

1.1 Introduction

1.1.1 This appendix provides an assessment of convenience and comparison goods quantitative needs (retail capacity). As part of the needs assessment the current population and available expenditure (for both convenience and comparison goods) across the Study Area is reviewed and assessed.

1.2 Retail Capacity

1.2.1 We have examined the need for new convenience and comparison goods floorspace over the agreed reporting periods to 2034 (i.e. at 2024, 2029 and 2034)

1.2.2 In considering the capacity figures it should be noted that the NPPF no longer requires for local plans to meet the needs 'in full' in the plan period. Given the uncertainty in forecasting long term retail trends, policies only need to look at least ten years (in this case to 2029) and not necessarily over the full plan period when allocating sites to meet the 'likely' need for town centre uses.

1.2.3 A complete series of quantitative retail capacity tables are provided at Appendices Gi, Gii, and Giii to provide further detail in terms of the step-by-step application of our quantitative assessment methodology.

1.3 Population & Retail Expenditure

Population

1.3.1 The base population (2019) within each postal code sector has been calculated using Experian Micromarketer MMG3 data. The baseline population data takes into consideration the findings of the 2011 Census release and uses the ONS 2017 mid-year Local Authority District Level estimates (released June 2018)¹. Population projections figures have also been derived from the Experian Micromarketer MMG3 data which uses the ONS 2014-based subnational population projections (released July 2016).

¹<https://www.ons.gov.uk/peoplepopulationandcommunity/populationandmigration/populationestimates/bulletins/annualmidyearpopulationestimates/mid2017>



- 1.3.2 As shown in Figure 1.1 below, the defined Study Area is estimated to contain a resident population of approximately 329,474 people at 2019 rising to 337,909 people at 2034. This represents an increase in population within the Study Area of 8,435 people (equating to an increase of 2.6%) between 2019 to 2034.
- 1.3.3 Figure 1.1 provides a detailed breakdown of the forecast population change within each survey zones in each of the reporting period to 2034.

Figure 1.1: Study Area Population by Survey Zone (2019-2034)

Zone	2019	2024	2029	2034
1 - Hoylake and West Kirby	27,030	27,095	27,127	27,073
2a - Moreton	25,789	26,093	26,361	26,480
2b - Woodchurch, Upton and Greasby	29,737	29,987	30,090	30,061
3a - Liscard South	30,869	31,296	31,573	31,927
3b - New Brighton and Liscard North	31,645	31,838	32,020	32,270
4a - Birkenhead North	20,909	21,394	21,750	22,204
4b - Birkenhead South	32,313	32,840	33,317	33,894
4c - Birkenhead West	39,621	40,169	40,710	41,052
5a - Bromborough	30,204	30,656	30,980	31,082
5b - Bebington	30,688	30,957	31,168	31,208
6 - Heswall	30,669	30,698	30,730	30,658
Total	329,474	333,023	335,826	337,909

Source: Table 1, Appendix Ii

Expenditure

- 1.3.4 In order to calculate per capita convenience and comparison goods expenditure, we have utilised Experian Micromarketer G3 data which provides detailed information on local consumer expenditure and takes into consideration the socio-economic characteristics of the local population. Experian is a widely accepted source of expenditure and population data and is regularly used by WYG and other retail/leisure planning consultants in calculating retail capacity.
- 1.3.5 Per capita growth forecasts have been derived from Experian Retail Planner Briefing Note 18. Appendix 3 of the Retail Planner Briefing Note identifies the following annual growth forecasts for convenience and comparison goods which inform our assessment.



Figure 1.2: Expenditure Growth Forecasts

Year	Convenience (%)	Comparison (%)
2019	0.4	2.6
2020	0.1	2.8
2021	0.3	3.2
2022	0.0	3.2
2023	0.2	3.5
2024	0.1	3.3
2025	0.1	3.2
2026	0.1	3.3
2027	0.1	3.2
2028	0.2	3.1
2029	0.1	3.2
2030	0.1	3.2
2031	0.2	3.3
2032	0.1	3.2
2033	0.2	3.3
2034	0.0	3.1

Source: Appendix 3, Retail Planner Briefing Note 18

- 1.3.6 For convenience goods, Experian forecast that expenditure growth will remain subdued with a longer term forecast per head growth of +0.1% per annum. For comparison goods, Experian forecast expenditure growth to increase from 2.6% per annum to 3.2% per annum in the short term (2019-2025) with growth rates ranging between 3.1-3.3% per annum in the medium and longer term (2025-2034).
- 1.3.7 Experian Retail Planner Briefing Note 18 also provides a forecast as to the proportion of expenditure which will be committed through special forms of trading (comprising 'non-store retailing', such as internet sales, TV shopping and so on) over the reporting period. In accordance with retail planning standard practice, we have removed any expenditure which survey respondents indicated was committed via special forms of trading and instead have made an allowance derived from Experian's recommendation.
- 1.3.8 In considering special forms of trading, it should be noted that many products which are ordered online are actually sourced from a physical store's shelves or stockroom (particularly in the case of convenience goods). Accordingly, expenditure committed in this manner acts to support stores and should be considered 'available' to tangible retail destinations.



1.3.9 Accordingly, in order not to overstate the influence of expenditure committed via special forms of trading, our approach is based on Experian’s ‘adjusted’ figure (provided at Appendix 3 Retail Planner Briefing Note 16) which makes an allowance for internet sales which are sourced from stores. The proportion of expenditure committed through special forms of trading cited below at Figure 1.3 is removed from identified expenditure as it is not available to stores within the Study Area.

Figure 1.3: Special Forms of Trading Forecasts

Year	Convenience (%)	Comparison (%)
2019	4.0	17.9
2024	4.9	20.4
2029	5.4	21.4
2034	5.7	21.6

Source: Appendix 3, Retail Planner Briefing Note 18

1.3.10 Based on the Retail Planner growth rates and special forms of trading allowances, it is possible to produce expenditure estimates for each survey zone at 2019, 2024, 2029, and 2034. In doing so, our assessment takes into account both per capita retail expenditure growth and population change.

Convenience Goods Expenditure

1.3.11 Taking into consideration the above increases in population and per capita expenditure, it is estimated that, at 2019, the resident population of the Study Area will generate some £735.4m of convenience goods expenditure. Available convenience goods expenditure is then forecast to increase to £756.3m at 2034, which represents an increase of £20.9m (or 2.8%) between 2019 and 2034, as shown in Figure 1.4 below.

Figure 1.4: Total Available Study Area Expenditure – Convenience Goods (£m)

2019 (£m)	2024 (£m)	2029 (£m)	2034 (£m)	Growth 2019-2024 (£m)	Growth 2019-2029 (£m)	Growth 2019-2034 (£m)
735.4	742.7	750.0	756.3	7.2	14.6	20.9

Source: Table 5, Appendix II
 2017 Prices



Comparison Goods Expenditure

1.3.12 Figure 1.5 below sets out our estimation that the resident population of the Study Area generates some £1,053m of comparison goods expenditure in 2019. Available comparison goods expenditure is then forecast to increase to £1,693m at 2034, which represents an increase of £640.4m between 2019 and 2034. As noted earlier, given the uncertainty in forecasting long term retail trends these longer estimated expenditure growth should be considered with caution.

1.3.13 Whilst the identified expenditure increase is significant, the rate of growth is more modest than that previously achieved, principally because of the expectation that an ever-increasing proportion of comparison goods expenditure will be committed through internet shopping.

Figure 1.5: Total Available Study Area Expenditure – Comparison Goods (£m)

2019 (£m)	2024 (£m)	2029 (£m)	2034 (£m)	Growth 2019-2024 (£m)	Growth 2019-2029 (£m)	Growth 2019-2034 (£m)
1,053	1,194	1,397	1,693	141.0	344.1	640.4

Source: Tables 3a-e, Appendix II
2017 Prices

1.3.14 For the purposes of this Study, comparison goods expenditure has been divided into 11 subcategories: 'DIY', 'Large Electrical Household Items', 'Small Electrical Items', and 'Furniture, Carpets & Floor Coverings' (these four categories collectively being referred to as bulky goods) and, 'Clothing & Footwear', 'CDs, DVDs and Books', 'Furnishings & Household Textiles', 'Health and Beauty/Chemist Goods', 'Small Household Goods', 'Clocks Jewellery & Watches', and 'Toys, Games, Bicycles and Recreational Goods' (collectively referred to as non-bulky goods). The proportion of expenditure directed to each sub-category is estimated by Experian on a zonal basis.

1.3.15 In considering the above, it should be noted that if an excess of expenditure manifests itself within the Study Area, this does not necessarily translate directly into a requirement for additional floorspace. In assessing quantitative need, it is also necessary to take account of:

- Existing development proposals;
- Expected changes in shopping patterns; and
- The future efficiency of retail floorspace.



Capacity Formula

1.3.16 For all types of retail capacity assessment, the conceptual approach is identical, although the data sources and assumptions may differ. The key relationship is Expenditure (£m) (allowing for population change and retail growth) less Turnover (£m) (allowing for improved 'productivity') which equals Surplus or Deficit (£m).

- **Expenditure (£m)** – The expenditure element of the above equation is calculated by taking the population within the defined catchment and then multiplying this figure by the average annual expenditure levels for various forms of retail spending per annum. The expenditure is estimated with reference to a number of factors, namely:
 - Growth in population;
 - Growth in expenditure per person per annum; and
 - Special Forms of Trading (e.g. internet shopping, catalogue shopping and so on).
- **Turnover (£m)** – The turnover figure relates to the annual turnover generated by existing retail facilities within the Study Area. The turnover of existing facilities is calculated using Mintel Retail Rankings and Global Data reports – independent analysis which lists the sales densities for all major multiple retailers.
- **Surplus/Deficit (£m)** – This represents the difference between the expenditure and turnover figures outlined above. A surplus figure represents an effective under provision of retail facilities within the Study Area (which, all things being equal, would suggest that additional floorspace could be supported), whereas a deficit would suggest a quantitative overprovision of retail facilities.

1.3.17 Although a surplus figure is presented in monetary terms, it is possible to convert this figure to provide an indication of the quantum of floorspace which may be required. The level of floorspace will vary dependent on the type of retailer proposed and the type of goods traded. For example, in the case of comparison goods, non-bulky goods retailers tend to achieve higher sales densities than bulky goods retailers. However, within the bulky goods sector itself there is significant variation, with electrical retailers tending to have a much higher sales density than those selling DIY or furniture goods.



1.4 Potential Capacity for Future Convenience Goods Floorspace

- 1.4.1 In order to ascertain the likely need for additional convenience floorspace in the retail centres in Wirral, it is first necessary to consider the performance of the current provision. Given the geography of the towns and their existing retention of convenience goods expenditure, it is assumed that the future convenience goods expenditure available to each retail centre in Wirral will be commensurate with their current market share.
- 1.4.2 Figure 1.6 sets out the current convenience goods trading position in the towns compared against the 'benchmark' (or anticipated) turnover of existing convenience goods floorspace and projects this forward to 2034. The benchmark turnover differs for each operator based on its average turnover per sq m throughout the country. Although robust up-to-date information is available in terms of the convenience goods floorspace provided by large foodstores, it can be more difficult to quantify the extent of local convenience provision as there is no single comprehensive database to rely upon. Where we have been unable to verify the exact quantum of floorspace provided by existing smaller scale convenience stores, we have assumed that stores are trading 'at equilibrium' (i.e. the survey derived turnover equates to the expected level of turnover).
- 1.4.3 Our assessment is based upon a 'goods based' approach, which disaggregates expenditure by category type, and it is important to recognise that major foodstore operators generally sell an element of non-food goods such as books, compact discs, clothing and household goods. To account for this, we have assessed the split in convenience/comparison goods provision in each store having regard to our own observations during store visits and the typical convenience/comparison floorspace ratio published by retail data provider, Global Data. This provides an indication of the likely sales area dedicated to the sale of convenience goods at each store.
- 1.4.4 Our assessment for the study area identifies that the expected benchmark turnover of existing convenience goods provision in the administrative area is £637.1m per annum at 2019, which is £83.7m less than the identified survey-derived turnover of £720.8m. This suggests that, taken cumulatively, existing convenience goods provision in the study area is 'over trading' when compared to expected turnover.
- 1.4.5 There are instances where specific facilities trade very strongly or relatively poorly. For example, the Asda, on Seaview Road, Liscard, which has an estimated benchmark turnover of £42.2m but



turns over an estimated £54.0m is trading particularly well. In contrast, the Tesco store, Bidston Moss, with an estimated benchmark turnover of £64.4m, but turns over an estimated £41.4m, is a lesser performing store.

- 1.4.6 It is necessary to consider the capacity on an individual town basis. Figure 1.6 below sets out the convenience goods expenditure capacity estimates for the five town centres and three district centres in Wirral. For the avoidance of doubt the expenditure and floorspace capacity figures identified for each year are not cumulative figures. They represent the capacity between the base year (2019) and the year identified and should not be added together. For example, the capacity figures identified at 2029 represent the capacity between 2019 and 2029 and the capacity figures identified at 2034 represent the capacity between 2019 and 2034. If planning permission is granted for retail floorspace say in 2029 the floorspace requirement/capacity identified for the years 2029 and 2034 would both reduce by the same amount.
- 1.4.7 Figure 1.6 shows that, by 2029 (the minimum timeframe identified by the NPPF when allocating sites), after commitments, primarily due to convenience goods stores in Birkenhead under trading there is assessed to be no need/capacity for additional convenience floorspace in Birkenhead. The findings suggest that there is an over provision of convenience goods facilities in the town.
- 1.4.8 In contrast to Birkenhead, existing convenience goods stores in West Kirby are assessed to be over trading with floorspace capacity of some 1,300sq m net identified over the next 10 years (between 2019-2029). There is also identified to be some capacity, albeit limited, for additional convenience goods floorspace in the other three towns of Liscard, Heswall and Moreton.

