



**Appendix B – Quantitative Needs Assessment –
Statistical Tables for Convenience
floorspace**



**WYRE FOREST RETAIL STUDY UPDATE 2009
CONVENIENCE GOODS ASSESSMENT**

1. POPULATION

| ZONE | 2009 | 2011 | 2016 | 2021 | 2026 | |
|------------------|----------------|----------------|----------------|----------------|----------------|--------------------------------|
| 1 | 67,070 | 67,852 | 68,652 | 69,490 | 70,043 | Wyre Forest Core Shopping Area |
| 2 | 22,212 | 22,546 | 23,063 | 23,561 | 23,884 | |
| 3 | 21,275 | 21,802 | 22,832 | 23,763 | 24,363 | |
| Sub-Total | 110,557 | 112,200 | 114,547 | 116,814 | 118,290 | |
| 4 | 23,846 | 23,978 | 24,403 | 24,773 | 25,009 | Outer Zones |
| 5 | 44,409 | 44,711 | 45,217 | 45,741 | 46,075 | |
| 6 | 24,301 | 24,822 | 25,684 | 26,495 | 27,005 | |
| 7 | 22,782 | 23,274 | 24,067 | 24,779 | 25,235 | |
| 8 | 15,160 | 15,713 | 16,666 | 17,525 | 18,078 | |
| TOTAL | 241,055 | 244,698 | 250,584 | 256,128 | 259,692 | |

Notes:

Population projections to 2018 from MapInfo AnySite Package (2001 Census)

Population projections beyond 2018 are WYG Planning estimates based on average growth rates of previous 5 years

2. CONVENIENCE GOODS EXPENDITURE (PER CAPITA)

| ZONE | 2009 | 2011 | 2016 | 2021 | 2026 | |
|-------------|-------------|-------------|-------------|-------------|-------------|--------------------------------|
| 1 | 1,643 | 1,662 | 1,713 | 1,772 | 1,844 | Wyre Forest Core Shopping Area |
| 2 | 1,694 | 1,714 | 1,766 | 1,827 | 1,901 | |
| 3 | 1,731 | 1,752 | 1,805 | 1,867 | 1,943 | |
| 4 | 1,833 | 1,855 | 1,911 | 1,977 | 2,058 | Outer Zones |
| 5 | 1,746 | 1,767 | 1,821 | 1,884 | 1,960 | |
| 6 | 1,821 | 1,843 | 1,899 | 1,964 | 2,044 | |
| 7 | 1,726 | 1,747 | 1,800 | 1,862 | 1,938 | |
| 8 | 1,805 | 1,827 | 1,883 | 1,948 | 2,027 | |

Notes:

2006 per capita expenditure figures derived from MapInfo AnySite Package

Projected forward 2006-2007 by 3.9% (MapInfo Info Brief 09/02)

Projected forward 2007-2008 by -0.7% (MapInfo Info Brief 09/02)

Projected forward 2008-2019 by 0.6% (MapInfo Info Brief 09/02)

Projected forward 2020-2026 by 0.8% (WYG Estimate)

Special forms of trading excluded at 2% (Pitney Bowes Retail Expenditure Guide 2009/2010)

2006 Prices

3. TOTAL CONVENIENCE GOODS EXPENDITURE

| ZONE | 2009 | 2011 | 2016 | 2021 | 2026 | |
|------------------|--------------|--------------|--------------|--------------|--------------|--------------------------------|
| 1 | 110.2 | 112.8 | 117.6 | 123.1 | 129.2 | Wyre Forest Core Shopping Area |
| 2 | 37.6 | 38.6 | 40.7 | 43.0 | 45.4 | |
| 3 | 36.8 | 38.2 | 41.2 | 44.4 | 47.3 | |
| Sub-Total | 184.6 | 189.6 | 199.5 | 210.6 | 221.9 | |
| 4 | 43.7 | 44.5 | 46.6 | 49.0 | 51.5 | Outer Zones |
| 5 | 77.6 | 79.0 | 82.3 | 86.2 | 90.3 | |
| 6 | 44.2 | 45.7 | 48.8 | 52.0 | 55.2 | |
| 7 | 39.3 | 40.7 | 43.3 | 46.1 | 48.9 | |
| 8 | 27.4 | 28.7 | 31.4 | 34.1 | 36.6 | |
| TOTAL | 416.8 | 428.3 | 452.0 | 478.0 | 504.4 | |

Notes:

2006 Prices

WYRE FOREST RETAIL STUDY UPDATE 2009
CONVENIENCE GOODS ASSESSMENT

4. MARKET SHARE OF MAIN FOOD/TOP UP SHOPPING DESTINATIONS DESTINATIONS (%)

| DESTINATION | TOTAL | | 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 | |
|-------------------------------------|-------------|-------------|-------------|-------------|--------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|------------|------------|------------|------------|-------------|-------------|
| | Main | Top-up | Main | Top-up | Main | Top-up | Main | Top-up | Main | Top-up | Main | Top-up | Main | Top-up | Main | Top-up | Main | Top-up |
| KIDDERMINSTER TOWN CENTRE | 0.4 | 0.6 | 1.0 | 1.0 | | 1.6 | 1.2 | 2.1 | | | | | | | | | | |
| KIDDERMINSTER EDGE-OF-CENTRE | | | | | | | | | | | | | | | | | | |
| Tesco, Castle Road | 17.9 | 3.8 | 33.1 | 8.8 | 26.9 | 3.2 | 17.4 | 2.1 | 11.0 | | 10.0 | 1.5 | | 2.1 | | | 15.9 | 1.9 |
| Marks & Spencer, Weavers Wharf | 0.5 | 2.4 | 0.3 | 6.8 | | 1.6 | 1.2 | | | | 0.9 | | 1.1 | | | | | |
| Morrisons, Oxford Street | 7.5 | 4.7 | 17.7 | 13.2 | 7.4 | 1.6 | 14.0 | 2.1 | | | 3.2 | 0.8 | | | | | 2.3 | |
| Aldi, Green Street | 1.1 | 0.6 | 1.0 | 1.0 | 3.7 | | 2.3 | | | | 0.5 | | 1.4 | | | | 2.3 | 1.9 |
| KIDDERMINSTER OUT-OF-CENTRE | | | | | | | | | | | | | | | | | | |
| Netto, New Road | 0.1 | 0.3 | 0.3 | 0.5 | | 1.6 | | | | | | | | | | | | |
| Sainsbury's, Crossley Park | 19.2 | 4.6 | 34.1 | 7.8 | 12.0 | 3.2 | 38.4 | 12.5 | 2.2 | 1.8 | 22.3 | 1.5 | | 1.4 | | | 8.0 | 3.7 |
| Co-op, Franche Road | 2.3 | 4.9 | 6.1 | 14.1 | | 1.6 | 2.3 | 2.1 | 1.1 | 1.8 | 1.4 | | | | | | | |
| Tesco, Stourport Road | | | | | | 1.6 | | | | | | 0.8 | | | | | | 1.9 |
| Other | | | | | | | | | | | | | | | | 1.6 | | |
| KIDDERMINSTER LOCAL CENTRES | | | | | | | | | | | | | | | | | | |
| Comberton Hill | | | | 0.5 | | | | | | | | 0.8 | | | | | | |
| Horsefair | | 0.3 | | | | | | | | | | 1.5 | | | | | | |
| Blakebrook | | | | | | | | | | | | | | | | | | |
| Broadwaters | | 0.5 | | 1.0 | | | | | | | | | | 1.4 | | | | |
| Habberley | | 0.3 | | 1.0 | | | | | | | | | | | | | | |
| Maripool (Spar) | | 0.5 | | 1.0 | | | | | | | | 0.8 | | | | | | |
| Spennels (Tesco Express) | 0.1 | 2.8 | 0.3 | 7.3 | | | | | | | | 1.5 | | 1.4 | | | | |
| Sutton Farm (Costcutter) | | 0.3 | | 1.0 | | | | | | | | | | | | | | |
| KIDDERMINSTER TOTAL | 49.0 | 33.9 | 93.9 | 84.4 | 50.0 | 15.9 | 76.7 | 20.8 | 14.3 | 3.5 | 38.2 | 9.2 | 1.1 | 5.6 | 2.1 | 1.6 | 28.4 | 9.3 |
| STOURPORT TOWN CENTRE | | | | | | | | | | | | | | | | | | |
| Kwik-Save, Bridge Street | | 0.2 | | 0.5 | | | | | | | | | | | | | | |
| STOURPORT EDGE-OF-CENTRE | | | | | | | | | | | | | | | | | | |
| Lidl, Vale Road | 0.8 | 0.6 | 0.3 | 1.5 | 3.7 | | 1.2 | 2.1 | | | 0.9 | | | | | | 1.1 | |
| Tesco, Lombard Street | 3.0 | 4.9 | 0.6 | 1.0 | 24.1 | 41.3 | 3.5 | | | | 0.5 | 1.5 | | | | | 1.1 | 1.9 |
| Co-op, Lombard Street | 2.5 | 3.3 | 0.3 | | 21.3 | 30.2 | 1.2 | 2.1 | | | | 0.8 | | | | | 2.3 | |
| STOURPORT LOCAL CENTRES | | | | | | | | | | | | | | | | | | |
| Areley Common | | 0.3 | | 0.5 | | 1.6 | | | | | | | | | | | | |
| Burlish | | 0.3 | | | | 3.2 | | | | | | | | | | | | |
| Lickhill | | 0.5 | | | | | | | | | | 1.5 | | | | | | 1.9 |
| Other | | 0.6 | | | | 4.8 | 2.1 | | | | | | | | | | | |
| STOURPORT TOTAL | 6.3 | 10.7 | 1.3 | 3.4 | 49.1 | 81.0 | 5.8 | 6.3 | | | 1.4 | 3.8 | | | | | 4.5 | 3.7 |
| BEWDLEY DISTRICT CENTRE | | | | | | | | | | | | | | | | | | |
| Co-op, Load Street | 0.3 | 2.7 | | 0.5 | | | | 2.3 | 33.3 | | | | | | | | 1.1 | |
| BEWDLEY | | | | | | | | | | | | | | | | | | |
| other | | 1.3 | | | | | | | 12.5 | | | | | 2.8 | | | | |
| MAIN VILLAGES | | | | | | | | | | | | | | | | | | |
| Blakedown | | | | | | | | | | | | 0.5 | | | | | | |
| Chaddesley Corbett | 0.1 | 0.3 | | 1.0 | | | | | | | | | | | | | | |
| Cookley | | 1.7 | | 3.9 | | | | | | | | | | | | | | |
| Far Forest (Londis) | 0.2 | 0.2 | | | 0.9 | | 1.2 | 2.1 | | | | 2.3 | | | | | | |
| Cloebury Mortimer | | 1.3 | | | | | | 16.7 | | | | | | | | | | |
| WYRE FOREST TOTAL | 55.9 | 52.0 | 95.2 | 93.2 | 100.0 | 96.8 | 86.0 | 91.7 | 14.3 | 3.5 | 40.0 | 15.4 | 1.1 | 8.5 | 2.1 | 1.6 | 34.1 | 13.0 |
| BRIERLEY HILL | 1.7 | 0.6 | 0.6 | | | | 1.2 | | | | | 7.3 | 3.1 | | | | | |
| BRIDGENORTH | 5.6 | | | | | | | | 65.9 | 94.7 | | 0.5 | | | | | | |
| BROMSGROVE | 7.5 | 7.2 | 0.3 | 0.5 | | | | | | | | 5.5 | 3.8 | 68.4 | 54.9 | 4.2 | | 1.9 |
| DROITWICH | 7.9 | 9.3 | 1.6 | 0.5 | | 1.6 | 3.5 | | | | | 6.4 | 3.1 | 4.2 | 1.4 | 60.0 | 82.5 | 3.4 |
| LEOMINSTER | 1.1 | 0.3 | | | | 1.6 | 1.2 | | | | | | | | | 1.6 | | 12.5 |
| LUDLOW | 0.7 | 0.5 | | | | | 7.0 | 4.2 | | | | | | | | 1.6 | | 2.3 |
| MERRY HILL | 2.6 | 1.3 | 0.3 | | | | | | | | | 11.8 | 5.4 | 1.1 | 1.4 | | | |
| REDDITCH | 0.8 | 0.8 | 0.6 | 0.5 | | | | | | | | 3.2 | 0.8 | | 4.2 | | | |
| TELFORD | 1.5 | | | | | | | | 17.6 | | | | | | | | | |
| TENBURY WELLS | 2.4 | 5.0 | | | | | | | | | | | | | | | 29.5 | 59.3 |
| STOURBRIDGE | 3.8 | 6.3 | 1.0 | 0.5 | | | | | | 1.8 | 17.3 | 30.0 | | | 1.1 | | | |
| WARNDON | 1.1 | | | | | | | | | | | | | | | 9.5 | | 3.4 |
| WORCESTER | 1.6 | 1.3 | | 1.5 | | | | | | | | | 1.5 | | 13.7 | 4.8 | 5.7 | |
| OTHER | 5.8 | 15.4 | 0.3 | 3.4 | | | 1.2 | 4.2 | 2.2 | | 8.2 | 36.9 | 25.3 | 29.6 | 9.5 | 7.9 | 9.1 | 25.9 |
| TOTAL (EX SFT/VARIES) | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes:

Results derived from Household Shopping Surveys (Questions 1 and 4)
Totals exclude special forms of trading and don't know/varies answers
Kwik Save, Stourport closed

**WYRE FOREST RETAIL STUDY UPDATE 2009
CONVENIENCE GOODS ASSESSMENT**

5. TURNOVER OF MAIN FOOD/TOP UP SHOPPING DESTINATIONS DESTINATIONS (£m)

| DESTINATION | TOTAL | | 1 | | 2 | | 3 | | 4 | | 5 | | 6 | | 7 | | 8 | |
|-------------------------------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|
| | Main | Top-up | Main | Top-up | Main | Top-up | Main | Top-up | Main | Top-up | Main | Top-up | Main | Top-up | Main | Top-up | Main | Top-up |
| KIDDERMINSTER TOWN CENTRE | 1.0 | 0.8 | 0.7 | 0.4 | 0.2 | 0.3 | 0.3 | | | | | | | | | | | |
| KIDDERMINSTER EDGE-OF-CENTRE | | | | | | | | | | | | | | | | | | |
| Tesco, Castle Road | 47.7 | 4.3 | 24.6 | 3.2 | 6.8 | 0.4 | 4.3 | 0.3 | 3.2 | | 5.2 | 0.4 | | | 0.6 | | 2.9 | 0.2 |
| Marks & Spencer, Weavers Wharf | 1.3 | 2.6 | 0.2 | 2.5 | | 0.2 | 0.3 | | | | 0.5 | | 0.3 | | | | 0.4 | |
| Morrisons, Oxford Street | 20.6 | 6.1 | 13.1 | 4.7 | 1.9 | 1.0 | 3.5 | 0.3 | | | 1.7 | 0.2 | | | | | 0.4 | |
| Aldi, Green Street | 2.9 | 0.7 | 0.7 | 0.4 | 0.9 | | 0.6 | | | | 0.2 | | | 0.2 | | | 0.4 | 0.2 |
| KIDDERMINSTER OUT-OF-CENTRE | | | | | | | | | | | | | | | | | | |
| Netto, New Road | 0.2 | 0.4 | 0.2 | 0.2 | | 0.2 | | | | | | | | | | | | |
| Sainsbury's, Crossley Park | 51.6 | 11.9 | 25.3 | 2.8 | 3.1 | 0.4 | 9.5 | 7.5 | 0.6 | 0.2 | 11.6 | 0.4 | | 0.2 | | | 1.5 | 0.3 |
| Co-op, Franche Road | 6.2 | 5.8 | 4.5 | 5.1 | | 0.2 | 0.6 | 0.3 | 0.3 | 0.2 | 0.7 | | | | | | | |
| Tesco, Stourport Road | | 4.1 | | 3.5 | | 0.2 | | | | | | 0.2 | | | | | | 0.2 |
| Other | | 3.7 | | 3.5 | | | | | | | | | | | 0.2 | | | |
| KIDDERMINSTER LOCAL CENTRES | | | | | | | | | | | | | | | | | | |
| Comberton Hill | | 0.4 | | 0.2 | | | | | | | | 0.2 | | | | | | |
| Horsefair | | 0.4 | | | | | | | | | | 0.4 | | | | | | |
| Blakebrook | | | | | | | | | | | | | 0.2 | | | | | |
| Broadwaters | | 0.6 | | 0.4 | | | | | | | | | | | | | | |
| Habberley | | 0.4 | | 0.4 | | | | | | | | | | | | | | |
| Marlpool (Spar) | | 0.5 | | 0.4 | | | | | | | | 0.2 | | | | | | |
| Spennels (Tesco Express) | 0.2 | 3.2 | 0.2 | 2.6 | | | | | | | | 0.4 | | 0.2 | | | | |
| Sutton Farm (Costcutter) | | 0.4 | | 0.4 | | | | | | | | | | | | | | |
| STOURPORT TOWN CENTRE | | | | | | | | | | | | | | | | | | |
| <i>Kwik-Save, Bridge Street</i> | | 0.2 | | 0.2 | | | | | | | | | | | | | | |
| STOURPORT EDGE-OF-CENTRE | | | | | | | | | | | | | | | | | | |
| Lidl, Vale Road | 2.2 | 0.8 | 0.2 | 0.5 | 0.9 | | 0.3 | 0.3 | | | 0.5 | | | | | | 0.2 | |
| Tesco, Lombard Street | 7.9 | 6.0 | 0.5 | 0.4 | 6.1 | 5.1 | 0.9 | | | | 0.2 | 0.4 | | | | | 0.2 | 0.2 |
| Co-op, Lombard Street | 6.3 | 4.1 | 0.2 | | 5.4 | 3.7 | 0.3 | 0.3 | | | 0.2 | 0.2 | | | | | 0.4 | |
| STOURPORT LOCAL CENTRES | | | | | | | | | | | | | | | | | | |
| Areley Common | | 0.4 | | 0.2 | | 0.2 | | | | | | | | | | | | |
| Burlish | | 0.4 | | 0.4 | | 0.4 | | | | | | | | | | | | |
| Lickhill | | 0.6 | | | | | | | | | 0.4 | | | | | | | 0.2 |
| Other | | 0.8 | | | 0.6 | | 0.3 | | | | | | | | | | | |
| BEWDLEY DISTRICT CENTRE | | | | | | | | | | | | | | | | | | |
| Co-op, Load Street | 0.8 | 4.2 | | 0.2 | | | 0.6 | 4.0 | | | | | | | | | 0.2 | |
| BEWDLEY | | | | | | | | | | | | | | | | | | |
| Other | | 1.9 | | | | | | 1.5 | | | | | 0.4 | | | | | |
| MAIN VILLAGES | | | | | | | | | | | | | | | | | | |
| Blakedown | | | | | | | | | | | | | | | | | | |
| Chaddesley Corbett | 0.2 | 0.4 | | 0.4 | | | | | | | 0.2 | | | | | | | |
| Cookley | | 2.0 | | 1.4 | | | | | | | | 0.6 | | | | | | |
| Far Forest (Londis) | 0.5 | 0.3 | | | 0.2 | | 0.3 | 0.3 | | | | | | | | | | |
| Cloebury Mortimer | | 2.0 | | | | | | 2.0 | | | | | | | | | | |
| WYRE FOREST TOTAL | 149.7 | 70.1 | 70.7 | 33.5 | 25.4 | 12.6 | 21.4 | 17.1 | 4.2 | 0.5 | 20.9 | 3.9 | 0.3 | 1.2 | 0.6 | 0.2 | 6.3 | 1.2 |
| BRIERLEY HILL | 4.6 | 0.8 | 0.5 | | | | 0.3 | | | | 3.8 | 0.8 | | | | | | |
| BRIDGENORTH | 19.7 | 13.5 | | | | | | | 19.4 | 13.5 | 0.2 | | | | | | | |
| BROMSGROVE | 24.6 | 9.2 | 0.2 | 0.2 | | | | | | | 2.9 | 1.0 | 20.4 | 7.9 | 1.1 | | | 0.2 |
| DROITWICH | 23.2 | 11.9 | 1.2 | 0.2 | 0.2 | 0.9 | | | | | 3.3 | 0.8 | 1.3 | 0.2 | 15.9 | 10.6 | 0.6 | |
| LEOMINSTER | 2.6 | 0.4 | | | 0.2 | 0.3 | | | | | | | | | | 0.2 | 2.3 | |
| LUDLOW | 2.2 | 0.7 | | | | | 1.7 | 0.5 | | | | | | | | 0.2 | 0.4 | |
| MERRY HILL | 6.7 | 1.6 | 0.2 | | | | | | | | 6.2 | 1.4 | 0.3 | 0.2 | | | | |
| REDDITCH | 2.1 | 1.0 | 0.5 | 0.2 | | | | | | | 1.7 | 0.2 | | 0.6 | | | | |
| TELFORD | 5.2 | | | | | | | | 5.2 | | | | | | | | | |
| TENBURY WELLS | 5.5 | 5.3 | | | | | | | | | | | | | | | 5.5 | 5.3 |
| STOURBRIDGE | 10.0 | 8.0 | 0.7 | 0.2 | | | | | 0.2 | | 9.0 | 7.6 | | | 0.3 | | | |
| WARNDON | 3.1 | | | | | | | | | | | | | | 2.5 | | 0.6 | |
| WORCESTER | 4.7 | 1.5 | | 0.5 | | | | | | | | 0.4 | | | 3.6 | 0.6 | 1.0 | |
| OTHER | 17.2 | 17.6 | 0.2 | 1.2 | | | 0.3 | 0.5 | 0.6 | | 4.3 | 9.3 | 7.5 | 4.3 | 2.5 | | 1.7 | 2.3 |
| TOTAL (EX SFT/VARIES) | 280.9 | 141.7 | 74.3 | 35.9 | 25.4 | 13.0 | 24.8 | 18.1 | 29.5 | 14.2 | 52.3 | 25.3 | 29.8 | 14.4 | 26.5 | 11.8 | 18.4 | 8.9 |

