

Wirral Retail & Centres Study – 2021 Retail Capacity Update

April 2021



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1.0 Introduction

1.1.1 Tetra Tech Planning (formerly WYG Planning) has been commissioned by Wirral Council to undertake a retail capacity update for the Metropolitan Borough of Wirral. It represents an addendum to the Wirral Retail & Centres Study, 2019.

1.1.2 This report takes into account:

- updated per capita retail expenditure figures published by retail data provider Experian (Micromarketer Generation 3);
- updated retail expenditure growth and Special Forms of Trading (internet) projections published by retail data provider Experian (Retail Planner Briefing Note 18 December 2020));
- updated sales density data published by GlobalData.com; and
- any new or expired retail planning permissions/commitments since the 2019 Study.

1.1.3 The assessment updates the base year to reflect the current year (2021) and, to allow direct comparison with the 2019 Retail Study, assesses capacity at years 2024 and 2029 and 2034.

1.1.4 The detailed methodology for the quantitative needs assessment in this report can be found in Appendix I of the 2019 Study. It is worth reiterating here, however, that the expenditure and floorspace capacity figures identified for each year in the following tables are not cumulative figures. They represent the capacity between the base year (2021) and the year identified and should not be added together.

1.1.5 For the avoidance of doubt, all other elements of the 2019 Retail and Centres Study methodology and assumptions remain. Where not updated by this addendum, the findings and recommendations set out in the 2019 study remain applicable.

1.1.6 Updated quantitative retail capacity statistical tables are contained at **Appendices A-C** of this report.

2.0 Updated Convenience Goods Quantitative Retail Need Assessment

Introduction

- 2.1.1 This section of the report provides an updated convenience goods floorspace capacity assessment for the town and district centres in Wirral.
- 2.1.2 Figures 2.1 and 2.2 set out the overall convenience goods floorspace capacity for the centres in Wirral from 2021 up to 2034, before and after commitments. They compare the updated floorspace capacity need with the capacity need figures identified in the 2019 study.

Town Centres

- 2.1.3 Since the last study was produced, we are not aware of any additional convenience floorspace commitments coming forward within any of the town centres. Figure 2.1 shows that convenience goods floorspace capacity is estimated to have generally decreased across the centres in the plan period since the 2019 study. The reduced level of capacity is primarily a result of lower convenience goods expenditure forecasts and a higher forecast growth in special forms of trading (internet shopping), behaviours which have been accelerated by the Covid-19 pandemic and resultant lockdowns.

Figure 2.1: Summary of Convenience Goods Floorspace Need in Wirral Town Centres (sq. m net)

Year	2019 Study	2020 Update	Difference
Birkenhead			
Before/After Commitments			
2024	-	-	-
2029	-	-	-
2034	-	-	-
Liscard			
Before/After Commitments			
2024	200	-	-200
2029	300	-	-300
2034	400	-	-400
Heswall			
Before/After Commitments			
2024	600	-	-600
2029	600	-	-600
2034	700	200	-500
Moreton			
Before/After Commitments			
2024	600	500	-100
2029	600	500	-100
2034	700	600	-100
West Kirby			
Before/After Commitments			
2024	1,200	800	-400
2029	1,300	700	-600
2034	1,300	900	-400

Source:

Tables 5, 6, 7, 8 & 9, Appendix C

Tables 5, 6, 7, 8 & 9, Appendix Iii, Wirral Retail & Town Centres Study, 2019

2017 Prices

- 2.1.4 In the 2019 study, Birkenhead was the only Town Centre assessed not to have any additional convenience floorspace capacity. At that time, it was identified that this was because existing stores in the town were under trading, suggesting an over-provision of facilities. Due to the changing consumer behaviours identified in the paragraph above, the updated assessment indicates that in addition to Birkenhead, there will be no additional floorspace capacity in Liscard and minimal capacity in Heswall. These towns are already well provided for by convenience goods facilities, with Liscard in particular being served by several out of centre stores including the large Morrisons at Kings Parade, meaning there will now be no requirement for additional facilities.
- 2.1.5 In Moreton, capacity has reduced slightly since 2019 at an average of 100sq m at each reporting year. There remains circa 500sq m of floorspace capacity at 2024 and 2029, rising to 600sq m in 2034. This is assessed to be sufficient to support a small format convenience store.
- 2.1.6 Though capacity has reduced in West Kirby, due to continued over-trading of the existing Aldi and Morrisons stores, there remains an indicated 800sq m of floorspace capacity at 2024 which reduces slightly to 700sq m at 2029 and increases to 900sq m of capacity at 2034. This is sufficient to support a small to medium sized foodstore. As set out within the 2019 study however, we consider it likely that Hoylake residents visit facilities in West Kirby for their food shopping due to an absence of a medium/large foodstore in Hoylake. It is recommended therefore that consideration be given to meeting the needs for a small/medium sized foodstore in Hoylake rather than West Kirby.

District Centres

- 2.1.7 Since the 2019 study was produced, a Lidl foodstore has been granted planning permission just outside Bromborough Village and we are also aware of approved plans for the redevelopment of the existing Aldi/Home Bargains/Vets for Pets unit at Woodchurch Road (Prenton) for a new freestanding Aldi store. Both of these commitments have been taken into account into our updated capacity assessments.

Figure 2.1: Summary of Convenience Goods Floorspace Need in Wirral District Centres (sq. m net)

Year	2019 Study	2020 Update	Difference
Bromborough Village			
Before Commitments			
2024	300	300	-
2029	300	300	-
2034	300	300	-
After Commitments			
2024	300	-	-300
2029	300	-	-300
2034	300	-	-300
Hoylake			
Before/After Commitments			
2024	500	400	-100
2029	500	400	-100
2034	500	400	-100
Woodchurch Road (Prenton)			
Before Commitments			
2024	1,500	1,300	-200
2029	1,600	1,300	-300
2034	1,600	1,400	-200
After Commitments			
2024	1,500	1,100	-400
2029	1,600	1,100	-500
2034	1,600	1,200	-400

Source:

Table 10, Appendix C
 Table 10, Appendix lii, Wirral Retail & Town Centres Study, 2019
 2017 Prices

2.1.8 Figure 2.2, shows our updated capacity assessments for the district centres in Wirral. It is shown that for:

- Bromborough Village -that the consented Lidl store is assessed to absorb the 300sq m of capacity completely meaning there will now be no additional capacity in the district centre.
- Hoylake - The assessed capacity has reduced by ~100sq m at each reporting year since 2019 and there is now assessed to be around 400sq m of capacity to 2034
- Woodchurch Road – This district centre continues have the highest levels of floorspace capacity across Wirral though It has reduced by between 400 – 500sq m across the reporting period since the last study. Taking account of the new Aldi commitment, there is now assessed to be 1,200sq m of convenience goods capacity to 2034, which is sufficient to support a medium sized, or 2 smaller format convenience stores.

Summary

2.1.9 Overall, the updated convenience goods capacity assessments show a general reduction in capacity across Wirral due to changing consumer behaviours and spending patterns accelerated by the Covid-19 pandemic and resultant lockdowns. It is indicated that there could be sufficient floorspace capacity in Moreton to support an additional small convenience store, and capacity in Woodchurch Road to support a medium sized, or 2 smaller format convenience stores. A smaller quantum of additional floorspace could be supported in Heswall, but there is no assessed convenience floorspace capacity in Birkenhead or Liscard Town Centres. Taking account of the planned Lidl store off Thursby Road, Bromborough Village District Centre is also assessed to now have nil capacity.

2.1.10 With regard to West Kirby and Hoylake, it is recommended that consideration be given to meeting the identified floorspace capacity needs for both centres in Hoylake rather than West Kirby given the lack of medium or large-scale convenience facilities identified in the centre.

3.0 Updated Comparison Goods Quantitative Retail Need Assessment

Introduction

3.1.1 This section of the report provides an updated assessment of comparison goods quantitative floorspace capacity requirements in Wirral to 2034, before and after commitments.

3.1.2 The updated assessment shows that the comparison goods floorspace capacity requirements across Wirral have significantly reduced since the 2019 Retail and Centres Study. As with the convenience goods capacity assessment, changing consumer behaviour coupled with the impact of the ongoing Covid-19 pandemic and resultant lockdowns has resulted in:

- (1) reduced forecasts of growth in comparison goods expenditure per head;
- (2) higher forecasts of growth in internet shopping; and
- (3) higher forecast comparison goods sales density growth

Town Centres

3.1.3 Figure 3.1 sets out the comparison goods floorspace need in the town centres in Wirral before and after commitments.

3.1.4 Since the 2019 study, we have been made aware of 2 new comparison goods floorspace commitments, namely:

- planning permission for the erection of four retail units at Tower Road in Birkenhead (689sqm floorspace), permission ref. 18/00647; and
- planning permission for the erection of an additional retail unit at Park Road North, Birkenhead (211sqm floorspace), permission ref. 18/00100

3.1.5 It is shown that there is now no assessed additional floorspace capacity across all five town centres in Wirral.

Figure 3.1: Summary of Comparison Goods Floorspace Need in Wirral Town Centres (sq. m net)

Year	2019 Study	2020 Update	Difference
Birkenhead			
Before Commitments			
2024	-	-	-
2029	1,600	-	-1,600
2034	6,100	-	-6,100
After Commitments			
2024	-	-	-
2029	1,100	-	-1,100
2034	5,600	-	-5,600
Liscard			
Before/After Commitments			
2024	-	-	-
2029	300	-	-300
2034	1,200	-	-1,200

Year	2019 Study		2020 Update		Difference
Heswall					
Before/After Commitments					
2024	-		-		-
2029	200		-		-200
2034	800		-		-800
Moreton					
Before/After Commitments					
2024	-		-		-
2029	100		-		-100
2034	400		-		-400
West Kirby					
Before Commitments					
2024	-		-		-
2029	100		-		-100
2034	500		-		-500
After Commitments					
2024	-		-		-
2029	100		-		-100
2034	500		-		-500

Source:

Tables 26, 27, 28, 29 & 30, Appendix B

Table 26, 27, 28, 29 & 30, Appendix liii, Wirral Retail & Town Centres Study, 2019

2017 Prices

District Centres

3.1.6 Figure 3.2 below sets out the comparison goods floorspace capacity assessment for Wirral's district centres before and after commitments. It also provides a comparison to the 2019 study.

3.1.7 Since the 2019 study, we are aware of 2 new commitments/planning permissions which need to be taken into account in this district centre capacity assessment. These are:

- planning permission for a new Lidl store at Thursby Rd, Bromborough (251sqm comparison floorspace), permission ref. 20/00773; and
- planning permission for the conversion of the town hall at Albert Road, Hoylake (340sqm comparison goods floorspace), permission ref. 17/01191

3.1.8 The updated comparison goods floorspace capacity assessment for Wirral's district centres shows a similar pattern to that identified for the town centres, with no additional capacity identified.

Figure 3.2: Summary of Comparison Goods Floorspace Need in Wirral District Centres (sq. m net)

Year	2019 Study		2020 Update		Difference
Bromborough Village					
Before Commitments					
2024	-		-		-
2029	200		-		-200
2034	800		-		-800
After Commitments					
2024	-		-		-
2029	200		-		-200
2034	800		-		-800

Year	2019 Study		2020 Update		Difference
Hoylake					
Before/After Commitments					
2024	-		-		-
2029	30		-		-30
2034	100		-		-100
After Commitments					
2024	-		-		-
2029	30		-		-30
2034	100		-		-100
Woodchurch Road (Prenton)					
Before/After Commitments					
2024	-		-		-
2029	100		-		-100
2034	400		-		-400
After Commitments					
2024	-		-		-
2029	-		-		-
2034	200		-		-200

Source:
 Table 31, Appendix B
 Table 31, Appendix liii, Wirral Retail & Town Centres Study, 2019
 2017 Prices

Summary

- 3.1.9 The updated comparison goods capacity assessment indicates that there is now no capacity requirement for additional comparison goods floorspace in any of the centres across Wirral by 2034. The Covid-19 pandemic and temporary closure of all non-essential retail during parts of 2020 and 2021 has contributed to a reduction in forecast comparison goods expenditure per head and an increase in online shopping. Together, this has meant that the additional floorspace capacity identified in the 2019 study has been reduced to nil across each of the town and district centres across Wirral.

4.0 Conclusions

- 4.1.1 This retail capacity update has been prepared by Tetra Tech Planning on behalf of Wirral Council. It represents an addendum to the Wirral Retail & Town Centres Study, 2019.
- 4.1.2 The report specifically provides an update to the retail capacity/quantitative retail need assessment provided in the 2019 Study. It takes into account updated expenditure base and projection/forecast data; updated sales density data; and the current position on retail planning commitments/permissions. The report also updates the base year (2021) and sets out capacity forecast to 2034.
- 4.1.3 The updated convenience goods capacity assessment indicates that although capacity has reduced, there could still be sufficient floorspace capacity at 2034 to potentially support an additional small convenience store in Moreton, and capacity in Woodchurch Road to support a medium sized, or 2 smaller format convenience stores. We also assess that capacity remains for a small to medium sized foodstore in West Kirby, although consideration could be given to meeting this need in nearby Hoylake.
- 4.1.4 Since the 2019 study was produced, spending growth forecasts for comparison goods have reduced while the forecast growth rates in online spending have increased, a trend that has been accelerated by the impacts of the Covid-19 pandemic and resultant lockdowns. This has significantly impacted our capacity assessments and there is now assessed to be no capacity requirement for additional comparison goods floorspace in any of the centres in Wirral across the period to 2034.

Appendix A

Population & Retail Expenditure Statistical Tables

**WIRRAL RETAIL CAPACITY UPDATE 2021
POPULATION & EXPENDITURE**

Table 1: Population Growth, by Zone

Zone	2021	2024	2029	2034	Change 2021-2024		Change 2021-2029		Change 2021-2034	
					No.	%	No.	%	No.	%
	[1]	[2]	[3]	[4]	[6]	[7]	[8]	[9]	[10]	[11]
1 - Hoylake and West Kirby	26,922	26,922	26,923	26,861	-	-	1	0.0	-61	-0.2
2a - Moreton	25,835	25,983	26,210	26,372	148	0.6	375	1.5	537	2.1
2b - Woodchurch, Upton and Greasby	29,726	29,862	30,056	30,060	136	0.5	330	1.1	334	1.1
3a - Liscard South	30,506	30,721	30,926	31,223	215	0.7	420	1.4	717	2.4
3b - New Brighton and Liscard North	31,518	31,599	31,764	32,040	81	0.3	246	0.8	522	1.7
4a - Birkenhead North	21,169	21,352	21,614	21,930	183	0.9	445	2.1	761	3.6
4b - Birkenhead South	32,432	32,721	33,071	33,579	289	0.9	639	2.0	1,147	3.5
4c - Birkenhead West	39,167	39,468	39,907	40,351	301	0.8	740	1.9	1,184	3.0
5a - Bromborough	30,587	30,838	31,146	31,375	251	0.8	559	1.8	788	2.6
5b - Bebington	30,318	30,477	30,558	30,677	159	0.5	240	0.8	359	1.2
6 - Heswall	30,630	30,641	30,701	30,502	11	0.0	71	0.2	-128	-0.4
Total	328,810	330,584	332,876	334,970	1,774	0.5	4,066	1.2	6,160	1.9

Notes:

[1], [2], [3], [4], [5] Population figures taken from Experian Retail Planner Area Profile Report for each zone (2011 Census)

[6] = [2] - [1]

[7] = [6] / [1]

[8] = [3] - [1]

[9] = [8] / [1]

[10] = [4] - [1]

[11] = [10] / [1]

**WIRRAL RETAIL CAPACITY UPDATE 2021
POPULATION & EXPENDITURE**

Table 2a - Per Capita Comparison Goods Expenditure, by Category, 2019 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1 - Hoylake and West Kirby	1,080	247	180	277	107	489	505	137	360	200	244	3,826
2a - Moreton	834	174	134	176	100	434	369	111	284	126	167	2,909
2b - Woodchurch, Upton and Greasby	851	178	134	193	91	427	397	112	252	144	178	2,957
3a - Liscard South	676	145	123	141	110	377	335	72	226	98	126	2,430
3b - New Brighton and Liscard North	835	180	148	192	98	398	413	117	289	137	200	3,006
4a - Birkenhead North	662	136	130	144	127	353	335	69	208	89	124	2,378
4b - Birkenhead South	702	150	126	151	113	376	349	73	237	99	132	2,508
4c - Birkenhead West	846	182	147	191	110	416	395	105	275	140	190	2,997
5a - Bromborough	827	177	137	181	105	437	392	104	292	133	179	2,965
5b - Bebington	922	194	152	217	102	448	435	123	270	168	198	3,228
6 - Heswall	1,092	245	178	282	108	527	502	152	356	210	237	3,889

Table 2b - Per Capita Comparison Goods Expenditure, by Category, 2021 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1 - Hoylake and West Kirby	977	224	163	251	96	442	457	123	326	181	221	3,461
2a - Moreton	754	158	121	159	90	393	334	101	257	114	151	2,632
2b - Woodchurch, Upton and Greasby	770	161	122	174	83	387	359	101	228	130	161	2,675
3a - Liscard South	611	131	111	128	99	341	303	65	204	89	114	2,198
3b - New Brighton and Liscard North	755	162	133	174	89	360	374	106	262	124	181	2,720
4a - Birkenhead North	599	123	118	130	115	320	303	63	188	81	112	2,151
4b - Birkenhead South	635	135	114	137	102	340	315	66	214	90	119	2,268
4c - Birkenhead West	765	164	133	173	100	376	358	95	248	127	171	2,711
5a - Bromborough	748	160	124	164	95	396	355	94	264	121	162	2,682
5b - Bebington	834	175	138	196	92	405	393	111	244	152	179	2,920
6 - Heswall	987	221	161	255	98	477	454	137	322	190	215	3,518

Notes

2019 base expenditure taken from Experian MMG3 data (October 2020)

Comparison goods expenditure growth projected forward from 2019 base using the growth rates in Appendix 3 of Experian Retail Planner Briefing Note 18.

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 18.

2017 prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
POPULATION & EXPENDITURE**

Table 2c: Per Capita Comparison Goods Expenditure, by Category, 2024 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1 - Hoylake and West Kirby	1,087	249	182	279	107	492	508	137	362	202	246	3,853
2a - Moreton	840	176	135	177	101	437	371	112	286	126	168	2,929
2b - Woodchurch, Upton and Greasby	857	179	135	194	92	430	400	113	254	145	179	2,978
3a - Liscard South	680	146	124	142	111	380	338	72	227	99	127	2,447
3b - New Brighton and Liscard North	840	181	149	194	99	401	416	118	291	138	201	3,027
4a - Birkenhead North	666	137	131	145	128	356	337	70	209	90	125	2,394
4b - Birkenhead South	707	151	127	152	114	379	351	74	238	100	133	2,525
4c - Birkenhead West	852	183	148	192	111	419	398	106	276	141	191	3,018
5a - Bromborough	832	178	138	183	106	441	395	105	294	134	181	2,986
5b - Bebington	928	195	153	218	103	451	438	124	272	169	199	3,251
6 - Heswall	1,099	246	180	284	109	531	506	153	359	211	239	3,916

Table 2d: Per Capita Comparison Goods Expenditure, by Category, 2029 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1 - Hoylake and West Kirby	1,209	277	202	310	119	548	565	153	403	224	274	4,284
2a - Moreton	934	195	150	197	112	486	413	125	318	141	187	3,258
2b - Woodchurch, Upton and Greasby	952	199	151	216	102	479	445	126	283	161	199	3,311
3a - Liscard South	757	163	138	158	123	422	376	81	253	110	141	2,721
3b - New Brighton and Liscard North	934	201	165	215	110	446	463	131	324	153	224	3,366
4a - Birkenhead North	741	153	146	161	142	396	375	78	232	100	139	2,663
4b - Birkenhead South	786	167	141	169	126	421	390	82	265	111	148	2,808
4c - Birkenhead West	947	203	164	214	124	465	443	118	307	157	212	3,356
5a - Bromborough	926	198	153	203	118	490	439	116	327	149	201	3,320
5b - Bebington	1,032	217	170	243	114	501	487	138	302	188	222	3,615
6 - Heswall	1,222	274	200	315	121	590	562	170	399	235	266	4,354

Notes

2019 base expenditure taken from Experian MMG3 data (October 2020)

Comparison goods expenditure growth projected forward from 2019 base using the growth rates in Appendix 3 of Experian Retail Planner Briefing Note 18.

