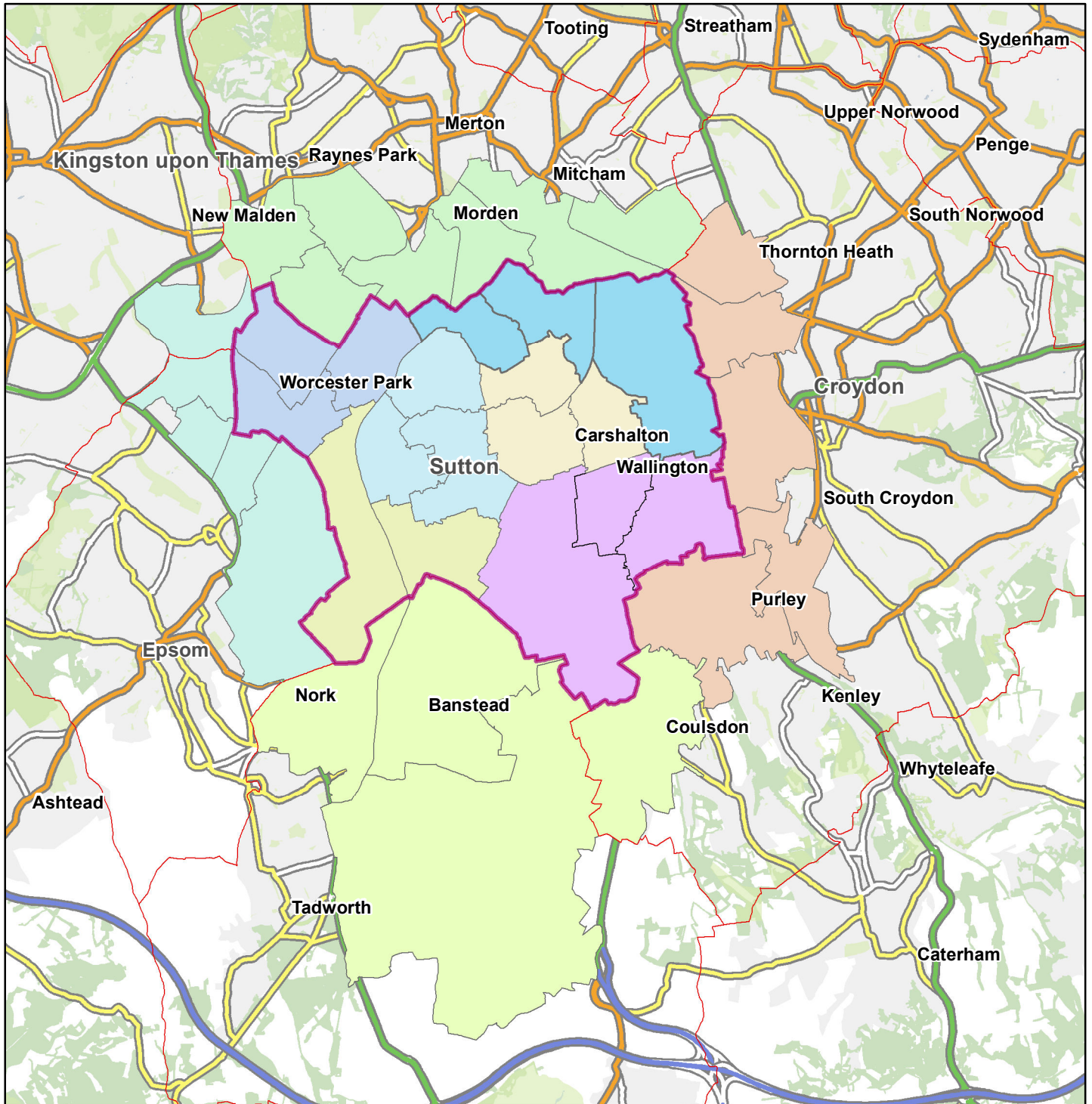


VOLUME B: ASSESSMENT APPENDICES

APPENDIX B1: DEFINED STUDY AREA & ZONES

Sutton TCRS - Proposed Study Area and Zones



Legend

- Zone 1 - Sutton Zone
- Zone 2 - Cheam and Belmont
- Zone 3 - Wandle Valley and St Helier
- Zone 4 - Worcester Park and N Cheam
- Zone 5 - Carshalton and Wallington North
- Zone 6 - Wallington and Carshalton South
- Zone 7 - Banstead
- Zone 8 - Croydon and Purley
- Zone 9 - Epsom Zone
- Zone 10 - Morden
- LB Sutton Borough Boundary
- Local and Unitary Authority

APPENDIX B2: CONVENIENCE GOODS MARKET SHARE INCLUDING SFT

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Sutton	Cheam/ Belmont	St Helier/ Wandie Valley	Worcester Park	Carshalton Central	Wallington South	Banstead	Purley/ West Thornton	Old Malden/ Stoneleigh	Lower Morden	Total Study Area
Zones:	1	2	3	4	5	6	7	8	9	10	
Asda, St Nicholas Way, Sutton	10.8%	0.0%	0.0%	1.7%	4.2%	0.0%	0.0%	0.0%	0.0%	1.7%	2.2%
M&S, High Street, Sutton	10.1%	2.0%	0.0%	8.3%	1.7%	3.8%	0.0%	8.0%	1.1%	0.0%	4.2%
Morrisons, High Street, Sutton	6.3%	5.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%	4.9%	2.1%
Sainsbury's Superstore, High Street, Sutton	13.5%	0.0%	0.0%	3.3%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	2.3%
Tesco Express, Regent Parade, Brighton Road, Sutton	0.7%	1.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.9%
Farmfoods, Lodge Place, High Street, Sutton, SM1 4AU	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Lidl, High Street, Sutton, SM1 1PG	0.0%	3.0%	0.0%	1.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Local shops, Sutton Town Centre	9.3%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	1.7%	2.0%
Sub-total: Sutton Town Centre	52.2%	11.9%	0.0%	15.0%	11.7%	5.7%	7.3%	8.0%	2.2%	8.2%	14.1%
Co-op, High Street, Carshalton	0.0%	0.0%	0.0%	0.0%	17.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Sainsbury's Local, High Street, Carshalton	0.0%	0.0%	3.8%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%
Local shops, Carshalton Town Centre	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total: Carshalton District Centre	0.0%	0.0%	3.8%	0.0%	26.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%
Sainsbury's Local, High Street, Cheam	9.4%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	2.4%
Waitrose (Little), The Broadway, Cheam	2.1%	15.3%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	2.1%
Local shops, Cheam District Centre	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub-total: Cheam District Centre	11.4%	27.4%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	4.7%
Lidl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	0.0%	1.0%	1.9%	0.0%	13.2%	5.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Sainsbury's Local, London Road, Hackbridge, Sutton	4.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Sub-total: Hackbridge District Centre	4.0%	1.0%	3.8%	0.0%	13.2%	5.0%	0.0%	0.0%	0.0%	0.0%	2.4%
Sainsbury's Superstore, London Road, North Cheam	1.4%	7.2%	0.0%	20.4%	0.0%	0.0%	0.0%	0.0%	2.2%	6.5%	2.8%
Londis, London Road, Worcester Park, Sutton, SM3 8JR	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Local shops, North Cheam Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: North Cheam District Centre	1.4%	7.2%	0.0%	22.1%	0.0%	0.0%	0.0%	0.0%	2.2%	6.5%	2.9%
Lidl, Wrythe Lane, Rosehill	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Best One, The Market, Rosehill, SM1 3HE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Wrythe Lane, Rosehill, Sutton, SMS 1AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Rosehill Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Rosehill District Centre	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%
Iceland, Woodcote Road, Wallington	0.0%	0.0%	1.9%	0.0%	0.9%	21.7%	0.0%	0.0%	0.0%	0.0%	1.7%
Lidl, Beddington Gardens, Wallington	0.7%	0.0%	5.7%	0.0%	1.7%	1.9%	0.0%	0.0%	0.0%	0.0%	0.7%
Sainsbury's Superstore, Stafford Road, Wallington	0.0%	1.0%	1.9%	0.0%	1.7%	9.3%	0.0%	5.4%	0.0%	0.0%	2.0%
Tesco Express, Woodcote Road, Wallington	0.0%	0.0%	11.0%	0.0%	13.5%	11.5%	8.3%	0.0%	0.0%	0.0%	3.5%
Local shops, Wallington District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Sub-total: Wallington District Centre	0.7%	1.0%	20.5%	0.0%	17.8%	49.6%	8.3%	5.4%	0.0%	0.0%	8.3%
Iceland, Central Road, Worcester Park	0.0%	5.3%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.8%
Sainsbury's Local, Central Road, Worcester Park	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Waitrose, Stone Place, Worcester Park	0.0%	1.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	1.8%
Local shops, Worcester Park Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Worcester Park District Centre	0.0%	8.3%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%	17.1%	0.0%	2.8%
Local Centres	11.4%	8.0%	7.7%	28.1%	8.4%	14.1%	0.0%	1.0%	5.7%	16.2%	8.6%
Other Local Shops	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Asda, Marlowe Way, Wallington / Croydon	0.0%	0.0%	3.8%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.6%
Tesco Extra, Oldfields Road, Cheam	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.2%
Sub-total: Out of Centre	5.4%	0.0%	3.8%	0.0%	0.0%	5.6%	0.0%	1.0%	0.0%	0.0%	1.5%
BOROUGH RETENTION	86.4%	68.8%	63.5%	88.2%	77.9%	79.9%	15.7%	15.4%	33.6%	30.9%	49.3%
Banstead	5.3%	16.5%	0.0%	0.0%	0.0%	0.0%	37.5%	0.0%	1.1%	0.0%	6.2%
Other, Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.6%
Sub-total: Banstead & Reigate	5.3%	16.5%	0.0%	0.0%	0.0%	0.0%	42.8%	0.0%	1.1%	0.0%	6.8%
Croydon	0.0%	1.0%	15.7%	0.0%	7.4%	7.5%	0.0%	26.9%	0.0%	0.0%	7.3%
Purley	0.0%	0.0%	0.0%	0.0%	4.4%	1.0%	1.1%	9.2%	0.0%	0.0%	2.4%
Purley Way	3.6%	0.0%	7.6%	0.0%	0.0%	6.9%	0.0%	15.4%	0.0%	0.0%	4.4%
Other, Croydon	0.0%	0.0%	3.8%	0.0%	4.9%	1.0%	28.9%	31.9%	0.0%	0.0%	10.3%
Sub-total: Croydon	3.6%	1.0%	27.1%	0.0%	16.8%	16.3%	29.9%	83.5%	0.0%	0.0%	24.4%
Kingston-upon-Thames	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	0.8%
New Malden	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	1.1%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.8%
Sub-total: Kingston-upon-Thames	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.0%	0.0%	2.7%
Epsom	0.0%	5.9%	0.0%	6.8%	0.0%	0.0%	3.2%	0.0%	29.7%	0.0%	4.1%
Ewell	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	1.2%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	1.0%
Sub-total: Epsom & Ewell	0.0%	13.6%	0.0%	6.8%	0.0%	0.0%	11.5%	0.0%	37.2%	0.0%	6.3%
Merton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mitcham	0.0%	0.0%	0.0%	0.0%	4.4%	1.9%	0.0%	0.0%	0.0%	25.8%	3.5%
Morden	0.0%	0.0%	3.8%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	30.3%	3.8%
Wimbledon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Merton	0.0%	0.0%	1.9%	3.4%	0.9%	0.0%	0.0%	0.0%	0.0%	13.0%	1.9%
Sub-total: Merton	0.0%	0.0%	5.7%	5.1%	5.3%	1.9%	0.0%	0.0%	0.0%	69.1%	9.2%
Other	0.0%	0.0%	3.8%	0.0%	0.0%	1.9%	0.0%	1.0%	2.1%	0.0%	0.7%
Sub-total: Outside of Borough	9.6%	31.2%	36.5%	11.8%	22.1%	20.1%	84.3%	84.6%	66.4%	69.1%	50.1%
Online Shopping (incl Delivery and Click & Collect)	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
LEAKAGE	13.6%	31.2%	36.5%	11.8%	22.1%	20.1%	84.3%	84.6%	66.4%	69.1%	50.7%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

LB Sutton Zones 1-6
8.9%
2.3%
8.1%
4.5%
0.7%
0.1%
2.1%
0.7%
27.4%
0.8%
0.8%
0.0%
1.6%
0.8%
1.6%
0.2%
2.5%
2.0%
0.4%
2.4%
6.5%
0.0%
0.3%
6.9%
3.1%
0.1%
0.0%
0.2%
3.4%
3.0%
1.7%
2.3%
1.4%
0.2%
13.4%
0.6%
0.1%
1.2%
0.0%
1.9%
8.7%
1.3%
3.1%
5.6%
0.1%
10.3%
79.9%
2.1%
0.4%
2.5%
2.1%
0.6%
3.7%
0.7%
7.1%
0.2%
0.3%
0.3%
0.8%
1.0%
0.3%
0.1%
1.5%
0.0%
0.8%
0.8%
0.0%
0.5%
2.1%
0.4%
14.4%
5.7%
20.1%
100.0%

LB Sutton Zones 1-6
10.4%
1.1%
9.4%
5.5%
0.9%
0.0%
2.0%
0.3%
29.6%
0.2%
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0.4%
3.0%
1.6%
1.4%
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12.7%
0.5%
0.0%
1.3%
0.0%
1.7%
3.8%
1.0%
4.2%
9.8%
0.1%
14.1%
77.5%
2.1%
0.4%
2.4%
0.9%
0.6%
4.9%
0.3%
6.8%
0.2%
0.4%
0.2%
0.8%
0.9%
0.2%
0.1%
1.3%
0.0%
0.9%
0.6%
0.0%
0.1%
1.6%
0.2%
13.1%
9.4%
22.5%
100.0%

LB Sutton Zones 1-6
12.8%
3.3%
6.3%
5.5%
0.1%
0.0%
2.7%
0.5%
31.2%
0.4%
0.4%
0.0%
0.8%
0.0%
1.4%
0.0%
1.4%
1.1%
0.8%
2.0%
7.2%
0.0%
0.8%
8.0%
3.7%
0.0%
0.0%
0.0%
3.7%
4.3%
2.9%
4.5%
1.1%
0.0%
12.8%
0.2%
0.0%
1.1%
0.0%
1.3%
5.4%
0.8%
2.9%
0.0%
0.0%
10.4%
77.8%
2.8%
0.7%
3.5%
4.4%
1.2%
3.1%
1.3%
10.0%
0.4%
0.3%
0.6%
1.3%
1.0%
0.0%
0.2%
1.2%
0.0%
0.9%
0.5%
0.0%
1.6%
3.0%
0.3%
19.4%
2.9%
22.2%
100.0%

LB Sutton Zones 1-6
4.1%
3.2%
9.4%
1.1%
1.2%
0.5%
2.6%
0.9%
22.8%
1.9%
1.7%
0.0%
3.6%
1.9%
3.7%
0.6%
6.2%
1.3%
0.4%
1.6%
2.5%
0.1%
0.9%
3.5%
3.2%
0.5%
0.1%
0.0%
3.7%
4.6%
1.3%
5.8%
3.2%
0.6%
15.4%
1.0%
0.4%
1.0%
0.1%
2.5%
21.9%
2.9%
1.2%
3.2%
0.0%
4.4%
88.7%
1.0%
0.3%
1.3%
1.2%
0.0%
1.7%
0.3%
3.2%
0.0%
0.1%
0.7%
0.8%
0.9%
0.7%
0.0%
1.6%
0.0%
0.4%
1.4%
0.0%
0.3%
2.1%
0.6%
9.5%
1.8%
11.3%
100.0%

LB Sutton Zones 1-6
3.4%
4.8%
2.1%
3.9%
0.3%
0.3%
0.8%
2.9%
18.4%
2.9%
2.0%
0.1%
5.0%
3.1%
4.4%
0.3%
7.8%
3.4%
1.2%
4.6%
4.6%
0.3%
0.0%
4.9%
4.1%
0.0%
0.0%
0.0%
4.1%
3.9%
1.7%
2.2%
5.9%
0.8%
14.6%
1.1%
0.2%
1.3%
0.0%
2.6%
13.2%
0.4%
1.5%
1.2%
0.0%
2.7%
78.4%
3.0%
0.0%
3.0%
5.2%
0.9%
3.2%
1.6%
10.9%
0.0%
0.2%
0.0%
0.2%
1.8%
0.9%
0.0%
2.7%
0.0%
1.0%
0.9%
0.0%
1.0%
3.0%
0.9%
20.7%
0.9%
21.6%
100.0%

APPENDIX B3: COMPARISON GOODS MARKET SHARE INCLUDING SFT

TABLE 1: ALL COMPARISON GOODS - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Sutton Zones: 1	Cheam/ Belmont 2	St Helier/ Wandle Valley 3	Worcester Park 4	Carshalton Central 5	Wallington South 6	Banstead 7	Purley/ West Thornton 8	Old Malden/ Stoneleigh 9	Lower Morden 10	Total Study Area	LB Sutton Zones 1-6
Sutton Town Centre	45.4%	23.8%	25.2%	14.9%	19.5%	10.0%	5.8%	3.1%	5.4%	12.7%	15.1%	24.2%
Carshalton District Centre	0.1%	0.2%	1.4%	0.0%	4.5%	0.5%	0.0%	0.0%	0.0%	0.5%	0.6%	1.1%
Cheam District Centre	1.4%	6.6%	0.0%	0.8%	0.4%	0.2%	0.1%	0.0%	1.5%	0.0%	0.8%	1.4%
Hackbridge District Centre	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
North Cheam District Centre	0.1%	2.1%	0.1%	8.7%	0.0%	0.0%	0.0%	0.0%	3.9%	3.4%	1.7%	1.8%
Rosehill District Centre	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.4%	0.1%	0.0%
Wallington District Centre	1.4%	0.7%	6.0%	0.0%	11.3%	24.9%	0.5%	1.6%	0.1%	2.3%	4.1%	7.2%
Worcester Park District Centre	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	3.6%	0.2%	0.9%	1.1%
Local Centres	1.1%	0.8%	1.3%	0.7%	0.8%	1.0%	0.1%	0.0%	0.0%	2.2%	0.8%	1.0%
Out of Centre	5.2%	8.6%	5.9%	5.5%	7.7%	6.3%	4.0%	1.2%	0.8%	4.0%	4.4%	6.4%
BOROUGH RETENTION	54.9%	42.9%	40.7%	36.7%	44.3%	43.0%	10.5%	6.1%	15.3%	25.8%	28.5%	44.3%
Banstead	0%	2%	0%	0%	0%	1%	0%	9%	0%	0%	1%	0%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	0.1%	0.3%	0.0%	0.1%	4.8%	0.1%	0.1%	0.0%	0.7%	0.1%
Sub-total: Banstead & Reigate	0.2%	2.1%	0.4%	0.3%	0.0%	1.0%	13.7%	0.1%	1.0%	0.0%	2.2%	0.6%
Croydon	0%	0%	2%	0%	1%	3%	1%	19%	0%	1%	4%	1%
Purley Way / Valley Retail Park	10%	7%	16%	3%	10%	10%	10%	25%	2%	6%	11%	9%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	1%	5%	0%	0%	1%	0%
Other, Croydon	0.4%	0.1%	1.6%	0.0%	0.7%	1.2%	6.6%	8.1%	0.0%	0.0%	2.5%	0.7%
Sub-total: Croydon	10.4%	7.9%	19.2%	3.0%	12.4%	14.2%	18.4%	56.2%	2.4%	7.3%	18.2%	11.1%
Kingston-upon-Thames	2%	5%	1%	9%	5%	2%	3%	1%	16%	3%	4%	4%
New Malden	0%	0%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%
Out of Centre, Kingston	0.5%	0.9%	0.1%	4.4%	0.0%	0.0%	0.1%	0.0%	7.4%	6.3%	2.0%	1.0%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	3%	6%	1%	13%	5%	2%	3%	1%	26%	11%	7%	5%
Epsom	0%	0%	0%	0%	0%	0%	3%	0%	6%	0%	1%	0%
Ewell	0%	2%	0%	2%	0%	1%	4%	0%	10%	0%	2%	1%
Out of Centre, Epsom & Ewell	0%	0%	0%	1%	0%	0%	1%	0%	4%	0%	1%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.1%	2.1%	0.1%	3.0%	0.1%	0.6%	7.6%	0.0%	20.5%	0.4%	3.3%	0.9%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wimbledon	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Other, Merton	1.2%	0.5%	1.5%	3.1%	1.5%	0.6%	0.0%	0.0%	1.0%	16.9%	3.2%	1.5%
Sub-total: Merton	1.6%	0.5%	1.9%	3.4%	1.9%	0.6%	0.0%	0.0%	1.0%	21.0%	3.9%	1.7%
Other	2%	2%	2%	3%	1%	1%	5%	9%	5%	4%	4%	2%
Sub-total: Other	17%	21%	25%	26%	20%	20%	48%	66%	56%	43%	38%	21%
OUTSIDE BOROUGH	27.9%	36.0%	34.0%	37.8%	35.6%	37.5%	41.5%	28.1%	28.6%	31.0%	33.3%	34.4%
SFT (incl online shopping, mail order, catalogue)	45.1%	57.1%	59.3%	63.3%	55.7%	57.0%	89.5%	93.9%	84.7%	74.2%	71.5%	55.7%
LEAKAGE	45.1%	57.1%	59.3%	63.3%	55.7%	57.0%	89.5%	93.9%	84.7%	74.2%	71.5%	55.7%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: CLOTHING & FOOTWEAR - MAIN CHOICE - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