Notes:

Turnover of convenience stores/destinations calculated by multiplying the market share by convenience goods expenditure by zone
Proportion of expenditure on main food is 67.4% (from Household Survey)

Figures may not tally due to rounding

Kwik Save, Stourport closed

2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
CONVENIENCE GOODS ASSESSMENT**

6. BALANCING EXERCISE FOR MAIN FOODSTORES (BASED ON 2006 HOUSEHOLD SURVEY RESULTS)

| DESTINATION | Net Convenience Goods | | | | | | | | |
|-------------------------------------|------------------------------|----------------------|----------------------------------|------------------|-------------------------------|-------------------------------|-------------------------|--|----------------------------------|
| | Survey-derived Turnover (£m) | Net Floorspace (sqm) | Convenience Goods Allocation (%) | Floorspace (sqm) | Current Sales Density (£/sqm) | Average Sales Density (£/sqm) | Benchmark Turnover (£m) | Diference from Average Sales Density (%) | Total Diference in Turnover (£m) |
| KIDDERMINSTER EDGE-OF-CENTRE | | | | | | | | | |
| Tesco, Castle Road | 52.0 | 4,934 | 65 | 3,207 | 16,225 | 12,145 | 39.0 | 33.6 | 13.1 |
| Marks & Spencer, Weavers Wharf | 4.0 | 300 | n/a | 300 | 13,200 | 10,697 | 3.2 | 23.4 | 0.8 |
| Morrisons, Oxford Street | 26.7 | 2,354 | 90 | 2,119 | 12,597 | 10,664 | 22.6 | 18.1 | 4.1 |
| Aldi, Green Street | 3.6 | 780 | 85 | 663 | 5,442 | 4,000 | 2.7 | 36.1 | 1.0 |
| KIDDERMINSTER OUT-OF-CENTRE | | | | | | | | | |
| Netto, New Road | 0.6 | 400 | 90 | 360 | 1,691 | 5,000 | 1.8 | -66.2 | -1.2 |
| Sainsbury's, Crossley Park | 63.5 | 6,116 | 75 | 4,587 | 13,851 | 9,276 | 42.5 | 49.3 | 21.0 |
| Co-op, Franche Road | 12.0 | 2,094 | 80 | 1,675 | 7,147 | 5,826 | 9.8 | 22.7 | 2.2 |
| Tesco, Stourport Road | 4.1 | 400 | 95 | 380 | 10,680 | 12,145 | 4.6 | -12.1 | -0.6 |
| Kidderminster total | 166.5 | 17,378 | | 13,291 | | | 126.1 | | 40.9 |
| STOURPORT EDGE-OF-CENTRE | | | | | | | | | |
| Lidl, Vale Road | 2.9 | 813 | 85 | 691 | 4236 | 4000 | 2.8 | 5.9 | 0.2 |
| Tesco, Lombard Street | 13.9 | 416 | 95 | 395 | 35072 | 12145 | 4.8 | 188.8 | 9.1 |
| Co-op, Lombard Street | 10.5 | 1,846 | 80 | 1477 | 7103 | 5826 | 8.6 | 21.9 | 1.9 |
| Stourport Total | 27.3 | 3,075 | | 2,563 | | | 16.2 | | 11.1 |
| TOTAL | | | | | | | | | 52.0 |

Notes:

Estimated Total Turnover from Table 5
Net Floorspace from Wyre Forest Retail Monitoring Report 2008 where available
Convenience goods allocations are WYG estimates
Average Sales Density from Verdict Grocery Retailers 2009 where available otherwise WYG estimates
2006 Prices

7. DEVELOPMENTS AND COMMITMENTS SINCE 2006 HOUSEHOLD SURVEY

| DESTINATION | Net Convenience Goods | | | |
|--|-----------------------|-------------------------------|-------------------------|-------------------------|
| | Floorspace (sqm) | Average Sales Density (£/sqm) | Benchmark Turnover (£m) | Change in Turnover (£m) |
| Morrisons, Green Street, Kidderminster (replacement store) | 2730 | 10,664 | 29.1 | 6.5 |
| Tesco, Carpets of Worth site, Stourport (new store) | 1527 | 12,145 | 18.5 | n/a |
| Kwik Save, Bridge Street, Stourport (closure) | -406 | 4500 | -1.8 | n/a |

Notes:

Change in turnover for Morrisons is the diference between the turnover of the new store and the previous store (convenience goods)
2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
CONVENIENCE GOODS ASSESSMENT**

8. CONVENIENCE FLOORSPACE CAPACITY: WYRE FOREST CORE SHOPPING AREA

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------|-------|-------|-------|-------|
| Available Expenditure (£m) | 184.6 | 189.6 | 199.5 | 210.6 | 221.9 |
| Actual Turnover of Facilities (£m) | 180.6 | 182.4 | 187.0 | 191.7 | 196.5 |
| Market Share 2009 (%) | 97.8 | 97.8 | 97.8 | 97.8 | 97.8 |
| Turnover Potential based on Market Share (£m) | 180.6 | 185.5 | 195.2 | 205.9 | 217.0 |
| Residual Expenditure (£m) | 0.0 | 3.1 | 8.2 | 14.2 | 20.5 |

8A. CONVENIENCE FLOORSPACE CAPACITY: KIDDERMINSTER

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 416.8 | 428.3 | 452.0 | 478.0 | 504.4 |
| Actual Turnover of Facilities (£m) | 178.0 | 179.8 | 184.3 | 189.0 | 193.7 |
| Market Share 2009 (%) | 42.7 | 42.7 | 42.7 | 42.7 | 42.7 |
| Turnover Potential based on Market Share (£m) | 178.0 | 182.9 | 193.0 | 204.1 | 215.4 |
| Residual Expenditure (£m) | 0.0 | 3.1 | 8.7 | 15.1 | 21.7 |
| Allowance for Overtrading/Undertrading (£m) | 40.9 | 40.9 | 40.9 | 40.9 | 40.9 |
| Adjustments (Replacement Morrisons) | -6.5 | -6.5 | -6.5 | -6.5 | -6.5 |
| Expenditure Capacity (£m) | 34.4 | 37.5 | 43.1 | 49.5 | 56.0 |

8B. CONVENIENCE FLOORSPACE CAPACITY: STOURPORT

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 416.8 | 428.3 | 452.0 | 478.0 | 504.4 |
| Actual Turnover of Facilities (£m) | 29.6 | 29.9 | 30.7 | 31.4 | 32.2 |
| Market Share 2009 (%) | 7.1 | 7.1 | 7.1 | 7.1 | 7.1 |
| Turnover Potential based on Market Share (£m) | 29.6 | 30.4 | 32.1 | 33.9 | 35.8 |
| Residual Expenditure (£m) | 0.0 | 0.5 | 1.4 | 2.5 | 3.6 |
| Allowance for Overtrading/Undertrading (£m) | 11.1 | 11.1 | 11.1 | 11.1 | 11.1 |
| Adjustments (Tesco, Carpets of Worth) | -18.5 | -18.5 | -18.5 | -18.5 | -18.5 |
| Adjustments (Kwik Save Closure) | 1.8 | 1.8 | 1.8 | 1.8 | 1.8 |
| Expenditure Capacity (£m) | -5.6 | -5.1 | -4.2 | -3.1 | -2.0 |

8C. CONVENIENCE FLOORSPACE CAPACITY: BEWDLEY

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|------------|------------|------------|------------|------------|
| Available Expenditure (£m) | 416.8 | 428.3 | 452.0 | 478.0 | 504.4 |
| Actual Turnover of Facilities (£m) | 6.9 | 6.9 | 7.1 | 7.3 | 7.5 |
| Market Share 2006 (%) | 1.6 | 1.6 | 1.6 | 1.6 | 1.6 |
| Turnover Potential based on Market Share (£m) | 6.9 | 7.1 | 7.5 | 7.9 | 8.3 |
| Residual Expenditure (£m) | 0.0 | 0.1 | 0.3 | 0.6 | 0.8 |

8D. CONVENIENCE FLOORSPACE CAPACITY: VILLAGES/RURAL AREA

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|------------|------------|------------|------------|------------|
| Available Expenditure (£m) | 416.8 | 428.3 | 452.0 | 478.0 | 504.4 |
| Actual Turnover of Facilities (£m) | 5.3 | 5.4 | 5.5 | 5.7 | 5.8 |
| Market Share 2006 (%) | 1.3 | 1.3 | 1.3 | 1.3 | 1.3 |
| Turnover Potential based on Market Share (£m) | 5.3 | 5.5 | 5.8 | 6.1 | 6.5 |
| Residual Expenditure (£m) | 0.0 | 0.1 | 0.3 | 0.5 | 0.7 |

8E. TOTAL CONVENIENCE FLOORSPACE CAPACITY

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|----------------------|-------------|-------------|-------------|-------------|-------------|
| KIDDERMINSTER | 34.4 | 37.5 | 43.1 | 49.5 | 56.0 |
| STOURPORT | -5.6 | -5.1 | -4.2 | -3.1 | -2.0 |
| BEWDLEY | 0.0 | 0.1 | 0.3 | 0.6 | 0.8 |
| VILLAGES/RURAL AREAS | 0.0 | 0.1 | 0.3 | 0.5 | 0.7 |
| TOTAL | 28.8 | 32.6 | 39.5 | 47.5 | 55.5 |

Notes:

Available expenditure from Table 3
Actual turnover of facilities from Table 5
Assumes 0.5% per annum increase in floorspace efficiency
Adjustments from Table 7
2006 Prices



**Appendix C – Quantitative Needs Assessment –
Statistical Tables for Comparison
floorspace**



**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

1. POPULATION

| ZONE | 2009 | 2010 | 2011 | 2016 | 2021 | 2026 | |
|------------------|----------------|----------------|----------------|----------------|----------------|----------------|-----------------------------------|
| 1 | 67,070 | 67,462 | 67,852 | 68,652 | 69,490 | 70,043 | Wyre Forest Core Shopping Area |
| 2 | 22,212 | 22,378 | 22,546 | 23,063 | 23,561 | 23,884 | |
| 3 | 21,275 | 21,544 | 21,802 | 22,832 | 23,763 | 24,363 | |
| Sub-Total | 110,557 | 111,384 | 112,200 | 114,547 | 116,814 | 118,290 | |
| 4 | 23,846 | 23,915 | 23,978 | 24,403 | 24,773 | 25,009 | Outer Zones |
| 5 | 44,409 | 44,563 | 44,711 | 45,217 | 45,741 | 46,075 | |
| 6 | 24,301 | 24,569 | 24,822 | 25,684 | 26,495 | 27,005 | |
| 7 | 22,782 | 23,030 | 23,274 | 24,067 | 24,779 | 25,235 | |
| 8 | 15,160 | 15,443 | 15,713 | 16,666 | 17,525 | 18,078 | |
| TOTAL | 241,055 | 242,904 | 244,698 | 250,584 | 256,128 | 259,692 | |

Notes:

Population projections to 2018 from MapInfo AnySite Package (2001 Census)
Population projections beyond 2018 are WYG Planning estimates based on average growth rates of previous 5 years

2. COMPARISON GOODS EXPENDITURE (PER CAPITA)(£)

| ZONE | 2009 | 2010 | 2011 | 2016 | 2021 | 2026 | |
|------|-------|-------|-------|-------|-------|-------|-----------------------------------|
| 1 | 3,165 | 3,257 | 3,351 | 3,866 | 4,574 | 5,619 | Wyre Forest Core Shopping Area |
| 2 | 3,269 | 3,364 | 3,462 | 3,994 | 4,724 | 5,803 | |
| 3 | 3,415 | 3,514 | 3,616 | 4,172 | 4,935 | 6,062 | |
| 4 | 3,614 | 3,719 | 3,827 | 4,415 | 5,223 | 6,416 | Outer Zones |
| 5 | 3,451 | 3,551 | 3,654 | 4,216 | 4,987 | 6,127 | |
| 6 | 3,640 | 3,746 | 3,854 | 4,447 | 5,260 | 6,462 | |
| 7 | 3,382 | 3,480 | 3,581 | 4,132 | 4,888 | 6,004 | |
| 8 | 3,602 | 3,706 | 3,814 | 4,400 | 5,205 | 6,394 | |

Notes:

2006 per capita expenditure figures derived from MapInfo AnySite Package
Projected forward 2006-2007 by 5.1% (MapInfo Info Brief 09/02)
Projected forward 2007-2008 by 4.6% (MapInfo Info Brief 09/02)
Projected forward 2008-2019 by 2.9% (MapInfo Info Brief 09/02)
Projected forward 2020-2026 by 4.2% (WYG Estimate)
Special forms of trading excluded at 5.8% (MapInfo Retail Expenditure Guide 2009/2010)
2006 Prices

3. COMPARISON GOODS EXPENDITURE (PER CAPITA) BREAKDOWN (£)

| Zone 1 | | | | | | | |
|---------------------------|--------------|--------------|--------------|--------------|--------------|--------------|--|
| CATEGORY | 2009 | 2010 | 2011 | 2016 | 2021 | 2026 | |
| Electrical Goods | 412 | 424 | 436 | 503 | 596 | 732 | |
| Furniture/Floor Coverings | 424 | 436 | 449 | 518 | 612 | 752 | |
| DIY/Hardware | 301 | 309 | 318 | 367 | 434 | 534 | |
| Non-bulky goods | 2,029 | 2,088 | 2,148 | 2,478 | 2,932 | 3,601 | |
| Zone 2 | | | | | | | |
| CATEGORY | 2009 | 2010 | 2011 | 2016 | 2021 | 2026 | |
| Electrical Goods | 427 | 439 | 452 | 521 | 616 | 757 | |
| Furniture/Floor Coverings | 442 | 455 | 468 | 540 | 639 | 785 | |
| DIY/Hardware | 312 | 321 | 330 | 381 | 451 | 554 | |
| Non-bulky goods | 2,089 | 2,149 | 2,212 | 2,551 | 3,018 | 3,708 | |
| Zone 3 | | | | | | | |
| CATEGORY | 2009 | 2010 | 2011 | 2016 | 2021 | 2026 | |
| Electrical Goods | 443 | 456 | 469 | 541 | 640 | 786 | |
| Furniture/Floor Coverings | 465 | 479 | 493 | 569 | 673 | 826 | |
| DIY/Hardware | 322 | 331 | 341 | 393 | 466 | 572 | |
| Non-bulky goods | 2,185 | 2,248 | 2,313 | 2,669 | 3,157 | 3,878 | |
| Zone 4 | | | | | | | |
| CATEGORY | 2009 | 2010 | 2011 | 2016 | 2021 | 2026 | |
| Electrical Goods | 469 | 482 | 496 | 573 | 677 | 832 | |
| Furniture/Floor Coverings | 491 | 505 | 520 | 600 | 709 | 872 | |
| DIY/Hardware | 340 | 350 | 360 | 415 | 491 | 603 | |
| Non-bulky goods | 2,315 | 2,382 | 2,451 | 2,827 | 3,345 | 4,109 | |
| Zone 5 | | | | | | | |
| CATEGORY | 2009 | 2010 | 2011 | 2016 | 2021 | 2026 | |
| Electrical Goods | 447 | 460 | 473 | 546 | 646 | 794 | |
| Furniture/Floor Coverings | 469 | 482 | 496 | 572 | 677 | 832 | |
| DIY/Hardware | 325 | 335 | 344 | 397 | 470 | 577 | |
| Non-bulky goods | 2,210 | 2,274 | 2,340 | 2,700 | 3,194 | 3,924 | |
| Zone 6 | | | | | | | |
| CATEGORY | 2009 | 2010 | 2011 | 2016 | 2021 | 2026 | |
| Electrical Goods | 472 | 485 | 500 | 576 | 682 | 837 | |
| Furniture/Floor Coverings | 487 | 501 | 515 | 595 | 703 | 864 | |
| DIY/Hardware | 335 | 344 | 354 | 409 | 484 | 594 | |
| Non-bulky goods | 2,347 | 2,415 | 2,485 | 2,867 | 3,392 | 4,166 | |
| Zone 7 | | | | | | | |
| CATEGORY | 2009 | 2010 | 2011 | 2016 | 2021 | 2026 | |
| Electrical Goods | 440 | 453 | 466 | 537 | 636 | 781 | |
| Furniture/Floor Coverings | 457 | 470 | 484 | 558 | 660 | 811 | |
| DIY/Hardware | 315 | 324 | 333 | 385 | 455 | 559 | |
| Non-bulky goods | 2,171 | 2,234 | 2,298 | 2,652 | 3,137 | 3,853 | |
| Zone 8 | | | | | | | |
| CATEGORY | 2009 | 2010 | 2011 | 2016 | 2021 | 2026 | |
| Electrical Goods | 469 | 482 | 496 | 573 | 677 | 832 | |
| Furniture/Floor Coverings | 491 | 505 | 520 | 600 | 709 | 872 | |
| DIY/Hardware | 335 | 344 | 354 | 409 | 484 | 594 | |
| Non-bulky goods | 2,307 | 2,374 | 2,443 | 2,819 | 3,334 | 4,096 | |