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 18.

2017 prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
POPULATION & EXPENDITURE**

Table 2e: Per Capita Comparison Goods Expenditure, by Category, 2034 (£)

Zone	Expenditure Category										Total Per Capita Expenditure	
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening		Furniture & Floorcoverings
1 - Hoylake and West Kirby	1,370	314	229	352	135	620	641	173	457	254	310	4,855
2a - Moreton	1,058	221	170	223	127	551	468	141	360	159	212	3,692
2b - Woodchurch, Upton and Greasby	1,079	226	171	244	116	542	504	142	320	182	225	3,752
3a - Liscard South	857	184	156	179	139	479	426	91	286	124	160	3,083
3b - New Brighton and Liscard North	1,059	228	187	244	124	505	524	149	367	173	253	3,815
4a - Birkenhead North	840	173	165	183	161	448	425	88	263	113	158	3,017
4b - Birkenhead South	891	190	160	192	143	477	442	93	300	126	168	3,182
4c - Birkenhead West	1,074	230	186	243	140	527	502	134	348	178	240	3,803
5a - Bromborough	1,049	224	173	230	134	555	498	132	370	169	227	3,762
5b - Bebington	1,170	246	193	275	130	568	552	156	343	214	251	4,096
6 - Heswall	1,385	311	226	357	137	669	637	192	452	266	301	4,935

Notes

2019 base expenditure taken from Experian MMG3 data (October 2020)

Comparison goods expenditure growth projected forward from 2019 base using the growth rates in Appendix 3 of Experian Retail Planner Briefing Note 18.

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 18.

2017prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
POPULATION & EXPENDITURE**

Table 3a: Total Comparison Goods Expenditure, by Category, 2021 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1 - Hoylake and West Kirby	26.3	6.0	4.4	6.7	2.6	11.9	12.3	3.3	8.8	4.9	6.0
2a - Moreton	19.5	4.1	3.1	4.1	2.3	10.1	8.6	2.6	6.6	2.9	3.9
2b - Woodchurch, Upton and Greasby	22.9	4.8	3.6	5.2	2.5	11.5	10.7	3.0	6.8	3.9	4.8
3a - Liscard South	18.6	4.0	3.4	3.9	3.0	10.4	9.3	2.0	6.2	2.7	3.5
3b - New Brighton and Liscard North	23.8	5.1	4.2	5.5	2.8	11.4	11.8	3.3	8.2	3.9	5.7
4a - Birkenhead North	12.7	2.6	2.5	2.8	2.4	6.8	6.4	1.3	4.0	1.7	2.4
4b - Birkenhead South	20.6	4.4	3.7	4.4	3.3	11.0	10.2	2.2	6.9	2.9	3.9
4c - Birkenhead West	30.0	6.4	5.2	6.8	3.9	14.7	14.0	3.7	9.7	5.0	6.7
5a - Bromborough	22.9	4.9	3.8	5.0	2.9	12.1	10.9	2.9	8.1	3.7	5.0
5b - Bebington	25.3	5.3	4.2	5.9	2.8	12.3	11.9	3.4	7.4	4.6	5.4
6 - Heswall	30.2	6.8	4.9	7.8	3.0	14.6	13.9	4.2	9.9	5.8	6.6
Total	252.8	54.4	43.0	58.1	31.6	126.8	120.0	31.9	82.7	42.0	53.7

Table 3b: Total Comparison Goods Expenditure, by Category, 2024 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1 - Hoylake and West Kirby	29.3	6.7	4.9	7.5	2.9	13.3	13.7	3.7	9.8	5.4	6.6
2a - Moreton	21.8	4.6	3.5	4.6	2.6	11.4	9.6	2.9	7.4	3.3	4.4
2b - Woodchurch, Upton and Greasby	25.6	5.3	4.0	5.8	2.7	12.9	11.9	3.4	7.6	4.3	5.3
3a - Liscard South	20.9	4.5	3.8	4.4	3.4	11.7	10.4	2.2	7.0	3.0	3.9
3b - New Brighton and Liscard North	26.6	5.7	4.7	6.1	3.1	12.7	13.1	3.7	9.2	4.3	6.4
4a - Birkenhead North	14.2	2.9	2.8	3.1	2.7	7.6	7.2	1.5	4.5	1.9	2.7
4b - Birkenhead South	23.1	4.9	4.2	5.0	3.7	12.4	11.5	2.4	7.8	3.3	4.4
4c - Birkenhead West	33.6	7.2	5.8	7.6	4.4	16.5	15.7	4.2	10.9	5.6	7.5
5a - Bromborough	25.7	5.5	4.2	5.6	3.3	13.6	12.2	3.2	9.1	4.1	5.6
5b - Bebington	28.3	5.9	4.7	6.7	3.1	13.7	13.3	3.8	8.3	5.2	6.1
6 - Heswall	33.7	7.6	5.5	8.7	3.3	16.3	15.5	4.7	11.0	6.5	7.3
Total	282.7	60.9	48.1	65.0	35.3	141.9	134.2	35.7	92.5	47.0	60.1

**WIRRAL RETAIL CAPACITY UPDATE 2021
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Table 3c: Total Comparison Goods Expenditure, by Category, 2029 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1 - Hoylake and West Kirby	32.6	7.5	5.4	8.4	3.2	14.7	15.2	4.1	10.8	6.0	7.4
2a - Moreton	24.5	5.1	3.9	5.2	2.9	12.7	10.8	3.3	8.3	3.7	4.9
2b - Woodchurch, Upton and Greasby	28.6	6.0	4.5	6.5	3.1	14.4	13.4	3.8	8.5	4.8	6.0
3a - Liscard South	23.4	5.0	4.3	4.9	3.8	13.1	11.6	2.5	7.8	3.4	4.4
3b - New Brighton and Liscard North	29.7	6.4	5.2	6.8	3.5	14.2	14.7	4.2	10.3	4.9	7.1
4a - Birkenhead North	16.0	3.3	3.2	3.5	3.1	8.6	8.1	1.7	5.0	2.2	3.0
4b - Birkenhead South	26.0	5.5	4.7	5.6	4.2	13.9	12.9	2.7	8.8	3.7	4.9
4c - Birkenhead West	37.8	8.1	6.6	8.5	4.9	18.6	17.7	4.7	12.3	6.3	8.5
5a - Bromborough	28.8	6.2	4.8	6.3	3.7	15.3	13.7	3.6	10.2	4.7	6.3
5b - Bebington	31.5	6.6	5.2	7.4	3.5	15.3	14.9	4.2	9.2	5.8	6.8
6 - Heswall	37.5	8.4	6.1	9.7	3.7	18.1	17.3	5.2	12.2	7.2	8.2
Total	316.4	68.1	53.9	72.8	39.6	158.8	150.2	40.0	103.5	52.6	67.3

Table 3d: Total Comparison Goods Expenditure, by Category, 2034 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1 - Hoylake and West Kirby	36.8	8.4	6.2	9.4	3.6	16.7	17.2	4.7	12.3	6.8	8.3
2a - Moreton	27.9	5.8	4.5	5.9	3.3	14.5	12.3	3.7	9.5	4.2	5.6
2b - Woodchurch, Upton and Greasby	32.4	6.8	5.1	7.3	3.5	16.3	15.1	4.3	9.6	5.5	6.8
3a - Liscard South	26.8	5.8	4.9	5.6	4.4	14.9	13.3	2.9	8.9	3.9	5.0
3b - New Brighton and Liscard North	33.9	7.3	6.0	7.8	4.0	16.2	16.8	4.8	11.8	5.6	8.1
4a - Birkenhead North	18.4	3.8	3.6	4.0	3.5	9.8	9.3	1.9	5.8	2.5	3.5
4b - Birkenhead South	29.9	6.4	5.4	6.4	4.8	16.0	14.9	3.1	10.1	4.2	5.6
4c - Birkenhead West	43.3	9.3	7.5	9.8	5.7	21.3	20.2	5.4	14.1	7.2	9.7
5a - Bromborough	32.9	7.0	5.4	7.2	4.2	17.4	15.6	4.1	11.6	5.3	7.1
5b - Bebington	35.9	7.5	5.9	8.4	4.0	17.4	16.9	4.8	10.5	6.6	7.7
6 - Heswall	42.2	9.5	6.9	10.9	4.2	20.4	19.4	5.9	13.8	8.1	9.2
Total	360.5	77.6	61.4	82.9	45.1	181.0	171.2	45.5	117.9	59.8	76.6

Notes:

Total Expenditure = Population for each zone (Table 1) multiplied by per capita expenditure for each zone (Table 2b-2f)

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
POPULATION & EXPENDITURE**

Table 4: Per Capita Convenience Goods Expenditure, by Zone (£)

Zone	2019	2021	2024	2029	2034
1 - Hoylake and West Kirby	2,297	2,335	2,180	2,166	2,157
2a - Moreton	2,097	2,131	1,991	1,978	1,969
2b - Woodchurch, Upton and Greasby	2,110	2,145	2,003	1,990	1,981
3a - Liscard South	1,974	2,006	1,873	1,861	1,853
3b - New Brighton and Liscard North	2,085	2,119	1,979	1,966	1,958
4a - Birkenhead North	2,084	2,118	1,978	1,965	1,957
4b - Birkenhead South	1,999	2,031	1,897	1,885	1,877
4c - Birkenhead West	2,114	2,149	2,007	1,994	1,985
5a - Bromborough	2,124	2,159	2,016	2,003	1,995
5b - Bebington	2,156	2,191	2,046	2,033	2,025
6 - Heswall	2,343	2,381	2,224	2,209	2,200

Notes

Per capita expenditure derived from Experian MMG3 data (January 2021)

Per capita expenditure projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 18

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 18

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
POPULATION & EXPENDITURE**

Table 5: Total Available Convenience Expenditure, by Zone (£m)

Zone	2021	2024	2029	2034	Change 2021-24		Change 2021-29		Change 2021-34	
	[1]	[2]	[3]	[4]	No.	%	No.	%	No.	%
	[1]	[2]	[3]	[4]	[6]	[7]	[8]	[9]	[10]	[11]
1 - Hoylake and West Kirby	62.9	58.5	58.1	59.2	-4.3	-6.9	-4.7	-7.5	-3.7	-5.9
2a - Moreton	55.1	51.5	51.7	53.0	-3.5	-6.4	-3.4	-6.2	-2.0	-3.7
2b - Woodchurch, Upton and Greasby	63.7	59.6	59.6	60.8	-4.1	-6.5	-4.1	-6.5	-2.9	-4.6
3a - Liscard South	61.2	57.4	57.4	59.1	-3.8	-6.3	-3.8	-6.2	-2.1	-3.5
3b - New Brighton and Liscard North	66.8	62.3	62.3	64.1	-4.5	-6.7	-4.5	-6.8	-2.7	-4.1
4a - Birkenhead North	44.8	42.1	42.3	43.8	-2.7	-6.1	-2.5	-5.6	-1.0	-2.3
4b - Birkenhead South	65.9	61.9	62.1	64.3	-4.0	-6.1	-3.7	-5.7	-1.5	-2.3
4c - Birkenhead West	84.2	78.9	79.3	81.8	-5.2	-6.2	-4.8	-5.8	-2.4	-2.8
5a - Bromborough	66.0	62.0	62.2	63.9	-4.1	-6.2	-3.8	-5.8	-2.1	-3.2
5b - Bebington	66.4	62.2	61.9	63.4	-4.3	-6.4	-4.5	-6.8	-3.0	-4.6
6 - Heswall	72.9	67.9	67.6	68.5	-5.0	-6.9	-5.3	-7.3	-4.4	-6.1
Total	709.9	664.3	664.6	681.8	-45.6	-6.4	-45.3	-6.4	-28.1	-4.0

Notes

[1] to [4] Calculated by multiplying population (Table 1) by per capita convenience goods expenditure (Table 4)

[6] = [2] - [1]

[7] = [6] / [1]

[8] = [3] - [1]

[9] = [8] / [1]

[10] = [4] - [1]

[11] = [10] / [1]

