

Table 5a - MAIN FOOD Market Share 2013

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%		
	£	E316,722	E415,890	E342,659	E0	E0	E1,075,271	E0	E0	E0	E0	E0	E1,075,271
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%		
	£	E0	E0	E342,659	E149,982	E0	E492,642	E0	E0	E0	E0	E0	E492,642
GRIMSBY TOP TOWN MARKET	%	0.0%	0.0%	0.0%	0.7%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E149,982	E0	E149,982	E0	E0	E0	E0	E0	E149,982
LOCAL SHOPS (Grimsby 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
GRIMSBY (TOP TOWN) TOTAL	%	0.6%	0.6%	1.6%	1.4%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E316,722	E415,890	E685,318	E299,965	E0	E1,717,895	E0	E0	E0	E0	E0	E1,717,895
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%		
	£	E22,803,975	E14,348,209	E6,125,034	E3,685,282	E948,617	E47,911,117	E1,399,967	E794,303	E211,015	E1,395,646	E3,800,930	E51,712,047
ICELAND (Freeman Street, Grimsby)	%	0.9%	0.0%	0.6%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E475,083	E0	E256,994	E0	E0	E732,077	E0	E0	E0	E0	E0	E732,077
FARMFOODS (Garibaldi Street, Grimsby)	%	1.6%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E844,592	E0	E0	E0	E0	E844,592	E0	E0	E0	E0	E0	E844,592
LOCAL SHOPS / MARKET (Freeman Street)	%	0.0%	2.3%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E1,594,245	E0	E0	E0	E1,594,245	E0	E0	E0	E0	E0	E1,594,245
GRIMSBY (FREEMAN STREET) TOTAL	%	45.7%	23.0%	14.9%	17.2%	3.5%		3.4%	3.0%	0.7%	4.3%		
	£	E24,123,649	E15,942,455	E6,382,028	E3,685,282	E948,617	E51,082,032	E1,399,967	E794,303	E211,015	E1,395,646	E3,800,930	E54,882,961
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%		
	£	E897,379	E415,890	E0	E0	E298,137	E1,611,406	E782,334	E0	E0	E0	E782,334	E2,393,740
SAINSBURY'S (Corporation Street, Grimsby)	%	8.7%	7.7%	8.0%	8.0%	10.5%		0.8%	2.2%	0.0%	5.6%		
	£	E4,592,467	E5,337,257	E3,812,084	E1,714,085	E2,845,852	E18,301,744	E329,404	E582,489	E0	E1,817,585	E2,729,478	E21,031,222
ALDI (Cleethorpes Road, Grimsby)	%	4.0%	0.0%	1.3%	2.7%	1.7%		0.0%	0.0%	0.0%	0.0%		
	£	E2,111,479	E0	E556,821	E578,504	E460,757	E3,707,561	E0	E0	E0	E0	E0	E3,707,561
ALDI (Cambridge Road, Grimsby)	%	1.5%	12.9%	0.0%	7.5%	2.9%		0.0%	2.3%	0.0%	0.7%		
	£	E791,805	E8,941,638	E0	E1,606,954	E785,997	E12,126,394	E0	E608,965	E0	E227,198	E836,164	E12,962,557
TESCO EXTRA (Victoria Street, Grimsby)	%	10.7%	13.9%	2.5%	14.7%	3.5%		1.7%	0.9%	0.8%	4.2%		
	£	E5,648,207	E9,634,788	E1,070,810	E3,149,630	E948,617	E20,452,052	E699,983	E238,291	E241,160	E1,363,189	E2,542,623	E22,994,675
MORRISON'S (Hillmore Road, Laceby)	%	2.9%	29.4%	1.5%	34.2%	34.1%		5.9%	16.8%	0.0%	8.0%		
	£	E1,530,822	E20,378,616	E642,486	E7,327,712	E9,242,243	E39,121,879	E2,429,354	E4,448,096	E0	E2,596,550	E9,474,000	E48,595,879
GRIMSBY (OUT-OF-CENTRE) TOTAL	%	29.5%	64.5%	14.2%	67.1%	53.8%		10.3%	22.2%	0.8%	18.5%		
	£	E15,572,159	E44,708,188	E6,082,202	E14,376,885	E14,581,603	E95,321,036	E4,241,076	E5,877,841	E241,160	E6,004,522	E16,364,598	E111,685,634
GRIMSBY (LOCAL CENTRES)													
GRIMSBY LOCAL CENTRES	%	6.3%	1.4%	2.1%	0.0%	2.7%		0.9%	1.5%	0.0%	0.0%		
	£	E3,325,580	E970,410	E899,481	E0	E731,790	E5,927,261	E370,579	E397,151	E0	E0	E767,731	E6,694,992
GRIMSBY (LOCAL CENTRES) TOTAL	%	6.3%	1.4%	2.1%	0.0%	2.7%		0.9%	1.5%	0.0%	0.0%		
	£	E3,325,580	E970,410	E899,481	E0	E731,790	E5,927,261	E370,579	E397,151	E0	E0	E767,731	E6,694,992
GRIMSBY - OVERALL TOTAL	%	82.1%	89.5%	32.3%	85.7%	60.0%		14.6%	26.7%	1.5%	22.9%		
	£	E43,330,110	E62,036,943	E14,049,029	E18,362,131	E16,262,011	E154,048,224	E6,011,622	E7,069,295	E452,174	E7,400,168	E20,933,259	E174,981,483
