.0%	1.0% 0.7	0% 0.5%	0.6%	0.0%	2.2% 0.9%
		Cape Hill	8.5% 2.4%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	2.0% 0.0%	64.8% 19	1% 1.5%	0.5% 0.0	\$ 0.0%	0.0% 0.0	\$ 0.0%	0.0% 0.0	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0.	0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	3% 0.0%	0.0% 0.0	3% 1.6%	0.0%	0.0%	7.8% 0.0%
		Delarwood	5.4% 0.0%	0.0%	1.3% 0.0	076 0.076	0.0% 0	0.0% 1.5%	0.0% 0	10% 0.0%	8.6% 10	5% 0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	s 0.0%	0.0% 0.0	7% 0.0%	0.0% 0	1.0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0.0%	0.0% 0.	/% 0.0%	0.0% 0.1	0% 0.0%	0.0% 0		0.0% 0		0.0%	0.0% 0.0	3% 0.0%	0.0% 0.0	75 0.055	0.0%	0.1%	25% 0.0%
	District & Local Centres		3.3% 3.1%	0.0%	1.3% 24.	.3% 0.0%	6.9% 0	0.0% 4.4%	0.5% 2	2.1% 9.4%	1.0% 1.	5% 0.5%	0.5% 0.0	s 0.0%	0.0% 0.0	\$ 1.3%	0.0% 1.3	5% 0.0%	0.0% 0	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.6% 0.	2% 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0% 0.5%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0% 0.0	75 1.2%	0.0%	0.5%	2.1% 0.0%
	Out-of-Centre	subbilis	2.15 1.45	0.8%	2.6% 42	1% 0.0%	0.0% 0	2.1% 46.6%	0.0% 0	0.3% 21.7%	2.0% 36	5% 37.6% 1% 72.9%	10.6% 18.0	<u>% 0.0%</u>	3.5% 0.0	5 <u>0.05</u>	1.9% 16/	055 0.0%	0.0% 0	0% 0.0%	0.0% 0	0.0% 0.4%	4.0% 3	10.0%	6 0.0%	0.0% 01	0% 2.1% 1% 10.0%	2.5% 0	25 <u>0.05</u>	0.0% 0.	5% 0.0%	1.1% 0	25 0.05	8.2% 0	2% 1.1%	0.3%	0.0% 18	5% 42% 8% 42%	10% 00	25 425	1.8%	1.5%	21.5% 0.2%
-																																								_			
Wassan	Stratecic Centre	Wahaal	0.0% 0.5%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0.	2% 0.0%	0.0% 1.5	\$ 1.5%	0.0% 0.0	\$ 0.0%	0.0% 0.0	2% 0.0%	0.0% 0	0.0%	0.0% 0	0.0% 38.9%	30.4%	3.7% 0.0%	6 0.0%	9.5% 15	2% 25.9%	0.0% 0.	2% 0.0%	8.0% 0.1	0% 0.0%	0.0% 4	3% 0.5%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0% 0.0	75 1.9%	0.0%	0.0%	0.8% 15.5%
	Town Centre	Blooaich	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	2.0% 0.0%	0.0% 0.	2% 0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	\$ 0.0%	0.0% 0.0	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	4.0%	0.0% 0.0%	6 0.0%	30.4% 2.5	5% 0.0%	2.8% 0.	2% 0.0%	0.0% 0.1	8% 0.0%	3.0% 10	4% 0.0%	0.0% 0	10% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0.0	2% 1.0%	0.4%	0.0%	0.0% 8.2%
		Brownhills	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	2.2% 0	0.0% 0.0%	0.0% 0	10% 0.0%	0.0% 0.0	2% 0.0%	0.0% 0.5	5 675	0.0% 0.0	5 0.0%	0.0% 0.0	2% 0.0%	0.0% 0	1.0% 0.0%	0.0% 0	0.0% 0.0%	3.5% 1	0.0% 1.0%	6 0.0%	9.4% 18.	4% 7.7%	0.6% 13	5 61.0%	47.8% 0.1	0% 0.0%	0.0% 0	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	J% 0.0%	0.0% 0.0	75 145	0.0%	0.0%	0.0% 11.4%
		Willenhall	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0.	0.0%	0.0% 0.0	5 0.0%	0.6% 0.0	5 0.0%	0.0% 0.0	0.0%	0.5% 0	0.9%	0.0%	0.0% 0.8%	6.0%	0.0% 0.0%	6 0.0%	2.3% 0.1	0% 0.0%	0.6% 0.	0.0%	0.0% 8.	7% 1.4%	9.9% 21	4% 46.6%	0.9%	1.0% 1.2%	0.6%	0.0% 0.0	0% 0.0%	0.0% 0.0	3% 1.3%	2.5%	0.3%	0.0% 8.2%
		Darlaston	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0.	2% 0.0%	0.0% 0.5	\$ 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	9.9% 2	26.4% 0.0%	6 0.0%	0.8% 0.1	0% 0.8%	0.0% 0.	0.0%	0.0% 0.5	5% 0.0%	4.0% 1	2% 8.4%	5.2% 0	-0% 1.1%	0.0%	0.0% 0.0	3% 0.0%	0.0% 0.0	3% 1.0%	1.5%	0.0%	3.6% 2.6%
	District & Local Centres		0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0.0	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	\$ 0.0%	0.0% 0.0	0.0%	0.0% 0	0.0%	0.0%	0.0% 1.2%	3.5%	0.0% 0.0%	6 0.0%	1.8% 0.1	0% 1.4%	0.0% 0.	2% 0.0%	1.0% 0.1	0% 0.0%	0.0% 0	5% 0.0%	0.0% 0	10% 0.0%	0.0%	0.0% 0.1	.0% 0.0%	0.0% 0.0	0% 0.1%	0.0%	0.0%	0.0% 1.3%
	Out-of-Centre		0.0% 0.0%	1.4%	0.0% 0.0	0% 0.0%	3.1% 0	0.0% 0.0%	0.0% 0	0.0%	0.0% 0.	2% 0.0%	0.0% 1.1	5 0.0%	0.0% 0.0	\$ 0.0%	1.0% 0.7	n 0.0%	0.0% 0	0.0%	0.0%	0.0% 26.5%	27.5%	4.5% 0.0%	6 0.0%	8.2% 20	9% 33.8%	1.3% 0.	25 1.1%	1.7% 6.	4% 0.0%	2.8% 15	0% 14.5%	0.8%	20% 0.0%	0.0%	0.0% 0/	0% 0.0%	0.0% 0/	0% 2.2%	0.9%	0.1%	1.1% 16.2%
		aubiotal	0.0% 0.5%	1.4%	0.0% 0.0	0% 0.5%	5.3% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0.	2% 0.0%	0.0% 3.6*	N 8.2%	0.6% 0.0	\$ 0.0%	1.0% 0.7	1% 0.0%	0.5% 0	0.9%	0.0% 0	0.0% 67.9%	84.7% 3	34.7% 1.0%	6 0.0%	66.3% 89	6% 71.1%	5.3% 1.	5% 66.4%	80.5% 16.	4% 1.4%	19.6% 60	3% 70.0%	6.9% 0	.0% 2.4%	0.6%	0.0% 0.0	3% 0.0%	0.0% 0.0	2% 10.3%	5.3%	0.4%	5.6% 72.8%
All Other Centres Outside	BCLA Area																																										
	Birmingham		45.6% 18.05	5 35.2%	20.7% 22.	.0% 44.5%	1.2% 5	5.8% 3.7%	1.7% 0	0.0%	8.1% 2.	2% 2.4%	0.0% 0.0	% 2.5%	0.0% 0.0	% 1.6%	1.0% 0.0	0.0%	0.0% 0	0.0%	0.0%	0.0% 3.6%	0.0%	0.7% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0.	0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	3.4% 0	1.0% 0.0%	0.6%	1.8% 0.0	.0% 0.0%	0.0% 0.5	5% 6.5%	1.0%	0.8%	1.3% 0.4%
	Cannock		0.0% 1.8%	0.0%	0.0% 0.0	0% 2.5%	0.0% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0.	0.0%	0.0% 0.0	5 0.0%	0.0% 0.0	\$ 0.0%	0.0% 0.0	0.0%	0.0% 0	1.0% 0.0%	0.0% 3	3.3% 2.9%	2.0%	0.0% 63.45	\$ 0.0%	7.7% 21	0% 1.6%	76.2% 5.	9.3%	2.8% 3.4	4% 8.0%	5.3% 5	4% 0.0%	0.7% 0	.0% 0.0%	0.0%	0.0% 0.0	3% 0.0%	4.4% 0.0	2% 4.5%	2.7%	0.0%	0.0% 4.0%
	Noocerminater Lichtfold		0.0% 0.0%	0.5%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.9% 0	10% 0.0%	0.0% 0.0	2% 0.0%	0.0% 0.0	N 0.0%	4.0% 87.1	% 0.0%	0.0% 0.0	7% 0.0%	0.0% 10	0.4% 0.0%	1.0% 1	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	1.75 01	0% 0.0%	0.0% 0.	2% 0.0%	1.0% 1.4	475 0.0%	0.0% 0	275 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	J% 0.0%	0.0% 26.7	3% 3.7%	0.1%	0.7%	0.0% 0.0%
	Baddith		0.0% 0.0%	2.3%	3.5% 0.0	0% 14.1%	0.0%	54% 0.0%	0.0%	0.0%	0.0% 0.	0.0%	0.0% 0.0	5 0.0%	0.0% 0.0	5 0.0%	0.0% 0.0	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 01	0% 0.0%	0.0% 0.	A 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0%	10% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0% 0.0	0% 0.7%	0.0%	0.0%	0.0% 0.0%
	Stafford		0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.6% 0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0% 0.	0.0%	0.0% 0.0	N 0.5%	0.0% 0.0	\$ 0.0%	0.0% 0.0	0.0%	0.0% 0	0.0%	0.0%	4.9% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0.	0.0%	0.0% 0.1	0% 6.1%	0.0% 0	0.0%	0.0% 0	1.7% 0.0%	1.1%	0.0% 0.0	0% 0.0%	0.0% 0.0	3% 0.5%	1.6%	0.0%	0.1% 0.0%
1	Sutton Coldfield		8.7% 9.8%	16.2%	2.0% 8.8	8% 3.5%	5.9% 4	4.1% 0.6%	0.0% 0	2.0% 0.0%	1.7% 1.	2% 0.0%	0.0% 0.0	64.7%	0.0% 0.0	5 0.0%	0.0% 0.0	0.0%	0.0% 0	0.5%	1.7% /	0.0% 0.0%	0.0%	0.0% 0.0%	6 2.0%	0.0% 0.1	0% 3.2%	0.0% 0.	0.0%	2.4% 0.1	0% 0.0%	0.0% 0	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	3% 0.0%	0.0% 0.0	2% 4.0%	0.0%	0.3%	0.9% 0.6%
1	1 Withday		1.3.4 0.0%	1.7%	U.	0.0%	0.0% 6	0.0% 0.0%	0.076 0	0.0%		0.0%	0.070 0.07	ne -312%	0.0.0 0.0	~ J.0%	0.070 0.0		9.0.e U	0.0%	0.076 6	0.0%	0.076	0.0%	• •.0%	0.0.0 01	0.0%	0.074 0.	0.0%	0.0.0	0.0%	0.0.0 0	0.0%	0.0/6 5	0.0%	0.0%	0.0.0 0.0	1.176	w.r.w 3.9		0.0%	0.0%	0.0% 0.0%
	Al Other Centres and Stores Elsewher	ne	3.1% 51.39	5 30.5%	58.6% 7.2	2% 16.6%	61.5% 6	3.3% 2.7%	1.2% 1	1.8% 0.0%	0.0% 0.	4% 0.5%	0.5% 1.4	N 13.8%	4.4% 3.3	\$ 3.1%	10.0% 0.5	5% 1.3%	5.7% 10	6.5% 1.5%	2.4% 1	5.5% 0.8%	1.5%	0.0% 27.85	\$ 4.3%	2.1% 4.	2% 7.8%	8.3% 79	0% 10.3%	5.0% 0.5	5% 3.2%	0.6% 0	0.0%	0.9% 3	4.5% 1.0%	2.1%	3.5% 57.4	0% 15.7%	18.2% 46.5	9% 15.7%	2.0%	3.4%	6.2% 3.0%
-		aubiotal	59.9% 81.05	87.5%	84.7% 38.	5% 81.1%	69.2% 7	9.5% 6.9%	3.8% 2	2.7% 0.0%	9.7% 3.	7% 2.9%	0.5% 1.4	\$ 83.3%	8.4% 90.4	% 4.8%	11.5% 0.5	2% 1.3%	5.7% 33	2.9% 1.9%	5.7% 3	1.7% 24.6%	4.0%	0.7% 91.15	\$ 92.2%	11.5% 62	2% 13.5%	85.1% 92	7% 22.8%	11.8% 5.3	25 17.4%	5.9% 5	4% 0.0%	5.1% 2	2.0% 1.0%	3.8%	5.4% 57	0% 23.4%	28.7% 77/	9% 39.3%	7.3%	5.2%	8.4% 10.7%
SPECIAL FORMS OF TRAC	ING/ INTERNET SHOPPING:		10.5% 6.7%	10.3%	10.9% 1.3	7% 18.3%	12.5% 1	8.4% 8.3%	1.6%	7.7% 3.9%	0.0% 5/	175	3.0% 13.9	5 8.5%	7.7% 7.7	5 6.4%	1.7% 9.1	5.5%	4.3% 3	3.0%	5.5%	5.0%	3.8%	3.0% 7.8%	6 6.1%	22.2% 3	1% 5.4%	6.0% 5	10.1%	7.8% 4.1	8% 7.8%	7.3% 7	2% 4.0%	8.3% 5	5.1% 1.2%	7.2%	6.1% 7.	1% 7.7%	5.7% 17	.0% 7.7%	6.9%	4.0%	62% 9.2%
1																																											
		GRAND TOTAL	100.0% 100.0	5 100.0%	100.0% 100	0.0% 100.0%	100.0% 10	00.0% 100.0%	100.0% 10	0.0% 100.0%	100.0% 100	.0% 100.0%	100.0% 100.0	7% 100.0%	100.0% 100.	2% 100.0%	100.0% 100	0% 100.0%	100.0% 10	10.0% 100.0%	6 100.0% 7	00.0% 100.0%	6 100.0% 10	00.0% 100.0	100.0%	100.0% 100	0.0% 100.0%	100.0% 100	0% 100.0%	100.0% 100	0.0% 100.0%	100.0% 10	0% 100.0%	100.0% 10	J0.0% 100.0%	6 100.0%	100.0% 100	0.0% 100.0%	100.0% 100	1.0% 100.0%	100.0%	100.0%	100.0% 100.0%

TABLE 3: OTHER (SECONDARY) MAIN FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%) Including Internet Stropping and other Special Forms of Trading Based no 2019 Neuraband Sawy.

LOCAL PLANNING AUTHOR	RITY CENTRE TYPE		Zone 1 Zo	ne 2 Zone	3 Zone 4	Zone 5 Zon	ne 6 Zone 7	Zone 8 Z	Zone 9 Zone	e 10 Zone 11	Zone 12 Zo	one 13 Zone	14 Zone 15	Zone 16 Zo	one 17 Zone	18 Zone 19	Zone 20	one 21 Zone	22 Zone 23	Zone 24	Zone 25 Zone	a 26 Zona 27	Zone 28 Zo	one 29 Zone	30 Zone 31	Zone 32 Zo	ine 33 Zone	34 Zone 35	Zone 36 Z	one 37 Zone	38 Zone 39	Zone 40 Zo	ne 41 Zone 43	2 Zone 43	Zone 44 Zon	te 45 Zone 4	6 Zone 47	Zone 48 Zon	e 49 Zone 5	0 Zone 51	Zone 52 Zon	e 53 Zone 54	14 Zone 55 51	TUDY AREA	Wolverhamp	ton Dudley 1	Sandwell Watsall
Wolverhampton																																															
	Strategic Centre	Wolverhampton	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	6.0%	2.0%	0.8% 0.0*	% 0.0%	0.0%	0.0% 1.1	% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	2.3% 0.0%	6 3.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0	0% 17.4%	21.2%	5.6% 6.	5% 0.0%	3.0%	0.0% 32	.6% 31.0%	33.7%	3.9% 7.5	21.3%	0.0%	3.2%	20.3%	0.1%	0.2% 1.1%
	Town Centre	Bilaton	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	6.0%	0.0%	0.0% 0.0	% 5.7%	0.0%	0.0% 2.0	% 2.4%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	6 0.9%	2.4% 0	0.0% 1.65	% 0.0%	0.0%	0.0% 4.4	N 0.0%	0.0% 0	0% 14.4%	0.0%	0.0% 3.	2% 6.6%	37.3%	0.0% 19	1% 1.0%	8.6%	2.8% 0.0	0.0%	0.0%	1.7%	9.9%	0.8%	0.6% 1.0%
		Wednesfield	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0*	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0	0% 0.0%	1.0%	2.6% 0.	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.1%	0.6%	0.0%	0.0% 0.0%
	District & Local Centres		0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.8% 0.0%	6.0%	0.0% 0	0.0% 0.0*	% 0.0%	0.0%	0.0% 4.0	% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 1	.9% 0.01	% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0	0% 2.6%	7.5%	4.0% 0.	0% 1.5%	2.4%	0.0% 21	8% 24.1%	34.2%	2.0% 10.	9% 3.4%	2.5%	2.2%	14.0%	0.4%	0.0% 0.1%
	Out-of-Centre		0.0% 2	5% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	225 19	25. 0.0%	0.0%	2.1% 1.2%	6 0.0%	3.2%	0.0% 0.0	% 0.0%	0.0%	0.0% 2.2	% 0.0%	0.0%	2.0% 1.8	0.0%	0.0%	0.05	6 0.9%	0.7% 0	2.0% 2.85	% 1.0%	0.0%	0.0% 2.1	5 1.6%	0.0% 0	0% 30.8%	51.2%	57.8% 13	9% 4.9%	3.6%	0.0% 18	25 32.45	9.7%	17.0% 19.	5% 44.3%	0.0%	5.7%	30.4%	0.9%	0.7% 2.2%
		aubtotal	0.0% 2	.6% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	2.2% 1.9	2% 0.0%	0.0%	2.9% 1.3%	0.0%	5.1%	0.8% 0.0*	% 5.7%	0.0%	0.0% 9.2	% 2.4%	0.0%	2.6% 1.8	1% 0.0%	0.0% 1	1.6% 0.0%	6 4.8%	3.1% 1	.9% 4.45	% 1.0%	0.0%	0.0% 6.5	% 1.6%	0.0% 0	0% 65.2%	81.0%	69.9% 23	7% 13.1%	46.3%	0.0% 92	.0% 85.5%	86.2%	25.7% 38.	3% 68.9%	2.5%	12.8%	75.2%	2.2%	1.7% 4.5%
Dudley																																															
	Strategic Centre	Brierley Hill- Traditional High Size Brierley Hill- Merry Hill	et 0.0% 0. 0.0% 0.	.0% 0.0% .0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0 0.8% 3.2	5% 0.8% 2% 2.6%	0.0%	0.0% 0.0%	L 0.0%	1.0% 0	0.0% 0.0*	% 0.9% % 1.9%	0.0%	1.3% 0.0'	% 0.0%	20.2%	6.8% 4.8 7.0% 18.7	P\$ 6.7% 7% 7.9%	0.8%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0% % 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	1.0% 1.5	2% 0.0%	0.0%	0.8%	0.0%	4.7%	0.0% 0.0%
	Town Cantha	Derley	0.0% 0	05. 0.05	0.0%	0.0% 0.1	0.00	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	3.1%	0.0%	15% 0.0	5. 21.2%	0.0%	87% 11	% 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	5 0.05	0.0%	0.0% 0.07	s 0.0%	0.0%	0% 0.0%	0.0%	0.0% 0	0.05	0.8%	0.0% 0	0.05	0.0%	0.0% 0.0		0.0%	0.6%	0.1%	3.1%	0.4% 0.0%
	TOWN CALLS	Stourbridge	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	1.3% 3.4	1% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	2.8%	0.0% 0.0	% 0.0%	12.0%	3.7% 15.7	7% 37.1%	45.7%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	2.3%	0.0%	13.5%	0.0% 0.0%
		Halesowen	0.8% 0.	8% 0.0%	0.8%	4.2% 0.0	0% 0.0%	0.0% 1	16.2% 21.7	7% 11.2%	1.4%	0.0% 0.0%	L 0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0%	2.2% 0.0	% 0.0%	0.0%	0.0% 0.0	P\$ 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	s 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.9%	0.0%	4.0%	0.7% 0.0%
	District & Local Centres		0.0% 0.	0% 2.2%	0.0%	0.0% 0.0	0% 0.0%	0.0%	2.1% 0.0	2% 1.4%	0.7%	0.0% 0.0%	1.5%	0.0% 0	0.0% 0.0%	% 13.5%	0.0%	3.5% 43.8	1.3%	9.6%	35.9% 18.3	3% 18.9%	5.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	4.3%	0.0% 1.	0% 3.5%	2.4%	9.5% 0.0	0.0%	0.0%	2.9%	1.9%	15.1%	0.4% 0.0%
	Out-of-Centre		0.0% 0.	0% 3.0%	0.0%	3.7% 0.0	0.0%	0.0% 2	20.3% 40.2	2% 26.6%	7.8%	1.2% 7.3%	19.9%	4.5%	0.0% 0.0	% 40.4%	0.0%	48.4% 28.7	5 17.85	34.6%	32.2% 8.4	5 21.4%	17.5%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.03	% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0% 0.0%	0.0%	0.0% 0.	0.0 0.0%	1.4%	0.0% 3	3% 1.1%	0.9%	31.5% 0.0	2% 1.0%	0.0%	6.6%	0.8%	30.9%	7.9% 0.0%
		augooga.	0.8% 0.	.076 D.476	0.0%	7.0% U.I	0.0%	0.0% 4	40.076 00.1	176 42.076	9.9%	1.25 7.25	0.0	3.37%	1.5% 0.0	76 / 10.076	2.0%	14.1% 74.3	n 2035	87.67%	60.67% 60.8	95 92.1%	62.076	0.0% 0.8%	s 0.0%	0.0% 0	1.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0%	0.0%	0.0% 0.	0.0%	6.27%	0.0% 4.	376 4.076	3.3%	42.0% 1.5	n 1.0%	0.0%	12,29	295	11.1%	10.0% 0.1%
Sandwell	Stratecic Centre	West Bromwich	0.0% 6.	5% 0.8%	0.0%	0.0% 0.0	0% 10.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	8.1% 1.6%	2.8%	42.2% 4	1.7% 1.7	% 0.0%	0.0%	0.0% 0.0	% 2.5%	0.0%	0.8% 0.0	1% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0%	3.8% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 3.0%	0.8%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	2.0%	0.1%	0.1%	10.1% 0.6%
	Town Centre	Blackheath	0.0% 0.	.0% 0.0%	0.0%	3.0% 0.0	0% 0.0%	2.5% 2	28.2% 6.8	9% 10.5%	28.7%	0.0% 3.0%	6.5%	0.0% 0	0.0% 0.0	% 0.0%	0.0%	2.2% 0.0	% 0.0%	0.0%	0.0% 0.0	r% 0.0%	0.8%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	2.3%	0.0% 0.0	N 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	1.3%	0.0%	3.3%	3.8% 0.2%
		Cradley Heath Great Bridge	0.0% 0.	0% 0.0%	0.0%	0.8% 0.0	0% 0.0%	0.0%	0.8% 9.0	2% 42.2% % 0.0%	12.8%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	5 1.75	0.0%	40% 61	% 1.3%	7.0%	0.0% 0.0	% 0.7%	5.5%	0.0% 0.0%	6 0.0%	3.6% 0	0.0% 0.0%	% 0.0% % 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	1.2%	0.0%	4.0%	3.5% 0.0%
		Oldbury	0.8% 0.	0% 0.0%	0.0%	0.8% 0.0	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	5.6%	7.6% 7.3%	11.9%	8.7%	3.0% 0.0*	% 0.0%	0.0%	2.2% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	6 0.0%	2.4% 0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0	0% 0.0%	1.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	1.8% 0.0	0.0%	0.0%	0.8%	0.2%	0.2%	4.6% 0.0%
		Wednesbury	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	2.8%	4.4% 0.0*	% 0.0% N 0.0%	0.0%	0.0% 0.0	% 6.4%	0.0%	0.0% 0.0	P% 0.0%	0.0%	0.0% 0.0%	6 6.4%	27.2% 0	1.0% 0.05	% 0.0% N 0.0%	0.0%	0.9% 0.0	N 0.0%	0.0% 0	9% 0.0%	0.0%	0.0% 1.	0% 3.4% 0% 0.0%	9.7%	0.0% 0.	0% 0.0%	3.0%	0.0% 0.0	2% 0.0%	0.0%	1.2%	2.1%	0.0%	5.2% 1.5%
		Bearwood	3.8% 0.	.0% 0.0%	0.0%	3.4% 0.0	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0% 1	6.1% 9.6%	6 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	% 1.3%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.6%	0.0%	0.0%	2.9% 0.0%
	District & Local Centres		2.8% 0.	8% 0.0%	0.0%	13.3% 0.0	0% 9.2%	0.0%	8.0% 4.2	2% 0.8%	12.0% 1	2.7% 6.6%	3.1%	2.5%	0.8% 0.9	% 0.9%	0.0%	0.0% 0.0	% 10.0%	0.0%	0.0% 1.1	% 0.0%	0.0%	0.0% 0.0%	6 0.0%	2.1% 0	0.0% 0.05	% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	2.7%	0.0% 1.	8% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	1.6%	0.6%	1.2%	5.9% 0.0%
	Oxford/Centre		67% 1	6% 0.0%	0.0%	15.1% 0.0	0% 1.7%	0.0% 1	12.1% 1.17	15. 0.05.	22.3%	3.6% 35.29	41.4%	12.6%	1.8% 0.0*	5 175	0.0%	2.2% 1.87	5 20.8%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.0%	6 0.0%	34.1%	0.05	5 0.05	2.3%	4.4% 1.07	s 0.0%	0.0%	0% 0.0%	0.0%	3.55 0	0.05	2.7%	0.0% 0	0.05%	0.0%	27% 05		0.0%	4.3%	1.1%	1.7%	21.6% 0.6%
		aubtotal	20.0% 8.	2% 0.8%	0.0%	36.3% 0.0	0% 20.8%	2.5% 4	49.2% 21.1	1% 53.5%	83.4% 1	6.4% 73.95	% 72.5%	35.6% 6	8.5% 2.6	% 8.4%	0.0%	22.5% 7.9	% 65.5%	2.3%	0.8% 1.1	% 1.9%	8.4%	0.0% 0.0%	6 6.4%	69.3% 0	0.0% 0.05	% 0.0%	4.6%	11.8% 1.0	% 0.0%	0.0% 0	9% 0.0%	1.0%	3.5% 1.	0% 6.4%	18.3%	0.0% 1.	8% 1.6%	3.0%	4.5% 0.0	2% 0.0%	0.0%	15.2%	4.7%	12.8%	67.5% 3.1%
Walsall	Strategic Centre	Walsoall	0.0% 2	2% 0.0%	0.0%	0.0% 0.0	0% 2.4%	2.9%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0%	6.0%	0.0%	2.3% 0.0*	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	n 0.0%	0.0%	0.0% 38.91	% 36.9%	3.2% 0	0.0% 0.0%	% 20.3%	22.1%	36.7% 2.1	N 0.0%	1.2% 0	3% 0.0%	0.0%	1.4% 8	0% 7.3%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	2.7%	0.2%	0.0%	0.9% 20.9%
	Town Centre	Blowich	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0*	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	6 1.5%	0.0% 0	0.0% 0.0%	% 16.1%	0.0%	1.4% 3.9	N 0.0%	1.2% 0	9% 0.0%	0.0%	0.9% 7.	4% 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.6%	0.1%	0.0%	0.0% 4.7%
		Brownhills	0.0% 0.	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 1.5*	% 0.0% N 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	P% 0.0%	0.0%	0.0% 2.9%	6 1.8% 6 0.0%	0.0% 1	1.9% 0.05	% 18.1%	20.7%	1.4% 0.0	5 6.2%	62.4% 1	13% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	1.6%	0.0%	0.0%	0.0% 12.1%
		Witerhall	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	6 3.7%	0.0% 0	0.0% 0.0%	% 1.5%	0.0%	0.0% 0.0	5 0.0%	0.0% 0	0% 17.4%	1.0%	9.8% 25	1% 42.2%	2.7%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	2% 1.7%	0.0%	1.2%	3.0%	0.0%	0.0% 7.0%
		Darlaston	0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0%	6.0%	0.0% 0	0.0% 0.0*	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	6 7.5%	11.1% 0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.0%	1.7% 2.	6% 7.1%	6.5%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.6%	1.4%	0.0%	1.5% 2.0%
	District & Local Centres		0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	2% 2.1%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 1.7	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	6 3.5%	2.4% 0	0.0% 0.0%	% 3.1%	0.0%	0.9% 0.0	N 0.0%	0.0%	9% 4.2%	0.0%	0.0% 5.	5% 2.6%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.4%	0.2%	0.0%	0.4% 2.4%
	Out-of-Centre		0.0% 5	a% 0.0%	0.0%	0.0% 0.0	0% 6.9%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	4.4% 0.0*	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	rs 0.0%	0.0%	0.0% 19.75	5 20.1%	4.6% 0	0.0% 0.05	% 12.5%	19.7%	24.2% 1.7	5 0.0%	0.0% 8	4% 6.8%	0.0%	3.8% 13	7% 17.7%	2.7%	0.0% 0.	0.0%	0.9%	0.0% 0.0	2% 0.0%	0.0%	2.6%	1.5%	0.0%	1.7% 16.7%
		aubiotal	0.0% 9.	5% 0.0%	0.0%	0.0% 0.0	0% 10.3%	2.9%	0.0% 0.0	2.1%	0.0%	0.0% 0.0%	0.0%	1.8%	6.7% 5.1	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 61.57	5 54.9%	21.3% 1	.9% 0.01	5 7275	84.0% 6	15.5% 7.6	N 6.2%	69.4% 7	28.4%	1.0%	17.6% 62	4% 77.9%	11.9%	0.0% 0.	0% 0.0%	0.9%	0.0% 0.0	75 1.7%	0.0%	10.7%	6.4%	0.0%	4.7% 72.7%
All Other Centres Outside	e BCLA Area																																														
	Binningham		54.8% 13	12% 45.09	6 31.7%	17.7% 48.	9% 7.1%	4.4%	1.6% 5.0	2% 0.0%	1.3% 1	1.6% 7.3%	6 0.0%	0.0%	2.2% 1.5	% 2.6%	2.4%	0.8% 1.8	% 0.0%	1.5%	0.0% 2.0	96 1.3%	0.0%	0.0% 0.8%	6 0.0%	0.0% 0	2.81	% 1.5%	0.0%	4.4% 0.0	N 0.0%	0.0% 0	0% 3.3%	0.0%	0.0% 0.	0% 0.0%	9.5%	0.0% 1.	8% 0.0%	0.9%	0.0% 0.0	2% 0.0%	0.0%	8.0%	2.1%	1.7%	3.0% 0.8%
	Kideminater		0.0% 0	0% 2.7%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0.0	7% 0.0%	0.0%	0.0% 0.0%	L 0.0%	0.0%	0.0% 0.0*	5 2.75	85.9%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	PS 0.0%	5.2%	H25 0.05	6 0.0%	0.0% 6	0.0% 0.0%	5 14.45	2.5%	3.0% /0.0	5 7.2%	0.0%	0.0%	0.0%	0.0% 0.	1% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	7% 5.4%	40.5%	3.0%	2.9%	0.0%	0.1% 0.0%
	Lichfield		0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 2.4	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 18.75	% 0.0%	0.0% 0	3.9% 85.6	0.0%	0.0%	0.0% 1.9	6 12.1%	8.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	2.9%	0.0%	0.0%	0.0% 2.5%
	Reddich		0.0% 0.	0% 1.5%	0.0%	0.0% 9.3	2% 0.0%	12.1%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0*	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.6%	0.0%	0.0%	0.0% 0.0%
	Stafford		0.0% 0.	.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0%	L 0.0%	0.0% 0	0.0% 0.0*	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	P% 0.0%	0.0% 2	5.9% 0.0%	6 0.0%	0.0% 1	1.9% 0.01	% 0.0%	0.0%	0.0% 0.0	5 1.5%	0.0% 0	0% 0.0%	0.0%	0.9% 0.	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0.0	2% 1.9%	0.0%	0.4%	0.1%	0.0%	0.0% 0.0%
	Suzon Coloneld Telford		0.0% 0.	0% 0.0%	0.0%	0.0% 2.5	07% 15.2% 5% 0.0%	0.0%	0.0% 0.0	7% 0.0% 7% 0.0%	0.0%	0.0% 0.0%	L 0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.0	r% 0.0%	0.0%	0.0% 2.0%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0% % 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0	a% 0.0% 0% 0.0%	0.0%	0.0% 0.	0.0% 0.0%	0.0%	60.8% 0.	0.0%	0.0%	0.0% 0.0	7% 0.0% 2% 3.7%	2.5%	4.1%	0.0%	0.0%	0.4% 0.0%
	Al Other Centres and Stores Elsev	hana	12.5% 40	14% 19.29	6 54.5%	13.6% 29.	4% 44.9%	72.4%	2.9% 1.2	2% 0.5%	0.0%	3.3% 0.0%	6.0%	1.0%	2.7% 16.9	1% 0.0%	4.3%	7.4% 6.3	% 2.5%	0.0%	8.9% 18.2	2% 0.7%	1.6%	7.8% 11.35	% 0.9%	0.0% 2	1.9% 3.31	% 2.7%	6.6%	9.1% 10.7	% 70.3%	13.1% 5	0% 0.0%	4.6%	0.0% 0.	0% 0.0%	0.8%	36.3% 0.	0% 0.9%	1.8%	25.1% 27.	4% 13.6%	53.5%	15.5%	1.6%	2.9%	5.1% 5.1%
		aubiotal	72.7% 71	1.8% 78.35	6 93.6%	47.7% 91	7% 67.2%	88.9%	5.3% 6.2	2% 0.8%	1.3% 1	4.9% 9.5%	6 0.0%	1.0%	4.9% 85.3	5.35	93.5%	8.2% 8.1	% 2.5%	1.5%	9.7% 27.5	2.1%	7.5% 8	0.8% 32.7%	5 0.95	0.7% 2	3.0% 95.6	5 18.6%	11.4%	19.0% 83.2	5 91.25	29.4% 1	5% 3.3%	14.2%	7.7% 6	1% 0.0%	10.3%	97.2% 1	8% 0.9%	2.8%	25.1% 42.	5% 24.6%	95.6%	41.1%	6.7%	5.6%	10.0% 14.9%
SPECIAL FORMS OF TRA	ADING/ INTERNET SHOPPING:		6.5% 6.	3% 15.79	6 5.6%	8.1% 8.3	3% 1.7%	5.6%	2.6% 1.7	PS 12%	5.4%	4.5% 8.0%	5 2.3%	0.0% 1	17.5% 6.0*	% 2.6%	3.7%	5.2% 0.0	% 9.3%	1.5%	1.4% 3.7	% 3.9%	1.3%	7.6% 5.0%	6 3.0%	5.6% 3	5.2% 0.0%	% 7.8%	0.0%	3.7% 1.7	N 1.0%	1.2% 1	7% 3.1%	2.7%	1.4% 6.	9% 2.6%	6.7%	2.5% 0.	0% 6.3%	3.9%	2.8% 17.	3% 3.8%	0.9%	5.0%	4.1%	2.3%	6.1% 4.8%
		GRAND TOTAL	100.0% 10	0.0% 100.0*	% 100.0%	100.0% 100	100.0%	100.0% 1	100.0% 100.	.0% 100.0%	100.0% 1	00.0% 100.0	% 100.0%	100.0% 1	00.0% 100.0	0% 100.0%	100.0%	00.0% 100.	0% 100.0%	100.0%	100.0% 100.	0% 100.0%	100.0% 1	00.0% 100.0	2% 100.0%	100.0% 10	0.0% 100.0	0% 100.0%	100.0% 1	00.0% 100.	2% 100.0%	100.0% 10	0.0% 100.0%	100.0%	100.0% 100	0.0% 100.05	100.0%	100.0% 100	10% 100.0%	6 100.0%	100.0% 100	0% 100.0%	6 100.0%	100.0%	100.0%	100.0%	100.0% 100.0%

TABLE 4: TOP UP FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2019 Household Survey

LOCAL PLANNING AUTHOR	ITY CENTRE TYPE		Zone 1 Zone	2 Zone 3 2	Zone 4 Zone	5 Zone 6	Zone 7 Z	Zone 8 Zone	e 9 Zone 10	Zone 11 Zo	ine 12 Zone 1	3 Zone 14 3	Zone 15 Zone	16 Zone 17	Zone 18 Zor	ne 19 Zone 2	0 Zone 21	Zone 22 Zone	e 23 Zone 24	Zone 25 Zo	me 26 Zone 2	27 Zone 28	Zone 29 Zone	30 Zone 31	Zone 32 Zon	e 33 Zone 34	4 Zone 35 Z	one 36 Zone	a 37 Zone 35	Zone 30 Zo	one 40 Zone 4	1 Zone 42	Zone 43 Zone	44 Zone 45	Zone 46 Zo	one 47 Zone	45 Zone 49	Zone 50 Zo	one 51 Zenr	e 52 Zone 53	3 Zone 54 2	one 55 STUDY A	AREA Wol	erhampton Da	dey Sande	eett Wate
Web and a second as																																														
Weiter Hall Digit	Strategic Centre	Wolverhampton	0.0% 2.1%	6 0.0%	0.0% 0.0%	6 0.0%	0.0% /	0.0% 0.05	% 0.0%	0.0% 1	.5% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	.0% 0.0%	0.0%	2.4% 0.0	0% 0.0%	4.3% 0	.8% 0.0%	0.0%	0.0% 2.1	\$ 0.0%	1.0% 0.0	2.4%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0%	11.1%	16.8% 5.3	% 1.5%	2.5%	3.0% 0.0*	si 35.1%	16.8% /	8.8% 0.9	9% 3.0%	4.6%	0.0% 2.1%		12.8% 0	.7% 0.24	× 0.61
	Term Contro	Rister	0.00						× 0.0×	0.0%		0.01				-	0.0%		-	0.015		2.78					0.01	0.015 0.03	* 0.0*	0.00		11.78			4.786	17.6% 0.00		0.65	4.855		0.0%					
	TOWN CALLS	Wednesfield	0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	0.0% /	0.0% 0.05	5 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0%	1% 0.0%	0.0%	0.0% 0.0%	1.0%	0.0% 7.2	% 0.0%	0.0%	0.0% 0.0*	\$ 0.0%	0.0% /	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.1%		1.0% 0	1.0% 0.0*	\$ 0.05
	District & Local Carries		0.0% 0.0%	6 0.0%	0.0%	6 0.0%	0.0% 0	0.0% 0.0%	-s 0.0%	0.0% 0	1.0% 0.8%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0%	0.0%	3.6% 0.0	276 0.076	0.0%	1.0% 0.0%	1.0%	0.0% 0.0	s 0.0%	0.0% 1.1	076 0.076	0.0%	0.0% 0.0%	ns 0.0%	0.0%	0.0% 0.0%	33.0%	34.5% 19.2	1.5%	1.4%	.2.5% 0.0%	30.1%	55.4% /4	4.0% 0.9%		2.0%	1475 5.475	·	39.4% 0.	.0% 0.1%	2 0.99
	Out-of-Centre	an defined at	0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	-0.0%	0.0% 0.0%	<u>% 0.0%</u>	0.0% 1	5% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	0% 0.0%	1.5%	3.1% 0.0	0.0%	0.0% 0	2.0% 1.2%	0.0%	1.1% 0.0	5 3.1%	0.0% 0.0	0.0%	0.8%	0.0% 0.0%	5 24%	0.0%	0.0% 0.0%	19.2%	32.6% 45.4	25 10.8%	3.3%	2.1% 0.09	<u>à 11.4%</u>	14.6% 7	7.3% 3.4*	15 46.0%	29.8%	3.0% 3.8%	<u>-</u>	19.5% 0	7% 0.19	2.01
-		10000a	2.07 2.17	0.0.0	0.0.2	0.074		0.070 0.07		0.074 2		0.0.4	0.0 % 0.0		0.074 0		1.374	10.0.0 2.2		52.4	100 120	4.374	1.1.00 4.1	a 24a	1.074 1.4	2.4.4	4.4.4	0.0.10		0.0%		10.01	40.2.1 78.		11.274	0.2.4 0.0.4	1 81.20		400 00			144 1244		<u></u>	44 0.04	
Dudley																																														
	Stralegic Centre	Briefey Hill- Traditional High Street Briefey Hill- Merry Hill	at 0.0% 0.0%	L 0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.05	5 0.0%	3.1% 0	0.0% 0.0%	0.7%	0.0% 0.0	% 0.0%	0.0% 0	0% 0.0%	1.3%	1.5% 0.0	0% 13.2% 2% 17.0%	3.9% 0	3.0% 5.2%	2.7%	0.0% 0.0	5 0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0%	P\$ 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	1.2% 0.0%	· 0.0%	0.0% 0	0.0% 0.0	3% 0.0%	0.0%	0.0% 0.5%		0.0% 3:	.2% 0.1% 3.2% 0.2*	· 0.05
	Town Centre	Dudley Structuridae	0.0% 0.0%	6 0.0%	0.0% 0.8%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0% 1	0.0% 0.0%	0.0%	2.0% 0.0	% 0.0%	0.0% 25	5.9% 0.0%	18.8%	0.0% 1.5	5% 6.1%	6.2% 0	1.0% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0%	PS 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	1.8% 0.0%	· 0.0%	0.0% 0	3.8% 0.0	/% 0.0%	0.0%	10% 1.0%		0.4% 5.	13% 0.0%	· 0.05
		Halesowen	0.0% 0.0%	6 0.0%	0.0% 3.9%	6 0.0%	0.0% 0	0.0% 18.6*	5% 29.9%	4.1% 0	0.0% 0.0%	2.2%	0.0% 0.0	% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	0.7%	0.0% 0	2.4%	0.0%	0.0% 0.0	5 0.0%	0.0% 0.0	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0?	.4 0.0%	0.0% 0	0.0% 0.0	3% 0.0%	0.0%	0.0% 1.0%	6	0.0% 5	.4% 0.67	.6 0.05
	District & Local Cantras		0.0% 0.0%	1 3 2%	0.0% 2.7%	6 0.0%	0.0%	0.0% 14.4	7.7%	84% 0	0.0%	0.0%	0.8% 2.7	% 0.0%	0.0% 24	135	13.8%	75.3% 2.3	73.8%	38.3% 2	3 55 41 73	21.6%	0.0% 0.0	5 0.05	0.0% 0.0	0.05	0.0%	0.0% 0.0%	ni 0.0%	0.0%	0.0%	3.1%	0.0% 2.0	N 0.0%	0.0%	11.8% 0.07	4 0.0%	1.3%	175 17	8% 0.0%	0.0%	0.0% 5.6%		3.0% 37	0.1% 1.17	4 0.03
-	Out-of-Centre	aubiotal	0.0% 0.0%	6 0.0% 6 3.2%	22% 0.8%	6 0.0%	0.0%	0.0% 13.0%	25 27.5% 7% 64.6%	16.3% 4	12% 0.0% 17% 0.8%	2.8%	12.3% 2.7	% 0.0%	0.0% 42	2.0% 0.0% 3.0% 5.1%	36.3%	6.5% 7.5	3% 27.2% 3% 91.9%	34.9% 4 85.1% 3	6.4% 13.4% 6.4% 95.6%	6 7.4% 6 78.2%	0.0% 0.0	<u>5 0.0%</u> 5 0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	3.1%	0.0% 2.0	<u>% 0.0%</u> % 0.0%	0.0% 1	2.2% 0.0%	x 0.0%	2.2%	2.9% 11.	<u>7% 0.0%</u>	0.0%	0.8% 15.0%	5	43% 81	10% 5.6*	x 0.05
-																																									-	-				
Sandwell	Strategic Centre	West Bromwich	0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	8.5% 0	0.0% 0.05	66 0.0%	2.8% 1	1.6% 3.7%	0.0%	6.3% 51.4	1% 48.9%	2.3% 0	.0% 0.0%	2.2%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	\$ 0.0%	2.1% 0.0	0.0% 0.0%	0.0%	1.6% 6.85	1.5%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0%	4 0.9%	0.0% 0	3.0% 0.0*	1% 0.0%	0.0%	3.0% 1.9%	6	0.1% 0.1	-2% 11.2*	5 0.75
	Town Centre	Blackheath	0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	0.0% /	0.0% 19.9	7% 3.4%	1.7% 40	0.3% 0.0%	0.0%	2.4% 0.0	% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	\$ 0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0*	× 0.0%	0.0% /	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.8%		0.0% 2	2.0% 3.3*	\$ 0.05
		Cradley Heath	0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 1.75	% 6.4%	45.6% 7	r.1% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0%	7.9%	0.0% 1.4	4% 3.7%	0.0% 0	0.0% 0.7%	1.8%	0.0% 0.0	% 0.0%	0.0% 0.1	9% 0.0%	0.0%	0.0% 0.0%	n 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0%	.4 0.0%	0.0% 0	0.0% 0.0*	J% 0.0%	0.0%	0.0% 0.9%	6	0.0% 2	:4% 3.29	.4 0.05
		Great Bridge Oldhury	0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	5 0.0%	0.0% 0	0.0% 0.0%	4.2%	4.4% 17.9	2% 5.8% % 2.3%	0.0% 1	.5% 0.0%	2.2%	0.8% 243	2% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	5 0.0%	2.1% 0.0	0% 0.0%	0.0%	0.0% 1.25	5 0.0%	0.0%	0.0% 0.0%	0.0%	20% 0.0	5 0.0%	0.0%	1.1% 0.0%	· 0.0%	0.0% 0	3.0% 0.0	/% 0.0%	0.0%	1.0%		0.2% 0.3	.5% 5.8%	· 0.11
		Wednesbury	0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	0.0% /	0.0% 0.05	% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 2.0	% 4.7%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	5 0.7%	25.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 1.6%	0.0%	0.0% 0.0	% 0.0%	2.5%	0.0% 0.0*	\$ 0.0%	0.0% /	0.0% 0.0	0% 0.0%	1.3%	0.0% 0.7%		0.0% 0	1.0% 4.0*	\$ 0.55
		Cape Hill	5.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0% 0	0.0% 46.3%	8.3%	0.0% 1.0	% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 1.4	4% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	\$ 0.0%	2.1% 0.0	0% 0.0%	0.0%	0.0% 0.0%	P% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0%	4 0.0%	0.0% 0	3.0% 0.0*	J% 0.0%	0.0%	3.0% 0.9%	6	0.0% 0.1	.0% 5.09	4 0.05
		Bearwood	5.8% 0.0%	6 0.0%	2.2% 1.6%	6 0.0%	0.9% 0	0.0% 0.05	% 0.0%	0.0% 0	0.0% 12.8%	12.9%	0.0% 0.0	% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	\$ 0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	PS 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	3.0% 0.0%	. 0.0%	0.0% 0	3.0% 0.0	.% 0.0%	0.0%	10% 0.8%	۰ I I	0.0% 0.	.0% 3.2%	. 0.05
	District & Local Centres		3.9% 5.1%	6 0.0%	0.0% 29.0%	% 0.0%	7.3% (0.0% 9.45	% 23.8%	9.4% 25	9.5% 15.5%	27.1%	16.8% 8.6*	% 8.6%	0.0% 0	.0% 0.0%	0.8%	0.0% 37.	4% 0.0%	1.4% 1	1.7% 0.0%	0.0%	0.0% 0.0	\$ 0.0%	4.9% 0.0	0% 0.0%	0.0%	1.7% 0.05	7.6%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0?	.6 0.0%	0.8% 0	0.0% 0.0	3% 0.0%	0.0%	0.0% 4.3%	6	0.2% 3	17% 17.8	.% 0.15
	Out-of-Cartra		0.0% 2.5%	6 0.0%	0.0% 7.9%	6 0.0%	0.9%	2.1% 13.3	N 0.0%	0.0% 9	0.0%	27.7%	26.3% 9.8*	5 17.1%	0.0% 0	0% 0.0%	0.0%	0.0% 16.1	9% 0.0%	0.0%	0.0%	0.0%	0.0% 0.0	5 0.05	35.2% 0.0	0.05	0.0%	0.0% 2.4%	n	0.0%	0.0%	0.0%	0.0% 1.8	N 0.0%	0.0%	4.5% 0.07	4. 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 3.3%		1.0% 1	175 17.5	a. 0.25
		latoldus	14.8% 7.6%	6 0.0%	2.2% 39.5%	% 0.0%	17.6% 7	2.1% 44.4	1% 33.6%	59.5% 85	9.3% 84.9%	80.2%	81.9% 93.5	5% 87.3%	2.3% 3	.1% 0.0%	17.6%	0.8% 82.1	8% 3.7%	1.4%	1.7% 0.7%	1.8%	0.0% 0.0	\$ 0.7%	73.1% 0.1	9% 0.0%	0.0%	3.3% 10.3	3% 10.0%	0.0%	0.0% 1.6%	0.0%	2.0% 1.8	% 0.0%	2.5%	6.0% 0.07	6 1.9%	0.8% 5	0.0% 0.0	3% 0.0%	1.3%	0.0% 15.5%	<u>s</u>	2.1% 10	15% 75.5	5 1.79
Watsall	Strategic Centre	Watsall	0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	3.9% (0.0% 0.0%	% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 1.0	% 2.1%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 41.0	n 23.8%	1.0% 0.0	0.0%	9.2%	20.4% 25.5	5% 4.7%	0.0%	2.8% 5.6%	0.0%	0.0% 0.0	% 3.5%	3.5%	3.3% 0.0?	.6 0.0%	0.0% 0	0.0% 0.0	3% 0.0%	0.0%	0.0% 1.9%		0.0%	.0% 0.8?	A 15.1
	Town Centre	Bloowich	0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	0.0% /	0.0% 0.05	% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	5 0.7%	0.0% 0.0	0% 0.0%	28.4%	0.0% 0.0%	4.1%	0.0%	2.8% 0.0%	0.0%	0.0% 0.0	5.8%	2.1%	0.0% 0.0*	× 0.0%	0.0% /	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.8%		0.0% 0	.0% 0.0*	5 7.05
		Brownhills	0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	0.0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	5 2.3%	0.0% 0.1	0.0%	3.8%	4.0% 1.95	P% 0.0%	2.3% 6	9.5% 9.4%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0?	.4 0.0%	0.0% 0	0.0% 0.0	3% 0.0%	0.0%	0.0% 0.9%	6	0.0% 0	.0% 0.0?	.4 7.55
		Aldridge	0.0% 2.8%	6 0.0%	0.0% 0.0%	6 0.0%	1.6% 0	0.0% 0.0%	5 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.9% 0	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 1.2	5 0.0%	0.0% 0.0	0% 0.0%	1.2%	22.6% 1.95	Ph 1.5%	0.9%	5.5% 48.3%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0%	» 0.0%	0.0% 0	2.0% 0.0*	J% 0.0%	0.0%	J.0% 1.2%	2	0.0% 0.	.0% 0.1%	» 8.57
		Darlaston	0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	0.0% /	0.0% 0.05	% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	5 10.6%	15.9% 0.0	0% 0.0%	0.0%	0.0% 1.25	56 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 1.1	% 0.0%	6.9%	3.3% 0.0*	5 1.7%	0.0% /	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.7%		0.8% 0	1.0% 2.24	5 2.35
	District & Local Centres		0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	1.4% (0.0% 0.0%	% 0.0%	0.0% 0	0.0% 0.0%	4.0%	0.0% 0.0	% 0.0%	1.4% 0	.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 7.7	5 17.4%	0.0% 0.0	0% 0.0%	34.5%	19.6% 25.0	0.9%	0.0%	1.0% 17.8%	5.3%	0.0% 1.8	% 25.8%	4.4%	1.1% 0.01	N 0.0%	0.0% (0.0% 0.0	0% 0.0%	0.0%	0.0% 2.5%		0.7% 0	0.0% 0.91	N 19.51
	Out-of-Centre		0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	2.3% /	0.0% 0.05	5 0.0%	0.0% 0	0.0% 0.0%	0.0%	1.2% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	2.0% 0.0%	0.0%	0.0% 14.4	05 31.5%	4.9% 1.1	e% 0.0%	7.0%	24.6% 26.2	2% 1.5%	0.0% 1	0.3% 7.0%	3.4%	0.0% 1.8	% 20.4%	12.3%	0.7% 0.0*	\$ 0.0%	0.0% /	0.0% 0.0	0% 0.0%	0.0%	0.0% 2.2%	6	0.6% 0	.0% 1.0*	5 16.5
		aubtotal	0.0% 2.8%	6 0.0%	0.0% 0.0%	6 0.0%	9.2% 0	0.0% 0.05	% 0.0%	0.0% 0	0.0% 0.0%	4.0%	1.2% 1.0	% 2.1%	2.3% 0	.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 64.2	56 \$0.1%	21.8% 2.3	7% 0.0%	86.7%	91.2% 82.8	5% 13.6%	3.2% \$	1.9% 88.3%	15.8%	0.0% 8.8	% 71.5%	86.2%	9.0% 0.0%	4 1.7%	0.0% 0	3.0% 0.0	3% 0.0%	0.0%	3.0% 11.2%	N-	3.7% 0.	.0% 4.99	4 83.9
All Other Centres Outside	BCI A Area																																													
	Dinningham		63.3% 31.95	% 45.3% :	30.9% 18.5%	% 55.9%	17.2%	4.7% 1.55	% 1.2%	2.2% 0	0.0% 9.2%	8.2%	0.0% 0.0	% 0.0%	0.0% 0	.0% 0.0%	2.2%	0.0% 0.0	0.0%	0.0% 0	1.8% 1.3%	0.0%	0.0% 3.5	5 0.0%	0.0% 1.5	5% 2.4%	0.0%	0.0% 0.75	% 0.0%	0.0%	0.0% 0.0%	0.0%	0.7% 0.0	% 0.0%	0.0% 1	11.6% 0.07	.4 0.0%	0.0% 7	1.3% 0.0	3% 0.0%	0.0%	0.0% 9.3%	6	2.3% 0	17% 3.87	.6 0.45
	Cannock		0.0% 2.1%	6 0.0%	0.0% 2.7%	6 0.0%	0.0% 0	0.0% 0.05	% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	% 0.8%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	5.9% 2.1	% 0.0%	0.0% 72	1% 0.0%	4.0%	0.0% 0.0%	1% 42.5%	5.5%	4.4% 2.9%	2.6%	1.4% 0.0	% 1.7%	0.0% 1	0.0% 0.0%	.4 0.0%	0.0% 0	0.0% 0.0*	J% 0.0%	2.1%	0.0% 3.9%	6	0.5% 0	2.0% 0.15	.6 1.95
	Kidderminster Lichfield		0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	5 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.07	% 0.0%	0.9% 1	.5% 85.7%	0.0%	0.0% 0.0	0% 2.4%	0.0% 0	5.8% 0.0%	1.9%	0.0% 0.0	5 0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0%	PS 0.0%	4.5%	0.0% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	3.0% 0.0%	· 0.0%	0.0% 0	3.0% 0.0	/% 0.0%	0.0%	11% 3.3%		0.0% 0.	.7% 0.0%	· 0.05
	Reddich		0.0% 0.0%	6 0.0%	0.0% 0.0%	4.6%	0.0%	5.6% 0.05	% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0*	\$ 0.0%	0.0% /	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.3%		0.0% 0	1.0% 0.0*	% 0.0%
	Stafford		0.0% 0.0%	6 0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.05	% 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	1.6%	19.0% 0.0	% 0.0%	1.0% 0.0	0% 0.0%	0.0%	0.0% 0.0%	1% 0.0%	0.0%	0.0% 0.0%	0.0%	1.3% 0.0	% 0.0%	0.0%	0.0% 0.0%	.4 0.0%	0.0% 0	0.0% 0.0*	J% 0.0%	0.0%	0.0% 0.2%	6	0.3% 0.	.2% 0.15	.6 0.05
	Sution Coldheid Telford		1.7% 5.8%	6 7.4%	4.3% 14.5%	5 1.0%	4.6% 0	0.0% 0.0%	5 0.0%	2.4% 0	1.3% 2.6%	0.0%	0.0% 0.07	% 0.0%	78.5% 0	0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0% 0	0.0% 0.0%	0.0%	1.1% 0.0	5 0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0%	PS 0.0%	0.0%	0.0% 1.8%	0.0%	0.0% 0.0	5 0.0%	0.0%	3.0% 0.0%	· 0.0%	0.0% 0	3.0% 0.0	/% 0.0%	0.0%	53% 04%		0.0% 0.	.0% 0.7%	· 0.25
	Al Other Centres and Stores Elsewher		15.4% 47.7%	5 31.1%	59.5% 13.2%	% 30.3%	45.9% 8	84.1% 4.4%	5 0.0%	0.9% 0	0.8% 0.8%	2.9%	0.0% 1.8	% 0.0%	16.0% 0	.0% 4.9%	0.0%	5.3% 1.4	4% 0.0%	8.4% 5	1.9% 1.2%	9.6%	71.8% 5.0	5 0.7%	0.0% 18	1% 14.2%	0.0%	4.0% 4.9%	1% 29.9%	85.8%	3.6% 0.0%	0.0%	7.7% 4.3	% 0.0%	0.0%	0.0% 88.8	76 4.0%	5.2% /	0.8% 83.	3% 48.2%	59.5%	30.1% 19.99	N	3.8% 2	2.9% 5.5*	5 1.79
		100000	02.25 87.55	s or.0%	24./2 48.85	a x1.75	<u>10.059</u>	28.473 5.92	os 1.85	2.421 2	c.1% 12.6%	0.15	0.0% 1.8	20.8%	30.4% 1	.25 90.5%	125	2.278 1.4	12 2.45	0.4% 2	0.0% 2.5%	12.1%	9(.02) 23.8	os 1.4%	1.025 93.	0 9885	4.25	40% 5.67	ca 72.4%	30.0%	0.176 5.5%	1.0%	11.426 7.9	n 425	0.0%	1.0% 100.0	3 4.0%	242 2	1.126 81.3	25 4825	01.2%	102 43.25		(22) 4/	226 10.45	<u>x 6.05</u>
SPECIAL FORMS OF TRA	DING/ INTERNET SHOPPING:		4.9% 0.0%	6 9.8%	0.0% 2.7%	6 8.3%	2.5% 3	3.5% 0.09	% 0.0%	2.4% 0	0.8%	1.8%	4.7% 1.0	% 9.1%	0.0% 2	45 435	7.8%	0.0% 2.3	3% 2.0%	0.0% 1	1.5% 0.0%	2.7%	1.1% 9.8	\$ 2.3%	3.1% 1.5	5% 0.8%	8.6%	0.9% 1.25	r% 1.6%	0.0%	0.0% 4.6%	2.0%	0.0% 0.0	% 0.0%	0.0%	0.7% 0.0%	4 0.9%	1.4% C	3.0% 0.0	1% 0.0%	0.0%	2.2% 2.3%	6	0.7% 1.	.5% 2.8%	4 3.95
		CRAND TOTAL	100.08 100.0	. 100 OF 1	100 OK 100 O	100.06	100.08	100.00 100.0	ak 100.0k	100.06 10	0.06 100.08	(100 OF	100.06 100.0	08 100.08	100.04 10	0.01 100.01	100.016	100.06 100	100.00	100.08	100.0K	100.08	100.00 100	NAL 100 OK	105.05 100	100.00	100.00	00.0K 100.0	015 100.015	100.04	00.0N 100.0N	100.08	100.06 100	100.00	200 OF 1	100.05 100.0	0K 100.0K	100.00	100 OF 100	0.0K 100.0K	100.08	100.00			10.01	100.0

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2024 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2019 Household Survey

LOCAL PLANNING AUTHOR	ITY CENTRE TYPE		Zone 1 Zor	e 2 Zone 3	Zone 4	Zone 5 Zone	e 6 Zone 7	Zone 8 Z	Cone 9 Zone	e 10 Zone 1	1 Zone 12	Zone 13 Zon	ne 14 Zone i	15 Zone 16	Zone 17 Z	Cone 18 Zon	e 19 Zone 2	20 Zone 21	Zone 22 Z	one 23 Zone	24 Zone 25	Zone 26 2	Cone 27 Zone	ne 28 Zone 29	Zone 30	Zone 31 Zon	ne 32 Zone :	33 Zone 34	Zone 35 Zo	one 36 Zone	e 37 Zone 31	Zone 32	Zone 40 Zon	e 41 Zone 43	Zone 43 Z	one 44 Zone	45 Zone 46	Zone 47 Z	Corris 45 Zon	e 49 Zone 5	2 Zone 51	Zone 52 Zon	ne 53 Zone 54	4 Zone 55 S	STUDY AREA	Wolverhamp	ton Dudley	Sandwell Walso
Wolverbarroton																																																
WOW CONTRACTOR OF CONTRACTOR OFICACTOR OFICON OFICO	Strategic Centre	Wolverhampton	0.0% 0.	0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0% 1	0.0% 0.0	.0% 0.0%	0.0%	0.0% 0.1	1.0% 0.0%	i 3.0%	0.0%	0.0% 0.7	.0% 0.0%	0.0%	2.0%	0.0% 0.0	× 0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	7% 3.3%	0.0%	0.0% 0.0	9.4%	0.0%	3.1% 0.07	6 6.2%	9.2%	0.0% 21	.3% 17.6%	6 24.4%	7.1% 0	.0% 8.0%	0.0%	1.8%	11.1%	0.2%	0.3% 0.5%
	Town Centre	Bilaton	0.0% 0.	× 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% O/	0% 0.0%	0.0%	0.0% 0	2.0% 0.07	6 0.0%	0.0%	0.0% 0.1	.0% 0.0%	0.0%	3.3%	4.2% 0.0	2% 0.0%	0.0%	0.0% 7.1	.1% 0.0%	0.0%	0.0% 2	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	7% 6.7%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 8.0	N 5.0%	49.8%	0.0% 12	.0% 4.5%	0.0%	0.0% 0	0% 0.0%	0.0%	1.8%	10.6%	1.1%	0.8% 1.2%
		Wednesfield	0.0% 0.	0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0% r	0.0% 0.0	.0% 0.0%	0.0%	0.0% 0.1	1.0% 0.0%	J 0.0%	0.0%	0.0% 0./	.0% 0.0%	. 0.0%	0.0%	0.0% 0.0	.% 0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	15.0% 0.0*	.6 1.9%	0.0%	0.0% 0./	0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.3%	2.0%	0.0%	0.0% 0.2%
	District & Local Centres		0.0% 0.	× 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	3.4% 0.0	.0% 0.0%	0.0%	0.0% 0	2.0% 0.07	6 0.0%	4.5%	2.6% 0.1	.0% 0.0%	0.0%	10.2%	2.0 20.0	2% 0.0%	0.0%	0.0% 0.7	.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 2.7	r% 0.0%	0.0%	0.0% 0.0	1% 0.0%	58.4%	20.0% 11.7	% 0.0%	7.5%	0.0% 20	.0% 37.6%	6 59.3%	7.1% 0	0% 10.6%	6 10.5%	5.2%	33.9%	1.4%	0.4% 1.4%
	COL-DI-CARDS	aubiotal	0.0% 0.	7% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	3.4% 0.0	0% 0.0%	0.0%	0.0% 0.	1.0% 0.0%	3.6%	4.5%	2.6% 0/	0% 0.0%	0.0%	21.2%	4.2% 0.0	A 5.8%	0.0%	0.0% 7.1	.1% 5.0%	0.0%	0.0% 3.	2% 0.0%	6 0.0%	0.0%	0.0% 2.7	7% 00.0%	0.0%	0.0% 0.0	75 20.075 75 35.9%	86.3%	15.6% 22.2 15.6% 22.2	% 12.3%	66.5%	0.0% 83	7% 76.9%	97.3%	23.8% 25	1.5% 32.4%	10.5%	12.5%	77.5%	3.9%	17% 429
0																																																
Duciev	Strategic Centre	Briefley Hill- Traditional High Street	e 0.0% 0.	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	1.0 20.0	.0% 0.0%	0.0%	0.0% 0	2.0% 0.0%	£ 0.0%	0.0%	0.0% 0/	.0% 0.0%	3.0%	0.0%	0.0% 7.2	5.2%	2.8%	0.0% 0.1	.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0'	N 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.3%	0.0%	1.9%	0.0% 0.0%
		Brierley Hill- Merry Hill	0.0% 0.	0.0%	0.0%	1.0% 0.0	.% 0.0%	0.0% 0	0.0% 0.0	3% 7.9%	0.0%	0.0% 0.0	.0% 0.0%	3.5%	0.0%	0.0% 0.0	3% 0.0%	8.2%	0.0%	0.0% 5.8	% 0.0%	1.7%	10.7% 7.2	2% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	J 0.0%	0.0%	0.0% 0.0	3% 2.1%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.9%	0.5%	4.1%	0.8% 0.0%
	Town Centre	Dudley	0.0% 0.	0.0%	0.0%	0.0% 0.0		0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	÷ 0.0%	0.0%	0.0% 32	.4% 0.0%	14.9%	4.1%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0./	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0'	s 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.8%	0.0%	5.2%	0.0% 0.0%
		Stourbridge	0.0% 0.	0.0%	0.0%	0.0% 0.0	.% 0.0%	0.0% 3	3.4% 2.3	3% 4.9%	0.0%	0.0% 0.7	.0% 0.0%	. 0.0%	0.0%	0.0% 0.0	3% 6.1%	0.0%	0.0%	0.0% 9.4	5 11.6%	25.4%	32.8% 15.5	.9% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	1% 3.4%	0.0%	0.0% 0.07	0.0%	0.0%	0.0% 0.0	3% 0.0%	0.0%	0.0% 0.1	.0% 0.0%	0.0%	2.0%	0.2%	10.0%	0.3% 0.0%
		Plaesowen	0.0% 0.	/% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 25	.0.3% 18.4	476 3.476	2.3%	0.0% 0.0	.0% 0.0%	0.0%	0.0%	0.0% 0.0	276 0.076	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.0	376 0.076	0.0%	0.0% 0.	0.0%	6 0.0%	0.0%	0.0% 0.0	276 0.076	0.0%	0.0% 0.0	1% 0.0%	0.0%	3.0% 0.0%	. 0.0%	0.0%	0.0% 0.0	7% 0.0%	0.0%	0.0% 01	3% 0.0%	0.0%	0.7%	0.0%	4.1%	0.4% 0.0%
	District & Local Centres		0.0% 5.	5% 0.0%	0.0%	5.3% 0.0	.% 0.0%	0.0% 7	7.5% 8.9	2% 5.1%	0.0%	0.0% 0./	.0% 0.0%	. 0.0%	3.0%	0.0% 29.	.6% 0.0%	14.4%	39.1%	0.0% 42.8	J% 50.9%	36.8%	24.3% 19/	.4% 0.0%	0.0%	0.0% 3.	4% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	1% 0.0%	2.4%	0.0% 0.0%	1 0.0%	0.0%	0.0% 0.0	2% 0.0%	2.7%	0.0% 0.1	.0% 0.0%	0.0%	5.0%	0.9%	26.7%	1.0% 0.0%
	Out-of-Centre		0.0% 0.	0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0%	3.4% 34/	6% 31.7%	3.8%	0.0% 0	/.0% 21.75	6 0.0%	0.0%	0.0% 32	.5% 0.0%	31.7%	32.4%	6.1% 18,7	3% 19.2%	0.0%	25.2% 33	.7% 0.0%	0.0%	0.0% 0	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	56 0.0%	0.0%	0.0% 0.0"	6 0.0%	7.8%	0.0% 0/	0% 1.9%	0.0%	28.6% 0	.0% 0.0%	0.0%	5.3%	1.8%	26.2%	4.7% 0.0%
		aubtotal	0.0% 53	5% 0.0%	0.0%	6.9% 0.0	% 0.0%	0.0% 3	32.6% 64.7	3% 52.9%	6.1%	0.0% 0.0	.0% 21.7%	3.6%	3.0%	0.0% 94,	5% 6.1%	72.7%	75.5%	6.1% 84.1	/% 88.0%	65.8%	93.0% 76.2	2% 0.0%	0.0%	0.0% 3.	4% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	5 3.4%	2.4%	0.0% 0.0%	3 0.0%	7.8%	0.0% 0.0	5% 4.1%	2.7%	28.6% 0,	0% 0.0%	0.0%	15.0%	3.4%	78.3%	7.2% 0.0%
Sandwell	Stratecic Centre	Weat Bromwich	0.0% 3/	0.0%	0.0%	0.0% 0.0	2% 17.1%	0.0% (0.0% 0.0	.0% 0.0%	6.5%	7.2% 0.	1.0% 0.0%	31.2%	25.2%	0.0% 0.7	.0% 0.0%	0.0%	0.0%	7.5% 0.0	/% 0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	0.0% 2.	2% 0.0%	6 0.0%	0.0%	0.0% 2.7	r% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.07	4 0.0%	0.0%	0.0% 0.7	0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	1.6%	0.0%	0.0%	8.9% 0.2%
	Term Canina	Blackback			0.016	0.0% 0.0		0.00	22.496 0.6		22.06		T 786 - 10 T		0.0%	0.011 3	-	0.0%	0.0%	0.00		0.0%	0.0%		0.01	0.015	-		0.01	0.0¥ 0.0		0.01	0.0%		0.0%	0.00		0.015		-	0.015	0.0%				0.015	2.56	418 0.08
	TOWN CALLS	Cradley Heath	0.0% 0.	0.0%	0.0%	0.0% 0.0		0.0%	2.1% 0.5	.0% 38.0%	3 7.6%	0.0% 0	1.0% 0.0%	. 0.0%	1.6%	0.0% 0.	.0% 0.0%	12.2%	0.0%	0.0% 15./	9% 0.0%	0.0%	0.0% 0./	.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0	× 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	1.0%	0.0%	3.4%	2.8% 0.0%
		Great Bridge	0.0% 6:	5% 0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0% 0	0.0% 0.0	3% 0.0%	0.0%	0.0% 0.7	.0% 0.0%	28.6%	3.3%	0.0% 0.0	3% 0.0%	0.0%	0.0%	35.6% 0.0*	5 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 5	4% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	5.5%	0.0%	0.0% 0.07	- 0.0%	0.0%	0.0% 0.0	3% 0.0%	0.0%	0.0% 0.7	0% 0.0%	0.0%	1.6%	0.3%	0.0%	8.1% 0.0%
		Werbeebury	0.0% 0.	2% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	10.0% 10.	10/16 0.05	6 3.6%	2.0%	0.0% 0.0	0% 0.0%	1.0%	0.0%	2.3% 0.0	N 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	9.2% 25	10% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	5 8.9%	7.5%	0.0% 0.0	0% 12%	0.0%	0.0% 01	0.0%	0.0%	1.0%	2.1%	0.0%	42% 2.1%
		Cape Hill	0.0% 0.	0.0%	0.0%	0.0% 0.0	J% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	43.2% 3	1.3% 0.0%	÷ 0.0%	0.0%	0.0% 0/	.0% 0.0%	0.0%	0.0%	0.0% 0.7	× 0.0%	0.0%	0.0% 0.5	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0*	\$ 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.5%	0.0%	0.0%	3.4% 0.0%
		Bearwood	0.0% 0.	0.0%	0.0%	0.0% 0.0	r% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	15.8% 18	\$5% 0.0%	0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.0% 0.0*	56 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0*	6 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.1	.0% 0.0%	0.0%	0.7%	0.0%	0.0%	4.4% 0.0%
	District & Local Centres		3.2% 5:	0.0%	0.0%	22.7% 0.0	/% 19.8%	0.0% 1	15.8% 21/	.0% 0.0%	25.3%	9.8% 15	5.5% 17.35	s 0.0%	10.4%	0.0% 0.7	.0% 0.0%	0.0%	0.0%	18.6% 0.0	× 0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	0.0% 5.	4% 0.0%	6 0.0%	0.0%	0.0% 3.0	7% 3.3%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0*	s 0.0%	2.5%	0.0% 0.7	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	3.4%	0.4%	3.7%	12.8% 0.3%
	Out-of-Cartra		3.2% 0	× 0.0%	0.0%	16.0% 0.07	0.00	0.0%	13.8% 07	0% 0.0%	6.1%	2.5% 25	9.5% 21.47	6. 9.5%	14 (7%)	0.0% 0.	05 0.05	0.0%	0.0%	15.0% 0.0	05 0.0%	0.0%	0.0% 7	1% 0.0%	0.0%	0.0% 27	135 0.05	6 0.0%	0.0%	0.0% 0.0	75 0.0%	0.0%	0.0% 0.0	15. 0.05.	0.0%	0.0% 0.0	5 0.0%	2.5%	0.0% 0	05. 0.05.	0.0%	0.0% 0	0.05	0.0%	3.1%	0.4%	1.8%	15.6% 0.03
		latottua	2.5% 15	6% 0.0%	0.0%	38.7% 0.0	/% 41.7%	0.0% 5	55.0% 21/	.0% 41.0%	80.9%	89.3% 84	1.4% 68.67	6 79.5%	57.1%	0.0% 2/	0% 0.0%	13.9%	0.0%	79.1% 15.7	2% 0.0%	0.0%	0.0% 7.1	1% 0.0%	0.0%	9.2% 65	5.3% 0.0%	6 0.0%	0.0%	0.0% 5.7	r% 3.3%	0.0%	0.0% 0.0	14.9%	0.0%	0.0% 0.0*	6 8.9%	14.9%	0.0% 0/	0% 1.2%	0.0%	0.0% 0	0% 0.0%	0.0%	15.0%	3.7%	11.2%	70.5% 2.6%
Walsall	Stratecic Centre	Watsall	0.0% 0.	0.0%	0.0%	0.0% 0.0	/% 3.0%	0.0% /	0.0% 0.0	0% 6.0%	0.0%	0.0% 0.1	.0% 0.0%	0.0%	2.6%	0.0% 07	.0% 0.0%	. 0.0%	0.0%	0.0% 0.0	.% 0.0%	0.0%	0.0% 0.0	.0% 0.0%	37.6%	20.8% 2	0% 0.0%	6 0.0%	13.9% 1	17.3% 37.0	0% 3.7%	0.0%	0.0% 6.5	1% 0.0%	0.0%	0.0% 0.0*	.6 1.9%	0.0%	0.0% 4.1	2% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	2.0%	0.3%	0.0%	1.1% 15.39
	Town Centre	Bloewich	0.0% 0.	0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0% 1	0.0% 0.0	.0% 0.0%	0.0%	0.0% 0.	1.0% 0.0%	. 0.0%	0.0%	0.0% 0.7	.0% 0.0%	0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	16.5%	0.0% 0.0	5.8%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 17.8	N 0.0%	0.0%	0.0% 0.7	0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.6%	0.0%	0.0%	0.0% 5.3%
		Brownhills	0.0% 0.	0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.7	.0% 0.0%	0.0%	0.0%	0.0% 0.7	.0% 0.0%	0.0%	0.0%	0.0% 0.0*	/% 0.0%	0.0%	0.0% 0.5	.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	2.3%	6.8% 0.0	2% 0.0%	2.5%	60.1% 17.	5% 0.0%	0.0%	0.0% 0.0*	× 0.0%	0.0%	0.0% 0.5	2% 0.0%	0.0%	0.0% 0.1	.0% 0.0%	0.0%	0.9%	0.0%	0.0%	0.0% 7.2%
		Aldridge Willenholl	0.0% 3/	5% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0	3.0% 0.0	J% 0.0%	0.0%	0.0% 0.0	.0% 0.0%	· 0.0%	0.0%	1.6% 0.0	2% 0.0%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	9.2% 2	0% 0.0%	6 0.0%	2.3%	6.3% 4.7	7% 0.0%	0.0%	14.7% 46.	5% 0.0%	0.0% 0	3.0% 0.0%	- 0.0% 5 35.4%	4.0%	0.0% 0.0	75 0.0%	0.0%	0.0% 0.1	2% 0.0%	0.0%	1.1%	0.0%	0.0%	0.0% 8.0%
		Darlaston	0.0% 0.	0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0% /	0.0% 0.0	.0% 0.0%	0.0%	0.0% 0.1	1.0% 0.0%	. 0.0%	0.0%	0.0% 0./	.0% 0.0%	0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	3.9% 9.	3% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	5.0% 0.0*	4 5.4%	0.0%	0.0% 0./	0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.4%	0.7%	0.0%	1.3% 1.0%
	District & Local Centres		0.0% 0.	0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0% /	0.0% 0.0	.0% 0.0%	0.0%	0.0% 0.1	.0% 0.0%	0.0%	0.0%	0.0% 07	.0% 0.0%	. 0.0%	0.0%	4.2% 0.0	.% 0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	14.6% 0	0% 0.0%	6 0.0%	30.9% 4	40.1% 6.2	2% 0.0%	0.0%	0.0% 12	5% 6.2%	0.0%	0.0% 19.7	N 1.9%	2.5%	0.0% 0.7	0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	2.0%	0.8%	0.0%	0.5% 15.99
	Out-of-Centre		0.0% 0.	2.5%	0.0%	0.0% 0.0	<u>/% 3.0%</u>	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0/	.0% 0.0%	0.0%	4.3%	2.6% 0.7	05 0.0%	0.0%	0.0%	0.0% 0.0	<u>% 0.0%</u>	0.0%	0.0% 0.0	0% 0.0%	11.4%	38.5% 10	0.0%	6 0.0%	4.1% 2	21.8% 33.5	5% 2.1%	0.0%	7.8% 7.2	5 0.0%	0.0%	0.0% 22.5	5 27.2%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	2.6%	0.0%	0.0%	2.2% 18.49
		autoidua	0.0% 3)	2.5%	0.0%	0.0% 0.0	<u>N 6.0%</u>	0.0% 0	3.0% 0.0	7% 6.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	6.9%	4.3% 0.0	2% 0.0%	0.0%	0.0%	4.2% 0.0	5 0.0%	0.0%	0.0% 0.0	3% 0.0%	49.1%	86.9% 24	1.2% 0.0%	6 0.0%	81.0% \$	92.2% 81.4	4% 11.6%	2.5%	82.6% 90.	7% 21.9%	0.0% 1	6.2% 69.4	4 71.8%	6.5%	0.0% 4.2	<u>75 0.0%</u>	0.0%	0.0% 0.1	3% 0.0%	0.0%	10.9%	4.8%	0.0%	5.4% 78.8
All Other Centres Outside	BCLA Area																																															
	Birmingham		63.5% 19	8% 53.7%	50.3%	28.9% 47.1	1% 13.0%	10.1% 0	0.0% 10.7	.3% 0.0%	0.0%	5.9% 12	2.3% 2.5%	. 5.9%	1.6%	0.0% 0.0	3% 7.1%	1.8%	0.0%	0.0% 0.0*	5 0.0%	0.0%	0.0% 0.0	0% 0.0%	4.5%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 4.7	r% 0.0%	0.0%	0.0% 0.0	1% 3.4%	0.0%	0.0% 0.0%	+ 0.0%	2.8%	0.0% 2.5	3% 5.0%	0.0%	0.0% 0.1	0% 0.0%	3.1%	10.3%	2.0%	1.4%	4.7% 0.9%
	Cannock		0.0% 0.	2% 0.0% 1% 0.0%	0.0%	0.0% 0.0	N 0.0%	2.4%	3.0% 0.0	J% 0.0%	0.0%	0.0% 0.0	.0% 0.0%	- 0.0%	0.0% 0	0.0% 0.0	2% 0.0%	6.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0.0	2% 6.9%	5.3%	0.0% 0	0% 75.95	5 0.0%	7.8%	7.8% 0.0	2% 34.0% 2% 0.0%	8.1%	15.1% 0.0	1% 0.0%	4.4% 5	3.0% 4.5%	- 0.0%	0.0% 1	0.0% 0.0	75 0.0%	0.0%	0.0% 0.1	2% 0.0%	0.0%	4.2%	1.6%	0.0%	0.0% 4.3%
	Lichfield		0.0% 0.	0.0%	0.0%	0.0% 0.0	/% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	1.0% 0.0%	÷ 0.0%	0.0%	0.0% 0/	.0% 0.0%	0.0%	0.0%	0.0% 0.0	× 0.0%	0.0%	0.0% 0.7	0% 0.0%	15.4%	0.0% 0	0% 6.3%	6 85.7%	0.0%	0.0% 0.0	0.0%	12.6%	0.0% 2.0	0.0%	0.0%	0.0% 0.0*	\$ 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	2.9%	0.0%	0.0%	0.0% 1.8%
	Reddich		0.0% 0.	0.0%	3.8%	0.0% 12.3	3% 0.0%	7.7% /	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.7	.0% 0.0%	0.0%	0.0%	0.0% 0.7	.0% 0.0%	0.0%	0.0%	0.0% 0.0*	/% 0.0%	0.0%	0.0% 0.5	.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0*	× 0.0%	0.0%	0.0% 0.5	2% 0.0%	0.0%	0.0% 0.1	.0% 0.0%	0.0%	0.6%	0.0%	0.0%	0.0% 0.0%
	Stafford		0.0% 0.	9% 0.0%	0.0%	0.0% 0.0	.% 0.0%	0.0% 0	0.0% 0.0	3% 0.0%	0.0%	0.0% 0.7	.0% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0% 27.7%	0.0%	0.0% 2	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	4.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.0%	. 0.0%	0.0%	0.0% 0.0		0.0%	0.0% 0.7	.0% 0.0%	0.0%	0.3%	0.0%	0.0%	0.3% 0.0%
	Telford		0.0% 0.	0.0%	0.0%	0.0% 0.0	J% 0.0%	0.0%	1.0% 0.0	.0% 0.0%	0.0%	0.0% 0.0	1.0% 0.0%	. 0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.0	.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	6 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	15 0.0%	0.0%	0.0% 0.0%	× 0.0%	0.0%	13.0% 0.0	.0% 0.0%	0.0%	0.0% 0	.0% 3.8%	0.0%	0.2%	0.6%	0.0%	0.0% 0.0%
	Al Other Centres and Stores Elsewhe	re	15.7% 39	7% 27.6%	45.9%	17.7% 40.7	7% 31.6%	73.3% :	2.1% 0.0	.0% 0.0%	6.5%	3.2% 3.	-3% 2.5%	3.5%	5.6% :	25.9% 3/	.0% 0.0%	0.0%	3.3%	0.0% 0.0	A 62%	31.4%	3.3% 7.1	.1% 60.3%	6.2%	3.9% 0	0% 17.85	5. 9.0%	0.0%	0.0% 5.7	15 41.05	72.7%	2.3% 3.3	% 9.4%	6.5%	3.1% 0.07	4 0.0%	1.5% (85.0% 9.7	8% 7.7%	0.0%	47.7% 70	14% 00.1%	65.4%	18.3%	5.1%	2.8%	5.3% 2.39
		aubiotal	80.2% 75	2% 90.4%	100.0%	49.8% 100.	0% 52.3%	93.4%	2.1% 10.	3% 0.0%	6.5%	9.1% 15	3.6% 5.19	13.2%	7.2%	93.1% 3/	.6% 90.4%	6 1.8%	3.3%	0.0% 0.0	/5 6.2%	33.2%	3.3% 2/	6% 95.0%	31.3%	3.9% 2	0% 100.0	% 100.0%	11.5%	7.8% 10.3	3% 75.0%	97.5%	17.4% 5.3	5 23.9%	11.2%	8.1% 4.2	6 0.0%	4.2%	98.0% 12	25 12.75	a 0.0%	47.7% 75	1.4% 63.8%	89.5%	43.9%	2.3%	4.4%	11.3% 10.05
SPECIAL FORMS OF TRA	DING/ INTERNET SHOPPING:		10.3% 0.	9% 7.0%	0.0%	4.5% 0.0	/% 0.0%	6.6% /	0.0% 4.5	5% 0.0%	6.5%	1.6% 0.1		1 0.0%	21.3%	0.0% 0/	.0% 3.5%	11.5%	0.0%	6.4% 0.0		0.0%	3.7% 0.1	.0% 0.0%	19.5%	0.0% 2	0% 0.0%	6 0.0%	7.4%	0.0% 0.0	2% 0.0%	0.0%	0.0% 3.3	% 0.0%	0.0%	0.0% 4.0*	. 0.0%	0.0%	2.0% 0/	0% 5.2%	0.0%	0.0% 0	.0% 3.8%	0.0%	2.7%	1.2%	2.3%	4.1% 4.4%
		00110 2021																													-				-													