	Sutton Zones: 1	Cheam/ Belmont 2	St Helier/ Wandle Valley 3	Worcester Park 4	Carshalton Central 5	Wallington South 6	Banstead 7	Purley/ West Thornton 8	Old Malden/ Stoneleigh 9	Lower Morden 10	Total Study Area	LB Sutton Zones 1-6
Sutton Town Centre	56%	37%	43%	18%	30%	23%	14%	7%	10%	24%	25%	36%
Carshalton District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cheam District Centre	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Hackbridge District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	1%	0%	8%	0%	0%	0%	0%	5%	1%	1%	2%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wallington District Centre	0%	0%	4%	0%	9%	17%	0%	0%	0%	3%	3%	5%
Worcester Park District Centre	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	1%
Local Centres	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	1%	1%	3%	1%	1%	5%	0%	0%	0%	1%	1%	2%
BOROUGH RETENTION	57.1%	39.8%	51.2%	32.1%	40.0%	45.1%	14.2%	7.8%	14.7%	30.2%	30.9%	45.1%
Banstead	0%	4%	0%	0%	0%	0%	5%	0%	0%	0%	1%	0%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.6%	0.0%	0.3%	0.0%
Sub-total: Banstead & Reigate	0.0%	3.6%	0.4%	0.0%	0.0%	0.0%	7.7%	0.0%	0.6%	0.0%	1.0%	0.5%
Croydon	0%	0%	4%	0%	0%	7%	1%	31%	0%	3%	7%	2%
Purley Way / Valley Retail Park	0%	0%	2%	0%	0%	1%	4%	4%	0%	1%	2%	0%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Other, Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	2.9%	0.0%	0.0%	0.6%	0.0%
Sub-total: Croydon	0.0%	0.5%	5.3%	0.0%	0.8%	7.4%	5.5%	38.7%	0.0%	4.3%	9.5%	2.3%
Kingston-upon-Thames	1%	10%	1%	22%	6%	5%	4%	3%	34%	7%	8%	7%
New Malden	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.0%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	1%	10%	2%	22%	6%	5%	4%	3%	34%	7%	8%	7%
Epsom	0%	0%	0%	0%	0%	0%	4%	0%	8%	0%	1%	0%
Ewell	0%	0%	0%	0%	0%	2%	6%	0%	14%	1%	2%	0%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.3%	0.5%	0.0%	0.0%	0.0%	1.7%	9.8%	0.0%	22.0%	0.9%	2.9%	0.4%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wimbledon	0%	0%	0%	0%	1%	0%	0%	0%	0%	4%	1%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	1.6%	0.5%	1.2%	5.8%	0.4%	0.0%	0.0%	0.0%	0.6%	14.3%	3.0%	1.7%
Sub-total: Merton	1.6%	0.5%	1.6%	5.8%	1.1%	0.0%	0.0%	0.0%	0.6%	18.7%	3.8%	1.9%
Other	8%	5%	6%	2%	1%	1%	8%	18%	2%	2%	7%	4%
OUTSIDE BOROUGH	10%	20%	15%	29%	9%	15%	34%	59%	59%	33%	31%	16%
SFT (incl online shopping, mail order, catalogue)	32.8%	39.9%	34.2%	38.6%	50.9%	40.3%	51.4%	33.3%	25.9%	36.4%	37.6%	39.0%
LEAKAGE	42.9%	60.2%	48.8%	67.9%	60.0%	54.9%	85.8%	92.2%	85.3%	69.8%	69.1%	54.9%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: RECORDED MEDIA, ETC - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zones:										Total Study Area	LB Sutton Zones 1-6
	Sutton 1	Cheam/ Belmont 2	St Helier/ Wandle Stoneleigh 3	Worcester Park 4	Carshalton Central 5	Wallington South 6	Banstead 7	Purley/ West Thornton 8	Old Malden/ Stoneleigh 9	Lower Morden 10		
Sutton Town Centre	38%	9%	7%	7%	4%	3%	1%	0%	0%	17%	10%	13%
Carshalton District Centre	0%	0%	0%	0%	8%	3%	0%	0%	0%	0%	1%	2%
Cheam District Centre	8%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%
Hackbridge District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	1%
Worcester Park District Centre	0%	0%	0%	10%	0%	0%	0%	0%	0%	0%	1%	2%
Local Centres	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	0%	3%	1%	3%	3%	0%	0%	2%	0%	0%	1%	2%
BOROUGH RETENTION	45.4%	11.8%	10.1%	22.1%	15.3%	9.1%	1.4%	2.4%	0.0%	17.0%	13.6%	21.6%
Banstead	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.9%	0.4%
Sub-total: Banstead & Reigate	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.9%	0.4%
Croydon	0%	0%	0%	0%	0%	1%	0%	7%	0%	0%	1%	0%
Purley Way / Valley Retail Park	0%	0%	3%	0%	0%	1%	0%	4%	0%	0%	1%	1%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	1%	6%	0%	0%	1%	0%
Other, Croydon	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.4%
Sub-total: Croydon	0.0%	0.0%	2.8%	0.0%	8.2%	1.4%	17.1%	0.0%	0.0%	0.0%	4.5%	2.2%
Kingston-upon-Thames	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
New Malden	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%
Epsom	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Ewell	0%	11%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.8%	1.4%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wimbledon	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.8%	0.3%
Sub-total: Merton	0.0%	0.0%	0.0%	1.7%	1.4%	0.0%	0.0%	0.0%	0.0%	3.7%	0.8%	0.6%
Other	0%	11%	1%	0%	0%	10%	0%	0%	4%	4%	2%	3%
OUTSIDE BOROUGH	0%	24%	8%	2%	10%	13%	10%	18%	6%	7%	10%	8%
SFT (incl online shopping, mail order, catalogue)	54.6%	64.6%	81.5%	76.2%	75.1%	78.3%	88.8%	79.3%	94.2%	75.5%	76.5%	70.6%
LEAKAGE	54.6%	88.2%	89.9%	77.9%	84.7%	90.9%	98.6%	97.6%	100.0%	83.0%	86.4%	78.4%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: AUDIO VISUAL, COMPUTERS, ETC - 2022 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

	Zones:										Total Study Area	LB Sutton Zones 1-6
	Sutton 1	Cheam/ Belmont 2	St Helier/ Wandle Stoneleigh 3	Worcester Park 4	Carshalton Central 5	Wallington South 6	Banstead 7	Purley/ West Thornton 8	Old Malden/ Stoneleigh 9	Lower Morden 10		
Sutton Town Centre	9%	9%	0%	2%	4%	0%	0%	3%	0%	2%	4%	4%
Carshalton District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cheam District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Hackbridge District Centre	0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	1%	4%	2%	0%	0%	0%	0%	4%	5%	2%	1%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre	0%	1%	3%	0%	4%	8%	1%	0%	0%	0%	1%	3%
Worcester Park District Centre	0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
Local Centres	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	0%	1%	3%	3%	0%	0%	0%	0%	0%	0%	1%	1%
BOROUGH RETENTION	10.2%	12.6%	10.0%	7.4%	12.1%	9.1%	0.6%	0.0%	7.6%	4.7%	6.0%	10.1%
Banstead	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.3%	0.1%
Sub-total: Banstead & Reigate	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.3%	0.1%
Croydon	0%	0%	3%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Purley Way / Valley Retail Park	18%	5%	20%	3%	24%	28%	31%	47%	1%	7%	22%	17%
Out of Centre, Croydon	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Other, Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.1%	0.0%	0.0%	0.7%	0.0%
Sub-total: Croydon	17.7%	5.7%	22.9%	3.1%	25.1%	27.8%	33.4%	50.3%	1.2%	7.4%	23.1%	17.4%
Kingston-upon-Thames	3%	12%	2%	10%	9%	3%	7%	1%	16%	7%	6%	6%
New Malden	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%
Out of Centre, Kingston	1.4%	5.7%	0.0%	16.1%	0.0%	0.0%	0.6%	0.0%	21.8%	4.3%	4.2%	3.6%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	4%	18%	2%	26%	9%	3%	7%	1%	38%	13%	10%	10%
Epsom	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Ewell	0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	2.3%	0.0%	0.3%	0.1%
Merton	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%
Wimbledon	0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	9.6%	1.7%	7.8%	10.3%	4.4%	0.0%	2.7%	0.6%	32.2%	8.1%	8.1%	6.1%
Sub-total: Merton	12.5%	1.7%	8.3%	10.9%	4.4%	0.0%	2.7%	0.6%	34.6%	8.8%	8.1%	7.0%
Other	0%	4%	0%	0%	0%	0%	11%	7%	1%	1%	3%	1%
OUTSIDE BOROUGH	35%	30%	34%	40%	38%	30%	55%	61%	43%	56%	46%	35%
SFT (incl online shopping, mail order, catalogue)	54.9%	57.5%	56.4%	52.6%	49.6%	60.4%	44.6%	39.3%	49.5%	39.3%	48.0%	55.1%
LEAKAGE	89.8%	87.4%	90.0%	92.6%	87.9%	90.9%	99.4%	100.0%	92.4%	95.3%	94.0%	89.9%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: DOMESTIC APPLIANCES - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Sutton Zones: 1	Cheam/ Belmont 2	St Helier/ Wandle 3	Worcester Park 4	Carshalton Central 5	Wallington South 6	Banstead 7	Purley / West Thornton 8	Old Malden/ Stoneleigh 9	Lower Morden 10	Total Study Area	LB Sutton Zones 1-6
Sutton Town Centre	19%	3%	6%	1%	9%	1%	1%	0%	1%	0%	4%	7%
Carshalton District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cheam District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Hackbridge District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	2%	0%	4%	0%	0%	0%	0%	0%	2%	1%	1%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre	3%	5%	5%	0%	10%	13%	2%	5%	0%	3%	4%	6%
Worcester Park District Centre	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Local Centres	0%	2%	0%	3%	0%	0%	1%	0%	0%	4%	1%	1%
Out of Centre	6%	1%	0%	1%	2%	1%	1%	0%	1%	1%	1%	2%
BOROUGH RETENTION	27.9%	14.0%	11.7%	9.3%	21.9%	14.6%	3.6%	5.1%	1.1%	11.1%	11.5%	17.3%
Banstead	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	0.5%	0.0%	0.0%	1.0%	0.1%
Sub-total: Banstead & Reigate	1.1%	0.5%	0.0%	0.0%	0.0%	0.0%	10.0%	0.5%	0.0%	0.0%	1.2%	0.3%
Croydon	0%	3%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Purley Way / Valley Retail Park	14%	9%	26%	1%	30%	20%	13%	46%	1%	13%	20%	17%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	2%	4%	0%	0%	1%	0%
Other, Croydon	0.0%	0.5%	0.0%	0.0%	0.0%	2.9%	1.6%	0.5%	0.0%	0.0%	0.5%	0.5%
Sub-total: Croydon	14.7%	13.1%	25.7%	0.6%	30.7%	22.8%	17.3%	50.9%	1.1%	13.1%	21.6%	17.6%
Kingston-upon-Thames	5%	8%	3%	7%	8%	2%	3%	0%	17%	1%	4%	5%
New Malden	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Out of Centre, Kingston	1.1%	2.9%	0.0%	18.7%	0.0%	0.0%	0.5%	0.0%	24.4%	8.1%	5.1%	3.9%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	6%	11%	3%	25%	8%	2%	4%	0%	43%	10%	10%	9%
Epsom	0%	0%	0%	0%	0%	0%	3%	0%	2%	0%	0%	0%
Ewell	0%	1%	0%	1%	0%	0%	2%	0%	2%	0%	0%	0%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	1.0%	0.0%	1.1%	0.4%	0.0%	4.2%	0.0%	4.4%	0.0%	0.9%	0.4%
Merton	2%	0%	0%	0%	0%	0%	0%	0%	0%	5%	1%	0%
Wimbledon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Merton	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	5.2%	1.0%	6.4%	2.7%	0.4%	5.1%	0.0%	0.0%	0.6%	13.2%	4.0%	3.6%
Sub-total: Merton	7.1%	1.0%	6.9%	3.3%	0.9%	5.1%	0.0%	0.0%	0.6%	17.9%	5.1%	4.3%
Other	0%	0%	0%	2%	0%	0%	4%	5%	2%	4%	2%	1%
OUTSIDE BOROUGH	29%	27%	36%	32%	40%	31%	39%	57%	51%	45%	41%	32%
SFT (incl online shopping, mail order, catalogue)	43.2%	59.5%	52.6%	58.3%	38.2%	54.8%	57.1%	37.8%	47.8%	43.9%	47.4%	50.3%
LEAKAGE	72.1%	86.0%	88.3%	90.7%	78.1%	85.4%	98.4%	94.9%	98.9%	88.9%	88.5%	82.7%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 6: BOOKS & STATIONARY - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Sutton Zones: 1	Cheam/ Belmont 2	St Helier/ Wandle 3	Worcester Park 4	Carshalton Central 5	Wallington South 6	Banstead 7	Purley / West Thornton 8	Old Malden/ Stoneleigh 9	Lower Morden 10	Total Study Area	LB Sutton Zones 1-6
Sutton Town Centre	61%	41%	34%	21%	39%	15%	16%	5%	6%	28%	25%	36%
Carshalton District Centre	0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	1%
Cheam District Centre	0%	9%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%
Hackbridge District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	0%	0%	5%	0%	0%	0%	0%	4%	2%	1%	1%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre	3%	0%	9%	0%	7%	43%	1%	4%	0%	0%	5%	10%
Worcester Park District Centre	0%	0%	0%	12%	0%	0%	0%	0%	7%	0%	2%	2%
Local Centres	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	1%	1%	1%	0%	5%	3%	0%	1%	0%	1%	1%	2%
BOROUGH RETENTION	65.2%	52.4%	44.9%	38.4%	56.3%	61.5%	16.1%	9.3%	18.9%	31.4%	36.0%	53.8%
Banstead	0%	0%	0%	0%	0%	0%	10%	0%	0%	0%	1%	0%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	1.0%	0.0%	0.0%	2.2%	9.4%	0.0%	0.0%	0.0%	1.2%	0.5%
Sub-total: Banstead & Reigate	0.4%	0.5%	1.0%	0.0%	0.4%	2.2%	19.2%	0.0%	0.0%	0.0%	2.4%	0.7%
Croydon	0%	0%	1%	0%	3%	1%	1%	22%	0%	0%	5%	1%
Purley Way / Valley Retail Park	0%	0%	4%	0%	0%	0%	0%	4%	0%	0%	1%	1%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	5%	5%	0%	0%	1%	0%
Other, Croydon	0.0%	0.0%	2.9%	0.0%	0.0%	3.3%	4.1%	4.5%	0.0%	0.0%	1.7%	1.0%
Sub-total: Croydon	0.0%	0.0%	8.7%	0.0%	3.1%	4.6%	9.7%	34.9%	0.0%	0.0%	8.7%	2.5%
Kingston-upon-Thames	0%	0%	0%	1%	0%	0%	1%	0%	9%	0%	1%	0%
New Malden	0%	0%	0%	0%	0%	0%	0%	0%	8%	1%	1%	0%
Out of Centre, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	0%	0%	0%	1%	0%	0%	1%	0%	17%	1%	2%	0%
Epsom	0%	0%	0%	0%	0%	0%	1%	0%	6%	0%	1%	0%
Ewell	0%	4%	0%	0%	0%	0%	7%	0%	17%	0%	2%	0%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	22.5%	0.0%	3.0%	0.5%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	1%	0%
Wimbledon	0%	0%	0%	3%	2%	0%	0%	0%	0%	3%	1%	1%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	1.2%	0.1%
Sub-total: Merton	0.0%	0.0%	1.0%	3.3%	2.1%	0.0%	0.0%	0.0%	0.0%	17.1%	2.7%	1.1%
Other	1%	2%	4%	1%	3%	1%	5%	6%	5%	7%	4%	2%
OUTSIDE BOROUGH	1%	6%	15%	6%	8%	8%	43%	41%	44%	25%	22%	7%
SFT (incl online shopping, mail order, catalogue)	33.7%	41.1%	40.0%	56.0%	35.4%	30.4%	40.7%	50.0%	37.5%	44.1%	41.7%	39.2%
LEAKAGE	34.8%	47.6%	55.1%	61.6%	43.7%	38.5%	83.9%	90.7%	81.1%	68.6%	64.0%	46.2%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 7: TOYS, GAMES, SPORTS, BIKES, PETS & PET PRODUCTS, CAMPING EQUIPMENT ETC- 2022 MARKET SHARE ANALYSIS (%)
 Including Internet Shopping and other Special Forms of Trading

	Zones:										Total Study Area	LB Sutton Zones 1-6
	Sutton 1	Cheam/Belmont 2	St Helier/Wandle 3	Worcester Park 4	Carshalton Central 5	Wallington South 6	Banstead 7	Purley/ West Thornton 8	Old Malden/ Stoneleigh 9	Lower Morden 10		
Sutton Town Centre	49%	15%	21%	9%	12%	12%	6%	0%	6%	8%	13%	20%
Carshalton District Centre	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Cheam District Centre	0%	4%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%
Hackbridge District Centre	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	4%	1%	6%	0%	0%	0%	0%	7%	8%	3%	2%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wallington District Centre	0%	0%	2%	0%	5%	9%	0%	1%	0%	0%	1%	2%
Worcester Park District Centre	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
Local Centres	0%	0%	5%	0%	1%	0%	0%	0%	0%	1%	1%	1%
Out of Centre	0%	7%	1%	4%	12%	2%	0%	0%	0%	4%	3%	4%
BOROUGH RETENTION	49.5%	29.9%	30.3%	20.3%	29.8%	23.8%	7.2%	1.3%	16.7%	21.7%	21.3%	30.9%
Banstead	0%	5%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.6%	0.0%
Sub-total: Banstead & Reigate	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	1.4%	0.0%	1.1%	0.6%
Croydon	0%	0%	0%	0%	0%	3%	3%	16%	0%	0%	3%	1%
Purley Way / Valley Retail Park	11%	0%	20%	1%	11%	13%	11%	48%	1%	4%	15%	10%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
Other, Croydon	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.7%	0.6%	0.0%	0.0%	0.4%	0.2%
Sub-total: Croydon	11.2%	0.0%	21.3%	1.5%	11.0%	16.2%	15.8%	67.0%	1.4%	4.3%	19.0%	10.3%
Kingston-upon-Thames	3%	1%	0%	3%	1%	1%	0%	0%	9%	0%	1%	1%
New Malden	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Out of Centre, Kingston	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.2%	0.4%	0.2%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	3%	1%	0%	3%	1%	1%	0%	0%	12%	1%	2%	2%
Epsom	0%	0%	0%	0%	0%	0%	6%	0%	5%	0%	1%	0%
Ewell	0%	5%	0%	2%	0%	1%	7%	0%	13%	0%	2%	1%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	4.8%	0.0%	1.5%	0.0%	1.0%	12.3%	0.0%	18.1%	0.0%	3.3%	1.1%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wimbledon	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	0.0%	0.0%	1.1%	5.9%	6.4%	0.0%	0.0%	0.0%	0.7%	21.1%	4.6%	2.3%
Sub-total: Merton	0.4%	0.0%	1.7%	5.9%	6.4%	0.0%	0.0%	0.0%	0.7%	21.7%	4.8%	2.5%
Other	2%	0%	1%	0%	0%	0%	4%	3%	0%	3%	2%	1%
OUTSIDE BOROUGH	17%	11%	24%	12%	18%	19%	38%	70%	33%	30%	32%	17%
SFT (incl online shopping, mail order, catalogue)	33.7%	59.4%	45.7%	67.7%	52.3%	57.6%	54.6%	28.4%	50.0%	48.3%	46.9%	52.4%
LEAKAGE	50.5%	70.1%	69.7%	79.7%	70.2%	76.2%	92.8%	98.7%	83.3%	78.3%	78.7%	69.1%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 8: FURNITURE, FLOORING AND CARPETS, HOUSEHOLD TEXTILES AND FURNISHINGS - 2022 MARKET SHARE ANALYSIS (%)
 Including Internet Shopping and other Special Forms of Trading