Notes

Expenditure on electrical goods derived from 'audio-visual equipment' category in MapInfo AnySite report excluding special forms of trade at 8.7% (MapInfo Retail Expenditure Guide 2009/2010)
Expenditure on furniture and carpets derived from 'furniture/floor/textiles' category in MapInfo AnySite report excluding special forms of trade at 5.4% (MapInfo Retail Expenditure Guide 2009/2010)
Expenditure on DIY/Hardware goods derived from 'hardware and DIY supplies' category in MapInfo AnySite report excluding special forms of trade at 7.1% (MapInfo Retail Expenditure Guide 2009/2010)
Expenditure on non-bulky goods is remaining comparison goods expenditure
Projected forward using same growth rates as in Table 2
2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

4. TOTAL COMPARISON GOODS EXPENDITURE (£m)

Zone 1

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| Electrical Goods | 27.6 | 29.6 | 34.6 | 41.4 | 51.2 |
| Furniture/Floor Coverings | 28.4 | 30.4 | 35.5 | 42.6 | 52.7 |
| DIY/Hardware | 20.2 | 21.6 | 25.2 | 30.2 | 37.4 |
| Non-bulky goods | 136.1 | 145.8 | 170.1 | 203.7 | 252.2 |
| TOTAL | 212.3 | 227.4 | 265.4 | 317.8 | 393.5 |

Zone 2

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|-------------|-------------|-------------|--------------|--------------|
| Electrical Goods | 9.5 | 10.2 | 12.0 | 14.5 | 18.1 |
| Furniture/Floor Coverings | 9.8 | 10.6 | 12.5 | 15.0 | 18.7 |
| DIY/Hardware | 6.9 | 7.5 | 8.8 | 10.6 | 13.2 |
| Non-bulky goods | 46.4 | 49.9 | 58.8 | 71.1 | 88.6 |
| TOTAL | 72.6 | 78.0 | 92.1 | 111.3 | 138.6 |

Zone 3

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|-------------|-------------|-------------|--------------|--------------|
| Electrical Goods | 9.4 | 10.2 | 12.4 | 15.2 | 19.2 |
| Furniture/Floor Coverings | 9.9 | 10.7 | 13.0 | 16.0 | 20.1 |
| DIY/Hardware | 6.9 | 7.4 | 9.0 | 11.1 | 13.9 |
| Non-bulky goods | 46.5 | 50.4 | 60.9 | 75.0 | 94.5 |
| TOTAL | 72.7 | 78.8 | 95.2 | 117.3 | 147.7 |

Zone 4

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|-------------|-------------|--------------|--------------|--------------|
| Electrical Goods | 11.2 | 11.9 | 14.0 | 16.8 | 20.8 |
| Furniture/Floor Coverings | 11.7 | 12.5 | 14.6 | 17.6 | 21.8 |
| DIY/Hardware | 8.1 | 8.6 | 10.1 | 12.2 | 15.1 |
| Non-bulky goods | 55.2 | 58.8 | 69.0 | 82.9 | 102.8 |
| TOTAL | 86.2 | 91.8 | 107.7 | 129.4 | 160.5 |

Zone 5

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| Electrical Goods | 19.9 | 21.2 | 24.7 | 29.6 | 36.6 |
| Furniture/Floor Coverings | 20.8 | 22.2 | 25.9 | 31.0 | 38.3 |
| DIY/Hardware | 14.4 | 15.4 | 18.0 | 21.5 | 26.6 |
| Non-bulky goods | 98.2 | 104.6 | 122.1 | 146.1 | 180.8 |
| TOTAL | 153.3 | 163.4 | 190.6 | 228.1 | 282.3 |

Zone 6

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|-------------|-------------|--------------|--------------|--------------|
| Electrical Goods | 11.5 | 12.4 | 14.8 | 18.1 | 22.6 |
| Furniture/Floor Coverings | 11.8 | 12.8 | 15.3 | 18.6 | 23.3 |
| DIY/Hardware | 8.1 | 8.8 | 10.5 | 12.8 | 16.0 |
| Non-bulky goods | 57.0 | 61.7 | 73.6 | 89.9 | 112.5 |
| TOTAL | 88.5 | 95.7 | 114.2 | 139.4 | 174.5 |

Zone 7

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|-------------|-------------|-------------|--------------|--------------|
| Electrical Goods | 10.0 | 10.8 | 12.9 | 15.8 | 19.7 |
| Furniture/Floor Coverings | 10.4 | 11.3 | 13.4 | 16.4 | 20.5 |
| DIY/Hardware | 7.2 | 7.8 | 9.3 | 11.3 | 14.1 |
| Non-bulky goods | 49.5 | 53.5 | 63.8 | 77.7 | 97.2 |
| TOTAL | 77.1 | 83.4 | 99.4 | 121.1 | 151.5 |

Zone 8

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|-------------|-------------|-------------|-------------|--------------|
| Electrical Goods | 7.1 | 7.8 | 9.5 | 11.9 | 15.0 |
| Furniture/Floor Coverings | 7.4 | 8.2 | 10.0 | 12.4 | 15.8 |
| DIY/Hardware | 5.1 | 5.6 | 6.8 | 8.5 | 10.7 |
| Non-bulky goods | 35.0 | 38.4 | 47.0 | 58.4 | 74.0 |
| TOTAL | 54.6 | 59.9 | 73.3 | 91.2 | 115.6 |

Sub-Total

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|---------------|---------------|---------------|
| Electrical Goods | 106.2 | 114.1 | 134.9 | 163.1 | 203.2 |
| Furniture/Floor Coverings | 110.3 | 118.6 | 140.2 | 169.6 | 211.2 |
| DIY/Hardware | 76.9 | 82.6 | 97.7 | 118.1 | 147.1 |
| Non-bulky goods | 523.8 | 563.0 | 665.4 | 804.8 | 1002.6 |
| TOTAL | 817.1 | 878.4 | 1038.1 | 1255.7 | 1564.2 |

Notes

2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

5. MARKET SHARE OF NON-BULKY GOODS DESINATIONS

| DESTINATION | TOTAL | | 1 | | 2 | | 3 | | 4 | 5 | | 6 | | 7 | | 8 | |
|------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|-------------|------------|-------------|-------------|-------------|
| | MAIN % | OTHERS % | main % | others % | main % | others % | main % | others % | main % | main % | others % | main % | others % | main % | others % | main % | others % |
| KIDDERMINSTER | 38.7 | 18.9 | 69.9 | 13.0 | 60.4 | 29.5 | 59.3 | 28.4 | 16.0 | 14.0 | 21.6 | 7.1 | 9.3 | 8.0 | 13.8 | 35.3 | 26.5 |
| STOURPORT | 0.9 | 0.8 | 0.3 | | 6.9 | 2.7 | 1.2 | 3.9 | | 0.5 | | | 0.7 | | | | 1.0 |
| BEWDLEY | 0.1 | 0.3 | | 0.4 | | | 1.2 | | | | 0.4 | | 0.7 | | | | |
| WYRE FOREST TOTAL | 39.7 | 19.9 | 70.2 | 13.4 | 67.3 | 32.1 | 61.7 | 32.4 | 16.0 | 14.5 | 22.0 | 7.1 | 10.7 | 8.0 | 13.8 | 35.3 | 27.5 |
| BIRMINGHAM | 4.6 | 12.9 | 3.2 | 13.0 | 2.0 | 8.0 | 2.5 | 8.8 | 2.1 | 7.0 | 19.2 | 13.3 | 15.3 | 3.4 | 8.6 | 2.4 | 7.8 |
| BRIDGNORTH | 1.0 | 0.5 | | 1.1 | | | | 1.0 | 11.7 | | 0.4 | | | | | | |
| BROMSGROVE | 2.1 | 2.3 | 0.3 | 0.7 | | | | | | 0.5 | 1.2 | 17.3 | 11.3 | 3.4 | 2.6 | | |
| DROITWICH | 1.4 | 1.4 | | | | | | | | | | | | 17.0 | 13.8 | | |
| HEREFORD | 0.7 | 1.7 | | 0.4 | | | | 1.0 | | | | | | | | 8.2 | 16.7 |
| LUDLOW | 0.4 | 0.8 | 0.6 | | | | 2.5 | 3.9 | | | | | | | | | 4.9 |
| MERRY HILL | 22.2 | 25.7 | 14.9 | 38.8 | 10.9 | 28.6 | 14.8 | 21.6 | 7.4 | 64.0 | 28.0 | 21.4 | 20.7 | 3.4 | 11.2 | 1.2 | 9.8 |
| REDDITCH | 2.8 | 3.7 | 1.0 | 1.1 | | 0.9 | | | | 0.5 | 0.4 | 23.5 | 20.7 | 3.4 | 4.3 | | |
| SOLIHULL | 0.6 | 1.2 | | 0.4 | | | 1.2 | 1.0 | | 1.4 | | 2.0 | 3.3 | | 2.6 | | 2.9 |
| STOURBRIDGE | 2.0 | 3.3 | 0.6 | 2.2 | | 1.8 | | | | 8.4 | 11.6 | 1.0 | | | | | |
| TELFORD | 3.8 | 1.4 | 0.3 | 0.7 | | 1.8 | | 4.9 | 42.6 | | 1.6 | | | | 0.9 | | 1.0 |
| TENBURY WELLS | 0.4 | 0.1 | | | | | | | | | | | | | | 4.7 | 1.0 |
| WOLVERHAMPTON | 1.1 | 0.9 | | 0.7 | | | | 1.0 | 10.6 | 0.5 | 2.0 | | | | 0.9 | 1.2 | 1.0 |
| WORCESTER | 15.6 | 18.9 | 8.1 | 23.2 | 19.8 | 25.9 | 16.0 | 14.7 | 2.1 | 1.9 | 8.0 | 13.3 | 17.3 | 60.2 | 28.4 | 43.5 | 21.6 |
| OTHER | 1.7 | 5.3 | 0.6 | 4.3 | | 0.9 | 1.2 | 9.8 | 7.4 | 1.4 | 5.6 | 1.0 | 0.7 | 1.1 | 12.9 | 3.5 | 5.9 |
| TOTAL (EX SFT/VARIES) | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes

Market share data from 2006 Household Survey

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

6. TURNOVER OF NON-BULKY GOODS DESTINATIONS (£m)

| DESTINATION | TOTAL | | 1 | | 2 | | 3 | | 4 | 5 | | 6 | | 7 | | 8 | |
|------------------------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | MAIN | OTHERS | main | others | main | others | main | others | main | main | others | main | others | main | others | main | others |
| KIDDERMINSTER | 104.4 | 47.9 | 58.3 | 6.9 | 14.6 | 6.5 | 13.0 | 7.0 | 8.8 | 6.9 | 10.6 | 1.6 | 3.3 | 2.0 | 3.4 | 5.1 | 5.4 |
| STOURPORT | 2.5 | 2.1 | 0.3 | | 1.7 | 0.6 | 0.3 | 1.0 | | 0.2 | | | 0.2 | | | | 0.2 |
| BEWDLEY | 0.3 | 0.7 | | 0.2 | | | 0.3 | | | | 0.2 | | 0.2 | | | | |
| WYRE FOREST TOTAL | 107.1 | 50.7 | 58.6 | 7.1 | 16.3 | 7.1 | 13.5 | 7.9 | 8.8 | 7.1 | 10.8 | 1.6 | 3.7 | 2.0 | 3.4 | 5.1 | 5.6 |
| BIRMINGHAM | 12.4 | 32.8 | 2.7 | 6.9 | 0.5 | 1.8 | 0.5 | 2.2 | 1.2 | 3.4 | 9.5 | 2.9 | 5.4 | 0.8 | 2.1 | 0.3 | 1.6 |
| BRIDGNORTH | 2.8 | 1.1 | | 0.6 | | | | 0.2 | 6.5 | | 0.2 | | | | | | |
| BROMSGROVE | 5.5 | 5.7 | 0.3 | 0.4 | | | | | | 0.2 | 0.6 | 3.8 | 4.0 | 0.8 | 0.6 | | |
| DROITWICH | 3.8 | 3.7 | | | | | | | | | | | | 4.2 | 3.4 | | |
| HEREFORD | 1.8 | 4.4 | | 0.2 | | | | 0.2 | | | | | | | | 1.2 | 3.4 |
| LUDLOW | 1.0 | 2.1 | 0.5 | | | | 0.5 | 1.0 | | | | | | | | | 1.0 |
| MERRY HILL | 60.0 | 65.3 | 12.4 | 20.4 | 2.6 | 6.3 | 3.2 | 5.3 | 4.1 | 31.3 | 13.8 | 4.7 | 7.2 | 0.8 | 2.8 | 0.2 | 2.0 |
| REDDITCH | 7.6 | 9.4 | 0.8 | 0.6 | | 0.2 | | | | 0.2 | 0.2 | 5.2 | 7.2 | 0.8 | 1.1 | | |
| SOLIHULL | 1.5 | 3.0 | | 0.2 | | | 0.3 | 0.2 | | 0.7 | | 0.4 | 1.2 | | 0.6 | | 0.6 |
| STOURBRIDGE | 5.3 | 8.5 | 0.5 | 1.1 | | 0.4 | | | | 4.1 | 5.7 | 0.2 | | | | | |
| TELFORD | 10.3 | 3.4 | 0.3 | 0.4 | | 0.4 | | 1.2 | 23.5 | | 0.8 | | | | 0.2 | | 0.2 |
| TENBURY WELLS | 1.0 | 0.2 | | | | | | | | | | | | | | 0.7 | 0.2 |
| WOLVERHAMPTON | 3.0 | 2.3 | | 0.4 | | | | 0.2 | 5.9 | 0.2 | 1.0 | | | | 0.2 | 0.2 | 0.2 |
| WORCESTER | 42.1 | 47.9 | 6.7 | 12.2 | 4.8 | 5.7 | 3.5 | 3.6 | 1.2 | 0.9 | 3.9 | 2.9 | 6.1 | 14.9 | 7.0 | 6.3 | 4.4 |
| OTHER | 4.5 | 13.5 | 0.5 | 2.3 | | 0.2 | 0.3 | 2.4 | 4.1 | 0.7 | 2.8 | 0.2 | 0.2 | 0.3 | 3.2 | 0.5 | 1.2 |
| TOTAL (EX SFT/VARIES) | 269.7 | 254.0 | 83.4 | 52.7 | 24.2 | 22.2 | 21.9 | 24.5 | 55.2 | 48.9 | 49.3 | 22.0 | 35.1 | 24.7 | 24.7 | 14.5 | 20.5 |

Notes

Turnover calculated by multiplying total expenditure per zone by market share. Proportion of expenditure spent at main clothes, shoe and fashion destination as follows:

| Main | | Others | |
|-------------|-------------|-------------|-------------|
| Zone | % | Zone | % |
| 1 | 61.3 | 1 | 38.7 |
| 2 | 52.2 | 2 | 47.8 |
| 3 | 47.2 | 3 | 52.8 |
| 4 | N/A | 4 | N/A |
| 5 | 49.8 | 5 | 50.2 |
| 6 | 38.5 | 6 | 61.5 |
| 7 | 50 | 7 | 50 |
| 8 | 41.4 | 8 | 58.6 |
| mean | 51.5 | mean | 48.5 |