Appendix 4: Convenience Goods Turnover (excluding SFT)

TABLE 1: ALL CONVENENCE GOODS - 2024 MARKET SHARE ANALYSIS (%) Excluding Internet Shopping and other Special Forms of Trading Based on 2019 Household Survey

LOCAL PLANNING AUTHORIT	TY CENTRE TYPE		Zone 1 2	one 2 Zone 3	Zone 4	Zone 5 Zo	ne6 Zone7	7 Zone 8	Zone 9 Z	one 10 Zon	a 11 Zone 1	Zone 13	Zone 14 Zo	ne 15 Zon	e 16 Zone 1	7 Zone 18	Zone 19	one 20 Zor	ne 21 Zone	22 Zone 23	3 Zone 24	Zone 25 Zon	e 26 Zone 2	7 Zone 28	Zone 29 Zo	one 30 Zone	31 Zone 32	Zone 33 Z	one 34 Zon	e 35 Zone 3	S Zone 37	Cone 38 Zone	39 Zone 40	Zone 41 Zo	one 42 Zone	43 Zone 44	4 Zone 45	Zone 46 Zor	ne 47 Zone	e 48 Zone 45	Zone 50	Zone 51 Zo	ne 52 Zone 1	53 Zone 54 Z	Cone 55 STU	UDY ARE/
Wolverhamoton																																														
	Strategic Centre	Wolverhamoton	0.0%	0.0%	0.0%	0.0% 0.	.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	1% 0.2%	0.0%	0.0% 0	0.0% 0.1	96 0.1%	0.0%	0.4%	0.0% 0	1.0% 3.95	5 1.6%	0.0%	0.7% 0.1	1% 0.0%	0.0%	1.7%	0.3% 0.79	\$ 0.2%	0.0%	0.4% 0.1	0.0%	0.0%	0.3% 0.05	6.0%	0.0% 1	6.9% 20.4	1% 4.8%	2.4%	1.6% 3	.0% 0.0	/% 33.4%	38.9%	27.6% 3	5.8% 10.49	.6 9.9%	0.0%	3.2%
	Town Centre	Bilaton	0.0%	0.0% 0.0%	0.0%	0.6% 0.	.0% 0.0%	0.0%	0.0%	0.0% 0.0	n 0.0%	0.3%	0.0% 0	0.0 200	0.1%	0.0%	1.5%	0.0% 0	3% 3.65	5 1.2%	0.0%	0.1% 0.0	0.0%	1.2%	0.0%	0.0% 0.59	5 0.6%	0.0%	0.2% 0.	0.0%	0.0%	1.4% 0.05	0.0%	0.0%	8.2% 0.4	1.5%	2.1%	6.0% 42	3.4% 0.0	/% 16.5%	1.7%	9.6% C	2.9% 0.0Y	6 0.0%	0.0%	1.7%
		Wednesfield	0.0%	0.0% 0.0%	0.0%	0.0% 0.	.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0	0.0 200	0.0%	0.0%	0.0%	0.0% 0	1.0% 0.05	\$ 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.09	5 0.0%	0.0%	0.0% 0.1	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.8% 0.5	5 4.8%	0.0%	0.2% 0.	.0% 0.0	.% 0.0%	0.0%	0.0% 0	1.0% 0.0%	. 0.0%	0.0%	0.1%
	District & Local Centres		0.0%	0.0% 0.0%	0.1%	0.0% 0.	.0% 0.0%	0.0%	0.4%	0.0% 0.0	1% 0.0%	0.2%	0.0% 0	1.0% 1.1	1% 0.5%	0.3%	0.0%	0.0% 0	1.0% 6.35	% 0.0%	0.0%	0.3% 0.0	0.0%	0.8%	0.0%	0.0% 0.09	6 0.4%	0.6%	0.0% 0.1	0.0%	0.3%	0.0% 0.05	0.0%	0.0%	9.0% 15.8	5% 6.8%	3.5%	0.4% 5.	.9% 0.0	ñi 27.2%	28.6%	35.9% 2	1.8% 8.8%	2.7%	6.0%	2.9%
	Out-of-Centre		0.0%	0.0%	0.0%	0.0% 0.	05 0.05	0.0%	0.4%	0.3% 0.0	5 0.25	0.3%	0.2% 0	0.5	0.0%	0.0%	0.0%	0.0% 0	18% 3.45	5 0.35	0.5%	1.0% 1.0	0.5%	0.0%	6.9%	0.9% 2.59	5 0.25	0.0%	1.5% 0;	3% 0.0%	0.0%	1.5% 0.25	0.0%	0.0% 3	5.4% 44.5	15.05	i 19.3%	10.0% 2	9% 0.4	13.4%	22.8%	14.4% 7	1.0% 39.65	6 48.0%	0.0%	5.4%
		subtotal	0.0%	0.7% 0.0%	0.1%	0.6% 0.	.0% 0.0%	0.0%	0.7%	0.3% 0.0	1% 0.5%	0.9%	0.2% 0	1.0% 2.1	0.8%	0.3%	1.8%	0.0% 1	.1% 17.2	% 3.1%	0.5%	2.1% 1.1	1% 0.5%	1.9%	8.7%	1.3% 3.89	5 1.4%	0.6%	2.1% 0.	3% 0.0%	0.3%	3.2% 0.25	0.0%	0.0% 3	0.2% 81.9	/6 73.0%	27.3%	18.3% 55	5.2% 0.4	% 90.4%	92.0%	87.6% 14	4.4% 58.8%	· 60.6%	6.0%	13.3%
Dudley	One of the	Deleter III. Territori II. Anna									~										-																									
	Serenge Centre	Briefev Hill- Menv Hill	0.4%	10% 0.0%	0.0%	0.3% 0.	.0% 0.0%	0.0%	0.5%	0.8% 2.4	% 0.3%	0.0%	0.0% 0	12% 0.5	5% 0.4%	0.0%	0.7%	0.0% 1	.0% 1.49	5 0.2%	12.5%	4.0% 1.5	5% 0.5% 1% 9.6%	9.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.1	1% 0.0% 1% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	-5 0.0%	0.0%	0.0% 0	2% 0.0	/% 0.0%	0.4%	0.0% C	0.9% 0.3%	6 0.0%	0.0%	0.9%
	Town Centre	Durlley	0.0%	0.05 0.05	0.0%	0.1% 0	05 0.05	0.0%	0.0%	0.0% 0.0	N 0.6%	0.1%	0.0%	2% 0.0	0.055	0.0%	17.2%	0.0% 13	2.0% 1.19	5. 0.5%	1.0%	21% 0.0	n 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.0	rs. 0.0%	0.0%	0.0% 0	7% 0.0	0.005	0.0%	0.1%	0.0% 0.07	6 0.0%	0.0%	0.6%
		Stourbridge	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	1.1%	0.7% 0.6	% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.6%	2.9% 0	0.0% 0.0	5 0.0%	6.2%	5.0% 18	3% 39.8%	47.0%	0.0%	0.0% 0.09	6 0.0%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.4% 0.0	5 0.0%	0.0%	0.0% 0.0	0% 0.0	A 0.0%	0.0%	1.0% 0	1.0% 0.0%	0.0%	0.1%	2.3%
		Palesowen	0.9%	3.1% 0.0%	0.176	4.7% 0.	.0% 0.0%	s 0.0%	17.7%	37.0% 4.0	1.176	0.0%	2.179 1	1.176 0.0	/% 0.0%	0.0%	0.0%	0.0% 0	14% 0.0%	- 0.0%	U.176	0.0% 0.0	75 0.475	2.9%	0.0%	0.0% 0.0%		0.0%	0.0% 0.1	176 0.076	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	16 0.0%	0.0%	0.0% 0.1	.0.0	5 0.0%	0.0%	0.0% 0.	.0% 0.0%	. 0.0% 1	0.0%	1.3%
	District & Local Centres		1.0%	0.9%	0.0%	1.0% 0.	.0% 0.0%	6.0%	3.8%	2.5% 2.1	% 0.1%	0.0%	0.0% 1	1.5% 0.4	1% 0.3%	0.0%	13.9%	0.2% 4	9% 43.0	96 1.195	13.8%	34.9% 28.	5% 21.19	7.5%	0.0%	0.0% 0.09	6 0.3%	0.0%	0.0% 0.1	2% 0.0%	0.0%	0.0% 0.0%	6.0%	0.0%	0.5% 0.3	\$ 0.3%	0.0%	0.0% 5.	4% 1.4	% 1.6%	1.1%	3.8% 4.	-3% 0.8%	0.0% 0	0.0%	3.3%
	Out-of-Centre	echlotal	0.0%	0.5%	1.2%	7.7% 0.	05 0.05	0.0%	19.7%	32.4% 19.	455 7.955	0.5%	2.9% 1	6.9% 1.0	0.0%	0.0%	47.5%	0.0% 53	2.1% 22.1	5 16.0%	36.8%	40.0% 8.6	36 17.53	16.0%	0.0%	0.0% 0.09	5 0.7%	0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 7	7% 0.0	<u>76 0.9%</u>	0.5%	2.15 20	0.7% 0.0%	0.2%	0.0%	6.5%
		ALCONE.				13.0.10						0.0 %					00.0 %											0.0 %			0.074			0.076		<u>n 0.5 n</u>	0.0.0			<u>a 12a</u>					0.1 %	13.0.0
Sandwell	Strategic Centre	West Bromwich	0.0%	2.4% 0.1%	0.0%	0.0% 0.	.0% 8.9%	0.0%	0.0%	0.0% 0.4	65 1.2%	8.2%	4.2% 3	15% 47.	0% 46.8%	0.6%	1.2%	0.0% 1	2% 0.0	\$ 1.2%	0.0%	0.1% 0.0	2% 0.0%	0.0%	0.0%	0.0% 0.0%	\$ 1.0%	0.0%	0.0% 01	1% 0.9%	4.9%	0.9% 0.0%	0.4%	0.0%	0.0% 0.0	P 0.0%	0.0%	0.5% 0.	.1% 0.0	% 0.5%	0.0%	0.0% 0.	.0% 0.0%	. 0.0% 0	0.0%	1.9%
	Town Centre	Blackheath Creation Month	0.3%	0.0% 0.0%	0.0%	3.2% 0.	0% 0.0%	0.4%	28.4%	4.8% 7.1	% 38.7%	0.0%	2.4% 2	18% 0.0	0.0%	0.0%	0.9%	0.0% 0	17% 0.0	5 0.0%	0.0%	0.0% 0.0	0.0%	0.1%	0.0%	0.0% 0.09	5 0.0%	0.0%	0.0% 0.0	0.3%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0.0	0% 0.0	AL 0.0%	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0%	1.1%
		Great Bridge	0.0%	1.2% 0.0%	0.0%	0.0% 0.	.0% 0.0%	0.0%	0.0%	0.0% 0.0	1.3%	0.0%	0.3% 4	18% 25.	5% 14.3%	0.0%	5.0%	0.0% 2	4% 2.8	% 40.5%	0.4%	0.0% 0.0	0.2%	0.9%	0.0%	0.0% 0.09	6.5%	0.0%	0.0% 0.1	0.0%	1.6%	0.0% 0.0%	0.0%	0.0%	0.6% 0.0	.% 0.0%	0.0%	1.7% 3	.0% 0.0	/16 0.0%	0.0%	0.6% 0	3.0% 0.0%	1 0.0%	0.0%	1.9%
		Oldbury Wednesbury	3.8%	0.0% 0.0%	0.0%	0.9% 0.	0% 0.0%	0.0%	0.4%	0.0% 1.0	1% 6.8% 1% 0.0%	7.2%	8.1% 2	3.1% 5.8 1.0% 1.8	5% 4.9% 5% 2.2%	0.0%	0.2%	0.0% 1	.3% 0.3	5 1.95 5 2.15	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 0.09 0.0%	% 1.1% % 18.9%	0.0%	0.0% 01	2% 0.0% 2% 0.0%	0.6%	0.0% 0.0%	0.0%	0.0%	0.0% 0.5 2.1% 0.0	5 0.0%	0.0%	3.3% 3	.9% 0.0 ⁴ .9% 0.0 ⁴	% 0.1% 2% 0.7%	0.0%	0.0% 0	3% 0.0%	· 0.0% *	0.0%	1.2%
		Cape Hill	7.4%	1.5% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	1% 0.0%	54.9%	15.4% 0	9% 0.5	5% 0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0%	5 0.2%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.09	6 0.3%	0.0%	0.0% 0.1	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0.0	0% 0.0	A 0.0%	0.2%	0.0% 0	1.0% 0.0%	0.0%	0.0%	1.3%
		Delawood	D.176	1076 0.016	1.275	1.1% 0.	.0% 0.1%	s 0.0%	1.0%	0.0% 01	15 0.056	11.3%	12.1%	1.0% 0.0	/% 0.0%	0.0%	0.0%	0.0% 0	.0% 0.0%	5 0.2%	0.0%	0.0% 0.0	276 U.U.S	0.0%	0.0%	0.0% 0.0%		0.0%	0.0% 0.1	176 0.076	0.0%	0.0% 0.0%	s 0.0%	0.0%	0.0% 0.0	16 0.0%	0.0%	0.0% 0.1	.0.0	5 0.0%	0.0%	0.0% 0.	.0% 0.0%	. 0.0% 1	0.0%	0.7%
	District & Local Centres		3.6%	3.4% 0.0%	0.8%	24.0% 0.	.0% 9.4%	6.0%	7.2%	6.7% 2.5	15.1%	5.9%	8.1% 5	12% 2.0	2.9%	0.1%	0.2%	0.0% 1	.0% 0.0	% 10.6%	0.0%	0.2% 0.4	1% 0.0%	0.0%	0.0%	0.0% 0.09	5 1.6%	0.0%	0.0% 0.1	0.3%	0.3%	1.9% 0.05	6.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.3% 0.	.7% 0.0	% 0.3%	0.1%	0.0% 0.	0% 0.0%	0.0% 0	0.0%	2.1%
	Out-of-Centre	echlotal	2.8%	1.5% 0.5%	0.0%	12.1% 0.	0% 0.4%	0.9%	13.2%	0.2% 0.6	15. 19.1%	2.0%	36.2% 3	5.8% 10.	9% 19.3%	0.0%	2.5%	0.0% 0	14% 1.4%	% 18.6%	0.0%	0.0% 0.0	0.0%	0.7%	0.0%	0.3% 0.09	% 38.4%	0.0%	0.0% 0.0	0.3%	2.4%	0.7% 0.05	0.0%	0.0%	0.3% 0.0	5 1.5%	0.0%	0.0% 6.	.6% 0.0	<u>% 0.7%</u>	0.3%	0.0% 1	.6% 2.7%	. 0.0% /	0.0%	4.2%
		allocate.	1213	0.076 0.176	2.0 %	41.1.26	24 12.24		30.2.1	21.0% 000	<i>un unun</i>	GY.376	00.0 % 1		3/ 20.3/	0.074	102.1	0.0% 25		A 12.1 A	10.376	0.374 0.1	1.2.2	24.0	0.074	0.376 4.07		0.1.5	0.0% 03	10 120	10.3 %	3.378 0.07		0.4.6	3.0% 0.3	N 138	0.2.10	3.9 % 12	12.70 0.70	N 1.2N			30 1.10	0.0 %	0.0 %	10.3%
waisaii	Strategic Centre	Wabal	0.0%	3.7% 0.0%	0.0%	0.0% 0.	.0% 1.4%	0.5%	0.0%	0.0% 0.6	n 0.0%	0.0%	0.0% 0	1.0% 0.3	rs 2.1%	0.9%	0.0%	0.0% 0	1.0% 0.0%	\$ 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 4	2.3% 30.3	35 3.1%	0.0%	0.0% 13.	8% 17.6%	30.5%	1.5% 0.0%	0.5%	7.8%	0.0% 0.0	5 0.2%	4.6%	2.2% 03	5% 0.0	5 0.4%	0.0%	0.0% 0.	.0% 0.0%	. 0.0% 0	0.0%	2.2%
	Town Centre	Bloxwich	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 2.89	5 0.0%	0.0%	0.0% 31	8% 1.5%	0.2%	3.6% 0.05	0.6%	0.1%	0.5% 0.0	% 2.0%	10.6%	0.3% 0.1	.0% 0.0	.% 0.0%	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0%	0.9%
		Aldridge	0.0%	1.1% 0.0%	0.0%	0.0% 0.	4% 1.8%	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	1.0% 0.1	0.0%	4.9%	0.0%	0.0% 0	10% 0.0%	5 0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0%	0.5% 2.87	5 0.0%	0.0%	0.0% 33	5% 27.4%	1.2%	0.4% 2.5%	5.9%	49.7%	0.0% 0.0	15 0.0%	0.0%	0.1% 0	.0% 0.0	2% 0.0%	0.0%	0.0% 0	0.0% 0.0%	5 0.0%	0.0%	1.3%
		Witenhall Darlastro	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.4%	0.0% 0	0.0% 0.0%	5 0.0%	0.0%	0.3% 0.0	% 0.5%	0.0%	0.0%	0.5% 5.89	6 0.2% 6 21.5%	0.0%	0.0% 3.	2% 0.0%	0.0%	0.5% 0.05	0.0%	0.0% 1	0.8% 1.0	5 9.6%	25.0%	47.7% 1.9	5% 0.0	35 0.7%	0.4%	0.0% 0	2.0% 0.0% 0.0% 0.0%	. 0.3% /	0.0%	1.3%
	District & Local Centres		0.0%	1076 0.016	0.0%	0.0% 0.	.0% 0.2%	s 0.0%	0.0%	0.0% 0.2	15 0.0%	0.0%	0.6%	1.0% 0.0	/% 0.0%	0.5%	0.0%	0.0% 0	.0% 0.0%	% U.5%	0.0%	0.0% 0.0	/% U.U%	0.0%	0.0%	2.0% 0.97	5 0.4%	0.0%	0.0% 11.	/% /.1%	5.0%	0.1% 0.0%	0.2%	5.3%	2.1% 0.0	16 0.3%	1.5%	1.3% 07	.4% 0.0	5 0.0%	0.0%	0.0% 0.	.0% 0.0%	. 0.0% 1	0.0%	0.6%
	Out-of-Centre	subtotal	0.0%	2.6% 1.2%	0.0%	0.0% 0.	0% 39% 4% 7.3%	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	12% 0.0	2 <u>5 2.0%</u> 1% 4.9%	6.8%	0.0%	0.0% 0	10% 0.6 ⁴	<u>% 0.5%</u> % 0.9%	0.0%	0.0% 0.0	2% <u>0.0%</u> 2%0.5%	0.0%	0.0% 6	<u>04.0% 30.5</u> 39.8% 88.5	76 <u>5.4%</u> 76 30.7%	1.4%	0.0% 95	2% 21.8% 0% 91.1%	32.5%	7.8% 2.75	32%	4.4% 87.4% 1	5.6% 0.0 9.4% 1.0	<u>5 2.6%</u> /% 18.2%	17.7%	<u>16.4% 1</u> 75.9% 8	<u>.1% 0.0</u> 4% 0.0	<u>% 0.0%</u> 2% 2.1%	0.0%	0.1% 0	0% 0.0%	0.0% 0 0.3%	0.0%	2.4%
All Others Countries Control of	0014.4																																													
All Other Centres Outside I	Birmincham		57.2%	0.6% 45.5%	29.0%	22.2% 54	.4% 6.1%	6.7%	2.8%	3.0% 0.5	1% 0.2%	8.6%	5.0% 1	.7% 0.6	. 0.6%	1.8%	0.4%	1.1% 1	7% 0.9	5 0.0%	0.2%	0.0% 0.4	0.4%	0.0%	0.0%	3.5% 0.09	5 0.4%	0.2%	0.8% 0:	3% 0.0%	1.3%	0.0% 0.05	0.0%	0.0%	0.9% 0.1	\$ 0.0%	0.0%	0.0% 5	.8% 0.0	2% 0.5%	0.9%	1.5% 0	0.0% 0.0%	5 0.0%	0.7%	8.0%
	Cannock		0.0%	1.7% 0.5%	0.0%	0.4% 1.	7% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	0.0% 0.0	0.1%	0.0%	0.0%	0.0% 0	1.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	28.5%	2.8% 1.39	6 0.1%	70.5%	0.0% 9.1	3% 2.4%	1.6%	69.0% 6.25	9.4%	2.7%	2.6% 7.3	5 4.9%	5.1%	0.0% 0	5% 0.0	AL 0.0%	0.0%	0.0% 0	1.0% 0.0%	3.9%	0.0%	4.8%
	Kidderminster		0.0%	10% 0.3%	0.0%	0.0% 0.	.0% 0.0%	0.3%	0.0%	2.0 200	1% 0.0%	0.0%	0.0% 0	1.0% 0.4	PL 0.0%	0.1%	3.2%	92.2% 0	10% 0.0%	5 0.0%	0.4%	0.1% 12.	5% 0.0%	2.4%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 01	2% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.8% 0.0	5 0.0%	0.0%	0.0% 0/	.0% 0.0	-% 0.0%	0.0%	0.0% 0	.0% 0.0%	. 0.0% 2	28.0%	3.9%
	Badditch		0.0%	10% 18%	2.7%	0.0% 13	8% 0.0%	8 3%	0.0%	0.0% 0.0	15 0.0%	0.0%	0.0%	10% 01	0.0%	0.0%	0.0%	0.0% 0	0% 0.0	5 0.0%	0.0%	0.0% 0.0	196 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 01	1% 0.0%	0.0%	0.0% 0.05	0.0%	0.0%	0.0% 0.0	15 0.0%	0.0%	0.0% 0	0% 0.0	0.0%	0.0%	0.0% 0	20% 0.0%	6 0.0%	0.0%	0.6%
	Stafford		0.0%	0.0% 0.0%	0.0%	0.4% 0.	0% 0.4%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.3%	0.0%	0.0% 0	0% 0.0	5 0.0%	0.0%	0.0% 0.0	0.0%	0.2%	26.7%	0.0% 0.0%	5 0.4%	0.3%	0.0% 0.0	0.0%	0.0%	0.0% 0.75	0.0%	0.0%	0.0% 4.1	5 0.1%	0.0%	0.0% 0	0% 0.4	4% 0.0%	0.7%	0.0% 0	0.0% 0.0%	6 0.3%	0.0%	0.4%
	Sutton Coldfield		6.9%	0.5% 14.8%	3.2%	10.6% 2.	9% 7.9%	2.8%	0.5%	0.0% 0.0	1% 0.2%	1.4%	0.8% 0	0.0% 0.0	0.0%	71.3%	0.0%	0.0% 0	1.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	0.3%	1.2%	0.0%	0.3% 0.09	5 0.0%	0.0%	1.8% 0.4	4% 0.3%	2.2%	0.0% 0.05	6 0.2%	3.1%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	.0% 0.0*	/% 0.0%	0.0%	0.0% 0	3.0% 0.0%	a 0.0% (0.0%	4.1%
1	Telford		1.0%	3.0% 1.7%	0.0%	0.0% 0.	4% 0.0%	0.0%	0.0%	0.0% 0.4	% 0.0%	0.0%	0.4% 0	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0	1.0% 0.0%	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	5.3%	0.0% 0.09	6 0.0%	0.0%	0.0% 0.1	0.0%	0.0%	0.0% 0.0%	6.0%	0.0%	1.1% 0.1	% 0.6%	0.0%	0.0% 01	.0% 49.2	2% 0.0%	0.0%	0.0% 0	1.0% 7.4%	4.8%	3.9%	0.7%
	All Other Centres and Stores Elsewhe	re	8.5%	1.5% 32.1%	61.4%	10.4% 28	.6% 58.9%	5 79.1%	3.1%	0.9% 1.4	% 0.8%	0.9%	1.1% 0	1.6% 1.1	2.1%	16.9%	3.2%	3.6% 3	2% 8.19	5 0.9%	0.8%	6.8% 24:	2% 1.5%	3.9%	30.8%	3.9% 1.69	N 0.0%	25.8%	6.3% 2.	4.3%	7.6%	15.8% 81.2	6 9.5%	5.1%	1.3% 4.7	% 1.4%	0.0%	0.0% 0	9% 48.8	3% 2.2%	3.1%	2.6% 5	7.9% 30.01	A 29.2% (61.3%	17.6%
		subtotal	73.6%	4.2% 96.7%	96.2%	43.9% 99	6% 73.4%	N 97.3%	6.4%	4.6% 2.7	\$ 1.2%	11.0%	7.2% 2	3% 2.1	1% 2.8%	92.1%	6.8%	96.9% 5	0% 9.4	× 0.9%	14%	7.0% 37.	1% 2.2%	7.8%	91.3% 2	35% 3.2%	5 0.9%	97.9%	97.9% 13.	7% 7.0%	13.3%	85.4% 97.1	5 22.4%	12.2%	6.7% 16.3	3% 7.0%	5.5%	0.0% 7	2% 982	2% 2.7%	4.8%	4.1% 5	7.9% 37.4*	5 38.2%	93.9%	43.2%
		00100 5054																																												

- 1	TABLE 2: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em)
	ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA
6	Excluding Internet Shopping and other Special Forms of Trading

LOCAL PLANNING AUTHORIT	Y CENTRE TYPE		Zone 1	Zone 2 Z	ione 3 Zo	ine 4 Zone	e 5 Zone 6	6 Zone 3	7 Zone 8	Zone 9	Zone 10 Z	one 11 Zone	12 Zone 1	3 Zone 14	Zone 15	Zone 16 Zo	one 17 Zor	ne 18 Zone	a 19 Zone 2	0 Zone 21	Zone 22	Zone 23	Zone 24 Zo	ine 25 Zone	26 Zone 2	Zone 28	Zone 29 2	Zone 30 Zor	ne 31 Zone	e 32 Zone 1	3 Zone 34	Zone 35 Zo	ine 36 Zoni	37 Zone 38	Zone 39	Zone 40 Zor	te 41 Zone 4	42 Zone 43	Zone 44	Zone 45 Zo	one 46 Zon	e 47 Zone 4	8 Zone 49	Zone 50	Zone 51 Z	one 52 Zon	e 53 Zone f	54 Zone 55	STUDY ARE
Wolverhampton																																																	
	Strategic Centre	Wolverhamoton	0.0	0.9	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.	1 0.0	0.0	0.0	0.4	0.1 0	0.0 0.2	3 0.0	0.0	3.3	1.6	0.0	0.5 0.0	0.0	0.0	0.8	0.2	0.6 0.	2 0.0	0.5	0.0	0.0 0.	0.1	0.0	0.0	6.1	27.4	4.0	1.4	0.8 3	3 0.0	13.2	57.9	21.8	1.6 4	7 7.7	0.0	161.5
	Town Centre	Bilaton	0.0	0.0	0.0	0.0 0.6	s 0.0	0.0	0.0	0.0	0.0	0.0 0.1	0.2	0.0	0.0	0.0	0.1 0	0.0 1.	2 0.0	0.2	3.1	1.2	0.0	0.1 0.1	0.0	0.9	0.0	0.0	0.4 0.	.6 0.0	0.3	0.0	0.0 0.	8.0 0	0.0	0.0	1.0 3.0	0.5	1.3	1.2	2.9 48	.0 0.0	6.5	2.6	7.6	0.4 0	.0 0.0	0.0	84.2
		Wednesfield	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.	.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	1.0 0.3	0.7	4.0	0.0	0.1 0.	0.0	0.0	0.0	0.0	0.0 0.0	2 0.0	0.0	5.1
	District & Local Centres		0.0	0.0	0.0	0.3 0.0	0.0	0.0	0.0	0.2	0.0	0.0 0.1	0.1	0.0	0.0	0.7	0.4 0	0.4 0.1	0.0 0.0	0.0	5.5	0.0	0.0	0.2 0.1	0.0	0.6	0.0	0.0	0.0 0.1	5 1.2	0.0	0.0	0.0 0.	0.0	0.0	0.0	1.0 3.3	21.2	5.7	2.1	0.2 6	8 0.0	10.8	42.6	28.4	1.2 4.9	ð 2.1	4.5	144.4
	Out-of-Centre		0.0	1.1	0.0	0.0 0.0	0.0	0.0	0.0	0.2	0.3	0.0 0.	1 0.2	0.3	0.0	0.3	0.0 0	0.0 0.0	0.0 0.0	0.6	2.9	0.3	0.5	0.7 0.3	0.6	0.0	3.0	0.5	2.1 0.	2 0.0	1.9	0.4	0.0 0.	8.0 (0.2	0.0	1.0 12.8	60.3	45.6	11.2	4.8 3	2 0.2	5.3	34.0	11.4	2.9 18	.0 37.3	s 0.0	267.5
		latotdue	0.0	2.0	0.0	0.3 0.6	5 0.0	0.0	0.0	0.4	0.3	0.0 0.	3 0.4	0.3	0.0	1.5	0.6 (0.4 1.4	4 0.0	0.9	14.9	3.0	0.5	1.6 0.3	0.6	1.6	3.8	0.7	3.2 1.	.5 1.2	2.7	0.4	0.0 0.	1.4	0.2	0.0	10 25.5	109.9	60.6	15.8	8.7 61	0 0.2	35.8	137.0	69.2	8.1 26	8 47.1	4.5	682.6
Dudley	Strataric Centre	Briaday Hill, Traditional Hinh Street	16	0.0	0.0	0.6 0.0		0.0	0.0	0.0	0.1	02 0		0.1	0.0	0.0	0.0	00 03	7 0.0	13	0.5	1.4	17.4	30 04	86	2.1	0.0	0.0				0.0	00 0	0.00	0.0	0.0	0 00	0.0		0.0	0.0 0	0 00	0.0	0.0	0.0	0.0 0.0			38.8
		Brieflev Hill- Merry Hill	0.6	0.0	0.0	0.0 0.3	0.0	0.0	0.0	0.3	0.7	1.0 0.	2 0.0	0.0	0.2	0.3	0.3 0	0.0 0.5	5 0.0	0.8	1.2	0.2	12.4	3.1 1.1	12.7	7.4	0.0	0.1	0.0 0.	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0	2 0.0	0.0	0.7	0.0	0.4 0	1 0.0	0.0	45.7
	Town Centre	Dudlev	0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0	0.0	0.0	0.0 0.	3 0.1	0.0	1.4	0.0	0.2 0	0.0 13	5 0.0	10.0	1.0	0.5	1.0	1.6 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0	.8 0.0	0.0	0.0	0.1	0.0 0.0	.0 0.0	0.0	30.7
		Stourbridge Helesgwen	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.7	0.7 33.7	2.0 0	0.0	2.9	0.0	0.0	0.0 0	0.0 0.0	5 5.1	0.0	0.0	0.0	6.2 0.1	3.7 4.4	52.9	38.4	0.0	0.0 0.0	0.0 0.0	0 0.0	0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.8	0.0 0.0	0.0 0.0	0.1	117.0
	District & Local Cantras		16	15	15	00 09		0.0	0.0	24	22		1 0.0	0.0	1.0	0.3	0.2 0	0.0 10	9 04	18	37.3	1.0	13.8	25.8 61	28.0	6.1	0.0	0.0		4 00	0.0	0.0	00 0		0.0	0.0	0 02	0.3	0.3	0.0	0.0 5	9 05	0.6	17	3.0	18 0	4 00		168.2
								0.0	0.0						1.0	0.3				5.0		1.0			20.0	0.1	0.0								0.0								0.0						100.2
	Out-ot-centre	subtotal	5.3	4.1	2.3	3.5 12.	3 0.0	0.0	0.0	26.9	68.5	12.4 5	0.2	7.0	14.5	1.3	0.7 0	0.0 63	3 5.5	40.3	59.1	18.6	87.5	29.5 Z 66.6 14	7 125.9	69.5	0.0	0.0	0.0 0.	.1 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	1.0 0.3	0.3	0.3	0.0	0.0 1	3 0.0	1.0	3.1	5.6	10.9 0	5 0.1	0.1	787.3
Sandwell	Strategic Centre	West Bromwich	0.0	6.3	0.2	0.0 0.0	0.0	6.2	0.0	0.0	0.0	0.2 0.	7 3.0	5.8	1.6	30.8	32.8 1	1.0 0.1	9 0.0	0.9	0.0	1.2	0.0	0.1 0.0	0.0	0.0	0.0	0.0	0.0 1.	.0 0.0	0.0	0.0	0.4 2	0.4	0.0	0.2	0.0 0.0	0.0	0.0	0.0	0.2 0	1 0.0	0.2	0.0	0.0	0.0 0.0		0.0	25.4
	Taun Castro	Blackbooth				0.0 2.0				10.0		2.0 20	6 00		1.0	0.0			7 0.0	0.6						0.1	0.0								0.0								0.0	0.0	0.0				68.0
	Town Centre	Cradley Heath	0.0	0.0	0.0	0.0 0.4	0.0	0.0	1.3	1.2	8.5	22.9 4:	2 0.0	0.0	0.4	0.0	0.1 0	0.0 0.	2 0.0	10.9	0.0	0.4	10.0	0.0 0.1	2.4	2.8	0.0	0.0	0.0 0.	0 0.3	0.0	0.0	0.0 0.	0.0	0.0	0.0	1.0 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0	.0 0.0	. 0.0	67.1
		Great Bridge Oldbury	6.3	3.1	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	8 0.0 8 3.5	0.4	3.2	16.7 3.8	3.4 0	0.0 33	9 0.0	1.8	2.4	39.2 1.9	0.4	0.0 0.1	0.2	0.8	0.0	0.0 0.0	0.0 6.0	2 0.0	0.0	0.0	0.0 0.	3 0.0 3 0.0	0.0	0.0 1	10 0.2	0.0	0.0	0.0	0.8 3	3 0.0	0.0	0.0	0.5	0.0 0.0	0.0 0.0	, 0.0	94.8 58.0
		Wednesbury	0.0	0.0	0.0	0.0 0.0	0.0	0.4	0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0	1.1	1.5 0	0.0 0.0	0.0 0.0	0.0	0.0	2.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	3.8 19	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	1.3 0.8	0.0	0.0	0.1	1.6 4	.3 0.0	0.3	0.2	0.4	0.0 0.0	.0 0.6	. 0.0	37.5
		Cape Hill Bearwood	12.2 8.5	3.9	0.0	0.0 0.0 2.5 1.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0 26.6 0 5.5	20.9 16.4	0.6	0.3	0.0 0	10 0.0 10 0.0	0 0.0	0.0	0.0	0.2	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.1 0.0 0.1	.3 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.2	0.0	0.0 0.0	0.0 0.0 .0 0.0	, 0.0	68.7 35.1
	District & Local Centres		6.0	9.0	0.0	1.8 21.4	4 0.0	6.5	0.0	4.5	6.0	1.2 8.	4 2.8	11.0	3.4	1.3	2.0 0	0.2 0.	1 0.0	0.8	0.0	10.2	0.0	0.2 0.1	0.0	0.0	0.0	0.0	0.0 1.	.7 0.0	0.0	0.0	0.1 0.	2 0.8	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.2 0	8 0.0	0.1	0.2	0.0	0.0 0.0	.0 0.0	0.0	102.1
	Out-of-Centre		4.6	3.9	0.9	0.0 10.1	8 0.0	0.3	1.3	8.3	0.1	0.2 10	6 1.0	49.3	23.8	7.1	13.6 0	0.0 2.	0.0	0.3	1.2	18.0	0.0	0.0 0.1	0.0	0.6	0.0	0.2	0.0 37	7.3 0.0	0.0	0.0	0.1 1.	2 0.3	0.0	0.0	0.0 0.1	0.0	1.3	0.0	0.0 7	3 0.0	0.3	0.5	0.0	0.7 1	2 0.0	0.0	210.3
		subtotal	38.2	28.3	1.1	4.3 37.3	2 0.0	13.5	3.2	31.5	18.9	27.9 49	0 423	118.1	50.4	61.2	63.5 1	1.2 8.	0.0	16.2	3.9	73.3	10.3	0.2 0.3	2.6	4.3	0.0	0.2 :	3.8 67	7.5 0.3	0.0	0.0	0.8 5.	1.5	0.0	0.2	1.3 1.1	0.6	1.3	0.1	2.8 16	8 0.0	0.9	1.1	0.9	0.8 1	2 0.6	0.0	822.9
Walsall	Strategic Centre	Waball	0.0	1.7	0.0	0.0 0.0	0.0	0.9	0.7	0.0	0.0	0.3 0.	0.0	0.0	0.0	0.1	1.5 1	1.4 0.1	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	24.3 2	15.6 3.	2 0.0	0.0	16.3	7.4 15	0.0	0.0	0.2	i.3 0.0	0.0	0.2	2.7	1.0 0.	6 0.0	0.2	0.0	0.0	0.0 0.	0 0.0	0.0	108.5
	Town Centre	Blowich	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	2.4 0.	0.0	0.0	37.5	0.6 0.	1.5	0.0	0.2	0.2	0.0	1.7	6.1	0.2 0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	.0 0.0	0.0	46.6
		Brownhills	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.3 0	0.4 01	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.3	2.3 0.	0 2.2	0.0	13.0	6.6 2 11.6 0	3 0.2	1.9	25.5 1	3.7 0.0	0.0	0.0	0.0	0.0 0.	0 00	0.0	0.0	0.0	0.0 0.0	0.0 6	0.0	67.8
		Witenhall	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0 0	0.0 0.	3 0.0	0.0	0.0	0.0	0.0	0.2 0.1	0.7	0.0	0.0	0.3	4.9 0.	2 0.0	0.0	4.3	0.0 0.	0.2	0.0	0.0	1.0 3.9	1.4	7.9	14.5	22.8 1	.7 0.0	0.3	0.6	0.0	0.0 0	.0 0.2	. 0.0	65.3
		Darlaston	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0	0.0	0.3 0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	7.9 22	2.0 0.0	0.0	0.6	0.0 0.	3 0.0	0.0	0.0	1.0 0.1	0.0	2.9	0.9	3.8 5.	4 0.0	0.4	0.0	0.0	0.0 0.0	2 0.0	0.0	45.7
	District & Local Centres		0.0	0.0	0.0	0.0 0.0	0.0	0.2	0.0	0.0	0.0	0.1 0.1	0.0	0.9	0.0	0.0	0.0 0	0.7 0.1	0.0	0.0	0.0	0.4	0.0	0.0 0.0	0.0	0.0	0.0	1.2	5.8 0.	.4 0.0	0.0	13.8	3.0 2.	r 0.1	0.0	0.1	1.6 0.8	0.0	0.2	4.3	0.6 0.	5 0.0	0.0	0.0	0.0	0.0 0.1	J 0.0	0.0	38.3
	Out-of-Centre		0.0	2.4	2.0	00 00	0.0	2.7	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.1	0.0	14 6	0.4 0.	0.0	0.0	0.5	0.5	0.0	0.0 0.1	0.0	0.0	0.0	13.8 2	5.7 5.	6 0.6	0.0	11.7	9.2 16	0 06	0.0	12	0 2.0	0.0	22	10.3	7.8 1	2 00	0.0	0.0	0.1	0.0 0	0 00	0.0	121.3
		subidia	0.0	0.9	20	0.0 0.0	0.4	5.1	0.7	0.0	0.0	0.4 0.	0.0	0.9	0.1	0.5	3.4 1	0.2 0.	3 0.0	0.0	0.5	0.9	0.0	0.2 0.1	0.2	0.0	0.0	40.1 7	4.0 31	14 20	0.0	101.3	36.5 37	4 3.3	2.0	29.6 3	9.7 7.9	1.4	19.1	30.0	30.3 9	3 0.0	0.0	0.6		.0.0 0.0	2 0.2	0.0	507.9
All Other Centres Outside I	BCLA Area		04.2	63.7	24.9	1.0 101	o 51.0				27							27 0.							0.6	0.0	0.0	20							0.0							6 00	0.2						300.7
	Cannock		0.0	4.4	0.7	0.0 0.4	1.6	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.1 0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	12.4	1.6	1.1 0.	1 142.8	0.0	11.5	1.0 0.	3 29.3	4.6	3.6	8 0.9	9.7	4.1	3.0	0.0 0	5 0.0	0.0	0.0	0.0	0.0 0	.0 3.1	0.0	239.5
	Kidderminster		0.0	0.0	0.6	0.0 0.0	0.0	0.0	0.4	0.0	0.6	0.0 0.1	0.0	0.0	0.0	0.2	0.0 0	0.2 2.5	5 162.6	0.0	0.0	0.0	0.4	0.1 3.1	0.0	1.9	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.3	0.0	0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0	0.0	0.0 0.1	J 0.0	21.2	192.7
	Lichlield		0.0	0.0	2.0	0.0 0.0 6 0 0 0	120	0.0	12.2	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0 2	2.3 01	0.0 0.0	0.0	0.3	0.0	0.0	0.0 0.0	0.0	0.0	0.0	10.3	0.3 0)	0 2.1	115.7	1.4	0.0 0.	5 0.3	6.8	1.3	0.0 0.0	0.0	0.0	0.2	0.0 0.	3 0.0	0.0	0.0	0.0	0.0 0.0	3 0.0	0.0	145.0
	Stafford		0.0	0.0	0.0	0.0 0.3	3 0.0	0.3	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	0.0 0	0.5 0.1	0.0	0.0	0.0	0.0	0.0	0.0 0.1	0.0	0.2	11.5	0.0	0.0 0.	4 0.6	0.0	0.0	0.0 0	0.0	0.5	0.0	0.0	5.5	0.1	0.0	0.0 0	0 02	0.0	1.0	0.0	0.0 0	.0 0.2	. 0.0	21.3
	Sutton Coldfield		11.4	27.3	24.2	6.8 9.4	2.8	5.5	4.1	0.3	0.0	0.0 0.	1 0.7	1.1	0.0	0.0	0.0 10	06.3 0.1	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.4	1.0	0.0	0.2 1	0.0 0.0	0.0	2.4	0.5	0.1 1.	0.0	0.0	0.1	1.1 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	.0 0.0	0.0	208.1
	Telford		1.6	0.0	2.7	0.0 0.0	0.4	0.0	0.0	0.0	0.0	0.2 0.	0.0	0.5	0.0	0.0	0.0 0	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	2.3	0.0	0.0 0.0	.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.4	0.2	0.5	0.0	0.0 0	.0 17.4	0.0	0.0	0.0	0.0 3	A 3.7	3.0	38.4
	All Other Centres and Stores Ebsewher	ne .	13.9	134.3	52.3 1	30.5 9.3	25.3	41.2	115.4	1.9	0.8	0.6 0.	4 0.5	1.5	0.4	0.7	1.5 2	5.2 23	5 6.3	2.5	7.0	0.9	0.8	5.0 5.1	2.0	3.2	13.3	2.2	1.3 0.	0 52.4	8.3	2.3	1.8 3.	67	60.5	3.6 :	1.5 0.5	6.3	1.2	0.0	0.0 1	.0 17.2	0.9	4.7	2.1	24.4 15	17 22.5	/ 46.3	879.1
		subtotal	121.1	219.8	157.8 2	04.7 39.1	1 94.8	51.2	141.9	4.0	4.1	1.1 0.	7 5.3	9.9	1.5	14	2.0 13	37.2 5.	3 171.0	3.8	8.1	0.9	1.4	5.1 8.1	3.0	6.3	39.5	16.4	2.7 0.	9 198.4	127.4	16.1	3.0 6	3 36.2	72.4	8.6	13 2.4	21.8	5.8	3.2	0.0 7	9 34.7	1.1	7.1	3.3	24.4 17	0 29.1	7 71.0	2151.5
		CRAND TOTAL		341.0		17.7 96.		40.0	146.0	47.9	-			110.1			70.1 44	48.0 79	4 176.6	77.1						** *	41.1		4.3 44		410.4	417.0		1 434	74.0	19.4 4		134.3	*14	67A			20.0	148.8	78.0	121 16			4493.3

TABLE 3: 2026 SURVEY-DE ALL CONVENIENCE GOOD Excluding Internet Shapping	ERIVED MARKET SHARE ANALYSIS S EXPENDITURE ALLOCATED TO E g and other Special Forms of Trading	(Ém) XISTING CENTRES, SHOPS AND ST	TORES IN THE	DEFINED STU	IDY AREA																																							
LOCAL PLANNING AUTHORIT	TY CENTRE TYPE		Zone 1 Zo	ne 2 Zone 3	Zone 4 Z	one 5 Zone	6 Zone 7	Zone 8	Zone 9 Zon	e 10 Zone 11	1 Zone 12	Zone 13 Zone	14 Zone 15	Zone 16	Zone 17 Zo	ne 18 Zone	19 Zone 20	Zone 21 Z	one 22 Zon	le 23 Zone 24	4 Zone 25	Zone 26 Zo	ne 27 Zone :	28 Zone 29	Zone 30 Zon	a 31 Zone 32	Zone 33	Zone 34 Zon	: 35 Zone 36	Zone 37 Z	ne S8 Zone :	39 Zone 40	Zone 41 Zor	te 42 Zone 4	3 Zone 44	Zone 45 Zor	ine 46 Zone	47 Zone 48	Zone 49 Zo	ine 50 Zone f	51 Zone 52 Z	Zone 53 Zor	ne 54 Zone 5	STUDY AREA
Wolverhampton	Strategic Centre	Wolverhampton	0.0 0	9 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.1	0.0 0.0	0.0	0.4	0.1	0.0 0.3	3 0.0	0.0	3.3 1.	1.6 0.0	0.5	0.0	0.0 0.0	0.8	0.2 0	6 0.2	0.0	0.5 0.	0 0.0	0.0	0.1 0.0	0.0	0.0	3.2 27.5	4.0	1.4 0	0.8 3.3	0.0	13.3	58.1 21.9	> 1.6	4.8	7.7 0.0	162.1
	Town Centre	Biaton Wednesfield	0.0 0	0 0.0	0.0	0.0 8.0 0.0 0.0	0.0	0.0	0.0 0. 0.0 0	0.0	0.0 0.0	0.2 0.1	0.0	0.0	0.1 0.0	0.0 1.2	2 0.0	0.2 0.0	3.1 1. 0.0 0.	2 0.0 10 0.0	0.1 0.0	0.0 0.0	0.0 0.9 0.0 0.0	0.0	0.0 0 0.0 0	4 0.6 0 0.0	0.0 0.0	0.3 0. 0.0 0.	0 0.0	0.0	0.0 8.0 0.0 0.0	0.0	0.0 0.0	3.0 0.5 3.3 0.7	1.3 4.0	12 2 0.0 0	2.9 48. 0.1 0.0	2 0.0	6.6 0.0	2.6 7.6 0.0 0.0	0.4	0.0 C	0.0 0.0 0.0 0.0	84.5 5.1
	District & Local Centres		0.0 0	0.0	0.3	0.0 0.0	0.0	0.0	0.2 0	0.0	0.0	0.1 0.0	0.0	0.7	0.4	0.4 0.0	0.0	0.0	5.5 0.	0.0 0.0	0.2	0.0	0.0 0.0	0.0	0.0 0	0 0.5	1.2	0.0 0.	0.0	0.1	0.0 0.0	0.0	0.0	3.3 21.3	5.7	2.1 0	0.2 6.6	0.0	10.8	42.7 28.5	j 1.2	4.0 2	2.1 4.6	144.9
	Out-of-Centre		0.0	.1 0.0	0.0	0.0 0.0	0.0	0.0	0.2 0	3 0.0	0.1	0.2 0.3	3 0.0	0.3	0.0	0.0 0.0	0.0	0.6	2.9 0.	13 0.5	0.7	0.2	0.0 8.0	3.0	0.5 2	1 0.2	0.0	1.9 0.	4 0.0	0.0	0.6 0.2	0.0	0.0 1	2.9 60.6	45.7	11.2	4.8 3.2	0.2	5.3	34.1 11.4	1 2.9	18.1 2	37.4 0.0	268.5
		subidia	0.0	0 0.0	0.3	0.6 0.0	0.0	0.0	0.4 0.	3 0.0	0.5	0.4 0.	5 0.0	1.5	0.6	u.a 1.a	. 0.0	0.9	14.9 3.	1 0.5	1.0	0.3	0.6 1.6	3.0	0.7 3	4 1.2	14	20 0	• 0.0	0.1	1.8 0.2	0.0	0.0 2	2.7 110.6	69.7	15.9 0	0.0 01.	3 02	36.0 1	3/4 045	0.1	20.9 4	1.2 4.0	002.4
Dudlev	Stratecic Centre	Briefev Hill- Traditional High Street Briefev Hill- Merry Hill	1.6 0 0.6 0	0 0.0	0.6	0.0 0.0	0.0	0.0	0.0 0. 0.3 0	1 0.2	0.0 0.2	0.0 0.1	0.0	0.0	0.0	0.0 0.7	7 0.0 5 0.0	1.3 0.8	0.5 1. 1.2 0.	4 17.5 12 12.5	3.0 3.1	0.4 1.0	8.6 2.2 12.7 7.4	0.0	0.0 0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0 0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.0 0.0 0.0 0.0	0.0	0.0 0	0.0 0.0	39.0 45.8
	Town Centre	Dadlev	0.0	0 0.0	0.0	0.1 0.0	0.0	0.0	0.0 0	0 0.0	0.3	0.1 0.1	1.5	0.0	0.2	0.0 13	8 0.0	10.1	1.0 0.	.5 1.0	1.6	0.0	0.0 0.0	0.0	0.0 0	0.0	0.0	0.0 0.	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.8	0.0	0.0	0.0 0.1	0.0	0.0 /	0.0 0.0	30.8
		Halesowen	1.4 0	3 0.0	0.3	42 0.0	0.0	0.0	11.1 33	3.8 2.0	0.9	0.0 2.1	0.7	0.0	0.0	0.0 0.0	0.0	0.3	0.0 0.	.0 0.1	0.0	0.0	0.5 2.4	0.0	0.0 0	ő ő.ő	0.0	0.0 0.	0 0.0	0.0	0.0 0.0	0.0	0.0	1.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0	5.0 0.0	62.9
	District & Local Centres		1.6 1	.5 1.5	0.0	0.0 0.0	0.0	0.0	2.4 2.	2 0.9	0.1	0.0 0.0	0 1.0	0.3	0.2	0.0 11.	0 0.4	3.8	37.2 1	.0 13.8	25.7	6.8	28.1 6.2	0.0	0.0 0.0	0 0.4	0.0	0.0 0.	0 0.0	0.0	0.0 0.0	0.0	0.0	0.2 0.3	0.3	0.0 0	0.0 6.0	0.5	0.6	1.7 3.0	1.8	0.4 0	0.0 0.0	166.8
	Out-of-Centre	subtotal	5.3	2 0.8	2.5	69 0.0 12.3 0.0	0.0	0.0	<u>12.4</u> 29 26.9 68	3.7 12.5	4.4	0.2 41) <u>11.3</u> I 14.6	0.7	0.0	0.0 37.	4 0.0 6 5.5	40.6 56.9	19.1 15 59.1 18	<u>15 38.8</u> 87 87.9	29.5 66.6	2.1 14.6	23.3 13.2 126.2 69.8	0.0	0.0 0	0 0.7	0.0	0.0 0	0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0 0.3 0.3	0.0	0.0 0	0.0 8.5	<u>00</u> 5 0.5	0.3	0.8 1.7 3.1 5.6	8.7	0.0 0.5	<u>2.1 0.0</u> 0.1 0.1	327.5 790.3
Sandwell	Strategic Centre	Weat Bromwich	0.0 6	3 0.2	0.0	0.0 0.0	6.2	0.0	0.0 0	0 0.2	0.7	3.1 5.1	1.7	30.9	32.9	وه وه	0.0	0.9	0.0 1	1.2 0.0	0.1	0.0	0.0 0.0	0.0	0.0 0.0	0 1.0	0.0	0.0 0.	0 0.4	2.4	0.4 0.0	0.2	0.0	0.0 0.0	0.0	0.0 0	0.2 0.1	0.0	0.2	0.0 0.0	0.0	0.0 (0.0 0.0	95.7
	Town Centre	Blackheath Cradlev Heath	0.6 0	0.0 0.0	0.0	2.9 0.0 0.4 0.0	0.0	0.6 1.3	16.6 4. 1.2 8	.3 3.0 .5 22.9	20.5 4.2	0.0 3.0	3 1.9 0 0.4	0.0	0.0	0.0 0.7	7 0.0 2 0.0	0.5 11.0	0.0 0.	0 0.0	0.0	0.0	0.0 0.1 2.4 2.8	0.0	0.0 0.0	0 0.0	0.0	0.0 0.	0 0.1	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	58.2 67.3
		Great Bridge Oldburv	6.3 2	1 0.0	0.0	0.0 0.0	r 0.0	0.0	0.0 0.0	0 0.0	0.8 3.8	0.0 0.4 3.5 11.	1 3.2 0 15.5	16.8 3.8	10.0 3.4	0.0 4.0	2 0.0	1.8 1.0	2.4 39 0.3 1.	14 0.4	0.0	0.0	0.2 0.8	0.0	0.0 0.0	0 6.7 0 1.2	0.0	0.0 0.	0 0.0	0.8	0.0 0.0	0.0	0.0 1	0.0 0.6 0.6	0.0	0.0 0	0.8 3.3 0.0 1.0	0.0	0.0	0.0 0.5	0.0	0.0 0	0.0 0.0	95.2 58.2
		Wednesburv Cape Hil Bearwood	0.0 0 12.2 3 8.5 0	9 0.0	0.0 2.5	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	0.0 0.0	0 00	0.0 0.0 0.0	0.0 0.1 26.8 21 5.5 16	0 0.0	1.1 0.3 0.0	1.5 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0 2. 0.0 0. 0.0 0.	0 0.0 2 0.0 12 0.0	0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 3 0.0 0 0.0 0	9 19.5 0 0.3 0 0.0	0.0 0.0 0.0	0.0 0. 0.0 0.	0 0.0 0 0.0 0 0.0	0.2 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0	1.8 0.0 1.0 0.0 1.0 0.0	0.0 0.0 0.0	0.0 0	1.6 4.3 0.0 0.0 0.0 0.0	0.0	0.0	0.2 0.4 0.2 0.0 0.0 0.0	0.0	0.0 0	3.6 0.0 0.0 0.0 0.0 0.0	37.6 67.0 35.2
	District & Local Centres		6.0 1	0.0 0.0	1.8	21.4 0.0	6.6	0.0	4.6 6	.0 1.2	8.4	2.9 11	0 3.5	1.3	2.0	0.2 0.1	0.0	0.8	0.0 10	0.0	0.2	0.1	0.0 0.0	0.0	0.0 0.0	0 1.7	0.0	0.0 0.	0 0.1	0.2	0.8 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0	0.2 0.8	0.0	0.1	0.2 0.0	0.0	0.0 /	0.0 0.0	102.5
	Out-of-Centre	echtetel	4.6	9 09	0.0	10.8 0.0	0.3	13	8.3 0	1 0.2	10.7	1.0 49	5 23.9	7.2	13.6	0.0 2.0	0.0	0.3	12 18	80 0.0	0.0	0.0	00 06	0.0	02 0	0 37.5	0.0	00 0	0 0.1	1.2	03 00	0.0	0.0	2.1 0.0	1.3	00 0	0.0 7.4	0.0	0.3	0.5 0.0	0.7	12 /	0.0 0.0	211.1
Walsall	Stratectic Centre	Wateal	0.0	.7 0.0	0.0	0.0 0.0	1.0	0.8	0.0 0	.0 0.3	0.0	0.0 0.0	0.0	0.1	1.5	1.4 0.0	0.0	0.0	0.0 0.	10 0.0	0.0	0.0	0.0 0.0	0.0	24.5 25	8 3.2	0.0	0.0 16	4 7.5	15.0	0.0 8.0	0.2	5.3	0.0 0.0	0.2	2.7	1.1 0.6	0.0	0.2	0.0 0.0	0.0	0.0	0.0 0.0	108.9
	Town Centre	Blowich	0.0 0	0 0.0	0.0	0.0 0.0	. 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	/0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 2	4 0.0	0.0	0.0 37	7 0.6	0.1	1.5 0.0	0.2	0.1	0.0	1.7	6.2 0	0.2 0.0	0.0	0.0	0.0 0.0	0.0	0.0 /	0.0 0.0	46.7
		Brownhills Aldridoe	0.0 0	8 0.0	0.0	0.0 0.0	. 1.3	0.0	0.0 0	0 0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.4 0.0 7.3 0.0	0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0	0.0 0.0	0.0	03 2	4 0.0 0 0.0	0.0	0.0 13	0 6.7 2 11.7	2.6	0.2 1.9	25.7	13.7 I 33.9 I	1.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	68.0
		Dariaston	0.0 0	0 0.0	0.0	0.0 0.0	. 0.0	0.0	0.0 0	.0 0.0	0.0	0.0 0.0	0.0	0.0	0.3	0.0 0.0	0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 8	0 22.2	0.0	0.0 0.	6 0.0	0.3	0.0 0.0	0.0	0.0	0.1 0.0	2.9	1.0 3	3.8 5.4	0.0	0.4	0.0 0.0	0.0	0.0 /	0.0 0.0	45.8
	District & Local Centres		0.0 0	0.0 0.0	0.0	0.0 0.0	0.2	0.0	0.0 0	.0 0.1	0.0	0.0 0.1	0.0	0.0	0.0	0.7 0.0	0.0	0.0	0.0 0.	.4 0.0	0.0	0.0	0.0 0.0	0.0	1.2 5	9 0.4	0.0	0.0 13	9 3.0	2.7	0.1 0.0	0.1	3.6	0.0	0.2	4.4 0	0.6 0.5	0.0	0.0	0.0 0.0	0.0	0.0 /	0.0 0.0	38.4
	Out-of-Centre	echicital	0.0	4 2.0	0.0	0.0 0.0	2.7	0.0	0.0 0.	0.0	0.0	0.0 0.0	0.1	0.0	1.4	0.4 0.0	0.0	0.0	0.5 0	5 0.0	0.0	0.0	0.0 0.0	0.0	13.9 26	0 5.6	0.6	0.0 11	7 9.3	16.0	0.0 0.0	1.2	3.0	2.0 0.0	2.2	10.3 2	7.9 1.2	0.0	0.0	0.0 0.1	0.0	0.0 (0.0 0.0	121.7
		PLANTE .	0.0 0		0.0	0.0 0.4		0.0	0.0 07		0.0	0.0 0.		0.5	2.4	102 0.5		0.0		<u>* 0.0</u>	0.2	0.0	0.0	0.0	40.5	3 31.0	1.0	0.0 10		37.3	33 2.0	10.0	201.1		12.1	38.0 3			0.0	0.0	0.0		<u>, , , , , , , , , , , , , , , , , , , </u>	505.1
All Other Centres Outside E	Birmincham Birmincham		94.5 5	3.8 74.4	61.7	19.8 52.0	0 43	9.9	1.8 2	7 0.4	0.1	4.2 6.1	1.1	0.4	0.4	2.7 0.3	3 2.0	14	0.8 0.	/0 0.2	0.0	0.1	0.5 0.0	0.0	2.1 0	0 0.5	0.5	1.1 0.	3 0.0	0.6	0.0 0.0	0.0	0.0	0.3 0.2	0.0	0.0	0.0 6.5	0.0	0.2	1.4 1.2	0.0	0.0 r	0.0 0.5	401.2
	Kidderminster		0.0 0	0 0.6	0.0	0.0 0.0	, 0.0	0.4	0.0 0	6 0.0	0.0	0.0 0.1	0.0	0.2	0.0	0.2 2.5	5 163.6	0.0	0.0 0.	10 0.0	0.1	3.0	0.0 2.0	0.0	0.0 0	0 0.0	0.0	0.0 0.	0 0.0	0.0	0.0 0.0	0.0	0.0	3.3 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 (0.0 21.4	193.5
	Lichfield Redditch		0.0 0	0 0.0	0.0 5.8	0.0 0.0	0.0 0.0 G	0.0 12.3	0.0 0.	0 0.0	0.0	0.0 0.0	0.0	0.0	0.0	2.3 0.0	0.0	0.0	0.3 0.	0.0 0.0	0.0	0.0	0.0 0.0	0.0	10.4 0 0.0 0	3 0.0	2.1	115.9 1.	4 0.0 0 0.0	0.3	0.3 6.8	1.3	0.0 0.0	0.0 0.0 0.0 0.0	0.0	0.2 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	145.5 31.7
	Stafford Sutton Coldfield Telford		0.0 0	0 0.0	0.0 6.8	0.3 0.0 9.4 2.8 0.0 0.4	0.3 5.6 4 0.0	0.0 4.2 0.0	0.0 0.0	0 0.0	0.0	0.0 0.1	0.0	0.0	0.0 1	0.5 0.0	0.0 0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0	0.0 0.2 0.4 1.0 0.0	11.6 0.0 2.3	0.0 0	0 0.4	0.6	0.0 0. 2.4 0. 0.0 0	0 0.0 5 0.1	0.0	0.0 0.5	0.0	2.1	0.0 5.5 0.0 0.0 0.4 0.2	0.1	0.0 0.0	0.0 0.0	0.2	0.0	1.0 0.0 0.0 0.0 0.0	0.0	0.0 0	0.0 0.0 0.0 0.0 37 3.0	21.4 206.9 36.5
	All Other Centres and Stores Elsewhe	ire	14.0 15	4.6 52.4	130.7	9.3 25.3	3 41.3	116.7	1.9 0	8 0.6	0.4	0.5 1.5	5 0.4	0.7	1.5	25.1 2.5	5 6.4	2.5	7.0 0.	0.8	5.0	5.8	20 32	13.4	23 1	3 0.0	52.7	83 2	3 1.8	3.8	6.7 60.5	3.7	3.5	3.5 6.3	1.2	0.0 0	0.0 1.0	17.4	0.9	4.7 2.1	24.4	13.7 5	22.7 46.8	882.5
		subtotal	121.5 2	0.2 158.0	204.9	39.2 95.1	51.4	143.5	4.0 4	1 11	0.7	5.4 9.1	1.5	1.4	2.0 1	36.7 5.3	3 172.0	3.9	8.1 0.	19 1.4	5.1	8.9	3.0 6.4	39.6	16.6 2	8 0.9	199.8	127.6 16	2 3.0	6.6	36.4 72.4	8.7	8.3	2.4 22.0	5.8	3.2 0	0.0 8.0	35.2	1.1	7.1 3.3	24.4	17.1 2	29.8 71.8	2159.7
		GRAND TOTAL	165.1 21	1.5 163.4	213.0	39.3 95.5	5 70.0	147.5	63.0 9/	1.0 42.0	55.9	48.8 136	7 66.8	65.8	70.3 1	48.4 78.	7 177.5	77.9	86.5 97	7.2 100.2	73.8	24.0	133.2 82.0	43.4	58.1 85	1 103.1	204.1	130.4 11	1.5 42.5	49.3	42.6 74.6	38.6	68.3 3	6.6 134.9	83.2	58.2 4	48.2 111.	1 35.9	39.9	149.3 79.3	1 42.1	45.8 2	78.0 76.4	5001.3

TABLE 4: 2031 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em) ALL CONVENIENCE GOODS EXPENITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shoroing and durb: Social Forms of Trading