2017 Prices

Appendix B

Comparison Goods Capacity Statistical Tables

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 1: Market Share of clothing and footwear goods, by Zone (%)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	6%	25%	40%	26%	17%	63%	46%	57%	17%	18%	12%
Birkenhead Town Centre	6%	14%	36%	18%	12%	56%	43%	53%	16%	18%	11%
Birkenhead Out of Centre		11%	4%	8%	5%	7%	2%	4%	1%		1%
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road)											
Tesco Extra (Bidston Moss), Bidston Village Rd		11%		7%	5%	3%		1%	1%		1%
The Rock Retail Park, New Chester Rd			4%	1%		3%	2%	2%			
Other						1%	1%	2%	1%		
LISCARD		19%		32%	18%		4%	1%	1%		
Liscard Town Centre		16%		21%	14%			1%	1%		
Liscard Out of Centre		3%		11%	4%		4%				
Asda Superstore, Sea View Road		3%		10%	3%		4%				
Other				1%	1%						
HESWALL	1%		5%				1%	1%			6%
Heswall Town Centre	1%		5%				1%	1%			6%
MORETON		4%	5%					1%		2%	
Moreton Town Centre		4%	5%					1%		2%	
WEST KIRBY	7%		2%								
West Kirby Town Centre	7%		2%								
DISTRICT CENTRES			1%	2%	1%		3%	1%	13%	10%	2%
Bromborough Village District Centre				1%			1%	1%	13%	10%	1%
Hoylake District Centre											
Woodchurch Road District Centre			1%	1%	1%		1%				1%
LOCAL CENTRES				1%				3%	1%		
Wallasey Village				1%				1%			
Greasby											
Dacre Hill											
Eastham (Eastham Rake / Mill Park Drive)											
Other Local Centres								1%	1%		
Other Stores in Wirral	12%	16%	5%		7%	11%	11%	6%	37%	23%	15%
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD	1%		2%			1%	1%				
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	6%	5%	1%		6%	8%	6%	6%	33%	22%	15%
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	5%	8%	1%			2%	1%	1%			
Other Stores in Wirral		3%	1%		1%		4%		3%	1%	
Outside Wirral	74%	36%	43%	39%	57%	26%	35%	31%	31%	47%	65%
Broughton Shopping Park, Chester Road, Broughton									2%	4%	
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	18%	5%	16%	6%	16%	2%	15%	16%	19%	19%	32%
Chester City Centre					3%	1%	1%	1%	1%	8%	4%
Chester Retail Park, Chester	1%								1%	1%	6%
Ellesmere Port		2%		2%		1%			3%		
Greyhound Retail Park, Chaser Court, Chester											
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	48%	28%	27%	29%	33%	23%	18%	12%	6%	16%	18%
Other Outside of Study Area	7%	2%		2%	5%		1%	1%	1%	1%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market share figures derived from NEMS Household Survey
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 2: Market Share of books, CD's, DVD's, by Zone (%)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD		44%	58%	30%	16%	62%	67%	55%	7%	16%	12%
Birkenhead Town Centre		31%	41%	26%	14%	51%	63%	48%	7%	16%	10%
Birkenhead Out of Centre		13%	17%	4%	2%	11%	4%	7%			2%
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road)		3%									
Tesco Extra (Bidston Moss), Bidston Village Rd		10%	17%	4%	2%	8%	4%	5%			2%
The Rock Retail Park, New Chester Rd						3%		2%			
Other											
LISCARD		5%		35%	14%						
Liscard Town Centre				7%	12%						
Liscard Out of Centre		5%		28%	2%						
Asda Superstore, Sea View Road		5%		26%	2%						
Other				2%							
HESWALL	13%	2%				2%	3%		2%	8%	64%
Heswall Town Centre	13%	2%				2%	3%		2%	8%	64%
MORETON			2%								
Moreton Town Centre			2%								
WEST KIRBY	5%		12%	2%							
West Kirby Town Centre	5%		12%	2%							
DISTRICT CENTRES	3%		4%			8%	5%	16%	17%	11%	2%
Bromborough Village District Centre						8%			17%	11%	
Hoylake District Centre	3%										
Woodchurch Road District Centre			4%				5%	16%			2%
LOCAL CENTRES			2%	10%	2%	8%	1%		2%	4%	
Wallasey Village				10%	2%						
Greasby			2%								
Dacre Hill							1%			2%	
Eastham (Eastham Rake / Mill Park Drive)									2%		
Other Local Centres						8%				2%	
Other Stores in Wirral	2%	7%	19%		4%	2%	3%	19%	31%	19%	2%
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD			2%								
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	2%				4%				9%	11%	
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG		2%	17%			2%		19%		2%	2%
Other Stores in Wirral		5%					1%		22%	6%	
Outside Wirral	77%	41%	4%	23%	64%	19%	21%	10%	41%	42%	20%
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	13%								4%	2%	
Chester City Centre									4%	15%	4%
Chester Retail Park, Chester											
Ellesmere Port											
Greyhound Retail Park, Chaser Court, Chester											
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	51%	41%	4%	23%	53%	16%	18%	10%	33%	22%	13%
Other Outside of Study Area	13%				12%	3%	3%			2%	4%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market share figures derived from NEMS Household Survey
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 3: Market Share of furnishings and household textile goods, by Zone (%)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	5%	16%	18%	24%	21%	55%	28%	31%	4%	14%	2%
Birkenhead Town Centre	4%	10%	14%	13%	11%	52%	24%	18%	2%	5%	2%
Birkenhead Out of Centre	1%	6%	4%	11%	10%	3%	4%	13%	2%	9%	1%
B&Q, Bidston Link Road		2%	2%	5%	4%			6%	1%	1%	
Bidston Centre (Hoylake Road)	1%		2%								
Tesco Extra (Bidston Moss), Bidston Village Rd		2%			4%			1%	1%	8%	
The Rock Retail Park, New Chester Rd				5%		2%	2%	1%			
Other		2%	2%	2%	2%	1%	2%	6%			
LISCARD		5%		34%	11%						
Liscard Town Centre		4%		10%	4%						
Liscard Out of Centre		2%		23%	7%						
Asda Superstore, Sea View Road		2%		23%	7%						
Other					1%						
HESWALL	2%						1%				5%
Heswall Town Centre	2%						1%				5%
MORETON		2%									
Moreton Town Centre		2%									
WEST KIRBY	15%	8%				1%	1%				
West Kirby Town Centre	15%	8%				1%	1%				
DISTRICT CENTRES		8%	2%	3%			5%		15%	1%	3%
Bromborough Village District Centre		8%		2%			3%		15%	1%	1%
Hoylake District Centre			1%								
Woodchurch Road District Centre			1%	2%			2%				1%
LOCAL CENTRES				2%	12%		1%	1%		1%	
Wallasey Village				2%	10%			1%			
Greasby											
Dacre Hill							1%				
Eastham (Eastham Rake / Mill Park Drive)											
Other Local Centres					1%					1%	
Other Stores in Wirral	29%	41%	44%	20%	23%	29%	49%	41%	56%	36%	38%
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD			1%			1%	1%	4%			
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	28%	31%	39%	20%	22%	23%	45%	37%	47%	32%	32%
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	1%	7%	4%		1%	5%	2%			1%	
Other Stores in Wirral		3%					1%		8%	3%	6%
Outside Wirral	49%	20%	36%	17%	33%	15%	16%	26%	25%	48%	52%
Broughton Shopping Park, Chester Road, Broughton				8%							
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	10%	3%	3%		6%	2%	3%	7%	1%	11%	11%
Chester City Centre			6%					1%	4%	2%	4%
Chester Retail Park, Chester	8%		2%					1%		1%	5%
Ellesmere Port	1%				4%			2%	1%	1%	
Greyhound Retail Park, Chaser Court, Chester	2%		7%					2%	6%	3%	5%
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington	11%	6%		2%	5%			4%	2%	3%	6%
Liverpool City Centre	16%	5%	11%	8%	16%	9%	5%	7%	8%	23%	18%
Other Outside of Study Area	1%	6%	6%		1%	3%	4%	4%	3%	2%	4%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market share figures derived from NEMS Household Survey
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 4: Market Share of small household goods, by Zone (%)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	23%	34%	23%	21%	5%	76%	45%	38%	3%	19%	8%
Birkenhead Town Centre	10%	10%	9%	18%	1%	52%	42%	23%	1%	16%	5%
Birkenhead Out of Centre	14%	24%	14%	3%	4%	24%	3%	15%	1%	3%	3%
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road)		10%				2%					
Tesco Extra (Bidston Moss), Bidston Village Rd	12%	14%	14%		4%	7%	1%	5%	1%	1%	1%
The Rock Retail Park, New Chester Rd	1%			3%		3%	1%			1%	
Other						12%	1%	9%			1%
LISCARD		9%		48%	25%						
Liscard Town Centre		3%		25%	15%						
Liscard Out of Centre		6%		23%	10%						
Asda Superstore, Sea View Road		6%		23%	10%						
Other											
HESWALL	8%										10%
Heswall Town Centre	8%										10%
MORETON		7%	1%								
Moreton Town Centre		7%	1%								
WEST KIRBY	17%		5%								
West Kirby Town Centre	17%		5%								
DISTRICT CENTRES	4%		1%	4%	1%		7%	2%	14%	10%	7%
Bromborough Village District Centre				2%					12%	10%	3%
Hoylake District Centre	4%		1%		1%						1%
Woodchurch Road District Centre				2%			7%	2%	2%		3%
LOCAL CENTRES					9%	3%	1%				
Wallasey Village					9%						
Greasby							1%				
Dacre Hill											
Eastham (Eastham Rake / Mill Park Drive)						3%					
Other Local Centres											
Other Stores in Wirral	9%	28%	48%	5%	5%	11%	25%	44%	54%	29%	20%
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD	1%	10%	19%	2%	5%	11%	3%	4%	30%	18%	3%
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)		8%	3%	4%			18%	27%			11%
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	8%	7%	20%					11%			
Other Stores in Wirral		3%	5%				4%	2%	24%	11%	6%
Outside Wirral	39%	22%	22%	21%	55%	11%	22%	17%	29%	43%	55%
Broughton Shopping Park, Chester Road, Broughton				8%							
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	5%	12%	2%	2%	5%	3%	2%	1%	12%	12%	15%
Chester City Centre			1%			2%	6%			3%	4%
Chester Retail Park, Chester	3%										4%
Ellesmere Port					5%						
Greyhound Retail Park, Chaser Court, Chester									1%		3%
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington		2%	14%		18%	2%	1%	6%	6%	3%	14%
Liverpool City Centre	32%	7%	4%	11%	25%	5%	12%	10%	10%	20%	12%
Other Outside of Study Area		2%			1%					4%	2%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market share figures derived from NEMS Household Survey
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 5: Market Share of clocks, jewellery, and watches goods, by Zone (%)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	5%	31%	31%	26%	8%	61%	48%	70%	40%	27%	4%
Birkenhead Town Centre	5%	29%	31%	26%	8%	59%	48%	70%	40%	27%	4%
Birkenhead Out of Centre B&Q, Bidston Link Road, Bidston Centre (Hoylake Road) Tesco Extra (Bidston Moss), Bidston Village Rd The Rock Retail Park, New Chester Rd Other		2%				2%					
LISCARD			1%	29%	8%					2%	
Liscard Town Centre			1%	29%	8%					2%	
Liscard Out of Centre Asda Superstore, Sea View Road Other											
HESWALL			6%							2%	20%
Heswall Town Centre			6%							2%	20%
MORETON											
Moreton Town Centre											
WEST KIRBY	14%	2%	3%								2%
West Kirby Town Centre	14%	2%	3%								2%
DISTRICT CENTRES	4%			2%			1%		8%	2%	
Bromborough Village District Centre Hoylake District Centre Woodchurch Road District Centre	4%			2%			1%		8%	2%	
LOCAL CENTRES		2%		5%	20%		3%		2%		4%
Wallasey Village Greasby Dacre Hill Eastham (Eastham Rake / Mill Park Drive) Other Local Centres		2%		5%	20%		3%		2%		4%
Other Stores in Wirral Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park) Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG Other Stores in Wirral	8%	27%	10%	2%	5%	6%	3%	4%	13%	4%	
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD	7%	11%				6%		1%	13%	4%	
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	1%	16%	10%	2%	2%		1%	3%			
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG					2%		1%				
Other Stores in Wirral					2%		1%				
Outside Wirral Broughton Shopping Park, Chester Road, Broughton Cheshire Oaks Designer Outlet Centre, Ellesmere Port Chester City Centre Chester Retail Park, Chester Ellesmere Port Greyhound Retail Park, Chaser Court, Chester IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington Liverpool City Centre Other Outside of Study Area	69%	38%	50%	36%	60%	33%	45%	26%	37%	63%	69%
Broughton Shopping Park, Chester Road, Broughton	10%	7%		2%	16%	8%		3%	8%	15%	2%
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	4%	4%	1%			8%	5%	1%	8%	6%	13%
Chester City Centre											
Chester Retail Park, Chester											
Ellesmere Port									2%		
Greyhound Retail Park, Chaser Court, Chester					7%						
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	36%	23%	47%	28%	37%	13%	33%	16%	15%	37%	42%
Other Outside of Study Area	19%	4%	1%	6%		5%	7%	6%	3%	5%	12%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market share figures derived from NEMS Household Survey
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 6: Market Share of toys, games, bicycles and other recreational/sports goods, by Zone (%)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	23%	40%	29%	39%	6%	65%	52%	20%	14%	5%	10%
Birkenhead Town Centre	12%	16%	22%	33%	6%	54%	44%	19%	12%	5%	2%
Birkenhead Out of Centre	10%	24%	7%	6%		11%	8%	1%	1%		7%
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road)	8%	4%		6%		1%					3%
Tesco Extra (Bidston Moss), Bidston Village Rd		6%				3%			1%		4%
The Rock Retail Park, New Chester Rd	2%		7%								
Other		13%				7%	8%	1%			
LISCARD				16%	20%	1%					
Liscard Town Centre				2%	10%						
Liscard Out of Centre				14%	10%	1%					
Asda Superstore, Sea View Road				12%	8%						
Other				2%	3%	1%					
HESWALL											5%
Heswall Town Centre											5%
MORETON		2%	2%					1%			
Moreton Town Centre		2%	2%					1%			
WEST KIRBY	5%										
West Kirby Town Centre	5%										
DISTRICT CENTRES	4%			8%	1%			3%	7%	5%	
Bromborough Village District Centre				6%				1%	7%	5%	
Hoylake District Centre	4%										
Woodchurch Road District Centre				2%	1%			1%			
LOCAL CENTRES			2%	2%	4%			2%	4%	4%	3%
Wallasey Village				2%	4%						3%
Greasby			2%					1%			
Dacre Hill								1%			
Eastham (Eastham Rake / Mill Park Drive)									3%	2%	
Other Local Centres									1%	3%	
Other Stores in Wirral	27%	50%	47%	12%	14%	22%	40%	59%	69%	60%	43%
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD							2%				
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	27%	32%	16%	12%	12%	22%	37%	57%	69%	60%	34%
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG		18%	29%		3%			3%			10%
Other Stores in Wirral			2%				1%				
Outside Wirral	42%	8%	21%	23%	54%	11%	8%	14%	7%	26%	39%
Broughton Shopping Park, Chester Road, Broughton											11%
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	2%				11%	6%			1%		2%
Chester City Centre										2%	2%
Chester Retail Park, Chester											2%
Ellesmere Port					6%						
Greyhound Retail Park, Chaser Court, Chester					7%						
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	36%	6%	21%	23%	28%	5%	8%	8%	6%	24%	16%
Other Outside of Study Area	3%	2%			1%			6%			5%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market share figures derived from NEMS Household Survey
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 7: Market Share of chemist goods, by Zone (%)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	4%	12%	18%	16%	9%	66%	41%	52%	2%	13%	5%
Birkenhead Town Centre	1%	5%	11%	6%	2%	58%	39%	31%	1%	12%	3%
Birkenhead Out of Centre	3%	7%	7%	9%	7%	8%	2%	21%	1%	1%	2%
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road)					1%	1%		4%			
Tesco Extra (Bidston Moss), Bidston Village Rd	2%	5%	1%	8%	3%	2%		1%	1%		2%
The Rock Retail Park, New Chester Rd	1%					1%	1%			1%	
Other		2%	5%	1%	4%	5%	1%	16%			
LISCARD	1%	11%		60%	32%						1%
Liscard Town Centre		3%		40%	19%						1%
Liscard Out of Centre	1%	8%		19%	13%						
Asda Superstore, Sea View Road		8%		9%	10%						
Other	1%			10%	3%						
HESWALL	4%		1%			1%					66%
Heswall Town Centre	4%		1%			1%					66%
MORETON	10%	57%	11%			1%	1%				
Moreton Town Centre	10%	57%	11%			1%	1%				
WEST KIRBY	50%	1%	6%								3%
West Kirby Town Centre	50%	1%	6%								3%
DISTRICT CENTRES	7%	1%	1%	1%		2%	22%	22%	19%	14%	3%
Bromborough Village District Centre		1%					6%		18%	12%	2%
Hoylake District Centre	7%					1%					
Woodchurch Road District Centre			1%	1%		1%	16%	22%	1%	1%	1%
LOCAL CENTRES		1%	22%	19%	34%	26%	15%	5%	22%	27%	2%
Wallasey Village		1%		15%	25%	1%					
Greasby			22%								
Dacre Hill						1%	11%			5%	
Eastham (Eastham Rake / Mill Park Drive)									12%		
Other Local Centres				4%	9%	24%	4%	5%	10%	22%	2%
Other Stores in Wirral	8%	13%	37%	1%	4%		19%	16%	52%	45%	12%
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD			5%				1%	4%			3%
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	4%		1%		4%		13%	5%	37%	36%	4%
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	1%	4%	13%				2%	7%			
Other Stores in Wirral	3%	8%	17%	1%			3%		15%	9%	5%
Outside Wirral	17%	5%	5%	3%	22%	4%	2%	5%	5%	1%	9%
Broughton Shopping Park, Chester Road, Broughton											1%
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	1%	4%			3%			1%	5%		1%
Chester City Centre											1%
Chester Retail Park, Chester											
Ellesmere Port											
Greyhound Retail Park, Chaser Court, Chester											
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	15%	1%	5%	1%	18%	3%	1%	3%	1%	1%	6%
Other Outside of Study Area	2%			2%	1%	1%	1%	1%			1%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market share figures derived from NEMS Household Survey
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 8: Market Share of large household electrical items, by Zone (%)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	19%	22%	12%	21%	16%	34%	20%	25%	1%	4%	5%
Birkenhead Town Centre	8%	2%	8%	9%	9%	30%	19%	17%		1%	1%
Birkenhead Out of Centre	11%	20%	4%	12%	6%	5%	2%	8%	1%	2%	4%
B&Q, Bidston Link Road,	1%	5%	4%			2%		1%	1%	1%	1%
Bidston Centre (Hoylake Road)		2%									
Tesco Extra (Bidston Moss), Bidston Village Rd	3%	14%		12%	5%	2%		6%			1%
The Rock Retail Park, New Chester Rd					1%		2%	1%		1%	1%
Other	7%										
LISCARD		7%		6%	3%						
Liscard Town Centre		7%		4%	1%						
Liscard Out of Centre				2%	2%						
Asda Superstore, Sea View Road				2%	2%						
Other											
HESWALL	5%							2%			1%
Heswall Town Centre	5%							2%			1%
MORETON		3%	1%								
Moreton Town Centre		3%	1%								
WEST KIRBY	4%										
West Kirby Town Centre	4%										
DISTRICT CENTRES	1%	2%	2%		2%	4%	7%	4%	9%	17%	2%
Bromborough Village District Centre	1%	2%	1%		2%	1%	5%	2%	9%	17%	2%
Hoylake District Centre								1%			
Woodchurch Road District Centre			1%			2%	2%	1%			
LOCAL CENTRES		2%	1%	8%	15%	2%			3%	2%	
Wallasey Village		2%		8%	9%						
Greasby											
Dacre Hill											
Eastham (Eastham Rake / Mill Park Drive)									3%	1%	
Other Local Centres			1%		5%	2%				1%	
Other Stores in Wirral	35%	54%	74%	52%	39%	57%	59%	54%	80%	65%	70%
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD		2%	1%			1%					
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	30%	28%	51%	42%	36%	55%	58%	47%	78%	65%	66%
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	5%	24%	22%	10%	3%	1%		7%			4%
Other Stores in Wirral							1%	1%	2%		
Outside Wirral	35%	11%	10%	13%	25%	2%	13%	15%	8%	12%	21%
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port				2%							2%
Chester City Centre									1%		2%
Chester Retail Park, Chester	1%										2%
Ellesmere Port									1%		
Greyhound Retail Park, Chaser Court, Chester	5%		1%		5%			2%	1%		3%
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	28%	11%	9%	10%	20%	2%	12%	13%	2%	9%	10%
Other Outside of Study Area				2%			1%		4%	3%	1%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market share figures derived from NEMS Household Survey
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 9: Market Share of small electrical goods, by Zone (%)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	19%	25%	11%	26%	10%	66%	21%	35%	3%	15%	10%
Birkenhead Town Centre	2%	5%	11%	18%	4%	48%	21%	19%	2%	14%	8%
Birkenhead Out of Centre	17%	20%	1%	8%	6%	18%		16%	1%	1%	2%
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road)	1%	2%				1%		4%	1%	1%	
Tesco Extra (Bidston Moss), Bidston Village Rd								1%			
The Rock Retail Park, New Chester Rd	16%	19%	1%	8%	5%	8%		10%			2%
Other					1%	8%		1%			
LISCARD		6%		27%	32%				1%		
Liscard Town Centre		2%		14%	15%						
Liscard Out of Centre		5%		12%	17%				1%		
Asda Superstore, Sea View Road		5%		11%	11%				1%		
Other				1%	6%						
HESWALL											12%
Heswall Town Centre											12%
MORETON											
Moreton Town Centre											
WEST KIRBY	11%										
West Kirby Town Centre	11%										
DISTRICT CENTRES	4%			1%		1%	8%	2%	8%	13%	8%
Bromborough Village District Centre	1%					1%			8%	13%	7%
Hoylake District Centre	3%										
Woodchurch Road District Centre				1%			8%	2%			1%
LOCAL CENTRES				10%	8%	1%	2%		1%	2%	
Wallasey Village				10%	2%				1%		
Greasby											
Dacre Hill											
Eastham (Eastham Rake / Mill Park Drive)											
Other Local Centres					6%	1%	2%			2%	
Other Stores in Wirral	34%	64%	78%	31%	21%	23%	57%	53%	81%	44%	56%
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD	2%		6%				1%	9%			7%
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	19%	22%	33%	23%	19%	18%	48%	32%	63%	38%	40%
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	11%	42%	38%	7%	2%	5%	7%	11%	1%	1%	7%
Other Stores in Wirral	1%						1%	1%	17%	5%	1%
Outside Wirral	32%	5%	11%	5%	30%	10%	13%	10%	5%	26%	13%
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port			1%							1%	
Chester City Centre						1%			1%	6%	4%
Chester Retail Park, Chester	3%										1%
Ellesmere Port					5%				1%		
Greyhound Retail Park, Chaser Court, Chester					6%		1%	2%			
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	29%	5%	10%	4%	19%	9%	12%	6%	3%	17%	8%
Other Outside of Study Area				1%				2%		1%	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market share figures derived from NEMS Household Survey
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 10: Market Share of furniture, carpets and floor coverings, by Zone (%)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	15%	42%	30%	27%	38%	56%	39%	45%	14%	15%	6%
Birkenhead Town Centre	9%	19%	23%	14%	23%	42%	29%	23%	8%	14%	2%
Birkenhead Out of Centre	5%	22%	7%	13%	14%	14%	10%	23%	5%	1%	4%
B&Q, Bidston Link Road,		5%			1%		1%	10%			1%
Bidston Centre (Hoylake Road)	1%	3%	2%	3%	3%	2%	5%				1%
Tesco Extra (Bidston Moss), Bidston Village Rd			2%			6%		1%	4%		1%
The Rock Retail Park, New Chester Rd			3%	11%	11%	6%	4%	12%	1%	1%	1%
Other	4%	14%									
LISCARD		10%		11%	4%						
Liscard Town Centre		10%		11%	4%						
Liscard Out of Centre											
Asda Superstore, Sea View Road											
Other											
HESWALL	3%		5%							1%	14%
Heswall Town Centre	3%		5%							1%	14%
MORETON	5%	18%	5%	1%		1%			1%		
Moreton Town Centre	5%	18%	5%	1%		1%			1%		
WEST KIRBY	13%										6%
West Kirby Town Centre	13%										6%
DISTRICT CENTRES	11%	6%				1%	1%	2%	14%	15%	1%
Bromborough Village District Centre		3%				1%		2%	14%	15%	1%
Hoylake District Centre	11%	4%									
Woodchurch Road District Centre							1%				
LOCAL CENTRES	3%		10%	29%	18%	5%	5%	9%	3%	10%	3%
Wallasey Village	1%		6%	18%	15%			7%		3%	3%
Greasby	1%		3%								
Dacre Hill											
Eastham (Eastham Rake / Mill Park Drive)											
Other Local Centres	1%		1%	11%	3%	5%	5%	2%	3%	7%	
Other Stores in Wirral	21%	8%	10%	17%	14%	17%	22%	27%	42%	21%	11%
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD											
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	13%	6%	8%	17%	12%	16%	20%	21%	42%	21%	10%
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	8%		2%		2%	1%		6%			
Other Stores in Wirral		1%					2%				1%
Outside Wirral	31%	16%	39%	14%	27%	19%	33%	16%	26%	38%	58%
Broughton Shopping Park, Chester Road, Broughton				1%	1%		1%			2%	8%
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	5%									1%	8%
Chester City Centre	2%		12%			1%	9%	1%	2%	10%	6%
Chester Retail Park, Chester	6%	6%	7%	2%	3%	2%	3%	6%	3%	2%	
Ellesmere Port	1%				4%				1%		
Greyhound Retail Park, Chaser Court, Chester	4%	4%	10%	5%	4%	11%	6%	2%	13%	11%	9%
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington		1%			5%		2%		7%	1%	5%
Liverpool City Centre	11%	3%	5%	1%	8%	4%	11%	3%	1%	7%	9%
Other Outside of Study Area	4%	1%	5%	4%	2%		1%	3%		2%	14%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market share figures derived from NEMS Household Survey
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 11: Market Share of DIY (including gardening) goods, by Zone (%)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	51%	76%	70%	74%	81%	92%	73%	76%	45%	56%	52%
Birkenhead Town Centre		4%	5%	1%	1%	18%	15%	7%	2%	5%	3%
Birkenhead Out of Centre	51%	72%	65%	73%	79%	74%	58%	69%	44%	50%	48%
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road)	48%	70%	60%	70%	78%	59%	42%	60%	28%	39%	47%
Tesco Extra (Bidston Moss), Bidston Village Rd				1%			2%	1%			1%
The Rock Retail Park, New Chester Rd						4%	8%		14%	8%	
Other	3%	2%	5%	2%	1%	10%	6%	8%	2%	4%	
LISCARD			1%	12%	7%				4%		1%
Liscard Town Centre				11%	7%						
Liscard Out of Centre			1%	2%					4%		1%
Asda Superstore, Sea View Road											
Other			1%	2%					4%		1%
HESWALL											19%
Heswall Town Centre											19%
MORETON	3%	7%	4%			1%					
Moreton Town Centre	3%	7%	4%			1%					
WEST KIRBY	18%										
West Kirby Town Centre	18%										
DISTRICT CENTRES	6%	2%	1%	1%				9%	10%	7%	
Bromborough Village District Centre		2%		1%					10%	7%	
Hoylake District Centre	6%										
Woodchurch Road District Centre	1%		1%					9%			
LOCAL CENTRES	3%			11%	7%		13%	1%	6%	7%	
Wallasey Village	3%			3%	5%						
Greasby											
Dacre Hill							9%	1%	4%	4%	
Eastham (Eastham Rake / Mill Park Drive)									2%		
Other Local Centres				8%	2%		3%		1%	3%	
Other Stores in Wirral	19%	13%	23%	1%	2%	5%	14%	10%	24%	19%	25%
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD				1%		3%	9%		13%	12%	2%
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	1%	1%		1%							
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	15%	8%	22%			1%	1%	10%		1%	22%
Other Stores in Wirral	3%	4%	1%		2%	1%	4%		11%	6%	2%
Outside Wirral	1%	1%	2%	1%	3%	2%	1%	3%	10%	12%	4%
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port											
Chester City Centre									1%		
Chester Retail Park, Chester											
Ellesmere Port					3%				6%		
Greyhound Retail Park, Chaser Court, Chester									1%		
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre										6%	
Other Outside of Study Area	1%	1%	2%	1%		2%	1%	3%	2%	7%	4%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:

Market share figures derived from NEMS Household Survey
Excludes responses Special Forms of Trading, 'Don't do this', 'Don't know / varies', and 'Other'
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 12: Turnover of clothing and footwear goods, by Zone (£m)

	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6	
BIRKENHEAD	1.6	4.9	9.1	4.8	4.1	8.0	9.4	17.1	3.9	4.5	3.6	
Birkenhead Town Centre	1.6	2.8	8.2	3.4	2.9	7.2	8.9	15.8	3.6	4.5	3.3	
Birkenhead Out of Centre		2.1	0.9	1.4	1.3	0.8	0.5	1.3	0.3		0.3	
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road) Tesco Extra (Bidston Moss), Bidston Village Rd The Rock Retail Park, New Chester Rd Other		2.1	0.9	1.2 0.2	1.3	0.4 0.4 0.1	0.3 0.2	0.2 0.5 0.6	0.2		0.3	
LISCARD		3.6		5.9	4.3		0.9	0.2	0.2			
Liscard Town Centre		3.1		3.9	3.3			0.2	0.2			
Liscard Out of Centre		0.6		2.0	1.0		0.9					
Asda Superstore, Sea View Road Other		0.6		1.8 0.2	0.7 0.4		0.9					
HESWALL	0.2		1.2				0.2	0.2			1.8	
Heswall Town Centre	0.2		1.2				0.2	0.2			1.8	
MORETON		0.8	1.1					0.2		0.4		
Moreton Town Centre		0.8	1.1					0.2		0.4		
WEST KIRBY	1.8		0.4									
West Kirby Town Centre	1.8		0.4									
DISTRICT CENTRES			0.2	0.4	0.2		0.6	0.2	3.0	2.6	0.6	
Bromborough Village District Centre				0.2			0.3	0.2	3.0	2.6	0.3	
Hoylake District Centre												
Woodchurch Road District Centre			0.2	0.2	0.2		0.3				0.3	
LOCAL CENTRES				0.2				0.8	0.2			
Wallasey Village Greasby Dacre Hill Eastham (Eastham Rake / Mill Park Drive) Other Local Centres				0.2				0.4	0.2			
Other Stores in Wirral	3.2	3.1	1.1		1.6	1.3	2.4	1.9	8.4	5.9	4.5	
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park) Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG Other Stores in Wirral	0.3 1.6 1.2	0.9 1.5 0.7	0.6 0.2 0.2		1.4 0.2	0.1 1.0 0.2	0.2 1.2 0.2 0.8	0.2 1.7 0.2	7.6	5.6	0.2	4.5
Outside Wirral	19.5	7.0	9.8	7.3	13.6	3.3	7.2	9.2	7.2	11.9	19.8	
Broughton Shopping Park, Chester Road, Broughton Cheshire Oaks Designer Outlet Centre, Ellesmere Port Chester City Centre Chester Retail Park, Chester Ellesmere Port Greyhound Retail Park, Chaser Court, Chester IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington Liverpool City Centre Other Outside of Study Area	4.8 0.2 12.6 2.0	0.9 0.3 5.4 0.4	3.7 0.3 6.1	1.2 0.3 5.4 0.4	3.9 0.8 7.8 1.1	0.2 0.1 2.9	3.0 0.3 3.6 0.3	4.8 0.4 3.7 0.2	4.4 0.3 1.4 0.3	0.4 4.9 2.0 0.2 4.0 0.2	1.2 9.6 1.1 1.7 5.4 0.8	
Total	26.3	19.5	22.9	18.6	23.8	12.7	20.6	30.0	22.9	25.3	30.2	

Notes:

Zonal market shares (Table 1) applied to available relevant expenditure per zone
Figures may not add due to rounding

2017 Prices

WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY

Table 13: Turnvoer of books, CD's, DVD's, by Zone (£m)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD		1.8	2.8	1.2	0.8	1.6	2.9	3.5	0.3	0.9	0.8
Birkenhead Town Centre		1.2	2.0	1.0	0.7	1.3	2.8	3.1	0.3	0.9	0.6
Birkenhead Out of Centre		0.5	0.8	0.2	0.1	0.3	0.2	0.4			0.1
B&Q, Bidston Link Road,		0.1									
Bidston Centre (Hoylake Road)		0.4	0.8	0.2	0.1	0.2	0.2	0.3			0.1
Tesco Extra (Bidston Moss), Bidston Village Rd											
The Rock Retail Park, New Chester Rd						0.1		0.1			
Other											
LISCARD		0.2		1.4	0.7						
Liscard Town Centre				0.3	0.6						
Liscard Out of Centre		0.2		1.1	0.1						
Asda Superstore, Sea View Road		0.2		1.1	0.1						
Other				0.1							
HESWALL	0.8	0.1				0.0	0.1		0.1	0.4	4.3
Heswall Town Centre	0.8	0.1				0.0	0.1		0.1	0.4	4.3
MORETON			0.1								
Moreton Town Centre			0.1								
WEST KIRBY	0.3		0.6	0.1							
West Kirby Town Centre	0.3		0.6	0.1							
DISTRICT CENTRES	0.2		0.2			0.2	0.2	1.1	0.8	0.6	0.1
Bromborough Village District Centre						0.2			0.8	0.6	
Hoylake District Centre	0.2										
Woodchurch Road District Centre			0.2				0.2	1.1			0.1
LOCAL CENTRES			0.1	0.4	0.1	0.2	0.1		0.1	0.2	
Wallasey Village				0.4	0.1						
Greasby			0.1								
Dacre Hill							0.1			0.1	
Eastham (Eastham Rake / Mill Park Drive)									0.1		
Other Local Centres						0.2				0.1	
Other Stores in Wirral	0.1	0.3	0.9		0.2	0.0	0.1	1.2	1.5	1.0	0.1
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD			0.1								
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	0.1				0.2				0.5	0.6	
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG		0.1	0.8			0.0	0.1	1.2		0.1	0.1
Other Stores in Wirral		0.2					0.1		1.1	0.3	
Outside Wirral	4.6	1.7	0.2	0.9	3.3	0.5	0.9	0.7	2.0	2.2	1.4
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	0.8								0.2	0.1	
Chester City Centre									0.2	0.8	0.3
Chester Retail Park, Chester											
Ellesmere Port											
Greyhound Retail Park, Chaser Court, Chester											
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	3.1	1.7	0.2	0.9	2.7	0.4	0.8	0.7	1.6	1.2	0.9
Other Outside of Study Area	0.8				0.6	0.1	0.1			0.1	0.2
Total	6.0	4.1	4.8	4.0	5.1	2.6	4.4	6.4	4.9	5.3	6.8

Notes:

Zonal market shares (Table 2) applied to available relevant expenditure per zone
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 14: Turnover of furnishings and household textile goods, by Zone (£m)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	0.2	0.5	0.7	0.8	0.9	1.4	1.0	1.6	0.1	0.6	0.1
Birkenhead Town Centre	0.2	0.3	0.5	0.4	0.5	1.3	0.9	1.0	0.1	0.2	0.1
Birkenhead Out of Centre	0.0	0.2	0.2	0.4	0.4	0.1	0.1	0.7	0.1	0.4	
B&Q, Bidston Link Road,		0.1	0.1	0.2	0.2			0.3	0.0	0.0	
Bidston Centre (Hoylake Road)	0.0		0.1								
Tesco Extra (Bidston Moss), Bidston Village Rd		0.1		0.2	0.2			0.0	0.0	0.3	
The Rock Retail Park, New Chester Rd		0.1		0.1	0.1	0.1	0.1	0.0			
Other				0.1	0.1	0.0	0.1	0.3			
LISCARD		0.2		1.1	0.5						
Liscard Town Centre		0.1		0.3	0.2						
Liscard Out of Centre		0.1		0.8	0.3						
Asda Superstore, Sea View Road		0.1		0.8	0.3						
Other					0.0						
HESWALL	0.1						0.0				0.2
Heswall Town Centre	0.1						0.0				0.2
MORETON		0.1									
Moreton Town Centre		0.1									
WEST KIRBY	0.7	0.2				0.0	0.0				
West Kirby Town Centre	0.7	0.2				0.0	0.0				
DISTRICT CENTRES		0.3	0.1	0.1			0.2		0.6	0.0	0.1
Bromborough Village District Centre		0.3		0.1			0.1		0.6	0.0	0.1
Hoylake District Centre			0.0								
Woodchurch Road District Centre			0.0	0.1			0.1				0.1
LOCAL CENTRES				0.1	0.5		0.0	0.0		0.0	
Wallasey Village				0.1	0.4			0.0			
Greasby											
Dacre Hill							0.0				
Eastham (Eastham Rake / Mill Park Drive)											
Other Local Centres					0.1					0.0	
Other Stores in Wirral	1.3	1.3	1.6	0.7	1.0	0.7	1.8	2.1	2.1	1.5	1.9
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD			0.0			0.0	0.0	0.2			
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	1.2	1.0	1.4	0.7	0.9	0.6	1.7	1.9	1.8	1.3	1.6
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	0.0	0.2	0.1		0.0	0.1	0.1			0.0	
Other Stores in Wirral		0.1					0.0		0.3	0.1	0.3
Outside Wirral	2.1	0.6	1.3	0.6	1.4	0.4	0.6	1.4	1.0	2.0	2.6
Broughton Shopping Park, Chester Road, Broughton				0.3							
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	0.5	0.1	0.1		0.2	0.1	0.1	0.3	0.0	0.5	0.5
Chester City Centre			0.2					0.0	0.1	0.1	0.2
Chester Retail Park, Chester	0.3		0.1		0.0			0.0		0.0	0.2
Ellesmere Port	0.0				0.2			0.1	0.0	0.0	
Greyhound Retail Park, Chaser Court, Chester	0.1		0.3				0.0	0.1	0.2	0.1	0.3
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington	0.5	0.2		0.1	0.2		0.1	0.2	0.1	0.1	0.3
Liverpool City Centre	0.7	0.2	0.4	0.3	0.7	0.2	0.2	0.3	0.3	0.9	0.9
Other Outside of Study Area	0.0	0.2	0.2		0.0	0.1	0.2	0.2	0.1	0.1	0.2
Total	4.4	3.1	3.6	3.4	4.2	2.5	3.7	5.2	3.8	4.2	4.9

Notes:

Zonal market shares (Table 3) applied to available relevant expenditure per zone
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 15: Turnover of small household goods, by Zone (£m)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	1.6	1.4	1.2	0.8	0.3	2.1	2.0	2.6	0.1	1.1	0.6
Birkenhead Town Centre	0.6	0.4	0.5	0.7	0.1	1.4	1.8	1.6	0.1	0.9	0.4
Birkenhead Out of Centre	0.9	1.0	0.7	0.1	0.2	0.7	0.2	1.0	0.1	0.2	0.2
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road)		0.4				0.0					
Tesco Extra (Bidston Moss), Bidston Village Rd	0.8	0.6	0.7		0.2	0.2	0.1	0.4	0.1	0.1	0.1
The Rock Retail Park, New Chester Rd	0.1			0.1		0.1	0.0			0.1	
Other						0.3	0.1	0.6			0.1
LISCARD		0.4		1.9	1.4						
Liscard Town Centre		0.1		1.0	0.8						
Liscard Out of Centre		0.2		0.9	0.6						
Asda Superstore, Sea View Road		0.2		0.9	0.6						
Other											
HESWALL	0.6										0.8
Heswall Town Centre	0.6										0.8
MORETON		0.3	0.1								
Moreton Town Centre		0.3	0.1								
WEST KIRBY	1.1		0.3								
West Kirby Town Centre	1.1		0.3								
DISTRICT CENTRES	0.3		0.1	0.1	0.1		0.3	0.1	0.7	0.6	0.5
Bromborough Village District Centre				0.1					0.6	0.6	0.2
Hoylake District Centre	0.3		0.1		0.1						0.1
Woodchurch Road District Centre				0.1			0.3	0.1	0.1		0.2
LOCAL CENTRES					0.5	0.1	0.0				
Wallasey Village					0.5						
Greasby											
Dacre Hill							0.0				
Eastham (Eastham Rake / Mill Park Drive)						0.1					
Other Local Centres											
Other Stores in Wirral	0.6	1.2	2.5	0.2	0.3	0.3	1.1	3.0	2.7	1.7	1.6
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD	0.1	0.4	1.0	0.1	0.3	0.3	0.1	0.3	1.5	1.1	0.2
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)		0.3	0.2	0.1	0.3	0.3	0.8	1.8			0.9
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	0.5	0.3	1.0					0.7			
Other Stores in Wirral		0.1	0.3				0.2	0.1	1.2	0.6	0.5
Outside Wirral	2.6	0.9	1.1	0.8	3.0	0.3	1.0	1.1	1.5	2.5	4.3
Broughton Shopping Park, Chester Road, Broughton				0.3							
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	0.3	0.5	0.1	0.1	0.3	0.1	0.1	0.1	0.6	0.7	1.2
Chester City Centre			0.1			0.0	0.3			0.2	0.3
Chester Retail Park, Chester	0.2										0.3
Ellesmere Port					0.3						
Greyhound Retail Park, Chaser Court, Chester									0.1		0.2
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington		0.1	0.7		1.0	0.0	0.1	0.4	0.3	0.2	1.1
Liverpool City Centre	2.1	0.3	0.2	0.4	1.4	0.1	0.5	0.7	0.5	1.2	1.0
Other Outside of Study Area		0.1			0.1					0.3	0.2
Total	6.7	4.1	5.2	3.9	5.5	2.8	4.4	6.8	5.0	5.9	7.8

Notes:

Zonal market shares (Table 4) applied to available relevant expenditure per zone
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 16: Turnover of clocks, jewellery, and watches goods, by Zone (£m)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	0.1	0.7	0.8	0.8	0.2	1.5	1.6	2.7	1.2	0.7	0.1
Birkenhead Town Centre	0.1	0.7	0.8	0.8	0.2	1.4	1.6	2.7	1.2	0.7	0.1
Birkenhead Out of Centre		0.1				0.0					
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road) Tesco Extra (Bidston Moss), Bidston Village Rd The Rock Retail Park, New Chester Rd Other		0.1				0.0					
LISCARD			0.0	0.9	0.2					0.1	
Liscard Town Centre			0.0	0.9	0.2					0.1	
Liscard Out of Centre											
Asda Superstore, Sea View Road Other											
HESWALL			0.1							0.1	0.6
Heswall Town Centre			0.1							0.1	0.6
MORETON											
Moreton Town Centre											
WEST KIRBY	0.4	0.0	0.1								0.1
West Kirby Town Centre	0.4	0.0	0.1								0.1
DISTRICT CENTRES	0.1			0.1			0.0		0.2	0.1	
Bromborough Village District Centre				0.1					0.2	0.1	
Hoylake District Centre	0.1										
Woodchurch Road District Centre							0.0				
LOCAL CENTRES		0.1		0.2	0.6		0.1		0.1		0.1
Wallasey Village Greasby Dacre Hill Eastham (Eastham Rake / Mill Park Drive) Other Local Centres		0.1		0.2	0.6		0.1		0.1		0.1
Other Stores in Wirral	0.2	0.6	0.2	0.1	0.1	0.2	0.1	0.2	0.4	0.1	
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park) Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG Other Stores in Wirral	0.2 0.0	0.3 0.4	0.2	0.1	0.1 0.1	0.2	0.0 0.0	0.1 0.1	0.4	0.1	
Outside Wirral	1.8	0.9	1.2	1.1	1.7	0.8	1.5	1.0	1.1	1.8	2.1
Broughton Shopping Park, Chester Road, Broughton Cheshire Oaks Designer Outlet Centre, Ellesmere Port Chester City Centre Chester Retail Park, Chester Ellesmere Port Greyhound Retail Park, Chaser Court, Chester IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington Liverpool City Centre Other Outside of Study Area	0.3 0.1	0.2 0.1	0.0	0.1	0.4	0.2 0.2	0.2	0.1 0.1	0.2 0.2	0.4 0.2	0.1 0.4
	0.9 0.5	0.5 0.1	1.2 0.0	0.8 0.2	1.0	0.3 0.1	1.1 0.2	0.6 0.2	0.4 0.1	1.0 0.2	1.2 0.4
Total	2.6	2.3	2.5	3.0	2.8	2.4	3.3	3.9	2.9	2.8	3.0

Notes:

Zonal market shares (Table 5) applied to available relevant expenditure per zone
Figures may not add due to rounding

2017 Prices

WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY

Table 17: Turnover of toys, games, bicycles and other recreational/sports goods, by Zone (£m)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	2.7	4.1	3.3	4.0	0.7	4.4	5.7	3.0	1.7	0.6	1.4
Birkenhead Town Centre	1.4	1.6	2.5	3.4	0.7	3.7	4.9	2.8	1.5	0.6	0.4
Birkenhead Out of Centre	1.2	2.5	0.8	0.6		0.8	0.8	0.2	0.2		1.0
B&Q, Bidston Link Road,	1.0	0.5		0.6		0.1					0.4
Bidston Centre (Hoylake Road)		0.7				0.2			0.2		0.7
Tesco Extra (Bidston Moss), Bidston Village Rd	0.2		0.8								
The Rock Retail Park, New Chester Rd		1.4				0.5	0.8	0.2			
Other											
LISCARD				1.7	2.3	0.1					
Liscard Town Centre				0.2	1.1						
Liscard Out of Centre				1.4	1.2	0.1					
Asda Superstore, Sea View Road				1.2	0.9						
Other				0.2	0.3	0.1					
HESWALL											0.7
Heswall Town Centre											0.7
MORETON		0.2	0.2					0.2			
Moreton Town Centre		0.2	0.2					0.2			
WEST KIRBY	0.7										
West Kirby Town Centre	0.7										
DISTRICT CENTRES	0.5			0.8	0.2			0.4	0.8	0.6	
Bromborough Village District Centre				0.6				0.2	0.8	0.6	
Hoylake District Centre	0.5										
Woodchurch Road District Centre				0.2	0.2			0.2			
LOCAL CENTRES			0.2	0.2	0.4			0.4	0.5	0.5	0.4
Wallasey Village				0.2	0.4						
Greasby			0.2					0.2			0.4
Dacre Hill								0.2			
Eastham (Eastham Rake / Mill Park Drive)									0.3	0.2	
Other Local Centres									0.2	0.4	
Other Stores in Wirral	3.2	5.0	5.4	1.3	1.6	1.5	4.4	8.8	8.3	7.3	6.3
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD							0.2				
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	3.2	3.2	1.9	1.3	1.3	1.5	4.1	8.4	8.3	7.3	4.9
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG		1.8	3.3		0.3			0.4			1.4
Other Stores in Wirral			0.2				0.2				
Outside Wirral	4.9	0.8	2.4	2.4	6.1	0.8	0.9	2.1	0.8	3.2	5.8
Broughton Shopping Park, Chester Road, Broughton											1.6
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	0.2				1.3	0.4			0.2		0.4
Chester City Centre										0.2	0.4
Chester Retail Park, Chester											0.4
Ellesmere Port						0.7					
Greyhound Retail Park, Chaser Court, Chester					0.8						
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington	4.3	0.6	2.4	2.4	3.1	0.4	0.9	1.2	0.7	3.0	2.3
Liverpool City Centre	0.4	0.2			0.1			0.8			0.7
Other Outside of Study Area											
Total	11.9	10.1	11.5	10.4	11.4	6.8	11.0	14.7	12.1	12.3	14.6

Notes:

Zonal market shares (Table 6) applied to available relevant expenditure per zone
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 18: Turnover of chemist goods, by Zone (£m)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	0.5	1.0	1.9	1.4	1.1	4.2	4.2	7.3	0.2	1.6	0.6
Birkenhead Town Centre	0.2	0.5	1.2	0.6	0.2	3.7	4.0	4.4	0.1	1.5	0.4
Birkenhead Out of Centre	0.4	0.6	0.7	0.9	0.9	0.5	0.2	2.9	0.1	0.1	0.2
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road)					0.1	0.0		0.6			
Tesco Extra (Bidston Moss), Bidston Village Rd	0.2	0.4	0.1	0.8	0.4	0.1		0.2	0.1		0.2
The Rock Retail Park, New Chester Rd	0.1					0.1	0.1			0.1	
Other		0.1	0.6	0.1	0.4	0.3	0.1	2.2			
LISCARD	0.1	0.9		5.5	3.8						0.1
Liscard Town Centre		0.2		3.7	2.2						0.1
Liscard Out of Centre	0.1	0.7		1.8	1.6						
Asda Superstore, Sea View Road		0.7		0.8	1.2						
Other	0.1			1.0	0.3						
HESWALL	0.5		0.1			0.0					9.1
Heswall Town Centre	0.5		0.1			0.0					9.1
MORETON	1.2	4.9	1.2			0.0	0.1				
Moreton Town Centre	1.2	4.9	1.2			0.0	0.1				
WEST KIRBY	6.1	0.1	0.7								0.4
West Kirby Town Centre	6.1	0.1	0.7								0.4
DISTRICT CENTRES	0.8	0.1	0.1	0.1		0.1	2.3	3.1	2.0	1.7	0.4
Bromborough Village District Centre		0.1					0.6		1.9	1.5	0.2
Hoylake District Centre	0.8					0.0					
Woodchurch Road District Centre			0.1	0.1		0.1	1.7	3.1	0.1	0.2	0.1
LOCAL CENTRES		0.1	2.3	1.8	4.0	1.7	1.5	0.7	2.4	3.3	0.3
Wallasey Village		0.1		1.4	2.9	0.1					
Greasby			2.3								
Dacre Hill						0.0	1.1			0.6	
Eastham (Eastham Rake / Mill Park Drive)									1.3		
Other Local Centres				0.4	1.0	1.5	0.4	0.7	1.1	2.6	0.3
Other Stores in Wirral	0.9	1.1	3.9	0.1	0.4	1.9	2.2	5.6	5.4	1.6	
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD			0.5			0.1	0.6				0.4
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	0.5		0.1		0.4	1.3	0.6	4.0	4.3		0.5
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	0.1	0.4	1.4			0.2	1.0				
Other Stores in Wirral	0.3	0.7	1.9	0.1		0.3		1.6	1.1		0.7
Outside Wirral	2.1	0.4	0.5	0.3	2.5	0.3	0.2	0.6	0.6	0.1	1.3
Broughton Shopping Park, Chester Road, Broughton											0.1
Cheshire Oaks Designer Outlet Centre, Ellesmere Port					0.4			0.1	0.5		0.1
Chester City Centre											0.2
Chester Retail Park, Chester											
Ellesmere Port											
Greyhound Retail Park, Chaser Court, Chester											
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	1.8	0.1	0.5	0.1	2.1	0.2	0.1	0.5	0.1	0.1	0.8
Other Outside of Study Area	0.2			0.2	0.1	0.0	0.1	0.1			0.1
Total	12.3	8.6	10.7	9.3	11.8	6.4	10.2	14.0	10.9	11.9	13.9

Notes:

Zonal market shares (Table 7) applied to available relevant expenditure per zone
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 19: Turnover of large household electrical items, by Zone (£m)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	0.6	0.6	0.4	0.4	0.5	0.5	0.4	0.9	0.0	0.1	0.2
Birkenhead Town Centre	0.3	0.0	0.2	0.2	0.3	0.4	0.4	0.6		0.0	0.1
Birkenhead Out of Centre	0.4	0.5	0.1	0.2	0.2	0.1	0.0	0.3	0.0	0.1	0.2
B&Q, Bidston Link Road,	0.0	0.1	0.1			0.0		0.0	0.0	0.0	0.1
Bidston Centre (Hoylake Road)		0.0									
Tesco Extra (Bidston Moss), Bidston Village Rd	0.1	0.4		0.2	0.2	0.0		0.2			
The Rock Retail Park, New Chester Rd							0.0	0.0		0.0	0.1
Other	0.2				0.0						0.1
LISCARD		0.2		0.1	0.1						
Liscard Town Centre		0.2		0.1	0.0						
Liscard Out of Centre				0.0	0.1						
Asda Superstore, Sea View Road				0.0	0.1						
Other											
HESWALL	0.2							0.1			0.1
Heswall Town Centre	0.2							0.1			0.1
MORETON		0.1	0.0								
Moreton Town Centre		0.1	0.0								
WEST KIRBY	0.1										
West Kirby Town Centre	0.1										
DISTRICT CENTRES	0.0	0.0	0.1		0.1	0.0	0.2	0.2	0.2	0.6	0.1
Bromborough Village District Centre	0.0	0.0	0.0		0.1	0.0	0.1	0.1	0.2	0.6	0.1
Hoylake District Centre								0.0			
Woodchurch Road District Centre			0.0			0.0	0.0	0.0			
LOCAL CENTRES		0.0	0.0	0.2	0.5	0.0			0.1	0.1	
Wallasey Village		0.0		0.2	0.3						
Greasby											
Dacre Hill											
Eastham (Eastham Rake / Mill Park Drive)									0.1	0.0	
Other Local Centres			0.0		0.2	0.0				0.0	
Other Stores in Wirral	1.2	1.4	2.2	1.0	1.3	0.8	1.3	2.0	2.3	2.2	2.9
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD		0.0	0.0			0.0					
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	1.0	0.7	1.5	0.8	1.2	0.7	1.3	1.7	2.2	2.2	2.8
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	0.2	0.6	0.7	0.2	0.1	0.0		0.2			0.1
Other Stores in Wirral							0.0	0.0	0.0		
Outside Wirral	1.2	0.3	0.3	0.3	0.9	0.0	0.3	0.6	0.2	0.4	0.9
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port				0.0							0.1
Chester City Centre									0.0		0.1
Chester Retail Park, Chester	0.0										0.1
Ellesmere Port									0.0		
Greyhound Retail Park, Chaser Court, Chester	0.2		0.0		0.2			0.1	0.0		0.1
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	0.9	0.3	0.3	0.2	0.7	0.0	0.3	0.5	0.1	0.3	0.4
Other Outside of Study Area				0.0			0.0		0.1	0.1	0.1
Total	3.3	2.6	3.0	2.0	3.3	1.3	2.2	3.7	2.9	3.4	4.2

Notes:

Zonal market shares (Table 8) applied to available relevant expenditure per zone
Figures may not add due to rounding

2017 Prices

WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY

Table 20: Turnover of small electrical goods, by Zone (£m)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	1.7	1.7	0.8	1.6	0.8	2.6	1.4	3.4	0.3	1.1	1.0
Birkenhead Town Centre	0.2	0.3	0.7	1.1	0.3	1.9	1.4	1.9	0.2	1.0	0.8
Birkenhead Out of Centre	1.5	1.3	0.1	0.5	0.5	0.7		1.6	0.1	0.1	0.2
B&Q, Bidston Link Road,	0.1	0.1				0.0		0.4	0.1	0.1	
Bidston Centre (Hoylake Road)								0.1			
Tesco Extra (Bidston Moss), Bidston Village Rd	1.4	1.2	0.1	0.5	0.4	0.3		1.0			0.2
The Rock Retail Park, New Chester Rd						0.0		0.1			
Other					0.1	0.3					
LISCARD		0.4		1.7	2.6				0.1		
Liscard Town Centre		0.1		0.9	1.2						
Liscard Out of Centre		0.3		0.8	1.4				0.1		
Asda Superstore, Sea View Road		0.3		0.7	0.9				0.1		
Other				0.1	0.5						
HESWALL											1.2
Heswall Town Centre											1.2
MORETON											
Moreton Town Centre											
WEST KIRBY	1.0										
West Kirby Town Centre	1.0										
DISTRICT CENTRES	0.4			0.1		0.0	0.5	0.2	0.7	1.0	0.8
Bromborough Village District Centre	0.1					0.0			0.7	1.0	0.7
Hoylake District Centre	0.3										
Woodchurch Road District Centre				0.1			0.5	0.2			0.1
LOCAL CENTRES				0.6	0.6	0.0	0.1		0.1	0.2	
Wallasey Village				0.6	0.2				0.1		
Greasby											
Dacre Hill											
Eastham (Eastham Rake / Mill Park Drive)											
Other Local Centres					0.5	0.0	0.1			0.2	
Other Stores in Wirral	3.0	4.3	5.3	1.9	1.7	0.9	4.0	5.1	6.6	3.3	5.6
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD	0.2		0.4				0.1	0.9			0.7
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	1.7	1.4	2.3	1.4	1.5	0.7	3.4	3.1	5.1	2.8	4.0
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	1.0	2.8	2.6	0.5	0.2	0.2	0.5	1.1	0.1	0.1	0.7
Other Stores in Wirral	0.1						0.1	0.1	1.4	0.4	0.1
Outside Wirral	2.8	0.3	0.7	0.3	2.5	0.4	0.9	1.0	0.4	1.9	1.3
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port			0.1							0.1	
Chester City Centre						0.0			0.1	0.5	0.4
Chester Retail Park, Chester	0.3										0.1
Ellesmere Port					0.4				0.1		
Greyhound Retail Park, Chaser Court, Chester					0.5		0.1	0.2			
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	2.5	0.3	0.7	0.2	1.6	0.3	0.8	0.6	0.3	1.3	0.8
Other Outside of Study Area				0.1				0.2		0.1	
Total	8.8	6.6	6.8	6.2	8.2	4.0	6.9	9.7	8.1	7.4	9.9

Notes:

Zonal market shares (Table 9) applied to available relevant expenditure per zone
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 21: Turnover of furniture, carpets and floor coverings, by Zone (£m)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	0.7	1.2	1.2	0.7	1.5	1.0	1.1	2.3	0.5	0.7	0.4
Birkenhead Town Centre	0.5	0.6	0.9	0.4	0.9	0.7	0.8	1.1	0.3	0.6	0.1
Birkenhead Out of Centre	0.3	0.6	0.3	0.4	0.6	0.2	0.3	1.1	0.2	0.1	0.2
B&Q, Bidston Link Road,	0.2	0.2			0.0	0.0	0.0	0.5			0.1
Bidston Centre (Hoylake Road)	0.0	0.1	0.1	0.1	0.1		0.1				0.1
Tesco Extra (Bidston Moss), Bidston Village Rd			0.1			0.1			0.1		0.1
The Rock Retail Park, New Chester Rd			0.1			0.1		0.1	0.0		0.1
Other	0.2	0.4	0.1	0.3	0.4	0.1	0.1	0.6	0.0	0.1	0.1
LISCARD		0.3		0.3	0.1						
Liscard Town Centre		0.3		0.3	0.1						
Liscard Out of Centre											
Asda Superstore, Sea View Road											
Other											
HESWALL	0.1		0.2							0.1	0.8
Heswall Town Centre	0.1		0.2							0.1	0.8
MORETON	0.2	0.5	0.2	0.0		0.0			0.1		
Moreton Town Centre	0.2	0.5	0.2	0.0		0.0			0.1		
WEST KIRBY	0.6										0.4
West Kirby Town Centre	0.6										0.4
DISTRICT CENTRES	0.6	0.2				0.0	0.0	0.1	0.5	0.7	0.1
Bromborough Village District Centre		0.1				0.0		0.1	0.5	0.7	0.1
Hoylake District Centre	0.6	0.1									
Woodchurch Road District Centre							0.0				
LOCAL CENTRES	0.1		0.4	0.8	0.7	0.1	0.1	0.4	0.1	0.5	0.2
Wallasey Village	0.0		0.2	0.5	0.6			0.3		0.2	0.2
Greasby	0.0		0.1								
Dacre Hill											
Eastham (Eastham Rake / Mill Park Drive)											
Other Local Centres	0.0		0.0	0.3	0.1	0.1	0.1	0.1	0.1	0.3	
Other Stores in Wirral	1.0	0.2	0.4	0.5	0.5	0.3	0.7	1.3	1.5	1.0	0.7
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD											
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	0.6	0.2	0.3	0.5	0.5	0.3	0.6	1.0	1.5	1.0	0.6
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	0.4		0.1		0.1	0.0		0.3			
Other Stores in Wirral		0.0					0.1				0.1
Outside Wirral	1.5	0.5	1.5	0.4	1.0	0.3	1.0	0.8	1.0	1.7	3.4
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	0.2			0.0	0.0		0.0			0.1	0.4
Chester City Centre	0.1		0.5			0.0	0.3	0.1	0.1	0.1	0.5
Chester Retail Park, Chester	0.3	0.2	0.3	0.1	0.1	0.0	0.1	0.3	0.1	0.5	0.3
Ellesmere Port	0.0				0.2				0.0	0.1	
Greyhound Retail Park, Chaser Court, Chester	0.2	0.1	0.4	0.1	0.1	0.2	0.2	0.1	0.5	0.5	0.5
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington		0.0			0.2		0.1		0.3	0.1	0.3
Liverpool City Centre	0.5	0.1	0.2	0.0	0.3	0.1	0.3	0.2	0.0	0.3	0.5
Other Outside of Study Area	0.2	0.0	0.2	0.1	0.1		0.0	0.2		0.1	0.8
Total	4.9	2.9	3.9	2.7	3.9	1.7	2.9	5.0	3.7	4.6	5.8

Notes:

Zonal market shares (Table 10) applied to available relevant expenditure per zone
Figures may not add due to rounding

2017 Prices

WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY

Table 22: Turnover of DIY (including gardening) goods, by Zone (£m)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	3.0	3.0	3.3	2.6	4.6	2.2	2.8	5.1	2.3	3.0	3.4
Birkenhead Town Centre		0.2	0.2	0.0	0.1	0.4	0.6	0.5	0.1	0.3	0.2
Birkenhead Out of Centre	3.0	2.8	3.1	2.5	4.5	1.8	2.2	4.6	2.2	2.7	3.2
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road)	2.8	2.7	2.9	2.4 0.0	4.5	1.4	1.6	4.0	1.4	2.1	3.1
Tesco Extra (Bidston Moss), Bidston Village Rd							0.1	0.1	0.7	0.4	0.1
The Rock Retail Park, New Chester Rd						0.1	0.3	0.1	0.1	0.4	0.1
Other	0.2	0.1	0.2	0.1	0.0	0.2	0.2	0.6	0.1	0.2	
LISCARD			0.0	0.4	0.4				0.2		0.1
Liscard Town Centre				0.4	0.4						
Liscard Out of Centre			0.0	0.1					0.2		0.1
Asda Superstore, Sea View Road									0.2		0.1
Other			0.0	0.1							
HESWALL											1.2
Heswall Town Centre											1.2
MORETON	0.2	0.3	0.2			0.0					
Moreton Town Centre	0.2	0.3	0.2			0.0					
WEST KIRBY	1.0										
West Kirby Town Centre	1.0										
DISTRICT CENTRES	0.4	0.1	0.0	0.0				0.6	0.5	0.4	
Bromborough Village District Centre		0.1		0.0					0.5	0.4	
Hoylake District Centre	0.3										
Woodchurch Road District Centre	0.0		0.0					0.6			
LOCAL CENTRES	0.2			0.4	0.4		0.5	0.1	0.3	0.4	
Wallasey Village	0.2			0.1	0.3						
Greasby											
Dacre Hill							0.4	0.1	0.2	0.2	
Eastham (Eastham Rake / Mill Park Drive)									0.1		
Other Local Centres				0.3	0.1		0.1		0.0	0.2	
Other Stores in Wirral	1.1	0.5	1.1	0.0	0.1	0.1	0.5	0.7	1.2	1.0	1.7
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD											
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	0.0	0.0		0.0		0.1	0.3		0.6	0.6	0.1
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	0.9	0.3	1.1			0.0	0.0	0.7		0.1	1.4
Other Stores in Wirral	0.2	0.2	0.0		0.1	0.0	0.2		0.5	0.3	0.1
Outside Wirral	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.2	0.5	0.7	0.2
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port											
Chester City Centre									0.0		
Chester Retail Park, Chester											
Ellesmere Port					0.2				0.3		
Greyhound Retail Park, Chaser Court, Chester									0.1		
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre										0.3	
Other Outside of Study Area	0.0	0.0	0.1	0.0		0.0	0.0	0.2	0.1	0.4	0.2
Total	6.0	3.9	4.8	3.5	5.7	2.4	3.9	6.7	5.0	5.4	6.6

Notes:

Zonal market shares (Table 11) applied to available relevant expenditure per zone
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 23: Turnover bulky comparison goods, by Zone (£m)

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	4.4	4.8	4.9	3.7	6.6	3.6	4.4	8.3	2.8	3.8	4.0
Birkenhead Town Centre	0.7	0.8	1.4	0.6	1.3	1.6	1.8	2.2	0.4	1.0	0.4
Birkenhead Out of Centre	3.6	4.0	3.5	3.1	5.3	2.1	2.6	6.1	2.4	2.9	3.6
B&Q, Bidston Link Road,	2.9	3.0	3.0	2.4	4.5	1.5	1.7	4.6	1.4	2.1	3.3
Bidston Centre (Hoylake Road)	0.0	0.1	0.1	0.1	0.1		0.1				
Tesco Extra (Bidston Moss), Bidston Village Rd	0.1	0.4		0.2	0.2	0.0	0.1	0.3	0.1		
The Rock Retail Park, New Chester Rd			0.1			0.2	0.4	0.1	0.7	0.5	0.2
Other	0.6	0.5	0.3	0.4	0.5	0.3	0.3	1.1	0.1	0.3	0.1
LISCARD		0.5	0.0	0.9	0.6				0.2		0.1
Liscard Town Centre		0.5		0.8	0.6						
Liscard Out of Centre			0.0	0.1	0.1				0.2		0.1
Asda Superstore, Sea View Road				0.0	0.1				0.2		0.1
Other			0.0	0.1							
HESWALL	0.3		0.2					0.1		0.1	2.1
Heswall Town Centre	0.3		0.2					0.1		0.1	2.1
MORETON	0.4	0.9	0.4	0.0		0.0			0.1		
Moreton Town Centre	0.4	0.9	0.4	0.0		0.0			0.1		
WEST KIRBY	1.8										0.4
West Kirby Town Centre	1.8										0.4
DISTRICT CENTRES	1.0	0.3	0.1	0.0	0.1	0.1	0.2	0.9	1.3	1.6	0.2
Bromborough Village District Centre	0.0	0.2	0.0	0.0	0.1	0.0	0.1	0.2	1.3	1.6	0.2
Hoylake District Centre	0.9	0.1						0.0			
Woodchurch Road District Centre	0.0		0.1			0.0	0.1	0.6			
LOCAL CENTRES	0.3	0.0	0.4	1.3	1.6	0.1	0.6	0.5	0.5	0.9	0.2
Wallasey Village	0.2	0.0	0.2	0.8	1.2			0.3		0.2	0.2
Greasby	0.0		0.1								
Dacre Hill							0.4	0.1	0.2	0.2	
Eastham (Eastham Rake / Mill Park Drive)									0.2	0.0	
Other Local Centres	0.0		0.1	0.6	0.4	0.1	0.3	0.1	0.1	0.5	
Other Stores in Wirral	3.3	2.2	3.7	1.5	1.9	1.2	2.5	4.1	5.0	4.2	5.2
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD		0.0	0.0			0.0					
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	1.7	1.0	1.8	1.3	1.7	1.1	2.2	2.8	4.4	3.8	3.5
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	1.5	1.0	1.8	0.2	0.2	0.1	0.0	1.3		0.1	1.6
Other Stores in Wirral	0.2	0.2	0.0		0.1	0.0	0.2	0.0	0.6	0.3	0.2
Outside Wirral	2.7	0.8	1.9	0.7	2.1	0.4	1.3	1.6	1.7	2.8	4.5
Broughton Shopping Park, Chester Road, Broughton				0.1	0.0		0.0			0.1	0.5
Cheshire Oaks Designer Outlet Centre, Ellesmere Port											
Chester City Centre	0.1		0.5			0.0	0.3	0.1	0.1	0.1	0.6
Chester Retail Park, Chester	0.3	0.2	0.3	0.1	0.1	0.0	0.1	0.3	0.1	0.5	0.4
Ellesmere Port	0.0				0.3				0.3	0.1	
Greyhound Retail Park, Chaser Court, Chester	0.4	0.1	0.4	0.1	0.3	0.2	0.2	0.2	0.6	0.5	0.6
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington		0.0			0.2		0.1		0.3	0.1	0.3
Liverpool City Centre	1.5	0.4	0.4	0.2	1.0	0.1	0.6	0.7	0.1	0.9	0.9
Other Outside of Study Area	0.2	0.1	0.3	0.2	0.1	0.0	0.1	0.4	0.2	0.6	1.1
Total	14.2	9.4	11.7	8.2	12.9	5.4	8.9	15.4	11.5	13.4	16.6