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%		
	£	E0	E415,890	E256,994	E0	E0	E672,885	E0	E0	E0	E0	E0	E672,885
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%		
	£	E0	E0	E342,659	E0	E0	E342,659	E0	E1,164,977	E0	E0	E1,164,977	E1,507,637
LOCAL SHOPS / MARKET (Cleethorpes Town Centre)	%	0.6%	0.0%	0.6%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E316,722	E0	E256,994	E0	E0	E573,716	E0	E0	E0	E0	E0	E573,716
CLEETHORPES (TOWN CENTRE) TOTAL	%	0.6%	0.6%	2.0%	0.0%	0.0%		0.0%	4.4%	0.0%	0.0%		
	£	E316,722	E415,890	E856,648	E0	E0	E1,589,260	E0	E1,164,977	E0	E0	E1,164,977	E2,754,238
CLEETHORPES (OUT-OF-CENTRE)													
TESCO EXTRA (Hewitts Circus RP, Cleethorpes)	%	12.6%	9.9%	61.6%	0.0%	24.7%		5.5%	3.5%	0.0%	0.0%		
	£	E6,651,159	E6,862,187	E26,384,762	E0	E6,694,528	E46,592,636	E2,264,652	E926,687	E0	E0	E3,191,339	E49,783,975
CLEETHORPES (OUT-OF-CENTRE) TOTAL	%	12.6%	9.9%	61.6%	0.0%	24.7%		5.5%	3.5%	0.0%	0.0%		
	£	E6,651,159	E6,862,187	E26,384,762	E0	E6,694,528	E46,592,636	E2,264,652	E926,687	E0	E0	E3,191,339	E49,783,975
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%		
	£	E2,480,988	E0	E1,541,967	E0	E3,143,989	E7,166,943	E782,334	E0	E0	E0	E782,334	E7,949,278
CLEETHORPES (LOCAL CENTRES) TOTAL	%	4.7%	0.0%	3.6%	0.0%	11.6%		1.9%	0.0%	0.0%	0.0%		
	£	E2,480,988	E0	E1,541,967	E0	E3,143,989	E7,166,943	E782,334	E0	E0	E0	E782,334	E7,949,278
CLEETHORPES - OVERALL TOTAL	%	17.9%	10.5%	67.2%	0.0%	36.3%		7.4%	7.9%	0.0%	0.0%		
	£	E9,448,869	E7,278,077	E28,783,377	E0	E9,838,516	E55,348,839	E3,046,986	E2,091,664	E0	E0	E5,138,651	E60,487,490
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%		
	£	E0	E0	E0	E1,392,694	E0	E1,392,694	E0	E0	E0	E227,198	E227,198	E1,619,892
FARMFOODS (Washdyke Lane, Immingham)	%	0.0%	0.0%	0.0%	2.5%	0.0%		0.0%	0.0%	0.0%	1.8%		
	£	E0	E0	E0	E535,651	E0	E535,651	E0	E0	E0	E584,224	E584,224	E1,119,875
LOCAL SHOPS (Immingham Town Centre)	%	0.0%	0.0%	0.0%	1.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E214,261	E0	E214,261	E0	E0	E0	E0	E0	E214,261
IMMINGHAM (TOWN CENTRE) TOTAL	%	0.0%	0.0%	0.0%	10.0%	0.0%		0.0%	0.0%	0.0%	2.5%		
	£	E0	E0	E0	E2,142,606	E0	E2,142,606	E0	E0	E0	E811,422	E811,422	E2,954,028
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%		
	£	E0	E0	E0	E385,669	E0	E385,669	E0	E0	E0	E0	E0	E385,669
IMMINGHAM (LOCAL CENTRES) TOTAL	%	0.0%	0.0%	0.0%	1.8%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E385,669	E0	E385,669	E0	E0	E0	E0	E0	E385,669
IMMINGHAM - OVERALL TOTAL	%	0.0%	0.0%	0.0%	11.8%	0.0%		0.0%	0.0%	0.0%	2.5%		
	£	E0	E0	E0	E2,528,275	E0	E2,528,275	E0	E0	E0	E811,422	E811,422	E3,339,697
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%		
	£	E0	E0	E0	E0	E542,067	E542,067	E0	E0	E0	E0	E0	E542,067
NE LINC'S (OTHER) TOTAL	%	0.0%	0.0%	0.0%	0.0%	2.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E542,067	E542,067	E0	E0	E0	E0	E0	E542,067
NE LINC'S (OTHER) - OVERALL TOTAL	%	0.0%	0.0%	0.0%	0.0%	2.0%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E0	E0	E0	E542,067	E542,067	E0	E0	E0	E0	E0	E542,067
NE LINC'S - DISTRICT TOTAL	%	100.0%	100.0%	100.0%	97.5%	98.3%		22.0%	34.6%	1.5%	25.3%		
	£	E52,786,979	E69,315,020	E42,832,406	E20,890,406	E26,642,594	E212,467,405	E9,058,608	E9,160,959	E452,174	E8,211,590	E26,883,332	E239,350,736
OTHER													
OTHER	%	0.0%	0.0%	0.0%	2.5%	1.7%		78.0%	65.4%	98.5%	74.7%		
	£	E0	E0	E0	E535,651	E460,757	E996,408	E32,116,885	E17,315,801	E29,692,780	E24,245,287	E103,370,753	E104,367,162
OTHER TOTAL	%	0.0%	0.0%	0.0%	2.5%	1.7%		78.0%	65.4%	98.5%	74.7%		
	£	E0	E0	E0	E535,651	E460,757	E996,408	E32,116,885	E17,315,801	E29,692,780	E24,245,287	E105,363,570	E106,359,978