2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

7. MARKET SHARE OF ELECTRICAL GOODS DESTINATIONS

| DESTINATION | TOTAL % | 1 % | 2 % | 3 % | 4 % | 5 % | 6 % | 7 % | 8 % |
|-----------------------------------|--------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| KIDDERMINSTER TOWN CENTRE | 5.9 | 12.4 | 7.1 | 8.6 | 8.5 | 1.7 | 2.4 | | 2.9 |
| KIDDERMINSTER OUTSIDE TOWN CENTRE | 34.0 | 62.9 | 47.6 | 61.4 | 8.5 | 12.8 | 9.4 | 3.6 | 25.7 |
| STOURPORT TOWN CENTRE | 0.7 | 1.5 | 2.4 | | | | | | |
| STOURPORT OUTSIDE TOWN CENTRE | 0.4 | 0.4 | 2.4 | 1.4 | | | | | |
| WASH HOUSE, WILDEN LANE | 9.4 | 16.4 | 28.6 | 14.3 | | | 4.7 | 1.2 | 1.4 |
| BEWDLEY | | | | | | | | | |
| WYRE FOREST TOTAL | 50.4 | 93.5 | 88.1 | 85.7 | 17.1 | 14.5 | 16.5 | 4.8 | 30.0 |
| AMBLECOTE | 4.1 | | | | | 21.5 | | | |
| BIRMINGHAM | 0.9 | | | | 1.2 | 1.2 | 3.5 | 2.4 | |
| BRIDGENORTH | 3.2 | | | | | 35.4 | | | |
| BROMSGROVE | 2.4 | 0.4 | | | | 1.2 | 22.4 | | |
| DROITWICH | 6.4 | 0.4 | 3.6 | 1.4 | | 2.3 | 9.4 | 44.6 | 5.7 |
| HEREFORD | 0.6 | | | | | | | | 7.1 |
| MERRY HILL | 9.2 | 1.8 | 1.2 | 4.3 | 1.2 | 37.2 | 10.6 | | |
| REDDITCH | 1.0 | 0.4 | | | | | 9.4 | | |
| SOLIHULL | 1.1 | 0.4 | 1.2 | 1.4 | | 0.6 | 5.9 | 1.2 | |
| STOURBRIDGE | 1.9 | | | | | 9.9 | | | |
| TELFORD | 3.1 | 0.4 | | | | 32.9 | | | |
| TENBURY WELLS | 1.9 | | | 2.9 | | | | | 27.1 |
| WOLVERHAMPTON | 0.6 | | | | 3.7 | 1.2 | | | |
| WORCESTER | 8.7 | 1.5 | 6.0 | | | 1.7 | 16.5 | 43.4 | 24.3 |
| OTHER | 4.5 | 1.5 | | 4.3 | 8.5 | 8.7 | 5.9 | 3.6 | 5.7 |
| TOTAL (EX SFT/VARIES) | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes

Market share data from 2006 Household Survey

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

8. TURNOVER OF ELECTRICAL GOODS DESTINATIONS (£m)

| DESTINATION | TOTAL | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-----------------------------------|--------------|-------------|------------|------------|-------------|-------------|-------------|-------------|------------|
| KIDDERMINSTER TOWN CENTRE | 6.2 | 3.4 | 0.7 | 0.8 | 1.0 | 0.3 | 0.3 | | 0.2 |
| KIDDERMINSTER OUTSIDE TOWN CENTRE | 36.1 | 17.4 | 4.5 | 5.8 | 1.0 | 2.5 | 1.1 | 0.4 | 1.8 |
| STOURPORT TOWN CENTRE | 0.7 | 0.4 | 0.2 | | | | | | |
| STOURPORT OUTSIDE TOWN CENTRE | 0.5 | 0.1 | 0.2 | 0.1 | | | | | |
| WASH HOUSE, WILDEN LANE | 10.0 | 4.5 | 2.7 | 1.3 | | | 0.5 | 0.1 | 0.1 |
| BEWDLEY | | | | | | | | | |
| WYRE FOREST TOTAL | 53.5 | 25.8 | 8.3 | 8.1 | 1.9 | 2.9 | 1.9 | 0.5 | 2.1 |
| AMBLECOTE | 4.4 | | | | | 4.3 | | | |
| BIRMINGHAM | 0.9 | | | | 0.1 | 0.2 | 0.4 | 0.2 | |
| BRIDGENORTH | 3.4 | | | | 4.0 | | | | |
| BROMSGROVE | 2.6 | 0.1 | | | | 0.2 | 2.6 | | |
| DROITWICH | 6.8 | 0.1 | 0.3 | 0.1 | | 0.5 | 1.1 | 4.5 | 0.4 |
| HEREFORD | 0.6 | | | | | | | | 0.5 |
| MERRY HILL | 9.8 | 0.5 | 0.1 | 0.4 | 0.1 | 7.4 | 1.2 | | |
| REDDITCH | 1.1 | 0.1 | | | | | 1.1 | | |
| SOLIHULL | 1.2 | 0.1 | 0.1 | 0.1 | | 0.1 | 0.7 | 0.1 | |
| STOURBRIDGE | 2.0 | | | | | 2.0 | | | |
| TELFORD | 3.3 | 0.1 | | | 3.7 | | | | |
| TENBURY WELLS | 2.0 | | | 0.3 | | | | | 1.9 |
| WOLVERHAMPTON | 0.6 | | | | 0.4 | 0.2 | | | |
| WORCESTER | 9.3 | 0.4 | 0.6 | | | 0.3 | 1.9 | 4.3 | 1.7 |
| OTHER | 4.8 | 0.4 | | 0.4 | 1.0 | 1.7 | 0.7 | 0.4 | 0.4 |
| TOTAL (EX SFT/VARIES) | 106.2 | 27.6 | 9.5 | 9.4 | 11.2 | 19.9 | 11.5 | 10.0 | 7.1 |

Notes
2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

9. MARKET SHARE OF FURNITURE/FLOOR COVERINGS DESTINATIONS

| DESTINATION | TOTAL % | 1 % | 2 % | 3 % | 4 % | 5 % | 6 % | 7 % | 8 % |
|-----------------------------------|--------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| KIDDERMINSTER TOWN CENTRE | 1.7 | 4.1 | 1.4 | 1.5 | | | | 1.4 | 1.7 |
| KIDDERMINSTER OUTSIDE TOWN CENTRE | 45.6 | 71.4 | 72.2 | 74.6 | 23.9 | 30.9 | 14.5 | 11.3 | 31.0 |
| STOURPORT TOWN CENTRE | | | | | | | | | |
| STOURPORT OUTSIDE TOWN CENTRE | 0.8 | 0.9 | 2.8 | 1.5 | | 0.7 | | | |
| BEWDLEY | | | | | | | | | |
| WYRE FOREST TOTAL | 48.0 | 76.4 | 76.4 | 77.6 | 23.9 | 31.5 | 14.5 | 12.7 | 32.8 |
| AMBLECOTE | 0.3 | | | | | 1.3 | | | |
| BIRMINGHAM | 2.0 | 1.4 | | 1.5 | 1.5 | 2.7 | 4.8 | 2.8 | 1.7 |
| BRIDGENORTH | 1.4 | | | | 16.4 | | | | |
| BROMSGROVE | 3.8 | 0.9 | | | | 1.3 | 31.3 | | |
| DROITWICH | 8.1 | 6.4 | 6.9 | 1.5 | | 2.0 | 10.8 | 45.1 | |
| HEREFORD | 0.1 | | | | | | | | 1.7 |
| MERRY HILL | 5.6 | 2.7 | 2.8 | 1.5 | 1.5 | 18.1 | 6.0 | 1.4 | 1.7 |
| REDDITCH | 0.6 | | | 1.5 | | | 4.8 | | |
| SOLIHULL | 0.6 | 0.9 | | | | 0.7 | 2.4 | | |
| STOURBRIDGE | 2.3 | 0.5 | 2.8 | 1.5 | | 9.4 | | | |
| TELFORD | 2.8 | | | | 32.8 | | | | |
| TENBURY WELLS | 1.5 | | | 1.5 | | | | | 19.0 |
| WEDNESBURY (IKEA) | 4.1 | 4.5 | 8.3 | 1.5 | | 5.4 | 7.2 | | 1.7 |
| WOLVERHAMPTON | 0.6 | 0.5 | | | 4.5 | 0.7 | | | |
| WORCESTER | 7.4 | 1.8 | 2.8 | 3.0 | | 1.3 | 9.6 | 35.2 | 25.9 |
| OTHER | 10.7 | 4.1 | | 9.0 | 19.4 | 25.5 | 8.4 | 2.8 | 15.5 |
| TOTAL (EX SFT/VARIES) | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes

Market share data from 2006 Household Survey

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

10. TURNOVER OF FURNITURE/FLOOR COVERINGS DESINATIONS (£m)

| DESTINATION | TOTAL | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-----------------------------------|--------------|-------------|------------|------------|-------------|-------------|-------------|-------------|------------|
| KIDDERMINSTER TOWN CENTRE | 1.8 | 1.2 | 0.1 | 0.1 | | | | 0.1 | 0.1 |
| KIDDERMINSTER OUTSIDE TOWN CENTRE | 50.3 | 20.3 | 7.1 | 7.4 | 2.8 | 6.4 | 1.7 | 1.2 | 2.3 |
| STOURPORT TOWN CENTRE | | | | | | | | | |
| STOURPORT OUTSIDE TOWN CENTRE | 0.8 | 0.3 | 0.3 | 0.1 | | 0.1 | | | |
| BEWDLEY | | | | | | | | | |
| WYRE FOREST TOTAL | 53.0 | 21.7 | 7.5 | 7.7 | 2.8 | 6.6 | 1.7 | 1.3 | 2.4 |
| AMBLECOTE | 0.3 | | | | | 0.3 | | | |
| BIRMINGHAM | 2.2 | 0.4 | | 0.1 | 0.2 | 0.6 | 0.6 | 0.3 | 0.1 |
| BRIDGENORTH | 1.5 | | | | 1.9 | | | | |
| BROMSGROVE | 4.2 | 0.3 | | | | 0.3 | 3.7 | | |
| DROITWICH | 9.0 | 1.8 | 0.7 | 0.1 | | 0.4 | 1.3 | 4.7 | |
| HEREFORD | 0.1 | | | | | | | | 0.1 |
| MERRY HILL | 6.2 | 0.8 | 0.3 | 0.1 | 0.2 | 3.8 | 0.7 | 0.1 | 0.1 |
| REDDITCH | 0.7 | | | 0.1 | | | 0.6 | | |
| SOLIHULL | 0.7 | 0.3 | | | | 0.1 | 0.3 | | |
| STOURBRIDGE | 2.5 | 0.1 | 0.3 | 0.1 | | 2.0 | | | |
| TELFORD | 3.1 | | | | 3.8 | | | | |
| TENBURY WELLS | 1.7 | | | 0.1 | | | | | 1.4 |
| WEDNESBURY (IKEA) | 4.5 | 1.3 | 0.8 | 0.1 | | 1.1 | 0.9 | | 0.1 |
| WOLVERHAMPTON | 0.7 | 0.1 | | | 0.5 | 0.1 | | | |
| WORCESTER | 8.1 | 0.5 | 0.3 | 0.3 | | 0.3 | 1.1 | 3.7 | 1.9 |
| OTHER | 11.8 | 1.2 | | 0.9 | 2.3 | 5.3 | 1.0 | 0.3 | 1.2 |
| TOTAL (EX SFT/VARIES) | 110.3 | 28.4 | 9.8 | 9.9 | 11.7 | 20.8 | 11.8 | 10.4 | 7.4 |

Notes
2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

11. MARKET SHARE OF DIY DESTINATIONS

| DESTINATION | TOTAL % | 1 % | 2 % | 3 % | 4 % | 5 % | 6 % | 7 % | 8 % |
|-----------------------------------|--------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| KIDDERMINSTER TOWN CENTRE | 1.3 | 1.8 | 4.3 | 1.3 | | 1.5 | | | |
| KIDDERMINSTER OUTSIDE TOWN CENTRE | 53.2 | 93.5 | 72.8 | 85.3 | 26.0 | 30.5 | 2.1 | 13.2 | 42.0 |
| STOURPORT TOWN CENTRE | | | | | | | | | |
| STOURPORT OUTSIDE TOWN CENTRE | 4.2 | 2.9 | 19.6 | 9.3 | | | | 2.6 | 7.4 |
| BEWDLEY | 0.1 | | | | | 0.5 | | | |
| WYRE FOREST TOTAL | 58.9 | 98.2 | 96.7 | 96.0 | 26.0 | 32.5 | 2.1 | 15.8 | 49.4 |
| BIRMINGHAM | 0.1 | | | | | 0.5 | | | |
| BRIDGENORTH | 3.0 | | | | 37.7 | | | | |
| BROMSGROVE | 7.0 | 0.7 | | | | 2.5 | 62.5 | 1.3 | |
| DROITWICH | 5.9 | | | | | | | 75.0 | |
| HALESOWEN | 2.9 | | | | | 12.7 | 2.1 | | 1.2 |
| HEREFORD | 0.4 | | | | | | | | 4.9 |
| LEOMINSTER | 1.1 | | | 1.3 | | | | | 12.3 |
| MERRY HILL | 0.9 | | | | | 4.6 | | | |
| REDDITCH | 3.4 | | 1.1 | | | 1.5 | 28.1 | 1.3 | 1.2 |
| SOLIHULL | | | | | | | | | |
| STOURBRIDGE | 7.6 | 0.4 | | | 1.3 | 36.5 | | | |
| TELFORD | 2.3 | | | | 27.3 | | 1.0 | | |
| TENBURY WELLS | 0.4 | | | | | | | | 4.9 |
| WOLVERHAMPTON | 0.2 | | | | 1.3 | 0.5 | | | |
| WORCESTER | 3.1 | 0.7 | 2.2 | | | 0.5 | 3.1 | 5.3 | 22.2 |
| OTHER | 2.9 | | | 2.7 | 6.5 | 8.1 | 1.0 | 1.3 | 3.7 |
| TOTAL (EX SFT/VARIES) | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes

Market share data from 2006 Household Survey

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

12. TURNOVER OF DIY DESTINATIONS (£m)

| DESTINATION | TOTAL | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-----------------------------------|--------------|-------------|------------|------------|------------|-------------|------------|------------|------------|
| KIDDERMINSTER TOWN CENTRE | 1.0 | 0.4 | 0.3 | 0.1 | | 0.2 | | | |
| KIDDERMINSTER OUTSIDE TOWN CENTRE | 40.9 | 18.9 | 5.0 | 5.8 | 2.1 | 4.4 | 0.2 | 0.9 | 2.1 |
| STOURPORT TOWN CENTRE | | | | | | | | | |
| STOURPORT OUTSIDE TOWN CENTRE | 3.2 | 0.6 | 1.4 | 0.6 | | | | 0.2 | 0.4 |
| BEWDLEY | 0.1 | | | | | 0.1 | | | |
| WYRE FOREST TOTAL | 45.3 | 19.8 | 6.7 | 6.6 | 2.1 | 4.7 | 0.2 | 1.1 | 2.5 |
| BIRMINGHAM | 0.1 | | | | | 0.1 | | | |
| BRIDGENORTH | 2.3 | | | | 3.1 | | | | |
| BROMSGROVE | 5.4 | 0.1 | | | | 0.4 | 5.1 | 0.1 | |
| DROITWICH | 4.5 | | | | | | | 5.4 | |
| HALESOWEN | 2.2 | | | | | 1.8 | 0.2 | | 0.1 |
| HEREFORD | 0.3 | | | | | | | | 0.3 |
| LEOMINSTER | 0.9 | | | 0.1 | | | | | 0.6 |
| MERRY HILL | 0.7 | | | | | 0.7 | | | |
| REDDITCH | 2.6 | | 0.1 | | | 0.2 | 2.3 | 0.1 | 0.1 |
| SOLIHULL | | | | | | | | | |
| STOURBRIDGE | 5.8 | 0.1 | | | 0.1 | 5.3 | | | |
| TELFORD | 1.7 | | | | 2.2 | | 0.1 | | |
| TENBURY WELLS | 0.3 | | | | | | | | 0.3 |
| WOLVERHAMPTON | 0.2 | | | | 0.1 | 0.1 | | | |
| WORCESTER | 2.4 | 0.1 | 0.2 | | | 0.1 | 0.3 | 0.4 | 1.1 |
| OTHER | 2.2 | | | 0.2 | 0.5 | 1.2 | 0.1 | 0.1 | 0.2 |
| TOTAL (EX SFT/VARIES) | 76.9 | 20.2 | 6.9 | 6.9 | 8.1 | 14.4 | 8.1 | 7.2 | 5.1 |

Notes
2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

13. DEVELOPMENTS AND COMMITMENTS SINCE 2006 HOUSEHOLD SURVEY

| Destination | Net Comparison Goods Floorspace (sqm) | Average Sales Density (£/sqm) | Benchmark Turnover (£m) |
|-------------------------------|--|--|--|
| Kidderminster | | | |
| Morrisons, Green Street | 448 | 9059 | 4.1 |
| 21-22 Coventry Street | 168 | 5,000 | 0.8 |
| Piano Building, Weavers Wharf | 1816 | 6,000 | 10.9 |
| Rowland Hill Centre | 50 | 5,000 | 0.3 |
| 65 Oxford Street | 178 | 5,000 | 0.9 |
| Stourport | | | |
| Tesco, Carpets of Worth site | 874 | 9192 | 8.0 |
| Mackays | 480 | 4,000 | 1.9 |
| 2 Lombard Street | 338 | 4,000 | 1.4 |

Notes:

Gross floorspace data from Wyre Forest Retail Monitor

Assumed that 80% of gross floorspace is sales area

Net floorspace figure for Morrisons is uplift from previous foodstore

Sales density for Tesco and Morrisons from Verdict 2009

All other sales densities are WYG estimate

2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

14. EXPENDITURE CAPACITY IN KIDDERMINSTER (CONSTANT MARKET SHARE)

NON-BULKY GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 523.8 | 563.0 | 665.4 | 804.8 | 1002.6 |
| Actual Turnover of Facilities (£m) | 152.3 | 159.7 | 179.8 | 202.4 | 227.9 |
| Market Share 2009 (%) | 29.1 | 29.1 | 29.1 | 29.1 | 29.1 |
| Turnover Potential based on Market Share (£m) | 152.3 | 163.7 | 193.5 | 234.0 | 291.5 |
| Residual Expenditure (£m) | 0.0 | 4.0 | 13.7 | 31.6 | 63.6 |

ELECTRICAL GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 106.2 | 114.1 | 134.9 | 163.1 | 203.2 |
| Actual Turnover of Facilities (£m) | 42.3 | 44.4 | 50.0 | 56.3 | 63.3 |
| Market Share 2009 (%) | 39.9 | 39.9 | 39.9 | 39.9 | 39.9 |
| Turnover Potential based on Market Share (£m) | 42.3 | 45.5 | 53.8 | 65.0 | 81.0 |
| Residual Expenditure (£m) | 0.0 | 1.1 | 3.8 | 8.8 | 17.7 |

FURNITURE/FLOOR COVERINGS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 110.3 | 118.6 | 140.2 | 169.6 | 211.2 |
| Actual Turnover of Facilities (£m) | 52.2 | 54.7 | 61.6 | 69.3 | 78.1 |
| Market Share 2009 (%) | 47.3 | 47.3 | 47.3 | 47.3 | 47.3 |
| Turnover Potential based on Market Share (£m) | 52.2 | 56.1 | 66.3 | 80.2 | 99.8 |
| Residual Expenditure (£m) | 0.0 | 1.4 | 4.7 | 10.8 | 21.8 |