Notes:

Derived from Tables 19, 21 & 22
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 24: Turnover of non-bulky comparison goods (excluding clothing and footwear) , by Zone (£m)

	Zones										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	6.8	11.2	11.4	10.7	4.8	17.8	18.9	24.2	3.9	6.6	4.7
Birkenhead Town Centre	2.7	5.0	8.1	8.0	2.7	14.8	17.4	17.3	3.4	5.8	2.8
Birkenhead Out of Centre	4.0	6.1	3.3	2.7	2.1	3.1	1.5	6.8	0.5	0.8	1.8
B&Q, Bidston Link Road,	0.1	0.2	0.1	0.2	0.2	0.1		0.7	0.1	0.1	
Bidston Centre (Hoylake Road)	1.1	1.0	0.1	0.6	0.1	0.1		0.6			0.4
Tesco Extra (Bidston Moss), Bidston Village Rd	2.4	3.5	1.7	1.4	1.3	1.1	0.2	1.8	0.4	0.4	1.3
The Rock Retail Park, New Chester Rd	0.5		0.8	0.3		0.2		0.1		0.2	
Other		1.6	0.6	0.2	0.6	1.5	1.0	3.5			0.1
LISCARD	0.1	2.1	0.0	14.2	11.4	0.1			0.1	0.1	0.1
Liscard Town Centre		0.6	0.0	7.3	6.4					0.1	0.1
Liscard Out of Centre	0.1	1.5		6.8	5.1	0.1			0.1		
Asda Superstore, Sea View Road		1.5		5.5	3.9						
Other	0.1			1.3	1.1	0.1			0.1		
HESWALL	1.9	0.1	0.2			0.1	0.2		0.1	0.5	17.0
Heswall Town Centre	1.9	0.1	0.2			0.1	0.2		0.1	0.5	17.0
MORETON	1.2	5.4	1.6			0.0	0.1	0.2			
Moreton Town Centre	1.2	5.4	1.6			0.0	0.1	0.2			
WEST KIRBY	10.1	0.4	1.5	0.1		0.0	0.0				0.5
West Kirby Town Centre	10.1	0.4	1.5	0.1		0.0	0.0				0.5
DISTRICT CENTRES	2.2	0.3	0.4	1.3	0.2	0.4	3.6	4.8	5.9	4.5	2.0
Bromborough Village District Centre	0.1	0.3		0.8		0.2	0.7	0.2	5.6	4.3	1.2
Hoylake District Centre	2.1		0.1		0.1	0.0					0.1
Woodchurch Road District Centre			0.3	0.5	0.2	0.1	2.9	4.6	0.2	0.2	0.6
LOCAL CENTRES		0.1	2.6	3.3	6.7	2.0	1.9	1.2	3.1	4.2	0.9
Wallasey Village		0.1		2.9	5.1	0.1		0.0	0.1		
Greasby			2.6					0.2			0.4
Dacre Hill						0.0	1.3	0.2		0.7	
Eastham (Eastham Rake / Mill Park Drive)						0.1			1.7	0.2	
Other Local Centres				0.4	1.5	1.8	0.6	0.7	1.3	3.3	0.5
Other Stores in Wirral	9.3	13.7	19.8	4.3	5.4	3.7	13.4	22.6	27.2	20.3	17.1
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD	0.3	0.4	2.1	0.1	0.0	0.6	0.6	1.9			1.3
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	6.9	6.2	5.9	3.6	4.7	3.3	11.2	15.9	21.5	17.5	11.9
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	1.7	6.0	9.5	0.5	0.6	0.4	0.8	4.5	0.1	0.2	2.3
Other Stores in Wirral	0.4	1.2	2.3	0.1	0.1		0.9	0.2	5.6	2.6	1.6
Outside Wirral	21.1	5.7	7.5	6.4	20.5	3.4	6.0	7.9	7.3	13.7	18.7
Broughton Shopping Park, Chester Road, Broughton				0.6							1.8
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	2.1	1.1	0.3	0.1	2.6	0.7	0.2	0.6	1.8	1.8	2.3
Chester City Centre	0.1	0.1	0.3			0.3	0.4	0.1	0.6	1.9	2.1
Chester Retail Park, Chester	0.8		0.1		0.0			0.0		0.0	1.0
Ellesmere Port	0.0				1.5			0.1	0.2	0.0	
Greyhound Retail Park, Chaser Court, Chester	0.1		0.3		1.5		0.1	0.3	0.3	0.1	0.5
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington	0.5	0.3	0.7	0.1	1.2	0.0	0.1	0.6	0.4	0.3	1.4
Liverpool City Centre	15.5	3.7	5.6	5.2	12.7	2.0	4.5	4.6	3.9	8.7	7.8
Other Outside of Study Area	1.9	0.6	0.2	0.5	0.9	0.3	0.6	1.6	0.2	0.7	1.8
Total	52.7	39.1	45.0	40.2	49.0	27.4	44.0	60.8	47.6	49.8	60.9

Notes:

Derived from Tables 13-18 & 20
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 25: Turnover of comparison goods (combined), by Zone (£m)

	Zone												Total Survey Derived Turnover		Inflow	
	Total	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6	%	£m	%	£m
BIRKENHEAD	254.8	12.8	20.9	25.3	19.3	15.5	29.4	32.6	49.6	10.6	14.9	12.2	27	243.2	4	6.5
Birkenhead Town Centre	173.8	5.1	8.6	17.6	12.0	6.9	23.5	28.1	35.4	7.4	11.3	6.6	18	162.5	4	6.5
Birkenhead Out of Centre	81.0	7.7	12.3	7.7	7.2	8.6	6.0	4.5	14.2	3.3	3.6	5.7	9	80.7		
B&Q, Bidston Link Road,	32.3	3.0	3.2	3.1	2.6	4.7	1.6	1.7	5.3	1.5	2.3	3.3	4	32.0		
Bidston Centre (Hoylake Road)	4.1	1.1	1.1	0.1	0.7	0.2	0.1	0.1	0.6			0.4	1	4.5		
Tesco Extra (Bidston Moss), Bidston Village Rd	22.1	2.5	5.9	1.7	2.9	2.7	1.4	0.3	2.3	0.7	0.4	1.6	3	22.6		
The Rock Retail Park, New Chester Rd	6.8	0.5		1.8	0.5		0.8	0.9	0.7	0.7		0.2	1	6.7		
Other	15.7	0.6	2.1	0.9	0.5	1.1	2.0	1.5	5.3	0.3	0.3	0.2	2	14.8		
LISCARD	47.2	0.1	6.2	0.1	20.9	16.4	0.1	0.9	0.2	0.5	0.1	0.2	5	45.6	2	0.9
Liscard Town Centre	27.8		4.1	0.0	12.1	10.3			0.2	0.2	0.1	0.1	3	27.0	2	0.5
Liscard Out of Centre	19.4	0.1	2.1	0.0	8.9	6.1	0.1	0.9	0.3			0.1	2	18.6		
Asda Superstore, Sea View Road	15.7		2.1		7.3	4.6		0.9					2	14.9		
Other	3.7	0.1		0.0	1.6	1.5	0.1		0.3			0.1	0	3.7		
HESWALL	23.3	2.4	0.1	1.7			0.1	0.3	0.3	0.1	0.5	20.9	3	26.5	2	0.5
Heswall Town Centre	23.3	2.4	0.1	1.7			0.1	0.3	0.3	0.1	0.5	20.9	3	26.5	2	0.5
MORETON	12.9	1.6	7.2	3.0	0.0		0.1	0.1	0.4	0.1	0.4		1	12.9	2	0.3
Moreton Town Centre	12.9	1.6	7.2	3.0	0.0		0.1	0.1	0.4	0.1	0.4		1	12.9	2	0.3
WEST KIRBY	14.3	13.7	0.4	2.0	0.1		0.0	0.0				0.9	2	17.1	2	0.3
West Kirby Town Centre	14.3	13.7	0.4	2.0	0.1		0.0	0.0				0.9	2	17.1	2	0.3
DISTRICT CENTRES	39.0	3.1	0.6	0.7	1.8	0.5	0.4	4.3	6.0	10.1	8.7	2.7	4	39.0		
Bromborough Village District Centre	23.9	0.1	0.5	0.0	1.0	0.1	0.3	1.1	0.6	9.9	8.6	1.7	3	24.0		
Hoylake District Centre	2.8	3.0	0.1	0.1		0.1	0.0		0.0			0.1	0	3.4		
Woodchurch Road District Centre	12.3	0.0		0.6	0.7	0.3	0.1	3.2	5.3	0.2	0.2	0.9	1	11.7		
LOCAL CENTRES	35.1	0.3	0.2	3.0	4.8	8.3	2.1	2.5	2.5	3.7	5.1	1.0	4	33.6		
Wallasey Village	12.5	0.2	0.2	0.2	3.8	6.3	0.1		0.8	0.1	0.2	0.2	1	12.1		
Greasby	3.6	0.0		2.7					0.2			0.4	0	3.3		
Dacre Hill	3.2						0.0	1.7	0.2	0.2	0.9		0	3.1		
Eastham (Eastham Rake / Mill Park Drive)	2.2						0.1		0.2	1.8	0.2		0	2.1		
Other Local Centres	13.6	0.0		0.1	1.0	1.9	1.9	0.9	1.3	1.6	3.8	0.5	1	13.0		
Other Stores in Wirral	226.7	15.8	19.0	24.6	5.8	8.9	6.2	18.3	28.6	40.7	30.4	26.8	25	225.0		
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD	8.3	0.6	0.4	2.7	0.1	0.2	0.7	1.9	1.9	1.3	1.3	1.3	1	7.9		
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	161.8	10.2	8.1	7.9	4.9	7.8	5.4	14.6	20.4	33.6	27.0	19.9	18	159.7		
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	36.7	4.3	8.4	11.5	0.7	0.8	0.6	1.0	6.0	0.1	0.3	3.9	4	37.7		
Other Stores in Wirral	19.9	0.6	2.0	2.5	0.1	0.4	0.0	1.9	0.2	6.9	3.1	1.8	2	19.7		
Outside Wirral	243.8	43.3	13.5	19.1	14.4	36.1	7.1	14.5	18.7	16.2	28.4	43.0	28	254.2		
Broughton Shopping Park, Chester Road, Broughton	3.2				0.6						0.4	3.0	0	4.0		
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	53.9	7.2	2.0	3.9	1.4	6.5	0.9	3.3	5.4	6.1	6.8	12.4	6	56.0		
Chester City Centre	12.3	0.2	0.1	0.8		0.8	0.4	1.0	0.6	1.1	4.0	3.8	1	12.7		
Chester Retail Park, Chester	5.8	1.3	0.2	0.4	0.1	0.1	0.0	0.1	0.4	0.3	0.8	3.1	1	6.7		
Ellesmere Port	4.3	0.1	0.3		0.3	1.9	0.1	0.1	0.1	1.1	0.2		0	4.1		
Greyhound Retail Park, Chaser Court, Chester	6.8	0.5	0.1	0.7	0.1	1.8	0.2	0.3	0.4	0.9	0.6	1.1	1	6.7		
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington	6.4	0.5	0.3	0.7	0.1	1.4	0.0	0.2	0.6	0.6	0.4	1.7	1	6.5		
Liverpool City Centre	134.3	29.6	9.5	12.1	10.9	21.4	5.0	8.7	9.0	5.4	13.7	14.1	16	139.4		
Other Outside of Study Area	16.8	4.1	1.0	0.5	1.0	2.1	0.4	1.0	2.2	0.7	1.5	3.7	2	18.2		
Total		93.2	68.0	79.5	67.1	85.7	45.5	73.6	106.2	82.0	88.5	107.8	100	897		

Notes:

Derived from Tables 12-22
Figures may not add due to rounding

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

TABLE 26: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN BIRKENHEAD

Table 26a: Estimated 'Capacity' for Comparison Goods Facilities - Birkenhead

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure - £m
2021	249.7	243.2	6.5	0.0
2024	285.9	272.1	7.3	0.0
2029	321.8	304.5	8.1	-9.2
2034	360.6	347.0	9.3	-4.4
Market Share	27.1			

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
2. Assumes constant market share claimed by facilities

2017 Prices

Table 26b: Quantitative Need for Additional Comparison Goods Floorspace (before commitments) - Birkenhead

Year	Surplus (£m)	Floorspace Requirement (sq m net)
2021	0.0	-
2024	0.0	-
2029	-9.2	-
2034	-4.4	-

Notes:

- Average sales density for Birkenhead assumed to be circa £5,500 per sq.m (@2021)
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 26c: Extant Comparison Goods Commitments, 2019 - Birkenhead

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Tower Road	18/00647	Erection of 4 retail units, restaurant, visitors centre & workspace	689	689	5,500	3.8	Unimplemented
Unit 2, Park Road North	18/00100	Erection of an additional single storey retail unit	211	211	5,500	1.2	Unimplemented
47 Argyle Street	17/00097	Demolition of former cinema and construction of mixed use development incl. 2no. A1 retail units	1,284	449	4,500	2.0	Unimplemented
Unit 6, Junction One Retail Park	17/00875	Installation of Mezzanine in retail warehouse unit	352	352	1,500	0.5	Unimplemented
TOTAL				1,701		7.5	

Notes:

- Commitment details provided by Wirral Council
Floorspace details from planning application documents
Sales density figures are WYG assumptions based on type and location of retail commitment.

2017 Prices

Table 26d: Quantitative Need for Additional Comparison Goods Floorspace (after commitments) - Birkenhead

Year	Surplus (£m)	Commitments (£m)	Residual (£m)	Floorspace Requirement (sq m net)
2021	0.0	-	-	-
2024	0.0	8.6	-8.6	-
2029	-9.2	9.7	-18.9	-
2034	-4.4	10.8	-15.2	-

Notes:

- Average sales density for Birkenhead assumed to be circa £5,500 per sq.m (@2021)
Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

TABLE 27: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN LISCARD

Table 27a: Estimated 'Capacity' for Comparison Goods Facilities - Liscard

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure £m
2021	46.5	45.6	0.9	0.0
2024	53.3	51.0	1.0	0.0
2029	60.0	57.1	1.1	-1.7
2034	67.2	65.1	1.3	-0.8
Market Share	5.1			

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
2. Assumes constant market share claimed by facilities

2017 Prices

Table 27b: Quantitative Need for Additional Comparison Goods Floorspace - Liscard

Year	Surplus (£m)	Floorspace Requirement (sq m net)
2021	0.0	-
2024	0.0	-
2029	-1.7	-
2034	-0.8	-

Notes:

Average sales density for Liscard assumed to be circa £4,750 per sq.m (@2021)

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

No commitments/planning permissions that need to be taken into account in this assessment

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

TABLE 29: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN MORETON

Table 29a: Estimated 'Capacity' for Comparison Goods Facilities - Moreton

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure £m
2021	13.2	12.9	0.3	0.0
2024	15.1	14.4	0.3	0.0
2029	17.0	16.1	0.3	-0.5
2034	19.0	18.4	0.4	-0.2
Market Share	1.4			

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (December 2020)
2. Assumes constant market share claimed by facilities

2017 Prices

Table 29b: Quantitative Need for Additional Comparison Goods Floorspace - Moreton

Year	Surplus (£m)	Floorspace Requirement (sq m net)
2021	0.0	-
2024	0.0	-
2029	-0.5	-
2034	-0.2	-

Notes:

Average sales density for Moreton assumed to be circa £4,750 per sq.m (@2021)

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

No commitments/planning permissions that need to be taken into account in this assessment

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

TABLE 30: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN WEST KIRBY

Table 30a: Estimated 'Capacity' for Comparison Goods Facilities - West Kirby

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure £m
2021	17.4	17.1	0.3	0.0
2024	19.9	19.1	0.4	0.0
2029	22.4	21.3	0.4	-0.6
2034	25.1	24.3	0.5	-0.3
Market Share	1.9			

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
2. Assumes constant market share claimed by facilities

2017 Prices

Table 30b: Quantitative Need for Additional Comparison Goods Floorspace - West Kirby

Year	Surplus (£m)	Floorspace Requirement (sq m net)
2021	0.0	-
2024	0.0	-
2029	-0.6	-
2034	-0.3	-

Notes:

- Average sales density for West Kirby assumed to be circa £4,750 per sq.m (@2021)
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
No commitments/planning permissions that need to be taken into account in this assessment

2017 Prices

**WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY**

Table 26c: Extant Comparison Goods Commitments, 2021 - West kirby

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)
West Kirby Fire Station, Grange Road	20/00072	Change of use from fire station to office and retail accommodation	270	270	4,750	1.3
TOTAL				270		1.3

Notes:

Commitment details provided by Wirral Council

Floorspace details from planning application documents

Sales density figures WYG assumptions based on type and location of retail commitment.

2017 Prices

Table 26d: Net Quantitative Need for Additional Comparison Goods Floorspace - Birkenhead

Year	Surplus (£m)	Commitments (£m)	Residual (£m)	Floorspace Requirement (sq m net)
2021	0.0	-	-	-
2024	0.0	1.5	-	-
2029	-0.6	1.7	-2.3	-
2034	-0.3	1.9	-2.2	-

Notes:

Average sales density for West Kirby assumed to be circa £4,750 per sq.m (@2021)

Residual calculated by subtracting turnover of commitments (sourced from Table 26c) from surplus expenditure (sourced from Table 26a)

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

2017 Prices

WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY

TABLE 31: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN DISTRICT CENTRES

Table 31a: Estimated Turnover & Floorspace Capacity for Comparison Goods Facilities - District Centres

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure - £m	Floorspace Requirement (sq m net)
Bromborough Village District Centre					
2021	24.0	24.0	0.0	0.0	-
2024	27.4	26.8	0.0	0.0	-
2029	30.9	30.0	0.0	-0.9	-
2034	34.6	34.2	0.0	-0.4	-
Market Share			2.7		
Hoylake District Centre					
2021	3.4	3.4	0.0	0.0	-
2024	3.9	3.8	0.0	0.0	-
2029	4.4	4.3	0.0	-0.1	-
2034	4.9	4.9	0.0	-0.1	-
Market Share			0.4		
Woodchurch Road (Prenton) District Centre					
2021	11.7	11.7	0.0	0.0	-
2024	13.4	13.0	0.0	0.0	-
2029	15.0	14.6	0.0	-0.4	-
2034	16.8	16.6	0.0	-0.2	-
Market Share			1.3		

Notes:

- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
 - Assumes constant market share claimed by facilities
- Average sales density for district centres assumed to be circa £4,000 per sq.m (@2021). Allows for increased turnover efficiency.

2017 Prices

WIRRAL RETAIL CAPACITY UPDATE 2021
COMPARISON GOODS CAPACITY

Table 31b: Extant Comparison Goods Commitments, 2021 - District Centres

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)
Bromborough Village District Centre						
Stratton Court, Thursby Road, Bromborough	20/00773	New Lidl Supermarket	1256.0	251	6,565	1.6
Hoylake District Centre						
The Old Town Hall, Albert Rd, Hoylake	17/01191	Conversion of Town Hall to cinema/arts space with retail element	340	340	4,000	1.4
Woodchurch Road (Prenton) District Centre						
280 Woodchurch Road, Prenton, CH42 8PQ	16/01344	Demolition of existing buildings and installation of new retail and storage buildings	512	278	2,000	0.6

Notes:

- Commitment details provided by Wirral Council
- Floorspace details from planning application documents and from Council
- Sales density figures are Tetra Tech assumptions based on type and location of retail commitment.

