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 LINCS TOTAL	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON UPON-HUMBER	NON NE LINCS TOTAL	TOTAL SURVEY TURNOVER
				<u>.</u>	GR	MSBY (TOP T	OWN)	•					
ICELAND (South St Mary's Gate, Grimsby)	% F	0.6% £316,722	0.6% £415,890	0.8% £342,659	0.0% £0	0.0% £0	£1,075,271	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£1,075,271
M&S (Victoria Street, Grimsby Town Centre)	% F	0.0% £0	0.0% £0	0.8% £342,659	0.7% £149,982	0.0% £0	£492,642	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£492,642
GRIMSBY TOP TOWN MARKET	%	0.0%	0.0%	0.0%	0.7%	0.0%		0.0%	0.0%	0.0%	0.0%		
LOCAL SHOPS (Grimsby Town Centre)	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£149,982 0.0%	£0 0.0%	£149,982	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0	£149,982
	£	£0 0.6%	£0 0.6%	£0 1.6%	£0 1.4%	£0 0.0%	EO	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0	60
GRIMSBY (TOP TOWN) TOTAL	£	£316,722	£415,890	£685,318	£299,965		E1,717,895	EO	£0	£0	£0	EO	£1,717,895
ASDA (Holles Street, Grimsby)	%	43.2%	20.7%	14.3%	17.2%	BY (FREEMAI 3.5%	V SIREEI)	3.4%	3.0%	0.7%	4.3%		
	£	£22,803,975 0.9%	£14,348,209 0.0%	£6,125,034 0.6%	£3,685,282 0.0%	£948,617 0.0%	£47,911,117	£1,399,967 0.0%	£794,303 0.0%	£211,015 0.0%	£1,395,646 0.0%	£3,800,930	£51,712,047
ICELAND (Freeman Street, Grimsby)	£	£475,083	£0 0.0%	£256,994	£0 0.0%	E0 0.0%	£732,077	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0	£732,077
FARMFOODS (Garibaldi Street, Grimsby)	% £	£844,592	£0	£0	£0	£0	£844,592	£0	£0	£0	£0	£0	£844,592
LOCAL SHOPS / MARKET (Freeman Street)	% £	0.0% £0	2.3% £1,594,245	0.0% £0	0.0% £0	0.0% £0	£1,594,245	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£1,594,245
GRIMSBY (FREEMAN STREET) TOTAL	% £	45.7% E24,123,649	23.0% £15,942,455	14.9% £6,382,028	17.2% £3,685,282	3.5% £948,617	£51,082,032	3.4% £1,399,967	3.0% £794,303	0.7% £211,015	4.3% £1,395,646	£3,800,930	£54,882,961
			•	(GRIMSBY (OL	JT-OF-CENTR	E FOODSTOR	ES)	•				
ASDA (Corporation Street, Grimsby)	% £	1.7% £897,379	0.6% £415,890	0.0% E0	0.0% E0	1.1% £298,137	£1,611,406	1.9% £782,334	0.0% £0	0.0% E0	0.0% £0	£782,334	£2,393,740
SAINSBURY'S (Corporation Street, Grimsby)	% £	8.7% £4,592,467	7.7% £5,337,257	8.9% £3,812,084	8.0% £1,714,085	10.5% £2,845,852	£18,301,744	0.8% £329,404	2.2% £582,489	0.0% £0	5.6% £1,817,585	£2,729,478	£21,031,222
ALDI (Cleethorpes Road, Grimsby)	% £	4.0% £2,111,479	0.0% £0	1.3% £556,821	2.7% £578,504	1.7% £460,757	£3,707,561	0.0% £0	0.0% £0	0.0% £0	0.0% E0	£0	£3,707,561
ALDI (Cambridge Road, Grimsby)	%	1.5%	12.9%	0.0%	7.5%	2.9%		0.0%	2.3%	0.0%	0.7%		
TESCO EXTRA (Victoria Street, Grimsby)	£ %	£791,805 10.7%	£8,941,638 13.9%	£0 2.5%	£1,606,954 14.7%	£785,997 3.5%	£12,126,394	£0 1.7%	£608,965 0.9%	£0 0.8%	£227,198 4.2%	£836,164	£12,962,557
	£	£5,648,207 2.9%	£9,634,788 29.4%	£1,070,810 1.5%	£3,149,630 34.2%	E948,617 34.1%	£20,452,052	£699,983 5.9%	£238,291 16.8%	£241,160 0.0%	£1,363,189 8.0%	£2,542,623	£22,994,675
MORRISON'S (Hilmore Road, Laceby)	£	£1,530,822 29.5%	£20,378,616 64.5%	£642,486 14.2%	£7,327,712 67.1%	£9,242,243 53.8%	£39,121,879	£2,429,354	£4,448,096	£0 0.8%	£2,596,550 18.5%	£9,474,000	£48,595,879
GRIMSBY (OUT-OF-CENTRE) TOTAL	£	£15,572,159	£44,708,188	£6,082,202	£14,376,885	£14,581,603	£95,321,036	£4,241,076	£5,877,841	£241,160	£6,004,522	£16,364,598	£111,685,634
	%	6.3%	1.4%	2.1%	GRIMS	BY (LOCAL C	CENTRES)	0.9%	1.5%	0.0%	0.0%		
GRIMSBY LOCAL CENTRES	£	£3,325,580 6.3%	£970,410	£899,481	£0 0.0%	£731,790	£5,927,261	£370,579 0.9%	£397,151	£0	£0 0.0%	£767,731	£6,694,992
GRIMSBY (LOCAL CENTRES) TOTAL	£	£3,325,580	£970,410	2.1% £899,481	EO	2.7% £731,790	£5,927,261	£370,579	£397,151	£0	£0	£767,731	£6,694,992
GRIMSBY - OVERALL TOTAL	% £	82.1% £43,338,110	89.5% £62,036,943	32.8% £14,049,029	85.7% £18,362,131	60.0% £16,262,011	£154,048,224	14.6% E6,011,622	26.7% £7,069,295	1.5% £452,174	22.8% £7,400,168	£20,933,259	£174,981,483
		•	1			ORPES (TOWI	N CENTRE)			•			
SAINSBURY'S LOCAL (St Peter's Avenue, Cleethorpes)	% £	0.0% £0	0.6% £415,890	0.6% £256,994	0.0% £0	0.0% £0	£672,885	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£672,885
CO-OP (St Peter's Avenue, Cleethorpes)	% £	0.0% £0	0.0% £0	0.8% £342,659	0.0% £0	0.0% E0	£342,659	0.0% £0	4.4% £1,164,977	0.0% E0	0.0% £0	£1,164,977	£1,507,637
LOCAL SHOPS / MARKET (Cleethorpes Town Centre	% £	0.6% £316,722	0.0% £0	0.6% £256.994	0.0% £0	0.0% £0	£573,716	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£573,716
CLEETHORPES (TOWN CENTRE) TOTAL	% F	0.6% £316,722	0.6% £415,890	2.0% £856,648	0.0% F0	0.0% £0	£1,589,260	0.0% £0	4.4% £1,164,977	0.0% £0	0.0% E0	£1,164,977	£2,754,238
	-	2310,722	2413,070	2030,040		ORPES (OUT-C		20	21,104,777	10	10	21,104,777	12,734,230
TESCO EXTRA (Hewitts Circus RP, Cleethorpes)	% f	12.6% £6,651,159	9.9% £6,862,187	61.6% £26,384,762	0.0% F0	24.7% £6.694.528	£46.592.636	5.5% £2,264,652	3.5% £926,687	0.0% £0	0.0% £0	£3.191.339	£49.783.975
CLEETHORPES (OUT-OF-CENTRE) TOTAL	% £	12.6% £6,651,159	9.9% £6,862,187	61.6% £26,384,762	0.0% £0	24.7% E6.694.528	£46.592.636	5.5% F2.264.652	3.5% £926,687	0.0% £0	0.0% E0	£3,191,339	£49,783,975
	Ľ	20,031,139	10,002,107	£20,304,702		DRPES (LOCA		E2,204,032	E920,087	EU	EU	E3,191,339	£44,783,475
CLEETHORPES LOCAL CENTRE PROVISION	% £	4.7% £2,480,988	0.0% £0	3.6% £1,541,967	0.0% £0	11.6% £3,143,989	£7,166,943	1.9% £782,334	0.0% £0	0.0% £0	0.0% £0	£782,334	£7,949,278
CLEETHORPES (LOCAL CENTRES) TOTAL	<u>г</u> %	4.7%	0.0%	3.6%	0.0%	11.6%		1.9%	0.0%	0.0%	0.0%		
CLEETHORPES - OVERALL TOTAL	£ %	£2,480,988 17.9%	E0 10.5%	£1,541,967 67.2%	E0 0.0%	E3,143,989 36.3%	E7,166,943	£782,334 7.4%	£0 7.9%	£0 0.0%	£0 0.0%	£782,334	£7,949,278
	£	£9,448,869	£7,278,077	£28,783,377	EO	E9,838,516 GHAM (TOWN	£55,348,839	£3,046,986	£2,091,664	£0	£0	£5,138,651	£60,487,490