Table 6a - TOP-UP FOOD Market Share 2013

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)	%	5.8%	0.8%	0.8%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E1,020,548	E184,840	E114,220	E0	E0	E1,319,608	E0	E0	E0	E0	E0	E1,319,608
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%		
	£	E193,552	E346,575	E0	E78,562	E0	E618,690	E0	E0	E0	E0	E0	E618,690
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	E81,310	E81,310	E0	E0	E0	E0	E0	E81,310
LOCAL SHOPS (Grimsby Town Centre)	%	0.0%	0.8%	0.8%	1.5%	0.9%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E184,840	E114,220	E107,130	E81,310	E487,500	E0	E0	E0	E0	E0	E487,500
GRIMSBY (TOP TOWN) TOTAL	%	6.9%	3.1%	1.6%	2.6%	1.8%		0.0%	0.0%	0.0%	0.0%		
	£	E1,214,101	E716,255	E228,439	E185,692	E162,620	E2,507,108	E0	E0	E0	E0	E0	E2,507,108
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%		
	£	E4,539,680	E739,260	E428,324	E285,681	E189,723	E6,182,769	E0	E0	E0	E0	E0	E6,182,769
ICELAND (Freeman Street, Grimsby)	%	3.0%	0.8%	0.0%	1.3%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E527,870	E184,840	E0	E92,846	E0	E805,556	E0	E0	E0	E0	E0	E805,556
FARMFOODS (Garibaldi Street, Grimsby)	%	0.9%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E158,361	E0	E0	E0	E0	E158,361	E0	E0	E0	E0	E0	E158,361
LOCAL SHOPS / MARKET (Freeman Street)	%	3.2%	1.0%	1.0%	0.0%	0.9%		0.0%	0.0%	0.0%	0.0%		
	£	E563,061	E231,050	E142,775	E0	E81,310	E1,018,196	E0	E0	E0	E0	E0	E1,018,196
GRIMSBY (FREEMAN STREET) TOTAL	%	32.9%	5.0%	4.0%	5.3%	3.0%		0.0%	0.0%	0.0%	0.0%		
	£	E5,788,972	E1,155,250	E571,099	E378,527	E271,034	E8,164,882	E0	E0	E0	E0	E0	E8,164,882
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%		
	£	E158,361	E0	E285,549	E0	E0	E443,910	E0	E0	E0	E0	E0	E443,910
SAINSBURY'S (Corporation Street, Grimsby)	%	7.7%	7.3%	3.0%	0.0%	2.2%		0.0%	0.0%	0.0%	2.5%		
	£	E1,354,866	E1,686,665	E428,324	E0	E198,758	E3,668,613	E0	E0	E0	E270,474	E270,474	E3,939,087
ALDI (Cleethorpes Road, Grimsby)	%	3.1%	0.0%	3.1%	1.3%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E545,465	E0	E442,602	E92,846	E0	E1,080,913	E0	E0	E0	E0	E0	E1,080,913
ALDI (Cambridge Road, Grimsby)	%	1.2%	1.8%	2.0%	1.5%	4.2%		0.0%	0.0%	0.0%	0.0%		
	£	E211,148	E415,890	E285,549	E107,130	E379,447	E1,399,165	E0	E0	E0	E0	E0	E1,399,165
TESCO EXTRA (Victoria Street, Grimsby)	%	1.2%	6.8%	0.0%	0.0%	1.1%		0.0%	1.1%	0.0%	0.0%		
	£	E211,148	E1,571,140	E0	E0	E99,379	E1,881,667	E0	E97,081	E0	E0	E97,081	E1,978,749
MORRISON'S (Hillmore Road, Laceby)	%	0.9%	1.8%	1.1%	5.3%	10.9%		2.4%	7.1%	0.0%	0.0%		
	£	E158,361	E415,890	E157,052	E378,527	E984,755	E2,094,585	E329,404	E626,617	E0	E0	E956,021	E3,050,606
GRIMSBY (OUT-OF-CENTRE) TOTAL	%	15.0%	17.7%	11.2%	8.1%	18.4%		2.4%	8.2%	0.0%	2.5%		
	£	E2,639,349	E4,089,586	E1,599,076	E578,504	E1,662,339	E10,568,854	E329,404	E723,698	E0	E270,474	E1,323,576	E11,892,430
GRIMSBY (LOCAL CENTRES)													
GRIMSBY LOCAL CENTRES	%	9.3%	51.7%	3.1%	8.4%	8.5%		1.2%	0.9%	0.0%	1.1%		
	£	E1,636,396	E11,945,288	E442,602	E599,930	E757,928	E15,392,144	E164,702	E79,430	E0	E119,009	E363,141	E15,755,285
GRIMSBY (LOCAL CENTRES) TOTAL	%	9.3%	51.7%	3.1%	8.4%	8.5%		1.2%	0.9%	0.0%	1.1%		
	£	E1,636,396	E11,945,288	E442,602	E599,930	E757,928	E15,392,144	E164,702	E79,430	E0	E119,009	E363,141	E15,755,285
GRIMSBY - OVERALL TOTAL	%	64.1%	77.5%	19.9%	24.4%	31.7%		3.6%	9.1%	0.0%	3.4%		
	£	E11,278,818	E71,906,380	E2,841,216	E1,742,653	E2,863,921	E39,632,988	E494,106	E803,128	E0	E389,483	E1,686,717	E38,319,704
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%		
