



Retail, Leisure and Three Centres Study

Retail Floorspace Capacity Update 2016

North East Lincolnshire Council

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1. Introduction

Scope and Purpose

- 1.1 This report has been prepared by Bilfinger GVA ('GVA') in response to an instruction by North East Lincolnshire Council ('the Council') to prepare an update to the retail floorspace capacity forecasts contained within the North East Lincolnshire Retail, Leisure and Three Centres Study published in June 2013 ('the 2013 study'). The 2013 study was prepared in order to act as an evidence base document for the emerging North East Lincolnshire Local Plan and contained a comprehensive examination of the health of the three main centres in North East Lincolnshire (Grimsby, Cleethorpes and Immingham) along with an assessment of shopping patterns and the capacity for additional retail floorspace in each of the main centres by 2030.
- 1.2 Since the completion of the 2013 study there have been a number of changes in circumstance which have prompted the Council to commission an update to the original retail floorspace capacity forecasts. These changes of circumstance include the publication of new population and retail expenditure forecasts; changes in circumstances regarding retail commitments across North East Lincolnshire and a change in the end date for the Local Plan (now 2032).
- 1.3 As a consequence, this report provides an updated set of retail floorspace capacity forecasts for the main settlements in North East Lincolnshire, for both convenience and comparison goods floorspace, taking into account the above changes in circumstance and which are explained in more detail later in this document.

Contents of Report

- 1.4 The remainder of this report is structured in the following manner:
- Section 2 outlines the basis for the updated retail floorspace capacity forecasts, including the sources of the latest datasets, assumptions used and changes since the 2013 Retail Study;
 - Section 3 describes the updated forecasts for convenience and comparison goods floorspace for Grimsby, Cleethorpes and Immingham; and
 - In Section 4, we summarised the results of the updated floorspace capacity assessment.
- 1.5 All plans and statistical information referred to in the main text of this report can be found in appendices contained at the rear of this document.

2. The Basis for the Updated Retail Floorspace Capacity Forecasts

Introduction

2.1 This section outlines our updated assessment of quantitative need for retail floorspace in across North East Lincolnshire, including convenience and comparison goods shopping provision in each of the three key settlements. It outlines the various assumptions and data inputs which have been adopted, including (where applicable) their source and/or justification. Where applicable, we also explain the differences in data sources/assumptions used by the quantitative assessment in the 2013 study and this current assessment.

The Structure of the Quantitative Assessment Tables (Appendices I & II)

2.2 The set of quantitative need assessment tables informing this study are contained in appendices I and II at the rear of this report. The convenience goods floorspace assessment is contained in Appendix I whilst the comparison goods assessment is contained in Appendix II.

2.3 The convenience goods assessment at Appendix I is structured in the following manner:

- Table 1 – population forecasts
- Table 2 – per capita expenditure forecasts
- Table 3 – total available retail expenditure forecasts
- Tables 4a & 4b – main and top-up food shopping expenditure
- Tables 5a & 5b – main food shopping market shares and turnovers of convenience shopping facilities
- Tables 6a-6b – top-up food shopping market shares and turnover of convenience shopping facilities
- Table 7 – total turnover and market share of convenience goods shopping facilities
- Table 8a – benchmark turnover of convenience goods facilities in North East Lincolnshire
- Table 8b – turnover of convenience goods commitments
- Table 9a – tourism expenditure
- Tables 10-12 – convenience goods floorspace capacity assessments for Grimsby, Cleethorpes and Immingham.

2.4 The comparison goods assessment at Appendix II is structured in the following manner:

- Table 1 – population forecasts
- Table 2 – breakdown of comparison goods per capita expenditure forecasts by goods category
- Table 3 – total comparison goods expenditure per capita
- Tables 4a-4d – total available comparison goods expenditure, 2016-2032
- Tables 5-17 – market share and turnover levels for each comparison goods category
- Table 18 – overall turnover and market share of main comparison goods shopping destinations across North East Lincolnshire and beyond
- Tables 19a & 19b – existing comparison goods floorspace in North East Lincolnshire and comparison goods commitments.
- Tables 20a-20c – tourism expenditure in North East Lincolnshire
- Tables 21a-21d – comparison goods floorspace capacity in Grimsby, Lincolnshire and Immingham.

Study Area

- 2.5 In order to provide consistency with the 2013 study, we have used the same study area as the previous assessment. This area is shown on the plan at Appendix III and is split into 9 zones covering different parts of the North East Lincolnshire administrative area and surrounding administrative areas.

Forecasting Dates

- 2.6 The start date for this quantitative assessment is 2016 (the current year) and replaces the previous start date of 2013. For the future, we have prepared forecasts for 2021, 2026 and 2032, in order to cover the period for the North East Lincolnshire Local Plan.

Catchment Population

- 2.7 In line with the 2013 study, we have obtained base population data for each of the 9 study area zones from Experian. This base data is for 2011 and draws upon the results of the 2011 Census.
- 2.8 However, in a departure from the 2013 study, we have, for Zones 1-5 of the study area, utilised the contents of the 'Demographic Analysis & Forecasts' report prepared by Edge Analytics for the Council, dated July 2015 ('the 2015 Edge forecasts'). The 2015 Edge forecasts update the housing and population forecasts contained within the 2013 Strategic Housing Market

Assessment ('SHMA') and will *inter alia* act as an evidence base document for the emerging Local Plan.

- 2.9 Zones 1-5 of the study area (see Appendix III) cover the administrative area of North East Lincolnshire and we have taken the district-wide forecasts in the 2015 Edge forecasts and distributed them on a proportionate basis accordingly to the likely delivery of new housing across North East Lincolnshire. This pattern of distribution has been agreed with North East Lincolnshire officers.
- 2.10 Beyond the 2015 Edge forecasts, we have, for those parts of zones 4 and 5 which fall outside of the North East Lincolnshire administrative area, plus zones 6-9, adopted Experian's population forecasts for the period 2011-2032.

Price Basis

- 2.11 All monetary values in this report are in constant 2011 prices, unless otherwise stated, so as to exclude the effects of price inflation and be consistent with the data contained in the 2013 Study.

Per Capita Expenditure

- 2.12 For this updated assessment, we have obtained up-to-date estimates of per capita retail expenditure on convenience and comparison goods from Experian, for each of the study area zones. The data which has been obtained is for the year 2014, originally expressed in 2014 prices (but re-based to 2011 prices in order to be consistent with the 2013 study).
- 2.13 In order to bring the per capita spending levels up to the base year for the assessment (2014) and then across the assessment period (2015-2032) we have followed these assumptions:

- **Convenience goods expenditure.**
 - 2015 = -0.4%
 - 2016 = -0.2%
 - 2017 = +0.1%
 - 2018 & 2019 = -0.1%pa
 - 2020 = -0.2%
 - 2021 & 2022 = -0.3% pa
 - 2023 = -0.1%
 - 2024 = 0%
 - 2025-2031 = -0.1% pa

- 2032 = 0%

- Comparison goods expenditure.
 - 2015 = +4.7%
 - 2016 = +2.4%
 - 2017 = +2.1%
 - 2018 = +1.8%
 - 2019 = +2.1%
 - 2020 = +2.5%
 - 2021 = +3.1%
 - 2022 = +2.9%
 - 2023 & 2024 = +3.4% pa
 - 2025 = +3.2%
 - 2026 = +3.1%
 - 2027 = +3.3%
 - 2028 = +3.1%
 - 2029 = +3.3%
 - 2030 = +3.4%
 - 2031 = +3.3%
 - 2032 = +3.5%

2.14 These forecasts have been provided by Experian in their Retail Planner Briefing Note 13 (2015) and take into account the influence of special forms of trading (see below)¹.

Special Forms of Trading (including internet shopping)

2.15 Given that this assessment of quantitative need for retail floorspace is designed to concentrate upon physical retail floorspace across North East Lincolnshire, it is appropriate to remove retail expenditure not made in retail shops. This element of expenditure is commonly known as 'special forms of trading' and includes mail order, internet shopping and temporary market stalls.

¹ Using the adjusted forecasts for both convenience and comparison goods expenditure in Figure 6, Appendix 3 of Retail Planner Briefing Note 13 (2015).

2.16 As noted above, our future forecasts for retail expenditure take into account the influence of special forms of trading. However, for the base year (2014), the following deductions have been made for convenience and comparison goods spending:

- Convenience goods shopping – 2.5% of total per capita expenditure
- Comparison goods shopping – 11.2% of total per capita expenditure

Shopping Patterns in the Study Area

2.17 Given that there has been little change in the scale and distribution of retail facilities across North East Lincolnshire since the completion of the 2013 Study, GVA and the Council have agreed to continue to adopt the results of the survey of household shopping patterns undertaken in 2013 to inform the 2013 study.

2.18 The 2013 survey was structured in order to obtain information on the following types of shopping in the 9 study area zones:

- For convenience (food) goods shopping, separate information on main food and top-up food shopping trips has been obtained.
- Comparison goods shopping has been split up into 13 different categories, as shown in the table after paragraph 5.7 of the 2013 study report.

2.19 Tables 5a and 5b at Appendix I show the market share of main food shopping destinations whilst Tables 6a and 6b show the top-up food shopping market shares. These tables also convert the market shares into study area derived turnover estimates by applying the market shares to the total available expenditure estimates in Tables 4a and 4b (Appendix I) for each zone. In order to take account of the split between main food and top-up food expenditure, we have applied a split of 75%/25% which matches the split adopted in the 2013 study.

2.20 A similar approach is taken in relation to comparison goods shopping, with Tables 5-17 showing the market shares of the three main settlements (along with the local centres) in North East Lincolnshire, along with the market share of centres outside of the North East Lincolnshire administrative area.

2.21 Using a similar approach to the convenience goods assessment, Tables 5-17 translate the market shares into study area derived turnover levels for each settlement, broken down into the 13 comparison goods categories.

Visitor Expenditure from outside the Catchment Area

- 2.22 In line with the approach taken in the 2013 study, an allowance has been made for spending at retail facilities in Grimsby and Cleethorpes by visitors travelling from outside of the study area. In our view, this is a reasonable approach to take given the attractiveness of the area to day-visitors and staying tourists.
- 2.23 In light of the lack of newer data on tourism expenditure on convenience and comparison goods, we continue with the 2012 forecasts² set out in Table 9a (Appendix 2a) of the 2013 study report and have projected the split between convenience and comparison goods spending based upon the latest expenditure forecasts from Experian³.

Sales Densities & Benchmark Turnover Levels

- 2.24 A key component of the quantitative assessment of retail floorspace is the need to set benchmark turnover levels.
- 2.25 For our quantitative assessment of convenience goods floorspace, we have applied the latest estimates of company average performance levels (£/sq m) provided by Verdict Research (in 2016) for existing foodstores and supermarkets. These estimates are based on the average performance level of each retailer's convenience goods floorspace stock, rather than its overall retail floorspace offer.
- 2.26 For other convenience floorspace across North East Lincolnshire, we have applied company average performance levels where national multiple foodstores are present, and our own estimated densities for other convenience goods floorspace (where existing floorspace is known).
- 2.27 For the convenience goods floorspace assessment, this is a slight departure from the 2013 study as the previous capacity forecasting exercise did not consider the company average performance data for national grocery operators and instead assumed that floorspace performance was in equilibrium at the start of the assessment period (i.e. 2013).
- 2.28 For our comparison goods assessment, we have selected an approach which aims for consistency with the previous 2013 Study assessment. Within the 2013 study, an equilibrium approach was also adopted, whereby it was assumed that demand equalled supply in 2013, which is a common approach for comparison goods assessments, due to the lack of availability of data for many comparison goods retailers. We have remained with this approach, although there is a need to bring the previous benchmark turnover up to 2016 levels and therefore we have taken the 2013 and 2018 benchmark turnover levels for

² Derived from the North East Lincolnshire STEAM report 2011 and Table 9a (Appendix 2a) of the 2013 Study

³ assuming the same split between convenience and comparison goods spending by tourists as in the 2013 Study and then projected forward using the forecasts in Figure 6 of Appendix 3 of Experian's Retail Planner Briefing Note 13 (2015).

comparison floorspace in Grimsby, Cleethorpes and Immingham and assessed, on a pro-rata, basis a figure for 2016.

Commitments

2.29 We have also updated the schedule of retail floorspace commitments from the 2013 study and included the following in our latest analysis:

- For convenience goods floorspace:
 - The extension to the Lidl store in Grimsby;
 - The redevelopment of the Ramsden site in Grimsby; and
 - The Tesco store (which has been built, but not opened) in Immingham.

- For comparison goods floorspace:
 - The redevelopment of the Ramsden site in Grimsby;
 - The extension to the Freshney Place shopping centre in Grimsby;
 - The relocation of Wickes in Grimsby;
 - The comparison goods floorspace element of the Tesco store in Immingham; and
 - The new B&M store in Immingham.

2.30 The floorspace and turnover data in relation to the above commitments is contained in Table 19b (Appendix I) for the convenience goods assessment and Table 19b (Appendix II) for the comparison goods assessment.

Use of the Floorspace Capacity Forecasts

2.31 When using the convenience and comparison goods floorspace capacity forecasts outlined in this report, it will be important to bear in mind two important issues: first, the use of the indicative sales density levels to translate surplus expenditure into floorspace capacity levels and, second, the reliability of the medium to longer term economic forecasts.

2.32 The majority of the quantitative need assessments for both convenience and comparison goods rely on retail expenditure levels. However, in order to translate the levels of residual expenditure capacity into a retail floorspace equivalent a sales density (i.e. the amount of turnover per square metre of retail floorspace) is required to be used. For the purposes of this assessment a figure of £12,000/sq m at 2016 is used for new convenience goods floorspace. This figure is reflective of the different between main national grocery retailers such as

Morrisons, Lidl, ALDI, Co-op, ASDA Sainsburys and Tesco. However, each grocery retailer is different, with Morrisons convenience goods sales density being £12,112/sq m, Sainsburys being £12,692/sq m and Waitrose being £13,876/sq m. ASDA is even higher at circa £15,000/sq m. Conversely, retailers such as ALDI, Co-op, Iceland and Lidl have much lower sales densities below £10,000/sq m.

- 2.33 Therefore, care should be used with the floorspace capacity forecasts and reference should also be made the surplus expenditure levels.
- 2.34 In relation to the reliability of the forecasts, the retail expenditure forecasts are, like most economic forecasts, more reliable in the shorter-term. Recent events have indicated that the UK economy can be affected by unexpected global market conditions and this could have an influence on the growth in both convenience and comparison goods expenditure. Therefore, the longer the assessment period the greater level of assumption within the forecasts and, as a consequence, we recommend that the short term capacity forecasts over the next five years (2016-2021) are the most reliable with the forecasts for 2026 and 2032 treated with some caution. In any event, we recommend that the retail capacity forecasts are updated regularly at, say, 5 years intervals in order that the forecasts are reflective of the most up-to-date economic forecasts.
- 2.35 In addition, it must also be remembered that the local planning authority may grant planning permissions for new retail development across the District and these would need to be taken into account when understanding the capacity forecasts in this report.

3. The Updated Retail Floorspace Capacity Forecasts

The Updated Convenience Goods Floorspace Assessment

- 3.1 Tables 10a and 10b at Appendix I provide the updated convenience goods floorspace capacity forecasts for Grimsby. These forecasts are for the whole of the town and replace the contents of Tables 22b and 22c of the 2013 study.
- 3.2 In line with the 2013 study, two separate capacity forecasts have been provided: one excluding tourism spending and another making an allowance for this element. Table 10a at Appendix I provides an assessment excluding tourism spending and shows that, at 2016, the level of local residents' spending in convenience goods stores (£220m) is below the benchmark turnover of existing facilities (£250m). When commitments are included, Table 10a shows that the expenditure-equivalent of this over-supply of floorspace is circa £34m, indicating that there is no current quantitative capacity for additional convenience goods floorspace.
- 3.3 Looking forward over the assessment period in Table 10a, and based upon a constant market share for convenience goods shopping in Grimsby, the negative capacity will remain until 2032.
- 3.4 Table 10b adds in an allowance for spending by tourists/visitors to Grimsby, using assumptions in line with the 2013 study. This allowance is circa £20m at 2016 and has been assumed not to increase substantially over the assessment period. Table 10b shows that the effect of adding in tourist expenditure into the analysis is to reduce the level of negative capacity at 2016 (i.e. circa -£13m) and allows a surplus capacity to be achieved by 2026 and 2032. However, this level of surplus capacity is relatively limited (£0.4m at 2026 and £8.8m at 2032) and, bearing in mind the comments made earlier regarding the reliability of the medium to longer-term forecasts, does not suggest that there is a need to seriously contemplate a quantitative need for additional convenience goods floorspace in Grimsby. In addition, it should be noted that should new convenience goods floorspace be provided in the surrounding area, and which divert trade away from stores in Grimsby, then the small level of longer-term capacity identified in Table 10b would either be reduced or eliminated.
- 3.5 Tables 11a and 11b follow the same approach for Cleethorpes, although in a departure from the 2013 we have also included convenience goods spending in local stores (not just the town centre and large out-of-centre stores) in the assessment. Table 11a excludes an allowance for tourist/visitor spending and indicates that there is a current (2016) small deficit in quantitative capacity, which is caused by existing stores collectively trading slightly below benchmark turnover levels. Moving forward across the assessment period, and assuming a constant

- market share for convenience goods shopping in Cleethorpes, Table 11a indicates that a surplus level of expenditure capacity will occur by 2021, albeit at a very small level (£0.3m), rising to £3m in 2026 and £6.2m in 2032. These levels of surplus expenditure translate into an indicative floorspace capacity of 259sq m net at 2026 and 525sq m net at 2032. Translated into gross floorspace, these capacity levels are 369sq m at 2026 and 751sq m at 2032. This is similar to the 509sq m net capacity, at 2030, identified in the 2013 study (excluding tourist expenditure)
- 3.6 Table 11b includes an allowance for tourist/visitor spending and this boosts the collective turnover of existing stores to £98.3m at 2016. Because of the scale of tourist expenditure included in the assessment (circa £15.6m), this leads to a surplus capacity of £13.5m at 2016 and which is equivalent to an indicative floorspace capacity of 1,100sq m net (1,610sq m gross). Moving across the assessment period, the level of surplus expenditure capacity grows to £15.9m at 2021, £18.5m at 2026 and £21.6m at 2032. These levels of expenditure capacity are equivalent to an indicative floorspace capacity of 1,300sq m net (1,900sq m gross) at 2021, 1,500sq m net at 2026 (2,222sq m gross) and 1,800sq m net (2,600sq m gross) at 2032.
- 3.7 It should be noted that these levels of forecast convenience goods expenditure/floorspace capacity are higher than those forecast in the 2013 study. The primary reason for this is that we have included reference to operator national average performance levels in the calculation of benchmark turnover, rather than assuming an equilibrium position at 2016, and this has led to a collective benchmark turnover which is lower than actual current trading performance levels.
- 3.8 In line with the 2013 study, we have also undertaken a further capacity assessment which examines the effect on future convenience goods floorspace capacity in Cleethorpes should the town be able to increase its market share. The reasons for this further scenario was based on the low market share of Cleethorpes town centre for main food shopping trips and Table 11d of the 2013 study modelled a small increase in both main and top-up food shopping market shares over the assessment period. Because this latest assessment is based upon the same household survey as the 2013 study, we remain with the same market share uplift assumptions in Table 11d of the 2013 assessment and these are shown in Table 11c at Appendix I to this report.
- 3.9 Table 11d at Appendix I shows that if the market share increases in Table 11a can be achieved then the level of indicative floorspace capacity would rise to 1,500sq m net (from 1,100sq m net) at 2016 and then continue to rise to 1,700sq m net at 2021 (2,500sq m gross), 2,000sq m net (2,800sq m gross) at 2026 and 2,250sq m net (3,200sq m gross) by 2032. These levels of potential future indicative capacity are notably higher than those shown in Table 11e

in the 2013 study, which were 500sq m net at 2018, 700sq m net at 2023 and 850sq m net at 2026.

- 3.10 These latest figures indicate that, from a quantitative perspective, there is the potential capacity for new convenience goods floorspace in Cleethorpes. Clearly, this is an indicative capacity which is, in part, reliant on tourist/visitor expenditure on convenience goods in the town and also an increase in the town's market share (at the expense of surrounding settlements). However, the simple demonstration of a quantitative capacity does not automatically mean that the provision of this amount of new convenience goods floorspace is acceptable in all circumstances. For example, the impacts of providing this amount of new convenience goods floorspace within Cleethorpes town centre are likely to be very different to providing this amount of floorspace in an out-of-centre location. Therefore, in deciding whether to plan for new convenience goods floorspace in Cleethorpes, we strongly recommend that an assessment of impact is undertaken as and when specific sites/locations are being considered.
- 3.11 The convenience goods floorspace capacity assessment is for Immingham and this is presented in Tables 12a and 12b at Appendix I to this report. Within the 2013 study, Tables 12a-12d modelled an increase in Immingham's convenience goods market share based upon the long-standing Tesco supermarket commitment to redevelop part of the Kennedy Way shopping centre. Our assessment, contained within Tables 12a and 12b follow a similar approach although due to the decision of Tesco not to open its store (despite it being built) prompts us to provide two alternative scenarios (Table 12a includes the Tesco commitment, and Table 12b excludes it from the capacity assessment).
- 3.12 Table 12a excludes the Tesco store commitment and the analysis shows that there will not be any surplus capacity in Immingham between 2016-2032. This is primarily due to the forecast under-performance of existing floorspace which, when factored in to the assessment, places actual collective store performance levels below the benchmark turnover of these stores. However, it should be noted that the former Co-op store in Immingham has been re-occupied by ALDI and the 2013 study was based upon a household survey undertaken whilst the Co-op store was still trading. Therefore, it is possible that the new ALDI store could have changed local convenience goods shopping patterns and any increase in the town's market share would reduce the amount of negative capacity. As a consequence, the capacity levels shown in Table 12a should be treated as indicative.
- 3.13 Table 12b includes the Tesco supermarket commitment and adopts the same assumptions regarding the change in market share for Immingham as the 2013 study. It shows that the town's convenience goods market share could increase significantly from 1.9% to 6.3% as a consequence of the Tesco store opening although, due to the size and turnover of the new

store, this would not result in any surplus capacity due to the new floorspace soaking up the new expenditure attracted to the town (i.e. through claw-back). Table 12b indicates that, on the basis of the Tesco store opening for trade, there would be no quantitative need for any further convenience goods floorspace over the period up to 2032.

The Updated Comparison Goods Floorspace Assessment

- 3.14 Appendix II contains the updated comparison goods floorspace assessment, providing updated forecasts for comparison goods retailing in Grimsby, Cleethorpes and Immingham.
- 3.15 Tables 21a and 22b provide the expenditure/floorspace capacity assessments for Grimsby as a whole and provide alternate scenario, excluding and including tourism expenditure. This matches the exercise undertaken in Tables 22b and 22c in the 2013 study. Table 21a indicates that, at 2016, there is a small amount of surplus expenditure (£4.6m) which, if Grimsby retains its existing comparison goods market share, will rise to £13.5m by 2021, £65.6m in 2026 and £156.8m in 2032.
- 3.16 Using an indicative sales density of £5,000/sq m (which is grown over the period 2016-2032 to reflect changes in floorspace efficiency), these surplus expenditure levels translate into the following indicative capacity levels:
- 2016: 931sq m net (1,330sq m gross)
 - 2021: 2,443sq m net (3,489sq m gross)
 - 2026: 10,799sq m net (15,428sq m gross)
 - 2032: 22,921sq m net (32,744sq m gross)
- 3.17 The above indicative capacity figures are higher than those included in Table 22b of the 2013 study due to a number of factors, including: a later end date for the assessment (2032, rather than 2030), slightly higher annual growth rate forecasts for per capita expenditure on comparison goods, higher levels of population growth in some of the study area zones.
- 3.18 Table 21b follows exactly the same format as Table 21a but includes an allowance for spending by tourists/visitors on comparison goods throughout Grimsby. Table 22b shows that this allowance boost the current turnover of existing facilities and leads to a current surplus of circa £9m. Assuming a constant market share, Table 22b at Appendix II shows that surplus expenditure will rise to £19.2m in 2021, £75.2m in 2026 and £172.7m in 2032.
- 3.19 Using an indicative sales density of £5,000/sq m (which is grown over the period 2016-2032 to reflect changes in floorspace efficiency), these surplus expenditure levels translate into the following indicative capacity levels:

- 2016: 1,823sq m net (2,604sq m gross)
- 2021: 3,486sq m net (4,979sq m gross)
- 2026: 12,376sq m net (17,680sq m gross)
- 2032: 25,236sq m net (36,051sq m gross)

3.20 Once again, the above figures are materially larger than the capacity estimates in Table 22c of the 2013 study for the reasons outlined above.

3.21 Table 21c provides the updated comparison goods capacity forecasts for Cleethorpes and shows that by 2021, there will be £11.5m of surplus comparison goods expenditure to support new floorspace. On an indicative basis, this is equivalent to around 2,000sq m of new net sales floorspace. Looking into the future, Table 21c indicates that, based upon a constant market share, the level of surplus comparison goods expenditure will rise to £22.5m in 2026 and £38.5m in 2032. These translate into indicative net additional floorspace capacity levels of 3,500sq m net at 2026 (5,000sq m gross) and 5,600sq m net (8,000sq m gross) at 2032. The equivalent figure for 2030 in the 2013 study was 4,300sq m net. Thus, this updated assessment is forecasting a higher level of capacity for new comparison goods floorspace in Cleethorpes and the reasons for this are the same as those outlined above for Grimsby.

3.22 Table 21d at Appendix II outlines the level of current and future quantitative capacity for comparison goods floorspace in Immingham. The table shows that there is no surplus expenditure to support new comparison goods floorspace although this is due to the incorporation of the new and committed comparison goods floorspace within the town (new B&M store and the comparison goods floorspace within the Tesco supermarket commitment). In order to assess current and future capacity, the market share of Immingham for comparison goods shopping has been raised above existing levels (as shown by the 2013 household survey) to take into account the trading effects of the new and committed floorspace, although even with this increase there is unlikely to be a quantitative need for additional comparison goods floorspace unless the market share of the town can be raised even further.

4. Summary and Conclusions

Introduction

- 4.1 This report has been prepared by Bilfinger GVA ('GVA') in response to an instruction by North East Lincolnshire Council ('the Council') to prepare an update to the retail floorspace capacity forecasts contained within the North East Lincolnshire Retail, Leisure and Three Centres Study published in June 2013 ('the 2013 study'). The 2013 study was prepared in order to act as an evidence base document for the emerging North East Lincolnshire Local Plan and contained a comprehensive examination of the health of the three main centres in North East Lincolnshire (Grimsby, Cleethorpes and Immingham) along with an assessment of shopping patterns and the capacity for additional retail floorspace in each of the main centres by 2030.
- 4.2 Since the completion of the 2013 study there have been a number of changes in circumstance which have prompted the Council to commission an update to the original retail floorspace capacity forecasts. These changes of circumstance include the publication of new population and retail expenditure forecasts; changes in circumstances regarding retail commitments across North East Lincolnshire and a change in the end date for the Local Plan (now 2032). As a consequence, this report provides an updated set of retail floorspace capacity forecasts for the main settlements in North East Lincolnshire, for both convenience and comparison goods floorspace, taking into account the above changes in circumstance and which are explained in more detail later in this document.

Updated Information and Forecasts

- 4.3 The updated forecasts rely on the following data and assumptions:
- The results of the 2011 Census and a combination of future population forecasts from the Council and Experian;
 - New per capita retail expenditure data, obtained from Experian;
 - New up-to-date retail expenditure forecasts up to 2032, provided by Experian;
 - The same survey of household shopping patterns, undertaken in 2013, as used to inform the 2013 study;
 - The use of up-to-date company average sales density data for the main grocery operators; and
 - Updated information on retail floorspace commitments and recent store openings.

Updated Quantitative Need Forecasts

- 4.4 Table 4.1 below outlines the results of our updated forecasts for convenience and comparison goods floorspace in **Grimsby**. For both retail sectors we have, like the 2013 study, provided forecasts including and excluding the contribution of tourists/visitors to Grimsby.

Table 4.1 – quantitative capacity forecasts for Grimsby

	2016 (sq m)	2021 (sq m)	2026 (sq m)	2032 (sq m)
Convenience Goods Floorspace				
Excluding tourist expenditure	-2,843sq m net (-4,062sq m gross)	-2,296sq m net (-3,279sq m gross)	-1,682sq m net (2,402sq m gross)	-971sq m net (-1,387sq m gross)
Including tourist expenditure	-1,114sq m net (-1,592sq m gross)	-568sq m net (-812sq m gross)	37sq m net (53sq m gross)	739sq m net (1,056sq m gross)
Comparison Goods Floorspace				
Excluding tourist expenditure	931sq m net (1,330sq m gross)	2,443sq m net (3,489sq m gross)	10,799sq m net (15,428sq m gross)	22,921sq m net (32,744sq m gross)
Including tourist expenditure	1,823sq m net (2,604sq m gross)	3,486sq m net (4,979sq m gross)	12,376sq m net (17,680sq m gross)	25,236sq m net (36,051sq m gross)

- 4.5 The above results show a reduction in the amount of quantitative need for convenience goods floorspace, but an increase in the amount of capacity for comparison goods floorspace. The reduction in convenience floorspace capacity is due to the continued low level of expected growth in convenience goods retail expenditure and also due to the use of grocery operators' company average turnover levels to estimate benchmark turnover levels. The increase in comparison goods capacity is due to: a later end date for the assessment (2032, rather than 2030), slightly higher annual growth rate forecasts for per capita expenditure on comparison goods, higher levels of population growth in some of the study area zones.
- 4.6 The outcome of this analysis is that, from a quantitative perspective, there is no need to plan for additional convenience goods floorspace, although there remains a quantitative need for additional comparison goods floorspace.
- 4.7 Turning to **Cleethorpes**, Table 4.2 below outlines the updated quantitative forecasts which are also based on alternative forecasts (with and without tourist/visitor spending) for convenience goods floorspace

Table 4.2 – quantitative capacity forecasts for Cleethorpes

	2016 (sq m)	2021 (sq m)	2026 (sq m)	2032 (sq m)
Convenience Goods Floorspace				
Excluding tourist expenditure	-177sq m net (-254sq m gross)	28sq m net (40sq m gross)	259sq m net (369sq m gross)	525sq m net (751sq m gross)
Including tourist expenditure	1,127sq m net (1,610sq m gross)	1,331sq m net (1,902sq m gross)	1,555sq m net (2,222sq m gross)	1,816sq m net (2,594sq m gross)
Comparison Goods Floorspace				
Including tourist expenditure	1,780sq m net (2,543sq m gross)	2,085sq m net (2,979sq m gross)	3,543sq m net (5,061sq m gross)	5,631sq m net (8,044sq m gross)

- 4.8 The above data indicates a higher level of convenience goods floorspace capacity than the 2013 study. This is due to the decision to make reference to the trading performance of existing stores and also higher levels of population growth within some of the study area zones.
- 4.9 There is also a higher level of medium to longer term quantitative capacity for comparison goods floorspace in Cleethorpes and the reasons for this increase are due to the matters outline above in relation to Grimsby.
- 4.10 Finally, for **Immingham**, our updated quantitative assessment takes into account the recent opening of the B&M store at the Kennedy Way shopping centre and also provides two alternative scenarios for convenience goods floorspace bearing in mind the decision of Tesco not to open its newly constructed supermarket. The results are shown in Table 4.3 below.