DIY

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 76.9 | 82.6 | 97.7 | 118.1 | 147.1 |
| Actual Turnover of Facilities (£m) | 42.0 | 44.0 | 49.5 | 55.8 | 62.8 |
| Market Share 2009 (%) | 54.6 | 54.6 | 54.6 | 54.6 | 54.6 |
| Turnover Potential based on Market Share (£m) | 42.0 | 45.1 | 53.3 | 64.5 | 80.3 |
| Residual Expenditure (£m) | 0.0 | 1.1 | 3.8 | 8.7 | 17.5 |

TOTAL

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|---------------|---------------|--------------|--------------|---------------|
| TOTAL RESIDUAL EXPENDITURE (£m) | 0.0 | 7.6 | 25.9 | 59.9 | 120.6 |
| COMMITMENTS: | 16.9 | 17.8 | 20.0 | 22.5 | 25.3 |
| EXPENDITURE CAPACITY (£m) | -16.9 | -10.1 | 5.9 | 37.4 | 95.2 |
| Assumed Sales Density of New Floorspace (£/sqm) | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| FLOORSPACE CAPACITY (SQM NET) | -3,387 | -2,028 | 1,189 | 7,474 | 19,045 |

Notes:

Available expenditure from Table 4
Actual turnover of facilities (2009) from Tables 6, 8, 10, and 12
Assumes 2.4% per annum increase in floorspace efficiency
2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

15. EXPENDITURE CAPACITY IN STOURPORT (CONSTANT MARKET SHARE)

NON-BULKY GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 523.8 | 563.0 | 665.4 | 804.8 | 1002.6 |
| Actual Turnover of Facilities (£m) | 4.6 | 4.8 | 5.4 | 6.1 | 6.9 |
| Market Share 2009 (%) | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 |
| Turnover Potential based on Market Share (£m) | 4.6 | 4.9 | 5.8 | 7.0 | 8.8 |
| Residual Expenditure (£m) | 0.0 | 0.1 | 0.4 | 1.0 | 1.9 |

ELECTRICAL GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 106.2 | 114.1 | 134.9 | 163.1 | 203.2 |
| Actual Turnover of Facilities (£m) | 1.2 | 1.2 | 1.4 | 1.6 | 1.8 |
| Market Share 2009 (%) | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 |
| Turnover Potential based on Market Share (£m) | 1.2 | 1.3 | 1.5 | 1.8 | 2.3 |
| Residual Expenditure (£m) | 0.0 | 0.0 | 0.1 | 0.2 | 0.5 |

FURNITURE/FLOOR COVERINGS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 110.3 | 118.6 | 140.2 | 169.6 | 211.2 |
| Actual Turnover of Facilities (£m) | 0.8 | 0.9 | 1.0 | 1.1 | 1.3 |
| Market Share 2009 (%) | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 |
| Turnover Potential based on Market Share (£m) | 0.8 | 0.9 | 1.1 | 1.3 | 1.6 |
| Residual Expenditure (£m) | 0.0 | 0.0 | 0.1 | 0.2 | 0.4 |

DIY

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 76.9 | 82.6 | 97.7 | 118.1 | 147.1 |
| Actual Turnover of Facilities (£m) | 3.2 | 3.4 | 3.8 | 4.3 | 4.8 |
| Market Share 2009 (%) | 4.2 | 4.2 | 4.2 | 4.2 | 4.2 |
| Turnover Potential based on Market Share (£m) | 3.2 | 3.5 | 4.1 | 5.0 | 6.2 |
| Residual Expenditure (£m) | 0.0 | 0.1 | 0.3 | 0.7 | 1.4 |

TOTAL

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|--|-------------|-------------|-------------|-------------|-------------|
| TOTAL RESIDUAL EXPENDITURE (£M) | 0.0 | 0.3 | 0.9 | 2.0 | 4.1 |

COMMITMENTS:

| | | | | | |
|--|------|------|------|------|------|
| | 11.3 | 11.9 | 13.3 | 15.0 | 16.9 |
|--|------|------|------|------|------|

| | | | | | |
|----------------------------------|--------------|--------------|--------------|--------------|--------------|
| EXPENDITURE CAPACITY (£M) | -11.3 | -11.6 | -12.5 | -13.0 | -12.8 |
|----------------------------------|--------------|--------------|--------------|--------------|--------------|

| | | | | | |
|---|-------|-------|-------|-------|-------|
| Assumed Sales Density of New Floorspace (£/sqm) | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 |
|---|-------|-------|-------|-------|-------|

| | | | | | |
|--------------------------------------|---------------|---------------|---------------|---------------|---------------|
| FLOORSPACE CAPACITY (SQM NET) | -2,826 | -2,899 | -3,116 | -3,247 | -3,203 |
|--------------------------------------|---------------|---------------|---------------|---------------|---------------|

Notes:

Available expenditure from Table 4

Actual turnover of facilities (2009) from Tables 6, 8, 10, and 12

Assumes 2.4% per annum increase in floorspace efficiency

2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

16. EXPENDITURE CAPACITY IN BEWDLEY (CONSTANT MARKET SHARE)

NON-BULKY GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 523.8 | 563.0 | 665.4 | 804.8 | 1002.6 |
| Actual Turnover of Facilities (£m) | 0.9 | 1.0 | 1.1 | 1.2 | 1.4 |
| Market Share 2009 (%) | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Turnover Potential based on Market Share (£m) | 0.9 | 1.0 | 1.2 | 1.4 | 1.8 |
| Residual Expenditure (£m) | 0.0 | 0.0 | 0.1 | 0.2 | 0.4 |

ELECTRICAL GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 106.2 | 114.1 | 134.9 | 163.1 | 203.2 |
| Actual Turnover of Facilities (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Market Share 2009 (%) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Turnover Potential based on Market Share (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Residual Expenditure (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

FURNITURE/FLOOR COVERINGS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 110.3 | 118.6 | 140.2 | 169.6 | 211.2 |
| Actual Turnover of Facilities (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Market Share 2009 (%) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Turnover Potential based on Market Share (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Residual Expenditure (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

DIY

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 76.9 | 82.6 | 97.7 | 118.1 | 147.1 |
| Actual Turnover of Facilities (£m) | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Market Share 2009 (%) | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Turnover Potential based on Market Share (£m) | 0.1 | 0.1 | 0.1 | 0.1 | 0.2 |
| Residual Expenditure (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

TOTAL

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|--|-------------|-------------|-------------|-------------|-------------|
| TOTAL RESIDUAL EXPENDITURE (£M) | 0.0 | 0.0 | 0.1 | 0.2 | 0.4 |

COMMITMENTS:

| | | | | | |
|--|-----|-----|-----|-----|-----|
| | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
|--|-----|-----|-----|-----|-----|

| | | | | | |
|----------------------------------|------------|------------|------------|------------|------------|
| EXPENDITURE CAPACITY (£M) | 0.0 | 0.0 | 0.1 | 0.2 | 0.4 |
|----------------------------------|------------|------------|------------|------------|------------|

| | | | | | |
|---|-------|-------|-------|-------|-------|
| Assumed Sales Density of New Floorspace (£/sqm) | 3,500 | 3,500 | 3,500 | 3,500 | 3,500 |
|---|-------|-------|-------|-------|-------|

| | | | | | |
|--------------------------------------|----------|----------|-----------|-----------|------------|
| FLOORSPACE CAPACITY (SQM NET) | 0 | 8 | 26 | 60 | 122 |
|--------------------------------------|----------|----------|-----------|-----------|------------|

Notes:

Available expenditure from Table 4

Actual turnover of facilities (2009) from Tables 6, 8, 10, and 12

Assumes 2.4% per annum increase in floorspace efficiency

2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

17. EXPENDITURE CAPACITY IN THE WYRE FOREST CORE SHOPPING AREA (CONSTANT MARKET SHARE)

NON-BULKY GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 228.9 | 246.0 | 289.9 | 349.9 | 435.3 |
| Actual Turnover of Facilities (£m) | 110.5 | 115.9 | 130.5 | 146.9 | 165.4 |
| Market Share 2009 (%) | 48.3 | 48.3 | 48.3 | 48.3 | 48.3 |
| Turnover Potential based on Market Share (£m) | 110.5 | 118.8 | 140.0 | 168.9 | 210.2 |
| Residual Expenditure (£m) | 0.0 | 2.9 | 9.5 | 22.0 | 44.7 |

ELECTRICAL GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 46.5 | 50.0 | 58.9 | 71.1 | 88.5 |
| Actual Turnover of Facilities (£m) | 42.3 | 44.3 | 49.9 | 56.2 | 63.2 |
| Market Share 2009 (%) | 90.8 | 90.8 | 90.8 | 90.8 | 90.8 |
| Turnover Potential based on Market Share (£m) | 42.3 | 45.4 | 53.5 | 64.6 | 80.3 |
| Residual Expenditure (£m) | 0.0 | 1.1 | 3.6 | 8.4 | 17.1 |

FURNITURE/FLOOR COVERINGS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 48.1 | 51.7 | 61.0 | 73.6 | 91.6 |
| Actual Turnover of Facilities (£m) | 36.9 | 38.7 | 43.6 | 49.0 | 55.2 |
| Market Share 2009 (%) | 76.6 | 76.6 | 76.6 | 76.6 | 76.6 |
| Turnover Potential based on Market Share (£m) | 36.9 | 39.6 | 46.7 | 56.4 | 70.2 |
| Residual Expenditure (£m) | 0.0 | 1.0 | 3.2 | 7.4 | 14.9 |

DIY

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 33.9 | 36.5 | 43.0 | 51.9 | 64.5 |
| Actual Turnover of Facilities (£m) | 33.1 | 34.7 | 39.1 | 44.0 | 49.5 |
| Market Share 2009 (%) | 97.5 | 97.5 | 97.5 | 97.5 | 97.5 |
| Turnover Potential based on Market Share (£m) | 33.1 | 35.6 | 41.9 | 50.6 | 62.9 |
| Residual Expenditure (£m) | 0.0 | 0.9 | 2.8 | 6.6 | 13.4 |

TOTAL

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|--|-------------|-------------|-------------|-------------|-------------|
| TOTAL RESIDUAL EXPENDITURE (£m) | 0.0 | 5.8 | 19.1 | 44.3 | 90.2 |

COMMITMENTS:

| | | | | | |
|----------------------------------|--------------|--------------|--------------|------------|-------------|
| | 28.2 | 29.6 | 33.3 | 37.5 | 42.3 |
| EXPENDITURE CAPACITY (£m) | -28.2 | -23.8 | -14.2 | 6.8 | 47.9 |

| | | | | | |
|---|---------------|---------------|---------------|--------------|--------------|
| Assumed Sales Density of New Floorspace (£/sqm) | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| FLOORSPACE CAPACITY (SQM NET) | -5,648 | -4,757 | -2,848 | 1,358 | 9,581 |

Notes:

Available expenditure from Table 4

Actual turnover of facilities (2009) from Tables 6, 8, 10, and 12

Assumes 2.4% per annum increase in floorspace efficiency

2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

18. POPULATION

| ZONE | 2009 | 2011 | 2016 | 2021 | 2026 | |
|------------------|----------------|----------------|----------------|----------------|----------------|--------------------------------|
| 1 | 67,070 | 67,852 | 68,652 | 69,490 | 70,043 | Wyre Forest Core Shopping Area |
| 2 | 22,212 | 22,546 | 23,063 | 23,561 | 23,884 | |
| 3 | 21,275 | 21,802 | 22,832 | 23,763 | 24,363 | |
| Sub-Total | 110,557 | 112,200 | 114,547 | 116,814 | 118,290 | |
| 4 | 23,846 | 23,978 | 24,403 | 24,773 | 25,009 | Outer Zones |
| 5 | 44,409 | 44,711 | 45,217 | 45,741 | 46,075 | |
| 6 | 24,301 | 24,822 | 25,684 | 26,495 | 27,005 | |
| 7 | 22,782 | 23,274 | 24,067 | 24,779 | 25,235 | |
| 8 | 15,160 | 15,713 | 16,666 | 17,525 | 18,078 | |
| TOTAL | 241,055 | 244,698 | 250,584 | 256,128 | 259,692 | |

Notes:

Population projections to 2018 from MapInfo AnySite Package (2001 Census)
Population projections beyond 2018 are WYG Planning estimates based on average growth rates of previous 5 years

19. COMPARISON GOODS EXPENDITURE (PER CAPITA)(£)

| ZONE | 2009 | 2011 | 2016 | 2021 | 2026 | |
|------|-------|-------|-------|-------|-------|--------------------------------|
| 1 | 3,040 | 3,345 | 4,249 | 5,397 | 6,855 | Wyre Forest Core Shopping Area |
| 2 | 3,139 | 3,455 | 4,388 | 5,574 | 7,080 | |
| 3 | 3,280 | 3,609 | 4,584 | 5,823 | 7,396 | |
| 4 | 3,471 | 3,819 | 4,851 | 6,162 | 7,827 | Outer Zones |
| 5 | 3,314 | 3,647 | 4,633 | 5,884 | 7,475 | |
| 6 | 3,496 | 3,847 | 4,886 | 6,207 | 7,884 | |
| 7 | 3,248 | 3,574 | 4,540 | 5,767 | 7,325 | |
| 8 | 3,459 | 3,806 | 4,835 | 6,141 | 7,800 | |

Notes:

2006 per capita expenditure figures derived from MapInfo AnySite Package
Projected forward 2006-2007 by 5.1% (MapInfo Info Brief 09/02)
Projected forward 2007-2008 by 4.6% (MapInfo Info Brief 09/02)
Projected forward 2008-2026 by 4.9% (MapInfo Info Brief 09/02)
Special forms of trading excluded at 5.8% (Pitney Bowes Retail Expenditure Guide 2009/2010)
2006 Prices

20. COMPARISON GOODS EXPENDITURE (PER CAPITA) BREAKDOWN (£)

Zone 1

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| Electrical Goods | 420 | 462 | 587 | 746 | 947 |
| Furniture/Floor Coverings | 432 | 475 | 604 | 767 | 974 |
| DIY/Hardware | 306 | 337 | 428 | 544 | 691 |
| Non-bulky goods | 1,881 | 2,070 | 2,629 | 3,340 | 4,242 |

Zone 2

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| Electrical Goods | 435 | 478 | 608 | 772 | 981 |
| Furniture/Floor Coverings | 451 | 496 | 630 | 800 | 1016 |
| DIY/Hardware | 318 | 350 | 445 | 565 | 718 |
| Non-bulky goods | 1,936 | 2,130 | 2,706 | 3,437 | 4,366 |

Zone 3

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| Electrical Goods | 454 | 499 | 634 | 806 | 1023 |
| Furniture/Floor Coverings | 477 | 525 | 666 | 846 | 1075 |
| DIY/Hardware | 330 | 363 | 461 | 586 | 744 |
| Non-bulky goods | 2,019 | 2,222 | 2,822 | 3,585 | 4,553 |

Zone 4

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| Electrical Goods | 480 | 528 | 671 | 852 | 1083 |
| Furniture/Floor Coverings | 503 | 553 | 703 | 893 | 1134 |
| DIY/Hardware | 348 | 383 | 487 | 618 | 785 |
| Non-bulky goods | 2,140 | 2,354 | 2,991 | 3,799 | 4,825 |

Zone 5

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| Electrical Goods | 458 | 504 | 640 | 813 | 1033 |
| Furniture/Floor Coverings | 480 | 528 | 671 | 852 | 1083 |
| DIY/Hardware | 333 | 367 | 466 | 592 | 751 |
| Non-bulky goods | 2,043 | 2,248 | 2,856 | 3,628 | 4,608 |

Zone 6

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| Electrical Goods | 483 | 532 | 675 | 858 | 1090 |
| Furniture/Floor Coverings | 499 | 549 | 697 | 885 | 1124 |
| DIY/Hardware | 343 | 377 | 479 | 609 | 773 |
| Non-bulky goods | 2,171 | 2,389 | 3,035 | 3,855 | 4,896 |

Zone 7

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| Electrical Goods | 451 | 496 | 630 | 800 | 1016 |
| Furniture/Floor Coverings | 468 | 515 | 654 | 831 | 1055 |
| DIY/Hardware | 322 | 355 | 451 | 573 | 727 |
| Non-bulky goods | 2,007 | 2,209 | 2,805 | 3,563 | 4,526 |

Zone 8

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| Electrical Goods | 480 | 528 | 671 | 852 | 1083 |
| Furniture/Floor Coverings | 503 | 553 | 703 | 893 | 1134 |
| DIY/Hardware | 343 | 377 | 479 | 609 | 773 |
| Non-bulky goods | 2,133 | 2,347 | 2,981 | 3,787 | 4,810 |

Notes

Expenditure on electrical goods derived from 'audio-visual equipment' category in MapInfo AnySite report reports excluding special forms of trade at 8.7% (Mapinfo Retail Expenditure Guide 2009/2010)
Expenditure on furniture and carpets derived from 'furniture/floor/textiles' category in MapInfo AnySite report excluding special forms of trade at 5.4% (Mapinfo Retail Expenditure Guide 2009/2010)
Expenditure on DIY/Hardware goods derived from 'hardware and DIY supplies' category in MapInfo AnySite report excluding special forms of trade at 7.1% (Mapinfo Retail Expenditure Guide 2009/2010)
Expenditure on non-bulky goods is remaining comparison goods expenditure
Projected forward using same growth rates as in Table 2
2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

21. TOTAL COMPARISON GOODS EXPENDITURE (£m)

Zone 1

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| Electrical Goods | 28.2 | 31.4 | 40.3 | 51.8 | 66.4 |
| Furniture/Floor Coverings | 29.0 | 32.3 | 41.5 | 53.3 | 68.2 |
| DIY/Hardware | 20.6 | 22.9 | 29.4 | 37.8 | 48.4 |
| Non-bulky goods | 126.2 | 140.4 | 180.5 | 232.1 | 297.1 |
| TOTAL | 203.9 | 226.9 | 291.7 | 375.0 | 480.1 |

Zone 2

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|-------------|-------------|--------------|--------------|--------------|
| Electrical Goods | 9.7 | 10.8 | 14.0 | 18.2 | 23.4 |
| Furniture/Floor Coverings | 10.0 | 11.2 | 14.5 | 18.8 | 24.3 |
| DIY/Hardware | 7.1 | 7.9 | 10.3 | 13.3 | 17.1 |
| Non-bulky goods | 43.0 | 48.0 | 62.4 | 81.0 | 104.3 |
| TOTAL | 69.7 | 77.9 | 101.2 | 131.3 | 169.1 |