	Zones:										Total Study Area	LB Sutton Zones 1-6
	Sutton 1	Cheam/Belmont 2	St Helier/Wandle 3	Worcester Park 4	Carshalton Central 5	Wallington South 6	Banstead 7	Purley/ West Thornton 8	Old Malden/ Stoneleigh 9	Lower Morden 10		
Sutton Town Centre	6%	6%	8%	16%	3%	0%	3%	0%	1%	2%	4%	7%
Carshalton District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cheam District Centre	1%	9%	0%	0%	3%	1%	0%	0%	2%	0%	1%	2%
Hackbridge District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	1%	0%	3%	0%	0%	0%	0%	2%	1%	1%	1%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wallington District Centre	3%	1%	2%	0%	15%	23%	1%	0%	0%	4%	7%	7%
Worcester Park District Centre	0%	0%	0%	9%	0%	0%	0%	0%	4%	1%	1%	2%
Local Centres	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	0%	1%	0%	0%	0%	3%	0%	0%	0%	4%	1%	0%
BOROUGH RETENTION	10.3%	16.6%	10.4%	29.3%	21.5%	26.6%	3.9%	0.0%	9.3%	12.9%	11.9%	19.3%
Banstead	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%
Croydon	0%	0%	0%	0%	4%	3%	1%	6%	0%	0%	2%	1%
Purley Way / Valley Retail Park	47%	39%	50%	17%	29%	27%	26%	55%	12%	23%	35%	35%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	1%	0%
Other, Croydon	2.8%	0.0%	0.0%	0.0%	2.9%	3.0%	5.7%	5.0%	0.0%	0.0%	2.3%	1.6%
Sub-total: Croydon	50.2%	39.4%	50.1%	16.6%	36.2%	33.2%	32.4%	69.1%	11.8%	22.9%	39.5%	37.2%
Kingston-upon-Thames	2%	8%	2%	9%	7%	3%	12%	0%	25%	3%	6%	5%
New Malden	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%
Out of Centre, Kingston	1.9%	3.5%	0.6%	8.6%	0.0%	0.0%	0.0%	0.0%	14.8%	21.2%	5.4%	2.6%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	5%	12%	3%	19%	7%	3%	12%	0%	41%	24%	12%	8%
Epsom	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Ewell	0%	1%	0%	5%	0%	0%	3%	0%	7%	1%	1%	1%
Out of Centre, Epsom & Ewell	0%	0%	1%	2%	0%	0%	0%	0%	7%	0%	1%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	0.6%	0.6%	6.3%	0.0%	0.0%	3.9%	0.0%	13.9%	1.3%	2.1%	1.4%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wimbledon	0%	0%	1%	0%	0%	0%	0%	0%	0%	5%	1%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	0.5%	0.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	4.0%	5.8%	1.3%	0.3%
Sub-total: Merton	0.5%	0.6%	1.2%	0.9%	0.0%	0.0%	0.0%	0.0%	4.0%	11.2%	2.3%	0.5%
Other	1%	1%	1%	3%	0%	0%	7%	10%	11%	7%	5%	1%
OUTSIDE BOROUGH	56%	53%	56%	45%	44%	36%	56%	79%	82%	66%	61%	48%
SFT (incl online shopping, mail order, catalogue)	33.2%	30.7%	33.3%	25.4%	34.9%	37.1%	40.0%	20.6%	9.1%	20.8%	27.6%	32.3%
LEAKAGE	89.7%	83.4%	89.6%	70.7%	78.5%	73.4%	96.1%	100.0%	90.7%	87.1%	88.1%	80.7%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 9: DIY & GARDENING PRODUCTS - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zones:										Total Study Area	LB Sutton Zones 1-6
	1	2	3	4	5	6	7	8	9	10		
Sutton Town Centre	16%	0%	7%	6%	7%	1%	4%	1%	0%	2%	4%	7%
Carshalton District Centre	0%	0%	1%	0%	6%	0%	1%	0%	0%	0%	1%	1%
Cheam District Centre	2%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%
Hackbridge District Centre	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre	0%	0%	0%	0%	2%	6%	0%	0%	0%	0%	1%	1%
Worcester Park District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Local Centres	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	70%	81%	62%	48%	72%	63%	53%	9%	10%	32%	45%	66%
BOROUGH RETENTION	90.5%	83.3%	70.0%	53.3%	87.4%	70.3%	57.1%	10.2%	10.3%	34.1%	50.9%	75.9%
Banstead	0%	1%	0%	0%	0%	3%	2%	0%	0%	0%	0%	1%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Banstead & Reigate	0.0%	1.0%	0.0%	0.0%	0.0%	2.5%	1.6%	0.0%	0.0%	0.0%	0.4%	0.6%
Croydon	0%	0%	0%	0%	3%	0%	0%	6%	0%	0%	1%	0%
Purley Way / Valley Retail Park	0%	4%	23%	0%	6%	23%	13%	66%	0%	10%	20%	9%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Other, Croydon	0.0%	0.0%	2.7%	0.0%	0.0%	2.4%	6.9%	5.8%	0.0%	0.0%	2.2%	0.8%
Sub-total: Croydon	0.4%	3.8%	26.3%	0.0%	8.7%	25.2%	19.4%	79.9%	0.0%	10.1%	23.9%	10.1%
Kingston-upon-Thames	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
New Malden	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Out of Centre, Kingston	0.0%	1.0%	0.9%	10.0%	0.0%	0.0%	0.0%	0.0%	30.9%	38.2%	8.5%	2.1%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	0%	1%	1%	10%	0%	0%	0%	0%	31%	40%	9%	2%
Epsom	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Ewell	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Epsom & Ewell	0%	1%	1%	18%	0%	1%	15%	0%	49%	0%	7%	4%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	1.5%	0.9%	18.2%	0.4%	0.8%	14.6%	0.0%	51.3%	0.0%	7.2%	3.8%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wimbledon	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Merton	0%	0%	0%	1%	0%	0%	0%	0%	0%	3%	0%	0%
Other, Merton	0.4%	2.4%	0.5%	6.4%	0.0%	0.0%	0.0%	0.0%	1.2%	7.0%	1.7%	1.6%
Sub-total: Merton	1.2%	2.4%	0.5%	7.0%	0.0%	0.0%	0.0%	0.0%	1.2%	10.1%	2.3%	1.9%
Other	0%	0%	0%	6%	0%	0%	2%	2%	2%	4%	2%	1%
OUTSIDE BOROUGH	2%	10%	29%	42%	9%	29%	37%	82%	85%	65%	44%	20%
SFT (incl online shopping, mail order, catalogue)	7.9%	6.7%	1.4%	5.1%	3.5%	1.2%	5.6%	8.0%	4.4%	1.3%	4.8%	4.4%
LEAKAGE	9.5%	16.7%	30.0%	46.7%	12.6%	29.7%	42.9%	89.8%	89.7%	65.9%	49.1%	24.1%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 10: PERSONAL GOODS AND APPLIANCES, AND COSMETICS ETC - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Zones:										Total Study Area	LB Sutton Zones 1-6
	1	2	3	4	5	6	7	8	9	10		
Sutton Town Centre	79%	48%	29%	30%	42%	9%	4%	4%	5%	11%	24%	40%
Carshalton District Centre	0%	0%	3%	0%	0%	0%	0%	0%	0%	3%	1%	0%
Cheam District Centre	1%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Hackbridge District Centre	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	1%	2%	0%	14%	0%	0%	0%	0%	5%	6%	3%	3%
Rosehill District Centre	0%	0%	6%	0%	2%	0%	0%	0%	0%	0%	1%	1%
Wallington District Centre	0%	0%	12%	0%	18%	47%	1%	2%	2%	4%	7%	13%
Worcester Park District Centre	0%	0%	0%	9%	0%	0%	0%	0%	15%	0%	2%	2%
Local Centres	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	6%	10%	6%	10%	9%	5%	1%	6%	1%	10%	6%	8%
BOROUGH RETENTION	88.6%	62.7%	58.0%	62.0%	72.4%	61.9%	6.5%	12.1%	29.3%	33.3%	43.4%	68.5%
Banstead	0%	0%	1%	1%	1%	3%	22%	2%	1%	0%	3%	1%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.9%	0.0%	1.0%	0.0%	1.9%	10.5%	0.0%	0.5%	0.0%	1.4%	0.6%
Sub-total: Banstead & Reigate	0.0%	0.9%	0.8%	1.9%	0.8%	4.5%	32.2%	2.1%	1.1%	0.0%	4.5%	1.5%
Croydon	0%	0%	8%	0%	0%	4%	0%	38%	0%	0%	8%	2%
Purley Way / Valley Retail Park	0%	0%	6%	0%	3%	4%	0%	7%	0%	1%	3%	2%
Out of Centre, Croydon	0%	0%	3%	0%	0%	3%	8%	12%	0%	0%	4%	1%
Other, Croydon	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	15.0%	12.9%	0.0%	0.0%	4.1%	0.2%
Sub-total: Croydon	0.3%	0.0%	17.3%	1.0%	3.6%	11.1%	22.7%	70.4%	0.0%	1.4%	18.5%	5.3%
Kingston-upon-Thames	0%	1%	0%	4%	3%	1%	0%	0%	9%	0%	1%	1%
New Malden	0%	0%	0%	1%	0%	0%	0%	0%	4%	9%	2%	0%
Out of Centre, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	0%	1%	0%	5%	3%	1%	0%	0%	14%	9%	3%	2%
Epsom	0%	0%	0%	0%	0%	0%	7%	0%	16%	0%	2%	0%
Ewell	0%	5%	0%	1%	0%	0%	9%	0%	17%	0%	3%	1%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	5.3%	0.0%	1.5%	0.0%	0.4%	15.9%	0.0%	33.2%	0.0%	4.6%	1.1%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wimbledon	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	0.0%	0.0%	3.3%	0.0%	2.9%	0.0%	0.0%	0.0%	0.5%	31.0%	5.4%	0.9%
Sub-total: Merton	0.0%	0.0%	3.3%	0.0%	2.9%	0.0%	0.0%	0.0%	0.5%	34.2%	5.9%	0.9%
Other	1%	0%	3%	4%	0%	0%	4%	4%	4%	3%	3%	1%
OUTSIDE BOROUGH	1%	8%	25%	13%	10%	17%	74%	77%	53%	48%	39%	12%
SFT (incl online shopping, mail order, catalogue)	10.5%	29.3%	17.1%	24.8%	17.7%	21.4%	19.1%	11.2%	17.6%	18.2%	17.2%	19.7%
LEAKAGE	11.4%	37.3%	42.0%	38.0%	27.6%	38.1%	93.5%	87.9%	70.7%	66.7%	56.6%	31.5%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 11: MEDICAL GOODS AND THERAPUTIC APPLIANCES ETC - 2022 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Sutton Zones: 1	Cheam/ Belmont 2	St Helier/ Wandle 3	Worcester Park 4	Carshalton Central 5	Wallington South 6	Banstead 7	Purley/ West Thornton 8	Old Malden/ Stoneleigh 9	Lower Morden 10	Total Study Area	LB Sutton Zones 1-6
Sutton Town Centre	82%	47%	36%	23%	30%	8%	2%	2%	9%	11%	23%	40%
Carshalton District Centre	1%	1%	7%	0%	24%	2%	0%	0%	0%	3%	3%	6%
Cheam District Centre	3%	28%	0%	5%	0%	0%	0%	0%	2%	0%	2%	5%
Hackbridge District Centre	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	4%	0%	30%	0%	0%	0%	0%	5%	9%	4%	5%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre	2%	0%	17%	0%	26%	67%	1%	5%	1%	3%	10%	19%
Worcester Park District Centre	0%	0%	0%	16%	0%	0%	0%	0%	17%	0%	2%	3%
Local Centres	7%	4%	4%	2%	4%	7%	0%	0%	0%	10%	4%	5%
Out of Centre	1%	11%	7%	7%	8%	0%	0%	2%	1%	2%	3%	5%
BOROUGH RETENTION	96.4%	96.1%	74.7%	83.8%	91.9%	84.0%	2.9%	9.2%	33.7%	38.1%	52.7%	87.8%
Banstead	0%	0%	0%	0%	0%	4%	43%	0%	5%	0%	5%	1%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	1.1%	0.2%
Sub-total: Banstead & Reigate	0.0%	0.0%	0.0%	1.0%	0.0%	4.0%	53.7%	0.0%	5.0%	0.0%	5.9%	0.8%
Croydon	0%	0%	3%	0%	0%	0%	0%	26%	0%	0%	5%	1%
Purley Way / Valley Retail Park	0%	0%	9%	0%	0%	4%	0%	13%	0%	0%	4%	2%
Out of Centre, Croydon	0%	0%	0%	0%	0%	1%	4%	12%	0%	0%	3%	0%
Other, Croydon	0.0%	0.0%	7.1%	0.0%	0.0%	0.3%	27.9%	32.5%	0.0%	0.0%	9.7%	1.3%
Sub-total: Croydon	0.0%	0.0%	19.3%	0.0%	0.8%	5.0%	32.1%	83.1%	0.0%	0.5%	21.5%	4.3%
Kingston-upon-Thames	0%	0%	0%	0%	2%	0%	0%	0%	2%	0%	0%	0%
New Malden	2%	0%	0%	0%	0%	0%	0%	0%	8%	5%	2%	0%
Out of Centre, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.1%	0.0%
Sub-total: Kingston-upon-Thames	2%	0%	0%	0%	2%	0%	0%	0%	12%	5%	2%	1%
Epsom	0%	3%	0%	0%	0%	0%	1%	0%	14%	0%	1%	0%
Ewell	0%	0%	0%	4%	0%	0%	4%	0%	16%	0%	2%	1%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	3.0%	0.0%	4.1%	0.0%	0.0%	5.2%	0.0%	30.7%	0.0%	3.1%	1.0%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wimbledon	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%
Other, Merton	0.0%	0.0%	0.8%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	42.0%	7.0%	0.7%
Sub-total: Merton	0.0%	0.0%	0.8%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	47.3%	7.8%	0.7%
Other	0%	0%	0%	5%	0%	0%	1%	1%	12%	0%	2%	1%
OUTSIDE BOROUGH	2%	3%	21%	10%	7%	9%	92%	84%	60%	53%	42%	8%
SFT (incl online shopping, mail order, catalogue)	1.9%	0.9%	4.8%	6.1%	1.5%	7.0%	5.1%	6.5%	6.7%	9.3%	5.5%	3.7%
LEAKAGE	3.6%	3.9%	25.3%	16.2%	8.1%	16.0%	97.1%	90.8%	66.3%	61.9%	47.3%	12.2%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 12: OTHER GOODS INCLUDING JEWELLERY & WATCHES, GLASSWARE, CHINA, TABLEWARE & KITCHEN UTENSIL GOODS, ETC - 2022 MARKET SHARE ANALYSIS (%)

	Sutton Zones: 1	Cheam/ Belmont 2	St Helier/ Wandle 3	Worcester Park 4	Carshalton Central 5	Wallington South 6	Banstead 7	Purley/ West Thornton 8	Old Malden/ Stoneleigh 9	Lower Morden 10	Total Study Area	LB Sutton Zones 1-6
Sutton Town Centre	57%	26%	19%	27%	32%	11%	0%	6%	9%	24%	20%	31%
Carshalton District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cheam District Centre	4%	3%	0%	1%	0%	0%	0%	0%	6%	0%	1%	2%
Hackbridge District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	2%	0%	3%	0%	0%	0%	0%	10%	4%	2%	1%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre	3%	0%	3%	0%	6%	17%	0%	0%	0%	1%	2%	5%
Worcester Park District Centre	0%	0%	0%	1%	0%	0%	0%	0%	2%	1%	0%	0%
Local Centres	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	1%	0%	2%	8%	4%	4%	0%	0%	0%	2%	2%	3%
BOROUGH RETENTION	64.5%	31.1%	23.4%	38.9%	41.6%	32.6%	0.0%	6.4%	25.8%	31.4%	27.3%	41.2%
Banstead	0%	8%	2%	0%	0%	1%	4%	0%	0%	0%	1%	1%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.6%	0.3%
Sub-total: Banstead & Reigate	0.0%	7.6%	1.7%	1.8%	0.0%	0.7%	7.1%	0.0%	0.0%	0.0%	1.6%	1.7%
Croydon	4%	0%	2%	0%	4%	1%	1%	22%	0%	2%	5%	2%
Purley Way / Valley Retail Park	2%	5%	3%	1%	2%	1%	14%	4%	5%	3%	4%	2%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	1%	8%	0%	0%	2%	0%
Other, Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	6.0%	2.5%	0.0%	0.0%	1.3%	0.2%
Sub-total: Croydon	5.8%	5.4%	4.4%	0.9%	5.4%	3.5%	21.5%	36.9%	5.2%	4.9%	12.5%	4.3%
Kingston-upon-Thames	6%	11%	2%	12%	15%	3%	4%	2%	12%	19%	8%	8%
New Malden	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Out of Centre, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	6%	11%	2%	12%	15%	3%	4%	2%	13%	19%	8%	8%
Epsom	0%	0%	0%	0%	0%	0%	3%	0%	10%	0%	1%	0%
Ewell	0%	0%	0%	0%	0%	0%	1%	0%	10%	0%	1%	0%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	20.5%	0.0%	2.4%	0.0%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wimbledon	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.3%	0.2%
Sub-total: Merton	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.6%	0.2%
Other	1%	3%	3%	4%	5%	4%	7%	14%	11%	8%	7%	3%
OUTSIDE BOROUGH	13%	27%	10%	20%	25%	11%	43%	53%	50%	36%	32%	17%
SFT (incl online shopping, mail order, catalogue)	22.8%	42.1%	66.1%	40.7%	33.0%	56.2%	56.5%	40.9%	23.8%	32.7%	40.4%	41.5%
LEAKAGE	35.5%	68.9%	76.6%	61.1%	58.4%	67.4%	100.0%	93.6%	74.2%	68.6%	72.7%	58.8%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

APPENDIX B4: POPULATION & EXPENDITURE ANALYSIS

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2022 - 2042) - Housing Supply Led Projections

	2022					Growth 2022 to 2032:		Growth 2022 to 2042:	
	2022	2027	2032	2037	2042	%	No.	%	No.
Zone : Sutton	47,185	48,580	49,864	51,069	52,113	5.4%	2,679	10.4%	4,929
Zone : Cheam/ Belmont	22,131	22,662	23,119	23,645	24,082	4.3%	988	8.8%	1,951
Zone : St Helier/ Wandle Valley	37,777	39,051	40,110	41,276	42,362	5.8%	2,333	12.1%	4,585
Zone : Worcester Park	36,298	37,233	38,097	39,055	39,912	4.7%	1,798	10.0%	3,613
Zone : Carshalton Central	34,960	36,074	37,074	38,055	38,792	5.7%	2,114	11.0%	3,832
Zone : Wallington South	33,886	34,691	35,519	36,467	37,416	4.6%	1,633	10.4%	3,530
Zone : Banstead	45,354	46,098	46,648	47,367	48,033	2.8%	1,294	5.9%	2,679
Zone : Purley / West Thornton	84,225	84,905	85,641	86,691	88,229	1.7%	1,416	4.8%	4,004
Zone : Old Malden / Stoneleigh	30,814	31,294	31,525	31,658	31,849	2.3%	711	3.4%	1,035
Zone : Lower Morden	73,136	72,918	73,222	73,997	74,980	0.1%	86	2.5%	1,844
Total Study Area:	445,766	453,506	460,818	469,278	477,767	3.3%	15,052	7.2%	32,001
LB Sutton:	212,237	218,291	223,782	229,565	234,677	5.2%	11,545	10.6%	22,440

Source: LB Sutton Council; Experian Business Strategies - MMG3 Geographic Information System (GIS) Retail Area Planner Population & Expenditure Datasets'

Notes: Population projections (2022 to 2042) for Zones 1 to 6 are based on housing supply forecasts for London Borough of Sutton. Population projections for Zones 7 to 10 are derived from Experian and based on ONS 2018-based Sub-National Population Projections (released in June 2020).

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2022 - 2042) - ONS Projections

	2022					Growth 2022 to 2032:		Growth 2022 to 2042:	
	2022	2027	2032	2037	2042	%	No.	%	No.
Zone : Sutton	45,827	46,664	47,190	47,564	48,065	2.9%	1,363	4.9%	2,238
Zone : Cheam/ Belmont	21,494	21,768	21,879	22,022	22,211	1.8%	385	3.3%	717
Zone : St Helier/ Wandle Valley	36,690	37,511	37,959	38,443	39,070	3.3%	1,269	6.5%	2,380
Zone : Worcester Park	35,254	35,764	36,054	36,375	36,811	2.2%	800	4.4%	1,557
Zone : Carshalton Central	33,954	34,651	35,086	35,443	35,778	3.2%	1,132	5.4%	1,824
Zone : Wallington South	32,911	33,323	33,614	33,964	34,509	2.1%	703	4.9%	1,598
Zone : Banstead	45,354	46,098	46,648	47,367	48,033	2.8%	1,294	5.9%	2,679
Zone : Purley / West Thornton	84,225	84,905	85,641	86,691	88,229	1.7%	1,416	4.8%	4,004
Zone : Old Malden / Stoneleigh	30,814	31,294	31,525	31,658	31,849	2.3%	711	3.4%	1,035
Zone : Lower Morden	73,136	72,918	73,222	73,997	74,980	0.1%	86	2.5%	1,844
Total Study Area:	439,659	444,896	448,818	453,524	459,535	2.0%	9,159	4.5%	19,876
LB Sutton:	206,130	209,681	211,782	213,811	216,444	2.7%	5,652	5.0%	10,314

Source: Experian Business Strategies - MMG3 Geographic Information System (GIS) Retail Area Planner Population & Expenditure Datasets'

Notes: Population projections (2022 to 2040) derived from Experian and based on ONS 2018-based Sub-National Population Projections (released in June 2020).

TABLE 2: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading) (2022 to 2042)

	Including SFT		Excluding Special Forms of Trading (SFT)				
	2022	2027	2022	2027	2032	2037	2042
Experian-based SFT Market Shares (%):	19.1%	5.7%	6.8%	7.2%	7.5%	7.7%	7.7%
Survey-based SFT Market Shares (%):	6.3%	1.9%	2.2%	2.4%	2.5%	2.5%	2.5%
Zone : Sutton	£2,648	£2,599	£2,602	£2,611	£2,622	£2,633	£2,633
Zone : Cheam/ Belmont	£2,801	£2,749	£2,752	£2,762	£2,773	£2,785	£2,785
Zone : St Helier/ Wandle Valley	£2,513	£2,465	£2,469	£2,478	£2,488	£2,498	£2,498
Zone : Worcester Park	£2,603	£2,554	£2,557	£2,567	£2,577	£2,588	£2,588
Zone : Carshalton Central	£2,596	£2,547	£2,550	£2,560	£2,570	£2,581	£2,581
Zone : Wallington South	£2,622	£2,573	£2,576	£2,586	£2,596	£2,607	£2,607
Zone : Banstead	£2,877	£2,823	£2,827	£2,837	£2,848	£2,861	£2,861
Zone : Purley / West Thornton	£2,412	£2,367	£2,370	£2,379	£2,388	£2,399	£2,399
Zone : Old Malden / Stoneleigh	£2,788	£2,736	£2,740	£2,750	£2,761	£2,773	£2,773
Zone : Lower Morden	£2,442	£2,396	£2,399	£2,408	£2,417	£2,428	£2,428
Study Area Average:	£2,651	£2,601	£2,605	£2,614	£2,625	£2,636	£2,636
LB Sutton Average:	£2,585	£2,536	£2,585	£2,594	£2,604	£2,616	£2,616

Source: Average spend per capita estimates (2020 prices) are derived from Experian MMG3 Retail Area Planner Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 19 published by Experian Business Strategies (January 2022).

Notes: At the Base Year (2022) 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) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 19 (January 2022).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (£million) (2022 to 2042)

	Including SFT		Excluding Special Forms of Trading (SFT)					Growth 2022 to 2032:		Growth 2022 to 2042:	
	2022	2027	2022	2027	2032	2037	2042	%	No.	%	No.
Zone : Sutton	£125.0	£122.6	£126.4	£130.2	£133.9	£137.2	£137.2	6.2%	£7.6	11.9%	£14.6
Zone : Cheam/ Belmont	£62.0	£60.8	£62.4	£63.9	£65.6	£67.1	£67.1	5.0%	£3.0	10.3%	£6.2
Zone : St Helier/ Wandle Valley	£94.9	£93.1	£96.4	£99.4	£102.7	£105.8	£105.8	6.7%	£6.0	13.6%	£12.7
Zone : Worcester Park	£94.5	£92.7	£95.2	£97.8	£100.6	£103.3	£103.3	5.5%	£5.1	11.4%	£10.6
Zone : Carshalton Central	£90.7	£89.0	£92.0	£94.9	£97.8	£100.1	£100.1	6.6%	£5.9	12.4%	£11.1
Zone : Wallington South	£88.8	£87.2	£89.4	£91.8	£94.7	£97.6	£97.6	5.3%	£4.7	11.9%	£10.4
Zone : Banstead	£130.5	£128.0	£130.3	£132.3	£134.9	£137.4	£137.4	3.4%	£4.3	7.3%	£9.4
Zone : Purley / West Thornton	£203.2	£199.4	£201.2	£203.7	£207.1	£211.6	£211.6	2.2%	£4.4	6.2%	£12.3
Zone : Old Malden / Stoneleigh	£85.9	£84.3	£85.7	£86.7	£87.4	£88.3	£88.3	2.8%	£2.4	4.7%	£4.0
Zone : Lower Morden	£178.6	£175.2	£174.9	£176.3	£178.9	£182.0	£182.0	0.6%	£1.1	3.9%	£6.8
Total Study Area:	£1,154.1	£1,132.5	£1,154.0	£1,177.0	£1,203.5	£1,230.5	£1,230.5	3.9%	£44.6	8.7%	£98.0
LB Sutton:	£555.9	£545.5	£561.8	£578.0	£595.3	£611.1	£611.1	6.0%	£32.5	12.0%	£65.6

TABLE 4: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading) (2022 to 2042)

	Including SFT		Excluding Special Forms of Trading (SFT)				
	2022	2027	2022	2027	2032	2037	2040
Experian-based SFT Market Shares (%):	31.9%	23.9%	27.2%	28.9%	29.8%	30.3%	30.3%
Survey-based SFT Market Shares (%):	33.3%	25.0%	28.4%	30.2%	31.2%	31.7%	31.7%
Zone : Sutton	£3,967	£2,976	£3,259	£3,549	£4,020	£4,580	£4,580
Zone : Cheam/ Belmont	£4,803	£3,603	£3,946	£4,298	£4,868	£5,546	£5,546
Zone : St Helier/ Wandle Valley	£3,534	£2,651	£2,903	£3,162	£3,581	£4,080	£4,080
Zone : Worcester Park	£4,178	£3,134	£3,433	£3,738	£4,234	£4,824	£4,824
Zone : Carshalton Central	£3,994	£2,996	£3,281	£3,573	£4,047	£4,611	£4,611
Zone : Wallington South	£4,134	£3,101	£3,396	£3,699	£4,189	£4,773	£4,773
Zone : Banstead	£5,197	£3,898	£4,269	£4,650	£5,266	£6,000	£6,000
Zone : Purley / West Thornton	£3,514	£2,636	£2,887	£3,144	£3,561	£4,057	£4,057
Zone : Old Malden / Stoneleigh	£5,024	£3,769	£4,128	£4,495	£5,091	£5,801	£5,801
Zone : Lower Morden	£3,560	£2,671	£2,925	£3,185	£3,608	£4,111	£4,111
Study Area Average:	£4,260	£3,196	£3,500	£3,812	£4,317	£4,919	£4,919
LB Sutton Average:	£4,017	£3,013	£3,278	£3,570	£4,043	£4,607	£4,607

Source: Average spend per capita estimates (2020 prices) are derived from Experian MMG3 Retail Area Planner Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 19 published by Experian Business Strategies (February 2022).