Table 4.3 – quantitative capacity forecasts for Immingham

	2016 (sq m)	2021 (sq m)	2026 (sq m)	2032 (sq m)
Convenience Goods Floorspace				
Without Tesco	-439sq m net (-628sq m gross)	-417sq m net (-596sq m gross)	-393sq m net (-561sq m net)	-364sq m net (-521sq m gross)
With Tesco	-1,023sq m net (-1,462sq m gross)	-949sq m net (-1,365sq m gross)	-866sq m net (-1,237sq m gross)	-770sq m net (-1,100sq m gross)
Comparison Goods Floorspace				
Including tourist expenditure	-487sq m net (-695sq m gross)	-448sq m net (-641sq m gross)	-236sq m net (-337sq m gross)	72sq m net (103sq m gross)

- 4.11 Whilst the above figures show a lack of quantitative capacity with or without the Tesco commitment, the approval of the Tesco proposal shows that retail capacity can be created via the claw-back of convenience goods expenditure which is currently being lost from the Immingham area to stores and centres elsewhere. However, with the Tesco store now constructed and available, in principle and once opened, to attract convenience goods

shopping trips in the future, the updated assessment indicates that there is no quantitative case of the provision of additional convenience goods floorspace in Immingham.

- 4.12 Table 4.3 above also indicates that even with a forecast uplift in the market share of comparison goods stores, there is unlikely to be a quantitative case for additional comparison goods floorspace in Immingham up to 2032 unless a further increase in the town's market share can be achieved.

Use of these Capacity Forecasts

- 4.13 As set out above, these latest figures indicate that, in some instances, there is the potential quantitative capacity for new convenience and comparison goods floorspace in different parts of North East Lincolnshire. Clearly, these are indicative capacity forecasts and the simple demonstration of a quantitative capacity does not automatically mean that the provision of the forecast amount of new convenience goods floorspace is acceptable in all circumstances. For example, and in relation to the quantitative capacity for new convenience goods floorspace in Cleethorpes, the impacts of providing this amount of new convenience goods floorspace within Cleethorpes town centre are likely to be very different to providing this amount of floorspace in an out-of-centre location. Therefore, in deciding whether to plan for new convenience goods floorspace in Cleethorpes, we strongly recommend that an assessment of impact is undertaken as and when specific sites/locations are being considered.



Appendix I
Convenience
Goods
Assessment

NE Lincs RETAIL AND THREE CENTRES STUDY

APPENDIX A - CONVENIENCE CAPACITY ASSESSMENT

TABLE 1 - SURVEY AREA POPULATION FORECASTS

SURVEY ZONE	POPULATION PROJECTIONS					
	2011	2012	2016	2021	2026	2032
ZONE 1 - GRIMSBY	44,234		44,331	44,615	45,045	45,576
ZONE 2 - NORTH WEST GRIMSBY	55,848		56,592	58,773	62,073	66,146
ZONE 3 - CLEETHORPES	33,570		34,072	35,542	37,766	40,511
ZONE 4 - IMMINGHAM	16,308		16,578	17,145	17,985	18,994
ZONE 5 - RURAL SOUTH	19,722		20,042	20,722	21,428	22,397
NORTH EAST LINCOLNSHIRE TOTAL	169,682		171,615	176,797	184,297	193,624
ZONE 6 - LOUTH	28,222		29,036	30,182	30,868	31,818
ZONE 7 - MARKET RASEN	18,444		19,035	19,613	20,109	20,457
ZONE 8 - BRIGG	22,210		22,857	23,267	23,686	24,049
ZONE 9 - BARTON-UPON-HUMBER	23,502		24,565	25,230	25,713	26,134
NON NE LINCOLNSHIRE TOTAL	92,378		95,493	98,292	100,376	102,458
OVERALL TOTAL	262,060		267,108	275,089	284,673	296,082

POPULATION GROWTH (%)			
2011-2016	2016-2021	2016-2026	2016-2032
0.2%	0.6%	1.6%	2.8%
1.3%	3.9%	9.7%	16.9%
1.5%	4.3%	10.8%	18.9%
1.7%	3.4%	8.5%	14.6%
1.6%	3.4%	6.9%	11.8%
1.1%	3.0%	7.4%	12.8%
2.9%	3.9%	6.3%	9.6%
3.2%	3.0%	5.6%	7.5%
2.9%	1.8%	3.6%	5.2%
4.5%	2.7%	4.7%	6.4%
3.4%	2.9%	5.1%	7.3%
1.9%	3.0%	6.6%	10.8%

Source: 2011 Census data for 2011 and Experian / NE Lincs Council projections for 2016, 2021, 2026, 2032

TABLE 2 - CONVENIENCE EXPENDITURE PER CAPITA FORECASTS, 2014 - 2032

SURVEY ZONE	2016	2016	2021	2021	2026	2026	2032	2032
	(£)	Minus SFT (£)						
ZONE 1 - GRIMSBY	£1,597	£1,549	£1,612	£1,541	£1,618	£1,535	£1,628	£1,530
ZONE 2 - NORTH WEST GRIMSBY	£1,743	£1,691	£1,759	£1,682	£1,766	£1,676	£1,777	£1,670
ZONE 3 - CLEETHORPES	£1,853	£1,797	£1,870	£1,787	£1,877	£1,781	£1,888	£1,775
ZONE 4 - IMMINGHAM	£1,867	£1,811	£1,884	£1,801	£1,892	£1,795	£1,903	£1,789
ZONE 5 - RURAL SOUTH	£2,045	£1,984	£2,064	£1,973	£2,072	£1,967	£2,085	£1,960
ZONE 6 - LOUTH	£1,990	£1,930	£2,008	£1,919	£2,016	£1,913	£2,028	£1,906
ZONE 7 - MARKET RASEN	£2,101	£2,038	£2,120	£2,027	£2,129	£2,020	£2,141	£2,013
ZONE 8 - BRIGG	£1,869	£1,813	£1,886	£1,803	£1,894	£1,797	£1,905	£1,791
ZONE 9 - BARTON-UPON-HUMBER	£1,854	£1,798	£1,870	£1,788	£1,878	£1,782	£1,889	£1,776

Notes

1. Expenditure per Capita Forecasts derived from Experian Retail Planner Reports (March 2016); All Expenditure Figures for 2016-2032 given in 2011 Prices
2. Growth in per capita retail expenditure for Convenience Goods (Source: - Experian Retail Planner Briefing Note 13 (October 2015))
3. Deductions for Special Forms of Trading (SFT) (Source: - Experian Retail Planner Briefing Note 13 (October 2015))

TABLE 3 - Convenience Expenditure Growth, 2016 - 2032

SURVEY ZONE	2016	2021	2026	2032
	(£)	(£)	(£)	(£)
ZONE 1 - GRIMSBY	£68,677,799	£68,735,394	£69,165,558	£69,734,165
ZONE 2 - NORTH WEST GRIMSBY	£95,692,963	£98,831,072	£104,030,850	£110,466,121
ZONE 3 - CLEETHORPES	£61,234,857	£63,523,385	£67,272,337	£71,907,568
ZONE 4 - IMMINGHAM	£30,029,250	£30,884,496	£32,289,196	£33,980,466
ZONE 5 - RURAL SOUTH	£39,765,652	£40,887,392	£42,138,895	£43,889,179
NORTH EAST LINCOLNSHIRE TOTAL	£295,400,520	£302,861,739	£314,896,836	£329,977,499
ZONE 6 - LOUTH	£56,041,926	£57,931,526	£59,049,905	£60,652,638
ZONE 7 - MARKET RASEN	£38,796,141	£39,753,042	£40,621,932	£41,179,223
ZONE 8 - BRIGG	£41,443,469	£41,953,476	£42,566,021	£43,065,992
ZONE 9 - BARTON-UPON-HUMBER	£44,170,451	£45,115,213	£45,824,979	£46,411,063
NON NE LINCOLNSHIRE TOTAL	£180,451,987	£184,753,256	£188,062,836	£191,308,916
OVERALL TOTAL	£475,852,507	£487,614,995	£502,959,672	£521,286,415

EXPENDITURE GROWTH (£)		
2016-2021	2016-2026	2016-2032
£57,595	£487,759	£1,056,366
£3,138,109	£8,337,887	£14,773,158
£2,288,528	£6,037,481	£10,672,711
£855,247	£2,259,947	£3,951,217
£1,121,740	£2,373,243	£4,123,527
£7,461,219	£19,496,316	£34,576,979
£1,889,600	£3,007,980	£4,610,713
£956,901	£1,825,791	£2,383,082
£510,007	£1,122,551	£1,622,523
£944,761	£1,654,527	£2,240,611
£4,301,269	£7,610,849	£10,856,929
£11,762,488	£27,107,165	£45,433,908

Notes

1. Expenditure Growth derived from Population Projections (Table 1) * Expenditure per Capita figures (less SFT deduction) (Table 2)

TABLE 4a - MAIN FOOD SHOPPING EXPENDITURE (75%)

SURVEY ZONE	2016	2021	2026	2032
	(£)	(£)	(£)	(£)
ZONE 1 - GRIMSBY	£51,508,349	£51,551,546	£51,874,168	£52,300,624
ZONE 2 - NORTH WEST GRIMSBY	£71,769,722	£74,123,304	£78,023,137	£82,849,591
ZONE 3 - CLEETHORPES	£45,926,142	£47,642,538	£50,454,253	£53,930,676
ZONE 4 - IMMINGHAM	£22,521,937	£23,163,372	£24,216,897	£25,485,350
ZONE 5 - RURAL SOUTH	£29,824,239	£30,665,544	£31,604,171	£32,916,884
NORTH EAST LINCOLNSHIRE TOTAL	£221,550,390	£227,146,304	£236,172,627	£247,483,124
ZONE 6 - LOUTH	£42,031,444	£43,448,644	£44,287,429	£45,489,479
ZONE 7 - MARKET RASEN	£29,097,106	£29,814,781	£30,466,449	£30,884,418
ZONE 8 - BRIGG	£31,082,602	£31,465,107	£31,924,515	£32,299,494
ZONE 9 - BARTON-UPON-HUMBER	£33,127,839	£33,836,409	£34,368,734	£34,808,297
NON NE LINCOLNSHIRE TOTAL	£135,338,990	£138,564,942	£141,047,127	£143,481,687
OVERALL TOTAL	£356,889,380	£365,711,247	£377,219,754	£390,964,811

EXPENDITURE GROWTH (£)		
2016-2021	2016-2026	2016-2032
£43,196	£365,819	£792,274
£2,353,582	£6,253,415	£11,079,868
£1,716,396	£4,528,111	£8,004,533
£641,435	£1,694,960	£2,963,413
£841,305	£1,779,932	£3,092,645
£5,595,914	£14,622,237	£25,932,734
£1,417,200	£2,255,985	£3,458,034
£717,676	£1,369,343	£1,787,312
£382,505	£841,914	£1,216,892
£708,571	£1,240,895	£1,680,459
£3,225,952	£5,708,137	£8,142,697
£8,821,866	£20,330,374	£34,075,431

TABLE 4b - TOP-UP FOOD SHOPPING EXPENDITURE (25%)

SURVEY ZONE	2016	2021	2026	2032
	(£)	(£)	(£)	(£)
ZONE 1 - GRIMSBY	£17,169,450	£17,183,849	£17,291,389	£17,433,541
ZONE 2 - NORTH WEST GRIMSBY	£23,923,241	£24,707,768	£26,007,712	£27,616,530
ZONE 3 - CLEETHORPES	£15,308,714	£15,880,846	£16,818,084	£17,976,892
ZONE 4 - IMMINGHAM	£7,507,312	£7,721,124	£8,072,299	£8,495,117
ZONE 5 - RURAL SOUTH	£9,941,413	£10,221,848	£10,534,724	£10,972,295
NORTH EAST LINCOLNSHIRE TOTAL	£73,850,130	£75,715,435	£78,724,209	£82,494,375
ZONE 6 - LOUTH	£14,010,481	£14,482,881	£14,762,476	£15,163,160
ZONE 7 - MARKET RASEN	£9,699,035	£9,938,260	£10,155,483	£10,294,806
ZONE 8 - BRIGG	£10,360,867	£10,488,369	£10,641,505	£10,766,498
ZONE 9 - BARTON-UPON-HUMBER	£11,042,613	£11,278,803	£11,456,245	£11,602,766
NON NE LINCOLNSHIRE TOTAL	£45,112,997	£46,188,314	£47,015,709	£47,827,229
OVERALL TOTAL	£118,963,127	£121,903,749	£125,739,918	£130,321,604

EXPENDITURE GROWTH (£)		
2016-2021	2016-2026	2016-2032
£14,399	£121,940	£264,091
£784,527	£2,084,472	£3,693,289
£572,132	£1,509,370	£2,668,178
£213,812	£564,987	£987,804
£280,435	£593,311	£1,030,882
£1,865,305	£4,874,079	£8,644,245
£472,400	£751,995	£1,152,678
£239,225	£456,448	£595,771
£127,502	£280,638	£405,631
£236,190	£413,632	£560,153
£1,075,317	£1,902,712	£2,714,232
£2,940,622	£6,776,791	£11,358,477

Table 5a - MAIN FOOD Market Share 2016

Destinations		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	NE LINC'S TOTAL	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON UPON-HUMBER	NON NE LINC'S TOTAL	TOTAL SURVEY TURNOVER
GRIMSBY (TOP TOWN)													
ICELAND (South St Mary's Gate, Grimsby)	%	0.6%	0.6%	0.8%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£309,050	£430,618	£367,409	£0	£0	£1,107,078	£0	£0	£0	£0	£0	£1,107,078
M&S (Victoria Street, Grimsby Town Centre)	%	0.0%	0.0%	0.8%	0.7%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£367,409	£157,654	£0	£525,063	£0	£0	£0	£0	£0	£525,063
GRIMSBY TOP TOWN MARKET	%	0.0%	0.0%	0.0%	0.7%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£157,654	£0	£157,654	£0	£0	£0	£0	£0	£157,654
LOCAL SHOPS (Grimsby Town Centre)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
GRIMSBY (TOP TOWN) TOTAL	%	0.6%	0.6%	1.6%	1.4%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£309,050	£430,618	£734,818	£315,307	£0	£1,789,794	£0	£0	£0	£0	£0	£1,789,794
GRIMSBY (FREEMAN STREET)													
ASDA (Holles Street, Grimsby)	%	43.2%	20.7%	14.3%	17.2%	3.5%		3.4%	3.0%	0.7%	4.3%		
	£	£22,251,607	£14,856,332	£6,567,438	£3,873,773	£1,043,848	£48,592,999	£1,429,069	£872,913	£217,578	£1,424,497	£3,944,058	£52,537,057
ICELAND (Freeman Street, Grimsby)	%	0.9%	0.0%	0.6%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£463,575	£0	£275,557	£0	£0	£739,132	£0	£0	£0	£0	£0	£739,132
FARMFOODS (Garibaldi Street, Grimsby)	%	1.6%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£824,134	£0	£0	£0	£0	£824,134	£0	£0	£0	£0	£0	£824,134
LOCAL SHOPS / MARKET (Freeman Street)	%	0.0%	2.3%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£1,650,704	£0	£0	£0	£1,650,704	£0	£0	£0	£0	£0	£1,650,704
GRIMSBY (FREEMAN STREET) TOTAL	%	45.7%	23.0%	14.9%	17.2%	3.5%		3.4%	3.0%	0.7%	4.3%		
	£	£23,539,316	£16,507,036	£6,842,995	£3,873,773	£1,043,848	£51,806,969	£1,429,069	£872,913	£217,578	£1,424,497	£3,944,058	£55,751,026
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	1.7%	0.6%	0.0%	0.0%	1.1%		1.9%	0.0%	0.0%	0.0%		
	£	£975,642	£430,618	£0	£0	£328,067	£1,634,327	£798,597	£0	£0	£0	£798,597	£2,432,924
SAINSBURY'S (Corporation Street, Grimsby)	%	8.7%	7.7%	8.9%	8.0%	10.5%		0.8%	2.2%	0.0%	5.6%		
	£	£4,481,226	£5,526,269	£4,087,427	£1,801,775	£3,131,545	£19,028,222	£336,252	£640,136	£0	£1,855,159	£2,831,547	£21,859,769
ALDI (Cleethorpes Road, Grimsby)	%	4.0%	0.0%	1.3%	2.7%	1.7%		0.0%	0.0%	0.0%	0.0%		
	£	£2,060,334	£0	£597,040	£408,092	£507,012	£3,772,478	£0	£0	£0	£0	£0	£3,772,478
ALDI (Cambridge Road, Grimsby)	%	1.5%	12.9%	0.0%	7.5%	2.9%		0.0%	2.3%	0.0%	0.7%		
	£	£772,625	£9,258,294	£0	£1,689,145	£864,903	£12,584,968	£0	£669,233	£0	£231,895	£901,128	£13,486,096
TESCO EXTRA (Victoria Street, Grimsby)	%	10.7%	13.9%	2.5%	14.7%	3.5%		1.7%	0.9%	0.8%	4.2%		
	£	£5,511,393	£9,975,991	£1,148,154	£3,310,725	£1,043,848	£20,990,111	£714,535	£261,874	£248,661	£1,391,369	£2,616,439	£23,606,550
MORRISON'S (Hilmore Road, Laceby)	%	2.9%	29.4%	1.5%	34.2%	34.1%		5.9%	16.8%	0.0%	8.0%		
	£	£1,493,742	£21,100,298	£688,892	£7,702,503	£10,170,065	£41,155,501	£2,479,855	£4,888,314	£0	£2,650,227	£10,018,396	£51,173,897
GRIMSBY (OUT-OF-CENTRE) TOTAL	%	29.5%	64.5%	14.2%	67.1%	53.8%		10.3%	22.2%	0.8%	18.5%		
	£	£15,194,963	£46,291,471	£6,521,512	£15,112,220	£16,045,441	£99,165,606	£4,329,239	£6,459,558	£248,661	£6,128,650	£17,166,107	£116,331,714
GRIMSBY (LOCAL CENTRES)													
GRIMSBY LOCAL CENTRES	%	6.3%	1.4%	2.1%	0.0%	2.7%		0.9%	1.5%	0.0%	0.0%		
	£	£3,245,026	£1,004,776	£964,449	£0	£805,254	£6,019,506	£378,283	£436,457	£0	£0	£814,740	£6,834,245
GRIMSBY (LOCAL CENTRES) TOTAL	%	6.3%	1.4%	2.1%	0.0%	2.7%		0.9%	1.5%	0.0%	0.0%		
	£	£3,245,026	£1,004,776	£964,449	£0	£805,254	£6,019,506	£378,283	£436,457	£0	£0	£814,740	£6,834,245
GRIMSBY - OVERALL TOTAL	%	62.1%	89.5%	32.8%	85.7%	60.0%		14.6%	26.7%	1.5%	22.8%		
	£	£42,288,355	£64,233,901	£15,063,775	£19,301,300	£17,894,543	£158,761,874	£6,136,591	£7,768,927	£466,239	£7,553,147	£21,924,904	£180,706,779
CLEETHORPES (TOWN CENTRE)													
SAINSBURY'S LOCAL (St Peter's Avenue, Cleethorpes)	%	0.0%	0.6%	0.6%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£430,618	£275,557	£0	£0	£706,175	£0	£0	£0	£0	£0	£706,175
CO-OP (St Peter's Avenue, Cleethorpes)	%	0.0%	0.0%	0.8%	0.0%	0.0%		0.0%	4.4%	0.0%	0.0%		
	£	£0	£0	£367,409	£0	£0	£367,409	£0	£1,280,273	£0	£0	£1,280,273	£1,647,682
LOCAL SHOPS / MARKET (Cleethorpes Town Centre)	%	0.6%	0.0%	0.6%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£309,050	£0	£275,557	£0	£0	£584,607	£0	£0	£0	£0	£0	£584,607
CLEETHORPES (TOWN CENTRE) TOTAL	%	0.6%	0.6%	2.0%	0.0%	0.0%		0.0%	4.4%	0.0%	0.0%		
	£	£309,050	£430,618	£918,523	£0	£0	£1,658,191	£0	£1,280,273	£0	£0	£1,280,273	£2,938,464
CLEETHORPES (OUT-OF-CENTRE)													
TESCO EXTRA (Hewitts Circus RP, Cleethorpes)	%	12.6%	9.9%	61.6%	0.0%	21.7%		5.5%	3.5%	0.0%	0.0%		
	£	£6,490,052	£7,105,202	£28,290,504	£0	£7,366,587	£49,252,345	£2,311,729	£1,018,399	£0	£0	£3,330,128	£52,582,473
CLEETHORPES (OUT-OF-CENTRE) TOTAL	%	12.6%	9.9%	61.6%	0.0%	21.7%		5.5%	3.5%	0.0%	0.0%		
	£	£6,490,052	£7,105,202	£28,290,504	£0	£7,366,587	£49,252,345	£2,311,729	£1,018,399	£0	£0	£3,330,128	£52,582,473
CLEETHORPES (LOCAL CENTRES)													
CLEETHORPES LOCAL CENTRE PROVISION	%	4.7%	0.0%	3.6%	0.0%	11.6%		1.9%	0.0%	0.0%	0.0%		
	£	£2,420,892	£0	£1,653,341	£0	£3,459,612	£7,533,845	£798,597	£0	£0	£0	£798,597	£8,332,443
CLEETHORPES (LOCAL CENTRES) TOTAL	%	4.7%	0.0%	3.6%	0.0%	11.6%		1.9%	0.0%	0.0%	0.0%		
	£	£2,420,892	£0	£1,653,341	£0	£3,459,612	£7,533,845	£798,597	£0	£0	£0	£798,597	£8,332,443
CLEETHORPES - OVERALL TOTAL	%	17.9%	10.5%	67.2%	0.0%	36.3%		7.4%	7.9%	0.0%	0.0%		
	£	£9,219,995	£7,535,821	£30,862,368	£0	£10,826,199	£58,444,382	£3,110,327	£2,298,671	£0	£0	£5,408,998	£63,853,380
IMMINGHAM (TOWN CENTRE)													
CO-OP (Washdyke Lane, Immingham)	%	0.0%	0.0%	0.0%	6.5%	0.0%		0.0%	0.0%	0.0%	0.7%		
	£	£0	£0	£0	£1,463,926	£0	£1,463,926	£0	£0	£0	£231,895	£231,895	£1,695,821
FARMFOODS (Washdyke Lane, Immingham)	%	0.0%	0.0%	0.0%	2.5%	0.0%		0.0%	0.0%	0.0%	1.8%		
	£	£0	£0	£0	£563,048	£0	£563,048	£0	£0	£0	£596,301	£596,301	£1,159,350
LOCAL SHOPS (Immingham Town Centre)	%	0.0%	0.0%	0.0%	1.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£225,219	£0	£225,219	£0	£0	£0	£0	£0	£225,219
IMMINGHAM (TOWN CENTRE) TOTAL	%	0.0%	0.0%	0.0%	10.0%	0.0%		0.0%	0.0%	0.0%	2.5%		
	£	£0	£0	£0	£2,252,194	£0	£2,252,194	£0	£0	£0	£828,196	£828,196	£3,080,390
IMMINGHAM (LOCAL CENTRES)													
IMMINGHAM LOCAL CENTRE PROVISION	%	0.0%	0.0%	0.0%	1.8%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£405,395	£0	£405,395	£0	£0	£0	£0	£0	£405,395
IMMINGHAM (LOCAL CENTRES) TOTAL	%	0.0%	0.0%	0.0%	1.8%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£405,395	£0	£405,395	£0	£0	£0	£0	£0	£405,395
IMMINGHAM - OVERALL TOTAL	%	0.0%	0.0%	0.0%	11.8%	0.0%		0.0%	0.0%	0.0%	2.5%		
	£	£0	£0	£0	£2,657,589	£0	£2,657,589	£0	£0	£0	£828,196	£828,196	£3,485,785
NE LINC'S - OTHER PROVISION													
NE LINC'S LOCAL CENTRE PROVISION	%	0.0%	0.0%	0.0%	0.0%	2.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£596,485	£596,485	£0	£0	£0	£0	£0	£596,485
NE LINC'S (OTHER) TOTAL	%	0.0%	0.0%	0.0%	0.0%	2.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£596,485	£596,485	£0	£0	£0	£0	£0	£596,485
NE LINC'S (OTHER) - OVERALL TOTAL	%	0.0%	0.0%	0.0%	0.0%	2.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£596,485	£596,485	£0	£0	£0	£0	£0	£596,485
NE LINC'S - DISTRICT TOTAL	%	100.0%	100.0%	100.0%	97.5%	98.3%		22.0%	34.4%	1.5%	25.3%		
	£	£51,508,349	£71,769,722	£45,926,142	£21,958,889	£29,317,227	£220,480,330	£9,246,918	£10,067,599	£466,239	£8,381,343	£28,162,099	£248,642,428
OTHER													
OTHER	%	0.0%	0.										