Zone 3

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|-------------|-------------|--------------|--------------|--------------|
| Electrical Goods | 9.7 | 10.9 | 14.5 | 19.1 | 24.9 |
| Furniture/Floor Coverings | 10.1 | 11.4 | 15.2 | 20.1 | 26.2 |
| DIY/Hardware | 7.0 | 7.9 | 10.5 | 13.9 | 18.1 |
| Non-bulky goods | 43.0 | 48.4 | 64.4 | 85.2 | 110.9 |
| TOTAL | 69.8 | 78.7 | 104.7 | 138.4 | 180.2 |

Zone 4

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|-------------|-------------|--------------|--------------|--------------|
| Electrical Goods | 11.4 | 12.7 | 16.4 | 21.1 | 27.1 |
| Furniture/Floor Coverings | 12.0 | 13.3 | 17.2 | 22.1 | 28.4 |
| DIY/Hardware | 8.3 | 9.2 | 11.9 | 15.3 | 19.6 |
| Non-bulky goods | 51.0 | 56.5 | 73.0 | 94.1 | 120.7 |
| TOTAL | 82.8 | 91.6 | 118.4 | 152.7 | 195.8 |

Zone 5

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|--------------|--------------|--------------|
| Electrical Goods | 20.3 | 22.5 | 28.9 | 37.2 | 47.6 |
| Furniture/Floor Coverings | 21.3 | 23.6 | 30.3 | 39.0 | 49.9 |
| DIY/Hardware | 14.8 | 16.4 | 21.1 | 27.1 | 34.6 |
| Non-bulky goods | 90.7 | 100.5 | 129.1 | 165.9 | 212.3 |
| TOTAL | 147.2 | 163.1 | 209.5 | 269.2 | 344.4 |

Zone 6

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|-------------|-------------|--------------|--------------|--------------|
| Electrical Goods | 11.7 | 13.2 | 17.3 | 22.7 | 29.4 |
| Furniture/Floor Coverings | 12.1 | 13.6 | 17.9 | 23.5 | 30.4 |
| DIY/Hardware | 8.3 | 9.4 | 12.3 | 16.1 | 20.9 |
| Non-bulky goods | 52.8 | 59.3 | 77.9 | 102.1 | 132.2 |
| TOTAL | 85.0 | 95.5 | 125.5 | 164.4 | 212.9 |

Zone 7

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|-------------|-------------|--------------|--------------|--------------|
| Electrical Goods | 10.3 | 11.5 | 15.2 | 19.8 | 25.6 |
| Furniture/Floor Coverings | 10.7 | 12.0 | 15.7 | 20.6 | 26.6 |
| DIY/Hardware | 7.3 | 8.3 | 10.8 | 14.2 | 18.4 |
| Non-bulky goods | 45.7 | 51.4 | 67.5 | 88.3 | 114.2 |
| TOTAL | 74.0 | 83.2 | 109.3 | 142.9 | 184.8 |

Zone 8

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|-------------|-------------|-------------|--------------|--------------|
| Electrical Goods | 7.3 | 8.3 | 11.2 | 14.9 | 19.6 |
| Furniture/Floor Coverings | 7.6 | 8.7 | 11.7 | 15.6 | 20.5 |
| DIY/Hardware | 5.2 | 5.9 | 8.0 | 10.7 | 14.0 |
| Non-bulky goods | 32.3 | 36.9 | 49.7 | 66.4 | 87.0 |
| TOTAL | 52.4 | 59.8 | 80.6 | 107.6 | 141.0 |

Sub-Total

| CATEGORY | 2009 | 2011 | 2016 | 2021 | 2026 |
|---------------------------|--------------|--------------|---------------|---------------|---------------|
| Electrical Goods | 108.6 | 121.3 | 157.8 | 205.0 | 264.0 |
| Furniture/Floor Coverings | 112.8 | 126.1 | 164.0 | 213.1 | 274.4 |
| DIY/Hardware | 78.6 | 87.8 | 114.3 | 148.4 | 191.1 |
| Non-bulky goods | 484.7 | 541.5 | 704.6 | 915.1 | 1178.7 |
| TOTAL | 784.7 | 876.6 | 1140.7 | 1481.5 | 1908.3 |

Notes

2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

22. MARKET SHARE OF NON-BULKY GOODS DESTINATIONS

| DESTINATION | TOTAL | | 1 | | 2 | | 3 | | 4 | 5 | | 6 | | 7 | | 8 | |
|------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|-------------|------------|-------------|-------------|-------------|
| | MAIN % | OTHERS % | main % | others % | main % | others % | main % | others % | main % | main % | others % | main % | others % | main % | others % | main % | others % |
| KIDDERMINSTER | 38.7 | 18.9 | 69.9 | 13.0 | 60.4 | 29.5 | 59.3 | 28.4 | 16.0 | 14.0 | 21.6 | 7.1 | 9.3 | 8.0 | 13.8 | 35.3 | 26.5 |
| STOURPORT | 0.9 | 0.8 | 0.3 | | 6.9 | 2.7 | 1.2 | 3.9 | | 0.5 | | | 0.7 | | | | 1.0 |
| BEWDLEY | 0.1 | 0.3 | | 0.4 | | | 1.2 | | | | 0.4 | | 0.7 | | | | |
| WYRE FOREST TOTAL | 39.7 | 19.9 | 70.2 | 13.4 | 67.3 | 32.1 | 61.7 | 32.4 | 16.0 | 14.5 | 22.0 | 7.1 | 10.7 | 8.0 | 13.8 | 35.3 | 27.5 |
| BIRMINGHAM | 4.6 | 12.9 | 3.2 | 13.0 | 2.0 | 8.0 | 2.5 | 8.8 | 2.1 | 7.0 | 19.2 | 13.3 | 15.3 | 3.4 | 8.6 | 2.4 | 7.8 |
| BRIDGNORTH | 1.0 | 0.5 | | 1.1 | | | | 1.0 | 11.7 | | 0.4 | | | | | | |
| BROMSGROVE | 2.1 | 2.3 | 0.3 | 0.7 | | | | | | 0.5 | 1.2 | 17.3 | 11.3 | 3.4 | 2.6 | | |
| DROITWICH | 1.4 | 1.4 | | | | | | | | | | | | 17.0 | 13.8 | | |
| HEREFORD | 0.7 | 1.7 | | 0.4 | | | | 1.0 | | | | | | | | 8.2 | 16.7 |
| LUDLOW | 0.4 | 0.8 | 0.6 | | | | 2.5 | 3.9 | | | | | | | | | 4.9 |
| MERRY HILL | 22.2 | 25.7 | 14.9 | 38.8 | 10.9 | 28.6 | 14.8 | 21.6 | 7.4 | 64.0 | 28.0 | 21.4 | 20.7 | 3.4 | 11.2 | 1.2 | 9.8 |
| REDDITCH | 2.8 | 3.7 | 1.0 | 1.1 | | 0.9 | | | | 0.5 | 0.4 | 23.5 | 20.7 | 3.4 | 4.3 | | |
| SOLIHULL | 0.6 | 1.2 | | 0.4 | | | 1.2 | 1.0 | | 1.4 | | 2.0 | 3.3 | | 2.6 | | 2.9 |
| STOURBRIDGE | 2.0 | 3.3 | 0.6 | 2.2 | | 1.8 | | | | 8.4 | 11.6 | 1.0 | | | | | |
| TELFORD | 3.8 | 1.4 | 0.3 | 0.7 | | 1.8 | | 4.9 | 42.6 | | 1.6 | | | | 0.9 | | 1.0 |
| TENBURY WELLS | 0.4 | 0.1 | | | | | | | | | | | | | | 4.7 | 1.0 |
| WOLVERHAMPTON | 1.1 | 0.9 | | 0.7 | | | | 1.0 | 10.6 | 0.5 | 2.0 | | | | 0.9 | 1.2 | 1.0 |
| WORCESTER | 15.6 | 18.9 | 8.1 | 23.2 | 19.8 | 25.9 | 16.0 | 14.7 | 2.1 | 1.9 | 8.0 | 13.3 | 17.3 | 60.2 | 28.4 | 43.5 | 21.6 |
| OTHER | 1.7 | 5.3 | 0.6 | 4.3 | | 0.9 | 1.2 | 9.8 | 7.4 | 1.4 | 5.6 | 1.0 | 0.7 | 1.1 | 12.9 | 3.5 | 5.9 |
| TOTAL (EX SFT/VARIES) | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes

Market share data from 2006 Household Survey

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

23. TURNOVER OF NON-BULKY GOODS DESTINATIONS (£m)

| DESTINATION | TOTAL | | 1 | | 2 | | 3 | | 4 | 5 | | 6 | | 7 | | 8 | |
|------------------------------|--------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| | MAIN | OTHERS | main | others | main | others | main | others | main | main | others | main | others | main | others | main | others |
| KIDDERMINSTER | 96.6 | 44.3 | 54.1 | 6.4 | 13.6 | 6.1 | 12.0 | 6.4 | 8.1 | 6.3 | 9.8 | 1.5 | 3.0 | 1.8 | 3.2 | 4.7 | 5.0 |
| STOURPORT | 2.3 | 1.9 | 0.3 | | 1.6 | 0.6 | 0.3 | 0.9 | | 0.2 | | | 0.2 | | | | 0.2 |
| BEWDLEY | 0.2 | 0.6 | | 0.2 | | | 0.3 | | | | 0.2 | | 0.2 | | | | |
| WYRE FOREST TOTAL | 99.1 | 46.9 | 54.3 | 6.5 | 15.1 | 6.6 | 12.5 | 7.3 | 8.1 | 6.5 | 10.0 | 1.5 | 3.5 | 1.8 | 3.2 | 4.7 | 5.2 |
| BIRMINGHAM | 11.4 | 30.3 | 2.5 | 6.4 | 0.4 | 1.7 | 0.5 | 2.0 | 1.1 | 3.2 | 8.7 | 2.7 | 5.0 | 0.8 | 2.0 | 0.3 | 1.5 |
| BRIDGNORTH | 2.6 | 1.1 | | 0.5 | | | | 0.2 | 6.0 | | 0.2 | | | | | | |
| BROMSGROVE | 5.1 | 5.3 | 0.3 | 0.4 | | | | | | 0.2 | 0.5 | 3.5 | 3.7 | 0.8 | 0.6 | | |
| DROITWICH | 3.5 | 3.4 | | | | | | | | | | | | 3.9 | 3.2 | | |
| HEREFORD | 1.6 | 4.0 | | 0.2 | | | | 0.2 | | | | | | | | 1.1 | 3.2 |
| LUDLOW | 0.9 | 1.9 | 0.5 | | | | 0.5 | 0.9 | | | | | | | | | 0.9 |
| MERRY HILL | 55.5 | 60.5 | 11.5 | 18.9 | 2.4 | 5.9 | 3.0 | 4.9 | 3.8 | 28.9 | 12.8 | 4.4 | 6.7 | 0.8 | 2.6 | 0.2 | 1.9 |
| REDDITCH | 7.0 | 8.7 | 0.8 | 0.5 | | 0.2 | | | | 0.2 | 0.2 | 4.8 | 6.7 | 0.8 | 1.0 | | |
| SOLIHULL | 1.4 | 2.8 | | 0.2 | | | 0.3 | 0.2 | | 0.6 | | 0.4 | 1.1 | | 0.6 | | 0.6 |
| STOURBRIDGE | 4.9 | 7.9 | 0.5 | 1.1 | | 0.4 | | | | 3.8 | 5.3 | 0.2 | | | | | |
| TELFORD | 9.6 | 3.2 | 0.3 | 0.4 | | 0.4 | | 1.1 | 21.7 | | 0.7 | | | | 0.2 | | 0.2 |
| TENBURY WELLS | 0.9 | 0.2 | | | | | | | | | | | | | | 0.6 | 0.2 |
| WOLVERHAMPTON | 2.8 | 2.1 | | 0.4 | | | | 0.2 | 5.4 | 0.2 | 0.9 | | | | 0.2 | 0.2 | 0.2 |
| WORCESTER | 39.0 | 44.3 | 6.3 | 11.3 | 4.4 | 5.3 | 3.3 | 3.3 | 1.1 | 0.8 | 3.6 | 2.7 | 5.6 | 13.8 | 6.5 | 5.8 | 4.1 |
| OTHER | 4.2 | 12.5 | 0.5 | 2.1 | | 0.2 | 0.3 | 2.2 | 3.8 | 0.6 | 2.6 | 0.2 | 0.2 | 0.3 | 3.0 | 0.5 | 1.1 |
| TOTAL (EX SFT/VARIES) | 249.6 | 235.1 | 77.3 | 48.8 | 22.4 | 20.6 | 20.3 | 22.7 | 51.0 | 45.2 | 45.5 | 20.3 | 32.4 | 22.9 | 22.9 | 13.4 | 18.9 |

Notes

Turnover calculated by multiplying total expenditure per zone by market share. Proportion of expenditure spent at main clothes, shoe and fashion destination as follows:

| Main | | Others | |
|-------------|-------------|-------------|-------------|
| Zone | % | Zone | % |
| 1 | 61.3 | 1 | 38.7 |
| 2 | 52.2 | 2 | 47.8 |
| 3 | 47.2 | 3 | 52.8 |
| 4 | N/A | 4 | N/A |
| 5 | 49.8 | 5 | 50.2 |
| 6 | 38.5 | 6 | 61.5 |
| 7 | 50 | 7 | 50 |
| 8 | 41.4 | 8 | 58.6 |
| mean | 51.5 | mean | 48.5 |

2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

24. MARKET SHARE OF ELECTRICAL GOODS DESTINATIONS

| DESTINATION | TOTAL % | 1 % | 2 % | 3 % | 4 % | 5 % | 6 % | 7 % | 8 % |
|-----------------------------------|--------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| KIDDERMINSTER TOWN CENTRE | 5.9 | 12.4 | 7.1 | 8.6 | 8.5 | 1.7 | 2.4 | | 2.9 |
| KIDDERMINSTER OUTSIDE TOWN CENTRE | 34.0 | 62.9 | 47.6 | 61.4 | 8.5 | 12.8 | 9.4 | 3.6 | 25.7 |
| STOURPORT TOWN CENTRE | 0.7 | 1.5 | 2.4 | | | | | | |
| STOURPORT OUTSIDE TOWN CENTRE | 0.4 | 0.4 | 2.4 | 1.4 | | | | | |
| WASH HOUSE, WILDEN LANE | 9.4 | 16.4 | 28.6 | 14.3 | | | 4.7 | 1.2 | 1.4 |
| BEWDLEY | | | | | | | | | |
| WYRE FOREST TOTAL | 50.4 | 93.5 | 88.1 | 85.7 | 17.1 | 14.5 | 16.5 | 4.8 | 30.0 |
| AMBLECOTE | 4.1 | | | | | 21.5 | | | |
| BIRMINGHAM | 0.9 | | | | 1.2 | 1.2 | 3.5 | 2.4 | |
| BRIDGENORTH | 3.2 | | | | | 35.4 | | | |
| BROMSGROVE | 2.4 | 0.4 | | | | 1.2 | 22.4 | | |
| DROITWICH | 6.4 | 0.4 | 3.6 | 1.4 | | 2.3 | 9.4 | 44.6 | 5.7 |
| HEREFORD | 0.6 | | | | | | | | 7.1 |
| MERRY HILL | 9.2 | 1.8 | 1.2 | 4.3 | 1.2 | 37.2 | 10.6 | | |
| REDDITCH | 1.0 | 0.4 | | | | | 9.4 | | |
| SOLIHULL | 1.1 | 0.4 | 1.2 | 1.4 | | 0.6 | 5.9 | 1.2 | |
| STOURBRIDGE | 1.9 | | | | | 9.9 | | | |
| TELFORD | 3.1 | 0.4 | | | | 32.9 | | | |
| TENBURY WELLS | 1.9 | | | 2.9 | | | | | 27.1 |
| WOLVERHAMPTON | 0.6 | | | | 3.7 | 1.2 | | | |
| WORCESTER | 8.7 | 1.5 | 6.0 | | | 1.7 | 16.5 | 43.4 | 24.3 |
| OTHER | 4.5 | 1.5 | | 4.3 | 8.5 | 8.7 | 5.9 | 3.6 | 5.7 |
| TOTAL (EX SFT/VARIES) | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes

Market share data from 2006 Household Survey

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

25. TURNOVER OF ELECTRICAL GOODS DESTINATIONS (£m)

| DESTINATION | TOTAL | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-----------------------------------|--------------|-------------|------------|------------|-------------|-------------|-------------|-------------|------------|
| KIDDERMINSTER TOWN CENTRE | 6.4 | 3.5 | 0.7 | 0.8 | 1.0 | 0.4 | 0.3 | | 0.2 |
| KIDDERMINSTER OUTSIDE TOWN CENTRE | 36.9 | 17.7 | 4.6 | 5.9 | 1.0 | 2.6 | 1.1 | 0.4 | 1.9 |
| STOURPORT TOWN CENTRE | 0.7 | 0.4 | 0.2 | | | | | | |
| STOURPORT OUTSIDE TOWN CENTRE | 0.5 | 0.1 | 0.2 | 0.1 | | | | | |
| WASH HOUSE, WILDEN LANE | 10.2 | 4.6 | 2.8 | 1.4 | | | 0.6 | 0.1 | 0.1 |
| BEWDLEY | | | | | | | | | |
| WYRE FOREST TOTAL | 54.7 | 26.3 | 8.5 | 8.3 | 2.0 | 3.0 | 1.9 | 0.5 | 2.2 |
| AMBLECOTE | 4.4 | | | | | 4.4 | | | |
| BIRMINGHAM | 1.0 | | | | 0.1 | 0.2 | 0.4 | 0.2 | |
| BRIDGENORTH | 3.5 | | | | 4.0 | | | | |
| BROMSGROVE | 2.6 | 0.1 | | | | 0.2 | 2.6 | | |
| DROITWICH | 7.0 | 0.1 | 0.3 | 0.1 | | 0.5 | 1.1 | 4.6 | 0.4 |
| HEREFORD | 0.6 | | | | | | | | 0.5 |
| MERRY HILL | 10.0 | 0.5 | 0.1 | 0.4 | 0.1 | 7.6 | 1.2 | | |
| REDDITCH | 1.1 | 0.1 | | | | | 1.1 | | |
| SOLIHULL | 1.2 | 0.1 | 0.1 | 0.1 | | 0.1 | 0.7 | 0.1 | |
| STOURBRIDGE | 2.0 | | | | | 2.0 | | | |
| TELFORD | 3.4 | 0.1 | | | 3.8 | | | | |
| TENBURY WELLS | 2.0 | | | 0.3 | | | | | 2.0 |
| WOLVERHAMPTON | 0.6 | | | | 0.4 | 0.2 | | | |
| WORCESTER | 9.5 | 0.4 | 0.6 | | | 0.4 | 1.9 | 4.5 | 1.8 |
| OTHER | 4.9 | 0.4 | | 0.4 | 1.0 | 1.8 | 0.7 | 0.4 | 0.4 |
| TOTAL (EX SFT/VARIES) | 108.6 | 28.2 | 9.7 | 9.7 | 11.4 | 20.3 | 11.7 | 10.3 | 7.3 |