Figure 1.6: Quantitative Need for Convenience Goods Floorspace

Year	Surplus Expenditure	Commitments	Residual	Floorspace Requirement
	£m	£m	£m	(sq m net)
Birkenhead				
2019	-31.5	NA	-31.5	-
2024	-32.2	NA	-32.2	-
2029	-31.1	NA	-31.1	-
2034	-29.8	NA	-29.8	-
Liscard				
2019	2.8	NA	2.8	200
2024	2.5	NA	2.5	200
2029	3.5	NA	3.5	300
2034	4.5	NA	4.5	400



Year	Surplus Expenditure	Commitments	Residual	Floorspace Requirement
	£m	£m	£m	(sq m net)
Heswall				
2019	6.5	NA	6.5	600
2024	6.5	NA	6.5	600
2029	7.1	NA	7.1	600
2034	7.7	NA	7.7	700
Moreton				
2019	7.2	NA	7.2	600
2024	7.2	NA	7.2	600
2029	7.4	NA	7.4	700
2034	7.7	NA	7.7	700
West Kirby				
2019	13.6	NA	13.6	1,200
2024	13.7	NA	13.7	1,200
2029	14.1	NA	14.1	1,300
2034	14.6	NA	14.6	1,300
Bromborough Village District Centre				
2019	3.6	NA	3.6	300
2024	3.6	NA	3.6	300
2029	3.7	NA	3.7	300
2034	3.7	NA	3.7	300
Hoyle District Centre				
2019	5.8	NA	5.8	500
2024	5.9	NA	5.9	500
2029	5.9	NA	5.9	500
2034	6.0	NA	6.0	500
Woodchurch Road (Prenton) District Centre				
2019	17.1	NA	17.1	1,500
2024	17.2	NA	17.2	1,500
2029	17.6	NA	17.6	1,600
2034	18.1	NA	18.1	1,600

Source: Tables 5-10, Appendix Iii

Notes:

Floorspace Requirement - Average sales density assumed to be £11,134/sq m (@ 2019) based on the average sales density of all grocery operators - derived by GlobalData.com.

Allows for increased turnover efficiency.

2017 Prices

- 1.4.9 There is also assessed to be capacity for additional convenience floorspace in the three district centres in Wirral. For Woodchurch Road (Prenton), primarily due to both Sainsbury's and Aldi stores overtrading, there is assessed to be potential capacity for an additional convenience goods



facility. Lower levels of floorspace capacity are identified for the other two district centres of Bromborough Village and Hoylake (less than 500sq m net).

1.5 Potential Capacity for Future Comparison Goods Floorspace

- 1.5.1 Turning to comparison goods capacity, it is first important to note that our methodology deviates from that which has been deployed in respect of convenience goods for two principal reasons. Firstly, it can be extremely difficult to attribute an appropriate benchmark turnover to existing comparison goods provision. Secondly, there tends to be greater disparity between the trading performance of apparently similar comparison goods provision depending on its location, the character of the area, and the nature of the catchment. As a consequence, we adopt the approach with comparison goods floorspace that it is trading 'at equilibrium' (i.e. our survey derived turnover estimate effectively acts as benchmark) at 2019.
- 1.5.2 We assume that there is therefore no quantitative need for any additional floorspace across the study area at 2019. For the purpose of our initial quantitative modelling exercise, it has also been assumed that the future performance of comparison goods facilities in Wirral will be commensurate with their current market share. Our assessment also takes into consideration the fact that the town centres, retail parks and standalone large format retail units will attract some custom from outside the Study Area.
- 1.5.3 In order to ascertain the likely need for additional comparison goods floorspace within each town/district centre, we consider them independently and identify their market share below. We have taken into account relevant comparison goods retail commitments/planning permissions within Wirral in the retail capacity assessment. Details of the commitments/planning permissions have been provided by the Council and are provided in the capacity tables at **Appendix Iiii**.
- 1.5.4 A floorspace requirement is identified for each town/district centre. The floorspace requirement is based on the identified need being met through the delivery of high street floorspace in the town/district centres.
- 1.5.5 The comparison goods expenditure/floorspace capacity figures for the 8 town/district centres after taking into account commitments/planning permissions are summarised in Figure 1.7 below. As previously noted in paragraph 1.4.6, the expenditure and floorspace capacity figures identified for



each year are not cumulative figures. They represent the capacity between the base year (2019) and the year identified and should not be added together.

- 1.5.6 The assessment identifies that as the main comparison goods retail destination in Wirral, Birkenhead, after commitments/planning permissions, is assessed to have the greatest level of floorspace requirements by 2029 (1,100sq m net). This requirement is assessed to increase to some 5,600sq m net by 2034.
- 1.5.7 In terms of the other town centres in Wirral, only limited comparison goods capacity is identified in each over the next 10 years (less than 300sq m net). In the longer term (end of plan period), Liscard is assessed to see the largest level of capacity (1,200sq m net) whilst the other towns assessed to have capacity of less than 800sq m net, with Hoylake having the smallest capacity level (100sq m net).

Figure 1.7: Quantitative Need for Comparison Goods Floorspace

Year	Surplus Expenditure	Commitments	Residual	Floorspace Requirement
	£m	£m	£m	(sq m net)
Birkenhead				
2019	0.0	-	0.0	-
2024	0.0	2.9	0.0	-
2029	11.1	3.3	7.9	1,100
2034	48.1	3.7	44.4	5,600
Liscard				
2019	0.0	NA	0.0	-
2024	0.0	NA	0.0	-
2029	2.0	NA	2.0	300
2034	8.5	NA	8.5	1,200
Heswall				
2019	0.0	NA	0.0	-
2024	0.0	NA	0.0	-
2029	1.2	NA	1.2	200
2034	5.2	NA	5.2	800
Moreton				
2019	0.0	NA	0.0	-
2024	0.0	NA	0.0	-
2029	0.6	NA	0.6	100
2034	2.5	NA	2.5	400



Year	Surplus Expenditure	Commitments	Residual	Floorspace Requirement
	£m	£m	£m	(sq m net)
West Kirby				
2019	0.0	NA	0.0	-
2024	0.0	NA	0.0	-
2029	0.8	NA	0.8	100
2034	3.4	NA	3.4	500
Bromborough Village District Centre				
2019	0.0	NA	0.0	-
2024	0.0	NA	0.0	-
2029	1.1	NA	1.1	200
2034	4.7	NA	4.7	800
Hoylake District Centre				
2019	0.0	NA	0.0	-
2024	0.0	NA	0.0	-
2029	0.2	NA	0.2	30
2034	0.7	NA	0.7	100
Woodchurch Road (Prenton) District Centre				
2019	0.0	-	-	-
2024	0.0	0.6	-	-
2029	0.5	0.7	-0.2	100
2034	2.1	0.8	1.3	400

Source: Appendix Iiii

Notes:

Allows for increased turnover efficiency.

2017 Prices

1.5.8 Turning to the district centres, only very limited capacity was identified in both the next 10 years and plan period. However, comparison goods capacity in Bromborough Village at the end of the plan period is anticipated to be circa 800sq m net.

1.6 Summary

1.6.1 The above assessment identifies that by 2029 (the minimum timeframe identified by the NPPF when allocating sites), after commitments, there is nil convenience goods capacity in Birkenhead. In contrast to Birkenhead, West Kirby, primarily due to existing convenience goods stores in town over trading, is assessed to have potential floorspace capacity of some 1,300sq m net. There is also identified to be some capacity, albeit limited, for additional convenience goods floorspace in the other three towns of Liscard, Heswall and Moreton.



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- 1.6.2 There is also assessed to be capacity for additional convenience floorspace in the three district centres in Wirral. Low levels are identified for Bromborough Village and Hoylake but for Woodchurch Road (Prenton), primarily due to primarily due to both Sainsbury's and Aldi stores overtrading, there is assessed to potential capacity for an additional convenience goods facility.
- 1.6.3 In terms of comparison goods capacity by 2029, as the largest centre in Wirral, the majority of comparison goods floorspace capacity is identified in Birkenhead (circa 1,100sq m net). Across the other town and district centres in Wirral, only limited comparison goods capacity is identified in each over the next 10 years (less than 300sq m net).



Appendices



Appendix Ii: Population and Retail Expenditure



Appendix Iii: Statistical Tables – Convenience Goods Retail Capacity



Appendix Iiii: Statistical Tables – Comparison Goods Retail Capacity



**WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
POPULATION & EXPENDITURE**

Table 1: Population Growth, by Zone

Zone	2019	2024	2029	2034	Change 2019-2024		Change 2019-2029		Change 2019-2034	
					No.	%	No.	%	No.	%
	[1]	[2]	[3]	[4]	[6]	[7]	[8]	[9]	[10]	[11]
1 - Hoylake and West Kirby	27,030	27,095	27,127	27,073	65	0.2	97	0.4	43	0.2
2a - Moreton	25,789	26,093	26,361	26,480	304	1.2	572	2.2	691	2.7
2b - Woodchurch, Upton and Greasby	29,737	29,987	30,090	30,061	250	0.8	353	1.2	324	1.1
3a - Liscard South	30,869	31,296	31,573	31,927	427	1.4	704	2.3	1,058	3.4
3b - New Brighton and Liscard North	31,645	31,838	32,020	32,270	193	0.6	375	1.2	625	2.0
4a - Birkenhead North	20,909	21,394	21,750	22,204	485	2.3	841	4.0	1,295	6.2
4b - Birkenhead South	32,313	32,840	33,317	33,894	527	1.6	1,004	3.1	1,581	4.9
4c - Birkenhead West	39,621	40,169	40,710	41,052	548	1.4	1,089	2.7	1,431	3.6
5a - Bromborough	30,204	30,656	30,980	31,082	452	1.5	776	2.6	878	2.9
5b - Bebington	30,688	30,957	31,168	31,208	269	0.9	480	1.6	520	1.7
6 - Heswall	30,669	30,698	30,730	30,658	29	0.1	61	0.2	-11	0.0
Total	329,474	333,023	335,826	337,909	3,549	1.1	6,352	1.9	8,435	2.6

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 & TOWN CENTRES STUDY, 2019
POPULATION & EXPENDITURE**

Table 2a - Per Capita Comparison Goods Expenditure, by Category, 2017 (£)

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	1,052	195	195	217	177	467	511	185	398	197	354	3,948
2a - Moreton	787	127	131	147	126	387	349	135	281	126	212	2,807
2b - Woodchurch, Upton and Greasby	851	142	154	172	140	385	391	158	332	148	251	3,123
3a - Liscard South	650	108	104	119	101	319	293	134	242	91	185	2,346
3b - New Brighton and Liscard North	800	138	149	170	132	376	375	163	302	138	256	3,000
4a - Birkenhead North	557	93	83	99	76	296	265	103	201	70	150	1,993
4b - Birkenhead South	659	111	102	122	96	335	303	136	225	93	187	2,371
4c - Birkenhead West	789	137	147	156	145	366	370	132	328	127	245	2,942
5a - Bromborough	827	137	145	164	133	387	367	166	300	137	240	3,003
5b - Bebington	949	170	180	205	173	444	443	172	370	175	303	3,586
6 - Heswall	1,086	202	204	227	186	488	525	198	410	212	337	4,076

Table 2b - 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	1,108	206	205	229	187	491	538	195	419	207	373	4,157
2a - Moreton	828	133	138	154	133	407	367	143	296	133	223	2,955
2b - Woodchurch, Upton and Greasby	895	150	162	181	147	405	412	166	349	155	264	3,288
3a - Liscard South	684	114	109	125	107	336	309	141	255	95	194	2,470
3b - New Brighton and Liscard North	842	146	157	179	139	396	394	172	318	145	269	3,158
4a - Birkenhead North	586	98	87	104	80	312	280	109	211	74	158	2,098
4b - Birkenhead South	694	117	108	129	102	353	319	143	237	98	197	2,496
4c - Birkenhead West	831	144	155	164	152	385	389	139	346	134	258	3,097
5a - Bromborough	870	144	153	173	140	408	386	175	315	145	253	3,161
5b - Bebington	999	179	190	216	182	467	467	181	389	185	319	3,775
6 - Heswall	1,143	213	215	239	195	514	553	209	432	223	355	4,291

Notes

2017 base expenditure taken from Experian MMG3 data (August 2019)

Comparison goods expenditure growth projected forward from 2017 base using the growth rates in Appendix 3 of Experian Retail Planner Briefing Note 16.

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 16.

2017 prices

**WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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	1,244	231	230	257	210	552	604	219	471	233	419	4,668
2a - Moreton	930	150	155	173	149	457	412	160	333	149	250	3,319
2b - Woodchurch, Upton and Greasby	1,006	168	182	203	166	455	463	187	392	175	297	3,693
3a - Liscard South	768	128	123	140	120	377	347	159	286	107	218	2,773
3b - New Brighton and Liscard North	945	163	177	201	157	445	443	193	357	163	302	3,546
4a - Birkenhead North	659	110	98	117	90	350	314	122	237	83	177	2,356
4b - Birkenhead South	780	131	121	145	114	396	358	161	266	110	222	2,803
4c - Birkenhead West	933	161	174	184	171	433	437	156	388	150	290	3,478
5a - Bromborough	977	162	172	194	157	458	434	197	354	162	284	3,550
5b - Bebington	1,122	201	213	242	205	525	524	203	437	207	358	4,239
6 - Heswall	1,283	239	241	268	219	577	621	235	485	251	399	4,819

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	1,445	268	267	299	243	641	701	254	547	270	486	5,421
2a - Moreton	1,080	174	180	201	173	531	479	186	386	173	291	3,854
2b - Woodchurch, Upton and Greasby	1,168	196	212	236	192	529	537	217	455	203	344	4,288
3a - Liscard South	892	148	143	163	139	438	403	184	333	124	253	3,221
3b - New Brighton and Liscard North	1,098	190	205	233	182	516	514	224	415	190	351	4,118
4a - Birkenhead North	765	128	114	136	104	407	365	142	276	96	206	2,736
4b - Birkenhead South	905	152	141	168	132	460	415	187	309	128	257	3,256
4c - Birkenhead West	1,083	187	202	214	199	503	508	182	451	175	336	4,039
5a - Bromborough	1,135	188	199	225	182	532	504	228	411	188	330	4,123
5b - Bebington	1,303	234	248	281	238	610	609	236	507	241	416	4,923
6 - Heswall	1,491	278	280	311	255	671	721	272	563	291	463	5,597

Notes

2017 base expenditure taken from Experian MMG3 data (August 2019)

Comparison goods expenditure growth projected forward from 2017 base using the growth rates in Appendix 3 of Experian Retail Planner Briefing Note 16.

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 16.