Notes: At the Base Year (2022) 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) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 19 (February 2022).

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (emillion) (2022 to 2042)

	Including SFT	Excluding Special Forms of Trading (SFT)				
	2022	2022	2027	2032	2037	2042
Zone 1 Sutton	£187.2	£140.4	£158.3	£177.0	£205.3	£238.7
Zone 2 Cheam/ Belmont	£106.3	£79.7	£89.4	£99.4	£115.1	£133.6
Zone 3 St Helier/ Wandle Valley	£133.5	£100.1	£113.4	£126.8	£147.8	£172.8
Zone 4 Worcester Park	£151.7	£113.8	£127.8	£142.4	£165.4	£192.5
Zone 5 Carshalton Central	£139.6	£104.7	£118.4	£132.5	£154.0	£178.9
Zone 6 Wallington South	£140.1	£105.1	£117.8	£131.4	£152.8	£178.6
Zone 7 Banstead	£235.7	£176.8	£196.8	£216.9	£249.4	£288.2
Zone 8 Purley/ West Thornton	£296.0	£222.0	£245.1	£269.3	£308.7	£357.9
Zone 9 Old Malden / Stoneleigh	£154.8	£116.1	£129.2	£141.7	£161.2	£184.7
Zone 10 Lower Morden	£260.4	£195.3	£213.3	£233.2	£267.0	£308.2
Total Study Area:	£1,805.2	£1,354.1	£1,509.5	£1,670.5	£1,926.6	£2,234.1
LB Sutton:	£858.3	£643.8	£725.1	£809.4	£940.3	£1,095.0

Growth 2022 to 2032:	
%	No.
26.1%	£36.6
24.6%	£19.6
26.6%	£26.7
25.2%	£28.7
26.5%	£27.7
25.0%	£26.3
22.7%	£40.1
21.3%	£47.3
22.0%	£25.6
19.4%	£37.9
23.4%	£316.4
25.7%	£165.6

Growth 2022 to 2042:	
%	No.
70.0%	£98.3
67.5%	£53.8
72.6%	£72.7
69.2%	£78.8
70.8%	£74.1
70.0%	£73.5
63.0%	£111.4
61.2%	£135.9
59.1%	£68.6
57.8%	£112.9
65.0%	£880.0
70.1%	£451.2

APPENDIX B5: CONVENIENCE GOODS MARKET SHARE EXCLUDING SFT

TABLE 1: ALL CONVENIENCE GOODS - 2022 MARKET SHARE ANALYSIS (%)
 Excluding Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Asda, St Nicholas Way, Sutton	11.3%	0.0%	0.0%	1.7%	4.2%	0.0%	0.0%	0.0%	0.0%	1.7%	1.9%
M&S, High Street, Sutton	10.5%	2.0%	0.0%	8.3%	1.7%	3.8%	0.0%	8.0%	1.1%	0.0%	3.8%
Morrisons, High Street, Sutton	6.6%	5.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%	4.9%	2.0%
Sainsbury's Superstore, High Street, Sutton	14.1%	0.0%	0.0%	3.3%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	1.9%
Tesco Express, Regent Parade, Brighton Road, Sutton	0.7%	1.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.8%
Farmfoods, Lodge Place, High Street, Sutton, SM1 4AU	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lidl, High Street, Sutton, SM1 1PG	0.0%	3.0%	0.0%	1.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Local shops, Sutton Town Centre	9.7%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	1.7%	1.7%
Sub-total: Sutton Town Centre	54.3%	11.9%	0.0%	15.0%	11.7%	5.7%	7.3%	8.0%	2.2%	8.2%	12.6%
Co-op, High Street, Carshalton	0.0%	0.0%	0.0%	0.0%	17.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Sainsbury's Local, High Street, Carshalton	0.0%	0.0%	3.8%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Local shops, Carshalton Town Centre	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total: Carshalton District Centre	0.0%	0.0%	3.8%	0.0%	26.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
Sainsbury's Local, High Street, Cheam	9.8%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	1.9%
Waitrose (Little), The Broadway, Cheam	2.1%	15.3%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	2.2%
Local shops, Cheam District Centre	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub-total: Cheam District Centre	11.9%	27.4%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	4.3%
Lidl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	0.0%	1.0%	1.9%	0.0%	13.2%	5.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Sainsbury's Local, London Road, Hackbridge, Sutton	4.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Sub-total: Hackbridge District Centre	4.2%	1.0%	3.8%	0.0%	13.2%	5.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Sainsbury's Superstore, London Road, North Cheam	1.4%	7.2%	0.0%	20.4%	0.0%	0.0%	0.0%	0.0%	2.2%	6.5%	3.4%
Londis, London Road, Worcester Park, Sutton, SM3 8JR	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Local shops, North Cheam Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: North Cheam District Centre	1.4%	7.2%	0.0%	22.1%	0.0%	0.0%	0.0%	0.0%	2.2%	6.5%	3.5%
Lidl, Wrythe Lane, Rosehill	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Best One, The Market, Rosehill, SM1 3HE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Rosehill Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Rosehill District Centre	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Iceland, Woodcote Road, Wallington	0.0%	0.0%	1.9%	0.0%	0.9%	21.7%	0.0%	0.0%	0.0%	0.0%	1.9%
Lidl, Beddington Gardens, Wallington	0.7%	0.0%	5.7%	0.0%	1.7%	1.9%	0.0%	0.0%	0.0%	0.0%	0.8%
Sainsbury's Superstore, Stafford Road, Wallington	0.0%	1.0%	1.9%	0.0%	1.7%	9.3%	0.0%	5.4%	0.0%	0.0%	2.0%
Tesco Express, Woodcote Road, Wallington	0.0%	0.0%	11.0%	0.0%	13.5%	11.5%	8.3%	0.0%	0.0%	0.0%	3.8%
Local shops, Wallington District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Sub-total: Wallington District Centre	0.7%	1.0%	20.5%	0.0%	17.8%	49.6%	8.3%	5.4%	0.0%	0.0%	9.0%
Iceland, Central Road, Worcester Park	0.0%	5.3%	0.0%	3.3%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.8%
Sainsbury's Local, Central Road, Worcester Park	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Waitrose, Stone Place, Worcester Park	0.0%	1.0%	0.0%	6.8%	0.0%	0.0%	0.0%	13.8%	0.0%	0.0%	1.6%
Local shops, Worcester Park Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Worcester Park District Centre	0.0%	8.3%	0.0%	10.1%	0.0%	0.0%	0.0%	17.1%	0.0%	0.0%	2.5%
Local Centres	11.9%	8.0%	7.7%	28.1%	8.4%	14.1%	0.0%	1.0%	5.7%	16.2%	9.5%
Other Local Shops	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Asda, Marlowe Way, Wallington / Croydon	0.0%	0.0%	3.8%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.7%
Tesco Extra, Oldfields Road, Cheam	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.2%
Sub-total: Out of Centre	5.6%	0.0%	3.8%	0.0%	0.0%	5.6%	0.0%	1.0%	0.0%	0.0%	1.5%
BOROUGH RETENTION	90.0%	68.8%	63.5%	88.2%	77.9%	79.9%	15.7%	15.4%	33.6%	30.9%	49.8%
Banstead	5.5%	16.5%	0.0%	0.0%	0.0%	0.0%	37.5%	0.0%	1.1%	0.0%	5.8%
Other, Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.6%
Sub-total: Banstead & Reigate	5.5%	16.5%	0.0%	0.0%	0.0%	0.0%	42.8%	0.0%	1.1%	0.0%	6.4%
Croydon	0.0%	1.0%	15.7%	0.0%	7.4%	7.5%	0.0%	26.9%	0.0%	0.0%	7.3%
Purley	0.0%	0.0%	0.0%	0.0%	4.4%	1.0%	1.1%	9.2%	0.0%	0.0%	2.2%
Purley Way	3.7%	0.0%	7.6%	0.0%	0.0%	6.9%	0.0%	15.4%	0.0%	0.0%	4.3%
Other, Croydon	0.0%	0.0%	3.8%	0.0%	4.9%	1.0%	28.9%	31.9%	0.0%	0.0%	9.7%
Sub-total: Croydon	3.7%	1.0%	27.1%	0.0%	16.8%	16.3%	29.9%	83.5%	0.0%	0.0%	23.4%
Kingston-upon-Thames	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	0.6%
New Malden	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.8%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.6%
Sub-total: Kingston-upon-Thames	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.0%	0.0%	2.0%
Epsom	0.0%	5.9%	0.0%	6.8%	0.0%	0.0%	3.2%	0.0%	29.7%	0.0%	3.5%
Ewell	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	1.0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.9%
Sub-total: Epsom & Ewell	0.0%	13.6%	0.0%	6.8%	0.0%	0.0%	11.5%	0.0%	37.2%	0.0%	5.4%
Merton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mitcham	0.0%	0.0%	0.0%	0.0%	4.4%	1.9%	0.0%	0.0%	0.0%	25.8%	4.5%
Morden	0.0%	0.0%	3.8%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	30.3%	5.2%
Wimbledon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Merton	0.0%	0.0%	1.9%	3.4%	0.9%	0.0%	0.0%	0.0%	0.0%	13.0%	2.5%
Sub-total: Merton	0.0%	0.0%	5.7%	5.1%	5.3%	1.9%	0.0%	0.0%	0.0%	69.1%	12.2%
Other	0.0%	0.0%	3.8%	0.0%	0.0%	1.9%	0.0%	1.0%	2.1%	0.0%	0.8%
Sub-total: Outside of Borough	10.0%	31.2%	36.5%	11.8%	22.1%	20.1%	84.3%	84.6%	66.4%	69.1%	50.2%
TOTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: 2022 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone: 1	2	3	4	5	6	7	8	9	10	TOTAL STUDY AREA
Total Available Spend (excluding SFT):	£122.6	£60.8	£93.1	£92.7	£89.0	£87.2	£128.0	£199.4	£84.3	£175.2	£1,132.5
Asda, St Nicholas Way, Sutton	£13.81	£0.0	£0.0	£1.6	£3.8	£0.0	£0.0	£0.0	£0.0	£2.9	£22.0
M&S, High Street, Sutton	£12.9	£1.2	£0.0	£7.7	£1.5	£3.3	£0.0	£15.9	£0.9	£0.0	£43.4
Morrisons, High Street, Sutton	£8.1	£3.6	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.9	£8.6	£22.5
Sainsbury's Superstore, High Street, Sutton	£17.3	£0.0	£0.0	£3.1	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£22.0
Tesco Express, Regent Parade, Brighton Road, Sutton	£0.9	£0.6	£0.0	£0.0	£0.0	£0.0	£8.0	£0.0	£0.0	£0.0	£9.5
Farmfoods, Lodge Place, High Street, Sutton, SM1 4AU	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Lidl, High Street, Sutton, SM1 1PG	£0.0	£1.8	£0.0	£1.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1
Local shops, Sutton Town Centre	£11.9	£0.0	£0.0	£0.0	£4.4	£0.0	£0.0	£0.0	£0.0	£2.9	£19.2
Sub-total: Sutton Town Centre	£66.6	£7.2	£0.0	£13.9	£10.4	£5.0	£9.4	£15.9	£1.8	£14.3	£144.6
Co-op, High Street, Carshalton	£0.0	£0.0	£0.0	£0.0	£15.8	£0.0	£0.0	£0.0	£0.0	£0.0	£15.8
Sainsbury's Local, High Street, Carshalton	£0.0	£0.0	£3.5	£0.0	£7.4	£0.0	£0.0	£0.0	£0.0	£0.0	£10.9
Local shops, Carshalton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sub-total: Carshalton District Centre	£0.0	£0.0	£3.5	£0.0	£23.9	£0.0	£0.0	£0.0	£0.0	£0.0	£27.4
Sainsbury's Local, High Street, Cheam	£12.0	£5.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£0.0	£22.0
Waitrose (Little), The Broadway, Cheam	£2.6	£9.3	£0.0	£12.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£24.9
Local shops, Cheam District Centre	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
Sub-total: Cheam District Centre	£14.6	£16.7	£0.0	£12.0	£0.0	£0.0	£0.0	£0.0	£5.5	£0.0	£48.7
Lidl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	£0.0	£0.6	£1.8	£0.0	£11.8	£4.4	£0.0	£0.0	£0.0	£0.0	£18.5
Sainsbury's Local, London Road, Hackbridge, Sutton	£5.1	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.9
Sub-total: Hackbridge District Centre	£5.1	£0.6	£3.6	£0.0	£11.8	£4.4	£0.0	£0.0	£0.0	£0.0	£25.4
Sainsbury's Superstore, London Road, North Cheam	£1.7	£4.4	£0.0	£18.9	£0.0	£0.0	£0.0	£0.0	£1.8	£11.4	£38.3
Londis, London Road, Worcester Park, Sutton, SM3 8JR	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Local shops, North Cheam Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: North Cheam District Centre	£1.7	£4.4	£0.0	£20.5	£0.0	£0.0	£0.0	£0.0	£1.8	£11.4	£39.9
Lidl, Wrythe Lane, Rosehill	£0.0	£0.0	£22.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.4
Best One, The Market, Rosehill, SM1 3HE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Rosehill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Rosehill District Centre	£0.0	£0.0	£22.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.4
Iceland, Woodcote Road, Wallington	£0.0	£0.0	£1.8	£0.0	£0.8	£19.0	£0.0	£0.0	£0.0	£0.0	£21.5
Lidl, Beddington Gardens, Wallington	£0.9	£0.0	£5.3	£0.0	£1.5	£1.7	£0.0	£0.0	£0.0	£0.0	£9.4
Sainsbury's Superstore, Stafford Road, Wallington	£0.0	£0.6	£1.8	£0.0	£1.5	£8.1	£0.0	£10.7	£0.0	£0.0	£22.8
Tesco Express, Woodcote Road, Wallington	£0.0	£0.0	£10.3	£0.0	£12.1	£10.1	£10.7	£0.0	£0.0	£0.0	£43.1
Local shops, Wallington District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£0.0	£0.0	£0.0	£0.0	£4.4
Sub-total: Wallington District Centre	£0.9	£0.6	£19.1	£0.0	£15.8	£43.2	£10.7	£10.7	£0.0	£0.0	£101.1
Iceland, Central Road, Worcester Park	£0.0	£3.2	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£9.0
Sainsbury's Local, Central Road, Worcester Park	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Waitrose, Stone Place, Worcester Park	£0.0	£0.6	£0.0	£6.3	£0.0	£0.0	£0.0	£0.0	£11.7	£0.0	£18.5
Local shops, Worcester Park Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Worcester Park District Centre	£0.0	£5.0	£0.0	£9.3	£0.0	£0.0	£0.0	£0.0	£14.4	£0.0	£28.8
Local Centres	£14.58	£4.9	£7.1	£26.0	£7.4	£12.3	£0.0	£2.1	£4.8	£28.4	£107.6
Other Local Shops	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
Asda, Marlowe Way, Wallington / Croydon	£0.0	£0.0	£3.5	£0.0	£0.0	£4.9	£0.0	£0.0	£0.0	£0.0	£8.3
Tesco Extra, Oldfields Road, Cheam	£6.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.8
Other out of centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£2.1
Sub-total: Out of Centre	£6.8	£0.0	£3.5	£0.0	£0.0	£4.9	£0.0	£2.1	£0.0	£0.0	£17.3
BOROUGH RETENTION	£110.3	£41.9	£59.2	£81.8	£69.4	£69.7	£20.1	£30.8	£28.3	£54.2	£565.5
Banstead	£6.8	£10.0	£0.0	£0.0	£0.0	£0.0	£48.0	£0.0	£0.9	£0.0	£65.8
Other, Banstead & Reigate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.8	£0.0	£0.0	£0.0	£6.8
Sub-total: Banstead & Reigate	£6.8	£10.0	£0.0	£0.0	£0.0	£0.0	£54.9	£0.0	£0.9	£0.0	£72.6
Croydon	£0.0	£0.6	£14.6	£0.0	£6.6	£6.5	£0.0	£53.7	£0.0	£0.0	£82.0
Purley	£0.0	£0.0	£0.0	£0.0	£4.0	£0.8	£1.4	£18.4	£0.0	£0.0	£24.6
Purley Way	£4.6	£0.0	£7.1	£0.0	£0.0	£6.0	£0.0	£30.8	£0.0	£0.0	£48.5
Other, Croydon	£0.0	£0.0	£3.5	£0.0	£4.4	£0.8	£37.0	£63.7	£0.0	£0.0	£109.3
Sub-total: Croydon	£4.6	£0.6	£25.2	£0.0	£15.0	£14.2	£38.3	£166.5	£0.0	£0.0	£264.5
Kingston-upon-Thames	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1	£0.0	£7.1
New Malden	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£0.0	£9.3
Other, Kingston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.4	£0.0	£6.4
Sub-total: Kingston-upon-Thames	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£21.9	£0.0	£22.8
Epsom	£0.0	£3.6	£0.0	£6.3	£0.0	£0.0	£4.1	£0.0	£25.0	£0.0	£38.9
Ewell	£0.0	£4.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.4	£0.0	£11.1
Other, Epsom & Ewell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.7	£0.0	£0.0	£0.0	£10.7
Sub-total: Epsom & Ewell	£0.0	£8.3	£0.0	£6.3	£0.0	£0.0	£14.8	£0.0	£31.4	£0.0	£60.7
Merton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mitcham	£0.0	£0.0	£0.0	£0.0	£4.0	£1.6	£0.0	£0.0	£0.0	£45.1	£50.7
Morden	£0.0	£0.0	£3.5	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£53.1	£58.1
Wimbledon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Merton	£0.0	£0.0	£1.8	£3.1	£0.8	£0.0	£0.0	£0.0	£0.0	£22.8	£28.5
Sub-total: Merton	£0.0	£0.0	£5.3	£4.7	£4.7	£1.6	£0.0	£0.0	£0.0	£121.0	£137.3
Other	£0.0	£0.0	£3.5	£0.0	£0.0	£1.6	£0.0	£2.1	£1.8	£0.0	£9.0
Sub-total: Outside of Borough	£12.3	£19.0	£34.0	£11.0	£19.7	£17.5	£108.0	£168.6	£56.0	£121.0	£566.9
TOTAL MARKET SHARE	£122.6	£60.8	£93.1	£92.7	£89.0	£87.2	£128.0	£199.4	£84.3	£175.2	£1,132.5