CO-OP (Washdyke Lane, Immingham)	%	0.0%	0.0%	0.0%	6.5%	0.0%		0.0%	0.0%	0.0%	0.7%		
FARMFOODS (Washdyke Lane, Immingham)	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£1,392,694 2.5%	£0 0.0%	£1,392,694	£0 0.0%	£0 0.0%	£0 0.0%	£227,198 1.8%	£227,198	£1,619,892
	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£535,651 1.0%	£0 0.0%	£535,651	£0 0.0%	£0 0.0%	£0 0.0%	£584,224 0.0%	£584,224	£1,119,875
LOCAL SHOPS (Immingham Town Centre)	£	£0 0.0%	£0 0.0%	£0 0.0%	£214,261 10.0%	£0 0.0%	£214,261	£0 0.0%	£0 0.0%	£0 0.0%	£0 2.5%	£0	£214,261
IMMINGHAM (TOWN CENTRE) TOTAL	£	£0	£0	£0	£2,142,606	£0	E2,142,606	£0	£0	£0	£811,422	£811,422	£2,954,028
	%	0.0%	0.0%	0.0%	IMMING	HAM (LOCA	CENTRES)	0.0%	0.0%	0.0%	0.0%		
IMMINGHAM LOCAL CENTRE PROVISION	£	£0 0.0%	£0 0.0%	E0 0.0%	£385,669	E0 0.0%	£385,669	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0	£385,669
IMMINGHAM (LOCAL CENTRES) TOTAL	% £	E0	0.0% E0	0.0% E0	£385,669	0.0% E0	E385,669	E0	0.0% £0	0.0% E0	0.0% E0	£0	£385,669
Immingham - Overall Total	% £	0.0% E0	0.0% £0	0.0% E0	11.8% £2,528,275	0.0% E0	£2,528,275	0.0% £0	0.0% £0	0.0% E0	2.5% £811,422	£811,422	£3,339,697
	%	0.0%	0.0%	0.0%	NE LINC 0.0%	2.0%	ROVISION	0.0%	0.0%	0.0%	0.0%		
NE LINCS LOCAL CENTRE PROVISION	£	£0	£0	£0	£0	£542,067	£542,067	£0	£0	£0	£0	£0	£542,067
NE LINCS (OTHER) TOTAL	% £	0.0% E0	0.0% E0	0.0% £0	0.0% £0	2.0% £542,067	E542,067	0.0% E0	0.0% £0	0.0% £0	0.0% £0	£0	£542,067
NE LINCS (OTHER) - OVERALL TOTAL	% £	0.0% E0	0.0% £0	0.0% E0	0.0% £0	2.0% £542,067	£542,067	0.0% E0	0.0% £0	0.0% £0	0.0% £0	£0	£542,067
NE LINCS - DISTRICT TOTAL	% F	100.0% £52,786,979	100.0% £69,315,020	100.0% £42,832,406	97.5% £20,890,406	98.3% £26,642,594	£212 467 405	22.0% £9,058,608	34.6% £9,160,959	1.5% £452,174	25.3% £8,211,590	E26 883 332	£239 350 734
						OTHER		21,230,000	21,130,107				
OTHER	% £	0.0% £0	0.0% £0	0.0% £0	2.5% £535,651	1.7% £460,757	£996,408	78.0% £32,116,885	65.4% £17,315,801	98.5% £29,692,780	74.7% £24,245,287	£103,370,753	£104,367,162
other total	% F	0.0%	0.0%	0.0% E0	2.5% £535.651	1.7% £460.757	£996,408	78.0% F32.116.885	65.4% £17,315,801	98.5% £29,692,780	74.7%	£105,363,570	£106,359,978
OVERALL TOTAL	%	100.0% £52.786.979	100.0% £69.315.020	100.0% £42.832.406	100.0% £21.426.058	100.0% £27.103.351	E996,408	£32,116,885 100.0% £41,175,493	100.0% £26,476,760	100.0% £30.144.955	£24,245,287 100.0% £32.456.877	£105,363,570	£343,717,898
L	<u>E</u>	£52,/86,979	£09,315,020	£42,832,406	£21,426,058	£27,103,351	£213,463,813	£41,775,493	£20,4/6,760	£30,144,955	£32,456,877	£130,254,085	£343,717,898

Destinations	erket Sha	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 SUF TURNOV
					GRIM	BY - LOCAL							
CO-OP (Laceby Avenue)	% £	0.0% £0	0.0% £0	0.0%	0.0%	0.0% £0	20	0.0%	0.0%	0.0%	0.0% £0	20	ED
PAR (Laceby Road)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	ÉO	0.0% £0	0.0% £0	0.0% £0	0.0% £0	20	ED
OCAL SHOPS (Bradley Cross Roads)	£	0.0% £0	0.0% £0	0.0% E0	0.0% £0	0.0% £0	ÉO	0.0% £0	0.0%	0.0% E0	0.0% £0	£0	60
RADLEY CROSS ROADS LC TOTAL	î	£0	ÉD	60	60	E0 CHELMSFORD AVER	E0 AUE	f0	ÉO	60	ÉO	60	60
CO-OP (Chelmsford Avenue)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	60	0.0% £0	0.0% £0	0.0% £0	0.0% £0	20	60
OCAL SHOPS (Chelmsford Avenue)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	60	0.0% £0	0.0% £0	0.0% £0	0.0% £0	٤0	ED
CHELMSFORD AVENUE LC TOTAL	£	£0	£0	60	60	ED CLEETHORPES ROA	£0 40	£0	£0	£0	£0	60	60
IISA @ RON RAMSDEN'S (Cleethorpes Road) % t	1.3% £686,231	0.0% £0	0.0% E0	0.0% £0	0.0% £0	£686,231	0.0% £0	0.0% £0	0.0% £0	0.0% £0	20	£686,23
OCAL SHOPS (Cleethorpes Road)	% £	0.0% £0	0.0% £0	0.0% E0	0.0% £0	0.0% £0	ÉO	0.0% £0	0.0% £0	0.0% £0	0.0% £0	20	ED
LEETHORPES ROAD LC TOTAL	£	1.3% £686,231	0.0% £0	0.0% £0	0.0% £0	E0 CONSTON AVEN	£686,231	0.0% £0	0.0% £0	0.0% £0	0.0% £0	60	£686,22
CO-OP (Coniston Avenue)	% £	0.0% £0	0.6% £415,890	0.0% E0	0.0% £0	0.0% £0	£415,890	0.0% £0	0.7% £185,337	0.0% £0	0.0% £0	£185,337	£601,22
OCAL SHOPS (Coniston Avenue)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% 20	0.0% £0	20	0.0% £0	0.0% £0	0.0% £0	0.0% £0	20	£0
CONISTON AVENUE LC TOTAL	<u>%</u> £	0.0% £0	0.6% £415,890	0.0% £0	0.0% £0	CONVAMORE ROA	£415,890	0.0% £0	0.7% £185,337	0.0% £0	0.0% £0	£185,337	£601,2
OCAL SHOPS (Convamore Road)	% £	0.0%	0.0% £0	0.0% £0	0.0%	0.0%	£0	0.0%	0.0%	0.0%	0.0% £0	60	£0
CONVAMORE ROAD LC TOTAL	% £	0.0% £0	0.0% £0	0.0% E0	0.0% £0	0.0% £0	£0	0.0% £0	0.0% E0	0.0% £0	0.0% £0	60	60
DCAL SHOPS (Corporation Road)	%	0.0%	0.0%	0.0%	0.0%	CORPORATION RO	AD	0.0%	0.0%	0.0%	0.0%		
CORPORATION ROAD LC TOTAL	£	£0 0.0%	£0	£0	£0 0.0%	£0 0.0%	60	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	20	60
	×	1.5%	0.0%	0.7%	0.0%	CROMWELL ROA	D	0.0%	0.8%	0.0%	0.0%		
IDL (Cromwell Road) ESCO EXPRESS (Yarborough Road)	£ %	£791,805 0.0%	£0 0.0%	£299,827 0.0%	£0 0.0%	£0 0.0%	£1,091,632	£0 0.0%	£211,814 0.0%	£0 0.0%	£0 0.0%	£211,814	£1,303,-
DCAL SHOPS (Cromwell Road)	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	60	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	20	ED
ROMWELL ROAD LC TOTAL	t %	£0 1.5%	£0 0.0%	£0 0.7%	20 0.0%	£0 0.0%	03	£0 0.0%	£0 0.8%	£0 0.0%	£0 0.0%	20	ED
	8	0.0%	0.0%	0.0%	0.0%	FAREBROTHER STRE	ET	0.0%	0.0%	0.0%	0.0%	EZITAIN	1,303
OCAL SHOPS (Farebrother Street) AREBROTHER STREET LC TOTAL	t K	£0 0.0%	£0 0.0%	E0 0.0%	20 20 0.0%	E0 0.0%	60	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	20	60
	£	60	£0	60	50	ED GUNNERS WAY	60	£0	20	60	£0	60	60
DCAL SHOPS (Gunners Way)	£	0.0% £0	0.0% £0	0.0% £0	0.0% 20 0.0%	0.0% £0	60	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£0
RUNNERS WAY LC TOTAL	Ê	60	£0	60	60	ED LADYSMITH ROAL	03 0	60	60	£0	£0	£0	60
DL (Ladysmith Road)	% £	2.2% £1,161,314	0.8% £554,520	1.4% £599,654	0.0% £0	0.9% £243,930	£2,559,418	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0_	£2,559.