Notes
2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

26. MARKET SHARE OF FURNITURE/FLOOR COVERINGS DESTINATIONS

| DESTINATION | TOTAL % | 1 % | 2 % | 3 % | 4 % | 5 % | 6 % | 7 % | 8 % |
|-----------------------------------|----------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| KIDDERMINSTER TOWN CENTRE | 1.7 | 4.1 | 1.4 | 1.5 | | | | 1.4 | 1.7 |
| KIDDERMINSTER OUTSIDE TOWN CENTRE | 45.6 | 71.4 | 72.2 | 74.6 | 23.9 | 30.9 | 14.5 | 11.3 | 31.0 |
| STOURPORT TOWN CENTRE | | | | | | | | | |
| STOURPORT OUTSIDE TOWN CENTRE | 0.8 | 0.9 | 2.8 | 1.5 | | 0.7 | | | |
| BEWDLEY | | | | | | | | | |
| WYRE FOREST TOTAL | 48.0 | 76.4 | 76.4 | 77.6 | 23.9 | 31.5 | 14.5 | 12.7 | 32.8 |
| AMBLECOTE | 0.3 | | | | | 1.3 | | | |
| BIRMINGHAM | 2.0 | 1.4 | | 1.5 | 1.5 | 2.7 | 4.8 | 2.8 | 1.7 |
| BRIDGENORTH | 1.4 | | | | 16.4 | | | | |
| BROMSGROVE | 3.8 | 0.9 | | | | 1.3 | 31.3 | | |
| DROITWICH | 8.1 | 6.4 | 6.9 | 1.5 | | 2.0 | 10.8 | 45.1 | |
| HEREFORD | 0.1 | | | | | | | | 1.7 |
| MERRY HILL | 5.6 | 2.7 | 2.8 | 1.5 | 1.5 | 18.1 | 6.0 | 1.4 | 1.7 |
| REDDITCH | 0.6 | | | 1.5 | | | 4.8 | | |
| SOLIHULL | 0.6 | 0.9 | | | | 0.7 | 2.4 | | |
| STOURBRIDGE | 2.3 | 0.5 | 2.8 | 1.5 | | 9.4 | | | |
| TELFORD | 2.8 | | | | 32.8 | | | | |
| TENBURY WELLS | 1.5 | | | 1.5 | | | | | 19.0 |
| WEDNESBURY (IKEA) | 4.1 | 4.5 | 8.3 | 1.5 | | 5.4 | 7.2 | | 1.7 |
| WOLVERHAMPTON | 0.6 | 0.5 | | | 4.5 | 0.7 | | | |
| WORCESTER | 7.4 | 1.8 | 2.8 | 3.0 | | 1.3 | 9.6 | 35.2 | 25.9 |
| OTHER | 10.7 | 4.1 | | 9.0 | 19.4 | 25.5 | 8.4 | 2.8 | 15.5 |
| TOTAL (EX SFT/VARIES) | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes

Market share data from 2006 Household Survey

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

27. TURNOVER OF FURNITURE/FLOOR COVERINGS DESINATIONS (£m)

| DESTINATION | TOTAL | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-----------------------------------|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|------------|
| KIDDERMINSTER TOWN CENTRE | 1.9 | 1.2 | 0.1 | 0.2 | | | | 0.2 | 0.1 |
| KIDDERMINSTER OUTSIDE TOWN CENTRE | 51.5 | 20.7 | 7.2 | 7.6 | 2.9 | 6.6 | 1.8 | 1.2 | 2.4 |
| STOURPORT TOWN CENTRE | | | | | | | | | |
| STOURPORT OUTSIDE TOWN CENTRE | 0.9 | 0.3 | 0.3 | 0.2 | | 0.1 | | | |
| BEWDLEY | | | | | | | | | |
| WYRE FOREST TOTAL | 54.2 | 22.1 | 7.6 | 7.9 | 2.9 | 6.7 | 1.8 | 1.4 | 2.5 |
| AMBLECOTE | 0.3 | | | | | 0.3 | | | |
| BIRMINGHAM | 2.3 | 0.4 | | 0.2 | 0.2 | 0.6 | 0.6 | 0.3 | 0.1 |
| BRIDGENORTH | 1.6 | | | | 2.0 | | | | |
| BROMSGROVE | 4.3 | 0.3 | | | | 0.3 | 3.8 | | |
| DROITWICH | 9.2 | 1.8 | 0.7 | 0.2 | | 0.4 | 1.3 | 4.8 | |
| HEREFORD | 0.1 | | | | | | | | 0.1 |
| MERRY HILL | 6.3 | 0.8 | 0.3 | 0.2 | 0.2 | 3.9 | 0.7 | 0.2 | 0.1 |
| REDDITCH | 0.7 | | | 0.2 | | | 0.6 | | |
| SOLIHULL | 0.7 | 0.3 | | | | 0.1 | 0.3 | | |
| STOURBRIDGE | 2.6 | 0.1 | 0.3 | 0.2 | | 2.0 | | | |
| TELFORD | 3.2 | | | | 3.9 | | | | |
| TENBURY WELLS | 1.7 | | | 0.2 | | | | | 1.4 |
| WEDNESBURY (IKEA) | 4.6 | 1.3 | 0.8 | 0.2 | | 1.1 | 0.9 | | 0.1 |
| WOLVERHAMPTON | 0.7 | 0.1 | | | 0.5 | 0.1 | | | |
| WORCESTER | 8.3 | 0.5 | 0.3 | 0.3 | | 0.3 | 1.2 | 3.8 | 2.0 |
| OTHER | 12.0 | 1.2 | | 0.9 | 2.3 | 5.4 | 1.0 | 0.3 | 1.2 |
| TOTAL (EX SFT/VARIES) | 112.8 | 29.0 | 10.0 | 10.1 | 12.0 | 21.3 | 12.1 | 10.7 | 7.6 |

Notes
2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

28. MARKET SHARE OF DIY DESTINATIONS

| DESTINATION | TOTAL % | 1 % | 2 % | 3 % | 4 % | 5 % | 6 % | 7 % | 8 % |
|-----------------------------------|--------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|
| KIDDERMINSTER TOWN CENTRE | 1.3 | 1.8 | 4.3 | 1.3 | | 1.5 | | | |
| KIDDERMINSTER OUTSIDE TOWN CENTRE | 53.2 | 93.5 | 72.8 | 85.3 | 26.0 | 30.5 | 2.1 | 13.2 | 42.0 |
| STOURPORT TOWN CENTRE | | | | | | | | | |
| STOURPORT OUTSIDE TOWN CENTRE | 4.2 | 2.9 | 19.6 | 9.3 | | | | 2.6 | 7.4 |
| BEWDLEY | 0.1 | | | | | 0.5 | | | |
| WYRE FOREST TOTAL | 58.9 | 98.2 | 96.7 | 96.0 | 26.0 | 32.5 | 2.1 | 15.8 | 49.4 |
| BIRMINGHAM | 0.1 | | | | | 0.5 | | | |
| BRIDGENORTH | 3.0 | | | | 37.7 | | | | |
| BROMSGROVE | 7.0 | 0.7 | | | | 2.5 | 62.5 | 1.3 | |
| DROITWICH | 5.9 | | | | | | | 75.0 | |
| HALESOWEN | 2.9 | | | | | 12.7 | 2.1 | | 1.2 |
| HEREFORD | 0.4 | | | | | | | | 4.9 |
| LEOMINSTER | 1.1 | | | 1.3 | | | | | 12.3 |
| MERRY HILL | 0.9 | | | | | 4.6 | | | |
| REDDITCH | 3.4 | | 1.1 | | | 1.5 | 28.1 | 1.3 | 1.2 |
| SOLIHULL | | | | | | | | | |
| STOURBRIDGE | 7.6 | 0.4 | | | 1.3 | 36.5 | | | |
| TELFORD | 2.3 | | | | 27.3 | | 1.0 | | |
| TENBURY WELLS | 0.4 | | | | | | | | 4.9 |
| WOLVERHAMPTON | 0.2 | | | | 1.3 | 0.5 | | | |
| WORCESTER | 3.1 | 0.7 | 2.2 | | | 0.5 | 3.1 | 5.3 | 22.2 |
| OTHER | 2.9 | | | 2.7 | 6.5 | 8.1 | 1.0 | 1.3 | 3.7 |
| TOTAL (EX SFT/VARIES) | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

Notes

Market share data from 2006 Household Survey

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

29. TURNOVER OF DIY DESTINATIONS (£m)

| DESTINATION | TOTAL | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
|-----------------------------------|--------------|-------------|------------|------------|------------|-------------|------------|------------|------------|
| KIDDERMINSTER TOWN CENTRE | 1.1 | 0.4 | 0.3 | 0.1 | | 0.2 | | | |
| KIDDERMINSTER OUTSIDE TOWN CENTRE | 41.9 | 19.2 | 5.1 | 6.0 | 2.2 | 4.5 | 0.2 | 1.0 | 2.2 |
| STOURPORT TOWN CENTRE | | | | | | | | | |
| STOURPORT OUTSIDE TOWN CENTRE | 3.3 | 0.6 | 1.4 | 0.7 | | | | 0.2 | 0.4 |
| BEWDLEY | 0.1 | | | | | 0.1 | | | |
| WYRE FOREST TOTAL | 46.3 | 20.2 | 6.8 | 6.7 | 2.2 | 4.8 | 0.2 | 1.2 | 2.6 |
| BIRMINGHAM | 0.1 | | | | | 0.1 | | | |
| BRIDGENORTH | 2.3 | | | | 3.1 | | | | |
| BROMSGROVE | 5.5 | 0.1 | | | | 0.4 | 5.2 | 0.1 | |
| DROITWICH | 4.6 | | | | | | | 5.5 | |
| HALESOWEN | 2.3 | | | | | 1.9 | 0.2 | | 0.1 |
| HEREFORD | 0.3 | | | | | | | | 0.3 |
| LEOMINSTER | 0.9 | | | 0.1 | | | | | 0.6 |
| MERRY HILL | 0.7 | | | | | 0.7 | | | |
| REDDITCH | 2.7 | | 0.1 | | | 0.2 | 2.3 | 0.1 | 0.1 |
| SOLIHULL | | | | | | | | | |
| STOURBRIDGE | 6.0 | 0.1 | | | 0.1 | 5.4 | | | |
| TELFORD | 1.8 | | | | 2.3 | | 0.1 | | |
| TENBURY WELLS | 0.3 | | | | | | | | 0.3 |
| WOLVERHAMPTON | 0.2 | | | | 0.1 | 0.1 | | | |
| WORCESTER | 2.4 | 0.1 | 0.2 | | | 0.1 | 0.3 | 0.4 | 1.2 |
| OTHER | 2.3 | | | 0.2 | 0.5 | 1.2 | 0.1 | 0.1 | 0.2 |
| TOTAL (EX SFT/VARIES) | 78.6 | 20.6 | 7.1 | 7.0 | 8.3 | 14.8 | 8.3 | 7.3 | 5.2 |

Notes
2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

30. DEVELOPMENTS AND COMMITMENTS SINCE 2006 HOUSEHOLD SURVEY

| Destination | Net Comparison Goods Floorspace (sqm) | Average Sales Density (£/sqm) | Benchmark Turnover (£m) |
|-------------------------------|--|--|--|
| Kidderminster | | | |
| Morrisons, Green Street | 448 | 9059 | 4.1 |
| 21-22 Coventry Street | 168 | 5,000 | 0.8 |
| Piano Building, Weavers Wharf | 1816 | 6,000 | 10.9 |
| Rowland Hill Centre | 50 | 5,000 | 0.3 |
| 65 Oxford Street | 178 | 5,000 | 0.9 |
| Stourport | | | |
| Tesco, Carpets of Worth site | 874 | 9192 | 8.0 |
| Mackays | 480 | 4,000 | 1.9 |
| 2 Lombard Street | 338 | 4,000 | 1.4 |

Notes:

Gross floorspace data from Wyre Forest Retail Monitor

Assumed that 80% of gross floorspace is sales area

Net floorspace figure for Morrisons is uplift from previous foodstore

Sales density for Tesco and Morrisons from Verdict 2009

All other sales densities are WYG estimate

2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

31. EXPENDITURE CAPACITY IN KIDDERMINSTER (CONSTANT MARKET SHARE)

NON-BULKY GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|--------------|
| Available Expenditure (£m) | 484.7 | 541.5 | 704.6 | 915.1 | 1178.7 |
| Actual Turnover of Facilities (£m) | 140.9 | 147.8 | 166.4 | 187.3 | 210.9 |
| Market Share 2009 (%) | 29.1 | 29.1 | 29.1 | 29.1 | 29.1 |
| Turnover Potential based on Market Share (£m) | 140.9 | 157.4 | 204.9 | 266.1 | 342.7 |
| Residual Expenditure (£m) | 0.0 | 9.7 | 38.5 | 78.7 | 131.8 |

ELECTRICAL GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 108.6 | 121.3 | 157.8 | 205.0 | 264.0 |
| Actual Turnover of Facilities (£m) | 43.3 | 45.4 | 51.1 | 57.5 | 64.8 |
| Market Share 2009 (%) | 39.9 | 39.9 | 39.9 | 39.9 | 39.9 |
| Turnover Potential based on Market Share (£m) | 43.3 | 48.4 | 62.9 | 81.7 | 105.3 |
| Residual Expenditure (£m) | 0.0 | 3.0 | 11.8 | 24.2 | 40.5 |

FURNITURE/FLOOR COVERINGS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 112.8 | 126.1 | 164.0 | 213.1 | 274.4 |
| Actual Turnover of Facilities (£m) | 53.3 | 55.9 | 63.0 | 70.9 | 79.8 |
| Market Share 2009 (%) | 47.3 | 47.3 | 47.3 | 47.3 | 47.3 |
| Turnover Potential based on Market Share (£m) | 53.3 | 59.6 | 77.5 | 100.7 | 129.7 |
| Residual Expenditure (£m) | 0.0 | 3.7 | 14.6 | 29.8 | 49.9 |

DIY

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 78.6 | 87.8 | 114.3 | 148.4 | 191.1 |
| Actual Turnover of Facilities (£m) | 42.9 | 45.0 | 50.6 | 57.0 | 64.2 |
| Market Share 2009 (%) | 54.6 | 54.6 | 54.6 | 54.6 | 54.6 |
| Turnover Potential based on Market Share (£m) | 42.9 | 47.9 | 62.4 | 81.0 | 104.3 |
| Residual Expenditure (£m) | 0.0 | 2.9 | 11.7 | 24.0 | 40.1 |

TOTAL

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|---------------|-------------|---------------|---------------|---------------|
| TOTAL RESIDUAL EXPENDITURE (£m) | 0.0 | 19.2 | 76.6 | 156.7 | 262.3 |
| COMMITMENTS: | 16.9 | 17.8 | 20.0 | 22.5 | 25.3 |
| EXPENDITURE CAPACITY (£m) | -16.9 | 1.5 | 56.6 | 134.2 | 237.0 |
| Assumed Sales Density of New Floorspace (£/sqm) | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| FLOORSPACE CAPACITY (SQM NET) | -3,387 | 295 | 11,320 | 26,835 | 47,391 |

Notes:

Available expenditure from Table 4
Actual turnover of facilities (2009) from Tables 6, 8, 10, and 12
Assumes 2.4% per annum increase in floorspace efficiency
2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

32. EXPENDITURE CAPACITY IN STOURPORT (CONSTANT MARKET SHARE)

NON-BULKY GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 484.7 | 541.5 | 704.6 | 915.1 | 1178.7 |
| Actual Turnover of Facilities (£m) | 4.2 | 4.4 | 5.0 | 5.6 | 6.3 |
| Market Share 2009 (%) | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 |
| Turnover Potential based on Market Share (£m) | 4.2 | 4.7 | 6.2 | 8.0 | 10.3 |
| Residual Expenditure (£m) | 0.0 | 0.3 | 1.2 | 2.4 | 4.0 |

ELECTRICAL GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 108.6 | 121.3 | 157.8 | 205.0 | 264.0 |
| Actual Turnover of Facilities (£m) | 1.2 | 1.3 | 1.4 | 1.6 | 1.8 |
| Market Share 2009 (%) | 1.1 | 1.1 | 1.1 | 1.1 | 1.1 |
| Turnover Potential based on Market Share (£m) | 1.2 | 1.3 | 1.7 | 2.3 | 2.9 |
| Residual Expenditure (£m) | 0.0 | 0.1 | 0.3 | 0.7 | 1.1 |

FURNITURE/FLOOR COVERINGS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 112.8 | 126.1 | 164.0 | 213.1 | 274.4 |
| Actual Turnover of Facilities (£m) | 0.9 | 0.9 | 1.0 | 1.1 | 1.3 |
| Market Share 2009 (%) | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 |
| Turnover Potential based on Market Share (£m) | 0.9 | 1.0 | 1.3 | 1.6 | 2.1 |
| Residual Expenditure (£m) | 0.0 | 0.1 | 0.2 | 0.5 | 0.8 |

DIY

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 78.6 | 87.8 | 114.3 | 148.4 | 191.1 |
| Actual Turnover of Facilities (£m) | 3.3 | 3.5 | 3.9 | 4.4 | 5.0 |
| Market Share 2009 (%) | 4.2 | 4.2 | 4.2 | 4.2 | 4.2 |
| Turnover Potential based on Market Share (£m) | 3.3 | 3.7 | 4.8 | 6.3 | 8.1 |
| Residual Expenditure (£m) | 0.0 | 0.2 | 0.9 | 1.8 | 3.1 |

TOTAL

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|--|-------------|-------------|-------------|-------------|-------------|
| TOTAL RESIDUAL EXPENDITURE (£M) | 0.0 | 0.7 | 2.6 | 5.4 | 9.0 |