2017 prices

**WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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	1,743	323	322	360	293	773	846	306	659	326	587	6,538
2a - Moreton	1,302	209	217	243	209	641	577	224	466	209	351	4,649
2b - Woodchurch, Upton and Greasby	1,408	236	255	284	232	637	648	261	549	245	415	5,172
3a - Liscard South	1,076	179	172	197	168	528	486	222	401	150	306	3,885
3b - New Brighton and Liscard North	1,324	229	248	281	219	623	620	271	501	229	423	4,967
4a - Birkenhead North	923	154	137	164	126	490	440	171	332	116	248	3,300
4b - Birkenhead South	1,092	184	170	203	160	555	501	225	373	155	310	3,927
4c - Birkenhead West	1,307	226	243	258	240	606	612	219	544	211	406	4,872
5a - Bromborough	1,369	226	240	271	220	642	608	275	496	227	398	4,973
5b - Bebington	1,571	282	299	339	287	735	734	285	612	291	502	5,937
6 - Heswall	1,798	335	338	376	307	809	870	329	680	351	558	6,750

Notes

2017 base expenditure taken from Experian MMG3 data (August 2019)

Comparison goods expenditure growth projected forward from 2017 base using the growth rates in Appendix 3 of Experian Retail Planner Briefing Note 16.

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 16.

2017 prices

Table 3a: Total Comparison Goods Expenditure, by Category, 2019 (£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	29.9	5.6	5.5	6.2	5.0	13.3	14.5	5.3	11.3	5.6	10.1
2a - Moreton	21.4	3.4	3.6	4.0	3.4	10.5	9.5	3.7	7.6	3.4	5.7
2b - Woodchurch, Upton and Greasby	26.6	4.5	4.8	5.4	4.4	12.1	12.2	4.9	10.4	4.6	7.9
3a - Liscard South	21.1	3.5	3.4	3.9	3.3	10.4	9.5	4.4	7.9	2.9	6.0
3b - New Brighton and Liscard North	26.6	4.6	5.0	5.7	4.4	12.5	12.5	5.4	10.1	4.6	8.5
4a - Birkenhead North	12.3	2.0	1.8	2.2	1.7	6.5	5.8	2.3	4.4	1.5	3.3
4b - Birkenhead South	22.4	3.8	3.5	4.2	3.3	11.4	10.3	4.6	7.7	3.2	6.4
4c - Birkenhead West	32.9	5.7	6.1	6.5	6.0	15.3	15.4	5.5	13.7	5.3	10.2
5a - Bromborough	26.3	4.3	4.6	5.2	4.2	12.3	11.7	5.3	9.5	4.4	7.6
5b - Bebington	30.7	5.5	5.8	6.6	5.6	14.3	14.3	5.6	11.9	5.7	9.8
6 - Heswall	35.1	6.5	6.6	7.3	6.0	15.8	17.0	6.4	13.3	6.9	10.9
Total	285.3	49.5	50.7	57.0	47.4	134.3	132.8	53.4	107.8	48.1	86.4

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	33.7	6.3	6.2	7.0	5.7	14.9	16.4	5.9	12.8	6.3	11.3
2a - Moreton	24.3	3.9	4.0	4.5	3.9	11.9	10.8	4.2	8.7	3.9	6.5
2b - Woodchurch, Upton and Greasby	30.2	5.1	5.5	6.1	5.0	13.6	13.9	5.6	11.8	5.2	8.9
3a - Liscard South	24.0	4.0	3.8	4.4	3.7	11.8	10.9	5.0	9.0	3.4	6.8
3b - New Brighton and Liscard North	30.1	5.2	5.6	6.4	5.0	14.2	14.1	6.2	11.4	5.2	9.6
4a - Birkenhead North	14.1	2.4	2.1	2.5	1.9	7.5	6.7	2.6	5.1	1.8	3.8
4b - Birkenhead South	25.6	4.3	4.0	4.7	3.7	13.0	11.7	5.3	8.7	3.6	7.3
4c - Birkenhead West	37.5	6.5	7.0	7.4	6.9	17.4	17.6	6.3	15.6	6.0	11.6
5a - Bromborough	30.0	5.0	5.3	5.9	4.8	14.0	13.3	6.0	10.9	5.0	8.7
5b - Bebington	34.7	6.2	6.6	7.5	6.3	16.2	16.2	6.3	13.5	6.4	11.1
6 - Heswall	39.4	7.3	7.4	8.2	6.7	17.7	19.1	7.2	14.9	7.7	12.2
Total	323.5	56.1	57.5	64.7	53.7	152.4	150.6	60.5	122.2	54.5	98.0

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	39.2	7.3	7.2	8.1	6.6	17.4	19.0	6.9	14.8	7.3	13.2
2a - Moreton	28.5	4.6	4.7	5.3	4.6	14.0	12.6	4.9	10.2	4.6	7.7
2b - Woodchurch, Upton and Greasby	35.1	5.9	6.4	7.1	5.8	15.9	16.2	6.5	13.7	6.1	10.4
3a - Liscard South	28.2	4.7	4.5	5.1	4.4	13.8	12.7	5.8	10.5	3.9	8.0
3b - New Brighton and Liscard North	35.2	6.1	6.6	7.5	5.8	16.5	16.5	7.2	13.3	6.1	11.2
4a - Birkenhead North	16.6	2.8	2.5	3.0	2.3	8.8	7.9	3.1	6.0	2.1	4.5
4b - Birkenhead South	30.2	5.1	4.7	5.6	4.4	15.3	13.8	6.2	10.3	4.3	8.6
4c - Birkenhead West	44.1	7.6	8.2	8.7	8.1	20.5	20.7	7.4	18.4	7.1	13.7
5a - Bromborough	35.2	5.8	6.2	7.0	5.6	16.5	15.6	7.1	12.7	5.8	10.2
5b - Bebington	40.6	7.3	7.7	8.8	7.4	19.0	19.0	7.4	15.8	7.5	13.0
6 - Heswall	45.8	8.5	8.6	9.6	7.8	20.6	22.2	8.4	17.3	9.0	14.2
Total	378.6	65.6	67.3	75.7	62.8	178.3	176.2	70.8	143.0	63.8	114.6

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	47.2	8.8	8.7	9.7	7.9	20.9	22.9	8.3	17.8	8.8	15.9
2a - Moreton	34.5	5.5	5.8	6.4	5.5	17.0	15.3	5.9	12.3	5.5	9.3
2b - Woodchurch, Upton and Greasby	42.3	7.1	7.7	8.5	7.0	19.2	19.5	7.9	16.5	7.4	12.5
3a - Liscard South	34.4	5.7	5.5	6.3	5.4	16.9	15.5	7.1	12.8	4.8	9.8
3b - New Brighton and Liscard North	42.7	7.4	8.0	9.1	7.1	20.1	20.0	8.7	16.2	7.4	13.7
4a - Birkenhead North	20.5	3.4	3.0	3.6	2.8	10.9	9.8	3.8	7.4	2.6	5.5
4b - Birkenhead South	37.0	6.2	5.8	6.9	5.4	18.8	17.0	7.6	12.6	5.2	10.5
4c - Birkenhead West	53.6	9.3	10.0	10.6	9.8	24.9	25.1	9.0	22.3	8.7	16.7
5a - Bromborough	42.6	7.0	7.5	8.4	6.8	19.9	18.9	8.6	15.4	7.1	12.4
5b - Bebington	49.0	8.8	9.3	10.6	9.0	22.9	22.9	8.9	19.1	9.1	15.7
6 - Heswall	55.1	10.3	10.3	11.5	9.4	24.8	26.7	10.1	20.8	10.8	17.1
Total	459.0	79.5	81.5	91.7	76.1	216.3	213.6	85.9	173.3	77.3	138.9

Notes:

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

2017 Prices

**WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
POPULATION & EXPENDITURE**

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

Zone	2019	2024	2029	2034
1 - Hoylake and West Kirby	2,532	2,531	2,535	2,542
2a - Moreton	2,177	2,176	2,180	2,186
2b - Woodchurch, Upton and Greasby	2,277	2,276	2,280	2,286
3a - Liscard South	2,001	2,000	2,004	2,009
3b - New Brighton and Liscard North	2,232	2,231	2,235	2,241
4a - Birkenhead North	1,885	1,884	1,887	1,892
4b - Birkenhead South	2,011	2,010	2,013	2,019
4c - Birkenhead West	2,193	2,192	2,196	2,202
5a - Bromborough	2,255	2,254	2,258	2,265
5b - Bebington	2,392	2,390	2,395	2,401
6 - Heswall	2,542	2,540	2,545	2,552

Notes

Per capita expenditure derived from Experian MMG3 data (August 2019)

Per capita expenditure projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 16

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 16

2017 Prices

**WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
POPULATION & EXPENDITURE**

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

Zone	2019	2024	2029	2034	Change 2019-25		Change 2019-29		Change 2019-34	
	[1]	[2]	[3]	[4]	No.	%	No.	%	No.	%
	[1]	[2]	[3]	[4]	[6]	[7]	[8]	[9]	[10]	[11]
1 - Hoylake and West Kirby	68.4	68.6	68.8	68.8	0.1	0.2	0.3	0.5	0.4	0.6
2a - Moreton	56.2	56.8	57.5	57.9	0.6	1.1	1.3	2.3	1.7	3.1
2b - Woodchurch, Upton and Greasby	67.7	68.2	68.6	68.7	0.5	0.8	0.9	1.3	1.0	1.5
3a - Liscard South	61.8	62.6	63.3	64.1	0.8	1.3	1.5	2.4	2.4	3.8
3b - New Brighton and Liscard North	70.6	71.0	71.6	72.3	0.4	0.6	0.9	1.3	1.7	2.4
4a - Birkenhead North	39.4	40.3	41.0	42.0	0.9	2.3	1.6	4.2	2.6	6.6
4b - Birkenhead South	65.0	66.0	67.1	68.4	1.0	1.6	2.1	3.2	3.5	5.3
4c - Birkenhead West	86.9	88.0	89.4	90.4	1.2	1.3	2.5	2.9	3.5	4.0
5a - Bromborough	68.1	69.1	70.0	70.4	1.0	1.4	1.8	2.7	2.3	3.3
5b - Bebington	73.4	74.0	74.6	74.9	0.6	0.8	1.2	1.7	1.5	2.1
6 - Heswall	77.9	78.0	78.2	78.2	0.0	0.0	0.3	0.3	0.3	0.4
Total	735.4	742.7	750.0	756.3	7.2	1.0	14.6	2.0	20.9	2.8

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

WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
CONVENIENCE GOODS CAPACITY

Table 1: Main and Top Up Food Shopping Market Share of Convenience Facilities by Zone, 2019 (%)

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

WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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Table 2: Main and Top Up Food Shopping Turnover of Convenience Facilities, 2019 (£m)

	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	4.8	0.1	17.0	1.2	9.6	0.6	13.6	1.0	13.6	0.8	25.4	5.2	16.4	3.3	20.3	5.9	1.2	0.2	5.4	0.3	2.2	0.6
Birkenhead Town Centre	0.2		1.3		0.9	0.5	2.3	0.1	1.5	0.0	11.1	1.8	5.2	1.6	3.8	1.3			1.5	0.1	1.5	
Asda, 222 Grange Road			1.2		0.9		2.1	0.1	1.5		10.2	0.7	4.9	1.2	3.6	0.4			1.5	0.1	1.5	
Iceland, 221/225 Grange Road						0.4					0.8	0.4				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	4.6	0.1	15.6	1.2	8.7	0.1	11.3	0.9	12.2	0.7	14.3	3.3	11.1	1.7	16.5	4.6	1.2	0.2	3.9	0.2	0.7	0.6
Tesco Extra (Bidston Moss), Bidston Link Road	4.3		11.1	0.6	4.7		5.0	0.3	3.5	0.1	2.8	0.5	2.4	0.1	4.0	0.4	0.7	0.1	0.6	0.2	0.2	0.1
Aldi, Bidston Moss Retail Park		0.1	2.7	0.4	3.0	0.1	4.2	0.2	6.9	0.2	0.3		0.3		0.4	0.3						
Aldi, 71 Laird Street					0.2		1.3		0.8	0.1	5.8	0.6	0.9		3.0	1.4			0.2			
Lidl, 115 Oxton Rd											1.8	0.4	0.5	0.1	4.6	1.8			0.2			
Asda, Unit 1 Stanley Road			0.3	0.1							2.5	0.5	1.9		2.4				0.2			
Lidl, 2A St Paul's Rd											0.7	0.1	3.8	0.6			0.5	0.1	2.1	0.1	0.5	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	1.7						
Iceland, 790/794 Borough Road							0.6	0.2			0.2	0.1	0.4	0.3	0.2							0.2
Iceland, Unit 6, Rock Retail Park	0.3						0.1				0.2	0.1	0.5	0.2								
Co-op, 8 Tranmere Court, Church Road								0.1			0.1	0.1	0.5	0.2								
Iceland, Stanley Road					0.8			0.1	0.2		0.1	0.1	0.5	0.2	0.3							
Tesco Express, 790-794 Borough Rd							0.2						0.3						0.4	0.2		
Other											0.6		0.0	0.2	0.5							
Liscard	0.4	0.0	6.3	1.0	2.5	0.3	35.5	7.4	43.9	8.5	1.8	0.3	1.3	0.3	2.3	0.9	0.9	0.2	0.6	0.2	0.2	
Liscard Town Centre			3.6	0.7	1.4	0.0	23.8	3.0	24.2	4.1	1.4	0.2	0.2	0.3	1.1	0.6					0.2	
Asda, Sea View Road			3.4	0.6	1.4	0.0	20.5	1.6	21.1	2.4	0.7	0.2	0.3	1.1	0.6						0.2	
Iceland, Liscard Crescent			0.2	0.0			2.2	0.5	2.4	0.0												
Tesco Express, 15-17 Liscard Village Rd							0.6	0.4	0.3													
Other				0.0			0.6	0.4	0.7	1.3	0.7	0.1	0.2									
Liscard Out of Centre	0.4	0.0	2.7	0.4	1.2	0.2	11.7	4.4	19.7	4.5	0.5	0.2	1.1	0.3	1.2	0.3	0.9	0.2	0.6	0.2	0.6	
Morrisons, King's Parade	0.4		2.2	0.0	1.0	0.1	6.5	0.8	11.1	1.9	0.4	0.1	1.1		1.0	0.3	0.8	0.1	0.6			
Lidl, Leasowe Road		0.0	0.5	0.2	0.2	0.0	2.0	0.4	6.3	1.4	0.1	0.1		0.2			0.2					
Iceland, Marine Point Retail Park							0.2	0.1	1.7	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													
Heswell	3.4	1.0			2.2	0.2	1.1				0.2	0.1	0.2	0.4			2.1	0.3	2.6	0.6	49.7	9.4
Heswell Town Centre	3.4	0.9			2.2	0.1	1.1					0.1	0.2	0.4			2.1	0.1	2.6	0.5	45.2	5.5
Tesco, Telegraph Rd	2.9	0.9			0.5								0.1	0.2			0.8		2.2	0.0	25.7	2.5
Aldi - May Road	0.3				1.7	0.0								0.2			0.8		0.8		15.9	1.7
M&S Simply Food, Telegraph Rd	0.2	0.1			0.0							0.1		0.2					0.4	0.5	3.3	1.3
Iceland, 176 Telegraph Road							1.1						0.1	0.2			0.6	0.1	0.4	0.5	0.2	0.1
Heswell Out of Centre		0.1				0.1					0.2	0.1						0.2		0.1	4.4	3.9
Tesco Express, 323-327 Pensby Road											0.2	0.1						0.2		0.1	3.5	0.4
Sainsbury's Local Pensby Road						0.1						0.1									0.9	2.3
Other stores		0.1																			0.9	1.1
Moreton	0.3	0.4	13.8	6.3	4.9	0.6				0.1		0.1						0.5				
Moreton Town Centre		0.1	3.3	3.6	0.6	0.5						0.1						0.5				
Iceland, 303 Hoylake Road			1.8	1.1	0.4	0.0																
Tesco Express, Hoylake Rd		0.1	0.2	1.2	0.0													0.5				
Other stores			1.3	1.3	0.2	0.4																
Moreton Out of Centre	0.3	0.3	10.5	2.6	4.4	0.1				0.1												
Aldi - 17-21 Hoylake Road	0.3	0.1	9.4	1.0	4.4	0.1				0.1												
Tesco Express, Hoylake Rd		0.2	0.9	1.5																		
Other stores			0.2	0.2																		
West Kirby	33.2	4.0	1.4	0.0	6.6	0.5					0.7	0.1	0.2	2.2	0.1	0.2	0.1	0.2	0.1			1.4
West Kirby Town Centre	32.1	3.3	1.4	0.0	6.6	0.3					0.7	0.1	0.2	2.2	0.1	0.2	0.1	0.2	0.1			1.4
Aldi, Bridge Road	12.4	1.4	0.9	0.0	3.7	0.1					0.7	0.1	0.2	2.2	0.1	0.1	0.2	0.1				1.4
Morrisons, 38 Dee Lane	19.7	1.6	0.5	0.0	2.8	0.2																
Other stores		0.3																				
West Kirby Out of Centre	1.1	0.7				0.2																
Co-op, Frankby Road	1.1	0.7				0.2																
Other stores		0.1																				
Bromborough Village District Centre		0.1					0.2				0.0			0.1	0.7	3.2	0.9	1.4				
Co-op, 112-116 Allport Road							0.2				0.0			0.1	0.7	2.9	0.9	1.3				
Other stores		0.1													0.3	0.3	0.0	0.0				
Hoylake District Centre	6.6	2.7									0.1	0.1										
Sainsbury's Local, 19a Market Street	5.7	2.2									0.1	0.1										
Co-op, 9 The Row, Market Street	1.0	0.4																				
Woodchurch Road (Prenton) District Centre		0.1			3.0	0.1	0.8	0.3	0.2	1.8	0.2	15.3	2.4	18.8	5.9	0.5	0.5					