LOCAL PLANNING AUTHORI	TY CENTRE TYPE		Zone 1	Zone 2 Z	one 3 Zoi	ne 4 Zone	5 Zone 6	Zone 7	Zone 8	Zone 9 Z	one 10 Zon	e 11 Zone 1	2 Zone 13	Zone 14	Zone 15 Z	one 16 Zon	ie 17 Zoni	e 18 Zone	19 Zone 20	Zone 21	Zone 22 Zo	ine 23 Zor	ne 24 Zone:	25 Zone 26	Zone 27 Z	Cone 28 Zon	te 29 Zone	e 30 Zone 31	Zone 32	Zone 33 Z	one 34 Zon	e 35 Zone 3	Zone 37	Zone 38 Zon	e 39 Zone -	40 Zone 41	Zone 42	Zone 43 Z	one 44 Zon	e 45 Zone 4	16 Zone 47	Zone 48 Z	one 49 Zon	e 50 Zone 5	1 Zone 52	Cone 53 Zo	one 54 Zone	55 STUDY AREA
Wolverhampton																																																
	Stratecic Centre	Wolverhamoton	0.0	0.9	0.0 0	0.0	0.0	0.0	0.0	0.0	0.0 0	.0 0.1	0.0	0.0	0.0	0.5 0	.1 0.	0 0.3	0.0	0.0	3.4	1.6 0	0.0 0.5	0.0	0.0	0.0 0	1.8 0.2	2 0.7	0.2	0.0	0.5 0	0 0.0	0.0	0.1 0	0.0 0.0	0.0	6.3	28.1	4.0 1.	4 0.8	3.4	0.0	13.7 59	1 22.2	1.6	4.9 1	7.8 0.0	165.1
	Town Centre	Bilaton Wednesfield	0.0	0.0	0.0 0	8.0 0.6 0.0 0.	0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.2	0.0	0.0	0.0 0	1.1 0. 1.0 0.	0 12	0.0	0.2	3.2 0.0	1.2 0 0.0 0	0.0 0.1 0.0 0.0	0.0	0.0	1.0 0 0.0 0	1.0 0.1 1.0 0.1	0 0.4	0.6	0.0	0.3 0	0 0.0	0.0	0.6 0.0	0.0 0.0	0.0	3.1 0.3	0.5	1.3 1. 4.1 0.	2 3.0 0 0.1	49.3 0.0	0.0	6.7 2 0.0 0	6 7.8 .0 0.0	0.4	0.0 0.0	0.0 0.0	86.1 5.2
	District & Local Centres		0.0	0.0	0.0 0	3 0.0	0.0	0.0	0.0	0.2	0.0 0.0	.0 0.0	0.1	0.0	0.0	0.7 0	.4 0.	4 0.0	0.0	0.0	5.5	0.0 0	0.0 0.2	0.0	0.0	0.7 0	1.0 0.1	0.0 0.0	0.5	1.2	0.0 0	0.0	0.1	0.0 0.0	.0 0.0	0.0	3.4	21.8	5.8 2	1 0.2	6.7	0.0	11.1 45	15 28.9	1.2	4.1	2.2 4.7	147.5
	Out-of-Centre		0.0	1.1	0.0 0	0.0	0.0	0.0	0.0	0.2	0.3 0	0 0.1	0.2	0.3	0.0	0.3 0	0.0	0.0	0.0	0.6	2.9	0.3 0	0.5 0.7	0.2	0.6	0.0 3	.1 0.	6 2.2	0.3	0.0	2.0 0	4 0.0	0.0	0.6 0	2 0.0	0.0	13.2	62.0	46.3 11	4 5.0	3.3	0.2	5.5 34	.7 11.6	3.0	18.5 5	38.0 0.0	273.4
		SLDIDE	0.0	2.0	0.0 0	3 0.6	0.0	0.0	0.0	0.5	0.3 0	.0 0.3	0.4	0.5	0.0	1.5 0		4 15	0.0	0.9	15.0	3.1 0	2.5 1.6	0.3	0.6	1.0 3	1.0 0.1	0 3.3	1.9	1.4	2.6 0	• 0.0	0.1	14 0	2 0.0	0.0	20.2	113.1	61.5 16	2 9.0	62.7	0.2	37.0 135	<u>/9</u> /0.4	0.1	215 4	10.U 4.7	6/7.3
Dudley	Strategic Centre	Briefev Hill- Traditional High Street Briefev Hill- Merry Hill	1.7	0.0	0.0 0	7 0.0	0.0	0.0	0.0	0.0 0.3	0.1 0	2 0.0	0.0	0.1	0.0	0.0 0	0.0	0 0.7	0.0	1.3 0.8	0.5 1.2	1.4 1 0.2 1	7.8 3.0 2.7 3.1	0.4	8.7 12.9	2.2 0 7.5 0	1.0 0.1	0 0.0	0.0	0.0	0.0 0	0 0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0. 0.0 0.	0.0	0.0	0.0	0.0 0 0.0 0	0 0.0 .7 0.0	0.0	0.0 (0.0 0.0 0.0 0.0	39.7 46.7
	Town Centre	Dudlev	0.0	0.0	0.0 0	0 0.1	0.0	0.0	0.0	0.0	0.0 0	0 0.3	0.1	0.0	1.5	0.0 0	2 0	0 135	0.0	10.3	1.0	0.5 1	1.0 1.6	0.0	0.0	0.0 0	.0 0.1	0.0	0.0	0.0	0.0 0	0 0.0	0.0	0.0 0	.0 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.8	0.0	0.0 0	.0 0.1	0.0	0.0	0.0 0.0	31.3
		Sloubridge Helesowen	1.4	0.0	0.0 0	3 42	0.0	0.0	0.0	11.3	0.7 0 34.3 2	3 0.0	0.0	3.0	0.0	0.0 0	10 0.	0 0.0	0.0	0.0	0.0	0.0 0	5.3 3.7 D.1 0.0	4.4	0.5	2.4 0	10 01	0 0.0	0.0	0.0	0.0 0	0 0.0	0.0	0.0 0	0 0.0	0.0	0.1	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0.1	119.6 64.1
	District & Local Centres		1.7	1.5	1.5 0	0.0.9	0.0	0.0	0.0	2.4	2.2 0	9 0.1	0.0	0.0	1.0	0.3 0	2 0	0 11.2	2 0.4	3.9	37.6	1.1 5	4.1 25.5	6.8	28.4	6.3 0	1.0 0.1	0.0 0.0	0.4	0.0	0.0 0.0	0.0	0.0	0.0 0	.0 0.0	0.0	0.2	0.4	0.3 0.	0.0	6.1	0.5	0.6 1	.7 3.1	1.8	0.4	0.0 0.0	169.8
	Out-of-Centre	colocial	0.0	2.3	0.8 2	6 7.0	0.0	0.0	0.0	12.6	29.6 8	3 45	0.3	4.0	11.5	0.7 0	0 0	0 383	3 0.0	41.7	19.3	15.8 3	7.5 29.7	2.0	23.6	13.4 0	0 01	0.0	0.8	0.0	0.0 0	0.0	0.0	0.0 0	0 00	0.0	0.0	0.0	0.0 0.	0.0	8.7	0.0	0.4 0	8 1.7	8.8	0.0	0.1 0.0	333.4
0	Anna de Anna	Marca December		**				0.0	0.0				0.5		1.0							10 0											0.0			0.0	0.0				0.0							43.6
Sandweit	Selection Centre	West bromwich	0.0	0.4	0.2 0		0.0	6.3	0.0	0.0		2 07	3.1	5.9	1.7	31.6 3.	3.4 U.		0.0	1.0	0.0	12 0	0.0 0.1	0.0	0.0					0.0			2.5	0.4 0		0.0	0.0	0.0			0.2	0.0	0.2 0.		0.0	0.0 0		97.5
	Town Centre	Blackheath Cradlev Heath	0.0	0.0	0.0 0	0 29	0.0	0.0	1.4	16.9	4.3 3 8.6 23	0 20.7 13 4.3	0.0	0.0	0.5	0.0 0	1.0 0.	0 0.7	0.0	11.3	0.0	0.0 0	0.0 0.0	0.0	2.4	2.8 0	10 01	0 0.0	0.0	0.0	0.0 0	0 0.2	0.0	0.0 0	0 0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 0	.0 0.0	0.0	0.0 0	0.0 0.0	57.2 68.5
		Great Bridge Oldbury	6.4	3.1 2.2	0.0 0	0 0.0	0.0	0.0	0.0	0.0	0.0 0	0 0.8 4 3.8	0.0	0.4	3.3 15.8	17.2 10 3.9 3	0.2 0.	0 4.1	0.0	1.9	2.4 · 0.3	40.2 0 1.9 0	0.4 0.0 0.0 0.0	0.0	0.2	0.8 0	10 01	0.0 0.0	6.8 1.2	0.0	0.0 0	0 0.0	0.8	0.0 0.0	0 0.0	0.0	0.2	0.0	0.0 0.	0 0.8	3.4 1.0	0.0	0.0 0.	0 05	0.0	0.0 0.0	0.0 0.0	96.9 59.3
		Wednesbury Cape Hil	0.0	0.0	0.0 0	0 0.0	0.0	0.4	0.0	0.0	0.0 0	0.0 0.0	0.0 27.7	0.0 21.4	0.0	1.1 1	.6 0.	0.0 0.0	0.0	0.0	0.0	2.0 0	0.0 0.0	0.0	0.0	0.0 0	1.0 0.1	0 4.0	20.0	0.0	0.0 0	0 0.0	0.2	0.0 0	0 0.0	0.3	0.8	0.0	0.0 0.	1 1.6	4.4	0.0	0.3 0	2 0.4	0.0	0.0 /	0.6 0.0	38.3 68.2
	Provide Land Community	Bearwood	8.6	0.0	0.0 2	.6 1.0	0.0	0.1	0.0	0.6	0.0 0	0 00	5.7	16.8	0.0	0.0 0.0	.0 0.	0 00	0.0	0.0	0.0	0.2 0	0.0 0.0	0.0	0.0	0.0 0	10 01	0.0 0.0	0.0	0.0	0.0 0	0 0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 0.	0.0 6	0.0	0.0 0	0.0 0.0	35.8
	Out of Control		4.7	2.1	0.0 1	0 20.0	0.0	0.0	1.9	*.0	0.1 1	.3 0.5	3.0	60.9	246	7.9	u.	2 0.1	0.0	0.3	1.2	10.5 0	0.0 0.2	0.1	0.0	0.0 0		2 0.0	1.7	0.0	0.0 0	0 0.1	1.2	0.8 0	0.00	0.0	0.0	0.0	12 0	0 0.2	2.6	0.0	0.1 0.	2 0.0	0.0	1.0	0.0 0.0	104.4
	Ostoricese	subtotal	38.9	28.8	1.1 4	4 37.7	0.0	13.7	3.4	32.1	19.2 28	5 49.6	44.1	120.5	51.7	62.8 6	4.6 1.	2 82	0.0	16.7	4.0	75.1 1	0.5 0.2	0.2	2.7	4.3 0	10 0;	2 4.0	69.6	0.3	0.0 0	0 0.8	5.2	1.5 0	0 02	0.3	1.1	0.7	1.3 0.	1 2.9	17.3	0.0	0.9 1	1 0.9	0.8	1.3	0.6 0.0	841.0
Walsall	Strategic Centre	Wahal	0.0	1.8	0.0 0	0.0	0.0	1.0	0.8	0.0	0.0 0	3 0.0	0.0	0.0	0.0	0.1 1	.5 1.	4 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0	1.0 25	i.4 26.7	3.3	0.0	0.0 16	7 7.6	15.4	0.6 0	0 0.3	5.4	0.0	0.0	0.2 2	7 1.1	0.6	0.0	0.2 0	0.0 0.0	0.0	0.0	0.0 0.0	110.8
	Town Centre	Blowich	0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	0.0 0	0.0	0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	10 01	0 2.5	0.0	0.0	0.0 38	5 0.6	0.1	1.5 0	0 0.3	0.1	0.2	0.0	1.7 6.	3 0.2	0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0 0.0	47.6
		Aldridge	0.0	2.8	0.0 0	0 00	0.4	1.3	0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0	0.2 0	1.0 7.	3 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	1.0 0.1	3 0.0	0.0	0.0	0.0 4	3 11.8	0.6	0.1 0	.1 23	34.2	0.0	0.0	0.0 0.	0 0.1	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.0	66.1
		Darlaston	0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	0.0 0	1.3 0.	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0	10 01	0 8.2	22.7	0.0	0.0 0	7 0.0	0.4	0.0 0	0 00	0.0	0.1	0.0	3.0 1	0 3.9	5.5	0.0	0.4 0	0.0 0.0	0.0	0.0	0.0 0.0	46.7
	District & Local Centres		0.0	0.0	0.0 0	0.0	0.0	0.2	0.0	0.0	0.0 0	1 0.0	0.0	0.9	0.0	0.0 0	.0 0.	7 0.0	0.0	0.0	0.0	0.5 0	0.0 0.0	0.0	0.0	0.0 0	1.0 1.2	2 6.1	0.4	0.0	0.0 14	2 3.1	2.8	0.1 0	.0 0.1	3.7	0.8	0.0	0.2 4	4 0.6	0.5	0.0	0.0 0.0	0.0 0.0	0.0	0.0 (0.0 0.0	39.1
	Out-of-Centre	echiatel	0.0	2.4	20 0	0 00	0.0	27	0.0	0.0	0.0 0	0 00	0.0	0.0	0.1	0.0 1	4 0.	4 0.0	0.0	0.0	0.5	0.5 0	0.0 0.0	0.0	0.0	0.0 0	10 14	4 26.9	58	0.6	0.0 12	0 9.4	16.4	0.6 0	0 12	3.0	2.1	0.0	22 10	5 8.1	1.2	0.0	0.0 0	0 0.1	0.0	0.0	0.0 0.0	123.9
		and the	0.0	1.0	20 0	0 0.0	0.4	34	0.0	0.0	0.0 0		0.0	0.9	0.1	0.5 5		1 U.J	0.0	0.0	0.5			0.0	0.5	0.0 0	42		22.9		0.0 10	4.1 39.5	50.5	3.4 1		001		1.4	10.0 04		2.0	0.0	0.3 0.	2 0.1	0.0	0.0	0.1 0.0	2/01
All Other Centres Outside	Birmincham		96.1	54.7	75.4 6;	2.5 20.0	53.1	4.3	10.3	1.8	2.8 0	4 0.1	4.3	7.0	1.2	0.4 0	.4 2.	7 0.3	2.1	1.4	0.8	0.0 0.0	0.2 0.0	0.1	0.6	0.0 0	1.0 2.	1 0.0	0.5	0.5	1.1 0	3 0.0	0.6	0.0 0	.0 0.0	0.0	0.3	0.2	0.0 0.	0.0	6.6	0.0	0.2 1	.4 1.2	0.0	0.0	0.0 0.6	408.5
	Cannock Kidderminster		0.0	4.5	0.8 0	0 0.4	1.7	0.0	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0	0.0	0.0 0	L1 0.	0 0.0 2.6	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	2.0 0	2.5 1.2	7 1.1	0.1	147.2	0.0 11	.8 1.0 0 0.0	0.8	29.7 4	.7 3.7	1.9	1.0	10.0	4.1 3.	0 0.0	0.5	0.0	0.0 0	0.0 0.0	0.0	0.0 3	3.1 0.0 0.0 22/	244.8
	Lichfield		0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	0.0 0	0 2	3 0.0	0.0	0.0	0.3	0.0 0	0.0 0.0	0.0	0.0	0.0 0	10 10	0.4	0.0	2.2	117.5 1	5 0.0	0.3	0.3 6	8 1.3	0.9	0.0	0.0	0.0 0.	2 0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 /	0.0 0.0	148.2
	Stafford		0.0	0.0	0.0 0	0 0.3	0.0	0.3	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	0.0 0	0 0.	5 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.2 1	1.7 0.1	0.0	0.4	0.6	0.0 0	0 0.0	0.0	0.0 0	5 0.0	0.0	0.0	5.6	0.1 0.	0 0.0	0.0	0.2	0.0 1	.1 0.0	0.0	0.0	0.2 0.0	21.8
	Sutton Coldfield Telford		11.6	27.8 :	24.6 6 2.8 0	9 95	2.8	5.6	4.3	0.3	0.0 0	0 0.1	0.7	1.1	0.0	0.0 0.0	1.0 10	6.1 0.0 0 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.4	1.0 0	1.0 0.1	2 0.0	0.0	0.0	2.4 0 0.0 0	5 0.2	1.1	0.0 0.0	.0 0.1 .0 0.0	2.1	0.0	0.0	0.0 0.	0 0.0	0.0	0.0 18.4	0.0 0	0.0 0.0	0.0	3.5	0.0 0.0 3.8 3.1	210.7 37.2
	All Other Centres and Stores Elsewhe	*	14.2	136.8	53.1 13	2.4 9.4	25.9	41.7	120.9	2.0	0.9 0	.6 0.5	0.5	1.5	0.4	0.8 1	.5 25	2 2.6	6.5	2.6	7.1	0.9 0	0.8 5.1	5.8	2.1	3.3 1:	3.5 2.	4 1.4	0.0	54.0	8.4 2	4 1.9	3.8	6.8 6	.1 3.7	3.5	0.5	6.5	1.2 0.	0.0	1.0	18.1	0.9 4	.8 2.1	24.6	14.0 :	23.1 48.1	898.5
		subtotal	123.5	223.8 1	60.2 20	7.6 39.7	7 97.1	51.9	148.6	4.1	4.2 1	2 0.7	5.5	10.1	1.6	1.4 2	.0 136	6.9 5.5	176.0	4.0	8.2	0.9 1	1.5 5.2	8.9	3.0	6.5 4	0.1 17	2 2.9	1.0	204.5	129.4 16	6 3.0	6.7	36.8 7.	3.1 8.8	8.4	2.5	22.5	5.9 3.	3 0.0	8.2	36.7	1.1 7	2 33	24.6	17.5	30.3 73.8	2198.9
		GRAND TOTAL	167.8	265.8 1	65.7 21	5.8 90.4	97.5	70.7	152.8	64.0	91.2 42	.7 56.5	50.4	138.9	68.3	67.3 7	1.4 14	8.7 80.6	5 181.6	80.0	87.4	99.1 10	02.0 74.2	23.9	134.7	83.4 A	39 60	2 88.1	105.6	209.0	132.2 12	1.0 43.1	50.4	43.1 7	5.3 39.4	68.8	37.4	138.0	84.3 51	49.4	113.5	37.3	40.9 15	1.9 80.4	42.4	46.8	79.3 78/	5092.1

TABLE 5: 2038 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em) ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding intered Shopping and diref Social Formed (Trading

LOCAL PLANNING AUTHORIT	Y CENTRE TYPE		Zone 1 Zi	ne 2 Zone 3	Zone 4	Zone 5	Zone 6	Zone 7 Zor	ine 8 Zor	ne 9 Zone 1	0 Zone 11	Zone 12 Z	one 13 Zoni	14 Zone 1	5 Zone 16	Zone 17 Zo	ne 18 Zone	19 Zone 21	Zone 21	Zone 22 Zo	ine 23 Zoni	e 24 Zone 2	5 Zone 26	Zone 27 Zo	one 28 Zone	29 Zone 30	Zone 31 Z	one 32 Zon	e 33 Zone 34	Zone 35 Z	one 36 Zone	37 Zone 38	Zone 39 Zo	ine 40 Zone	41 Zone 41	2 Zone 43	Zone 44 Zo	ne 45 Zone	e 46 Zone 4	Zone 48	Zone 49 Zon	e 50 Zone 5	1 Zone 52	Cone 53 Zor	ne 54 Zone 58	STUDY AREA
Wolverhampton	One of the	W.1																																		~ ~										
	Stratedic Centre	Wowimamoton	0.0		0.0	0.0	0.0	0.0 0		0.0 0.0	0.0	0.1	0.0 0.		0.5	0.1	0.0 0.2	5 0.0	0.0	3.4	1.7 0.	0 0.5	0.0	0.0	0.0 0.2	02	0.7	0.2 0.		0.0		0.2	0.0	0.0 0.0		20.0	*1	1.5 0.6		0.0	14.1 60	1.3 22.5	1.0	5.0 6		100.0
	Town Cartine	Wednesfield	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0 0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.3	0.5	4.1	0.0 0.1	1 0.0	0.0	0.0 0	10 00	0.0	0.0 0	3.0 0.0	5.4
	District & Local Centres		0.0	0.0 0.0	0.3	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.1 0.	0.0	0.7	0.4	0.4 0.0	0.0	0.0	5.6	0.0 0.	0 0.2	0.0	0.0	0.7 0.0	0.0	0.0	0.5 1	3 0.0	0.0	0.0 0.1	0.0	0.0	0.0 0.0	3.5	22.4	5.8	2.1 0.2	2 6.9	0.0	11.5 44	4.4 29.3	1.2	4.2 2	2.2 4.8	150.9
	Out-of-Centre	sebtotal	0.0	0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.2 0.3	0.0	0.1	0.2 0	0.0	0.3	0.0	0.0 0.0	0.0	0.7	3.0	0.3 0.	5 0.7	0.2	0.7	0.0 3.1	0.6	2.3	0.3 0.	0 2.0	0.4	0.0 0.0	0.7	0.2	0.0 0.0	13.6	63.8	46.9 1	1.6 5.1	1 3.4	0.2	5.6 35	<u>5.4 11.8</u> 42.9 71.5	3.0	18.9 3	8.7 0.0	279.6
Dudinu		accord	0.0		0.5	0.0	0.0	0.0 0	0.0 0		0.0	0.5	0.5 0.	0.0	12	0.0	2.4 I.	0.0	0.2	12.2		5 1.0	0.5	0.5	1.3 3.4	0.0	2.4	1.2 1.		0.4	0.0 0.1	1.8	01	0.0 0.0		110.5	01.5		5 04.5		302 14	<u>a</u> 10		20.1 %	2.8 4.8	001.0
buany	Strategic Centre	Briefev Hill- Traditional High Street Briefev Hill- Merry Hill	1.7	0.0 0.0	0.7	0.0 0.3	0.0	0.0 0	0.0 0.0 0.0 0	0.0 0.1 0.3 0.7	0.2 1.0	0.0 0.2	0.0 0. 0.0 0.	0.0	0.0 0.4	0.0 0.3	0.0 0.1	7 0.0 5 0.0	1.4 0.8	0.5 1.3	1.5 18 0.2 13	3 3.0 1 3.1	0.4 1.0	8.8 13.1	2.2 0.0 7.7 0.0	0.0	0.0	0.0 0. 0.0 0.	0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0 0.0	0.0 0.0 0.0	0.0 0.0	0.0	0.0 0.0	0 0.0	0.0	0.0 0 0.0 0	.0 0.0 1.7 0.0	0.0 0.4	0.0 0 0.1 0	3.0 0.0 0.0 0.0	40.6 47.7
	Town Centre	Dudley	0.0	0.0 0.0	0.0	0.1	0.0	0.0 0	0.0 0	0.0 0.0	0.0	0.3	0.1 0.	1.5	0.0	0.2	0.0 14.	3 0.0	10.7	1.0	0.6 1.	0 1.6	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0 0.8	0.0	0.0 0	1.0 0.1	0.0	0.0 0	2.0 0.0	32.1
		Halesowen	1.5	1.3 0.0	0.3	4.3	0.0	0.0 0	0.0 11	1.5 35.0	2.1	1.0	0.0 3	0.8	0.0	0.0	0.0 0.0	0.0	0.3	0.0	0.0 0.	1 0.0	0.0	0.5	2.5 0.0	0.0	0.0	0.0 0.	.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0	3.0 0.0	65.5
	District & Local Centres		1.7	1.6 1.5	0.0	0.9	0.0	0.0 0	0.0 2	2.4 2.3	0.9	0.1	0.0 0.	1.0	0.3	0.3	0.0 11	6 0.4	4.0	38.2	1.1 14	5 28.1	6.8	28.9	6.4 0.0	0.0	0.0	0.4 0.	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.2	0.4	0.3	0.0 0.0	0 6.2	0.5	0.7 1	.7 3.1	1.8	0.4 0	2.0 0.0	173.7
	Out-of-Centre	coldicited	0.0	3 0.9	2.6	7.1	0.0	0.0 0	0.0 12	2.8 30.2	8.4	4.5	0.3 4	11.8	0.7	0.0	0.0 39	5 0.0	43.1	19.6	16.2 38	5 29.9	2.1	24.0	13.7 0.0	0.0	0.0	0.8 0.	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0 8.9	0.0	0.4 0	1.8 1.7	8.9	0.0 0	2.1 0.0	341.0
Sanduni	Stantonia Contro	Woot Research	0.0	14 00	0.0	0.0	0.0	e. 0	0.0 0		0.2	0.0	22 0	17	174	24.2	10 1/		1.0	00.0	12 0	0 01	0.0	0.0	00 00	0.0	0.0	11 0	0 00	0.0	04 26	0.6	0.0	0.2 0.0		0.4	0.0		2 02	0.0	0.2 /	<u> </u>		0.0	00 00	007
	Team Contro	Plastikestik	0.0		0.0	2.0	0.0	0.4 0	0.7 13	20 44		21.0		20	0.0			2 0.0	0.6	0.0		0 00	0.0	0.0	0.0 0.0		0.0		0 00	0.0	0.2 0.0	0.0	0.0	00 00		0.0				0.0	00 (0.0	0.0 0		
	Town Cartine	Cradlev Heath	0.0	0.0 0.0	0.0	0.4	0.0	0.0 1	1.4 1	1.3 8.8	23.8	43	0.0 0.	0.5	0.0	0.1	0.0 0.1	2 0.0	11.7	0.0	0.4 10	4 0.0	0.1	2.4	2.9 0.0	0.0	0.0	0.0 0.	3 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0	1.0 0.0	70.1
		Oldbury	6.6	2 0.0	0.0	0.8	0.0	0.0 0	0.0 0	1.0 0.0	0.4	3.9	3.7 11	4 16.2	4.0	3.6	0.0 0.1	2 0.0	1.0	0.3	2.0 0	0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	1.2 0.	0 0.0	0.0	0.0 0.3	0.0	0.0	0.0 0.0	0.0	0.7	0.0	0.0 0.0	0 1.0	0.0	0.1 0	10 00	0.1	0.0 0	3.0 0.0	60.6
		Cape Hill	12.8	L1 0.0	0.0	0.0	0.0	0.0 0	0.0 0	0.0 0.0	0.0	0.0	28.7 21	8 0.6	0.3	0.0	0.0 0.0	0.0	0.0	0.0	0.2 0	0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.3 0.	0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0 0	13 0.0	0.0	0.0 0	3.0 0.0	69.7
	District & Local Centres	Dearwood	6.3	1.0 0.0	1.8	22.0	0.0	6.7 0	0.0 0	1.0 0.0	1.3	8.6	3.1 11	5 3.6	1.4	2.1	0.2 0.1	1 0.0	0.8	0.0	10.7 0.	0 0.2	0.0	0.0	0.0 0.0	0.0	0.0	1.8 0.	.0 0.0	0.0	0.1 0.2	0.8	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.2	2 0.8	0.0	0.0 0.	0 00 02 00	0.0	0.0 /	0.0 0.0	106.8
	Out-of-Centre		4.8	k.1 0.9	0.0	11.1	0.0	0.3 1	1.4 8	3.6 0.2	0.2	10.9	1.0 51	4 25.1	7.5	14.1	0.0 2.1	1 0.0	0.3	1.3	18.9 0.	0 0.0	0.0	0.0	0.6 0.0	0.2	0.0	39.7 0.	0.0 0.0	0.0	0.2 1.2	0.3	0.0	0.0 0.0	0.1	0.0	1.3	0.0 0.0	0 7.7	0.0	0.3 0	15 0.0	0.7	1.3 /	0.0 0.0	219.8
		subtotal	39.9	9.4 1.2	4.5	38.3	0.0	13.9 3	3.5 35	2.7 19.6	29.0	50.3	45.7 12	2 53.1	64.6	66.1	12 85	5 0.0	17.3	4.0	77.0 10	8 0.3	0.2	27	4.4 0.0	0.2	4.2	71.8 0.	3 0.0	0.0	0.8 5.3	1.5	0.0	0.2 0.3	3 1.1	0.7	1.3	0.1 2.5	9 17.7	0.0	1.0 1	.1 0.9	0.8	1.3 0	2.7 0.0	860.1
Walsali	Strategic Centre	Wahall	0.0	1.8 0.0	0.0	0.0	0.0	1.0 0	0.8 0	0.0 0.0	0.3	0.0	0.0 0.	0.0	0.1	1.5	1.4 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.0	26.7	27.8	3.4 0.	0.0	17.1	7.7 15.1	0.6	0.0	0.3 5.4	4 0.0	0.0	0.2	2.8 1.1	1 0.6	0.0	0.2 0	.0 0.0	0.0	0.0 0	0.0 0.0	113.4
	Town Centre	Bloxwich Brownhills	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 0.0	0.0	2.6	0.0 0.	0 0.0 4 0.0	39.4 13.6	0.7 0.1 6.9 2.8	1.6	0.0	0.3 0.1	9 0.0	0.0	1.7	6.4 0.2 0.0 0.0	2 0.0	0.0	0.0 0.0	.0 0.0 0.0 0.0	0.0	0.0 0	0.0 0.0	48.7 70.8
		Aldridge Willenhall	0.0	0.0 0.0	0.0	0.0	0.4	1.3 0	0.0 0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.2	0.0	7.3 0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 0.0	0.3	0.0	0.0 0.	0.0	4.4	12.1 0.6	0.1	0.1	2.4 343	6 0.0	0.0	82 1	0.0 0.1 5.1 24	1 0.0	0.0	0.0 0	10 0.0	0.0	0.0 0	0.0 0.0	67.6 68.2
		Darlaston	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.3	0.0 0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 0.0	0.0	8.6	23.4 0.	0.0	0.7	0.0 0.4	0.0	0.0	0.0 0.0	0.1	0.0	3.0	1.0 4.0	0 5.7	0.0	0.4 0	0.0 0.0	0.0	0.0 0	2.0 0.0	47.7
	District & Local Centres		0.0	0.0 0.0	0.0	0.0	0.0	0.2 0	0.0 0.0	0.0 0.0	0.1	0.0	0.0 0.	0.0	0.0	0.0	0.7 0.0	0.0	0.0	0.0	0.5 0.	0.0	0.0	0.0	0.0 0.0	1.3	6.3	0.4 0.	0.0	14.5	3.1 2.9	0.1	0.0	0.1 3.7	7 0.8	0.0	0.2	4.5 0.7	7 0.5	0.0	0.0 0.	.0 0.0	0.0	0.0 C	2.0 0.0	40.0
	Out-of-Centre	subtotal	0.0	5 21	0.0	0.0	0.0	28 0	00 0	0.0 0.0	0.0	0.0	0.0 0	0.1	0.0	1.5	0.4 0.0	3 0.0	0.0	0.5	0.5 0.	0 00	0.0	0.0	0.0 0.0	15.1	28.0 81.0	59 0. 33.4 3.	<u>e 00</u>	12.3	9.6 16.1 40.1 39.4	0.7	2.0	13 30 31.0 60.7	22	0.0	22 1	0.7 8.2	3 <u>1.2</u> 6 9.8	0.0	0.00	0 0.1	0.0	0.0 9	<u>10 0.0</u> 0.2 0.0	126.8
All Other Centres Outside	SCI & Area																																													
	Birmincham		98.5	5.8 76.5	63.7	20.4	54.0	4.4 11	10.6 1	1.8 2.8	0.4	0.1	4.5 7.	1.2	0.4	0.4	2.7 0.5	3 2.1	1.4	0.8	0.0 0.	2 0.0	0.1	0.6	0.0 0.0	22	0.0	0.5 0.	5 1.1	0.3	0.0 0.7	0.0	0.0	0.0 0.0	0.3	0.2	0.0	0.0 0.0	0 6.8	0.0	0.2 1	4 12	0.0	0.0 0	2.0 0.6	417.7
	Kidderminster		0.0	0.0 0.6	0.0	0.0	0.0	0.0 0	0.4 0	0.0 0.6	0.0	0.0	0.0 0.	0.0	0.3	0.0	0.2 2.1	7 171.6	0.0	0.0	0.0 0.	4 0.1	3.0	0.0	2.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.3	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0	3.0 22.6	201.5
	Redditch		0.0	0.0 0.0	5.9	0.0	13.5	0.0 0	13.2 0	0.0 0.0 0.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	2.3 0.0	0.0	0.0	0.3	0.0 0.	0 0.0	0.0	0.0	0.0 0.0	0 11.3	0.4	0.0 2	.3 120.1	1.5	0.0 0.0	0.0	6.9	1.3 1.0	0.0	0.0	0.0	0.2 0.0	0 0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0 0	0.0 0.0	151.5 33.0
	Stafford		0.0	0.0 0.0	0.0	0.3	0.0	0.3 0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.5 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.2 11	9 0.0	0.0	0.4 0.	6 0.0	0.0	0.0 0.0	0.0	0.5	0.0 0.0	0.0	5.8	0.1	0.0 0.0	0.0	0.2	0.0 1	.1 0.0	0.0	0.0 0	3.2 0.0	22.3
	Telford		1.7	0.4 24.9	0.0	0.0	0.4	0.0 0	0.0 0	0.0 0.0	0.2	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 2.4	0.0	0.0	0.0 0.	0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.2	0.5	0.0 0.0	0 0.0	19.1	0.0 0	0.0 0.0	0.0	3.6 2	3.9 3.2	38.0
	All Other Centres and Stores Elsewher	•	14.6 1	9.5 53.9	134.8	9.5	28.4	42.2 12	25.1 2	2.0 0.9	0.6	0.5	0.5 1.	0.4	0.8	1.5	5.3 2.6	6.7	2.7	7.2	0.9 0.	9 5.1	5.8	2.1	3.4 13	7 25	1.5	0.0 55	i.6 8.6	2.4	1.9 3.9	6.9	61.9	3.8 3.5	5 0.5	6.7	1.2	0.0 0.0	0 1.0	18.9	0.9 4	.9 2.1	24.9	14.3 2	3.5 49.4	918.8
		subtotal	126.7 2	18.3 162.5	211.4	40.3	98.9	52.6 15	53.9 4	4.2 4.3	1.2	0.7	5.7 10	3 1.6	1.5	2.1 1	37.9 5.6	3 180.4	4.1	8.3	0.9 1.	5 5.2	8.9	3.1	6.6 40.	7 18.0	3.0	1.0 21	0.5 132.2	16.9	3.1 6.9	37.5	74.1	9.0 8.5	5 2.6	23.1	6.0	3.3 0.0	0 8.4	38.2	1.1 7	4 3.4	24.9	17.9 9	0.8 75.8	2248.7
		GRAND TOTAL	172.2 2	1.1 168.1	219.8	91.8	99.3	71.7 15	58.2 65	5.2 93.0	43.5	57.3	52.2 143	0 70.1	69.3	73.0 1	49.7 83.	2 186.2	82.7	88.8 1	01.6 104	4.7 74.8	24.1	136.8	85.3 44.	6 63.0	91.6	109.0 21	5.1 135.0	123.9	44.0 51.3	43.9	76.3	40.2 69.	5 38.5	142.1	85.4 6	0.3 50.	9 116.5	38.9	42.2 15	35.2 81.7	43.0	47.8 8	30.8 80.7	5207.3

TABLE 6: 2041 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em) ALL CONVENIENCE GLOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shooping and their Sobail Forms of Trading

LOCAL PLANNING AUTHORITY	CENTRE TYPE		Zone 1 Zo	ne 2 Zone 3	Zone 4	Zone 5 Zo	one 6 Zon	ne 7 Zone 8	8 Zone 9	Zone 10 Z	Ione 11 Zone	a 12 Zone 1	3 Zone 14	Zone 15 Z	one 16 Zone	17 Zone 1	8 Zone 19	Zone 20	Cone 21 Zon	ne 22 Zone 3	3 Zone 24	Zone 25 Z	lone 26 Zo	ne 27 Zone 2	8 Zone 29	Zone 30 Zo	one 31 Zone	32 Zone 33	Zone 34 Z	one 35 Zone	36 Zone 37	Zone 38 Zor	e S9 Zone 4	0 Zone 41 2	Cone 42 Zo	ine 43 Zone	a 44 Zone 45	Zone 46	Zone 47 Zo	ne 48 Zone	49 Zone 50	Zone 51 Z	Cone 52 Zone	53 Zone 54	Zone 55 S	UDY AREA
Wolverhampton																																														
	Strategic Centre	Wolverhamolon	0.0 0	9 0.0	0.0	0.0 0	0.0 0.0		0.0	0.0	0.0 0.	1 0.0	0.0	0.0	0.5 0.	1 0.0	0.3	0.0	0.0 3	3.5 1.7	0.0	0.5	0.0	0.0 0.0	0.8	0.2	0.7 0.2	2 0.0	0.5	0.0 0.0	0.0	0.2 0		0.0	6.7 2	30.0 4.3	2 15	0.8	3.6	0.0 14	5 61.5	23.0	1.6 5.1	8.1	0.0	173.0
	Town Centre	Bialon Wednesfield	0.0 0	0 0.0	0.0	0.0 0	0.0 0.1	0 00	0.0	0.0	0.0 0.	0 0.2	0.0	0.0	0.0 0.1	0.0	1.3	0.0	0.0 0	3.3 1.3 0.0 0.0	0.0	0.1	0.0	0.0 1.0	0.0	0.0	0.0 0.0	s 0.0 0 0.0	0.3	0.0 0.0	0.0	0.0 0	0 0.0	0.0	0.3	0.5 1.3	3 1.3 2 0.0	0.1	0.0	0.0 0.0	2 2.7	0.0	0.0 0/	, 0.0	0.0	90.2 5.5
	District & Local Centres		0.0 0	0.0 0.0	0.3	0.0 0.0	0.0 0.0	0.0	0.2	0.0	0.0 0.	0 0.1	0.0	0.0	0.8 0.4	4 0.4	0.0	0.0	0.0 5	5.7 0.0	0.0	0.2	0.0	0.0 0.7	0.0	0.0	0.0 0.5	5 1.3	0.0	0.0 0.0	0.1	0.0 0	0.0 0.0	0.0	3.6 2	23.2 5.1	9 2.2	0.2	7.1	0.0 11	9 45.3	29.9	1.2 4.7	2.3	4.9	154.7
	Out-of-Centre		0.0 1	1 0.0	0.0	0.0 0.0	0.0 0.0	0.0 0.0	0.2	0.3	0.0 0.	1 0.2	0.3	0.0	0.3 0.	0.0	0.0	0.0	0.7	3.0 0.3	0.5	0.8	0.2	0.7 0.0	3.2	0.6	2.4 0.3	3 0.0	2.1	0.4 0.1	0.0	0.7 0	2 0.0	0.0	14.0 E	66.0 47.	6 11.9	5.3	3.5	0.2 5.8	8 38.2	12.0	3.0 19	4 39.5	0.0	286.6
		SLODE	0.0 2	.1 0.0	0.3	U.B L	0.0 0.0	0.0 0.0	0.5	0.5	0.0 0.	3 0.5	0.3	0.0	1.0 0.1	5 0.4	1.0	0.0	1.0 1	5.5 3.3	0.5	1.6	0.5	1.7	4.0	0.0	3.0 1.0	0 1.3	23	0.4 0.1	0.1	14 1	2 0.0	0.0	21.9 1.	20.5 63.	2 10.0	9.0	00.3	0.2 39.	0 140.9	14.0	0.3 201	40.3	4.3	710.0
buday :	Strategic Centre	Briefev Hil- Traditional High Street Briefev Hil- Merry Hil	1.8 0 0.6 0	0.0 0.0	0.7	0.0 0 0.3 0	0.0 0.0	0.0 0.0	0.0 0.3	0.1 0.7	0.2 0. 1.1 0.	0 0.0 2 0.0	0.2	0.0 0.2	0.0 0.0	0.0 3 0.0	0.7 0.6	0.0 0.0	1.4 0 0.9 1	0.6 1.5 1.3 0.2	18.8 13.5	3.0 3.2	0.4 1.0	9.0 2.3 13.3 7.9	0.0	0.0 0.1	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0 00	0.0 0.0	0.0	0.0 0.0	0 0.0 0 0.0	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0 0.0	0.0	0.0 0.0	41.6 48.9
,	Town Centre	Dudlev Stourbridge	0.0 0 0.0 0	0.0 0.0	0.0	0.1 0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.0	3 0.1 0 0.0	0.0	1.6 0.0	0.0 0.0	2 0.0	14.9 0.6	0.0 5.6	11.1 1	1.0 0.6 0.0 0.0	1.0 6.7	1.6 3.8	0.0 4.4 5	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0 00	0.0	0.0	0.0 0.0	0 0.0	0.0	0.9 0.0	0.0 0.0	0.0 0.0	0.1	0.0 0.0	0.0	0.0	32.9 125.4
	Provide Land Community	Halesowen	15 0	4 0.0	0.3	4.4 0	0.0 0.0	0 00	11.8	35.8	2.1 1	0 0.0	3.1	0.8	0.0 0.1	0.0	0.0	0.0	0.3 0	0.0 0.0	0.1	0.0	0.0	05 25	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0 0.0	0.0	0.0	67.2
	Out of Control		1.0 1	4 0.0	2.7	72 6	0.0 0.	0 00	2.5	2.3	0.9 0. 0.9 A		4.2	1.1	0.3 0.	3 0.0	12.0	0.4	42 3	0.9 1.1	14.3	20.4	21 2	29.4 0.0	0.0	0.0	0.0 0.4	• 0.0	0.0	0.0 0.	0.0	0.0 0	0 00	0.0	0.2	0.4 0.5	s 0.0	0.0	0.9	0.0 0.1	/ 1.6 / 0.9	3.2	1.9 0.4	0.0	0.0	1/0.1
	Old Children and C	subtotal	5.7 4	3 24	3.6	12.8 0	0.0 0.0	0.0	28.4	70.5	13.2 6.	1 0.3	7.5	15.8	1.4 0.2	7 0.0	69.9	6.0	62.8 6	1.7 20.2	94.8	68.3	14.8 1	31.9 74.6	0.0	0.1	0.0 1.2	2 0.0	0.0	0.0 0.0	0.0	0.0 0	0.0	0.0	0.3	0.4 0.1	3 0.0	0.0	16.7	0.6 1.1	1 3.3	5.9	11.3 0/	0.1	0.1	843.6
Sandwell	Strategic Centre	West Bromwich	0.0 E	7 0.2	0.0	0.0 0	0.0 6.5	5 0.0	0.0	0.0	0.2 0.	7 3.4	6.2	1.8	33.7 35	1 1.0	1.0	0.0	1.0 0	0.0 1.3	0.0	0.1	0.0	0.0 0.0	0.0	0.0	0.0 1.1	1 0.0	0.0	0.0 0.4	2.6	0.4 0	0 0.2	0.0	0.0	0.0 0.0	0.0	0.2	0.2	0.0 0.2	2 0.0	0.0	0.0 0/	. 0.0	0.0	102.2
,	Town Centre	Blackheath Cradlev Heath Oldbury Uldbury Wednesbury Case Hill Bearwood	0.6 0 0.0 0 6.8 2 0.0 0 13.1 4 9.1 0	0 0.0 0 0.0 3 0.0 2 0.0 2 0.0 2 0.0 0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 2.7	3.0 0 0.4 0 0.8 0 0.0 0 1.1 0		0 0.7 0 1.5 0 0.0 0 0.0 4 0.0 1 0.0	17.6 1.3 0.0 0.2 0.0 0.0 0.6	4.5 9.0 0.0 0.0 0.0 0.0	3.2 21 24.4 4, 0.0 0, 0.4 4, 0.0 0, 0.0 0, 0.0 0, 0.0 0,	4 0.0 4 0.0 8 0.0 0 3.9 0 0.0 0 30.0 0 6.2	3.5 0.0 0.4 11.7 0.0 22.3 17.5	2.0 0.5 3.4 16.7 0.0 0.7 0.0	0.0 0.1 18.3 10 4.2 3.1 1.2 1.1 0.3 0.1 0.0 0.1	0 0.0 1 0.0 7 0.0 7 0.0 8 0.0 0 0.0 0 0.0	0.7 0.2 4.4 0.2 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.6 0 12.1 0 1.1 0 0.0 0 0.0 0	0.0 0.0 0.0 0.4 25 425 0.3 2.0 0.0 2.2 0.0 0.2 0.0 0.2	0.0 10.8 0.4 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 2.5 3.0 0.3 0.8 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 7.3 0.0 1.3 4.4 21 0.0 0.4 0.0 0.0	0 0.0 0 0.3 3 0.0 3 0.0 4 0.0 4 0.0 0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.9 0.3 0.2 0.0 0.0		0 00 0 00 0 00 0 00 0 00 0 00 0 00	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.2 0.0 0.8 0.0 0.0	0.0 0.0 0.0 0.0 0.7 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.0 0 0.0 0 0.0 0 0.0 0 0.1 0 0.0 0 0.0	0.0 0.9 0.0 1.8 0.0 0.0	0.0 3.6 1.1 4.6 0.0		0 0.0 0 0.0 1 0.0 3 0.2 0 0.3 0 0.0	0.0 0.5 0.0 0.4 0.0 0.0	0.0 0.0 0.0 0.0 1.0 0.0 1.0 1.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	60.0 71.9 101.6 62.1 40.2 71.5 37.6
	District & Local Centres		6.4 5	5 0.0	1.9	22.3 0	0.0 6.	8 0.0	4.8	6.4	1.3 8	8 3.2	11.7	3.7	1.5 2.3	2 0.2	0.1	0.0	0.9 0	0.0 11.1	0.0	0.2	0.1	0.0 0.0	0.0	0.0	0.0 1.8	в 0.0	0.0	0.0 0.1	0.2	0.9 0	0.0	0.0	0.0	0.0 0.0	0.0	0.2	0.8	0.0 0.1	1 0.2	0.0	0.0 0.1	0.0	0.0	109.4
	Out-of-Centre		5.0 4	2 0.9	0.0	11.2 0	0.0 0:	3 1.4	8.8	0.2	0.3 11	1 11	52.5	25.9	7.8 14	5 0.0	22	0.0	0.3	1.3 19.5	0.0	0.0	0.0	0.0 0.6	0.0	0.2	0.0 41.	1 0.0	0.0	0.0 0.	1.3	0.3 0	0.0 0.0	0.0	0.1	0.0 1.	3 0.0	0.0	8.0	0.0 0.3	3 0.5	0.0	0.7 1.1	0.0	0.0	225.3
Walsall :	Strategic Centre	Wahail	0.0 1	.8 0.0	0.0	0.0 0	0.0 1.	.0 0.8	0.0	0.0	0.3 0	0 0.0	0.0	0.0	0.1 1.1	3 1.4	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	28.0	29.0 3.5	5 0.0	0.0	17.6 7.1	16.2	0.7 0	0 03	5.5	0.0	0.0 0.1	2 2.8	1.2	0.6	0.0 0.0	2 0.0	0.0	0.0 0.1	, 0.0	0.0	116.2
	Town Centre	Bloswich Brownhills Aùdridee Willenhall Darlaston	0.0 0 0.0 2 0.0 0 0.0 0	0.0 0.0 0.0 0.0 9 0.0 0.0 0.0	0.0 0.0 0.0 0.0		0.0 0.1 0.0 0.1 0.4 1.2 0.0 0.1 0.0 0.1	0 0.0 0 0.0 3 0.0 0 0.0 0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0) 0.0 0) 0.0 0) 0.0 0)	0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.1 0.2 0.1 0.0 0.1	0 0.0 3 0.4 0 7.3 0 0.0 3 0.0	0.0 0.0 0.0 0.3 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.2 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.3 0.3 0.0	2.7 0.0 2.7 0.0 0.0 0.0 5.5 0.2 8.9 24	0 0.0 0 2.4 0 0.0 2 0.0 3 0.0	0.0 0.0 0.0 0.0	40.5 0.1 14.0 7.1 4.5 12 4.7 0.1 0.7 0.1	0.1 2.8 4 0.7 1 0.0 1 0.4	1.6 0 0.2 2 0.1 0 0.2 0 0.0 0	0 0.3 0 27.5 .1 2.5 .0 0.0 0 0.0	0.1 14.1 34.9 0.0 0.0	0.2 0.0 4.3 0.1	0.0 1.1 0.0 0.0 0.0 0.0 1.5 8.1 0.0 3.0	7 6.5 0 0.0 0 0.0 3 15.3 0 1.0	0.2 0.0 0.1 25.1 4.2	0.0 0.0 1.9 5.8	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.3 0.0 0.4	0 0.0 0 0.0 0 0.0 3 0.6 4 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 1.0 0.0 1.0 0.0 1.0 0.0	0.0	0.0 0.0 0.0 0.0 0.0	49.9 72.6 69.3 70.0 48.9
	District & Local Centres		0.0 0	0.0	0.0	0.0 0	0.0 0.	2 0.0	0.0	0.0	0.1 0.1	0.0	0.9	0.0	0.0 0.1	0.7	0.0	0.0	0.0 0	0.0 0.5	0.0	0.0	0.0	0.0 0.0	0.0	1.4	6.6 0.4	4 0.0	0.0	14.9 3.3	3.0	0.1 0	.0 0.1	3.7	0.8	0.0 0.1	2 4.6	0.7	0.5	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	41.0
	Out-of-Centre	subtotal	0.0 2	5 21 3 21	0.0	0.0 0	0.0 21	8 0.0 3 0.8	0.0	0.0	0.0 0	0 0.0	0.0	0.1	0.0 1.5	5 0.4 3 10.3	0.0	0.0	0.0 0	0.6 0.5	0.0	0.0	0.0	00 00	0.0	15.9	29.2 6.1 84.6 34/	1 <u>0.6</u> .6 3.1	0.0	12.6 9.1	0 40.4	3.5 2	0 13	3.1 61.3	22	0.0 21	3 10.9 8 41.2	8.6	1.3	00 00	0 00	0.1	0.0 0.5	0.0	0.0	129.9
All Other Centres Outside BCL	LA Area Birminchum Cannock Kidderminsker Leffeld Reddich Stallford Stallford Stallford Stallford Al Other Center and Share Elemeters		101.2 5 0.0 4 0.0 0 0.0 0 12.2 2 1.8 0	2 2.1 39 77.6 7 0.8 0 0.0 0 0.0 10 0.0 10 25.3 0 29 24 647	64.9 0.0 0.0 6.1 0.0 7.1 0.0	20.7 5 0.4 1 0.0 0 0.0 1 0.3 1 0.3 1 9.8 2 0.0 0	55.0 43 1.7 01 0.0 01 13.7 01 13.7 01 0.0 02 2.9 51 0.4 01	5 11.0 0 0.0 0 0.4 0 0.0 13.7 3 0.0 8 4.7 0 0.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 10.0 13.0 13.0 13.0 10.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 13.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0	1.9 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	2.9 0.0 0.6 0.0 0.0 0.0 0.0 0.0	0.4 0. 0.0 01 0.0 01	1 4.7 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 1 0.8 0 0.0	7.3 0.0 0.0 0.0 0.0 1.1 0.5	1.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0		4 2.7 1 0.0 0 0.2 0 2.3 0 0.0 0 0.5 0 107.2 0 0.0 107.2 0 0.0 107.2 0 0.0 107.2 0 0.0 107.2 0 0.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0 10.0	0.4 0.0 2.8 0.0 0.0 0.0 0.0 0.0 0.0 0.0	2.2 0.0 176.7 0.0 0.0 0.0 0.0 0.0	1.5 0 0.0 0	1.8 0.0 1.0	0.3 0.0 0.4 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.0	0.1 0.0 3.0 0.0 0.0 0.0 0.0 0.0 0.0	0.6 0.0 0.0 0.0 0.0 2.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.4 1.1 0.0 0.0	0.0 13.0 0.0 0.0 12.1 0.0 2.4	23 18 00 119 00 00 02 00	0.0 0.5 1.2 0.1 0.0 0.0 0.4 0.0 0.0 0.4 0.0 0.0 0.0 0.0 1.5 0.0	5 0.5 1 158.5 0 0.0 0 2.3 0 0.0 4 0.7 0 0.0 0 0.0 0 0.0	1.1 0.0 123.1 0.0 2.5 0.0	0.4 0.1 12.5 1. 0.0 0.1 1.8 0.1 0.0 0.1 0.0 0.1 0.8 0.2 0.0 0.1			0 00 8 39 0 00 1 14 0 00 5 00 0 01 0 00	0.0 19 0.0 10 0.0 22 0.0	0.3 1.0 1 0.3 0.0 0.0 0.0 0.0 0.5	0.2 0.0 10.7 4.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.5	0 0.0 3 3.1 0 0.0 0 0.3 0 0.0 1 0.0 0 0.0 5 0.0 2 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	7.0 0.6 0.0 0.0 0.0 0.0 0.0 0.0		2 1.5 0 0.0 0 0.0 0 0.0 0 0.0 0 1.1 0 0.0 0 0.0	13 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1	0.0 3.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.6 0.0 23.1 0.0 0.0 0.0 3.2	428.2 256.7 206.5 155.3 33.9 22.9 220.9 39.0
· · · · · ·	An Owner Centeres and Stores Enterwhere		1000 14				42	129.9	2.0				1.6		10 11		2.0			1.5 1.0	0.9			3.5	14.0	***		. 57.4				0	39			····· 1.4	. 0.0		1				44.0 14.			
			130.2 23	3.0 164.9	215.4	40.9 10	00.7 53	159.7	4.2	4.4	1.2 0.	/ 6.0	10.5	1.7	1.5 2.	138.4	5.9	105.8	4.3 8	0.4 1.0	1.5	2.3	24.2 4	3.1 5.8	41.5	10.3	3.1 1.0	217.4	130.5	17.4 33	. 7.1	30.3 7	10 93	0.5	107 4	47.0 88	1 3.4	0.0	0.0 3	120 12	2 75	3.4	433 183		11.5	2305.3

TABLE 7: 2042 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m) ALL CONVENENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA Evolution Internet Stopport and under Special Forms of Trading

LOCAL PLANNING AUTHORIT	Y CENTRE TYPE		Zone 1 Z	ne 2 Zone 3	Zone 4	Zone 5	Zone 6 Z	Cone 7 Zon	e 8 Zone	9 Zone 10	Zone 11 Z	one 12 Zor	ne 13 Zone 1	14 Zone 15	Zone 16	Zone 17 Zo	one 18 Zon	e 19 Zone 2	0 Zone 21	Zone 22	Zone 23 Zo	ne 24 Zone	25 Zone 26	Zone 27 Z	ione 28 Zone	29 Zone 3	D Zone 31 Z	Cone 32 Zor	te 33 Zone 34	Zone 35	Zone 36 Zon	e 37 Zone 3	Zone 39	Zone 40 Zor	ne 41 Zone	42 Zone 4	3 Zone 44	Zone 45 Zo	ine 46 Zone	47 Zone 48	Zone 49	Zone 50 Zo	ne 51 Zone	52 Zone 53	Zone 54 Zon	6 55 STUDY AREA
Wolverhampton																																														
	Stratecic Centre	Wolverhamoton	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0	0.1 0		0.0	0.5	0.1	0.0 0	3 0.0	0.0	3.5	1.7	0.0 0.5	5 0.0	0.0	0.0 0.8	5 02	0.7	0.2 0	10 0.5	0.0	0.0 0	0 02	0.0	0.0	0.0 6.7	30.2	4.2	15	0.9 31		14.7	61.9 2	23.0 1.7	5.1	8.2 0	3 173.9
	Town Centre	Bilaton Wednesfield	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.1	0.0 0	3 0.0	0.3	0.0	0.0	0.0 0.1	0.0	0.0	0.0 0.0	0.0 0	0.0	0.6 0	10 0.3	0.0	0.0 0	0.0	0.0	0.0	0.0 3.3	s 0.5 s 0.7	1.3	0.0	0.1 0.1	4 0.0	0.0	0.0	40 0.8 0.0 0.0	3 0.0	0.0 0	3 90.7 .0 5.5
	District & Local Centres		0.0	0.0 0.0	0.3	0.0	0.0	0.0 0.0	0 0.2	0.0	0.0	0.0 0	0.1 0.0	0.0	0.8	0.4	0.4 0	0.0 0.0	0.0	5.7	0.0	0.0 0.2	2 0.0	0.0	0.7 0.0	0.0	0.0	0.5 1	1.3 0.0	0.0	0.0 0	1 0.0	0.0	0.0	0.0 3.6	3 23.4	5.9	2.2	0.2 7.3	0.0	12.0	45.5	30.0 1.2	2 4.3	2.3 /	.9 155.5
	Out-of-Centre		0.0	.1 0.0	0.0	0.0	0.0	0.0 0.0	0 0.2	0.3	0.0	0.1 0	0.2 0.3	0.0	0.4	0.0	0.0 0	0.0	0.7	3.0	0.3	0.5 0.8	0.2	0.7	0.0 32	2 0.6	2.4	0.3 0	0.0 2.1	0.4	0.0 0	0 0.7	0.2	0.0	0.0 14.	1 68.5	47.8	11.9	5.3 3.9	0.2	5.9	38.4	12.0 3.1	1 19.5	39.7 0	0 288.1
0		SLODIE	0.0	2.1 0.0	0.5	0.6	0.0	0.0 0.1	0 0.5	0.5	0.0	0.5 0	1.5 0.3	0.0	1.0	0.0	0.4 1	0.0	1.0	15.0	3.3	9.5 1.6	5 0.3	0.2	1.7 44	<u>au</u>	3.6	1.0 1	.3 2.9	0.4	0.0 0	1 14	0.2	0.0	0.0 201	0 121.3	03.4	10.9	9.7 00.	/ 0.2	78.8	140.5	/3.1 0.3		50.1 4	/ /13.0
Duality	Stratecic Centre	Briefev Hill- Traditional High Street Briefev Hill- Merry Hill	1.8 0.6	0.0 0.0	0.7	0.0 0.3	0.0	0.0 0.0	0 0.0	0.1 0.7	0.2 1.1	0.0 0	0.0 0.2	0.0	0.0 0.4	0.0 0.3	0.0 0	8 0.0 6 0.0	1.5	0.6 1.3	1.5 0.2	19.0 3.0 13.6 3.2	0 0.4	9.0 13.4	2.3 0.0 8.0 0.0	0.0 0.0 0.1	0.0	0.0 0 0.0 0	0.0 0.0	0.0	0.0 0 0.0 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.7	0.0 0.0	J 0.0 4 0.1	0.0 C	3 41.8 .0 49.2
	Town Centre	Dudlev Stourbridge	0.0	0.0 0.0	0.0	0.1	0.0	0.0 0.0	0 0.0	0.0	0.0	0.3 0	0.1 0.0	1.6	0.0	0.2	0.0 15	5.0 0.0 .6 5.6	11.2 0.0	1.0	0.6 0.0	1.0 1.6 6.7 3.8	0.0 4.4	0.0 55.6	0.0 0.0 41.5 0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.1 0.0 0.0 0.0	0.0 L	0.0 C	0 33.0 .1 126.0
		Halesowen	1.5	0.4 0.0	0.3	4.4	0.0	0.0 0.0	0 11.8	1 35.9	2.1	1.0 0	0.0 3.1	0.8	0.0	0.0	0.0 0	0.0 0.0	0.3	0.0	0.0	0.1 0.0	0.0	0.5	25 0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0 0	0 67.5
	District & Local Centres		1.8	1.6 1.6	0.0	2.0	0.0	0.0 0.0	0 2.5	2.4	0.9	0.1 0		1.1	0.3	0.3	0.0 12	2.1 0.4	4.3	39.0	1.1	15.0 26.4	4 69	29.5	6.6 0.0	0.0	0.0	0.4 0	10 0.0	0.0	0.0 0	0 00	0.0	0.0 1	0.0 0.2	2 0.4	0.3	0.0	0.0 6.9	0.8	0.7	1.8	32 19	/ 0.4	0.0 0	3 179.0
	Out-ot-centre	subtotal	5.7	1.4 2.4	3.7	12.9	0.0	0.0 0.1	0 13.1	31.0 i 70.8	13.3	62 0	0.3 4.2 0.3 7.5	15.9	1.4	0.7	0.0 70	1.4 0.0	40.3 63.4	61.9	20.3	40.0 30.1 15.4 68.4	3 <u>21</u> 4 14.8	132.4	75.1 0.0	0.0	0.0	1.2 0	0.0 0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0 0.3	3 0.4	0.3	0.0	0.0 16.	8 0.6	1.1	3.3	5.9 11	3 0.6	0.1 0	1 847.9
Sandwell	Strategic Centre	Weat Bromwich	0.0	.7 0.2	0.0	0.0	0.0	6.5 0.1	0.0	0.0	0.2	0.7 3	6.2	1.8	33.9	35.3	1.0 1	0.0 0.0	1.1	0.0	1.3	0.0 0.1	0.0	0.0	0.0 0.0	0.0	0.0	1.1 0	0.0 0.0	0.0	0.4 2	6 0.4	0.0	0.2	0.0 0.0	0.0	0.0	0.0	0.2 0.3	0.0	0.2	0.0	0.0 0.0	J 0.0	0.0 0	.0 102.7
	Town Centre	Blackheath Criadlev Heath Great Bridoe Oldbury Wednesbury Case Hill Bearwood	0.6 0.0 6.8 0.0 13.2 9.2	0.0 0.0 0.0 0.0 0.3 0.0 0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 2.7	3.0 0.4 0.0 0.8 0.0 1.1	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.1 0.0 0.1 0.0 0.1 0.4 0.1 0.0 0.1	7 17.6 5 1.3 0 0.0 0 0.2 0 0.0 0 0.0 0 0.0	4.6 9.0 0.0 0.0 0.0 0.0	3.2 24.5 0.0 0.4 0.0 0.0 0.0	21.5 0 4.4 0 4.0 3 0.0 0 0.0 5 0.0 5	0.0 3.6 1.0 0.0 1.0 0.4 1.9 11.7 1.0 0.0 0.2 22.4 1.2 17.6	2.0 0.5 16.8 0.0 0.7 0.0	0.0 0.0 18.4 4.2 1.2 0.3 0.0	0.0 0.1 10.8 3.7 1.7 0.0 0.0	0.0 0 0.0 4 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0	7 0.0 2 0.0 4 0.0 2 0.0 0 0.0 0 0.0 0 0.0	0.6 12.2 2.1 1.1 0.0 0.0 0.0	0.0 2.5 0.3 0.0 0.0	0.0 0.5 42.8 2.1 2.2 0.2 0.2	0.0 0.0 10.8 0.0 0.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.0 0 0.1 0 0.0 0 0.0 0 0.0 0 0.0	0.0 2.5 0.0 0.0 0.0 0.0	0.1 0.0 3.0 0.0 0.8 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0 0.0 0.0 0 0.0 0.0 0 0.0 0.0 0 0.0 0.0	0.0 0.0 0.0 4.4 0.0 0.0	0.0 0 0.0 0 7.3 0 1.3 0 21.5 0 0.4 0 0.0 0	10 0.0 13 0.0 10 0.0 10 0.0 10 0.0 10 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.2 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0	0 00 00 00 00 00 00 00 00 00 00 00 00 0	0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0 0.2 0.0 0.2 0.0 0.0 0.3 0.8 0.0 0.0	0 0.0 0 0.0 0 0.7 8 0.0 0 0.0 0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.1 0.0 0.0	0.0 0.0 0.9 34 0.0 1.1 1.8 4.1 0.0 0.1 0.0 0.1		0.0 0.0 0.1 0.3 0.0 0.0	0.0 0.0 0.0 0.2 0.3 0.0	0.0 0.0 0.0 0.0 0.5 0.0 0.0 0.1 0.4 0.1 0.0 0.1 0.0 0.1	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0 0.0 0 0.0 0 0.0 0 0.7 6 0.0 0	0 603 0 722 0 102.1 0 625 .0 40.4 .0 71.8 0 37.8
	District & Local Centres		6.5	0.0	1.9	22.4	0.0	6.8 0.1	0 4.8	6.4	1.3	8.8 3	1.2 11.8	3.8	1.5	2.2	0.2 0	1 0.0	0.9	0.0	11.1	0.0 0.2	2 0.1	0.0	0.0 0.0	0.0	0.0	1.9 0	0.0 0.0	0.0	0.1 0	2 0.9	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.2 0.1	0.0	0.1	0.2	0.0 0.0	0.0 6.0	0.0 0	.0 110.0
	Out-of-Centre		5.0	2 0.9	0.0	11.3	0.0	0.3 1.	4 8.8	0.2	0.3	11.2 1	1.1 52.8	26.0	7.8	14.6	0.0 2	2 0.0	0.3	1.3	19.6	0.0 0.0	0.0	0.0	0.6 0.0	0.2	0.0	41.4 0	0.0 0.0	0.0	0.2 1	3 03	0.0	0.0	0.0 0.1	0.0	1.3	0.0	0.0 8.0	0.0	0.3	0.5	0.0 0.7	1 1.3	0.0 0	0 226.4
Walsall	Strategic Centre	Walsal	0.0	1.8 0.0	0.0	0.0	0.0	1.0 0.1	7 <u>352</u> 8 0.0	0.0	0.3	0.0 0	0.0 0.0	0.0	0.1	1.6	1.4 0	0.0	0.0	0.0	0.0	0.0 0.0	0 02	0.0	0.0 0.0) 28.3	29.3	3.6 0	1.0 0.0	17.7	8.0 14	13 0.7	0.0	0.3	5.5 0.0	0.0	0.2	2.8	1.2 0.1	. 0.0	0.2	0.0	0.0 0.0	0 0.0	0.0 (0 116.8
	Town Centre	Blaswich Brownhills Addridae Willenhall Darlaston	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 1.9 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.4 0.0 0.0	0.0 01 0.0 01 1.3 01 0.0 01 0.0 01	0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0 0.0 0 0.0 0 0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.2 0.0 0.0	0.0 0.3 0.0 0.0 0.3	0.0 0 0.4 0 7.3 0 0.0 0 0.0 0	0 0.0 0 0.0 0 0.0 3 0.0 0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.8 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.0 0 0.3 0 0.3 0 0.3 0 0.0	2.7 2.7 0.0 5.6 9.0	0.0 0 0.0 2 0.0 0 0.2 0 24.4 0	1.0 0.0 1.5 0.0 1.0 0.0 1.0 0.0	40.7 14.1 4.5 4.7 0.7	0.7 0 7.1 2 12.4 0 0.0 0 0.0 0	1 1.8 8 0.2 7 0.1 0 0.2 4 0.0	0.0 2.0 0.1 0.0 0.0	0.3 1 27.6 1 25 3 0.0 1 0.0 1	0.1 0.2 14.1 0.0 34.9 0.0 0.0 4.3 0.0 0.1	0.0 0.0 0.0 1.6 1.6	1.7 0.0 0.0 8.3 3.1	6.5 0.0 15.4 1.0	0.2 0.1 0.0 0.1 0.1 0.1 25.3 1.1 4.2 5.1	0.0 0.0 0.0 0.0	0.0 0.0 0.3 0.4	0.0 0.0 0.0 0.6 0.0	0.0 0.0 0.0 0.0 0.0 0.0 1.0 0.0 1.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0 0.0 0 0.0 0 0.2 (0.0 /	0 50.1 3 73.0 0 69.6 0 70.3 0 49.2
	District & Local Centres		0.0	0.0 0.0	0.0	0.0	0.0	0.2 0.1	0.0	0.0	0.1	0.0 0	0.0 0.9	0.0	0.0	0.0	0.7 0	0.0 0.0	0.0	0.0	0.5	0.0 0.0	0.0	0.0	0.0 0.0	5 1.4	6.6	0.4 0	0.0 0.0	15.0	3.2 3	.0 0.1	0.0	0.1	3.7 0.8	s 0.0	0.2	4.6	0.7 0.5	0.0	0.0	0.0	0.0 0.0	J 0.0	0.0 C	ð 41.2
	Out-of-Centre	subtotal	0.0	15 21	0.0	0.0	0.0	28 0	0 0.0	0.0	0.0	0.0 0	0.0 0.0	0.1	0.0	1.5	0.4 0	0 0.0	0.0	0.6	0.5	0.0 0.0	2 0.0	0.0	0.0 0.0	2 16.1 2 46.7	29.5 85.4	62 0 34.8 3	16 0.0	12.7	9.9 1 41.2 4	14 07	2.1	1.3 32.0 6	3.1 2.2 51.4 7.7	0.0	2.3	10.9	8.7 1.3 40.2 10	2 0.0	0.0	0.0	0.1 0.0	<u>) 0.0</u>	0.0 5	0 130.6 0 600.8
All Other Centres Outside E	SCLA Area Birnindham Clanost Uchteil Rodellich Sallind Sallind Sation Coldiaid Teilford Al Other Centres and Stress Flasebar		101.8 0.0 0.0 0.0 12.3 1.8 15.0 1	7.2 77.8 1.7 0.8 1.0 0.0 1.0 0.0 1.0 0.0 9.1 25.4 1.0 29 1.0 54.8	65.1 0.0 0.0 6.1 0.0 7.1 0.0 7.1 0.0	20.7 0.4 0.0 0.0 0.0 0.3 9.9 0.0 9.7	55.2 1.8 0.0 13.8 0.0 2.9 0.4 28.9	4.5 11 0.0 0.0 0.0 0.5 0.0 13 0.0 13 0.3 0.1 5.8 4.2 0.0 0.1	.1 1.9 0 0.0 5 0.0 0 0.0 8 0.0 0 0.0 7 0.3 0 0.0	2.9 0.0 0.8 0.0 0.0 0.0 0.0 0.0	0.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.2	0.1 4 0.0 0 0.0 0 0.0 0 0.0 0 0.1 0 0.0 0 0.1 0 0.0 0	1.7 7.3 1.0 0.0 1.0 0.0 1.0 0.0 1.0 0.0 1.0 0.0 1.8 1.1 1.0 0.5 1.6 1.6	1.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.4 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.4 0.1 0.0 0.0 0.0 0.0 0.0 1.0 1.0	2.7 0 0.0 0 0.2 2 2.3 0 0.0 0 0.5 0 107.2 0 0.0 0 25.4 2	4 22 0 0.0 8 1779 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	1.5 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	0.8 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 7.4	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.4 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.1 0 0.0 1 3.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	0.6 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.4 0.0 2.1	0.0 0.0 0.0 13 2.1 0.0 0.0 0.0 0.0 0.0 0.2 12 1.1 0.0 0.0 2.4 3.5 14	0 24 0 19 0 120 0 00 0 00 2 00 0 02 4 00 1 26	0.0 1.2 0.0 0.4 0.0 0.0 0.0 0.0	0.5 0 0.1 15 0.0 2 0.0 2 0.4 0 0.4 0 0.0 0	1.5 1.1 17.5 0.0 1.0 0.0 1.3 123.9 1.0 0.0 1.7 0.0 1.0 2.5 1.0 0.0 7.8 88	0.4 12.5 0.0 1.8 0.0 0.0 0.8 0.0 2.5	0.0 0 1.1 0 0.0 0 0.0 0 0.0 0 0.2 1 0.0 0 1.9 4	7 00 9 310 0 00 3 03 0 00 0 00 2 00 0 00 1 71	0.0 48 0.0 7.1 0.0 0.5 0.0 0.0 0.0	0.0 3.9 0.0 1.4 0.0 0.1 0.1 0.0	0.0 0.3 19 1.0 0.0 0.3 1.0 0.0 0.0 0.0 0.0 0.0 2.2 0.0 0.0 0.5 3.6 0.5	8 0.2 10.7 8 0.0 0 0.0 0.0	0.0 4.3 0.0 0.0 0.1 0.0 0.5 1.2	0.0 32 0.0 0.3 0.0 0.0 0.0 0.0 0.0		0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0	1.5 0.0 0.0 0.0 1.1 0.0 0.0 0.0	1.3 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0 3.3 0 0.0 2 0.0 6 0.0 6 0.0 6 4.0 1 24.1 4	5 4304 5 2580 12 207.6 0 156.1 0 34.0 0 230 0 2220 3 39.2 0 9468
		subtratal	130.9 2	40 1654	216.1	41.0	101.1	53.6 160	19 43	44	12	07 6	10.6	17	15	21 1	138.4 5	9 187.0	43	*5	10	16 53		31	6.9 41	7 19.1	3.1	10 21	136.4	17.5	32 7	1 385	25.8	93	86 27	24.1	61	34	0.0 83	40.1	12	7.6	34 25	4 184	31.6 7	/8 2317.0
		GRAND TOTAL	177.8 2	7.9 171.1	224.6	93.5	101.5	73.1 165	4 661	95.6	44.8	58.6 5	50 1452	3 727		74.4		- 107.0				08.7 75.3		139.7	18.2 45	7 68.9	16.5	113.5 22	13.6 139.3	128.0	45.2 5	15 450	78.1	41.5 2	70.2 401	0 148.0	86.9	617	53.0 120	* 40.8	44.1	159.2	83.5 43	9 493		5365.5



Appendix 5A: Convenience Goods Capacity: City of Wolverhampton

TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2024	2026	2031	2036	2041	2042
Wolverhampton	1								
-	Strategic Centre	Wolverhampton	0%	£161.5	£162.1	£165.1	£168.8	£173.0	£173.9
	Town Centre	Bilston Wednesfield	0% 0%	£84.2 £5.1	£84.5 £5.1	£86.1 £5.2	£88.0 £5.4	£90.2 £5.5	£90.7 £5.5
	District & Local Centres	3	0%	£144.4	£144.9	£147.5	£150.9	£154.7	£155.5
	Out-of-Centre		0%	£267.5	£268.5	£273.4	£279.6	£286.6	£288.1
City of Wolverh	ampton Council Area	1		£662.6	£665.2	£677.3	£692.6	£710.0	£713.6

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SOHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2024 (£ per			Turnover	r (£m)		
						aqiii)	2024	2026	2031	2036	2041	2042
[1]	Wolverhampton - Edge-of-City Centre	16/00598/PAOTH	Interchange: Railway Station - Wolverhampton Railway Station Railway Drive City Centre Wolverhampton West Midlands WV1 1LE	825	356	10,000	£3.6	£3.6	£3.6	£3.7	£3.7	£3.7
[2]	Wolverhampton - Out-of-Centre	13/00871/FUL	Pountnys Street, unit shops - Change of use of the existing basement area to create a mixed use development convolving relati units, the, restaurant, create and indoor parking Basement Of Former J W Braithwaite Pountney Street Wolverhampton West Midlands WV2 4HX	1,098	384	5,500	£2.1	£2.1	£2.1	£2.2	£2.2	£2.2
[3]	Wolverhampton - Out-of-Centre	16/00678/FUL	Ald Portobello: Land Between New Street South Street Portobello Wolverhampton West Midlands. New Food Retail Store.	1,505	1,064	11,000	£11.7	£11.7	£11.8	£12.0	£12.2	£12.2
[4]	Parkfield Local Centre	19/01048/FUL	Aldi, Parkfield	421	320	11,000	£3.5	£3.5	£3.6	£3.6	£3.7	£3.7
[5]	Bilston - 72-84 High St, Bilston.	21/01456/FUL	Lidl, Bilston	2,486	327	11,000	£3.6	£3.6	£3.6	£3.7	£3.7	£3.8
[6]	Wolverhampton (Out-of-Centre)	21/00402/FUL	Lidl - Former Quality Hotel Site, 126 Penn Road	1,926	943	11,000	£10.4	£10.4	£10.5	£10.6	£10.8	£10.8
[7]	Wolverhampton (Out-of-Centre)	23/00380/FUL	Former Talisman PH Wildtree Avenue	308	273	11,000	£3.0	£3.0	£3.0	£3.1	£3.1	£3.1
[8]	Wolverhampton (Out-of-Centre)	22/01168/RC & 23/01227/RC	Home Bargains Unit C4 Bentley Bridge Retail Park Bentleybridge Way Wolverhampton	2,603	500	11,000	£5.5	£5.5	£5.6	£5.6	£5.7	£5.7
[9]	Whitmore Reans (Avion Centre)	23/01219/FUL	Former Bagot Arms PH Newhampton Road West WV6 0RX	607	136	5,500	£0.7	£0.7	£0.8	£0.8	£0.8	£0.8
[10]	Blakenhall (Dudley Road)	24/00092/FUL	Shri Guru Ravidass Community Centre, 372 - 379 Dudley Road - creation of four retail units	430	58	5,500	£0.3	£0.3	£0.3	£0.3	£0.3	£0.3
	TOTAL			11,779	4,303		£44.4	£44.4	£44.9	£45.6	£46.3	£46.4

Notes. [1]

Built-out, Council states two convenience units with a floorspace of 358sqm net. One 120sqm unit built out, previously occupied by a comparison operator and now vacant. Assumed that of the total permitted floorspace of 1,098 sqm the conver /comparison split will be 50% / 50% and netted down using a gross to net factor of 70%. [2]

Built-out, occupied. Of the 1,254sqmnet sales area 190sqm net is for comparison goods and the remaining 1,064sqm net is convenience goods. [3]

Built-out, Aldi Goldthorn Hill Wolverhampton, WV2 3HP. Extension of existing food retail store (Class A1) with associated alterations to existing car parking, access, servicing & landscaping. Net increase of 320 sqm is for convenience goods. [4]

[5] Lid Bilston - Land And Buildings AI 72-84 High St WV14 0EZ. Demolition of existing buildings and erection of a retail foodstore (Class E) and two commercial units (Class E) with access, car parking, indexcepting and associated engineering works. Planning permission granted and conditions discharged. The Council details that the replacement Lid store would create an additional 327gram convenience goods net sales area.

Ltd - Former Quality Hotel Site, 126 Penn Roed (including 42 Qaklands Road And Business Centre) Wolverhampton WV3 0ER Demolition of existing buildings and erection of a Class E limited assortment discount foodstore with associated car parking, access, landscaping and engineering works. Council has detailed planning permission granted and s106 signed. Council on estricts convenience sales areas to 943sqm net and comparison goods to 236 sqn etc. [6]

Former Talisman PH, Wildtree Avenue, Wolverhampton – reaction of relial convenience store unit (Ea) and 14No., 1 & 2 bedroom apartments (C3) with associated parking areas, landscaping, amenity space and ancillary development. Council has provided a gross retail area of 308 sqm and a net retail floorspace area of some 273 sqm. [7]

Minor Material Amendment to vary condition 6 of planning permission 22/00446/RC to allow 550 square metres of food retailing use within Unit A1/A2 (a proposed uplift in retail food use within Unit A1/A2 (a proposed uplift in retail and within Unit A1/A2 (a proposed uplift in retail and within Unit A1/A2 (a proposed uplift in retail food use within Unit A1/A2 (a proposed uplift in retail food use within Unit A1/A2 (a proposed uplift in retail and a start and [8]

Termer Bagat Ams PH Newhampton Road West WV0 RRX - alterations and extensions to term eight real tail units (date Class E) at ground and the end of the en [9]

[10] Shri Guru Ravidass Community Centre, 372 - 379 Dudley Road - creation of four retail units. Planning permission granted. Council has provided a gross retail area of 430sqm and a net floorspace area of some 116 sqm net. Of this net floorspace it is assumed that it is split evenly between convenience (58sqm net) and and comparison goods (58sqm net).

TABLE 3: CITY OF WOLVERHAMPTON COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£662.6	£665.2	£677.3	£692.6	£710.0	£713.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£662.6	£662.6	£670.0	£680.1	£690.3	£692.4
0750.0							
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (EM):		£2.5	£7.3	£12.5	£19.7	£21.2
STEP 4		_	£44.4	£44 9	£45.6	£46 3	£46.4
0121 4.			2	244.0	240.0	240.0	240.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£41.9	-£37.6	-£33.1	-£26.6	-£25.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(ii) Net Floorspace Capacity (sq m):	-	-3,351	-2,977	-2,579	-2,043	-1,930
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-4,787	-4,253	-3,684	-2,918	-2,757
0750.0							
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
	(ii) Net Floorspace Capacity (sq m):	-	-5,984	-5,317	-4,605	-3,648	-3,446
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	170%
	(iv) Gross Floorspace Capacity (sq m):		-8,549	-7,595	-6,579	-5,211	-2,027
Notes:							
OTED 1.	The (summy derived) 'summer' (as 'notential') types are secure constant market shares over the ferencet period (derived from Table 1)						

STEP 1: Inte pareproteines) usines (in pointing) autores assume to take the assume to be internated approx period neural name i. Has been assume for the purpose of the survey-derived current fumore levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence.

STEP 3: STEP 4: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The lumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2028.

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is constrained into a netlytone discograce capacity estimated based on the assumed higher average sales performance of supersitore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of supersitore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of supersitore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the STEP 5: STEPS 6 & 7:

TABLE 4: CITY OF WOLVERHAMPTON COUNCIL: STRATEGIC CENTRE: WOLVERHAMPTON - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£161.5	£162.1	£165.1	£168.8	£173.0	£173.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£161.5	£161.5	£163.3	£165.7	£168.2	£168.7
0750.0				04.0	00.4		05.0
STEP 3:	NET RESIDUAL EXPENDITORE - EXCLUDING ANY COMMITMENTS (Em):	-	£0.6	£1.8	£3.1	14.8	£5.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.6	£3.6	£3.7	£3.7	£3.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£2.9	-£1.8	-£0.6	£1.1	£1.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(ii) Net Floorspace Capacity (sq m):	-	-235	-144	-47	84	111
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-336	-206	-67	120	159
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
	(ii) Net Floorspace Capacity (sq m):	-	-420	-257	-84	150	199
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-600	-367	-120	214	284
Notes:							
STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).						
STEP 2:	It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turn	nover levels). The	growth in the ba	se year (survey-			

It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in groutinium' at the bare year (i.e. tenchmark humovers are equivalent to the survey-derived current humover levels). The g derivel) humover has been constrained over the forecast period approximation groutinity groutinismed by the latest Experian Retail Planner Birling Note 21 (February 2024) and other research evidence.

terminity interactions and concentration of the second straining of the second straining of the stage. The lumover of all known commitments at this stage. The lumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2028. STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

The herf residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Slep 4). The herf residual expenditure is convented into a nettyport Biorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Walvose, Montisons and Marks & Spencer) and the lower average assies performance or Lagement and Additional Coop, Budgers, etc.).