	£	E369,509	E231,050	E442,602	E0	E0	E1,043,160	E0	E0	E0	E0	E0	E1,043,160
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%		
	£	E1,038,144	E1,409,405	E1,127,920	E0	E0	E3,575,469	E0	E0	E0	E0	E0	E3,575,469
LOCAL SHOPS / MARKET (Cleethorpes Town Centre)	%	6.8%	0.0%	1.3%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E1,196,505	E0	E185,607	E0	E0	E1,382,112	E0	E0	E0	E0	E0	E1,382,112
CLEETHORPES (TOWN CENTRE) TOTAL	%	14.8%	7.1%	12.3%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E2,604,158	E1,640,455	E1,756,129	E0	E0	E6,000,742	E0	E0	E0	E0	E0	E6,000,742
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%		
	£	E193,552	E1,293,880	E3,497,980	E0	E207,792	E5,193,205	E0	E0	E0	E0	E0	E5,193,205
CLEETHORPES (OUT-OF-CENTRE) TOTAL	%	1.1%	5.6%	24.5%	0.0%	2.3%		0.0%	0.0%	0.0%	0.0%		
	£	E193,552	E1,293,880	E3,497,980	E0	E207,792	E5,193,205	E0	E0	E0	E0	E0	E5,193,205
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%		
	£	E1,882,736	E184,840	E4,169,021	E0	E397,516	E6,634,112	E0	E194,163	E0	E0	E194,163	E6,828,275
CLEETHORPES (LOCAL CENTRES) TOTAL	%	10.7%	0.8%	29.2%	0.0%	4.4%		0.0%	2.2%	0.0%	0.0%		
	£	E1,882,736	E184,840	E4,169,021	E0	E397,516	E6,634,112	E0	E194,163	E0	E0	E194,163	E6,828,275
CLEETHORPES - OVERALL TOTAL	%	26.6%	13.5%	66.0%	0.0%	6.7%		0.0%	2.2%	0.0%	0.0%		
	£	E4,680,445	E3,119,176	E9,423,129	E0	E605,308	E17,828,059	E0	E194,163	E0	E0	E194,163	E18,022,222
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	E1,899,777	E0	E1,899,777	E0	E0	E0	E638,319	E638,319	E2,538,096
FARMFOODS (Washdyke Lane, Immingham)	%	0.0%	0.0%	0.0%	9.5%	0.0%		0.0%	0.0%	0.0%	4.9%		
	£	E0	E0	E0	E678,492	E0	E678,492	E0	E0	E0	E530,129	E530,129	E1,208,621
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	E985,599	E0	E985,599	E0	E0	E0	E0	E0	E985,599
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	E3,563,868	E0	E3,563,868	E0	E0	E0	E1,168,448	E1,168,448	E4,732,315
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	E364,243	E0	E364,243	E0	E0	E0	E0	E0	E364,243
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	E364,243	E0	E364,243	E0	E0	E0	E0	E0	E364,243
IMMINGHAM - OVERALL TOTAL	%	0.0%	0.0%	0.0%	55.0%	0.0%		0.0%	0.0%	0.0%	10.8%		
	£	E0	E0	E0	E3,928,111	E0	E3,928,111	E0	E0	E0	E1,168,448	E1,168,448	E5,096,558
NE LINC'S - OTHER PROVISION													
NE LINC'S LOCAL CENTRE PROVISION	%	4.2%	0.0%	3.6%	0.0%	4.7%		0.0%	0.0%	1.9%	0.0%		
	£	E739,018	E0	E513,989	E0	E424,619	E1,677,626	E0	E0	E190,918	E0	E190,918	E1,868,544
NE LINC'S (OTHER) TOTAL	%	4.2%	0.0%	3.6%	0.0%	4.7%		0.0%	0.0%	1.9%	0.0%		
	£	E739,018	E0	E513,989	E0	E424,619	E1,677,626	E0	E0	E190,918	E0	E190,918	E1,868,544
NE LINC'S (OTHER) - OVERALL TOTAL	%	4.2%	0.0%	3.6%	0.0%	4.7%		0.0%	0.0%	1.9%	0.0%		
	£	E739,018	E0	E513,989	E0	E424,619	E1,677,626	E0	E0	E190,918	E0	E190,918	E1,868,544
NE LINC'S - DISTRICT TOTAL	%	94.9%	91.0%	79.4%	75.4%	43.1%		3.6%	11.3%	1.9%	14.4%		
	£	E16,698,281	E21,025,556	E12,778,334	E5,670,763	E3,893,848	E60,066,783	E494,106	E997,291	E190,918	E1,557,930	E3,280,245	E63,307,028
OTHER													
OTHER	%	5.1%	9.0%	10.5%	20.6%	56.9%		96.4%	88.7%	98.1%	85.6%		
	£	E897,379	E2,079,451	E1,499,134	E1,471,256	E5,140,602	E11,087,822	E13,231,058	E7,828,296	E9,857,400	E9,261,029	E40,177,783	E51,265,605
OTHER TOTAL	%	5.1%	9.0%	10.5%	20.6%	56.9%		96.4%	88.7%	98.1%	85.6%		
	£	E897,379	E2,079,451	E1,499,134	E1,471,256	E5,140,602	E11,087,822	E13,231,058	E7,828,296	E9,857,400	E9,261,029	E40,177,783	E51,265,605
OVERALL TOTAL	%	100.0%</											