Table 4. Survey-derived performance of convenience floorspace compared to expected benchmark performance at 2019

	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					183.3	148.7	-34.6
Birkenhead Town Centre					47.9	34.8	-13.1
Asda, 222 Grange Road	7,187	4,347	3,093	13,360	41.3	29.9	-11.4
Iceland, 221/225 Grange Road	1,322	521	519	6,709	3.5	1.8	-1.7
Other stores	-	-	-	-	3.1	3.1	-
Birkenhead Out of Centre					135.4	113.9	-21.5
Tesco Extra (Bidston Moss), Bidston Link Road	12,095	8,293	4,769	13,495	64.4	41.4	-23.0
Aldi, Bidston Moss Retail Park	1,739	1,206	1,101	10,590	11.7	19.1	7.4
Aldi, 71 Laird Street	1,554	1,078	983	10,590	10.4	14.1	3.7
Lidl, 115 Oxton Rd	1,466	1,038	928	9,882	9.2	9.5	0.3
Asda, Unit 1 Stanley Road	1,004	731	645	13,360	8.6	8.6	0.0
Lidl, 2A St Paul's Rd	1,519	1,186	1,060	9,882	10.5	8.0	-2.5
M&S, Unit 2B Junction One Retail Park	881	529	428	10,247	4.4	3.4	-1.0
Iceland, 790/794 Borough Road	551	256	255	6,709	1.7	3.1	1.4
Iceland, Unit 6, Rock Retail Park	1,393	906	734	6,709	4.9	1.6	-3.3
Co-op, 8 Tranmere Court, Church Road	530	345	304	10,587	3.2	1.4	-1.9
Iceland, Stanley Road	583	291	289	6,709	1.9	1.3	-0.7
Tesco Express, 790-794 Borough Rd	364	254	236	13,495	3.2	1.1	-2.1
Other	-	-	-	-	1.4	1.4	-
Liscard					112.1	114.8	2.8
Liscard Town Centre					49.6	64.8	15.2
Asda, Sea View Road	7,925	4,139	3,159	13,360	42.2	54.0	11.8
Iceland, Liscard Crescent	349	208	207	6,709	1.4	5.4	4.0
Tesco Express, 15-17 Liscard Village Rd	208	145	135	13,495	1.8	1.3	-0.5
Other	-	-	-	-	4.1	4.1	-
Liscard Out of Centre					62.5	50.1	-12.4
Morrisons, King's Parade	6,387	3,737	3,108	12,379	38.5	28.3	-10.2
Lidl, Leasowe Road	1,675	1,186	1,060	9,882	10.5	11.6	1.1
Iceland, Marine Point Retail Park	1,166	758	144	6,709	1.0	2.1	1.2
Co-op, 83-85 Wallasey Village Rd	844	550	485	10,587	5.1	1.6	-3.5
Tesco Express, Poulton Road	364	254	236	13,495	3.2	2.2	-1.0
Other	-	-	-	-	4.3	4.3	-
Heswell					67.0	73.5	6.5
Heswell Town Centre					59.3	64.4	5.1
Tesco, Telegraph Rd	5,621	3,264	2,803	13,495	37.8	35.8	-2.0
Aldi, May Road	1,624	1,127	1,028	10,590	10.9	20.4	9.5
M&S Simply Food, Telegraph Rd	1,545	937	864	10,247	8.9	6.0	-2.8
Iceland, 176 Telegraph Road	391	254	253	6,709	1.7	2.2	0.5
Heswell Out of Centre					7.7	9.1	1.4
Tesco Express, 323-327 Pensby Road	364	253	234	13,495	3.2	4.4	1.3
Sainsbury's Local, 143 Pensby Road	416	307	292	11,436	3.3	3.5	0.1
Other stores	-	-	-	-	1.2	1.2	-
Moreton					19.7	26.9	7.2
Moreton Town Centre					8.6	8.6	0.0
Iceland, 303 Hoylake Road	862	331	330	6,709	2.2	3.4	1.2
Tesco Express, 190 Hoylake Rd	360	251	233	13,495	3.1	2.0	-1.1
Other stores	-	-	-	-	3.2	3.2	-
Moreton Out of Centre					11.2	18.3	7.1
Aldi, 17-21 Hoylake Road	1,339	929	753	10,590	8.0	15.3	7.4
Tesco Express, Hoylake Rd	325	228	211	13,495	2.8	2.6	-0.2
Other stores	-	-	-	-	0.4	0.4	-
West Kirby					37.0	50.7	13.6
West Kirby Town Centre					34.8	48.5	13.8
Aldi, Bridge Road,	1,377	955	872	10,590	9.2	18.5	9.3
Morrisons, 38 Dee Lane	4,194	2,454	2,041	12,379	25.3	29.8	4.5
Other stores	-	-	-	-	0.3	0.3	-
West Kirby Out of Centre					2.3	2.1	-0.1
Co-op, Frankby Road	360	235	207	10,587	2.2	2.1	-0.1
Other stores	-	-	-	-	0.1	0.1	-
Bromborough Village District Centre					2.8	6.4	3.6
Co-op, 112-116 Allport Road	469	229	202	10,587	2.1	5.7	3.6
Other stores	-	-	-	-	0.7	0.7	-
Hoylake District Centre					3.7	9.5	5.8
Sainsbury's Local, 19a Market Street	412	302	287	11,436	3.3	8.1	4.8
Co-op, 9 The Row, Market Street	64	42	37	10,587	0.4	1.4	1.0
Woodchurch Road (Prenton) District Centre					35.2	52.3	17.1
Sainsbury's, 342a Woodchurch Road	3,685	2,252	2,000	11,436	22.9	28.0	5.1
Aldi, 374 Woodchurch Road	1,589	1,102	1,006	10,590	10.7	22.6	12.0
Other Stores	-	-	-	-	1.7	1.7	-
Other Stores in Wirral					176.4	238.0	61.6
Asda, Welton Road, Bromborough	8,265	5,162	3,804	13,360	50.8	52.5	1.7
Aldi, Port Causeway, Birkenhead	1,448	1,005	917	10,590	9.7	24.7	15.0
Aldi, Bebington Road, Bebington	1,166	707	573	10,590	6.1	25.0	18.9
M&S, BP Brimstage Rd, Bebington	130	84	75	10,549	0.8	1.5	0.7
Sainsbury's Local, Bebington Kings Road	438	236	225	10,247	2.3	1.3	-1.0
Asda, Woodchurch Road	6,854	3,608	2,491	13,360	33.3	46.3	13.0
Sainsbury's, Upton By Pass	8,479	5,474	3,534	10,247	36.2	45.7	9.5
Sainsbury's Local, 101 Greasby Road, Greasby Local Centre	438	236	225	10,247	2.3	2.7	0.4
Co-op, 128-134 Greasby Road, Greasby Local Centre	509	349	308	10,587	3.3	2.4	-0.8
Co-op, 194 Saughall Massie, Upton	163	93	82	10,587	0.9	1.3	0.5
Co-op, 90-94 Hoole Road, Woodchurch	278	181	159	10,587	1.7	0.4	-1.3
Co-op, 10-12 Cross Lane, Bebington	281	173	152	10,587	1.6	2.6	1.0
Tesco Metro (Rock Ferry), 212a Bebington Rd, Dacre Hill Local Centre	1,742	943	900	13,495	12.1	12.5	0.3
Co-op, 120 Teehey Lane	521	295	260	10,587	2.8	2.4	-0.4
Iceland, New Chester Road, New Ferry Local Centre	919	499	496	6,709	3.3	2.0	-1.3
Other Stores	-	-	-	-	9.2	9.2	-
Wirral Total					637.1	720.8	83.7

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
2019	183.3	148.7	-34.6
2024	185.5	150.2	-35.3
2029	185.9	151.6	-34.2
2034	185.9	152.9	-33.0

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16
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)
2019	-34.6	-
2024	-35.3	-
2029	-34.2	-
2034	-33.0	-

Notes:

- Average sales density assumed to be £11,134 per sq.m (@2019) based on the average sales density of all grocery operators
 Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16

2017 Prices

Table 5c: Extant Convenience Goods Commitments in Birkenhead

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Convenience Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
47 Argyle Street	17/00097	Demolition of former cinema / snooker hall and construction of 3 storey mixed use development comprising 2 No. A1 retail units to the ground floor and office (A2/B1) use to the first and second floor	1,284	449	9,000	4.0	Unimplemented

Notes:

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

2017 prices

Table 5d: Quantitative Need for Additional Convenience Goods Floorspace in Birkenhead (After Commitments)

Year	Surplus £m	Commitments £m	Floorspace Requirement (sq m net)
2019	-34.6	4.0	-
2024	-35.3	4.1	-
2029	-34.2	4.1	-
2034	-33.0	4.1	-

Notes:

1. Average sales density assumed to be £11,952 per sq.m based on the average sales density of the leading four supermarkets - derived by GlobalData
 2. Average sales density assumed to be £9,866 per sq.m is based on the average of discount operators (Aldi & Lidl) - derived from GlobalData
- 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 15 (December 2017)

2016 prices

WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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
2019	112.1	114.8	2.8
2024	113.4	116.0	2.5
2029	113.7	117.1	3.5
2035	113.7	118.1	4.5

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16
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)
2019	2.8	200
2024	2.5	200
2029	3.5	300
2034	4.5	400

Notes:

Average sales density assumed to be £11,134 per sq.m (@2019) based on the average sales density of all grocery operators
 Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16
 No commitments/planning permissions that need to be taken into account in this assessment

2017 Prices

WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
CONVENIENCE GOODS CAPACITY

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

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

Year	Benchmark Turnover £m ¹	Turnover £m ²	Surplus Expenditure £m
2019	67.0	73.5	6.5
2024	67.8	74.2	6.5
2029	67.9	75.0	7.1
2035	67.9	75.6	7.7

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16
2. Assumes constant market share claimed by facilities

2017 Prices

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

Year	Surplus £m	Floorspace Requirement (sq m net)
2019	6.5	600
2024	6.5	600
2029	7.1	600
2034	7.7	700

Notes:

Average sales density assumed to be £11,134 per sq.m (@2019) based on the average sales density of all grocery operators
 Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16
 No commitments/planning permissions that need to be taken into account in this assessment

2017 Prices

WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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	19.7	26.9	7.2
2024	20.0	27.2	7.2
2029	20.0	27.5	7.4
2035	20.0	27.7	7.7

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16
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)
2019	7.2	600
2024	7.2	600
2029	7.4	700
2034	7.7	700

Notes:

Average sales density assumed to be £11,134 per sq.m (@2019) based on the average sales density of all grocery operators
 Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16
 No commitments/planning permissions that need to be taken into account in this assessment

2017 Prices

WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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
2019	37.0	50.7	13.6
2024	37.5	51.2	13.7
2029	37.5	51.7	14.1
2035	37.5	52.1	14.6

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16
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)
2019	13.6	1,200
2024	13.7	1,200
2029	14.1	1,300
2034	14.6	1,300

Notes:

Average sales density assumed to be £11,134 per sq.m (@2019) based on the average sales density of all grocery operators
 Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16
 No commitments/planning permissions that need to be taken into account in this assessment