TABLE 5:CITY OF WOLVERHAMPTON COUNCIL: TOWN CENTRE: BILSTON - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£84.2	£84.5	£86.1	£88.0	£90.2	£90.7
STEP 2		694.2	694.2	£95 1	696.4	697 7	£99.0
0121 2.	TOTAL PORECAST BENCHWARK TURNOVER OF ALL FLOORSPACE (201)	204.2	204.2	200.1	200.4	201.1	200.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.9	£1.6	£2.5	£2.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.6	£3.6	£3.7	£3.7	£3.8
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.3	-£2.7	-£2.1	-£1.2	-£1.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	£12,500 -262	£12,638 -214	£12,829 -164	£13,022 -96	£13,061 -81
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (i) Net Floorspace Capacity (sq m): (ii) Assumed Net / Gross Floorspace Ratio: (iii) Assumed Net / Gross Floorspace Ratio:	£12,500	£12,500 -262 70%	£12,638 -214 70%	£12,829 -164 70%	£13,022 -96 70%	£13,061 -81 70%
	(i) Estimated Average Sales Density of New Floorspace (2 per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Ratio: (iv) Gross Floorspace Ratio:	£12,500 -	£12,500 -262 70% -374	£12,638 -214 70% -306	£12,829 -164 70% -234	£13,022 -96 70% -137	£13,061 -81 70% -116
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Met Floorspace Capacity (g m): (iii) Assumed Net / Gross Floorspace Ratic: (iv) Gross Floorspace Capacity (sq m):	£12,500	£12,500 -262 70% -374	£12,638 -214 70% -306	£12,829 -164 70% -234	£13,022 -96 70% -137	£13,061 -81 70% -116
STEP 6-	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (g m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): (iii) Origination of the structure o	£12,500 -	£12,500 -262 70% -374	£12,638 -214 70% -306	£12,829 -164 70% -234	£13,022 -96 70% -137	£13,061 -81 70% -116
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sg m): (iii) Assumed Net / Gross Floorspace Ratic: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Folmetand Average Sales Density of New Floorspace (2 per sq m): (ii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New Floorspace (2 per sq m): (iii) Folmetand Average Sales Density of New	£12,500	£12,500 -262 70% -374 £7,000	£12,638 -214 70% -306 £7,077	£12,829 -164 70% -234 £7 184	£13,022 -96 70% -137 £7,293	£13,061 -81 70% -116 £7,314
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (eg m): (iii) Assumed Net / Gross Floorspace Ralac: (iv) Gross Floorspace Capacity (sq m): (ForeCAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Net Floorspace Capacity (sq m): (iii) Net Floorspace Capacity (sq m):	£12,500 - £7,000	£12,500 -262 70% -374 £7,000 -468	£12,638 -214 70% -306 £7,077 -383	£12,829 -164 70% -234 £7,184 -292	£13,022 -96 70% -137 £7,293 -171	£13,061 -81 70% -116 £7,314 -145
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratic: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/IDISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Assumed Net / Gross Floorspace Ratic: (iii) Assumed Net / Gross Floorspace Ratic:	£12,500 - £7,000	£12,500 -262 70% -374 £7,000 -468 70%	£12,638 -214 70% -306 £7,077 -383 70%	£12,829 -164 70% -234 £7,184 -292 70%	£13,022 -96 70% -137 £7,293 -171 70%	£13,061 -81 70% -116 £7,314 -145 70%
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (g m): (iii) Assumed Net / Gross Floorspace Ralac: (iv) Gross Floorspace Capacity (sq m): (iii) Status Floorspace Capacity (sq m): (iii) Status Floorspace Capacity (sq m): (iii) Sasumed Net / Gross Floorspace (£ per sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) (Gross Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iii) Assumed Net / Gross Floorspace Ralacity (sq m): (iiii) Ass	£12,500 - - £7,000 -	£12,500 -262 70% -374 £7,000 -468 70% -668	£12,638 -214 70% -306 £7,077 -383 70% -547	£12,829 -164 70% -234 £7,184 -292 70% -418	£13,022 -96 70% -137 £7,293 -171 70% -244	£13,061 -81 70% -116 £7,314 -145 70% -207
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratic: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Assumed Net / Gross Floorspace Ratic: (iii) (iii) Assumed Net / Gross Floorspace Ratic: (iv) Gross Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratic: (iv) Gross Floorspace Capacity (sq m): (iv) Gross Floorspace Capa	£12,500 - £7,000 -	<u>£12,500</u> -262 70% -374 <u>£7,000</u> -468 70% -668	£12,638 -214 70% -306 £7,077 -383 70% -547	£12,829 -164 70% -234 £7,184 -292 70% -418	£13,022 -96 70% -137 £7,293 -171 70% -244	£13,061 -81 70% -116 £7,314 -145 70% -207

STEP 1: STEP 2: The (survey/devine) (surver) (or loperinal) turnores assume contain market dares one the forecast period (devined from Table 1). It has been assumed for the purpose of this assument that the L-N's connections ettain and is in equilations in the basis year (survey-devined) turnore in the been constained one the forecast period assuming average annual (poducility) growths rates informed by the latest Experian Retail Plannet Briefing Note 21 (February 2024) and other research evidence.

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at his stage. The tumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2028. STEP 3: STEP 4:

The 'hef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'hef' residual expenditure is converted into a net/group forecast capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Walhose, Montisons and Marks & Spencer) and the bower average asales performance or largement and advanced montol (e.g. Add. LaG. Cob, Budgers, etc.). STEP 5: STEPS 6 & 7:

TABLE 6:CITY OF WOLVERHAMPTON COUNCIL: TOWN CENTRE: WEDNESFIELD - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£5.1	£5.1	£5.2	£5.4	£5.5	£5.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1).	£5.1	£5.1	£5.2	£5.3	£5.3	£5.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.1	£0.2	£0.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
0750.5			00.0	00.4	00.4	00.0	00.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	20.1	£0.1	£0.2	£0.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	£12,500 2	£12,638	£12,829 8	£13,022 12	£13,061 13
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iii) Assumed Net / Gross Floorspace Ratio:	£12,500	£12,500 2 70%	£12,638 4 70%	£12,829 8 70%	£13,022 12 70%	£13,061 13 70%
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iii) Assumed Net / Gross Floorspace Ratio: (iii) Arsumed Net / Gross Floorspace Ratio: (iii) Assumed Net / Gross Floorspace Ratio:	£12,500 -	£12,500 2 70% 2	£12,638 4 70% 6	£12,829 8 70% 11	£13,022 12 70% 17	£13,061 13 70% 18
	(i) Estimated Average Sales Density of New Floorspace (2 per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 -	£12,500 2 70% 2	£12,638 4 70% 6	£12,829 8 70% 11	£13,022 12 70% 17	£13,061 13 70% 18
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Circos Floorspace Ratio: (iii) Gross Floorspace Capacity (sq m):	£12,500 -	£12,500 2 70% 2	£12,638 4 70% 6	£12,829 8 70% 11	£13,022 12 70% 17	£13,061 13 70% 18
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (2 per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iii) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	£12,500 -	£12,500 2 70% 2	£12,638 4 70% 6	£12,829 8 70% 11	£13,022 12 70% 17	£13,061 13 70% 18
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500 - £7,000	£12,500 2 70% 2 £7,000	£12,638 4 70% 6 £7,077	£12,829 8 70% 11 £7,184	£13,022 12 70% 17 £7,293	£13,061 13 70% 18 £7,314
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (2 per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (2 per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500 - £7,000	£12,500 2 70% 2 £7,000 3	£12,638 4 70% 6 £7,077 8	£12,829 8 70% 11 £7,184 13	£13,022 12 70% 17 £7,293 21	£13,061 13 70% 18 £7,314 22
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratic (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/IDISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Assumed Net / Gross Floorspace Ratic (iii) Assumed Net / Gross Floorspace Ratic	£12,500 - £7,000	£12,500 2 70% 2 £7,000 3 70%	£12,638 4 70% 6 £7,077 8 70%	£12,829 8 70% 11 £7,184 13 70%	£13,022 12 70% 17 £7,293 21 70%	£13,061 13 70% 18 £7,314 22 70%
STEP 6:	(i) Estimated Average Sales Density of New Floospace (2 per sq m): (ii) Net Floospace Capacity (eq m): (iii) Assumed Net / Gross Floospace Ralic: (iv) Gross Floospace Capacity (sq m): (iii) Sales Floospace Capacity (sq m): (iii) Sales Floospace Sales Density of New Floospace (2 per sq m): (iii) Net Floospace Capacity (eq m): (iii) Net Floospace Capacity (eq m): (iii) Net Floospace Capacity (eq m): (iii) Order Floospace Ralic: (iiii) Order Floospace Ralic: (iii) Order Floospa	£12,500 - £7,000 -	£12,500 2 70% 2 £7,000 3 70% 4	£12,638 4 70% 6 £7,077 8 70% 11	£12.829 8 70% 11 £7,184 13 70% 19	£13,022 12 70% 17 £7,293 21 70% 30	£13,061 13 70% 18 £7,314 22 70% 32
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gress Floorspace Ratic (iv) Gress Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Assumed Net / Gress Floorspace Ratic (iii) Assumed Net / Gress Floorspace Ratic (iii) Assumed Net / Gress Floorspace Ratic (iv) Gress Floorspace Capacity (sq m): (iii) Assumed Net / Gress Floorspace Ratic (iv) Gress Floorspace Capacity (sq m): (iii) Assumed Net / Gress Floorspace Ratic (iv) Gress Floorspace Capacity (sq m): (iv) Gress Floorspace Capaci	£12,500 - £7,000 -	<u>£12.500</u> 2 70% 2 £7,000 3 70% 4	£12,638 4 70% 6 £7,077 8 70% 11	£12.829 8 70% 11 £7,184 13 70% 19	£13,022 12 70% 17 £7,293 21 70% 30	£13,061 13 70% 18 £7,314 22 70% 32

STEP 1: STEP 2: this been survey during (by possing a particular during the market in the survey during a particular during the survey during (b) and (b) and

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The lumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2028. STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

The hef residual expenditure capacity makes an allowance for the foresast turnover of all commitments (Slep 4). The hef residual expenditure is convented into a net/goos floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Walhose, Monisons and Marks & Spencer) and the lower average assles performance of superstands and discourd performance (e.g. Add, Lid, CoO, Budgers, n.c.).

TABLE 7:CITY OF WOLVERHAMPTON COUNCIL: DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£144.4	£144.9	£147.5	£150.9	£154.7	£155.5
0750.0							
STEP 2:	TOTAL FORECAS I BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (*):	£144.4	£144.4	£146.0	£148.2	£150.4	£150.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.6	£2.7	£4.3	£4.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (Em)	-	£4.6	£4.6	£4.7	£4.8	£4.8
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£4.0	-£3.0	-£2.0	-£0.5	-£0.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	 Estimated Average Sales Density of New Floorspace (£ per sg m); 	£12,500	£12.500	£12.638	£12.829	£13.022	£13.061
	(ii) Net Floorspace Capacity (sq m):	-	-323	-241	-154	-37	-13
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-461	-344	-220	-54	
0750.0							
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
	(ii) Net Floorspace Capacity (sq m):	-	-576	-431	-276	-67	-23
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-823	-615	-394	-96	-33
Notes:							
STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).						
OTTO O	It has been assumed for the summer of this assessment that the LDA's commisses ratell motion is is 'switching' at the base user (i.e. 'kenahmash' tumeurs are emissionant to the summy designal 'summit ture	newsylessels) The	mouth in the he				

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The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2028. STEP 3: STEP 4:

The hef residual expenditure capacity makes an allowance for the forecast lumover of all commitments (Step 4). The hef residual expenditure is converted into a netigrous floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrove, Morrisons and Marka & Spencer) and the lower average sales performance or supervisionality and discont operations (e.g. Add, Loc, Cop, Budgers, r.c.). STEP 5: STEPS 6 & 7:

TABLE 8:CITY OF WOLVERHAMPTON COUNCIL: OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£267.5	£268.5	£273.4	£279.6	£286.6	£288.1
0750.0							
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£267.5	£267.5	£270.4	£274.5	£278.7	£279.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.0	£2.9	£5.1	£7.9	£8.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£32.7	£33.1	£33.6	£34.1	£34.2
STED 5.	NET DEVIDIAL EVDENDITUDE AFTED COMMITMENTS.		0217	C20 1	C20 E	006.4	COE 6
SIEF 5.	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS.		-231.7	-2.30.1	-1.20.3	-1.20.1	-1.23.0
STEP 6	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE						
	(i) Estimated Average Sales Density of New Floorspace (£ per sg m):	£12.500	£12.500	£12.638	£12.829	£13.022	£13.061
	(ii) Net Floorspace Capacity (sg m):	-	-2.533	-2.382	-2.222	-2.005	-1.960
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-3,619	-3,403	-3,174	-2,864	-2,799
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKEI/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
	(ii) Net Floorspace Capacity (sq m):	-	-4,524	-4,254	-3,967	-3,580	-3,499
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-6,462	-6,077	-5,667	-5,115	-4,999
lotes:							
STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).						

STEP 1: STEP 2: Ine (survey-derived) current (or potential) invovers assume containt market shares over the lorecast period derived tion table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in "qualitativit" at the base year (survey-derived) invovers are equivalent to the survey-derived locent the forecast period assuming wearge annual 'productivity' gov/this rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence.

STEP 3: STEP 4: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The tumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2028.

The 'hef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'hef' residual expenditure is converted into a net/group forecast capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Walhose, Montisons and Marks & Spencer) and the bower average asales performance or largement and advanced montol (e.g. Add. LaG. Cob, Budgers, etc.). STEP 5: STEPS 6 & 7:

TABLE 9: CITY OF WOLVERHAMPTON COUNCIL: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M) Assume Equilibrium at Base Year and Constant Market Shanes

CENTRE TYPE					ST	ORE FORM	AT					
			Foodstor	e Format (sq	m net)		Local Supermarket /					
							Deep Discounter Format (sqm					
		2026	2031	2036	2041	2042	2026	2031	2036	2041	2042	
Residual Expenditure (after Commitments) (£m)		-£41.9	-£37.6	-£33.1	-£26.6	-£25.2	-£41.9	-£37.6	-£33.1	-£26.6	####	
Strategic Centre	Wolverhampton	-235	-144	-47	84	111	-420	-257	-84	150	199	
Town Centre	Bilston	-262	-214	-164	-96	-81	-468	-383	-292	-171	-145	
	Wednesfield	2	4	8	12	13	3	8	13	21	22	
District & Local Centres		-323	-241	-154	-37	-13	-576	-431	-276	-67	-23	
Out-of-Centre		-2,533	-2,382	-2,222	-2,005	-1,960	-4,524	-4,254	-3,967	-3,580	####	
CITY OF WOLVERHAMPTON COUNCIL AREA			-2,977	-2,579	-2,043	-1,930	-5,984	-5,317	-4,605	-3,648	####	



Appendix 5B: Convenience Goods Capacity: Dudley MBC

TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2024	2026	2031	2036	2041	2042
Dudley									
	Strategic Centre	Brierley Hill- Traditional High Street Brierley Hill- Merry Hill	0% 0%	£38.8 £45.7	£39.0 £45.8	£39.7 £46.7	£40.6 £47.7	£41.6 £48.9	£41.8 £49.2
	Town Centre	Dudley Stourbridge Halesowen	0% 0% 0%	£30.7 £117.0 £62.7	£30.8 £117.5 £62.9	£31.3 £119.6 £64.1	£32.1 £122.3 £65.5	£32.9 £125.4 £67.2	£33.0 £126.0 £67.5
	District & Local Centres		0%	£166.2	£166.8	£169.8	£173.7	£178.1	£179.0
	Out-of-Centre		0%	£326.2	£327.5	£333.4	£341.0	£349.5	£351.3
Dudley MB	C Area			£787.3	£790.3	£804.7	£822.9	£843.6	£847.9

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2024 (£ per sqm)			Turnove	r (£m)		
[1]	Dudley-Town Centre	P18/0590	Demolition, remodelling and remediation; redevelopment to allow: retail, service and leisure accommodation (use classes A1, A2, A3, A4, A5, D2); student accommodation (Use Class C2); dwelling houses (C3); hotel	2,322	1,625	8,000	2024 £13.0	2026 £13.0	2031 £13.1	2036 £13.3	2041 £13.5	2042 £13.6
			aucommodation (cells)									
[2]	Lye-Out-of- Centre	P15/0845	Former Clarkson Place Unit, Thorns Road, Lye, DY5 2LD; Erection of retail store (Aldi) (A1) with associated car parking and landscaping.	1,738	1,003	11,000	£11.0	£11.0	£11.2	£11.3	£11.5	£11.5
[3]	Dudley-Out- of-Centre	P20/1428	Unit 10 Castle Mill Works: change of use from B2/B8 to Members Retail Warehouse Club	1,977	1,143	5,500	£6.3	£6.3	£6.4	£6.5	£6.5	£6.6
[4]	Kingwinsford- Out-of-Centre	P19/0352	Former petrol filling station, Stream Rd, Kingswinford; Erection of a new convenience store and associated parking	345	233	10,000	£2.3	£2.3	£2.4	£2.4	£2.4	£2.4
[5]	Gornal-Town Centre	P21/1233	Land at, Zoar Street, Lower Gornal, DY3 2PA. Demolition of 23 & 25 (Eggingtons Chemist) Abbey Road and 7, 8 & 9 Zoar Street	1,786	1,052	11,000	£11.6	£11.6	£11.7	£11.9	£12.1	£12.1
[6]	Lye-Out-of- Centre	P21/1626	Top Bell Public House, Belmont Road, Lye, Stourbridge, DY9 8AS. Change of use and extension of public house (sui generis) to a convenience store	474	207	11,000	£2.3	£2.3	£2.3	£2.3	£2.4	£2.4
[7]	Netherton- Out-of-Centre	P22/1614	The Crown (Proposed Redevelopment), Simms Lane, Netherton, Dudley, DY2 0PD, Demotion of the vacant former public house and the redevelopment of the site for a Class E convenience foodstore and two Class E non-food retail units, together with associated access, parking, servicing arrangements and landscaping.	370	254	8,000	£2.0	£2.0	£2.1	£2.1	£2.1	£2.1
[8]	Sedgley- Town Centre	P22/0650	Land South of, Bilston Street, Sedgley, Dudley. Demolition of existing buildings and structures and erection of a Food Retail St	1,839	1,003	11,000	£11.0	£11.0	£11.2	£11.3	£11.5	£11.5
	TOTAL			10,851	6,520		£59.6	£59.6	£60.2	£61.1	£62.1	£62.2

Notes: [1] [2]

A1 shops (food): maximum 2,322 sqm, netted down by 70%. Built-out, Council states 1,738 sq m of gross A1 retail floorspace and some 1,254 sq m net. The net floorspace figure is broken down into 1,003 sqm net convenience goods and 251 sqm net for comparison goods. Built-out, Unit 10 Castle Mill Works: change of use from 12/B5 to Members Retail Warehouse Club. Dudley Council has provided a gross retail area of 1,977 sqm and net retail floorspace area of some 1,143 sqm.

[3]

Under construction; Erection of a new convenience store and associated parking. Dudley Council has provided a gross retail area of 345 sqm and a net retail floorspace area of some 233 sqm. [4]

Aldi application, as per planning and retail statement Gross Area of 1,786sqm with a net sales area of 1,315 sqm net of which 1,052 sqm net (80%) is for convenience goods and 263 sqm net (20%) is for comparison goods. [5]

Built-out, Council states 474 sq m of gross convenience goods retail floorspace netted down to 207 sq m net - Occupied Tesco Express store.

[6] [7] Den Stop application, as per jaming and retain statement Gross Area of 370 with a net sales area of 254 sqm net (all assumed for convenience goods). Non-food units total 162 sqm gross netted down to 113 sqm net (based a gross to net ratio of 70%).

[8] Aldi application, as per planning and retail statement Gross Area of 1,839 sqm with a net sales area of 1,254 sqm net of which 1,003 sqm net (80%) is for convenience goods and 251 sqm net (20%) is for comparison goods.

TABLE 3: DUDLEY MBC AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£787.3	£790.3	£804.7	£822.9	£843.6	£847.9
1							
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£787.3	£787.3	£796.0	£808.0	£820.2	£822.6
OTED 2			ca 0	C0 7	644.0	COO 4	005.0
STEP 3:	NET RESIDUAL EAPENDITURE - EAGLODING ANT COMMITMENTS (EM):	-	£3.0	1.8.7	14.9	123.4	125.2
STEP 4	TURNOVER OF ALL COMMITED FLOORSPACE (fm)		£59.6	£60.2	£61.1	£62 1	£62.2
			250.0	230.2			
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£56.5	-£51.6	-£46.3	-£38.7	-£37.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
1 .	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(ii) Net Floorspace Capacity (sg m):	-	-4,523	-4,079	-3,606	-2,968	-2,835
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70% -6,462	70% -5,827	70% -5,151	70% -4,241	70% -4,049
	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):		70% -6,462	70% -5,827	70% -5,151	70% -4,241	70% -4,049
	(iii) Assumed Net (Gross Floorspace Raio: (iv) Gross Floorspace Capacity (sq m):		70% -6,462	70% -5,827	70% -5,151	70% -4,241	70% -4,049
STEP 6:	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:		70% -6,462	70% -5,827	70% -5,151	70% -4,241	70% -4,049
STEP 6:	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	70% -6,462 £7,000	70% -5,827 £7,077	70% -5,151 £7,184	70% -4,241 £7,293	70% -4,049 £7,314
STEP 6:	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sates Density of New Floorspace (£ per sq m): (ii) Not Floorspace Capacity (sq m): (ii) Not Floorspace Capacity (sq m):	£7,000	70% -6,462 £7,000 -8,077	70% -5,827 £7,077 -7,284	70% -5,151 <u>£7,184</u> -6,439	70% -4,241 £7,293 -5,301	70% -4,049 <u>£7,314</u> - 5,062
STEP 6:	(iii) Assumed Net (Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Not Floorspace Capacity (sq m): (iii) Assumed Net (Gross Floorspace Ratio:	£7,000 -	70% -6,462 <u>£7,000</u> -8,077 70%	70% -5,827 <u>£7,077</u> -7,284 70%	70% -5,151 <u>£7,184</u> -6,439 70%	70% -4,241 <u>£7,293</u> -5,301 70%	70% -4,049 <u>£7,314</u> -5,062 70%
STEP 6:	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sates Density of New Floorspace (2 per sq m): (ii) Not Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£7,000 -	70% -6,462 <u>£7,000</u> -8,077 70% -11,539	70% -5,827 <u>£7,077</u> -7,284 70% -10,406	70% -5,151 <u>£7,184</u> -6,439 70% -9,198	70% -4,241 <u>£7,293</u> -5,301 70% -7,573	70% -4,049 <u>£7,314</u> -5,062 70% -7,231
STEP 6: Notes:	(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£7,000 -	70% -6,462 <u>£7,000</u> -8,077 70% -11,539	70% -5,827 <u>£7,077</u> -7,284 70% -10,406	70% -5,151 <u>£7,184</u> <u>-6,439</u> 70% -9,198	70% -4,241 <u>£7,293</u> -5,301 70% -7,573	70% -4,049 <u>£7,314</u> -5,062 70% -7,231

STEP 1: The (survey-derived) current (or 'potential') turnovers assume constant market alterase over the forecasts period (directed from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retain market in it equilibrium? at the base year (ia. "bonchmark turnovers are equivalent to the survey-derived') current furnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Brefing Note 21 (February 2024) and other measurch evidence.

(February 2024) and other research evidence. The forecast residue expenditure capacity (per commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026. STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

The 'nef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'nef 'residual expenditure is converted into a nettyrous floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lowar average sales performance of supernative and discust operators (i.e. Tesco).



TABLE 4: DUDLEY MBC AREA STRATEGIC CENTRE: BRIERLEY HILL (Incorporating Traditional High St+ Merry Hill) - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£84.5	£84.8	£86.4	£88.3	£90.5	£91.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£84.5	£84.5	£85.4	£86.7	£88.0	£88.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.9	£1.6	£2.5	£2.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (Em)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STED 5. NET BESIDIIAL EVENDITUDE AFTED COMMITMENTS.		60.2	60.0	61.6	C2 E	60.7
STELS. NEL REGIONE EN ENDITORE NI TER COMMITMENTO.		20.5	20.3	21.0	22.0	LL.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sg m):	£12 500	£12,500	£12.638	£12 829	£13 022	£13.061
(ii) Net Floorspace Capacity (sg m):	-	26	74	124	193	207
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		37	105	178	276	296
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
(ii) Net Floorspace Capacity (sq m):	-	46	132	222	344	370
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		66	188	318	492	529

es: STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'qualitativum' at the base year (a. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) moves has been constrained over the forecast period assuming average annual 'poductivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 STEP 3: The forecast retaikail aregonative capacity fore commitments) has been derived from Table 2. No account latern of commitments at this stage. STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026.

STEP 5: The 'tert' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 63 7: The 'tert' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka's Spenetry and the lower average sales performance of supermarket rule (c.g. AdL (Ld, Co-Op, Budgens, etc.).

TABLE 5: DUDLEY MBC AREA : TOWN CENTRE: DUDLEY - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£30.7	£30.8	£31.3	£32.1	£32.9	£33.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£30.7	£30.7	£31.0	£31.5	£31.9	£32.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.3	£0.6	£0.9	£1.0
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£13.0	£13.1	£13.3	£13.5	£13.6
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£12.9	-£12.8	-£12.8	-£12.6	-£12.6
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
(ii) Net Floorspace Capacity (sq m):	-	-1,031	-1,014	-995	-970	-965
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,473	-1,448	-1,422	-1,386	-1,379
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
(ii) Net Floorspace Capacity (sq m):	-	-1,841	-1,810	-1,777	-1,733	-1,723
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,630	-2,586	-2,538	-2,475	-2,462

STEP 1: STEP 2:

The (survey-derived) current' (or 'potential') humovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' humovers are equivalent to the survey-derived 'current' furnover levels). The growth in the base year (unrey-derived) tumover has been constrained over the forecast period assuming average annual' productively growths rates informed by the latest Expertise Retail Planner Brefing Note 21 (reform) 2021 and other research before.

STEP 3: STEP 4:

(reburny 2024) and other research evidence. The forecast residue appenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026.

STEP 5: The 'hef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 6 8 7: The 'hef' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka's Spenorgi and the lower average sales performance of supermarket and discount operators (e.g. Ald, Lid, Co-Op, Budgens, etc.).

TABLE 6: DUDLEY MBC AREA : TOWN CENTRE: STOURBRIDGE - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£117.0	£117.5	£119.6	£122.3	£125.4	£126.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£117.0	£117.0	£118.3	£120.1	£121.9	£122.3
STEP 3	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (fm):		£0.4	£1.3	£2.2	£3.5	£3.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.4	£1.3	£2.2	£3.5	£3.7
ETED 6	FORECAST CARACITY FOR NEW SUBERSTORE FORMAT EL ODRERACE.						
SIEF 0.	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSFACE.						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(ii) Net Floorspace Capacity (sq m):		36	102	172	267	287
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		51	146	246	382	410
STEP 6	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
0121 0.	(i) Estimated Average Sales Density of New Floorspace (£ per sg m):	£7 000	£7 000	£7 077	£7 184	£7 293	£7 314
	(ii) Net Floorspace Capacity (sq m):	-	64	182	308	477	512
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		92	260	440	681	732
Mater:							

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'poulificitium' at the base year (i.e. "potential") tumovers are equivalent to the survey-derived 'current' tumover (weeks). The provin in the base year (survey-derived) tumover has been constrained over the forecast period assuming average annual 'productively growther rates informed by the latest Experian Retail Planner Briefing Note 21 ("Petrung") 2021 and other research evidence. The forecast residual expenditure coperatively (ore commitments) has been derived for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026.

STEP 3: STEP 4:

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a neglorous foorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Watrose, Morrisons and Marks & Sponergi and the lower exemps alsed performance of supermixed rate discount operators (e.g. Add, Udl, Co-Dp, Budgers, etc.). STEP 5: STEPS 6 & 7:

TABLE 7: DUDLEY MBC AREA : TOWN CENTRE: HALESOWEN - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1	: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£62.7	£62.9	£64.1	£65.5	£67.2	£67.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£62.7	£62.7	£63.4	£64.4	£65.3	£65.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.7	£1.2	£1.9	£2.0
STED A			60.0	60.0	60.0	60.0	60.0
SIEF 4.	TORNOVER OF ALL COMMITTED FLOORSFACE (211)	-	20.0	20.0	20.0	20.0	20.0
STEP 5	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.7	£1.2	£1.9	£2.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(ii) Net Floorspace Capacity (sq m):		19	55	92	143	154
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		28	78	132	204	220
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKE I/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
	(ii) Net Floorspace Capacity (sq m):	-	34	98	165	256	275
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		49	139	236	365	392
Notes:							

 STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

 STEP 2: It has been assumed for the purpose of this assessment that the ID-N's convenience relatil market is in 'equilibrium' at the bades yet. "Exclusion that the DPA's convenience relatil market is in 'equilibrium' at the bades yet." The growth is the convenience relation to the servery derived (unrent' turnover are equivalent to the survey-derived) numer's turnover tables (1).

 The growth in the base yet growth as been constant market is in the probability of provides rates informed by the latest Experian Relat Planner Briefing Note 21 (February 2024) and other research evidence.

 STEP 3: The forecast relatival expensity (reis commitments) has been derived from Steps 1 and 2. No account is taken of commitments will be opened and will have reached 'mature' trading conditions by 2026.

 STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 6 & 7: The 'net' residual expenditure is convented into a net/prose flocapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morri and Matrixe's Spenency and the lower average sales performance of superstants and discourt operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morri and Matrixe's Spenency and the lower average sales performance of superstants and indicourt operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morri and Matrixe's Spenency and the lower average sales performance of superstants and indicourt operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morri and Matrixe's Spenency and the lower average sales performance of superstants and indicourt operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morri and Matrixe's Spenency and the lower average sales performance of superstants and indicourt operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morri and Matrixe's Spenency and the lower average sales performance of superstants and the second services of superstants and the second services of sales performance of superstants and the second services of sales performance of superstants and the second services of sales performance of superstants and the second services of sales performance of sales performance of superstants and the second services of sales performance of sales performanc

TABLE 8: DUDLEY MBC AREA : DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

			0004			00.10
	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£166.2	£166.8	£169.8	£173.7	£178.1	£179.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (Em) (1).	£166.2	£166.2	£168.0	£170.5	£173.1	£173.6
	-	£0.6	£1.8	63.1	64.9	65.3
STEF 5. NET RESIDUE EXTENSIONE - EXCEDENCE ANT COMMITMENTS (EII).		20.0	21.0	23.1	24.5	20.0
		600.6	600.0	602.0	C02 E	C02 6
STEP 4. TURNOVER OF ALL COMMITED FLOORSPACE (211)	-	122.0	122.9	123.2	123.3	123.0
		000.0	004.0	000.4	010.0	010.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£22.0	-£21.0	-£20.1	-£18.6	-£18.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
(ii) Net Floorspace Capacity (sq m):	-	-1,757	-1,664	-1,564	-1,429	-1,401
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (so m):		-2.510	-2.376	-2.234	-2.042	-2.001
		_,	_,	_,	_,	_,
STEP 0. PORECAST CAPACITY FOR New SUPERMARKED DISCOUNT FORMAT PLOORSPACE.	07.000	07.000	07.077	07.404	07.000	07.044
(i) Estimated Average Sales Density of New Floorspace (E per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
(ii) Net Floorspace Capacity (sq m):	-	-3,138	-2,971	-2,792	-2,552	-2,502
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-4,483	-4,244	-3,989	-3,646	-3,574
Notes:						

es: STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (a. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) movers has been constrained over the forecast period assuming average annual 'poductively' growths rates informed by the latest Experian Retail Planner' Brefing Note 21 (February 2024) and other research evidence. STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'manuer' trading conditions by 2026.

STEP 5: The 'test' residual expenditure capacity makes an allowance for the forecast turnowr of all commitments (Step 4). STEPS 6 & 7: The 'test' residual expenditure is converted into a net/gross floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Aada, Sainsburys, Waltrose, Morrisons and Marka & Spence) and the low average sales performance of supernative tan discount operators (e.g. Ald, LG, Co-Op, Budgens, etc.).

TABLE 9: DUDLEY MBC AREA : OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£326.2	£327.5	£333.4	£341.0	£349.5	£351.3
TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£326.2	£326.2	£329.8	£334.8	£339.9	£340.9
NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.3	£3.6	£6.2	£9.7	£10.4
TURNOVER OF ALL COMMITED FLOORSPACE (fm)	-	£24.0	£24.2	£24.6	£25.0	£25.0
NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£22.7	-£20.6	-£18.4	-£15.3	-£14.6
FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
(ii) Net Floorspace Capacity (sq m):	-	-1,816	-1,632	-1,436	-1,172	-1,117
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,595	-2,332	-2,052	-1,674	-1,595
FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
(ii) Net Floorspace Capacity (sq m):	-	-3,243	-2,915	-2,565	-2,093	-1,994
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-4,634	-4,164	-3,664	-2,990	-2,849
	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m); TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ ; NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m); TURNOVER OF ALL COMMITED FLOORSPACE (£m) NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (1) Estimated Average Sales Density of New Floorspace (£ per sq m); (1) Net Floorspace Capacity (sq m); (2) (3) Sales Density of New Floorspace (E per sq m); (3) (3) Sales Density of New Floorspace (E per sq m); (3) Sales Density of New Floorspace Capacity (sq m); (4) Net Floorspace Capacity (sq m); (5) (5) (5) (5) (5) (5) (5) (5) (5) (5)	2024 2024 TOTAL FORECAST CURRENT TURNOVER OF ALL FLOORSPACE (Em): £326.2 TOTAL FORECAST BENCHMARK: TURNOVER OF ALL FLOORSPACE (Em) ¹⁰ : £326.2 TOTAL FORECAST BENCHMARK: TURNOVER OF ALL FLOORSPACE (Em) ¹⁰ : £326.2 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (Em): - TURNOVER OF ALL COMMITED FLOORSPACE (Em) - NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: - FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: - (ii) Net Floorspace Capacity (sq m): - (iii) Net Floorspace Capacity (sq m): - (iii) Assumed Net / Gross Floorspace Ratio: - (iii) Net Floorspace Capacity (sq m): - (iii) Assumed Net / Gross Floorspace Ratio: - (iii) Assumed Net / Gross Floorspace Capacity (sq m): -	2024 2026 TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (Em): £326.2 £327.5 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (Em): £326.2 £326.2 £326.2 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (Em) ⁽¹⁾ : £326.2 £326.2 £326.2 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (Em): - £1.3 TURNOVER OF ALL COMMITED FLOORSPACE (Em) - £22.0 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: - £22.7 FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: - - (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £12.500 £12.500 (ii) Net Floorspace Capacity (sq m): - - - (iv) Cross Floorspace Ratio: 70% 70% - (iii) Net Floorspace Capacity (sq m): - - - - (iii) Net Floorspace Capacity (sq m): - - - - (iii) Assumed Net / Gross Floorspace (£ per sq m): - - - - (iv) Gross Floorspace Capacity (sq m): - - -<	2024 2026 2031 TOTAL FORECAST CURRENT TURNOVER OF ALL FLOORSPACE (£m): £326.2 £327.5 £333.4 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ¹¹ : £326.2 £326.2 £326.2 £328.2 £326.2 £328.2 £326.2 £328.2 £326.2 £328.8 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): - £1.3 £3.6 £24.0 £24.2 £24.2 E24.0 £24.2 E24.0 £24.2 E24.2 £22.7 -£20.6 £0.6 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1.2.500 £1	2024 2024 2024 2024 2026 2031 2036 TOTAL FORECAST CURRENT TURNOVER OF ALL FLOORSPACE (Em): £266.2 £327.5 £333.4 £341.0 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (Em): £326.2 £326.2 £328.2 £328.2 £328.2 £328.8 £334.8 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (Em): - £1.3 £3.6 £6.2 TURNOVER OF ALL COMMITED FLOORSPACE (Em) - £24.0 £24.2 £24.6 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: - £22.7 -£20.6 -£18.4 FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: - £1.500 £12.630 £12.630 £12.632 £12.829 (ii) Net Floorspace Capacity (sq m): - - 4.816 -1.632 -1.436 (iii) Assumed Met / Gross Floorspace Ratio: 70% 70% 70% 70% 70% (iii) Assumed Met / Gross Floorspace Ratio: - 4.816 -1.632 -1.436 (iii) Assumed Met / Gross Floorspace Ratio: 70% 70% 70%	2024 2026 2031 2036 2041 TOTAL FORECAST CURRENT TURNOVER OF ALL FLOORSPACE (Em): £286.2 £327.5 £333.4 £341.0 £349.5 TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (Em): £326.2 £326.2 £328.2 £328.8 £334.8 £339.9 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (Em): - £1.3 £3.6 £6.2 £9.7 TURNOVER OF ALL COMMITED FLOORSPACE (£m) - £24.0 £24.2 £24.6 £25.0 NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: - £22.7 -£20.6 -£15.3 FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: - £12.500 £12.638 £12.829 £13.022 (ii) Net Floorspace Capacity (sq. m): - - 4.816 -4.172 (iii) Assumed Met / Gross Floorspace Ratio: 70% 70% 70% 70% (iii) Net Floorspace Capacity (sq. m): - - 4.816 -4.172 (ii) Assumed Met / Gross Floorspace Ratio: 70% 70% 70% 70% (iii) Net Floorspace Capa

er: STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (a. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) moves has been constrained over the forecast period assuming average annual' productively' growths rates informed by the latest Experian Retail Planner Brefing Note 21 (February 2024) and other research evidence. STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Table 2. No account is taken of commitments at this stage. STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 6 at 7. The 'net' residual expenditure is converted into a net/pross focrapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltoose, Mo

TABLE 10: DUDLEY MBC AREA: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M) Assume Equilibrium at Base Year and Constant Market Shares

ъe	Equilibrium	at	Base	Year	and	CO

CENTRE TYPE		STORE FORMAT										
			Foodstor	e Format (se	qm net)			Local	Supermark	et /		
							D	eep Discour	nter Forma	t (sqm net)	
		2026	2031	2036	2041	2042	2026	2031	2036	2041	2042	
Residual Expenditure (after Commitments) (£m)		-£56.5	-£51.6	-£46.3	-£38.7	-£37.0	-£56.5	-£51.6	-£46.3	-£38.7	-£37.0	
Strategic Centre	Brierley Hill (Traditonal High St +Merry Hill)	26	74	124	193	207	46	132	222	344	370	
Town Centre	Dudley Stourbridge Halesowen	-1,031 36 19	-1,014 102 55	-995 172 92	-970 267 143	-965 287 154	-1,841 64 34	-1,810 182 98	-1,777 308 165	-1,733 477 256	-1,723 512 275	
District & Local Centres		-1,757	-1,664	-1,564	-1,429	-1,401	-3,138	-2,971	-2,792	-2,552	-2,502	
Out-of-Centre		-1,816	-1,632	-1,436	-1,172	-1,117	-3,243	-2,915	-2,565	-2,093	-1,994	
DUDLEY MBC AREA		-4,523	-4,079	-3,606	-2,968	-2,835	-8,077	-7,284	-6,439	-5,301	-5,062	



Appendix 5C: Convenience Goods Capacity: Sandwell MBC

TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2024	2026	2031	2036	2041	2042
Sandwell	Strategic Centre	West Bromwich	0%	£95.4	£95.7	£97.5	£99.7	£102.2	£102.7
	Town Centre	Blackheath Cradley Heath Great Bridge Oldbury Wednessbury Cape Hill Bearwood	0% 0% 0% 0% 0% 0%	£56.0 £67.1 £94.8 £58.0 £37.5 £66.7 £35.1	£56.2 £67.3 £95.2 £58.2 £37.6 £67.0 £35.2	£57.2 £68.5 £96.9 £59.3 £38.3 £68.2 £35.8	£58.5 £70.1 £99.1 £60.6 £39.2 £69.7 £36.6	£60.0 £71.9 £101.6 £62.1 £40.2 £71.5 £37.6	£60.3 £72.2 £102.1 £62.5 £40.4 £71.8 £37.8
	District & Local Centres		0%	£102.1	£102.5	£104.4	£106.8	£109.4	£110.0
	Out-of-Centre		0%	£210.3	£211.1	£214.9	£219.8	£225.3	£226.4
Sandwell N	IBC Area			£822.9	£826.0	£841.0	£860.1	£881.7	£886.2

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2024 (£ per sqm)		Turnover (£m)				
[1]	West Bromwich- Town Centre	DC/13/56479	3 Bull Street West Bromwich Ringway West Bromwich B70 6EU. mixed use development including retail, restaurant and five apartments.	300	210	4,000	£0.8	£0.8	£0.8	£0.9	£0.9	£0.9
[2]	West Bromwich- Town Centre	DC/16/59740	Proposed mixed use development consisting of 4 No. ground floor commercial units with 49 No. apartments above with undercroft car parking to rear and cycle and refuse storage Car Park Victoria Street West Bromwich	295	103	4,000	£0.4	£0.4	£0.4	£0.4	£0.4	£0.4
[3]	West Bromwich- Edge of Town Centre	DC/18/62210	Staples Limited Tildasley Street West Bromwich B70 SSJ. Proposed variation of condition 1 of planning permission DC/18/62210 (Proposed change of use to supermarket (Class A1), setmat alterations including new store access, loading bay extension, toiley bay cancey, and alterations to car park and landscapping) to remove loading tay extension and replace with rear access ramp and new ramp to customer service entrance.	1,973	1,052	11,000	£11.6	£11.6	£11.7	£11.9	£12.1	£12.1
[4]	Great Bridge- Town Centre	DC/15/58596	87 Whitehall road and land adjaent to West Bromwich, Great Bridge. 2 No. retail units with 2 No. two bedroom flats above and two storey building comprising of 8 No. two bedroom flats with associated parking.	150	105	4,000	£0.4	£0.4	£0.4	£0.4	£0.4	£0.4
[5]	Wednesbury - Out-of-Centre	DC/15/57967	Johal Supersave 90 Oxford Street Wednesbury WS10 0PY - replacement shop with five apartments above	203	180	4,000	£0.7	£0.7	£0.7	£0.7	£0.8	£0.8
[6]	Smethwick Local Centre - Town Centre	DC/15/58733	Site Of 2 To 4 Cape Hill Smethwick. Proposed three storey development comprising of 3 No. retail units at ground floor and 6 No. 2 bed apartments at first and second floor.	202	141	4,000	£0.6	£0.6	£0.6	£0.6	£0.6	£0.6
[7]	Wednesbury Town Centre	DC/20/64006	41 Lower High Street; Wednesbury; WS10 7AJ. Proposed change of use of the former Barclays Bank into a shop (Class A1) at ground floor and self- contained flats (Class C3) on first and second floors with external alterations to windows and doors.	207	145	4,000	£0.6	£0.6	£0.6	£0.6	£0.6	£0.6
[8]	Out-of- Centre: Gorse Farm Road	DC/19/63758	The Red Admiral; 52 Gorse Farm Road; Great Barr; B43 5LR. Proposed demolition of existing public house and erection of 1 No. single storey retail building (Class A1) with associated car parking and plant area.	366	256	4,000	£1.0	£1.0	£1.0	£1.1	£1.1	£1.1
[9]	Tipton Local Centre-In- Centre	DC/19/63355	Unit 12 - 16; Unity Walk; Tipton; DY4 8QL. Proposed change of use to shops (Class A1).	430	151	4,000	£0.6	£0.6	£0.6	£0.6	£0.6	£0.6
[10]	Oldbury Town Centre	DC/19/63208	Former Perrott Arms; 2 Birmingham Road;Oldbury; B69 4ED. Proposed change of use and two storey rear extension to create 3 No. shops at ground floor and 2 No. one bedroom flats above.	205	72	4,000	£0.3	£0.3	£0.3	£0.3	£0.3	£0.3
[11]	West Bromwich- Town Centre	DC/21/65782	9B Astle Park West Bromwich B70 8NS. Proposed change of use to retail (Class E(a)).	555	389	10,000	£3.9	£3.9	£3.9	£4.0	£4.0	£4.1
[12]	Tipton Local Centre-Out-of Centre	DC/18/62117	The Sportsman, St Marks Road, Tipton. Proposed re-development and extension of existing Public House to provide new Class A1 local food store along with associated car parking and servicing.	404	280	10,000	£2.8	£2.8	£2.8	£2.9	£2.9	£2.9
[13]	Tipton Local Centre-Out-of Centre	DC/21/66194	The Jolly Collier 29 Leabrook Road Tipton DY4 0DX. Proposed change of use of the former Jolly Coller Public House to a convenience store (Use Class £(a)) to include external alterations, extensions to side, front and rear, new car park layout, new bin store, cycle store, landscaping and other associated works.	484	339	10,000	£3.4	£3.4	£3.4	£3.5	£3.5	£3.5
[14]	West Bromwich- Town Centre	DC/21/65989	Kings Cinema Kings Square West Bromwich. Propsed denolition of existing Kings Cinema with ground floor trealiand basement storage and construction of 15 storey building consisting of ground floor retail units with first floor storage and 77 apartments with basement residential parking and second floor open-air podium garden as residential amenity are	972	322	10,000	£3.2	£3.2	£3.3	£3.3	£3.3	£3.4
[15]	Cradley Heath Town Centre-Edge of Centre	DC/22/66899	217 Halesowen Road Cradley Heath B64 6JQ. Proposed change of use from bank to 2 No. retail units at ground floor with single storey side and rear extension.	497	348	10,000	£3.5	£3.5	£3.5	£3.6	£3.6	£3.6
[16]	Oldbury Town Centre- Edge of Centre	DC/23/67955	Units 4 and 5 Oldbury Green Retail Park, Oldbury Ringway, Oldbury B69 3DD. Proposed malgamation of units 4 and 5 with single storey rear extension, external alterations to rear and new glazed shop frontages.	1,858	1,040	11,000	£11.4	£11.4	£11.6	£11.7	£11.9	£12.0
	TOTAL			9,101	5,132		£45.2	£45.2	£45.7	£46.4	£47.1	£47.3

Notes: [1] [2] [3] Built-out. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods. Built-out. Assumed gross to net ratio of 70% and that 50% of the floorspace is for A1 convenience goods and that 50% is for A3 uses. Built-out. Adl application, as per planning and retail statement net sales area of 1,315. It is assumed that of this 80% of all the floorspace is for convenience good and that remainder 20% is for comparison goods.

- [4] [5] [7] [8] [10] [11] [12] [13] [14]

- convenience good and that remainder 20% is for comparison goods.
 Built-out. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods.
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 Built-out. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods.
 Built-out. Assumed gross to net ratio of 70% and that all the floorspace is for convenience goods and that 50% is for comparison goods.
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- Council states 497 sqn or gross convenience goods retail floorspace netted down to 348 sq m net asssuming a gross net ratio of 70%. Add application, as per planning and retail statement Gross Area of 1,858sqm with a net sales area of 1,300sqm net of which 1,040 sqm net (80%) is for convenience goods and 260 sqm net (20%) is for comparison goods. [15] [16]

TABLE 3: SANDWELL MBC AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£822.9	£826.0	£841.0	£860.1	£881.7	£886.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£822.9	£822.9	£832.0	£844.5	£857.3	£859.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (Em):	-	£3.2	£9.1	£15.5	£24.5	£26.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (fm)		£45.2	£45.7	£46.4	£47 1	£47.3
		210.2	240.1	210.1	247.1	241.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£42.1	-£36.7	-£30.9	-£22.7	-£20.9
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
(ii) Net Floorspace Capacity (sq m):	-	-3,365	-2,901	-2,406	-1,740	-1,600
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-4,808	-4,144	-3,438	-2,486	-2,286
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKEI/DISCOUNT FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
(ii) Net Floorspace Capacity (sq m):	-	-6,010	-5,181	-4,297	-3,108	-2,858
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-8,585	-7,401	-6,139	-4,440	-4,083
lotes:						

STEP 1: STEP 2: This been assumed for the purpose of this assessment that the LPA's convenience retail market is in a because purpose (university in mover see equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth is at the survey-derived 'current' turnover levels. The growth is at the survey derived 'current' turnover levels. The growth is at the survey derived 'current' turnover levels. The growth is at the survey derived 'current' turnover levels. The growth is at the growth is at the survey derived 'current' turnover levels. The growth is at the growth is

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026.

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a nettyrous floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spancer) and the lowar everage sales performance of superstore in operators (i.e. All, LUI Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 4: SANDWELL MBC AREA STRATEGIC CENTRE: WEST BROMWICH - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

2024 2026 2031 2036 2041 STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m): £95.4 £95.7 £97.5 £99.7 £102.2 £102.7 STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (fm) (1), £95.4 £95.4 £96.4 £97.9 £99.4 £99.6 STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): £0.4 £1.1 £1.8 £2.8 £3.1 STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (fm) £19.9 £20.1 £20.4 £20.8 £20.8 STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: -£19.6 -£19.1 -£18.6 -£17.9 -£17.8 STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): £12,500 £12,500 £12,638 £12,829 £13,022 £13,061 -2.158 -1.943 -2.235 -2.076 -1.966 STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE £7,000 £7,077 (i) Estimated Average Sales Density of New Floorspace (£ per sq m):
 (ii) Net Floorspace Capacity (sq m):
 (iii) Assumed Net / Gross Floorspace Ratio: £7,000 £7,184 £7,314 £7,293 Г ▲,428 70% (iii) Assumed Net / Gross Floorspace Ra (iv) Gross Floorspace Capacity (sq m): 3,991 3,854 3 708 3.51 3 470

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'henchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (i.e. 'henchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (i.e. 'henchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (i.e. 'henchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (i.e. 'henchmark' tumovers' are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (i.e. 'henchmark' tumovers' are equivalent to the survey-derived 'current' tumover levels). The growth in the base retained and experiment that all commitments at this stage. The tumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments at the opened and will have reached 'mature' trading conditions by 2026.

STEP 3: STEP 4:

STEP 5: The 'hef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 68 7: The 'hef' residual expenditure is convented into a net/pose floorsace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Watrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstants and discount operators (e.g. Adl. Lick Co-Op. Budgens, etc.).

TABLE 5: SANDWELL MBC AREA : TOWN CENTRE: BLACKHEATH - CONVENIENCE GOODS CAPACITY ASSESSMENT se Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£56.0	£56.2	£57.2	£58.5	£60.0	£60.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1);	£56.0	£56.0	£56.6	£57.4	£58.3	£58.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.6	£1.1	£1.7	£1.8
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.6	£1.1	£1.7	£1.8
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
(ii) Net Floorspace Capacity (sq m):	-	17	49	82	128	137
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		25	70	118	182	196
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,000	£7.077	£7,184	£7,293	£7,314
(ii) Net Floorspace Capacity (sq m):	-	31	87	147	228	245
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base years (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence. STEP 1:

STEP 3: STEP 4: The tumover of all known commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The tumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is convented into a netrgirous floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitose, Morrisons and Marks & Spencer) and the lower average sales performance of superstantiat and allocant operators (i.e. Tesco, Asda, Sainsbury's, Waitose, Morrisons and Marks & Spencer) and the lower average sales performance of superside and Adv. (III Co-Op. Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 6: SANDWELL MBC AREA : TOWN CENTRE: CRADLEY HEATH - CONVENIENCE GOODS CAPACITY ASSESSMENT

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£67.1	£67.3	£68.5	£70.1	£71.9	£72.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£67.1	£67.1	£67.8	£68.8	£69.9	£70.1
		co 0	CO 7	64.0	co o	00.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (Eff):		£0.3	20.7	21.3	£2.0	2,2.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£3.5	£3.5	£3.6	£3.6	£3.6
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£3.2	-£2.8	-£2.3	-£1.6	-£1.5
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
(ii) Net Floorspace Capacity (sq m):		-258	-220	-180	-125	-114
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-368	-314	-257	-179	-163
STEP 0: FORECAST CAPACITY FOR NEW SUPERMARKEI/DISCOUNT FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
(ii) Net Floorspace Capacity (sq m):	-	-460	-393	-321	-224	-203
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-657	-561	-458	-320	-290
Notes:						

STEP 1: The (survey-derived) 'current' (or 'potential') knowne assume constant market hares over the forecast period (derived from Tarce 1). STEP 2: It has been assumed for the purpose of this assessment that he LPA's convenience relation market is in significantly at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in The base year (survey-derived) knowner has been constrained over the forecast period assuming average annual' productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence.

STEP 3: The forexast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026.

STEP 5. The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 6 8.7 The 'net' residual expenditure is converted into a net/goos floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka & Sponce) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka & Sponce) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka & Sponce) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka & Sponce) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka & Sponce) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka & Sponce) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka & Sponce) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka & Sponce) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka & Sponce) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka & Sponce) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka & Sponce) and the lower average sales performance operators (i.e. Tesco, Asda, Sainsburys, Waltose, Morrisons and Marka & Sponce) and the lower average sales performance average sales performa

TABLE 7: SANDWELL MBC AREA : TOWN CENTRE: GREAT BRIDGE - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£94.8	£95.2	£96.9	£99.1	£101.6	£102.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£94.8	£94.8	£95.9	£97.3	£98.8	£99.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£1.0	£1.8	£2.8	£3.0
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.4	£0.4	£0.4	£0.4	£0.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	£0.6	£1.4	£2.4	£2.6
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
(ii) Net Floorspace Capacity (sq m):		-4	49	106	183	199
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-6	70	152	261	284
STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
(ii) Net Floorspace Capacity (sq m):	-	-8	88	189	326	355
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-11	125	271	466	508

es: STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'quilibitum' at the base way (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence. STEP 3: The forecast residual expenditure capacity (ore commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments at this stage. STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Skep 4). STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstarts and discont operators (i.e. (I.e. Op), Budgens, etc.).

TABLE 8: SANDWELL MBC AREA : TOWN CENTRE: OLDBURY - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1	: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£58.0	£58.2	£59.3	£60.6	£62.1	£62.5
STEP 2:	: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£58.0	£58.0	£58.6	£59.5	£60.4	£60.6
STED 2			60.2	C0 6	61.1	61.7	61.0
SIEF 3.	. NET RESIDUAL EXPENDITORE - EXCLUDING ANT COMMITMENTS (201).	-	10.2	20.0	£1.1	£1.7	21.0
STEP 4:	: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£11.7	£11.9	£12.0	£12.2	£12.3
STEP 5:	: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£11.5	-£11.2	-£10.9	-£10.5	-£10.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500	£12,500 -920	£12,638 -888	£12,829 -853	£13,022 -806	£13,061 - 796
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Forcs Toorspace Ratio:	£12,500	£12,500 -920 70%	£12,638 -888 70%	£12,829 -853 70%	£13,022 -806 70%	£13,061 -796 70%
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net/ Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 -	£12,500 -920 70% -1,315	£12,638 -888 70% -1,268	£12,829 -853 70% -1,218	£13,022 -806 70% -1,151	£13,061 -796 70% -1,137
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500	£12,500 -920 70% -1,315	£12,638 -888 70% -1,268	£12,829 -853 70% -1,218	£13,022 -806 70% -1,151	£13,061 -796 70% -1,137
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (?cross Theorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500 -	£12,500 -920 70% -1,315	£12,638 -888 70% -1,268	£12,829 -853 70% -1,218	£13,022 -806 70% -1,151	£13,061 -796 70% -1,137
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ralio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:	£12,500 -	£12,500 -920 70% -1,315	£12,638 -888 70% -1,268	£12,829 -853 70% -1,218	£13,022 -806 70% -1,151	£13,061 -796 70% -1,137
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (?orss Thoorspace Ratio: (iv) Gross Floorspace Capacity (sq m): (iv) Gross Floorspace Capacity (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Assumed Average Sales Density of New Floorspace (£ per sq m): (iii) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,500 -920 70% -1,315 £7,000	£12,638 -888 70% -1,268 £7,077	£12,829 -853 70% -1,218 £7,184	£13,022 -806 70% -1,151 £7,293	£13,061 -796 70% -1,137 £7,314
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ralio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m):	£12,500 - £7,000	£12,500 -920 70% -1,315 £7,000 -1,643	£12,638 -888 70% -1,268 £7,077 -1,585	£12,829 -853 70% -1,218 £7,184 -1,523	£13,022 -806 70% -1,151 £7,293 -1,439	£13,061 -796 70% -1,137 £7,314 -1,421
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (7orss Thoorspace Ratio: (iv) Gross Floorspace Capacity (sq m): (iv) Gross Floorspace Capacity (sq m): (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Estimated Average Sales Density of New Floorspace (£ per sq m): (iii) Assumed Net (7orss Thoorspace Capacity (sq m): (iii) Assumed Net (7orss Thoorspace Ratio: (iii) Sales Density of New Floorspace (£ per sq m): (iii) Assumed Net (7orss Thoorspace Ratio: (iii) Assumed Astoorspace R	£12,500 - £7,000	£12,500 -920 70% -1,315 £7,000 -1,643 70%	£12,638 -888 70% -1,268 £7,077 -1,585 70%	£12,829 -853 70% -1,218 £7,184 -1,523 70%	£13,022 -806 70% -1,151 £7,293 -1,439 70%	£13,061 -796 70% -1,137 £7,314 -1,421 70%
STEP 6:	(i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Cross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net (Floorspace Capacity (sq m): (ii) Net (Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (ii) Assumed Net / Gross Floorspace Ratio: (iii) Gross Floorspace Ratio: (iii) Assumed Net / Gross Floorspace Ratio: (iii) Gross Floorspace Ratio: (iii) Assumed Net / Gross Floorspace Ratio: (iii) Gross Floorspace Ratio: (iii) Assumed Net / Gross Floorspace Ratio: (iii) Gross Floorspace Ratio: (iii) Gross Floorspace Ratio: (iii) Gross Floorspace Ratio: (iii) Assumed Net / Gross Floorspace Ratio: (iii) Gross Floorspace Ratio:	£12,500 - £7,000	£12,500 -920 70% -1,315 £7,000 -1,643 70% -2,348	£12,638 -888 70% -1,268 £7,077 -1,585 70% -2,264	<u>£12,829</u> -853 70% -1,218 <u>£7,184</u> -1,523 70% -2,175	£13,022 -806 70% -1,151 £7,293 -1,439 70% -2,056	£13,061 -796 70% -1,137 £7,314 -1,421 70% -2,030

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base yser (i.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The gowth in the base yser (i.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The gowth in the base yser (i.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The gowth in the base yser (i.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The gowth in the base yser (i.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The gowth in the base yser (i.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The gowth in the base yser (i.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The gowth in the base yser (i.e. 'benchmark' tumovers' are equivalent to the survey-derived 'current' tumover levels). The gowth in the base yser (i.e. 'benchmark' tumovers' are equivalent to the survey-derived 'current' tumovers' levels). The gowth in the base yser (i.e. 'benchmark' tumovers' are equivalent to the survey-derived 'current' tumovers' are equivalent to tumovers' are equivalent to the surve

STEP 3: STEP 4:

STEP 5: The 'hef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 6 8 7: The 'hef' residual expenditure is converted into a net/poss floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales are formance of superstants and discount operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks

TABLE 9: SANDWELL MBC AREA : TOWN CENTRE: WEDNESBURY - CONVENIENCE GOODS CAPACITY ASSESSMENT

		2024	2026	2031	2036	2041	2042
STEP 1	: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£37.5	£37.6	£38.3	£39.2	£40.2	£40.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£37.5	£37.5	£37.9	£38.5	£39.1	£39.2
STEP 3	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (fm)		£0.1	£0.4	£0.7	£1.1	£1.2
0.21 0.			20.1	20.4	20.7	2	21.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.6	£0.6	£0.6	£0.6	£0.6
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.4	-£0.2	£0.1	£0.5	£0.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(ii) Net Floorspace Capacity (sq m):		-35	-14	9	39	46
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-50	-20	13	56	65
OTED 6	EORECAST CARACITY FOR NEW SUBERMARKET/DISCOUNT FORMAT EL OORSDACE.						
SIEF 0.	PORECAST CAPACITY FOR NEW SUFERIMARKE INISCOUNT FORMAT FLOORSFACE.	07.000	07.000	07.077	07.404	07.000	07.044
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
	(ii) Net Floorspace Capacity (sq m):		-62	-24	16	70	81
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-89	-35	23	100	116
lotes:							

STEP 2: This been assumed for the purpose of this assessment that the LPA's convenience retail market is in a because purpose (university in mover see equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (is. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth is at the survey-derived 'current' turnover levels. The growth is at the survey derived 'current' turnover levels. The growth is at the survey derived 'current' turnover levels. The growth is at the survey derived 'current' turnover levels. The growth is at the growth is at the survey derived 'current' turnover levels. The growth is at the growth is

STEP 3: The furniewast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026.

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a nettyrous floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marka & Spancer) and the lowar everage sales performance of superstore in operators (i.e. All, LUI Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 10: SANDWELL MBC AREA : TOWN CENTRE: CAPE HILL - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

2024 2026 2031 2036 2041 STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m): £66.7 £67.0 £68.2 £69.7 £71.5 £71.8 STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (fm) (1), £66.7 £66.7 £67.4 £68.5 £69.5 £69.7 STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): £0.3 £0.7 £1.3 £2.0 £2.1 STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (fm) £0.0 £0.0 £0.0 £0.0 £0.0 STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: £0.7 £1.3 £0.3 £2.0 £2.1 STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):
 (ii) Akt Floorspace Capacity (sq m):
 (iii) Assumed Net / Gross Floorspace Ratio:
 (iv) Gross Floorspace Capacity (sq m): £12,500 £12,500 £12,638 £12,829 £13,022 £13,061 29 140 218 234 83 STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE £7,000 £7,077 (i) Estimated Average Sales Density of New Floorspace (£ per sq m):
 (ii) Net Floorspace Capacity (sq m):
 (iii) Assumed Net / Gross Floorspace Ratio: £7,000 £7,184 £7,293 £7,314 Г 70% 70% (iii) Assumed Net / Gross Floorspace Ra (iv) Gross Floorspace Capacity (sq m): 148 117 251

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (u.e. 'nenchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (u.e. 'nenchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (u.e. 'nenchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (u.e. 'nenchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (u.e. 'nenchmark' tumovers' levels). The growth is the survey derived 'current' tumover levels). The growth is a transfer existent of commitments at this stage. The forecast residual expenditure capacity (pre commitments) has been derived from Staps 1 and 2. No account is taken of commitments at this stage. The tumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026.

STEP 3: STEP 4:

STEP 5: The hef residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Skep 4). STEPS 6 8 7: The hef residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Sponcer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Sponcer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Sponcer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Step 4).

TABLE 11: SANDWELL MBC AREA : TOWN CENTRE: BEARWOOD - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1	: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£35.1	£35.2	£35.8	£36.6	£37.6	£37.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£35.1	£35.1	£35.4	£36.0	£36.5	£36.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£0.7	£1.0	£1.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
			00.4	00.4	00.7		
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.1	£0.4	£0.7	£1.0	£1.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(ii) Net Floorspace Capacity (sq m):	-	11	31	52	80	86
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		15	44	74	114	123
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
	(ii) Net Floorspace Capacity (sq m):	-	19	55	92	143	154
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		28	78	132	204	219

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base yset (inc. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base yset (unvey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence. The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026. STEP 1: STEP 2:

STEP 3: STEP 4:

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a netgross foorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Wattrose, Morrisons and Marks & Spencerij and the lower average sales performance of supermarket and discount operators (i.e. Tesco, Asda, Sainsbury's, Wattrose, Morrisons and Marks & Spencerij and the lower average sales performance of supermarket and discount operators (i.e. Tesco, Asda, Sainsbury's, Wattrose, Morrisons and Marks STEP 5: STEPS 6 & 7:

TABLE 12: SANDWELL MBC AREA : DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT

		2024	2026	2031	2036	2041	2042
STEP 1:	: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£102.1	£102.5	£104.4	£106.8	£109.4	£110.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£102.1	£102.1	£103.3	£104.8	£106.4	£106.7
STEP 3	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (fm)	-	£0.4	£1.1	£1.9	£3.0	£3.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£1.2	£1.2	£1.2	£1.2	£1.2
0750.6				00.4	00.7		00.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.8	-£0.1	£0.7	£1.8	£2.1
0750.0							
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(ii) Net Floorspace Capacity (sq m):	-	-62	-4	57	140	157
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-89	-6	81	200	224
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
	(ii) Net Floorspace Capacity (sq m):	-	-111	-8	102	249	280
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-158	-11	145	356	401
lotes:							

STEP 1: STEP 2: This been assumed for the purposed to the purposed to the second based on the other than a the second purpose (university and the second purpose). The growth in the base year (is. benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (is. benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (is. benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (is. benchmark' tumovers are equivalent to the survey-derived 'current' tumovers' levels). The growth in the base year (is. benchmark' tumovers are equivalent to the survey-derived 'current' tumovers' levels). The growth in the base year (is. benchmark' tumovers are equivalent to the survey-derived 'current' tumovers' levels). The growth in the base year (is. benchmark' tumovers' levels) tumover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retai Planner Briefing Note 21 (February 2024) and other research evidence.

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026. STEP 3: STEP 4:

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is convented into a netryrous floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltose, Morrisons and Marks & Spancer) and the lowar everage sales performance of superstandard to operative (i.e. Att.) (i.e. Tesco, Asda, Sainsbury's, Waltose, Morrisons and Marks & Spancer) and the lowar everage sales performance of superstandard to operative (i.e. Att.) (i.e. Tesco, Asda, Sainsbury's, Waltose, Morrisons and Marks STEP 5: STEPS 6 & 7:

TABLE 13: SANDWELL MBC AREA : OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

2024 2026 2031 2036 2041 STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m): £210.3 £211.1 £214.9 £219.8 £225.3 £226.4 STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (fm) (1), £210.3 £210.3 £212.6 £215.8 £219.0 £219.7 STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): £0.8 £2.3 £4.0 £6.2 £6.7 STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (fm) £7 9 £8.0 £8.1 F8 3 £8.3 STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: -£7.1 -£5.7 -£4.2 -£2.0 -£1.6 STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):
 (ii) Akt Floorspace Capacity (sq m):
 (iii) Assumed Net / Gross Floorspace Ratio:
 (iv) Gross Floorspace Capacity (sq m): £12,500 £12,500 £12,638 £12,829 £13,022 £13,061 70% -645 70% -170 -464 -221 -814 STEP 6: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE £7,000 £7,077 (i) Estimated Average Sales Density of New Floorspace (£ per sq m):
 (ii) Net Floorspace Capacity (sq m):
 (iii) Assumed Net / Gross Floorspace Ratio: £7,000 £7,184 £7,293 £7,314 70% (iii) Assumed Net / Gross Floorspace Ra
 (iv) Gross Floorspace Capacity (sq m): 1,454 1,151

The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year ((ii.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year ((ii.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year ((ii.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year ((ii.e. 'benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year ((ii.e. 'benchmark' tumovers' are equivalent to the survey-derived 'current' tumover levels). The growth in the levels (ii.e. 'benchmark' tumovers' are equivalent to the survey-derived 'current' tumover levels). The growth in the base year ((ii.e. 'benchmark' tumovers' are equivalent to the survey-derived 'current' tumovers' are equivalent to the survey-derived 'curent' tumover STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEPS 6 8 7: The 'net' residual expenditure is convented into a net/poss floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales are formance of superstants and discount operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks

TABLE 14: SANDWELL MBC AREA: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M) Assume Equilibrium at Base Year and Constant Market Shares

ne	Equilibrium at	Base	Year and	Constant	Market	Sha

CENTRE TYPE			STORE FORMAT									
			Foodstore Format (sqm net)					Local Supermarket /				
						Deep Discounter Format (sqm net)						
		2026	2031	2036	2041	2042	2026	2031	2036	2041	2042	
Residual Expenditure (after Commitments) (£m)		-£42.1	-£36.7	-£30.9	-£22.7	-£20.9	-£42.1	-£36.7	-£30.9	-£22.7	-£20.9	
Strategic Centre	West Bromwich	-1,565	-1,511	-1,454	-1,376	-1,360	-2,794	-2,698	-2,596	-2,458	-2,429	
Town Centre	Blackheath	17	49	82	128	137	31	87	147	228	245	
	Cradley Heath	-258	-220	-180	-125	-114	-460	-393	-321	-224	-203	
	Great Bridge	-4	49	106	183	199	-8	88	189	326	355	
	Oldbury	-920	-888	-853	-806	-796	-1,643	-1,585	-1,523	-1,439	-1,421	
	Wednesbury	-35	-14	9	39	46	-62	-24	16	70	81	
	Cape Hill	21	58	98	152	164	37	104	175	272	292	
	Bearwood	11	31	52	80	86	19	55	92	143	154	
District & Local Centres		-62	-4	57	140	157	-111	-8	102	249	280	
Out-of-Centre		-570	-451	-325	-155	-119	-1,018	-806	-580	-276	-212	
SANDWELL MBC AREA		-3,365	-2,901	-2,406	-1,740	-1,600	-6,010	-5,181	-4,297	-3,108	-2,858	


Appendix 5D: Convenience Goods Capacity: Walsall Council

TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2024	2026	2031	2036	2041	2042
Walsall									
	Strategic Centre	Walsall	0%	£108.5	£108.9	£110.8	£113.4	£116.2	£116.8
	Town Centre	Bloxwich	0%	£46.6	£46.7	£47.6	£48.7	£49.9	£50.1
		Brownhills	0%	£67.8	£68.0	£69.3	£70.8	£72.6	£73.0
		Willenhall	0%	£65.3	£65.5	£66.7	£68.2	£70.0	£70.3
		Darlaston	0%	£45.7	£45.8	£46.7	£47.7	£48.9	£49.2
	District & Local Centres		0%	£38.3	£38.4	£39.1	£40.0	£41.0	£41.2
	Out-of-Centre		0%	£121.3	£121.7	£123.9	£126.8	£129.9	£130.6
Walsall MBC Are	a			£557.9	£560.1	£570.2	£583.1	£597.8	£600.8
Walsall MBC Are	a			£557.9	£560.1	£570.2	£583.1	£597.8	£600.8

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2024 (£ per sqm)	Turnover (£m)					
							2024	2026	2031	2036	2041	2042
[1]	Willenhall Town Centre-In-Centre	18/0438	Proposed demolition of existing class A1 retail (Budgens) store. Erection of new class A1 retail store (Aldi) with associated amendments to access, car	1,831	195	11,000	£2.1	£2.1	£2.2	£2.2	£2.2	£2.2
[2]	Birchills Local Centre	18/0460	15 Old Birchills, Walsall, WS2 8QH. Change of Use from A4 to A1 (Costcutter) with external installation of plant and machinery to accommodate internal refrigeration.	292	204	11,000	£2.2	£2.2	£2.3	£2.3	£2.3	£2.3
[3]	Brownhills Town Centre	17/1629	Land Between 75-85 High Street, Brownhills. New 2.5 storey development of 3 commercial units and 3 x 1 bed flats	171	60	11,000	£0.7	£0.7	£0.7	£0.7	£0.7	£0.7
[4]	Darlaston (Out-of- Centre)	18/1494	Demolition of existing petrol station and construction of new shop and forecourt to include 3 x new pump islands, canopy including parking	230	121	11,000	£1.3	£1.3	£1.3	£1.4	£1.4	£1.4
[5]	Walsall Wood (Out- of-Centre)	22/0548	Horse And Jockey, 146, Walsall Road, Walsall Wood, Walsall, WS9 9AJ. Erection of a new discount food store (Use Class E) with access, car parking, landscaping, biodiversity improvements and other associated works.	2,215	1,129	11,000	£12.4	£12.4	£12.6	£12.7	£12.9	£13.0
[6]	Delves (Out-of- centre)	19/0622	Johal Supermarket, 19, West Bromwich Road, Walsall, WS1 3HS. Demolition of existing buildings and creation of 3 x retail (E (a)) units at ground floor and 5 x residential flats (C3) at first floor.	412	224	5,500	£1.2	£1.2	£1.2	£1.3	£1.3	£1.3
	TOTAL			5,151	1,933		£20.0	£20.0	£20.2	£20.6	£20.9	£20.9

Notes: [1]

[2] [3] [4] [5]

Bull-out, the net additional floorspace proposed is 278sqm gross (Existing: 1,553 sqm and proposed 1.831 sqm); the applied gross to net ratio of 70% and that all df bits space is for convenience goods. Bull-out, assumed gross to net ratio of 70% and that all the floorspace is for convenience goods. Assumed gross to net ratio of 70% and that 30% of the floorspace is for convenience goods and that 50% is for comparison goods. Bull-out, Council has stated that net new convenience goods space amounts to 121 sqm. Lidi application, as per planning and retail statement gross floorspace of 2,215sqm. Of which the total net sales area is 1,411 sqm. Of this total, the convenience goods net sales area is 1,25sqm (80%) and comparison goods 282 sqm net (20%). Council data states 412 sq m of gross new net additional retail floorspace. It is estimated that from this some 224 sqm net is for convenience goods and some 90sq m net for comparison goods. [6]

TABLE 3: WALSALL MBC AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£557.9	£560.1	£570.2	£583.1	£597.8	£600.8
0750.0							
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£557.9	£557.9	£564.1	£572.6	£581.2	£583.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.1	£6.1	£10.5	£16.6	£17.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£20.0	£20.2	£20.6	£20.9	£20.9
OTED C.			617.0	614.1	610.0	64.2	62.1
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£17.9	-2,14,1	-£10.0	-24.3	-£3.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(ii) Net Floorspace Capacity (sq m):	-	-1,431	-1,116	-780	-329	-234
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2,044	-1,594	-1,115	-470	-334
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,000	£7.077	£7,184	£7,293	£7,314
	(ii) Net Floorspace Capacity (sq m):		-2,555	-1,993	-1,394	-587	-418
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-3,649	-2,846	-1,991	-839	-597

Notes: STEP 1: STEP 2: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year ((a: 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research evidence. research volume. The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4: STEP 5: STEPS 6 & 7:

The 'ne' residual expenditure capacity makes an allowance for the forecast tumover of all commitments (Step 4). The 'ne' residual expenditure is converted into a netigross floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Marks & Spence) are also retroamed to a supermarket and discust operators (a, Add, Lul), Netico, Co-Op, Budgens, etc.).

TABLE 4: WALSALL MBC AREA STRATEGIC CENTRE: WALSALL - CONVENIENCE GOODS CAPACITY ASSESSMENT

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£108.5	£108.9	£110.8	£113.4	£116.2	£116.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ("):	£108.5	£108.5	£109.7	£111.3	£113.0	£113.3
STEP 3	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (fm)	-	£0.4	£1.2	£2.0	£3.2	£3.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STED 5	NET BEGIDIAL EVDENDITURE AFTER COMMITMENTS.		60.4	£1.2	62.0	63.2	63.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.4	£1.2	12.0	1.3.2	£3.3
STEP 6	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sg m):	£12,500	£12,500	£12.638	£12.829	£13.022	£13.061
	(ii) Net Floorspace Capacity (sq m):	-	33	95	160	248	266
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		48	135	228	354	380
0750.0							
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (E per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
	(ii) Net Floorspace Capacity (sq m):	-	60	169	285	442	4/5
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		85	241	408	631	679
Notes:							
STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).						
STEP 2:	It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to be assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to be assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to be assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to be assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to be assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to be assessment the base year (i.e. 'benchmark' turnovers are equivalent to be assessment tobsessment to be assessment to be	rvey-derived 'curr	ent: turnover level to 10 (lonuoru 20	s). The growth			
	in the base year (solvery/onities) consistence over the role-casi period assuming average annual productivity growins rates informed by the latest Expensin Retail Processor to every one of the latest Expensin Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retail Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension Retain Processor to every one of the latest expension R	anner briefing No	te re (January 20	zz j anu other			
OTED A.	The forecast modula expenditure consolity (are complemente) has been derived from State 1 and 2. No account is taken of complements at this state						

STEP 3: STEP 4: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: STEPS 6 & 7:

The 'ne' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'ne' residual expenditure is converted into a net/gross foorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Watrose, Morrisons and Marks 4 Spence) are also performance of automatic and the low arvenge asiaes performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Watrose, Morrisons and Marks 4 Spence) and the low arvenge asiaes performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Watrose, Morrisons and Marks 4 Spence) and the low arvenge asiaes performance of advance and the low arvenge asiaes performance and the low arvenge asiaes performance and the low arvenge asiaes performance and the low arvenge asiaes arvended as advance and the low arvenge asiaes arvended as advance as advance as advance and the low arvenge as advance arvenge as advance as advance

TABLE 5: WALSALL MBC AREA : TOWN CENTRE: BLOXWICH - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£46.6	£46.7	£47.6	£48.7	£49.9	£50.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1).	£46.6	£46.6	£47.1	£47.8	£48.5	£48.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.5	£0.9	£1.4	£1.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.5	£0.9	£1.4	£1.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	£12 500	£12 500	£12.638	£12 829	£13.022	£13.061
	(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (ii) Gross Floorspace Ratio: (iii) Gross Floorspace Capacity (sq m):	-	14 70% 20	41 70% 58	69 70% 98	106 70% 152	114 70% 163
STEP 6:		£7,000	14 70% 20 £7,000 26 70% 37	21,000 41 70% 58 £7,077 72 70% 104	£7,184 122 70% 98	106 70% 152 £7,293 190 70% 271	114 70% 163 £7,314 204 70% 291
STEP 6:	10) Net Floorspace Capacity (sq m): (ii) Assumed Net/ Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m): FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net (Gross Floorspace Ratio: (iii) Assumed Net (Gross Floorspace Capacity (sq m):	£7,000	€7,000 20 £7,000 26 70% 37	41 70% 58 £7,077 72 70% 104	69 70% 98 £7,184 122 70% 175	106 70% 152 £7,293 190 70% 271	114 70% 163 £7,314 204 70% 291
STEP 6: Notes: STEP 1: STEP 0		£7,000	14 70% 20 £7,000 26 70% 37	41 70% 58 £7,077 72 70% 104	£7,184 £7,184 122 70% 175	106 70% 152 £7,293 190 70% 271	114 70% 163 £7,314 204 70% 291

It has been assumed for the purpose of this assessment that the LPAs convenience retail market is in 'equilibrium' at the basey vare (i.e. thermark' turnovers are equivalent to the survey-derived jurnover has been constrained over the forecast period assuming average annual productivity' growths rates informed by the latest Experian Retail Planner Binefing Note 19 (January 2022) and other research evidence. The forecast reiod assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

The 'ne' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'ne' residual expenditure is converted into a net/gross ficorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Watrose, Montsons and Marks & Spencer) are also performed and a data and a STEP 5: STEPS 6 & 7:

TABLE 6: WALSALL MBC AREA : TOWN CENTRE:BROWNHILLS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£67.8	£68.0	£69.3	£70.8	£72.6	£73.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ .	£67.8	£67.8	£68.5	£69.6	£70.6	£70.8
STEP 3	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (fm)	-	£0.3	£0.7	£1.3	£2.0	£2.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.7	£0.7	£0.7	£0.7	£0.7
0750.6						01.0	01.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.4	£0.1	£0.6	£1.3	£1.5
STEP 6	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE						
GILI U.	(i) Estimated Average Sales Density of New Elgorspace (F per sg m):	£12 500	£12 500	£12.638	£12 829	£13 022	£13.061
	(ii) Net Floorspace Capacity (sg m):	-	-32	7	47	102	114
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-45	9	68	146	162
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
	(ii) Net Floorspace Capacity (sq m):	-	-57	12	84	182	203
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-81	17	121	261	290
Notes:							
STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).						
STEP 2-	It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the su	vev-derived 'curr	ent' turnover level	ls). The growth			

It has been assumed for the purpose of this assumement that the LPAs conventionce retail market is in foculification if the basey year (it. hereafter that the super leader that that the super leader that the super leader that that the super l

STEP 3: STEP 4:

The 'he't residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'he't exisulta expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Aada, Sainsbury's, Watrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Add, Lidi, Co-Op, Budgens, etc.). STEP 5: STEPS 6 & 7:

TABLE 6: WALSALL MBC AREA : TOWN CENTRE: ALDRIDGE - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£64.7	£64.9	£66.1	£67.6	£69.3	£69.6
0750.0	<i>a</i> ,						
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£64.7	£64.7	£65.4	£66.4	£67.4	£67.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.7	£1.2	£1.9	£2.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.7	£1.2	£1.9	£2.1
STEP 6	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m); 	£12 500	£12 500	£12 638	£12 829	£13 022	£13.061
	(ii) Net Eloorspace Capacity (sq m):	-	20	56	95	148	159
	(iii) Assumed Net / Gross Eloorspace Batio		70%	70%	70%	70%	70%
	(iv) Gross Eloorspace Capacity (sq m):		28	81	136	211	227
	()						
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	 Estimated Average Sales Density of New Floorspace (£ per sg m); 	£7.000	£7.000	£7.077	£7.184	£7.293	£7.314
	(ii) Net Floorspace Capacity (sq m):	-	36	101	170	264	283
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		51	144	243	376	404
Notes:							
STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).						
STEP 2:	It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the sur	vey-derived 'curr	ent' turnover level	s). The growth			
	in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Pli research evidence.	anner Briefing No	te 19 (January 20	22) and other			

STEP 3: STEP 4: The forecast reliable expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: STEPS 6 & 7:

The hef residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The hef residual expenditure is converted into a net/gross floorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Aada, Sainsbury's, Waltrose, Morrisons and Marks & Spencer) and the lower average sales performance or supermarket and discust operators (a.d. Add, Luid, Co-Q). Budgers, etc.).