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: 2027 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:										TOTAL STUDY AREA
	1	2	3	4	5	6	7	8	9	10	
Total Available Spend (excluding SFT):	£126.4	£62.4	£96.4	£95.2	£92.0	£89.4	£130.3	£201.2	£85.7	£174.9	£1,154.0
Asda, St Nicholas Way, Sutton	£14.2	£0.0	£0.0	£1.6	£3.9	£0.0	£0.0	£0.0	£0.0	£2.9	£22.6
M&S, High Street, Sutton	£13.3	£1.2	£0.0	£7.9	£1.5	£3.4	£0.0	£16.1	£0.9	£0.0	£44.4
Morrisons, High Street, Sutton	£8.3	£3.7	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.9	£8.5	£22.9
Sainsbury's Superstore, High Street, Sutton	£17.8	£0.0	£0.0	£3.2	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£22.7
Tesco Express, Regent Parade, Brighton Road, Sutton	£0.9	£0.6	£0.0	£0.0	£0.0	£0.0	£8.2	£0.0	£0.0	£0.0	£9.7
Farmfoods, Lodge Place, High Street, Sutton, SM1 4AU	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
Lidl, High Street, Sutton, SM1 1PG	£0.0	£1.9	£0.0	£1.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3
Local shops, Sutton Town Centre	£12.3	£0.0	£0.0	£0.0	£4.5	£0.0	£0.0	£0.0	£0.0	£2.9	£19.7
Sub-total: Sutton Town Centre	£68.7	£7.4	£0.0	£14.3	£10.8	£5.1	£9.6	£16.1	£1.9	£14.3	£148.0
Co-op, High Street, Carshalton	£0.0	£0.0	£0.0	£0.0	£16.3	£0.0	£0.0	£0.0	£0.0	£0.0	£16.3
Sainsbury's Local, High Street, Carshalton	£0.0	£0.0	£3.6	£0.0	£7.6	£0.0	£0.0	£0.0	£0.0	£0.0	£11.2
Local shops, Carshalton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sub-total: Carshalton District Centre	£0.0	£0.0	£3.6	£0.0	£24.7	£0.0	£0.0	£0.0	£0.0	£0.0	£28.3
Sainsbury's Local, High Street, Cheam	£12.3	£5.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.0	£22.6
Waitrose (Little), The Broadway, Cheam	£2.7	£9.5	£0.0	£12.4	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£25.5
Local shops, Cheam District Centre	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Sub-total: Cheam District Centre	£15.0	£17.1	£0.0	£12.4	£0.0	£0.0	£0.0	£0.0	£5.5	£0.0	£50.0
Lidl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	£0.0	£0.6	£1.8	£0.0	£12.1	£4.5	£0.0	£0.0	£0.0	£0.0	£19.1
Sainsbury's Local, London Road, Hackbridge, Sutton	£5.3	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1
Sub-total: Hackbridge District Centre	£5.3	£0.6	£3.7	£0.0	£12.1	£4.5	£0.0	£0.0	£0.0	£0.0	£26.2
Sainsbury's Superstore, London Road, North Cheam	£1.8	£4.5	£0.0	£19.4	£0.0	£0.0	£0.0	£0.0	£1.9	£11.4	£39.0
Londis, London Road, Worcester Park, Sutton, SM3 8JR	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Local shops, North Cheam Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: North Cheam District Centre	£1.8	£4.5	£0.0	£21.0	£0.0	£0.0	£0.0	£0.0	£1.9	£11.4	£40.6
Lidl, Wrythe Lane, Rosehill	£0.0	£0.0	£23.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23.1
Best One, The Market, Rosehill, SM1 3HE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Rosehill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Rosehill District Centre	£0.0	£0.0	£23.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23.1
Iceland, Woodcote Road, Wallington	£0.0	£0.0	£1.8	£0.0	£0.8	£19.4	£0.0	£0.0	£0.0	£0.0	£22.1
Lidl, Beddington Gardens, Wallington	£0.9	£0.0	£5.5	£0.0	£1.6	£1.7	£0.0	£0.0	£0.0	£0.0	£9.7
Sainsbury's Superstore, Stafford Road, Wallington	£0.0	£0.6	£1.8	£0.0	£1.5	£8.4	£0.0	£10.8	£0.0	£0.0	£23.2
Tesco Express, Woodcote Road, Wallington	£0.0	£0.0	£10.7	£0.0	£12.5	£10.3	£10.9	£0.0	£0.0	£0.0	£44.3
Local shops, Wallington District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£0.0	£0.0	£0.0	£0.0	£4.5
Sub-total: Wallington District Centre	£0.9	£0.6	£19.8	£0.0	£16.4	£44.3	£10.9	£10.8	£0.0	£0.0	£103.7
Iceland, Central Road, Worcester Park	£0.0	£3.3	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£9.2
Sainsbury's Local, Central Road, Worcester Park	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
Waitrose, Stone Place, Worcester Park	£0.0	£0.6	£0.0	£6.4	£0.0	£0.0	£0.0	£0.0	£11.9	£0.0	£18.9
Local shops, Worcester Park Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Worcester Park District Centre	£0.0	£5.1	£0.0	£9.6	£0.0	£0.0	£0.0	£0.0	£14.6	£0.0	£29.4
Local Centres	£15.0	£5.0	£7.4	£26.8	£7.7	£12.6	£0.0	£2.1	£4.9	£28.4	£109.8
Other Local Shops	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Asda, Marlowe Way, Wallington / Croydon	£0.0	£0.0	£3.6	£0.0	£0.0	£5.0	£0.0	£0.0	£0.0	£0.0	£8.6
Tesco Extra, Oldfields Road, Cheam	£7.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1
Other out of centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£2.1
Sub-total: Out of Centre	£7.1	£0.0	£3.6	£0.0	£0.0	£5.0	£0.0	£2.1	£0.0	£0.0	£17.7
BOROUGH RETENTION	£113.7	£42.9	£61.2	£84.0	£71.7	£71.4	£20.4	£31.1	£28.8	£54.1	£579.4
Banstead	£7.0	£10.3	£0.0	£0.0	£0.0	£0.0	£48.9	£0.0	£0.9	£0.0	£67.1
Other, Banstead & Reigate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.0	£0.0	£0.0	£0.0	£7.0
Sub-total: Banstead & Reigate	£7.0	£10.3	£0.0	£0.0	£0.0	£0.0	£55.8	£0.0	£0.9	£0.0	£74.1
Croydon	£0.0	£0.6	£15.1	£0.0	£6.8	£6.7	£0.0	£54.2	£0.0	£0.0	£83.4
Purley	£0.0	£0.0	£0.0	£0.0	£4.1	£0.9	£1.4	£18.6	£0.0	£0.0	£24.9
Purley Way	£4.7	£0.0	£7.4	£0.0	£0.0	£6.2	£0.0	£31.1	£0.0	£0.0	£49.4
Other, Croydon	£0.0	£0.0	£3.6	£0.0	£4.5	£0.9	£37.6	£64.2	£0.0	£0.0	£110.9
Sub-total: Croydon	£4.7	£0.6	£26.1	£0.0	£15.5	£14.6	£39.0	£168.1	£0.0	£0.0	£268.6
Kingston-upon-Thames	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.2	£0.0	£7.2
New Malden	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6	£0.0	£9.5
Other, Kingston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.5	£0.0	£6.5
Sub-total: Kingston-upon-Thames	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.3	£0.0	£23.2
Epsom	£0.0	£3.7	£0.0	£6.4	£0.0	£0.0	£4.2	£0.0	£25.4	£0.0	£39.7
Ewell	£0.0	£4.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.5	£0.0	£11.3
Other, Epsom & Ewell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.9	£0.0	£0.0	£0.0	£10.9
Sub-total: Epsom & Ewell	£0.0	£8.5	£0.0	£6.4	£0.0	£0.0	£15.0	£0.0	£31.9	£0.0	£61.9
Merton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mitcham	£0.0	£0.0	£0.0	£0.0	£4.1	£1.7	£0.0	£0.0	£0.0	£45.1	£50.8
Morden	£0.0	£0.0	£3.6	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£53.0	£58.2
Wimbledon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Merton	£0.0	£0.0	£1.8	£3.2	£0.8	£0.0	£0.0	£0.0	£0.0	£22.7	£28.5
Sub-total: Merton	£0.0	£0.0	£5.5	£4.8	£4.9	£1.7	£0.0	£0.0	£0.0	£120.8	£137.6
Other	£0.0	£0.0	£3.6	£0.0	£0.0	£1.7	£0.0	£2.1	£1.8	£0.0	£9.2
Sub-total: Outside of Borough	£12.7	£19.4	£35.2	£11.3	£20.3	£18.0	£109.9	£170.2	£57.0	£120.8	£574.6
TOTAL MARKET SHARE	£126.4	£62.4	£96.4	£95.2	£92.0	£89.4	£130.3	£201.2	£85.7	£174.9	£1,154.0

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: 2032 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:										TOTAL STUDY AREA
	1	2	3	4	5	6	7	8	9	10	
Total Available Spend (excluding SFT):	£130.2	£63.9	£99.4	£97.8	£94.9	£91.8	£132.3	£203.7	£86.7	£176.3	£1,177.0
Asda, St Nicholas Way, Sutton	£14.7	£0.0	£0.0	£1.6	£4.0	£0.0	£0.0	£0.0	£0.0	£2.9	£23.2
M&S, High Street, Sutton	£13.7	£1.3	£0.0	£8.1	£1.6	£3.5	£0.0	£16.3	£0.9	£0.0	£45.4
Morrisons, High Street, Sutton	£8.6	£3.7	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.9	£8.6	£23.3
Sainsbury's Superstore, High Street, Sutton	£18.4	£0.0	£0.0	£3.2	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£23.4
Tesco Express, Regent Parade, Brighton Road, Sutton	£0.9	£0.6	£0.0	£0.0	£0.0	£0.0	£8.3	£0.0	£0.0	£0.0	£9.9
Farmfoods, Lodge Place, High Street, Sutton, SM1 4AU	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
Lidl, High Street, Sutton, SM1 1PG	£0.0	£1.9	£0.0	£1.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4
Local shops, Sutton Town Centre	£12.6	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	£0.0	£0.0	£2.9	£20.2
Sub-total: Sutton Town Centre	£70.7	£7.6	£0.0	£14.7	£11.1	£5.2	£9.7	£16.3	£1.9	£14.4	£151.6
Co-op, High Street, Carshalton	£0.0	£0.0	£0.0	£0.0	£16.8	£0.0	£0.0	£0.0	£0.0	£0.0	£16.8
Sainsbury's Local, High Street, Carshalton	£0.0	£0.0	£3.7	£0.0	£7.9	£0.0	£0.0	£0.0	£0.0	£0.0	£11.6
Local shops, Carshalton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sub-total: Carshalton District Centre	£0.0	£0.0	£3.7	£0.0	£25.5	£0.0	£0.0	£0.0	£0.0	£0.0	£29.2
Sainsbury's Local, High Street, Cheam	£12.7	£5.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£23.2
Waitrose (Little), The Broadway, Cheam	£2.8	£9.8	£0.0	£12.7	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£26.2
Local shops, Cheam District Centre	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Sub-total: Cheam District Centre	£15.5	£17.5	£0.0	£12.7	£0.0	£0.0	£0.0	£0.0	£5.6	£0.0	£51.3
Lidl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	£0.0	£0.6	£1.9	£0.0	£12.5	£4.6	£0.0	£0.0	£0.0	£0.0	£19.7
Sainsbury's Local, London Road, Hackbridge, Sutton	£5.4	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3
Sub-total: Hackbridge District Centre	£5.4	£0.6	£3.8	£0.0	£12.5	£4.6	£0.0	£0.0	£0.0	£0.0	£27.0
Sainsbury's Superstore, London Road, North Cheam	£1.8	£4.6	£0.0	£19.9	£0.0	£0.0	£0.0	£0.0	£1.9	£11.5	£39.8
Londonis, London Road, Worcester Park, Sutton, SM3 8JR	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Local shops, North Cheam Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: North Cheam District Centre	£1.8	£4.6	£0.0	£21.6	£0.0	£0.0	£0.0	£0.0	£1.9	£11.5	£41.5
Lidl, Wrythe Lane, Rosehill	£0.0	£0.0	£23.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23.9
Best One, The Market, Rosehill, SM1 3HE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Rosehill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Rosehill District Centre	£0.0	£0.0	£23.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23.9
Iceland, Woodcote Road, Wallington	£0.0	£0.0	£1.9	£0.0	£0.8	£20.0	£0.0	£0.0	£0.0	£0.0	£22.7
Lidl, Beddington Gardens, Wallington	£0.9	£0.0	£5.6	£0.0	£1.6	£1.8	£0.0	£0.0	£0.0	£0.0	£10.0
Sainsbury's Superstore, Stafford Road, Wallington	£0.0	£0.6	£1.9	£0.0	£1.6	£8.6	£0.0	£11.0	£0.0	£0.0	£23.7
Tesco Express, Woodcote Road, Wallington	£0.0	£0.0	£11.0	£0.0	£12.9	£10.6	£11.0	£0.0	£0.0	£0.0	£45.4
Local shops, Wallington District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.0	£0.0	£0.0	£0.0	£4.6
Sub-total: Wallington District Centre	£0.9	£0.6	£20.4	£0.0	£16.9	£45.5	£11.0	£11.0	£0.0	£0.0	£106.4
Iceland, Central Road, Worcester Park	£0.0	£3.4	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£9.4
Sainsbury's Local, Central Road, Worcester Park	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Waitrose, Stone Place, Worcester Park	£0.0	£0.6	£0.0	£6.6	£0.0	£0.0	£0.0	£0.0	£12.0	£0.0	£19.3
Local shops, Worcester Park Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Worcester Park District Centre	£0.0	£5.3	£0.0	£9.8	£0.0	£0.0	£0.0	£0.0	£14.8	£0.0	£29.9
Local Centres	£15.5	£5.1	£7.6	£27.5	£7.9	£12.9	£0.0	£2.1	£4.9	£28.6	£112.2
Other Local Shops	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Asda, Marlowe Way, Wallington / Croydon	£0.0	£0.0	£3.7	£0.0	£0.0	£5.1	£0.0	£0.0	£0.0	£0.0	£8.8
Tesco Extra, Oldfields Road, Cheam	£7.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3
Other out of centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£2.1
Sub-total: Out of Centre	£7.3	£0.0	£3.7	£0.0	£0.0	£5.1	£0.0	£2.1	£0.0	£0.0	£18.2
BOROUGH RETENTION	£117.2	£44.0	£63.1	£86.2	£73.9	£73.4	£20.7	£31.4	£29.1	£54.6	£593.7
Banstead	£7.2	£10.5	£0.0	£0.0	£0.0	£0.0	£49.6	£0.0	£0.9	£0.0	£68.3
Other, Banstead & Reigate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1	£0.0	£0.0	£0.0	£7.1
Sub-total: Banstead & Reigate	£7.2	£10.5	£0.0	£0.0	£0.0	£0.0	£56.7	£0.0	£0.9	£0.0	£75.4
Croydon	£0.0	£0.6	£15.6	£0.0	£7.1	£6.8	£0.0	£54.9	£0.0	£0.0	£85.0
Purley	£0.0	£0.0	£0.0	£0.0	£4.2	£0.9	£1.4	£18.8	£0.0	£0.0	£25.3
Purley Way	£4.9	£0.0	£7.6	£0.0	£0.0	£6.4	£0.0	£31.4	£0.0	£0.0	£50.3
Other, Croydon	£0.0	£0.0	£3.7	£0.0	£4.7	£0.9	£38.2	£65.0	£0.0	£0.0	£112.5
Sub-total: Croydon	£4.9	£0.6	£26.9	£0.0	£16.0	£15.0	£39.6	£170.2	£0.0	£0.0	£273.1
Kingston-upon-Thames	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3	£0.0	£7.3
New Malden	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.7	£0.0	£9.6
Other, Kingston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.6	£0.0	£6.6
Sub-total: Kingston-upon-Thames	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.5	£0.0	£23.5
Epsom	£0.0	£3.7	£0.0	£6.6	£0.0	£0.0	£4.2	£0.0	£25.7	£0.0	£40.3
Ewell	£0.0	£5.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.6	£0.0	£11.5
Other, Epsom & Ewell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.0	£0.0	£0.0	£0.0	£11.0
Sub-total: Epsom & Ewell	£0.0	£8.7	£0.0	£6.6	£0.0	£0.0	£15.3	£0.0	£32.3	£0.0	£62.9
Merton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mitcham	£0.0	£0.0	£0.0	£0.0	£4.2	£1.7	£0.0	£0.0	£0.0	£45.4	£51.4
Morden	£0.0	£0.0	£3.7	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£53.4	£58.8
Wimbledon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Merton	£0.0	£0.0	£1.9	£3.3	£0.8	£0.0	£0.0	£0.0	£0.0	£22.9	£28.9
Sub-total: Merton	£0.0	£0.0	£5.6	£5.0	£5.0	£1.7	£0.0	£0.0	£0.0	£121.7	£139.1
Other	£0.0	£0.0	£3.7	£0.0	£0.0	£1.7	£0.0	£2.1	£1.9	£0.0	£9.4
Sub-total: Outside of Borough	£13.0	£19.9	£36.2	£11.6	£21.0	£18.5	£111.6	£172.3	£57.6	£121.7	£583.4
TOTAL MARKET SHARE	£130.2	£63.9	£99.4	£97.8	£94.9	£91.8	£132.3	£203.7	£86.7	£176.3	£1,177.0

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: 2037 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:										TOTAL STUDY AREA
	1	2	3	4	5	6	7	8	9	10	
Total Available Spend (excluding SFT):	£133.9	£65.6	£102.7	£100.6	£97.8	£94.7	£134.9	£207.1	£87.4	£178.9	£1,203.5
Asda, St Nicholas Way, Sutton	£15.1	£0.0	£0.0	£1.7	£4.1	£0.0	£0.0	£0.0	£0.0	£3.0	£23.8
M&S, High Street, Sutton	£14.1	£1.3	£0.0	£8.4	£1.6	£3.6	£0.0	£16.5	£1.0	£0.0	£46.4
Morrisons, High Street, Sutton	£8.8	£3.8	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£1.0	£8.7	£23.8
Sainsbury's Superstore, High Street, Sutton	£18.9	£0.0	£0.0	£3.3	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£24.0
Tesco Express, Regent Parade, Brighton Road, Sutton	£1.0	£0.7	£0.0	£0.0	£0.0	£0.0	£8.4	£0.0	£0.0	£0.0	£10.1
Farmfoods, Lodge Place, High Street, Sutton, SM1 4AU	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Lidl, High Street, Sutton, SM1 1PG	£0.0	£2.0	£0.0	£1.7	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5
Local shops, Sutton Town Centre	£13.0	£0.0	£0.0	£0.0	£4.8	£0.0	£0.0	£0.0	£0.0	£3.0	£20.8
Sub-total: Sutton Town Centre	£72.7	£7.8	£0.0	£15.1	£11.4	£5.4	£9.9	£16.5	£1.9	£14.6	£155.4
Co-op, High Street, Carshalton	£0.0	£0.0	£0.0	£0.0	£17.3	£0.0	£0.0	£0.0	£0.0	£0.0	£17.3
Sainsbury's Local, High Street, Carshalton	£0.0	£0.0	£3.9	£0.0	£8.1	£0.0	£0.0	£0.0	£0.0	£0.0	£12.0
Local shops, Carshalton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sub-total: Carshalton District Centre	£0.0	£0.0	£3.9	£0.0	£26.3	£0.0	£0.0	£0.0	£0.0	£0.0	£30.1
Sainsbury's Local, High Street, Cheam	£13.1	£6.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£23.7
Waitrose (Little), The Broadway, Cheam	£2.9	£10.0	£0.0	£13.1	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£26.9
Local shops, Cheam District Centre	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
Sub-total: Cheam District Centre	£15.9	£18.0	£0.0	£13.1	£0.0	£0.0	£0.0	£0.0	£5.7	£0.0	£52.6
Lidl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	£0.0	£0.7	£2.0	£0.0	£12.9	£4.7	£0.0	£0.0	£0.0	£0.0	£20.3
Sainsbury's Local, London Road, Hackbridge, Sutton	£5.6	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.5
Sub-total: Hackbridge District Centre	£5.6	£0.7	£3.9	£0.0	£12.9	£4.7	£0.0	£0.0	£0.0	£0.0	£27.8
Sainsbury's Superstore, London Road, North Cheam	£1.9	£4.7	£0.0	£20.5	£0.0	£0.0	£0.0	£0.0	£1.9	£11.7	£40.7
Londis, London Road, Worcester Park, Sutton, SM3 8JR	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Local shops, North Cheam Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: North Cheam District Centre	£1.9	£4.7	£0.0	£22.2	£0.0	£0.0	£0.0	£0.0	£1.9	£11.7	£42.4
Lidl, Wrythe Lane, Rosehill	£0.0	£0.0	£24.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.6
Best One, The Market, Rosehill, SM1 3HE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Costcutter, Wrythe Lane, Rosehill, Sutton, SMS 1AG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Rosehill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Rosehill District Centre	£0.0	£0.0	£24.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.6
Iceland, Woodcote Road, Wallington	£0.0	£0.0	£2.0	£0.0	£0.8	£20.6	£0.0	£0.0	£0.0	£0.0	£23.4
Lidl, Beddington Gardens, Wallington	£1.0	£0.0	£5.8	£0.0	£1.7	£1.8	£0.0	£0.0	£0.0	£0.0	£10.3
Sainsbury's Superstore, Stafford Road, Wallington	£0.0	£0.7	£2.0	£0.0	£1.6	£8.8	£0.0	£11.1	£0.0	£0.0	£24.3
Tesco Express, Woodcote Road, Wallington	£0.0	£0.0	£11.3	£0.0	£13.2	£10.9	£11.2	£0.0	£0.0	£0.0	£46.7
Local shops, Wallington District Centre	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7
Sub-total: Wallington District Centre	£1.0	£0.7	£21.1	£0.0	£17.4	£46.9	£11.2	£11.1	£0.0	£0.0	£109.4
Iceland, Central Road, Worcester Park	£0.0	£3.4	£0.0	£3.3	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£9.6
Sainsbury's Local, Central Road, Worcester Park	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Waitrose, Stone Place, Worcester Park	£0.0	£0.7	£0.0	£6.8	£0.0	£0.0	£0.0	£0.0	£12.1	£0.0	£19.6
Local shops, Worcester Park Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Worcester Park District Centre	£0.0	£5.4	£0.0	£10.1	£0.0	£0.0	£0.0	£0.0	£14.9	£0.0	£30.5
Local Centres	£15.9	£5.3	£7.9	£28.3	£8.2	£13.3	£0.0	£2.1	£4.9	£29.0	£115.0
Other Local Shops	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Asda, Marlowe Way, Wallington / Croydon	£0.0	£0.0	£3.9	£0.0	£0.0	£5.3	£0.0	£0.0	£0.0	£0.0	£9.1
Tesco Extra, Oldfields Road, Cheam	£7.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.5
Other out of centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£2.1
Sub-total: Out of Centre	£7.5	£0.0	£3.9	£0.0	£0.0	£5.3	£0.0	£2.1	£0.0	£0.0	£18.7
BOROUGH RETENTION	£120.5	£45.1	£65.2	£88.8	£76.2	£75.6	£21.2	£32.0	£29.3	£55.4	£609.3
Banstead	£7.4	£10.8	£0.0	£0.0	£0.0	£0.0	£50.6	£0.0	£1.0	£0.0	£69.8
Other, Banstead & Reigate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.2	£0.0	£0.0	£0.0	£7.2
Sub-total: Banstead & Reigate	£7.4	£10.8	£0.0	£0.0	£0.0	£0.0	£57.8	£0.0	£1.0	£0.0	£77.0
Croydon	£0.0	£0.7	£16.1	£0.0	£7.3	£7.1	£0.0	£55.8	£0.0	£0.0	£86.9
Purley	£0.0	£0.0	£0.0	£0.0	£4.3	£0.9	£1.5	£19.1	£0.0	£0.0	£25.8
Purley Way	£5.0	£0.0	£7.9	£0.0	£0.0	£6.6	£0.0	£32.0	£0.0	£0.0	£51.4
Other, Croydon	£0.0	£0.0	£3.9	£0.0	£4.8	£0.9	£38.9	£66.1	£0.0	£0.0	£114.6
Sub-total: Croydon	£5.0	£0.7	£27.8	£0.0	£16.4	£15.4	£40.4	£172.9	£0.0	£0.0	£278.7
Kingston-upon-Thames	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3	£0.0	£7.3
New Malden	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.8	£0.0	£9.7
Other, Kingston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.6	£0.0	£6.6
Sub-total: Kingston-upon-Thames	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.7	£0.0	£23.7
Epsom	£0.0	£3.8	£0.0	£6.8	£0.0	£0.0	£4.3	£0.0	£25.9	£0.0	£40.0
Ewell	£0.0	£5.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.6	£0.0	£11.7
Other, Epsom & Ewell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.2	£0.0	£0.0	£0.0	£11.2
Sub-total: Epsom & Ewell	£0.0	£8.9	£0.0	£6.8	£0.0	£0.0	£15.6	£0.0	£32.5	£0.0	£63.8
Merton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mitcham	£0.0	£0.0	£0.0	£0.0	£4.3	£1.8	£0.0	£0.0	£0.0	£46.1	£52.2
Morden	£0.0	£0.0	£3.9	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£54.2	£59.7
Wimbledon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Merton	£0.0	£0.0	£2.0	£3.4	£0.8	£0.0	£0.0	£0.0	£0.0	£23.3	£29.5
Sub-total: Merton	£0.0	£0.0	£5.8	£5.1	£5.2	£1.8	£0.0	£0.0	£0.0	£123.5	£141.4
Other	£0.0	£0.0	£3.9	£0.0	£0.0	£1.8	£0.0	£2.1	£1.9	£0.0	£9.7
Sub-total: Outside of Borough	£13.4	£20.4	£37.4	£11.9	£21.6	£19.0	£113.8	£175.1	£58.1	£123.5	£594.3
TOTAL MARKET SHARE	£133.9	£65.6	£102.7	£100.6	£97.8	£94.7	£134.9	£207.1	£87.4	£178.9	£1,203.5