2017 Prices

WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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 Centre

Year	Benchmark Turnover £m	Turnover £m	Surplus £m	Floorspace Requirement (sq m net)
Bromborough Village District Centre				
2019	2.8	6.4	3.6	300
2024	2.8	6.4	3.6	300
2029	2.8	6.5	3.7	300
2035	2.8	6.6	3.7	300
Hoylake District Centre				
2019	3.7	9.5	5.8	500
2024	3.7	9.6	5.9	500
2029	3.7	9.7	5.9	500
2035	3.7	9.8	6.0	500
Woodchurch Road (Prenton) District Centre				
2019	35.2	52.3	17.1	1,500
2024	35.6	52.8	17.2	1,500
2029	35.7	53.3	17.6	1,600
2035	35.7	53.8	18.1	1,600

Notes:

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16

Assumes constant market share claimed by facilities

Average sales density assumed to be £11,134 per sq.m (@2019) based on the average sales density of all grocery operators

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 16

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

2017 Prices

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%	6%	33%	22%	15%
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	6%	5%	1%		6%	8%	6%	6%			
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%										

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

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%	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%										

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 & TOWN CENTRES STUDY, 2019
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%
Birkinhead Out of Centre	1%	6%	4%	11%	10%	3%	4%	13%	2%	9%	
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%	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%	20%	23%	1%	1%	4%	56%	36%	38%
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%	6%	2%	3%	7%	1%	11%	11%
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	10%	3%	3%					1%	4%	2%	4%
Chester City Centre			6%					1%		1%	5%
Chester Retail Park, Chester	8%		2%		1%			2%	1%	1%	
Ellesmere Port	1%				4%			2%	1%	1%	
Greyhound Retail Park, Chaser Court, Chester	2%		7%				1%	2%	6%	3%	5%
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington	11%	6%		2%	5%		2%	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%										

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 & TOWN CENTRES STUDY, 2019
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											
Dacre Hill							1%				
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%	5%		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%										

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 & TOWN CENTRES STUDY, 2019
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%
Birkinhead 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	8%	27%	10%	2%	5%	6%	3%	4%	13%	4%	
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	7% 1%	11% 16%	10%	2%	2% 2%	6%	1% 1%	1% 3%	13%	4%	
Outside Wirral	69%	38%	50%	36%	60%	33%	45%	26%	37%	63%	69%
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	10% 4%	7% 4%	1%	2%	16% 7%	8% 8%	5%	3% 1%	8% 8%	15% 6%	2% 13%
	36% 19%	23% 4%	47% 1%	28% 6%	37%	13% 5%	33% 7%	16% 6%	15% 3%	37% 5%	42% 12%
	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 & TOWN CENTRES STUDY, 2019
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%
Birkinhead Out of Centre	10%	24%	7%	6%		11%	8%	1%	1%		7%
B&Q, Bidston Link Road,				6%		1%					3%
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%						
Greasby			2%					1%			3%
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%										

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 & TOWN CENTRES STUDY, 2019
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,					1%	1%		4%			
Bidston Centre (Hoylake Road)					3%	2%		1%	1%		
Tesco Extra (Bidston Moss), Bidston Village Rd	2%	5%	1%	8%	3%	2%		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%										

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 & TOWN CENTRES STUDY, 2019
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							2%	1%		1%	1%
Other	7%				1%						1%
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%										

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 & TOWN CENTRES STUDY, 2019
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%
Birkinhead Out of Centre	17%	20%	1%	8%	6%	18%		16%	1%	1%	2%
B&Q, Bidston Link Road,	1%	2%				1%		4%	1%	1%	
Bidston Centre (Hoylake Road)								1%			
Tesco Extra (Bidston Moss), Bidston Village Rd	16%	19%	1%	8%	5%	8%		10%			2%
The Rock Retail Park, New Chester Rd					1%	1%		1%			
Other					1%	8%					
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%										

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 & TOWN CENTRES STUDY, 2019
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%	2%		10%			1%
Bidston Centre (Hoylake Road)	1%	3%	2%	3%	3%		5%				
Tesco Extra (Bidston Moss), Bidston Village Rd			2%			6%			4%		1%
The Rock Retail Park, New Chester Rd			3%			6%	4%	12%	1%		1%
Other	4%	14%	3%	11%	11%	6%			1%	1%	1%
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											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	5%			1%	1%		1%			2%	8%
Chester City Centre	2%		12%			1%	9%	1%	2%	1%	8%
Chester Retail Park, Chester	6%	6%	7%	2%	3%	2%	3%	6%	3%	10%	6%
Ellesmere Port	1%				4%				1%	2%	
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%										

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 & TOWN CENTRES STUDY, 2019
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%							
The Rock Retail Park, New Chester Rd						4%	2%	1%	14%	8%	1%
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%										

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

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

	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	1.8	5.4	10.5	5.5	4.6	7.7	10.2	18.8	4.5	5.4	4.2
Birkenhead Town Centre	1.8	3.1	9.5	3.9	3.2	6.9	9.7	17.4	4.1	5.4	3.8
Birkenhead Out of Centre		2.3	1.0	1.6	1.4	0.8	0.5	1.5	0.4		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		2.3	1.0	1.4 0.2	1.4	0.3 0.4 0.1	0.4 0.2	0.3 0.5 0.7	0.2 0.2		0.3
LISCARD		4.0		6.7	4.8		1.0	0.2	0.2		
Liscard Town Centre		3.4		4.5	3.7			0.2	0.2		
Liscard Out of Centre		0.6		2.2	1.1		1.0				
Asda Superstore, Sea View Road Other		0.6		2.0 0.2	0.7 0.4		1.0				
HESWALL	0.2		1.5				0.2	0.2			2.1
Heswall Town Centre	0.2		1.5				0.2	0.2			2.1
MORETON		0.9	1.2					0.2		0.5	
Moreton Town Centre		0.9	1.2					0.2		0.5	
WEST KIRBY	2.0		0.5								
West Kirby Town Centre	2.0		0.5								
DISTRICT CENTRES			0.2	0.4	0.2		0.6	0.3	3.5	3.2	0.7
Bromborough Village District Centre				0.2			0.3	0.3	3.5	3.2	0.3
Hoylake District Centre											
Woodchurch Road District Centre			0.2	0.2	0.2		0.3				0.3
LOCAL CENTRES				0.2				0.9	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	3.6	3.4	1.3		1.8	1.3	2.6	2.1	9.7	7.1	5.2
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	0.4 1.9 1.4	3.4 1.0 1.6 0.7	1.3 0.6 0.2 0.2 0.2		1.8 1.6 0.2	1.3 1.0 0.2	2.6 0.2 0.9	2.1 1.3 0.2	9.7 8.8 0.2	7.1 6.8 0.9	5.2 5.2 0.3
Outside Wirral	22.2	7.7	11.4	8.3	15.2	3.2	7.9	10.1	8.3	14.4	22.9
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											
	5.5 0.2 14.3 2.2	1.0 0.4 6.0 0.4	4.3 0.4 7.1	1.3 0.4 6.2 0.4	4.3 0.9 8.7 1.2	0.2 0.1 2.8	3.3 0.3 3.9 0.3	5.2 0.5 4.1 0.2	5.0 0.3 1.7 0.3	5.9 2.5 4.9 0.3	11.1 1.3 6.2 0.9
Total	29.9	21.4	26.6	21.1	26.6	12.3	22.4	32.9	26.3	30.7	35.1

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

2017 Prices

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

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD		1.5	2.6	1.0	0.7	1.3	2.5	3.1	0.3	0.9	0.8
Birkenhead Town Centre		1.0	1.8	0.9	0.6	1.0	2.4	2.7	0.3	0.9	0.6
Birkenhead Out of Centre		0.5	0.8	0.1	0.1	0.2	0.2	0.4			0.1
B&Q, Bidston Link Road,		0.1									
Bidston Centre (Hoylake Road)		0.4	0.8	0.1	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		1.2	0.6						
Liscard Town Centre				0.3	0.5						
Liscard Out of Centre		0.2		1.0	0.1						
Asda Superstore, Sea View Road		0.2		0.9	0.1						
Other				0.1							
HESWALL	0.7	0.1				0.0	0.1		0.1	0.4	4.2
Heswall Town Centre	0.7	0.1				0.0	0.1		0.1	0.4	4.2
MORETON			0.1								
Moreton Town Centre			0.1								
WEST KIRBY	0.3		0.5	0.1							
West Kirby Town Centre	0.3		0.5	0.1							
DISTRICT CENTRES	0.1		0.2			0.2	0.2	0.9	0.7	0.6	0.1
Bromborough Village District Centre						0.2			0.7	0.6	
Hoylake District Centre	0.1										
Woodchurch Road District Centre			0.2				0.2	0.9			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	0.8		0.2	0.0	0.1	1.1	1.3	1.1	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				0.4	0.6	
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG		0.1	0.8			0.0	0.1	1.1		0.1	0.1
Other Stores in Wirral		0.2					0.1		0.9	0.3	
Outside Wirral	4.3	1.4	0.2	0.8	3.0	0.4	0.8	0.6	1.8	2.3	1.3
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	0.7								0.2	0.1	
Chester City Centre									0.2	0.9	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	2.8	1.4	0.2	0.8	2.4	0.3	0.7	0.6	1.4	1.2	0.8
Other Outside of Study Area	0.7				0.5	0.1	0.1			0.1	0.2
Total	5.6	3.4	4.5	3.5	4.6	2.0	3.8	5.7	4.3	5.5	6.5

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

2017 Prices

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	0.3	0.6	0.9	0.8	1.1	1.0	1.0	1.9	0.2	0.8	0.1
Birkenhead Town Centre	0.2	0.4	0.7	0.4	0.6	0.9	0.8	1.1	0.1	0.3	0.1
Birkenhead Out of Centre	0.1	0.2	0.2	0.4	0.5	0.1	0.1	0.8	0.1	0.5	
B&Q, Bidston Link Road,		0.1	0.1	0.2	0.2			0.3	0.0	0.1	
Bidston Centre (Hoylake Road)	0.1		0.1								
Tesco Extra (Bidston Moss), Bidston Village Rd		0.1		0.2	0.2			0.1	0.0	0.5	
The Rock Retail Park, New Chester Rd				0.1	0.1	0.0	0.1	0.1			
Other		0.1		0.1	0.1	0.0	0.1	0.4			
LISCARD		0.2		1.1	0.6						
Liscard Town Centre		0.1		0.3	0.2						
Liscard Out of Centre		0.1		0.8	0.4						
Asda Superstore, Sea View Road		0.1		0.8	0.3						
Other					0.0						
HESWALL	0.1						0.0				0.3
Heswall Town Centre	0.1						0.0				0.3
MORETON		0.1									
Moreton Town Centre		0.1									
WEST KIRBY	0.8	0.3				0.0	0.0				
West Kirby Town Centre	0.8	0.3				0.0	0.0				
DISTRICT CENTRES		0.3	0.1	0.1			0.2		0.7	0.1	0.2
Bromborough Village District Centre		0.3		0.1			0.1		0.7	0.1	0.1
Hoylake District Centre			0.1								
Woodchurch Road District Centre			0.1	0.1			0.1				0.1
LOCAL CENTRES				0.1	0.6		0.0	0.1		0.1	
Wallasey Village				0.1	0.5			0.1			
Greasby											
Dacre Hill							0.0				
Eastham (Eastham Rake / Mill Park Drive)											
Other Local Centres					0.1					0.1	
Other Stores in Wirral	1.6	1.4	2.1	0.7	1.1	0.5	1.7	2.5	2.6	2.1	2.5
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD			0.1	0.7	1.1	0.0	0.0	0.2	2.6	2.1	2.5
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	1.6	1.1	1.9	0.7	1.1	0.4	1.6	2.3	2.2	1.9	2.1
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	0.1	0.2	0.2		0.0	0.1	0.1		0.4	0.1	0.4
Other Stores in Wirral		0.1					0.0			0.2	
Outside Wirral	2.7	0.7	1.7	0.6	1.6	0.3	0.5	1.6	1.2	2.8	3.4
Broughton Shopping Park, Chester Road, Broughton				0.3	1.6	0.3	0.5	1.6	1.2	2.8	3.4
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	0.6	0.1	0.1		0.3	0.0	0.1	0.4	0.0	0.7	0.7
Chester City Centre			0.3					0.1	0.2	0.1	0.2
Chester Retail Park, Chester	0.4		0.1		0.0			0.1		0.1	0.3
Ellesmere Port	0.1				0.2			0.1	0.0	0.1	
Greyhound Retail Park, Chaser Court, Chester	0.1		0.3				0.0	0.1	0.3	0.2	0.3
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington	0.6	0.2		0.1	0.3		0.1	0.2	0.1	0.2	0.4
Liverpool City Centre	0.9	0.2	0.5	0.3	0.8	0.2	0.2	0.4	0.4	1.3	1.2
Other Outside of Study Area	0.1	0.2	0.3		0.0	0.1	0.2	0.2	0.2	0.1	0.2
Total	5.5	3.6	4.8	3.4	5.0	1.8	3.5	6.1	4.6	5.8	6.6

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

2017 Prices

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

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	1.4	1.4	1.2	0.8	0.3	1.6	1.9	2.5	0.1	1.2	0.6
Birkenhead Town Centre	0.6	0.4	0.5	0.7	0.1	1.1	1.7	1.5	0.1	1.0	0.4
Birkenhead Out of Centre	0.9	1.0	0.7	0.1	0.2	0.5	0.1	1.0	0.1	0.2	0.2
B&Q, Bidston Link Road,						0.0					
Bidston Centre (Hoylake Road)		0.4									
Tesco Extra (Bidston Moss), Bidston Village Rd	0.8	0.6	0.7		0.2	0.2	0.0	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	0.0	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	0.5										0.8
Heswall Town Centre	0.5										0.8
MORETON		0.3	0.1								
Moreton Town Centre		0.3	0.1								
WEST KIRBY	1.0										
West Kirby Town Centre	1.0		0.3								
DISTRICT CENTRES	0.2		0.1	0.1	0.1		0.3	0.1	0.7	0.7	0.5
Bromborough Village District Centre				0.1					0.6	0.7	0.2
Hoylake District Centre	0.2		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	1.1	2.6	0.2	0.3	0.2	1.0	2.8	2.8	1.9	1.5
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD	0.1	0.4	1.0	0.1	0.3	0.2	0.1	0.3	2.8	1.9	0.2
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)		0.3	0.2	0.1	0.3	0.2	0.7	1.8	1.5	1.2	0.8
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	0.5	0.3	1.1					0.7			
Other Stores in Wirral		0.1	0.3				0.2	0.1	1.3	0.7	0.4
Outside Wirral	2.4	0.9	1.2	0.8	3.1	0.2	0.9	1.1	1.5	2.8	4.0
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	0.8	1.1
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	0.0	0.4	0.3	0.2	1.1
Liverpool City Centre	2.0	0.3	0.2	0.4	1.4	0.1	0.5	0.6	0.5	1.3	0.9
Other Outside of Study Area		0.1			0.1					0.3	0.2
Total	6.2	4.0	5.4	3.9	5.7	2.2	4.2	6.5	5.2	6.6	7.3