Table 7 - OVERALL MARKET SHARE 2013

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)	%	1.9%	0.7%	0.8%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E1,337,270	E600,730	E456,879	E0	E0	E2,394,879	E0	E0	E0	E0	E0	E2,394,879
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%		
	£	E193,552	E346,575	E342,659	E228,545	E0	E1,111,331	E0	E0	E0	E0	E0	E1,111,331
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	E149,982	E81,310	E231,292	E0	E0	E0	E0	E0	E231,292
LOCAL SHOPS (Grimsby Town Centre)	%	0.0%	0.2%	0.2%	0.4%	0.2%		0.0%	0.0%	0.0%	0.0%		
	£	E0	E184,840	E114,220	E107,130	E81,310	E487,500	E0	E0	E0	E0	E0	E487,500
GRIMSBY (TOP TOWN) TOTAL	%	2.2%	1.2%	1.6%	1.7%	0.5%		0.0%	0.0%	0.0%	0.0%		
	£	E1,530,822	E1,132,145	E913,758	E485,657	E162,620	E4,225,003	E0	E0	E0	E0	E0	E4,225,003
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%		
	£	E27,343,655	E15,087,569	E6,553,358	E3,970,963	E1,138,341	E54,093,886	E1,399,967	E794,303	E211,015	E1,395,646	E3,800,930	E57,894,816
ICELAND (Freeman Street, Grimsby)	%	1.4%	0.2%	0.5%	0.3%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E1,002,953	E184,840	E256,994	E92,846	E0	E1,537,633	E0	E0	E0	E0	E0	E1,537,633
FARMFOODS (Garibaldi Street, Grimsby)	%	1.4%	0.0%	0.0%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E1,002,953	E0	E0	E0	E0	E1,002,953	E0	E0	E0	E0	E0	E1,002,953
LOCAL SHOPS / MARKET (Freeman Street)	%	0.8%	2.0%	0.3%	0.0%	0.2%		0.0%	0.0%	0.0%	0.0%		
	£	E563,061	E1,825,296	E142,775	E0	E81,310	E2,612,441	E0	E0	E0	E0	E0	E2,612,441
GRIMSBY (FREEMAN STREET) TOTAL	%	42.5%	18.5%	12.2%	14.2%	3.4%		2.6%	2.3%	0.5%	3.2%		
	£	E29,912,621	E17,097,705	E6,953,127	E4,063,809	E1,219,651	E59,246,913	E1,399,967	E794,303	E211,015	E1,395,646	E3,800,930	E63,047,843
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%		
	£	E1,055,740	E415,890	E285,549	E0	E298,137	E2,055,316	E782,334	E0	E0	E0	E782,334	E2,837,650
SAINSBURY'S (Corporation Street, Grimsby)	%	8.5%	7.6%	7.4%	6.0%	8.4%		0.6%	1.7%	0.0%	4.8%		
	£	E5,947,333	E7,023,922	E4,240,408	E1,714,085	E3,044,610	E21,970,358	E329,404	E582,489	E0	E2,088,059	E2,999,952	E24,970,309
ALDI (Cleethorpes Road, Grimsby)	%	3.8%	0.0%	0.0%	1.8%	2.4%		0.0%	0.0%	0.0%	0.0%		
	£	E2,656,945	E0	E999,423	E671,350	E460,757	E4,788,474	E0	E0	E0	E0	E0	E4,788,474
ALDI (Cambridge Road, Grimsby)	%	1.4%	10.1%	0.5%	6.0%	3.2%		0.0%	1.7%	0.0%	0.5%		
	£	E1,002,953	E9,357,528	E285,549	E1,714,085	E1,165,444	E13,525,558	E0	E608,965	E0	E227,198	E836,164	E14,361,722
TESCO EXTRA (Victoria Street, Grimsby)	%	8.3%	12.1%	1.9%	11.0%	2.9%		1.3%	1.0%	0.6%	3.2%		
	£	E5,859,355	E11,205,928	E1,070,810	E3,149,630	E1,047,996	E22,333,720	E699,983	E335,372	E241,160	E1,363,189	E2,639,704	E24,973,424
MORRISON'S (Hilmore Road, Laceby)	%	2.4%	22.5%	1.4%	27.0%	28.3%		5.0%	14.4%	0.0%	6.0%		
	£	E1,689,183	E20,794,506	E799,538	E7,706,239	E10,226,998	E41,216,464	E2,758,758	E5,074,712	E0	E2,596,550	E10,430,021	E51,646,485
GRIMSBY (OUT-OF-CENTRE) TOTAL	%	25.9%	52.8%	13.5%	52.4%	45.0%		8.3%	18.7%	0.6%	14.5%		
	£	E18,211,508	E48,797,774	E7,681,278	E14,955,388	E16,243,942	E105,889,890	E4,570,480	E6,601,539	E241,160	E6,274,996	E17,688,174	E123,578,064
GRIMSBY (LOCAL CENTRES)													
GRIMSBY LOCAL CENTRES	%	7.1%	14.0%	2.4%	2.1%	4.2%		1.0%	1.4%	0.0%	0.3%		
	£	E4,961,976	E12,915,599	E1,342,082	E599,930	E1,499,719	E21,319,405	E535,281	E476,582	E0	E119,009	E1,130,872	E22,450,277
GRIMSBY (LOCAL CENTRES) TOTAL	%	7.1%	14.0%	2.4%	2.1%	4.2%		1.0%	1.4%	0.0%	0.3%		
	£	E4,961,976	E12,915,599	E1,342,082	E599,930	E1,499,719	E21,319,405	E535,281	E476,582	E0	E119,009	E1,130,872	E22,450,277
