



**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																		
Chaddesley Corbett	0.1	0.3		1.0							0.5							
Cookley		1.7		3.9								2.3						
Far Forest (Londis)	0.2	0.2			0.9		1.2	2.1										
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
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					
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
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
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 %	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										

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
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EXPENDITURE CAPACITY (£M)	-11.3	-11.6	-12.5	-13.0	-12.8
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Assumed Sales Density of New Floorspace (£/sqm)	4,000	4,000	4,000	4,000	4,000
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FLOORSPACE CAPACITY (SQM NET)	-2,826	-2,899	-3,116	-3,247	-3,203
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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
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EXPENDITURE CAPACITY (£M)	0.0	0.0	0.1	0.2	0.4
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Assumed Sales Density of New Floorspace (£/sqm)	3,500	3,500	3,500	3,500	3,500
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FLOORSPACE CAPACITY (SQM NET)	0	8	26	60	122
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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 %	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										

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
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EXPENDITURE CAPACITY (£M)	-11.3	-11.2	-10.7	-9.7	-7.9
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Assumed Sales Density of New Floorspace (£/sqm)	4,000	4,000	4,000	4,000	4,000
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FLOORSPACE CAPACITY (SQM NET)	-2,826	-2,799	-2,680	-2,414	-1,982
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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
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EXPENDITURE CAPACITY (£M)	0.0	0.1	0.3	0.5	0.9
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Assumed Sales Density of New Floorspace (£/sqm)	3,500	3,500	3,500	3,500	3,500
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FLOORSPACE CAPACITY (SQM NET)	0	19	74	152	254
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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