TABLE 7: WALSALL MBC AREA : TOWN CENTRE: WILLENHALL- CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Emiliphy of Base Var and Constant Medical Merica

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£65.3	£65.5	£66.7	£68.2	£70.0	£70.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£65.3	£65.3	£66.0	£67.0	£68.0	£68.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.7	£1.2	£1.9	£2.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (Em)	-	£2.1	£2.2	£2.2	12.2	£2.2
STEP 5			_£1.9	-£14	-£10	-£0.3	-£0.1
0121 0.			21.0	21.4	21.0	20.0	20.1
STEP 6	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Elographice (£ per sg m):	£12 500	£12 500	£12.638	£12 829	£13.022	£13.061
	(ii) Net Floorspace Capacity (sg m):	-	-151	-114	-75	-22	-11
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-216	-163	-107	-32	-16
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
			070	204	424	-40	-20
	(ii) Net Floorspace Capacity (sq m):		-270	-204	-104	-40	20
	(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Raio: (iv) Gross Floorspace Capacity (sq m):		-270 70% -386	70%	-134 70% -192	70%	70% -28

The (survey-derived) current (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPAs commenience retail market is in 'equilibrium' at beass year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (current' for your equivalent to the torseast period scenario and the bases year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (current' for your equivalent to the survey-derived 'current' turnover lavels). The growth in the base year (current' for your equivalent to the survey-derived 'current' turnover lavels'). The growth in the base year (current') for your equivalent to the survey-derived 'current' turnover lavels'). The forecast retained assessment that all commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

The 'nef' residual expenditure capacity makes an allowance for the forecasit tumover of all commitments (Step 4). The 'nef' residual expenditure is converted into a net/gross foorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Watrose, Morrisons and Marks 4 Spence) as easies performance of superstore assessment and the low average sales performance of superstore superstore spentators (i.e. Tesco, Asda, Sainsbury's, Watrose, Morrisons and Marks 4 Spence) as easies performance of superstore spentators (i.e. Tesco, Asda, Sainsbury's, Watrose, Morrisons and Marks 4 Spence) as easies performance of superstore spentators (i.e. Tesco, Asda, Sainsbury's, Watrose, Morrisons and Marks 4 Spence). STEP 5: STEPS 6 & 7:

TABLE 8: WALSALL MBC AREA : TOWN CENTRE: DARLASTON CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£45.7	£45.8	£46.7	£47.7	£48.9	£49.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£45.7	£45.7	£46.2	£46.9	£47.6	£47.7
STED 2			CO 2	CO E	60.0	61.4	C1 E
SIEF 3.	NET RESIDUAL EXPENDITURE - ENCLUDING ANT COMMITMENTS (201).	-	10.2	20.5	20.9	£1.4	£1.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.2	£0.5	£0.9	£1.4	£1.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(ii) Net Floorspace Capacity (sq m):		14	40	67	104	112
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sg m):		20	57	96	149	160
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	 Estimated Average Sales Density of New Floorspace (£ per sq m): 	£7,000	£7,000	£7,077	£7,184	£7,293	£7,314
	(ii) Net Floorspace Capacity (sq m):	-	25	71	120	186	200
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		36	102	172	266	286
Notes:							
STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).						
STEP 2:	It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the su	rvey-derived 'curr	ent' turnover leve	ls). The growth			
	in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual productivity growths rates informed by the latest Experian Retail P	anner Briefing No	te 19 (January 20	22) and other			

reseau in vinue.c. The forecast reliabule expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4:

The 'ne' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'ne' residual expenditure is converted into a netgross ficorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waltrose, Morrisons and Mark's & Spencer as also performance or supermarket and discutori operators (c.g. Add, Juli, C-SO); Budgers, etc.). STEP 5: STEPS 6 & 7:

TABLE 9: WALSALL MBC AREA : DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Fruilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£38.3	£38.4	£39.1	£40.0	£41.0	£41.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£38.3	£38.3	£38.7	£39.3	£39.8	£40.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£0.7	£1.1	£1.2
STEP 4			£2.2	£2.3	£2.3	£23	£2.3
0.214.					.2.0	.2.0	.2.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£2.1	-£1.9	-£1.6	-£1.2	-£1.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,500	£12,638	£12,829	£13,022	£13,061
	(ii) Net Floorspace Capacity (sq m):	-	-168	-147	-124	-93	-86
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-240	-209	-176	-132	-123
STEP 6	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE						
	(i) Estimated Average Sales Density of New Floorspace (f. per sq. m):	£7.000	£7 000	£7 077	£7 184	£7 293	£7 314
	(ii) Net Floorspace Capacity (sg m):	-	-300	-262	-221	-165	-154
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-429	-374	-315	-236	-220
Notes:							
STEP 1:	The (survey-derived) current (or potential) turnovers assume constant market shares over the forecast period (derived from Table 1).						
STEP 2:	It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the su	vey-derived 'curr	ent' turnover level	s). The growth			
	in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Pl research evidence.	anner Briefing No	te 19 (January 20	22) and other			

research evidence. The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

The 'ref' residual expenditure capacity makes an allowance for the forecasit tumorer of all commitments (Step 4). The 'ref' residual expenditure is converted into a net/gross foorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Watrose, Morrisons and Marks 4.5 Spence) and the lower average sales performance or supermarket and discustor operators (a.d. Uld. Co-Op. Budgens, etc.).

TABLE 10: WALSALL MBC AREA : OUT-OF-CENTRE LOCATIONS - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£121.3	£121.7	£123.9	£126.8	£129.9	£130.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (*):	£121.3	£121.3	£122.6	£124.5	£126.3	£126.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£1.3	£2.3	£3.6	£3.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£15.0	£15.1	£15.4	£15.6	£15.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£14.5	-£13.8	-£13.1	-£12.0	-£11.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (2 per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£12,500	£12,500 -1,161 70% -1,659	£12,638 -1,093 70% -1,561	£12,829 -1,020 70% -1,457	£13,022 -922 70% -1,317	£13,061 -901 70% -1,287
STEP 6:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE: () Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	£7,000 -	£7,000 -2,074 70% -2,962	£7,077 -1,951 70% -2,788	£7,184 -1,821 70% -2,602	£7,293 -1,646 70% -2,351	£7,314 -1,609 70% -2,299
Notes:							
STEP 1: STEP 2:	The (survey-derived) current (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the number of this seasement that the IDA's companying rated in a faulthful mit at the base user (i a "benchmark" turnovers are equivalent to the sur	nev-derived 'cum	ant' turnovar lavel	e) The growth			
GIEF Z:	It has been assented to the perpose of the assessment and the critic contentation rotatinitation in equilibrium at the base year (i.e. benchmark turnives are equivalent to the su	actived cutt	an terrever level	sy. me grower			

It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in "equilibiluri" at the basey set (i.e. benchmark 'turnoves are equivalent to the survey-derived 'turner' turnover levels). The g in the base year (uncertained to the survey-derived 'turnover' base of the survey-derived 'turner' turnover' bases of the survey-derived 'turner' turnover' bases of the survey-derived 'turner' turnover' bases of the survey-derived 'turner' bases of turner' bases of the survey-derived 'turner' bases of turner' bases of the survey-deriv

STEP 3: STEP 4:

STEP 5: STEPS 6 & 7:

The 'ne' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'ne' residual expenditure is converted into a net/gross ficorapace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Watrose, Montsons and Marks & Spencer) are also performed and a data and a

TABLE 9: WALSALL MBC AREA: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M) Assume Equilibrium at Base Year and Constant Market Shares

CENTRE TYPE			STORE FORMAT									
			Foodstore Format (sqm net) Local Supermarket / Deep Discounter Format (s									
		2026	2031	2036	2041	2042	2026	2031	2036	2041	2042	
Residual Expenditure (after Commitments) (£m)	-£17.9	-£14.1	-£10.0	-£4.3	-£3.1	-£17.9	-£14.1	-£10.0	-£4.3	-£3.1	
Strategic Centre	Walsall	33	95	160	248	266	60	169	285	442	475	
Town Centre	Bloxwich	14	41	69	106	114	26	72	122	190	204	
	Aldridge	-32 20	56	47 95	102	114	-57 36	12	84 170	182 264	203 283	
	Darlaston	-151 14	-114 40	-75 67	-22 104	-11 112	-270	-204 71	-134 120	-40 186	-20 200	
District & Local Centres		-168	-147	-124	-93	-86	-300	-262	-221	-165	-154	
Out-of-Centre		-1,161	-1,093	-1,020	-922	-901	-2,074	-1,951	-1,821	-1,646	-1,609	
WALSALL MBC AREA		-1,431	-1,116	-780	-329	-234	-2,555	-1,993	-1,394	-587	-418	
1							1					



Appendix 6: Population and Expenditure: Comparison Goods

BLACK COUNTRY CENTRES STUDY: 2024 REFRESH Comparison Goods: Population and Expenditure



TABLE 1: EXPERIAN BUSINESS STRATEGIES - BA	SE YEAR (202	4) POPULAT	ION & PRO.	JECTIONS (to 2042)		GROW	TH 2024 to 20	042 (%)
ZONE:	2024	2026	2031	2036	2041	2042	2024-	2024-2036	2024-
Zone 1	74,761	75.340	76.816	78.638	80.464	80.817	2.7%	5.2%	8.1%
Zone 2	130.573	131.466	133.987	136.397	138.639	139,103	2.6%	4.5%	6.5%
Zone 3	76.316	76,756	78.048	79.023	79.872	80.003	2.3%	3.5%	4.8%
Zone 4	92,169	92,725	94.205	95,747	97.141	97.368	2.2%	3.9%	5.6%
Zone 5	40,272	40,542	41,135	41,703	42,168	42,266	2.1%	3.6%	5.0%
Zone 6	38,731	39,064	39,992	40,646	41,231	41,341	3.3%	4.9%	6.7%
Zone 7	30,612	30,838	31,235	31,600	31,980	32,037	2.0%	3.2%	4.7%
Zone 8	55,810	56,739	58,918	60,859	62,914	63,324	5.6%	9.0%	13.5%
Zone 9	25,798	25,982	26,473	26,907	27,323	27,403	2.6%	4.3%	6.2%
Zone 10	37,641	37,927	38,532	39,210	39,958	40,117	2.4%	4.2%	6.6%
Zone 11	19,344	19,479	19,872	20,202	20,619	20,704	2.7%	4.4%	7.0%
Zone 12	25,319	25,478	25,815	26,127	26,502	26,584	2.0%	3.2%	5.0%
Zone 13	26,748	27,137	28,065	29,044	30,191	30,435	4.9%	8.6%	13.8%
Zone 14	66,202	66,816	68,049	69,417	70,653	70,930	2.8%	4.9%	7.1%
Zone 15	32,211	32,517	33,328	34,143	35,052	35,219	3.5%	6.0%	9.3%
Zone 16	34,526	34,836	35,700	36,682	37,768	37,980	3.4%	6.2%	10.0%
Zone 17	34,025	34,280	34,895	35,631	36,474	36,640	2.6%	4.7%	7.7%
Zone 18	56,578	56,625	56,893	57,159	57,129	57,072	0.6%	1.0%	0.9%
Zone 19	35,789	36,131	37,095	38,199	39,537	39,856	3.6%	6.7%	11.4%
Zone 20	71,259	72,029	73,906	75,615	77,559	77,980	3.7%	6.1%	9.4%
Zone 21	37,291	37,748	38,858	40,124	41,590	41,931	4.2%	7.6%	12.4%
Zone 22	35,609	35,770	36,240	36,706	37,208	37,268	1.8%	3.1%	4.7%
Zone 23	48,101	48,505	49,607	50,771	52,150	52,432	3.1%	5.6%	9.0%
Zone 24	43,889	44,282	45,211	46,298	47,582	47,862	3.0%	5.5%	9.1%
Zone 25	29,305	29,434	29,691	29,878	30,097	30,092	1.3%	2.0%	2.7%
Zone 26	8,071	8,082	8,069	8,109	8,134	8,133	0.0%	0.5%	0.8%
Zone 27	52,424	52,786	53,551	54,267	55,007	55,149	2.1%	3.5%	5.2%
Zone 28	32,264	32,559	33,199	33,872	34,698	34,850	2.9%	5.0%	8.0%
Zone 29	16,128	16,226	16,474	16,688	16,946	17,006	2.1%	3.5%	5.4%
Zone 30	28,899	29,310	30,460	31,845	33,317	33,641	5.4%	10.2%	16.4%
Zone 31	43,142	43,769	45,441	47,141	49,014	49,411	5.3%	9.3%	14.5%
Zone 32	51,627	52,199	53,664	55,225	56,923	57,239	3.9%	7.0%	10.9%
Zone 33	83,417	84,417	86,669	89,012	91,541	92,062	3.9%	6.7%	10.4%
Zone 34	48,626	48,945	49,772	50,730	51,829	52,082	2.4%	4.3%	7.1%
Zone 35	55,045	55,636	56,963	58,212	59,576	59,825	3.5%	5.8%	8.7%
Zone 36	18,126	18,338	18,672	19,000	19,371	19,431	3.0%	4.8%	7.2%
Zone 37	22,389	22,569	23,136	23,707	24,269	24,386	3.3%	5.9%	8.9%
Zone 38	17,335	17,478	17,748	18,018	18,328	18,398	2.4%	3.9%	6.1%
Zone 39	30,203	30,347	30,737	31,089	31,557	31,638	1.8%	2.9%	4.8%
Zone 40	16,891	17,082	17,454	17,788	18,196	18,264	3.3%	5.3%	8.1%
Zone 41	27,055	27,177	27,477	27,083	27,820	27,834	1.0%	2.3%	2.9%
Zone 42	17,482	17,683	18,113	18,611	19,142	19,234	3.6%	6.5%	10.0%
Zone 43	03,408	04,147	00,700	07,005	09,000	70,005	3.7%	0.5%	10.4%
Zone 44	30,028	30,803	37,440	37,802	30,209	38,301	2.2%	3.4%	4.7%
Zone 45	20,012	20,207	20,734	21,220	27,000	27,743	2.9%	4.7 %	0.7 %
Zone 40	22,823	23,101	23,784	24,427	20,102	25,290	4.2%	7.0%	0.4%
Zone 47	12 072	12,032	14 114	14 670	15 220	15 211	6.20/	10.0%	9.4 %
Zono 40	20.690	20.044	21 554	22.204	22 000	23.073	4 29/	7 20/	11.5%
Zono 50	6/ 116	6/ 616	65 027	67 210	68 360	68 500	4.270 2 90/	1.3%	7 0%
Zone 51	25.022	25 220	25 010	36 400	36,000	37,000	2.070	4.0%	7.0% 5.6%
	15 754	15 9/1	16 00F	16 171	16 399	37,000	2.5%	3.9% 2.6%	0.0%
Z0118 02 Z010 53	10,704	17.057	17 479	17 020	10,000	10,400	2 40/	2.0%	4.370 9.10/
Zone 54	30.566	30 700	31 / 10	31 012	32 ///	32 526	3.4% 2.9%	0.0%	6.1%
Zone 55	27 092	28 / 19	20 20/	30,020	30 597	30.695	/ 70/	7 20/	0.4 /0
Study Area	21,303	20,410	2 259 796	2 306 730	2 356 122	2 365 912	3.0%	5.2%	7 9%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2024) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.



TABLE 2: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2024	2024	2026	2031	2036	2041	2042
	(incl SFT)		EXCLUDING	SPECIAL I	FORMS OF	TRADING	
EXPERIAN - SPECIAL FORMS OF TR	ADING (%):	24.3%	26.0%	28.1%	29.3%	29.7%	29.7%
REVISED SPECIAL FORMS OF TRAD	ING (%):	25.1%	26.8%	29.0%	30.2%	30.6%	30.6%
Zone 1	£3,715	£2,784	£2,879	£3,245	£3,660	£4,177	£4,294
Zone 2	£3,018	£2,262	£2,339	£2,636	£2,974	£3,394	£3,489
Zone 3	£3,352	£2,512	£2,597	£2,928	£3,302	£3,769	£3,875
Zone 4	£3,554	£2,664	£2,754	£3,104	£3,502	£3,997	£4,109
Zone 5	£3,293	£2,468	£2,552	£2,877	£3,245	£3,703	£3,807
Zone 6	£3,869	£2,900	£2,999	£3,380	£3,813	£4,351	£4,473
Zone 7	£3,574	£2,679	£2,770	£3,122	£3,522	£4,019	£4,132
Zone 8	£4,274	£3,203	£3,313	£3,734	£4,212	£4,807	£4,941
Zone 9	£3,815	£2,859	£2,956	£3,332	£3,759	£4,290	£4,410
Zone 10	£3,623	£2,715	£2,808	£3,165	£3,570	£4,074	£4,188
Zone 11	£3,152	£2,362	£2,443	£2,753	£3,106	£3,544	£3,644
Zone 12	£3.221	£2,414	£2,496	£2.813	£3.173	£3.622	£3.723
Zone 13	£2,729	£2.045	£2,115	£2.383	£2.689	£3.069	£3,154
Zone 14	£3.048	£2,284	£2,362	£2.662	£3.003	£3.427	£3.523
Zone 15	£3,060	£2.293	£2.371	£2,673	£3,015	£3,441	£3,538
Zone 16	£2,676	£2.006	£2.074	£2,338	£2,637	£3,009	£3,094
Zone 17	£2,968	£2.225	£2.300	£2,593	£2,925	£3,338	£3,432
Zone 18	£4 476	£3,354	£3 469	£3,910	£4 410	£5.034	£5 175
Zone 19	£3,313	£2 483	£2,568	£2 894	£3 265	£3,726	£3,830
Zone 20	£3,790	£2,400	£2,000	£3 311	£3,200	£4 262	£4 382
Zone 21	£3,020	£2,040	£2,307	£2.645	£2 08/	£3,406	£3,501
Zone 22	£3,623	£2,210	£2,347	£3 172	£3 578	£4.084	£4 108
Zono 23	£2,033	£2,122	£2,014	£2,562	£3,570	£3 209	£3 301
Zone 24	£2,933	£2,190	£2,273	£2,302	£2,090	£3,290	£3,391
Zone 25	£3,390	£2,347	C2 061	£2,900	£3,349	£3,022	23,525
Zone 26	£3,930	£2,900	£3,001	£3,430	£3,692	£4,442	£4,300
Zone 27	£3,000	£3,790	£3,920	£4,420 £3,403	£4,991 £3.040	£3,097	£3,630
	£3,990	£2,990	£3,099	23,493	£3,940	24,490	£4,022
Zone 20	£4,000	£3,004	£3,100	£3,371	£4,020	£4,397	£4,720
Zone 29	£4,308	£3,200	£3,377	£3,806	£4,294	£4,900	£5,038
Zone 30	£3,084	£2,311	£2,390	£2,694	£3,039	£3,408	£3,505
Zone 31	£2,875	£2,154	£2,228	£2,511	£2,833	£3,233	£3,323
Zone 32	£2,831	£2,122	£2,194	£2,473	£2,789	£3,183	£3,273
Zone 33	£3,773	£2,827	£2,924	£3,296	£3,718	£4,243	£4,362
Zone 34	£4,469	£3,349	£3,464	£3,904	£4,404	£5,026	£5,167
Zone 35	£3,112	£2,332	£2,411	£2,718	£3,066	£3,499	£3,597
Zone 36	£3,566	£2,673	£2,764	£3,115	£3,514	£4,011	£4,123
Zone 37	£3,462	£2,595	£2,683	£3,024	£3,412	£3,894	£4,003
Zone 38	£3,652	£2,737	£2,830	£3,190	£3,598	£4,106	£4,221
Zone 39	£3,795	£2,844	£2,941	£3,315	£3,739	£4,268	£4,387
Zone 40	£3,410	£2,555	£2,642	£2,978	£3,360	£3,835	£3,942
Zone 41	£3,950	£2,960	£3,061	£3,450	£3,892	£4,442	£4,566
Zone 42	£3,100	£2,323	£2,403	£2,708	£3,055	£3,486	£3,584
Zone 43	£3,146	£2,358	£2,438	£2,748	£3,100	£3,538	£3,637
Zone 44	£3,363	£2,520	£2,606	£2,938	£3,314	£3,782	£3,888
Zone 45	£3,309	£2,480	£2,565	£2,891	£3,261	£3,722	£3,826
Zone 46	£3,083	£2,311	£2,389	£2,693	£3,038	£3,467	£3,564
Zone 47	£3,076	£2,306	£2,384	£2,687	£3,031	£3,460	£3,556
Zone 48	£4,478	£3,356	£3,470	£3,911	£4,412	£5,036	£5,177
Zone 49	£2,798	£2,097	£2,169	£2,444	£2,757	£3,147	£3,235
Zone 50	£3,689	£2,764	£2,859	£3,222	£3,635	£4,148	£4,264
Zone 51	£3,475	£2,604	£2,693	£3,035	£3,424	£3,908	£4,017
Zone 52	£4,329	£3,244	£3,355	£3,781	£4,266	£4,868	£5,004
Zone 53	£4,353	£3,262	£3,373	£3,802	£4,289	£4,895	£5,032
Zone 54	£4,044	£3,031	£3,134	£3,533	£3,985	£4,548	£4,675
Zone 55	£4,309	£3,229	£3,339	£3,764	£4,246	£4,846	£4,981
STUDY AREA AVERAGE:	£3,555	£2,664	£2,755	£3,105	£3,503	£3,997	£4,109

Source:

Average spend per capita estimates (2022 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 21 published by Experian Business Strategies (February 2024). An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 21 (February 2024). Notes:



TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2024) TO 2042 (£m)

TABLE 3: TOTAL AVAILABLE COMP	ARISON GOOD	S EXPENDITU	IRE, BASE Y	'EAR (2024)	TO 2042 (£r	n)		GROW	TH 2024 to 2	042 (%)
	2024	2024	2026	2031	2036	2041	2042	2024- 2031	2024-2036	2024- 2042
7	(incl SFT)	EXCI		CIAL FORM	IS OF TRAD	ING	247.0	40.00/	20.20/	66.0%
Zone 1	211.1	208.1	210.9	249.2	207.0	330.1	347.0	19.8%	38.3%	00.8%
Zone 2	394.1	295.3	307.5	353.2	405.6	470.5	485.3	19.6%	37.3%	64.3%
Zone 3	255.8	191.7	199.4	228.5	261.0	301.0	310.0	19.2%	36.1%	61.7%
Zone 4	327.6	245.5	255.4	292.5	335.3	388.3	400.1	19.1%	36.6%	63.0%
Zone 5	132.6	99.4	103.5	118.3	135.3	156.2	160.9	19.1%	36.2%	61.9%
Zone 6	149.9	112.3	117.1	135.2	155.0	179.4	184.9	20.4%	38.0%	64.7%
Zone 7	109.4	82.0	85.4	97.5	111.3	128.5	132.4	18.9%	35.7%	61.4%
Zone 8	238.6	178.8	187.9	220.0	256.3	302.4	312.9	23.0%	43.4%	75.0%
Zone 9	98.4	73.8	76.8	88.2	101.1	117.2	120.9	19.6%	37.1%	63.9%
Zone 10	136.4	102.2	106.5	121.9	140.0	162.8	168.0	19.3%	37.0%	64.4%
Zone 11	61.0	45.7	47.6	54.7	62.7	73.1	75.4	19.7%	37.3%	65.1%
Zone 12	81.5	61.1	63.6	72.6	82.9	96.0	99.0	18.8%	35.7%	62.0%
Zone 13	73.0	54.7	57.4	66.9	78.1	92.6	96.0	22.3%	42.8%	75.5%
Zone 14	201.8	151.2	157.8	181.2	208.5	242.2	249.9	19.8%	37.9%	65.3%
Zone 15	98.6	73.9	77.1	89.1	103.0	120.6	124.6	20.6%	39.4%	68.7%
Zone 16	92.4	69.2	72.2	83.5	96.7	113.7	117.5	20.5%	39.7%	69.7%
Zone 17	101.0	75.7	78.9	90.5	104.2	121.8	125.7	19.5%	37.7%	66.1%
Zone 18	253.2	189.8	196.4	222.4	252.1	287.6	295.3	17.2%	32.8%	55.6%
Zone 19	118.6	88.9	92.8	107.4	124.7	147.3	152.7	20.8%	40.3%	71.8%
Zone 20	270.1	202.4	211.6	244.7	282.4	330.6	341.7	20.9%	39.5%	68.8%
Zone 21	112.9	84.6	88.6	102.8	119.7	141.7	146.8	21.5%	41.5%	73.5%
Zone 22	129.3	96.9	100.7	115.0	131.3	152.0	156.5	18.6%	35.5%	61.4%
Zone 23	141.1	105.7	110.3	127.1	146.7	172.0	177.8	20.2%	38.8%	68.1%
Zone 24	149.1	111.8	116.6	134.2	155.0	181.8	188.0	20.1%	38.7%	68.2%
Zone 25	115.7	86.7	90.1	102.4	116.3	133.7	137.4	18.1%	34.1%	58.4%
Zone 26	40.9	30.6	31.7	35.7	40.5	46.3	47.6	16.5%	32.1%	55.4%
Zone 27	209.6	157.1	163.6	187.0	213.8	247.3	254.9	19.1%	36.1%	62.3%
Zone 28	131.9	98.8	103.2	118.6	136.4	159.5	164 7	19.9%	38.0%	66.6%
Zone 29	70.3	52.7	54.8	62.7	71.7	83.0	85.7	19.1%	36.0%	62.7%
Zone 30	89.1	66.8	70.1	82.1	96.8	115.5	119.9	22.9%	44.9%	79.6%
Zone 31	124.0	02.0	07.5	11/ 1	133.5	159.5	164.2	22.0%	43.7%	76.7%
Zone 32	1/6.1	109.5	114.5	132.7	153.5	181.2	187.3	21.0%	40.6%	71.0%
Zono 32	214.7	235.0	246.9	295.6	330.0	299.4	401.5	21.270	40.3%	70.2%
Zone 34	017.0	162.0	240.0 160 F	203.0	330.8	260.4	260.1	21.170	40.3 %	6E 20/
Zone 25	171.2	102.9	109.0	154.5	179.5	200.5	209.1	20.6%	30.0%	67.70/
Zone 26	64.6	120.4	134.Z	104.0	66.9	200.3	213.2	20.0%	39.0%	6E 40/
Zone 30	04.0 77.5	40.4 50.1	50.7	70.0	80.0	01.5	00.1	20.1%	37.0%	69.00/
Zone 37	11.5	30.1	00.0	70.0	60.9	94.0	97.0	20.4%	39.2%	00.0%
Zone 38	03.3	47.4	49.5	30.0	04.8	/0.3	11.1	19.3%	30.7%	03.7%
Zone 40	F7.0	00.9	09.2	101.9	F0.0	104.7	130.0	10.0%	20.5%	01.0%
Zune 40	57.6	43.2	45.1	52.U	59.8 107.7	102.0	12.0	20.4%	30.5%	50.0%
Zone 41	106.9	80.1	03.∠ 40.5	94.0	107.7	123.0	127.1	10.4%	34.5%	00.7%
Zone 42	54.2	40.6	42.5	49.1	56.9	66.7	68.9	20.8%	40.0%	69.7%
Zone 43	199.7	149.6	156.4	180.8	209.6	246.4	254.8	20.8%	40.1%	70.3%
Zone 44	123.2	92.3	96.1	110.0	125.5	144.8	149.1	19.2%	35.9%	61.6%
Zone 45	86.1	64.5	67.4	77.3	88.8	102.9	106.1	19.9%	37.6%	64.5%
Zone 46	70.4	52.7	55.2	64.1	74.2	87.2	90.2	21.5%	40.7%	71.0%
Zone 47	160.9	120.6	126.0	145.5	168.1	196.8	203.4	20.6%	39.4%	68.7%
Zone 48	59.4	44.5	47.0	55.2	64.8	76.6	79.3	23.9%	45.4%	77.9%
Zone 49	57.9	43.4	45.4	52.7	61.2	72.1	74.6	21.4%	41.1%	72.0%
Zone 50	236.5	177.2	184.7	212.5	244.3	283.6	292.5	19.9%	37.8%	65.0%
Zone 51	121.7	91.2	95.2	109.0	124.6	144.2	148.7	19.5%	36.6%	63.0%
Zone 52	68.2	51.1	53.1	60.5	69.0	79.8	82.2	18.4%	35.0%	60.9%
Zone 53	73.5	55.1	57.5	66.5	76.5	89.1	92.0	20.6%	38.8%	66.8%
Zone 54	123.6	92.6	96.5	111.0	127.2	147.5	152.1	19.8%	37.3%	60.2%
	7 675 5	90.4	5 000 P	6 904 2	127.3	9 259 4	102.0	22.0%	41.1% 34.1%	61.0%
STODT AREA.	7,075.5	5,752.2	3,333.0	0,504.5	7,547.0	5,255.4	5,557.1	20.0%	34.170	01.0%



Appendix 7: Comparison Goods Market Shares (including SFT)

TABLE 1: ALL COMPARISON GOODS - 2024 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2019 Household Survey

LOCAL PLANNING AUTHORI	TY CENTRE TYPE		Zone 1 Zon	ne 2 Zone	3 Zone 4	Zone 5 Zo	Some 6 Zon	ne 7 Zone 8	Zone 9	Zone 10 Zone	11 Zone 12	Zone 13 Zone	a 14 Zona 15	Zone 16 Zon	17 Zone 18	Zone 19 Zon	e 20 Zone 21	Zone 22 Zo	one 23 Zone 2	M Zone 25	Zone 25 Zone	27 Zone 28	Zone 29 Zon	30 Zone 31	Zone 32 Zone	e 33 Zone 34	Zone 35 Zon	e 36 Zone 37	Zone 38 Zor	te 39 Zone 40	Zone 41 Zone	42 Zone 43	Zone 44 Zone 4	45 Zone 46	Zone 47 Zone	e 45 Zone 45	Zone 50 Z	one 51 Zone I	52 Zone 53 Z	Cone 54 Zone 52	SS STUDY AREA	Wolverhamp	aton Dudley St	indwell Walsal
Webset ender																																									т, т,			
wowernamoton	Strategic Centre	Wolverhampton	0.6% 0.7	7% 0.1%	6 0.0%	0.3% 0	0.0% 0.1	9% 0.1%	0.3%	0.5% 0.1	5 0.1%	0.0% 0.5	5 0.7%	1.5% 0.3	% 0.0%	2.3% 0.	2% 0.4%	9.2%	0.6% 0.0%	14%	0.9% 0.1	N 0.0%	5.4% 0.0	5 0.95	0.5% 0.2	5 1.25	0.9% 0.2	2% 0.1%	0.8% 0	4% 0.7%	0.4% 32.1	5 41.7%	15.2% 11.95	6 15.0%	16.6% 1.6	49.7%	44.8%	41.6% 14.03	5 25.25	25.4% 1.2%	6.0%	34.7%	1.5%	0.6% 2.9%
																																									,			
	Town Centre	Bilaton Waxineefield	0.0% 0.0	0.0%	L 0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.1% 0.0	1% 0.1%	0.1% 0.3	% 0.0% % 0.0%	0.1% 0.	2% 0.1%	0.4%	0.5% 0.0%	0.0%	0.0% 0.2	N 0.9%	0.1% 0.0	5 2.4%	1.5% 0.0	2% 0.0% 2% 0.0%	0.0% 0.1	0% 0.0% % 0.0%	0.0% 0	0% 0.0%	0.0% 2.7	% 0.8% % 0.7%	0.4% 0.3%	3.5%	25.1% 0.0	2% 5.7% 2% 0.0%	0.2%	3.3% 0.2%	6 0.0%	0.3% 0.0%	0.9%	5.0%	0.2%	3.3% 0.7%
	District & Local Centres		0.0% 0.0	0.0%	6 0.0%	0.0% 0	0.2% 0.0	0% 0.3%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	1% 0.2%	0.0% 0.0	ni 0.0%	0.0% 0.	2% 0.4%	1.0%	0.0% 0.0%	0.0%	0.7% 0.0	N 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0% 0.0%	0.0% 0.0	5 0.9%	1.3% 0.0%	0.0%	0.0% 0.0	5.6%	3.0%	3.7% 11.35	% 0.0%	0.9% 0.0%	0.4%	1.9%	0.1%	0.0% 0.0%
	Out-of-Centre		0.5% 0.8	5% 0.0%	0.3%	1.2% 0	0.0% 0.3	3% 0.4%	0.0%	0.1% 0.0*	5 0.1%	0.0% 0.2	. 0.8%	0.6% 0.4	% 0.0%	2.6% 0.	0.3%	6.1%	2.1% 0.1%	0.7%	0.2% 0.1	5 0.0%	0.8% 0.0	5 2.1%	0.5% 0.1	% 0.0%	3.9% 2.	5% 1.2%	0.8% 0	0.0%	0.3% 16.5	% 12.5%	24.4% 9.8%	8.8%	92% 0.3	10.1%	7.9%	10.2% 4.7%	6 3.5%	12.0% 0.1%	2.5%	12.1%	1.1%	0.6% 3.2%
		subtotal	1.1% 1.5	5% 0.1%	0.3%	1.5% 0	0.2% 1.3	2% 0.8%	0.3%	0.5% 0.1	N 0.2%	0.1% 0.7	5 1.8%	2.3% 0.8	% 0.0%	5.0% 0.	2% 1.2%	16.8%	3.2% 0.1%	2.1%	1.9% 0.4	N 0.9%	6.3% 0.0	% 5.4%	2.9% 0.3	1.25	4.7% 3.1	0% 1.4%	1.6% 0	4% 1.3%	0.8% 52.4	% 55.6%	47.6% 22.6%	6 27.8%	52.3% 1.9	71.1%	56.3%	58.9% 30.15	% 30.2%	38.7% 1.3%	9.9%	55.6%	2.9%	1.5% 6.9%
Dudley																																									1 1			
	Strategic Centre	Brierley Hill- Traditional High Street	t 0.0% 0.0	0.0%	6 0.0%	0.0% 0	0.0% 0.0	0% 0.1%	0.1%	0.3% 0.2	N 0.0%	0.0% 1.0	1% 0.2%	0.1% 0.0	% 0.0%	0.2% 0.	2% 0.1%	0.6%	0.9% 7.4%	2.4%	1.4% 0.3	N 0.5%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0% 0.0%	0.0% 0.0	N 0.0%	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.1%	6 0.0%	0.0% 0.7%	0.3%	0.0%	1.4%	0.3% 0.0%
		Briefey Hil- Merry Hil	5.0% 1.4	4% 3.1%	4.5%	17.5% 1	1.3% 0.4	4% 11.6%	27.3%	39.4% 44.8	86 29.0%	2.1% 8.7	% 25.1%	5.0% 3.1	% 0.4%	40.5% 9.	2% 41.3%	37.5% 1	3.4% 58.59	49.1%	31.4% 48.0	66 41.8%	0.0% 1.0	% 2.0%	6.3% 0.5	5% 0.2%	0.8% 1.5	5% 1.4%	0.3% 0	0% 0.0%	0.5% 3.8	% 2.6%	1.3% 1.4%	2.9%	14.3% 0.3	5% 3.1%	3.7%	9.1% 29.65	% 1.6%	1.5% 2.6%	11.5%	5.0%	43.3%	1.9% 1.2%
	Town Centre	Dudley	0.0% 0.0	0.2%	6 0.0%	0.3% 0	0.0% 0.1	1% 0.0%	1.2%	0.5% 0.5%	5 2.1%	0.2% 0.5	4.0%	0.3% 0.3	% 0.0%	21.7% 0.	15.1%	6.7%	4.4% 1.8%	1.3%	0.3% 0.1	5 0.4%	0.0% 0.0	% 0.0%	0.6% 0.0	0.0%	0.0% 0.3	2% 0.0%	0.0% 0	2% 0.0%	0.0% 0.0	% 0.0%	0.1% 0.1%	0.0%	0.9% 0.0	0.2%	0.2%	0.2% 0.9%	6 0.0%	0.3% 0.0%	1.1%	0.2%	5.0%	1.4% 0.0%
		Stourbridge	0.0% 0.0	0.0%	6 0.0%	0.2% 0	0.0% 0.0	0% 0.0%	0.7%	0.7% 0.1*	N 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.0	ni 0.0%	0.5% 0.	7% 0.3%	0.3%	0.0% 1.3%	2.6%	8.1% 18.9	66 17.2%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0% 0.0%	0.0% 0.0	5 0.0%	0.0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.1%	0.0% 0.3%	6 0.0%	0.0% 0.1%	1.0%	0.0%	5.9%	3.0% 0.0%
		Pteesowen	0.7% 0.0	276 0.176	6 U.176	3.6% 0	0.0% 0.0	0.0%	12.7%	21.3% 2.3	5 1.176	0.0% 1.4	ns 0.2%	0.1% 0.0		0.0% 0.	<i>m</i> 0.2%	0.0%	0.0% 0.2%	0.4%	0.3% 0.2	5 0.7%	0.0% 0.0	- 0.0%	0.0% 0.0	/% 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0% 0.0	5 U.U%	0.0% 0.0%	0.0%	0.0% 0.0	7% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.0%	0.0%	3.7%	1.5% 0.0%
	District & Local Centres		0.0% 0.0	0.3%	6 0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	N 0.8%	0.0% 0.0	1% 0.0%	0.0% 0.0	% 0.0%	0.8% 0.	2% 1.3%	8.7%	0.2% 2.1%	10.6%	2.6% 2.1	N 1.8%	0.0% 0.4	% 0.1%	0.0% 0.0	0.4%	0.0% 0.1	0% 0.0%	0.0% 1	0% 0.0%	0.0% 0.1	% 0.0%	0.7% 0.0%	0.0%	0.2% 0.0	0.0%	0.1%	0.3% 2.0%	6 0.6%	0.0% 0.0%	0.6%	0.2%	3.0%	0.1% 0.1%
	Out-of-Centre		1.5% 0.3	3% 0.6%	6 1.1%	3.4% 0	0.2% 0.0	0% 0.3%	5.2%	3.9% 3.7	5 3.1%	0.6% 2.0	5 2.25	0.2% 0.0	% 0.0%	1.6% 0.	1% 3.3%	1.8%	1.5% 3.2%	3.0%	0.7% 1.5	5 3.1%	0.0% 0.0	5 0.0%	0.0% 0.0	× 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0% 0.3	5 0.0%	0.0% 0.0%	0.0%	0.1% 0.0	25 0.1%	0.1%	0.1% 1.1%	6 0.0%	0.0% 0.1%	0.9%	0.1%	2.8%	1.2% 0.0%
		aubtotal	7.2% 1.7	7% 4.4%	5.7%	25.0% 1	1.5% 0.5	5% 12.0%	48.2%	66.4% 51.8	56 35.0%	2.9% 13.3	7% 31.7%	5.8% 4.0	% 0.4%	65.4% 10	5% 62.7%	55.6% 2	0.4% 72.65	60.4%	44.8% 71.2	56 65.5%	0.0% 1.4	% 2.0%	6.9% 0.5	5% 0.7%	0.8% 1.	7% 1.4%	0.3% 1	2% 0.0%	0.5% 4.2	% 2.6%	2.2% 1.6%	2.9%	15.5% 0.3	5% 3.4%	4.2%	9.7% 34.05	% 2.2%	1.8% 3.5%	16.0%	6.2%	65.1%	15.4% 1.3%
Randuni	Strategia Caster	Mart Research			0.0%	0.6%			7.66	0.28			16 D. 26	37.76 33	-			0.00		0.0%	0.0% 0.1						0.05							0.76	0.8% 0.0		0.1%	0.01 0.31	0.00			0.796	0.75	13.78 0.68
Sunswen	Statest Carte	The Distance	0.070 0.2			0.078 0	0.070 0.0		24.0	02.0 0.2	n 22n	14.0 % 1.1		41.1.10 44		0.1.0	201	0.07		0.074	0.074 0.1		0.0.0		0.070 0.0		0.0.10		0.03		0.074 0.0		0.3.4 0.0.4		0.074 0.0		0.1.0	0.0 0.0 0		0.0.0		0.3%	4.7.4	2.7.1 0.0.1
	Town Centre	Blackheath	0.0% 0.0	0.0%	6 0.0%	0.5% 0	0.0% 0.0	0% 0.0%	8.9%	0.4% 1.9	% 12.4%	0.0% 0.7	56 1.156	0.0% 0.0	% 0.0%	0.0% 0.	2% 0.7%	0.0%	0.2% 1.6%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	0.0% 0.3	2% 0.0%	0.0% 0	0% 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.1%	6 0.0%	0.0% 0.0%	0.4%	0.0%	1.0%	1.3% 0.0%
		Cradley Heath Great Bridge	0.0% 0.0	2% 0.0%	L 0.0%	0.0% 0	0.0% 0.0	3% 0.0%	0.4%	0.5% 3.9	5 0.7%	0.0% 0.0	1% 0.1%	62% 31	% 0.0% % 0.0%	10% 0.	2% 0.6% 2% 0.0%	0.0%	0.0% 0.5%	0.0%	0.0% 0.1	5 0.2%	0.0% 0.0	5 0.0%	1.3% 0.0	2% 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0% 0.0%	0.0% 0.0	N 0.0%	0.0% 0.0%	0.0%	12% 0.0	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.1%	0.0%	0.3%	2.3% 0.0%
		Oldbury	2.2% 1.4	4% 0.0%	0.4%	1.4% 0	0.0% 0.1	7% 0.2%	2.7%	0.9% 1.8	5 7.8%	5.6% 9.7	% 19.8%	4.6% 2.6	% 0.0%	1.2% 0.	2% 1.6%	0.4%	3.2% 0.0%	0.6%	0.0% 0.1	N 0.0%	0.0% 0.1	% 0.0%	0.6% 0.3	0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0% 0.0%	0.0% 0.0	0.0%	0.0% 0.0%	0.0%	0.4% 0.0	0.0%	0.0%	0.0% 0.6%	6 0.0%	0.0% 0.2%	1.2%	0.1%	0.7%	5.8% 0.0%
		Wednesbury	0.5% 0.9	0.0%	6 0.0%	0.0% 0	0.0% 0.1	7% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.3% 0.0	1% 0.4%	1.6% 2.1	% 0.0%	0.0% 0.	2% 0.0%	0.0%	1.0% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.1	% 0.0%	9.8% 1.0	2% 0.0%	0.5% 0.3	2% 0.0%	0.2% 0	1% 0.0%	0.1% 1.2	5 0.1%	1.1% 1.1%	0.4%	0.2% 0.0	0.0%	0.3%	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.5%	0.4%	0.0%	1.9% 0.4%
		Cape Hill	1.3% 0.0	0.0%	6 0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.2	N 0.0%	17.2% 2.4	1% 0.2%	0.0% 0.0	% 0.0%	0.0% 0.	2% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0% 0.0%	0.0% 0.0	5 0.0%	0.0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.3%	0.0%	0.0%	1.6% 0.0%
		Delarwood	3.5% 0.0	276 0.076	s 0.0%	1.3% 0	0.2% 0.3	2% 0.0%	0.4%	0.0% 0.0	N 0.0%	0.0% 5.3	15 0.25	0.1% 0.0		0.0% 0.	J% U.U%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	- 0.0%	0.0% 0.0	/% 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0% 0.0	5 U.U%	0.0% 0.0%	0.0%	0.0% 0.0	7% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.4%	0.0%	0.0%	1.4% 0.0%
	District & Local Centres		0.2% 0.0	0.0%	6 0.0%	2.1% 0	0.0% 0.4	4% 0.0%	0.7%	0.1% 0.0	N 1.5%	8.8% 1.3	1% 0.9%	3.2% 0.5	ni 0.0%	0.0% 0.	2% 0.0%	0.2%	3.1% 0.0%	0.0%	0.4% 0.0	N 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	2% 0.0%	0.0% 0.1	0% 0.7%	0.5% 0	0% 0.0%	0.0% 0.0	% 0.3%	0.0% 0.0%	0.0%	0.2% 0.0	0.0%	0.1%	0.1% 0.2%	6 0.0%	0.0% 0.0%	0.3%	0.1%	0.1%	1.8% 0.1%
	Out-of-Centre		1.3% 5.2	2% 1.0%	6 1.0%	3.2% 0	0.7% 16.	15 1.25	1.3%	2.5% 1.5	5 3.4%	2.1% 9.9	5 6.3%	9.8% 13.	15 1.7%	2.1% 0.	0.5%	2.2%	1.9% 0.2%	14%	1.1% 0.5	5 2.3%	0.5% 8.0	5 13.6%	25.8% 2.2	1% 0.8%	8.0% 6.1	12.1%	2.4% 1	5% 2.5%	8.8% 3.9	5 3.2%	6.0% 10.95	6 9.0%	4.6% 1.1	1% 0.6%	3.1%	1.8% 1.5%	6 0.1%	2.6% 0.1%	425	3.5%	1.4%	11.4% 9.8%
		aubiotal	9.9% 14.	2% 1.0%	6 1.4%	9.1% 0	0.9% 27.	2% 1.8%	17.8%	4.7% 9.5	N 31.0%	54.5% 37.4	0% 38.6%	63.2% 55.	3% 2.2%	4.5% 0.	5% 7.5%	2.8% 3	6.5% 2.4%	2.0%	1.4% 1.0	N 2.5%	0.7% 8.1	5 14.4%	44.3% 3.5	\$% 0.8%	8.5% 7.5	5% 24.4%	3.1% 1	6% 2.7%	9.6% 5.7	\$ 3.7%	7.4% 12.15	6 9.6%	7.3% 1.1	1% 1.0%	3.6%	2.2% 2.9%	6 0.1%	2.6% 0.3%	10.1%	4.5%	4.4%	40.2% 11.0%
Walcoll	Electoria Canton	Mahadi	0.38		0.00	0.78			0.75									0.00		0.0%			0.05 10				10.85 78			10.26	12.00		100 1000	12.00	2.05		0.6%	0.01 0.21				1.76	0.16	1.00
	Statest Carte	TT A LOUIS	6.378 1.3			0.2.10	0.070 4.1	** •**	0.3.0	0.0 % 0.0		0.0.0		0.074 1.4		0.1.0		0.074		0.074	0.074 0.1		0.0.0		4.3.4 3.1		2807 20	1. 101.0	0.376	102.0	12.0.0 2.4		2.876 12.27	4 12.075	2.078 0.0		0.2.0	0.0 0.2 1		0.0.0		1.2.0	6.176	100 2230
	Town Centre	Bloxeich	0.0% 0.0	0.0%	6 0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.0	% 0.0%	0.0% 0.	2% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	% 1.6%	0.0% 0.0	0.0%	10.7% 0.5	9% 0.1%	0.9% 0	1% 0.2%	0.0% 0.2	% 0.0%	0.0% 4.7%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.3%	0.0%	0.0%	0.0% 3.0%
		Brownhills	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	P% 0.0%	0.0% 0.0	% 0.2%	0.0% 0.	7% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0.1	% 0.2%	0.1% 0.6	5% 0.0%	0.4% 2.	2% 0.2%	0.0% 0	8% 15.7%	1.6% 0.1	S 0.0%	0.0% 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.2%	0.0%	0.0%	2.0% 1.6%
		Wileshall	0.0% 0.0	15 0.05	6 0.0%	0.0% 0	0.0% 0.0	0.016	0.0%	0.0% 0.0	5 0.0%	0.0% 0.0	15 0.0%	0.0% 0.0	% 0.0%	0.0% 0.	7% 0.0%	0.0%	0.0% 0.0%	0.1%	0.0% 0.1	5 0.0%	0.0% 0.0	5 185	0.7% 0.0	N 0.0%	0.0% 01	0% 0.0%	0.2% 0	0% 0.0%	0.0% 2.5	5 0.0%	20% 8.%	14.0%	0.0% 0.0	75 0.0%	0.0%	0.1% 0.0%	6 0.0%	0.0% 0.0%	0.3%	0.6%	0.0%	0.1% 2.3%
		Darlaston	0.0% 0.0	0.0%	6 0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.1	% 0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	% 1.2%	3.1% 0.0	0.0%	0.0% 0.1	0% 0.1%	0.0% 0	0% 0.0%	0.0% 0.1	5 0.0%	0.0% 0.7%	0.7%	0.5% 0.0	2% 1.1%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.1%	0.2%	0.0%	0.4% 0.3%
	District & Local Centres		0.0% 0.0	-	6 0.0%	0.0% 0	0.0% 0.1	1% 0.0%	0.0%	0.0% 0.0	s 0.0%	0.0% 0.0	15. 0.0%	0.0% 0.0	n. 105	0.0% 0	75 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0.7	5 0.3%	0.0% 0.0	× 0.0%	11% 11	0.3%	0.3% 0	115	0.6% 0.3	5 0.0%	0.1% 2.2%	0.3%	0.1% 0.0	× 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	0.1%	0.1%	0.0%	0.0% 0.8%
	Out-of-Centre	autototal	0.2% 0.9	2% 0.0% 2% 0.5%	6 0.0% 6 0.1%	0.0% 0	0.0% 3.3	3% 0.0% 3% 0.6%	0.1%	0.0% 0.4	5 0.2% 5 0.2%	0.0% 1.0	1% 0.0%	0.9% 1.3	% <u>1.0%</u> % 4.0%	0.3% 0.	2% 0.1% 2% 0.2%	0.3%	0.1% 0.0%	0.0%	0.3% 0.0	5 <u>0.0%</u> 50.0%	0.4% 5.1	5 10.4% 75 57.5%	22% 0.1	5 0.0%	2.8% 6- 45.6% 48	4% 5.4% 7% 33.1%	9.3% 2	1% 12% 2% 35.3%	3.2% 0.9	S <u>0.8%</u> S 1.0%	7.5% 58.3%	4.7%	3.6% 0.4	Ph 0.5%	1.1%	0.2% 0.3%	<u>6 0.4%</u>	1.1% 0.0%	6.2%	2.5%	0.1%	335 4225
																																									1			
All Other Centres Outside	BCLA Area																																											
	Birmingham		44.2% 21.2	4% 35.5%	\$ 29.8%	29.3% 21	21.7% 16.	3% 7.8%	7.7%	4.0% 1.9	5 4.4%	22.2% 9.2	5 2.9%	8.1% 5.3	% 16.0%	2.7% 4.	V% 0.5%	0.8%	5.2% 0.6%	2.0%	2.1% 0.7	5 4.0%	1.7% 4.5	% 4.3%	3.7% 3.6	55 7.4%	3.2% 7.	7% 12.0%	2.5% 3	3% 4.6%	10.4% 2.3	5 2.2%	3.1% 2.9%	2.6%	2.9% 1.5	5% 1.5%	3.8%	4.5% 2.6%	6 1.0%	3.2% 2.9%	10.1%	3.1%	2.3%	7.8% 5.6%
	Kiddeminister		0.0% 1.0	275 U.475	0.1%	0.0% 0	0.0% 0.0	0% 0.4%	0.1%	0.0% 0.0	5 0.2%	0.0% 0.0	1% 0.3%	0.1% 0.0	N 0.0%	1.75 0.	1% 0.0%	0.2%	0.0% 0.0%	0.0%	0.0% 0.0	5 0.0%	20.9% 2.0	5 0.3%	0.1% 45.4	4% 1.4%	7.1% 4.3	010 0.2%	45.1% 10	.5% 10.1%	5.2% 0.4	5 4.4% K 0.7%	0.0% 0.0%	0.0%	0.1% 0.1	0.1%	0.3%	0.6% 0.2%	6 0.3%	4.0% 0.0%	3.0%	1.0%	0.0%	0.1% 0.0%
	Lichfield		0.0% 0.9	2% 0.0%	6 0.0%	0.0% 0	0.0% 0.1	1% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 0.0	5 0.0%	0.0% 0.3	% 0.5%	0.0% 0.	2% 0.0%	0.1%	0.0% 0.0%	0.0%	0.0% 0.0	5 0.0%	0.0% 9.3	5 0.1%	0.0% 1.5	5 32.8%	1.5% 0.1	9% 0.1%	0.5% 15	25 6.95	1.5% 0.0	5 0.0%	0.3% 0.0%	0.0%	0.0% 0.3	5% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	1.2%	0.0%	0.0%	0.0% 2.0%
1	Redditch		0.0% 0.1	1% 2.2%	4.3%	0.3% 15	15.5% 0.0	0% 11.7%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.0	% 0.0%	0.0% 0.	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	% 0.0%	0.0% 0.0	0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0% 0.0%	0.0% 0.0	N 0.0%	0.0% 0.0%	0.0%	0.5% 0.0	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1%	0.9%	0.1%	0.0%	0.0% 0.0%
	Stafford		0.0% 0.4	4% 0.0%	6 0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.3%	0.0% 0.0	N 0.0%	0.0% 0.3	1% 0.0%	0.0% 0.0	% 0.0%	0.0% 0.	2% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0	N 0.0%	23.8% 0.1	% 0.3%	0.4% 4.3	5% 0.2%	0.0% 0.3	2% 0.1%	0.5% 2	0% 0.0%	0.0% 0.0	5 0.4%	0.3% 0.0%	0.0%	0.0% 1.1	1% 0.0%	0.2%	0.1% 0.0%	6 0.0%	0.6% 0.0%	0.5%	0.2%	0.0%	0.1% 0.1%
	Sution Coldfield		0.0% 8.6	5% 0.3%	0.0%	0.1% 0	0.3% 10.	8% 0.7%	0.0%	0.0% 0.0	N 0.0%	0.0% 0.0	1% 0.0%	0.0% 0.0	% 25.4%	0.0% 0.	2% 0.0%	0.1%	0.0% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.2% 0.5	% 0.2%	0.0% 0.0	1.6%	0.2% 2.3	2% 0.8%	0.0% 0	2% 0.8%	5.4% 0.0	N 0.0%	0.0% 0.0%	0.0%	0.0% 0.2	2% 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.0%	1.7%	0.0%	0.0%	1.1% 1.1%
	1 eirono		0.0% 0.0	n 0.2%	s 0.0%	0.3% 0	0.0% 0.3	376 0.1%	0.0%	0.1% 0.0	n 0.5%	0.0% 0.5	n 0.0%	0.0% 0.3	-> 0.0%	0.0% 0.	7% 0.1%	0.0%	0.0% 0.0%	0.0%	0.4% 0.2	n 0.1%	12.176 0.0	n 0.0%	0.0% 2.2	0.0%	2.0% 0.3	376 0.2%	3.1% 0	376 0.0%	0.0% 0.8	5 2.9%	1.475 0.1%	u.6%	0.0% 51.0	0.0%	1.9%	1.0% 1.5%	s 23.6%	19.5% 5.3%	1.0%	1.7%	0.1%	1.2% 0.5%
	All Other Centres and Stores Elsewher		4.5% 17.	8% 17.89	N 22.2%	6.0% 25	25.7% 12.	0% 31.9%	1.8%	1.6% 14.0	55 2.1%	2.2% 1.0	1.7%	1.2% 3.8	% 21.3%	1.1% 5.	2% 2.7%	0.8%	2.5% 2.6%	1.7%	9.3% 2.0	N 2.8%	9.2% 6.5	% 1.3%	0.1% 5.3	1% 26.4%	1.7% 5.	1% 2.3%	8.2% 25	4% 9.2%	6.5% 1.7	% 1.3%	1.1% 0.9%	1.0%	0.9% 24.1	1% 2.2%	1.7%	1.2% 5.1%	6 22.2%	10.6% 40.0%	9.2%	1.4%	1.9%	3.4% 3.5%
		sublicted	48.9% 50.1	0% 56.7%	5 55 5%	36.2% 67	13.046 30	55 55 25	11.6%	64% 15.4	% 7.3%	24.4% 11	15 4.95	9.5% 10	75 64.25	5.8% 63	AN 3.5%	2.5%	7.8% 3.8%	5.5%	28.2% 5.2	5 12.1%	68.1% 24	N. 6.0%	4.3% 82.3	315 100 016	15.7% 21	05 15.85	59.8% K	9% 38.1%	28.9% 5.2	5 12.4%	1125 6.95	4.6%	4 5% 78 3	14. 3.0%	8.2%	8.0% 10.65	5 47.45	37.9% 77.0%	6 32.1%	8.4%	6.1%	12.7% 17.1%
																																									1			
SPECIAL FORMS OF TRAL	ING/ INTERNET SHOPPING:		32.5% 30.	2% 37.39	% 35.6%	28.0% 33	33.4% 22.	8% 28.7%	21.7%	21.9% 21.7	% 25.2%	18.1% 36.5	5% 23.1%	18.3% 25.	2% 29.2%	19.0% 23	9% 24.8%	22.1% 2	0.8% 21.19	20.9%	23.4% 22.0	56 19.0%	24.6% 26.	2% 14.1%	29.3% 29.1	1% 27.1%	24.6% 18	2% 24.0%	25.0% 31	.7% 22.7%	22.7% 26.1	% 23.8%	24.0% 18.69	6 21.9%	16.8% 18.3	2% 18.8%	26.6%	21.0% 21.95	% 19.7%	17.8% 17.9%	25.8%	22.8%	21.4%	45.9% 21.6%
1																																									1 1			
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TABLE 2: CLOTHING & FOOTWEAR - 2024 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2019 Neurabolic Survey

Watchington State	1.3% 0.9% 4.7% 0.3% 0.0% 0.6% 0.0% 0.0% 0.3% 0.1% 0.0% 0.0% 0.2% 0.2% 2.8% 1.8% 1.1% 8.8% 0.5% 0.4% 0.0% 0.3% 0.4% 0.0%
Distribution Operation	1.3% 0.9% 4.7% 0.3% 0.0% 0.0% 0.0% 0.3% 0.1% 0.0% 0.3% 1.6% 1.1% 0.0% 1.6% 0.4% 0.0% 0.4% 0.4% 0.0%
Image: Note and the state of the state stat	0.3% 0.0% 0.0% 0.0% 0.0% 0.3% 0.1% 0.0% 0.0% 0.2% 0.2% 2.8% 1.0% 1.1% 0.5% 0.0% 0.4% 0.0% 0.5% 0.4% 2.6%
Def Ling Constant	0.1% 0.0% 0.0% 0.2% 0.2% 2.8% 1.8% 1.1% 8.5% 0.6% 0.4% 0.0% 63.4% 18.8% 2.6%
	0.2% 0.2% 2.8% 1.8% 1.1% 8.2% 0.6% 0.4% 0.0% 63.4% 19.8% 2.6%
Description 105 076 076 076 076 076 076 076 076 076 076	0.2% 0.2% 2.8% 1.8% 1.1% 8.5% 0.6% 0.4% 0.0% 63.4% 19.8% 2.6%
	0.6% 0.4% 0.0% 63.4% 19.8% 2.6%
Duty	0.5% 0.4% 0.0% 0.3% 2.5%
2 PanageCelars DevelopHin-TadionalityBased USS 005 005 005 005 005 005 005 005 005 0	
	310 0.00 0.00
	3.4% 0.0% 0.0%
Networker 12% 00% 00% 00% 00% 00% 00% 00% 00% 00% 0	2.1% 0.4% 0.0%
Deed Lisa Coree 05% 05% 11% 05% 05% 05% 05% 05% 05% 05% 05% 05% 05	0.6% 0.0% 0.2%
0x46/Geter 055 055 076 076 076 076 075 075 076 076 075 075 076 076 075 075 076 076 075 075 075 075 075 075 075 075 075 076 076 076 076 076 076 076 076 076 076	0.2% 0.0% 0.0%
	0.00 10.00 1.00
Tent Carbon Buckwards 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.3% 0.0%
Owarding 05% 05% 05% 05% 05% 05% 05% 05% 05% 05%	0.3% 1.4% 0.0%
Wednesdary 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.8% 0.1%
Copy-relia 15% 05% 07% 07% 07% 07% 07% 07% 07% 07% 07% 07	0.0% 0.9% 0.0%
	0.0% 0.0% 0.0%
0445644 05 105 105 105 105 105 105 105 105 105	0.1% 3.0% 2.4%
	2.1% 20.9% 4.1%
Walad StatesCelete Wand DN: 222: 125: DN: DN: DN: DN: DN: DN: DN: DN: DN: DN	0.0% 2.5% 30.4%
Teac Carbon Booked 05% 05% 05% 05% 05% 05% 05% 05% 05% 05%	0.0% 0.0% 1.3%
Appropring 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.0% 0.6%
Weened 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5%	0.0% 0.2% 0.5%
	0.0% 0.0% 0.0%
	0.78 1.68 4.78
	0.2% 4.4% 38.6%
All Other Centres Qualada BCLA Avea	1
Biningham 4425 2265 3175 32.26 5275 5275 5265 1125 1026 625 2265 1125 1026 625 2275 515 115 1025 6275 215 105 105 515 215 215 215 1026 625 112 1026 625 112 1026 625 112 1026 625 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 112 1026 1120 1120	2.8% 13.2% 11.4%
uterized construction to the construction to the construction construc	0.5% 0.2% 0.0%
Liched ON 20% 00% 00% 00% 00% 00% 00% 00% 00% 00%	0.0% 0.1% 2.6%
Readesh 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.0% 0.0%
Common comm	0.1% 0.8% 2.0%
Tellered 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.0% 0.2% 1.4%
Alther-Generative descentioned with a set use	2.1% 2.5% 5.1%
1000 315 315 326 326 325 326 326 326 326 326 326 326 326 326 326	5.5% 17.2% 24.1%
59721 17681 07 TRAINON INTERFERSIONAL	17.0% 26.7% 22.0%
	100.0% 100.0% 100.0%

TABLE 3: RECORDING MEDIA - 2024 MARKET SHARE ANALYSIS (%) Including Internet Shapping and other Special Forms of Trading Based on 2019 Household Survey

LOCAL PLANNING AUTHOR	CENTRE TYPE		Zone 1	Zone 2 Zor	ie 3 Zone 4	Zone 5	Zone 6 Zo	lone 7 Zoro	ne 8 Zone S	2 Zone 10	Zone 11 Zon	12 Zone 13	Zone 14 Z	Corrie 15 Zon	te 16 Zone 1	17 Zone 18	Zone 19 Z	one 20 Zoni	e 21 Zone 23	2 Zone 23	Zone 24 Z	one 25 Zone	25 Zone 27	Zone 28 Z	ine 29 Zone	30 Zone 31	Zone 32 Zi	one 33 Zon	te 34 Zone 3	35 Zone 36	Zone 37 Zo	ne 38 Zone	19 Zone 40	Zone 41 Zo	ne 42 Zone	43 Zone 44	Zone 45 Z	one 46 Zon	e 47 Zone 4	S Zone 42	Zone 50 Zo	one 51 Zone	52 Zone 53	3 Zone 54 2	ne 55 STUDY /	AREA 1	Wolverhampton	Dudley Sa	dwell Walaz
Wolverhampton	Strategie Carden	Woharhamin	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0%	0.0% 0.0	o% 0.0%	0.0%	0.0% 0.0	n. 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	1.0%	0.0% 25		0.0%	0.0%	0.0% 0.01	N 0.0%	0.0%	3.4% 0.03	5 145	1.0%	0.0% 0.0	o% 0.0%	0.0%	0.0%	0.05	3.1%	0.0% 1	10% 318	6 13 15	23.7%	19.8% 14	3% 0.0%	45.1%	24.0% 4	43.9% 7.7	% 27.2%	17.4%	10% 44	~	25.8%	0.5%	115 405
	Town Centre	Biaton Wednesfield	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	n. 0.0%	0.0%	0.0% 1.	1% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	5 4.0% 5 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 2	1% 0.09	1.5%	0.0%	1.0% 11.	7% 0.0%	6.3%	0.0% 0	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.4%	5	2.7%	0.0%	.1% 0.7%
	District & Local Centres		0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0% 3.59	N 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% (0.0% 2.9	% 0.0%	0.0%	0.0% 0.0%	~	0.0%	0.0%	1.0% 0.0%
	Out-of-Centre		0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	2.6%	0.0%	0.0% 0.0%	5 0.0%	0.0%	2.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.05	0.0%	0.0% 4	3% 4.67	10.8%	3.4%	2.7% 0.0	2% 0.0%	2.7%	0.0% 5	0.0% 0.0	% 0.0%	0.0%	0.45	5	2.7%	0.0%	23% 0.6%
		aubiotal	0.0%	0.0% 0.0	5. 0.0%	0.0%	0.0% 0	0.0% 0.0	05 0.0%	0.0%	0.0% 0.0	5 0.05	0.0%	0.0% 1.	15 325	0.0%	1.0%	0.0% 2.5	25 4.15	2.6%	0.0%	20% 35%	5 0.0%	0.0%	3.5% 0.05	\$ 7.4%	1.0%	0.0% 0.0	05 0.05	0.0%	0.0% 0	0.05	3.1%	0.0% 23	10% 38.4	5 26.95	27.15	23.5% 27)	6% 0.0%	54.15	24.0% 43	195 108	5 27.25	17.4%	2.0% 5.45	<u> </u>	31.7%	0.8% 0	85 5.95
Dudley	Strategic Centre	Briefey Hill- Traditional High Stre Briefey Hill- Meny Hill	neet 0.0% 3.0%	0.0% 0.0	1% 0.0% 1% 0.8%	0.0%	0.0% 0	0.0% 0.0 1.4% 9.5	0% 0.0% 6% 20.1%	0.0%	0.0% 0.0 42.4% 25	% 0.0% 5% 0.0%	2.7% 8.1%	0.0% 0. 19.7% 2.	0% 0.0% 8% 1.0%	0.0%	0.0% 36.7%	0.0% 0.0 8.5% 28	2.2% 1% 40.0%	0.0%	4.9% 43.7%	0.0% 3.5% 37.5% 26.8'	N 0.0% N 31.0%	1.3% 40.1%	0.0% 0.0% 0.0% 5.4%	% 0.0% % 5.2%	0.0%	0.0% 0.0	0% 0.0% 0% 0.0%	0.0%	0.0% 0 1.9% 2	0% 0.0%	0.0%	0.0% 0 0.0% 2	0% 0.09	0.0%	0.0%	0.0% 0.0	0.0% 5% 0.0%	0.0%	0.0% 0 5.2% 2	3.0% 0.0 ⁴ 3.5% 24.0	% 0.0% % 0.0%	0.0%	1.5% 0.3% 1.1% 9.2%	s.	0.0%	1.0% (34.5% 1	.5% 0.09 0.8% 1.89
	Town Centre	Dudley Stourbridge Halesowen	0.0%	0.0% 0.0	1% 0.0% 1% 0.0% 1% 0.0%	0.0%	0.0% 0.0% 0	0.0% 0.0 0.0% 0.0 0.0% 0.0	0% 0.0% 0% 0.0% 0% 4.0%	0.0%	0.0% 0.0 0.0% 0.0 1.3% 1.3	% 0.0% % 0.0% % 0.0%	0.0% 0.0% 1.0%	0.0% 0.0% 0.0%	0% 0.0% 0% 0.0% 0% 0.0%	0.0%	8.6% 1.0% 0.0%	0.0% 12. 0.0% 0.0 0.0% 0.0	7% 5.4% 2% 0.0% 2% 0.0%	0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 1.8% 9.3% 0.0% 0.0%	N 0.0% N 8.3% N 0.0%	0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	5 0.0% 5 0.0% 5 0.0%	1.6% 0.0% 0.0%	0.0% 0.0	0% 0.0% 0% 0.0% 0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0% 0.0% 0% 0.0%	0.0%	0.0% 0.0% 0.0%	20 %0.0 20 %0.0 20 %0.0	2% 0.0% 2% 0.0% 2% 0.0%	0.0%	0.0% 0 0.0% 0 0.0% /	2.0% 1.49 0.0% 0.0% 0.0% 0.0	% 0.0% % 0.0% % 0.0%	0.0%	0.0% 0.4% 0.0% 0.0%	5 5 5	0.0%	2.7% 0 3.4% / 1.5% /	2% 0.0% 10% 0.0% 1.4% 0.0%
	District & Local Centres		0.0%	1.1% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	2.2%	0.0%	0.0%	0.0% 1.99	N 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0	0% 0.0%	1.5%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% r	1.3% 0.0	% 0.0%	0.0%	0.0% 0.1%	5	0.3%	0.2% (10% 0.0%
	Out-of-Centre	a debated	0.0%	0.0% 0.0	N 0.0%	1.2%	0.0% 0	0.0% 0.0	0.0%	0.0%	0.0% 0.0	<u>~ 0.0%</u>	0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0% 0.0	2% 1.2%	0.0%	0.0%	0.0% 0.0%	<u>5 0.0%</u>	0.0%	2.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.05	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	2% <u>0.0%</u>	0.0%	0.0% 0	0.0% 0.0*	% 0.0%	0.0%	0.0%	<u>~</u>	0.0%	0.1%	0.0% 0.0%
Sandwell	Strategic Centre	West Bromwich	0.0%	3.0% 0.0	1% 0.0%	0.0%	0.0% 4	4.1% 0.0	05 4.25	0.0%	0.0% 0.0	5 11.6%	3.2%	5.5% 25	1% 19.9%	6 0.0%	0.0%	0.0% 3.4	PN 0.0%	3.5%	0.0%	0.0% 0.01	N 0.0%	0.0%	2.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0% 0.0%	1.6%	0.0%	1.0% 0.0%	0.0%	0.0% 0	0.05	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	0.0% 0.0	5 0.0%	0.0%	2.0% 1.25	5	0.0%	0.7%	10% 0.1%
	Town Centre	Blackheath Condex Marth	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0%	0.0% 0.0	0% 1.5%	0.0%	0.0% 2.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	2.4%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0%	0.05	0.0%	0.0% 0	0% 0.09	0.0%	0.0%	20 20.0	2% 0.0%	0.0%	0.0% 0	0.0% 0.0	% 0.0%	0.0%	0.0% 0.1%	s.	0.0%	0.4%	11% 0.0%
		Great Bridge	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 5.	8% 2.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	2.4%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0%	5 0.0%	1.6%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 5.0	2% 0.0%	0.0%	0.0% 0	3.0% 0.0*	% 0.0%	0.0%	0.0% 0.35	ŝ	0.8%	0.0%	.2% 0.0%
		Wednesbury	3.5%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 1.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	1.5%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	1.0% 0.0	2% 0.0%	0.0%	0.0% /	0.0% 0.0	% 0.0%	0.0%	1.0% 0.25	ŝ	0.0%	0.0%	13% 0.1%
		Cape Hill Bearwood	0.0%	0.0% 0.0	1% 0.0% 1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0% 0% 0.0%	0.0%	0.0% 0.0	% 15.4% % 0.0%	1.0% 1.0%	0.0% 0.	0% 0.0% 0% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 0.0%	N 0.0% N 0.0%	0.0%	0.0% 0.0% 0.0% 0.0%	% 0.0% % 0.0%	0.0%	0.0% 0.0	0% 0.0% 0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0 0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0% 0 0.0% C	0.0% 0.0% 3.0% 0.0%	% 0.0% % 0.0%	0.0%	0.0% 0.2%	5	0.0%	0.0% 1	2% 0.0% 12% 0.0%
	District & Local Centres		0.0%	0.0% 0.0	1% 0.0%	2.4%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	% 4.2%	0.0%	1.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0% 0.0*	% 0.0%	0.0%	0.0% 0.19	%	0.0%	0.0% /	.4% 0.0%
	Out-of-Centre		0.0%	0.0% 0.0	× 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 1.5%	0.0%	0.0% 2.	% 0.0%	0.0%	2.7% 1.	1% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	4.7%	0.0%	0.0% 0.0%	5 0.0%	0.0%	2.0% 0.03	5 2.0%	13.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.05	0.0%	0.0% 0	0% 0.09	0.0%	1.7%	1.0% 0.0	0.0%	0.0%	0.0% 0	0.0% 0.0*	% 0.0%	0.0%	0.0% 0.5%	5	0.0%	0.1%	.8% 0.5%
Watsell	Strategic Centre	Wabal	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 2.8%	0.0%	0.0%	0.0% 0.0	7% 0.0%	0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	2.0% 11.7	N 18.1%	5.9%	2.6% 0.0	0% 18.3%	6 2.5%	7.4% 1	.8% 2.2%	5.8%	6.4% 0	2% 0.0%	2.4%	7.4%	28% 0.0	7% 0.0%	0.0%	0.0% (0.0% 0.0	% 0.0%	0.0%	2.0% 1.6%	<u>s</u>	0.3%	0.0%	10% 114%
	Town Centre	Bloxelch	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0?	N 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0% 20.9%	6 5.9%	0.0% 0	10% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% /	0.0% 0.0	% 0.0%	0.0%	0.0% 0.5%	86	0.0%	0.0%	2.0% 4.6%
		Brownhills	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0%	% 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0% 2.2%	3.8%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	2.0% 0.0%	% 0.0%	0.0%	0.0% 0.1%	5. K	0.0%	0.0% 0	.0% 0.3%
		Wilenhall	0.0%	0.0% 0.0	5 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0%	1.0% 0.0*	5 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0% 2	1% 0.0%	0.0%	9.25	6.5% 0.0	2% 0.0%	0.0%	0.0% (0.0% 0.0	% 0.0%	0.0%	0.25	ŝ	0.1%	0.1%	1.4%
		Darlaston	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	\$ 8.0%	5.3%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	2.4%	0.0%	1.7% 0.0	0.0%	0.0%	0.0% 0	3.0% 0.09	% 0.0%	0.0%	0.35	s.	0.3%	0.0% 0	.7% 1.3%
	District & Local Centres		0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	3.0% 0.09	% 0.0%	0.0%	0.0% 0.0%	~	0.0%	0.0% 0	.0% 0.0%
	Out-of-Centre	aubiotal	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 1	1.4% 0.0	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	0.0% 0.0%	% <u>6.9%</u> % 34.0%	11.2%	2.6% 0.0	0% 2.0% 0% 41.1%	1.0%	2.1% 0	.8% 4.45	9.0%	0.0% 0	1% 0.0%	4.8%	1.7%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0% 0	20% 0.0%	% 0.0%	0.0%	0.25	5	0.0%	0.0% 0	.1% 1.9% 18% 22.0%
	0014 4																																																
Al Guiller Guilling Guilling	Binningham		18.3%	23.2% 9.5	1% 27.3%	12.4%	10.5% 1	14.8% 8.3	3% 0.0%	1.7%	1.3% 4.0	% 26.3%	6.1%	3.4% 11	.0% 7.4%	11.5%	1.7%	11.0% 0.0	0.0%	3.0%	0.0%	1.0% 0.0%	5 1.4%	3.5%	0.0% 4.19	5.5%	0.0%	4.1% 1.3	2% 3.1%	7.5%	9.7% 0	.0% 2.2%	3.1%	17.6% 0	0% 0.0%	4.8%	0.0%	3.1% 0.5	2.8%	0.0%	1.25 /	0.0% 0.0	% 0.0%	4.8%	1.0% 7.3%	55	1.0%	1.1%	.0% 6.0%
	Cannock		0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0%	N 0.0%	0.0%	2.0% 1.75	5 0.0%	0.0% 1	18.9% 2.3	2% 1.8%	3.2%	0.0% 2	5.7% 5.19	0.0%	0.0% 0	0% 1.79	3.9%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	2.0% 0.0*	% 0.0%	2.7%	1.45	5	0.8%	0.0% 0	.0% 0.8%
	Kubberminaser Liebfield		0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	1.6% 0.0	0% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	13.5% 0.0	7% 0.0%	0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0%	5 3.4%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.05	0.0%	0.0% 0	0% 0.09	0.0%	0.0%	0.0% 01	7% 0.0%	0.0%	0.0% 0	2.0% 0.09	% 0.0%	0.0%	9.1% 0.8%	04 66	0.0%	0.0% 0	UN 0.5%
1	Redditch		0.0%	0.0% 3.8	5 7.4%	0.0%	15.8% 0	0.0% 17.1	1% 0.0%	0.0%	0.0% 0.0	16 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% /	0.0% 0.0	% 0.0%	0.0%	1.0% 1.35	86	0.0%	0.0%	1.0% 0.0%
	Stafford		0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0%	0.0% 0.0%	5. 0.0%	0.0%	5.9% 0.0%	\$ 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	2% 1.7%	0.0%	0.0% 0	0.0% 0.0*	% 0.0%	0.0%	0.0% 0.19	%	0.0%	0.0% r	.0% 0.0%
	Sution Coldfield Teiford		0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0	0% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.	0% 0.0%	9.8%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0%	0.0% 0.0%	% 0.0% % 0.0%	0.0%	3.5% 0.05	% 0.0% % 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	1.7% 0	.0% 0.0%	0.0%	1.4% 0	0% 0.0%	1.5%	0.0%	2.0 20.0	2% 0.0% 2% 40.8%	0.0% 1. 0.0%	0.0% 0	1.0% 0.09 0.0% 1.4	% 0.0% % 10.4%	0.0%	0.0% 0.3%	85 65	0.0%	0.0% 0	.0% 0.2% J.0% 0.9%
	All Other Centres and Stores Elsewhere		6.0%	12.8% 8.0	N 7.0%	0.0%	11.5% 1	15.3% 19.6	<i>5%</i> 0.0%	0.0%	3.7% 5.3	% 2.4%	0.0%	0.0% 0.	0% 0.0%	9.0%	1.0%	5.5% 1.5	5% 1.2%	0.0%	0.0%	1.8% 0.09	N 1.3%	0.0%	2.0% 4.7%	5 0.0%	0.0%	2.1% 11.	4% 0.0%	0.0%	1.1% 0	10% 11.7	5.4%	2.3% 0	0% 0.0%	0.0%	0.0%	1.5% 0.0	7% 6.5%	0.0%	0.0% 2	2.3% 6.0	% 12.9%	3.9%	6.2% 4.85	s.	0.3%	0.8% :	.2% 1.4%
		aubiotal	24.3%	36.1% 21.	9% 42.3%	12.4%	37.8% 3	31.4% 45.0	.0% 0.0%	1.7%	5.0% 9.3	% 28.6%	6.1%	3.4% 11	.0% 7.4%	30.3%	2.7%	29.9% 1.5	55 1.2%	3.0%	0.0%	3.5% 0.05	\$ 2.7%	3.5%	1.6% 14.19	% 9.0%	0.0% 2	25.1% 28.	3% 8.4%	10.7%	12.5% 2	25% 28.75	11.6%	21.3% 0	0% 2.79	10.2%	0.0%	4.6% 0.5	2% 51.7%	. 0.0%	1.2% 2	2.3% 8.1	% 23.3%	25.9%	6.4% 17.3	5%	2.5%	1.9%	4% 10.43
SPECIAL FORMS OF TRA	DING/ INTERNET SHOPPING:		69.3%	55.9% 76	5% 56.9%	65.2%	62.2% 6	s1.7% 45.5	5% 68.6%	55.9%	47.7% 50.	2% 40.2%	75.2%	61.1% 51	.1% 60.7%	69.7%	49.8%	61.6% 50.	9% 43.8%	70.9%	48.9%	56.1% 55.0*	n 58.0%	38.1%	4.5% 68.5	n 42.5%	61.1% 3	72.2% 71.	7% 50.5%	6 68.9%	76.1% 6	7.4% 69.05	75.7%	68.6% 73	2.9% 59.2	6 55.1%	52.9%	51.0% 55.	0% 48.3%	45.9%	10.7% 4	9.0% 55.8	49.5%	56.7%	9.0% 60.5	5%	59.5%	52.5% 6	1.3% 59.4%
		GRAND TOTAL	100.0%	100.0% 100	0% 100.0%	100.0%	100.0% 10	00.0% 100.	0.0% 100.0%	5 100.0%	100.0% 100	0% 100.0%	100.0% 1	100.0% 100	2.0% 100.05	5 100.0%	100.0% 1	00.0% 100	.0% 100.0%	6 100.0%	100.0% 1	100.0% 100.0	2% 100.0%	100.0% 1	0.0% 100.0	2% 100.0%	100.0% 1	100.0% 100	0.0% 100.0%	5 100.0%	100.0% 10	0.0% 100.0	N 100.0%	100.0% 10	0.0% 100.0	5 100.0%	100.0% 1	00.0% 100	0% 100.0%	N 100.0%	100.0% 1/	00.0% 100.	0% 100.0%	100.0%	0.0% 100.0	0%	100.0%	100.0% 1	20.0% 100.0%