GRIMSBY - OVERALL TOTAL	%	77.6%	86.3%	29.4%	70.4%	52.7%		11.9%	22.3%	1.1%	18.0%		
	£	E54,616,927	E79,943,323	E16,890,245	E20,104,784	E19,125,932	E190,693,211	E6,505,728	E7,872,423	E452,174	E7,789,650	E22,619,976	E213,301,187
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%		
	£	E369,509	E646,940	E699,596	E0	E0	E1,716,045	E0	E0	E0	E0	E0	E1,716,045
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%		
	£	E1,038,144	E1,409,405	E1,470,579	E0	E0	E3,918,129	E0	E1,164,977	E0	E0	E1,164,977	E5,083,106
LOCAL SHOPS / MARKET (Cleethorpes Town Centre)	%	2.2%	0.0%	0.8%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	£	E1,513,227	E0	E442,602	E0	E0	E1,955,828	E0	E0	E0	E0	E0	E1,955,828
CLEETHORPES (TOWN CENTRE) TOTAL	%	4.2%	2.2%	4.6%	0.0%	0.0%		0.0%	3.3%	0.0%	0.0%		
	£	E2,920,879	E2,056,346	E2,612,777	E0	E0	E7,590,002	E0	E1,164,977	E0	E0	E1,164,977	E8,754,979
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%		
	£	E6,844,712	E8,158,067	E29,882,742	E0	E6,902,320	E51,785,841	E2,264,852	E926,687	E0	E0	E3,191,339	E54,977,179
CLEETHORPES (OUT-OF-CENTRE) TOTAL	%	9.7%	8.8%	52.3%	0.0%	19.1%		4.1%	2.6%	0.0%	0.0%		
	£	E6,844,712	E8,158,067	E29,882,742	E0	E6,902,320	E51,785,841	E2,264,852	E926,687	E0	E0	E3,191,339	E54,977,179
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%		
	£	E4,363,724	E184,840	E5,710,987	E0	E3,541,505	E13,801,056	E782,334	E194,163	E0	E0	E976,497	E14,777,553
CLEETHORPES (LOCAL CENTRES) TOTAL	%	6.2%	0.2%	10.0%	0.0%	9.8%		1.4%	0.6%	0.0%	0.0%		
	£	E4,363,724	E184,840	E5,710,987	E0	E3,541,505	E13,801,056	E782,334	E194,163	E0	E0	E976,497	E14,777,553
CLEETHORPES - OVERALL TOTAL	%	20.1%	11.3%	66.9%	0.0%	28.9%		5.6%	6.5%	0.0%	0.0%		
	£	E14,129,315	E10,397,253	E38,206,506	E0	E10,443,825	E73,176,898	E3,046,986	E2,285,827	E0	E0	E5,332,813	E78,509,712
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	E3,292,471	E0	E3,292,471	E0	E0	E0	E865,517	E865,517	E4,157,988
FARMFOODS (Washdyke Lane, Immingham)	%	0.0%	0.0%	0.0%	4.3%	0.0%		0.0%	0.0%	0.0%	2.6%		
	£	E0	E0	E0	E1,214,143	E0	E1,214,143	E0	E0	E0	E1,114,353	E1,114,353	E2,328,496
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	E1,199,859	E0	E1,199,859	E0	E0	E0	E0	E0	E1,199,859
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	E5,706,473	E0	E5,706,473	E0	E0	E0	E1,979,869	E1,979,869	E7,686,343
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	E749,912	E0	E749,912	E0	E0	E0	E0	E0	E749,912
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	E749,912	E0	E749,912	E0	E0	E0	E0	E0	E749,912
IMMINGHAM - OVERALL TOTAL	%	0.0%	0.0%	0.0%	22.6%	0.0%		0.0%	0.0%	0.0%	4.6%		
	£	E0	E0	E0	E6,456,385	E0	E6,456,385	E0	E0	E0	E1,979,869	E1,979,869	E8,436,255
NE LINC'S - OTHER PROVISION													
NE LINC'S LOCAL CENTRE PROVISION	%	1.1%	0.0%	0.9%	0.0%	2.7%		0.0%	0.0%	0.5%	0.0%		
	£	E739,018	E0	E513,989	E0	E966,686	E2,219,693	E0	E0	E190,918	E0	E190,918	E2,410,611
NE LINC'S (OTHER) TOTAL	%	1.1%	0.0%	0.9%	0.0%	2.7%		0.0%	0.0%	0.5%	0.0%		
	£	E739,018	E0	E513,989	E0	E966,686	E2,219,693	E0	E0	E190,918	E0	E190,918	E2,410,611
NE LINC'S (OTHER) - OVERALL TOTAL	%	1.1%	0.0%	0.9%	0.0%	2.7%		0.0%	0.0%	0.5%	0.0%		
	£	E739,018	E0	E513,989	E0	E966,686	E2,219,693	E0	E0	E190,918	E0	E190,918	E2,410,611
NE LINC'S - DISTRICT TOTAL	%	98.7%	97.8%	97.4%	93.0%	84.5%		17.4%	28.8%	1.6%	22.6%		
	£	E69,485,260	E90,340,576	E55,610,740	E26,561,169	E30,536,442	E272,534,187	E9,552,714	E10,158,250	E643,092	E9,769,520	E50,123,577	E302,657,764
OTHER													
OTHER	%	1.3%	2.3%	2.6%	7.0%	15.5%		82.6%	71.2%	98.4%	77.4%		
	£	E897,379	E2,079,451	E1,									