ADYSMITH ROAD LC TOTAL	8 £	2.2% £1,161,314	0.8% £554,520	1.4% £599,654	0.0% £0	0.9% £243,930	£2,559,418	0.0% £0	0.0% £0	0.0% £0	0.0% £0	20	12,559
AINSBURY'S LOCAL (Littefield Lane)	% £	1.3%	0.0%	0.0%	0.0%	LITTLEFIELD LANE	11111	0.0%	0.0%	0.0%	0.0%	40	
DCAL SHOPS (Littlefield Lane)	£ % £	£686,231 0.0% £0	03 0.0% £0	£0 0.0% £0	20 0.0% 20	£487,860 0.0% £0	£1,174,091 £0	£0 0.0% £0	0.0% 0.0% £0	E0 0.0% E0	£0 0.0% £0	20	£1,174
TILEFIELD LANE LC TOTAL	£	1.3% £686,231	0.0% £0	0.0% £0	0.0% £0	1.8% £487,860	£1,174,091	0.0% £0	0.0% £0	0.0% £0	0.0% £0	60	£1,174
PAR (Waltham Road)	8	0.0%	0.0%	0.0%	0.0%	SCARTHO ROAD		0.0%	0.0%	0.0%	0.0%		
CAL SHOPS (Scartho Road)	£ %	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	03 0.0% 20	£0 0.0% £0	50	£0 0.0% £0	£0 0.0%	£0 0.0%	£0 0.0% FD	20	£0
CARTHO ROAD LC TOTAL	% £	0.0%	0.0%	0.0% E0	0.0%	0.0% £0	20	0.0%	0.0%	0.0%	0.0% £0	20	10
O-OP (Second Avenue)	%	0.0%	0.0%	0.0%	0.0%	SECOND AVENU	£	0.0%	0.0%	0.0%	0.0%		
ERON FOODS (Second Avenue)	t % t	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	20 0.0% 20	£0 0.0% £0	£0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	20	£0
CAL SHOPS (Second Avenue)	£ £	0.0%	0.0%	ED 0.0%	0.0%	0.0%	10	0.0% 60	0.0%	0.0%	ED 0.0% ED	20	10
ECOND AVENUE LC TOTAL	% £	0.0% E0	0.0%	0.0% £0	0.0%	0.0% £0	20	0.0%	0.0%	0.0%	0.0%	60	60
O-OP (St Nicholas Drive)	%	0.0%	0.0%	0.0%	0.0%	ST NICHOLAS DB	/E	0.9%	0.0%	0.0%	0.0%		
DCAL SHOPS (St Nicholas Drive)	ť K	£0 0.0%	£0 0.0%	£0 0.0%	20 0.0% 20	60 0.0%	60	£370,579 0.0%	£0 0.0%	E0 0.0% E0	£0 0.0%	£370,579	£370,5
I NICHOLAS DRIVE LC TOTAL	% £	£0 0.0%	£0 0.0% £0	£0 0.0% £0	0.0%	£0 0.0%	£0	£0 0.9% £370.579	0.0%	0.0%	0.0% £9	6370.579	6379.5
DCAL SHOPS (Sutcliffe Avenue)	%	0.0%	0.0%	0.0%	0.0%	SUTCLIFFE AVENU 0.0%	E	0.0%	0.0%	0.0%	0.0%		
UTCLIFFE AVENUE LC TOTAL	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	60	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	20	60
	1	E0	10	E0	£0	KINGATE PARAD	£0 E	<u>E0</u>	£0	£0	£0	40	60
CO-OP (Wingate Parade)	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	20	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	20	£0
OCAL SHOPS (Wingate Parade)	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	60	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	20	£0
	t %	60	£0 0.0%	£0	£0 0.0%	10 YARBOROUGH RO	É0 AD	£0 0.0%	0.0%	0.0%	0.0%	20	£0
PAR (Yarborough Road)	£	0.0% £0	£0 0.0%	6.0%	£0	6.0%	20	0.0%	£0	60%	6.0%	60	60
ARBOROUGH ROAD LC TOTAL	£	£0 6.3%	£0 1.4%	£0 2.1%	£0 0.0%	£0 2.7%	20	£0 0.9%	£0 1.5%	£0 0.0%	£0 0.0%	60	ED
	t	£3,325,580	£970,410	2899,481	60	£731,790 CLEETHORPE	£5,927,261 S	£370,579	£397,151	£0	£0	£767,731	£6,694,
ESCO EXPRESS (Grimsby Road North)	%	4.7%	0.0%	3.0%		GRIMSBY ROAD NO 11.6%	RTH	1.9%	0.0%	0.0%	0.0%		
DCAL SHOPS (Grimsby Road North)	£ %	£2,480,988 0.0%	£0 0.0%	£1,284,972 0.0%	£0 0.0%	£3,143,989 0.0%	£6,909,949	£782,334 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£782,334	17,692
RIMSBY ROAD NORTH LC TOTAL	£	£0 4.7%	£0 0.0%	£0 3.0%	£0 0.0%	£0 11.6%	£0	£0 1.9%	£0 0.0%	£0 0.0%	£0 0.0%	20	£0
	×	0.0%	0.0%	0.0%	0.0%	HARDY'S ROAD	10,909,949	0.0%	0.0%	0.0%	0.0%	1/62,334	1,002
PAR (Hardy's Road) DCAL SHOPS (Hardy's Road)	£ %	£0 0.0%	£0 0.0%	£0 0.0%	20 0.0%	£0 0.0%	60	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	20	£0
ARDY'S ROAD LC 107AL	£ %	£0 0.0%	£0 0.0%	£0 0.0%	20 0.0%	£0 0.0%	20	60 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	20	ED
	£	0.0%	0.0%	0.0%	0.0%	ED MIDDLETHORPE RO 0.0%	AD	0.0%	0.0%	0.0%	0.0%	10	10
CAL SHOPS (Middlethorpe Road)	£	0.0% £0	£0 0.0%	£0 0.0%	20 20 0.0%	0.0% £0	20	£0	£0 0.0%	£0 0.0%	£0 0.0%	20	ED
	E	60	£0	60	20	ED ARK STREET / FIVEW	£0 AYS	£0	80	60	ÊD	60	60
PAR (Carr Lane)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	60	0.0% £0	0.0% £0	0.0% £0	0.0% £0	60	EO
OCAL SHOPS (Park Street / Fiveways)	% £ %	6.0% £0	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	20	0.0% £0 0.0%	0.0%	0.0% £0	0.0% £0 0.0%	£0	EO
	E	80	£0	80	POPLAR	ED ROAD / GRIMSBY R	E0 OAD SOUTH	60	80	60	ÊD	20	60
CAL SHOPS (Poplar Road)	£	0.0% £0	0.0% £0	0.0% £0	0.0% 20	0.0% £0	60	0.0% £0	0.0% £0	0.0% £0	0.0% £0	60	EO
OPLAR ROAD LC TOTAL	t	£0	£0	£0	20	0.0% ED SANDRINGHAM RC	£0 AD	60	£0	£0	ÉD	80	£0
XCAL SHOPS (Sandringham Road)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0%	£0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	ED
ANDRINGHAM ROAD LC TOTAL	t K	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	60	0.0% E0	0.0% £0	0.0% £0	0.0% £0	60	£0
CAL SHOPS (St Peter's Avenue)	% £	0.0% £0	0.0% £0	0.6% £256,994	0.0% £0	ST PETER'S AVENU 0.0% E0	E254.044	0.0% £0	0.0% £0	0.0% E0	0.0% £0	10	1941
PETER'S AVENUE LC TOTAL	£ £	0.0% 60	0.0%	0.6% £256,994	0.0%	0.0% £0	(256,994	0.0% £0	0.0% £0	0.0% 60	0.0% £0	20	6256.1
AR (Irinity Road)	%	0.0%	0.0%	0.0%	0.0%	TRINITY ROAD		0.0%	0.0%	0.0%	0.0%		
CAL SHOPS (Irinity Road)	£ K	£0 0.0% £0	£0 0.0% £0	£0 0.0% £0	20 0.0% 20	£0 0.0% £0	10	£0 0.0% £0	£0 0.0% £0	E0 0.0% E0	£0 0.0% £0	20	EO
INITY ROAD LC TOTAL	t t	0.0%	0.0%	0.0%	0.0%	0.0%	10	0.0%	0.0%	0.0%	0.0%	10	10
EETHORPES LOCAL CENTRES - OVERALL MAL	% £	4.7% £2,480,988	0.0% £0	3.6% £1,541,967	0.0% £0	11.6% £3,143,989	£7,166,943	1.9% £782,334	0.0% £0	0.0% £0	0.0% £0	£782,334	£7,949
	_					IMMINGHAM	N ST					_	
uNSBURY'S LOCAL (Peiham Road)	% £	0.0% £0	0.0% £0	0.0% £0	1.8% £385,669	0.0% £0	£385,669	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£385,6
CAL SHOPS (Pelham Road Wesl)	% t	0.0% £0	0.0% £0	0.0% £0	0.0% £0	0.0% £0	20	0.0% £0	0.0% £0	0.0% £0	0.0% £0	20	£0
LHAM ROAD WEST LC TOTAL	× t	0.0% £0	0.0% £0	0.0% £0	1.8%	0.0% £0	1385,669	0.0% £0	0.0% £0	0.0% £0	0.0% £0	60	£385,6
CAL SHOPS (Pelham Road East)	% £	0.0%	0.0%	0.0%	0.0%	PELHAM ROAD EA 0.0% E0	54 44	0.0%	0.0%	0.0%	0.0% £0	40	
LHAM ROAD EAST LC TOTAL	1 E	0.0% £0	0.0% £0	0.0% £0	20 0.0% 20	0.0% £0	20	0.0% £0	0.0% £0	0.0% £0	E0 0.0% E0	10	£0
MINGHAM LOCAL CENTRES - OVERALL STAL	£ £	0.0%	0.0%	0.0%	1.8%	0.0%	(385,649	0.0%	0.0%	0.0%	0.0%	£0	6385
					NE LINC	CS - OTHER PR	OVISION					-	
