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North Tyneside Council

Retail and Leisure Study

Volume 3: Appendices

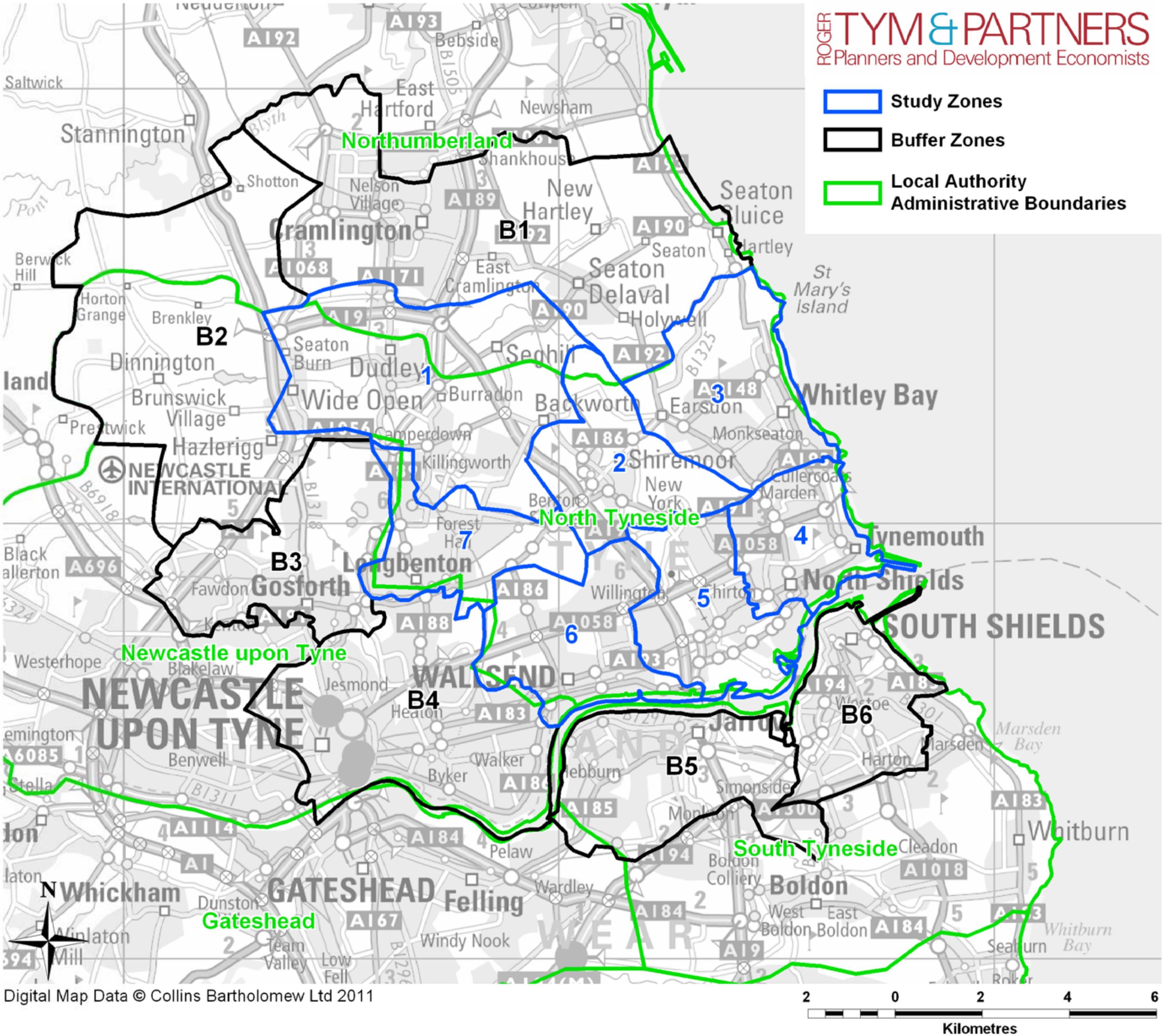
Appendices | December 2011

RTP Job No: 25320-002

CONTENTS

APPENDIX 1

Overall Catchment Area of North Tyneside


ROGER TYM & PARTNERS
Planners and Development Economists
Study Zones
Buffer Zones
Local Authority Administrative Boundaries
Northumberland
North Tyneside
Newcastle upon Tyne
South Tyneside
Gateshead
B1
B2
B3
B4
B5
B6
1
2
3
4
5
6
7
Digital Map Data © Collins Bartholomew Ltd 2011
Kilometres

APPENDIX 2

Household Survey Questionnaire

North Tyneside Retail & Leisure Study
Good afternoon / evening, I am …… from NEMS market research, and we are conducting a short survey on behalf of North Tyneside Council about shopping. Do you have time to answer some questions ? It will take about five minutes.

QA **Are you the main shopper in your household?**

1 Yes GO TO Q01
2 No **CLOSE**

FIRST WE HAVE A FEW QUESTIONS ABOUT WHERE YOU UNDERTAKE FOOD AND GROCERIES SHOPPING. IN ANSWERING THESE QUESTIONS THE LOCATION MAY BE A SUPERMARKET, A SMALLER STORE OR INDEPENDENT RETAILER, OR A TOWN CENTRE, OR COULD BE THE USE OF FACILITIES SUCH AS THE INTERNET.

Q01 **Where did your household last undertake a main food and grocery shop?**
DO NOT PROMPT, ONE ANSWER ONLY
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES

#Food Food List

Not answered by those who said (Don't do this type of shopping) at Q01
Q02 **And the time before that, where did your household make a main food and grocery shop (was it the same, or different, and if so, please specify)?**
DO NOT PROMPT, ONE ANSWER ONLY
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES

#Food Food List

Not answered by those who said (Don't do this type of shopping) at Q01
Q03 **Approximately how much money does your household normally spend on a main food and grocery shop?**
DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

1 £……………………
Y (Don't know / varies)
Z (Refused)

Not answered by those who said (Don't do this type of shopping) at Q01
Q04 **How often does your household do a main food and grocery shop?**
DO NOT READ OUT. ONE ANSWER ONLY

1 More than once a week
2 Once a week
3 Once a fortnight
4 Once a month
5 Less often
6 (Don't know / varies / no particular pattern)

Q05 **Where did your household last undertake a 'top-up' food and grocery shop?**
DO NOT PROMPT, ONE ANSWER ONLY
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES

#Food Food List

Not answered by those who said (Don't do this type of shopping) at Q05
Q06 **And where did your household shop the time before that for a 'top-up' food and grocery shop (was it the same, or different, and if different, please specify)?**
DO NOT PROMPT, ONE ANSWER ONLY
IF 'OTHER' PLEASE SPECIFY STORE NAME AND LOCATION, IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES

#Food Food List

Not answered by those who said (Don't do this type of shopping) at Q05
Q07 **Approximately how much money does your household normally spend on a 'top-up' food and grocery shop?**
DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

1 £……………………
Y (Don't know / varies)
Z (Refused)

Not answered by those who said (Don't do this type of shopping) at Q05
Q08 **How often does your household normally do its top-up food shopping?**
DO NOT READ OUT. ONE ANSWER ONLY

1 Daily
2 More than 3 times a week
3 Two or three times a week
4 Once a week
5 Once a fortnight
6 Less often
7 (Don't know / varies / no particular pattern)

IF RESPONDENT GIVES SUPERMARKET LOCATIONS IN EACH OF Q01, Q02, Q05 AND Q06 THEN ASK Q09, IF NOT GO TO Q13

Q09 **Does your household also spend money on food and groceries in small shops?**
DO NOT PROMPT. ONE ANSWER ONLY.