TABLE 4: AUDIO VISUAL PHOTOGRAPHIC & COMPUTER ITEMS - 2024 MARKET SHARE ANALYSIS I'SU Including Internet Shopping and other Special Forms of Trading Basel on 2019 Internated Stravy

			_	_	_	_	_	_	_	_	_			_	_	_	_	_		_	_	_	_		_	_	_		_	_	_		_	_	_	_	_	_		_	_	_	_			CORE ZONE:	A
LOCAL PLANNING AUTHOR	RTY CENTRE TYPE		Zone 1	ione 2 Zone	3 Zone 4	Zone 5 2	Zone 6 Zor	ine 7 Zone	a 5 Zone 9	Zone 10	Zone 11 Zon	12 Zone 13	Zone 14 Z	ane 15 Zoni	a 16 Zone 11	Zone 18	Zone 19 Zo	ne 20 Zone	21 Zone 22	Zone 23 Zo	ne 24 – Zone	25 Zone 26	Zone 27 Zo	ne 28 - Zone -	29 Zone 30	Zone 31 Zo	ne 32 Zone :	33 Zone 34	Zone 35 Zon	ia 36 Zona 37	Zone 35 Zo	ne 39 Zone 4	Zone 41 Z	ine 42 Zone -	43 Zone 44	Zone 45 Zon	ie 46 - Zone 4	47 Zone 45	Zone 49 Zor	he 50 Zone	51 Zone 52	Zone 53 Zo	Zone 54 Zone 5	S STUDY AREA	Wolverham	pton Dudley Sa	indwell Wala
Wolverhamoton	Strategic Centre	Wolverhampton	1.1%	3.2% 1.25	6 0.0%	0.0%	0.0% 0.	0% 1.0%	5 2.6%	12%	0.0% 0.0	% 0.0%	1.6%	0.0% 2.1	% 0.0%	0.0%	4.8% 1	75 17	6 19.4%	1.7%	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 7.5%	0.0%	0.0%	10% 0.0%	6 0.0%	0.0% 0.	0% 0.0%	0.0%	0% 1.6%	0.0%	9.9% 45.3%	6 16.7%	4.9% 8.	2% 14.55	6 62%	60.8% 51	1.7% 49.5	5 18.75	23.5%	44.1% 6.2%	7.2%	39.07	3.2%	0.7% 1.3
	Town Centre	Bilaton	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0.	.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	2.1% 0	0.0% 0.0%	6.0%	0.0% 0	0.0% 1.3%	0.0%	2.1% 2	.9% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0%	0.0%	2.8% 0.6%	0.0%	3.2% 3:	7% 22.4%	6 0.0%	2.9% 0	2.0% 2.3*	6 0.0%	0.0%	0.0% 0.0%	0.8%	4.4%	0.0%	0.0% 0.9
		Wednesfield	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.	0.0% 0.0%	\$ 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0%	2.0% 1.3%	2.3%	0.0% 0.1	6% 0.0%	0.0%	0.0% 0	.0% 0.0%	6 0.0%	0.0%	0.8% 0.0%	0.1%	0.0%	0.0%	0.0% 0.11
	District & Local Centres		0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.	0.0% 0.0%	\$ 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0	1.0% 0.05	6 0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0%	2.0% 0.6%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 2	149	6 0.8%	0.0%	0.0% 0.0%	0.1%	0.9%	0.0%	0.0% 0.0%
	Out-of-Centre	aubtotal	0.0%	0.0% 0.0° 3.2% 1.2	5 <u>0.0%</u> 50.0%	0.0%	0.0% 0.	10% 0.0% 10% 1.0%	5 0.0% 5 2.6%	0.0%	0.0% 0.0	<u>% 0.0%</u> % 0.0%	0.0%	0.0% 1.0	n <u> </u>	0.0%	4.8% 1	10% 0.0%	6 0.0% 6 19.4%	3.8% 0	0.0% 0.0%	L 0.0%	0.0% 0	0.0% 0.0%	0.0%	2.1% 4	15% 0.0%	6 0.0% 6 0.0%	4.6% 0.1	0% <u>3.4%</u> 0% <u>3.4%</u>	1.9% 0	0.0% 0.0%	0.0%	3.1% 8.7% 3.7% 57.65	6 35.6%	3.0% 6.	4% 7.4% .8% 44.4%	6.2%	2.4% 1 73.1% 52	0% 0.7% 0.0% 54.4	5 1.4% % 20.9%	23.5%	3.5% 0.0% 48.4% 6.2%	1.2%	<u>6.8%</u> 51.6%	0.0%	0.3% 2.09
0																																												1 1	11		
DUGHY	Strategic Centre	Brierley Hill- Traditional High Street Brierley Hill- Merry Hill	4.3%	0.0% 0.0%	6 0.0% 6 1.8%	0.0%	0.0% 0.	0.0% 0.0%	% 0.8% % 30.5%	0.0%	0.7% 0.0	% 0.0%	1.6%	0.0% 0.0	% 0.0% % 2.2%	0.0%	0.0% 0	0.0% 0.0%	6 0.0% % 30.4%	0.0% 4	4.6% 49.3	6 0.0% N 33.7%	0.0% 0 43.1% 5	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	10% 0.0%	0.0%	0.0% 0.0	0% 0.0%	0.0%	0.0% 0	1.0% 0.0% 2.5% 3.4'	6 0.0% 6 33.4%	0.0%	0.0% 2.2%	0.2%	0.0%	0.7%	0.3% 0.09
																																													11		
	Town Centre	Dudley	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0.	10% 0.0%	\$ 0.0%	0.0%	0.7% 0.0	% 0.0%	0.6%	0.0% 0.0	N 0.0%	0.0%	8.4% 0	1.0% 9.8%	6 3.5%	0.0%	1.0% 0.0	0.0%	0.6% 0	0.0% 0.0%	0.0%	0.0% 0	10% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	1.0% 0.0%	0.0%	0.0% 0.1	0% 0.7%	0.0%	0.0% 0	.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	0.4%	0.1%	2.3%	0.1% 0.0%
		Halesowen	0.7%	0.0% 0.0	6 0.0%	1.6%	0.0% 0.	10% 0.0%	5 1.0%	6.1%	0.7% 0.0	ni 0.0%	0.6%	0.0% 0.0	n 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0	0.0%	0.0% 0	4.3% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	10% 0.0%	0.0%	2.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	0.2%	0.0%	0.8%	0.1% 0.0%
	District & Local Centres		0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0.	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.7% 0	0.6%	6 1.4%	0.0%	.6% 7.9	5.5%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0%	2.8% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	2.0% 0.0%	6 2.2%	0.0%	0.0% 0.0%	0.2%	0.0%	1.2%	0.0% 0.0%
	Out-of-Centre		0.0%	0.0% 0.0%	6 0.0%	1.6%	0.0% 0.	0.0%	5 0.8%	0.7%	0.0% 0.0	% 0.0%	0.0%	0.7% 0.0	N 0.0%	0.0%	0.0% 0	1.0% 1.25	6 2.3%	2.7%	.7% 0.05	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	0.0% 0.0*	6 0.0%	0.0%	0.0% 0.0%	0.2%	0.0%	0.7%	0.4% 0.0%
		aubtotal	5.0%	1.2% 1.45	6 1.8%	12.4%	0.0% 0.	10.65	75 35.1%	53.9%	50.2% 35.	145	2.3%	29.2% 1.5	% 2.2%	0.0%	56.5% 3	11% 59.4	% 40.2%	10.7% 6	3.7% 60.6	5 44.8%	42,4% 6	1.3% 0.0%	1.5%	1.75 0	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.6%	0.0% 0	0.0%	0.0%	1.6% 1.2%	0.0%	0.0% 0.	0% 12.35	6 0.0%	2.7% 2	/5% 3.47	6 35.5%	1.8%	0.0% 2.2%	12.2%	3.6%	53.5%	12.3% 0.5%
Sandwell	Strategic Centre	West Bromwich	0.0%	4.5% 0.0*	6 0.0%	0.0%	0.0% 4.	.0% 0.0%	\$ 3.7%	0.0%	0.0% 0.0	% 3.6%	6.3%	5.1% 25.	2% 24.8%	0.0%	1.2% 0	1.0% 3.6%	6 0.0%	2.1%	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.1	9% 1.7%	0.0%	0.0%	0.0%	2.0% 0.0%	0.0%	0.0% 0.0	6% 0.0%	0.0%	0.7% 0	1.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	1.4%	0.0%	0.8%	7.0% 0.3%
	Town Centre	Blackheath	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0.	0.0%	5 4.0%	1.1%	2.8% 4.0	% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0%	1.7% 0.05	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0%	6 0.0%	0.0% 0.1	0.0%	0.0%	.0% 0.0%	0.0%	2.0% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	a.o% 0.0*	6 0.0%	0.0%	0.0% 0.0%	0.2%	0.0%	0.7%	0.4% 0.05
		Cradley Heath	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.	0.0% 0.0%	\$ 1.5%	0.7%	1.3% 0.1	% 0.0%	0.0%	0.0% 0.0	r% 0.0%	0.0%	0.0% 0	1.0% 1.25	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	3.0% 0.0*	6 0.0%	0.0%	0.0% 0.0%	0.1%	0.0%	0.3%	0.1% 0.0%
		Great Bridge	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0.	0.0%	5 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	2.1% 7.5	% 0.8%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	2.7% 0	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0%	1.0% 0.0%	0.0%	0.0% 0.1	0% 3.1%	0.0%	0.0% 0	1.0% 1.37	6 0.0%	0.0%	0.0% 0.0%	0.3%	0.7%	0.0%	1.3% 0.0%
		Clidbury	0.0%	0.0% 0.0%	6 0.0%	0.8%	0.0% 0.0	0.0% 0.0%	5 0.0%	0.0%	0.0% 4.3	5 1.45	6.5%	16.6% 4.8	N 0.0%	0.0%	1.2% 0	1.0% 0.0%	6 0.0%	1.8% 0	0.0% 0.0%	0.0%	1.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	25 0.0%	0.0%	1.0% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	10% 0.0%	6 0.0%	0.0%	0.0% 0.0%	0.6%	0.0%	0.3%	3.8% 0.0%
		Case Hill	0.0%	0.0% 0.0*	6 0.0%	0.0%	0.0% 0.	0.0% 0.0%	5 0.0%	0.0%	2.1% 0.0	6 7.7%	0.0%	0.0% 0.0	n 0.0%	0.0%	0.0% 0	10% 0.05	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	10% 0.0%	0.0%	0.0%	0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0.0%	0.0%	10% 0.0%	0.0%	0.0% 01	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	0.1%	0.0%	0.0%	0.7% 0.0%
		Bearwood	6.3%	0.0% 0.0%	6 0.0%	3.9%	0.8% 1.	4% 0.0%	5 0.8%	0.0%	0.0% 0.0	% 13.9%	8.6%	1.5% 0.0	% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	2.0% 0.0°	6 0.0%	0.0%	0.0% 0.0%	0.7%	0.0%	0.1%	2.8% 0.0%
	District & Local Centres		0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 1.	.4% 0.0%	5 0.0%	0.0%	0.0% 0.0	% 7.7%	0.0%	0.0% 1.8	n 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.6%	0.0% 0.0	6.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0%	0.0%	2.0% 0.0%	0.0%	0.0% 0.1	0% 1.2%	0.0%	0.0% 0	2.0% 0.07	6 0.0%	0.0%	0.0% 0.0%	0.2%	0.2%	0.0%	0.9% 0.0%
	Out of Contra		0.00	7.6% 0.00	5 0.0%	0.0%	0.00			0.0%	0.00		0.76	e 06 - 20 -	-	4.4%	2.26					0.00				74.45		0.01	22.65	216 42 456		-	772.116		77.56	40.000			0.08			0.0%	6 CH		1 7.00		20.00 27.70
		aubtotal	6.3%	12.0% 0.0*	6 0.0%	4.7%	0.8% 41	1.6% 1.8%	5 11.4%	1.7%	6.3% 11.	7% 39.3%	30.6% 3	33.6% 62.	1% 57.4%	4.4%	4.7% 0	1.0% 4.85	6 5.2%	35.8%	1.7% 0.05	0.0%	1.0% 1	1.9% 2.1%	18.1%	35.4% 3	5.9% 7.3%	6 0.0%	23.2% 20.	6% 45.2%	7.7%	.6% 14.1%	23.1%	1.1% 4.5%	23.6%	46.9% 29.	3% 22.85	6 0.0%	0.7% 2	1.2% 2.6*	6 1.4%	0.0%	6.0% 0.0%	12.1%	9.2%	3.2%	38.9% 28.4*
Watsall	Strategic Centre	Watsall	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0.	.8% 0.0%	5 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0.0	% 0.5%	1.1%	0.7% 1	.1% 0.01	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	15.2%	25.9% 5	.1% 0.0%	6 0.0%	21.4% 19	.1% 11.3%	1.0%	.0% 8.2%	4.0%	2.0% 0.0%	0.0%	4.2% 11	.0% 0.0%	0.0%	0.0% 1	1.4% 0.0?	6 2.2%	0.0%	0.0% 0.0%	1.9%	0.5%	0.1%	0.8% 14.7
	Town Centre	Blowsich	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0.	0.0%	5 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	n 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0	0.0%	0.0%	8.1% 2.	5% 0.0%	1.0%	0.0%	0.0%	1.0% 0.0%	0.0%	3.2% 0.	0% 0.0%	0.0%	0.0% 0	3.0% 0.0*	6 0.0%	0.0%	0.0% 0.0%	0.2%	0.0%	0.0%	0.0% 2.19
		Abbidge	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0.	0.01	6 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.0	A 0.0%	0.75	0.0%	1.0% 0.0	0.0%	0.0%	0.016 0.02	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 1.	4% 2.0%	0.0%	101 101	7.96	10% 0.0%	0.0%	0.0% 0.	0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	0.1%	0.0%	0.0%	0.0% 1.1%
		Wilenhall	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0.	0.0%	5 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	1.0% 0.05	6 0.0%	0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0.0%	0.0%	2.1% 0	10% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0% 0.0%	0.0%	10% 0.0%	0.0%	0.8% 5.	4% 0.0%	0.0%	0.0% 0	3.0% 0.0*	6 0.0%	0.0%	0.0% 0.0%	0.1%	0.0%	0.0%	0.0% 0.8%
		Darlaston	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.	0.0%	\$ 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	r% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	1.8% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0% 0	.0% 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	1.3% 0	3.0% 0.0*	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.1%	0.0%	0.1% 0.0%
	District & Local Centres		0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0.	0.0% 0.0%	5 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	6.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	1.0% 1.0%	0.0%	2.0% 0.0%	0.0%	1.5% 0.1	0% 0.0%	0.0%	0.0% 0	3.0% 0.0*	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0% 0.2%
	Out-of-Centre	whichel	0.0%	1.9% 0.0*	<u>6 0.0%</u>	0.0%	0.0% 3	4% 0.0%	<u>5 0.0%</u>	0.0%	0.0% 0.0	<u>% 0.0%</u>	0.0%	0.0% 0.0	05 2.4%	1.1%	0.0% 0	10% 0.05	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6.3%	6.9% 0	0.0% 0.0%	6 0.0%	0.0% 41	2% 1.0%	0.0% 0	0% 1.0%	4.0%	1.8%	1.3%	3.8% 1/	4% 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0% 5 2.2%	0.0%	0.8% 0.0%	0.6%	0.5%	0.0%	0.5% 3.2%
																																													1		
All Other Centres Outside	a BCLA Area																																												11		
	Binningham		37.8%	11.7% 43.6	% 31.4%	39.0% 1	13.6% 6.	18% 6.4%	5 7.3%	0.0%	1.8% 0.0	% 26.9%	9.5%	0.0% 5.5	% 4.5%	7.1%	2.2% 3	1.3% 0.05	6 1.4%	4.2% 0	1.0% 1.0%	0.0%	1.1% 1	1.1% 2.1%	3.9%	0.0% 0	.8% 0.0%	6 3.0%	2.3% 1.1	8% 4.2%	2.1%	.2% 1.0%	5.8%	1.3% 0.0%	2.7%	0.0% 3.3	2% 1.9%	0.0%	0.0% 0	18% 4.05	6 3.3%	0.0%	0.0% 0.0%	8.1%	1.6%	1.4%	5.9% 2.57
	Cannock		0.0%	1.2% 0.0	6 0.0%	0.0%	0.0% 0.	10% 0.0%	\$ 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	ni 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0	L 0.0%	0.0% 0	22.91	6 3.6%	0.0% 0	10% 52.19	\$ 0.0%	10.7% 2.	7% 0.0%	50.5% 2	7.8% 23.5%	5.8%	1.4% 2.3%	4.3%	3.6% 0.1	0% 0.0%	0.0%	0.0% 0	.0% 0.07	6 0.0%	0.0%	3.8% 0.0%	4.1%	1.1%	0.0%	0.0% 5.5%
	Kidderminster		0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0	10% 4.9%	5 0.0%	0.0%	0.0% 0.1	% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.7% 54	4.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	25.7%	1.6% 2	5.9% 0.0%	0.0%	0.0% 0	10% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0% 0	0.0% 0.0%	0.0%	1.0% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	10% 0.0%	6 1.4%	1.8%	0.0% 29.4%	2.8%	0.0%	0.8%	0.1% 0.0%
	Redditch		0.0%	0.0% 0.85	6 1.7%	0.0%	3.1% 0/	0% 5.1%	5 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0	1.0% 0.05	6 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	10% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0% 0.0%	0.0%	10% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	2.0% 0.0%	6 0.0%	0.0%	0.0% 0.7%	0.3%	0.0%	0.0%	0.0% 0.0%
1	Stafford		0.0%	0.0% 0.0	6 0.0%	0.0%	0.0% 0.	0.0%	5 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0	1.0% 0.05	6 0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	18.55	6 0.0%	0.0%	0% 0.5%	6 0.0%	0.0% 0.1	0.0%	0.0%	0.0%	0.0%	10% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	2.0% 0.0*	6 0.0%	0.0%	0.0% 0.0%	0.2%	0.0%	0.0%	0.0% 0.0%
	Sutton Coldfield		0.0%	11.4% 0.0%	6 0.0%	0.0%	0.8% 14	1.9% 0.0%	\$ 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	34.3%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0%	6 4.5%	0.0% 0.1	0% 0.0%	0.0% 0	0.0% 0.0%	10.5%	0.0% 0.0%	0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	3.0% 0.0*	6 0.0%	0.0%	0.0% 0.0%	2.2%	0.0%	0.0%	1.4% 1.3%
	Telford		0.0%	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.	.8% 0.0%	\$ 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	r% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0% 0	0.0% 0.0%	1.0%	0.0% 0	0.0% 3.9%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	2.3% 0.1	0% 0.0%	0.0% 0	.0% 0.0%	0.0%	2.1% 1.8%	0.0%	0.0% 0.1	0% 0.0%	55.1%	0.0% 0	J.0% 0.0*	6 1.0%	21.9%	16.1% 3.2%	1.1%	0.5%	0.0%	0.1% 0.5%
	All Other Centres and Stores Elsewhe	ne	3.4%	13.0% 12.4	% 15.8%	1.6%	38.4% 6.	14.65	~ 0.5%	0.7%	7.4% 3.8	% 2.2%	0.6%	2.1% 1.0	% 5.7%	13.8%	0.0% 4	45 425	6 0.0%	0.0% 0	0.0% 0.0%	2.9%	1.0% 0	2.7% 3.6%	12.1%	0.5% 0	.8% 1.7%	6 29.8%	0.7% 2.	6% 3.7%	2.9% 1	1.4% 3.0%	7.2%	2.8% 0.0%	0.0%	0.0% 1.	8% 0.0%	5.6%	0.0% 1	1.0% 0.0*	6 2.4%	7.4%	1.7% 25.7%	6.3%	0.3%	0.8%	2.5% 3.49
		autotal	41.2%	37.3% 56.7	% 48.9%	40.5% 5	55.8% 29	2.1% 31.15	% 8.2%	0.7%	9.3% 4.5	5 29.2%	10.1%	2.1% 6.6	% 10.2%	55.2%	2.9% 6	1.7% 4.25	6 1.4%	4.2%	0.0% 1.7%	29.6%	3.8% 5	3.8% 51.15	6 22.7%	0.6% 1	7% 54.83	5 45.7%	16.0% 8.	8% 7.8%	35.5% 5	3.8% 32.5%	30.6%	625 4.15	6.9%	3.6% 5.	0% 1.9%	63.4%	0.0% 1	1.8% 4.0*	6 8.7%	31.0%	21.5% 58.9%	6 25.7%	3.5%	3.0%	10.0% 14.0
SPECIAL FORMS OF TRA	DING/ INTERNET SHOPPING:		45.4%	4.3% 40.8	% 49.3%	42.4%	43.4% 25	5.0% 55.67	% 42.7%	42.5%	34.3% 47.	15 30.1%	48.4%	35.1% 25.	2% 25.9%	37.4%	30.5% 33	2.4% 30.0	% 33.8%	45.0% 3	4.6% 37.1	N 25.6%	45.8% 3	1.0% 38.07	6 38.1%	25.3% 2	5.8% 37.43	5 54.3%	26.8% 39	9% 28.8%	32.9% 3	2.7% 34.8%	30.3% 3	5.3% 30.95	6 32.6%	24.8% 29	5% 18.67	6 30.4%	22.2% 31	J. 2% 35.5	% 31.2%	43.8%	23.3% 32.7%	6 37.4%	31.0%	37.1%	35.7% 29.8
1																																												1 7	(I		
-																																													4 H		

TABLE 5: BOOKS. STATIONERY & DRAWING MATERIALS - 2024 MARKET SHARE ANALYSIS I's Including Internet Shapping and other Special Forms of Trading Based on 2019 Inclusionif Soviet

LOCAL PLANNING AUTHO	IRITY CENTRE TYPE		Zone 1 Z	one 2 Zon	e 3 Zone 4	Zone 5	Zone 6 Zo	lone 7 Zone	8 Zone 9	Zone 10 Z	one 11 Zone	12 Zone 13	Zone 14 Zon	e 15 Zone 1	6 Zone 17	Zone 18 Zor	ne 19 Zone 2	10 Zone 21	Zone 22 Zi	one 23 Zone	24 Zone 25	Zone 26 Zo	ne 27 Zone :	28 Zone 29	Zone 30 Zo	one 31 Zone :	32 Zone 33	Zone 34 Z	ione 35 Zone	a 36 Zone 31	7 Zone 38 3	Cone 39 Zon	e 40 Zone 41	Zone 42 Z	one 43 Zone	44 Zone 45	Zone 46	Come 47 Zoni	e 45 Zone 4	2 Zone 50	Zone 51 Zo	ne 52 Zone 5	53 Zone 54	Zone 55 STUDY	AREA	Nolverhampton	Oudley Sans	dwell Walsa
Wolverhampton																																																
	Strategic Centre	Wolverhampton	0.0%	1.9% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 1.4%	0.0%	0.0% 0.0%	6 0.0%	0.0% 1.	7% 0.0%	0.0%	0.0% 1	.7% 0.0%	0.0%	7.6%	0.7% 0.05	6 0.0%	0.0% 0	0.0%	5.1%	0.0% 2	2.1% 0.7%	0.0%	0.0%	0.0% 0.0	1% 0.0%	1.4%	0.0% 1.	5% 0.0%	39.2% 3	38.7% 15.3	11.5%	11.4%	16.1% 1.4	57.9%	38.0%	43.1% 13	3.2% 28.1%	5 25.1%	0.0% 5.6	5%	33.9%	1.1% 0.3	.3% 2.5%
	Town Centre	Bilaton Wastewafield	0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0% 6 0.0%	0.0%	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	6 0.0% 6 0.0%	0.0% 0	0.0%	0.0%	0.0% 2	2.6% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.0	2% 0.0%	3.7%	1.5% 1.1	% 0.0% % 1.0%	3.7%	25.5% 0.0	2% 11.1%	0.0%	4.0% 0	0.0% 0.0%	6 0.0%	0.0% 0.8	5% 7%	6.0%	0.0% 0.0	.0% 0.7%
	District E1 and Contena		0.00			0.0%				0.0%			0.0%		0.01			0.0%	1.00					0.05		0.0% 0.0%		0.05			0.00			0.0%			0.05			0.05	3.05 1				e14.	1.76		
	District & Local Centres		0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0%	e 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	3.4%	0.0% 0.0	s 0.0%	1.7% 0	.0% 0.0%	. 0.0%	0.0% 0	0.0% 0.0%	. 0.0%	0.0%	0.0% 0.0	ns 0.0%	0.0%	0.0% 03	JN6 U.UN6	0.0%	0.7% 2.1	- 0.0%	0.0%	0.0% 0.0	/% 1.6%	0.9%	3.0% 1.	3.6% 0.0%	6 0.6%	0.0% 0.4	456 E	1.25	0.4% 0.0	10% 0.0%
	Out-of-Centre	aubiotal	0.0%	1.9% 0.0	5 0.0%	0.0%	0.0% 0	0.0% 1.8%	6 0.0% 6 1.4%	0.0%	0.0% 0.0%	0.0%	0.0% 01	0% 0.0% 7% 0.0%	0.0%	0.0% 0	.7% 0.0%	0.0%	11.0%	0.0% 0.0	5 0.0% 5 0.0%	1.7% 0	0% 0.0%	6.2%	0.0% 2	2.2% 2.1% 6.8% 3.9%	0.0%	0.0%	0.0% 3.0	N 0.0%	5.9%	0.0% 0.	7% 0.0% 2% 0.0%	51.7% 4	6.7% 12.8 47.6% 40.1	5 7.15	3.9%	49.5% 1.4	25 2.6% P5 73.4%	2.8%	2.9% 0 52.9% 2	5.8% 28.1%	6 62% 5 33.0%	0.0% 1.7	15	5.0% 47.9%	1.4% 0.7	25 1.0%
Dudley																																																
	Strategic Centre	Brierley Hill- Traditional High Stre Brierley Hill, Marry Hill	et 0.0% 0	0.0% 0.0	N 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0% 6 23.0%	0.0%	0.0% 0.0%	6 0.0% % 3.8%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 7.25	6 1.5% % 45.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	N 0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.0	7% 0.0% % 0.0%	0.0%	0.0% 0	4.5% 0.0%	6 0.0%	0.0% 0.2	2%	0.0%	1.0% 0.0	0% 0.0%
		chang rup many ru																													0.0 %						1.3.4									4374		
	Town Centre	Stourbridge	0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 1.4%	0.0%	0.0% 2.21	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	3% 0.0%	0.0%	0.0%	4.0% 3.3	6 3.4%	17.8% 18	5.9% 16.63	6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	n 0.0%	0.0%	0.0% 0.	2% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	7% 0.0%	0.5%	0.0% 0	1.0% 0.0%	6 0.0%	0.0% 1.7	1%	0.1%	6.3% 0/	10% 0.0%
		Halespeen	0.0% 0	0.0% 0.0	1% 0.0%	4.1%	0.0% 0	0.0% 0.0%	6 21.0%	39.3%	9.8% 4.4%	6 0.8%	4.4% 0.1	0% 0.8%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	6 0.0%	0.0% 2	11% 1.2%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.1	2% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.0% 1.4	4%	0.0%	6.8% 1.8	.8% 0.0%
	District & Local Centres		0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.7%	8.6%	0.0% 0.0%	6 6.1%	0.0% 0	.6% 0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	n 0.0%	0.0%	0.0% 0.1	2% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.8% 0	1.0% 1.6%	6 0.0%	0.0% 0.3	3%	0.1%	1.7% 0.0	.0% 0.0%
	Out-of-Centre	and the second se	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0*	6 0.0%	0.0% 0.1	9% 0.0%	0.0%	0.0% 3	0.0% 0.0%	4.7%	0.8%	3.6% 3.0*	6 0.0%	0.0% 0	0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	n <u>, 0.0%</u>	0.0%	0.0% 0.1	2% 0.0%	0.0%	0.0% 0.0	<u>% 0.0%</u>	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.2	25	0.0%	1.1% 0.5	5% 0.0%
		advice.	2.070	0.0% 1.3	A 4.3A	10.074	0.070		47.07	99.17	22.2.2 34.0	4.14	23/2 31	10 230	0.0 %	0.0.0	2.176 0.076	00.3 %	44.1.4		N 21.20N	40.376 31	-a.e. 32.13		1.1.4	1.374 0.474		0.0.8	0.0 %	0.074	0.07	0.0% 03	7. 0.0 N	0.074	2.070 0.0		1.3.4	10.376 0.0	11 0.01	4.1.4	10.174 2	1.274 1.074	1.7.76	0.0.0	~~	4.1.4	20.4 10	.1.8 9.4.8
Sandwell	Strategic Centre	West Bromwich	0.0%	7.1% 0.0	1% 0.0%	0.0%	0.0% 1	12.8% 0.0%	6 2.4%	0.0%	0.0% 5.1%	6 8.7%	8.4% 7.1	0% 32.3%	31.8%	0.7% 0	.0% 0.0%	1.9%	0.0%	6.8% 0.0	6 0.0%	0.0% 0	0.0%	0.0%	0.0% 0	0.0% 6.1%	0.0%	0.0%	0.0% 0.0	16 4.0%	0.0%	0.0% 0.1	2% 0.0%	0.8%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	2% 0.9%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.0% 2.1	1%	0.1%	0.4% 11.3	.7% 0.4%
	Town Centre	Blackheath Condex Manth	0.0%	0.0% 0.0	0.0%	0.8%	0.0% 0	0.0% 0.0%	6 7.7% 6 0.0%	0.0%	1.7% 16.6	5 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.7%	0.0%	0.0% 2.25	6 0.0%	0.0% 0	0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	2% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.3	3%	0.0%	1.0% 1.7	.3% 0.0%
		Great Bridge	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 7.5%	0.0%	0.0% 1	.5% 0.0%	0.0%	0.0%	9.6% 0.0	6 0.0%	0.0% 0	0.0%	0.0%	0.0% 0	0.0% 3.2%	0.0%	0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 0.1	2% 0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	3.7% 0.0	2% 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.0% 0.4	4%	0.0%	0.1% 2.7	2% 0.0%
		Oldbury Wednesbury	0.0%	1.8% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0% 6 0.0%	0.0%	0.0% 8.35	6 0.8%	4.3% 12	5% 3.3% 0% 1.5%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0	0.0% 0.0%	0.0%	1.7% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 03	2% 0.0% 2% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0% 6 0.0%	0.0% 0.5	5% 1%	0.0%	0.0% 2.8	.8% 0.2% 3.9% 0.0%
		Cape Hill	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	23.2%	9.3% 0.1	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	6 0.0%	0.0% 0	0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.5	5%	0.0%	0.0% 3.4	.4% 0.0%
	District & Local Centres		0.0%	0.0% 0.0	1% 0.0%	0.0%	0.0% 1	1.7% 0.0%	5 1.4%	0.0%	0.0% 0.0%	6 0.4%	0.0% 0.1	0% 2.8%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	2.2% 0.0	s 0.0%	0.0% 0	.0% 0.0%	. 0.0%	0.0% 0	0.0% 0.0%	. 0.0%	0.0%	0.0% 0.0	ns 0.0%	2.5%	0.0% 03	J-6 U.U.S	0.0%	0.0% 0.0	- 0.0%	0.0%	12% 0.0	/% 0.0%	0.0%	0.0% 0		6 0.0%	0.0% 0.2	<u>~</u>	0.2%	0.1% 1.1	.1% 0.0%
	Out-of-Centre	aubiotal	0.0% 0	0.0% 0.0 8.9% 0.0	5 <u>0.0%</u>	2.5%	0.0% 0	0.0% 0.0%	6 0.0% 6 11.6%	0.0%	0.0% 2.2* 6.1% 33.0	6 0.0% % 40.9%	2.2% 3. 30.2% 22	1% 3.9% 7% 51.4%	0.8%	0.0% 0	0% 0.0% 5% 0.0%	3.9%	0.0%	3.1% 0.0° 21.8% 2.2°	<u>6 0.0%</u> 6 0.0%	0.0% 0	0.0% 0.0%	0.0%	1.7% 0	0.0% 3.9%	6 0.0% 6 0.0%	0.0%	16% 0.0	N 47%	2.5%	0.0% 03	25 <u>225</u> 25225	0.0%	0.0% 1.9	% <u>0.0%</u> %0.0%	0.0%	6.1% 0.0	7% <u>0.0%</u> 7% 0.9%	0.0%	0.0% 0	1.0% 0.0%	6 0.0% 6 0.0%	0.0% 0.4	25	1.3%	1.5% 27	1% 0.7% 7.1% 1.2%
Watsall	Strategic Centre	Wahali	0.0%	1.8% 0.0	1% 0.0%	0.0%	0.0% 5	5.5% 0.0%	6 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	8.0%	1.7% 1	.3% 0.0%	0.0%	0.0%	1.2% 0.0	6 0.0%	0.0% 0	.0% 0.0%	0.0%	41.1% 5	52.8% 11.85	6 1.0%	0.0%	33.1% 25.2	2% 41.8%	5.3%	1.2% 17	0% 9.7%	2.8%	0.0% 1.7	% 17.9%	6.8%	3.2% 0.0	2% 0.9%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.0% 3.9	2%	0.9%	0.1% 2.1	/9% 29.2%
	Town Centre	Bloxelch	0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0	6 0.0%	0.0% 0	0.0%	0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0%	18.1% 1.1	% 0.0%	0.9%	0.0% 1.	0.0%	0.0%	0.0% 0.0	5 7.1%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 0.5	5%	0.0%	0.0% 0.0	10% 4.4%
		Brownhills Aldridge	0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	1.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0	1.0% 0.0%	0.0%	0.0% 2	2.6% 0.0%	0.0%	0.0%	1.0% 9.0 1.0% 12.4	PS 0.7% 4% 1.9%	0.0%	0.0% 1.	9% 0.0% 3% 30.3%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.0% 0.3	3% 5%	0.0%	0.0% 0.0	.0% 2.9% 2.0% 5.6%
		Willenhall	0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0	0.0% 0.0%	0.0%	0.0% 3	3.5% 0.0%	0.0%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.1	2% 0.0% 2% 0.0%	4.5%	0.0% 1.1	5 4.75	15.4%	0.7% 0.0	2% 0.0% % 1.7%	0.0%	1.4% 0	0.0% 0.0%	6 0.0%	0.0% 0.3	3%	0.7%	0.0% 0.0	.0% 2.2%
	District E1 and Contena		0.00			0.0%				0.0%			0.0%		0.00			0.0%	0.00			0.0%		0.05		0.0% 0.0%		0.05			0.00			0.0%			0.05			0.05						0.00		
	Diana a Local Certain		0.074			0.074	0.070			0.074	0.07 0.07		0.0.10	0.0 0.0 0	0.0 %	0.1.0	0.0.0	0.074	0.074	0.0 % 0.0		0.0.1 0			0.0.0	0.074 0.074		0.0.0	00% 30		0.074	0.030 03		0.074	0.076 1.1		0.0 %	0.074 0.5		0.0.0	0.0%			0.0.0		0.174	0.074 0.0	0.0 0.0 %
	Out-of-Centre	autototal	0.0%	1.8% 0.0	5 0.0%	0.0%	0.0% 0	0.8% 0.0%	5 0.0% 5 0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.	0% 0.0%	8.0%	3.4% 0	3% 0.0%	0.0%	0.0%	1.2% 0.0	5 0.0% 5 0.0%	0.0% 0	0% 0.0%	0.0%	44.7% 63	8.2% 0.0%	6 1.0%	0.0%	532% 553	PS 0.7% 1% 45.0%	0.9% 7.1%	2.5% 42	75 2.25 85 42.25	11.0%	0.0% 0.0	5 6.7% % 40.1%	6.5% 30.2%	5.0% 0.0	75 0.0% 75 2.6%	0.0%	1.4% 0	10% 0.0%	6 0.0%	0.0% 0.4	25	2.2%	0.0% 0.1	15 3.4%
All Other Control Outeid																																																
Al Clinic Centres Course	Birmingham		39.9% 2	9.4% 27.3	3% 24.6%	35.2%	18.0% 1	14.4% 5.7%	6 5.6%	1.8%	1.5% 0.01	6 25.4%	6.1% 1.5	5% 7.2%	5.0%	3.0% 4	5% 1.8%	0.0%	0.0%	8.1% 0.0	6 0.0%	0.0% 1	2% 2.3%	0.0%	1.8% 0	0.0% 1.3%	1.9%	4.4%	5.0% 10.9	11.7%	0.0%	0.0% 0.1	2% 3.5%	3.7%	3.7% 3.4	% 0.0%	2.5%	1.1% 1.4	0.0%	0.0%	4.2% 0	.0% 0.0%	6 1.5%	2.9% 8.2	2%	2.1%	1.6% 6.1	.9% 3.8%
	Cannock Kidderminater		0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 0.0%	6 0.0%	1.3%	2.3% 0.05	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	2.5% 0	0.0% 0.0%	0.0%	0.0% 0	0.0% 0.0%	45.7%	0.0%	6.9% 1.1*	% 0.0%	0.0%	7.8% 23	5% 0.0% 2% 0.0%	0.0%	2.0% 2.7	% 1.8% % 0.0%	0.0%	0.0% 0.0	2% 0.0% 2% 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	21.9% 2.8	5% 2%	0.7%	0.0% 0.0	.0% 1.8% J.1% 0.0%
	Lichfield		0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.8% 0.0%	6 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	.0% 0.0%	0.0%	0.0%	0.0% 0.0*	6 0.0%	0.0% 0	0.0%	0.0%	15.8% 0	0.0% 0.0%	3.7%	42.3%	1.0% 0.0	r% 0.0%	1.8%	29.2% 10	8% 1.3%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 2.2	2%	0.0%	0.0% 0.*	11% 2.8%
	Reddich		0.0%	2.3% 3.2	5 7.5%	0.0%	18.9% 0	0.0% 18.9%	% 0.0% 6 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	0.0% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0% 6 0.0%	0.0% 0	0.0% 0.0%	24.6%	1.0% 0	0.0% 0.0%	0.0%	0.0%	0.0% 0.0	P\$ 0.0%	0.0%	1.9% 0.1	2% 0.0% 2% 0.0%	0.0%	0.0% 0.0	% 0.0% % 0.0%	0.0%	0.0% 0.0	2% 0.0% % 0.0%	0.0%	0.0% 0	1.0% 0.0%	6 0.0%	0.0% 1.5	5%	0.0%	0.0% 0.0	10% 0.0%
	Sutton Coldfield		0.0% 8	5.8% 0.0	1% 0.0%	0.0%	0.7% 5	9.7% 0.0%	6 0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0.1	0% 0.0%	0.0%	43.3% 0	0% 0.0%	0.0%	0.0%	0.0% 0.0%	6 0.0%	0.0% 0	0.0%	0.0%	0.0% 0	0.5% 0.0%	0.0%	0.7%	0.0% 0.0	r% 0.0%	0.0%	0.0% 2.	5% 6.5%	0.0%	0.0% 0.0	% 0.0%	0.0%	0.0% 0.0	0.0%	0.0%	0.0% 0	0.0%	6 0.0%	0.0% 2.3	3%	0.0%	0.0% 1.0	.0% 1.1%
	1 enorg		0.0% 0	0.0% 0.0	1% 0.0%	0.0%	0.0% 0	0.0% 1.8%	s 0.0%	0.0%	0.0% 0.01	s 0.0%	1.9% 0.1	0.0%	0.0%	0.0% 0	0.0%	0.0%	0.0%	0.0% 0.0	s 0.0%	0.0% 0	0.0%	y.3%	0.0% 0	0.0% 0.0%	0.5%	0.0%	0.0% 0.0	rs 0.0%	2.3%	0.0% 03	276 0.0%	0.0%	2.0% 0.0	~ 0.0%	0.0%	0.0% 39.	3% 0.0%	2.7%	0.0% 0	17.75	s 2035	1.75 1.3	2%	1.2%	0.0% 0.4	475 0.0%
	All Other Centres and Stores Elsewh	676	2.0% 1	6.9% 21.	1% 16.7%	1.7%	13.7% 1	19.1% 39.4%	% 0.9%	0.0%	18.7% 0.01	6 1.5%	0.0% 0.1	0% 0.8%	3.1%	6.6% O	8% 1.2%	2.5%	0.8%	2.0% 0.05	6 0.7%	3.7% 0	0.0%	12.2%	0.0% 2	2.6% 0.0%	2.9%	4.6%	1.0% 6.9	% 2.0%	6.7%	10.8% 1.1	5% 1.0%	0.0%	0.0% 0.0	% 3.7%	2.0%	1.3% 21.	4% 1.7%	0.9%	0.0% 6	17% 17.3%	5 9.1%	38.4% 6.9	2%	0.6%	0.5% 3.8	.8% 2.1%
		aubtotal	41.9% 5	2.5% 51.3	7% 48.9%	36.8%	51.4% 4	67.35	% 6.5%	3.1%	22.6% 0.05	6 26.9%	8.0% 1.5	5% 7.9%	8.1%	52.8% 5	3% 53.09	2.5%	0.8% 1	10.1% 0.05	6 0.7%	6.5% 1	2% 5.4%	58.3%	18.6% 3	3.4% 2.4%	55.7%	51.9%	13.9% 18.9	2% 13.7%	41.2%	49.7% 17.	5% 12.8%	3.7%	9.5% 6.1	% 5.5%	4.6%	2.4% 65.	5% 1.7%	3.6%	4.2% 7	.6% 35.0%	% 30.9%	64.9% 27.3	7%	4.9%	2.6% 12/	24% 11.8%
SPECIAL FORMS OF TR	ADING/ INTERNET SHOPPING:		55.4% 3	H.8% 47.0	0% 48.9%	42.0%	48.6% 3	94.2% 25.51	% 33.5%	28.8%	35.5% 33.0	5 27.4%	52.3% 42	4% 38.4%	49.8%	43.1% 20	2.0% 40.4%	33.3%	39.1% 4	44.4	% 42.2%	43.5% 4	1.6% 39.5%	6 35.5%	33.9% 11	19.9% 54.4%	6 43.4%	48.1%	31.3% 23.0	2% 36.6%	41.9%	47.8% 38	1% 42.9%	32.0% 4	40.2% 48.1	% 34.8%	44.9%	26.5% 33.	1% 21.4%	50.6%	31.4% 4	1.1% 35.2%	5 34.4%	34.3% 40.1	1%	39.1%	35.6% 43./	14% 33.3%
		GRAND TOTAL	100.0% 11	00.0% 100.	0% 100.0%	100.0%	100.0% 10	00.0% 100.0	2% 100.0%	100.0% 1	00.0% 100.0	06 100.0%	100.0% 100	0.0% 100.0%	100.0%	100.0% 10	0.0% 100.0*	5 100.0%	100.0% 1	00.0% 100.0	2% 100.0%	100.0% 10	0.0% 100.0	5, 100.0%	100.0% 10	00.0% 100.0	5 100.0%	100.0% 1	100.0% 100.0	0% 100.0%	100.0%	100.0% 100	0% 100.0%	100.0% 1	00.0% 100	0% 100.0%	100.0%	100.0% 100	0% 100.07	100.0%	100.0% 10	0.0% 100.0%	100.0%	100.0% 100.	0%	100.0%	100.0% 100	30.0% 100.0%



Appendix 8: Comparison Goods Turnover

(excluding SFT)

1 of 7

TABLE 1: ALL COMPARISON GOODS - 2024 MARKET SHARE ANALYSIS (%)

2008 2 2009 2 2018 2 2019 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 2018 2 20 Strategic Centre Wolverhampton 8.0% Town Centre Bilaton Wednesfield 1.1% 0.5% Out-of-Centre 3.4% subtotal 0.4% 15.4% Strategic Centre Briefev Hill- Traditional Briefev Hill- Merry Hill Town Centre 1.4% 1.3% 1.0% Dudlev Stourbridge Helescowen 0.0% 0.0% 0.4% 0.0% 0.2% 0.0% 0.0% 0.2% 0.4% 0.2% 5.0% 0.0% 0.1% 0.0% 1.6% 1.0% 0.0% 0.0% 0.9% 0.9% 0.0% 0.0% 17.5% 27.3% 1.2% 0.0% 0.4% 0.0% District & Local Centr 0.0% 0.0% 0.5% 0.8% 1.2% subtotal Strategic Centre West Bromwich 3.3% Blackheath Cradlev Heath Great Bridge Oldburv Wedneaburv Cape Hill Bearwood 0.0% 0.0% 0.0% 0.0% 0.4% 0.0% 0.9% 0.0% 0.9% 0.0% 0.0% 0.0%
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 65.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 13.8% 4.8% 3.9% 2.1% 1.3% 0.7% 2.3% 2.1% 67% 252% 264% 545% 63% 585% 155% 447% 22% 22% 17% 22% 22% 15% 25% 15% 501% 14% 64% 58% 11% 38% 53% 21% 122% 22% 54% 15% 61% 75% 582% 22% 62% 51% 11% 84% 2.35 1.75 1.45 1.05 1.35 1.15 29.45 2.75 2.4% 1.5% 6.5% 27.6% 12.9% 48.7% 12.4% All Other Centres and St 43.2%

TABLE 2: 2024 SURVEY-DERIVED MARKET SHARE ANALYSIS (f/m) ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding hitmers Stopping and other Special Forms of Training

LOCAL PLANNING AUTHORIT	TY CENTRE TYPE		Zone 1 Zon	e 2 Zone 3	Zone 4 Zon	ne 5 Zone 6	Zone 7	Zone 8 Zon	te 9 Zotte 10	Zone 11 Zon	te 12 Zone 13	Zone 14 Zo	ne 15 Zone '	16 Zone 17	Zone 18 Zon	te 19 Zone 2	0 Zone 21	Zone 22 Zon	e 23 Zone 2	4 Zone 25 2	Cone 26 Zo	te 27 Zone 28	Zone 29	Zone 30 Zone	31 Zone 32	Zone 33 Zon	e 34 Zone 3	5 Zone 36 Z	one \$7 Zone	58 Zone 39	Zone 40 Zon	e 41 Zone 43	2 Zone 43	Zone 44 Zone	45 Zone 46	Zone 47 Zo	one 48 Zon	e 49 Zone 5	2 Zone 51	Cone 52 Zone	53 Zone 54	Zone 55 ST	TUDY ARE
Wolverhamoton	Strategic Centre	Wolverhamoton	2.0 2	9 0.4	0.0 0	4 0.0	0.9	0.3 0.	3 0.6	0.1 0	.1 0.0	1.2	0.7 1.3	0.2	0.0 :	25 0.5	0.5	11.5 1	0 0.0	1.5	0.4	0.0	3.8	0.0 1.0	0.8	0.6 2	6 1.5	0.1	0.1 0.5	0.6	0.4 0	4 17.6	81.9	18.4 9.4	10.1	24.1	0.9 21	3.6 108.1	48.1	9.1 18	28.6	1.3	461.7
	Town Centre	Bilaton	0.0 0.	0 0.0	0.0 0	0.0 0.0	0.0	0.0 0.	0.0	0.0 0	0.0 0.1	0.0	0.1 0.1	0.2	0.0	0.1 0.0	0.2	0.5 0	8 0.0	0.0	0.0	1.4 1.1	0.1	0.0 2.6	2.3	0.0 0	0.0	0.0	0.0 0.0	0.0	0.0 0	0 1.5	1.5	0.4 0.1	2.4	37.8	0.0 3	0.0.0	3.8	0.1 0.0	0.3	0.0	66.1
	District & Local Centres	wedneshed	0.0 0.	0 0.0	0.0 0	10 0.0	0.0	0.8 0.	.0 0.0	0.0 0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 1	0.0 0.0	0.4	1.3 0	0 0.0	0.0	0.5	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0	0.0	0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	1.7	1.6 0.0	0.0	0.0	0.0 3	0 7.3	4.3	7.4 0/	1.0	0.0	30.8
	Out-of-Centre		14 3.	3 0.0	1.0 1	7 0.0	0.3	1.0 0.	.0 0.1	0.0 0	0.0	0.6	0.7 0.5	0.4	0.0	2.9 0.0	0.3	7.6 3	1 0.2	0.8	0.1	0.2 0.0	0.5	0.0 2.3	0.8	0.4 0	0 6.6	1.5	0.9 0.5	0.0	0.0 0	3 9.1	24.5	29.6 7.8	6.0	13.3	0.1 5	4 19.1	11.8	3.1 2/	13.5	0.1	193.6
		subtotal	3.4 6.	2 0.4	1.0 2	.1 0.4	1.2	2.1 0.	.3 0.8	0.1 0	0.2 0.1	1.8	1.7 2.0	0.8	0.0	5.4 0.5	1.4	20.9 4	9 0.2	2.3	0.7	0.8 1.1	4.4	0.0 5.9	4.4	1.0 2	.6 8.1	1.8	1.0 1.0	0.6	0.7 0	8 28.8	111.0	57.9 17.	9 18.8	75.8	1.0 31	3.0 136.0	68.0	19.7 20.3	7 43.6	1.4	766.2
Dudley	Strategic Centre	Briefev Hil- Traditional High Street Briefev Hil- Merry Hill	0.0 0.	0 0.0	0.0 0	4.1 2.2	0.0 0.4	0.3 0. 29.0 25	1 0.4	0.1 0	0.0 0.0 3.7 1.4	2.3 20.8	0.2 0.1	0.0 3.7	0.0 I 1.0 4	12 0.0 4.4 25.4	0.1 46.5	0.8 1 46.7 21	4 10.5 14 80.1	2.7 53.8	0.5	0.6 0.6 6.8 51.0	0.0	0.0 0.0	0.0 9.7	0.0 0 1.6 0	0 0.0 6 1.3	0.0	0.0 0.0	0.0	0.0 0	0 0.0 5 2.1	0.0 5.1	0.0 0.0	0.0	0.0 20.7	0.0 0	0.0 0.0	0.0 10.6	0.1 0.0	0.0	0.8 2.8	22.3 888.7
	Town Centre	Dudlev Stourbridge Helesowen	0.0 0. 0.0 0. 2.3 0.	0 0.7 0 0.0 0 0.3	0.0 0	14 0.0 12 0.0 10 0.0	0.1 0.0 0.0	0.0 1. 0.0 0. 0.0 12	.2 1.0 .7 0.9 29 27.9	0.4 1	1.7 0.1 0.0 0.0 0.9 0.0	1.1 0.0 3.4	3.9 0.3 0.0 0.0 0.2 0.1	0.3 0.0 0.0	0.0 2	3.8 1.0 3.7 0.7 3.0 0.6	18.2 0.4 0.3	8.3 6 0.4 0 0.0 0	8 2.6 0 1.9 0 0.2	1.4 2.8 0.4	0.1 3.2 3 0.1	0.3 0.5 8.2 21.0 0.4 0.8	0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.9	0.0 0 0.0 0 0.0 0	0 0.0	0.1 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0	0.3	0.0 0 0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0	0.2 0.1	0.0 0.0 0.0	1.3 0.0 0.0	0.0 0.0 0.0 0 0.0 0	.1 0.4 .0 0.2 .0 0.0	0.2 0.0 0.0	0.6 0.0 0.2 0.0 0.0 0/	0.3	0.0 0.1 0.0	81.7 76.1 59.1
	District & Local Centres		0.0 0.	1 0.9	0.0 0	0.0	0.0	0.0 0.	0.0	0.0 0	0.6 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	1.5	10.8 0	3 3.0	11.6	1.0	12 2.2	0.0	0.3 0.1	0.0	0.0 0	9 0.0	0.0	0.0 0.0	1.3	0.0 0	0.0	0.0	0.9 0.0	0.0	0.3	0.0 0.0	0 0.3	0.4	1.3 0.4	0.0	0.0	45.4
	Out-of-Centre		4.5 1	3 1.9	4.4 4	7 0.4	0.0	0.7 4.	.9 5.1	2.2 2	5 0.4	4.9	2.1 0.1	0.0	0.0	18 0.2	3.8	2.2 2	3 4.6	3.3	0.3	3.1 3.8	0.0	0.0 0.0	0.0	0.0 0	0 0.0	0.0	0.0 0.0	0.0	0.0 0	0 0.2	0.0	0.0 0.0	0.0	0.2	0.0 0	.1 0.3	0.2	0.7 0.5	0.0	0.1	66.9
		subtotal	22.2 7.	2 13.4	21.8 34	4.5 2.6	0.5	30.0 45	5.4 86.8	30.2 2	9.4 1.9	32.5 :	30.4 4.9	4.0	1.0 7	1.7 27.8	70.6	69.2 31	2 102.9	76.1	17.9 1	13.5 79.9	0.0	1.3 2.2	10.6	1.6 1	5 1.3	1.0	1.1 0.2	1.6	0.0 0	5 2.3	5.1	2.7 1.2	1.9	22.4	0.1 1	.8 10.2	11.2	22.2 1.5	2.0	3.9	1240.2
Sandwell	Strategic Centre	Weat Bromwich	2.6 27	5 0.0	0.0 0	8 0.0	9.4	0.0 3.	.2 0.3	0.1 4	1.3 9.4	18.3	8.8 32.0	34.1	1.3	0.1 0.0	4.3	0.0 13	9 0.0	0.0	0.0	0.2 0.0	0.0	0.5 0.2	10.5	0.0 0	0.0	0.2	3.4 0.0	0.0	0.1 0	8 0.3	0.0	0.3 0.0	0.2	1.1	0.0 0	3 0.2	0.0	0.2 0.0	0.0	0.0	188.5
	Town Centre	Blackheath Cradley Heath Great Britide Oldbury Wednesbury Case Hill	0.0 0. 0.0 0. 0.8 5. 1.8 4. 4.1 0.	0 0.0 0 0.0 8 0.0 8 0.0 0 0.0 0 0.0	0.0 0 0.0 0 1.5 2 0.0 0 0.0 0	17 0.0 10 0.0 10 0.0 10 0.0 10 0.0	0.0 0.4 0.8 0.7 0.0	0.0 8 0.0 0 0.6 2 0.0 0 0.6 2	4 0.5 3 0.7 0 0.0 6 1.1 0 0.0 0 0.0	1.1 1 2.3 0 0.0 0 1.0 6 0.0 0 0.1 0	0.1 0.0 15 0.0 10 0.0 14 3.7 10 0.2 10 115	1.7 0.0 23.2 0.0 5.7	1.0 0.0 0.1 0.0 0.5 5.2 19.1 3.9 0.4 1.4 0.2 0.0	0.0 3.2 2.6 2.1 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 1.1 0.0 1.3 0.0 0.0 0.0 0.0 0.0	0.7 0.6 1.8 0.0 0.0	0.0 0 0.0 11 0.5 4 0.0 1 0.0 1	4 2.3 0 0.8 12 0.0 8 0.0 6 0.0 0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	10 0.0 13 0.3 14 0.0 12 0.0 10 0.0	0.0 0.2 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.1 0.0 0.1 0.7 0.0 0.0	0.0 2.0 0.9 15.2 0.0	0.0 0 0.0 0 1.0 0 3.4 0 0.0 0	0 0.0 0 0.0 0 0.0 0 0.0 0 0.8 0 0.0	0.1 0.0 0.0 0.1 0.0	0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.1 0.0 0.0	0.0 0.0 0.0 0.2 0.0	0.0 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0 0	0 0.0 0 0.0 0 0.0 0 0.0 1 0.7 0 0.0	0.0 0.0 0.0 0.2 0.0	0.0 0.0 0.0 0.0 0.0 0.0 1.4 0.0	0.0 0.0 0.0 0.0 0.3 0.0	0.0 0.0 1.7 0.6 0.3 0.0	0.0 0 0.0 0 0.0 0 0.0 0 0.0 0	0 0.0 0 0.0 0 0.0 0 0.0 0 0.7 0 0.0	0.0 0.3 0.0 0.0	0.1 0.0 0.0 0.0 0.1 0.0 0.4 0.0 0.0 0.1 0.0 0.1	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.2 0.0 0.0	27.9 6.3 28.2 90.7 36.3 21.7
	District & Local Centres	Bearwood	10.8 0.	0 0.0	0.0 1	.8 0.4	0.2	0.0 0.	3 0.0	0.0 0	10 4.4	12.6	0.2 0.1	0.0	0.0 1	0.0 0.0 0.0 0.0	0.0	0.0 0	o o.o s o.o	0.0	0.0	0.0 0.0	0.0	0.0 0.0	0.0	0.0 0	0 0.0 0 0.0	0.0	0.0 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0 0.0	0.0	0.0	28.3
	Out-of-Centre		3.9 21	.8 3.0	3.8 4	4 1.2	17.1	3.8 1.	2 3.3	0.9	1.8 1.4	23.5	6.0 8.3	14.0	4.6 :	2.4 2.1	0.9	2.8 18	2 0.3	1.6	0.4	0 2.8	0.3	7.3 14.3	7 40.0	7.2 1	7 13.7	4.0	14.6 1.5	1.8	1.4 9	1 2.2	6.3	7.3 8.1	6.1	6.6	0.6 0.0	3 7.4	2.1	1.0 0.1	3.0	0.1	326.2
		subtotal	30.4 55	9 3.0	5.3 1;	2.6 1.6	28.9	4.4 16	3.7 6.1	5.5 2	5.3 36.4	88.2	37.1 53.6	57.0	6.0	4.9 2.1	8.5	3.4 55	8 3.4	2.2	0.6	2.0 3.1	0.5	8.0 15.5	5 68.6	11.6 1	7 14.5	4.4	18.6 2.0	2.0	1.5 10	2.0 3.1	7.2	2.0 2.6	6.5	10.6	0.6 0	.6 8.6	2.5	1.9 0.1	3.0	0.3	781.0
Wasan	Strategic Centre	Watsal	0.8 6	2 1.4	0.3 0	13 0.0	5.2	1.4 0.	.3 0.0	0.0 0	10 0.0	0.0	0.0 0.0	1.6	22 1	3.1 2.4	0.1	0.0 1	7 0.0	0.0	0.0	1.1 0.0	0.0	29.9 44.2	5 9.7	12.2 0	9 50.8	16.7	20.1 4.2	1.5	9.1 14	13 13	0.4	4.8 12	1 8.7	2.8	0.0 0	.1 1.2	0.0	0.2 0.0	0.0	0.0	281.1
	Town Centre	Brownhills Aldridos Wilenhall Darlaston	0.0 0. 0.0 0. 0.0 0.	0 0.0 5 0.0 0 0.0 0 0.0	0.0 0	10 0.0 10 0.0 10 0.0	0.0 0.6 0.0	0.0 0. 0.0 0. 0.0 0. 0.0 0.	0 0.0	0.0 0	0 0.0	0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.1	0.5 2.8 0.0	10 0.0 10 0.0 10 0.0 10 0.0	0.0 0.0 0.0 0.0	0.0 0	0 0.0 0 0.0 0 0.0 0 0.0	0.0 0.0 0.1 0.0	0.0	10 0.0 10 0.0 10 0.0 13 0.0 10 0.0	0.0	0.0 1.7 0.1 0.3 0.0 0.7 0.0 2.0 0.0 1.3	0.0 0.0 1.1 4.8	1.9 0 0.0 0 0.0 0	0 0.7 0 1.5 0 0.0 0 0.0	1.3 5.5 0.0 0.0	0.1 0.6 0.2 0.0 0.5 0.0 0.0 0.1 0.1 0.0	1.0 0.0 0.0	8.7 1 0.5 18 0.0 0 0.0 0	.7 0.1 3.9 0.0 .0 1.4 .0 0.0	0.0 0.0 0.0 0.0	0.0 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1	0.0 0.1 9.8 0.5	0.0 0.1 0.0 0.8	0.0 0 0.0 0 0.0 0 0.0 0	0 00 0 00 0 00 8 00	0.0 0.0 0.1 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0	0.0 0.0 0.0	26.1 17.1 33.2 25.6 9.0
	District & Local Centres		0.0 0.	0.0	0.0 0	0.0	0.1	0.0 0.	0.0	0.0 0	0.0 0.0	0.0	0.0 0.0	0.0	2.6	0.0 0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0.0	0.0	0.3 0.3	0.0	0.0 0	.0 1.8	1.0	0.2 0.2	0.0	0.6 0	6 0.2	0.0	0.2 1.8	0.2	0.2	0.0 0.0	0 0 0	0.0	0.0 0.0	0.0	0.0	10.5
	Out-of-Centre		0.5 3	8 0.0	0.0 0	0 00	35	0.0 0.	1 0.0	0.3	2 0.0	2.4	00 08	1.9	27	24 0.0	0.2	0.3 0	2 0.0	0.0	0.1	00 00	0.2	4.6 11.2	3.3	0.4 0	0 4.8	38	42 09	0.2	0.7 3	3 0.5	15	1.6 54	3.2	1.3	02 0	3 15	0.2	0.2 0.7	13	0.0	75.0
All Other Centres Outside I	BCLA Area Birmincham	subtotal	1.3 10	16 108.5	113.8 44	0.4 36.7	17.3	1.4 0.	2 5.2	1.1 :	1 <u>2 0.0</u> 16 14.9	2.4	2.8 6.8	6.0	42.8	3.0 11.7	0.5	1.0 7	s 0.0 9 0.8	2.2	0.8	13 4.9	1.2	45 4.6	5.8	14.5 0	<u>9 77.7</u> 1.5 5.5	4.6	<u>25.3 5.9</u> 9.1 1.6	4.2	2.5 10	19 3.5 18 1.3	4.2	3.7 2.1	3 22.4	4.3	0.2 0	<u>9 2.7</u> .8 9.1	5.2	1.7 0.1	3.7	3.2	783.1
	Camock Kidderminster Lichfield Redditch Stafford Sutton Coldfield Telford		0.0 4 0.6 0 0.0 3 0.0 0 0.0 1 0.0 36 0.0 36	4 1.1 0 0.9 8 0.0 4 6.9 7 0.0 1.2 1.0 1 0.6	0.5 0 1.8 0 16.3 0 0.0 0 0.0 0 0.0 0	10 1.0 12 0.2 10 0.0 14 26.1 10 0.0 14 0.0 12 0.4 14 0.0	0.0 0.0 0.0 0.0 11.5 0.3	1.0 0. 9.1 1. 0.0 0. 29.2 0. 1.8 0. 0.2 0.	1 0.0 6 1.0 0 0.0 3 0.0 0 0.0 3 0.0 0 0.0 0 0.0	0.0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.1 0.0 0.2 0.0 0.0	0.0 0.0 0.0 0.8 0.0 1.3	0.2 0.1 0.0 0.1 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.2	0.0 0.0 1.4 0.0 70.7 0.0	12 0.3 19 143.8 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0	0.0 0.1 0.0 0.0 0.0 0.0 0.2	0.2 0 0.6 0 0.1 0 0.0 0 0.0 0 0.2 0 0.0 0	0 0.0 2 0.8 0 0.0 0 0.0 0 0.0 0 0.0 0 0.0	0.1 2.0 0.0 0.0 0.0 0.0 0.0	0.0 6.5 0.0 0.0 0.0 0.0 0.0 0.0	10 0.0 17 6.4 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0 10 0.0	14.6 0.2 0.0 16.6 0.2 8.4	2.8 0.3 0.0 0.1 85 0.2 0.0 0.0 0.8 0.3 0.2 0.2 0.0 0.0	0.1 0.0 0.0 0.6 0.0 0.0	151.1 3 0.0 0 5.0 7: 0.0 0 14.2 0 0.0 3 7.2 0	2 12.1 0 0.0 84 2.6 0 0.0 4 0.0 8 0.4 0 3.3	2.7 0.0 0.5 0.0 0.1 1.3 0.2	0.1 285 0.1 0.0 0.1 0.3 0.0 0.0 0.1 0.3 0.6 0.0 0.1 2.0	20.7 0.0 19.1 0.0 2.5 0.2 0.4	9.0 5 0.0 0 3.8 1 0.0 0 0.0 0 0.4 5 0.3 0	A 0.2 0 0.0 5 0.0 0 0.0 0 0.0 8 0.0 0 0.4	8.6 0.4 0.0 0.9 0.0 7.7	6.2 24 0.0 0.0 0.4 0.0 0.4 0.0 0.4 0.0 0.4 0.0 1.7 0.1	0.3 0.0 0.0 0.0 0.0 0.0	0.2 0.0 0.7 0.0 0.0 0.0	0.1 0 0.0 0 0.2 0 0.6 0 0.1 0 27.8 0	1 0.7 0 0.7 0 0.0 0 0.0 0 0.4 0 0.0 0 4.7	0.9 0.5 0.0 0.2 0.0 1.1	0.1 0.2 0.8 0.2 0.0 0.0 0.0 0.6 0.0 0.6 0.0 0.6 1.0 16	4.5 0.0 0.0 0.7 0.0 2 21.9	0.0 31.6 0.0 0.1 0.0 5.8	278.2 225.9 118.1 73.1 41.1 130.1 122.5
	All Other Centres and Stores Elsewhe	ife .	14.0 74	3 54.4	84.7 8	43.3	12.7	80.0 1.	.7 2.1	8.2	.7 1.4	2.4	1.7 1.0	3.8	57.2	1.3 13.7	3.1	1.0 3	9 3.7	1.8	3.7	1.0 3.4	6.4	6.3 1.4	0.1	17.6 51	2.0 2.9	3.0	1.8 5.2	32.0	5.1 6	7 0.9	2.6	1.3 0.3	0.7	1.4	13.1 1	2 4.2	1.4	3.3 15.	2 12.0	44.0	715.2
		subtotal	150.8 21	1.4 173.4	217.1 41	9.9 107.7	41.9	140.9 10	9.9 8.4	9.6 6	16.3	26.3	4.7 8.1	10.3	172.1	3.3 169.6	3.9	3.1 12	0 5.4	6.0	11.3 1	0.4 14.8	47.6	22.6 7.1	6.6	207.3 15	6.2 26.8	12.4	12.1 38.2	79.0	21.3 30	0.0 2.9	24.4	13.7 5.5	3.1	6.5	42.6 2	.1 19.8	9.2	6.9 32.	5 42.8	84.8	2487.3

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TABLE 3: 2026 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m) ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and other Special Forms of Trading