CAL SHOPS (Humbertson Road)	% £	0.0% £0	0.0% £0	0.0% £0	0.0% £0	1.1% £298,137 0.0%	6298,137	0.0% £0	0.0% £0	0.0% £0	0.0% £0	20	£298,1
CALSHOPS (North Sea Lane)	% £	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	0.0% £0 0.0%	20	0.0% £0 0.0%	0.0% £0 0.0%	0.0% E0 0.0%	0.0% £0 0.0%	20	60
CAL SHOPS (New Waltham)	t %	£0 0.0%	£0 0.0%	E0 0.0%	£0 0.0%	E0 0.9%	60	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	20	60
CALSHOPS (Waltham)	£	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£243,930 0.0%	£243,930	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	20	£243;
CAL SHOPS (Laceby)	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	60	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0	ED
	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0% £0	20	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	EO	ED
CAL SHOPS (Stallingborough)		£0	£D	£0	£0			£D	£0		£0		. E0
CAL SHOPS (Stallingborough) E LINCS (OTHER) TOTAL	£ % £	0.0%	0.0%	0.0%	0.0%	2.0% £542,067	(542.053	0.0%	0.0%	0.0%	0.0% F0	10	

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 LINCS TOTAL	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON UPON-HUMBER	NON NE LINCS TOTAL	TOTAL SURVEY TURNOVER
					GR	IMSBY (TOP T	OWN)						
ICELAND (South St Mary's Gate, Grimsby)	% £	5.8% £1,020,548	0.8% £184,840	0.8% £114,220	0.0% £0	0.0% £0	£1,319,608	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£1,319,608
M&S (Victoria Street, Grimsby Town Centre)	% £	1.1% £193,552	1.5% £346,575	0.0% £0	1.1% £78,562	0.0% £0	£618,690	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£618,690
GRIMSBY TOP TOWN MARKET	% £	0.0% E0	0.0% E0	0.0% £0	0.0% £0	0.9% £81,310	£81,310	0.0% £0	0.0% E0	0.0% £0	0.0%	£0	£81,310
LOCAL SHOPS (Grimsby Town Centre)	%	0.0%	0.8%	0.8%	1.5%	0.9%		0.0%	0.0%	0.0%	0.0%		
GRIMSBY (TOP TOWN) TOTAL	£ %	£0 6.9%	£184,840 3.1%	£114,220 1.6%	£107,130 2.6%	£81,310 1.8%	£487,500	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0	£487,500
	£	£1,214,101	£716,255	£228,439	£185,692	E162,620 BY (FREEMAI	E2,507,108	EO	£0	£0	£0	EO	£2,507,108
ASDA (Holles Street, Grimsby)	%	25.8%	3.2%	3.0%	4.0%	2.1%	V SIKEEI)	0.0%	0.0%	0.0%	0.0%		
	£ %	£4,539,680 3.0%	£739,360 0.8%	£428,324 0.0%	£285,681 1.3%	£189,723 0.0%	£6,182,769	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0	£6,182,769
ICELAND (Freeman Street, Grimsby)	£	£527,870 0.9%	£184,840 0.0%	£0 0.0%	£92,846 0.0%	£0 0.0%	£805,556	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0	£805,556
FARMFOODS (Garibaldi Street, Grimsby)	£	£158,361	£0	£0	£0	£0	£158,361	£0	£0	£0	£0	£0	£158,361
LOCAL SHOPS / MARKET (Freeman Street)	% £	3.2% £563,061	1.0% £231,050	1.0% £142,775	0.0% £0	0.9% £81,310	£1,018,196	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£1,018,196
GRIMSBY (FREEMAN STREET) TOTAL	% £	32.9% £5,788,972	5.0% £1,155,250	4.0% £571,099	5.3% £378,527	3.0% £271,034	£8,164,882	0.0% E0	0.0% E0	0.0% £0	0.0% £0	EO	£8,164,882
						JT-OF-CENTR	E FOODSTOR	-					
ASDA (Corporation Street, Grimsby)	% £	0.9% £158,361	0.0% £0	2.0% £285,549	0.0% £0	0.0% £0	£443,910	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£443,910
SAINSBURY'S (Corporation Street, Grimsby)	% £	7.7% £1,354,866	7.3% £1,686,665	3.0% £428,324	0.0% £0	2.2% £198,758	£3,668,613	0.0% £0	0.0% £0	0.0% £0	2.5% £270,474	£270,474	£3,939,087
ALDI (Cleethorpes Road, Grimsby)	% £	3.1% £545,465	0.0% E0	3.1% £442,602	1.3% £92,846	0.0% £0	£1.080.913	0.0% £0	0.0% E0	0.0% £0	0.0% 03	£0	£1.080.913
ALDI (Cambridge Road, Grimsby)	£ %	1.2%	1.8%	2.0%	1.5%	4.2%		0.0%	0.0%	0.0%	0.0%		
TESCO EXTRA (Victoria Street, Grimsby)	%	£211,148 1.2%	£415,890 6.8%	£285,549 0.0%	£107,130 0.0%	£379,447 1.1%	£1,399,165	£0 0.0%	£0 1.1%	£0 0.0%	£0 0.0%	£0	£1,399,165
	£ %	£211,148 0.9%	£1,571,140 1.8%	£0 1.1%	£0 5.3%	£99,379 10.9%	£1,881,667	£0 2.4%	£97,081 7.1%	£0 0.0%	£0 0.0%	£97,081	£1,978,749
MORRISON'S (Hilmore Road, Laceby)	£	£158,361 15.0%	£415,890 17.7%	£157,052 11.2%	£378,527 8.1%	£984,755 18.4%	£2,094,585	£329,404 2.4%	£626,617 8.2%	£0 0.0%	£0 2.5%	£956,021	£3,050,606
GRIMSBY (OUT-OF-CENTRE) TOTAL	£	£2,639,349	£4,089,586	£1,599,076	£578,504	£1,662,339	£10,568,854	£329,404	£723,698	£0	£270,474	£1,323,576	£11,892,430
	%	9.3%	51.7%	3.1%	GRIMS 8.4%	SBY (LOCAL C	CENTRES)	1.2%	0.9%	0.0%	1.1%		
GRIMSBY LOCAL CENTRES	£	£1,636,396 9.3%	£11,945,288 51.7%	£442,602 3.1%	£599,930 8.4%	£767,928 8.5%	£15,392,144	£164,702	£79,430 0.9%	0 <u>3</u> 0.0%	£119,009	£363,141	£15,755,285
GRIMSBY (LOCAL CENTRES) TOTAL	£	£1,636,396	£11,945,288	£442,602	£599,930	£767,928	£15,392,144	£164,702	£79,430	£0	£119,009	E363,141	£15,755,285
GRIMSBY - OVERALL TOTAL	% £	64.1% £11,278,818	77.5% £17,906,380	19.9% £2,841,216	24.4% £1,742,653	31.7% £2,863,921	£36,632,988	3.6% £494,106	9.1% £803,128	0.0% £0	3.6% £389,483	£1,686,717	£38,319,704
						ORPES (TOWI	N CENTRE)						
SAINSBURY'S LOCAL (St Peter's Avenue, Cleethorpes)	% £	2.1% £369,509	1.0% £231,050	3.1% £442,602	0.0% £0	0.0% £0	£1,043,160	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£1,043,160
CO-OP (St Peter's Avenue, Cleethorpes)	% £	5.9% £1,038,144	6.1% £1,409,405	7.9% £1,127,920	0.0% £0	0.0% £0	£3,575,469	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£3,575,469
LOCAL SHOPS / MARKET (Cleethorpes Town Centre	% £	6.8% £1,196,505	0.0% £0	1.3% £185,607	0.0% £0	0.0% £0	£1,382,112	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£1,382,112
CLEETHORPES (TOWN CENTRE) TOTAL	%	14.8%	7.1%	12.3%	0.0%	0.0%		0.0%	0.0%	0.0%	0.0%		
	E	£2,604,158	£1,640,455	£1,756,129	E0 CLEETHC	EO DRPES (OUT-C	E6,000,742 DF-CENTRE)	EO	£0	£0	£0	£0	£6,000,742
TESCO EXTRA (Hewitts Circus RP, Cleethorpes)	%	1.1% £193,552	5.6%	24.5% £3,497,980	0.0%	2.3%	£5,193,205	0.0%	%0.0	0.0%	0.0%		CE 102 20E
CLEETHORPES (OUT-OF-CENTRE) TOTAL	£ %	1.1%	£1,293,880 5.6%	24.5%	£0 0.0%	£207,792 2.3%		£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0	£5,193,205
· · ·	£	£193,552	£1,293,880	£3,497,980	E0 CLEETHC	E207,792 DRPES (LOCA	£5,193,205 L CENTRES)	£0	£0	£0	£0	£0	£5,193,205