Table 6a - TOP-UP FOOD Market Share 2016

Destinations		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	NE LINCS TOTAL	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON UPON-HUMBER	NON NE LINCS TOTAL	TOTAL SURVEY TURNOVER
GRIMSBY (TOP TOWN)													
ICELAND (South St Mary's Gate, Grimsby)	%	5.8%	0.8%	0.8%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E995,828	E191,386	E122,470	E0	E0	E1,309,684	E0	E0	E0	E0	E0	E1,309,684
M&S (Victoria Street, Grimsby Town Centre)	%	1.1%	1.5%	0.0%	1.1%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E188,864	E358,849	E0	E82,580	E0	E630,293	E0	E0	E0	E0	E0	E630,293
GRIMSBY TOP TOWN MARKET	%	0.0%	0.0%	0.0%	0.0%	0.9%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E89,473	E89,473	E0	E0	E0	E0	E0	E89,473
LOCAL SHOPS (Grimsby Town Centre)	%	0.0%	0.8%	0.8%	1.5%	0.9%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E191,386	E122,470	E112,610	E89,473	E515,938	E0	E0	E0	E0	E0	E515,938
GRIMSBY (TOP TOWN) TOTAL	%	6.9%	3.1%	1.6%	2.6%	1.8%		0.0%	0.0%	0.0%	0.0%		
	£	E1,184,692	E741,620	E244,939	E195,190	E178,945	E2,545,387	E0	E0	E0	E0	E0	E2,545,387
GRIMSBY (FREEMAN STREET)													
ASDA (Holles Street, Grimsby)	%	25.8%	3.2%	3.0%	4.0%	2.1%		0.0%	0.0%	0.0%	0.0%		
	£	E4,429,718	E765,544	E459,261	E300,292	E208,770	E6,163,585	E0	E0	E0	E0	E0	E6,163,585
ICELAND (Freeman Street, Grimsby)	%	3.0%	0.8%	0.0%	1.3%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E515,083	E191,386	E0	E97,595	E0	E804,064	E0	E0	E0	E0	E0	E804,064
FARFLOODS (Garibaldi Street, Grimsby)	%	0.9%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E154,525	E0	E0	E0	E0	E154,525	E0	E0	E0	E0	E0	E154,525
LOCAL SHOPS / MARKET (Freeman Street)	%	3.2%	1.0%	1.0%	0.0%	0.9%		0.0%	0.0%	0.0%	0.0%		
	£	E549,422	E239,232	E153,087	E0	E89,473	E1,031,215	E0	E0	E0	E0	E0	E1,031,215
GRIMSBY (FREEMAN STREET) TOTAL	%	32.9%	5.0%	4.0%	5.3%	3.0%		0.0%	0.0%	0.0%	0.0%		
	£	E5,648,749	E1,196,162	E612,349	E397,888	E298,242	E8,151,390	E0	E0	E0	E0	E0	E8,151,390
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	0.9%	0.0%	2.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E154,525	E0	E306,174	E0	E0	E460,699	E0	E0	E0	E0	E0	E460,699
SAINSBURY'S (Corporation Street, Grimsby)	%	7.7%	7.3%	3.0%	0.0%	2.2%		0.0%	0.0%	0.0%	2.5%		
	£	E1,322,048	E1,746,397	E459,261	E0	E218,711	E3,746,417	E0	E0	E0	E276,065	E276,065	E4,022,482
ALDI (Cleethorpes Road, Grimsby)	%	3.1%	0.0%	3.1%	1.3%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E532,253	E0	E474,570	E97,595	E0	E1,104,418	E0	E0	E0	E0	E0	E1,104,418
ALDI (Cambridge Road, Grimsby)	%	1.2%	1.8%	2.0%	1.5%	4.2%		0.0%	0.0%	0.0%	0.0%		
	£	E206,033	E430,618	E306,174	E112,610	E417,539	E1,472,975	E0	E0	E0	E0	E0	E1,472,975
TESCO EXTRA (Victoria Street, Grimsby)	%	1.2%	6.8%	0.0%	0.0%	1.1%		0.0%	1.1%	0.0%	0.0%		
	£	E206,033	E1,626,780	E0	E0	E109,356	E1,942,169	E0	E106,689	E0	E0	E106,689	E2,048,859
MORRISON'S (Hilmore Road, Laceby)	%	0.9%	1.8%	1.1%	5.3%	10.9%		2.4%	7.1%	0.0%	0.0%		
	£	E154,525	E430,618	E168,396	E397,888	E1,083,614	E2,235,041	E336,252	E488,632	E0	E0	E1,024,883	E3,259,924
GRIMSBY (OUT-OF-CENTRE) TOTAL	%	15.0%	17.7%	11.2%	8.1%	18.4%		2.4%	8.2%	0.0%	2.5%		
	£	E2,575,417	E4,234,414	E1,714,576	E608,092	E1,829,220	E10,961,719	E336,252	E795,321	E0	E276,065	E1,407,638	E12,369,357
GRIMSBY (LOCAL CENTRES)													
GRIMSBY LOCAL CENTRES	%	9.3%	51.7%	3.1%	8.4%	8.5%		1.2%	0.9%	0.0%	1.1%		
	£	E1,596,759	E12,368,315	E474,570	E630,614	E845,020	E15,915,279	E168,126	E87,291	E0	E121,469	E376,886	E16,292,165
GRIMSBY (LOCAL CENTRES) TOTAL	%	9.3%	51.7%	3.1%	8.4%	8.5%		1.2%	0.9%	0.0%	1.1%		
	£	E1,596,759	E12,368,315	E474,570	E630,614	E845,020	E15,915,279	E168,126	E87,291	E0	E121,469	E376,886	E16,292,165
GRIMSBY - OVERALL TOTAL	%	64.1%	37.5%	19.9%	24.4%	31.7%		2.6%	9.1%	0.0%	3.6%		
	£	E11,005,617	E18,540,512	E3,046,434	E1,831,784	E3,151,428	E37,575,775	E504,377	E882,612	E0	E397,534	E1,784,524	E39,360,299
CLEETHORPES (TOWN CENTRE)													
SAINSBURY'S LOCAL (St Peter's Avenue, Cleethorpes)	%	2.1%	1.0%	3.1%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E360,558	E239,232	E474,570	E0	E0	E1,074,361	E0	E0	E0	E0	E0	E1,074,361
CO-OP (St Peter's Avenue, Cleethorpes)	%	5.9%	6.1%	7.9%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E1,012,998	E1,459,318	E1,209,388	E0	E0	E3,681,704	E0	E0	E0	E0	E0	E3,681,704
LOCAL SHOPS / MARKET (Cleethorpes Town Centre)	%	6.8%	0.0%	1.3%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E1,167,523	E0	E199,013	E0	E0	E1,366,536	E0	E0	E0	E0	E0	E1,366,536
CLEETHORPES (TOWN CENTRE) TOTAL	%	14.8%	7.1%	12.3%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E2,541,079	E1,698,550	E1,882,972	E0	E0	E6,122,600	E0	E0	E0	E0	E0	E6,122,600
CLEETHORPES (OUT-OF-CENTRE)													
TESCO EXTRA (Hewitts Circus RP, Cleethorpes)	%	1.1%	5.6%	24.5%	0.0%	2.3%		0.0%	0.0%	0.0%	0.0%		
	£	E188,864	E1,339,701	E3,750,635	E0	E228,652	E5,507,853	E0	E0	E0	E0	E0	E5,507,853
CLEETHORPES (OUT-OF-CENTRE) TOTAL	%	1.1%	5.6%	24.5%	0.0%	2.3%		0.0%	0.0%	0.0%	0.0%		
	£	E188,864	E1,339,701	E3,750,635	E0	E228,652	E5,507,853	E0	E0	E0	E0	E0	E5,507,853
CLEETHORPES (LOCAL CENTRES)													
CLEETHORPES LOCAL CENTRE PROVISION	%	10.7%	0.8%	29.2%	0.0%	4.4%		0.0%	2.2%	0.0%	0.0%		
	£	E1,837,131	E191,386	E4,470,145	E0	E437,422	E6,936,084	E0	E213,379	E0	E0	E213,379	E7,149,463
CLEETHORPES (LOCAL CENTRES) TOTAL	%	10.7%	0.8%	29.2%	0.0%	4.4%		0.0%	2.2%	0.0%	0.0%		
	£	E1,837,131	E191,386	E4,470,145	E0	E437,422	E6,936,084	E0	E213,379	E0	E0	E213,379	E7,149,463
CLEETHORPES - OVERALL TOTAL	%	26.6%	13.5%	66.0%	0.0%	6.7%		0.0%	2.2%	0.0%	0.0%		
	£	E4,567,074	E3,229,637	E10,103,751	E0	E666,075	E18,566,537	E0	E213,379	E0	E0	E213,379	E18,779,916
IMMINGHAM (TOWN CENTRE)													
CO-OP (Washdyke Lane, Immingham)	%	0.0%	0.0%	0.0%	26.6%	0.0%		0.0%	0.0%	0.0%	5.9%		
	£	E0	E0	E0	E1,996,945	E0	E1,996,945	E0	E0	E0	E651,514	E651,514	E2,648,459
FARFLOODS (Washdyke Lane, Immingham)	%	0.0%	0.0%	0.0%	9.5%	0.0%		0.0%	0.0%	0.0%	4.9%		
	£	E0	E0	E0	E713,195	E0	E713,195	E0	E0	E0	E541,088	E541,088	E1,254,283
LOCAL SHOPS (Immingham Town Centre)	%	0.0%	0.0%	0.0%	13.8%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E1,036,009	E0	E1,036,009	E0	E0	E0	E0	E0	E1,036,009
IMMINGHAM (TOWN CENTRE) TOTAL	%	0.0%	0.0%	0.0%	49.9%	0.0%		0.0%	0.0%	0.0%	10.8%		
	£	E0	E0	E0	E3,746,149	E0	E3,746,149	E0	E0	E0	E1,192,602	E1,192,602	E4,938,751
IMMINGHAM (LOCAL CENTRES)													
IMMINGHAM LOCAL CENTRE PROVISION	%	0.0%	0.0%	0.0%	5.1%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E382,873	E0	E382,873	E0	E0	E0	E0	E0	E382,873
IMMINGHAM (LOCAL CENTRES) TOTAL	%	0.0%	0.0%	0.0%	5.1%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E382,873	E0	E382,873	E0	E0	E0	E0	E0	E382,873
IMMINGHAM - OVERALL TOTAL	%	0.0%	0.0%	0.0%	55.0%	0.0%		0.0%	0.0%	0.0%	10.8%		
	£	E0	E0	E0	E4,129,022	E0	E4,129,022	E0	E0	E0	E1,192,602	E1,192,602	E5,321,624
NE LINCS - OTHER PROVISION													
NE LINCS LOCAL CENTRE PROVISION	%	4.2%	0.0%	3.6%	0.0%	4.7%		0.0%	0.0%	1.9%	0.0%		
	£	E721,117	E0	E551,114	E0	E467,246	E1,739,477	E0	E0	E196,856	E0	E196,856	E1,936,333
NE LINCS (OTHER) TOTAL	%	4.2%	0.0%	3.6%	0.0%	4.7%		0.0%	0.0%	1.9%	0.0%		
	£	E721,117	E0	E551,114	E0	E467,246	E1,739,477	E0	E0	E196,856	E0	E196,856	E1,936,333
NE LINCS (OTHER) - OVERALL TOTAL	%	4.2%	0.0%	3.6%	0.0%	4.7%		0.0%	0.0%	1.9%	0.0%		
	£	E721,117	E0	E551,114	E0	E467,246	E1,739,477	E0	E0	E196,856	E0	E196,856	E1,936,333
NE LINCS - DISTRICT TOTAL	%	94.9%	91.0%	79.4%	43.1%	3.6%		3.6%	11.3%	1.9%	14.4%		
	£	E16,293,808	E21,770,149	E13,701,299	E5,960,806	E4,284,749	E62,010,811	E504,377	E1,095,991	E196,856	E1,590,136	E3,387,361	E65,398,172
OTHER													
OTHER	%	5.1%	9.0%	10.5%	20.6%	54.9%		96.4%	88.7%	98.1%	85.6%		
	£	E975,642	E2,153,092	E1,607,415	E1,546,506	E5,656,464	E11,839,319	E13,506,104	E8,603,044	E10,164,011	E9,452,477	E41,725,636	E53,564,955
OTHER TOTAL	%	5.1%	9.0%	10.5%	20.6%	54.9%		96.4%	88.7%	98.1%	85.6%		
	£	E975,642	E2,153,092	E1,607,415	E1,546,506	E5,656,464	E11,839,319	E13,506,104	E8,603,044	E10,164,011	E9,452,477	E45,404,274	E77,243,593
OVERALL TOTAL	%	100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100				

Table 7 - OVERALL MARKET SHARE 2016

Destinations		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	NE LINCS TOTAL	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON UPON-HUMBER	NON NE LINCS TOTAL	TOTAL SURVEY TURNOVER
GRIMSBY (TOP TOWN)													
ICELAND (South St Mary's Gate, Grimsby)	%	1.9%	0.7%	0.8%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E1,304,878	E622,004	E489,879	E0	E0	E2,416,761	E0	E0	E0	E0	E0	E2,416,761
M&S (Victoria Street, Grimsby Town Centre)	%	0.3%	0.4%	0.6%	0.8%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E188,864	E358,849	E367,409	E240,234	E0	E1,155,356	E0	E0	E0	E0	E0	E1,155,356
GRIMSBY TOP TOWN MARKET	%	0.0%	0.0%	0.0%	0.5%	0.2%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E157,654	E89,473	E247,126	E0	E0	E0	E0	E0	E247,126
LOCAL SHOPS (Grimsby Town Centre)	%	0.0%	0.2%	0.2%	0.4%	0.2%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E191,386	E122,470	E112,610	E89,473	E515,938	E0	E0	E0	E0	E0	E515,938
GRIMSBY (TOP TOWN) TOTAL	%	2.2%	1.2%	1.6%	1.3%	0.5%		0.0%	0.0%	0.0%	0.0%		
	£	E1,493,742	E1,172,239	E979,758	E510,497	E178,945	E4,335,181	E0	E0	E0	E0	E0	E4,335,181
GRIMSBY (FREEMAN STREET)													
ASDA (Holles Street, Grimsby)	%	38.9%	16.3%	11.5%	13.9%	3.2%		2.6%	2.3%	0.5%	3.2%		
	£	E26,681,325	E15,621,876	E7,026,700	E4,174,066	E1,252,618	E54,756,585	E1,429,069	E872,913	E217,578	E1,424,497	E3,944,058	E58,700,642
ICELAND (Freeman Street, Grimsby)	%	1.4%	0.2%	0.5%	0.3%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E978,659	E191,386	E275,557	E97,595	E0	E1,543,196	E0	E0	E0	E0	E0	E1,543,196
FARFLOODS (Garibaldi Street, Grimsby)	%	1.4%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E978,659	E0	E0	E0	E0	E978,659	E0	E0	E0	E0	E0	E978,659
LOCAL SHOPS / MARKET (Freeman Street)	%	0.8%	2.0%	0.3%	0.0%	0.2%		0.0%	0.0%	0.0%	0.0%		
	£	E549,422	E1,889,936	E153,087	E0	E89,473	E2,681,918	E0	E0	E0	E0	E0	E2,681,918
GRIMSBY (FREEMAN STREET) TOTAL	%	42.5%	18.5%	12.2%	14.2%	3.4%		2.6%	2.3%	0.5%	3.2%		
	£	E29,188,065	E17,703,198	E7,455,344	E4,271,661	E1,342,091	E59,940,358	E1,429,069	E872,913	E217,578	E1,424,497	E3,944,058	E63,904,416
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	1.5%	0.5%	0.5%	0.0%	0.8%		1.4%	0.0%	0.0%	0.0%		
	£	E1,030,167	E430,618	E306,174	E0	E328,067	E2,095,026	E798,597	E0	E0	E0	E798,597	E2,893,624
SAINSBURY'S (Corporation Street, Grimsby)	%	8.5%	7.6%	7.4%	6.0%	3.4%		0.6%	1.7%	0.0%	4.8%		
	£	E5,803,274	E7,272,645	E4,546,688	E1,801,755	E3,350,256	E22,774,638	E336,252	E640,136	E0	E2,131,224	E3,107,612	E25,882,251
ALDI (Cleethorpes Road, Grimsby)	%	3.8%	0.0%	1.8%	2.4%	1.3%		0.0%	0.0%	0.0%	0.0%		
	£	E2,592,587	E0	E1,071,610	E705,687	E507,012	E4,876,896	E0	E0	E0	E0	E0	E4,876,896
ALDI (Cambridge Road, Grimsby)	%	1.4%	10.1%	0.5%	6.0%	3.2%		0.0%	1.7%	0.0%	0.5%		
	£	E978,659	E9,688,912	E306,174	E1,801,755	E1,282,442	E14,057,943	E0	E669,233	E0	E231,895	E901,128	E14,959,071
TESCO EXTRA (Victoria Street, Grimsby)	%	8.3%	12.1%	1.9%	11.0%	2.9%		1.3%	1.0%	0.6%	3.2%		
	£	E5,717,427	E11,602,772	E1,148,154	E3,310,725	E1,153,204	E22,932,281	E714,535	E368,563	E248,661	E1,391,369	E2,723,128	E25,655,409
MORRISON'S (Hilmore Road, Laceby)	%	2.4%	22.5%	1.4%	27.0%	28.3%		5.0%	14.4%	0.0%	6.0%		
	£	E1,648,267	E21,530,917	E857,288	E8,100,390	E11,253,680	E43,390,541	E2,816,107	E5,576,945	E0	E2,650,227	E11,043,279	E54,433,821
GRIMSBY (OUT-OF-CENTRE) TOTAL	%	25.9%	52.8%	13.5%	52.4%	45.0%		8.3%	18.7%	0.6%	14.5%		
	£	E17,770,380	E50,525,884	E8,236,088	E15,720,312	E17,874,661	E110,127,326	E4,665,490	E7,254,878	E248,661	E6,404,715	E18,573,745	E128,701,071
GRIMSBY (LOCAL CENTRES)													
GRIMSBY LOCAL CENTRES	%	7.1%	14.0%	2.4%	2.1%	4.2%		1.0%	1.4%	0.0%	0.3%		
	£	E4,841,785	E13,373,092	E1,439,019	E630,614	E1,650,275	E21,934,784	E546,409	E523,748	E0	E121,469	E1,191,625	E23,126,410
GRIMSBY (LOCAL CENTRES) TOTAL	%	7.1%	14.0%	2.4%	2.1%	4.2%		1.0%	1.4%	0.0%	0.3%		
	£	E4,841,785	E13,373,092	E1,439,019	E630,614	E1,650,275	E21,934,784	E546,409	E523,748	E0	E121,469	E1,191,625	E23,126,410
GRIMSBY - OVERALL TOTAL	%	77.6%	86.5%	29.6%	70.4%	52.9%		11.9%	22.3%	1.1%	18.0%		
	£	E53,293,972	E82,774,413	E18,110,209	E21,133,084	E21,045,971	E196,357,649	E6,640,968	E8,651,539	E466,239	E7,950,681	E23,709,428	E220,067,077
CLEETHORPES (TOWN CENTRE)													
SAINSBURY'S LOCAL (St Peter's Avenue, Cleethorpes)	%	0.5%	0.7%	1.2%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E360,558	E669,851	E750,127	E0	E0	E1,780,536	E0	E0	E0	E0	E0	E1,780,536
CO-OP (St Peter's Avenue, Cleethorpes)	%	1.5%	1.5%	2.6%	0.0%	0.0%		0.0%	3.3%	0.0%	0.0%		
	£	E1,012,998	E1,459,318	E1,576,798	E0	E0	E4,049,113	E0	E1,280,273	E0	E0	E1,280,273	E5,329,385
LOCAL SHOPS / MARKET (Cleethorpes Town Centre)	%	2.2%	0.0%	0.8%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E1,476,573	E0	E474,570	E0	E0	E1,951,143	E0	E0	E0	E0	E0	E1,951,143
CLEETHORPES (TOWN CENTRE) TOTAL	%	4.2%	2.2%	4.6%	0.0%	0.0%		0.0%	3.3%	0.0%	0.0%		
	£	E2,850,129	E2,129,168	E2,801,495	E0	E0	E7,780,792	E0	E1,280,273	E0	E0	E1,280,273	E9,061,064
CLEETHORPES (OUT-OF-CENTRE)													
TESCO EXTRA (Hewitts Circus RP, Cleethorpes)	%	9.7%	8.8%	52.3%	0.0%	19.1%		4.1%	2.6%	0.0%	0.0%		
	£	E6,678,916	E8,444,904	E32,041,139	E0	E7,595,240	E54,760,198	E2,311,729	E1,018,399	E0	E0	E3,330,128	E58,090,326
CLEETHORPES (OUT-OF-CENTRE) TOTAL	%	9.7%	8.8%	52.3%	0.0%	19.1%		4.1%	2.6%	0.0%	0.0%		
	£	E6,678,916	E8,444,904	E32,041,139	E0	E7,595,240	E54,760,198	E2,311,729	E1,018,399	E0	E0	E3,330,128	E58,090,326
CLEETHORPES (LOCAL CENTRES)													
CLEETHORPES LOCAL CENTRE PROVISION	%	6.2%	0.2%	10.0%	0.0%	9.8%		1.4%	0.6%	0.0%	0.0%		
	£	E4,258,024	E191,386	E6,123,486	E0	E3,897,034	E14,469,929	E798,597	E213,379	E0	E0	E1,011,976	E15,481,905
CLEETHORPES (LOCAL CENTRES) TOTAL	%	6.2%	0.2%	10.0%	0.0%	9.8%		1.4%	0.6%	0.0%	0.0%		
	£	E4,258,024	E191,386	E6,123,486	E0	E3,897,034	E14,469,929	E798,597	E213,379	E0	E0	E1,011,976	E15,481,905
CLEETHORPES - OVERALL TOTAL	%	20.1%	11.3%	66.9%	0.0%	28.9%		5.6%	6.5%	0.0%	0.0%		
	£	E13,787,068	E10,765,458	E40,966,119	E0	E11,492,273	E77,010,919	E3,110,327	E2,512,050	E0	E0	E5,622,377	E82,633,296
IMMINGHAM (TOWN CENTRE)													
CO-OP (Washdyke Lane, Immingham)	%	0.0%	0.0%	0.0%	11.5%	0.0%		0.0%	0.0%	0.0%	2.0%		
	£	E0	E0	E0	E3,460,871	E0	E3,460,871	E0	E0	E0	E883,409	E883,409	E4,344,280
FARFLOODS (Washdyke Lane, Immingham)	%	0.0%	0.0%	0.0%	4.3%	0.0%		0.0%	0.0%	0.0%	2.6%		
	£	E0	E0	E0	E1,276,243	E0	E1,276,243	E0	E0	E0	E1,137,389	E1,137,389	E2,413,632
LOCAL SHOPS (Immingham Town Centre)	%	0.0%	0.0%	0.0%	4.2%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E1,261,228	E0	E1,261,228	E0	E0	E0	E0	E0	E1,261,228
IMMINGHAM (TOWN CENTRE) TOTAL	%	0.0%	0.0%	0.0%	20.0%	0.0%		0.0%	0.0%	0.0%	4.6%		
	£	E0	E0	E0	E5,998,343	E0	E5,998,343	E0	E0	E0	E2,020,798	E2,020,798	E8,019,141
IMMINGHAM (LOCAL CENTRES)													
IMMINGHAM LOCAL CENTRE PROVISION	%	0.0%	0.0%	0.0%	2.6%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E788,268	E0	E788,268	E0	E0	E0	E0	E0	E788,268
IMMINGHAM (LOCAL CENTRES) TOTAL	%	0.0%	0.0%	0.0%	2.6%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E788,268	E0	E788,268	E0	E0	E0	E0	E0	E788,268
IMMINGHAM - OVERALL TOTAL	%	0.0%	0.0%	0.0%	22.6%	0.0%		0.0%	0.0%	0.0%	4.6%		
	£	E0	E0	E0	E6,786,610	E0	E6,786,610	E0	E0	E0	E2,020,798	E2,020,798	E8,807,409
NE LINCS - OTHER PROVISION													
NE LINCS LOCAL CENTRE PROVISION	%	1.1%	0.0%	0.9%	0.0%	2.7%		0.0%	0.0%	0.5%	0.0%		
	£	E721,117	E0	E551,114	E0	E1,063,731	E2,335,962	E0	E0	E196,856	E0	E196,856	E2,532,818
NE LINCS (OTHER) TOTAL	%	1.1%	0.0%	0.9%	0.0%	2.7%		0.0%	0.0%	0.5%	0.0%		
	£	E721,117	E0	E551,114	E0	E1,063,731	E2,335,962	E0	E0	E196,856	E0	E196,856	E2,532,818
NE LINCS (OTHER) - OVERALL TOTAL	%	1.1%	0.0%	0.9%	0.0%	2.7%		0.0%	0.0%	0.5%	0.0%		
	£	E721,117	E0	E551,114	E0	E1,063,731	E2,335,962	E0	E0	E196,856	E0	E196,856	E2,532,818
NE LINCS - DISTRICT TOTAL	%	98.7%	97.8%	97.4%	93.0%	84.5%		17.4%	28.8%	1.6%	22.6%		
	£	E67,802,157	E93,539,871	E59,627,442	E27,919,695	E33,601,976	E282,491,141	E9,751,295	E11,163,590	E663,096	E9,971,479	E31,549,460	E314,040,600
OTHER													
OTHER	%	1.3%	2.3%	2.6%	7.0%	15.5%		82.6%	71.2%	98.4%	77.4%		
	£	E975,642	E2,153,092	E1,607,415	E2,109,585	E6,163,676	E12,909,379	E4					

TABLE 8a - Floorspace Turnover Performance (MAIN CENTRES)

Existing Stores	Floorspace (Net) (sq m)	Net Convenience Ratio (%)	Net Convenience Floorspace (sq. m)	Benchmark' Sales Density (£ / m ²)	'Benchmark' Store Turnover (£)	Survey-derived Turnover (£)	Trading Performance
GRIMSBY (TOP TOWN)							
ICELAND (South St Mary's Gate, Grimsby)	576	100.0%	576	£6,512	£3,750,912	£2,416,761	-£1,334,151
M&S (Victoria Street, Grimsby)	1,246	35.0%	436	£10,273	£4,480,055	£1,155,356	-£3,324,700
LOCAL SHOPS (Grimsby Top Town)	1,325	100.0%	1,325	£4,500	£5,961,600	£515,938	-
GRIMSBY TOP TOWN TOTAL	3,147	-	2,337	-	£14,192,567	£4,088,055	-£4,658,850
GRIMSBY (FREEMAN STREET)							
ASDA (Holles Street, Grimsby)	7,129	60.0%	4,277	£16,500	£70,577,100	£58,700,642	-£11,876,458
ICELAND (Freeman Street, Grimsby)	1,584	100.0%	1,584	£6,512	£10,315,008	£1,543,196	-£8,771,812
FARMFOODS (Garibaldi Street, Grimsby)	392	100.0%	392	£6,500	£2,548,000	£978,659	-£1,569,341
LOCAL SHOPS (Grimsby Freeman Street)	1,605	100.0%	1,605	£4,500	£7,222,500	£2,681,918	-
GRIMSBY FREEMAN STREET	10,710	-	7,858	-	£90,662,608	£63,904,416	-£22,217,611
GRIMSBY (OUT-OF-CENTRE FOODSTORES)							
ASDA (Corporation Street, Grimsby)	565	100.0%	565	£16,500	£9,322,500	£2,893,624	-£6,428,876
SAINSBURY'S (Corporation Street, Grimsby)	4,170	60.0%	2,502	£11,623	£29,080,746	£25,882,251	-£3,198,495
ALDI (Cleethorpes Road, Grimsby)	940	80.0%	752	£8,287	£6,231,546	£4,876,896	-£1,354,649
ALDI (Cambridge Street, Grimsby)	1,136	80.0%	909	£8,287	£7,530,889	£14,959,071	£7,428,182
TESCO EXTRA (Victoria Street, Grimsby)	5,209	60.0%	3,125	£12,332	£38,540,876	£25,655,409	-£12,885,467
MORRISON'S (Hilmore Road, Laceby)	3,580	80.0%	2,864	£11,092	£31,766,271	£54,433,821	£22,667,549
GRIMSBY OUT-OF-CENTRE FOODSTORES	15,600	-	10,717	-	£122,472,828	£128,701,071	£6,228,243
GRIMSBY OVERALL TOTAL	29,457	-	20,913	-	£227,328,003	£196,693,541	-£30,634,462
CLEETHORPES TOWN CENTRE							
SAINSBURY'S LOCAL (St Peter's Avenue, Cleethorpes)	288	100.0%	288	£11,623	£3,347,424	£1,780,536	-£1,566,888
CO-OP (St Peter's Avenue, Cleethorpes)	317	100.0%	317	£7,807	£2,474,748	£5,329,385	£2,854,637
LOCAL SHOPS (Cleethorpes Town Centre)	1,121	100.0%	1,121	£4,500	£5,044,500	£1,951,143	-
CLEETHORPES TOWN CENTRE	1,726	-	1,726	-	£10,866,672	£9,061,064	-£1,805,608
CLEETHORPES (OUT-OF-CENTRE FOODSTORE)							
TESCO EXTRA (Hewitts Circus RP, Cleethorpes)	7,895	60.0%	4,737	£12,332	£58,414,324	£58,090,326	-£323,998
CLEETHORPES OUT-OF-CENTRE FOODSTORES	7,895	-	4,737	-	£58,414,324	£58,090,326	-£323,998
CLEETHORPES OVERALL TOTAL	9,621	-	6,463	-	£69,280,996	£67,151,391	-£2,129,606
IMMINGHAM							
ALDI (Washdyke Lane, Immingham)	1,239	70.0%	867	£8,287	£7,187,315	£4,344,280	-£2,843,035
FARMFOODS (Washdyke Lane, Immingham)	612	100.0%	612	£6,500	£3,978,000	£2,413,632	-£1,564,368
LOCAL SHOPS (Immingham Town Centre)	473	100.0%	473	£4,500	£2,126,250	£1,261,228	-
IMMINGHAM OVERALL TOTAL	2,324	-	1,952	-	£13,291,565	£8,019,141	-£5,272,424

Notes

- Gross to Net Floorspace is 70% for Main Foodstores (Tesco, Sainsbury's, Morrison's, Asda); 80% for Medium Order Foodstores (Co-Op, Lidl, Iceland); and 90% for Local Shops
- Other Local Shops Floorspace derived from 2013 study.
- Sales density information provided by Verdict and converted to 2011 prices.

Table 19b - Comparison Goods Floorspace Commitments

COMMITMENT	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	TOTAL TURNOVER (£m)
GRIMSBY Extension to Lidl Redevelopment of Ramsden site.	136	£3,900	£530,400 £3,200,000
IMMINGHAM Tesco, Kennedy Way Shopping Centre	2082	£13,466	£28,036,212

Notes

Turnover of Ramsden site redevelopment is the turnover uplift taken from applicant's retail assessment.

Tesco and Lidl floorspace data taken from application forms and retail impact assessments.

Sales densities for Lidl and Tesco taken from operator and Verdict research data.

Table 9a - Tourist Spend Projections (Shopping)

Destination	2012	2016	2021	2026	2032
Cleethorpes	£43,999,956				
Grimsby	£58,324,266				

Notes

1. 2011 Expenditure projected from North East Lincolnshire STEAM Report (2012); commissioned by NELC
2. Expenditure projected forward from 2011 using data in Experian's Retail Planner Briefing Note 13.

Table 9b - Convenience / Comparison Weighting [CLEETHORPES]

Destination	2012	2016	2021	2026	2032
Convenience	£16,279,984	£15,652,330	£15,558,572	£15,465,408	£15,388,235
Comparison	£27,719,972	£32,267,140	£36,186,140	£42,358,159	£51,517,834

Notes

1. Split between Convenience and Comparison based on 37/63 ratio

Table 9c - Convenience / Comparison Weighting [GRIMSBY]

Destination	2012	2016	2021	2026	2032
Convenience	£21,579,978	£20,747,990	£20,623,710	£20,500,215	£20,397,918
Comparison	£36,744,288	£42,771,798	£47,966,640	£56,147,977	£68,289,610

Notes

1. Split between Convenience and Comparison expenditure based on 37/63 ratio

Table 10a - GRIMSBY OVERALL CONVENIENCE CAPACITY [EXCLUDING TOURIST INFLOW]

CONVENIENCE GOODS				
	2016	2021	2026	2032
TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE	£475,852,507	£487,614,995	£502,959,672	£521,286,415
TOWN-WIDE SURVEY TURNOVER	£220,067,077	£225,506,865	£232,603,303	£241,078,856
MARKET SHARE (%)	46.2%	46.2%	46.2%	46.2%
EXPENDITURE INFLOW	£0	£0	£0	£0
TOTAL TURNOVER POTENTIAL	£220,067,077	£225,506,865	£232,603,303	£241,078,856
BENCHMARK TURNOVER OF EXISTING FLOORSPACE	£250,454,413	£249,204,643	£248,955,438	£248,955,438
TURNOVER OF COMMITMENTS	£3,730,400	£3,711,785	£3,708,073	£3,708,073
RESIDUAL CAPACITY	-£34,117,736	-£27,409,564	-£20,060,209	-£11,584,656
SALES DENSITY (MAINSTREAM OPERATOR)	£12,000	£11,940	£11,928	£11,928
CAPACITY FOR NEW FLOORSPACE (SQM NET)	-2,843	-2,296	-1,682	-971
CAPACITY FOR NEW FLOORSPACE (SQM GROSS)	-4,062	-3,279	-2,402	-1,387

Notes

Total available expenditure taken from Table 3.

Turnover of existing facilities taken from Table 7.