2017 Prices

Table 31c: Quantitative Need for Additional Comparison Goods Floorspace (after commitments) - District Centres

Year	Surplus £m	Commitments £m	Residual (£)	Floorspace Requirement (sq m net)
Bromborough Village District Centre				
2021	0.0	-	-	-
2024	0.0	1.9	-1.9	-
2029	-0.9	2.1	-3.0	-
2034	-0.4	2.4	-2.8	-
Hoylake District Centre				
2021	0.0	-	-	-
2024	0.0	1.6	-1.6	-
2029	-0.1	1.8	-1.9	-
2034	-0.1	2.0	-2.0	-
Woodchurch Road (Prenton) District Centre				
2021	0.0	-	-	-
2024	0.0	0.6	-0.6	-
2029	-0.4	0.7	-1.2	-
2034	-0.2	0.8	-1.0	-

Notes:

- Average sales density for District Centres assumed to be circa £4,000 per sq.m (@2021)
- Residual calculated by subtracting turnover of commitment (sourced from Table 31b) from surplus expenditure (sourced from Table 31a)
- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

2017 Prices

Appendix C

Convenience Goods Capacity Statistical Tables

WIRRAL RETAIL CAPACITY UPDATE 2021
CONVENIENCE GOODS CAPACITY

Table 1: Main and Top Up Food Shopping Market Share of Convenience Facilities by Zone (%)

	1		2a		2b		3a		3b		4a		4b		4c		5a		5b		6	
	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	Main	Top-up	Main	Top-up
BIRKENHEAD	8%	1%	36%	13%	16%	8%	26%	12%	23%	7%	76%	84%	30%	30%	30%	33%	2%	2%	8%	3%	3%	5%
Birkenhead Town Centre Asda, 222 Grange Road Iceland, 221/225 Grange Road Other stores	0%		3% 2%		2% 2%	7% 6%	4% 4%	1% 1%	2% 2%	0% 0%	33% 2%	29% 7%	10% 9%	14% 11%	6% 5%	7% 2%			2% 2%	1% 1%	2% 2%	
Birkenhead Out of Centre Tesco Extra (Bidston Moss), Bidston Link Road Aldi, Bidston Moss Retail Park Aldi, 71 Laird Street Lidl, 115 Oxton Rd Asda, Unit 1 Stanley Road Lidl, 2A St Paul's Rd M&S, Unit 2B Junction One Retail Park Iceland, 790/794 Borough Road Iceland, Unit 6, Rock Retail Park Co-op, 8 Tranmere Court, Church Road Iceland, Stanley Road Tesco Express, 790-794 Borough Rd Other	8% 7%	1% 1%	33% 24%	13% 6%	14% 8%	1% 5%	21% 9%	11% 3%	20% 6%	7% 1%	43% 1%	54% 7%	21% 4%	15% 1%	24% 6%	26% 2%	2% 1%	2% 1%	6% 1%	3% 1%	1% 0%	5% 1%
Liscard	1%	0%	13%	12%	4%	3%	67%	82%	73%	81%	6%	6%	2%	2%	3%	5%	2%	1%	1%			0%
Liscard Town Centre Asda, Sea View Road Iceland, Liscard Crescent Tesco Express, 15-17 Liscard Village Rd Other			8% 7%	8% 6%	2% 2%	1% 1%	45% 39%	34% 18%	40% 35%	39% 23%	4% 2%	3% 3%	0% 2%	2% 2%	2% 2%	4% 4%						0% 0%
Liscard Out of Centre Morrisons, King's Parade Lidl, Leasowe Road Iceland, Marine Point Retail Park Co-op, 83-85 Wallasey Village Rd Tesco Express, Poulton Road Other	1% 1%	0% 0%	6% 5%	4% 1%	2% 2%	3% 1%	22% 12%	48% 8%	33% 18%	42% 18%	1% 1%	3% 2%	2% 2%	2% 1%	2% 2%	2% 1%	2% 1%	1% 1%	1% 1%			0% 0%
Heswall	6%	11%			4%	3%	2%				1%	2%	2%	1%	4%	3%	4%	3%	4%	6%	76%	77%
Heswall Town Centre Tesco, Telegraph Rd Aldi - May Road M&S Simply Food, Telegraph Rd Iceland, 176 Telegraph Road	6% 5%	10% 10%			4% 1%	1% 0%	2% 3%				1% 1%		2% 1%	1% 0%	4% 1%	1% 1%	4% 3%	1% 0%	4% 3%	5% 0%	69% 39%	45% 20%
Heswall Out of Centre Tesco Express, 323-327 Pensby Road Sainsbury's Local Pensby Road Other stores		1%				2%					1% 1%	1%			2% 2%				1% 1%		7% 5%	32% 3%
Moreton	1%	5%	29%	69%	8%	8%				1%	1%							4%				
Moreton Town Centre Iceland, 303 Hoylake Road Tesco Express, Hoylake Rd Other stores		1%	7% 4%	40% 12%	1% 1%	6% 0%					1% 1%							4% 4%				
Moreton Out of Centre Aldi - 17-21 Hoylake Road Tesco Express, Hoylake Rd Other stores	1% 1%	3% 1%	22% 20%	29% 11%	7% 7%	2% 2%				1% 1%												
West Kirby	56%	45%	3%	0%	11%	7%					2%	1%	0%	3%	1%	0%	1%					2%
West Kirby Town Centre Aldi, Bridge Road Morrisons, 38 Dee Lane Other stores	54% 21%	36% 15%	3% 2%	0% 0%	11% 6%	4% 1%			2% 2%	1% 1%	0% 0%	1% 1%	0% 0%	3% 3%	1% 0%	0% 0%	0% 0%	1% 1%			2% 2%	
West Kirby Out of Centre Co-op, Frankby Road Other stores	2% 2%	8% 8%			3% 3%																	
Bromborough Village District Centre Co-op, 112-116 Allport Road Other stores		1%				0%					1% 1%				0% 0%	1% 1%	29% 27%	1% 1%	14% 13%			
Hoylake District Centre Sainsbury's Local, 19a Market Street Co-op, 9 The Row, Market Street	11% 9%	30% 25%									0% 0%	1% 1%										
Woodchurch Road (Pren-ton) District Centre Sainsbury's, 342a Woodchurch Road Aldi, 374 Woodchurch Road Other Stores	1% 1%				5% 1%	1% 1%	1% 1%	3% 3%	0% 0%	5% 3%	3% 2%	3% 2%	28% 16%	22% 12%	27% 16%	33% 14%	1% 1%	4% 1%	3% 2%	2% 2%	0% 0%	
Other Stores in Wirral Asda, Welton Road, Bromborough Aldi, Port Causeway, Birkenhead Aldi, Bebbington Road, Bebbington M&S, Croft Retail and Leisure Park M&S, BP Brimstage Rd, Bebbington Sainsbury's Local, Bebbington Kings Road Asda, Woodchurch Road Sainsbury's, Upton By Pass Sainsbury's Local, 101 Greasby Road, Greasby Local Centre Co-op, 128-134 Greasby Road, Greasby Local Centre Co-op, 194 Saughall Massie, Upton Co-op, 90-94 Hoole Road, Woodchurch Co-op, 10-12 Cross Lane, Bebbington Tesco Metro (Rock Ferry), 212a Bebbington Rd, Dacre Hill Local Centre Co-op, 120 Teehey Lane Iceland, New Chester Road, New Ferry Local Centre Other Stores	17% 0%	7% 0%	14% 0%	5% 0%	52% 18%	69% 14%	3% 0%	2% 1%	2% 1%	5% 0%	3% 0%	3% 0%	37% 7%	44% 3%	36% 2%	28% 1%	89% 44%	55% 18%	77% 31%	74% 9%	13% 2%	16% 2%
Outside Study Area	1%		4%	0%	0%	1%	2%	2%	6%	2%	2%	2%	1%	9%	1%	8%	2%	1%	5%	1%	5%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Notes:
Main food market share figure derived from a 50:50 combined figure between Questions 1 & 2, NEMS Household Survey
Top-up market share figure derived from Question 5, NEMS Household Survey
Excludes responses 'don't do this', 'don't know / varies', 'abroad', and 'internet / delivered'
Figures may not add due to rounding
2017 Prices

WIRRAL RETAIL CAPACITY UPDATE 2021
CONVENIENCE GOODS CAPACITY

Table 2: Main and Top Up Food Shopping Turnover of Convenience Facilities (£m)

	Zone 1		Zone 2a		Zone 2b		Zone 3a		Zone 3b		Zone 4a		Zone 4b		Zone 4c		Zone 5a		Zone 5b		Zone 6	
	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	Main	Top-up	Main	Top-up
BIRKENHEAD	4.4	0.1	16.6	1.2	9.0	0.6	13.5	1.0	12.9	0.7	28.9	5.9	16.6	3.4	19.7	5.7	1.1	0.2	4.9	0.3	2.1	0.5
Birkenhead Town Centre	0.2		1.3		0.9	0.5	2.3	0.1	1.4	0.0	12.6	2.1	5.3	1.6	3.7	1.2			1.3	0.1	1.4	
Asda, 222 Grange Road			1.1		0.9		2.1	0.1	1.4		11.6	0.8	5.0	1.2	3.5	0.4			1.3	0.1	1.4	
Iceland, 221/225 Grange Road						0.4					0.9	0.5				0.1						
Other stores	0.2		0.2			0.1		0.2		0.0	0.1	0.7	0.3	0.4	0.2	0.8						
Birkenhead Out of Centre	4.2	0.1	15.3	1.2	8.2	0.1	11.2	0.9	11.5	0.7	16.3	3.8	11.3	1.8	16.0	4.5	1.1	0.2	3.6	0.2	0.7	0.5
Tesco Extra (Bidston Moss), Bidston Link Road	3.9		10.9	0.6	4.4		4.9	0.3	3.3	0.1	3.2	0.5	2.4	0.1	3.9	0.4	0.7	0.1	0.6		0.2	0.1
Aldi, Bidston Moss Retail Park		0.0	2.7	0.4	2.8	0.1	4.2	0.2	6.5	0.2	0.3	0.7	0.3		0.4	0.3			0.2			
Aldi, 71 Laird Street					0.2		1.3		0.8	0.1	6.5	0.7	0.9		2.9	1.3			0.2			
Lidl, 115 Oxton Rd											2.1	0.5	0.5		4.5	1.7			0.2			
Asda, Unit 1 Stanley Road			0.3	0.1							2.9	0.5	1.9						0.4		0.5	0.1
Lidl, 2A St Paul's Rd											0.8	0.1	3.9	0.6			0.5	0.1	1.9	0.1		
M&S, Unit 2B Junction One Retail Park		0.0	1.5	0.1			0.2	0.8	0.4	0.1	0.1	0.1	0.4	0.3					0.2			0.1
Iceland, 790/794 Borough Road					0.6	0.2					0.1	0.1	0.4	0.3	1.6							
Iceland, Unit 6, Rock Retail Park	0.3					0.1					0.3	0.1	0.5	0.2	0.2							0.2
Co-op, 8 Tranmere Court, Church Road							0.1			0.1	0.1	0.1	0.5	0.2		0.3						
Iceland, Stanley Road					0.8			0.1		0.1	0.1	0.1	0.5	0.2						0.4	0.1	
Tesco Express, 790-794 Borough Rd							0.2					0.7			0.2	0.5				0.4	0.1	
Other															0.0							
Liscard	0.3	0.0	6.2	1.0	2.4	0.2	35.2	7.3	41.6	8.1	2.1	0.4	1.3	0.3	2.2	0.9	0.9	0.2	0.6		0.2	
Liscard Town Centre			3.5	0.7	1.3	0.0	23.6	3.0	22.9	3.9	1.6	0.2	0.2	0.3	1.1	0.6					0.2	
Asda, Sea View Road			3.4	0.6	1.3	0.0	20.3	1.6	20.0	2.3	0.8	0.2	0.2	0.3	1.1	0.6					0.2	
Iceland, Liscard Crescent			0.2	0.0			2.2	0.5	2.2	0.0		0.0									0.2	
Tesco Express, 15-17 Liscard Village Rd							0.6	0.4	0.3		0.8	1.3	0.2									
Other				0.0			0.6	0.4	0.7	1.3	0.8	0.2	0.2									
Liscard Out of Centre	0.3	0.0	2.7	0.4	1.1	0.2	11.6	4.3	18.6	4.2	0.5	0.2	1.1		1.1	0.3	0.9	0.2	0.6			
Morrisons, King's Parade	0.3		2.2	0.0	0.9	0.1	6.4	0.7	10.5	1.8	0.4	0.1	1.1		1.0	0.3	0.7	0.1	0.6			
Lidl, Leasowe Road		0.0	0.5	0.2	0.2	0.0	2.0	0.4	5.9	1.3	0.1	0.1		0.2		0.2	0.2					
Iceland, Marine Point Retail Park							0.2	0.1	1.6	0.1												
Co-op, 83-85 Wallasey Village Rd				0.1			0.4	0.0	0.6	0.5												
Tesco Express, Poulton Road							1.1	1.0										0.1				
Other					0.1		1.6	2.0		0.5												
Heswall	3.1	0.9			2.1	0.2	1.1				0.3	0.1		0.2	0.4		2.1	0.3	2.4	0.5	46.5	8.8
Heswall Town Centre	3.1	0.8			2.1	0.1	1.1					0.1		0.2	0.4		2.1	0.1	2.4	0.5	42.3	5.2
Tesco, Telegraph Rd	2.7	0.8			0.5	0.0	1.6					0.1		0.1	0.2		0.7	0.7	2.0	0.0	24.0	2.3
Aldi - May Road					1.6	0.0											0.7	0.7			14.9	1.5
M&S Simply Food, Telegraph Rd	0.2	0.0				0.0						0.1		0.2					0.4	0.4	3.1	1.2
Iceland, 176 Telegraph Road						0.0			1.1					0.1			0.6	0.1	0.4	0.4	0.2	0.1
Heswall Out of Centre		0.1				0.1					0.3	0.1					0.2		0.1		4.2	3.6
Tesco Express, 323-327 Pensby Road						0.1					0.3	0.1					0.2		0.1		3.3	0.4
Sainsbury's Local Pensby Road						0.1						0.1								0.1	0.9	2.2
Other stores																					0.2	1.1
Moreton	0.3	0.4	13.5	6.1	4.6	0.6				0.1		0.1					0.4					
Moreton Town Centre		0.1	3.2	3.6	0.5	0.5											0.4					
Iceland, 303 Hoylake Road			1.8	1.1	0.3	0.0																
Tesco Express, Hoylake Rd			0.1	0.2	0.2	0.0																
Other stores			1.3	1.3	0.2	0.4																
Moreton Out of Centre	0.3	0.2	10.3	2.6	4.1	0.1				0.1		0.1										
Aldi - 17-21 Hoylake Road	0.3	0.0	9.2	0.9	4.1	0.1				0.1		0.1										
Tesco Express, Hoylake Rd			0.9	1.4																		
Other stores			0.2	0.2																		
West Kirby	30.5	3.7	1.4	0.0	6.2	0.5					0.8	0.1	0.2		2.1	0.1	0.2	0.1			1.3	
West Kirby Town Centre	29.5	3.0	1.4	0.0	6.2	0.3					0.8	0.1	0.2		2.1	0.1	0.2	0.1			1.3	
Aldi, Bridge Road	11.4	1.2	0.9		3.5	0.1					0.8	0.1	0.2		2.1	0.1	0.2	0.1			1.3	
Morrisons, 38 Dee Lane	18.1	1.5	0.5	0.0	2.7	0.2																
Other stores																						
West Kirby Out of Centre	1.0	0.7				0.2																
Co-op, Frankby Road	1.0	0.6				0.2																
Other stores		0.1																				
Bromborough Village District Centre		0.0					0.2					0.0			0.1	0.7	3.1	0.8	1.2			
Co-op, 112-116 Allport Road							0.2					0.0			0.1	0.7	2.8	0.8	1.2			
Other stores																0.3	0.3	0.8	0.0			
Hoylake District Centre	6.1	2.5									0.1	0.1										
Sainsbury's Local, 19a Market Street	5.2	2.1									0.1	0.1										
Co-op, 9 The Row, Market Street	0.9	0.4																				
Woodchurch Road (Pretton) District Centre	0.1				2.8	0.1	0.7	0.3	0.1		2.1	0.2	15.5	2.5	18.2	5.7	0.5	0.4	2.0	0.1	0.2	

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Table 3: Total Turnover of Convenience Facilities