CLEETHORPES LOCAL CENTRE PROVISION	%	10.7%	0.8%	29.2%	0.0%	4.4%		0.0%	2.2%	0.0%	0.0%		
CLEETHORPES (LOCAL CENTRES) TOTAL	£ %	£1,882,736 10.7%	£184,840 0.8%	£4,169,021 29.2%	£0 0.0%	£397,516 4.4%	£6,634,112	£0 0.0%	£194,163 2.2%	£0 0.0%	£0 0.0%	£194,163	£6,828,275
	£ %	£1,882,736 26.6%	E184,840 13.5%	£4,169,021 66.0%	E0 0.0%	£397,516 6.7%	£6,634,112	EO 0.0%	E194,163 2.2%	£0 0.0%	£0 0.0%	£194,163	£6,828,275
CLEETHORPES - OVERALL TOTAL	£	£4,680,445	£3,119,176	£9,423,129	EO	£605,308	£17,828,059	EO	£194,163	£0	£0	£194,163	£18,022,222
CO-OP (Washdyke Lane, Immingham)	%	0.0%	0.0%	0.0%	26.6%	GHAM (TOWI		0.0%	0.0%	0.0%	5.9%		
	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£1,899,777 9.5%	£0 0.0%	£1,899,777	£0 0.0%	£0 0.0%	£0 0.0%	£638,319 4.9%	£638,319	£2,538,096
FARMFOODS (Washdyke Lane, Immingham)	£	E0 0.0%	E0 0.0%	£0 0.0%	£678,492 13.8%	£0 0.0%	£678,492	E0 0.0%	£0 0.0%	£0 0.0%	£530,129 0.0%	£530,129	£1,208,621
LOCAL SHOPS (Immingham Town Centre)	% £	£0	£0	£0	£985,599	£0	£985,599	£0	£0	£0	£0	£0	£985,599
IMMINGHAM (TOWN CENTRE) TOTAL	% £	0.0% E0	0.0% E0	0.0% E0	49.9% £3,563,868	0.0% E0	£3,563,868	0.0% E0	0.0% £0	0.0% E0	10.8% £1,168,448	£1,168,448	£4,732,315
	64	0.07	0.0%	0.02		HAM (LOCA	L CENTRES)	0.00	0.000	0.00	0.00		
IMMINGHAM LOCAL CENTRE PROVISION	% £	0.0% £0	0.0% E0	0.0% E0	5.1% £364,243	0.0% £0	£364,243	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£364,243
IMMINGHAM (LOCAL CENTRES) TOTAL	% £	0.0% E0	0.0% E0	0.0% £0	5.1% £364,243	0.0% E0	E364,243	0.0% £0	0.0% E0	0.0% £0	0.0% £0	£0	£364,243
Immingham - Overall Total	% £	0.0% E0	0.0% E0	0.0% £0	55.0% £3,928,111	0.0% E0	£3,928.111	0.0% E0	0.0% E0	0.0% £0	10.8% £1,168,448	£1,168.448	£5,096.558
						CS - OTHER PI	ROVISION						
NE LINCS LOCAL CENTRE PROVISION	% £	4.2% £739,018	0.0% £0	3.6% £513,989	0.0% £0	4.7% £424,619	£1,677,626	0.0% £0	0.0% £0	1.9% £190,918	0.0% £0	£190,918	£1,868,544
NE LINCS (OTHER) TOTAL	% £	4.2% £739,018	0.0% E0	3.6% £513,989	0.0% £0	4.7% £424,619	E1.677.626	0.0% £0	0.0% E0	1.9% £190,918	0.0%	£190,918	£1,868,544
NE LINCS (OTHER) - OVERALL TOTAL	%	4.2%	0.0%	3.6%	0.0%	4.7%		0.0%	0.0%	1.9%	0.0%		
NE LINCS - DISTRICT TOTAL	£ %	£739,018 94.9%	E0 91.0%	E513,989 89.5%	EO 79.4%	E424,619 43.1%	£1,677,626	E0 3.6%	E0 11.3%	£190,918 1.9%	EO 14.4%	£190,918	£1,868,544
The arrow - Diatkier TOTAL	£	£16,698,281	£21,025,556	£12,778,334	£5,670,763	E3,893,848 OTHER	£60,066,783	£494,106	£997,291	£190,918	£1,557,930	£3,240,245	£63,307,028
OTHER	%	5.1%	9.0%	10.5%	20.6%	56.9%		96.4%	88.7%	98.1%	85.6%		
	£	£897,379	£2,079,451 9.0%	£1,499,134 10.5%	£1,471,256 20.6%	£5,140,602 56.9%	£11,087,822	£13,231,058 96.4%	£7,828,296 88.7%	£9,857,400 98.1%	£9,261,029 85.6%	£40,177,783	£51,265,605
OTHER TOTAL	£	£897,379	£2,079,451	£1,499,134	£1,471,256	E5,140,602 100.0%	£11,087,822	£13,231,058	£7,828,296	£9,857,400	£9,261,029	£62,353,426	£73,441,248
OVERALL TOTAL	70	£17,595,660	£23,105,007	£14,277,469	£7,142,019	E9,034,450		£13,725,164	£8,825,587	£10,048,318	£10,818,959		£114,572,633

aure 60 - 104-07 FOOD (LOCAL CENTRES)	Jarket	Share 2013 ZONE 1 - GRIMSBY	ZONE 2 - NW GRIMSEY	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 - BARION UPON-HUMBER	NON NE LINCS TOTAL	TOTAL SUR TURNOV
	_				GRIMS	BY - LOCAL	CENTRES						
CO-OP (Laceby Avenue)	2 1	0.0%	2.9%	20.0 03	0.0%	0.0%	£670,045	1.2% £164,702	0.0%	0.0%	0.0%	£164,702	6834,7
PAR (Laceby Road)	s t	0.0% £0	6.0% £1,571,140	20.0 03	7.3% £521,367	2.2% £198,758	\$2,291,266	0.0%	0.0% ED	0.0%	0.0%	50	\$2,291,2
OCAL SHOPS (Bradley Cross Roads)	5 1	0.0% E0	0.0% £0	0.0% 03	0.0% ED	0.0% E0	20	0.0%	0.0% ED	0.0% E0	0.0%	60	E0
RADLEY CROSS ROADS LC TOTAL	î	50	12,241,186	60	£521,367	CHELMSFORD AVE	62,961,311 NUE	£164,702	60	£0	20	£164,702	13,126,0
O-OP (Chelmsford Avenue)	2 1	0.0% E0	2.8% £646,940	20.0 03	0.0% ED	2.2% £198,758	1045,098	0.0%	0.0% ED	0.0% E0	20.0% 03	50	6845,6
OCAL SHOPS (Chelmsford Avenue)	2	0.0% £0	0.0%	0.0%	0.0% ED	0.0% £0	20	0.0%	0.0% ED	0.0% £0	0.0% 03	60	50
HELMSFORD AVENUE LC TOTAL	î	10	6646,940	£0	60	CLEETHORPES RO	£845,698 AD	60	60	10	03	60	6845,6
ISA @ RON RAMSDEN'S (Cleethorpes Road	1 0	0.0% £0	0.0% 20	20.0% 03	0.0% ED	0.0% £0	50	0.0% 20	0.0% ED	0.0% £0	20.0% 03	60	50
OCAL SHOPS (Cleethorpes Road)	2	0.0% E0	0.0% £0	0.0% 03	0.0% ED	0.0% E0	60	0.0%	0.0% ED	0.0% E0	0.0%	60	50
LEETHORPES ROAD LC TOTAL	ĩ	00% E0	20	£0	10	CONSTON AVEN	E0 UE	10	10	£0	20	80	50
CO-OP (Coniston Avenue)	s t	0.0% 03	1.7%	20.0 03	0.0%	1.2% £108,413	£501,199	0.0% E0	0.9% £79,430	0.0% £0	0.0%	£79,430	£580,6
OCAL SHOPS (Coniston Avenue)	× t	0.0% £0	0.0% E0	0.0%	0.0% ED	0.0% £0	20	0.0% £0	0.0% £D	0.0% £0	0.0% £0	60	60
CONISTON AVENUE LC TOTAL	r r	0.0% £0	1.7%	0.0% £0	0.0% E0	1.2% £108,413 CONVAMORE RO	£501,199	0.0% £0	0.9% E79,430	0.0% £0	0.0% £0	£79,430	£510,6
DCAL SHOPS (Convamore Road)	s.	0.0% E0	0.0% £0	20.0 03	0.0% ED	0.0% £0	03	0.0% 20	0.0%	0.0%	20.0% 03	60	50
CONVAMORE ROAD LC TOTAL	1	0.0% £0	0.0% £0	0.0% £0	005	0.0% £0	60	00% 60	005 E0	0.0% £0	0.0% £0	60	60
OCAL SHOPS (Corporation Road)	<u>×</u>	0.0%	0.0%	0.0%	0.0%	CORPORATION RC 0.0% E0	SAD ED	20.0 03	0.0%	0.0%	0.0%	10	(0
ORFORATION ROAD LC TOTAL	5	0.0%	0.0%	0.0%	0.0%	0.0% £0	20	0.0%	0.0%	0.0% £0	0.0%	60	50
DL (Cromwell Road)	5	1.2%	2.9%	0.0%	0.0%	CROMWELL ROA	۵	0.0%	0.0%	0.0%	0.0%		
ESCO EXPRESS (Yarborough Road)	1	£211,148 0.9% £158,361	16.9% 15.9%	03 20.0	60 0.0% 60	03 0.0% 03	6881,193	03 20.0	50 0.0%	£0 0.0%	03 0.0%	50	6881,1
OCAL SHOPS (Cromwell Road)	1	£158,361 0.0% £0	0.0%	03 20.0 03	0.0%	0.0% E0	£4,063,107	03 20.0	0.0%	0.0%	0.0%	0	£4,063,
DROMWELL ROAD LC TOTAL	s t	2.1%	19.8%	0.0%	0.0%	0.0%	64,944,300	0.0%	0.0%	0.0%	0.0%	60	£4,944,
OCAL SHOPS (Farebrother Street)	5		0.0%	0.0%	0.0%	CON		0.0%	0.0%	0.0%	0.0%		
AREBROTHER STREET LC TOTAL	1	00 0.0%	20 0.0%	03	20 0.0%	£0 0.0%	10	03 20.0	50 0.0%	£0 0.0%	00 200	10	50
	1	0.0%	0.0%	0.0%	0.0%	GUNNERS WAY		0.0%	0.0%	0.0%	0.0%		
OCAL SHOPS (Gummers Way) SUNNERS WAY LC TOTAL	1	20 20 0.0%	00% 00%	03	50%	E0 0.0%	60	0.0 20 20.0	10 10 00%	£0 0.0%	20 0.0%	60	60