Table 10b - GRIMSBY OVERALL CONVENIENCE CAPACITY [EXCLUDING TOURIST INFLOW]

CONVENIENCE GOODS				
	2016	2021	2026	2032
TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE	£475,852,507	£487,614,995	£502,959,672	£521,286,415
TOWN-WIDE SURVEY TURNOVER	£220,067,077	£225,506,865	£232,603,303	£241,078,856
MARKET SHARE (%)	46.2%	46.2%	46.2%	46.2%
EXPENDITURE INFLOW	£20,747,990	£20,623,710	£20,500,215	£20,397,918
TOTAL TURNOVER POTENTIAL	£240,815,068	£246,130,574	£253,103,518	£261,476,774
BENCHMARK TURNOVER OF EXISTING FLOORSPACE	£250,454,413	£249,204,643	£248,955,438	£248,955,438
TURNOVER OF COMMITMENTS	£3,730,400	£3,711,785	£3,708,073	£3,708,073
RESIDUAL CAPACITY	-£13,369,746	-£6,785,854	£440,006	£8,813,262
SALES DENSITY (MAINSTREAM OPERATOR)	£12,000	£11,940	£11,928	£11,928
CAPACITY FOR NEW FLOORSPACE (SQM NET)	-1,114	-568	37	739
CAPACITY FOR NEW FLOORSPACE (SQM GROSS)	-1,592	-812	53	1,056

Notes

Total available expenditure taken from Table 3.

Turnover of existing facilities taken from Table 7.

Table 11a - CLEETHORPES **OVERALL** CONVENIENCE CAPACITY [EXCLUDING TOURIST INFLOW]

CONVENIENCE GOODS				
	2016	2021	2026	2032
TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE	£475,852,507	£487,614,995	£502,959,672	£521,286,415
TOWN-WIDE SURVEY TURNOVER	£82,633,296	£84,675,889	£87,340,541	£90,523,038
MARKET SHARE (%)	17.4%	17.4%	17.4%	17.4%
EXPENDITURE INFLOW	£0	£0	£0	£0
TOTAL TURNOVER POTENTIAL	£82,633,296	£84,675,889	£87,340,541	£90,523,038
BENCHMARK TURNOVER OF EXISTING FLOORSPACE	£84,762,902	£84,339,934	£84,255,594	£84,255,594
TURNOVER OF COMMITMENTS	£0	£0	£0	£0
RESIDUAL CAPACITY	-£2,129,606	£335,955	£3,084,947	£6,267,444
SALES DENSITY (MAINSTREAM OPERATOR)	£12,000	£11,940	£11,928	£11,928
CAPACITY FOR NEW FLOORSPACE (SQM NET)	-177	28	259	525
CAPACITY FOR NEW FLOORSPACE (SQM GROSS)	-254	40	369	751

Notes

Total available expenditure taken from Table 3.

Turnover of existing facilities taken from Table 7.

Table 11b - CLEETHORPES **OVERALL** CONVENIENCE CAPACITY [INCLUDING TOURIST INFLOW]

CONVENIENCE GOODS				
	2016	2021	2026	2032
TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE	£475,852,507	£487,614,995	£502,959,672	£521,286,415
TOWN-WIDE SURVEY TURNOVER	£82,633,296	£84,675,889	£87,340,541	£90,523,038
MARKET SHARE (%)	17.4%	17.4%	17.4%	17.4%
EXPENDITURE INFLOW	£15,652,330	£15,558,572	£15,465,408	£15,388,235
TOTAL TURNOVER POTENTIAL	£98,285,626	£100,234,462	£102,805,949	£105,911,273
BENCHMARK TURNOVER OF EXISTING FLOORSPACE	£84,762,902	£84,339,934	£84,255,594	£84,255,594
TURNOVER OF COMMITMENTS	£0	£0	£0	£0
RESIDUAL CAPACITY	£13,522,724	£15,894,528	£18,550,355	£21,655,679
SALES DENSITY (MAINSTREAM OPERATOR)	£12,000	£11,940	£11,928	£11,928
CAPACITY FOR NEW FLOORSPACE (SQM NET)	1,127	1,331	1,555	1,816
CAPACITY FOR NEW FLOORSPACE (SQM GROSS)	1,610	1,902	2,222	2,594

Notes

Total available expenditure taken from Table 3.

Turnover of existing facilities taken from Table 7.

Table 11c - CLEETHORPES MARKET SHARE INCREASE SCENARIO (2016)

Catchment	Current Main Food M/S	Main Food M/S Increase	Difference
ZONE 3 - CLEETHORPES	67.2%	75.0%	7.8%
	£30,862,368	£34,444,607	£3,582,239
ZONE 5 - RURAL SOUTH	36.3%	40.0%	3.7%
	£10,826,199	£11,929,696	£1,103,497
TOTAL			£4,685,736

Table 11d - CLEETHORPES **OVERALL** CONVENIENCE CAPACITY [INCLUDING TOURIST INFLOW AND INCREASED MARKET SHARE]

CONVENIENCE GOODS				
	2016	2021	2026	2032
TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE	£475,852,507	£487,614,995	£502,959,672	£521,286,415
TOWN-WIDE SURVEY TURNOVER	£87,319,032	£89,477,451	£92,293,202	£95,656,163
MARKET SHARE (%)	18.4%	18.4%	18.4%	18.4%
EXPENDITURE INFLOW	£15,652,330	£15,558,572	£15,465,408	£15,388,235
TOTAL TURNOVER POTENTIAL	£102,971,362	£105,036,023	£107,758,610	£111,044,398
BENCHMARK TURNOVER OF EXISTING FLOORSPACE	£84,762,902	£84,339,934	£84,255,594	£84,255,594
TURNOVER OF COMMITMENTS	£0	£0	£0	£0
RESIDUAL CAPACITY	£18,208,460	£20,696,089	£23,503,016	£26,788,804
SALES DENSITY (MAINSTREAM OPERATOR)	£12,000	£11,940	£11,928	£11,928
CAPACITY FOR NEW FLOORSPACE (SQM NET)	1,517	1,733	1,970	2,246
CAPACITY FOR NEW FLOORSPACE (SQM GROSS)	2,168	2,476	2,815	3,208

Notes

Total available expenditure taken from Table 3.

Turnover of existing facilities taken from Table 7.

Table 12a - IMMINGHAM **OVERALL** CONVENIENCE CAPACITY [CONSTANT MARKET SHARE - WITHOUT TESCO]

CONVENIENCE GOODS				
	2016	2021	2026	2032
TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE	£475,852,507	£487,614,995	£502,959,672	£521,286,415
TOWN-WIDE SURVEY TURNOVER	£8,807,409	£9,025,117	£9,309,127	£9,648,331
MARKET SHARE (%)	1.9%	1.9%	1.9%	1.9%
EXPENDITURE INFLOW	£0	£0	£0	£0
TOTAL TURNOVER POTENTIAL	£8,807,409	£9,025,117	£9,309,127	£9,648,331
BENCHMARK TURNOVER OF EXISTING FLOORSPACE	£14,079,833	£14,009,574	£13,995,565	£13,995,565
TURNOVER OF COMMITMENTS	£0	£0	£0	£0
RESIDUAL CAPACITY	-£5,272,424	-£4,984,458	-£4,686,438	-£4,347,234
SALES DENSITY (MAINSTREAM OPERATOR)	£12,000	£11,940	£11,928	£11,928
CAPACITY FOR NEW FLOORSPACE (SQM NET)	-439	-417	-393	-364
CAPACITY FOR NEW FLOORSPACE (SQM GROSS)	-628	-596	-561	-521

Notes

Total available expenditure taken from Table 3.

Turnover of existing facilities taken from Table 7.

Table 12b - IMMINGHAM **OVERALL** CONVENIENCE CAPACITY [INCREASED MARKET SHARE - INCLUDING TESCO]

CONVENIENCE GOODS				
	2016	2021	2026	2032
TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE	£475,852,507	£487,614,995	£502,959,672	£521,286,415
TOWN-WIDE SURVEY TURNOVER	£29,834,568	£30,572,041	£31,534,108	£32,683,141
MARKET SHARE (%)	6.3%	6.3%	6.3%	6.3%
EXPENDITURE INFLOW	£0	£0	£0	£0
TOTAL TURNOVER POTENTIAL	£29,834,568	£30,572,041	£31,534,108	£32,683,141
BENCHMARK TURNOVER OF EXISTING FLOORSPACE	£14,079,833	£14,009,574	£13,995,565	£13,995,565
TURNOVER OF COMMITMENTS	£28,036,212	£27,896,311	£27,868,415	£27,868,415
RESIDUAL CAPACITY	-£12,281,477	-£11,333,844	-£10,329,872	-£9,180,838
SALES DENSITY (MAINSTREAM OPERATOR)	£12,000	£11,940	£11,928	£11,928
CAPACITY FOR NEW FLOORSPACE (SQM NET)	-1,023	-949	-866	-770
CAPACITY FOR NEW FLOORSPACE (SQM GROSS)	-1,462	-1,356	-1,237	-1,100

Notes

Total available expenditure taken from Table 3.

Turnover of existing facilities taken from Table 7.



Appendix II
Comparison
Goods
Assessment

NE Lincs RETAIL AND THREE CENTRES STUDY

APPENDIX B - COMPARISON CAPACITY ASSESSMENT

TABLE 1 - SURVEY AREA POPULATION FORECASTS

SURVEY ZONE	POPULATION PROJECTIONS					
	2011	2012	2016	2021	2026	2032
ZONE 1 - GRIMSBY	44,234		44,331	44,615	45,045	45,576
ZONE 2 - NORTH WEST GRIMSBY	55,848		56,592	58,773	62,073	66,146
ZONE 3 - CLEETHORPES	33,570		34,072	35,542	37,766	40,511
ZONE 4 - IMMINGHAM	16,308		16,578	17,145	17,985	18,994
ZONE 5 - RURAL SOUTH	19,722		20,042	20,722	21,428	22,397
NORTH EAST LINCOLNSHIRE TOTAL	169,682		171,615	176,797	184,297	193,624
ZONE 6 - LOUTH	28,222		29,036	30,182	30,868	31,818
ZONE 7 - MARKET RASEN	18,444		19,035	19,613	20,109	20,457
ZONE 8 - BRIGG	22,210		22,857	23,267	23,686	24,049
ZONE 9 - BARTON-UPON-HUMBER	23,502		24,565	25,230	25,713	26,134
NON NE LINCOLNSHIRE TOTAL	92,378		95,493	98,292	100,376	102,458
OVERALL TOTAL	262,060		267,108	275,089	284,673	296,082

POPULATION GROWTH (%)			
2011-2016	2016-2021	2016-2026	2016-2032
0.2%	0.6%	1.6%	2.8%
1.3%	3.9%	9.7%	16.9%
1.5%	4.3%	10.8%	18.9%
1.7%	3.4%	8.5%	14.6%
1.6%	3.4%	6.9%	11.8%
1.1%	3.0%	7.4%	12.8%
2.9%	3.9%	6.3%	9.6%
3.2%	3.0%	5.6%	7.5%
2.9%	1.8%	3.6%	5.2%
4.5%	2.7%	4.7%	6.4%
3.4%	2.9%	5.1%	7.3%
1.9%	3.0%	6.6%	10.8%

Source: 2011 Census data for 2011 and Experian / NE Lincs Council projections for 2016, 2021, 2026, 2032

TABLE 2 - EXPENDITURE BREAKDOWN

Comparison Goods by Sector		Clothing / Fashion Goods	Small Domestic Apps.	Medical / Therapeutic	Personal Goods	Books and Stationary	CDs / DVDs	Glassware / Tableware	Recreational Goods	Furniture & Household Textiles	DIY Goods & Decorating Supplies	Major Household Apps.	Large Electrical Goods	Gardening and Pets	Total Comparison Spend (£)
ZONE 1 - GRIMSBY	Expenditure (£)	£573	£240	£107	£92	£66	£56	£53	£256	£225	£60	£65	£175	£69	£2,037
	Weighting	28.1%	11.8%	5.3%	4.5%	3.2%	2.7%	2.6%	12.6%	11.0%	2.9%	3.2%	8.6%	3.4%	
ZONE 2 - NW GRIMSBY	Expenditure (£)	£683	£268	£137	£111	£79	£65	£63	£311	£278	£75	£71	£207	£81	£2,429
	Weighting	28.1%	11.0%	5.6%	4.6%	3.3%	2.7%	2.6%	12.8%	11.4%	3.1%	2.9%	8.5%	3.3%	
ZONE 3 - CLEETHORPES	Expenditure (£)	£825	£315	£165	£143	£102	£72	£80	£348	£349	£101	£74	£251	£105	£2,930
	Weighting	28.2%	10.8%	5.6%	4.9%	3.5%	2.5%	2.7%	11.9%	11.9%	3.4%	2.5%	8.6%	3.6%	
ZONE 4 - IMMINGHAM	Expenditure (£)	£787	£309	£153	£163	£99	£75	£78	£355	£321	£84	£75	£251	£111	£2,861
	Weighting	27.5%	10.8%	5.3%	5.7%	3.5%	2.6%	2.7%	12.4%	11.2%	2.9%	2.6%	8.8%	3.9%	
ZONE 5 - RURAL SOUTH	Expenditure (£)	£972	£371	£215	£242	£127	£89	£104	£403	£401	£128	£91	£319	£154	£3,616
	Weighting	26.9%	10.3%	5.9%	6.7%	3.5%	2.5%	2.9%	11.1%	11.1%	3.5%	2.5%	8.8%	4.3%	
ZONE 6 - LOUTH	Expenditure (£)	£825	£335	£178	£260	£108	£87	£99	£389	£370	£113	£96	£293	£152	£3,305
	Weighting	25.0%	10.1%	5.4%	7.9%	3.3%	2.6%	3.0%	11.8%	11.2%	3.4%	2.9%	8.9%	4.6%	
ZONE 7 - MARKET RASEN	Expenditure (£)	£864	£353	£188	£291	£119	£90	£109	£394	£396	£125	£96	£291	£182	£3,498
	Weighting	24.7%	10.1%	5.4%	8.3%	3.4%	2.6%	3.1%	11.3%	11.3%	3.6%	2.7%	8.3%	5.2%	
ZONE 8 - BRIGG	Expenditure (£)	£856	£308	£181	£153	£107	£78	£84	£355	£355	£104	£73	£266	£127	£3,047
	Weighting	28.1%	10.1%	5.9%	5.0%	3.5%	2.6%	2.8%	11.7%	11.7%	3.4%	2.4%	8.7%	4.2%	
ZONE 9 - BARTON	Expenditure (£)	£821	£305	£163	£140	£102	£77	£80	£354	£346	£100	£71	£250	£116	£2,925
	Weighting	28.1%	10.4%	5.6%	4.8%	3.5%	2.6%	2.7%	12.1%	11.8%	3.4%	2.4%	8.5%	4.0%	
TOTAL	Expenditure Average	£801	£312	£165	£177	£101	£77	£83	£352	£338	£99	£79	£256	£122	£2,961

Notes

1. Expenditure Weighting derived from Experian Retail Planner Report (Fine Expenditure)

TABLE 3 - COMPARISON EXPENDITURE FORECASTS, 2016 - 2032

SURVEY AREA	2014		2014		2016		2016		2021		2021		2026		2026		2032		2032	
	2014 prices	2011 prices (£)	2014 prices	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)	(£)	Minus SFT (£)						
ZONE 1 - GRIMSBY	£2,037	£2,041	£1,812		£2,188	£1,917	£2,454	£2,085.97	£2,873	£2,441.76	£3,494	£2,987								
ZONE 2 - NORTH WEST GRIMSBY	£2,429	£2,434	£2,161		£2,609	£2,286	£2,926	£2,487.39	£3,425	£2,911.65	£4,166	£3,562								
ZONE 3 - CLEETHORPES	£2,930	£2,936	£2,607		£3,148	£2,757	£3,530	£3,000.44	£4,132	£3,512.20	£5,026	£4,297								
ZONE 4 - IMMINGHAM	£2,861	£2,867	£2,546		£3,074	£2,692	£3,447	£2,929.78	£4,035	£3,429.49	£4,907	£4,196								
ZONE 5 - RURAL SOUTH	£3,616	£3,623	£3,217		£3,885	£3,403	£4,356	£3,702.93	£5,099	£4,334.51	£6,202	£5,303								
ZONE 6 - LOUTH	£3,305	£3,312	£2,941		£3,550	£3,110	£3,982	£3,384.45	£4,661	£3,961.71	£5,669	£4,847								
ZONE 7 - MARKET RASEN	£3,498	£3,505	£3,112		£3,758	£3,292	£4,214	£3,582.09	£4,933	£4,193.06	£6,000	£5,130								
ZONE 8 - BRIGG	£3,047	£3,053	£2,711		£3,273	£2,867	£3,671	£3,120.25	£4,297	£3,652.45	£5,226	£4,468								
ZONE 9 - BARTON-UPON-HUMBER	£2,925	£2,931	£2,603		£3,142	£2,753	£3,524	£2,995.32	£4,125	£3,506.21	£5,017	£4,289								

Notes

1. Expenditure per Capita Forecasts derived from Experian Retail Planner (Fine Expenditure) Report; All Expenditure Figures given in 2011 Prices
2. Growth in per capita retail expenditure for Non-Bulky Comparison Goods: (Source: - Experian Retail Planner Briefing Note 10.1 (September 2012) and GVA Research)

TABLE 4a - TOTAL COMPARISON SPEND (2016)

COMPARISON GOODS	ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARRON	TOTAL GOODS SPEND
CLOTHING	£23,904,648	£36,374,609	£26,452,808	£12,277,984	£18,332,746	£22,542,960	£15,477,002	£18,412,518	£18,979,297	£192,754,373
SMALL DOMESTIC	£10,012,418	£14,272,828	£10,100,163	£4,820,708	£6,997,375	£9,163,808	£6,323,358	£6,625,065	£7,080,714	£75,356,498
MEDICAL / THERAPEUTIC	£4,463,870	£7,296,185	£5,290,562	£2,386,952	£4,055,083	£4,863,814	£3,367,681	£3,893,301	£3,768,119	£39,283,566
PERSONAL	£3,838,094	£5,911,507	£4,585,153	£2,542,962	£4,564,326	£7,104,448	£5,212,740	£3,291,023	£3,236,421	£40,286,474
BOOKS & STATIONARY	£2,753,415	£4,207,289	£3,270,529	£1,544,499	£2,395,328	£2,951,078	£2,131,670	£2,301,565	£2,357,864	£23,913,237
CDs / DVDs	£2,336,231	£3,461,693	£2,308,609	£1,170,075	£1,678,616	£2,377,258	£1,612,188	£1,677,776	£1,780,032	£18,402,476
GLASSWARE / TABLEWARE	£2,211,076	£3,355,780	£2,565,121	£1,216,878	£1,961,528	£2,705,105	£1,952,538	£1,808,836	£1,849,383	£19,623,695
RECREATIONAL GOODS	£10,679,913	£16,562,872	£11,158,275	£5,538,354	£7,600,923	£10,629,347	£7,057,799	£7,636,033	£8,183,522	£85,047,037
FURNITURE / TEXTILES	£9,386,642	£14,805,396	£11,190,339	£5,007,920	£7,563,201	£10,110,176	£7,093,626	£7,636,033	£7,998,583	£80,791,916
DIY & DECORATING	£2,503,105	£3,994,262	£3,238,465	£1,310,484	£2,414,189	£3,087,702	£2,239,150	£2,237,035	£2,311,729	£23,336,120
MAJOR HOUSEHOLD APPLIANCES	£2,711,697	£3,781,234	£2,372,737	£1,170,075	£1,716,337	£2,623,181	£1,719,667	£1,570,226	£1,641,328	£19,306,842
LARGE ELECTRICAL GOODS	£7,300,721	£11,024,162	£8,048,066	£3,915,850	£6,016,611	£8,006,166	£5,212,740	£5,721,647	£5,779,323	£61,025,288
GARDENING AND PETS	£2,878,570	£4,313,803	£3,366,721	£1,731,711	£2,904,571	£4,153,370	£3,260,202	£2,731,764	£2,681,606	£28,022,316
TOTAL COMPARISON SPEND	£84,980,398	£129,360,805	£93,947,548	£44,634,451	£68,289,834	£90,308,444	£62,660,361	£65,540,822	£67,618,081	

TABLE 4b - TOTAL COMPARISON SPEND (2021)

COMPARISON GOODS	ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARRON	TOTAL GOODS SPEND	SECTORAL GROWTH 2016-2021
CLOTHING	£26,178,997	£41,106,962	£30,027,047	£13,817,486	£20,625,987	£25,498,174	£17,353,001	£20,395,341	£21,211,785	£216,215,310	£23,460,937
SMALL DOMESTIC	£10,965,008	£16,179,819	£11,664,873	£5,425,163	£7,872,676	£10,354,035	£7,089,836	£7,238,511	£7,880,139	£86,520,049	£9,163,551
MEDICAL / THERAPEUTIC	£4,888,566	£8,245,467	£6,005,409	£2,686,246	£4,562,332	£5,501,547	£3,778,884	£4,312,566	£4,211,353	£44,189,372	£4,803,805
PERSONAL	£4,203,253	£6,660,634	£5,204,688	£2,861,817	£5,135,277	£8,035,968	£5,844,587	£3,645,429	£3,617,113	£45,228,766	£4,942,092
BOOKS & STATIONARY	£3,015,377	£4,754,685	£3,712,435	£1,738,159	£2,694,959	£3,338,017	£2,390,055	£2,549,418	£2,635,325	£26,828,430	£2,915,093
CDs / DVDs	£2,558,502	£3,912,083	£2,620,542	£1,316,787	£1,888,594	£2,688,958	£1,807,604	£1,858,454	£1,989,412	£20,640,936	£2,238,460
GLASSWARE / TABLEWARE	£2,421,439	£3,791,711	£2,711,914	£1,369,459	£2,206,896	£3,059,849	£2,189,210	£2,001,412	£2,066,922	£22,018,611	£2,394,916
RECREATIONAL GOODS	£17,696,009	£10,717,811	£12,665,954	£6,232,792	£8,951,721	£12,023,044	£7,913,290	£8,458,348	£9,146,129	£99,400,009	£10,358,062
FURNITURE / TEXTILES	£10,279,695	£16,731,617	£12,702,351	£5,635,849	£8,509,281	£11,435,800	£7,953,459	£8,458,348	£8,939,437	£90,645,896	£9,853,980
DIY & DECORATING	£2,741,252	£4,513,942	£3,676,039	£1,474,802	£2,716,179	£3,492,555	£2,510,561	£2,477,939	£2,583,652	£26,186,921	£2,850,801
MAJOR HOUSEHOLD APPLIANCES	£2,969,690	£4,273,198	£2,693,335	£1,316,787	£1,931,034	£2,967,127	£1,928,111	£1,739,322	£1,834,393	£21,682,997	£2,346,515
LARGE ELECTRICAL GOODS	£7,995,318	£12,458,479	£9,135,502	£4,406,848	£6,769,228	£9,055,917	£5,844,587	£6,337,805	£6,459,311	£68,462,815	£7,437,527
GARDENING AND PETS	£3,152,440	£4,875,097	£3,821,624	£1,948,845	£3,267,903	£4,697,950	£3,655,377	£3,025,944	£2,997,037	£31,442,178	£3,419,862
TOTAL COMPARISON SPEND	£93,068,506	£146,191,523	£106,641,513	£50,231,039	£76,732,069	£102,149,512	£70,255,552	£72,598,836	£75,571,830		
XPEND GROWTH (CATCHMENT) 2016 - 2021	£8,085,108	£16,830,703	£12,693,965	£5,596,588	£8,531,235	£11,841,048	£7,595,191	£7,058,014	£7,953,748		

TABLE 4c - TOTAL COMPARISON SPEND (2026)

COMPARISON GOODS	ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARRON	TOTAL GOODS SPEND	SECTORAL GROWTH 2016-2026
CLOTHING	£30,939,688	£50,820,048	£37,347,932	£16,966,678	£24,966,607	£30,526,293	£20,826,479	£24,303,994	£25,305,010	£262,002,540	£49,248,167
SMALL DOMESTIC	£12,958,940	£19,941,102	£14,260,120	£6,661,631	£9,529,436	£12,395,525	£8,508,966	£8,744,884	£9,400,787	£102,401,391	£27,044,893
MEDICAL / THERAPEUTIC	£5,777,527	£10,193,712	£7,469,587	£3,298,477	£5,522,449	£6,586,279	£4,531,688	£5,139,039	£5,024,027	£53,142,846	£14,157,279
PERSONAL	£4,967,593	£8,259,188	£6,473,642	£3,514,064	£6,215,966	£9,620,408	£7,014,474	£4,344,050	£4,315,115	£54,724,500	£14,437,826
BOOKS & STATIONARY	£3,563,708	£5,878,161	£4,617,563	£2,134,309	£3,262,998	£3,996,169	£2,868,442	£3,037,996	£3,143,870	£32,502,335	£8,588,998
CDs / DVDs	£3,023,753	£4,836,461	£3,259,456	£1,616,901	£2,286,037	£3,279,136	£2,169,425	£2,214,614	£2,373,313	£24,999,096	£6,596,620
GLASSWARE / TABLEWARE	£2,861,766	£4,687,647	£3,621,618	£1,681,577	£2,671,324	£3,663,155	£2,627,415	£2,384,968	£2,465,780	£26,665,250	£7,041,555
RECREATIONAL GOODS	£13,822,806	£23,140,607	£15,754,037	£7,653,330	£10,351,381	£14,393,610	£9,497,260	£10,079,331	£10,911,078	£115,603,303	£30,556,466
FURNITURE / TEXTILES	£12,149,006	£20,685,113	£15,799,307	£6,920,335	£10,300,010	£13,690,580	£9,545,449	£10,079,331	£10,664,500	£109,833,711	£29,041,795
DIY & DECORATING	£3,239,735	£5,580,532	£4,572,292	£1,810,929	£3,287,784	£4,181,177	£3,015,090	£2,952,818	£3,082,225	£31,720,583	£8,384,463
MAJOR HOUSEHOLD APPLIANCES	£3,509,713	£5,282,904	£3,349,996	£1,616,901	£2,337,409	£3,552,150	£2,314,053	£2,072,611	£2,188,380	£26,424,157	£6,917,676
LARGE ELECTRICAL GOODS	£9,449,227	£15,402,269	£11,362,826	£5,411,228	£8,193,772	£10,841,409	£7,014,474	£7,552,400	£7,705,563	£82,933,219	£21,907,931
GARDENING AND PETS	£3,725,695	£6,026,975	£4,753,373	£2,393,013	£3,955,615	£5,624,238	£4,387,059	£3,695,845	£3,575,381	£38,047,195	£10,024,879
TOTAL COMPARISON SPEND	£109,988,999	£180,734,843	£132,641,749	£61,679,370	£92,879,889	£122,290,180	£84,318,313	£86,511,892	£90,155,090		
XPEND GROWTH (CATCHMENT) 2016 - 2026	£25,008,601	£51,374,021	£38,694,201	£17,044,919	£24,679,056	£31,981,717	£21,467,953	£20,971,070	£22,537,009		

TABLE 4d - TOTAL COMPARISON SPEND (2032)

COMPARISON GOODS	ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARRON	TOTAL GOODS SPEND	SECTORAL GROWTH 2016-2032
CLOTHING	£38,297,477	£66,252,707	£49,012,432	£21,921,512	£31,925,334	£38,495,163	£25,920,002	£30,189,097	£31,465,047	£333,478,771	£140,724,398
SMALL DOMESTIC	£16,040,828	£25,996,630	£18,713,838	£8,607,049	£12,185,493	£16,631,369	£10,990,001	£10,862,432	£11,889,207	£130,316,886	£54,940,388
MEDICAL / THERAPEUTIC	£7,151,536	£13,289,342	£9,802,486	£4,261,742	£7,061,674	£8,305,623	£5,640,000	£6,383,442	£6,247,019	£68,142,866	£28,757,249
PERSONAL	£6,148,984	£10,767,277	£8,495,488	£4,540,288	£7,948,489	£12,131,809	£8,730,001	£5,395,948	£5,365,538	£69,522,822	£29,237,148
BOOKS & STATIONARY	£4,411,228	£7,663,197	£6,059,719	£2,757,598	£4,171,314	£5,039,367	£3,570,000	£3,773,637	£3,909,178	£41,355,238	£17,441,901
CDs / DVDs	£3,742,860	£6,305,162	£4,277,449	£2,089,009	£2,923,204	£4,059,490	£2,700,000	£2,750,876	£2,951,064	£31,799,176	£13,396,700
GLASSWARE / TABLEWARE	£3,842,350	£6,111,157	£4,752,721	£2,172,653	£3,415,879	£4,619,420	£3,270,000	£2,962,481	£3,066,022	£33,912,683	£14,288,988
RECREATIONAL GOODS	£7,110,217	£30,167,747	£20,743,335	£9,888,357	£13,236,533	£18,153,053	£11,820,001	£12,520,011	£13,547,146	£147,135,428	£48,088,392
FURNITURE / TEXTILES	£15,038,276	£26,966,695	£20,733,744	£8,941,303	£13,170,843	£17,204,497	£11,880,001	£12,520,011	£13,260,543	£138,715,913	£58,963,997
DIY & DECORATING	£4,010,207	£7,275,187	£6,000,310	£2,339,780	£4,204,159	£5,272,671	£3,750,000	£3,667,884	£3,832,527	£40,252,676	£17,016,558
MAJOR HOUSEHOLD APPLIANCES	£4,344,291	£6,887,177	£4,396,267	£2,089,009	£2,988,894	£4,479,437	£2,880,000	£2,574,533	£2,721,094	£33,360,888	£14,054,406
LARGE ELECTRICAL GOODS	£11,696,437	£20,079,517	£14,911,661	£6,991,486	£10,477,553	£13,671,615	£8,730,001	£9,381,191	£9,581,318	£106,520,780	£44,495,492
GARDENING AND PETS	£4,611,738	£7,857,202	£6,237,946	£3,091,852	£5,058,129	£7,092,442	£5,460,000	£4,478,990	£4,445,731	£48,334,032	£20,311,715
TOTAL COMPARISON SPEND	£136,146,529	£235,61									

TABLE 5 - CLOTHING / FASHION Market Share from Catchment Zones (2016) - MAIN CENTRES