LOCAL PLANNING AUTHORIT	TY CENTRE TYPE		Zone 1	Zone 2	Zone 3 Z	Zone 4 Zi	Cone 5 Zo	one6 Zo	one 7 Zon	te 8 Zone	a 9 Zone 1	0 Zone 11	Zone 12	Zone 13 Zo	ne 14 Zoni	15 Zone '	6 Zone 17	Zone 18	Zone 19	Zone 20 Z	one 21 Zo	ne 22 Zone	23 Zone 2	4 Zone 25	Zone 26	Zone 27 Zo	one 28 Zone	e 29 Zone	30 Zone 31	Zone 32	Zone 33 Z	Zone 34 Zo	ine 35 Zoni	36 Zone S	Zone 38	Zone 39 Zo	ine 40 Zone	41 Zone 41	2 Zone 43	Zone 44 Zi	one 45 Zon	ne 46 Zone	47 Zone 48	Zone 49	Zone 50 Zo	one 51 Zon	e 52 Zone 5	3 Zone 54	Zone 55 S	TUDY AREA
Wolverhampton																																																		
	Stratecic Centre	Wolverhamoton	2.0	3.0	0.5	0.0	0.5 0	0.0 1	1.0 0.	3 0.3	5 0.7	0.1	0.1	0.0	1.2 0.	7 1.4	0.2	0.0	2.6	0.5	0.5 1	1.9 1.0	0.0	1.6	0.4	0.3	0.0 3.	9 0.0	1.0	0.9	0.6	2.7	1.6 0.	1 0.1	0.5	0.6	0.4 0.5	18.4	85.6	19.2	9.8 10	0.6 25.3	2 0.9	27.8	112.7	50.1 9.9	5 18.7	29.8	1.4	481.6
	Town Centre	Bilaton Wednesfield	0.0	0.0	0.0	0.0	0.0 0	0.0 0	0.0 0.	0.0 0.0	0.0	0.0	0.0	0.1	0.0 0.	1 0.1	0.2	0.0	0.1	0.0	0.2	0.5 0.8	0.0	0.0	0.0	0.4	1.2 0.	1 0.0	2.8	2.4	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 0.0	1.6	1.6 1.4	0.5	0.3 2	1.5 39.5	5 0.0	3.2	0.6	4.0 0. 0.0 0	.1 0.0	0.3	0.0	68.9 14.6
	District & Local Centres		0.0	0.0	0.0	0.0	0.0	0.4 0	0.0 0.	9 0.0	0.0	0.0	0.0	0.0	0.0 0.	2 0.0	0.0	0.0	0.0	0.0	0.4	1.3 0.0	0.0	0.0	0.3	0.0	0.0 0.	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0 0.0	0.0	1.8	1.6	0.0 0	0.0 0.0	0.0	3.1	7.6	45 7	.7 0.0	1.0	0.0	32.1
	Out-of-Centre		1.5	3.4	0.0	1.1	17 (0.0 0	03 1.	1 0.0	0.2	0.0	0.1	0.0	0.6 0.	8 0.6	0.4	0.0	3.0	0.0	0.3	7.9 3.5	0.2	0.8	0.1	0.2	0.0 0.	6 0.0	2.4	0.9	0.4	0.0	6.9 1.	5 1.0	0.5	0.0	00 03	9.5	25.6	30.8	8.1 6	12 13.1	9 02	5.6	19.9	12.3 3	12 25	14.1	0.1	202.0
		subtotal	3.5	6.4	0.5	1.1	2.2 (0.4 1	1.3 2.	2 0.3	5 0.8	0.1	0.2	0.1	1.8 1.	8 2.0	0.8	0.0	5.7	0.5	1.4 2	21.7 5.1	0.2	2.4	0.8	0.8	1.2 4.	8 0.0	6.2	4.6	1.0	2.7	8.4 1.	9 1.1	1.0	0.6	0.7 0.8	30.1	116.1	60.3	18.7 1	9.7 79.3	2 1.1	39.8	141.7	70.9 20	15 21.8	45.4	1.5	799.1
Dudlev	Strateoic Centre	Briefey Hill- Traditional High Street Briefey Hill- Merry Hill	0.0	0.0	0.0	0.0	0.0 0 25.1 2	0.0 0 2.3 0	0.0 0.	3 0.1 15 26.8	0.4	0.1 27.2	0.0 24.7	0.0	2.4 0. 11.7 25	2 0.1	0.0	0.0	0.2 46.4	0.0 26.6	0.1 48.6 4	0.8 1.4	10.9 83.5	2.8 55.9	0.6 13.0	0.6	0.6 0. 53.2 0.	0 0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 5.3	0.0	0.0 0	0.0 0.0	0.0 6 0.1	0.0	0.0	0.0 0 11.0 2/	.1 0.0 0.1 1.1	0.0 1.8	0.8 3.0	23.2 926.9
	Town Centre	Dudlev	0.0	0.0	0.7	0.0	0.5	0.0	0.1 0.	0 1.2	1.0	0.4	1.8	0.1	1.2 4	0 0.3	0.3	0.0	24.8	1.1	19.0	8.6 7.1	2.7	1.4	0.1	0.3	0.5 0.	0 0.0	0.0	1.0	0.0	0.0	0.0 0.	1 0.0	0.0	0.3	0.0 0.0	0.0	0.0	0.2	0.1 0	1.0 1.4	0.0	0.1	0.4	0.2 0	0.0	0.4	0.0	85.2
		Slourbridge Halesowen	2.4	0.0	0.0	0.0	52 0	0.0 0	0.0 0.	0 13.4	4 29.1	1.4	0.0	0.0	3.5 0.	2 0.1	0.0	0.0	0.0	0.6	0.4	0.4 0.0	0.3	0.4	0.1	0.4	21.9 0. 0.9 0.	0 00	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0	2 0.0	0.0	0.0	79.3 61.7
	District & Local Centres		0.0	0.1	0.9	0.0	0.0	0.0 0	0.0 0.	0.0	0.0	0.0	0.7	0.0	0.0 0.	0.0	0.0	0.0	1.0	0.0	1.5 1	1.2 0.3	3.1	12.1	1.1	4.4	2.3 0.	0 0.4	0.1	0.0	0.0	1.0	0.0 0.	0.0	0.0	1.3	0.0 0.0	0.1	0.0	0.9	0.0 0	0.0 0.3	0.0	0.0	0.4	0.4 1.	A 0.4	0.0	0.0	47.4
	Out-of-Centre	schlotal	4.7	1.4	2.0	4.5	4.9 (0.4 0	0.0 0.	8 5.1	5.3	2.3	2.6	0.4	5.1 2	2 02	0.0	0.0	1.8	0.2	3.9	23 24	4.8	3.4	0.3	32	4.0 0.	0 00	0.0	0.0	0.0	0.0	0.0 0	0 0.0	0.0	0.0	00 00	0.2	0.0	0.0	0.0 0	0 02	0.0	0.1	0.3	0.2 0	7 0.0	2.1	0.1	69.8
Sanduni	Stantonia Conten	West Brownich	27	28.6	0.0	0.0		00 0		0 33		0.1	16				16.0		0.2	0.0	46	0.0 14		0.0	0.0	0.2	0.0 0	0 06	0.2	11.0		0.0			0.0	0.0	0.1 0.9	0.2	0.0					0.2	0.2	0.0 0	12 0.0	0.0	0.0	108.7
	T 0	Division of																																																
	Town Centre	Cradley Heath	0.0	0.0	0.0	0.0	0.0	0.0 0	0.0 0.	0 0.4	0.7	2.4	0.6	0.0	0.0 0.	1 0.0	0.0	0.0	0.0	0.0	0.8	0.0 0.0	6.9	0.0	0.0	0.3	0.3 0.	0 00	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0	.0 0.0	0.0	0.0	6.6
		Great Bridge Oldbury	7.0	6.1	0.0	1.5	2.0 0	0.0 0	0.4 0.	0 0.0 6 2.7	0.0	0.0	6.6	3.9 :	0.0 0. 14.2 19	9 40	2.7	0.0	1.1	0.0	1.9	0.0 12.	0.0	0.0	0.0	0.4	0.0 0.	2 0.0	0.0	2.1	0.0	0.0	0.0 0.	0 0.2	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0 1.7	0.0	0.0	0.0	0.4 0.	.1 0.0	0.0	0.0	29.4 94.6
		Wednesbury	1.6	4.1	0.0	0.0	0.0	0.0 0	0.7 0.	0.0	0.0	0.0	0.0	0.2	0.0 0.	4 1.4	2.2	0.0	0.0	0.0	0.0	0.0 1.1	0.0	0.0	0.0	0.0	0.0 0.	0 0.1	0.7	15.9	3.6	0.0	0.9 0.	1 0.0	0.1	0.2	0.0 0.1	0.7	0.2	1.5	0.9 0	0.3 0.3	0.0	0.0	0.8	0.0 0.	0.0 0.0	0.0	0.0	37.9
		Case Hill Bearwood	4.3	0.0	0.0	0.0	1.9 0	0.0 0	0.0 0.	0 0.0	0.0	0.1	0.0	4.6	5.0 0. 13.1 0.	2 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.	0 00	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0	10 0.0	0.0	0.0	22.6
	District & Local Centres		0.7	0.0	0.0	0.0	3.0 0	0.0 0	0.5 0.	0 0.7	0.2	0.0	1.2	6.1	3.3 0.	9 2.8	1.0	0.0	0.0	0.0	0.0	0.2 5.0	0.0	0.0	0.2	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0 0.5	0.3	0.0	0.0 0.0	0.0	0.7	0.0	0.0 0	0.0 0.3	0.0	0.0	0.2	0.1 0	r.1 0.0	0.0	0.0	28.1
	Out-of-Centre		4.1	22.7	3.1	4.0	4.6	13 1	17.8 4.	0 1.3	3.5	0.9	2.9	1.5	<u>4.5 6</u>	3 86	14.6	4.8	25	2.2	1.0	2.9 19.	0.3	1.6	0.4	1.0	2.9 0.	3 77	15.4	41.8	7.5	1.8	14.3 4.	2 15.2	1.6	1.9	15 9.4	2.3	6.6	7.6	9.1 6	13 6.9	0.6	0.3	7.7	22 1	0 0.1	3.1	0.1	340.2
		subtobil	31.7	62.4	3.1	5.5	13.1	1.7 3	30.1 4.	8 17.4	4 6.4	5.8	26.4	35.2	12.0 38	7 55.9	59.3	62	5.1	2.2	8.9	3.6 58.	3.5	2.3	0.6	2.1	3.2 0.	5 8.4	16.3	71.7	12.1	1.8	15.1 4.	6 19.4	2.0	2.1	1.6 10.4	4 3.3	7.5	9.4	10.0 6	5.8 11.7	1 0.6	0.6	9.0	2.6 1.	9 0.1	3.1	0.3	814.6
Walsall	Strategic Centre	Wahall	0.9	6.5	1.5	0.3	0.3 0	0.0 5	5.4 1.	5 0.3	5 0.0	0.0	0.0	0.0	0.0 0.	0.0	1.7	2.2	0.1	2.5	0.1	0.0 1.3	0.0	0.0	0.0	0.1	0.0 0.	0 31.4	4 47.0	10.2	12.8	0.9	53.0 17	5 20.9	4.3	1.6	9.5 143	9 1.4	0.5	5.0	12.6 9	0.1 3.0	0.0	0.1	1.2	0.0 0.3	2 0.0	0.0	0.0	293.2
	Town Centre	Blowich	0.0	0.0	0.0	0.0	0.0	0.0 0	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.	0.0	1.8	0.0	0.0	0.0	19.0 0	6 0.1	0.6	0.1	0.1 0.0	0.1	0.0	0.0	3.8 0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0	27.2
		Aldridoe	0.0	0.6	0.0	0.0	0.0 0	0.0 0	0.6 0.	0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	2.9	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.7	0.0	0.0	0.0	1.5 5.	8 0.5	0.0	0.0	0.5 193	3 0.0	0.0	0.0	0.1 0	0.1 0.1	0.0	0.0	0.0	0.0 0	1.0 0.0	0.0	0.0	34.6
		Willenhall Darlaston	0.0	0.0	0.0	0.0	0.0 0	0.0 0	0.0 0.	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.1	0.0	0.3	0.0 0.	0.0 0.0	2.1	1.2	0.0	0.0	0.0 0.	0 0.0	0.1	0.0	0.0 0.0	1.5	0.0	2.5 0.1	7.0 10	0.3 0.0	0.0	0.0	0.0	0.1 0.0	0.0 0.0	0.0	0.0	26.7 9.3
	District & Local Centres		0.0	0.0	0.0	0.0	0.0	0.0 0	0.1 0.	0.0	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	2.7	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.3	0.3	0.0	0.0	0.0	1.9 1.	0 0.2	0.2	0.0	0.7 0.7	0.2	0.0	0.2	1.8 0	0.2 0.2	0.0	0.0	0.0	0.0 0	1.0 0.0	0.0	0.0	10.9
	Out-of-Centre		0.5	4.0	0.0	0.0	00 1	0.0	36 0.	0 0.1	0.0	0.3	0.2	0.0	25 0	0 08	2.0	2.8	0.4	0.0	0.2	03 03	0.0	0.0	0.1	0.0	00 0	3 49	11.8	3.5	0.4	0.0	50 4	0 4.3	0.9	0.2	0.7 3.4	0.5	1.5	1.7	56 3	3 13	0.3	0.3	1.5	02 0	2 0.3	13	0.0	78.2
		sublotal	1.4	11.0	1.5	0.3	0.3 0	0.0 \$	9.8 1.	5 0.4	0.0	0.3	0.2	0.0	2.5 0.	0 0.8	3.8	11.1	0.5	2.5	0.3	0.3 1.5	0.0	0.1	0.1	0.4	0.0 0.	3 38.0	5 65.2	20.1	15.2	0.9	81.2 30	.1 26.3	6.2	2.9	20.6 40.4	4 3.7	2.0	9.4	31.7 23	3.5 5.4	0.3	1.0	2.8	0.3 0.	<u>A 0.3</u>	1.3	0.0	498.0
All Other Centres Outside	BCLA Area																															17.0																		
	Cannock		141.9	94.3 4.6	112.9	0.6	42.1 3	38.2 1 1.0 0	18.0 20 0.0 1.	18 7.5	5 5.4	0.0	0.1	15.6	2.8 2	9 7.1 3 0.1	6.3	44.3	3.1	0.3	0.6	1.1 8.2 0.2 0.0	0.9	2.3	0.0	0.0	5.1 1. 0.0 15	2 4.7	4.9	0.2	12.7	3.4	5.8 4. 12.7 2	8 9.5 8 0.1	30.1	4.4 21.5	2.7 113 9.4 5.6	2 1.3	2.0	3.9 6.5	2.4 1 2.5 0	1.8 4.5	0.8	0.9	9.5	0.9 0	8 0.7	3.8	3.4	816.8 290.1
	Kidderminster		0.7	0.0	0.9	1.9	0.2 0	0.2 0	0.0 9.	5 1.7	1.0	0.3	0.2	0.0	0.0 0.	0 0.1	0.1	0.0	2.0	150.3	0.1	0.6 0.1	0.9	2.1	6.8	4.9	6.7 0.	2 0.0	0.1	0.0	0.0	0.0	0.0 0.	0 0.1	0.0	0.0	0.0 0.0	0.0	0.4	0.0	0.0 0	0.0 0.0	0.0	0.0	0.8	0.5 0	.9 0.2	0.0	33.2	235.7
	Lichfield		0.0	3.9	0.0	0.0	0.0	0.0 0	0.1 0.	0.0	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.2	1.4	0.0	0.0	0.0	0.1 0.0	0.0	0.0	0.0	0.0	0.0 0.	0 8.9	0.2	0.0	5.2	76.4	2.7 0	6 0.1	0.3	19.8	4.0 1.6	0.0	0.0	0.4	0.0 0	0.0 0.0	0.2	0.0	0.0	0.0 0.1	0.0 0.0	0.0	0.0	123.2
	Stafford		0.0	17	0.0	0.0	0.0 1	00 0	0.0 30	0 0.0	5 0.0	0.0	0.0	0.0	0.0 0.	0 00	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.	3 06	0.0	0.6	14.9	0.0	0.0 0	1 01	0.0	2.5	0.0 0.0	0.0	0.0	0.0	0.0 0	0 00	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.1	42.9
	Sutton Coldfield		0.0	37.7	1.1	0.0	0.2	0.5 1	12.0 1	9 0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	73.2	0.0	0.0	0.0	0.2 0.0	0.0	0.0	0.0	0.0	0.0 0.	2 02	0.2	0.0	0.0	3.8	0.4 1.	4 0.6	0.0	0.2	0.5 5.8	0.0	0.0	0.0	0.0 0	0.0 0.0	0.1	0.0	0.0	0.0 0	0.0	0.0	0.0	135.7
	Telford		0.0	0.1	0.6	0.0	0.5 0	0.0 0	0.3 0.	2 0.0	0.1	0.0	0.4	0.0	1.3 0.	0.0	0.2	0.0	0.0	0.0	0.2	0.0 0.0	0.0	0.0	0.2	0.5	0.1 8.	8 0.0	0.0	0.0	7.5	0.0	3.5 0.	2 0.1	2.1	0.4	0.0 2.0	0.5	8.1	1.7	0.1 0	0.4 0.0	29.3	0.0	4.9	1.2 1.1	.0 16.9	22.9	6.1	127.7
	All Other Centres and Stores Eblewhere	1	14.6	TTA.	55.6	88.1	8.5 4	45.2 1	13.3 84	.1 1.8	5 2.2	8.5	1.8	1.5	2.5 1.	r 1.1	4.0	59.2	13	14.3	3.2	1.1 4.0	3.9	1.9	3.9	4.1	3.5 6.	7 6.6	1.5	0.1	18.4	61.4	3.0 3.	1 1.9	5.5	33.2	5.4 7.0	1.0	2.7	1.3	0.7 0	1.7 1.4	13.8	1.2	4.4	1.4 3.	A 15.9	12.5	46.3	746.0
-		subtotal	157.1	220.1	180.3	225.8	52.0 1	112.4 4	43.7 14	8.1 11.4	4 8.8	10.0	6.2	17.1	7.5 4	9 8.4	10.7	178.1	6.6	177.3	4.1	3.2 12	5.6	6.3	11.7	10.9	15.4 49	5 23.1	7.5	6.9	216.9	162.6	28.0 13	0 12.6	40.0	82.1	22.2 31.	2 3.0	25.5	14.2	5.7 3	5.3 6.8	44.9	2.2	20.6	9.6 7.	2 34.0	44.6	89.0	2594.4
		GRAND TOTAL	216.9	307.5	122.4	255.4 1	103.5 1	117.1 8	15.4 183	7.9 76.8	8 106.5	47.6	63.6	57.4 1	57.8 77	1 72.2	78.9	195.4	92.8	211.6	88.6 1	00.7 110	3 116.6	90.1	31.7	163.6 1	103.2 54	.8 70.1	1 97.5	114.5	246.8	169.5 1	34.2 50	7 60.6	49.5	89.2	45.1 83.2	2 42.5	156.4	95.1	67.4 55	5.2 126.	0 47.0	45.4	184.7	95.2 5	4.1 57.5	96.5	24.2	5292.8

TABLE 4: 2011 SURVEY OF RIVED MARKET SHARE ANAL Y99 (fm) ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding thinmed Strapping and drift Select From of Trading

LOCAL PLANNING AUTHORIT	IT CENTRE I TPE		ZONE 1	cone 2 20r	ne 3 20h	16.4 Zone	5 20ne 6	5 Zone 7	Zone 8	20ne 9	20me 10 2	one 11 20	he 12 Zon	e 13 20ne 1	14 20ne 15	5 20ne 16	2016 17	Zone 18 Zo	ine 19 Zon	e 20 Zone	21 Zone:	22 Zone 23	Zone 24	Zone 25	Zone 26 Z	one 27 Zoni	28 Zone 2	29 Zone 30	Zone 31	20118 32 20	one 33 Zone	134 20ht 3	o 20ne 36	20110-37 2	one se i zoni	39 20me 4	20ne 41	2018 42	comi 43 20	ong 44 20h	e 45 - 20ne -	AG 2006 47	Zone 48	20ne eg 20	one 59 Zo	one 51 Zon	e 52 Zone i	53 Zone 5	Zone 55	STUDT ARE
Wolverhamoton																																																	- 1	
	Strategic Centre	Wolverhampton	2.3	3.5 0.	.5 0.	0 0.5	0.0	1.1	0.3	0.4	0.8	0.1	0.1 0.	0 1.4	0.8	1.6	0.2	0.0	3.0 0.0	6 0.6	8 13.6	1.2	0.0	1.8	0.4	0.3 0.	0 4.5	0.0	1.2	1.0	0.7 3.1	1 1.8	0.1	0.1	0.6 0.	7 0.5	0.5	21.3	99.0	22.0 11	.3 12.3	5 29.1	1.1	32.2	129.6	57.4 10	3.8 21.6	d 34.3	1.6	554.2
	Town Centre	Biston	0.0	0.0 0	0 0	0 00	0.0	0.0	0.0	0.0	0.0			1 0.0	0.1	0.1	0.2	0.0	0.1 0	0 03	2 06	10	0.0	0.0	0.0	0.4 1	3 01	0.0	3.2	28	00 00		0.0	0.0	0.0 0	0.00	0.0	1.8	1.0	0.5 0	3 29	45.6	0.0	37	0.7	46 0	10 00	0.03	0.0	79.5
		Wednesfield	0.0	0.0 0.	0 0	0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.1	0.0	0.0 0.0	.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0	0.5	0.0 0.0	0.0	0.2	0.0	0.0 0.0	0.4	0.0	0.7	1.6	9.3 0.	5 0.4	0.7	0.0	0.0	1.1	0.0 0	.0 0.4	0.2	0.0	16.8
	District & Local Centres		0.0	0.0 0.	.0 0.	0.0	0.5	0.0	1.0	0.0	0.0	0.0		0 0.0	0.3	0.0	0.0	0.0	0.0 0.0	0 0.5	5 1.5	0.0	0.0	0.0	0.3	0.0 0.	0 0 0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	2.1	1.9 0.	0 0.0	0.1	0.0	3.7	8.7	5.1 8	1.8 0.0	1.2	0.0	38.9
																																																	- 1	
	Out-of-Centre	subtotal	4.1	7.4 0	1.5 1.	2 20	0.0	0.4	25	0.0	0.2	0.0	0.1 0.	0 07	2.0	2.4	1.0	0.0	35 0 6.6 0	0 0.4 .6 1.3	4 <u>9.0</u> 7 24.8	3.8	0.2	2.7	0.1	0.2 0	0 06	0.0	2.8	5.4	1.2 3.1	0 <u>7.9</u> 1 9.7	2.1	1.1	12 0	2 00	0.4	11.0 34.8	29.6	35.3 9. 69.0 21	3 7.2 A 22.8	8 91.5	1.3	46.1	22.9 163.0	14.1 3 81.2 23	<u>6 2.9</u> 33 25/	0 52.2	0.1	232.4
																																																	_	
Dudley	Strategic Centre	Briefey Hill- Traditional High Street	0.0	0.0 0.	.0 0.	0.0	0.0	0.0	0.3	0.1	0.5	0.2		0 2.8	0.2	0.1	0.0	0.0	0.2 0	.0 0.1	1 0.9	1.6	12.6	3.2	0.6	0.7 0.	7 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	1.0	26.7
		Briefley Hill- Merry Hill	18.4	6.9 11	1.4 20	1.2 28.7	2.7	0.5	35.7	30.8	61.6	31.3 2	8.2 1	7 24.9	29.0	5.1	4.5	1.2	53.6 30	1.7 56.	4 55.4	24.6	96.1	63.6	14.6	115.2 61	2 0.0	1.1	2.6	11.7	1.9 0.3	7 1.6	1.1	1.3	0.3 0.	0.0	0.6	2.5	6.2	1.9 1.	4 2.4	. 24.9	0.2	2.0	10.7	12.6 22	2.9 1.3	2.0	3.4	1066.6
	Town Centre	Dudley	0.0	0.0 0.	9 0	0 0.5	0.0	0.1	0.0	1.4	1.2	0.4	2.0 0.	2 1.4	4.7	0.3	0.3	0.0	28.7 1	2 22	1 9.8	8.2	3.1	1.6	0.2	0.3 0.	6 0.0	0.0	0.0	1.1	0.0 0.0	0.0	0.1	0.0	0.0 0.	3 0.0	0.0	0.0	0.0	0.2 0.	1 0.0	1.6	0.0	0.1	0.5	0.2 0	1.7 0.0	0.4	0.1	98.1
		Stourbridge	0.0	0.0 0.	.0 0.	0 0.3	0.0	0.0	0.0	0.8	1.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0	0.0	0.8 0	8 0.5	5 0.5	0.0	2.2	3.3	3.8	45.5 25	2 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0	0.2	0.0 0	.2 0.0	0.0	0.1	91.3
		Halesowen	2.7	0.0 0.	14 0.	5 6.0	0.0	0.0	0.0	15.4	33.3	1.6	.1 0.	0 4.1	0.3	0.1	0.0	0.0	0.0 0	.7 0.3	3 0.0	0.0	0.3	0.5	0.1	0.5 1.	0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	71.0
	District & Local Centres		0.0	0.1 1.	.1 0.	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7 0.	0 0.0	0.0	0.0	0.0	0.0	1.1 0	.0 1.8	8 12.8	0.4	3.6	13.7	1.2	5.0 2.	6 0.0	0.4	0.1	0.0	0.0 1.1	1 0.0	0.0	0.0	0.0 1.	5 0.0	0.0	0.1	0.0	1.1 0.	0 0.0	0.3	0.0	0.0	0.4	0.4 1	.6 0.5	. 0.0	0.0	54.5
	Out-of-Centre		5.4	1.6 2	2 5	2 5.6	0.4	0.1	0.9	5.8	6.1	2.6	s.o o.	5 5.8	2.5	0.2	0.0	0.0	2.1 0	2 4.6	8 2.7	2.7	5.5	3.9	0.3	3.7 4.	6 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.2	0.0	0.0 0.	0.0	0.2	0.0	0.1	0.3	0.2 0	1.8 0.0	0.0	0.2	80.3
		subtotal	26.6	8.6 16	8.0 25	5.9 41.1	3.1	0.6	38.9	54.3	103.6	36.2 3	5.0 2.	3 39.0	36.7	5.9	4.8	1.2	86.7 33	1.6 85.	8 82.0	37.5	123.5	89.8	20.9	170.8 95	.8 0.0	1.6	2.7	12.9	1.9 1.8	8 1.6	1.2	1.3	0.3 1.	0.0	0.6	2.8	6.2	3.2 1.	5 2.4	27.1	0.2	2.2	12.2	13.4 26	13 1.8	2.5	4.8	1488.6
Sandwell	Strategic Centre	West Bromwich	3.1	32.9 0	.0 0.	0.0.9	0.0	11.1	0.0	3.8	0.3	0.1	i.1 11	5 21.9	10.6	38.5	40.8	1.5	0.2 0	0 5.1	2 0.0	16.7	0.0	0.0	0.0	0.2 0	0.0	0.6	0.2	12.7	0.0 0.0	0.0	0.2	4.1	0.0 0.0	0.1	1.0	0.4	0.0	0.4 0.	0 0.2	. 1.4	0.0	0.3	0.3	0.0 0	.2 0.0	J 0.0	0.0	228.3
	Town Centre	Blackheath	0.0	0.0 0	0 0	0 09	0.0	0.0	0.0	10.1	0.6	13 1	21 0	0 21	1.8	0.0	0.0	0.0	00 0	0 03		0.4	2.8	0.0	0.0	0.0 0	0 00	0.0	0.0	0.0	00 00		0.1	0.0	0.0 0	0.00	0.0	0.0	0.0				0.0	0.0	0.0	00 0	10 00		0.0	335
	iour cuine	Cradley Heath	0.0	0.0 0.	10 0.	0 0.0	0.0	0.0	0.0	0.4	0.9	2.7	0.7 0.	0 0.0	0.1	0.0	0.0	0.0	0.0 0	.0 0.8	в 0.0	0.0	1.0	0.0	0.0	0.3 0.	4 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0	0.0	0.0 0	1.0 0.0	/ 0.0	0.0	7.6
		Great Bridge	0.0	1.0 0.	0 0	0 0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.5	6.3	3.8	0.0	1.3 0	0.0	0.0	14.7	0.0	0.0	0.0	0.5 0.	0 0.2	0.0	0.0	2.4	0.0 0.0	0.0	0.0	0.2	0.0 0.	0.0	0.0	0.0	0.0	0.0 0.	0.0	2.0	0.0	0.0	0.0	0.4 0	.1 0.0	. 0.0	0.0	33.8
		Wednesbury	1.9	4.7 0.	10 0.	0 00	0.0	0.8	0.0	0.0	0.0	0.0	0.0 0.	2 0.0	0.5	1.7	2.5	0.0	0.0 0.0	.0 0.0	0.0	1.9	0.0	0.0	0.0	0.0 0.	0 0.0	0.1	0.8	18.4	4.1 0.0	0 1.0	0.2	0.0	0.1 0.	2 0.0	0.1	0.8	0.3	1.7 1.	1 0.3	0.4	0.0	0.0	0.9	0.0 0	10 0.0	0.0	0.0	43.6
		Cape Hill	4.9	0.0 0.	.0 0.	0 0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.0 1.4	0 69	0.3	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	26.0
		Bearwood	13.0	0.0 0.		.0 2.1	0.4	0.2	0.0	0.4	0.0	0.0		3 15.0	0.2	0.1	0.0	0.0	0.0 0	.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0	0.0 0.1	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	34.0
	District & Local Centres		0.8	0.0 0.	.0 0.	0 3.4	0.0	0.6	0.0	0.8	0.2	0.0	1.4 7.	1 3.8	1.0	3.3	1.1	0.0	0.0 0.0	.0 0.0	0 0.2	5.7	0.0	0.0	0.2	0.0 0.	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.6	0.4 0.	0.0	0.0	0.0	0.8	0.0 0.	0 0.0	0.3	0.0	0.0	0.3	0.1 0	.1 0.0	. 0.0	0.0	32.3
	Out-of-Centre		4.7	26.1 3	.6 4.	5 5.3	1.5	20.4	4.7	1.5	4.0	1.1	1.3 1.	7 28.1	7.3	10.0	16.7	5.4	2.8 2	5 1.1	1 3.3	21.8	0.3	1.9	0.5	1.1 3.	3 0.4	9.0	18.0	48.5	8.7 2.0	0 16.5	4.8	17.5	1.8 2.	2 1.7	10.8	2.6	7.7	8.7 10	4 7.4	8.0	0.7	0.4	8.9	2.5 1	2 0.1	3.6	0.1	391.5
		subtotal	36.4	71.6 3	6 6	3 15.0	1.9	34.4	5.4	20.0	7.3	6.6 2	0.1 44	5 105.8	44.7	64.5	68.1	7.0	5.9 2	5 10.	3 4.1	67.1	4.0	2.6	0.7	24 3.	7 0.6	9.8	19.1	83.1	14.0 2.0	0 17.5	5.3	22.4	23 2	1.8	11.8	3.8	8.7	10.7 11	.5 7.9	12.8	6.7	0.7	10.3	3.0 2	2 0.1	3.6	0.4	937.A
Walsall	Strategic Centre	Wahall	1.0	7.4 1	.7 0.	4 0.4	0.0	6.2	1.7	0.3	0.0	0.0	0.0 0.	0.0	0.0	0.0	2.0	2.5	0.2 2	.9 0.1	1 0.0	2.0	0.0	0.0	0.0	0.2 0	0.0	38.8	55.0	11.8	14.8 1.0	0 61.2	20.1	24.2	5.0 1.	3 10.9	17.0	1.6	0.5	5.7 14	5 10.6	s 3.4	0.0	0.1	1.4	0.0 0	.2 0.0	J 0.0	0.0	337.4
	Town Centre	Binweich	0.0	0.0 0	0 0	0 00	0.0	0.0	0.0	0.0	0.0			0 00	0.0	0.0	0.0	0.0	00 0			0.0	0.0	0.0	0.0	0.0 0	0 00	0.0	2.1	0.0	00 00	22.0	0.6	0.1	07 0	0.1	0.0	0.1	0.0	00 4	4 0.0		0.0	0.0	0.0	00 0	10 00		0.0	31.3
		Brownhills	0.0	0.0 0.	0 0	0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0	0.6	0.0 0.0	.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0 0.0	0.1	0.3	0.2	2.3 0.0	0.8	1.6	0.2	0.0 1.	10.5	2.0	0.1	0.0	0.0 0.	0 0.0	0.0	0.0	0.0	0.0	0.0 0	.0 0.0	, 0.0	0.0	20.5
		Aldridge	0.0	0.6 0.	0 0	0 00	0.0	0.7	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0	3.2	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.9	0.0	0.0 0.0	0 1.8	6.6	0.6	0.0 0.	0.6	22.4	0.0	0.0	0.0 0.	1 0.1	0.1	0.0	0.0	0.0	0.0 0	.0 0.0	. 0.0	0.0	39.8
		Darlaston	0.0	0.0 0.	.0 0.	0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.1	0.0	0.0 0	.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	1.6	5.8	0.0 0.0	0.0	0.0	0.1	0.0 0.	0.0	0.0	0.0	0.0	0.1 0.	7 0.6	0.9	0.0	0.7	0.0	0.0 0	10 0.0	/ 0.0	0.0	10.7
	District & Local Centres		0.0	0.0 0.	.0 0.	0.0	0.0	0.1	0.0	0.0	0.0	0.0		0 0.0	0.0	0.0	0.0	3.1	0.0 0.0		0.0	0.0	0.0	0.0	0.0	0.0 0.	0.0	0.3	0.4	0.0	0.0 0.0	2.2	1.2	0.3	0.2 0.	0.8	0.7	0.2	0.0	0.2 2	1 0.2	0.2	0.0	0.0	0.0	0.0 0	2.0 0.0	0.0	0.0	12.6
	0.1.10																																																	
	OSD-OI-CARINE	subtotal	1.6	12.7 1.	.7 0.	4 0.4	0.0	11.1	1.7	0.5	0.0	0.3	02 0	0 29	0.0	0.9	4.3	12.5	0.6 2	9 0.	2 <u>04</u> 3 0.4	22	0.0	0.0	0.2	0.5 0.	0 03	42.9	76.3	23.3	17.5 1.0	0 93.7	34.6	30.4	7.1 3.	2 0.0	46.0	4.3	2.3	10.8 36	4 27.2	2 6.3	0.3	1.1	3.2	03 0	A 0.4	1.5	0.0	573.1
All Other Centres Outside I	BCLA Area Birmincham		163.0	108.3 12	94 18	5.5 48.1	44.1	20.5	24.2	8.6	8.2	13 .	12 18	2 26.2	3.3	83	7.2	50.2	36 14	12 01	7 12	9.5	1.0	2.6	1.0	16 5	0 14	55	5.7	7.0	14.7 10	7 66	55	11.0	19 5	31	12.7	1.6	51	44 2	8 21	51	1.0	1.0	10.9	82 2	0 08		3.0	0 0 0 0
	Cannock		0.0	5.3 1	.3 0.	7 0.0	1.2	0.0	1.2	0.1	0.0	0.0	0.1 0.	0 0.0	0.3	0.1	0.0	0.0	0.2 0	4 0.0	0 0.2	0.0	0.0	0.1	0.0	0.0 0.	0 17.4	3.1	0.4	0.2 1	183.0 3.1	14.6	3.2	0.2	34.5 24	5 10.8	6.4	0.2	10.4	7.4 2	9 0.4	0.2	0.1	0.1	0.8	1.1 0	.1 0.2	2 5.4	0.0	333.9
	Kidderminster		0.8	0.0 1.	.1 2	.1 0.3	0.3	0.0	11.2	1.9	1.2	0.4	0.2 0.	0 0.0	0.0	0.2	0.2	0.0	2.3 17	3.8 0.2	2 0.7	0.3	1.0	2.4	7.6	5.6 7.	6 0.2	0.0	0.1	0.0	0.0 0.0	0.0	0.0	0.1	0.0 0.	0.0	0.0	0.0	0.5	0.0 0.	0 0.0	0.0	0.0	0.0	0.9	0.6 1	.0 0.3	. 0.0	38.6	271.2
	Bachlitch		0.0	4.5 U	12 19	0 00	31.4	0.0	35.9	0.0	0.0	0.0	10 0	0 00	0.0	0.0	0.2	0.0	0.0 0	0 0.0	0 0.1	0.0	0.0	0.0	0.0	0.0 0	0 00	0.0	0.2	0.0	0.0 0/	5 3.2	0.0	0.0	0.0 0	0 0 0	1.0	0.0	0.0	0.5 0.	0 0.0	0.0	0.2	0.0	0.0	0.0 0	10 0.0	0.0	0.0	877
	Stafford		0.0	2.0 0.	0 0	0 0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0 0.	0 1.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0 19.8	0.7	0.4	0.7	17.3 0.5	5 0.0	0.1	0.1	0.4 2.	0.0	0.0	0.0	1.1	0.5 0.	0 0.0	0.0	0.7	0.0	0.5	0.2 0	0.0 0.0	/ 0.9	0.0	49.3
	Sutton Coldfield		0.0	43.3 1.	2 0	0 02	0.5	13.6	2.2	0.0	0.0	0.0	0.0 0.	0 0.0	0.0	0.0	0.0	82.9	0.0 0.0	0.0	0 0.2	0.0	0.0	0.0	0.0	0.0 0.	0 0.2	0.2	0.2	0.0	0.0 4.1	3 0.4	1.6	0.7	0.0 0.	3 0.5	6.7	0.0	0.0	0.0 0.	0 0.0	0.0	0.1	0.0	0.0	0.0 0	.0 0.0	. 0.0	0.0	156.1
	1 MILLION A		0.0	v.a U.		05	0.0	0.4	12	0.0	w. 1	0.0		u 1.5	0.0	3.0	v.2	0.0	u	0.	. 0.0	0.0	0.0	4.4		0.0 0.	a 10.1	0.0	0.0	0.0	w.r 0.1	4.0	0.2		0.	. 0.4	0.0	0.5		a.o 0.	. 0.5	0.0	24.4	0.0	2.0		. 195	- 20.3		1 10
	All Other Centres and Stores Elsewi	here	16.8	88.9 64	4.9 100	8.9 9.8	52.2	15.2	98.4	2.0	2.5	9.8	1.0 1.	8 2.8	2.0	1.2	4.6	67.0	1.5 16	1.6 3.1	7 1.2	4.6	4.5	2.2	4.3	47 4.	1 7.6	7.7	1.8	0.2	21.3 70.	4 3.5	3.6	2.2	6.2 37	9 62	7.9	1.1	3.1	1.5 0.	8 0.8	1.7	16.2	1.4	5.0	1.7 3	9 18.4	14.3	53.7	858.5
		subtotal	180.6	252.9 20	6.7 258	8.6 59.4	129.7	49.9	173.3	13.0	10.0	11.5	1.1 19	9 31.5	5.6	2.8	12.3	201.7	7.6 20	5.0 4.8	8 3.7	14.4	6.4	7.1	13.1	12.4 17	.7 58.6	27.8	8.8	8.0 2	251.0 188	13 32.3	14.9	14.5	45.7 93	7 25.6	35.5	3.5	29.5	16.3 6.	6 3.8	7.8	52.7	2.5	23.7	11.0 8	2 39.2	1 51.2	103.4	2985.5
		CRAND TOTAL						87.6	130.0				10 00					111.4	07.4 34	17 103													49.2	70.0																

TABLE 5: 2019 SURVEY-DERIVED MARKET SHARE ANAL Y99 (tim) ALL COMPARISON 00006 EXPENDITURE ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding thinmed Strapping and drift Special Youri of Trading

COCKE PEANNING ADTHORT	IT CENTRE I TPE		20198 1	20116 2 201	ne 3 Zon	ne 4 Zone	5 20ne 6	5 Zone 7	Zone 8	Zone 9	Zone 10 Za	one 11 20h	e 12 - 20he	13 Zone 14	20ne 15	2016 10	cone 17 20	one 18 Zor	ne 19 Zone	20 Zone:	21 Zone 2	2 Zone 23	Zone 24	20ne 25 2	one 26 Zo	1e 27 Zone :	28 Zone 29	Zone 30	Zone 31 Z	ione 32 Zot	ne 33 Zone :	14 Zone 35	20ne 36 2	one 37 Zon	e 36 20ne 3	2000 40	2018 41 2	one 42 201	143 Zone -	4 20ne 45	20ne 49	Cone 47 Zor	ne 4a - 20n	e 49 Zone	59 Zone 51	20116 32	Zone 53 Zo	tone 54 Zos	me 55 511	OUY ARE
Wohenhampton																																																		
WOIVE HILLION	Strategic Centre	Wolverhamoton	2.7	4.0 0	0.6 0.	0.0	0.0	1.3	0.4	0.5	0.9	0.1 0	.1 0.0	1.6	1.0	1.8	0.2	0.0	3.5 0.	0.7	15.6	1.4	0.0	2.0	0.5	0.0 0.0	5.1	0.1	1.4	1.2 0	0.8 3.6	2.1	0.1	0.2 0	7 0.8	0.6	0.6	24.7 11	4.7 25.1	12.9	14.2	33.6	1.3 37	7.5 149	0 65.7	12.3	24.9	39.2	1.9	637.8
	Town Centre	Biston	0.0	0.0 0	0 0	0 00	0.0	0.0	0.0	0.0	0.0		0 01	0.0	0.1	0.2	0.2	0.0	01 01	0.2	0.7	11	0.0	0.0	0.0	15 15	0.1	0.0	3.8	33 0		0.0	0.0	0.0 0	0 00	0.0	0.0	21 3	22 08	0.4	3.4	52.7	00 4	3 08	a 62	0.1	0.0	0.4		01.3
		Wednesfield	0.0	0.0 0	0.0 0.	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0	0.1	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.6 0	0.0 0.0	0.0	0.3	0.0 0	0.0	0.4	0.0	0.9	.9 10.6	. 0.6	0.5	0.8	0.0 0.0	1.0 1.2	2 0.0	0.0	0.5	0.3 /	0.0	19.3
	District & Local Centres		0.0	0.0 0	0.0 0	0.0	0.6	0.0	1.2	0.0	0.0	0.0 0	0 0.0	0.0	0.3	0.0	0.0	0.0	0.0 0.0	0.6	1.8	0.0	0.0	0.0	0.4	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	24 2.1	0.0	0.0	0.1	0.0 4	2 10.0	0 58	10.0	0.0	1.3	0.0	42.5
	Out-of-Centre	subtotal	4.7	8.5 0	10 1. 16 1.	A 23 A 28	0.0	0.4	3.0	0.0	1.1	0.0 0	2 0.1	2.4	2.4	2.7	1.1	0.0	4.1 0) 7.6 0.	0.5	28.3	6.8	0.3	3.1	1.0	1.1 1.5	6.0	0.0	8.4	6.3 1	0.5 0.0 1.3 3.6	9.1 11.2	2.0	1.3 0	7 0.0 4 0.8	1.0	1.1	40.3 15	15 78.7	24.6	28.4	18.5 1	15 5	3.6 187:	5 92.9	26.6	28.8	59.8	2.0	1058.5
0																																																		
Duckey	Strategic Centre	Briefley Hill- Traditional High Street	0.0	0.0 0	0.0 0.	0.0	0.0	0.0	0.4	0.1	0.6	0.2 0	.0 0.0	3.2	0.2	0.1	0.0	0.0	0.3 0.	0.1	1.0	1.9	14.5	3.6	0.7	0.8 0.8	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	2.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0 €	0.1	0.0	0.0	1.1	30.8
		Briarley Hill- Marry Hill	21.2	7.9 1	3.0 23	3.2 32.8	3.1	0.6	41.6	35.3	70.7	35.9 33	2.2 2.0	28.7	33.5	6.0	5.2	1.4 6	2.3 35	5 65.7	63.3	28.4	111.1	72.2	16.6 1	31.7 70.4	0.0	1.3	3.1	13.6	2.2 0.8	1.8	1.2	1.5 0	3 0.0	0.0	0.6	2.9 1	.1 2.2	1.6	2.7	28.8 /	0.2 2	12.4	4 14.4	26.1	1.5	2.3 4	4.0	1227.7
	Town Centre	Dudley	0.0	0.0 1	.0 0.	0.0	0.0	0.1	0.0	1.6	1.3	0.5 2	3 0.2	1.6	5.4	0.4	0.4	0.0 3	13.4 1.2	25.7	11.2	9.4	3.6	1.9	0.2	0.7	0.0	0.0	0.0	1.3 0	0.0 0.0	0.0	0.2	0.0 0	0 0.4	0.0	0.0	0.0 0	1.0 0.2	0.2	0.0	1.8	0.0 0.0	2 0.6	3 0.2	0.8	0.0	0.5 r	0.1	112.9
		Stourbridge	0.0	0.0 0	0.0 0.0	0 0.3	0.0	0.0	0.0	0.9	1.2	0.1 0	0.0	0.0	0.0	0.0	0.0	0.0	0.9 0.0	0.5	0.6	0.0	2.6	3.8	4.3 5	2.0 29.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	.0 0.0	0.0	0.0	0.0 /	0.0 0.0	0.0	. 0.0	0.3	0.0	0.0 0	0.1	105.1
		Paresowen	3.2	0.0 0	15 0.	10 0.0	0.0	0.0	0.0	17.7	30.2	1.9 1	2 0.1	4.7	0.5	0.2	0.0	0.0	0.0 0.0	0.4	0.0	0.0	0.3	0.5	0.2	1.5 1.1	0.0	0.0	0.0	0.0 0	5.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0	.0 0.0	0.0	0.0	0.0 1	30 0.		0.0	0.0	0.0	0.0 0	0.0	61.7
	District & Local Centres		0.0	0.1 1	.2 0.	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0	9 0.0	0.0	0.0	0.0	0.0	0.0	1.3 0.	2.1	14.6	0.5	4.2	15.6	1.4	57 3.0	0.0	0.5	0.1	0.0 0	0.0 1.3	0.0	0.0	0.0 0	0 1.8	0.0	0.0	0.1 0	.0 1.2	0.0	0.0	0.4 0	0.0 0.0	0.5	. 0.5	1.8	0.5	0.0 0	0.0	62.8
-	Out-of-Centre		6.3	1.8 2	2.6 5	9 65	0.5	0.1	1.1	6.7	7.0	3.0 3	4 0.5	6.7	2.9	0.2	0.0	0.0	2.5 0.	5.3	3.0	3.1	6.4	4.4	0.4	12 5.3	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.2 0	.0 0.0	0.0	0.0	0.2	0.0 0	.1 0.4	0.2	1.0	0.0	0.0 f	0.2	92.5
		subtotal	30.7	9.9 13	8.2 29	9.7 47.0	3.6	0.7	43.0	62.3	119.0	41.5 33	1.9 2.1	44.8	42.4	6.8	5.5	1.4 1	00.7 38	8 99.5	93.7	43.3	142.7	102.0	23.7 1	25.2 110.3	5 0.0	1.8	3.2	14.9 2	22 20	1.8	1.4	1.5 0	3 2.1	0.0	0.6	3.2 1	1 3.6	1.7	2.1	31.3	32 2	16 14.0) 15.4	30.0	2.1	2.8 5	5.5	1713.5
Sandwell	Strategic Centre	West Bromwich	3.6	37.7 0	0.0 0.	1.1	0.0	12.7	0.0	4.4	0.4	0.1 5	9 13-	4 25.2	12.3	44.6	47.0	1.8	0.2 0.	6.1	0.0	19.3	0.0	0.0	0.0	0.0	0.0	0.7	0.2	14.7 0	0.0 0.0	0.0	0.2	4.7 0	0.0	0.1	1.1	0.4 0	.0 0.5	0.0	0.2	1.6	0.0 0.0	.4 0.3	0.0 د	0.2	0.0	0.0 f	0.0	260.5
	Town Centre	Blackheath	0.0	0.0 0	0.0 0	1.0	0.0	0.0	0.0	11.5	0.7	1.5 13	.8 0.0	2.4	1.5	0.0	0.0	0.0	0.0 0.0	1.1	0.0	0.5	3.2	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.1	0.0 0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	J 0.0	0.1	0.0	0.0	0.0	38.5
		Cradley Heath	0.0	0.0 0	0.0 0.	0.0	0.0	0.0	0.0	0.5	1.0	3.1 0	7 0.0	0.0	0.2	0.0	0.0	0.0	0.0 0.0	0.9	0.0	0.0	1.1	0.0	0.0	0.4 0.4	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	.0 0.0	0.0	0.0	0.0	0.0 0	0.0	. 0.0	0.0	0.0	0.0 /	0.0	8.8
		Great Bridge Oldbury	2.3	8.0 0	10 0	10 0.0	0.0	1.0	0.0	3.5	1.5	1.4 8	0 0.0 7 5.5	32.0	26.6	5.4	3.6	0.0	1.5 0) 1.8 0)	0.0	0.0	16.9	0.0	0.0	0.0	16 0.0	0.2	0.0	0.0	2.8 0	1.4 0.0	0.0	0.0	0.3 0	0 0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.8	0.0 C	0.0 0.0	J 0.5	0.1	0.0	0.0 0	0.0	39.0 125.3
		Wednesbury	2.2	5.4 0	0.0 0.	0.0	0.0	1.0	0.0	0.0	0.0	0.0 0	0 0.5	0.0	0.5	1.9	2.9	0.0	0.0 0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0 0.0	0.0	0.2	1.0	21.4	4.8 0.0	1.1	0.2	0.0 0	2 0.2	0.0	0.1	0.9 0	1.3 1.9	1.2	0.4	0.5	0.0 0	1.0 1.0	J 0.0	0.0	0.0	0.0 /	0.0	50.2
		Cape Hill Restanced	5.7	0.0 0	0 0	0 0.0	0.0	0.0	0.0	0.0	0.0	0.2 0	0 16.	4 7.9	0.3	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0 0.0	0.0 0.	0.0	0.0	0.0 4	00 00	0.0	0.0	0.0	0.0	0.0	0.0	29.9 39.1
	District & Local Centres		0.9	0.0 0		0 39	0.0	0.6	0.0	0.9	0.3	0.0 1	8 83	4.4	1.1	3.8	1.3	0.0	0.0 0.0	0.0	0.3	6.6	0.0	0.0	0.2	0.0 0.0	0.0	0.0	0.0	0.0		0.0	0.0	0.7 0	4 0.0	0.0	0.0	0.0 0	2.0 0.0	0.0	0.0	0.4	0.0 C	0 03	3 0.1	0.2	0.0	0.0	0.0	37.2
	Onterficientre		54	30.0 4		2 60	17	23.2	54	17	45	12 3	7 20	32.4	84	11.6	19.3	8.2	33 2		37	25.2	0.3	21	0.6		0.4	10.6	21.1	58.3 1	00 23	19.0	56	20.3 2	1 25	2.0	12.2	3.0 2		110	*5	9.3	0.9 0	4 10 3	2 28	13	0.1	41	0.2	450.6
		subtotal	42.1	82.3 4	L1 7.	2 17.1	2.2	39.3	6.3	22.9	8.4	7.6 34	4 512	9 121.6	51.7	74.8	78.4	7.9	6.9 2.	12.0	4.6	77.5	4.7	3.0	0.8	27 42	0.6	11.6	22.3	96.5 1	6.3 2.3	20.1	6.1	25.9 2	7 2.7	2.1	13.4	4.4 1	1.1 12.7	13.2	9.1	14.8	0.9 0	11.5	9 3.4	2.5	0.1	4.1	0.4	1079.0
Walsall	Strategic Centre	Walsaf	1.2	8.5 2	2.0 0.	.5 0.4	0.0	7.0	2.0	0.3	0.0	0.0 0	0.0	0.0	0.0	0.0	2.3	2.9	0.2 3.	0.2	0.0	2.3	0.0	0.0	0.0	0.2 0.0	0.0	43.4	64.3	13.7 1	7.1 1.2	70.6	23.0	27.9 5	7 2.1	12.6	19.3	1.8 0	1.6 6.5	16.7	12.2	4.0	0.0 0	2 1.6	s 0.0	0.2	0.0	0.0 (0.0	388.3
	Town Centre	Blowsich	0.0	0.0 0	0 0	0 00	0.0	0.0	0.0	0.0	0.0			0.0	0.0	0.0	0.0	0.0	0.0		0.0		0.0	0.0	0.0	00 00	0.0	0.0	2.4	0.0		25.3	0.7	0.1 0	8 01	0.2	0.0	0.1	an nr	61	0.0	0.0	00 C	0 00	0.0	0.0	0.0			36.0
		Brownhills	0.0	0.0 0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0	0.0	0.7	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.1	0.4	0.3	2.7 0.0	1.0	1.8	0.3 0	0 1.3	12.1	2.3	0.1 0	.0 0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	0.0 (0.0	23.6
		Aldridge	0.0	0.7 0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	0.0	3.7 1	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	1.0	0.0	0.0 0.0	2.0	7.6	0.7 0	0.0 0.0	0.7	25.4	0.0	.0 0.0	0.2	0.1	0.2 4	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0	45.8
		Darlaston	0.0	0.0 0	20 0	10 0.0	0.0	0.0	0.0	0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0	0.1	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	1.8	6.8 0	0.0 0.0	0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0 0	.0 3.3	0.8	0.7	1.1	0.0 0	18 0.0	J 0.0	0.0	0.0	0.0 (0.0	12.4
	District & Local Centres		0.0	0.0 0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0 0	.0 0.0	0.0	0.0	0.0	0.0	3.5 1	.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.4	0.4	0.0 0	0.0 0.0	2.5	1.3	0.3 0	2 0.0	0.9	0.8	0.2 0	10 0.2	2.4	0.3	0.2	0.0 0	0.0	2 0.0 C	0.0	0.0	0.0	0.0	14.5
	Out-of-Centre		0.7	53 0	0 0	0 00	0.0	47	0.0	0.2	0.0	04 0	2 00	33	0.0	11	2.6	35	0.5 0.	0.2	0.4	0.2	0.0	0.0	0.2	00 00	0.3	8.7	16.1	47 0	0.5 0.0	6.6	52	58 1	2 0.2	0.9	44	07 3	21 22	7.4	4.4	17	04 C	4 20	0 02	0.3	0.4	17		103.6
		subtotal	1.9	14.6 2	2.0 0.	15 0.4	0.0	12.7	2.0	0.5	0.0	0.4 0	2 0.0	3.3	0.0	1.1	5.0	14.2	0.7 3.	0.4	0.4	2.5	0.0	0.2	0.2	0.5 0.0	0.3	50.6	89.3	27.0 2	0.3 1.2	108.0	39.7	35.2 8	1 3.7	27.3	52.3	5.0	7 12.3	41.8	31.6	7.2	0.4 1	.3 3.7	0.3	0.5	0.4	1.7 6	0.0	659.7
All Other Control Outride	BCI & Area																																																	
An other denines dotatos	Birmincham		188.3	124.4 14	7.8 155	6.4 55.0	50.6	23.4	28.2	9.9	7.1	1.5 4	8 21:	2 30.2	3.9	9.6	8.3	58.9	4.2 16	4 0.8	1.4	11.0	1.1	2.9	1.1	.8 6.7	1.6	6.5	6.7	8.1 1	7.0 22.7	7.7	6.3	12.7 2	2 5.7	3.5	14.5	1.8 5	.9 5.0	3.2	2.5	5.9	1.2 1	2 12.6	.6 7.1	2.3	1.0	5.0	4.5	1081.9
	Cannock		0.0	6.1 1	.5 0.	7 0.0	1.3	0.0	1.4	0.1	0.0	0.0 0	2 0.0	0.0	0.3	0.1	0.0	0.0	0.2 0.	0.0	0.3	0.0	0.0	0.1	0.0	0.0 0.0	19.9	3.7	0.5	0.2 2	12.0 4.4	16.8	3.7	0.2 31	5 28.0	12.4	7.2	0.3 1	2.1 8.5	3.3	0.5	0.2	0.1 0	.1 0.9	/ 1.2	0.1	0.3	6.2 /	0.0	384.3
	Kadderminsler		0.9	0.0 1	1.2 2	4 0.3	0.3	0.0	13.0	2.2	1.4	0.4 0	3 0.0	0.0	0.0	0.2	0.2	0.0	2.7 200	6 0.2	0.8	0.3	1.2	2.7	8.6	14 8.8	0.2	0.0	0.1	0.0 0	0.0 0.0	0.0	0.0	0.1 0	0 0.0	0.0	0.0	0.0 0	.5 0.0	0.0	0.0	0.0 0	0.0 0	1.0 1.0	. 0.6	1.1	0.3	0.0 4	44.6	312.1
	Bachlitch		0.0	0.6 0	10 0	23 05	36.0	0.0	41.9	0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0	0.2	0.0	0.0 0.0	0.0	0.2	0.0	0.0	0.0	0.0	10 0.0	0.0	12.3	0.2	0.0 0	0 00	0.0	0.0	0.2 0	a 25.6	0.0	0.0	0.0 0	0.0.0	0.0	0.0	0.0 1	00 C	0 0.0	0.0	0.0	0.0	0.0 0	0.0	101.0
	Stafford		0.0	2.3 0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0 0	0 0.0	1.1	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 0.0	22.6	0.9	0.4	0.8 2	0.0 0.6	0.0	0.1	0.1 0	4 3.3	0.0	0.0	0.0	.2 0.5	0.0	0.0	0.0	0.8 0	0.6	3 0.2	0.0	0.0	1.0 /	0.0	58.8
	Sutton Coldfield		0.0	49.7 1	.4 0.	0.0	0.6	15.6	2.6	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0	0.0	93.9	0.0 0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0 0.0	0.2	0.3	0.3	0.0 0	0.0 5.0	0.5	1.8	0.8 0	0 0.3	0.6	7.6	0.0	.0 0.0	0.0	0.0	0.0	0.1 0.	0.0	/ 0.0	0.0	0.0	0.0 0	0.0	179.7
	Telford		0.0	0.2 0	18 0	0.6	0.0	0.4	0.3	0.0	0.1	0.0 0	5 0.0	1.8	0.0	0.0	0.2	0.0 1	0.0 0.0	0.2	0.0	0.0	0.0	0.0	0.2	15 0.2	11.5	0.0	0.0	0.0 1	0.0 0.0	4.6	0.3	0.2 2	7 0.5	0.4	0.0	0.6 1	/8 2.3	0.2	0.5	0.0 4	-0.4 0.	10 6.5	1.5	1.3	22.5	30.1 8	8.2	169.2
	All Other Centres and Stores Elsewi	ere	19.4	102.1 74	4.1 115	5.7 11.3	59.8	17.3	114.6	2.3	2.9	11.2 2	3 2.1	3.3	2.3	1.4	5.3	76.0	1.8 19	2 4.4	1.4	5.4	5.1	2.4	4.9	5.4 4.7	8.7	9.1	2.1	0.2 2	4.7 80.9	4.0	4.1	2.5 7	2 43.3	7.1	9.0	1.3 3	.6 1.7	0.9	1.0	1.9 1	19.1 1.	.7 5.8	1.9	4.5	21.1	16.4 6	62.1	968.2
		subtotal	208.5	290.4 23	8.1 296	6.5 68.0	148.7	58.9	202.0	14.9	11.5	13.2 8	1 23	3 36.3	6.5	11.3	14.2	228.6	8.9 236	.6 5.5	4.2	16.6	7.4	8.1	14.9 1	4.2 20.4	64.7	32.7	10.3	9.3 21	0.8 214.2	37.3	17.1	16.8 5	4 108.9	29.4	40.3	4.0 3	1.2 18.6	7.5	4.4	9.0 E	\$1.9 2	9 27.5	3 12.6	9.4	45.2	58.7 1	19.6	3436.4
		00100 2020						444.9	744.7	101.1	140.0			1 202.5				242.4	14 7 191	4 110	7 131 3	1487	155.0										** *											1.2 .244	1 124.0				177.6	7847.0

TABLE 6: 2041 SURVEY-OFFIVED MARKET SHARE ANAL YSIS (Zm) ALL COMPARISON GOODS EXPERIMITIES ALLOCATED TO EXISTING CENTRES. SHOPS AND STORES IN THE DEFINED STLDY AREA Excluding itemed Strapping and drive Special Form of Trading

LOCAL PLANNING AUTHOR	TY CENTRE TYPE		Zone 1 Z	one 2 Zone	3 Zone 4	Zone 5 2	Zone 6 Zo	one 7 Zon	te 8 Zone !	9 Zone 10	Zone 11 Zo	ine 12 Zone	a 13 Zone 14	4 Zone 15	Zone 16 2	ione 17 Zo	ne 18 Zone	19 Zone 2	0 Zone 21	Zone 22	Zone 23 Zo	one 24 Zor	ie 25 Zone 2	Zone 27	Zone 28 Zo	ine 29 Zon	te se izone.	31 Zone 32	Zone 33	20he 34 2	cone 35 201	e 36 - 20ne .	37 20ne 35	20ne 39 2	cone 49 200	te 41 Zone	42 Zone 4	43 Zone 44	Zone 45	Zone 46 Z	tone 47 Zon	ne 43 Zon	le 49 Zone	50 Zone 5	Zone 52	Zone 53 Z	cone 54 Zone	155 STUDY	492
Wolverhampton																																																	
	Strategic Centre	Wolverhamoton	3.2	4.6 0.7	0.0	0.7	0.0	1.4 0.4	4 0.5	1.0	0.1	0.2 0.1	0 1.9	1.1	2.1	0.2	0.0 4.	1 0.8	0.8	18.0	1.6	0.0 2	3 0.6	0.4	0.0	5.9 0	3.1 1.7	1.4	1.0	4.2	2.4 0	2 0.2	0.8	0.9	0.6 0	.7 29.0	3 134.9	28.9	15.0	16.7	39.4 1	1.5 44	4.1 173/	5.0 76.0	14.3	29.0	45.5 2	2 743	2
	Town Centre	Bilaton	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.3	2 0.0	0.1	0.2	0.3	0.0 0.	0.0	0.3	0.8	1.3	0.0 0	0.0	0.6	1.8	0.2 0	0.0 4.5	3.9	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0	1.0 2.4	2.5	0.7	0.4	3.9	61.7 f	0.0 5	3.0 0.9	9 6.0	0.2	0.0	0.4 0	.0 108	A
		Wednesfield	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.1	0 0.0	0.0	0.0	0.1	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.7	0.0	0.0	0.0 0	.3 0.0	0.0	0.0	0.5 0	1.0 1.0	2.2	12.3	0.7	0.5	1.0 0	0.0 0.	1.0 1.4	4 0.0	0.0	0.6	0.3 0.	a 22.5	1
	District & Local Centres		0.0	0.0 0.0	0.0	0.0	0.6	0.0 1.	4 0.0	0.0	0.0	0.0 0.0	0.0	0.4	0.0	0.0	0.0 0.0	0.0	0.7	2.0	0.0	0.0 0	0.4	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0	0.0 0.0	. 2.9	2.4	0.0	0.0	0.1 0	0.0 5	1.0 11.7	.7 6.8	11.5	0.0	1.5 0.	o 49.9	J.
	Out-of-Centre		23	52 0.0	1.7	2.6	0.0	0.5 1.	7 0.0	0.2	0.0	0.1 0.1	0 09	1.2	0.9	0.7	0.0 43	3 0.0	0.5	11.9	5.1	0.3 1	3 0.1	0.3	0.0	08 0	3.9	14	0.6	0.0	10.7 2	4 15	0.8	0.0	0.0 0	5 145	2 40.4	46.5	12.4	9.9	21.7 5	03 9	2.0 30 f	6 18.7	4.8	3.9	21.6 0	.1 311	1
		2000AB		2.2 0.7	1.2	2.2	0.0			1.2	9.1	0.3 0.	A 20	2.0	24	1.2	0.0 23	0.0	4.2	32.0	0.0			1.4	1.4	0.8 0	2.1 10.0		1.0	74	12.1		1.0	0.4	1.1	4 41.4	100.0	20.0	20.0	31.0	12.3.0	13 03	2.1 211.5	101.5	30.0		00.4 2.	1200	-
Dudley	Strateoic Centre	Brieflev Hill- Traditional High Street Brieflev Hill- Merry Hill	0.0 24.8	0.0 0.0 9.2 15.0	0.0 26.8	0.0 37.8	0.0 3.6	0.0 0.0	5 0.1 1.1 40.9	0.7 82.2	0.2 41.8	0.0 0.0	0 3.7 3 33.3	0.3 39.3	0.2 7.0	0.0 6.0	0.0 0: 1.6 73	3 0.0 6 41.5	0.2 77.8	1.2 73.2	2.2 33.2 1	17.0 4 130.3 8	.1 0.8 3.0 19.0	0.9 152.4	0.9 82.3	0.0 0 0.0 1	0.0 0.0 1.6 3.6	0.0 16.0	0.0 2.6	0.0 0.9	0.0 0 2.2 1	0 0.0 4 1.8	0.0	0.0	0.0 0.0	1.0 0.0 1.7 3.4	0.0	0.0 2.5	0.0 1.8	0.0 3.2	0.0 C 33.8 (0.0 0 0.2 2	1.0 0.0 2.7 14.:	0 0.0	0.1 30.2	0.0 1.8	0.0 1. 2.7 4	3 35. 6 143	1 2.5
	Town Centre	Dudlev	0.0	0.0 1.1	0.0	0.7	0.0	0.1 0.1	0 1.8	1.6	0.6	27 0.	2 1.8	6.3	0.4	0.4	0.0 39	4 17	30.4	13.0	11.0	4.3 2	1 0.2	0.4	0.8	0.0 0	0.0 0.0	1.5	0.0	0.0	0.0 0	2 0.0	0.0	0.4	0.0 0	0.0	0.0	0.3	0.2	0.0	2.1 f	0.0 0	12 0.7	7 0.3	0.9	0.0	0.6 0	.1 131	8
		Halesowen	3.7	0.0 0.5	0.7	7.9	0.0	0.0 0.0	0 20.5	44.4	2.2	1.4 0.1	0 5.4	0.4	0.2	0.0	0.0 0.0	0.9	0.4	0.0	0.0	0.4 0	16 0.2	0.6	1.3	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0 0	0.0	. 0.0	0.0	0.0	0.0	0.0 f	0.0 0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0	.0 95	2
	District & Local Centres		0.0	0.2 1.4	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0	1.0 0.0	0.0	0.0	0.0	0.0	0.0 1.5	5 0.0	2.5	16.9	0.5	4.9 1	7.9 1.6	6.6	3.5	0.0 0	0.6 0.2	0.0	0.0	1.5	0.0 0	0.0	0.0	2.0	0.0 0	0.0 0.1	. 0.0	1.4	0.0	0.0	0.5 f	0.0 0	3.0 0.6	8.0.8	2.1	0.6	0.0 0	.0 73	
	Out-of-Centre		7.3	2.1 3.0	6.9	7.4	0.6	0.1 1.	3 7.7	8.1	3.5	3.9 0.1	6 7.8	3.4	0.2	0.0	0.0 23	0.3	6.3	3.5	3.7	7.5 5	.1 0.4	4.8	6.2	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0	0.0 0.3	, 0.0	0.0	0.0	0.0	0.3 (0.0 0	3.1 0.4	4 0.2	1.1	0.0	0.0 0	2 107	7
		subtotal	35.8	1.5 21.0	34.4	54.2	4.1	0.8 50	18 72.2	138.3	48.3	46.2 3.3	2 52.1	49.7	8.0	6.5	1.6 118	19 45.4	118.2	108.4	50.7 1	167.3 11	7.2 27.1	225.9	128.9	0.0 2	2.2 3.8	17.6	2.6	2.4	2.2 1	.6 1.8	0.3	2.5	0.0 0.0	1.7 3.7	8.4	4.2	2.0	3.2	36.6 0	0.2 3	10 16.3	3 17.8	34.7	2.4	3.3 6,	4 1995	<u>A</u>
Sandwell	Strategic Centre	Weat Bromwich	4.2	13.8 0.0	0.0	1.2	0.0	14.7 0.1	0 5.0	0.4	0.1	6.8 15	9 29.3	14.4	52.5	54.9	2.0 0.	2 0.0	7.2	0.0	22.6	0.0 0	0.0	0.3	0.0	0.0 0	0.8 0.3	17.3	0.0	0.0	0.0 0	3 5.5	0.0	0.0	0.1 1	.3 0.5	. 0.0	0.5	0.0	0.3	1.9 C	0.0 0.0	1.4 0.4	4 0.0	0.3	0.0	0.0 0.1	J 303	5
	Town Centre	Blackheath	0.0	0.0 0.0	0.0	1.2	0.0	0.0 0.0	0 13.4	0.8	1.8	15.9 0.1	0 2.8	1.7	0.0	0.0	0.0 0.0	0.0	1.2	0.0	0.6	3.7 0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0	2 0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 f	0.0 0	10 0.0	0.0 0.0	0.1	0.0	0.0 0	0 44	1
		Great Bridge	0.0	1.3 0.0	0.0	0.0	0.0	0.6 0.1	0.0	0.0	0.0	0.0 0.1	0 0.0	0.7	8.6	5.1	0.0 1.	3 0.0	0.0	0.0	19.9	0.0 0	10 0.0	0.6	0.0	0.2 0	0.0 0.0	3.3	0.0	0.0	0.0 0	0 0.3	0.0	0.0	0.0 0	0.0 0.0	/ 0.0	0.0	0.0	0.0	2.7 (0.0 0	0.0 0.0	0 05	0.2	0.0	0.0 0	.0 45	á.
		Oldbury Wednesbury	10.9	9.3 0.0 6.3 0.0	2.3	3.1	0.0	1.2 1.1 1.1 0.1	0 4.1	1.8	1.7	10.0 6.1 0.0 0.1	3 37.2 3 0.0	31.1	6.4 2.2	4.2 3.4	0.0 2:	2 0.0	3.1	0.7	7.8	0.0 1	.0 0.0	0.3	0.0	0.0 0	0.1 0.0	1.5 25.1	1.7	0.0	1.3 0	2 0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0	1.0 0	0.0 0.0	0.0 0.0	2 0.0	0.6	0.0	0.0 0.	3 146.	3 5
		Cape Hill Bearwood	6.6 17.5	0.0 0.0	0.0	0.0	0.0	0.0 0.1	0 0.0	0.0	0.2	0.0 19	4 9.2 4 20.1	0.4	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0	0 0.0	0.0	0.0	0.0 0	0.0	. 0.0	0.0	0.0	0.0	0.0 0	0.0 0	0.0 0.0 2.0 0.0	3 0.0 0 0.0	0.0	0.0	0.0 0.	3 34: 0 45	5
	District & Local Centres		1.0	0.0 0.0	0.0	4.5	0.0	0.7 0.1	0 1.1	0.3	0.0	1.9 9.1	9 5.1	1.3	4.4	1.5	0.0 0.0	0.0	0.0	0.3	7.8	0.0 0	0 0.2	0.0	0.0	0.0 0	0.0 0.0	0.0	0.0	0.0	0.0 0	0 0.8	0.5	0.0	0.0 0	0.0	1.0	0.0	0.0	0.0	0.4 (0.0 0	0.0 0.4	4 0.2	0.2	0.0	0.0 0	.0 43	4
	Out-of-Centre		6.3	34.8 4.7	6.0	7.0	2.0 2	26.8 6.	4 1.9	5.3	1.4	43 24	4 37.6	9.8	13.6	22.5	7.0 3.	3.4	1.6	4.3	29.6	0.4 2	4 0.7	1.5	4.5	0.5 1:	2.7 25.0	68.2	11.8	2.7	22.2 E	5 23.7	2.4	2.9	2.3 1	4.0 3.5	<u>i 10.4</u>	11.4	13.8	10.0	10.8	1.0 0	0.5 11.5	9 33	1.6	0.1	4.8 0	2 525	.0
		subtotal	49.2	25.4 4.7	8.3	19.7	2.5 4	45.4 7.5	5 26.6	9.8	8.9 :	39.8 61.	6 141.2	60.5	87.9	91.6	9.0 8.	1 3.4	14.2	5.4	90.8	5.5 5	14 0.9	3.2	5.0	0.8 1	3.8 26.5	113.5	19.1	2.7	23.5 7	1 30.3	3.1	3.2	2.4 1	5.4 5.2	11.8	14.1	15.3	10.7	17.3 1	1.0 0	19 13.8	8 4.0	2.9	0.1	4.8 0.	5 1257	2
Walsall	Strategic Centre	Wahall	1.4	9.9 2.3	0.5	0.5	0.0	8.1 2.4	4 0.4	0.0	0.0	0.0 0.0	0.0	0.0	0.0	2.6	3.3 0.	2 4.0	0.2	0.0	2.7	0.0 0	0.0	0.2	0.0	0.0 5	1.8 76.3	16.1	20.1	1.4	82.4 2	1.8 32.6	6.6	2.4	14.7 2	2.1 2.2	0.7	7.5	19.3	14.4	4.6 (0.0 0.0	1.2 1.9	9 0.0 é	0.2	0.0	0.0 0.	0 452	4
	Town Centre	Bloxwich	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	0.0 0	0.0 2.9	0.0	0.0	0.0	29.6 0	8 0.2	1.0	0.2	0.2 0	0.0 0.1	0.0	0.0	5.9	0.0	0.0 f	0.0 0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0	.0 42	2
		Brownhila Aldridoe	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.1	0 0.0	0.0	0.0	0.0	4.2 01	0.0	0.0	0.0	0.0	0.0 0	10 0.0	0.0	0.0	0.0 0	0.1 0.4 0.0 1.2	0.3	3.2	0.0	2.4 8	.1 0.3	0.0	0.0	0.8 2	9.2 0.0	0.0	0.0	0.0	0.0	0.0 0	0.0 0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.	.0 53	Å.
		Willenhall Darlaston	0.0	0.0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0 0.1	0 0.0	0.0	0.0	0.0	0.0 0.0	0.0 0.0	0.0	0.0	0.0	0.0 0	12 0.0	0.4	0.0	0.0 0	0.0 3.4 0.0 2.2	1.9 8.0	0.0	0.0	0.0 0	0 0.0	0.2	0.0	0.0 0.0	1.0 2.3	. 0.0	3.8	10.7	16.3 0.8	0.1 0	0.0 0.	1.0 0.0	J 0.1	0.0	0.0	0.0 0.	3 41. 0 14	4
	District & Local Centres		0.0	0.0 0.0	0.0	0.0	0.0	0.2 0.	0.0	0.0	0.0	0.0 0.1	0 0.0	0.0	0.0	0.0	3.9 0/	0.0	0.0	0.0	0.0	0.0 0	.0 0.0	0.0	0.0	0.0 0	0.4 0.5	0.0	0.0	0.0	2.9 1	6 0.3	0.3	0.0	1.0 1	0 0.3	3 0.0	0.3	2.8	0.3	0.3 /	0.0 0	2.0 0.0	0 00	0.0	0.0	0.0 C	.0 16	9
	Onterficientre		0.8	61 00	0.0	0.0	0.0	55 01	0 02	0.0	0.4	03 01	n 39	0.0	12	3.0	40 01		0.3	0.5	0.3		0 02	0.0	0.0	0.4 8	10 19 1	55	0.6		77 6	1 68	14	0.3		1 08	. 24	25	**	52	20 /	04 C	04 22	3 03	0.3	0.5	20 0	0 120	7
		subtotal	2.2	6.9 2.3	0.5	0.5	0.0	14.7 2.	4 0.6	0.0	0.4	0.3 0.0	0 3.9	0.0	1.2	5.8	16.2 0.1	3 4.0	0.4	0.5	3.0	0.0 0	2 0.2	0.6	0.0	0.4 61	0.4 106.0	0 31.8	23.8	1.4	126.2 4	3.2 41.1	9.4	4.3	31.9 6	0.0 5.8	3.2	14.2	48.4	37.1	8.5 0	0.4 1	1.6 4.2	2 0.4	0.5	0.5	2.0 0.	0 768	ő
All Other Centres Outside	BCLA Area																																																
	Birmincham		219.9	44.3 170.3	5 179.9	63.5	58.6 2	27.1 33	12 115	8.3	1.8	5.6 25	2 35.0	4.5	11.2	9.7	64.9 43	9 19.2	0.9	1.6	12.9	1.3 2	1.3 1.3	2.1	7.9	1.9 7	7.8 7.9	9.5	20.0	26.5	9.0 7	3 14.9	2.5	6.6	4.1 1	6.6 2.1	7.0	5.8	3.7	2.9	7.0 1	1.4 1.	.4 14.8	.6 8.2	2.7	1.1	5.8 5.	3 1287	-5
	Kidderminster		1.0	0.0 1.4	2.8	0.3	0.4	0.0 15	i4 2.5	1.6	0.5	0.3 0.1	0 0.0	0.0	0.2	0.2	0.0 33	2 234.9	0.2	0.9	0.4	1.4 5	1 9.9	7.4	10.3	0.2 0	0.0 0.1	0.0	0.0	0.0	0.0 0	0 0.1	0.0	0.0	0.0 0	0.0	0.6	0.0	0.0	0.0	0.0 0	0.0 0	3.0 1.2	2 0.7	1.3	0.4	0.0 51	.9 382	ź.
	Lichfield		0.0	6.0 0.0	0.0	0.0	0.0	0.2 0.1	0.0	0.0	0.0	0.0 0.0	0 0.0	0.0	0.0	0.2	2.1 01	0.0	0.0	0.2	0.0	0.0 0	0.0	0.0	0.0	0.0 1-	4.7 0.3	0.0	8.2	117.3	4.3 0	9 0.2	0.5	29.9	6.2 2	14 0.0	. 0.0	0.6	0.0	0.0	0.0 0	0.3 0	10 0.0	0.0 L	0.0	0.0	0.0 0.	J 190	÷.,
	Stafford		0.0	2.7 0.0	0.0	0.0	0.0	0.0 0.0	0 0.5	0.0	0.0	0.0 0.1	0 1.3	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0	0.0	0.0	0.0	26.2 1	1.0 0.5	1.0	23.5	0.7	0.0 0	2 0.2	0.5	3.8	0.0 0	1.0 0.0	/ 1.4	0.6	0.0	0.0	0.0	1.0 0	3.0 0.6	6 0.3	0.0	0.0	1.1 0	.0 66	ź.
	Sutton Coldfield		0.0	57.7 1.6	0.0	0.3	0.7	18.0 3.1	0.0	0.0	0.0	0.0 0.0	0.0	0.0	0.0	0.0 1	07.1 0.1	0.0	0.0	0.3	0.0	0.0 0	0.0	0.0	0.0	0.2 0	0.3 0.3	0.0	0.0	5.8	0.6 2	1 0.9	0.0	0.3	0.7 8	1.7 0.0	0.0	0.0	0.0	0.0	0.0 0	0.2 0	10 0.0	0.0 6	0.0	0.0	0.0 0	0 209	4
	All Officer Counterer and Shares Elevante		22.6	19.4 95.4	192.0	12.0	40.2	us 0:	.3 0.0 6.9 9.7	0.2	19.1	0.0 0.1 27 2.	u 20	2.0	1.7	62	uu 0) 167 0:	2 0.0	6.2	0.0	0.0	e.0 1	0.3	0.7	0.2	13.3 0	0.0 2.6	0.0	11.8	0.0	2.4 6	.3 0.2 e 30	3.1	u.d	up (0.0 0.7	12.7	2.6	0.2	0.0	2.0 4	17.6 0. 22.6 1	.0 75	, 18 7 22	15	20.2	34.9 93 10.1 7	3 197.	
	An Onion Contrady Mill Stores Elsewi	***	****		33.9	-20		135		3.5	14.1		- 3.6	21				. 22.4	5.4							10.1	2.3	0.2	2.0.0			. 29	8.5	20.1		- 1.5	**	2.0									14.1 72		_
		subtotal	243.5	38.9 272.	3 343.3	78.5	172.1 6	15.7 238	8.3 17.3	13.4	15.3	9.4 27.	5 42.2	7.6	13.3	16.6 2	10.8 10	5 277.0	6.6	4.9	19.5	8.7 \$	13 17.0	16.4	23.8	75.0 38	9.1 12.2	11.0	341.3	249.8	43.5 1	19.6	60.8	123.9	34.4 4	6.3 4.7	40.2	21.4	8.7	5.2	10.6 73	/3.2 3	.4 31.7	7 14.6	10.8	52.6	68.1 135	.0 4003	.8
		OD MID YOY M					A 10 4 1 4						* ****	100.0						450.0	470.0	*** * **			100.0						A44 5 3				44.4 44						100 0 Y	200 B			20.0			0.0 0.00	

BLACK COUNTRY CENTRES STUDY: 2024 REFRESH Comparison Goods: Turnover (Excluding SFT) (£m)