	1		60	60	10	LADYSMITH ROA	50 D	50	50	£0	50	60	60
IDL (Ladyamith Road)	5 E S	£527,870	0.0% £0	3.1% £442,602	0.0% ED	1.8%	\$1,133,091	0.0% 03	0.0% ED	0.0% E0	0.0% 20 0.0%	03	£1,133,
ADYSMITH ROAD LC TOTAL	1	3.0% £527,870	10	£442,602	60	LISS E162,620 LITTLEFIELD LAN	£1,133,091	£0	60	£0	60	60	£1,133,
ANSBURY'S LOCAL (Littefield Lane)	s t	4.2% £739,018	0.0%	20.0 03	0.0% ED	0.0% E0	£923,858	0.0% 03	0.0% ED	0.0%	20.0 03	60	£923,8
OCAL SHOPS (Littlefield Lane)	2	0.0% £0	0.0% 20	0.0% 03	0.0% £0	0.0% £0	60	0.0%	0.0%	0.0% E0	0.0%	60	£0
ITTLEFIELD LANE LC TOTAL	r.	4.2% £739,018	0.8% £184,840	0.0%	0.0% E0	CON ECO SCARTHO ROAD	£923,858	0.0% £0	0.0% £0	0.0% £0	0.0% £0	20	(923,0
PAR (Wallham Road)	2 1	0.0%	5.0% £1,155,250	20.0 01	0.0% £0	0.0%	\$1,155,250	20.0 01	0.0%	0.0%	0.0%	60	0,19
OCAL SHOPS (Scartho Road)	× t	0.0%	1.0%	20.0 03	0.0%	0.0%	\$231,050	0.0%	0.0%	0.0%	0.0%	60	6231/0
CARTHO ROAD LC TOTAL	1 K	0.0% £0	6.0% £1,386,300	0.0% E0	0.0% E0	EO SECOND AVENU	£1,386,300	0.0% £0	0.0% £0	0.0% £0	0.0% £0	60	£1,386,
CO-OP (Second Avenue)	2 1	0.0% E0	0.0% 03	0.0% 03	0.0%	1.1% £99,379	£99,379	0.0%	0.0%	0.0%	270.0 03	03	[99.3
ERON FOODS (Second Avenue)	× t	0.0%	0.9%	0.0%	0.0%	0.0%	£207,945	0.0%	0.0%	0.0%	20.0% 03	50	6207,9
OCAL SHOPS (Second Avenue)	2 1	0.0% E0	0.0% 03	0.0% E0	0.0% ED	0.0% £0	03	0.0% 03	0.0%	0.0% £0	0.0% 03	60	60
ECOND AVENUE LC TOTAL	5	0.0% £0	0.9% £207,945	0.0%	0.0% ED	1.1%	£307,324	0.0%	0.0% ED	0.0% £0	0.0% £0	60	6307,3
CO-OP (St Nicholas Drive)	s t	0.0%	1.7%	20.0% 03	1.15	0.0%	6471,347	20.0%	0.0%	0.0% E0	0.0%	60	6471,3
OCAL SHOPS (St Nicholas Drive)	% t	0.0% £0	2.8% £646,940	20.0 03	0.0% ED	0.0% E0	040,0403	0.0% 20	0.0% ED	20% 20	0.0% £0	60	£646,9
T NICHOLAS DRIVE LC TOTAL	s t	0.0% £0	4.5% £1,039,725	0.0% £0	1.15 £78,562	CO SUICLIFFE AVENI	\$1,118,288	0.0% £0	0.0% £0	0.0% £0	0.0% £9	60	\$1,118,
OCAL SHOPS (Sutcliffe Avenue)	×	0.0%	0.0%	0.0%	0.0%	0.0%	10	0.0%	0.0%	0.0%	0.0%	60	(0
AUCUITE AVENUE LC TOTAL	5	0.0%	0.0%	0.0%	0.0%	0.0% £0	60	0.0%	0.0% 60	0.0% £0	0.0%	10	10
CO-OP (Wingate Panade)	5	0.0%	4.5% £1,039,725	0.0%	0.0%	UNICATE PARAE	SE	0.0%	0.0%	0.0%	1.1% £119,009		
OCAL SHOPS (Wingate Parade)	1 5 1	0.0%	1.0%	0.0%	0.0%	0.0%	£231.050	0.0%	0.0%	0.0%	0.0%	10	6231.0
VINGATE PARADE LC TOTAL	S E	0.0%	5.5% £1,270,775	0.0% ED	0.0%	0.0% £0	£1,270,775	0.0%	0.0%	0.0% £0	1.1% £119,009	£119,009	£1,389,
PAR (Yarborough Road)	5 1	0.0%	0.0%	0.0%	0.0%	C.D%	AD CO	0.0%	0.0%	0.0%	0.0%	10	
ARBOROUGH ROAD LC TOTAL	S E	0.0% £0	0.0%	0.0%	0.0% £0	0.0% £0	50	0.0%	0.0% £0	0.0% £0	0.0%	10	ED
GRIMSBY LOCAL CENTRES - OVERALL TOTAL	5	9.3% £1,636,396	51.7% £11,945,288	3.7% £442,602	8.4% £599,930	8.5% £767,928	£15,392,144	1.2% £164,702	0.9% E79,430	0.0% £0	1.1% £119,009	£363,141	£15,755
						CLEETHORP							
ESCO EXPRESS (Grimsby Road North)	2	3.3% £580,657	0.0%	1.7% £157,052	0.0% £0	4.4% £397,516	£1,135,225	0.0%	0.0% ED	0.0% E0	0.0% 03	60	£1,135,
OCAL SHOPS (Grimsby Road North)	2 2 2	0.0% £0 3.3%	20.0	20.0	0.0% 20 0.0%	0.0% £0 4.4%	20	0.0%	2.2% £194,163	0.0% E0	0.0%	£194,163	£194,1
SRMSBY ROAD NORTH LC TOTAL	r.	\$580,657	60	£157,052	60	LIV7,510 HARDY'S ROAD	61,135,225	60	£194,163	60	£0	£194,163	£1,329,
PAR (Hardy's Road)	2 1		20.0 03	3.8% £542,544	0.0% £0	0.0% £0	1542,544	0.0%	0.0% £0	0.0%	0.0% 03	03	1542,5
OCAL SHOPS (Hardy's Road)	% 1	0.0% E0	0.0% 03	0.0%	0.0% ED	0.0% E0	50	20.0% 03	0.0% ED	0.0% E0	0.0%	03	50
VARDY'S ROAD LC TOTAL	÷	0.0% E0	0.0% £0	3.8% 1542,544	0.0% ED	EO MIDDLETHORPE RC	1542,544	0.0%	0.0% E0	0.0% £0	0.0% 50	03	1542,5
OCAL SHOPS (Middlethorpe Road)	× 1	1.1% £193,552	0.0%	20.0% 03	0.0% ED	0.0%	£193,552	0.0% 03	0.0% ED	0.0% £0	0.0% 03	0	£193,5
ADDLETHORPE ROAD LC TOTAL	s t	1.1% £193,552	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£193,552	0.0% £0	0.0% £0	0.0% £0	0.0% £0	20	\$193,5
PAR (Carr Lane)	×	2.1%	0.0%	2.0% E285.549	0.0%	0.0%	[685 Care	0.0%	0.0%	0.0%	0.0%	10	-
OCAL SHOPS (Park Street / Fiveways)	E S E	0.0% E0	0.0%	0.0% E0	0.0% ED	0.0% E0	20	03 0.0% 03	0.0% ED	0.0% E0	0.0% 0.0%	10	1000,000
ARK STREET / FIVEWAYS LC TOTAL	s t	2.1% £369,509	0.0% £0	2.0% £285,549	0.0%	0.0% £0	6405,058	0.0% £0	0.0% £0	0.0% £0	0.0% £0	20	6655,0
OCAL SHOPS (Poplar Road)	5 1	0.0%	0.0% 03	0.0% 03	POPLAR 0.0% ED	CON ED	NOAD SOUTH	0.0%	0.0%	0.0%	0.0%	10	
OPLAR ROAD LC TOTAL	E E	0.0%	0.0%	0.0%	0.0%	0.0% £0	60	0.0%	0.0%	0.0%	0.0%	60	10
OCAL SHOPS (Sandringham Road)	5 1	0.0%	0.0%	2.8%	0.0%	SANDRINGHAM R	DAC	0.0%	0.0%	0.0%	0.0%		
OCAL SHOPS (Sandringham Road)	1	00 00%	20 0.0%	£399,769 2.8%	20 2005	20 0.0%	1399,769	03	03 00%	20 0.0%	00 2005	01	1399,3
	1 5	425	0.0%	5.7%	0.0%	ST PETER'S AVEN	1.399,769 A	0.0%	0.0%	0.0%	0.0%	10	1399,7
OCAL SHOPS (St Peter's Avenue) I PETER'S AVENUE LC TOTAL	s t s	£739,018 42%	£184,840	5.7% £813,816 5.7%	60% 60%	E0 0.0%	\$1,737,673	03 03	200%	E0 0.0%	00% 00%	0	£1,737,
	1	£739,018	£184,840	6813,816	10	EO TRINITY ROAD	£1,737,673	20	60	10	50	60	E1,737,
PAR (Irinity Road)	S E	0.0% E0 0.0%	0.0% 03 0.0%	11.0% £1,684,741 2.0%	0.0% ED 0.0%	0.0% E0	\$1,484,741	0.0% 20 0.0%	0.0% ED 0.0%	0.0% E0	0.0% 20 0.0%	60	£1,684,
DCAL SHOPS (Irinity Road)	5 5 5	E0 20 20	20 20 20%	2.0% E285,549 13.0%	0.0% ED 0.0%	0.0% E0 0.0%	1205,549	£0 0.0%	ED 0.0%	E0 0.0%	03 03 200	60	1205,5
BINITY ROAD LC TOTAL LEETHORPES LOCAL CENTRES - OVERALL DTAL	r X	10.7%	0.0%	£1,970,291 29.2%	0.0%	44%	\$1,970,291	0.0%	2.2%	0.0%	0.0%	60	£1,970,
JIK	1 4	£1,882,736	£184,840	£4,369,021	50	IMMINGHA	E6,634,112 M	20	£194,163	60	63	E194,163	£6,828
AINSBURY'S LOCAL (Pelham Road)	5 1	0.0% £0	0.0%	0.0%	5.1%	PELHAM ROAD W	est	0.0%	0.0%	0.0% E0	0.0%		
DCAL SHOPS (Pelham Road West)	5	0.0%	10 0.0%	03 20.0	£354,243 0.0%	0.0% 0.0%	136(24)	03 20.0	03 20.0%	0.0%	00 0.0%	0	1364,2
ELHAM ROAD WEST LC TOTAL	1 5 1	03 200 00	03 00%	03 20.0 03	50 535 534,243	00 0.0%	E0	03 20.0 03	00 00%	0.0% 0.0%	20 0.0% 20	10	ED 44
OCAL SHOPS (Pelham Road East)	5		0.0%	0.0%	0.0%	PELHAM ROAD EA	si	0.0%	0.0%	0.0%	0.0%		