DESTINATIONS		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	DISTRICT EXPENDITURE (£)	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON	NON DISTRICT EXPENDITURE (£)	TOTAL SURVEY DERIVED TURNOVER
GRIMSBY (TOP TOWN)													
GRIMSBY (TOP TOWN)	%	73.2%	76.7%	68.2%	78.4%	81.0%		62.3%	35.3%	16.7%	21.8%		
	£	E17,498,202	E27,899,172	E18,040,815	E9,625,940	E14,849,524	E87,913,653	E14,044,264	E5,463,382	E3,074,891	E4,137,487	E26,720,023	E114,633,676
GRIMSBY TOP TOWN TOTAL	%	73.2%	76.7%	68.2%	78.4%	81.0%	E87,913,653	E14,044,264	E5,463,382	E3,074,891	E4,137,487	E26,720,023	E114,633,676
	£	E17,498,202	E27,899,172	E18,040,815	E9,625,940	E14,849,524	E87,913,653	E14,044,264	E5,463,382	E3,074,891	E4,137,487	E26,720,023	E114,633,676
GRIMSBY (FREEMAN STREET)													
GRIMSBY (FREEMAN STREET)	%	0.0%	0.8%	0.0%	0.8%	0.9%		2.0%	0.0%	0.0%	9.3%		
	£	£0	E290,995	£0	E98,224	E164,995	E554,214	E450,859	£0	£0	E1,765,075	E2,215,934	E2,770,148
ASDA (Freeman Street, Grimsby)	%	8.1%	4.9%	0.0%	8.1%	1.0%		0.0%	0.8%	0.0%	0.0%		
	£	E1,936,276	E1,782,346	£0	E994,517	E183,327	E4,896,467	£0	E123,816	£0	£0	E123,816	E5,020,283
GRIMSBY FREEMAN STREET TOTAL	%	8.1%	5.7%	0.0%	8.9%	1.9%	E5,450,681	E450,859	E123,816	£0	E1,765,075	E2,339,750	E7,790,430
	£	E1,936,276	E2,073,341	£0	E1,092,741	E348,322	E5,450,681	E450,859	E123,816	£0	E1,765,075	E2,339,750	E7,790,430
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	1.4%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E334,665	£0	£0	£0	£0	E334,665	£0	£0	£0	£0	£0	E334,665
SAINSBURY'S (Corporation Street, Grimsby)	%	0.0%	0.0%	0.0%	1.1%	0.0%		0.0%	0.0%	0.9%	0.0%		
	£	£0	£0	£0	E135,058	£0	E135,058	£0	£0	E165,713	£0	E165,713	E300,770
ALDI (Cleethorpes Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
ALDI (Cambridge Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
TESCO EXTRA (Victoria Street, Grimsby)	%	3.8%	2.3%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	2.2%		
	£	E908,377	E836,611	£0	£0	£0	E1,744,988	£0	£0	£0	E417,545	E417,545	E2,162,533
MORRISON'S (Hilmore Road, Laceby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	1.1%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	E170,247	£0	£0	E170,247	E170,247
GRIMSBY OUT-OF-CENTRE FOODSTORES TOTAL	%	5.2%	2.3%	0.0%	1.1%	0.0%	E2,214,711	£0	E170,247	E165,713	E417,545	E753,504	E2,968,215
	£	E1,243,042	E836,611	£0	E135,058	£0	E2,214,711	£0	E170,247	E165,713	E417,545	E753,504	E2,968,215
GRIMSBY (OUT-OF-CENTRE RETAIL PARK / WAREHOUSES)													
ALEXANDRA RETAIL PARK (Grimsby)	%	4.0%	8.1%	4.9%	4.6%	2.6%		1.0%	0.8%	0.0%	0.0%		
	£	E956,186	E2,946,327	E1,296,188	E564,787	E476,651	E6,240,139	E225,430	E123,816	£0	£0	E349,246	E6,589,385
VICTORIA RETAIL PARK / WAREHOUSES (Grimsby)	%	1.0%	1.5%	0.0%	3.0%	0.9%		0.0%	0.8%	0.0%	0.0%		
	£	E239,046	E545,616	£0	E368,340	E164,995	E1,317,997	£0	E123,816	£0	£0	E123,816	E1,441,813
HIGH POINT RETAIL PARK (Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
PEAKES PARKWAY RETAIL WAREHOUSES (Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
RON RAMSDENS (Cleethorpes Road, Grimsby)	%	0.7%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E167,333	£0	£0	£0	£0	E167,333	£0	£0	£0	£0	£0	E167,333
GARDEN CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
GRIMSBY (OUT-OF-CENTRE RP / WAREHOUSES) TOTAL	%	5.7%	9.6%	4.9%	7.6%	3.5%	E7,725,469	E225,430	E247,632	£0	£0	E473,062	E8,198,530
	£	E1,362,565	E3,491,943	E1,296,188	E933,127	E641,646	E7,725,469	E225,430	E247,632	£0	£0	E473,062	E8,198,530
GRIMSBY OVERALL TOTAL	%	92.2%	94.3%	73.1%	96.0%	86.4%	E103,304,534	E14,720,553	E6,005,077	E3,240,603	E6,320,106	E30,286,309	E133,690,852
	£	E22,040,085	E34,301,068	E19,337,003	E11,786,865	E15,839,493	E103,304,534	E14,720,553	E6,005,077	E3,240,603	E6,320,106	E30,286,309	E133,690,852
CLEETHORPES (TOWN CENTRE)													
CLEETHORPES TOWN CENTRE	%	0.7%	0.9%	6.2%	0.0%	0.0%		0.0%	0.0%	0.9%	0.9%		
	£	E167,333	E327,370	E1,640,074	£0	£0	E2,134,776	£0	£0	E165,713	E170,814	E336,526	E2,471,303
CLEETHORPES TOWN CENTRE TOTAL	%	0.7%	0.9%	6.2%	0.0%	0.0%	E2,134,776	£0	£0	E165,713	E170,814	E336,526	E2,471,303
	£	E167,333	E327,370	E1,640,074	£0	£0	E2,134,776	£0	£0	E165,713	E170,814	E336,526	E2,471,303
CLEETHORPES (OUT-OF-CENTRE FOODSTORES / RETAIL WAREHOUSES)													
TESCO EXTRA / HEWITTS CIRCUS RP (Cleethorpes)	%	1.9%	2.4%	3.4%	0.0%	2.7%		0.0%	0.0%	0.0%	0.0%		
	£	E454,188	E872,986	E899,395	£0	E494,984	E2,721,554	£0	£0	£0	£0	£0	E2,721,554
MERIDIAN RETAIL PARK (Cleethorpes)	%	0.7%	0.0%	0.0%	1.1%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E167,333	£0	£0	E135,058	£0	E302,390	£0	£0	£0	£0	£0	E302,390
WILTON STREET RETAIL WAREHOUSES (Humbertson)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
CLEETHORPES OUT-OF-CENTRE TOTAL	%	2.6%	2.4%	3.4%	1.1%	2.7%	E3,023,944	£0	£0	£0	£0	£0	E3,023,944
	£	E621,521	E872,986	E899,395	E135,058	E494,984	E3,023,944	£0	£0	£0	£0	£0	E3,023,944
CLEETHORPES OVERALL TOTAL	%	3.3%	3.3%	9.6%	1.1%	2.7%	E5,158,720	£0	£0	E165,713	E170,814	E336,526	E5,495,247
	£	E788,853	E1,200,356	E2,539,470	E135,058	E494,984	E5,158,720	£0	£0	E165,713	E170,814	E336,526	E5,495,247
IMMINGHAM (TOWN CENTRE)													
IMMINGHAM TOWN CENTRE	%	0.0%	0.0%	0.0%	0.8%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	E98,224	£0	E98,224	£0	£0	£0	£0	£0	E98,224
IMMINGHAM TOWN CENTRE TOTAL	%	0.0%	0.0%	0.0%	0.8%	0.0%	E98,224	£0	£0	£0	£0	£0	E98,224
	£	£0	£0	£0	E98,224	£0	E98,224	£0	£0	£0	£0	£0	E98,224
DISTRICT LOCAL CENTRES													
LOCAL CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
DISTRICT LOCAL CENTRES TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%	£0	£0	£0	£0	£0	£0	£0
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
NE Lincs DISTRICT OVERALL TOTAL	%	95.5%	97.6%	82.7%	97.9%	89.1%	E108,561,458	E14,720,553	E6,005,077	E3,406,316	E6,490,920	E30,622,865	E139,184,323
	£	E22,828,939	E35,501,423	E21,876,472	E12,020,147	E16,334,477	E108,561,458	E14,720,553	E6,005,077	E3,406,316	E6,490,920	E30,622,865	E139,184,323
SCUNTHORPE													
SCUNTHORPE TOWN CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	8.3%	32.0%	16.5%		
	£	£0	£0	£0	£0	£0	£0	£0	E1,284,591	E5,892,006	E3,131,584	E10,308,181	E10,308,181
SCUNTHORPE RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	15.6%	3.3%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	E2,872,353	E626,317	E3,498,670	E3,498,670
SCUNTHORPE FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	1.2%	1.1%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	E220,950	E208,772	E429,722	E429,722
SCUNTHORPE TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	8.3%	48.8%	20.9%		
	£	£0	£0	£0	£0	£0	£0	£0	E1,284,591	E8,985,309	E3,966,673	E14,236,573	E14,236,573
LINCOLN													
LINCOLN CITY CENTRE	%	0.7%	0.0%	2.6%	0.0%	1.6%		8.4%	40.4%	4.9%	1.1%		
	£	E167,333	£0	E687,773	£0	E293,324	E1,148,429	E1,893,609	E6,252,709	E902,213	E208,772	E9,257,303	E10,405,732
LINCOLN RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	1.0%		0.0%	0.0%	3.2%	0.0%		
	£	£0	£0	£0	£0	E183,327	E183,327	£0	E495,264	£0	£0	E495,264	E678,592
LINCOLN FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
LINCOLN TOTAL	%	0.7%	0.0%	2.6%	0.0%	2.6%	E476,651	E1,331,757	E1,893,609	E6,747,973	E902,213	E208,772	E9,752,567
	£	E167,333	£0	E687,773	£0	E476,651	E1,331,757	E1,893,609	E6,747,973	E902,213	E208,772	E9,752,567	E11,084,324
KINGSTON-UPON-HULL													
HULL CITY CENTRE	%	0.0%	0.0%	0.8%	0.0%	1.0%		0.0%	0.0%	7.7%	22.9%		
	£	£0	£0	E211,622	£0	E183,327	E394,950	£0	£0	E1,417,			

TABLE 6 - SMALL DOMESTIC APPLIANCES Market Share from Catchment Zones (2016) - MAIN CENTRES

DESTINATIONS		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	DISTRICT EXPENDITURE (£)	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON	NON DISTRICT EXPENDITURE (£)	TOTAL SURVEY DERIVED TURNOVER
GRIMSBY (TOP TOWN)													
GRIMSBY (TOP TOWN)	%	16.0%	24.2%	4.9%	17.2%	18.1%		3.8%	11.2%	2.5%	7.6%		
	£	£1,601,987	£3,454,024	£494,908	£829,162	£1,266,525	£7,646,606	£347,845	£708,216	£165,627	£535,859	£1,757,546	£9,404,152
GRIMSBY TOP TOWN TOTAL	%	16.0%	24.2%	4.9%	17.2%	18.1%	£7,646,606	£347,845	£708,216	£165,627	£535,859	£1,757,546	£9,404,152
	£	£1,601,987	£3,454,024	£494,908	£829,162	£1,266,525	£7,646,606	£347,845	£708,216	£165,627	£535,859	£1,757,546	£9,404,152
GRIMSBY (FREEMAN STREET)													
GRIMSBY (FREEMAN STREET)	%	1.9%	1.9%	1.0%	0.0%	0.0%		1.0%	3.6%	0.0%	3.1%		
	£	£190,236	£271,184	£101,002	£0	£0	£562,421	£91,538	£227,641	£0	£218,574	£537,753	£1,100,174
ASDA (Freeman Street, Grimsby)	%	24.7%	7.6%	12.2%	10.6%	2.2%		0.8%	1.9%	0.7%	0.9%		
	£	£2,473,067	£1,084,735	£1,232,220	£510,995	£153,942	£5,454,959	£73,230	£120,144	£46,375	£63,457	£303,207	£5,758,166
GRIMSBY FREEMAN STREET TOTAL	%	26.6%	9.5%	13.2%	10.6%	2.2%	£6,017,381	£164,769	£347,785	£46,375	£282,031	£840,960	£6,858,340
	£	£2,663,303	£1,355,919	£1,333,222	£510,995	£153,942	£6,017,381	£164,769	£347,785	£46,375	£282,031	£840,960	£6,858,340
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	5.5%	0.0%	0.0%	2.3%	0.8%		0.0%	0.0%	0.0%	0.0%		
	£	£550,683	£0	£0	£110,876	£55,979	£717,538	£0	£0	£0	£0	£0	£717,538
SAINSBURY'S (Corporation Street, Grimsby)	%	7.8%	2.1%	4.2%	9.4%	9.9%		1.1%	0.0%	2.1%			
	£	£780,969	£299,729	£424,207	£453,147	£692,740	£2,650,792	£100,692	£69,557	£0	£148,066	£318,315	£2,969,107
ALDI (Cleethorpes Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.8%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£55,979	£55,979	£0	£0	£0	£0	£0	£55,979
ALDI (Cambridge Road, Grimsby)	%	0.0%	4.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£570,913	£0	£0	£0	£570,913	£0	£0	£0	£0	£0	£570,913
TESCO EXTRA (Victoria Street, Grimsby)	%	17.5%	10.3%	0.8%	15.1%	9.9%		3.9%	3.1%	0.0%	1.9%		
	£	£1,752,173	£1,470,101	£80,801	£727,927	£692,740	£4,723,743	£356,999	£196,024	£0	£133,965	£686,987	£5,410,730
MORRISON'S (Hilmore Road, Laceby)	%	0.0%	9.9%	0.0%	2.5%	3.7%		1.8%	4.2%	0.0%	0.9%		
	£	£0	£1,413,010	£0	£120,518	£258,903	£1,792,431	£164,769	£265,581	£0	£63,457	£493,807	£2,286,237
GRIMSBY OUT-OF-CENTRE FOODSTORES TOTAL	%	30.8%	26.3%	5.0%	29.3%	25.1%	£10,511,395	£622,459	£531,162	£0	£345,488	£1,499,109	£12,010,504
	£	£3,083,825	£3,753,754	£505,008	£4,412,467	£1,756,341	£10,511,395	£622,459	£531,162	£0	£345,488	£1,499,109	£12,010,504
GRIMSBY (OUT-OF-CENTRE RETAIL PARK / WAREHOUSES)													
ALEXANDRA RETAIL PARK (Grimsby)	%	6.8%	10.7%	13.2%	15.7%	10.3%		1.8%	3.8%	0.9%	7.2%		
	£	£680,844	£1,527,193	£1,333,222	£756,851	£720,730	£5,018,839	£164,769	£240,288	£59,626	£507,656	£972,337	£5,991,177
VICTORIA RETAIL PARK / WAREHOUSES (Grimsby)	%	3.4%	9.0%	5.5%	13.0%	6.5%		0.0%	0.8%	0.9%	0.9%		
	£	£340,422	£1,284,555	£555,509	£626,692	£454,829	£3,262,007	£0	£50,587	£59,626	£63,457	£173,669	£3,435,677
HIGH POINT RETAIL PARK (Grimsby)	%	0.0%	3.4%	0.0%	3.0%	1.0%		0.0%	0.0%	0.0%	2.2%		
	£	£0	£485,276	£0	£144,621	£69,974	£699,871	£0	£0	£0	£155,117	£155,117	£854,988
PEAKES PARKWAY RETAIL WAREHOUSES (Grimsby)	%	0.0%	0.0%	0.0%	0.8%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£38,566	£0	£38,566	£0	£0	£0	£0	£0	£38,566
RON RAMSDENS (Cleethorpes Road Grimsby)	%	1.6%	0.0%	0.7%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£160,199	£0	£70,701	£0	£0	£230,900	£0	£0	£0	£0	£0	£230,900
GARDEN CENTRES	%	1.8%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£180,224	£0	£0	£0	£0	£180,224	£0	£0	£0	£0	£0	£180,224
GRIMSBY (OUT-OF-CENTRE RP / WAREHOUSES) TOTAL	%	13.6%	23.1%	19.4%	32.5%	17.8%	£9,430,407	£164,769	£290,874	£119,251	£726,230	£1,301,124	£10,713,531
	£	£1,361,689	£3,297,023	£1,959,432	£1,566,730	£1,245,533	£9,430,407	£164,769	£290,874	£119,251	£726,230	£1,301,124	£10,713,531
GRIMSBY OVERALL TOTAL	%	87.0%	83.1%	42.5%	89.6%	63.2%	£33,605,789	£1,299,841	£1,878,037	£331,253	£1,889,608	£5,398,739	£39,004,528
	£	£8,710,804	£11,860,720	£4,292,569	£4,319,354	£4,422,341	£33,605,789	£1,299,841	£1,878,037	£331,253	£1,889,608	£5,398,739	£39,004,528
CLEETHORPES (TOWN CENTRE)													
CLEETHORPES TOWN CENTRE	%	1.4%	2.1%	1.5%	0.8%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£140,174	£299,729	£151,502	£38,566	£0	£629,971	£0	£0	£0	£0	£0	£629,971
CLEETHORPES TOWN CENTRE TOTAL	%	1.4%	2.1%	1.5%	0.8%	0.0%	£629,971	£0	£0	£0	£0	£0	£629,971
	£	£140,174	£299,729	£151,502	£38,566	£0	£629,971	£0	£0	£0	£0	£0	£629,971
CLEETHORPES (OUT-OF-CENTRE FOODSTORES / RETAIL WAREHOUSES)													
TESCO EXTRA / HEWITTS CIRCUS RP (Cleethorpes)	%	11.5%	14.8%	54.4%	2.3%	32.6%		11.1%	6.2%	0.0%	0.0%		
	£	£1,151,428	£2,112,379	£5,494,489	£110,876	£2,281,144	£11,150,316	£1,016,073	£392,048	£0	£0	£1,408,121	£12,558,437
MERIDIAN RETAIL PARK (Cleethorpes)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
WILTON STREET RETAIL WAREHOUSES (Humbertson)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
CLEETHORPES OUT-OF-CENTRE TOTAL	%	11.5%	14.8%	54.4%	2.3%	32.6%	£11,150,316	£1,016,073	£392,048	£0	£0	£1,408,121	£12,558,437
	£	£1,151,428	£2,112,379	£5,494,489	£110,876	£2,281,144	£11,150,316	£1,016,073	£392,048	£0	£0	£1,408,121	£12,558,437
CLEETHORPES OVERALL TOTAL	%	12.9%	16.9%	55.9%	3.1%	32.6%	£11,780,287	£1,016,073	£392,048	£0	£0	£1,408,121	£13,188,408
	£	£1,291,602	£2,412,108	£5,645,991	£149,442	£2,281,144	£11,780,287	£1,016,073	£392,048	£0	£0	£1,408,121	£13,188,408
IMMINGHAM (TOWN CENTRE)													
IMMINGHAM TOWN CENTRE	%	0.0%	0.0%	0.0%	5.4%	0.0%		0.0%	1.0%	0.0%	0.9%		
	£	£0	£0	£0	£260,318	£0	£260,318	£0	£63,234	£0	£63,457	£126,691	£387,009
IMMINGHAM TOWN CENTRE TOTAL	%	0.0%	0.0%	0.0%	5.4%	0.0%	£260,318	£0	£63,234	£0	£63,457	£126,691	£387,009
	£	£0	£0	£0	£260,318	£0	£260,318	£0	£63,234	£0	£63,457	£126,691	£387,009
DISTRICT LOCAL CENTRES													
LOCAL CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
DISTRICT LOCAL CENTRES TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%	£0	£0	£0	£0	£0	£0	£0
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
NE LINCS DISTRICT OVERALL TOTAL	%	99.9%	100.0%	98.4%	98.1%	95.8%	£45,646,394	£2,315,913	£2,333,319	£331,253	£1,953,064	£6,933,550	£52,579,945
	£	£10,002,406	£14,272,828	£9,938,560	£4,729,114	£6,703,486	£45,646,394	£2,315,913	£2,333,319	£331,253	£1,953,064	£6,933,550	£52,579,945
SCUNTHORPE													
SCUNTHORPE TOWN CENTRE	%	0.0%	0.0%	0.0%	0.8%	0.0%		0.0%	2.0%	6.8%	10.5%		
	£	£0	£0	£0	£38,566	£0	£38,566	£0	£126,467	£450,504	£740,331	£1,317,303	£1,355,869
SCUNTHORPE RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	1.9%	64.1%	4.3%		
	£	£0	£0	£0	£0	£0	£0	£0	£120,144	£4,246,667	£303,183	£4,669,994	£4,669,994
SCUNTHORPE FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	1.0%		0.0%	6.2%	19.5%			
	£	£0	£0	£0	£0	£69,974	£69,974	£0	£410,754	£1,374,901	£1,785,655	£1,855,629	
SCUNTHORPE TOTAL	%	0.0%	0.0%	0.0%	0.8%	1.0%	£38,566	£69,974	£3.9%	77.1%	34.3%		
	£	£0	£0	£0	£38,566	£69,974	£38,566	£69,974	£246,611	£5,107,925	£2,418,416	£7,772,952	£7,881,491
LINCOLN													
LINCOLN CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	1.2%		2.8%	13.5%	0.0%	0.0%		
	£	£0	£0	£0	£0	£83,969	£83,969	£256,307	£853,653	£0	£0	£1,109,960	£1,193,928
LINCOLN RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	2.8%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£177,054	£0	£0	£177,054	£177,054
LINCOLN FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		1.1%	5.8%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£100,692</					

TABLE 8 - PERSONAL GOODS Market Share from Catchment Zones (2016) - MAIN CENTRES

DESTINATIONS		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	DISTRICT EXPENDITURE (£)	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON	NON DISTRICT EXPENDITURE (£)	TOTAL SURVEY DERIVED TURNOVER
GRIMSBY (TOP TOWN)													
GRIMSBY (TOP TOWN)	%	84.6%	85.8%	64.5%	83.7%	87.1%		34.9%	17.8%	16.9%	36.7%		
	£	£3,247,027	£5,072,073	£2,957,424	£2,128,460	£3,975,528	£17,380,512	£2,479,452	£927,868	£556,183	£1,187,766	£5,151,269	£22,531,781
GRIMSBY TOP TOWN TOTAL	%	84.6%	85.8%	64.5%	83.7%	87.1%	£17,380,512	£2,479,452	£927,868	£556,183	£1,187,766	£5,151,269	£22,531,781
GRIMSBY (FREEMAN STREET)													
GRIMSBY (FREEMAN STREET)	%	1.2%	1.4%	1.5%	2.1%	0.0%		1.6%	3.1%	0.0%	2.1%		
	£	£46,057	£82,761	£68,777	£53,402	£0	£250,998	£113,671	£161,595	£0	£67,965	£343,231	£594,229
ASDA (Freeman Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
GRIMSBY FREEMAN STREET TOTAL	%	1.2%	1.4%	1.5%	2.1%	0.0%	£250,998	£113,671	£161,595	£0	£67,965	£343,231	£594,229
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
SAINSBURY'S (Corporation Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
ALDI (Cleethorpes Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
ALDI (Cambridge Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
TESCO EXTRA (Victoria Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
MORRISON'S (Hilmore Road, Laceby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
GRIMSBY OUT-OF-CENTRE FOODSTORES TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%	£0	£0	£0	£0	£0	£0	£0
GRIMSBY (OUT-OF-CENTRE RETAIL PARK / WAREHOUSES)													
ALEXANDRA RETAIL PARK (Grimsby)	%	4.1%	9.3%	8.9%	12.1%	0.0%		0.0%	1.5%	0.0%	0.0%		
	£	£157,362	£549,770	£408,079	£307,698	£0	£1,422,909	£0	£78,191	£0	£0	£78,191	£1,501,100
VICTORIA RETAIL PARK / WAREHOUSES (Grimsby)	%	0.0%	1.0%	1.1%	1.1%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£59,115	£50,437	£27,973	£0	£137,524	£0	£0	£0	£0	£0	£137,524
HIGH POINT RETAIL PARK (Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
PEAKES PARKWAY RETAIL WAREHOUSES (Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
RON RAMSDENS (Cleethorpes Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
GARDEN CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
GRIMSBY (OUT-OF-CENTRE RP / WAREHOUSES) TOTAL	%	4.1%	10.3%	10.0%	13.2%	0.0%	£1,560,433	£0	£78,191	£0	£0	£78,191	£1,638,625
GRIMSBY OVERALL TOTAL	%	89.9%	97.5%	76.0%	99.0%	87.1%	£19,191,943	£2,593,124	£1,167,654	£556,183	£1,255,731	£5,572,691	£24,764,634
CLEETHORPES (TOWN CENTRE)													
CLEETHORPES TOWN CENTRE	%	2.8%	0.0%	7.4%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£107,467	£0	£339,301	£0	£0	£446,768	£0	£0	£0	£0	£0	£446,768
CLEETHORPES TOWN CENTRE TOTAL	%	2.8%	0.0%	7.4%	0.0%	0.0%	£446,768	£0	£0	£0	£0	£0	£446,768
CLEETHORPES (OUT-OF-CENTRE FOODSTORES / RETAIL WAREHOUSES)													
TESCO EXTRA / HEWITTS CIRCUS RP (Cleethorpes)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	1.8%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£58,256	£58,256	£58,256
MERIDIAN RETAIL PARK (Cleethorpes)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
WILTON STREET RETAIL WAREHOUSES (Humbertson)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	1.5%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£78,191	£0	£0	£0	£78,191	£78,191
CLEETHORPES OUT-OF-CENTRE TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%	£0	£0	£78,191	£0	£58,256	£136,447	£136,447
CLEETHORPES OVERALL TOTAL	%	2.8%	0.0%	7.4%	0.0%	0.0%	£446,768	£0	£78,191	£0	£58,256	£136,447	£583,215
IMMINGHAM (TOWN CENTRE)													
IMMINGHAM TOWN CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
IMMINGHAM TOWN CENTRE TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%	£0	£0	£0	£0	£0	£0	£0
DISTRICT LOCAL CENTRES													
LOCAL CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
DISTRICT LOCAL CENTRES TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%	£0	£0	£0	£0	£0	£0	£0
NE Lincs DISTRICT OVERALL TOTAL	%	92.7%	97.5%	83.4%	99.0%	87.1%	£19,638,711	£2,593,124	£1,245,845	£556,183	£1,313,987	£5,709,138	£25,347,849
SCUNTHORPE													
SCUNTHORPE TOWN CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	3.7%	36.4%	15.9%		
	£	£0	£0	£0	£0	£0	£0	£192,871	£1,197,932	£514,591	£1,905,395	£1,905,395	
SCUNTHORPE RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		1.3%	0.0%	5.7%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£92,358	£0	£187,588	£0	£279,946	£279,946
SCUNTHORPE FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	1.5%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£48,546	£48,546	£48,546
SCUNTHORPE TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%	£0	£92,358	£192,871	£1,385,521	£563,137	£2,233,887	£2,233,887
LINCOLN													
LINCOLN CITY CENTRE	%	1.2%	0.0%	7.9%	0.0%	0.0%		2.6%	39.1%	4.8%	0.0%		
	£	£46,057	£0	£362,227	£0	£0	£408,284	£184,716	£2,038,181	£157,969	£0	£2,380,866	£2,789,150
LINCOLN RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
LINCOLN FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
LINCOLN TOTAL	%	1.2%	0.0%	7.9%	0.0%	0.0%	£408,284	£184,716	£2,038,181	£157,969	£0	£2,380,866	£2,789,150
KINGSTON-UPON-HULL													
HULL CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	5.3%	30.9%		
	£	£0	£0	£0	£0	£0	£0	£0	£174,424	£1,000,054	£1,174,478	£1,174,478	
HULL RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
HULL TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%	£0	£0	£174,424	£1,000,054	£1,174,478	£1,174,478	
SHEFFIELD													
SHEFFIELD CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
MEADOWHALL	%	0.0%	0.0%	3.8%	0.0%	3.4%		0.0%	0.0%	8.8%	0.0%		
	£	£0	£0	£174,236	£0	£155,187	£329,423	£0	£0	£289,610	£0	£289,610	£619,033
SHEFFIELD TOTAL	%	0.0%	0.0%	3.8%	0.0%	3.4%	£329,423	£0	£0	£289,610	£0	£289,610	£619,033
LEEDS													
LEEDS CITY CENTRE	%	1.6%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£61,409	£0	£0	£0	£0	£61,409	£0	£0	£0	£0	£0	£61,409
IKEA (Birstall RP, Leeds)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
LEEDS TOTAL	%	1.6%	0.0%	0.0%	0.0%	0.0%	£61,409	£0	£0	£0	£0	£0	£61,409
NOTTINGHAM													
NOTTINGHAM CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
NOTTINGHAM TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%	£0	£0	£0	£0	£0	£0	£0
OTHER													
BRIGG	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	7.4%	20.7%	3.7%		
	£	£0	£0	£0	£0	£0	£0	£0	£385,743	£681,242	£119,748	£1,186,732	£1,186,732
BARTON-UPON-HUMBER	%	0.0%	0.0%	0.0%									

TABLE 11 - GLASSWARE / TABLEWARE Market Share from Catchment Zones (2016) - MAIN CENTRES