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

2017 Prices

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	0.2	1.1	1.4	0.9	0.3	1.0	1.6	4.2	1.7	1.5	0.3
Birkenhead Town Centre	0.2	1.0	1.4	0.9	0.3	1.0	1.6	4.2	1.7	1.5	0.3
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		0.1				0.0					
LISCARD			0.1	1.0	0.3					0.1	
Liscard Town Centre			0.1	1.0	0.3					0.1	
Liscard Out of Centre Asda Superstore, Sea View Road Other											
HESWALL			0.3							0.1	1.2
Heswall Town Centre			0.3							0.1	1.2
MORETON											
Moreton Town Centre											
WEST KIRBY	0.7	0.1	0.1								0.1
West Kirby Town Centre	0.7	0.1	0.1								0.1
DISTRICT CENTRES	0.2			0.1			0.0		0.3	0.1	
Bromborough Village District Centre				0.1					0.3	0.1	
Hoylake District Centre	0.2										
Woodchurch Road District Centre							0.0				
LOCAL CENTRES		0.1		0.2	0.9		0.1		0.1		0.2
Wallasey Village Greasby Dacre Hill Eastham (Eastham Rake / Mill Park Drive) Other Local Centres		0.1		0.2	0.9						0.2
Other Stores in Wirral	0.4	0.9	0.4	0.1	0.2	0.1	0.1	0.3	0.6	0.2	
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD											
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	0.3	0.4				0.1		0.1	0.6	0.2	
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	0.1	0.5	0.4	0.1	0.1		0.0	0.2			
Other Stores in Wirral					0.1		0.0				
Outside Wirral	3.5	1.3	2.2	1.2	2.6	0.6	1.5	1.6	1.6	3.6	4.1
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	0.5	0.2		0.1	0.7	0.1		0.2	0.4	0.8	0.1
Chester City Centre	0.2	0.1	0.1			0.1	0.2	0.1	0.3	0.3	0.8
Chester Retail Park, Chester Ellesmere Port									0.1		
Greyhound Retail Park, Chaser Court, Chester					0.3						
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	1.8	0.8	2.1	0.9	1.6	0.2	1.1	1.0	0.6	2.1	2.5
Other Outside of Study Area	0.9	0.1	0.1	0.2		0.1	0.2	0.4	0.1	0.3	0.7
Total	5.0	3.4	4.4	3.3	4.4	1.7	3.3	6.0	4.2	5.6	6.0

Notes:

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

2017 Prices

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	3.0	4.2	3.5	4.0	0.8	4.2	5.9	3.1	1.7	0.7	1.5
Birkenhead Town Centre	1.6	1.6	2.6	3.4	0.8	3.5	5.0	2.9	1.5	0.7	0.4
Birkenhead Out of Centre	1.4	2.6	0.9	0.6		0.7	0.9	0.2	0.2		1.1
B&Q, Bidston Link Road,	1.1	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	0.3		0.9								
The Rock Retail Park, New Chester Rd		1.4				0.5	0.9	0.2			
Other											
LISCARD				1.7	2.5	0.1					
Liscard Town Centre				0.2	1.3						
Liscard Out of Centre				1.4	1.3	0.1					
Asda Superstore, Sea View Road				1.2	0.9	0.1					
Other				0.2	0.3						
HESWALL											0.8
Heswall Town Centre											0.8
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	0.7	
Bromborough Village District Centre				0.6				0.2	0.8	0.7	
Hoylake District Centre	0.5										
Woodchurch Road District Centre				0.2	0.2			0.2			
LOCAL CENTRES			0.2	0.2	0.5			0.4	0.5	0.6	0.4
Wallasey Village				0.2	0.5						0.4
Greasby			0.2					0.2			
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	3.5	5.2	5.6	1.3	1.8	1.5	4.6	9.1	8.5	8.6	6.8
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD							0.2				
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	3.5	3.3	2.0	1.3	1.5	1.5	4.2	8.7	8.5	8.6	5.3
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG		1.9	3.5		0.3			0.4			1.5
Other Stores in Wirral			0.2				0.2				
Outside Wirral	5.5	0.9	2.5	2.4	6.7	0.7	0.9	2.2	0.8	3.7	6.2
Broughton Shopping Park, Chester Road, Broughton											1.8
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	0.3					1.4	0.4		0.2		0.4
Chester City Centre										0.2	0.4
Chester Retail Park, Chester											0.4
Ellesmere Port						0.8					
Greyhound Retail Park, Chaser Court, Chester						0.9					
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	4.8	0.7	2.5	2.4	3.5	0.3	0.9	1.3	0.7	3.5	2.5
Other Outside of Study Area	0.4	0.2			0.2			0.9			0.8
Total	13.3	10.5	12.1	10.4	12.5	6.5	11.4	15.3	12.3	14.3	15.8

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

2017 Prices

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

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	0.6	1.1	2.2	1.5	1.1	3.9	4.2	8.1	0.2	1.9	0.8
Birkenhead Town Centre	0.2	0.5	1.4	0.6	0.2	3.4	4.0	4.9	0.1	1.7	0.5
Birkenhead Out of Centre	0.4	0.6	0.8	0.9	0.9	0.5	0.2	3.2	0.2	0.1	0.3
B&Q, Bidston Link Road,					0.1	0.0		0.6			
Bidston Centre (Hoylake Road)	0.3	0.5	0.2	0.8	0.4	0.1		0.2	0.2		0.3
Tesco Extra (Bidston Moss), Bidston Village Rd	0.2					0.0	0.1			0.1	
The Rock Retail Park, New Chester Rd		0.1	0.7	0.1	0.5	0.3	0.1	2.4			
Other											
LISCARD	0.1	1.0		5.7	4.0						0.1
Liscard Town Centre		0.2		3.9	2.4						0.1
Liscard Out of Centre	0.1	0.8		1.8	1.6						
Asda Superstore, Sea View Road		0.8		0.8	1.3						
Other	0.1			1.0	0.3						
HESWALL	0.6		0.1			0.0					11.1
Heswall Town Centre	0.6		0.1			0.0					11.1
MORETON	1.4	5.4	1.4			0.0	0.1				
Moreton Town Centre	1.4	5.4	1.4			0.0	0.1				
WEST KIRBY	7.2	0.1	0.8								0.5
West Kirby Town Centre	7.2	0.1	0.8								0.5
DISTRICT CENTRES	1.0	0.1	0.1	0.1		0.1	2.3	3.4	2.2	2.0	0.4
Bromborough Village District Centre		0.1					0.6		2.1	1.8	0.3
Hoylake District Centre	1.0					0.0					
Woodchurch Road District Centre			0.1	0.1		0.1	1.7	3.4	0.1	0.2	0.1
LOCAL CENTRES		0.1	2.7	1.9	4.2	1.5	1.6	0.8	2.5	3.9	0.4
Wallasey Village		0.1		1.5	3.1	0.1					
Greasby			2.7								
Dacre Hill						0.0	1.2			0.7	
Eastham (Eastham Rake / Mill Park Drive)									1.3		
Other Local Centres				0.4	1.1	1.4	0.4	0.8	1.2	3.2	0.4
Other Stores in Wirral	1.1	1.2	4.5	0.1	0.5		1.9	2.4	6.1	6.4	2.0
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD			0.6				0.1	0.6			0.4
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	0.6		0.1		0.5		1.3	0.7	4.3	5.1	0.6
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	0.1	0.4	1.6				0.2	1.1			
Other Stores in Wirral	0.4	0.8	2.1	0.1			0.3		1.7	1.3	0.9
Outside Wirral	2.5	0.5	0.6	0.3	2.7	0.2	0.2	0.7	0.6	0.1	1.6
Broughton Shopping Park, Chester Road, Broughton											0.1
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	0.1	0.4			0.4			0.1	0.6		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	2.2	0.1	0.6	0.1	2.2	0.2	0.1	0.5	0.1	0.1	1.0
Other Outside of Study Area	0.3			0.2	0.1	0.0	0.1	0.1			0.1
Total	14.5	9.5	12.2	9.5	12.5	5.8	10.3	15.4	11.7	14.3	17.0

Notes:

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

2017 Prices

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

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	1.0	0.8	0.6	0.9	0.9	0.8	0.9	1.4	0.0	0.2	0.3
Birkenhead Town Centre	0.4	0.1	0.4	0.4	0.5	0.7	0.9	1.0		0.1	0.1
Birkenhead Out of Centre	0.6	0.7	0.2	0.5	0.4	0.1	0.1	0.4	0.0	0.1	0.3
B&Q, Bidston Link Road,	0.1	0.2	0.2			0.1		0.1	0.0	0.1	0.1
Bidston Centre (Hoylake Road)		0.1									
Tesco Extra (Bidston Moss), Bidston Village Rd	0.2	0.5		0.5	0.3	0.1		0.3			
The Rock Retail Park, New Chester Rd							0.1	0.1		0.1	0.1
Other	0.3				0.1						0.1
LISCARD		0.2		0.3	0.2						
Liscard Town Centre		0.2		0.2	0.1						
Liscard Out of Centre				0.1	0.1						
Asda Superstore, Sea View Road				0.1	0.1						
Other											
HESWALL	0.3							0.1			0.1
Heswall Town Centre	0.3							0.1			0.1
MORETON		0.1	0.0								
Moreton Town Centre		0.1	0.0								
WEST KIRBY	0.2										
West Kirby Town Centre	0.2										
DISTRICT CENTRES	0.1	0.1	0.1		0.1	0.1	0.3	0.2	0.5	1.0	0.1
Bromborough Village District Centre	0.1	0.1	0.1		0.1	0.0	0.3	0.1	0.5	1.0	0.1
Hoylake District Centre								0.1			
Woodchurch Road District Centre			0.1			0.1	0.1	0.1			
LOCAL CENTRES		0.1	0.0	0.4	0.8	0.1			0.2	0.1	
Wallasey Village		0.1		0.4	0.5						
Greasby											
Dacre Hill											
Eastham (Eastham Rake / Mill Park Drive)									0.2	0.1	
Other Local Centres			0.0		0.3	0.1				0.1	
Other Stores in Wirral	1.9	2.0	3.7	2.3	2.1	1.3	2.7	3.0	4.2	3.6	4.5
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD		0.1	0.0	2.3	2.1	1.3	2.7	3.0	4.2	3.6	4.5
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	1.6	1.0	2.5	1.8	2.0	1.2	2.7	2.6	4.1	3.6	4.2
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	0.3	0.9	1.1	0.4	0.2	0.0		0.4			0.2
Other Stores in Wirral							0.0	0.1	0.1		
Outside Wirral	1.8	0.4	0.5	0.6	1.4	0.1	0.6	0.8	0.4	0.7	1.4
Broughton Shopping Park, Chester Road, Broughton											0.1
Cheshire Oaks Designer Outlet Centre, Ellesmere Port				0.1							0.2
Chester City Centre									0.0		0.2
Chester Retail Park, Chester	0.1										
Ellesmere Port									0.0		
Greyhound Retail Park, Chaser Court, Chester	0.3		0.1		0.3			0.1	0.0		0.2
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	1.5	0.4	0.4	0.4	1.1	0.1	0.6	0.7	0.1	0.5	0.7
Other Outside of Study Area				0.1			0.0		0.2	0.2	0.1
Total	5.3	3.7	4.9	4.4	5.4	2.3	4.6	5.5	5.3	5.6	6.4

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

2017 Prices

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

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	2.2	1.9	1.2	2.1	1.0	2.9	1.6	4.8	0.3	1.8	1.3
Birkenhead Town Centre	0.3	0.4	1.1	1.4	0.4	2.1	1.6	2.6	0.2	1.6	1.1
Birkenhead Out of Centre	1.9	1.6	0.1	0.7	0.6	0.8	0.0	2.2	0.1	0.1	0.3
B&Q, Bidston Link Road,	0.1	0.1				0.0		0.6	0.1	0.1	
Bidston Centre (Hoylake Road)								0.1			
Tesco Extra (Bidston Moss), Bidston Village Rd	1.8	1.4	0.1	0.7	0.5	0.3		1.4			0.3
The Rock Retail Park, New Chester Rd					0.1	0.0		0.1			
Other						0.4					
LISCARD		0.5		2.1	3.2				0.1		
Liscard Town Centre		0.1		1.1	1.5						
Liscard Out of Centre		0.3		1.0	1.7				0.1		
Asda Superstore, Sea View Road		0.3		0.9	1.1				0.1		
Other				0.1	0.6						
HESWALL											1.6
Heswall Town Centre											1.6
MORETON											
Moreton Town Centre											
WEST KIRBY	1.2										
West Kirby Town Centre	1.2										
DISTRICT CENTRES	0.5			0.1		0.0	0.6	0.3	0.8	1.5	1.1
Bromborough Village District Centre	0.1					0.0			0.8	1.5	0.9
Hoylake District Centre	0.4										
Woodchurch Road District Centre				0.1			0.6	0.3			0.2
LOCAL CENTRES				0.8	0.8	0.0	0.1		0.1	0.3	
Wallasey Village				0.8	0.2				0.1		
Greasby											
Dacre Hill											
Eastham (Eastham Rake / Mill Park Drive)											
Other Local Centres					0.6	0.0	0.1			0.3	
Other Stores in Wirral	3.8	4.9	8.1	2.4	2.1	1.0	4.4	7.2	7.7	5.3	7.5
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD	0.2		0.7	2.4	2.1	1.0	4.4	7.2	7.7	5.3	7.5
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	2.2	1.7	3.5	1.8	1.9	0.8	3.7	4.3	6.0	4.5	5.4
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	1.3	3.2	3.9	0.6	0.2	0.2	0.5	1.6	0.1	0.1	1.0
Other Stores in Wirral	0.1						0.1	0.1	1.6	0.6	0.2
Outside Wirral	3.6	0.3	1.1	0.4	3.0	0.4	1.0	1.4	0.5	3.1	1.8
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port			0.1							0.1	0.5
Chester City Centre						0.0			0.1	0.7	0.1
Chester Retail Park, Chester	0.3										
Ellesmere Port					0.5				0.1		
Greyhound Retail Park, Chaser Court, Chester					0.6		0.1	0.2			
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington											
Liverpool City Centre	3.3	0.3	1.0	0.3	2.0	0.4	0.9	0.9	0.3	2.0	1.1
Other Outside of Study Area				0.1				0.3		0.1	
Total	11.3	7.6	10.4	7.9	10.1	4.4	7.7	13.7	9.5	11.9	13.3