DCAL SHOPS (Pelham Road East)	t S	20 0.0%	£0 0.0%	03 20.0	£0 0.0%	£0 0.0%	03	£0 0.0%	£0 0.0%	£0 0.0%	03 200	03	50
WINGHAM LOCAL CENTRES - OVERALL	r x	0.0%	0.0%	0.0%	5.1%	0.0%	20	0.0%	0.0%	0.0%	0.0%	20	10
			50	01	NE LINC	CS - OTHER PI	ROVISION	20	50	50	03	10	E94,3
OCAL SHOPS (Humbertson Road)	5 1	2.1% £369,509	0.0% 03	2.0% £285,549	0.0% ED	0.0% £0	£655,058	0.0%	0.0% ED	0.0% E0	0.0% 03	0	2655,0
OCAL SHOPS (North Sea Lane)	2	0.0% £0 0.0%	0.0% 03	0.0% 03	0.0%	0.0% £0	60	20.0 01	0.0% 20	0.0% £0	0.0% 20 0.0%	60	60
OCAL SHOPS (New Wallham)	5 1 5	03 2000	0.0% 20 0.0%	0.8% £114,220 0.8%	0.0% ED 0.0%	0.0% £0 3.5%	£114,220	0.0% 20 0.0%	£0 0.0%	£0 1.9%	0.0% £0 0.0%	03	£114,2
OCAL SHOPS (Waltham) OCAL SHOPS (Laceby)	1	2.1%	00x 00x	E114,220 0.0%	50 N	£316,206	£430,425	ED 0.0%	ED 0.0%	£190,918 0.0%	£0 0.0%	£190,918	6621,3
	£	£369,509 0.0%	20 0.0%	03 0.0%	60 0.0%	£108,413 0.0%	1477,922	03 20.0 03	ED 0.0%	E0 0.0%	£0 0.0%	10	£477,9
	%												
CCAL SHOPS (Healing) CCAL SHOPS (Healing)	S. E. S.	00 0.0%	03 20.0%	03 20.0	60 0.0%	0.0% 0.0%	50	0.0%	0.0%	0.0%	0.0%	10	
DCAL SHOPS (Healing)	t t t	00% 00% 42% 6739,014		03 0.0% 20 3.4% 2513,989	0.0% 0.0% 0.0% 0.0%	E0 0.0% 6.0% 6.7% 6424,619	£0 £0	0.0%	03 0.0% 0.0% 0.0%	E0 0.0% E0 1.0% E190.9%	03 0.0% 03 03 03	£0	£1.847

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 LINCS TOTAL	ZONE 6 - LOUTH	ZONE 7 - MARKET RASEN	ZONE 8 - BRIGG	ZONE 9 - BARTON UPON-HUMBER	NON NE LINCS TOTAL	TOTAL SURVEY TURNOVER
					GR	IMSBY (TOP T	OWN)						
ICELAND (South St Mary's Gate, Grimsby)	% £	1.9% £1,337,270	0.7% £600,730	0.8% £456,879	0.0% £0	0.0% £0	£2,394,879	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£2,394,879
M&S (Victoria Street, Grimsby Town Centre)	% F	0.3% £193,552	0.4% £346,575	0.6% £342,659	0.8% £228,545	0.0% £0	£1,111,331	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£1,111,331
GRIMSBY TOP TOWN MARKET	% F	0.0%	0.0%	0.0%	0.5%	0.2%		0.0%	0.0%	0.0%	0.0%		
LOCAL SHOPS (Grimsby Town Centre)	%	£0 0.0%	£0 0.2%	£0 0.2%	£149,982 0.4%	£81,310 0.2%	£231,292	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0	£231,292
GRIMSBY (TOP TOWN) TOTAL	£ %	£0 2.2%	£184,840 1.2%	£114,220 1.6%	£107,130 1.7%	£81,310 0.5%	£487,500	E0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0	£487,500
	£	£1,530,822	£1,132,145	£913,758	£485,657	E162,620 BY (FREEMAI	E4,225,003	EO	£0	£0	£0	EO	£4,225,003
ASDA (Holles Street, Grimsby)	%	38.9%	16.3%	11.5%	13.9%	3.2%	,	2.6%	2.3%	0.5%	3.2%		
ICELAND (Freeman Street, Grimsby)	£ %	£27,343,655 1.4%	£15,087,569 0.2%	£6,553,358 0.5%	E3,970,963 0.3%	£1,138,341 0.0%	£54,093,886	£1,399,967 0.0%	£794,303 0.0%	£211,015 0.0%	£1,395,646 0.0%	£3,800,930	£57,894,816
	£	£1,002,953 1.4%	£184,840 0.0%	£256,994 0.0%	E92,846 0.0%	£0 0.0%	£1,537,633	£0 0.0%	£0 0.0%	£0 0.0%	£0 0.0%	£0	£1,537,633
FARMFOODS (Garibaldi Street, Grimsby)	£	£1,002,953 0.8%	£0 2.0%	£0 0.3%	E0 0.0%	£0 0.2%	£1,002,953	E0 0.0%	EO 0.0%	£0 0.0%	£0 0.0%	£0	£1,002,953
LOCAL SHOPS / MARKET (Freeman Street)	£	£563,061	£1,825,296	£142,775	£0	£81,310	£2,612,441	£0	£0	£0	£0	£0	£2,612,441
GRIMSBY (FREEMAN STREET) TOTAL	% £	42.5% £29,912,621	18.5% £17,097,705	12.2% £6,953,127	14.2% £4,063,809	3.4% £1,219,651	£59,246,913	2.6% £1,399,967	2.3% £794,303	0.5% £211,015	3.2% £1,395,646	£3,800,930	£63,047,843
		4.5%	0.5%			JT-OF-CENTR	E FOODSTOR		0.07	0.00	0.07		
ASDA (Corporation Street, Grimsby)	% £	1.5% £1,055,740	0.5% £415,890	0.5% £285,549	0.0% £0	0.8% £298,137	£2,055,316	1.4% £782,334	0.0% £0	0.0% £0	0.0% £0	£782,334	£2,837,650
SAINSBURY'S (Corporation Street, Grimsby)	% £	8.5% £5,947,333	7.6% £7,023,922	7.4% £4,240,408	6.0% £1,714,085	8.4% £3,044,610	£21,970,358	0.6% £329,404	1.7% £582,489	0.0% £0	4.8% £2,088,059	£2,999,952	£24,970,309
ALDI (Cleethorpes Road, Grimsby)	% £	3.8% £2,656,945	0.0% £0	1.8% £999,423	2.4% £671,350	1.3% £460,757	£4,788,474	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£4,788,474
ALDI (Cambridge Road, Grimsby)	% F	1.4% £1,002,953	10.1% £9,357,528	0.5% £285.549	6.0% £1.714.085	3.2% £1.165.444	£13,525,558	0.0% F0	1.7% £608.965	0.0% £0	0.5% £227,198	£836,164	£14,361,722
TESCO EXTRA (Victoria Street, Grimsby)	%	8.3%	12.1%	1.9%	11.0%	2.9%		1.3%	1.0%	0.6%	3.2%		
MORRISON'S (Hilmore Road, Laceby)	£ %	£5,859,355 2.4%	£11,205,928 22.5%	£1,070,810 1.4%	£3,149,630 27.0%	£1,047,996 28.3%	£22,333,720	£699,983 5.0%	£335,372 14.4%	£241,160 0.0%	£1,363,189 6.0%	£2,639,704	£24,973,424
	£	£1,689,183 25.9%	£20,794,506 52.8%	£799,538 13.5%	£7,706,239 52.4%	£10,226,998 45.0%	£41,216,464	£2,758,758 8.3%	£5,074,712 18.7%	£0 0.6%	£2,596,550 14.5%	£10,430,021	£51,646,485
GRIMSBY (OUT-OF-CENTRE) TOTAL	£	£18,211,508	£48,797,774	£7,681,278	£14,955,388	£16,243,942	£105,889,890	£4,570,480	£6,601,539	£241,160	£6,274,996	£17,688,174	£123,578,064
	%	7.1%	14.0%	2.4%	2.1%	SBY (LOCAL O	ENTRES)	1.0%	1.4%	0.0%	0.3%		
GRIMSBY LOCAL CENTRES	£	£4,961,976 7.1%	£12,915,699 14.0%	£1,342,082 2.4%	£599,930 2.1%	£1,499,719 4.2%	£21,319,405	£535,281	£476,582	£0 0.0%	£119,009	£1,130,872	£22,450,277
GRIMSBY (LOCAL CENTRES) TOTAL	£	E4,961,976	£12,915,699	£1,342,082	£599,930	£1,499,719	£21,319,405	£535,281	£476,582	£0	£119,009	£1,130,872	£22,450,277
GRIMSBY - OVERALL TOTAL	% £	£54,616,927	£79,943,323	29.6% £16,890,245	70.4% £20,104,784	52.9% £19,125,932	£190,681,211	11.9% £6,505,728	22.3% £7,872,423	1.1% £452,174	18.0% £7,789,650	E22,619,976	£213,301,187
	07	0.5%	0.7%	1.2%	CLEETH	ORPES (TOWI	N CENTRE)	0.0%	0.0%	0.0%	0.0%		
SAINSBURY'S LOCAL (St Peter's Avenue, Cleethorpes)	£	£369,509	£646,940	£699,596	£0	£0	£1,716,045	£0	£0	£0	£0	£0	£1,716,045
CO-OP (St Peter's Avenue, Cleethorpes)	% £	1.5% £1,038,144	1.5% £1,409,405	2.6% £1,470,579	0.0% £0	0.0% £0	£3,918,129	0.0% £0	3.3% £1,164,977	0.0% £0	0.0% £0	£1,164,977	£5,083,106
LOCAL SHOPS / MARKET (Cleethorpes Town Centre	% £	2.2% £1,513,227	0.0% £0	0.8% £442,602	0.0% £0	0.0% £0	£1,955,828	0.0% £0	0.0% £0	0.0% £0	0.0% £0	£0	£1,955,828