DESTINATIONS		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	DISTRICT EXPENDITURE (£)	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON	NON DISTRICT EXPENDITURE (£)	TOTAL SURVEY DERIVED TURNOVER
GRIMSBY (TOP TOWN)													
GRIMSBY (TOP TOWN)	%	44.0%	39.6%	20.4%	51.6%	35.6%		18.6%	14.1%	7.5%	11.3%		
	£	£972,873	£1,328,651	£523,285	£627,909	£698,304	£4,151,022	£503,159	£275,308	£135,513	£208,980	£1,122,960	£5,273,982
GRIMSBY TOP TOWN TOTAL	%	44.0%	39.6%	20.4%	51.6%	35.6%	£4,151,022	£503,159	£275,308	£135,513	£208,980	£1,122,960	£5,273,982
	£	£972,873	£1,328,651	£523,285	£627,909	£698,304	£4,151,022	£503,159	£275,308	£135,513	£208,980	£1,122,960	£5,273,982
GRIMSBY (FREEMAN STREET)													
GRIMSBY (FREEMAN STREET)	%	0.9%	0.0%	1.2%	1.2%	0.0%		1.4%	3.0%	0.0%	3.4%		
	£	£19,900	£0	£30,781	£14,603	£0	£65,284	£37,872	£58,576	£0	£62,879	£159,327	£224,611
ASDA (Freeman Street, Grimsby)	%	14.7%	10.2%	2.2%	6.6%	0.0%		0.0%	1.0%	0.0%	0.0%		
	£	£325,028	£342,228	£56,433	£80,314	£0	£804,003	£0	£19,525	£0	£19,525	£0	£823,528
GRIMSBY FREEMAN STREET TOTAL	%	15.6%	10.2%	3.4%	7.8%	0.0%	£869,287	£37,872	£78,102	£0	£82,404	£178,853	£1,048,139
	£	£344,928	£342,228	£87,214	£94,916	£0	£869,287	£37,872	£78,102	£0	£82,404	£178,853	£1,048,139
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	4.4%	0.0%	0.0%	0.0%	0.0%		0.0%	1.2%	0.0%	0.0%		
	£	£97,287	£0	£0	£0	£0	£97,287	£0	£23,430	£0	£0	£23,430	£120,718
SAINSBURY'S (Corporation Street, Grimsby)	%	2.3%	3.6%	2.2%	2.2%	6.9%		0.0%	1.4%	0.0%	1.3%		
	£	£50,855	£120,786	£141,082	£26,771	£135,345	£474,840	£0	£27,336	£0	£24,042	£51,378	£526,217
ALDI (Cleethorpes Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
ALDI (Cambridge Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
TESCO EXTRA (Victoria Street, Grimsby)	%	7.2%	11.3%	5.1%	5.4%	8.9%		3.6%	1.2%	0.0%	12.6%		
	£	£159,197	£379,135	£130,821	£65,711	£174,576	£909,441	£97,386	£23,430	£0	£233,022	£353,838	£1,263,280
MORRISON'S (Hilmore Road, Laceby)	%	0.0%	7.4%	0.0%	2.5%	2.7%		0.0%	2.4%	0.0%	6.4%		
	£	£0	£248,283	£0	£30,422	£52,961	£331,667	£0	£46,861	£0	£118,361	£165,221	£496,888
GRIMSBY OUT-OF-CENTRE FOODSTORES TOTAL	%	13.9%	22.3%	10.6%	10.1%	18.5%	£1,813,235	£97,386	£121,057	£0	£375,425	£593,868	£2,407,103
	£	£307,340	£748,205	£271,903	£122,905	£362,883	£1,813,235	£97,386	£121,057	£0	£375,425	£593,868	£2,407,103
GRIMSBY (OUT-OF-CENTRE RETAIL PARK / WAREHOUSES)													
ALEXANDRA RETAIL PARK (Grimsby)	%	0.9%	10.0%	7.9%	10.3%	1.2%		1.2%	2.4%	0.0%	1.3%		
	£	£19,900	£335,518	£202,645	£125,338	£23,538	£706,939	£32,462	£46,861	£0	£24,042	£103,365	£810,304
VICTORIA RETAIL PARK / WAREHOUSES (Grimsby)	%	1.3%	0.0%	2.2%	3.4%	1.0%		2.4%	1.0%	0.0%	0.0%		
	£	£28,744	£0	£56,433	£41,374	£19,615	£146,166	£64,924	£19,525	£0	£0	£84,449	£230,615
HIGH POINT RETAIL PARK (Grimsby)	%	0.0%	0.0%	0.0%	0.0%	1.4%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£27,461	£27,461	£0	£0	£0	£0	£0	£27,461
PEAKES PARKWAY RETAIL WAREHOUSES (Grimsby)	%	1.3%	0.0%	0.0%	0.9%	4.2%		0.0%	0.0%	0.0%	0.0%		
	£	£28,744	£0	£0	£10,952	£82,384	£122,080	£0	£0	£0	£0	£0	£122,080
RON RAMSDENS (Cleethorpes Road, Grimsby)	%	0.0%	0.0%	0.0%	0.9%	0.0%		0.0%	0.0%	0.0%	1.3%		
	£	£0	£0	£0	£10,952	£0	£10,952	£0	£0	£0	£24,042	£24,042	£34,994
GARDEN CENTRES	%	0.9%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£19,900	£0	£0	£0	£0	£19,900	£0	£0	£0	£0	£0	£19,900
GRIMSBY (OUT-OF-CENTRE RP / WAREHOUSES) TOTAL	%	4.4%	10.0%	10.1%	15.5%	7.8%	£1,033,498	£97,386	£66,386	£0	£48,084	£211,856	£1,245,354
	£	£97,287	£335,518	£259,077	£188,416	£152,999	£1,033,498	£97,386	£66,386	£0	£48,084	£211,856	£1,245,354
GRIMSBY OVERALL TOTAL	%	77.9%	82.1%	44.5%	85.0%	61.9%	£7,867,041	£735,802	£540,853	£135,513	£695,368	£2,107,536	£9,974,578
	£	£1,722,428	£2,754,603	£1,141,479	£1,034,346	£1,214,186	£7,867,041	£735,802	£540,853	£135,513	£695,368	£2,107,536	£9,974,578
CLEETHORPES (TOWN CENTRE)													
CLEETHORPES TOWN CENTRE	%	3.6%	5.8%	4.5%	0.9%	0.0%		0.0%	1.0%	0.0%	0.0%		
	£	£79,599	£194,600	£115,430	£10,952	£0	£400,581	£0	£19,525	£0	£0	£19,525	£420,107
CLEETHORPES TOWN CENTRE TOTAL	%	3.6%	5.8%	4.5%	0.9%	0.0%	£400,581	£0	£19,525	£0	£0	£19,525	£420,107
	£	£79,599	£194,600	£115,430	£10,952	£0	£400,581	£0	£19,525	£0	£0	£19,525	£420,107
CLEETHORPES (OUT-OF-CENTRE FOODSTORES / RETAIL WAREHOUSES)													
TESCO EXTRA / HEWITTS CIRCUS RP (Cleethorpes)	%	14.9%	9.5%	43.4%	0.0%	19.2%		7.0%	5.4%	0.0%	0.0%		
	£	£329,450	£318,742	£1,113,262	£0	£376,613	£2,138,068	£189,361	£105,437	£0	£0	£294,798	£2,432,866
MERIDIAN RETAIL PARK (Cleethorpes)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
WILTON STREET RETAIL WAREHOUSES (Humbertson)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
CLEETHORPES OUT-OF-CENTRE TOTAL	%	14.9%	9.5%	43.4%	0.0%	19.2%	£2,138,068	£189,361	£105,437	£0	£0	£294,798	£2,432,866
	£	£329,450	£318,742	£1,113,262	£0	£376,613	£2,138,068	£189,361	£105,437	£0	£0	£294,798	£2,432,866
CLEETHORPES OVERALL TOTAL	%	18.5%	15.3%	47.9%	0.9%	19.2%	£2,538,650	£189,361	£124,962	£0	£0	£314,323	£2,852,973
	£	£409,049	£513,343	£1,228,693	£10,952	£376,613	£2,538,650	£189,361	£124,962	£0	£0	£314,323	£2,852,973
IMMINGHAM (TOWN CENTRE)													
IMMINGHAM TOWN CENTRE	%	0.0%	0.0%	0.0%	4.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£48,675	£0	£48,675	£0	£0	£0	£0	£0	£48,675
IMMINGHAM TOWN CENTRE TOTAL	%	0.0%	0.0%	0.0%	4.0%	0.0%	£48,675	£0	£0	£0	£0	£0	£48,675
	£	£0	£0	£0	£48,675	£0	£48,675	£0	£0	£0	£0	£0	£48,675
DISTRICT LOCAL CENTRES													
LOCAL CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
DISTRICT LOCAL CENTRES TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%	£0	£0	£0	£0	£0	£0	£0
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
NE Lincs DISTRICT OVERALL TOTAL	%	96.4%	97.4%	92.4%	89.9%	81.1%	£10,454,366	£925,163	£665,816	£135,513	£695,368	£2,421,860	£12,876,226
	£	£2,131,477	£3,267,945	£2,370,172	£1,093,973	£1,590,800	£10,454,366	£925,163	£665,816	£135,513	£695,368	£2,421,860	£12,876,226
SCUNTHORPE													
SCUNTHORPE TOWN CENTRE	%	0.0%	0.0%	0.0%	0.0%	2.2%		0.0%	3.6%	28.4%	5.6%		
	£	£0	£0	£0	£0	£43,154	£43,154	£0	£70,291	£513,141	£103,565	£686,998	£730,152
SCUNTHORPE RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	1.4%	28.9%	8.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£27,336	£522,176	£147,951	£697,462	£697,462
SCUNTHORPE FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	15.2%	5.8%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£274,639	£107,264	£381,903	£381,903
SCUNTHORPE TOTAL	%	0.0%	0.0%	0.0%	0.0%	2.2%	£43,154	£0	£97,627	£1,309,956	£358,780	£1,766,363	£1,809,517
	£	£0	£0	£0	£0	£43,154	£43,154	£0	£97,627	£1,309,956	£358,780	£1,766,363	£1,809,517
LINCOLN													
LINCOLN CITY CENTRE	%	1.1%	0.0%	1.2%	1.8%	0.0%		6.9%	21.6%	3.4%	0.0%		
	£	£24,322	£0	£30,781	£21,904	£0	£77,007	£186,656	£421,748	£61,432	£0	£669,836	£746,844
LINCOLN RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	2.4%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£46,861	£0	£0	£46,861	£46,861
LINCOLN FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	3.8%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£74,196	£0	£0	£74,196	£74,196
LINCOLN TOTAL	%	1.1%	0.0%	1.2%	1.8%	0.0%	£77,007	£186,656	£542,806	£61,432	£0	£790,894	£867,901
	£	£24,322	£0	£30,781	£21,904	£0	£77,007	£186,656	£542,806	£61,432	£0	£790,894	£867,901
KINGSTON-UPON-HULL													

TABLE 12 - RECREATIONAL GOODS Market Share from Catchment Zones (2016) - MAIN CENTRES

DESTINATIONS		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	DISTRICT EXPENDITURE (£)	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON	NON DISTRICT EXPENDITURE (£)	TOTAL SURVEY DERIVED TURNOVER
GRIMSBY (TOP TOWN)													
GRIMSBY (TOP TOWN)	%	35.6%	40.7%	20.1%	33.6%	47.9%		45.9%	15.4%	0.0%	10.5%		
	£	£3,802,049	£6,741,089	£2,242,813	£1,860,887	£3,640,842	£18,287,680	£4,878,870	£1,086,901	£0	£859,270	£6,825,041	£25,112,721
GRIMSBY TOP TOWN TOTAL	%	35.6%	40.7%	20.1%	33.6%	47.9%	£18,287,680	£4,878,870	£1,086,901	£0	£859,270	£6,825,041	£25,112,721
	£	£3,802,049	£6,741,089	£2,242,813	£1,860,887	£3,640,842	£18,287,680	£4,878,870	£1,086,901	£0	£859,270	£6,825,041	£25,112,721
GRIMSBY (FREEMAN STREET)													
GRIMSBY (FREEMAN STREET)	%	9.9%	0.0%	4.3%	10.2%	0.0%		0.0%	0.0%	0.0%	2.0%		
	£	£1,057,311	£0	£479,806	£564,912	£0	£2,102,029	£0	£0	£0	£163,670	£163,670	£2,265,700
ASDA (Freeman Street, Grimsby)	%	5.9%	8.8%	4.5%	5.9%	0.0%		0.0%	0.0%	0.0%	3.6%		
	£	£630,115	£1,457,533	£502,122	£326,763	£0	£2,916,533	£0	£0	£0	£294,607	£294,607	£3,211,140
GRIMSBY FREEMAN STREET TOTAL	%	15.8%	8.8%	8.8%	16.1%	0.0%		0.0%	0.0%	0.0%	5.6%		
	£	£1,687,426	£1,457,533	£981,928	£891,675	£0	£5,018,562	£0	£0	£0	£458,277	£458,277	£5,476,839
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	1.3%	0.0%	0.0%	0.0%	0.0%		0.0%	1.8%	0.0%	0.0%		
	£	£138,839	£0	£0	£0	£0	£138,839	£0	£127,040	£0	£0	£127,040	£265,879
SAINSBURY'S (Corporation Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
ALDI (Cleethorpes Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
ALDI (Cambridge Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
TESCO EXTRA (Victoria Street, Grimsby)	%	0.0%	9.6%	7.4%	1.6%	3.1%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£1,590,036	£825,712	£88,614	£235,629	£2,739,990	£0	£0	£0	£0	£0	£2,739,990
MORRISON'S (Hilmore Road, Laceby)	%	0.0%	0.0%	0.0%	2.1%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£116,305	£0	£116,305	£0	£0	£0	£0	£0	£116,305
GRIMSBY OUT-OF-CENTRE FOODSTORES TOTAL	%	1.3%	9.6%	7.4%	3.7%	3.1%		0.0%	1.8%	0.0%	0.0%		
	£	£138,839	£1,590,036	£825,712	£204,919	£235,629	£2,995,135	£0	£127,040	£0	£0	£127,040	£3,122,175
GRIMSBY (OUT-OF-CENTRE RETAIL PARK / WAREHOUSES)													
ALEXANDRA RETAIL PARK (Grimsby)	%	1.5%	12.3%	6.6%	13.1%	5.5%		0.0%	0.0%	0.0%	0.0%		
	£	£160,199	£2,037,233	£736,446	£725,524	£418,051	£4,077,453	£0	£0	£0	£0	£0	£4,077,453
VICTORIA RETAIL PARK / WAREHOUSES (Grimsby)	%	4.4%	8.6%	3.9%	2.1%	19.1%		0.0%	3.8%	0.0%	2.0%		
	£	£469,916	£1,424,407	£435,173	£116,305	£1,451,776	£3,897,577	£0	£268,196	£0	£163,670	£431,867	£4,329,444
HIGH POINT RETAIL PARK (Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
PEAKES PARKWAY RETAIL WAREHOUSES (Grimsby)	%	14.6%	3.6%	14.8%	13.9%	0.0%		0.0%	6.5%	0.0%	2.0%		
	£	£1,559,267	£596,263	£1,651,425	£769,831	£0	£4,576,767	£0	£458,757	£0	£163,670	£622,427	£5,199,214
RON RAMSDENS (Cleethorpes Road, Grimsby)	%	1.3%	1.3%	2.1%	1.6%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£138,839	£215,317	£234,324	£88,614	£0	£677,094	£0	£0	£0	£0	£0	£677,094
GARDEN CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
GRIMSBY (OUT-OF-CENTRE RP / WAREHOUSES) TOTAL	%	21.8%	25.8%	27.4%	30.7%	24.6%		0.0%	10.3%	0.0%	4.0%		
	£	£2,328,221	£4,273,221	£3,057,367	£1,700,275	£1,869,827	£13,228,911	£0	£726,953	£0	£327,341	£1,054,294	£14,283,205
GRIMSBY OVERALL TOTAL	%	74.5%	84.9%	63.7%	84.1%	75.6%		45.9%	27.5%	0.0%	20.1%		
	£	£7,956,535	£14,061,878	£7,107,821	£4,657,756	£5,746,297	£39,530,287	£4,878,870	£1,940,895	£0	£1,644,888	£8,464,652	£47,954,940
CLEETHORPES (TOWN CENTRE)													
CLEETHORPES TOWN CENTRE	%	1.8%	0.0%	12.0%	0.0%	0.0%		0.0%	10.1%	0.0%	0.0%		
	£	£192,238	£0	£1,338,993	£0	£0	£1,531,231	£0	£712,838	£0	£0	£712,838	£2,244,069
CLEETHORPES TOWN CENTRE TOTAL	%	1.8%	0.0%	12.0%	0.0%	0.0%		0.0%	10.1%	0.0%	0.0%		
	£	£192,238	£0	£1,338,993	£0	£0	£1,531,231	£0	£712,838	£0	£0	£712,838	£2,244,069
CLEETHORPES (OUT-OF-CENTRE FOODSTORES / RETAIL WAREHOUSES)													
TESCO EXTRA / HEWITTS CIRCUS RP (Cleethorpes)	%	13.8%	3.6%	12.3%	3.8%	0.0%		3.8%	1.8%	0.0%	0.0%		
	£	£1,473,828	£596,263	£1,372,468	£210,457	£0	£3,653,017	£403,915	£127,040	£0	£0	£530,956	£4,183,972
MERIDIAN RETAIL PARK (Cleethorpes)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
WILTON STREET RETAIL WAREHOUSES (Humbertson)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
CLEETHORPES OUT-OF-CENTRE TOTAL	%	13.8%	3.6%	12.3%	3.8%	0.0%		3.8%	1.8%	0.0%	0.0%		
	£	£1,473,828	£596,263	£1,372,468	£210,457	£0	£3,653,017	£403,915	£127,040	£0	£0	£530,956	£4,183,972
CLEETHORPES OVERALL TOTAL	%	15.6%	3.6%	24.3%	3.8%	0.0%		3.8%	11.9%	0.0%	0.0%		
	£	£1,666,066	£596,263	£2,711,461	£210,457	£0	£5,184,248	£403,915	£839,878	£0	£0	£1,243,792	£6,428,041
IMMINGHAM (TOWN CENTRE)													
IMMINGHAM TOWN CENTRE	%	0.0%	0.0%	0.0%	3.7%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£204,919	£0	£204,919	£0	£0	£0	£0	£0	£204,919
IMMINGHAM TOWN CENTRE TOTAL	%	0.0%	0.0%	0.0%	3.7%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£204,919	£0	£204,919	£0	£0	£0	£0	£0	£204,919
DISTRICT LOCAL CENTRES													
LOCAL CENTRES	%	0.0%	0.0%	0.0%	0.0%	5.8%		0.0%	1.5%	0.0%	0.0%		
	£	£0	£0	£0	£0	£440,854	£440,854	£0	£105,867	£0	£0	£105,867	£546,720
DISTRICT LOCAL CENTRES TOTAL	%	0.0%	0.0%	0.0%	0.0%	5.8%		0.0%	1.5%	0.0%	0.0%		
	£	£0	£0	£0	£0	£440,854	£440,854	£0	£105,867	£0	£0	£105,867	£546,720
NE Lincs DISTRICT OVERALL TOTAL	%	90.1%	88.5%	88.0%	91.6%	81.4%		49.7%	40.9%	0.0%	20.1%		
	£	£9,422,601	£14,658,141	£9,819,282	£5,073,132	£6,187,151	£45,360,308	£5,282,786	£2,886,640	£0	£1,644,888	£9,814,313	£55,174,621
SCUNTHORPE													
SCUNTHORPE TOWN CENTRE	%	8.2%	0.0%	6.0%	3.1%	5.4%		0.0%	0.0%	26.3%	16.9%		
	£	£875,753	£0	£669,497	£171,689	£410,450	£2,127,388	£0	£0	£2,008,277	£1,383,015	£3,391,292	£5,158,680
SCUNTHORPE RETAIL PARKS	%	0.0%	0.9%	0.0%	3.5%	0.0%		0.0%	0.0%	57.6%	8.6%		
	£	£0	£149,066	£0	£193,842	£0	£342,908	£0	£0	£4,398,355	£703,783	£5,102,138	£5,445,046
SCUNTHORPE FOODSTORES	%	0.0%	6.2%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	5.1%		
	£	£0	£1,026,898	£0	£0	£0	£1,026,898	£0	£0	£0	£417,360	£417,360	£1,444,258
SCUNTHORPE TOTAL	%	8.2%	7.1%	6.0%	6.6%	5.4%		0.0%	0.0%	83.9%	30.6%		
	£	£875,753	£1,175,964	£669,497	£365,531	£410,450	£3,497,194	£0	£0	£6,406,632	£2,504,158	£8,910,789	£12,407,984
LINCOLN													
LINCOLN CITY CENTRE	%	1.7%	0.9%	1.8%	0.0%	0.0%		2.4%	24.9%	0.0%	0.0%		
	£	£181,559	£149,066	£200,849	£0	£0	£531,473	£255,104	£1,757,392	£0	£0	£2,012,496	£2,543,970
LINCOLN RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	2.3%		0.0%	9.6%	0.0%	0.0%		
	£	£0	£0	£0	£0	£174,821	£174,821	£0	£677,549	£0	£0	£677,549	£852,370
LINCOLN FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	2.1%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£148,214	£0	£0	£148,214	£148,214
LINCOLN TOTAL	%	1.7%	0.9%	1.8%	0.0%	2.3%		2.4%	36.6%	0.0%	0.0%		
	£	£181,559	£149,066	£200,849	£0	£174,821	£706,295	£255,104	£2,583,155	£0	£0	£2,838,259	£3,544,553
KINGSTON-UPON-HULL													
HULL CITY CENTRE	%	0.0%	1.1%	0.0%	0.0%	0.0%		0.0%	0.0%	1.7%	6.1%		
	£	£0	£182,192	£0	£0	£0	£182,192	£0	£0	£129,813	£499,195	£629,007	£811,199
HULL RET													

TABLE 13 - FURNITURE / TEXTILE GOODS Market Share from Catchment Zones (2016) - MAIN CENTRES

DESTINATIONS		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	DISTRICT EXPENDITURE (£)	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON	NON DISTRICT EXPENDITURE (£)	TOTAL SURVEY DERIVED TURNOVER
GRIMSBY (TOP TOWN)													
GRIMSBY (TOP TOWN)	%	49.6%	47.7%	52.1%	39.4%	49.0%		27.1%	25.7%	3.7%	7.8%		
	£	£4,655,774	£7,062,174	£5,830,167	£1,973,120	£3,705,968	£23,227,204	£2,739,858	£1,823,062	£282,533	£623,889	£5,469,342	£28,696,546
GRIMSBY TOP TOWN TOTAL	%	49.6%	47.7%	52.1%	39.4%	49.0%		27.1%	25.7%	3.7%	7.8%		
	£	£4,655,774	£7,062,174	£5,830,167	£1,973,120	£3,705,968	£23,227,204	£2,739,858	£1,823,062	£282,533	£623,889	£5,469,342	£28,696,546
GRIMSBY (FREEMAN STREET)													
GRIMSBY (FREEMAN STREET)	%	1.5%	0.0%	0.0%	1.5%	1.4%		4.8%	4.0%	0.0%	3.6%		
	£	£140,800	£0	£0	£75,119	£105,885	£321,803	£485,288	£283,745	£0	£287,949	£1,056,982	£1,378,786
ASDA (Freeman Street, Grimsby)	%	0.0%	1.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£148,054	£0	£0	£0	£148,054	£0	£0	£0	£0	£0	£148,054
GRIMSBY FREEMAN STREET TOTAL	%	1.5%	1.0%	0.0%	1.5%	1.4%		4.8%	4.0%	0.0%	3.6%		
	£	£140,800	£148,054	£0	£75,119	£105,885	£469,857	£485,288	£283,745	£0	£287,949	£1,056,982	£1,526,840
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
SAINSBURY'S (Corporation Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
ALDI (Cleethorpes Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
ALDI (Cambridge Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
TESCO EXTRA (Victoria Street, Grimsby)	%	0.0%	0.8%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£118,443	£0	£0	£0	£118,443	£0	£0	£0	£0	£0	£118,443
MORRISON'S (Hilmore Road, Laceby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
GRIMSBY OUT-OF-CENTRE FOODSTORES TOTAL	%	0.0%	0.8%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£118,443	£0	£0	£0	£118,443	£0	£0	£0	£0	£0	£118,443
GRIMSBY (OUT-OF-CENTRE RETAIL PARK / WAREHOUSES)													
ALEXANDRA RETAIL PARK (Grimsby)	%	14.2%	7.5%	12.7%	14.6%	6.9%		0.0%	2.6%	10.1%			
	£	£1,332,903	£1,110,405	£1,421,173	£731,156	£521,861	£5,117,498	£343,746	£0	£198,537	£807,857	£1,350,140	£6,467,638
VICTORIA RETAIL PARK / WAREHOUSES (Grimsby)	%	4.7%	3.5%	5.2%	8.3%	9.7%		2.4%	1.6%	0.0%	7.0%		
	£	£441,172	£518,189	£581,898	£415,657	£733,630	£2,690,547	£242,644	£113,498	£0	£559,901	£916,043	£3,606,590
HIGH POINT RETAIL PARK (Grimsby)	%	0.0%	0.0%	2.3%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£257,378	£0	£0	£257,378	£0	£0	£0	£0	£0	£257,378
PEAKES PARKWAY RETAIL WAREHOUSES (Grimsby)	%	4.0%	9.1%	2.3%	10.3%	9.2%		0.0%	1.3%	0.0%			
	£	£375,466	£1,347,291	£257,378	£515,816	£695,814	£3,191,765	£0	£99,268	£0	£99,268	£99,268	£3,291,033
RON RAMSDENS (Cleethorpes Road, Grimsby)	%	2.7%	1.0%	5.2%	1.1%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£253,439	£148,054	£581,898	£55,087	£0	£1,038,478	£0	£0	£0	£0	£0	£1,038,478
GARDEN CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
GRIMSBY (OUT-OF-CENTRE RP / WAREHOUSES) TOTAL	%	25.6%	21.1%	27.7%	34.3%	25.8%		5.8%	1.6%	3.9%	17.1%		
	£	£2,402,980	£3,123,939	£3,099,724	£1,717,717	£1,951,306	£12,295,645	£586,390	£113,498	£297,805	£1,367,758	£2,365,451	£14,661,117
GRIMSBY OVERALL TOTAL	%	76.7%	70.6%	79.8%	75.2%	76.2%		37.7%	31.3%	7.6%	28.5%		
	£	£7,199,554	£10,452,610	£8,929,891	£3,765,956	£5,763,159	£36,111,170	£3,811,536	£2,220,305	£580,338	£2,279,596	£8,891,776	£45,002,946
CLEETHORPES (TOWN CENTRE)													
CLEETHORPES TOWN CENTRE	%	10.2%	13.8%	4.3%	6.0%	1.2%		0.0%	1.1%	0.0%	1.4%		
	£	£957,437	£2,043,145	£481,185	£300,475	£90,758	£3,873,000	£0	£78,030	£0	£111,980	£190,010	£4,063,010
CLEETHORPES TOWN CENTRE TOTAL	%	10.2%	13.8%	4.3%	6.0%	1.2%		0.0%	1.1%	0.0%	1.4%		
	£	£957,437	£2,043,145	£481,185	£300,475	£90,758	£3,873,000	£0	£78,030	£0	£111,980	£190,010	£4,063,010
CLEETHORPES (OUT-OF-CENTRE FOODSTORES / RETAIL WAREHOUSES)													
TESCO EXTRA / HEWITTS CIRCUS RP (Cleethorpes)	%	6.8%	6.3%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£638,292	£932,740	£0	£0	£0	£1,571,032	£0	£0	£0	£0	£0	£1,571,032
MERIDIAN RETAIL PARK (Cleethorpes)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
WILTON STREET RETAIL WAREHOUSES (Humbertson)	%	2.0%	0.0%	4.9%	0.0%	1.2%		0.0%	0.0%	0.0%	0.0%		
	£	£187,733	£0	£548,327	£0	£90,758	£826,818	£0	£0	£0	£0	£0	£826,818
CLEETHORPES OUT-OF-CENTRE TOTAL	%	8.8%	6.3%	4.9%	0.0%	1.2%		0.0%	0.0%	0.0%	0.0%		
	£	£826,024	£932,740	£548,327	£0	£90,758	£2,397,850	£0	£0	£0	£0	£0	£2,397,850
CLEETHORPES OVERALL TOTAL	%	19.0%	20.1%	9.2%	6.0%	2.4%		0.0%	1.1%	0.0%	1.4%		
	£	£1,783,462	£2,975,885	£1,029,511	£300,475	£181,517	£6,270,850	£0	£78,030	£0	£111,980	£190,010	£6,460,860
IMMINGHAM (TOWN CENTRE)													
IMMINGHAM TOWN CENTRE	%	0.0%	0.0%	0.0%	8.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£400,634	£0	£400,634	£0	£0	£0	£0	£0	£400,634
IMMINGHAM TOWN CENTRE TOTAL	%	0.0%	0.0%	0.0%	8.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£400,634	£0	£400,634	£0	£0	£0	£0	£0	£400,634
DISTRICT LOCAL CENTRES													
LOCAL CENTRES	%	0.0%	0.0%	0.9%	0.0%	1.6%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£100,713	£0	£121,011	£221,724	£0	£0	£0	£0	£0	£221,724
DISTRICT LOCAL CENTRES TOTAL	%	0.0%	0.0%	0.9%	0.0%	1.6%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£100,713	£0	£121,011	£221,724	£0	£0	£0	£0	£0	£221,724
NE Lincs DISTRICT OVERALL TOTAL	%	95.7%	90.7%	89.9%	89.2%	80.2%		37.7%	32.4%	7.6%	29.9%		
	£	£8,983,016	£13,428,495	£10,060,115	£4,467,065	£6,065,687	£43,004,378	£3,811,536	£2,298,335	£580,338	£2,391,576	£9,081,786	£52,086,164
SCUNTHORPE													
SCUNTHORPE TOWN CENTRE	%	0.0%	0.0%	2.3%	1.1%	2.6%		0.0%	2.8%	24.7%	14.5%		
	£	£0	£0	£257,378	£55,087	£196,643	£509,108	£0	£198,622	£1,886,100	£1,159,795	£3,244,516	£3,753,624
SCUNTHORPE RETAIL PARKS	%	0.0%	0.0%	0.0%	1.5%	0.0%		0.0%	0.0%	38.9%	8.4%		
	£	£0	£0	£0	£75,119	£0	£75,119	£0	£0	£2,970,417	£671,881	£3,642,298	£3,717,417
SCUNTHORPE FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
SCUNTHORPE TOTAL	%	0.0%	0.0%	2.3%	2.6%	2.6%		0.0%	2.8%	63.6%	22.9%		
	£	£0	£0	£257,378	£130,206	£196,643	£584,227	£0	£198,622	£4,856,517	£1,831,676	£6,886,814	£7,471,041
LINCOLN													
LINCOLN CITY CENTRE	%	0.0%	0.0%	2.1%	1.1%	0.0%		7.1%	43.4%	2.6%	0.0%		
	£	£0	£0	£234,997	£55,087	£0	£290,084	£717,822	£3,078,634	£198,537	£0	£3,994,993	£4,285,077
LINCOLN RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		2.6%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£262,865	£0	£0	£0	£262,865	£262,865
LINCOLN FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
LINCOLN TOTAL	%	0.0%	0.0%	2.1%	1.1%	0.0%		9.7%	43.4%	2.6%	0.0%		
	£	£0	£0	£234,997	£55,087	£0	£290,084	£980,687	£3,078,634	£198,537	£0	£4,257,857	£4,547,942
KINGSTON-UPON-HULL													
HULL CITY CENTRE	%	1.2%	0.0%	2.3%	0.0%	0.0%		0.0%	0.0%	1.3%	16.7%		
	£	£112,640	£0	£257,378	£0	£0	£370,018	£0	£0	£99,268	£1,335,763	£1,435,032	£1,805,049
HULL RETAIL PARKS	%	0.0%	0.0%	2.3%	0.0%	0.0%		0.0%	0.0%	0.0%	3.4%		
	£	£0	£0	£257,378	£0								