Notes:

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

2017 Prices

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	0.8	1.4	1.4	0.8	1.7	0.9	1.2	2.4	0.6	0.9	0.4
Birkenhead Town Centre	0.5	0.7	1.1	0.4	1.1	0.7	0.9	1.2	0.4	0.8	0.2
Birkenhead Out of Centre	0.3	0.8	0.3	0.4	0.7	0.2	0.3	1.2	0.2	0.1	0.3
B&Q, Bidston Link Road,		0.2			0.0	0.0	0.0	0.5			0.1
Bidston Centre (Hoylake Road)	0.1	0.1	0.1	0.1	0.1		0.2				
Tesco Extra (Bidston Moss), Bidston Village Rd			0.1			0.1		0.1	0.2		0.1
The Rock Retail Park, New Chester Rd			0.1			0.1		0.1	0.0		0.1
Other	0.2	0.5	0.1	0.3	0.5	0.1	0.1	0.6	0.0	0.1	0.1
LISCARD		0.4		0.3	0.2						
Liscard Town Centre		0.4		0.3	0.2						
Liscard Out of Centre											
Asda Superstore, Sea View Road											
Other											
HESWALL	0.1		0.2							0.1	1.0
Heswall Town Centre	0.1		0.2							0.1	1.0
MORETON	0.3	0.6	0.3	0.0		0.0			0.1		
Moreton Town Centre	0.3	0.6	0.3	0.0		0.0			0.1		
WEST KIRBY	0.7										0.4
West Kirby Town Centre	0.7										0.4
DISTRICT CENTRES	0.6	0.2				0.0	0.0	0.1	0.6	0.8	0.1
Bromborough Village District Centre		0.1				0.0		0.1	0.6	0.8	0.1
Hoylake District Centre	0.6	0.1									
Woodchurch Road District Centre							0.0				
LOCAL CENTRES	0.1		0.5	0.9	0.8	0.1	0.2	0.5	0.1	0.6	0.2
Wallasey Village	0.0		0.3	0.5	0.7			0.4		0.2	0.2
Greasby	0.0		0.2								
Dacre Hill											
Eastham (Eastham Rake / Mill Park Drive)											
Other Local Centres	0.0		0.1	0.3	0.1	0.1	0.2	0.1	0.1	0.4	
Other Stores in Wirral	1.2	0.3	0.5	0.5	0.6	0.3	0.7	1.4	1.8	1.2	0.8
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD											
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	0.7	0.2	0.4	0.5	0.5	0.2	0.6	1.1	1.8	1.2	0.7
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	1.7	0.5	1.8	0.4	1.2	0.3	1.0	0.9	1.1	2.1	4.0
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	0.3			0.0	0.0		0.0			0.1	0.5
Chester City Centre	0.1		0.6			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	0.6	0.4
Ellesmere Port	0.1				0.2				0.0	0.1	
Greyhound Retail Park, Chaser Court, Chester	0.2	0.1	0.5	0.1	0.2	0.2	0.2	0.1	0.6	0.6	0.6
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington		0.0			0.2		0.1		0.3	0.1	0.4
Liverpool City Centre	0.6	0.1	0.2	0.0	0.4	0.1	0.3	0.2	0.0	0.4	0.6
Other Outside of Study Area	0.2	0.0	0.2	0.1	0.1		0.0	0.2		0.1	1.0
Total	5.6	3.4	4.6	2.9	4.6	1.5	3.2	5.3	4.4	5.7	6.9

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

2017 Prices

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

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	5.1	4.4	5.5	4.4	6.9	3.0	4.6	7.8	3.5	5.5	5.6
Birkenhead Town Centre		0.2	0.4	0.1	0.1	0.6	1.0	0.7	0.1	0.5	0.4
Birkenhead Out of Centre	5.1	4.2	5.1	4.4	6.7	2.4	3.7	7.1	3.4	4.9	5.3
B&Q, Bidston Link Road, Bidston Centre (Hoylake Road)	4.8	4.0	4.7	4.2 0.1	6.7	2.0	2.7	6.1	2.1	3.8	5.2
Tesco Extra (Bidston Moss), Bidston Village Rd							0.1	0.1	1.1	0.8	0.1
The Rock Retail Park, New Chester Rd						0.1	0.5				
Other	0.3	0.1	0.4	0.1	0.1	0.3	0.4	0.8	0.2	0.4	
LISCARD			0.1	0.7	0.6				0.3		0.1
Liscard Town Centre				0.6	0.6						
Liscard Out of Centre			0.1	0.1					0.3		0.1
Asda Superstore, Sea View Road											
Other			0.1	0.1					0.3		0.1
HESWALL											2.0
Heswall Town Centre											2.0
MORETON	0.3	0.4	0.3			0.0					
Moreton Town Centre	0.3	0.4	0.3			0.0					
WEST KIRBY	1.8										
West Kirby Town Centre	1.8										
DISTRICT CENTRES	0.6	0.1	0.1	0.1				0.9	0.8	0.6	
Bromborough Village District Centre		0.1		0.1					0.8	0.6	
Hoylake District Centre	0.6										
Woodchurch Road District Centre	0.1		0.1					0.9			
LOCAL CENTRES	0.3			0.7	0.6		0.8	0.1	0.5	0.6	
Wallasey Village	0.3			0.2	0.4						
Greasby											
Dacre Hill							0.6	0.1	0.3	0.4	
Eastham (Eastham Rake / Mill Park Drive)									0.1		
Other Local Centres				0.5	0.2		0.2		0.1	0.3	
Other Stores in Wirral	1.9	0.8	1.8	0.1	0.2	0.2	0.9	1.1	1.8	1.8	2.7
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD											
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	0.1	0.1		0.1		0.1	0.5		1.0	1.1	0.2
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	1.5	0.5	1.7			0.0	0.1	1.1		0.1	2.4
Other Stores in Wirral	0.3	0.2	0.1		0.2	0.0	0.3		0.8	0.6	0.2
Outside Wirral	0.1	0.1	0.1	0.1	0.3	0.1	0.1	0.3	0.8	1.2	0.4
Broughton Shopping Park, Chester Road, Broughton											
Cheshire Oaks Designer Outlet Centre, Ellesmere Port											
Chester City Centre									0.1		
Chester Retail Park, Chester											
Ellesmere Port											
Greyhound Retail Park, Chaser Court, Chester					0.3				0.4		
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington									0.1		
Liverpool City Centre										0.6	
Other Outside of Study Area	0.1	0.1	0.1	0.1		0.1	0.1	0.3	0.2	0.7	0.4
Total	10.1	5.7	7.9	6.0	8.5	3.3	6.4	10.2	7.6	9.8	10.9

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

2017 Prices

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

	Zone										
	1	2a	2b	3a	3b	4a	4b	4c	5a	5b	6
BIRKENHEAD	7.0	6.6	7.5	6.1	9.5	4.7	6.8	11.6	4.1	6.5	6.4
Birkenhead Town Centre	1.0	1.0	1.8	0.9	1.7	1.9	2.8	2.9	0.5	1.4	0.6
Birkenhead Out of Centre	6.0	5.7	5.7	5.3	7.7	2.8	4.1	8.7	3.6	5.1	5.8
B&Q, Bidston Link Road,	4.9	4.4	5.0	4.2	6.7	2.0	2.7	6.7	2.1	3.8	5.3
Bidston Centre (Hoylake Road)	0.1	0.1	0.1	0.1	0.1	0.1	0.2	0.4	0.2		
Tesco Extra (Bidston Moss), Bidston Village Rd	0.2	0.5		0.5	0.3	0.1	0.1	0.4	0.2		
The Rock Retail Park, New Chester Rd			0.1			0.2	0.6	0.1	1.1	0.8	0.3
Other	0.9	0.6	0.5	0.4	0.6	0.4	0.5	1.5	0.2	0.5	0.2
LISCARD		0.6	0.1	1.3	0.9				0.3		0.1
Liscard Town Centre		0.6		1.2	0.8						
Liscard Out of Centre			0.1	0.2	0.1				0.3		0.1
Asda Superstore, Sea View Road				0.1	0.1						
Other			0.1	0.1	0.1				0.3		0.1
HESWALL	0.4		0.2					0.1		0.1	3.1
Heswall Town Centre	0.4		0.2					0.1		0.1	3.1
MORETON	0.6	1.2	0.6	0.0		0.1			0.1		
Moreton Town Centre	0.6	1.2	0.6	0.0		0.1			0.1		
WEST KIRBY	2.7										0.4
West Kirby Town Centre	2.7										0.4
DISTRICT CENTRES	1.3	0.4	0.2	0.1	0.1	0.1	0.4	1.3	1.8	2.4	0.2
Bromborough Village District Centre	0.1	0.3	0.1	0.1	0.1	0.1	0.3	0.2	1.8	2.4	0.2
Hoylake District Centre	1.2	0.1						0.1			
Woodchurch Road District Centre	0.1		0.1			0.1	0.1	1.0			
LOCAL CENTRES	0.4	0.1	0.5	1.9	2.2	0.1	1.0	0.5	0.8	1.3	0.2
Wallasey Village	0.3	0.1	0.3	1.1	1.7			0.4		0.2	0.2
Greasby	0.0		0.2								
Dacre Hill							0.6	0.1	0.3	0.4	
Eastham (Eastham Rake / Mill Park Drive)									0.3	0.1	
Other Local Centres	0.0		0.1	0.8	0.6	0.1	0.4	0.1	0.2	0.7	
Other Stores in Wirral	4.9	3.0	5.9	2.8	2.9	1.7	4.3	5.5	7.8	6.7	8.0
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD		0.1	0.0			0.0					
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	2.4	1.3	2.9	2.4	2.5	1.6	3.9	3.7	6.9	6.0	5.1
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	2.2	1.4	2.9	0.4	0.2	0.1	0.1	1.8	1.8	0.1	2.6
Other Stores in Wirral	0.3	0.3	0.1		0.2	0.0	0.4	0.1	0.9	0.6	0.3
Outside Wirral	3.6	1.0	2.4	1.0	2.9	0.4	1.7	2.0	2.3	4.0	5.7
Broughton Shopping Park, Chester Road, Broughton										0.1	0.7
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	0.3			0.1	0.0		0.0	0.1	0.2	0.1	0.7
Chester City Centre	0.1		0.6			0.0	0.3	0.1	0.1	0.6	0.5
Chester Retail Park, Chester	0.4	0.2	0.3	0.1	0.1	0.0	0.1	0.3	0.1	0.1	0.5
Ellesmere Port	0.1				0.5				0.5	0.1	
Greyhound Retail Park, Chaser Court, Chester	0.5	0.1	0.5	0.1	0.5	0.2	0.2	0.2	0.7	0.6	0.8
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington		0.0			0.2		0.1	0.2	0.3	0.1	0.4
Liverpool City Centre	2.1	0.5	0.6	0.5	1.5	0.1	0.9	0.9	0.2	1.4	1.2
Other Outside of Study Area	0.3	0.1	0.3	0.2	0.1	0.1	0.1	0.5	0.4	1.0	1.4
Total	20.9	12.9	17.4	13.3	18.6	7.1	14.2	21.0	17.3	21.0	24.1

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

2017 Prices

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	7.7	11.8	12.9	11.1	5.4	15.9	18.6	27.7	4.5	8.8	5.4
Birkenhead Town Centre	3.1	5.3	9.4	8.3	3.0	13.1	17.2	19.9	4.0	7.8	3.4
Birkenhead Out of Centre	4.6	6.4	3.5	2.8	2.3	2.8	1.5	7.8	0.6	1.0	2.0
B&Q, Bidston Link Road,	0.1	0.2	0.1	0.2	0.2	0.1		0.9	0.1	0.2	
Bidston Centre (Hoylake Road)	1.2	1.0	0.1	0.6	0.1	0.1		0.7			0.4
Tesco Extra (Bidston Moss), Bidston Village Rd	2.8	3.7	1.8	1.6	1.4	1.0	0.2	2.2	0.4	0.6	1.5
The Rock Retail Park, New Chester Rd	0.5		0.9	0.3		0.2	0.2	0.2		0.2	
Other		1.6	0.7	0.2	0.7	1.4	1.1	3.7			0.1
LISCARD	0.1	2.2	0.1	14.6	12.7	0.1			0.1	0.1	0.1
Liscard Town Centre		0.6	0.1	7.7	7.0					0.1	0.1
Liscard Out of Centre	0.1	1.6		6.9	5.6	0.1			0.1		
Asda Superstore, Sea View Road		1.6		5.5	4.3						
Other	0.1			1.4	1.3	0.1			0.1		
HESWALL	1.9	0.1	0.3			0.1	0.1		0.1	0.5	20.0
Heswall Town Centre	1.9	0.1	0.3			0.1	0.1		0.1	0.5	20.0
MORETON	1.4	5.9	1.7			0.0	0.1	0.2			
Moreton Town Centre	1.4	5.9	1.7			0.0	0.1	0.2			
WEST KIRBY	12.0	0.4	1.7	0.1		0.0	0.0				0.7
West Kirby Town Centre	12.0	0.4	1.7	0.1		0.0	0.0				0.7
DISTRICT CENTRES	2.6	0.4	0.4	1.4	0.2	0.3	3.6	5.1	6.3	5.7	2.3
Bromborough Village District Centre	0.1	0.4		0.8		0.2	0.7	0.2	6.1	5.4	1.5
Hoylake District Centre	2.4		0.1		0.1	0.0					0.1
Woodchurch Road District Centre			0.3	0.6	0.2	0.1	2.9	4.9	0.3	0.2	0.7
LOCAL CENTRES		0.2	3.0	3.4	7.5	1.8	1.9	1.2	3.3	5.1	1.1
Wallasey Village		0.2		3.1	5.8	0.1		0.1	0.1		
Greasby			3.0					0.2			0.4
Dacre Hill						0.0	1.3	0.2		0.9	
Eastham (Eastham Rake / Mill Park Drive)						0.1			1.8	0.2	
Other Local Centres				0.4	1.7	1.6	0.6	0.8	1.4	4.0	0.7
Other Stores in Wirral	11.2	15.0	24.2	4.8	6.2	3.4	13.8	25.4	29.6	25.6	20.4
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD	0.3	0.4	2.5	0.1	6.2	0.0	0.6	2.3			1.6
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	8.4	6.8	7.6	3.9	5.4	3.0	11.5	17.8	23.5	22.1	14.3
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	2.0	6.7	11.5	0.7	0.7	0.3	0.9	5.0	0.1	0.3	2.6
Other Stores in Wirral	0.5	1.2	2.6	0.1	0.1		0.9	0.2	5.9	3.2	1.9
Outside Wirral	24.5	6.0	9.5	6.5	22.8	2.8	5.8	9.1	8.0	18.3	22.5
Broughton Shopping Park, Chester Road, Broughton				0.6							1.9
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	2.5	1.2	0.4	0.1	3.1	0.6	0.2	0.8	1.9	2.5	2.5
Chester City Centre	0.2	0.1	0.4			0.2	0.4	0.1	0.8	2.5	2.7
Chester Retail Park, Chester	0.9		0.1			0.0		0.1		0.1	1.1
Ellesmere Port	0.1				1.7			0.1	0.2	0.1	
Greyhound Retail Park, Chaser Court, Chester	0.1		0.3		1.8		0.1	0.3	0.3	0.2	0.5
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington	0.6	0.3	0.7	0.1	1.3	0.0	0.1	0.6	0.4	0.4	1.4
Liverpool City Centre	17.8	3.8	7.2	5.2	14.0	1.7	4.4	5.3	4.0	11.6	9.9
Other Outside of Study Area	2.4	0.6	0.3	0.5	0.9	0.2	0.6	1.9	0.3	1.0	2.3
Total	61.5	42.0	53.7	41.8	54.7	24.5	44.0	68.7	51.9	64.2	72.4