CLEETHORPES (TOWN CENTRE) TOTAL	% £	4.2% £2,920,879	2.2% £2,056,346	4.6% £2,612,777	0.0% £0	0.0% £0	£7,590,002	0.0% E0	3.3% £1,164,977	0.0% £0	0.0% £0	£1,164,977	£8,754,979
						DRPES (OUT-C		•					
TESCO EXTRA (Hewitts Circus RP, Cleethorpes)	% £	9.7% £6,844,712	8.8% £8,156,067	52.3% £29,882,742	0.0% £0	19.1% £6,902,320	£51,785,841	4.1% £2,264,652	2.6% £926,687	0.0% £0	0.0% £0	£3,191,339	£54,977,179
CLEETHORPES (OUT-OF-CENTRE) TOTAL	% £	9.7% £6,844,712	8.8% £8,156,067	52.3% £29,882,742	0.0% £0	19.1% E6,902,320	£51.785.841	4.1% £2,264,652	2.6% £926,687	0.0% £0	0.0% £0	£3,191,339	£54,977,179
	-	20,044,712	20,130,007	127,002,742		DRPES (LOCA		12,204,032	2720,007	10	10	E3,171,337	234,777,177
CLEETHORPES LOCAL CENTRE PROVISION	% £	6.2% £4,363,724	0.2% £184,840	10.0% £5,710,987	0.0% £0	9.8% £3,541,505	£13.801.056	1.4% £782,334	0.6% £194.163	0.0%	0.0% £0	£976,497	£14,777,553
CLEETHORPES (LOCAL CENTRES) TOTAL	%	6.2% £4,363,724	0.2% £184.840	10.0% £5.710.987	0.0% E0	9.8% £3,541,505	£13,801,056	1.4% £782,334	0.6% £194,163	0.0% £0	0.0% £0	£976,497	£14,777,553
CLEETHORPES - OVERALL TOTAL	%	20.1%	11.3%	66.9%	0.0%	28.9%	£13,801,056	5.6%	6.5%	0.0%	0.0%	2970,497	E14,777,555
	£	£14,129,315	£10,397,253	£38,206,506	E0 IMMINO	£10,443,825 GHAM (TOWN	£73,176,898	£3,046,986	£2,285,827	£0	£0	£5,332,813	£78,509,712
CO-OP (Washdyke Lane, Immingham)	%	0.0%	0.0%	0.0%	11.5%	0.0%		0.0%	0.0%	0.0%	2.0%		
FARMFOODS (Washdyke Lane, Immingham)	£ %	£0 0.0%	£0 0.0%	£0 0.0%	£3,292,471 4.3%	£0 0.0%	£3,292,471	£0 0.0%	£0 0.0%	£0 0.0%	£865,517 2.6%	£865,517	£4,157,988
LOCAL SHOPS (Immingham Town Centre)	£ %	E0 0.0%	E0 0.0%	E0 0.0%	£1,214,143 4.2%	EO 0.0%	£1,214,143	E0 0.0%	EO 0.0%	£0 0.0%	£1,114,353 0.0%	£1,114,353	£2,328,496
	£	£0 0.0%	£0 0.0%	£0 0.0%	£1,199,859 20.0%	£0 0.0%	£1,199,859	£0 0.0%	£0 0.0%	£0 0.0%	£0 4.6%	£0	£1,199,859
IMMINGHAM (TOWN CENTRE) TOTAL	£	EO	EO	£0	£5,706,473	EO	E5,706,473	£0	£0	£0	£1,979,869	£1,979,869	E7,686,343
	%	0.0%	0.0%	0.0%	IMMING 2.6%	HAM (LOCA	L CEINIRES)	0.0%	0.0%	0.0%	0.0%		
IMMINGHAM LOCAL CENTRE PROVISION	£	E0 0.0%	E0 0.0%	E0 0.0%	£749,912 2.6%	E0 0.0%	£749,912	£0 0.0%	£0 0.0%	£0	£0 0.0%	£0	£749,912
IMMINGHAM (LOCAL CENTRES) TOTAL	£	£0	E0	£0	£749,912	£0	£749,912	£0	£0	£0	£0	EO	£749,912
Immingham - Overall Total	% £	0.0% E0	0.0% E0	0.0% £0	22.6% £6,456,385	0.0% £0	£6,456,385	0.0% £0	0.0% £0	0.0% £0	4.6% £1,979,869	£1,979,869	£8,436,255
	%	1.10/	0.0%	0.9%	NE LINC 0.0%	CS - OTHER PI	ROVISION	0.0%	0.0%	0.5%	0.0%		
NE LINCS LOCAL CENTRE PROVISION	£	1.1% £739,018	£0	£513,989	£0	2.7% E966,686	£2,219,693	£0	£0	£190,918	£0	£190,918	£2,410,611
	% £	1.1% E739,018	0.0% E0	0.9% E513,989	0.0% E0	2.7% E966,686	E2,219,693	0.0% £0	0.0% £0	0.5% £190,918	0.0% £0	£190,918	E2,410,611
NE LINCS (OTHER) TOTAL	%	1.1% F739.018	0.0% E0	0.9% £513,989	0.0% £0	2.7% £966,686	£2,219,693	0.0% E0	0.0% £0	0.5% £190,918	0.0% £0	£190,918	£2,410,611
NE LINCS (OTHER) TOTAL NE LINCS (OTHER) - OVERALL TOTAL	£	L/39,010		97.4%	93.0%	84.5%	£272.534.187	17.4% £9.552.714	28.8% £10,158,250	1.6% £643.092	22.6%		£302.657.764
	£ %	98.7%	97.8% F90.340.576	97.4% £55.610.740	£26,561,169	£30.536.442					£9,769,520	£30.123.577	
NE LINCS (OTHER) - OVERALL TOTAL	£		97.8% £90,340,576		£26,561,169	£30,536,442 OTHER	E272,534,187	£9,552,714	£10,158,250	£643,092	£9,769,520	£30,123,577	E302,657,764
NE LINCS (OTHER) - OVERALL TOTAL	£ % £	98.7% £69,485,260 1.3%	£90,340,576 2.3%	£55,610,740 2.6%	7.0%	OTHER 15.5%		82.6%	71.2%	98.4%	77.4%	200,120,077	
NE LINCS (OTHER) - OVERALL TOTAL	£ % £ % £	98.7% E69,485,260 1.3% E897,379 1.3%	£90,340,576 2.3% £2,079,451 2.3%	2.6% £1,499,134 2.6%	7.0% £2,006,907 7.0%	OTHER 15.5% £5,601,359 15.5%	£12,084,230	82.6% £45,347,943 82.6%	71.2% £25,144,097 71.2%	98.4% £39,550,180 98.4%	77.4% £33,506,316 77.4%	£143,548,536	£155,632,766
NE LINCS (OTHER) - OVERALL TOTAL	£ % £	98.7% £69,485,260 1.3% £897,379	£90,340,576 2.3% £2,079,451	£55,610,740 2.6% £1,499,134	7.0% £2,006,907	OTHER 15.5% £5,601,359		82.6% £45,347,943	71.2% £25,144,097	98.4% £39,550,180	77.4% £33,506,316	200,120,077	

TABLE 8 - Floorspace Turnover Performance (MAIN CENTRES)

ixisting 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 (TO	P TOWN)				
CELAND (South St Mary's Gate, Grimsby)	576	100.0%	576	£6,412	£3,693,312	£2,394,879	-£1,298,433
A&S (Victoria Street, Grimsby)	1,246	35.0%	436	£10,833	£4,724,271	£1,111,331	-£3,612,940
OCAL 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 (FREEM	/IAN STREET)				
ASDA (Holles Street, Grimsby)	7,129	60.0%	4,277	£14,933	£63,874,414	£57,894,816	-£5,979,598
CELAND (Freeman Street, Grimsby)	1,584	100.0%	1,584	£6,412	£10,156,608	£1,537,633	-£8,618,975
ARMFOODS (Garibaldi Street, Grimsby)	392	100.0%	392	£6,500	£2,548,000	£1,002,953	-£1,545,047
OCAL 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
	GRIM	ISBY (OUT-OF-CEN	NTRE FOODSTORES)			
ASDA (Corporation Street, Grimsby)	565	100.0%	565	£14,933	£8,437,145	£2,837,650	-£5,599,495
AINSBURY'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
ESCO EXTRA (Victoria Street, Grimsby)	5,209	60.0%	3,125	£12,842	£40,136,387	£24,973,424	-£15,162,963
AORRISON'S (Hilmore 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 TO	OWN CENTRE				
AINSBURY'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
OCAL 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
	CLEETH	IORPES (OUT-OF-C	CENTRE FOODSTOR	E)			
ESCO 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
	-	IMMING	НАМ				
CO-OP (Washdyke Lane, Immingham)	1,239	70.0%	867	£7,530	£6,530,769	£4,157,988	-£2,372,781
ARMFOODS (Washdyke Lane, Immingham)	612	100.0%	612	£6,500	£3,978,000	£2,328,496	-£1,649,504
OCAL SHOPS (Immingham Town Centre)	473	100.0%	473	-	-	£1,199,859	-
-	2,324	-	1,952	-	£10,508,769	£7,686,343	-£2,822,426

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 Comparion based on 37/63 ratio

Table 9c - Convenience / Comparison Weighting [GRIMSBY]

8,001,145 £24,32	0,539
9,164,112 £41,41	0,647
	3,001,145 £24,32 9,164,112 £41,41

Notes

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