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 6: 2042 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone:										TOTAL STUDY AREA
	1	2	3	4	5	6	7	8	9	10	
Total Available Spend (excluding SFT):	£137.2	£67.1	£105.8	£103.3	£100.1	£97.6	£137.4	£211.6	£88.3	£182.0	£1,230.5
Asda, St Nicholas Way, Sutton	£15.5	£0.0	£0.0	£1.7	£4.2	£0.0	£0.0	£0.0	£0.0	£3.0	£24.4
M&S, High Street, Sutton	£14.4	£1.3	£0.0	£8.6	£1.7	£3.7	£0.0	£16.9	£1.0	£0.0	£47.6
Morrisons, High Street, Sutton	£9.1	£3.9	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£1.0	£8.9	£24.3
Sainsbury's Superstore, High Street, Sutton	£19.4	£0.0	£0.0	£3.4	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£24.6
Tesco Express, Regent Parade, Brighton Road, Sutton	£1.0	£0.7	£0.0	£0.0	£0.0	£0.0	£8.6	£0.0	£0.0	£0.0	£10.3
Farmfoods, Lodge Place, High Street, Sutton, SM1 4AU	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
Lidl, High Street, Sutton, SM1 1PG	£0.0	£2.0	£0.0	£1.7	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6
Local shops, Sutton Town Centre	£13.3	£0.0	£0.0	£0.0	£4.9	£0.0	£0.0	£0.0	£0.0	£3.0	£21.3
Sub-total: Sutton Town Centre	£74.6	£7.9	£0.0	£15.5	£11.7	£5.6	£10.1	£16.9	£1.9	£14.9	£159.1
Co-op, High Street, Carshalton	£0.0	£0.0	£0.0	£0.0	£17.7	£0.0	£0.0	£0.0	£0.0	£0.0	£17.7
Sainsbury's Local, High Street, Carshalton	£0.0	£0.0	£4.0	£0.0	£8.3	£0.0	£0.0	£0.0	£0.0	£0.0	£12.3
Local shops, Carshalton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Sub-total: Carshalton District Centre	£0.0	£0.0	£4.0	£0.0	£26.9	£0.0	£0.0	£0.0	£0.0	£0.0	£30.9
Sainsbury's Local, High Street, Cheam	£13.4	£6.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£24.2
Waitrose (Little), The Broadway, Cheam	£2.9	£10.3	£0.0	£13.4	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£27.6
Local shops, Cheam District Centre	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
Sub-total: Cheam District Centre	£16.3	£18.4	£0.0	£13.4	£0.0	£0.0	£0.0	£0.0	£5.7	£0.0	£53.8
Lidl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	£0.0	£0.7	£2.0	£0.0	£13.2	£4.9	£0.0	£0.0	£0.0	£0.0	£20.8
Sainsbury's Local, London Road, Hackbridge, Sutton	£5.7	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.7
Sub-total: Hackbridge District Centre	£5.7	£0.7	£4.1	£0.0	£13.2	£4.9	£0.0	£0.0	£0.0	£0.0	£28.5
Sainsbury's Superstore, London Road, North Cheam	£1.9	£4.9	£0.0	£21.0	£0.0	£0.0	£0.0	£0.0	£1.9	£11.9	£41.7
Londis, London Road, Worcester Park, Sutton, SM3 8JR	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Local shops, North Cheam Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: North Cheam District Centre	£1.9	£4.9	£0.0	£22.8	£0.0	£0.0	£0.0	£0.0	£1.9	£11.9	£43.4
Lidl, Wrythe Lane, Rosehill	£0.0	£0.0	£25.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£25.4
Best One, The Market, Rosehill, SM1 3HE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Costcutter, Wrythe Lane, Rosehill, Sutton, SMS 1AG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Local shops, Rosehill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Rosehill District Centre	£0.0	£0.0	£25.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£25.4
Iceland, Woodcote Road, Wallington	£0.0	£0.0	£2.0	£0.0	£0.9	£21.2	£0.0	£0.0	£0.0	£0.0	£24.1
Lidl, Beddington Gardens, Wallington	£1.0	£0.0	£6.0	£0.0	£1.7	£1.9	£0.0	£0.0	£0.0	£0.0	£10.6
Sainsbury's Superstore, Stafford Road, Wallington	£0.0	£0.7	£2.0	£0.0	£1.7	£9.1	£0.0	£11.4	£0.0	£0.0	£24.9
Tesco Express, Woodcote Road, Wallington	£0.0	£0.0	£11.7	£0.0	£13.6	£11.2	£11.4	£0.0	£0.0	£0.0	£48.0
Local shops, Wallington District Centre	£0.0	£0.0	£0.0	£0.0	£4.9	£0.0	£0.0	£0.0	£0.0	£0.0	£4.9
Sub-total: Wallington District Centre	£1.0	£0.7	£21.7	£0.0	£17.8	£48.3	£11.4	£11.4	£0.0	£0.0	£112.4
Iceland, Central Road, Worcester Park	£0.0	£3.5	£0.0	£3.4	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£9.8
Sainsbury's Local, Central Road, Worcester Park	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Waitrose, Stone Place, Worcester Park	£0.0	£0.7	£0.0	£7.0	£0.0	£0.0	£0.0	£0.0	£12.2	£0.0	£19.9
Local shops, Worcester Park Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Worcester Park District Centre	£0.0	£5.5	£0.0	£10.4	£0.0	£0.0	£0.0	£0.0	£15.1	£0.0	£31.0
Local Centres	£16.3	£5.4	£8.1	£29.0	£8.4	£13.7	£0.0	£2.2	£5.0	£29.5	£117.7
Other Local Shops	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Asda, Marlowe Way, Wallington / Croydon	£0.0	£0.0	£4.0	£0.0	£0.0	£5.4	£0.0	£0.0	£0.0	£0.0	£9.4
Tesco Extra, Oldfields Road, Cheam	£7.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.7
Other out of centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£2.2
Sub-total: Out of Centre	£7.7	£0.0	£4.0	£0.0	£0.0	£5.4	£0.0	£2.2	£0.0	£0.0	£19.3
BOROUGH RETENTION	£123.5	£46.2	£67.2	£91.1	£78.0	£78.0	£21.5	£32.7	£29.6	£56.3	£624.1
Banstead	£7.6	£11.1	£0.0	£0.0	£0.0	£0.0	£51.5	£0.0	£1.0	£0.0	£71.2
Other, Banstead & Reigate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3	£0.0	£0.0	£0.0	£7.3
Sub-total: Banstead & Reigate	£7.6	£11.1	£0.0	£0.0	£0.0	£0.0	£58.9	£0.0	£1.0	£0.0	£78.5
Croydon	£0.0	£0.7	£16.6	£0.0	£7.4	£7.3	£0.0	£57.0	£0.0	£0.0	£89.0
Purley	£0.0	£0.0	£0.0	£0.0	£4.4	£0.9	£1.5	£19.5	£0.0	£0.0	£26.4
Purley Way	£5.1	£0.0	£8.1	£0.0	£0.0	£6.8	£0.0	£32.7	£0.0	£0.0	£52.7
Other, Croydon	£0.0	£0.0	£4.0	£0.0	£4.9	£0.9	£39.7	£67.6	£0.0	£0.0	£117.1
Sub-total: Croydon	£5.1	£0.7	£28.6	£0.0	£16.8	£15.9	£41.1	£176.8	£0.0	£0.0	£285.1
Kingston-upon-Thames	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.4	£0.0	£7.4
New Malden	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.9	£0.0	£9.8
Other, Kingston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.7	£0.0	£6.7
Sub-total: Kingston-upon-Thames	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.9	£0.0	£23.9
Epsom	£0.0	£3.9	£0.0	£7.0	£0.0	£0.0	£4.4	£0.0	£26.2	£0.0	£41.5
Ewell	£0.0	£5.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.7	£0.0	£11.9
Other, Epsom & Ewell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.4	£0.0	£0.0	£0.0	£11.4
Sub-total: Epsom & Ewell	£0.0	£9.1	£0.0	£7.0	£0.0	£0.0	£15.9	£0.0	£32.9	£0.0	£64.9
Merton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mitcham	£0.0	£0.0	£0.0	£0.0	£4.4	£1.8	£0.0	£0.0	£0.0	£46.9	£53.2
Morden	£0.0	£0.0	£4.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£55.2	£60.9
Wimbledon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Merton	£0.0	£0.0	£2.0	£3.5	£0.9	£0.0	£0.0	£0.0	£0.0	£23.7	£30.0
Sub-total: Merton	£0.0	£0.0	£6.0	£5.2	£5.3	£1.8	£0.0	£0.0	£0.0	£125.7	£144.1
Other	£0.0	£0.0	£4.0	£0.0	£0.0	£1.8	£0.0	£2.2	£1.9	£0.0	£9.9
Sub-total: Outside of Borough	£13.7	£20.9	£38.6	£12.2	£22.1	£19.6	£115.9	£179.0	£58.7	£125.7	£606.4
TOTAL MARKET SHARE	£137.2	£67.1	£105.8	£103.3	£100.1	£97.6	£137.4	£211.6	£88.3	£182.0	£1,230.5

Note: Figures are rounded to the nearest decimal point and may not sum.

APPENDIX B6: COMPARISON GOODS MARKET SHARE EXCLUDING SFT

TABLE 1: ALL COMPARISON GOODS - MARKET SHARE 2022 (%)

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
Sutton Town Centre	63.0%	37.2%	38.1%	24.0%	30.2%	16.0%	10.0%	4.3%	7.5%	18.4%	22.6%
Carshalton District Centre	0.1%	0.3%	2.1%	0.0%	7.1%	0.8%	0.1%	0.0%	0.0%	0.7%	0.9%
Cheam District Centre	2.0%	10.3%	0.0%	1.3%	0.6%	0.4%	0.2%	0.0%	2.1%	0.0%	1.2%
Hackbridge District Centre	0.2%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
North Cheam District Centre	0.1%	3.3%	0.2%	14.0%	0.0%	0.0%	0.0%	0.0%	5.5%	5.0%	2.6%
Rosehill District Centre	0.0%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.6%	0.1%
Wallington District Centre	2.0%	1.1%	9.1%	0.0%	17.6%	39.8%	0.8%	2.3%	0.2%	3.4%	6.2%
Worcester Park District Centre	0.0%	0.1%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	5.1%	0.3%	1.3%
Local Centres	1.6%	1.2%	2.0%	1.1%	1.2%	1.7%	0.1%	0.0%	0.0%	3.2%	1.2%
Out of Centre	7.2%	13.5%	9.0%	8.8%	12.0%	10.1%	6.8%	1.7%	1.1%	5.8%	6.6%
BOROUGH RETENTION	76.2%	67.0%	61.6%	59.0%	68.8%	68.7%	17.9%	8.4%	21.4%	37.3%	42.7%
Banstead	0.1%	3.2%	0.3%	0.0%	0.0%	1.4%	15.2%	0.1%	1.1%	0.0%	2.2%
Out of Centre, Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Banstead & Reigate	0.1%	0.0%	0.2%	0.4%	0.0%	0.2%	8.2%	0.1%	0.2%	0.0%	1.0%
Sub-total: Banstead & Reigate	0.2%	3.2%	0.5%	0.5%	0.0%	1.6%	23.5%	0.1%	1.3%	0.0%	3.2%
Croydon	0.4%	0.7%	2.7%	0.0%	2.0%	4.3%	1.8%	26.2%	0.0%	1.5%	5.8%
Purley Way / Valley Retail Park	13.4%	11.5%	23.8%	4.8%	16.0%	16.2%	16.3%	34.3%	3.4%	9.1%	16.2%
Out of Centre, Croydon	0.1%	0.1%	0.2%	0.0%	0.1%	0.3%	2.2%	6.5%	0.0%	0.0%	1.5%
Other, Croydon	0.5%	0.1%	2.4%	0.0%	1.2%	1.9%	11.4%	11.2%	0.0%	0.0%	3.8%
Sub-total: Croydon	14.4%	12.4%	29.2%	4.8%	19.3%	22.7%	31.5%	78.2%	3.4%	10.6%	27.2%
Kingston-upon-Thames	2.5%	8.4%	1.7%	14.1%	7.9%	3.3%	5.8%	1.3%	22.7%	5.0%	6.5%
New Malden	0.5%	0.1%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	3.0%	1.7%	0.6%
Out of Centre, Kingston	0.7%	1.5%	0.2%	7.0%	0.0%	0.0%	0.1%	0.0%	10.3%	9.2%	3.1%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	3.6%	10.0%	2.1%	21.3%	7.9%	3.3%	5.9%	1.3%	36.4%	15.8%	10.2%
Epsom	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%	4.3%	0.0%	8.5%	0.0%	1.3%
Ewell	0.1%	2.4%	0.0%	2.7%	0.0%	0.8%	6.8%	0.0%	14.1%	0.6%	2.6%
Out of Centre, Epsom & Ewell	0.0%	0.1%	0.2%	2.1%	0.0%	0.1%	1.8%	0.0%	6.1%	0.0%	1.0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.1%	3.2%	0.2%	4.8%	0.1%	0.9%	12.9%	0.0%	28.7%	0.6%	4.9%
Merton	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.3%
Wimbledon	0.1%	0.0%	0.3%	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	3.5%	0.6%
Out of Centre, Merton	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.2%
Other, Merton	1.7%	0.7%	2.3%	5.0%	2.3%	1.0%	0.0%	0.0%	1.4%	24.5%	4.8%
Sub-total: Merton	2.2%	0.7%	2.9%	5.4%	2.9%	1.0%	0.0%	0.0%	1.4%	30.4%	5.9%
Other	3.2%	3.4%	3.5%	4.2%	0.9%	1.7%	8.2%	11.9%	7.3%	5.2%	5.8%
OUTSIDE BOROUGH	23.8%	33.0%	38.4%	41.0%	31.2%	31.3%	82.1%	91.6%	78.6%	62.7%	57.3%
TOTAL MARKET SHARE EXCL SFT	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: 2022 SURVEY-DERIVED MARKET SHARE ANALYSIS (€M) - ALL COMPARISON GOODS

Zones:	1	2	3	4	5	6	7	8	9	10	Total Study Area
Sutton Town Centre	€140.4	€79.7	€100.1	€113.8	€104.7	€105.1	€176.8	€222.0	€116.1	€195.3	€1,354.1
Carshalton District Centre	€88.5	€29.7	€38.2	€27.3	€31.7	€16.8	€17.6	€9.6	€8.7	€35.9	€304.0
Cheam District Centre	€0.2	€0.2	€2.1	€0.0	€7.4	€0.8	€0.1	€0.0	€0.0	€1.3	€12.2
Hackbridge District Centre	€2.8	€8.2	€0.0	€1.5	€0.7	€0.4	€0.4	€0.0	€2.4	€0.0	€16.4
North Cheam District Centre	€0.3	€0.0	€0.8	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€1.1
Rosehill District Centre	€0.1	€2.6	€0.2	€15.9	€0.0	€0.0	€0.0	€0.0	€6.4	€9.7	€35.0
Wallington District Centre	€0.0	€0.0	€0.3	€0.0	€0.1	€0.0	€0.0	€0.4	€0.0	€1.2	€1.9
Worcester Park District Centre	€2.8	€0.9	€9.2	€0.0	€18.4	€41.8	€1.4	€5.1	€0.2	€6.6	€86.4
Local Centres	€0.0	€0.0	€0.0	€11.2	€0.0	€0.0	€0.0	€0.0	€5.9	€0.7	€17.8
Out of Centre	€2.2	€1.0	€2.0	€1.3	€1.3	€1.8	€0.2	€0.0	€0.0	€6.2	€15.9
Out of Centre	€10.1	€10.7	€9.0	€10.0	€12.6	€10.6	€12.0	€3.7	€1.3	€11.3	€91.3
BOROUGH RETENTION	€107.0	€53.4	€61.7	€67.1	€72.1	€72.2	€31.7	€18.7	€24.9	€72.9	€581.8
Banstead	€0.2	€2.5	€0.3	€0.0	€0.0	€1.5	€26.9	€0.1	€1.3	€0.0	€33.1
Out of Centre, Banstead & Reigate	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0
Other, Banstead & Reigate	€0.1	€0.0	€0.2	€0.5	€0.0	€0.2	€14.5	€0.2	€0.2	€0.0	€16.0
Sub-total: Banstead & Reigate	€0.3	€2.6	€0.5	€0.5	€0.0	€1.7	€41.5	€0.3	€1.6	€0.0	€49.0
Croydon	€0.6	€0.6	€2.8	€0.0	€2.1	€4.5	€3.1	€58.1	€0.0	€2.9	€74.5
Purley Way / Valley Retail Park	€18.8	€9.2	€23.9	€5.4	€16.8	€17.0	€28.8	€76.1	€3.9	€17.8	€217.7
Out of Centre, Croydon	€0.1	€0.1	€0.2	€0.0	€0.1	€0.3	€3.8	€14.5	€0.0	€0.0	€19.0
Other, Croydon	€0.8	€0.1	€2.4	€0.0	€1.2	€2.0	€20.1	€24.9	€0.0	€0.0	€51.5
Sub-total: Croydon	€20.2	€9.9	€29.2	€5.5	€20.2	€23.9	€55.8	€173.6	€3.9	€20.6	€362.7
Kingston-upon-Thames	€3.4	€6.7	€1.7	€16.0	€8.3	€3.5	€10.2	€2.9	€26.4	€9.8	€88.8
New Malden	€0.7	€0.1	€0.3	€0.3	€0.0	€0.0	€0.0	€0.0	€3.5	€3.2	€8.0
Out of Centre, Kingston	€1.0	€1.2	€0.2	€8.0	€0.0	€0.2	€0.0	€12.0	€18.0	€0.0	€40.5
Other, Kingston	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.5	€0.0	€0.5
Sub-total: Kingston-upon-Thames	€5.1	€7.9	€2.1	€24.3	€8.3	€3.5	€10.4	€2.9	€42.3	€31.0	€137.7
Epsom	€0.0	€0.6	€0.0	€0.0	€0.1	€0.0	€7.7	€0.0	€9.9	€0.0	€18.3
Ewell	€0.2	€1.9	€0.0	€3.1	€0.0	€0.9	€12.0	€0.0	€16.4	€1.3	€35.6
Out of Centre, Epsom & Ewell	€0.0	€0.1	€0.2	€2.4	€0.0	€0.1	€3.2	€0.0	€7.1	€0.0	€13.1
Other, Epsom & Ewell	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0
Sub-total: Epsom & Ewell	€0.2	€2.6	€0.2	€5.5	€0.1	€1.0	€22.9	€0.0	€33.4	€1.3	€67.0
Merton	€0.5	€0.0	€0.2	€0.0	€0.0	€0.0	€0.0	€0.0	€0.0	€2.8	€3.6
Wimbledon	€0.2	€0.0	€0.3	€0.3	€0.6	€0.0	€0.0	€0.0	€0.0	€6.8	€8.2
Out of Centre, Merton	€0.0	€0.0	€0.0	€0.2	€0.0	€0.0	€0.0	€0.0	€0.0	€1.9	€2.1
Other, Merton	€2.4	€0.6	€2.3	€5.7	€2.4	€1.0	€0.0	€0.1	€1.6	€47.8	€63.9
Sub-total: Merton	€3.1	€0.6	€2.9	€6.1	€3.0	€1.0	€0.0	€0.1	€1.6	€59.3	€77.7
Other	€4.6	€2.7	€3.5	€4.8	€1.0	€1.8	€14.6	€26.5	€8.5	€10.2	€78.0
OUTSIDE BOROUGH	€33.4	€26.3	€38.4	€46.7	€32.7	€32.9	€145.1	€203.3	€91.2	€122.4	€772.3
TOTAL MARKET SHARE EXCL SFT	€140.4	€79.7	€100.1	€113.8	€104.7	€105.1	€176.8	€222.0	€116.1	€195.3	€1,354.1

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 3: 2027 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) - ALL COMPARISON GOODS