COMMITMENTS:

| | | | | | |
|--|------|------|------|------|------|
| | 11.3 | 11.9 | 13.3 | 15.0 | 16.9 |
|--|------|------|------|------|------|

| | | | | | |
|----------------------------------|--------------|--------------|--------------|-------------|-------------|
| EXPENDITURE CAPACITY (£M) | -11.3 | -11.2 | -10.7 | -9.7 | -7.9 |
|----------------------------------|--------------|--------------|--------------|-------------|-------------|

| | | | | | |
|---|-------|-------|-------|-------|-------|
| Assumed Sales Density of New Floorspace (£/sqm) | 4,000 | 4,000 | 4,000 | 4,000 | 4,000 |
|---|-------|-------|-------|-------|-------|

| | | | | | |
|--------------------------------------|---------------|---------------|---------------|---------------|---------------|
| FLOORSPACE CAPACITY (SQM NET) | -2,826 | -2,799 | -2,680 | -2,414 | -1,982 |
|--------------------------------------|---------------|---------------|---------------|---------------|---------------|

Notes:

Available expenditure from Table 4

Actual turnover of facilities (2009) from Tables 6, 8, 10, and 12

Assumes 2.4% per annum increase in floorspace efficiency

2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

33. EXPENDITURE CAPACITY IN BEWDLEY (CONSTANT MARKET SHARE)

NON-BULKY GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 484.7 | 541.5 | 704.6 | 915.1 | 1178.7 |
| Actual Turnover of Facilities (£m) | 0.9 | 0.9 | 1.0 | 1.2 | 1.3 |
| Market Share 2009 (%) | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Turnover Potential based on Market Share (£m) | 0.9 | 1.0 | 1.3 | 1.6 | 2.1 |
| Residual Expenditure (£m) | 0.0 | 0.1 | 0.2 | 0.5 | 0.8 |

ELECTRICAL GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 108.6 | 121.3 | 157.8 | 205.0 | 264.0 |
| Actual Turnover of Facilities (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Market Share 2009 (%) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Turnover Potential based on Market Share (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Residual Expenditure (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

FURNITURE/FLOOR COVERINGS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 112.8 | 126.1 | 164.0 | 213.1 | 274.4 |
| Actual Turnover of Facilities (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Market Share 2009 (%) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Turnover Potential based on Market Share (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Residual Expenditure (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |

DIY

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 78.6 | 87.8 | 114.3 | 148.4 | 191.1 |
| Actual Turnover of Facilities (£m) | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Market Share 2009 (%) | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Turnover Potential based on Market Share (£m) | 0.1 | 0.1 | 0.1 | 0.2 | 0.2 |
| Residual Expenditure (£m) | 0.0 | 0.0 | 0.0 | 0.0 | 0.1 |

TOTAL

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|--|-------------|-------------|-------------|-------------|-------------|
| TOTAL RESIDUAL EXPENDITURE (£M) | 0.0 | 0.1 | 0.3 | 0.5 | 0.9 |

COMMITMENTS:

| | | | | | |
|--|-----|-----|-----|-----|-----|
| | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
|--|-----|-----|-----|-----|-----|

| | | | | | |
|----------------------------------|------------|------------|------------|------------|------------|
| EXPENDITURE CAPACITY (£M) | 0.0 | 0.1 | 0.3 | 0.5 | 0.9 |
|----------------------------------|------------|------------|------------|------------|------------|

| | | | | | |
|---|-------|-------|-------|-------|-------|
| Assumed Sales Density of New Floorspace (£/sqm) | 3,500 | 3,500 | 3,500 | 3,500 | 3,500 |
|---|-------|-------|-------|-------|-------|

| | | | | | |
|--------------------------------------|----------|-----------|-----------|------------|------------|
| FLOORSPACE CAPACITY (SQM NET) | 0 | 19 | 74 | 152 | 254 |
|--------------------------------------|----------|-----------|-----------|------------|------------|

Notes:

Available expenditure from Table 4

Actual turnover of facilities (2009) from Tables 6, 8, 10, and 12

Assumes 2.4% per annum increase in floorspace efficiency

2006 Prices

**WYRE FOREST RETAIL STUDY UPDATE 2009
COMPARISON GOODS ASSESSMENT**

34. EXPENDITURE CAPACITY IN THE WYRE FOREST CORE SHOPPING AREA (CONSTANT MARKET SHARE)

NON-BULKY GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 212.1 | 236.9 | 307.3 | 398.2 | 512.3 |
| Actual Turnover of Facilities (£m) | 102.4 | 107.4 | 120.9 | 136.2 | 153.3 |
| Market Share 2009 (%) | 48.3 | 48.3 | 48.3 | 48.3 | 48.3 |
| Turnover Potential based on Market Share (£m) | 102.4 | 114.4 | 148.4 | 192.3 | 247.4 |
| Residual Expenditure (£m) | 0.0 | 7.0 | 27.5 | 56.2 | 94.1 |

ELECTRICAL GOODS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 47.5 | 53.0 | 68.8 | 89.2 | 114.7 |
| Actual Turnover of Facilities (£m) | 43.1 | 45.2 | 50.9 | 57.3 | 64.5 |
| Market Share 2009 (%) | 90.8 | 90.8 | 90.8 | 90.8 | 90.8 |
| Turnover Potential based on Market Share (£m) | 43.1 | 48.2 | 62.5 | 81.0 | 104.2 |
| Residual Expenditure (£m) | 0.0 | 2.9 | 11.6 | 23.6 | 39.6 |

FURNITURE/FLOOR COVERINGS

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 49.1 | 54.9 | 71.2 | 92.3 | 118.7 |
| Actual Turnover of Facilities (£m) | 37.6 | 39.5 | 44.4 | 50.0 | 56.3 |
| Market Share 2009 (%) | 76.6 | 76.6 | 76.6 | 76.6 | 76.6 |
| Turnover Potential based on Market Share (£m) | 37.6 | 42.0 | 54.6 | 70.7 | 91.0 |
| Residual Expenditure (£m) | 0.0 | 2.6 | 10.1 | 20.7 | 34.6 |

DIY

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|---|-------------|-------------|-------------|-------------|-------------|
| Available Expenditure (£m) | 34.6 | 38.7 | 50.2 | 65.0 | 83.7 |
| Actual Turnover of Facilities (£m) | 33.8 | 35.4 | 39.9 | 44.9 | 50.5 |
| Market Share 2009 (%) | 97.5 | 97.5 | 97.5 | 97.5 | 97.5 |
| Turnover Potential based on Market Share (£m) | 33.8 | 37.7 | 48.9 | 63.4 | 81.5 |
| Residual Expenditure (£m) | 0.0 | 2.3 | 9.1 | 18.5 | 31.0 |

TOTAL

| | 2009 | 2011 | 2016 | 2021 | 2026 |
|--|-------------|-------------|-------------|--------------|--------------|
| TOTAL RESIDUAL EXPENDITURE (£m) | 0.0 | 14.8 | 58.2 | 119.0 | 199.4 |

COMMITMENTS:

| | | | | | |
|----------------------------------|--------------|--------------|-------------|-------------|--------------|
| | 28.2 | 29.6 | 33.3 | 37.5 | 42.3 |
| EXPENDITURE CAPACITY (£m) | -28.2 | -14.8 | 24.9 | 81.4 | 157.1 |

| | | | | | |
|---|---------------|---------------|--------------|---------------|---------------|
| Assumed Sales Density of New Floorspace (£/sqm) | 5,000 | 5,000 | 5,000 | 5,000 | 5,000 |
| FLOORSPACE CAPACITY (SQM NET) | -5,648 | -2,957 | 4,978 | 16,286 | 31,422 |

Notes:

Available expenditure from Table 4

Actual turnover of facilities (2009) from Tables 6, 8, 10, and 12

Assumes 2.4% per annum increase in floorspace efficiency

2006 Prices



Appendix D – Summary of Focus database requirements for Kidderminster and Stourport



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Results of Focus Database Analysis

Kidderminster

| Use Class | Operation | Floorspace | | Location (Prime, Secondary, Out of Centre) |
|---------------------|------------------------------|-------------|--------------|---|
| | | min sqm | max sqm | |
| A1 | Phones 4 U | 56 | 139 | Prime, in Town |
| | United Carpets (UC Holdings) | 372 | 1394 | Prime, in Town |
| | The Body Shop International | 74 | 186 | Prime, in Town |
| | Hooty's Supplies (Wholesale) | 2787 | 8361 | Prime, out of Town |
| | Barnardo's | 74 | 111 | Prime, in Town |
| | British Heart Foundation | 56 | 93 | Prime, in Town |
| | The Fragrance Shop | 22 | 56 | Prime, in Town |
| | Tile Giant | 307 | 557 | Prime, in Town |
| | Desire by Debenhams | 1858 | 2323 | Prime, in Town |
| | CTN | 93 | 139 | Prime, in Town |
| | The Extra Care | 56 | 93 | Prime, in Town |
| | Tires Worcester | 418 | 650 | Prime, in Town |
| | Textiles Direct | 93 | 557 | Prime, in Town |
| | The Blue Cross | 46 | 93 | Secondary, in Town |
| | Profile Clothing Ltd | 93 | 557 | Prime, in Town |
| | Pets at Home Ltd | 279 | 1115 | Prime, in Town |
| | Eat4less | 2787 | 8361 | Prime, in Town |
| Sub-total | | 6683 | 16425 | |
| A2 | UK Barber Shop Limited | 37 | 93 | Prime, in Town |
| Sub-total | | 37 | 93 | |
| A3 | Costa | 93 | 139 | Prime, in Town |
| | Pizza Express/ASK/Zizzi | 232 | 465 | Prime, in Town |
| Sub-total | | 325 | 604 | |
| A4 | Marstons Plc | 2023 | 2183 | Prime, in Town |
| Sub-total | | 2023 | 2183 | |
| A5 | None | None | | None |
| Other D1 | Vets4Pets Ltd | 186 | 223 | Prime, out of Town |
| | Sub-total | 186 | 223 | |

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Results of Focus Database Analysis

Stourport on Severn

| Use Class | Operation | Floorspace | | Location (Prime, Secondary, Out of Centre) |
|------------------|----------------|------------|------------|---|
| | | min sqm | max sqm | |
| A1 | The Extra Care | 56 | 93 | Prime, in Town |
| | Greggs plc | 46 | 139 | Prime, in Town |
| | The Blue Cross | 46 | 93 | Secondary, in Town |
| | Brighthouse | 209 | 325 | Prime, in Town |
| Sub-total | | 358 | 650 | |
| A2 | None | None | None | None |
| A3 | None | None | None | None |
| A4 | None | None | None | None |
| A5 | None | None | None | None |
| Other | None | None | None | None |

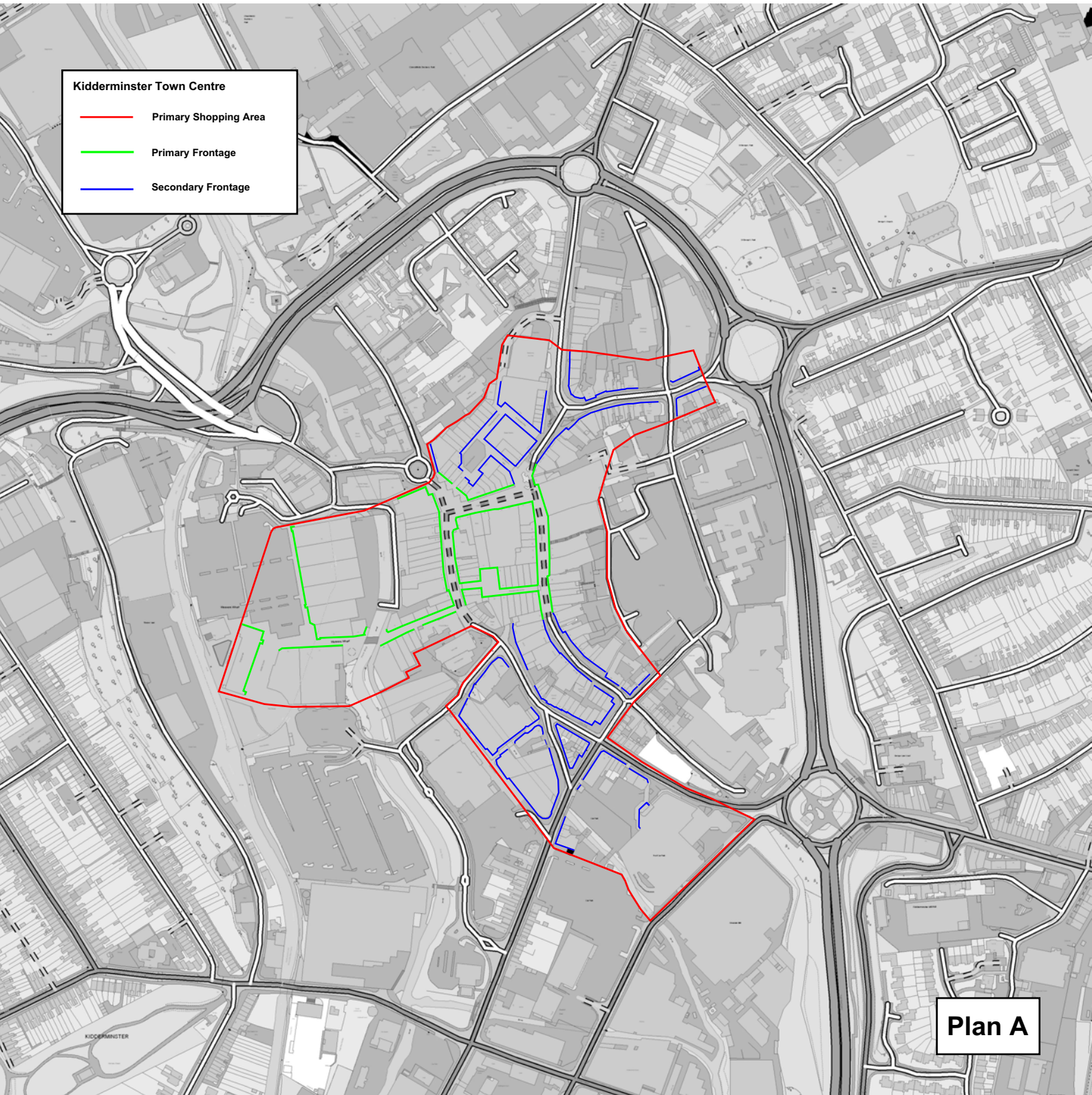


**Appendix E – Updated Primary Shopping Area
Designations – Kidderminster and
Stourport**



Kidderminster Town Centre

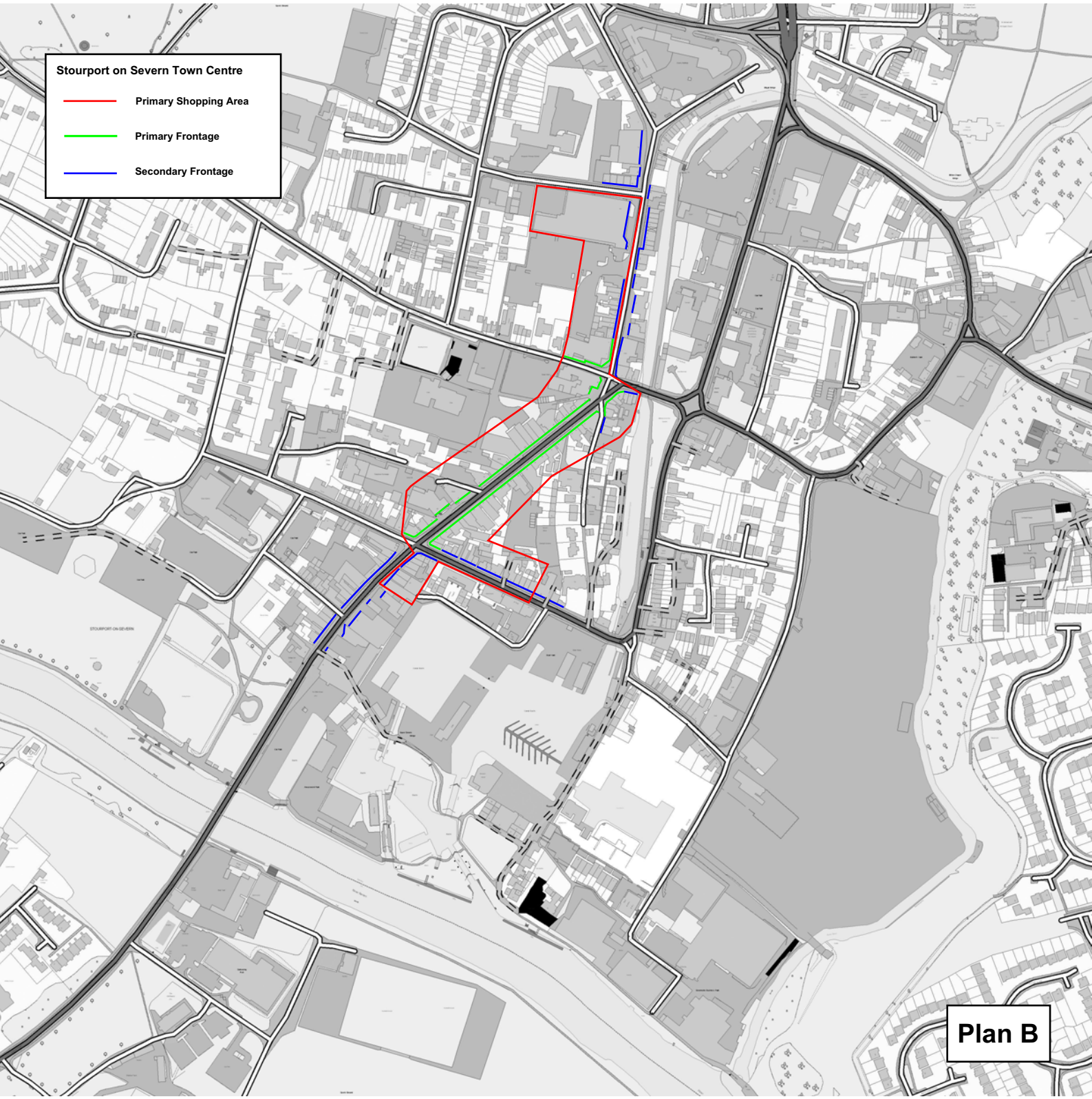
- Primary Shopping Area
- Primary Frontage
- Secondary Frontage



Plan A

Stourport on Severn Town Centre

- Primary Shopping Area
- Primary Frontage
- Secondary Frontage



Plan B