TABLE 8 - 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	£6,412	£3,693,312	£2,394,879	£-1,298,433
M&S (Victoria Street, Grimsby)	1,246	35.0%	436	£10,833	£4,724,271	£1,111,331	£-3,612,940
LOCAL SHOPS (Grimsby Top Town)	1,325	100.0%	1,325	-	-	£487,500	-
GRIMSBY TOP TOWN TOTAL	3,147	-	2,337	-	£8,417,583	£3,993,711	£-4,911,373
GRIMSBY (FREEMAN STREET)							
ASDA (Holles Street, Grimsby)	7,129	60.0%	4,277	£14,933	£63,874,414	£57,894,816	£-5,979,598
ICELAND (Freeman Street, Grimsby)	1,584	100.0%	1,584	£6,412	£10,156,608	£1,537,633	£-8,618,975
FARMFOODS (Garibaldi Street, Grimsby)	392	100.0%	392	£6,500	£2,548,000	£1,002,953	£-1,545,047
LOCAL SHOPS (Grimsby Freeman Street)	1,605	100.0%	1,605	-	-	£2,612,441	-
GRIMSBY FREEMAN STREET	10,710	-	7,858	-	£76,579,022	£63,047,843	£-16,143,620
GRIMSBY (OUT-OF-CENTRE FOODSTORES)							
ASDA (Corporation Street, Grimsby)	565	100.0%	565	£14,933	£8,437,145	£2,837,650	£-5,599,495
SAINSBURY'S (Corporation Street, Grimsby)	4,170	60.0%	2,502	£12,526	£31,340,052	£24,970,309	£-6,369,743
ALDI (Cleethorpes Road, Grimsby)	940	80.0%	752	£4,695	£3,530,640	£4,788,474	£1,257,834
ALDI (Cambridge Street, Grimsby)	1,136	80.0%	909	£4,695	£4,266,816	£14,361,722	£10,094,906
TESCO EXTRA (Victoria Street, Grimsby)	5,209	60.0%	3,125	£12,842	£40,136,387	£24,973,424	£-15,162,963
MORRISON'S (Hillmore Road, Laceby)	3,580	80.0%	2,864	£11,988	£34,333,632	£51,646,485	£17,312,853
GRIMSBY OUT-OF-CENTRE FOODSTORES	15,600	-	10,717	-	£122,044,672	£123,578,064	£1,533,392
GRIMSBY OVERALL TOTAL	29,457	-	20,913	-	£207,041,277	£190,619,618	£-16,421,659
CLEETHORPES TOWN CENTRE							
SAINSBURY'S LOCAL (St Peter's Avenue, Cleethorpes)	288	100.0%	288	£12,526	£3,607,488	£1,716,045	£-1,891,443
CO-OP (St Peter's Avenue, Cleethorpes)	317	100.0%	317	£7,530	£2,387,010	£5,083,106	£2,696,096
LOCAL SHOPS (Cleethorpes Town Centre)	1,121	100.0%	1,121	-	-	£1,955,828	-
CLEETHORPES TOWN CENTRE	1,726	-	1,726	-	£5,994,498	£8,754,979	£2,760,481
CLEETHORPES (OUT-OF-CENTRE FOODSTORE)							
TESCO EXTRA (Hewitts Circus RP, Cleethorpes)	7,895	60.0%	4,737	£12,842	£60,832,554	£54,977,179	£-5,855,375
CLEETHORPES OUT-OF-CENTRE FOODSTORES	7,895	-	4,737	-	£60,832,554	£54,977,179	£-5,855,375
CLEETHORPES OVERALL TOTAL	9,621	-	6,463	-	£66,827,052	£63,732,159	£-3,094,893
IMMINGHAM							
CO-OP (Washdyke Lane, Immingham)	1,239	70.0%	867	£7,530	£6,530,769	£4,157,988	£-2,372,781
FARMFOODS (Washdyke Lane, Immingham)	612	100.0%	612	£6,500	£3,978,000	£2,328,496	£-1,649,504
LOCAL SHOPS (Immingham Town Centre)	473	100.0%	473	-	-	£1,199,859	-
IMMINGHAM OVERALL TOTAL	2,324	-	1,952	-	£10,508,769	£7,686,343	£-2,822,426