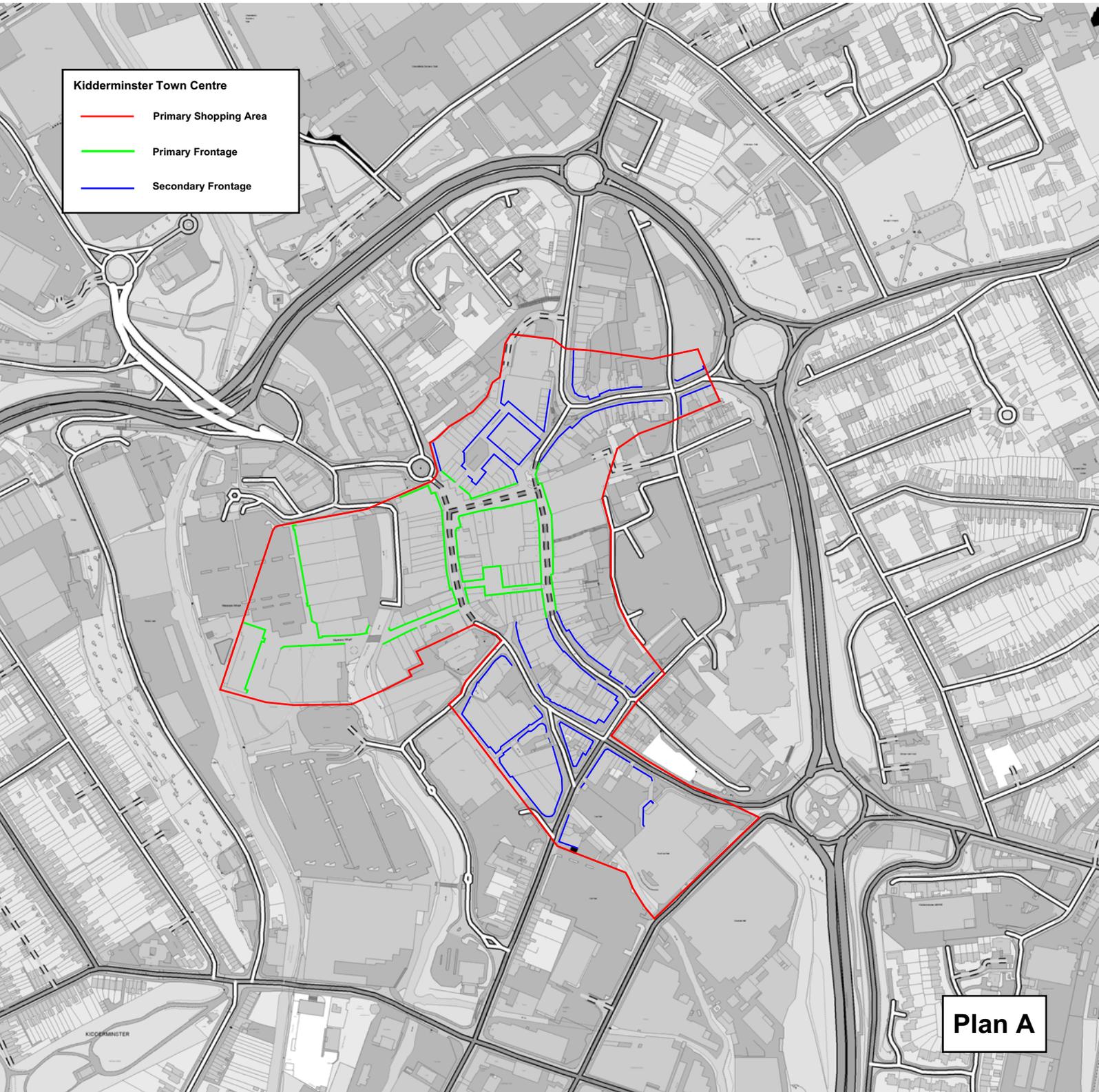


**Appendix E – Updated Primary Shopping Area
Designations – Kidderminster and
Stourport**



Kidderminster Town Centre

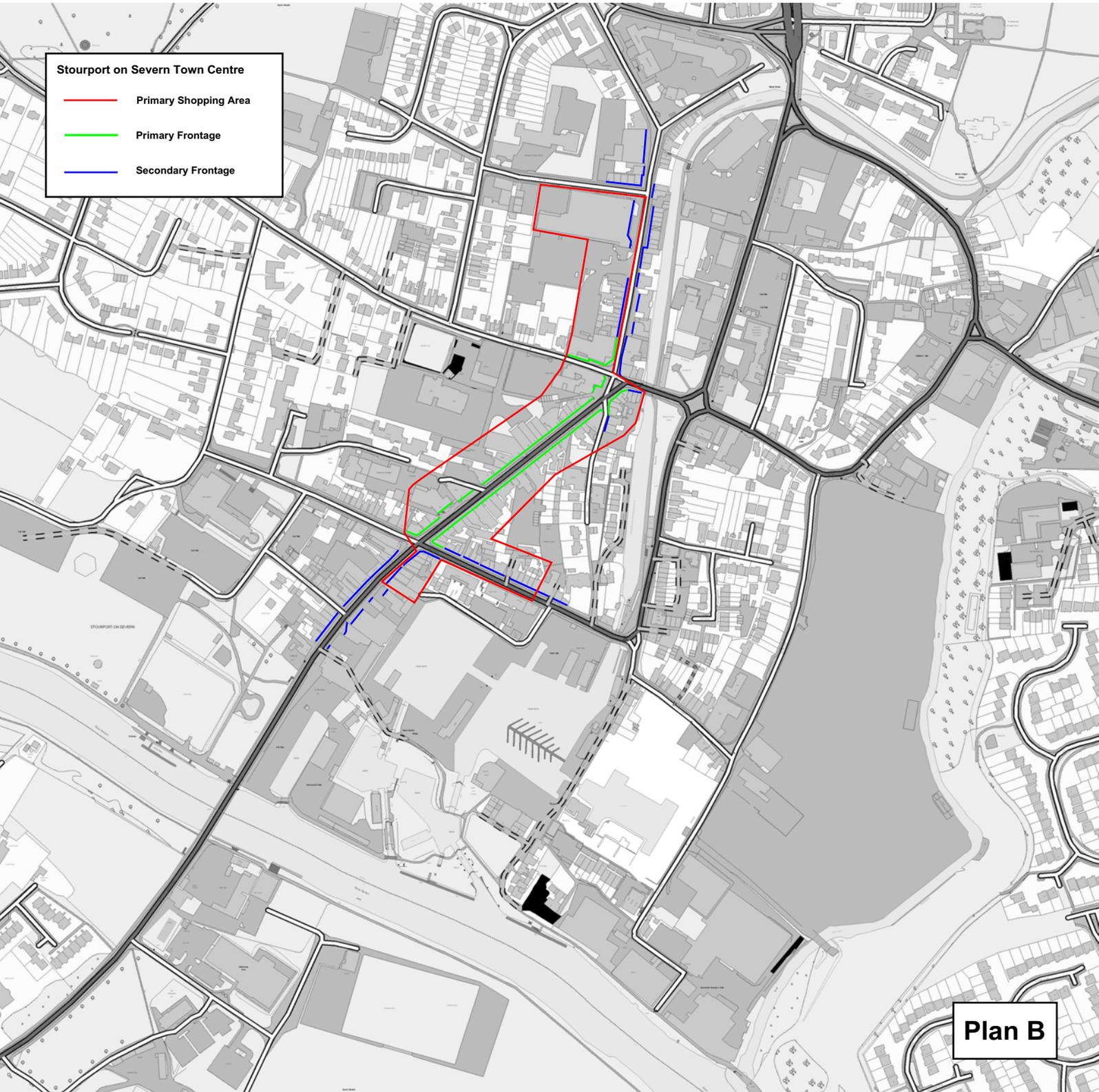
- Primary Shopping Area
- Primary Frontage
- Secondary Frontage



Plan A

Stourport on Severn Town Centre

- Primary Shopping Area
- Primary Frontage
- Secondary Frontage



Plan B