TABLE 7: 2042 SURVEY-D ALL COMPARISON GOOD Excluding Internet Shopping	ERIVED MARKET SHARE ANALYSIS S EXPENDITURE ALLOCATED TO E g and other Special Forms of Trading	(Em) (ISTING CENTRES, SHOPS AND ST	TORES IN THE D	EFINED STU	DY AREA																																							
LOCAL PLANNING AUTHORIT	TY CENTRE TYPE		Zone 1 Zon	e 2 Zone 3	Zone 4 Zo	one 5 Zon	e 6 Zone 7	Zone 8	Zone 9 Zoo	te 10 Zone	11 Zone 12	Zone 13 Zo	ne 14 Zone	15 Zone 16	Zone 17 Z	lone 18 Zon	te 19 Zone 2	0 Zone 21	Zone 22 Z	Zone 23 Zon	ne 24 Zone	25 Zone 26	Zone 27 Z	one 28 Zone	29 Zone 30	Zone 31 Zo	e 32 Zone 3	3 Zone 34 Z	Ione 35 Zon	36 Zone 37	Zone 38 Zor	e 39 Zone 40	Zone 41 Zo	ne 42 Zone	43 Zone 44	Zone 45 Zo	one 46 Zoni	e 47 Zone 4	3 Zone 49 Z	cone 50 Zon	ie 51 Zone 52	Zone 53	Zona 54 Zoni	6 55 STUDY AREA
Wolverhampton	Strategic Centre	Wolverhampton	3.3 4	8 0.7	0.0	0.7 0.	.0 1.5	0.5	0.5	.1 0.1	0.2	0.0	2.0 1.2	2.2	0.3	0.0 4	2 0.8	0.9	18.6	1.7 0.	0.0 2.4	0.6	0.4	0.0 6.1	0.1	1.7	A 1.0	4.3	2.5 0	2 0.2	0.8 0	9 0.7	0.7	29.9 139	5 29.8	15.5	17.3 40	7 15	45.7	178.4 71	8.3 14.7	30.0	46.9 2.	.3 767.1
	Town Centre	Bilaton Wednesfield	0.0 0. 0.0 0.	0 0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0 C 0.0 I	1.0 0.0 1.0 0.0	0.0	0.2 0.0	0.0 0.1	0.2	0.3 0.1	0.0 0 0.0 0	0.0 0.0 0.0	0.3	0.8 0.0	1.4 0. 0.0 0.	0.0 0.0	0.0	8.0 0.0	1.9 0.2 0.0 0.0	0.0	4.6 0.0	0 0.0 7 0.0	0.0	0.0 0. 0.0 0.	0 0.0 3 0.0	0.0 0	0 0.0	0.0	2.5 2.6 1.0 2.5	0.7 12.7	0.4 0.7	4.1 63 0.6 1	8 0.0 0 0.0	5.2 0.0	0.9 6 1.5 0	.2 0.2 10 0.0	0.0 0.6	0.5 0. 0.3 0.	0 109.8 .0 23.3
	District & Local Centres		0.0 0.	0.0	0.0	0.0 0.0	.7 0.0	1.4	0.0 r	0.0	0.0	0.0	0.0 0.4	0.0	0.0	0.0 0	0.0 0.0	0.7	2.1	0.0 0.	0.0 0.0	0.4	0.0	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0 0.	0.0	0.0 0	0.0 0.0	0.0	0.0 3.0	2.5	0.0	0.0 0.	1 0.0	5.2	12.0 7	/.0 11.9	0.0	1.6 0.	.0 51.1
	Out-of-Centre	schlotal	24 5	4 0.0	1.7	27 0	0 05	18	0.0 /	2 0.0	0.1	0.0	1.0 1.2	0.9	0.7	0.0 5	0.0	0.6	12.3	53 0	13 13	0.1	0.3	0.0 0.9	0.0	4.0	4 0.6	43	11.0 2	4 <u>1.6</u> 9 1.7	0.8 0	0 00	0.5	15.4 41. 48.9 189	7 47.8	12.8	10.2 22 32.1 12	4 03	9.3	31.6 15	<u>93 49</u> 10.8 31.7	4.0	22.2 0 71.6 2	1 <u>321.7</u> 4 1273.0
		ALCONE.	5.0 10	1 0.5	1.2	3.4 0.								5.5	1.2	0.0 3		1.4	32.7	0.5 0.		1.4	1.2	1.8 1.1	0.1	10.4		4.2		. 1.1	1.0 1	3 12	14	10.3 103	.1 82.2	22.4	54.1 120	1.0 1.0	03.4	1111	2.0 51.1		11.0 1	-
Dudlev	Strategic Centre	Briefev Hill- Traditional High Street Briefev Hill- Merry Hill	0.0 0. 25.6 9.	0 0.0 5 15.5	0.0 27.7	0.0 0. 39.0 3	0 0.0 .7 0.7	0.5 50.8	0.1 (42.2 E	1.7 0.2 4.8 43.2	0.0 38.4	0.0 2.4	3.8 0.3 34.4 40.6	0.2 7.2	0.0 6.2	0.0 0 1.6 7	13 0.0 6.3 42.9	0.2 80.6	1.2 75.4	2.3 17 34.4 13	7.6 4.2 14.7 85.3	0.8 3 19.5	0.9 157.1	0.9 0.0 85.0 0.0	0.0 1.7	0.0 3.8 1	0 0.0 3.6 2.7	0.0 0.9	0.0 0. 2.2 1	0 0.0 5 1.8	0.0 0 0.4 0	0 0.0	0.0 0.7	0.0 0.0	0.0	0.0 1.9	0.0 0. 3.3 34	0 00 9 03	0.0 2.8	0.0 0 14.8 1	1.0 0.1 7.2 31.1	0.0 1.8	0.0 1. 2.8 4	3 37.0 .8 1476.5
	Town Centre	Dudlev Stourbridge Hilesroen	0.0 0. 0.0 0. 38 0	0 1.2	0.0	0.7 0. 0.4 0. 8.1 0	0 0.1	0.0	1.9 1 1.1 21.1	1.6 0.6 1.4 0.1	2.8 0.0 1.4	0.2	1.9 6.5 0.0 0.0 5.6 0.4	0.4	0.4	0.0 4	0.9 1.7	31.5 0.7 0.4	13.4 0.7	11.4 4. 0.0 3.	1.4 2.2 1.1 4.5	0.2	0.4 62.0	0.8 0.0 35.0 0.0	0.0	0.0	.6 0.0 0 0.0	0.0	0.0 0.	2 0.0	0.0 0	4 0.0	0.0	0.0 0.0	0.0	0.2	0.0 2	2 0.0	0.2	0.7 0 0.3 0	/3 1.0 1.0 0.3	0.0	0.6 0.	1 135.8 2 126.4 0 98.3
	District & Local Centres		0.0 0.	2 1.4	0.0	0.0 0.	.0 0.0	0.0	0.0	1.0 0.0	1.0	0.0	0.0 0.0	0.0	0.0	0.0 1	.6 0.0	2.6	17.4	0.6 5	1.1 18.4	4 1.6	6.8	3.6 0.0	0.6	0.2	0.0 0.0	1.5	0.0 0.	0 0.0	0.0 2	.1 0.0	0.0	0.1 0.0	1.5	0.0	0.0 0.	5 0.0	0.0	0.6 0	3.6 2.1	0.6	0.0 0.	0 75.5
	Out-of-Centre		7.6 2	2 3.0	7.1	7.7 0.	.6 0.1	1.3	8.0	1.4 3.6	4.1	0.7	8.1 3.5	0.2	0.0	0.0 3	0.0	6.5	3.6	3.8 7.	.7 5.2	0.4	5.0	6.4 0.0	0.0	0.0		0.0	0.0 0.	0 0.0	0.0 0	0 00	0.0	0.3 0.0	0.0	0.0	0.0 0.	3 0.0	0.1	0.4 5	3 1.1	0.0	0.0 0.	2 1112
		subtotal	37.0 11	8 21.7	35.4	55.8 4.	3 0.9	52.5	74.4 14	2.8 49.9	47.7	3.4 5	53.8 51.2	8.3	6.7	1.6 12	3.2 47.0	122.5	111.6	52.4 17:	3.0 120.	5 27.8	232.8	133.1 0.0	2.3	3.9 1	3.2 2.7	2.5	2.2 1	7 1.8	0.4 2	5 0.0	0.7	3.9 8.1	4.3	2.1	3.3 37	8 0.3	3.1	16.8 18	\$3 35.8	2.5	3.4 6.	5 2060.6
Sandwell	Strategic Centre	West Bromwich	4.3 45	2 0.0	0.0	1.3 0.	.0 15.1	0.0	5.2 0	0.1	7.0	16.5 3	30.2 14.8	54.2	58.7	2.1 0	1.2 0.0	7.5	0.0	23.4 0.	0.0 0.0	0.0	0.3	0.0 0.0	0.8	0.3 1	7.9 0.0	0.0	0.0 0.	3 5.7	0.0 0.0	0 0.1	1.3	0.5 0.0	0.5	0.0	0.3 1.	9 0.0	0.4	0.4 0	.0 0.3	0.0	0.0 0.	3 313.3
	Town Centre	Blackheath Criadley Heath Great Bridse Oldburv Wednisäbury Cabe Hil Bearwood	0.0 0. 0.0 0. 11.3 9. 2.6 6. 6.8 0. 18.1 0.	0 0.0 0 0.0 3 0.0 6 0.0 5 0.0 0 0.0 0 0.0	0.0 0.0 2.4 0.0 0.0 0.0	12 0. 0.0 0. 32 0. 0.0 0. 0.0 0. 0.0 0. 2.9 0.	3 0.0 0 0.0 0 1.2 0 1.1 0 0.0 1.6 0.3	0.0 0.0 1.1 0.0 0.0 0.0	13.8 0 0.6 1 0.0 0 4.2 1 0.0 1 0.0 1	1.9 1.8 1.2 3.8 1.0 0.0 1.8 1.7 1.0 0.0 1.0 0.2 1.0 0.0	16.4 0.9 0.0 10.3 0.0 0.0 0.0	0.0 0.0 6.5 0.3 20.1 7.7	2.9 1.8 0.0 0.2 0.0 0.8 38.4 32.1 0.0 0.7 9.5 0.4 20.7 0.3	0.0 0.0 8.9 2.3 0.0 0.2	0.0 5.3 4.3 3.5 0.0 0.0	0.0 0 0.0 1 0.0 2 0.0 0 0.0 0 0.0 0	10 0.0 10 0.0 19 0.0 12 0.0 10 0.0 10 0.0	1.3 1.1 3.2 0.0 0.0 0.0	0.0 0.0 0.8 0.0 0.0 0.0	0.6 3 0.0 1 20.5 0 8.1 0 2.7 0 0.0 0	1.9 0.0 1.4 0.0 1.0 0.0 1.0 0.0 1.0 0.0 1.0 0.0 1.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.4 0.7 0.4 0.0 0.0	0.0 0.0 0.5 0.0 0.0 0.2 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.1 0.2 0.0 0.0	0.0	0 0.0 4 0.0 6 1.7 5.0 5.8 0 0.0 0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0. 0.0 0. 0.0 0. 1.4 0. 0.0 0. 0.0 0.	2 0.0 0 0.0 0 0.3 0 0.0 2 0.0 0 0.0 0 0.0	0.0 00 00 00 00 00 00 00 00 00 00 00 00	0 00 0 00 0 00 0 00 3 00 0 00 0 00	0.0 0.0 0.0 0.1 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.0 0 0.0 0 0.0 2.3 0 0.0 0 0.0	0.0 0.0 0.0 1.5 0.0 0.0	0.0 0.0 0.0 2 0.0 1. 0.4 0. 0.0 0.	0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0	0.0 0.0 0.0 0.0 0.0 0.0	0.0 0. 0.0 0 0.0 0 1.2 0 0.0 0	0 0.1 0 0.0 0.5 0.2 1.0 0.7 1.0 0.0 1.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0. 0.0 0. 0.0 0. 0.0 0. 0.0 0. 0.0 0.	J 46.3 b 10.5 J 46.8 3 150.6 0 60.3 0 36.0 0 47.0
	District & Local Centres		1.1 0.	0.0	0.0	4.6 0.	.0 0.8	0.0	1.1 (1.3 0.0	1.9	10.3	5.2 1.4	4.6	1.5	0.0 0	0.0 0.0	0.0	0.3	8.0 0.	0.0 0.0	0.2	0.0	0.0 0.0	0.0	0.0	0.0	0.0	0.0 0.	0 0.8	0.5 0	0.0	0.0	0.0 1.1	0.0	0.0	0.0 0.	4 0.0	0.0	0.4 0	12 0.2	0.0	0.0 0.	.0 44.8
	Out-of-Centre		6.6 35	9 49	6.2	72 2	0 27.6	6.7	2.0	i.4 1.5	4.5	2.5 3	38.8 10.2	14.0	23.3	7.2 4	10 3.5	1.6	4.4	30.6 0.	1.4 2.5	0.7	1.5	4.6 0.5	13.2	26.0 6	3.4 12.2	2.8	22.9 6	7 24.5	25 3	0 2.4	14.4	3.7 10.	8 11.7	14.3	10.4 11	2 1.1	0.5	12.2 3	14 1.6	0.1	4.9 0.	2 541.9
Walsali	Strategic Centre	Walkall	1.4 10	4 49 2 23	0.5	0.5 0.	<u>3 46.7</u> .0 8.4	2.5	0.4 1	0.1 9.2	41.0	0.0	45.7 62.5 0.0 0.0	0.0	2.7	3.4 0	14 3.5	0.2	0.0	2.8 0.	0.0 0.0	0.0	0.2	0.0 0.0	53.8	79.1 1	7.4 19.7 3.6 20.8	1.4	24.3 7. 85.1 27	<u>3 31.3</u> .6 33.7	6.8 1	<u>3 25</u> 5 15.1	22.7	5.3 12. 2.2 0.8	z 14.5 3 7.7	19.9	11.1 17	<u>9 1.1</u> 8 0.0	0.2	2.0 0	<u>1 3.0</u> 3.0 0.2	0.0	4.9 0. 0.0 0.	<u>3 1297.8</u> .0 467.0
	Town Centre	Bloswich Brownhills Addridoe Willerhall Darlaston	0.0 0. 0.0 0. 0.0 0. 0.0 0.	0 0.0 0 0.0 9 0.0 0 0.0	0.0 0.0 0.0 0.0	0.0 0. 0.0 0. 0.0 0. 0.0 0.	0 00 0 00 0 00 0 00 0 00	0.0 0.0 0.0 0.0	0.0 0 0.0 0 0.0 0 0.0 1	10 0.0 10 0.0 10 0.0 10 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0 0.2	0.0 0 0.8 0 4.3 0 0.0 0 0.0 0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0. 0.0 0. 0.0 0. 0.0 0.	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.2 0.0 0.0	0.0 0.0 0.0 0.0	0.0 0.0 0.4 0.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.1 0.0 0.0 0.0	3.0 0.5 1.2 3.5 2.2	0 0.0 3 3.3 0 0.0 9 0.0 3 0.0	0.0 0.0 0.0 0.0	30.5 0. 1.2 2 2.5 9 0.0 0. 0.0 0	9 0.2 2 0.3 1 0.8 0 0.0 0 0.1	1.0 0 0.0 1 0.0 0 0.2 0 0.0 0	2 02 8 14.6 0 0.8 0 0.0 0 0.0	0.0 2.7 30.0 0.0 0.0	0.1 0.0 0.1 0.0 0.0 0.0 2.4 0.0 0.0 0.0	0 0.0 0 0.0 0 0.0 0 3.9 0 0.1	6.1 0.0 0.2 11.0 0.9	0.0 0. 0.0 0. 0.1 0. 16.8 0. 0.8 1.	0 0.0 0 0.0 2 0.0 1 0.0 3 0.0	0.0 0.0 0.0 1.0	0.0 0. 0.0 0 0.0 0 0.0 0	0 00 10 00 11 00 11 00 10 00	0.0 0.0 0.0 0.0	0.0 0. 0.0 0. 0.0 0. 0.0 0.	0 43.4 0 28.4 0 55.1 0 42.6 0 14.9
	District & Local Centres		0.0 0.	0.0	0.0	0.0 0.0	.0 0.2	0.0	0.0 r	0.0 0.0	0.0	0.0	0.0 0.0	0.0	0.0	4.1 0	0.0 0.0	0.0	0.0	0.0 0.	0.0 0.0	0.0	0.0	0.0 0.0	0.5	0.5	0.0	0.0	3.0 1	6 0.4	0.3 0	0 1.1	1.0	0.3 0.0	0.3	2.9	0.3 0.	3 0.0	0.0	0.0 0	0.0 0.0	0.0	0.0 0.	.0 17.4
	Out-of-Centre	subtotal	0.8 6 2.2 17	<u>3 0.0</u> 4 2.3	0.0	0.0 0	0 5.6	25	0.2 (0 0.4	0.3	0.0	4.0 0.0	13	3.1	4.1 0	0.0	0.3	0.5	0.3 0 3.1 0	0 00	0.2	0.0	0.0 0.4	8.3	19.8	7 0.6	0.0	8.0 6 130.3 47	3 7.0 6 42.5	1.4 C	3 1.1 5 32.9	52 61.7	0.8 2.	2.6	8.8	5.4 2 38.3 8	1 0.4	0.4	2.4 0 4.4 C	13 03	0.5	2.1 0	0 124.6
All Other Centres Outside	BCLA Area Birmincham Cannock Kidderminster		227.0 14 0.0 7 1.1 0	1.8 1755 3 1.8 0 1.4	185.4 0.9 2.9	65.4 60 0.0 1. 0.4 0.	14 27.9 6 0.0 .4 0.0	34.4 1.8 15.9	11.8 £ 0.1 1 2.6	1.6 1.8 1.0 0.0 1.6 0.5	58 02 03	26.1 5 0.0 0.0	36.2 4.7 0.0 0.4 0.0 0.0	11.6 0.2 0.2	10.0 0.0 0.2	66.6 5 0.0 0 0.0 3	i.1 19.8 13 0.5 13 242.8	0.9	1.7 0.3 0.9	13.3 1. 0.0 0. 0.4 1.	1.4 3.4 1.0 0.1 1.4 3.2	1.3 0.0 10.1	22 0.0 7.8	8.1 1.9 0.0 23.1 10.6 0.2	8.1 4.6 0.0	8.2 0.6 0.1	18 20.7 13 257.3 10 0.0	27.3 5.3 0.0	9.2 7. 20.3 4. 0.0 0.	5 15.4 4 0.2 0 0.1	2.6 6 47.3 3 0.0 0	8 42 14 15.0 0 0.0	17.1 8.5 0.0	2.2 7.1 0.3 14 0.0 0.1	t 6.0 7 10.1 7 0.0	3.8 3.9 0.0	3.0 7. 0.5 0. 0.0 0.	2 1.4 3 0.1 0 0.0	1.4 0.1 0.0	15.0 8 1.1 1 1.2 0	15 28 15 02 28 14	1.2 0.3 0.4	6.0 5. 7.4 0. 0.0 53	4 1301.1 .0 462.2 3.5 375.4
	Redditch Stafford Sutton Coldfield Telford All Other Centres and Stress Elsewh		0.0 0. 0.0 2. 0.0 51 0.0 0.	7 11.1 7 0.0 5 1.7 2 0.9	26.6 0.0 0.0 0.0	0.6 43 0.0 0. 0.3 0. 0.7 0.	0 00 0 00 7 185 0 05	51.1 0.0 3.1 0.3	0.0 0 0.5 0 0.0 (0.0 (2.8	1.0 0.0 1.0 0.0 1.0 0.0 1.2 0.0	0.0 0.0 0.7 2.8	0.0 0.0 0.0 0.0	0.0 0.0 1.3 0.0 0.0 0.0 2.1 0.0 3.9 2.8	0.0	0.0 0.0 0.3	0.0 0 0.0 0 110.0 0 0.0 0 89.0 2	10 0.0 10 0.0 10 0.0 10 0.0	0.0 0.0 0.0 0.3 5.4	0.0 0.3 0.0 1.7	0.0 0. 0.0 0. 0.0 0. 0.0 0.	1.0 0.0 1.0 0.0 1.0 0.0 1.0 0.0	0.0	0.0 0.0 0.0 0.7	0.0 0.0 0.0 27.0 0.0 0.2 0.2 13.1 5.6 10.4	0.0 0.1 0.3 7 0.0 1.1 0.3 7 0.0 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.3 1.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1 0.1	0.0 0.5 0.3 0.0	0 0.0 0 24.3 0 0.0 0 12.2 12 50.0	0.0 0.7 6.0 0.0 97.4	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0 0.0 2 0.2 2 1.0 3 0.2	0.0 0 0.5 4 0.0 0 3.2 0	0 00 0 00 3 0.7 8 05	0.0 0.0 8.9 0.0	0.0 0.0 0.0 15 0.0 0.0 0.8 13	0.0 0.0 0.0 0.0 1 2.7	0.0 0.0 0.0 0.2	0.0 1. 0.0 0. 0.0 0. 0.6 0.	1 0.0 0 1.0 0 0.2 0 49.4	0.0	0.0 0. 0.7 0 0.0 0 7.8 1	0 00 3 00 10 00 18 15 23 53	0.0 0.0 0.0 27.0 25.4	0.0 0. 1.2 0. 0.0 0. 36.0 9. 19.7 74	1 1214 1 1214 1 68.3 0 216.1 8 203.5 45 11884
		erdetetel	2514 24	16 200.4	262.6	90.9 17	7.4 47.7	246.6	17.0	2.0 16.0			20	1.2	42.1	107.0 1			60	20.1 0		176	16.0	24.6 22.5	. 11.2	12.0		259.0	44.0 20	E 20.9	49.7 15	77 164	47.0	4.0 45				0 767	2.0	10.7 1		54.9	20.2 14	2.4 4192.6
		GRAND TOTAL	347.0 48	3 310.0	400.1 1	160.9 184	4.9 132.4	312.9	120.9 1	8.0 75.4	99.0	95.0 2	49.9 124.	6 117.5	125.7	295.3 15	2.7 341.7	146.8	156.5	177.8 18	18.0 137/	4 47.6	254.9	164.7 85.1	7 119.9	164.2 1	7.3 401.5	269.1	215.2 80	1 97.6	77.7 12	5.8 72.0	127.1	18.9 254	8 149.1	106.1	90.2 203	3.4 79.3	74.6	292.5 16	48.7 82.2	92.0	152.1 15	2.8 9557.1



Appendix 9A: Comparison Goods Capacity:

City of Wolverhampton



TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2024	2026	2031	2036	2041	2042
Wolverhampton									
	Strategic Centre	Wolverhampton	5%	£486.0	£506.9	£583.3	£671.4	£782.3	£807.4
	Town Centre	Bilston Wednesfield	0% 0%	£66.1 £14.0	£68.9 £14.6	£79.3 £16.8	£91.3 £19.3	£106.4 £22.5	£109.8 £23.3
	District & Local Centres		0%	£30.8	£32.1	£36.9	£42.5	£49.5	£51.1
	Out-of-Centre		0%	£193.6	£202.0	£232.4	£267.5	£311.7	£321.7
City of Wolverha	ampton Council Area			£790.5	£824.5	£948.8	£1,092.1	£1,272.4	£1,313.3

TABLE 2: COMMITTED COMPARISON FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2024 (£ per sqm)			Turnover	' (£m)		
							2024	2026	2031	2036	2041	2042
[1]	Blakenhall District Centre (Dudley Road)	18/00132/FUL	Community Centre: Proposed part change of use from Industrial building to form 4 Retail units.	314	55	2,000	£0.1	£0.1	£0.1	£0.2	£0.2	£0.2
[2]	Wolverhampton - OTC	19/00349/FUL	Installation of 697sqm mezzanine and elevational changes to Unit F. St Johns Retail Park Church Street City Centre Wolverhampton West Midlands WV2 4SJ	697	600	3,000	£1.8	£1.9	£2.2	£2.5	£2.8	£2.9
[3]	Wolverhampton - OTC	13/00871/FUL	Pountney Street, unit shops – Proposed change of use of the existing basement area to create a mixed use development comprising retail units, bar, restaurant, creache and indoor parking [Basement Of Former J W Braithwaite Pountney Street Wolverhampton West Midlands WV2 4HX	1,098	384	3,000	£1.2	£1.2	£1.4	£1.6	£1.8	£1.9
[4]	Wolverhampton - OTC	16/00678/FUL	Add Portobello: Land Between New Street South Street Portobello Wolverhampton West Midlands. Proposed new Food Retail Store (Use Class A1), with associated car parking, servicing and landscaping (amended proposal following earlier approval).	1,505	190	4,000	£0.8	£0.8	£0.9	£1.0	£1.2	£1.2
[5]	Wolverhampton - City Centre	14/00310/FUL	Mander Centre reconfiguration	8,360	3,855	4,000	£15.4	£16.1	£18.5	£21.2	£24.3	£25.0
[6]	Wolverhampton - OTC	21/00402/FUL	Lidl - Former Quality Hotel Site, 126 Penn Road	1,926	236	4,000	£0.9	£1.0	£1.1	£1.3	£1.5	£1.5
[7]	Chapel Ash Local Centre	22/00683/FUL	Former Wolverhampton And Midland Counties Eye Infirmary Compton Road Wolverhampton West Midlands WV3 9QR	516	181	4,000	£0.7	£0.8	£0.9	£1.0	£1.1	£1.2
[8]	Whitmore Reans (Avion Centre)	23/01219/FUL	Former Bagot Arms PH Newhampton Road West WV6 0RX	607	136	4,000	£0.5	£0.6	£0.7	£0.7	£0.9	£0.9
[9]	Blakenhall (Dudley Road)	24/00092/FUL	Shri Guru Ravidass Community Centre, 372 - 379 Dudley Road - creation of four retail units	430	58	4,000	£0.2	£0.2	£0.3	£0.3	£0.4	£0.4
	TOTAL			15,453	5,695		£21.7	£22.6	£26.0	£29.8	£34.2	£35.2

Built-out, Council states one comparison goods unit with a floorspace of 55sqm net. Built-out, occupied. Permission provides for maximum 600sqm mezzanine net sales area.

- [1] [2] [3]
- One 120sqm unit built out, previously occupied by a comparison operator and now vacant. Assumed that of the total permitted floorspace of 1,098 sqm the convenience /comparison split will be 50% / 50% and netted down using a gross to net factor of 70%. Built-out, occupied. 190sqm max sales area for comparison goods.
- [4] [5]
- Built-out, Demolition of south vestern corner of Mander Centre fronting Bell Street, to be replaced by a new 8,360 sqm department store unit. Creation of larger retail units at ground floor, construction of a new retail klosk fronting Woolpack Alley and refurbishment of existing mall.Council provided an upill of 5,507 sqm gross. Applied gross to net ation of 70% representing a net increase of 3,355 sqm net.
- Lidi Former Quality Hotel Site, 126 Penn Road (including 42 Oakados Road And Business Centre) Wolverhampton WV3 0ER Demolition of existing buildings and erection of a Class E limited assortment discount foodstore with associated car parking, access, landscaping and engineering works. Council has detailed planning permission granted and s106 signed. Condition restricts convenience sales area to 943sqm net and comparison goods to 236 sqm net. [6]
- Partial redevelopment of the Former Eye Infirmary site, including demolition in a conservation area, the change of use of the old Eye Infirmary building for the provision of residential dwellings, a new stepped residential building with ground floor commercial space, the refurbishment of the existing Nurses Home and two storey extension for an Eating Disorder Clinic and development of SEN School building, car parking, landscaping and other associated works. Council has provided a gross retail area of 516 spm and a net retail comparison floorspace area of some 181 spm net. [7]
- Former Bagot Arms PH Newhampton Road West WV6 0RX alterations and extensions to form eight retail units (Use Class E) at ground floor level and three one bedroom apartments at first floor level. Planning permission granted. Council has provided a gross retail area of 607 sqm and a net floorspace area of some 272 sqm net. Of this net floorspace it is assumed that it is split evenly between convenience (136sqm net) and and comparison goods (136sqm net). [8]
- Shi Guru Ravidass Community Centre, 372 379 Dudley Road creation of four retail units. Planning permission granted. Council has provided a gross retail area of 430sqm and a net floorspace area of some 116 sqm net. Of this net floorspace it is assumed that it is split evenly between convenience (Stessm net) and and comparison goods (Stesym net). [9]

TABLE 3: CITY OF WOLVERHAMPTON COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£790.5	£824.5	£948.8	£1,092.1	£1,272.4	£1,313.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£790.5	£824.8	£946.9	£1,087.1	£1,248.1	£1,283.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	£1.9	£5.0	£24.4	£30.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£22.6	£26.0	£29.8	£34.2	£35.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£22.9	-£24.1	-£24.9	-£9.9	-£4.9
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:	66.000	CG 261	67 197	69.050	60.472	60 720
	(i) Net Floorspace Capacity (so m):	-	-3.662	-3.353	-3.012	-1.044	-501
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-5,231	-4,791	-4,303	-1,491	-716

The (s

tant market shares over the forecast period (derived from Table 1). STEP 1: STEP 2: nt' (or 'pot ntial') turno In the Stem system of Section (particular particular (particular particular partiter particular particular particular particular particular par

- STEP 3

(February 2024) and other research evidence. The fercences treduid expenditure capacity (per commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026. The 'net residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net residual expenditure is converted into a net/gross foorspace capacity estimate based on the assumed awage sales performance or hew (prime) relatil foorspace. It should be noted that different comparison goods relative stade at different everges assist weeks and this will need to be taken in the occurs when assessing the relative metric and need for different types. STEP 4 STEP 5 STEP 6

TABLE 4: CITY OF WOLVERHAMPTON COUNCIL: STRATEGIC CENTRE: WOLVERHAMPTON - COMPARISON GOODS CAPACITY ASSESSMENT

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£486.0	£506.9	£583.3	£671.4	£782.3	£807.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1).	£486.0	£507.1	£582.2	£668.4	£767.3	£788.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	£1.2	£3.1	£15.0	£18.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£16.1	£18.5	£21.2	£24.3	£25.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£16.3	-£17.3	-£18.1	-£9.4	-£6.4
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
	(ii) Net Floorspace Capacity (sq m):	-	-2,599	-2,409	-2,200	-989	-656
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-3,713	-3,442	-3,142	-1,413	-937

The (survey-derived)'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in equilibrium at the base year ((u-benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived') (unnover has been constrained over the forecast period classification and 'productive') growth rates informed by the latest Experian Retail Planner Briefing Note 21 ((Pebrung' 2024) and other research evidence. The functional dependiture capacity (pice commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The function of all innon commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' rading conditions by 2026. The inter residual expenditure capacity makes an allowance for all for the freessat turnover of all commitment (Step 4). The 'net' residual expenditure is converted into a netlyrous Boorpaec capacity estimate based on the assumed an engage states performance of new (prime) retail foconpaece. It should be noted that different comparison goods retained in the residual expenditure academ' we should have and bounde of to be statem into account withen assessment and need for different types of retail foconpaece. STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: STEP 6:

TABLE 5:CITY OF WOLVERHAMPTON COUNCIL: TOWN CENTRE: BILSTON - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£66.1	£68.9	£79.3	£91.3	£106.4	£109.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1).	£66.1	£68.9	£79.1	£90.9	£104.3	£107.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.2	£0.4	£2.0	£2.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
0750 5			00.0	00.0	00.4	00.0	00.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.2	£0.4	£2.0	£2.5
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
	(ii) Net Floorspace Capacity (sq m):	-	-4	22	50	215	260
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-6	31	72	307	372

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison poods retail market is in squilibruin' at the base yea (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base yea (survey-derived') Lunover has been constrained over the forecast period ossuming average annual' productively' growths rates informed by the latest Experian Retail Planner Briefing Note 21 ("Retained Experian Retained Planner Briefing Note 21 ("Retained Experiant's constrained over the forecast period ose of this assessment with the site stage. The function commitments have base diverted from Table 2. It is assumed for the purpose of this assessment with all commitments will be opened and will have reached 'mature' trading conditions by 2026. The 'net "residual expenditure is constrained over the forecast turnover of all commitments (Step 4). The 'net "residual expenditure is constrained over the forecast turnover of all commitments (Step 4). STEP 1: STEP 2: STEP 3: STEP 4: STEP 5: STEP 6:

TABLE 6:CITY OF WOLVERHAMPTON COUNCIL: TOWN CENTRE: WEDNESFIELD - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£14.0	£14.6	£16.8	£19.3	£22.5	£23.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£14.0	£14.6	£16.8	£19.3	£22.1	£22.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		£0.0	£0.0	£0.1	£0.4	£0.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.1	£0.4	£0.5
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
	(ii) Net Floorspace Capacity (sq m):	-	-4	5	11	46	55
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1	7	15	65	79

STEP 1: STEP 2:

STEP 3: STEP 4: STEP 5: STEP 6:

The (survey-derived) current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in squilibrium at the base year (i.e., benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived') turnover has an constrained over the forecast period ossuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (the forecast period constrained over the forecast turnover or dial commitments (Step 4). The fore residual expenditure is constrained over the forecast turnover of all commitments (Step 4). The fore residual expenditure is constrained over the forecast turnover of all commitments (Step 4). The fore residual expenditure is constrained over the forecast turnover of all commitments (Step 4). The fore residual expenditure is constrained over the forecast turnover of all commitments (Step 4). The fore residual expenditure is constrained over the forecast turnover of

TABLE 7:CITY OF WOLVERHAMPTON COUNCIL: DISTRICT & LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£30.8	£32.1	£36.9	£42.5	£49.5	£51.1
STED 2		C00.0	C00.4	COC 0	640.0	C 4 0 C	640.0
SIEF 2.	TOTAL FORECAST BENCHMARK TURNOVER OF ALL FLOORSPACE (Em) * "	2.30.0	£32.1	2.30.9	142.3	140.0	149.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (Em):	-	£0.0	£0.1	£0.2	£0.9	£1.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£1.7	£1.9	£2.2	£2.5	£2.6
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£1.7	-£1.9	-£2.0	-£1.6	-£1.4
STEP 6	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE						
0121 0.		00.000	00.004	07.407	00.050	00.470	00 700
	(I) Estimated Average Sales Density of New Floorspace (E per sq m):	£6,000	£6,261	£7,187	18,252	£9,473	£9,739
	(ii) Net Floorspace Capacity (sq m):	-	-270	-258	-245	-168	-147
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (so m):		-386	-369	-350	-240	-210

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison poods retail market is in sequilibrium' at the base year ((iii), benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived') (uncover the base nonstanted over the forecast period loss survey assessment that the LPA's comparison poods retail market is in sequilibrium' at the base year ((iii), each mark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) (uncover the base nonstanted over the forecast period ossuming survege annual 'productively' growthr rates informed by the latest Expertian Retail Planner Briefing Note 21 (Pebruary 2024) and other research evidence. The furneer of all nonen commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be spended and will have reached 'mature' trading conditions by 2026. The inter residual dependiture capacity market and all the to face assumed and on the assumed arrange sales performance of new (prine) retail bondpace. It should be noted that different comparison does in the lowes and the wind the to be should be conduct when severement give 1 of orditerer types and or retail bondpace. STEP 1: STEP 2:

STEP 3: STEP 4: STEP 5: STEP 6:

TABLE 8:CITY OF WOLVERHAMPTON COUNCIL: OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£193.6	£202.0	£232.4	£267.5	£311.7	£321.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1).	£193.6	£202.0	£232.0	£266.3	£305.7	£314.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.5	£1.2	£6.0	£7.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£4.9	£5.6	£6.4	£7.4	£7.6
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£4.9	-£5.1	-£5.2	-£1.4	-£0.1
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
	(ii) Net Floorspace Capacity (sq m):	-	-788	-712	-629	-146	-14
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,125	-1,017	-898	-209	-19

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in equilibrium' at the base yea (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth the bases year (survey-derived') turnover has been constrained over the forecast period outsuming average annual' productivity' growth rates informed by the latter. Experian Retail Planne Briefing Note 21 (Fabruary 2224) and other retained: hereit the survey-derived commitment is taken of commitments at this stage. The turnover of all fore commitments have foreming the Brief 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026. The 'ther residual expenditure is compared into an eligons of the foresast turnover of all commitments (Step 4). The 'ther residual expenditure is commented into an eligons of the foresast turnover of all commitments (Step 4). STEP 1: STEP 2:

STEP 3: STEP 4: STEP 5: STEP 6:

TABLE 9: SUMMARY TABLE: CITY OF WOLVERHAMPTON COUNCIL:- COMPARISON GOODS CAPACITY (NET SQ M) Assuming Equilibrium at 2019 and Constant Market Shares

CENTRE TYPE		2026	2031	2036	2041	2042
Residual Expenditure (after Commitments) (£m)		-£22.9	-£24.1	-£24.9	-£9.9	-£4.9
Strategic Centre	Wolverhampton	-2,599	-2,409	-2,200	-989	-656
Town Centre	Bilston	-4	22	50	215	260
	Wednesfield	-1	5	11	46	55
District & Local Centres		-270	-258	-245	-168	-147
Out-of-Centre		-788	-712	-629	-146	-14
CITY OF WOLVERHAMPTON COUNCIL AREA		-3,662	-3,353	-3,012	-1,044	-501



Appendix 9B: Comparison Goods Capacity:

Dudley MBC

TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2024	2026	2031	2036	2041	2042
Dudley									
	Strategic Centre	Brierley Hill- Traditional High Street Brierley Hill- Merry Hill	0% 10%	£22.3 £987.4	£23.2 £1,029.9	£26.7 £1,185.2	£30.8 £1,364.2	£35.9 £1,589.4	£37.0 £1,640.5
	Town Centre	Dudley Stourbridge	0% 0%	£81.7 £76.1	£85.2 £79.3	£98.1 £91.3	£112.9 £105.1	£131.6 £122.4	£135.8 £126.4
		Halesowen	0%	£59.1	£61.7	£71.0	£81.7	£95.2	£98.3
	District & Local Centres		0%	£45.4	£47.4	£54.5	£62.8	£73.1	£75.5
	Out-of-Centre		0%	£66.9	£69.8	£80.3	£92.5	£107.7	£111.2
Dudley MB	C Area			£1,339.0	£1,396.6	£1,607.2	£1,849.9	£2,155.4	£2,224.7

TABLE 2: COMMITTED COMPARISON FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2024 (£ per sqm)			Turnover	· (£m)		
							2024	2026	2031	2036	2041	2042
[1]	Dudley - Town Centre	P18/0590	Demotition, remodelling and remediation; redevelopment to allow; retail, service and leisure accommodation (use classes A1, A2, A3, A4, A5, A2, A5, D2); student accommodation (Use Class C2); dwelling houses (C3); hotel accommodation (C1); offices (C1) anion-residential institution uses (D1); car showroom (sui generis) taxi rank; public space; highways, access and pedestrian connectivity work; car parking; landscaping; associated works (outline, all matters reserved)	4,180	2,926	4,000	£11.7	£12.2	£14.0	£16.1	£18.5	£19.0
[2]	Lye-Out-of- Centre	P15/0845	Former Clarkson Place Unit, Thorns Road, Lye, DY5 2LD; Erection of retail store (Aldi) (A1) with associated car parking and landscaping.	1,805	251	4,000	£1.0	£1.0	£1.2	£1.4	£1.6	£1.6
[3]	Brierley Hill - Edge of Centre	P21/1786	Unit B2 The Boulevard, Merry Hill: installation of a mezzanine floor	998	977	4,000	£3.9	£4.1	£4.7	£5.4	£6.2	£6.3
[4]	Brierley Hill - Edge of Centre	P18/0370	Unit 9c, Station Drive, Merry Hill, Brierley Hill, DY5 1SY. Extension to existing mezzanine floor for retail use (Class A1.	473	331	4,000	£1.3	£1.4	£1.6	£1.8	£2.1	£2.1
[5]	Gornal-Town Centre	P21/1233	Land at, Zoar Street, Lower Gornal, DY3 2PA. Demolition of 23 & 25 (Eggingtons Chemist) Abbey Road and 7, 8 & 9 Zoar Street	1,786	263	4,000	£1.1	£1.1	£1.3	£1.4	£1.7	£1.7
[6]	Netherton- Out-of-Centre	P22/1614	The Crown (Proposed Redevelopment), Simms Lane, Netherton, Dudley, DY2 0PQ, Demolition of the vacant former public house and the redevelopment of the site for a Class E convenience foodstore and two Class E non-food retail units, together with associated access, parking, servicing arrangements and landscaping.	162	113	4,000	£0.5	£0.5	£0.5	£0.6	£0.7	£0.7
[7]	Sedgley- Town Centre	P22/0650	Land South of, Bilston Street, Sedgley, Dudley. Dernolition of existing buildings and structures and erection of a Food Retail St	1,839	251	4,000	£1.0	£1.0	£1.2	£1.4	£1.6	£1.6
	TOTAL			11,243	5,112		£20.4	£21.3	£24.5	£28.1	£32.3	£33.2

[1] [2]

Notes

A1 shops (non-food); maximum 4,180 sqm gross netted down by a ratio of 70%. Built-out, Council states 1,738 sq m of gross A1 retail floorspace and some 1,254 sq m net. The net floorspace figure is broken down into 1,003 sqm net convenience goods and 251 sqm ted for comparison goods.

[3] [4] [5]

Contenting goods and 201 spin net or companion goods. Built-out, Plan accompanying application shows 998 spin gross area and 977 sq m net sales area. Built-out, Council data states 473 sq m of gross A1 retail floorspace and some 331 sq m net. Addi application, as per planning and retail statement Gross Area of 1,786 sqm with a net sales area of 1,315 sqm net of which 1,052 sqm net (80%) is for convenience goods and 263 sqm net (20%) is for comparison goods. [6]

One Stop application, as per planning and retail stement Gross Area of 370 with a net sales area of 254 sqm net (all assumed for convenience goods). Non-food units total 162 sqm gross netted down to 113 sqm net (based a gross to net ratio of 70%).

Aldi application, as per planning and retail statement Gross Area of 1,839 sqm with a net sales area of 1,254 sqm net of which 1,003 sqm net (80%) is for convenience goods and 251 sqm net (20%) is for comparison goods. [7]

TABLE 3: DUDLEY MBC AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1,339.0	£1,396.6	£1,607.2	£1,849.9	£2,155.4	£2,224.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£1,339.0	£1,397.1	£1,604.0	£1,841.5	£2,114.1	£2,173.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.5	£3.2	£8.4	£41.3	£51.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£21.3	£24.5	£28.1	£32.3	£33.2
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£21.8	-£21.3	-£19.7	£9.0	£18.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:			07.407	00.050	00.170	00 700
(I) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-3,488	-2,966	-2,388	947	1,866
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-4,983	-4,237	-3,411	1,353	2,665

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the gurpose of this assessment that the LPA's comparison goods retail market is in 'squilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence.

omer research evance. The forecast related separatized appenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026. STEP 3: STEP 4:

The 'het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'het' residual expenditure is converted into a net/gross floorspace. It should be noted that different comparison goods retailers trade at different verage sales kevels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace. STEP 5: STEP 6:

TABLE 4: DUDLEY MBC AREA STRATEGIC CENTRE: BRIERLEY HILL (Incorporating Traditional High St+ Merry Hill) - COMPARISON GOODS CAPACITY ASSESSMENT

		2024	2026	2031	2036	2041	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1,009.7	£1,053.1	£1,211.9	£1,394.9	£1,625.3	£1,677.6
STEP 2:	TOTAL FORECAST BENCHMARK' TURNOVER OF ALL FLOORSPACE (Em) (1).	£1.009.7	£1.053.5	£1.209.5	£1.388.6	£1.594.2	£1.638.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	£2.4	£6.3	£31.1	£38.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£5.5	£6.3	£7.2	£8.3	£8.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£5.8	-£3.9	-£0.8	£22.8	£30.2
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
	(ii) Net Floorspace Capacity (sq m):	-	-932	-539	-102	2,412	3,105
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,332	-769	-146	3,446	4,435

STEP 1: The (survey-derived) 'current' (or 'potential') turnoers assume constant market shares over the forecast period (derived from Table 1).
STEP 2: If has been assumed for the surpose of the assessment that the UPA's comparison goods relatil market is in 'equilibrium' at the base year (use year) (assessment that the UPA's comparison goods relatil market is in 'equilibrium' at the base year (use year) (assessment that the UPA's comparison goods relatil market is in 'equilibrium' at the base year (use year) (assessment that the UPA's comparison goods relatil market is in 'equilibrium' at the base year (use year) (assessment that the UPA's comparison goods relatil market is in 'equilibrium' at the base year (use year) (assessment that the UPA's comparison goods relation assuming average annual 'productivity' growther rates informed by the latest Experim Retail Planner Briefing Nole 21 (February 2024) and other research evidence.
STEP 3: The fore-case residual expenditure capacity give commitments has been derived from Table 2. It is assumed for the purpose of this assessment that at commitments will be opened and will have reached 'mature' trading conditions by 2026.

STEP 5: STEP 6:

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a nettyross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and the will need to be taken into account them assessing the retailer ments and need for different types of retail floorspace.

TABLE 5: DUDLEY MBC AREA : TOWN CENTRE: DUDLEY - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£81.7	£85.2	£98.1	£112.9	£131.6	£135.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£81.7	£85.3	£97.9	£112.4	£129.0	£132.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.2	£0.5	£2.5	£3.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£12.2	£14.0	£16.1	£18.5	£19.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£12.2	-£13.8	-£15.6	-£16.0	-£15.9
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-1,956	-1,924	-1,888	-1,685	-1,629
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,794	-2,748	-2,698	-2,407	-2,327

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison poods retail market is in togellibrium' at the base year ((a. benchmark' tumovers are equivalent to the survey-derived 'current' tumover levels). The growth in the base year (juncy-deviced) tumover has been constrained over the forecast period assuming average annual' productivity' growths rates informed by the latest Expertain Retail Planner Briefing Nole 21 (February 2024) and other research evidence. The tumover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026.

STEP 3: STEP 4:

STEP 5: STEP 6:

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a nettyross ficorspace capacity estimate based on the assumed average sales performance of new (prime) retail florenpace. It should be noted that different comparison goods retailers trade at different average sales levels and the will need to be taken into account them assessing the retailer ments and need for different types of retail florenpace.

TABLE 6: DUDLEY MBC AREA : TOWN CENTRE: STOURBRIDGE - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£76.1	£79.3	£91.3	£105.1	£122.4	£126.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£76.1	£79.4	£91.1	£104.6	£120.1	£123.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.2	£0.5	£2.3	£2.9
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.2	£0.5	£2.3	£2.9
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (1) Estimated Average Sales Density of New Floorspace (* per sg m);	£6.000	£6.261	£7 187	£8 252	£9.473	£9.739
(ii) Net Floorspace Capacity (sq m):	-	-5	25	58	247	300
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-6	36	83	353	428

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods netall market is in sequilibrium' at the base year (i.e. benchmark turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (uncy-derived journow has been constrained over the forecast period asound ing average annual 'productivity' growths rate informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and cher research evidence. The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026. STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'het' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace. STEP 6:



TABLE 7: DUDLEY MBC AREA : TOWN CENTRE: HALESOWEN - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£59.1	£61.7	£71.0	£81.7	£95.2	£98.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£59.1	£61.7	£70.9	£81.3	£93.4	£96.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.4	£1.8	£2.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.1	£0.4	£1.8	£2.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-4	20	45	192	233
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-5	28	64	275	333

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research evidence.

other research evidence. STEP 3: The forecast residual expanditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers tand as different average sales levels and that will be noted that different comparison goods retailers tand as different average sales levels and that will be noted that different comparison goods retailers tand as different average sales levels and that will be noted that different comparison goods retailers tand as def or different types of retail floorspace.

TABLE 8: DUDLEY MBC AREA : DISTRICT & LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£45.4	£47.4	£54.5	£62.8	£73.1	£75.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£45.4	£47.4	£54.4	£62.5	£71.7	£73.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.3	£1.4	£1.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.1	£2.5	£2.8	£3.2	£3.3
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£2.2	-£2.4	-£2.5	-£1.8	-£1.6
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-345	-328	-308	-195	-164
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-493	-468	-440	-278	-234

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research dence.

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026 STEP 3: STEP 4:

STEP 5: STEP 6:

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a netlyross boorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and thew in into account them nassessing the retailer methan end near the different floorspace.

TABLE 9: DUDLEY MBC AREA : OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£66.9	£69.8	£80.3	£92.5	£107.7	£111.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£66.9	£69.8	£80.2	£92.0	£105.7	£108.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.2	£0.4	£2.1	£2.6
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£1.5	£1.7	£2.0	£2.3	£2.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£1.5	-£1.6	-£1.6	-£0.2	£0.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-247	-221	-192	-25	21
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-352	-315	-274	-36	30

STEP 1: STEP 2:

The (survey-derived) current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 21 (February 2024) and other research extense.

other research evidence. The forecast residue dependiture capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2026. STEP 3: STEP 4:

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEP 6: The 'net' residual expenditure is converted into a net/gross foorspace capacity estimate based on the assumed average sales performance of new (prime) retail foorspace. It should be noted that different comparison goods retailers total of a different average sales levels and this will need to be taken in dia occurut when assessing the netable meets and need to different types of retail foorspace.

TABLE 10: DUDLEY MBC AREA: SUMMARY TABLE - COMPARISON GOODS CAPACITY (NET SQ M) Assuming Equilibrium at 2019 and Constant Market Shares

CENTRE TYPE		2026	2031	2036	2041	2042
Residual Expenditure (after Commitments) (£m)		-£21.8	-£21.3	-£19.7	£9.0	£18.2
Strategic Centre	Brierley Hill (Traditonal High St +Merry Hill)	-932	-539	-102	2,412	3,105
Town Centre	Dudley Stourbridge Halesowen	-1,956 -5 -4	-1,924 25 20	-1,888 58 45	-1,685 247 192	-1,629 300 233
District & Local Centres		-345	-328	-308	-195	-164
Out-of-Centre		-247	-221	-192	-25	21
DUDLEY MBC AREA		-3,488	-2,966	-2,388	947	1,866



Appendix 9C: Comparison Goods Capacity:

Sandwell MBC

TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2024	2026	2031	2036	2041	2042
Sandwell	Strategic Centre	West Bromwich	5%	£198.5	£207.0	£238.2	£274.2	£319.5	£329.8
	Town Centre	Blackheath Cradley Heath Great Bridge Oldbury Wednesbury Cape Hill Bearwood	0% 0% 0% 0% 0% 0%	£27.9 £6.3 £28.2 £90.7 £36.3 £21.7 £28.3	£29.1 £6.6 £29.4 £94.6 £37.9 £22.6 £29.5	£33.5 £7.6 £33.8 £108.8 £43.6 £26.0 £34.0	£38.5 £8.8 £39.0 £125.3 £50.2 £29.9 £39.1	£44.9 £10.2 £45.4 £146.0 £58.5 £34.9 £45.5	£46.3 £10.5 £46.8 £150.6 £60.3 £36.0 £47.0
	District & Local Centres		0%	£26.9	£28.1	£32.3	£37.2	£43.4	£44.8
	Out-of-Centre		0%	£326.2	£340.2	£391.5	£450.6	£525.0	£541.9
Sandwell N	IBC Area			£790.9	£825.0	£949.4	£1,092.7	£1,273.2	£1,314.1

TABLE 2: COMMITTED COMPARISON FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2024 (£ per sqm)			Turnover	(£m)		
							2024	2026	2031	2036	2041	2042
[1]	West Bromwich- Edge-of- Town Centre	DC/18/62210	Staples Limited Tildasley Street West Bromwich B70 95J. Proposed variation of condition 10 planning permission DC/18/82/c0 (Proposed change of use to supermarket (Class 41), external alterations including new store access, loading bay extension, trolley bay cancey, and atterations to car prark and landscaping) to remove loading bay extension and replace with rear access ramp and new ramp to customer service entrance.	1,973	263	4,000	£1.1	£1.1	£1.3	£1.4	£1.7	£1.7
[2]	Tipton Local Centre-In- Centre	DC/19/63355	Unit 12 - 16; Unity Walk; Tipton; DY4 8QL. Proposed change of use to shops (Class A1).	430	151	3,000	£0.5	£0.5	£0.5	£0.6	£0.7	£0.7
[3]	Oldbury Town Centre	DC/19/63208	Former Perrott Arms; 2 Birmingham Road;Oldbury; B69 4ED. Proposed change of use and two storey rear extension to create 3 No. shops at ground floor and 2 No. one bedroom flats above.	205	72	3,000	£0.2	£0.2	£0.3	£0.3	£0.3	£0.3
[4]	Out-of- Centre: Wolverhampt on Road	DC/20/64517	Former Toys R Us, Wolverhampton Road, Oldbury Proposed demolition of existing entrance, sub-drivion of existing retail unit (Class A1) together with external alterations, new shop frontage and cladding, mezzanine floor in Unit 1, creation of ancillary external garden centre area for Unit 2, construction of extension to form mev unit for assembly and leisure use (Class EQ), and construction of a standatione cafe/drive-thru restaurant, with associated landscaping and alterations to existing car park and internal vehicle circulation.	2,386	1,670	4,000	£6.7	£7.0	£8.0	£9.2	£10.5	£10.8
[5]	West Bromwich- Town Centre	DC/21/65989	Kings Cinema Kings Square West Brornwich. Proposed demolition of existing Kings Cinema with ground floor retail and basement storage and construction of 15 storey building consisting of ground floor retail units with first floor storage and 77 partments with basement residential parking and second floor open-air podium garden as residential amenity area.	972	322	4,000	£1.3	£1.3	£1.5	£1.8	£2.0	£2.1
[6]	Oldbury Town Centre- Edge of Centre	DC/23/67955	Units 4 and 5 Oldbury Green Retail Park, Oldbury Ringway, Oldbury B69 3DD. Proposed malgamation of units 4 and 5 with single storey rear extension, external alterations to rear and new glazed shop frontages.	1,858	260	4,000	£1.0	£1.1	£1.2	£1.4	£1.6	£1.7
	TOTAL			7,824	2,737		£10.7	£11.2	£12.8	£14.8	£16.9	£17.4

Notes [1]

Bull-out. Aidi application, as per planning and retail statement net sales area of 1,315. It is assumed that of this 80% of all the floorspace is for convenience good and that remainder 20% is for comparison goods.

[2] [3] [4] [5] [6]

convenience good and that remainder 20% is for comparison goods. Built-out. Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods. Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods. Built-out. The gross floorspace is 2,388 sqm to which a gross to net ratio of 70% has been applied. Design & Access Statement indicates GIA of 972 sqm net of which NIA is 643 sqm net. It is assumed that of this net floorspace it will be split equally Addi application, as per planning and treal statement Gross Area of 1,368 sqm with a net sales area of 1,300sqm net of which 1,040 sqm net (80%) is for convenience goods and 260 sqm net (20%) is for comparison goods.

TABLE 3: SANDWELL MBC AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£790.9	£825.0	£949.4	£1,092.7	£1,273.2	£1,314.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£790.9	£825.3	£947.5	£1,087.8	£1,248.8	£1,283.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	£1.9	£5.0	£24.4	£30.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£11.2	£12.8	£14.8	£16.9	£17.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£11.5	-£11.0	-£9.8	£7.4	£12.9
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Ploorspace Capacity (sq m):	-	-1,030	-1,526	-1,105	705	1,320
(iii) Assumed Net / Gross Hoorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,621	-2,181	-1,693	1,121	1,897

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the jurpose of this assessment that the LPA's comparison goods retail market is in Requilibrium' at the base year (i.e. benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (law-potential') turnovers assume constrained over the increast period source in productivity growths rates informed by the latest Experian Reall Planner Briefing Note 19 (January 2022) and other research evidence. The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: STEP 6: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The het' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.



TABLE 4: SANDWELL MBC AREA STRATEGIC CENTRE: WEST BROMWICH - COMPARISON GOODS CAPACITY ASSESSMENT

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£198.5	£207.0	£238.2	£274.2	£319.5	£329.8
STEP 2: TOTAL FORECAST RENCHMARK' TURNOVER OF ALL FLOORSPACE (5m) ⁽¹⁾ .	£198.5	£207 1	£237.7	£273.0	£313.4	£322.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.5	£1.2	£6.1	£7.6
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£2.4	£2.8	£3.2	£3.7	£3.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£2.5	-£2.3	-£2.0	£2.4	£3.8
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m); 	£6.000	£6.261	£7.187	£8.252	£9.473	£9.739
(ii) Net Floorspace Capacity (sq m):	-	-402	-324	-238	256	392
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (so m):		-574	-463	-341	365	560

es:
TEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research evidence.
STEP 3: The forecast residual expenditure capacity (ore commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: STEP 6:

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a nettyross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and the will need to be taken into account them assessing the retailer ments and need for different types of retail floorspace.

TABLE 5: SANDWELL MBC AREA : TOWN CENTRE: BLACKHEATH - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£27.9	£29.1	£33.5	£38.5	£44.9	£46.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£27.9	£29.1	£33.4	£38.3	£44.0	£45.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.2	£0.9	£1.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.1	£0.2	£0.9	£1.1
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-2	9	21	91	110
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2	13	30	130	157

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (idenved from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the basy year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the basy year (jurvey-derived) turnover has been constrained over the forecast period assuming average annual 'productively' growthra risks tables. These proves the based over the forecast period assuming average annual 'productively' growthra risks tables. The forecast residual apenditure cargot (jurvey constrained over the forecast period assuming average annual 'productively' growthra risks tables. The forecast residual apenditure cargotic (jurve commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

STEP 5: STEP 6:

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a nettyross ficorspace capacity estimate based on the assumed average sales performance of new (prime) retail florenpace. It should be noted that different comparison goods retailers trade at different average sales levels and the will need to be taken into account them assessing the retailer ments and need for different types of retail florenpace.

TABLE 6: SANDWELL MBC AREA : TOWN CENTRE: CRADLEY HEATH - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£6.3	£6.6	£7.6	£8.8	£10.2	£10.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£6.3	£6.6	£7.6	£8.7	£10.0	£10.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.2	£0.2
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.0	£0.2	£0.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:	£6.000	F6 261	67 187	F8 252	69.473	£0 730
(i) Net Floorspace Capacity (st m):	-	0	2	5	20,110	25
(iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (so m);		70% -1	70% 3	70% 7	70% 29	70% 36
		-	-			

ns by 2024

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual' productivity growths rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research derived.

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The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a nettyross biorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade all different average sales levels and this will need to be taken into account them assessing the retailer metrix and need to different types of retail floorspace. STEP 5: STEP 6:



TABLE 7: SANDWELL MBC AREA : TOWN CENTRE: GREAT BRIDGE - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£28.2	£29.4	£33.8	£39.0	£45.4	£46.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£28.2	£29.4	£33.8	£38.8	£44.5	£45.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.2	£0.9	£1.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.1	£0.2	£0.9	£1.1
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (1) Estimated Average Sales Density of New Floorspace (£ per sq m): (1) Net Floorspace Capacity (sq m): (1) Action Net / Gross Floorspace Ratio: (2) Action Net / Gross Floorspace Ratio: (3) Action Net / Gross Floorspace Ratio: (4) Action Net / Gross Floorspace Ratio: (4) Action Net / Gross Floorspace Ratio: (4) Action Net / Gross Floorspace Ratio: (5) Action Net / Gross Floorspace	£6.000 -	£6,261 -2 70%	£7,187 9 70%	£8,252 21 70% 31	£9.473 92 70%	£9,739 111 70%
(iv) Gross Hourspace Capacity (sq m).		-2	13	31	131	139

es: STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in equilibrum at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The survey-derived 'current' (or 'potential') turnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research evidence. STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a nettyrose floorapace capacity estimate based on the assumed average sales performance of new (prime) retail floorapace. It should be noted that different comparison goods retailers trade at different types of retail floorapace. STEP 5: STEP 6:

TABLE 8: SANDWELL MBC AREA : TOWN CENTRE: OLDBURY - COMPARISON GOODS CAPACITY ASSESSMENT Assume Fruilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£90.7	£94.6	£108.8	£125.3	£146.0	£150.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£90.7	£94.6	£108.6	£124.7	£143.2	£147.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		£0.0	£0.2	£0.6	£2.8	£3.5
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£1.3	£1.5	£1.7	£2.0	£2.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£1.3	-£1.3	-£1.2	£0.8	£1.4
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-215	-179	-140	86	148
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-307	-256	-200	122	211

STEP 1: STEP 2:

The (survey-derived) summer (or 'potential') turnover assume constant market abares over the forecast period (derived from Table 1). If has been assume for the purpose of this assessment that the DFA's comparison podor trait in anti- at the base year (i.e. "benchmark" turnover are equivalent to the survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Brefing Note 19 (January 2022) and deter research overdence.

Unter research wateries. ETP3 T. The foreward is wateries. STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEP 6: The 'net' residual expenditure is converted into a network

The het' residual expenditure is converted into a net/grois floorspace capacity estimate based on the assumed average sales performance of new (prime) relail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 9: SANDWELL MBC AREA : TOWN CENTRE: WEDNESBURY - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£36.3	£37.9	£43.6	£50.2	£58.5	£60.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£36.3	£37.9	£43.5	£49.9	£57.3	£58.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.2	£1.1	£1.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.1	£0.2	£1.1	£1.4
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:	£6.000	66 261	67 187	68 252	£0.473	69 739
(ii) Examate Average balas behavior from honopade (z. per sq. fit).	-	-2	12	28	118	143
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-3	17	40	169	204

es. STEP 1: The (survey-derived) current (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. 'benchmark' turnover's are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. 'benchmark' turnover's are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (i.e. 'benchmark' turnover's are equivalent to the survey-derived 'current' turnover levels). The STEP 2: The tore careat residual expenditure capacity (pre commitments) has been derived from Table 2. No account is taken of commitments at this stage. STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a netgross ficorrapace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers tude at different average sales levels and this will need to be taken into account them assessing the retailer ments and need for different types of retail floorspace. STEP 5: STEP 6:



TABLE 10: SANDWELL MBC AREA : TOWN CENTRE: CAPE HILL - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£21.7	£22.6	£26.0	£29.9	£34.9	£36.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£21.7	£22.6	£26.0	£29.8	£34.2	£35.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.1	£0.7	£0.8
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.1	£0.1	£0.7	£0.8
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-4	7	17	70	85
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2	10	24	101	122

es:
TEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research evidence.
STEP 3: The forecast residual expenditure capacity (ore commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: STEP 6:

The het' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het' residual expenditure is converted into a nettyross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and the will need to be taken into account them assessing the retailer ments and need for different types of retail floorspace.

TABLE 11: SANDWELL MBC AREA : TOWN CENTRE: BEARWOOD - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£28.3	£29.5	£34.0	£39.1	£45.5	£47.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£28.3	£29.5	£33.9	£38.9	£44.7	£45.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.2	£0.9	£1.1
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.1	£0.2	£0.9	£1.1
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:	CC 000	60.004	07 407	c0 050	00 470	00 700
(i) Esurfated Average Sates Density of new Ploorspace (£ per sq m):	20,000	20,201	£/,10/	10,202	19,473	111
(ii) Net Floorspace Capacity (sq m):	-	-4	9	22	92	111
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2	13	31	131	159

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') tumovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in legalibrium' at the basy eyes (Livey-derived 'tumovers are equivalent to the survey-derived 'tumover levels). The growth in the basy ever (Livey-derived) tumover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Notes 19 (Livey 2022) and other reasers the vidence. The forecast residual apenditum capacity (ore commitments) has been derived from Stops 1 and 2. No account is taken of commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

STEP 5: STEP 6:

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a nettyross floorapace capacity estimate based on the assumed average sales performance of new (prime) retail floorapace. It should be noted that different comparison goods ret trade at different networgs easies levels and this will need to balan into account when assessing the malative meths and need for different types of retail floorapace.

TABLE 12: SANDWELL MBC AREA : DISTRICT & LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£26.9	£28.1	£32.3	£37.2	£43.4	£44.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£26.9	£28.1	£32.3	£37.0	£42.5	£43.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (±m):	-	£0.0	£0.1	£0.2	£0.8	£1.0
		£0.5	£0.5	£0.6	£0.7	£0.7
		20.0	20.0	20.0	20.1	20.1
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.5	-£0.5	-£0.5	£0.1	£0.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-77	-66	-55	12	31
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-110	-95	-78	18	44

The (survey-derived)'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in requilibrium' at the base year (i.e. "benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year ((survey-derived) turnover has been constrained over the forecast period assuming average annual' productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research evidence. The forecast reteinal expenditive capacity (pre commitments) has been derived from Stops 1 and 2. A loa occurnit state that all commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

The her' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The her residual expenditure is converted into a nettyrous hoorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers titical at different exemps cales levels and this will need to be taken into account them assessing the retailer ments and need for different types of retail floorspace. STEP 5: STEP 6:


TABLE 13: SANDWELL MBC AREA : OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£326.2	£340.2	£391.5	£450.6	£525.0	£541.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£326.2	£340.3	£390.7	£448.6	£515.0	£529.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.8	£2.1	£10.0	£12.5
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£7.0	£8.0	£9.2	£10.5	£10.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£7.1	-£7.2	-£7.1	-£0.5	£1.7
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:	£6.000	66 261	67 187	F8 252	69.473	60 730
(i) Net Floorspace Capacity (or m):	-	-1,133	-1,006	-865	-53	171
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,618	-1,437	-1,236	-75	245

es: STEP 1: The (surrey-derived) 'current' (or 'potential') turnoers assume constant market shares over the forecast period (derived from Table 1). STEP 2: It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in significant or the base year (i.e. benchmark' turnovers are equivalent to the surrey-derived 'current' turnover lived's). The growth in the base year (cancer derived and the low of the sensement that the LPA's comparison goods retail market is in significant or the base year (i.e. benchmark' turnovers are equivalent to the surrey-derived 'current' turnover lived's). The growth in the base year (cancer derived and the base or constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research exidence. STEP 3: The forecast residual expenditure capacity (ore commitments) has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: STEP 6:

The 'nef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'nef' residual expenditure is converted into a nettyross floorspace, capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods relatives table at different manage sales levels and this will need to be tablen in that occurs that has assumed average sales.

TABLE 14: SANDWELL MBC AREA: SUMMARY TABLE - COMPARISON GOODS CAPACITY (NET SQ M) Assuming Equilibrium at 2019 and Constant Market Shares

CENTRE TYPE		2026	2031	2036	2041	2042
Residual Expenditure (after Commitments) (£m)		-£11.5	-£11.0	-£9.8	£7.4	£12.9
Strategic Centre	West Bromwich	-402	-324	-238	256	392
Town Centre	Blackheath Cradley Heath Great Bridge Oldbury Wednesbury	-2 0 -2 -215 -2	9 2 9 -179 12	21 5 21 -140 28	91 21 92 86 118	110 25 111 148 143
	Bearwood	-2	9	22	92	111
District & Local Centres		-77	-66	-55	12	31
Out-of-Centre		-1,133	-1,006	-865	-53	171
SANDWELL MBC AREA		-1,835	-1,526	-1,185	785	1,328



Appendix 9D: Comparison Goods Capacity:

Walsall Council

TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

LPA	CENTRE TYPE		Estimated 'Inflow' from Outside Study Area	2024	2026	2031	2036	2041	2042
Walsall	Strategic Centre	Walsall	5%	£295.9	£308.6	£355.1	£408.7	£476.2	£491.6
	Town Centre	Bloxwich Brownhills Aldridge Willenhall Darlaston	0% 0% 0% 0%	£26.1 £17.1 £33.2 £25.6 £9.0	£27.2 £17.8 £34.6 £26.7 £9.3	£31.3 £20.5 £39.8 £30.8 £10.7	£36.0 £23.6 £45.8 £35.4 £12.4	£42.0 £27.5 £53.4 £41.3 £14.4	£43.4 £28.4 £55.1 £42.6 £14.9
	District & Local Centres		0%	£10.5	£10.9	£12.6	£14.5	£16.9	£17.4
	Out-of-Centre		0%	£75.0	£78.2	£90.0	£103.6	£120.7	£124.6
Walsall MB	C Area			£492.3	£513.5	£590.9	£680.1	£792.4	£817.9

TABLE 2: COMMITTED COMPARISON FLOORSPACE: WITH PLANNING PERMISSION/UNDER CONSTRUCTION/ BUILT OUT SINCE 2019

	CENTRE	PLANNING REF	SCHEME	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2024 (£ per sqm)	Turnover (£m)					
							2024	2026	2031	2036	2041	2042
[1]	Brownhills Town Centre	17/1629	Land Between 75-85 High Street, Brownhills. New 2.5 storey development of 3 commercial units and 3 x 1 bed flats	171	60	4,000	£0.2	£0.2	£0.3	£0.3	£0.4	£0.4
[2]	Walsall Wood (Out-of Centre)	22/0548	Horse And Jockey, 146, Walsall Road, Walsall Wood, Walsall, WS9 9AJ. Erection of a new discount food store (Use Class E) with access, car parking, landscaping, biodiversity improvements and other associated works.	2,215	282	4,000	£1.1	£1.2	£1.4	£1.6	£1.8	£1.8
[3]	Delves (Out- of-centre)	19/0622	Johal Supermarket, 19, West Bromwich Road, Walsall, WS1 3HS. Demolition of existing buildings and creation of 3 x retail (E (a)) units at ground floor and 5 x residential flats (C3) at first floor.	412	90	4,000	£0.4	£0.4	£0.4	£0.5	£0.6	£0.6
	TOTAL			2,798	432		£1.7	£1.8	£2.1	£2.4	£2.7	£2.8

Notes: [1] Assumed gross to net ratio of 70% and that 50% of the floorspace is for convenience goods and that 50% is for comparison goods.

Lidl application, as per planning and retail statement gross floorspace of 2,215sqm. Of which the total net sales area is 1,411 sqm. Of this total, the convenience goods net sales area is 1,229sqm (80%) and comparison goods 282 sqm net (20%). Council data states 412 sq m of gross new net additional retail floorspace. It is estimated that from this some 224 sqm net is for convenience goods and some 90sq m net for comparison goods. [2]

[3]

TABLE 3: WALSALL MBC AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£492.3	£513.5	£590.9	£680.1	£792.4	£817.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£492.3	£513.6	£589.7	£677.0	£777.2	£799.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	£1.2	£3.1	£15.2	£18.9
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£1.8	£2.1	£2.4	£2.7	£2.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£2.0	-£0.9	£0.7	£12.4	£16.1
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-317	-125	87	1,313	1,651
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-453	-179	125	1,876	2,359

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison poods retail market is in 'equilibrium' at the base year (survey-derived) turnovers are equivalent to the survey-derived 'urrant' turnover levels). The provit in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productively' growther rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research evidence. The forecast reduited expenditure capacity (pre commitments) has been derived for Suspect and the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

STEP 5: STEP 6:

The het residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The het residual expenditure is converted into a netgross ficoropace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods relations to add additionent average sales in the weak and this will need to different typines of retail floorspace.

TABLE 4: WALSALL MBC AREA STRATEGIC CENTRE: WALSALL - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£295.9	£308.6	£355.1	£408.7	£476.2	£491.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£295.9	£308.7	£354.4	£406.9	£467.1	£480.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.7	£1.9	£9.1	£11.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	£0.7	£1.9	£9.1	£11.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-18	98	225	962	1,165
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-25	140	322	1,375	1,665

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productived' growths rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and chier research evidence. The forecast retailed seponditor capacity (pin commitments) has been derived from Staps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed of the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

The horf residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The horf residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retainer stods at different average sales used such as the same and the same and the different space sales of retail floorspace. STEP 5: STEP 6:

TABLE 5: WALSALL MBC AREA : TOWN CENTRE: BLOXWICH - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£26.1	£27.2	£31.3	£36.0	£42.0	£43.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£26.1	£27.2	£31.3	£35.9	£41.2	£42.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		£0.0	£0.1	£0.2	£0.8	£1.0
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.1	£0.2	£0.8	£1.0
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-2	9	20	85	103
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2	12	28	121	147

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods related market is in tequilibrium' at the base year ((a. "benchmark' turnovers are equivalent to the survey-derived 'ournent' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productive' growths rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research evidence. The forecast retained argenditure capacity (pin commitments) has been derived from Stays 1 and 2. A to account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed of the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEP 5:

STEP 6: The het residual expenditure is converted into a net/gross foospace capacity estimate based on the assumed average sales performance of new (prime) retail foospace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail foorspace.

TABLE 6: WALSALL MBC AREA : TOWN CENTRE:BROWNHILLS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£17.1	£17.8	£20.5	£23.6	£27.5	£28.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (*):	£17.1	£17.8	£20.5	£23.5	£27.0	£27.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.1	£0.5	£0.7
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.2	£0.3	£0.3	£0.4	£0.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.3	-£0.2	-£0.2	£0.1	£0.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	00.000	00.004	07.407	00.050	00.470	00 700
(i) Estimated Average Sates Density on New Processor (E per sq m).	20,000	20,201	24	20,232	19,473	29,739
(ii) Her Hourspace Capacity (sq iii).	-		-34	-21	700/	700/
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(IV) Gross Floorspace Capacity (sq m):		-58	-49	-38	22	39

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in sequilibrium' at the base year (use-derived jurnovers are equivalent to the survey-derived 'urmover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productive' growths' rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research evidence. The forecast retailed expenditure capacity (pre commitments) has been derived from Staps 1 and 2. No accurit is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed of the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 1: STEP 2:

STEP 3: STEP 4:

STEP 5: STEP 6:

The her freidual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The her freidual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retainers sade a different average sales weeks and this will need to be taken into account when assessing the retailst ments and need for different types of retail floorspace.

TABLE 6: WALSALL MBC AREA : TOWN CENTRE: ALDRIDGE - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£33.2	£34.6	£39.8	£45.8	£53.4	£55.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£33.2	£34.6	£39.7	£45.6	£52.4	£53.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.2	£1.0	£1.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.1	£0.2	£1.0	£1.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:	CC 000	66.064	67 407	C0 050	00 472	00 700
(i) Estimated Average Sales Density (or New Piolospace (E per sq m).	20,000	20,201	21,107	20,232	29,473	29,739
(iii) Her Horspace opport (Ser III).		70%	70%	70%	70%	70%
(iii) Assumed iver / Gross Fromspace Reality.		2	10%	26	164	197
(iv) Gloss Fibbispace Capacity (sq III).		-3	10	30	104	107

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productived' growths rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research evidence. The forecast retailed aependiture capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

The 'hef' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'hef' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail foorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail foorspace. STEP 5: STEP 6:

TABLE 7: WALSALL MBC AREA : TOWN CENTRE: WILLENHALL- COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£25.6	£26.7	£30.8	£35.4	£41.3	£42.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (\mathfrak{Lm}) ⁽¹⁾ :	£25.6	£26.7	£30.7	£35.2	£40.5	£41.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.2	£0.8	£1.0
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.1	£0.2	£0.8	£1.0
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-2	8	20	83	101
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2	12	28	119	144

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (unwey-derived) turnover has been constrained over the forecast period assuming average annual 'productively' growths rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other exearch evidence.

STEP 3: STEP 4:

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 5: STEP 6:

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods relations that ad different average sales the webs and this will need to be taken in those courts then assessing the relative merge sales performance of new (prime) retail floorspace.

TABLE 8: WALSALL MBC AREA : TOWN CENTRE: DARLASTON COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.0	£9.3	£10.7	£12.4	£14.4	£14.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£9.0	£9.3	£10.7	£12.3	£14.1	£14.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.1	£0.3	£0.3
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.1	£0.3	£0.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-1	3	7	29	35
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1	4	10	42	50

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (unwey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research evidence.

The forecast residue experiments and the product of the provided of the propose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024. STEP 3: STEP 4:

STEP 5: STEP 6:

The hef residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The hef residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative ments and need for different types of retail floorspace.

TABLE 9: WALSALL MBC AREA : DISTRICT & LOCAL CENTRES - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£10.5	£10.9	£12.6	£14.5	£16.9	£17.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£10.5	£11.0	£12.6	£14.4	£16.6	£17.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.1	£0.3	£0.4
STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.0	£0.0	£0.1	£0.3	£0.4
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-1	3	8	34	41
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1	5	11	49	59

STEP 1: STEP 2:

The (survey-derived) 'ourrent' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'ourrent furnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productively' growths' rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and other research evidence. The forecast retained avenotifue capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

STEP 5: STEP 6:

The horf residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The horf residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retainer stods at different average sales used such as the same and the same and the different space sales of retail floorspace.

TABLE 10: WALSALL MBC AREA : OUT-OF-CENTRE LOCATIONS - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	2024	2026	2031	2036	2041	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£75.0	£78.2	£90.0	£103.6	£120.7	£124.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):	£75.0	£78.3	£89.8	£103.1	£118.4	£121.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.2	£0.5	£2.3	£2.9
		64.6	64.0	ca 0	co 0	CO 4
STEP 4. TORNOVER OF ALL COMMITTED FLOORSFACE (EIII)	-	21.0	21.0	£2.0	12.3	£2.4
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£1.6	-£1.6	-£1.6	£0.0	£0.5
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): 	£6,000	£6,261	£7,187	£8,252	£9,473	£9,739
(ii) Net Floorspace Capacity (sq m):	-	-252	-223	-191	-4	47
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-361	-319	-273	-6	68

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1). It has been assumed for the purpose of this assessment that the LPA's comparison goods related market is in tequilibrium' at the base year (i.e., "benchmark' turnovers are equivalent to the survey-derived 'gurent' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productived' growths rates informed by the latest Experian Retail Planner Briefing Note 19 (January 2022) and cher research evidence. The forecast retained expenditure capacity (pre commitments) has been derived from Staps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 2. It is assumed of the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2024.

STEP 3: STEP 4:

STEP 5: The her' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). STEP 6: The 'her' residual expenditure is converted into a net/gross Biospace capacity estimate based on the assumed average sales performance of new (prime) retail foorspace. It should be noted that different comparison goods retailest trade at different targe sales levels and this will need to be taken into account them assessing the retailetive ments and need for different types of retail foorspace.

TABLE 9: WALSALL MBC AREA: SUMMARY TABLE - COMPARISON GOODS CAPACITY (NET SQ M) Assuming Equilibrium at 2019 and Constant Market Shares

CENTRE TYPE		2026	2031	2036	2041	2042
Residual Expenditure (after Commitments) (£m	a)	-£2.0	-£0.9	£0.7	£12.4	£16.1
Strategic Centre	Walsall	-18	98	225	962	1,165
Town Centre	Bloxwich Brownhills Aldridge Willenhall Darlaston	-2 -41 -2 -2 -1	9 -34 11 8 3	20 -27 25 20 7	85 16 108 83 29	103 27 131 101 35
District & Local Centres		-1	3	8	34	41
Out-of-Centre		-252	-223	-191	-4	47
WALSALL MBC AREA		-317	-125	87	1,313	1,651