Notes

1. 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
2. Other Local Shops Floorspace derived from GOAD Centre Report / GVA Fieldwork (March 2013)
3. Floorspace Mix (Convenience / Comparison) on basis of Verdict / Mintel Data and on-site GVA Fieldwork (March 2013)

Table 9a - Tourist Spend Projections (Shopping)

Destination	2011	2012	2013	2018	2023	2030
Cleethorpes	£43,956,000	£43,999,956	£43,955,956	£45,065,899	£46,897,609	£49,587,752
Grimsby	£58,266,000	£58,324,266	£58,265,942	£59,737,230	£62,165,258	£65,731,185

Notes

1. 2011 Expenditure projected from North East Lincolnshire STEAM Report (2011); commissioned by NELC
2. Expenditure projected forward as per Table 2 - Expenditure per Capita (Experian Retail Planner v. 10.1)

Table 9b - Convenience / Comparison Weighting [CLEETHORPES]

Destination	2011	2012	2013	2018	2023	2030
Convenience	£16,263,720	£16,279,984	£16,263,704	£16,674,383	£17,352,115	£18,347,468
Comparison	£27,692,280	£27,719,972	£27,692,252	£28,391,516	£29,545,494	£31,240,284

Notes

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

Table 9c - Convenience / Comparison Weighting [GRIMSBY]

Destination	2011	2012	2013	2018	2023	2030
Convenience	£21,558,420	£21,579,978	£21,558,398	£22,102,775	£23,001,145	£24,320,539
Comparison	£36,707,580	£36,744,288	£36,707,543	£37,634,455	£39,164,112	£41,410,647

Notes

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