	Zone																		Total Survey Derived Turnover (£m)					
	% 1	£m	% 2a	£m	% 2b	£m	% 3a	£m	% 3b	£m	% 4a	£m	% 4b	£m	% 4c	£m	% 5a	£m		% 5b	£m	% 6	£m	
BIRKENHEAD	7	4.4	32	17.8	15	9.6	24	14.5	20	13.6	78	34.8	30	20.0	30	25.4	2	1.3	8	5.2	4	2.6	149.3	
Birkenhead Town Centre	0	0.2	2	1.3	2	1.4	4	2.4	2	1.4	33	14.7	11	7.0	6	4.9			2	1.4	2	1.4	36.0	
Asda, 222 Grange Road			2	1.1	1	0.9	4	2.2	2	1.4	28	12.4	9	6.2	5	3.9			2	1.4	2	1.4	31.0	
Iceland, 221/225 Grange Road					1	0.4			0	0.0	3	1.4			0	0.1							1.9	
Other Stores	0	0.2	0	0.2	0	0.1	0	0.2	0	0.0	2	0.9	1	0.7	1	1.0							3.1	
Birkenhead Out of Centre	7	4.3	30	16.5	13	8.3	20	12.1	18	12.2	45	20.1	20	13.0	24	20.5	2	1.3	6	3.8	2	1.2	113.3	
Tesco Extra (Bidston Moss), Bidston Link Road	6	3.9	21	11.4	7	4.4	8	5.2	5	3.4	8	3.7	4	2.6	5	4.2	1	0.7	1	0.6	0	0.3	40.5	
Aldi, Bidston Moss Retail Park	0	0.0	6	3.1	5	3.0	7	4.4	10	6.7	1	0.3	1	0.3	1	0.7							18.4	
Aldi, 71 Laird Street					0	0.2	2	1.3	1	0.8	16	7.2	1	0.9	5	4.2			0	0.2			14.8	
Lidl, 115 Oxton Rd											6	2.6	1	0.7	7	6.2			0	0.2			9.6	
Asda, Unit 1 Stanley Road			1	0.4							8	3.4	3	1.9	3	2.3			1	0.4	1	0.6	8.9	
Lidl, 2A St Paul's Rd											2	0.9	7	4.5			1	0.6	3	2.0			8.0	
M&S, Unit 2B Junction One Retail Park	0	0.0	3	1.6			0	0.2	2	1.2	0	0.2											3.3	
Iceland, 790/794 Borough Road							1	0.7			0	0.1	1	0.7	2	1.6							3.1	
Iceland, Unit 6, Rock Retail Park	0	0.3					0	0.1			1	0.4	1	0.5	0	0.2					0	0.2	1.7	
Co-op, 8 Tranmere Court, Church Road											1	0.4	1	0.7	0	0.3							1.4	
Iceland, Stanley Road					1	0.8	0	0.1	0	0.1	0	0.2											1.2	
Tesco Express, 790-794 Borough Rd							0	0.2			2	0.7	1	0.3	1	0.7			1	0.5			1.1	
Other											0	0.0	0	0.0	1	0.7							1.4	
Liscard	1	0.4	13	7.2	4	2.6	69	42.5	74	49.6	6	2.5	2	1.6	4	3.1	2	1.1	1	0.6	0	0.2	111.4	
Liscard Town Centre			8	4.2	2	1.3	43	26.6	40	26.8	4	1.7	1	0.4	2	1.7					0	0.2	63.0	
Asda, Sea View Road			7	3.9	2	1.3	36	21.9	33	22.3	2	0.8	0	0.3	2	1.7					0	0.2	52.4	
Iceland, Liscard Crescent			0	0.2			4	2.7	3	2.3	0	0.0											5.2	
Tesco Express, 15-17 Liscard Village Rd							2	1.0	0	0.3	0	0.0											1.3	
Other			0	0.0			2	1.0	3	2.0	2	0.9	0	0.2									4.1	
Liscard Out of Centre	1	0.4	6	3.0	2	1.3	26	15.9	34	22.9	2	0.7	2	1.1	2	1.4	2	1.1	1	0.6			48.4	
Morrisons, King's Parade	1	0.3	4	2.2	2	1.0	12	7.1	18	12.3	1	0.5	2	1.1	1	1.3	1	0.8	1	0.6			27.3	
Lidl, Leasowe Road	0	0.0	1	0.8	0	0.2	4	2.3	11	7.2	0	0.2			0	0.2	0	0.2					11.1	
Iceland, Marine Point Retail Park							1	0.3	3	1.7													2.0	
Co-op, 83-85 Wallasey Village Rd							1	0.4	2	1.1													1.6	
Tesco Express, Poulton Road							3	2.1											0	0.1			2.2	
Other					0	0.1	6	3.6	1	0.5													4.2	
Heswall	6	4.0			4	2.2	2	1.1			1	0.4	0	0.2	0	0.4	4	2.4	4	2.9	76	55.3	68.9	
Heswall Town Centre	6	4.0			3	2.1	2	1.1			0	0.1	0	0.2	0	0.4	3	2.2	4	2.8	65	47.5	60.3	
Tesco, Telegraph Rd	6	3.5			1	0.5					0	0.1	0	0.2	1	0.7	3	2.0	36	26.4	36	26.4	33.4	
Aldi - May Road	0	0.3			0	0.0					0	0.1			1	0.7	1	0.8	23	16.5	23	16.5	19.1	
M&S Simply Food, Telegraph Rd											0	0.1			0	0.2			6	4.3	6	4.3	5.6	
Iceland, 176 Telegraph Road							2	1.1					0	0.1			1	0.7	1	0.8	0	0.3	2.2	
Heswall Out of Centre	0	0.1			0	0.1					1	0.3			0	0.2	0	0.1	0	0.1	11	7.8	8.6	
Tesco Express, 323-327 Pensby Road											1	0.3			0	0.2	0	0.1	5	3.7	5	3.7	4.2	
Sainsbury's Local Pensby Road											0	0.1							4	3.1	4	3.1	3.2	
Other stores	0	0.1			0	0.1					0	0.1							1	1.1	1	1.1	1.1	
Moreton	1	0.7	36	19.7	8	5.2			0	0.1	0	0.1					1	0.4					26.2	
Moreton Town Centre	0	0.1	12	6.8	2	1.0					0	0.1					1	0.4					8.4	
Iceland, 303 Hoylake Road			5	2.9	1	0.4					0	0.1												3.3
Tesco Express, 190 Hoylake Rd	0	0.1	2	1.3	0	0.0					0	0.1					1	0.4						2.0
Other stores			5	2.6	1	0.6																		3.1
Moreton Out of Centre	1	0.6	23	12.9	7	4.2			0	0.1													17.8	
Aldi - 17-21 Hoylake Road	1	0.4	18	10.2	7	4.2			0	0.1														14.8
Tesco Express, Hoylake Rd	0	0.2	4	2.4																				2.6
Other stores			1	0.4																				0.4
West Kirby	54	34.2	3	1.4	10	6.7					2	0.9	0	0.2	3	2.2	0	0.3			2	1.3	47.1	
West Kirby Town Centre	52	32.5	3	1.4	10	6.4					2	0.9	0	0.2	3	2.2	0	0.3			2	1.3	45.2	
Aldi, Bridge Road	20	12.6	2	0.9	6	3.6					2	0.9	0	0.2	3	2.2	0	0.3						17.1
Morrisons, 38 Dee Lane	31	19.6	1	0.5	5	2.9					2	0.9	0	0.2	3	2.2	0	0.3			2	1.3	27.8	
Other stores	0	0.3																						0.3
West Kirby Out of Centre	3	1.7			0	0.2																	2.0	
Co-op, Frankby Road	3	1.7			0	0.2																		1.9
Other stores	0	0.1																						0.1
Bromborough Village District Centre	0	0.0					0	0.2			0	0.0			0	0.1	6	3.7	3	2.0			6.0	
Co-op, 112-116 Allport Road							0	0.2			0	0.0			0	0.1	5	3.4	3	2.0			5.4	
Other stores	0	0.0															0	0.3	0	0.0			0.6	
Hoylake District Centre	14	8.5									0	0.2											8.7	
Sainsbury's Local, 19a Market Street	12	7.3									0	0.2												7.5
Co-op, 9 The Row, Market Street	2	1.3																						1.3
Woodchurch Road (Pretton) District Centre	0	0.1			5	2.9	2	1.0	0	0.1	5	2.3	27	18.0	28	23.9	1	0.9	3	2.2	0	0.2	51.5	
Sainsbury's, 342a Woodchurch Road	0	0.1			1	0.6	1	0.8	0	0.1	3	1.2	15	9.9	15	12.8	1	0.5	2	1.3	0	0.2	27.6	
Aldi, 374 Woodchurch Road	0	0.0			3	2.1	0	0.2			1	0.5	12	7.7	13	11.0	1	0.9	1	0.9			22.2	
Other Stores					0	0.2	0	0.2			1	0.5	1	0.4	0	0.1	1	0.4					1.7	
Other Stores in Wirral	16	9.9	13	7.1	54	34.2	3	1.8	3	1.7	7	2.9	38	25.0	34	28.7	83	55.0	76	50.7	13	9.8	226.8	
Asda, Welton Road, Bromborough			0	0.2																				

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Table 4. Survey-derived performance of convenience floorspace compared to expected benchmark performance

	Gross Floorspace (sq.m)	Net Sales (sq.m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq.m)	Benchmark Convenience Goods Turnover (£m)	Survey Turnover (£m)	Overtrading (£m)
BIRKENHEAD					177.0	149.3	-27.6
Birkenhead Town Centre					46.8	36.0	-10.8
Asda, 222 Grange Road	7,187	4,347	3,093	13,055	40.4	31.0	-9.4
Iceland, 221/225 Grange Road	1,322	521	519	6,370	3.3	1.9	-1.4
Other stores	-	-	-	-	3.1	3.1	-
Birkenhead Out of Centre					130.1	113.3	-16.8
Tesco Extra (Bidston Moss), Bidston Link Road	12,095	8,293	4,769	12,689	60.5	40.5	-20.0
Aldi, Bidston Moss Retail Park	1,739	1,206	1,101	10,106	11.1	18.4	7.3
Aldi, 71 Laird Street	1,554	1,078	983	10,106	9.9	14.8	4.8
Lidl, 115 Oxton Rd	1,466	1,038	928	10,106	9.4	9.6	0.2
Asda, Unit 1 Stanley Road	1,004	731	645	13,055	8.4	8.9	0.5
Lidl, 2A St Paul's Rd	1,519	1,186	1,060	10,106	10.7	8.0	-2.8
M&S, Unit 2B Junction One Retail Park	881	529	428	9,887	4.2	3.3	-1.0
Iceland, 790/794 Borough Road	551	256	255	6,370	1.6	3.1	1.4
Iceland, Unit 6, Rock Retail Park	1,393	906	734	6,370	4.7	1.7	-3.0
Co-op, 8 Tranmere Court, Church Road	530	345	304	10,709	3.3	1.4	-1.9
Iceland, Stanley Road	583	291	289	6,370	1.8	1.2	-0.6
Tesco Express, 790-794 Borough Rd	364	254	236	12,689	3.0	1.1	-1.9
Other	-	-	-	-	1.4	1.4	-
Liscard					109.2	111.4	2.2
Liscard Town Centre					48.4	63.0	14.5
Asda, Sea View Road	7,925	4,139	3,159	13,055	41.2	52.4	11.1
Iceland, Liscard Crescent	349	208	207	6,370	1.3	5.2	3.9
Tesco Express, 15-17 Liscard Village Rd	208	145	135	12,689	1.7	1.3	-0.4
Other	-	-	-	-	4.1	4.1	-
Liscard Out of Centre					60.8	48.4	-12.4
Morrisons, King's Parade	6,387	3,737	3,108	11,832	36.8	27.3	-9.5
Lidl, Leasowe Road	1,675	1,186	1,060	10,106	10.7	11.1	0.4
Iceland, Marine Point Retail Park	1,166	758	144	6,370	0.9	2.0	1.1
Co-op, 83-85 Wallasey Village Rd	844	550	485	10,709	5.2	1.6	-3.6
Tesco Express, Poulton Road	364	254	236	12,689	3.0	2.2	-0.8
Other	-	-	-	-	4.2	4.2	-
Heswall					63.4	68.9	5.4
Heswall Town Centre					56.1	60.3	4.2
Tesco, Telegraph Rd	5,621	3,264	2,803	12,689	35.6	33.4	-2.2
Aldi, May Road	1,624	1,127	1,028	10,106	10.4	19.1	8.7
M&S Simply Food, Telegraph Rd	1,545	937	864	9,887	8.5	5.6	-2.9
Iceland, 176 Telegraph Road	391	254	253	6,370	1.6	2.2	0.6
Heswall Out of Centre					7.3	8.6	1.3
Tesco Express, 323-327 Pensby Road	364	253	234	12,689	3.0	4.2	1.2
Sainsbury's Local, 143 Pensby Road	416	307	292	11,050	3.2	3.2	0.0
Other stores	-	-	-	-	1.1	1.1	-
Moreton					18.8	26.2	7.3
Moreton Town Centre					8.2	8.4	0.2
Iceland, 303 Hoylake Road	862	331	330	6,370	2.1	3.3	1.2
Tesco Express, 190 Hoylake Rd	360	251	233	12,689	3.0	2.0	-1.0
Other stores	-	-	-	-	3.1	3.1	-
Moreton Out of Centre					10.6	17.8	7.1
Aldi, 17-21 Hoylake Road	1,339	929	753	10,106	7.6	14.8	7.2
Tesco Express, Hoylake Rd	325	228	211	12,689	2.7	2.6	-0.1
Other stores	-	-	-	-	0.4	0.4	-
West Kirby					35.5	47.1	11.6
West Kirby Town Centre					33.2	45.2	12.0
Aldi, Bridge Road	1,377	955	872	10,106	8.8	17.1	8.3
Morrisons, 38 Dee Lane	4,194	2,454	2,041	11,832	24.2	27.8	3.6
Other stores	-	-	-	-	0.3	0.3	-
West Kirby Out of Centre					2.3	2.0	-0.3
Co-op, Frankby Road	360	235	207	10,709	2.2	1.9	-0.3
Other stores	-	-	-	-	0.1	0.1	-
Bromborough Village District Centre					2.8	6.0	3.2
Co-op, 112-116 Allport Road	469	229	202	10,709	2.2	5.4	3.2
Other stores	-	-	-	-	0.6	0.6	-
Hoylake District Centre					6.0	8.7	2.8
Sainsbury's Local, 19a Market Street	412	302	287	11,050	3.2	7.5	4.3
Co-op, 9 The Row, Market Street	450	260	260	10,709	2.8	1.3	-1.5
Woodchurch Road (Prenton) District Centre					34.0	51.5	17.6
Sainsbury's, 342a Woodchurch Road	3,685	2,252	2,000	11,050	22.1	27.6	5.5
Aldi, 374 Woodchurch Road	1,589	1,102	1,006	10,106	10.2	22.2	12.0
Other Stores	-	-	-	-	1.7	1.7	-
Other Stores in Wirral					171.1	226.8	55.7
Asda, Welton Road, Bromborough	8,265	5,162	3,804	13,055	49.7	49.8	0.1
Aldi, Port Causeway, Birkenhead	1,448	1,005	917	10,106	9.3	23.6	14.4
Aldi, Bebington Road, Bebington	1,166	707	573	10,106	5.8	23.6	17.8
M&S, BP Brimstage Rd, Bebington	130	84	75	9,843	0.7	1.3	0.6
Sainsbury's Local, Bebington Kings Road	438	236	225	9,887	2.2	1.1	-1.1
Asda, Woodchurch Road	6,854	3,608	2,491	13,055	32.5	44.9	12.4
Sainsbury's, Upton By Pass	8,479	5,474	3,534	9,887	34.9	43.4	8.4
Sainsbury's Local, 101 Greasby Road, Greasby Local Centre	438	236	225	9,887	2.2	2.6	0.3
Co-op, 128-134 Greasby Road, Greasby Local Centre	509	349	308	10,709	3.3	2.3	-1.0
Co-op, 194 Saughall Massie, Upton	163	93	82	10,709	0.9	1.3	0.4
Co-op, 90-94 Hoole Road, Woodchurch	278	181	159	10,709	1.7	0.4	-1.3
Co-op, 10-12 Cross Lane, Bebington	281	173	152	10,709	1.6	2.4	0.8
Tesco Metro (Rock Ferry), 212a Bebington Rd, Dacre Hill Local Centre	1,742	943	900	12,689	11.4	12.0	0.6
Co-op, 120 Teehey Lane	521	295	260	10,709	2.8	2.2	-0.6
Iceland, New Chester Road, New Ferry Local Centre	919	499	496	6,370	3.2	1.9	-1.3
Other Stores	-	-	-	-	8.9	8.9	-
Wirral Total					617.7	695.9	78.2

Notes:
Gross floorspace derived from Retail Studies, Retail Impact Assessments, VOA website, Experian Goad or WYG assessment
Net convenience floorspace derived from above sources where available or based on WYG professional judgement having regard to Experian Goad Data/WYG visits
Sales densities derived from information provided by GlobalData and Mintel Retail Rankings.
It has been assumed that all unnamed convenience stores within a centre are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)
Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 3

2017 Prices

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TABLE 5: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN BIRKENHEAD

Table 5a: Estimated 'Capacity' for Convenience Goods Facilities - Birkenhead

Year	Benchmark Turnover £m ¹	Turnover £m ²	Surplus Expenditure £m
2021	177.0	149.3	-27.6
2024	179.1	139.7	-39.4
2029	179.5	139.8	-39.7
2034	179.5	143.4	-36.0

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18
2. Assumes constant market share claimed by facilities

2017 Prices

Table 5b: Quantitative Need for Additional Convenience Goods Floorspace - Birkenhead (before commitments)

Year	Surplus £m	Floorspace Requirement (sq m net)
2021	-27.6	-
2024	-39.4	-
2029	-39.7	-
2034	-36.0	-

Notes:

Average sales density assumed to be £10,771 per sq.m (@2021) based on the average sales density of all grocery operators
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18

2017 Prices

WIRRAL RETAIL CAPACITY UPDATE 2021
CONVENIENCE GOODS CAPACITY

TABLE 6: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN LISCARD

Table 6a: Estimated 'Capacity' for Convenience Goods Facilities - Liscard

Year	Benchmark Turnover £m ¹	Turnover £m ²	Surplus Expenditure £m
2021	109.2	111.4	2.2
2024	110.5	104.2	-6.3
2029	110.7	104.3	-6.5
2034	110.7	107.0	-3.8

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18
2. Assumes constant market share claimed by facilities

2017 Prices

Table 6b: Quantitative Need for Additional Convenience Goods Floorspace - Liscard

Year	Surplus £m	Floorspace Requirement (sq m net)
2021	2.2	200
2024	-6.3	-
2029	-6.5	-
2034	-3.8	-

Notes:

Average sales density assumed to be £10,771 per sq.m (@2021) based on the average sales density of all grocery operators
 Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18
 No commitments/planning permissions that need to be taken into account in this assessment

2017 Prices

WIRRAL RETAIL CAPACITY UPDATE 2021
CONVENIENCE GOODS CAPACITY

TABLE 7: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN HESWALL

Table 7a: Estimated 'Capacity' for Convenience Goods Facilities - Heswall

Year	Benchmark Turnover £m ¹	Turnover £m ²	Surplus Expenditure £m
2021	63.4	68.9	5.4
2024	64.2	64.4	0.2
2029	64.3	64.5	0.1
2034	64.3	66.1	1.8

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18
2. Assumes constant market share claimed by facilities

2017 Prices

Table 7b: Quantitative Need for Additional Convenience Goods Floorspace - Heswall

Year	Surplus £m	Floorspace Requirement (sq m net)
2021	5.4	500
2024	0.2	-
2029	0.1	-
2034	1.8	200

Notes:

Average sales density assumed to be £10,771 per sq.m (@2021) based on the average sales density of all grocery operators
 Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18
 No commitments/planning permissions that need to be taken into account in this assessment

2017 Prices

WIRRAL RETAIL CAPACITY UPDATE 2021
CONVENIENCE GOODS CAPACITY

TABLE 8: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN MORETON

Table 8a: Estimated 'Capacity' for Convenience Goods Facilities - Moreton

Year	Benchmark Turnover £m ¹	Turnover £m ²	Surplus Expenditure £m
2019	18.8	26.2	7.3
2024	19.0	24.5	5.4
2029	19.1	24.5	5.4
2034	19.1	25.1	6.0

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18
2. Assumes constant market share claimed by facilities

2017 Prices

Table 8b: Quantitative Need for Additional Convenience Goods Floorspace - Moreton

Year	Surplus £m	Floorspace Requirement (sq m net)
2021	7.3	700
2024	5.4	500
2029	5.4	500
2034	6.0	600

Notes:

Average sales density assumed to be £10,771 per sq.m (@2021) based on the average sales density of all grocery operators
 Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18
 No commitments/planning permissions that need to be taken into account in this assessment

2017 Prices

WIRRAL RETAIL CAPACITY UPDATE 2021
CONVENIENCE GOODS CAPACITY

TABLE 9: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN WEST KIRBY

Table 9a: Estimated 'Capacity' for Convenience Goods Facilities - West Kirby

Year	Benchmark Turnover £m ¹	Turnover £m ²	Surplus Expenditure £m
2021	35.5	47.1	11.6
2024	35.9	44.1	8.2
2029	36.0	44.1	8.1
2034	36.0	45.3	9.3

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18
2. Assumes constant market share claimed by facilities

2017 Prices

Table 9b: Quantitative Need for Additional Convenience Goods Floorspace - West Kirby

Year	Surplus £m	Floorspace Requirement (sq m net)
2021	11.6	1,100
2024	8.2	800
2029	8.1	700
2034	9.3	900

Notes:

Average sales density assumed to be £10,771 per sq.m (@2021) based on the average sales density of all grocery operators
 Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18
 No commitments/planning permissions that need to be taken into account in this assessment

2017 Prices

WIRRAL RETAIL CAPACITY UPDATE 2021
CONVENIENCE GOODS CAPACITY

TABLE 10: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN DISTRICT CENTRES

Table 10a: Estimated Turnover & Floorspace Capacity for Convenience Goods Facilities - District Centres

Year	Benchmark Turnover £m	Turnover £m	Surplus £m	Floorspace Requirement (sq m net)
Bromborough Village District Centre				
2021	2.8	6.0	3.2	300
2024	2.8	5.7	2.8	300
2029	2.8	5.7	2.8	300
2034	2.8	5.8	3.0	300
Hoylake District Centre				
2021	6.0	8.7	2.8	300
2024	6.0	8.2	2.2	200
2029	6.0	8.2	2.1	200
2034	6.0	8.4	2.4	200
Woodchurch Road (Prenton) District Centre				
2021	34.0	51.5	17.6	1,600
2024	34.4	48.2	13.9	1,300
2029	34.4	48.3	13.8	1,300
2034	34.4	49.5	15.1	1,400

Notes:
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18
Assumes constant market share claimed by facilities
Average sales density assumed to be £10,771 per sq.m (@2019) based on the average sales density of all grocery operators
2017 Prices

Table 5c: Extant Convenience Goods Commitments

Destination	Reference	Proposal	Net Additional Convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Convenience Turnover (£m)
Bromborough Village District Centre					
Stratton Court, Thursby Road, Bromborough	20/00773	New Lidl Supermarket	1,005	10,106	10.2
Hoylake District Centre					
No Commitments					
Woodchurch Road (Prenton) District Centre					
374 Woodchurch Road	0.0	New Lidl foodstore	211	10,106	2.1

Notes:
Details of commitment and floorspace provided by Wirral Council
Sales density figure based on data derived for Lidl from GlobalData
2017 Prices

Table 10d: Estimated Turnover & Floorspace Capacity for Convenience Goods Facilities - District Centre (After Commitments)

Year	Surplus £m	Commitments £m	Residual	Floorspace Requirement
Bromborough Village District Centre				
2021	3.2	10.6	-7.4	-
2024	2.8	10.8	-7.9	-
2029	2.8	10.8	-8.0	-
2034	3.0	10.8	-7.8	-
Hoylake District Centre				
2021	2.8	0.0	2.8	300
2024	2.2	0.0	2.2	200
2029	2.1	0.0	2.1	200
2034	2.4	0.0	2.4	200
Woodchurch Road (Prenton) District Centre				
2021	17.6	2.1	15.5	1,400
2024	13.9	2.1	11.7	1,100
2029	13.8	2.1	11.7	1,100
2034	15.1	2.1	12.9	1,200

Notes:
Average sales density assumed to be £10,771 per sq.m (@2021) based on the average sales density of all grocery operators
Residual calculated by subtracting turnover of commitments (sourced from Table 5c) from surplus expenditure (sourced from Table 5a)
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)
2017 Prices