	Zones:										Total Study Area
	1	2	3	4	5	6	7	8	9	10	
	£158.3	£89.4	£113.4	£127.8	£118.4	£117.8	£196.8	£245.1	£129.2	£213.3	£1,509.5
Sutton Town Centre	£99.8	£33.3	£43.2	£30.7	£35.8	£18.8	£19.6	£10.6	£9.7	£39.2	£340.7
Carshalton District Centre	£0.2	£0.3	£2.4	£0.0	£8.4	£0.9	£0.1	£0.0	£0.0	£1.5	£13.7
Cheam District Centre	£3.1	£9.2	£0.0	£1.7	£0.7	£0.4	£0.5	£0.0	£2.7	£0.0	£18.4
Hackbridge District Centre	£0.3	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
North Cheam District Centre	£0.1	£3.0	£0.3	£17.8	£0.0	£0.0	£0.0	£0.0	£7.1	£10.6	£38.9
Rosehill District Centre	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£1.3	£2.0
Wallington District Centre	£3.2	£1.0	£10.4	£0.0	£20.8	£46.9	£1.6	£5.6	£0.2	£7.3	£96.8
Worcester Park District Centre	£0.0	£0.0	£0.0	£12.6	£0.0	£0.0	£0.0	£0.0	£6.6	£0.7	£19.9
Local Centres	£2.5	£1.1	£2.3	£1.4	£1.5	£2.0	£0.2	£0.0	£0.0	£6.8	£17.7
Out of Centre	£11.4	£12.1	£10.2	£11.2	£14.2	£11.9	£13.3	£4.1	£1.4	£12.4	£102.2
BOROUGH RETENTION	£120.7	£59.9	£69.9	£75.4	£81.5	£81.0	£35.3	£20.7	£27.7	£79.6	£651.6
Banstead	£0.2	£2.9	£0.4	£0.0	£0.1	£1.7	£30.0	£0.1	£1.5	£0.0	£36.8
Out of Centre, Banstead & Reigate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Banstead & Reigate	£0.1	£0.0	£0.2	£0.5	£0.0	£0.3	£16.2	£0.2	£0.3	£0.0	£17.8
Sub-total: Banstead & Reigate	£0.3	£2.9	£0.6	£0.6	£0.1	£1.9	£46.2	£0.3	£1.7	£0.0	£54.6
Croydon	£0.6	£0.6	£3.1	£0.0	£2.4	£5.1	£3.5	£64.1	£0.0	£3.1	£82.5
Purley Way / Valley Retail Park	£21.2	£10.3	£27.0	£6.1	£18.9	£19.1	£32.0	£84.1	£4.4	£19.4	£242.5
Out of Centre, Croydon	£0.1	£0.1	£0.2	£0.0	£0.1	£0.3	£4.3	£16.0	£0.0	£0.0	£21.0
Other, Croydon	£0.9	£0.1	£2.8	£0.0	£1.4	£2.3	£22.3	£27.5	£0.0	£0.0	£57.2
Sub-total: Croydon	£22.8	£11.1	£33.1	£6.1	£22.8	£26.8	£62.1	£191.6	£4.4	£22.5	£403.3
Kingston-upon-Thames	£3.9	£7.5	£1.9	£18.0	£9.3	£3.9	£11.4	£3.1	£29.3	£10.6	£99.0
New Malden	£0.8	£0.1	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£3.9	£3.5	£8.9
Out of Centre, Kingston	£1.1	£1.3	£0.2	£9.0	£0.0	£0.0	£0.2	£0.0	£13.3	£19.6	£44.8
Other, Kingston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5
Sub-total: Kingston-upon-Thames	£5.7	£8.9	£2.4	£27.3	£9.3	£3.9	£11.6	£3.1	£47.1	£33.8	£153.2
Epsom	£0.0	£0.6	£0.0	£0.0	£0.1	£0.0	£8.6	£0.0	£11.0	£0.0	£20.3
Ewell	£0.2	£2.1	£0.0	£3.4	£0.0	£1.0	£13.3	£0.0	£18.2	£1.4	£39.7
Out of Centre, Epsom & Ewell	£0.0	£0.1	£0.2	£2.7	£0.0	£0.1	£3.6	£0.0	£7.9	£0.0	£14.7
Other, Epsom & Ewell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Epsom & Ewell	£0.2	£2.9	£0.2	£6.2	£0.1	£1.1	£25.5	£0.0	£37.1	£1.4	£74.7
Merton	£0.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£3.9
Wimbledon	£0.2	£0.0	£0.4	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0	£7.4	£9.0
Out of Centre, Merton	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£2.3
Other, Merton	£2.7	£0.7	£2.6	£6.4	£2.7	£1.1	£0.0	£0.1	£1.8	£52.2	£70.3
Sub-total: Merton	£3.4	£0.7	£3.3	£6.9	£3.4	£1.1	£0.0	£0.1	£1.8	£64.8	£85.5
Other	£5.1	£3.1	£4.0	£5.4	£1.1	£2.0	£16.2	£29.2	£9.4	£11.1	£86.6
OUTSIDE BOROUGH	£37.6	£29.5	£43.5	£52.4	£36.9	£36.8	£161.5	£224.4	£101.5	£133.6	£857.9
TOTAL MARKET SHARE EXCL SFT	£158.3	£89.4	£113.4	£127.8	£118.4	£117.8	£196.8	£245.1	£129.2	£213.3	£1,509.5

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: 2032 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) - ALL COMPARISON GOODS

	Zones:										Total Study Area
	1	2	3	4	5	6	7	8	9	10	
	£177.0	£99.4	£126.8	£142.4	£132.5	£131.4	£216.9	£269.3	£141.7	£233.2	£1,670.5
Sutton Town Centre	£111.6	£37.0	£48.3	£34.2	£40.0	£21.0	£21.6	£11.7	£10.6	£42.9	£378.9
Carshalton District Centre	£0.2	£0.3	£2.7	£0.0	£9.4	£1.0	£0.1	£0.0	£0.0	£1.6	£15.3
Cheam District Centre	£3.5	£10.3	£0.0	£1.9	£0.8	£0.5	£0.5	£0.0	£2.9	£0.0	£20.4
Hackbridge District Centre	£0.3	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4
North Cheam District Centre	£0.2	£3.3	£0.3	£19.9	£0.0	£0.0	£0.0	£0.0	£7.8	£11.6	£43.0
Rosehill District Centre	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£1.4	£2.3
Wallington District Centre	£3.5	£1.1	£11.6	£0.0	£23.3	£52.3	£1.7	£6.1	£0.2	£7.9	£107.8
Worcester Park District Centre	£0.0	£0.1	£0.0	£14.0	£0.0	£0.0	£0.0	£0.0	£7.2	£0.8	£22.1
Local Centres	£2.8	£1.2	£2.5	£1.6	£1.6	£2.2	£0.2	£0.0	£0.0	£7.4	£19.6
Out of Centre	£12.8	£13.4	£11.4	£12.5	£15.9	£13.3	£14.7	£4.5	£1.6	£13.5	£113.5
BOROUGH RETENTION	£134.9	£66.6	£78.1	£84.0	£91.2	£90.3	£38.9	£22.7	£30.4	£87.1	£724.2
Banstead	£0.3	£3.2	£0.4	£0.0	£0.1	£1.8	£33.1	£0.2	£1.6	£0.0	£40.6
Out of Centre, Banstead & Reigate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Banstead & Reigate	£0.1	£0.0	£0.3	£0.6	£0.0	£0.3	£17.8	£0.2	£0.3	£0.0	£19.6
Sub-total: Banstead & Reigate	£0.4	£3.2	£0.7	£0.7	£0.1	£2.1	£50.9	£0.4	£1.9	£0.0	£60.3
Croydon	£0.7	£0.7	£3.5	£0.0	£2.7	£5.7	£3.8	£70.4	£0.0	£3.4	£90.9
Purley Way / Valley Retail Park	£23.7	£11.5	£30.2	£6.8	£21.2	£21.3	£35.3	£92.3	£4.8	£21.2	£268.3
Out of Centre, Croydon	£0.1	£0.1	£0.2	£0.0	£0.1	£0.4	£4.7	£17.5	£0.0	£0.0	£23.1
Other, Croydon	£1.0	£0.1	£3.1	£0.0	£1.5	£2.5	£24.6	£30.2	£0.0	£0.0	£63.1
Sub-total: Croydon	£25.5	£12.3	£37.0	£6.8	£25.5	£29.8	£68.4	£210.5	£4.8	£24.6	£445.4
Kingston-upon-Thames	£4.3	£8.3	£2.1	£20.0	£10.5	£4.4	£12.5	£3.5	£32.2	£11.6	£109.5
New Malden	£0.9	£0.1	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£4.3	£3.9	£9.8
Out of Centre, Kingston	£1.2	£1.5	£0.3	£10.0	£0.0	£0.0	£0.2	£0.0	£14.6	£21.4	£49.2
Other, Kingston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.6
Sub-total: Kingston-upon-Thames	£6.4	£9.9	£2.7	£30.4	£10.5	£4.4	£12.8	£3.5	£51.6	£37.0	£169.0
Epsom	£0.0	£0.7	£0.0	£0.0	£0.1	£0.0	£9.4	£0.0	£12.1	£0.0	£22.4
Ewell	£0.2	£2.4	£0.0	£3.8	£0.0	£1.1	£14.7	£0.0	£20.0	£1.5	£43.7
Out of Centre, Epsom & Ewell	£0.0	£0.1	£0.3	£3.0	£0.0	£0.1	£3.9	£0.0	£8.6	£0.0	£16.1
Other, Epsom & Ewell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Epsom & Ewell	£0.2	£3.2	£0.3	£6.9	£0.2	£1.2	£28.1	£0.0	£40.7	£1.5	£82.2
Merton	£0.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£4.3
Wimbledon	£0.2	£0.0	£0.4	£0.3	£0.8	£0.0	£0.0	£0.0	£0.0	£8.1	£9.8
Out of Centre, Merton	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.5
Other, Merton	£3.0	£0.7	£2.9	£7.1	£3.1	£1.3	£0.0	£0.1	£2.0	£57.1	£77.2
Sub-total: Merton	£3.9	£0.7	£3.6	£7.7	£3.8	£1.3	£0.0	£0.1	£2.0	£70.9	£93.9
Other	£5.8	£3.4	£4.4	£6.0	£1.2	£2.2	£17.9	£32.1	£10.3	£12.2	£95.5
OUTSIDE BOROUGH	£42.1	£32.8	£48.7	£58.4	£41.3	£41.1	£178.0	£246.5	£111.4	£146.1	£946.3
TOTAL MARKET SHARE EXCL SFT	£177.0	£99.4	£126.8	£142.4	£132.5	£131.4	£216.9	£269.3	£141.7	£233.2	£1,670.5

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 5: 2037 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) - ALL COMPARISON GOODS

	Zones:										Total Study Area
	1	2	3	4	5	6	7	8	9	10	
	£205.3	£115.1	£147.8	£165.4	£154.0	£152.8	£249.4	£308.7	£161.2	£267.0	£1,926.6
Sutton Town Centre	£129.4	£42.8	£56.3	£39.7	£46.6	£24.4	£24.9	£13.4	£12.1	£49.1	£438.6
Carshalton District Centre	£0.3	£0.4	£3.1	£0.0	£10.9	£1.2	£0.2	£0.0	£0.0	£1.8	£17.8
Cheam District Centre	£4.1	£11.9	£0.0	£2.2	£1.0	£0.6	£0.6	£0.0	£3.3	£0.0	£23.6
Hackbridge District Centre	£0.4	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
North Cheam District Centre	£0.2	£3.8	£0.3	£23.1	£0.0	£0.0	£0.0	£0.0	£8.9	£13.3	£49.5
Rosehill District Centre	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£1.6	£2.6
Wallington District Centre	£4.1	£1.3	£13.5	£0.0	£27.1	£60.8	£2.0	£7.0	£0.2	£9.1	£125.1
Worcester Park District Centre	£0.0	£0.1	£0.0	£16.3	£0.0	£0.0	£0.0	£0.0	£8.2	£0.9	£25.5
Local Centres	£3.2	£1.4	£3.0	£1.8	£1.9	£2.6	£0.3	£0.0	£0.0	£8.5	£22.6
Out of Centre	£14.8	£15.5	£13.3	£14.5	£18.5	£15.4	£16.9	£5.2	£1.8	£15.5	£131.3
BOROUGH RETENTION	£156.5	£77.1	£91.1	£97.5	£106.0	£105.0	£44.8	£26.1	£34.5	£99.7	£838.2
Banstead	£0.3	£3.7	£0.5	£0.0	£0.1	£2.1	£38.0	£0.2	£1.9	£0.0	£46.8
Out of Centre, Banstead & Reigate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Banstead & Reigate	£0.1	£0.0	£0.3	£0.7	£0.0	£0.3	£20.5	£0.2	£0.3	£0.0	£22.6
Sub-total: Banstead & Reigate	£0.4	£3.7	£0.8	£0.8	£0.1	£2.5	£58.5	£0.4	£2.2	£0.0	£69.4
Croydon	£0.8	£0.8	£4.1	£0.0	£3.1	£6.6	£4.4	£80.7	£0.0	£3.9	£104.4
Purley Way / Valley Retail Park	£27.5	£13.3	£35.2	£7.9	£24.7	£24.8	£40.6	£105.9	£5.5	£24.3	£309.5
Out of Centre, Croydon	£0.1	£0.1	£0.2	£0.0	£0.2	£0.4	£5.4	£20.1	£0.0	£0.0	£26.6
Other, Croydon	£1.1	£0.1	£3.6	£0.0	£1.8	£2.9	£28.3	£34.6	£0.0	£0.0	£72.5
Sub-total: Croydon	£29.6	£14.3	£43.1	£7.9	£29.7	£34.7	£78.7	£241.3	£5.5	£28.2	£513.0
Kingston-upon-Thames	£5.0	£9.7	£2.4	£23.3	£12.2	£5.1	£14.4	£4.0	£36.6	£13.3	£126.0
New Malden	£1.0	£0.1	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£4.8	£4.4	£11.2
Out of Centre, Kingston	£1.4	£1.7	£0.3	£11.6	£0.0	£0.0	£0.3	£0.0	£16.6	£24.6	£56.5
Other, Kingston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.6
Sub-total: Kingston-upon-Thames	£7.4	£11.5	£3.1	£35.3	£12.2	£5.1	£14.7	£4.0	£58.7	£42.3	£194.2
Epsom	£0.0	£0.8	£0.0	£0.0	£0.1	£0.0	£10.8	£0.0	£13.8	£0.0	£25.6
Ewell	£0.2	£2.8	£0.0	£4.4	£0.0	£1.3	£16.9	£0.0	£22.7	£1.7	£50.1
Out of Centre, Epsom & Ewell	£0.0	£0.2	£0.3	£3.5	£0.1	£0.1	£4.5	£0.0	£9.8	£0.0	£18.5
Other, Epsom & Ewell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Epsom & Ewell	£0.2	£3.7	£0.3	£8.0	£0.2	£1.4	£32.3	£0.0	£46.3	£1.7	£94.1
Merton	£0.7	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£5.0
Wimbledon	£0.3	£0.0	£0.5	£0.4	£0.9	£0.0	£0.0	£0.0	£0.0	£9.3	£11.3
Out of Centre, Merton	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£2.9
Other, Merton	£3.5	£0.9	£3.4	£8.3	£3.6	£1.5	£0.0	£0.1	£2.2	£65.3	£88.7
Sub-total: Merton	£4.5	£0.9	£4.2	£8.9	£4.5	£1.5	£0.0	£0.1	£2.2	£81.1	£107.9
Other	£6.7	£3.9	£5.2	£6.9	£1.4	£2.6	£20.5	£36.8	£11.7	£13.9	£109.8
OUTSIDE BOROUGH	£48.8	£38.0	£56.7	£67.8	£48.0	£47.8	£204.7	£282.6	£126.6	£167.3	£1,088.4
TOTAL MARKET SHARE EXCL SFT	£205.3	£115.1	£147.8	£165.4	£154.0	£152.8	£249.4	£308.7	£161.2	£267.0	£1,926.6

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 6: 2042 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM) - ALL COMPARISON GOODS

	Zones:										Total Study Area
	1	2	3	4	5	6	7	8	9	10	
	£238.7	£133.6	£172.8	£192.5	£178.9	£178.6	£288.2	£357.9	£184.7	£308.2	£2,234.1
Sutton Town Centre	£150.4	£49.7	£65.9	£46.2	£54.1	£28.6	£28.7	£15.5	£13.9	£56.6	£509.6
Carshalton District Centre	£0.3	£0.4	£3.6	£0.0	£12.6	£1.4	£0.2	£0.0	£0.0	£2.1	£20.7
Cheam District Centre	£4.7	£13.8	£0.0	£2.5	£1.1	£0.7	£0.7	£0.0	£3.8	£0.0	£27.3
Hackbridge District Centre	£0.4	£0.0	£1.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
North Cheam District Centre	£0.2	£4.4	£0.4	£26.9	£0.0	£0.0	£0.0	£0.0	£10.2	£15.3	£57.4
Rosehill District Centre	£0.0	£0.0	£0.5	£0.0	£0.1	£0.0	£0.0	£0.6	£0.0	£1.8	£3.0
Wallington District Centre	£4.8	£1.5	£15.8	£0.0	£31.4	£71.1	£2.3	£8.1	£0.3	£10.5	£145.8
Worcester Park District Centre	£0.0	£0.1	£0.0	£18.9	£0.0	£0.0	£0.0	£0.0	£9.4	£1.1	£29.5
Local Centres	£3.8	£1.6	£3.5	£2.1	£2.2	£3.0	£0.3	£0.0	£0.0	£9.8	£26.2
Out of Centre	£17.2	£18.0	£15.5	£16.9	£21.5	£18.0	£19.5	£6.0	£2.1	£17.9	£152.5
BOROUGH RETENTION	£181.9	£89.5	£106.5	£113.6	£123.1	£122.7	£51.7	£30.2	£39.6	£115.1	£973.9
Banstead	£0.3	£4.3	£0.6	£0.1	£0.1	£2.5	£43.9	£0.2	£2.1	£0.0	£54.1
Out of Centre, Banstead & Reigate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Banstead & Reigate	£0.2	£0.0	£0.3	£0.8	£0.0	£0.4	£23.7	£0.3	£0.4	£0.0	£26.1
Sub-total: Banstead & Reigate	£0.5	£4.3	£0.9	£0.9	£0.1	£2.9	£67.6	£0.5	£2.5	£0.0	£80.2
Croydon	£1.0	£0.9	£4.8	£0.0	£3.6	£7.7	£5.1	£93.6	£0.0	£4.5	£121.1
Purley Way / Valley Retail Park	£32.0	£15.4	£41.2	£9.2	£28.6	£29.0	£46.9	£122.7	£6.3	£28.0	£359.2
Out of Centre, Croydon	£0.1	£0.1	£0.3	£0.0	£0.2	£0.5	£6.2	£23.3	£0.0	£0.0	£30.8
Other, Croydon	£1.3	£0.1	£4.2	£0.1	£2.1	£3.4	£32.7	£40.2	£0.0	£0.0	£84.1
Sub-total: Croydon	£34.4	£16.6	£50.4	£9.2	£34.5	£40.6	£90.9	£279.8	£6.3	£32.6	£595.2
Kingston-upon-Thames	£5.9	£11.2	£2.9	£27.1	£14.1	£5.9	£16.6	£4.6	£42.0	£15.4	£145.7
New Malden	£1.2	£0.1	£0.4	£0.5	£0.0	£0.0	£0.0	£0.0	£5.6	£5.1	£12.9
Out of Centre, Kingston	£1.6	£2.0	£0.4	£13.5	£0.0	£0.0	£0.3	£0.0	£19.0	£28.3	£65.2
Other, Kingston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7
Sub-total: Kingston-upon-Thames	£8.7	£13.3	£3.6	£41.1	£14.1	£5.9	£17.0	£4.6	£67.3	£48.8	£224.5
Epsom	£0.0	£0.9	£0.0	£0.0	£0.2	£0.0	£12.5	£0.0	£15.8	£0.0	£29.4
Ewell	£0.3	£3.2	£0.0	£5.2	£0.0	£1.5	£19.5	£0.0	£26.1	£2.0	£57.7
Out of Centre, Epsom & Ewell	£0.0	£0.2	£0.4	£4.1	£0.1	£0.1	£5.2	£0.0	£11.2	£0.0	£21.3
Other, Epsom & Ewell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Epsom & Ewell	£0.3	£4.3	£0.4	£9.3	£0.2	£1.6	£37.3	£0.0	£53.1	£2.0	£108.4
Merton	£0.8	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£5.8
Wimbledon	£0.3	£0.0	£0.6	£0.4	£1.0	£0.0	£0.0	£0.0	£0.0	£10.7	£13.1
Out of Centre, Merton	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£3.4
Other, Merton	£4.1	£1.0	£3.9	£9.6	£4.1	£1.7	£0.0	£0.1	£2.6	£75.4	£102.6
Sub-total: Merton	£5.2	£1.0	£5.0	£10.4	£5.2	£1.7	£0.0	£0.1	£2.6	£93.7	£124.8
Other	£7.8	£4.6	£6.1	£8.1	£1.7	£3.0	£23.7	£42.7	£13.5	£16.1	£127.1
OUTSIDE BOROUGH	£56.7	£44.1	£66.3	£79.0	£55.8	£55.8	£236.5	£327.7	£145.2	£193.1	£1,260.2
TOTAL MARKET SHARE EXCL SFT	£238.7	£133.6	£172.8	£192.5	£178.9	£178.6	£288.2	£357.9	£184.7	£308.2	£2,234.1

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

APPENDIX B7: TURNOVER OF COMMITTED RETAIL FLOORSPACE

FORECAST TURNOVER OF COMMITTED RETAIL FLOORSPACE IN LONDON BOROUGH OF SUTTON - 2022 TO 2042
(i.e. with planning permission or under construction at the time of preparing the capacity assessment)

Description of Committed Scheme	Address	Location	Planning Ref	Town Centre Use	Gross Floorspace (sqm)	Assumed Retail Type	Retail Floorspace (sqm)	Net Sales (sqm)	Sales Density 2022 (£ per sqm)	Turnover (£m)					
										2022	2027	2032	2037	2042	
1	Partial demolition of existing buildings, involving the retention of the front facade onto the High Street, and erection of a part 3, part 4 storey building comprising retail (Class E) on the ground floor and 10 dwellings on the upper floors with associated cycle parking and refuse storage.	1-3 High Street Sutton SM1 1DF,	Sutton Town Centre	DM2020/00217	Flexible Class E	429	100% Convenience	429	300	£10,500	£3.2	£3.2	£3.2	£3.3	£3.3
2	Demolition of the existing public house and the erection of a 6 storey mixed use development with commercial floor space at ground floor level (Class E use), 30 residential dwellings on the upper floors and car and cycle parking in the basement. Erection of extensions to the rear of the existing development at 324-340 High Street, to facilitate the consolidation of the ground floor units to a single Class E retail unit. Changes and allocation of car parking with spaces to be allocated for the proposed store at 324-340 High Street as well as Sovereign Apartments as well as the ground floor commercial unit and disabled spaces for the new residential at 342-346 High Street.	The Prince Regent 324 - 346 High Street Sutton,	Sutton Town Centre	DM2020/00532	Flexible Class E	1100	100% Convenience	1,100	770	£10,500	£8.1	£8.2	£8.3	£8.4	£8.5
Sub-Total Committed Comparison Goods Turnover:											£11.2	£11.4	£11.6	£11.7	£11.8
TOTAL COMMITTED RETAIL TURNOVER											£11.2	£11.4	£11.6	£11.7	£11.8

General Notes:

Where the exact convenience floorspace has not been specified by planning permission, LSH estimated the likely figure.

It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2027.

Notes on permitted schemes:

- 1) 1-3 High Street, Sutton Town Centre - development has yet to commence. Given the site's prominent location it is expected that interest from Use Class E operators is most likely to come from the convenience sector. Therefore, it is assumed that the 429 sqm gross unit will be occupied by a local format foodstore or another convenience retailer. A sales density of £10,500/sqm is applied to the base year (2022) reflects a typical sales density for local format foodstore retailers.
- 2) Regents Quarter 324 - 346 High Street, Sutton Town Centre - development is almost complete based on external observations of the site. Residential units are currently on the market. Marketing material from Mizen Group (developer) state that the ground floor commercial space forms a single unit. This is likely to appeal to a foodstore retailer, particularly given the urban location and passing trade. Therefore, a sales density of £10,500/sqm has been applied.