TABLE 14 - DIY GOODS Market Share from Catchment Zones (2016) - MAIN CENTRES

DESTINATIONS		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	DISTRICT EXPENDITURE (£)	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON	NON DISTRICT EXPENDITURE (£)	TOTAL SURVEY DERIVED TURNOVER
GRIMSBY (TOP TOWN)													
GRIMSBY (TOP TOWN)	%	18.8%	7.0%	4.5%	9.9%	8.2%		7.1%	7.7%	0.0%	4.8%		
	£	£470,584	£279,598	£145,731	£129,738	£197,963	£1,223,614	£219,227	£172,415	£0	£110,963	£502,604	£1,726,219
GRIMSBY TOP TOWN TOTAL	%	18.8%	7.0%	4.5%	9.9%	8.2%	£1,223,614	£219,227	£172,415	£0	£110,963	£502,604	£1,726,219
	£	£470,584	£279,598	£145,731	£129,738	£197,963	£1,223,614	£219,227	£172,415	£0	£110,963	£502,604	£1,726,219
GRIMSBY (FREEMAN STREET)													
GRIMSBY (FREEMAN STREET)	%	1.1%	0.0%	0.0%	5.6%	0.0%		0.0%	0.0%	0.0%	2.7%		
	£	£27,534	£0	£0	£73,387	£0	£100,921	£0	£0	£0	£62,417	£62,417	£163,338
ASDA (Freeman Street, Grimsby)	%	0.0%	0.0%	0.0%	1.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£13,105	£0	£13,105	£0	£0	£0	£0	£0	£13,105
GRIMSBY FREEMAN STREET TOTAL	%	1.1%	0.0%	0.0%	6.6%	0.0%	£114,026	£0	£0	£0	£62,417	£62,417	£176,443
	£	£27,534	£0	£0	£86,492	£0	£114,026	£0	£0	£0	£62,417	£62,417	£176,443
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
SAINSBURY'S (Corporation Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.8%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£19,314	£19,314	£0	£0	£0	£0	£0	£19,314
ALDI (Cleethorpes Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
ALDI (Cambridge Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
TESCO EXTRA (Victoria Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
MORRISON'S (Hilmore Road, Laceby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
GRIMSBY OUT-OF-CENTRE FOODSTORES TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.8%	£19,314	£0	£0	£0	£0	£0	£19,314
	£	£0	£0	£0	£0	£19,314	£19,314	£0	£0	£0	£0	£0	£19,314
GRIMSBY (OUT-OF-CENTRE RETAIL PARK / WAREHOUSES)													
ALEXANDRA RETAIL PARK (Grimsby)	%	7.0%	2.0%	3.0%	3.4%	1.1%		0.9%	0.0%	0.9%	3.6%		
	£	£175,217	£79,885	£97,154	£44,556	£26,556	£423,369	£27,789	£0	£20,133	£83,222	£131,145	£554,514
VICTORIA RETAIL PARK / WAREHOUSES (Grimsby)	%	3.5%	0.6%	4.4%	17.2%	3.8%		0.0%	1.0%	0.0%	0.8%		
	£	£87,609	£23,966	£142,492	£225,403	£91,739	£571,209	£0	£22,391	£0	£18,494	£40,885	£612,094
HIGH POINT RETAIL PARK (Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
PEAKES PARKWAY RETAIL WAREHOUSES (Grimsby)	%	66.7%	80.6%	79.1%	59.9%	80.0%		12.9%	25.2%	6.9%	29.7%		
	£	£1,669,571	£3,219,375	£2,561,626	£784,980	£1,931,351	£10,166,902	£398,314	£564,266	£154,355	£686,584	£1,803,518	£11,970,420
RON RAMSDENS (Cleethorpes Road, Grimsby)	%	2.9%	1.5%	0.7%	0.0%	0.8%		0.0%	0.0%	0.0%	0.0%		
	£	£72,590	£59,914	£22,669	£0	£19,314	£174,487	£0	£0	£0	£0	£0	£174,487
GARDEN CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
GRIMSBY (OUT-OF-CENTRE RP / WAREHOUSES) TOTAL	%	80.1%	84.7%	87.2%	80.5%	85.7%	£11,335,967	£426,103	£564,657	£174,489	£788,300	£1,975,549	£13,311,515
	£	£2,004,987	£3,383,140	£2,823,941	£1,054,939	£2,068,960	£11,335,967	£426,103	£564,657	£174,489	£788,300	£1,975,549	£13,311,515
GRIMSBY OVERALL TOTAL	%	100.0%	91.7%	91.7%	97.0%	94.7%	£12,892,921	£645,330	£759,072	£174,489	£961,679	£2,540,570	£15,233,490
	£	£2,503,105	£3,662,738	£2,969,672	£1,271,169	£2,286,237	£12,892,921	£645,330	£759,072	£174,489	£961,679	£2,540,570	£15,233,490
CLEETHORPES (TOWN CENTRE)													
CLEETHORPES TOWN CENTRE	%	0.0%	3.1%	4.2%	0.0%	0.9%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£123,822	£136,016	£0	£21,728	£281,565	£0	£0	£0	£0	£0	£281,565
CLEETHORPES TOWN CENTRE TOTAL	%	0.0%	3.1%	4.2%	0.0%	0.9%	£281,565	£0	£0	£0	£0	£0	£281,565
	£	£0	£123,822	£136,016	£0	£21,728	£281,565	£0	£0	£0	£0	£0	£281,565
CLEETHORPES (OUT-OF-CENTRE FOODSTORES / RETAIL WAREHOUSES)													
TESCO EXTRA / HEWITTS CIRCUS RP (Cleethorpes)	%	0.0%	0.0%	0.7%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£22,669	£0	£0	£22,669	£0	£0	£0	£0	£0	£22,669
MERIDIAN RETAIL PARK (Cleethorpes)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
WILTON STREET RETAIL WAREHOUSES (Humbertson)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
CLEETHORPES OUT-OF-CENTRE TOTAL	%	0.0%	0.0%	0.7%	0.0%	0.0%	£22,669	£0	£0	£0	£0	£0	£22,669
	£	£0	£0	£22,669	£0	£0	£22,669	£0	£0	£0	£0	£0	£22,669
CLEETHORPES OVERALL TOTAL	%	0.0%	3.1%	4.9%	0.0%	0.9%	£304,235	£0	£0	£0	£0	£0	£304,235
	£	£0	£123,822	£158,685	£0	£21,728	£304,235	£0	£0	£0	£0	£0	£304,235
IMMINGHAM (TOWN CENTRE)													
IMMINGHAM TOWN CENTRE	%	0.0%	0.0%	0.0%	2.2%	0.0%		0.0%	0.0%	0.0%	0.8%		
	£	£0	£0	£0	£28,831	£0	£28,831	£0	£0	£0	£18,494	£18,494	£47,324
IMMINGHAM TOWN CENTRE TOTAL	%	0.0%	0.0%	0.0%	2.2%	0.0%	£28,831	£0	£0	£0	£18,494	£18,494	£47,324
	£	£0	£0	£0	£28,831	£0	£28,831	£0	£0	£0	£18,494	£18,494	£47,324
DISTRICT LOCAL CENTRES													
LOCAL CENTRES	%	0.0%	0.0%	0.7%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£22,669	£0	£0	£22,669	£0	£0	£0	£0	£0	£22,669
DISTRICT LOCAL CENTRES TOTAL	%	0.0%	0.0%	0.7%	0.0%	0.0%	£22,669	£0	£0	£0	£0	£0	£22,669
	£	£0	£0	£22,669	£0	£0	£22,669	£0	£0	£0	£0	£0	£22,669
NE LINCS DISTRICT OVERALL TOTAL	%	100.0%	94.8%	97.3%	99.2%	95.6%	£13,048,655	£645,330	£759,072	£174,489	£980,173	£2,559,063	£15,607,719
	£	£2,503,105	£3,786,560	£3,151,026	£1,300,000	£2,307,964	£13,048,655	£645,330	£759,072	£174,489	£980,173	£2,559,063	£15,607,719
SCUNTHORPE													
SCUNTHORPE TOWN CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	2.4%	16.1%	10.1%		
	£	£0	£0	£0	£0	£0	£0	£0	£53,740	£360,163	£233,485	£647,387	£647,387
SCUNTHORPE RETAIL PARKS	%	0.0%	3.8%	0.0%	0.7%	0.0%		0.0%	0.8%	50.9%	20.9%		
	£	£0	£151,782	£0	£9,173	£0	£160,955	£0	£17,913	£1,138,651	£483,151	£1,639,715	£1,800,671
SCUNTHORPE FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
SCUNTHORPE TOTAL	%	0.0%	3.8%	0.0%	0.7%	0.0%	£160,955	£0	£17,913	£1,498,813	£716,636	£2,287,102	£2,448,058
	£	£0	£151,782	£0	£9,173	£0	£160,955	£0	£17,913	£1,498,813	£716,636	£2,287,102	£2,448,058
LINCOLN													
LINCOLN CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.9%	17.4%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£27,789	£389,612	£0	£0	£417,401	£417,401
LINCOLN RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	10.1%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£226,154	£0	£0	£226,154	£226,154
LINCOLN FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
LINCOLN TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%	£0	£27,789	£615,766	£0	£0	£417,401	£643,555
	£	£0	£0	£0	£0	£0	£0	£27,789	£615,766	£0	£0	£417,401	£643,555
KINGSTON-UPON-HULL													
HULL CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	2.9%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£67,040	£67,040	£67,040
HULL RETAIL PARKS	%	0.0%	0.0%	1.7%	0.0%	0.0%		0.0%	0.0%	0.0%	18.7%		
	£	£0	£0	£55,054	£0	£0	£55,054	£0	£0	£0	£432,293	£432,293	

TABLE 15 - MAJOR HOUSEHOLD GOODS Market Share from Catchment Zones (2016) - MAIN CENTRES

DESTINATIONS		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	DISTRICT EXPENDITURE (£)	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON	NON DISTRICT EXPENDITURE (£)	TOTAL SURVEY DERIVED TURNOVER
GRIMSBY (TOP TOWN)													
GRIMSBY (TOP TOWN)	%	40.4%	23.4%	19.7%	12.5%	33.9%		20.4%	11.7%	0.0%	3.8%		
	£	E1,095,525	E884,809	E467,429	E146,259	E581,838	E3,175,861	E535,129	E201,201	E0	E62,370	E798,700	E3,974,561
GRIMSBY TOP TOWN TOTAL	%	40.4%	23.4%	19.7%	12.5%	33.9%		20.4%	11.7%	0.0%	3.8%		
	£	E1,095,525	E884,809	E467,429	E146,259	E581,838	E3,175,861	E535,129	E201,201	E0	E62,370	E798,700	E3,974,561
GRIMSBY (FREEMAN STREET)													
GRIMSBY (FREEMAN STREET)	%	16.5%	9.3%	9.5%	8.9%	3.7%		0.0%	0.9%	0.0%	3.6%		
	£	E447,430	E351,655	E225,410	E104,137	E63,504	E1,192,136	E0	E15,477	E0	E59,088	E74,565	E1,266,701
ASDA (Freeman Street, Grimsby)	%	2.2%	1.0%	0.0%	0.0%	1.3%		0.0%	1.2%	0.0%	0.0%		
	£	E59,657	E37,812	E0	E0	E22,312	E119,782	E0	E20,636	E0	E0	E20,636	E140,418
GRIMSBY FREEMAN STREET TOTAL	%	18.7%	10.3%	9.5%	8.9%	5.0%		0.0%	2.1%	0.0%	3.6%		
	£	E507,087	E389,467	E225,410	E104,137	E85,817	E1,311,918	E0	E36,113	E0	E59,088	E95,201	E1,407,119
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
SAINSBURY'S (Corporation Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	1.2%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E20,596	E20,596	E0	E0	E0	E0	E0	E20,596
ALDI (Cleethorpes Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
ALDI (Cambridge Road, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
TESCO EXTRA (Victoria Street, Grimsby)	%	1.2%	5.8%	0.0%	0.0%	1.3%		1.4%	0.0%	0.0%	0.0%		
	£	E32,540	E219,312	E0	E0	E22,312	E274,164	E36,725	E0	E0	E0	E36,725	E310,889
MORRISON'S (Hilmore Road, Laceby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
GRIMSBY OUT-OF-CENTRE FOODSTORES TOTAL	%	1.2%	5.8%	0.0%	0.0%	2.5%		1.4%	0.0%	0.0%	0.0%		
	£	E32,540	E219,312	E0	E0	E42,908	E294,160	E36,725	E0	E0	E0	E36,725	E331,485
GRIMSBY (OUT-OF-CENTRE RETAIL PARK / WAREHOUSES)													
ALEXANDRA RETAIL PARK (Grimsby)	%	10.2%	25.6%	18.6%	16.9%	23.6%		7.1%	5.7%	1.1%	6.5%		
	£	E276,593	E967,996	E441,329	E197,743	E405,056	E2,288,716	E186,246	E98,021	E17,272	E106,686	E408,226	E2,696,942
VICTORIA RETAIL PARK / WAREHOUSES (Grimsby)	%	18.7%	20.6%	34.6%	27.8%	9.8%		3.5%	4.9%	0.0%	1.1%		
	£	E507,087	E778,934	E820,967	E325,281	E168,201	E2,600,470	E91,811	E84,264	E0	E18,055	E194,130	E2,794,600
HIGH POINT RETAIL PARK (Grimsby)	%	4.1%	8.8%	4.7%	4.7%	9.9%		1.4%	3.7%	0.0%	0.0%		
	£	E111,180	E332,749	E111,519	E54,994	E169,917	E780,358	E36,725	E63,628	E0	E0	E100,352	E880,710
PEAKES PARKWAY RETAIL WAREHOUSES (Grimsby)	%	0.0%	5.5%	1.4%	1.3%	0.0%		0.0%	0.0%	0.0%	5.5%		
	£	E0	E207,968	E33,218	E15,211	E0	E256,397	E0	E0	E0	E90,273	E90,273	E346,670
RON RAMSDENS (Cleethorpes Road, Grimsby)	%	1.9%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E51,522	E0	E0	E0	E0	E51,522	E0	E0	E0	E0	E0	E51,522
GARDEN CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
GRIMSBY (OUT-OF-CENTRE RP / WAREHOUSES) TOTAL	%	34.9%	60.5%	59.3%	50.7%	43.3%		12.0%	14.3%	1.1%	13.1%		
	£	E946,382	E2,287,647	E1,407,033	E593,228	E743,174	E5,977,464	E314,782	E245,912	E17,272	E215,014	E792,980	E6,770,444
GRIMSBY OVERALL TOTAL	%	95.2%	100.0%	88.5%	72.1%	84.7%		33.8%	28.1%	1.1%	20.5%		
	£	E2,581,535	E3,781,234	E2,099,872	E843,624	E1,453,738	E10,760,003	E886,635	E483,226	E17,272	E336,472	E1,723,606	E12,483,609
CLEETHORPES (TOWN CENTRE)													
CLEETHORPES TOWN CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
CLEETHORPES TOWN CENTRE TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
CLEETHORPES (OUT-OF-CENTRE FOODSTORES / RETAIL WAREHOUSES)													
TESCO EXTRA / HEWITTS CIRCUS RP (Cleethorpes)	%	4.8%	0.0%	6.6%	0.0%	4.9%		1.2%	1.0%	0.0%	0.0%		
	£	E130,161	E0	E156,601	E0	E84,101	E370,863	E31,478	E17,197	E0	E0	E48,675	E419,537
MERIDIAN RETAIL PARK (Cleethorpes)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
WILTON STREET RETAIL WAREHOUSES (Humbertson)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
CLEETHORPES OUT-OF-CENTRE TOTAL	%	4.8%	0.0%	6.6%	0.0%	4.9%		1.2%	1.0%	0.0%	0.0%		
	£	E130,161	E0	E156,601	E0	E84,101	E370,863	E31,478	E17,197	E0	E0	E48,675	E419,537
CLEETHORPES OVERALL TOTAL	%	4.8%	0.0%	6.6%	0.0%	4.9%		1.2%	1.0%	0.0%	0.0%		
	£	E130,161	E0	E156,601	E0	E84,101	E370,863	E31,478	E17,197	E0	E0	E48,675	E419,537
IMMINGHAM (TOWN CENTRE)													
IMMINGHAM TOWN CENTRE	%	0.0%	0.0%	0.0%	25.7%	0.0%		0.0%	0.0%	0.0%	2.9%		
	£	E0	E0	E0	E300,709	E0	E300,709	E0	E0	E0	E47,599	E47,599	E348,308
IMMINGHAM TOWN CENTRE TOTAL	%	0.0%	0.0%	0.0%	25.7%	0.0%		0.0%	0.0%	0.0%	2.9%		
	£	E0	E0	E0	E300,709	E0	E300,709	E0	E0	E0	E47,599	E47,599	E348,308
DISTRICT LOCAL CENTRES													
LOCAL CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
DISTRICT LOCAL CENTRES TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
NE Lincs DISTRICT OVERALL TOTAL	%	100.0%	100.0%	95.1%	97.8%	89.6%		35.0%	29.1%	1.1%	23.4%		
	£	E2,711,697	E3,781,234	E2,256,473	E1,144,333	E1,537,838	E11,431,575	E918,113	E500,423	E17,272	E384,071	E1,819,880	E13,251,454
SCUNTHORPE													
SCUNTHORPE TOWN CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	5.1%	10.6%	10.3%		
	£	E0	E0	E0	E0	E0	E0	E0	E87,703	E166,444	E169,057	E423,204	E423,204
SCUNTHORPE RETAIL PARKS	%	0.0%	0.0%	0.0%	0.9%	0.0%		0.0%	2.1%	79.0%	6.5%		
	£	E0	E0	E0	E10,531	E0	E10,531	E0	E36,113	E1,240,479	E106,686	E1,383,278	E1,393,809
SCUNTHORPE FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
SCUNTHORPE TOTAL	%	0.0%	0.0%	0.0%	0.9%	0.0%		0.0%	7.2%	89.6%	16.8%		
	£	E0	E0	E0	E10,531	E0	E10,531	E0	E123,816	E1,406,923	E275,743	E1,806,482	E1,817,013
LINCOLN													
LINCOLN CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	10.7%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E184,004	E0	E0	E184,004	E184,004
LINCOLN RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
LINCOLN FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
LINCOLN TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	10.7%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E184,004	E0	E0	E184,004	E184,004
KINGSTON-UPON-HULL													
HULL CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	6.5%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E106,686	E106,686	E106,686
HULL RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	4.1%		1.4%	0.0%	0.0%	11.1%		
	£	E0	E0	E0	E0	E70,370	E70,370	E36,725	E0	E0	E182,187	E218,912	E289,282
HULL TOTAL	%	0.0%	0.0%	0.0%	0.0%	4.1%		1.4%	0.0%	0.0%	17.6%		
	£	E0	E0	E0	E0	E70,370	E70,370	E36,725	E0	E0	E288,874	E325,598	E395,968
SHEFFIELD													
SHEFFIELD CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
MEADOWHALL	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0	E0
SHEFFIELD TOTAL	%	0.0%	0.0%</										

TABLE 17 - GARDEN / PETS Market Share from Catchment Zones (2016) - MAIN CENTRES

DESTINATIONS		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	DISTRICT EXPENDITURE (£)	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON	NON DISTRICT EXPENDITURE (£)	TOTAL SURVEY DERIVED TURNOVER
GRIMSBY (TOP TOWN)													
GRIMSBY (TOP TOWN)	%	28.0%	6.6%	2.9%	15.3%	16.1%		6.0%	0.0%	0.0%	1.1%		
	£	£806,000	£284,711	£97,635	£264,952	£467,636	£1,920,933	£249,202	£0	£0	£29,498	£278,700	£2,199,633
GRIMSBY TOP TOWN TOTAL	%	28.0%	6.6%	2.9%	15.3%	16.1%	£1,920,933	£249,202	£0	£0	£29,498	£278,700	£2,199,633
	£	£806,000	£284,711	£97,635	£264,952	£467,636	£1,920,933	£249,202	£0	£0	£29,498	£278,700	£2,199,633
GRIMSBY (FREEMAN STREET)													
GRIMSBY (FREEMAN STREET)	%	2.0%	0.6%	1.1%	6.0%	1.1%		0.0%	0.8%	0.0%	0.9%		
	£	£57,571	£25,883	£37,034	£103,903	£31,950	£256,341	£0	£26,082	£0	£24,134	£50,216	£306,557
ASDA (Freeman Street, Grimsby)	%	2.7%	1.3%	1.8%	2.7%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£77,721	£56,079	£60,601	£46,756	£0	£241,158	£0	£0	£0	£0	£0	£241,158
GRIMSBY FREEMAN STREET TOTAL	%	4.7%	1.9%	2.9%	8.7%	1.1%	£497,499	£0	£26,082	£0	£24,134	£50,216	£547,715
	£	£135,293	£81,962	£97,635	£150,659	£31,950	£497,499	£0	£26,082	£0	£24,134	£50,216	£547,715
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
SAINSBURY'S (Corporation Street, Grimsby)	%	0.0%	0.7%	0.0%	1.1%	0.8%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£30,197	£0	£19,049	£23,237	£72,482	£0	£0	£0	£0	£0	£72,482
ALDI (Cleethorpes Road, Grimsby)	%	1.7%	0.0%	0.0%	0.9%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£48,936	£0	£0	£15,585	£0	£64,521	£0	£0	£0	£0	£0	£64,521
ALDI (Cambridge Road, Grimsby)	%	0.0%	1.3%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£56,079	£0	£0	£0	£56,079	£0	£0	£0	£0	£0	£56,079
TESCO EXTRA (Victoria Street, Grimsby)	%	0.0%	0.0%	0.0%	4.7%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£81,390	£0	£81,390	£0	£0	£0	£0	£0	£81,390
MORRISON'S (Hilmore Road, Laceby)	%	1.8%	1.5%	0.0%	6.9%	5.5%		0.0%	1.9%	0.0%	2.2%		
	£	£51,814	£64,707	£0	£119,488	£159,751	£395,761	£0	£61,944	£0	£58,995	£120,939	£516,700
GRIMSBY OUT-OF-CENTRE FOODSTORES TOTAL	%	3.5%	3.5%	0.0%	13.6%	6.3%	£670,234	£0	£61,944	£0	£58,995	£120,939	£791,173
	£	£100,750	£150,983	£0	£235,513	£182,988	£670,234	£0	£61,944	£0	£58,995	£120,939	£791,173
GRIMSBY (OUT-OF-CENTRE RETAIL PARK / WAREHOUSES)													
ALEXANDRA RETAIL PARK (Grimsby)	%	0.0%	3.3%	1.8%	1.9%	1.9%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£142,355	£60,601	£32,903	£55,187	£291,046	£0	£0	£0	£0	£0	£291,046
VICTORIA RETAIL PARK / WAREHOUSES (Grimsby)	%	5.4%	0.6%	0.0%	3.8%	0.0%		0.0%	0.0%	0.0%	2.0%		
	£	£155,443	£25,883	£0	£65,805	£0	£247,131	£0	£0	£0	£53,632	£53,632	£300,763
HIGH POINT RETAIL PARK (Grimsby)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
PEAKES PARKWAY RETAIL WAREHOUSES (Grimsby)	%	26.2%	46.3%	36.3%	25.7%	22.7%		0.0%	6.2%	0.9%	5.4%		
	£	£754,185	£1,997,291	£1,222,120	£445,050	£659,338	£5,077,983	£0	£202,133	£24,586	£144,807	£371,525	£5,449,508
RON RAMSDENS (Cleethorpes Road, Grimsby)	%	0.8%	0.0%	0.0%	0.0%	0.0%		0.0%	1.7%	0.0%	0.0%		
	£	£23,029	£0	£0	£0	£0	£23,029	£0	£55,423	£0	£0	£55,423	£78,452
GARDEN CENTRES	%	11.6%	14.8%	25.1%	11.1%	24.4%		0.0%	1.7%	0.0%	0.0%		
	£	£333,914	£638,443	£845,047	£192,220	£708,715	£2,718,339	£0	£55,423	£0	£0	£55,423	£2,773,763
GRIMSBY (OUT-OF-CENTRE RP / WAREHOUSES) TOTAL	%	44.0%	65.0%	63.2%	42.5%	49.0%	£8,357,527	£0	£312,979	£24,586	£198,439	£536,004	£8,893,531
	£	£1,266,571	£2,803,972	£2,127,768	£735,977	£1,423,240	£8,357,527	£0	£312,979	£24,586	£198,439	£536,004	£8,893,531
GRIMSBY OVERALL TOTAL	%	80.2%	77.0%	69.0%	80.1%	72.5%	£11,446,193	£249,202	£401,005	£24,586	£311,066	£985,859	£12,432,052
	£	£2,308,613	£3,321,628	£2,323,037	£1,387,100	£2,105,814	£11,446,193	£249,202	£401,005	£24,586	£311,066	£985,859	£12,432,052
CLEETHORPES (TOWN CENTRE)													
CLEETHORPES TOWN CENTRE	%	6.3%	6.4%	18.9%	0.0%	2.7%		0.0%	0.0%	0.0%	0.0%		
	£	£181,350	£276,083	£636,310	£0	£78,423	£1,172,167	£0	£0	£0	£0	£0	£1,172,167
CLEETHORPES TOWN CENTRE TOTAL	%	6.3%	6.4%	18.9%	0.0%	2.7%	£1,172,167	£0	£0	£0	£0	£0	£1,172,167
	£	£181,350	£276,083	£636,310	£0	£78,423	£1,172,167	£0	£0	£0	£0	£0	£1,172,167
CLEETHORPES (OUT-OF-CENTRE FOODSTORES / RETAIL WAREHOUSES)													
TESCO EXTRA / HEWITTS CIRCUS RP (Cleethorpes)	%	5.5%	0.0%	3.7%	0.0%	0.0%		1.0%	0.0%	0.0%	0.0%		
	£	£158,321	£0	£124,569	£0	£0	£282,890	£41,534	£0	£0	£0	£41,534	£324,424
MERIDIAN RETAIL PARK (Cleethorpes)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
WILTON STREET RETAIL WAREHOUSES (Humbertson)	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
CLEETHORPES OUT-OF-CENTRE TOTAL	%	5.5%	0.0%	3.7%	0.0%	0.0%	£282,890	£41,534	£0	£0	£0	£41,534	£324,424
	£	£158,321	£0	£124,569	£0	£0	£282,890	£41,534	£0	£0	£0	£41,534	£324,424
CLEETHORPES OVERALL TOTAL	%	11.8%	6.4%	22.6%	0.0%	2.7%	£1,455,057	£41,534	£0	£0	£0	£41,534	£1,496,591
	£	£339,671	£276,083	£760,879	£0	£78,423	£1,455,057	£41,534	£0	£0	£0	£41,534	£1,496,591
IMMINGHAM (TOWN CENTRE)													
IMMINGHAM TOWN CENTRE	%	0.0%	0.0%	0.0%	2.4%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£41,561	£0	£41,561	£0	£0	£0	£0	£0	£41,561
IMMINGHAM TOWN CENTRE TOTAL	%	0.0%	0.0%	0.0%	2.4%	0.0%	£41,561	£0	£0	£0	£0	£0	£41,561
	£	£0	£0	£0	£41,561	£0	£41,561	£0	£0	£0	£0	£0	£41,561
DISTRICT LOCAL CENTRES													
LOCAL CENTRES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
DISTRICT LOCAL CENTRES TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.0%	£0	£0	£0	£0	£0	£0	£0
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
NE Lincs DISTRICT OVERALL TOTAL	%	92.0%	83.4%	91.6%	82.5%	75.2%	£12,942,811	£290,736	£401,005	£24,586	£311,066	£1,027,393	£13,970,204
	£	£2,648,285	£3,597,711	£3,083,916	£1,428,661	£2,184,237	£12,942,811	£290,736	£401,005	£24,586	£311,066	£1,027,393	£13,970,204
SCUNTHORPE													
SCUNTHORPE TOWN CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	8.7%	3.1%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£237,663	£83,130	£320,793	£320,793
SCUNTHORPE RETAIL PARKS	%	0.0%	4.0%	0.0%	0.0%	0.0%		0.0%	0.0%	31.6%	12.3%		
	£	£0	£172,552	£0	£0	£0	£172,552	£0	£0	£863,237	£329,838	£1,193,075	£1,365,627
SCUNTHORPE FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	2.8%	1.1%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£76,489	£29,498	£105,987	£105,987
SCUNTHORPE TOTAL	%	0.0%	4.0%	0.0%	0.0%	0.0%	£172,552	£0	£0	43.1%	16.5%		
	£	£0	£172,552	£0	£0	£0	£172,552	£0	£0	£1,177,390	£442,465	£1,619,855	£1,792,407
LINCOLN													
LINCOLN CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.8%		0.0%	3.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£23,237	£23,237	£0	£97,806	£0	£0	£97,806	£121,043
LINCOLN RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		2.0%	1.1%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£83,067	£35,862	£0	£0	£118,930	£118,930
LINCOLN FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0	£0
LINCOLN TOTAL	%	0.0%	0.0%	0.0%	0.0%	0.8%	£23,237	£23,237	£83,067	£133,668	£0	£0	£216,736
	£	£0	£0	£0	£0	£23,237	£23,237	£83,067	£133,668	£0	£0	£0	£216,736
KINGSTON-UPON-HULL													
HULL CITY CENTRE	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	2.4%		
	£	£0	£0	£0	£0	£0	£0	£0	£0	£0	£64,359	£64,359	£64,359
HULL RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	8.8%		
	£												