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

2017 Prices

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	305.7	16.5	23.8	30.9	22.7	19.5	28.4	35.7	58.1	13.1	20.8	15.9	27	285.3	4	7.2
Birkenhead Town Centre	198.1	5.9	9.4	20.8	13.0	8.0	22.0	29.6	40.1	8.6	14.6	7.8	17	179.7	4	7.2
Birkenhead Out of Centre	107.6	10.6	14.4	10.2	9.7	11.5	6.4	6.1	18.0	4.6	6.1	8.1	10	105.6		
B&Q, Bidston Link Road,	51.0	5.0	4.6	5.1	4.3	6.9	2.1	2.7	7.7	2.3	4.0	5.3	5	50.1		
Bidston Centre (Hoylake Road)	4.5	1.2	1.1	0.2	0.8	0.2	0.1	0.2	0.7			0.4	0	4.9		
Tesco Extra (Bidston Moss), Bidston Village Rd	25.2	3.0	6.5	1.8	3.5	3.1	1.4	0.3	2.9	0.8	0.6	1.8	2	25.5		
The Rock Retail Park, New Chester Rd	8.5	0.5		2.0	0.5		0.8	1.1	0.8	1.1	1.0	0.3	1	8.2		
Other	18.4	0.9	2.2	1.2	0.6	1.3	2.0	1.7	5.9	0.4	0.5	0.3	2	16.9		
LISCARD	53.6	0.1	6.8	0.1	22.7	18.4	0.1	1.0	0.2	0.7	0.1	0.2	5	50.4	2	1.0
Liscard Town Centre	32.0		4.6	0.1	13.3	11.6			0.2	0.2	0.1	0.1	3	30.2	2	0.6
Liscard Out of Centre	21.6	0.1	2.2	0.1	9.3	6.9	0.1	1.0		0.5		0.1	2	20.2		
Asda Superstore, Sea View Road	17.3		2.2		7.6	5.2		1.0				0.1	2	16.0		
Other	4.3	0.1		0.1	1.7	1.7	0.1			0.5			0	4.2		
HESWALL	25.9	2.6	0.1	2.0			0.1	0.3	0.3	0.1	0.6	25.2	3	31.3	2	0.6
Heswall Town Centre	25.9	2.6	0.1	2.0			0.1	0.3	0.3	0.1	0.6	25.2	3	31.3	2	0.6
MORETON	14.7	2.0	8.0	3.6	0.0		0.1	0.1	0.4	0.1	0.5		1	14.8	2	0.3
Moreton Town Centre	14.7	2.0	8.0	3.6	0.0		0.1	0.1	0.4	0.1	0.5		1	14.8	2	0.3
WEST KIRBY	16.5	16.7	0.4	2.1	0.1		0.0	0.0				1.1	2	20.5	2	0.4
West Kirby Town Centre	16.5	16.7	0.4	2.1	0.1		0.0	0.0				1.1	2	20.5	2	0.4
DISTRICT CENTRES	45.1	3.9	0.8	0.8	1.9	0.6	0.4	4.6	6.7	11.6	11.3	3.2	4	45.7		
Bromborough Village District Centre	28.0	0.2	0.6	0.1	1.1	0.1	0.3	1.3	0.7	11.4	11.1	2.1	3	28.8		
Hoylake District Centre	3.2	3.6	0.1	0.1		0.1	0.0		0.1			0.1	0	4.1		
Woodchurch Road District Centre	13.9	0.1		0.7	0.8	0.4	0.1	3.3	5.9	0.3	0.2	1.1	1	12.7		
LOCAL CENTRES	41.0	0.4	0.2	3.5	5.5	9.8	1.9	2.9	2.7	4.2	6.4	1.3	4	38.9		
Wallasey Village	14.8	0.3	0.2	0.3	4.3	7.5	0.1		0.9	0.1	0.2	0.2	1	14.1		
Greasby	3.9	0.0		3.1					0.2			0.4	0	3.8		
Dacre Hill	3.9						0.0	1.9	0.3	0.3	1.2		0	3.7		
Eastham (Eastham Rake / Mill Park Drive)	2.5						0.1			2.0	0.3		0	2.4		
Other Local Centres	15.9	0.0		0.1	1.2	2.3	1.7	1.0	1.4	1.8	4.8	0.7	1	15.0		
Other Stores in Wirral	271.4	19.7	21.4	31.4	7.6	10.9	6.4	20.7	33.0	47.1	39.4	33.5	26	271.2		
Asda Superstore, Woodchurch Road, Birkenhead, CH49 5PD	9.4	0.7	0.5	3.1	0.1		0.2	0.8	2.3			1.6	1	9.2		
Croft Retail and Leisure Park, Bromborough (Also known as South Wirral Retail Park)	193.9	12.6	9.1	10.8	6.4	9.5	5.6	16.8	23.4	39.2	34.9	24.6	18	192.7		
Upton Retail Park, Upton By-Pass, Birkenhead, Wirral, CH49 6QG	45.2	5.6	9.7	14.6	1.1	0.9	0.6	1.1	7.0	0.1	0.4	5.2	4	46.4		
Other Stores in Wirral	22.8	0.9	2.2	2.9	0.1	0.5	0.0	2.1	0.3	7.7	4.1	2.1	2	22.9		
Outside Wirral	278.8	50.4	14.7	23.2	15.8	40.8	6.5	15.4	21.2	18.6	36.7	51.2	28	294.6		
Broughton Shopping Park, Chester Road, Broughton	3.5				0.6						0.5	3.3	0	4.4		
Cheshire Oaks Designer Outlet Centre, Ellesmere Port	60.9	8.2	2.2	4.6	1.6	7.5	0.8	3.5	6.0	6.9	8.5	14.3	6	64.2		
Chester City Centre	14.2	0.3	0.1	1.0		0.9	0.3	1.0	0.7	1.3	5.0	4.7	1	15.4		
Chester Retail Park, Chester	6.7	1.5	0.2	0.4	0.1	0.2	0.0	0.1	0.4	0.3	0.9	3.6	1	7.8		
Ellesmere Port	5.0	0.1	0.4		0.4	2.2	0.1		0.1	1.4	0.2		0	4.9		
Greyhound Retail Park, Chaser Court, Chester	8.1	0.6	0.1	0.9	0.1	2.2	0.2	0.3	0.6	1.1	0.8	1.3	1	8.2		
IKEA, Warrington Gemini Retail Park, 910 Europa Blvd, Warrington	6.8	0.6	0.3	0.7	0.1	1.5	0.0	0.2	0.6	0.7	0.5	1.8	1	7.0		
Liverpool City Centre	153.6	34.2	10.2	14.9	11.8	24.1	4.6	9.3	10.3	5.9	18.0	17.4	15	160.7		
Other Outside of Study Area	19.9	4.9	1.1	0.7	1.1	2.2	0.3	1.0	2.6	1.0	2.2	4.7	2	21.9		
Total		112.4	76.2	97.8	76.2	99.9	43.9	80.7	122.7	95.5	115.8	131.6	100	1,053		

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

2017 Prices

**WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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
2019	292.5	285.3	7.2	0.0
2024	334.8	323.5	8.1	0.0
2029	377.0	378.6	9.5	11.1
2034	422.3	458.9	11.6	48.1
Market Share	27.1			

Notes:

- Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
- 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)
2019	0.0	-
2024	0.0	-
2029	11.1	1,600
2034	48.1	6,100

Notes:

- Average sales density for Birkenhead assumed to be circa £5,500 per sq.m (@2019)
Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

2017 prices

**WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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
47 Argyle Street	17/00097	Demolition of former cinema / snooker hall and construction of 3 storey mixed use development comprising 2 No. A1 retail units to the ground floor and office (A2/B1) use to the first and second floor	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				801		2.6	

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)
2019	0.0	-	-	-
2024	0.0	2.9	-	-
2029	11.1	3.3	7.9	1,100
2034	48.1	3.7	44.4	5,600

Notes:

- Average sales density for Birkenhead assumed to be circa £5,500 per sq.m (@2019)
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 16 (December 2018)

2017 prices

WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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
2019	51.4	50.4	1.0	0.0
2024	58.9	57.2	1.1	0.0
2029	66.3	66.9	1.3	2.0
2034	74.3	81.1	1.6	8.5
Market Share	4.8			

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
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)
2019	0.0	-
2024	0.0	-
2029	2.0	300
2034	8.5	1,200

Notes:

Average sales density for Liscard assumed to be circa £4,750 per sq.m (@2019)

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

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

2017 prices

WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
COMPARISON GOODS CAPACITY

TABLE 28: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN HESWELL

Table 28a: Estimated 'Capacity' for Comparison Goods Facilities - Heswall

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure £m
2019	31.9	31.3	0.6	0.0
2024	36.5	35.5	0.7	0.0
2029	41.1	41.5	0.8	1.2
2034	46.1	50.3	1.0	5.2
Market Share	3.0			

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
2. Assumes constant market share claimed by facilities

2017 prices

Table 28b: Quantitative Need for Additional Comparison Goods Floorspace - Heswall

Year	Surplus (£m)	Floorspace Requirement (sq m net)
2019	0.0	-
2024	0.0	-
2029	1.2	200
2034	5.2	800

Notes:

Average sales density for Heswell assumed to be circa £4,750 per sq.m (@2019)

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

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

2017 prices

WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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
2019	15.1	14.8	0.3	0.0
2024	17.2	16.7	0.3	0.0
2029	19.4	19.6	0.4	0.6
2034	21.8	23.8	0.5	2.5
Market Share	1.4			

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
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)
2019	0.0	-
2024	0.0	-
2029	0.6	100
2034	2.5	400

Notes:

Average sales density for Moreton assumed to be circa £4,750 per sq.m (@2019)

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

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

2017 prices

WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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
2019	20.9	20.5	0.4	0.0
2024	23.9	23.2	0.5	0.0
2029	27.0	27.2	0.5	0.8
2034	30.2	33.0	0.7	3.4
Market Share	1.9			

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)
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)
2019	0.0	-
2024	0.0	-
2029	0.8	100
2034	3.4	500

Notes:

Average sales density for West Kirby assumed to be circa £4,750 per sq.m (@2019)

Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

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

2017 prices

WIRRAL RETAIL & TOWN CENTRES STUDY, 2019
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)
Brombrough Village District Centre					
2019	28.8	28.8	0.0	0.0	-
2024	33.0	32.7	0.0	0.0	-
2029	37.2	38.3	0.0	1.1	200
2034	41.6	46.4	0.0	4.7	800
Market Share	2.7				
Hoylake District Centre					
2019	4.1	4.1	0.0	0.0	-
2024	4.7	4.7	0.0	0.0	-
2029	5.3	5.5	0.0	0.2	30
2034	6.0	6.7	0.0	0.7	100
Market Share	0.4				
Woodchurch Road (Prenton) District Centre					
2019	12.7	12.7	0.0	0.0	-
2024	14.6	14.5	0.0	0.0	-
2029	16.4	16.9	0.0	0.5	100
2034	18.4	20.5	0.0	2.1	400
Market Share	1.2				

Notes:

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 16 (December 2018)

2. Assumes constant market share claimed by facilities

Average sales density for district centres assumed to be circa £4,000 per sq.m (@2019). Allows for increased turnover efficiency.

2017 Prices

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COMPARISON GOODS CAPACITY

Table 31b: Extant Comparison Goods Commitments, 2019 - Woodchurch Road (Prenton) District Centre

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)
280 Woodchurch Road, Prenton, CH42 8PQ	16/01344	Demolition of existing buildings and installation of new retail and storage building	512	278	2,000	0.6

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.

No commitments/planning permissions in Brombrough Village or Hoylake district centres that need to be taken into account.

2017 prices

Table 31c: Net Quantitative Need for Additional Comparison Goods Floorspace (after commitments) - Woodchurch Road (Prenton) District Centre

Year	Surplus (£m)	Commitments (£m)	Residual (£m)	Floorspace Requirement (sq m net)
2019	0.0	-	-	-
2024	0.0	0.6	-	-
2029	0.5	0.7	-0.2	-
2034	2.1	0.8	1.3	200

Notes:

Average sales density for Woodchurch Road (Prenton) District Centre assumed to be circa £4,000 per sq.m (@2019)

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 16 (December 2018)

2017 prices