APPENDIX B8: RETAIL CAPACITY ASSESSMENT

B8.1 CONVENIENCE GOODS RETAIL CAPACITY FORECAST TABLES:

TABLE 1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

	2022	2027	2032	2037	2042
Sutton Town Centre	£144.6	£148.0	£151.6	£155.4	£159.1
Carshalton District Centre	£27.4	£28.3	£29.2	£30.1	£30.9
Cheam District Centre	£48.7	£50.0	£51.3	£52.6	£53.8
Hackbridge District Centre	£25.4	£26.2	£27.0	£27.8	£28.5
North Cheam District Centre	£39.9	£40.6	£41.5	£42.4	£43.4
Rosehill District Centre	£22.4	£23.1	£23.9	£24.6	£25.4
Wallington District Centre	£101.1	£103.7	£106.4	£109.4	£112.4
Worcester Park District Centre	£28.8	£29.4	£29.9	£30.5	£31.0
Local Centres and Local Shops	£110.1	£112.3	£114.8	£117.6	£120.4
Edge and Out of Centre	£17.3	£17.7	£18.2	£18.7	£19.3
TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:	£565.5	£579.4	£593.7	£609.3	£624.1

Notes:

Excludes SFT & 'Inflow' from outside Study Area
Assume constant market shares over forecast period.

TABLE 2: ESTIMATION OF INFLOW/ VISITOR EXPENDITURE

	Assumed Inflow	2022	2027	2032	2037	2042
Sutton Town Centre	15.0%	£170.1	£174.1	£178.3	£182.8	£187.1
Carshalton District Centre	2.5%	£28.1	£29.0	£30.0	£30.9	£31.6
Cheam District Centre	2.5%	£50.0	£51.3	£52.6	£54.0	£55.2
Hackbridge District Centre	2.5%	£26.1	£26.9	£27.7	£28.5	£29.3
North Cheam District Centre	5.0%	£42.0	£42.7	£43.6	£44.7	£45.7
Rosehill District Centre	2.5%	£22.9	£23.7	£24.5	£25.3	£26.1
Wallington District Centre	2.5%	£103.7	£106.4	£109.1	£112.2	£115.3
Worcester Park District Centre	3.0%	£29.6	£30.3	£30.8	£31.4	£32.0
Local Centres and Local Shops	0.0%	£110.1	£112.3	£114.8	£117.6	£120.4
Edge and Out of Centre	5.0%	£18.2	£18.7	£19.2	£19.7	£20.3
TOTAL		£600.7	£615.4	£630.6	£647.1	£662.9

Notes: See Section 6, Volume A Report

TABLE 3: COMMITTED CONVENIENCE GOODS FLOORSPACE

	2022	2027	2032	2037	2042
Sutton Town Centre	£11.2	£11.4	£11.6	£11.7	£11.8
Carshalton District Centre	-	-	-	-	-
Cheam District Centre	-	-	-	-	-
Hackbridge District Centre	-	-	-	-	-
North Cheam District Centre	-	-	-	-	-
Rosehill District Centre	-	-	-	-	-
Wallington District Centre	-	-	-	-	-
Worcester Park District Centre	-	-	-	-	-
Local Centres and Local Shops	-	-	-	-	-
Edge and Out of Centre	-	-	-	-	-
TOTAL COMMITTED CONVENIENCE GOODS TURNOVER	£11.2	£11.4	£11.6	£11.7	£11.8

Source: Appendix B7

TABLE 4: LB SUTTON - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042	
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£600.7	£615.4	£630.6	£647.1	£662.9	
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£600.7	£609.2	£618.4	£627.7	£637.2	
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£6.2	£12.2	£19.4	£25.7	
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£11.4	£11.6	£11.7	£11.8	
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£-5.2	£0.6	£7.7	£13.9	
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):		£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):		-	-509	63	733	1,307
(iii) Assumed Net / Gross Floorspace Ratio:			70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			-727	89	1,047	1,867

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 Borough'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 year (2022) and other research evidence.
- 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: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2027.
- 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 estimated based on the average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, and Morrisons), supermarket (e.g. Co-op, Waitrose, Marks & Spencer, etc) and limited assortment discount (LAD) operators (e.g. Aldi and Lidl).

TABLE 5: SUTTON TOWN CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£170.1	£174.1	£178.3	£182.8	£187.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£170.1	£172.5	£175.1	£177.7	£180.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.6	£3.2	£5.1	£6.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£11.4	£11.6	£11.7	£11.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£9.8	-£8.3	-£6.7	-£5.2
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	-964	-809	-637	-486
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,377	-1,155	-910	-694

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 6: CARSHALTON DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£28.1	£29.0	£30.0	£30.9	£31.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£28.1	£28.5	£28.9	£29.4	£29.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£1.0	£1.5	£1.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.5	£1.0	£1.5	£1.8
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	54	100	145	173
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		77	142	207	247

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 7: CHEAM DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£50.0	£51.3	£52.6	£54.0	£55.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£50.0	£50.7	£51.5	£52.2	£53.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.1	£1.7	£2.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.6	£1.1	£1.7	£2.2
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	61	111	165	206
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		87	159	236	294

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 8: HACKBRIDGE DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£26.1	£26.9	£27.7	£28.5	£29.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£26.1	£26.4	£26.8	£27.2	£27.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£0.9	£1.3	£1.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.5	£0.9	£1.3	£1.6
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	45	84	125	154
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		64	120	178	221

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 9: NORTH CHEAM DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£42.0	£42.7	£43.6	£44.7	£45.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£42.0	£42.6	£43.2	£43.9	£44.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.4	£0.8	£1.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	-	-	-	-
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.2	£0.4	£0.8	£1.2
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	18	41	77	110
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		25	58	111	157

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 10: ROSEHILL DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£22.9	£23.7	£24.5	£25.3	£26.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£22.9	£23.3	£23.6	£24.0	£24.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£0.9	£1.3	£1.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	-	-	-	-
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.5	£0.9	£1.3	£1.7
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	47	84	126	164
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		68	120	180	234

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 11: WALLINGTON DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£103.7	£106.4	£109.1	£112.2	£115.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£103.7	£105.1	£106.7	£108.3	£110.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.2	£2.4	£3.9	£5.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	-	-	-	-
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£1.2	£2.4	£3.9	£5.3
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	120	233	373	502
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		172	333	533	717

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 12: WORCESTER PARK DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£29.6	£30.3	£30.8	£31.4	£32.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£29.6	£30.1	£30.5	£31.0	£31.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.3	£0.4	£0.5
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	-	-	-	-
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.2	£0.3	£0.4	£0.5
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	22	32	42	50
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		32	46	60	72

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 13: LOCAL CENTRES & LOCAL STORES - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£110.1	£112.3	£114.8	£117.6	£120.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£110.1	£111.6	£113.3	£115.0	£116.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.4	£2.6	£3.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	-	-	-	-
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.6	£1.4	£2.6	£3.6
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	64	140	245	340
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		91	200	350	485

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 14: EDGE & OUT OF CENTRE - CONVENIENCE GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£18.2	£18.7	£19.2	£19.7	£20.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£18.2	£18.4	£18.7	£19.0	£19.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.5	£0.7	£1.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	-	-	-	-
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.2	£0.5	£0.7	£1.0
STEP 6: CAPACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	24	47	71	94
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		34	67	102	135

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 15: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)

	2027	2032	2037	2042
Sutton Town Centre	-964	-809	-637	-486
Carshalton District Centre	54	100	145	173
Cheam District Centre	61	111	165	206
Hackbridge District Centre	45	84	125	154
North Cheam District Centre	18	41	77	110
Rosehill District Centre	47	84	126	164
Wallington District Centre	120	233	373	502
Worcester Park District Centre	22	32	42	50
Local Centres and Local Shops	64	140	245	340
Edge and Out of Centre	24	47	71	94
Total Convenience Goods Floorspace Capacity	-509	63	733	1,307

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

B8.2 COMPARISON GOODS RETAIL CAPACITY FORECAST TABLES:

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
Excluding SFT & 'Inflow' from outside Study Area

	2022	2027	2032	2037	2042
Sutton Town Centre	£304.0	£340.7	£378.9	£438.6	£509.6
Carshalton District Centre	£12.2	£13.7	£15.3	£17.8	£20.7
Cheam District Centre	£16.4	£18.4	£20.4	£23.6	£27.3
Hackbridge District Centre	£1.1	£1.2	£1.4	£1.6	£1.9
North Cheam District Centre	£35.0	£38.9	£43.0	£49.5	£57.4
Rosehill District Centre	£1.9	£2.0	£2.3	£2.6	£3.0
Wallington District Centre	£86.4	£96.8	£107.8	£125.1	£145.8
Worcester Park District Centre	£17.8	£19.9	£22.1	£25.5	£29.5
Local Centres	£15.9	£17.7	£19.6	£22.6	£26.2
Out of Centre	£91.3	£102.2	£113.5	£131.3	£152.5
TOTAL DISTRICT COMPARISON GOODS TURNOVER	£581.8	£651.6	£724.2	£838.2	£973.9

Notes: Assume constant market shares over forecast period.

TABLE 2: ESTIMATION OF INFLOW/ VISITOR EXPENDITURE

	Assumed Distribution of District Visitor Expenditure	2022	2027	2032	2037	2042
Sutton Town Centre	15.0%	£357.60	£400.85	£445.76	£516.05	£599.54
Carshalton District Centre	2.5%	£12.52	£14.09	£15.72	£18.25	£21.22
Cheam District Centre	2.5%	£16.79	£18.83	£20.91	£24.17	£28.02
Hackbridge District Centre	2.5%	£1.12	£1.27	£1.42	£1.65	£1.93
North Cheam District Centre	5.0%	£36.80	£40.95	£45.26	£52.15	£60.40
Rosehill District Centre	2.5%	£1.91	£2.10	£2.31	£2.66	£3.08
Wallington District Centre	2.5%	£88.57	£99.29	£110.57	£128.30	£149.51
Worcester Park District Centre	3.0%	£18.38	£20.55	£22.77	£26.25	£30.40
Local Centres	0.0%	£15.86	£17.65	£19.55	£22.59	£26.22
Out of Centre	5.0%	£96.13	£107.57	£119.46	£138.24	£160.58
DISTRICT COMPARISON GOODS VISITOR EXPENDITURE/TURNOVER:		£645.68	£723.16	£803.74	£930.30	£1,080.88

Notes:

TABLE 3: LB SUTTON - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£645.7	£723.2	£803.7	£930.3	£1,080.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£645.7	£725.6	£833.0	£961.0	£1,108.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£-2.4	£-29.2	£-30.7	£-27.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£-2.4	£-29.2	£-30.7	£-27.7
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-387	-4,120	-3,746	-2,937
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-553	-5,885	-5,351	-4,196

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 Borough'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 January 2022) and other research evidence.

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: No committed comparison goods retail floorspace has been identified in the Borough.

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 estimated based on average sales performance of comparison goods retailers.

TABLE 4: SUTTON TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£357.6	£400.8	£445.8	£516.0	£599.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£357.6	£401.8	£461.3	£532.2	£614.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.0	-£15.6	-£16.2	-£14.5
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£1.0	-£15.6	-£16.2	-£14.5
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-161	-2,195	-1,976	-1,532
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-230	-3,136	-2,823	-2,188

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 6: CARSHALTON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£12.5	£14.1	£15.7	£18.2	£21.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£12.5	£14.1	£16.2	£18.6	£21.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.4	-£0.4	-£0.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.0	-£0.4	-£0.4	-£0.3
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	3	-61	-47	-30
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		5	-87	-67	-42

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 7: CHEAM DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£16.8	£18.8	£20.9	£24.2	£28.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£16.8	£18.9	£21.7	£25.0	£28.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.7	-£0.8	-£0.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.0	-£0.7	-£0.8	-£0.8
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-6	-105	-99	-85
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-8	-150	-142	-121

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 8: HACKBRIDGE DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.1	£1.3	£1.4	£1.7	£1.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1.1	£1.3	£1.4	£1.7	£1.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	1	-4	-2	0
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		2	-6	-3	0

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 9: NORTH CHEAM DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£36.8	£40.9	£45.3	£52.1	£60.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£36.8	£41.4	£47.5	£54.8	£63.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.4	-£2.2	-£2.6	-£2.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.4	-£2.2	-£2.6	-£2.8
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-66	-313	-321	-296
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-95	-447	-459	-423

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 10: ROSEHILL DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.9	£2.1	£2.3	£2.7	£3.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1.9	£2.1	£2.5	£2.8	£3.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	-£0.2	-£0.2	-£0.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.0	-£0.2	-£0.2	-£0.2
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-7	-21	-23	-21
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-10	-30	-32	-30

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 11: WALLINGTON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£88.6	£99.3	£110.6	£128.3	£149.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£88.6	£99.5	£114.3	£131.8	£152.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	-£3.7	-£3.5	-£2.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.2	-£3.7	-£3.5	-£2.6
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-37	-520	-429	-271
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-53	-742	-613	-388

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 12: WORCESTER DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£18.4	£20.6	£22.8	£26.3	£30.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£18.4	£20.6	£23.7	£27.3	£31.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	-£0.9	-£1.1	-£1.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.9	-£1.1	-£1.1
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-15	-132	-134	-122
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-22	-188	-191	-174

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 13: LOCAL CENTRES & LOCAL STORES - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£15.9	£17.7	£19.6	£22.6	£26.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£15.9	£17.8	£20.5	£23.6	£27.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	-£0.9	-£1.0	-£1.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.2	-£0.9	-£1.0	-£1.0
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-28	-128	-125	-107
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-39	-183	-178	-153

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 14: EDGE & OUT OF CENTRE - COMPARISON GOODS CAPACITY

	2022	2027	2032	2037	2042
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£96.1	£107.6	£119.5	£138.2	£160.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£96.1	£108.0	£124.0	£143.1	£165.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.4	-£4.6	-£4.8	-£4.5
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.4	-£4.6	-£4.8	-£4.5
STEP 6: CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-72	-641	-590	-474
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-104	-916	-843	-677

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 11: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)

	2027	2032	2037	2042
Sutton Town Centre	-161	-2,195	-1,976	-1,532
Carshalton District Centre	3	-61	-47	-30
Cheam District Centre	-6	-105	-99	-85
Hackbridge District Centre	1	-4	-2	0
North Cheam District Centre	-66	-313	-321	-296
Rosehill District Centre	-7	-21	-23	-21
Wallington District Centre	-37	-520	-429	-271
Worcester Park District Centre	-15	-132	-134	-122
Local Centres	-28	-128	-125	-107
Out of Centre	-72	-641	-590	-474
Total Comparison Goods Floorspace Capacity:	-387	-4,120	-3,746	-2,937

Note: Assumes equilibrium at the base year (2022) and constant market shares

APPENDIX B9: LEISURE EXPENDITURE ANALYSIS

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2022 - 2042)

		2022	2027	2032	2037	2042
Zone 1	Sutton	47,185	48,580	49,864	51,069	52,113
Zone 2	Cheam/ Belmont	22,131	22,662	23,119	23,645	24,082
Zone 3	St Helier/ Wandle Valley	37,777	39,051	40,110	41,276	42,362
Zone 4	Worcester Park	36,298	37,233	38,097	39,055	39,912
Zone 5	Carshalton Central	34,960	36,074	37,074	38,055	38,792
Zone 6	Wallington South	33,886	34,691	35,519	36,467	37,416
Zone 7	Banstead	45,354	46,098	46,648	47,367	48,033
Zone 8	Purley / West Thornton	84,225	84,905	85,641	86,691	88,229
Zone 9	Old Malden / Stoneleigh	30,814	31,294	31,525	31,658	31,849
Zone 10	Lower Morden	73,136	72,918	73,222	73,997	74,980
Total Study Area:		445,766	453,506	460,818	469,278	477,767
Total LB Sutton:		212,237	218,291	223,782	229,565	234,677

Source: LB Sutton Council; Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

Notes: Population projections (2022 to 2042) for Zones 1 to 6 are based on housing supply forecasts for London Borough Sutton. Population projections for Zones 7 to 10 are derived from Experian and based on ONS 2018-based Sub-National Population Projections (released in June 2020).

TABLE 2: LEISURE EXPENDITURE PER HEAD (2020 prices)

		Hotels, B&Bs, etc	Culture	Games of chance	Personal Grooming	Recreation & sport	Restaurants, cafes etc	Total
Zone 1	Sutton	£167	£230	£170	£72	£148	£1,179	£1,967
Zone 2	Cheam/ Belmont	£193	£292	£168	£103	£211	£1,324	£2,291
Zone 3	St Helier/ Wandle Valley	£107	£203	£200	£58	£111	£904	£1,583
Zone 4	Worcester Park	£165	£243	£173	£87	£171	£1,076	£1,916
Zone 5	Carshalton Central	£157	£230	£178	£77	£155	£1,073	£1,871
Zone 6	Wallington South	£153	£245	£181	£86	£164	£1,089	£1,918
Zone 7	Banstead	£209	£306	£205	£114	£245	£1,238	£2,318
Zone 8	Purley / West Thornton	£120	£205	£153	£60	£132	£1,025	£1,695
Zone 9	Old Malden / Stoneleigh	£210	£291	£199	£110	£250	£1,197	£2,257
Zone 10	Lower Morden	£123	£204	£164	£58	£129	£956	£1,634
Study Area Average:		£161	£245	£179	£83	£172	£1,106	£1,945
LB Sutton Average:		£157	£241	£178	£80	£160	£1,108	£1,924

Source: Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

TABLE 3: TOTAL AVAILABLE LEISURE EXPENDITURE - 2022 to 2042

		2022	2027	2032	2037	2042	Growth 2022-2032		Growth 2022-2042	
Zone 1	Sutton	£140.4	£152.5	£164.0	£175.7	£187.5	£23.7	16.8%	£47.1	33.6%
Zone 2	Cheam/ Belmont	£76.7	£82.9	£88.6	£94.8	£101.0	£11.9	15.5%	£24.2	31.6%
Zone 3	St Helier/ Wandle Valley	£90.5	£98.7	£106.2	£114.3	£122.7	£15.7	17.4%	£32.2	35.6%
Zone 4	Worcester Park	£105.2	£113.8	£122.1	£130.9	£139.9	£16.9	16.0%	£34.7	33.0%
Zone 5	Carshalton Central	£99.0	£107.7	£116.0	£124.6	£132.8	£17.1	17.3%	£33.8	34.2%
Zone 6	Wallington South	£98.3	£106.2	£113.9	£122.3	£131.3	£15.6	15.9%	£33.0	33.5%
Zone 7	Banstead	£159.0	£170.6	£180.9	£192.1	£203.7	£21.8	13.7%	£44.7	28.1%
Zone 8	Purley / West Thornton	£216.0	£229.7	£242.8	£257.1	£273.6	£26.8	12.4%	£57.6	26.7%
Zone 9	Old Malden / Stoneleigh	£105.2	£112.7	£119.0	£125.0	£131.5	£13.8	13.1%	£26.3	25.0%
Zone 10	Lower Morden	£180.8	£190.2	£200.1	£211.5	£224.1	£19.3	10.7%	£43.4	24.0%
Total Study Area:		£1,271.0	£1,365.1	£1,453.7	£1,548.2	£1,648.0	£182.7	14.4%	£377.0	29.7%
Total LB Sutton:		£617.8	£670.5	£720.3	£772.7	£826.2	£102.5	16.6%	£208.3	33.7%

TABLE 4: STUDY AREA LEISURE EXPENDITURE GROWTH BY LEISURE CATEGORY - 2022 to 2042

	2022	2027	2032	2037	2042	Growth (£m):	
						2022-2032	2022-2042
Accommodation services (hotels, guesthouses, B&Bs)	£104.96	£112.7	£120.0	£127.8	£136.1	£15.1	£31.1
Cultural services (cinema, theatre, concerts, etc)	£160.1	£171.9	£183.1	£195.0	£207.5	£23.0	£47.5
Games of chance (bingo, casino, betting)	£116.9	£125.6	£133.7	£142.4	£151.6	£16.8	£34.7
Personal grooming (hairdressers, barbers, etc)	£53.9	£57.9	£61.7	£65.7	£69.9	£7.8	£16.0
Recreational and sporting services (gym, fitness, etc)	£112.2	£120.6	£128.4	£136.7	£145.5	£16.1	£33.3
Restaurants, cafes, bars, etc	£722.9	£776.4	£826.8	£880.5	£937.27	£103.9	£214.4
Total Study Area Leisure Expenditure:	£1,271.0	£1,365.1	£1,453.7	£1,548.2	£1,648.0	£182.7	£377.0

TABLE 5: TOTAL FORECAST AVAILABLE EXPENDITURE FOR FOOD & BEVERAGE BY ZONE - 2022 to 2042

		2022	2027	2032	2037	2042	Growth (£m)	
							2022-2032	2022-2042
Zone 1	Sutton	£84.2	£91.4	£98.4	£105.3	£112.4	£14.2	£28.3
Zone 2	Cheam/ Belmont	£44.3	£47.9	£51.2	£54.8	£58.3	£6.9	£14.0
Zone 3	St Helier/ Wandle Valley	£51.6	£56.3	£60.6	£65.3	£70.0	£9.0	£18.4
Zone 4	Worcester Park	£59.1	£64.0	£68.6	£73.5	£78.6	£9.5	£19.5
Zone 5	Carshalton Central	£56.8	£61.8	£66.6	£71.5	£76.2	£9.8	£19.4
Zone 6	Wallington South	£55.8	£60.3	£64.7	£69.5	£74.5	£8.9	£18.7
Zone 7	Banstead	£85.0	£91.1	£96.6	£102.6	£108.8	£11.7	£23.9
Zone 8	Purley / West Thornton	£130.6	£138.9	£146.8	£155.4	£165.4	£16.2	£34.8
Zone 9	Old Malden / Stoneleigh	£55.8	£59.8	£63.1	£66.3	£69.7	£7.3	£13.9
Zone 10	Lower Morden	£105.7	£111.2	£117.0	£123.7	£131.1	£11.3	£25.4
Total Study Area:		£728.9	£782.8	£833.6	£887.8	£945.2	£104.7	£216.3
Total LB Sutton:		£355.6	£385.9	£414.6	£444.8	£475.5	£59.0	£119.9

TABLE 6: INDICATIVE FORECASTS FOR NEW FOOD & BEVERAGE FLOORSPACE (2022-2042)

	2022	2027	2032	2037	2042
Total Borough Area Available Expenditure for restaurant, cafes, bars, etc (£m)	£355.6	£385.9	£414.6	£444.8	£475.5
Borough Retention rate for restaurants, cafes, bars, etc.	71%	71%	71%	71%	71%
Current retained turnover for cafes, restaurants, bars, etc (£m)	£254.1	£275.8	£296.3	£317.9	£339.8
Benchmark turnover* (£m)	£254.1	£269.8	£283.5	£298.0	£313.2
Net Residual Expenditure (£m)		£6.0	£12.8	£19.9	£26.6
Assumed sales density* (£/gross sqm)		£1,839	£1,933	£2,032	£2,135
Forecast capacity for new café/ restaurant/ bar floorspace (sqm gross):		3,282	6,598	9,782	12,475