TABLE 18 - OVERALL MARKET SHARE from Catchment Zones (2016) - MAIN CENTRES

DESTINATIONS		ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSBY	ZONE 3 - CLEETHORPES	ZONE 4 - IMMINGHAM	ZONE 5 - RURAL SOUTH	DISTRICT EXPENDITURE (£)	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON	NON DISTRICT EXPENDITURE (£)	TOTAL SURVEY DERIVED TURNOVER
GRIMSBY (TOP TOWN)													
GRIMSBY (TOP TOWN)	%	47.9%	47.6%	37.7%	47.3%	51.2%		31.8%	19.7%	7.1%	14.4%		
	£	£40,701,647	£61,532,346	£35,427,620	£21,110,520	£34,887,103	£193,659,236	£28,709,648	£12,321,073	£4,634,491	£9,753,116	£55,418,328	£249,077,565
GRIMSBY TOP TOWN TOTAL	%	47.9%	47.6%	37.7%	47.3%	51.2%	£193,659,236	£28,709,648	£12,321,073	£4,634,491	£9,753,116	£55,418,328	£249,077,565
GRIMSBY (FREEMAN STREET)													
GRIMSBY (FREEMAN STREET)	%	3.1%	1.3%	1.7%	3.5%	1.1%		1.4%	1.2%	0.0%	5.3%		
	£	£2,655,001	£1,707,627	£1,593,357	£1,553,454	£744,249	£8,253,688	£1,281,451	£773,116	£0	£3,565,473	£5,620,039	£13,873,727
ASDA (Freeman Street, Grimsby)	%	8.9%	5.1%	2.9%	5.3%	0.7%		0.2%	0.7%	0.1%	0.8%		
	£	£7,596,547	£6,597,668	£2,707,132	£2,357,404	£496,965	£19,755,716	£157,418	£446,827	£46,375	£525,109	£1,175,730	£20,931,445
GRIMSBY FREEMAN STREET TOTAL	%	12.1%	6.4%	4.6%	8.8%	1.8%	£28,009,403	£1,438,869	£1,219,942	£46,375	£4,090,582	£6,795,769	£34,805,172
GRIMSBY (OUT-OF-CENTRE FOODSTORES)													
ASDA (Corporation Street, Grimsby)	%	2.1%	0.0%	0.0%	0.3%	0.4%		0.2%	0.2%	0.0%	0.1%		
	£	£1,827,016	£0	£0	£132,499	£274,388	£2,233,903	£156,926	£150,471	£0	£62,301	£369,698	£2,603,601
SAINSBURY'S (Corporation Street, Grimsby)	%	1.2%	0.7%	0.8%	1.5%	2.1%		0.1%	0.2%	0.3%	0.4%		
	£	£1,019,473	£962,830	£775,179	£677,130	£1,405,775	£4,840,387	£100,692	£96,892	£165,713	£266,566	£629,863	£5,470,250
ALDI (Cleethorpes Road, Grimsby)	%	0.1%	0.0%	0.0%	0.1%	0.1%		0.0%	0.0%	0.0%	0.0%		
	£	£100,333	£0	£0	£39,455	£94,587	£234,375	£0	£0	£0	£0	£0	£234,375
ALDI (Cambridge Road, Grimsby)	%	0.1%	0.7%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£44,388	£945,468	£0	£0	£0	£989,857	£0	£0	£0	£0	£0	£989,857
TESCO EXTRA (Victoria Street, Grimsby)	%	4.7%	6.6%	1.8%	3.5%	2.4%		0.8%	0.5%	0.1%	1.7%		
	£	£3,961,580	£8,530,997	£1,670,856	£1,565,030	£1,631,464	£17,359,926	£758,017	£283,405	£36,911	£1,170,452	£2,248,785	£19,608,711
MORRISON'S (Hilmore Road, Laceby)	%	0.1%	2.1%	0.0%	1.1%	1.2%		0.5%	1.3%	0.0%	0.4%		
	£	£51,814	£2,727,548	£0	£503,366	£802,190	£4,084,918	£467,090	£832,749	£0	£240,813	£1,540,652	£5,625,570
GRIMSBY OUT-OF-CENTRE FOODSTORES TOTAL	%	8.2%	10.2%	2.6%	6.5%	6.2%	£29,743,366	£1,482,726	£1,363,517	£202,624	£1,740,131	£4,788,997	£34,532,363
GRIMSBY (OUT-OF-CENTRE RETAIL PARK / WAREHOUSES)													
ALEXANDRA RETAIL PARK (Grimsby)	%	5.8%	9.4%	7.8%	8.9%	5.5%		2.0%	1.4%	0.5%	2.7%		
	£	£4,963,823	£12,210,192	£7,300,622	£3,950,687	£3,742,653	£32,167,977	£1,821,089	£863,452	£295,568	£1,847,326	£4,827,435	£36,995,412
VICTORIA RETAIL PARK / WAREHOUSES (Grimsby)	%	3.7%	5.4%	5.3%	7.4%	5.5%		0.7%	1.5%	0.2%	1.7%		
	£	£3,121,872	£7,005,243	£4,953,409	£3,290,952	£3,764,663	£22,136,139	£599,533	£921,580	£116,842	£1,143,058	£2,781,013	£24,917,152
HIGH POINT RETAIL PARK (Grimsby)	%	0.7%	1.7%	0.4%	1.6%	1.0%		0.4%	0.2%	0.0%	0.3%		
	£	£556,524	£2,218,093	£368,896	£716,507	£665,449	£4,525,469	£316,940	£120,968	£0	£230,248	£668,156	£5,193,625
PEAKES PARKWAY RETAIL WAREHOUSES (Grimsby)	%	5.2%	5.7%	6.1%	5.8%	4.9%		0.4%	2.0%	0.4%	1.6%		
	£	£4,387,233	£7,368,188	£5,725,766	£2,580,405	£3,368,887	£23,430,479	£398,314	£1,225,155	£278,210	£1,085,334	£2,987,012	£26,417,492
RON RAMSDENS (Cleethorpes Road, Grimsby)	%	1.1%	0.3%	1.0%	0.3%	0.0%		0.0%	0.1%	0.0%	0.0%		
	£	£952,890	£423,285	£909,592	£154,653	£19,314	£2,459,733	£0	£55,423	£0	£24,042	£79,465	£2,539,199
GARDEN CENTRES	%	0.6%	0.5%	0.9%	0.4%	1.0%		0.0%	0.1%	0.0%	0.0%		
	£	£534,037	£638,443	£845,047	£192,220	£708,715	£2,918,462	£0	£55,423	£0	£0	£55,423	£2,973,886
GRIMSBY (OUT-OF-CENTRE RP / WAREHOUSES) TOTAL	%	17.1%	23.1%	21.4%	24.3%	18.0%	£87,638,259	£3,135,876	£3,242,002	£690,620	£4,330,008	£11,398,506	£99,036,765
GRIMSBY OVERALL TOTAL	%	85.3%	87.3%	66.3%	87.0%	77.1%	£339,060,265	£34,767,119	£18,146,534	£5,574,110	£19,913,837	£78,401,600	£417,451,864
CLEETHORPES (TOWN CENTRE)													
CLEETHORPES TOWN CENTRE	%	2.7%	3.0%	6.6%	0.8%	0.4%		0.0%	1.3%	0.3%	0.5%		
	£	£2,303,232	£3,841,681	£6,209,548	£349,993	£267,390	£12,971,844	£0	£810,393	£165,713	£328,011	£1,304,117	£14,275,961
CLEETHORPES TOWN CENTRE TOTAL	%	2.7%	3.0%	6.6%	0.8%	0.4%	£12,971,844	£0	£810,393	£165,713	£328,011	£1,304,117	£14,275,961
CLEETHORPES (OUT-OF-CENTRE FOODSTORES / RETAIL WAREHOUSES)													
TESCO EXTRA / HEWITTS CIRCUS RP (Cleethorpes)	%	7.4%	4.7%	16.5%	1.0%	8.4%		2.4%	1.6%	0.0%	0.1%		
	£	£6,274,365	£6,058,869	£15,530,075	£441,227	£5,733,283	£34,037,820	£2,124,121	£998,858	£0	£58,256	£3,181,234	£37,219,054
MERIDIAN RETAIL PARK (Cleethorpes)	%	0.2%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	£167,333	£0	£0	£135,058	£0	£302,390	£0	£0	£0	£0	£0	£302,390
WILTON STREET RETAIL WAREHOUSES (Humbertson)	%	0.2%	0.0%	0.6%	0.0%	0.1%		0.0%	0.1%	0.0%	0.0%		
	£	£187,733	£0	£548,327	£0	£90,758	£826,818	£0	£78,191	£0	£0	£78,191	£905,009
CLEETHORPES OUT-OF-CENTRE TOTAL	%	7.8%	4.7%	17.1%	1.3%	8.5%	£35,167,028	£2,124,121	£1,077,049	£0	£58,256	£3,259,425	£38,426,453
CLEETHORPES OVERALL TOTAL	%	10.5%	7.7%	23.7%	2.1%	8.9%	£48,138,872	£2,124,121	£1,887,442	£165,713	£386,267	£4,563,542	£52,702,414
IMMINGHAM (TOWN CENTRE)													
IMMINGHAM TOWN CENTRE	%	0.0%	0.1%	0.0%	6.4%	0.0%		0.0%	0.1%	0.0%	0.8%		
	£	£0	£110,242	£0	£2,852,455	£0	£2,962,697	£0	£63,234	£0	£523,699	£586,933	£3,549,629
IMMINGHAM TOWN CENTRE TOTAL	%	0.0%	0.1%	0.0%	6.4%	0.0%	£2,962,697	£0	£63,234	£0	£523,699	£586,933	£3,549,629
DISTRICT LOCAL CENTRES													
LOCAL CENTRES	%	0.4%	0.3%	0.1%	0.0%	1.2%		0.0%	0.2%	0.0%	0.0%		
	£	£325,862	£386,698	£123,382	£21,483	£829,500	£1,686,925	£0	£105,867	£0	£0	£105,867	£1,792,792
DISTRICT LOCAL CENTRES TOTAL	%	0.4%	0.3%	0.1%	0.0%	1.2%	£1,686,925	£0	£105,867	£0	£0	£105,867	£1,792,792
NE Lincs DISTRICT OVERALL TOTAL	%	96.2%	95.3%	90.1%	95.5%	87.3%	£391,838,758	£36,891,240	£20,203,076	£5,739,823	£20,823,803	£83,657,942	£475,496,700
SCUNTHORPE													
SCUNTHORPE TOWN CENTRE	%	1.0%	0.1%	1.0%	0.6%	1.0%		0.0%	3.5%	23.7%	12.3%		
	£	£875,753	£77,169	£926,874	£265,342	£704,396	£2,849,534	£0	£2,217,098	£15,524,055	£8,295,502	£26,036,655	£28,886,189
SCUNTHORPE RETAIL PARKS	%	0.0%	0.4%	0.0%	0.8%	0.0%		0.1%	0.6%	35.4%	5.7%		
	£	£0	£473,400	£0	£349,306	£0	£822,706	£92,358	£388,734	£23,202,053	£3,881,370	£27,564,516	£28,387,222
SCUNTHORPE FOODSTORES	%	0.0%	0.8%	0.0%	0.0%	0.2%		0.0%	0.0%	2.4%	3.5%		
	£	£0	£1,026,898	£0	£0	£110,525	£1,137,423	£0	£0	£1,586,574	£2,366,448	£3,953,022	£5,090,445
SCUNTHORPE TOTAL	%	1.0%	1.2%	1.0%	1.4%	1.2%	£4,814,921	£1,137,423	£2,605,833	£40,312,682	£14,543,320	£57,554,193	£62,363,856
LINCOLN													
LINCOLN CITY CENTRE	%	0.5%	0.1%	1.7%	0.2%	0.6%		4.4%	28.3%	2.3%	0.3%		
	£	£419,270	£149,066	£1,565,108	£76,991	£400,529	£2,610,964	£3,950,319	£17,747,177	£1,492,446	£208,772	£23,398,715	£26,009,679
LINCOLN RETAIL PARKS	%	0.0%	0.0%	0.0%	0.0%	0.5%		0.4%	2.7%	0.0%	0.0%		
	£	£0	£0	£0	£0	£358,149	£358,149	£345,932	£1,705,659	£0	£0	£2,051,591	£2,409,739
LINCOLN FOODSTORES	%	0.0%	0.0%	0.0%	0.0%	0.0%		0.1%	1.0%	0.0%	0.0%		
	£	£0	£0	£0	£0	£0	£0	£100,692	£631,082	£0	£0	£731,774	£731,774
LINCOLN TOTAL	%	0.5%	0.1%	1.7%	0.2%	1.1%	£2,969,113	£4,396,943	£20,083,917	£1,492,446	£208,772	£26,182,079	£29,151,192
KINGSTON-UPON-HULL													
HULL CITY CENTRE	%	0.1%	0.1%	0.5%	0.0%	0.6%		0.0%	0.0%	2.8%	13.0%		
	£	£112,640	£182,192	£469,000	£0	£375,859	£1,139,691	£0	£0	£1,861,019	£8,815,433	£10,676,452	£11,816,143
HULL RETAIL PARKS	%	0.0%	0.1%	0.3%	0.0%	1.2%		0.2%	0.2%	0.0%	7.1%		
	£	£0	£182,192	£312,432	£0	£789,081	£1,283,705	£148,811	£148,214	£0	£4,796,075	£5,093,100	£6,376,805
HULL TOTAL	%	0.1%	0.3%	0.8%	0.0%	1.7%	£2,423,395	£148,811	£148,214	£1,861,019	£13,611,508	£15,769,552	£18,192,948
SHEFFIELD													
SHEFFIELD CITY CENTRE	%	0.0%	0.0%	0.5%	0.2%	0.0%		0.0%	0.4%	0.5%	0.7%		
	£	£0	£0	£468,648	£99,690	£0	£568,338	£0	£2				

Table 19a - Grimsby Town Centre Comparison Floorspace Schedule

GRIMSBY	
STORE / LOCATION	Net Comparison Floorspace
GRIMSBY TOP TOWN	37,772
GRIMSBY FREEMAN STREET	11,087
ASDA (Freeman Street, Grimsby)	2,852
GRIMSBY SUB TOTAL	51,711
OUT-OF-CENTRE FOODSTORES	
SAINSBURY'S (Corporation Street, Grimsby)	1,668
ALDI (Cleethorpes Road, Grimsby)	188
ALDI (Cambridge Street, Grimsby)	227
TESCO EXTRA (Victoria Street, Grimsby)	2,084
MORRISON'S (Hilmore Road, Laceby)	716
OUT-OF-CENTRE FOODSTORES SUB TOTAL	4,883
ALEXANDRA RETAIL PARK	
MATALAN	3,023
PETS@HOME	439
WICKES DIY	2,736
ARGOS	796
ScS	760
POUNDSTRETCHER	1,050
SUB TOTAL	8,804
PEAKES PARKWAY	
B&Q WAREHOUSE	7,687
HALFORDS	557
SUB TOTAL	8,244
VICTORIA RETAIL PARK	
SPORTS DIRECT	750
BRANTANO	376
NEXT	618
DUNELM MILL	1,115
SUB TOTAL	2,859
HIGH ROAD / VICTORIA RETAIL PARK	
HOMEBASE	2,721
CURRYS	1,486
CARPETRIGHT	559
MAPLIN	372
SUB TOTAL	5,138
VICTORIA ROAD SOUTH RETAIL WAREHOUSES	
B&M HOMESTORE	2,609
DREAMS	1,189
SUB TOTAL	3,798
OUT-OF-CENTRE TOTAL	28,843
OVERALL GRIMSBY WIDE TOTAL	85,437

Table 19b - Cleethorpes Comparison Floorspace Schedule

CLEETHORPES	
STORE / LOCATION	Net Comparison Floorspace
TOWN CENTRE	4,379
SUB TOTAL	4,379
HEWITT'S CIRCUS	
TESCO EXTRA	3,158
PETS@HOME	375
POUNDSTRETCHER	743
SUB TOTAL	4,276
MERIDIAN POINT	
THE FACTORY SHOP	854
LEADING LABELS	743
SUB TOTAL	1,597
CLEETHORPES OVERALL TOTAL	10,252

Table 19c - Immingham Town Centre Comparison Floorspace Schedule

IMMINGHAM	
STORE / LOCATION	Net Comparison Floorspace
TOWN CENTRE	1,763
CO-OP (Washdyke Road)	372
IMMINGHAM OVERALL TOTAL	2,135

Notes

- Floorspace from LPA, Experian Goad or Trevor Wood Retail Warehouse Data
- Gross to Net for Town Centre Floorspace is 70%
- Gross to Net for Retail Warehouses is 80%

Table 19b - Comparison Goods Floorspace Commitments

COMMITMENT	FLOORSPACE (sq m net)	SALES DENSITY (£/sq m)	TOTAL TURNOVER (£m)
GRIMSBY			
Extension to Freshney Place Shopping Centre	1941	£5,000	£9,705,000
Redevelopment of Ramsden site			£3,900,000
Relocation of Wickes from Alexandra Retail Park to Bass Depot	2736	£2,500	£6,840,000
IMMINGHAM			
Comparison goods floorspace within Tesco supermarket	893	£8,232	£7,351,176
B&M unit, Kennedy Way Shopping Centre	836	£2,567	£2,146,012

Notes:

Turnover of Ramsden site redevelopment is the turnover uplift taken from applicant's retail assessment.
 Turnover associated with the relocation of Wickes assumes no change in Wickes turnover but reoccupation of existing unit will be by another bulky comparison goods retailer.
 Immingham Kennedy Way commitment assumes non-food floorspace in supermarket plus new B&M unit on Peigham Road (and no net gain in other comparison goods floorspace).

Table 20a - Tourist Spend Projections (Shopping)

Destination	2012	2016	2021	2026	2032
Cleethorpes	£43,999,956				
Grimsby	£58,324,266				

Notes

1. 2011 Expenditure projected from North East Lincolnshire STEAM Report (2012); commissioned by NELC
2. Expenditure projected forward from 2011 using data in Experian's Retail Planner Briefing Note 13.

Table 20b - Convenience / Comparison Weighting [CLEETHORPES]

Destination	2012	2016	2021	2026	2032
Convenience	£16,279,984	£15,652,330	£15,558,572	£15,465,408	£15,388,235
Comparison	£27,719,972	£32,267,140	£36,186,140	£42,358,159	£51,517,834

Notes

1. Split between Convenience and Comparison based on 37/63 ratio

Table 20c - Convenience / Comparison Weighting [GRIMSBY]

Destination	2012	2016	2021	2026	2032
Convenience	£21,579,978	£20,747,990	£20,623,710	£20,500,215	£20,397,918
Comparison	£36,744,288	£42,771,798	£47,966,640	£56,147,977	£68,289,610

Notes

1. Split between Convenience and Comparison expenditure based on 37/63 ratio

Table 21a - GRIMSBY OVERALL COMPARISON CAPACITY [EXCLUDING TOURIST INFLOW]

COMPARISON GOODS				
	2016	2021	2026	2032
TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE	£707,251,779	£793,437,379	£961,200,324	£1,223,009,159
TOWN-WIDE SURVEY TURNOVER	£417,451,864	£468,322,489	£567,343,738	£721,875,107
MARKET SHARE (%)	59.0%	59.0%	59.0%	59.0%
EXPENDITURE INFLOW	£0	£0	£0	£0
TOTAL TURNOVER POTENTIAL	£417,451,864	£468,322,489	£567,343,738	£721,875,107
BENCHMARK TURNOVER OF EXISTING FLOORSPACE	£392,350,156	£432,336,061	£476,865,971	£537,028,536
TURNOVER OF COMMITMENTS	£20,445,000	£22,528,628	£24,849,040	£27,984,055
RESIDUAL CAPACITY	£4,656,708	£13,457,800	£65,628,726	£156,862,517
SALES DENSITY (MAINSTREAM OPERATOR)	£5,000	£5,510	£6,077	£6,844
CAPACITY FOR NEW FLOORSPACE (SQM NET)	931	2,443	10,799	22,921
CAPACITY FOR NEW FLOORSPACE (SQM GROSS)	1,330	3,489	15,428	32,744

Notes

Total available expenditure taken from Tables 4a-4d.

Turnover of existing facilities at 2016 taken from Table 18 and then assumed to attract a constant market share between 2016-2032

Market share is the town-wide survey expressed as a percentage of total available expenditure.

Market share held constant over the assessment period.

Benchmark turnover based on benchmark from 2013 study.

Turnover of commitments taken from Table 19b.

Residual capacity is the total turnover potential minus benchmark turnover and the turnover of commitments.

Sales density for new comparison goods floorspace is indicative only and based on a mainstream grocery operator.

Net to gross ratio is 70%.

Benchmark turnover, turnover of commitments and sales density for new floorspace subject to changes in floorspace efficiency.

Table 21b - GRIMSBY OVERALL COMPARISON CAPACITY [INCLUDING TOURIST INFLOW]

COMPARISON GOODS				
	2016	2021	2026	2032
TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE	£707,251,779	£793,437,379	£961,200,324	£1,223,009,159
TOWN-WIDE SURVEY TURNOVER	£417,451,864	£468,322,489	£567,343,738	£721,875,107
MARKET SHARE (%)	59.0%	59.0%	59.0%	59.0%
EXPENDITURE INFLOW	£42,771,798	£47,966,640	£56,147,977	£68,289,610
TOTAL TURNOVER POTENTIAL	£460,223,663	£516,289,129	£623,491,715	£790,164,718
BENCHMARK TURNOVER OF EXISTING FLOORSPACE	£430,665,542	£474,556,315	£523,434,842	£589,472,648
TURNOVER OF COMMITMENTS	£20,445,000	£22,528,628	£24,849,040	£27,984,055
RESIDUAL CAPACITY	£9,113,120	£19,204,186	£75,207,832	£172,708,014
SALES DENSITY (MAINSTREAM OPERATOR)	£5,000	£5,510	£6,077	£6,844
CAPACITY FOR NEW FLOORSPACE (SQM NET)	1,823	3,486	12,376	25,236
CAPACITY FOR NEW FLOORSPACE (SQM GROSS)	2,604	4,979	17,680	36,051

Notes

Total available expenditure taken from Tables 4a-4d.

Turnover of existing facilities at 2016 taken from Table 18 and then assumed to attract a constant market share between 2016-2032

Market share is the town-wide survey expressed as a percentage of total available expenditure.

Market share held constant over the assessment period.

Benchmark turnover based on benchmark from 2013 study.

Turnover of commitments taken from Table 19b.

Residual capacity is the total turnover potential minus benchmark turnover and the turnover of commitments.

Sales density for new comparison goods floorspace is indicative only and based on a mainstream grocery operator.

Net to gross ratio is 70%.

Benchmark turnover, turnover of commitments and sales density for new floorspace subject to changes in floorspace efficiency.

Table 21c - CLEETHORPES **OVERALL** COMPARISON CAPACITY [INCLUDING TOURIST INFLOW]

COMPARISON GOODS				
	2016	2021	2026	2032
TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE	£707,251,779	£793,437,379	£961,200,324	£1,223,009,159
TOWN-WIDE SURVEY TURNOVER	£52,702,414	£59,124,722	£71,625,945	£91,135,203
MARKET SHARE (%)	7.5%	7.5%	7.5%	7.5%
EXPENDITURE INFLOW	£32,267,140	£36,186,140	£42,358,159	£51,517,834
TOTAL TURNOVER POTENTIAL	£84,969,553	£95,310,862	£113,984,104	£142,653,037
BENCHMARK TURNOVER OF EXISTING FLOORSPACE	£76,068,987	£83,821,468	£92,454,943	£104,119,282
TURNOVER OF COMMITMENTS	£0	£0	£0	£0
RESIDUAL CAPACITY	£8,900,567	£11,489,394	£21,529,161	£38,533,755
SALES DENSITY (MAINSTREAM OPERATOR)	£5,000	£5,510	£6,077	£6,844
CAPACITY FOR NEW FLOORSPACE (SQM NET)	1,780	2,085	3,543	5,631
CAPACITY FOR NEW FLOORSPACE (SQM GROSS)	2,543	2,979	5,061	8,044

Notes

Total available expenditure taken from Tables 4a-4d.

Turnover of existing facilities at 2016 taken from Table 18 and then assumed to attract a constant market share between 2016-2032

Market share is the town-wide survey expressed as a percentage of total available expenditure.

Market share held constant over the assessment period.

Benchmark turnover based on benchmark from 2013 study.

Turnover of commitments taken from Table 19b.

Residual capacity is the total turnover potential minus benchmark turnover and the turnover of commitments.

Sales density for new comparison goods floorspace is indicative only and based on a mainstream grocery operator.

Net to gross ratio is 70%.

Benchmark turnover, turnover of commitments and sales density for new floorspace subject to changes in floorspace efficiency.

Table 21d - IMMINGHAM **OVERALL** COMPARISON CAPACITY (including whole of Kennedy Way redevelopment)

COMPARISON GOODS				
	2016	2021	2026	2032
TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE	£707,251,779	£793,437,379	£961,200,324	£1,223,009,159
TOWN-WIDE SURVEY TURNOVER	£10,608,777	£11,901,561	£14,418,005	£18,345,137
MARKET SHARE (%)	1.5%	1.5%	1.5%	1.5%
EXPENDITURE INFLOW	£0	£0	£0	£0
TOTAL TURNOVER POTENTIAL	£10,608,777	£11,901,561	£14,418,005	£18,345,137
BENCHMARK TURNOVER OF EXISTING FLOORSPACE	£3,545,561	£3,906,902	£4,309,307	£4,852,979
TURNOVER OF COMMITMENTS	£9,497,188	£10,465,083	£11,542,969	£12,999,258
RESIDUAL CAPACITY	-£2,433,972	-£2,470,424	-£1,434,271	£492,900
SALES DENSITY (MAINSTREAM OPERATOR)	£5,000	£5,510	£6,077	£6,844
CAPACITY FOR NEW FLOORSPACE (SQM NET)	-487	-448	-236	72
CAPACITY FOR NEW FLOORSPACE (SQM GROSS)	-695	-641	-337	103

Notes

Total available expenditure taken from Tables 4a-4d.

Turnover of existing facilities at 2016 taken from Table 18 and then assumed to attract a constant market share between 2016-2032

Market share is the town-wide survey expressed as a percentage of total available expenditure.

Market share held constant over the assessment period.

Benchmark turnover based on benchmark from 2013 study.

Turnover of commitments taken from Table 19b.

Residual capacity is the total turnover potential minus benchmark turnover and the turnover of commitments.

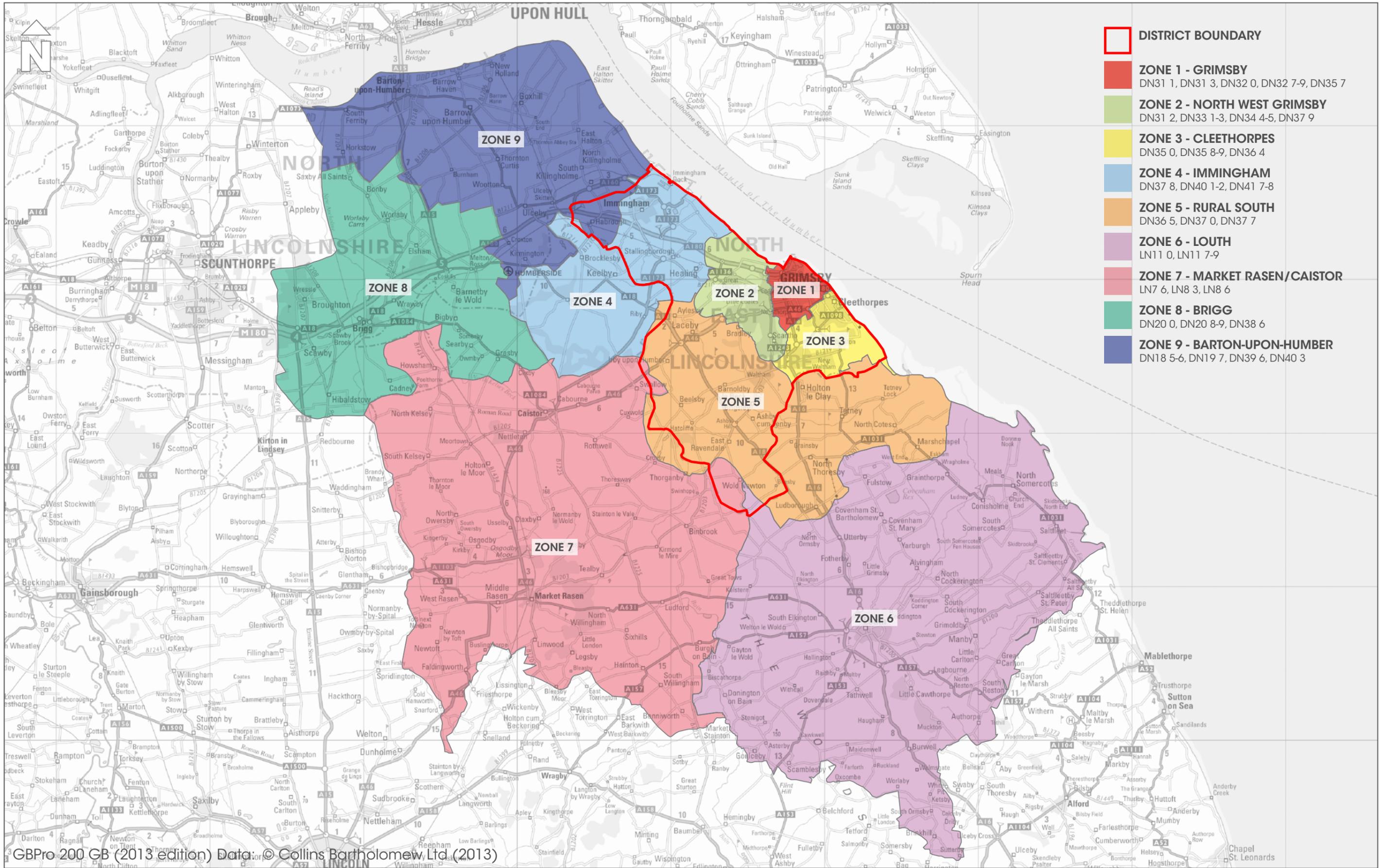
Sales density for new comparison goods floorspace is indicative only and based on a mainstream grocery operator.

Net to gross ratio is 70%.

Benchmark turnover, turnover of commitments and sales density for new floorspace subject to changes in floorspace efficiency.



Appendix III
Study Area
Plan



North East Lincolnshire Retail, Leisure & Three Centres Study Catchment Plan