1	Yes	GO TO Q10
2	No	GO TO Q13

Q10 **Where are these small shops located?**
DO NOT READ OUT. ONE ANSWER ONLY.
QUOTE STORES ONLY IF RESPONDENT IS UNSURE OF DESTINATION

1 Battle Hill
2 Benton
3 Collingwood
4 Cramlington Town Centre
5 Cullercoats
6 Forest Hall
7 Gosforth Town Centre
8 Jarrow Town Centre
9 Killingworth
A Longbenton
B Monkseaton
C Newcastle-upon-Tyne City Centre
D North Shields
E Northumberland Park
F Preston Grange
G Shiremoor
H South Shields Town Centre
I Sunderland City Centre
J Tynemouth
K Wallsend
L Whitley Bay
M Whitley Lodge
N Other (PLEASE WRITE IN)
O (Don't know / varies)

Q11 **Approximately how much money does your household spend on food and groceries on a typical trip to these small shops?**
DO NOT PROMPT. PLEASE WRITE IN TO THE NEAREST £

1 £……………………
Y (Don't know / varies)
Z (Refused)

Q12 **How often do you normally visit these other small shops for food and groceries shopping?**
DO NOT READ OUT. ONE ANSWER ONLY

1 Daily
2 More than 3 times a week
3 Two or three times a week
4 Once a week
5 Once a fortnight
6 Less often
7 (Don't know / varies / no particular pattern)

WE NOW HAVE A FEW QUESTIONS ABOUT WHERE YOU GO FOR NON-FOOD SHOPPING. IN ANSWERING THESE QUESTIONS THE LOCATION MAY BE A TOWN CENTRE, A RETAIL PARK, OR A FREE STANDING STORE, OR COULD BE FACILITIES SUCH AS THE INTERNET, TV/INTERACTIVE SHOPPING OR USE OF A HOME CATALOGUE .

Q13 **So, speaking as an individual, can you tell me where you last made a purchase of clothes or shoes?**
DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Not answered by those who said (Don't do this type of shopping) at Q13
Q14 **And the time before that, where did you make a purchase of clothes or shoes?**
DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Q15 **Now can you tell me where your household last made a purchase of furniture, carpets, or soft household furnishings?**
DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Not answered by those who said (Don't do this type of shopping) at Q15

Q16 **And the time before that, where did your household go to make a purchase of furniture, carpets, or soft household furnishings?**

DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Q17 **Now can you tell me where your household last made a purchase of DIY and decorating goods?**

DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Not answered by those who said (Don't do this type of shopping) at Q17

Q18 **And the time before that, where did your household make a purchase of DIY and decorating goods?**

DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Q19 **Can you tell me where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?**

DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Not answered by those who said (Don't do this type of shopping) at Q19

Q20 **And the time before that, where you or your household last made a purchase of electrical items such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers or domestic appliances, such as washing machines, fridges or cookers?**

DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Q21 **Can you tell me where you or your household last made a purchase of health, beauty or chemist items?**

DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Not answered by those who said (Don't do this type of shopping) at Q21

Q22 **And the time before that, where did you or your household make a purchase of health, beauty or chemist items?**

DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Q23 **Can you tell me where you or your household last made a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?**

DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Not answered by those who said (Don't do this type of shopping) at Q23

Q24 **And the time before that, where did you or your household go to make a purchase of recreational goods such as sports equipment, bicycles, musical instruments or toys?**

DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Q25 **Can you tell me where you or your household last made a purchase of other non-food items such as books, CDs, jewellery or china and glass items?**

DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Not answered by those who said (Don't do this type of shopping) at Q25

Q26 **And the time before that, where did you or your household go to make a purchase of other non-food items such as books, CDs, jewellery or china and glass items?**

DO NOT PROMPT. ONE ANSWER ONLY. IF 'OTHER' PLEASE SPECIFY STORE NAME AND / OR LOCATION. IF 'MARKET STALL' PROBE FOR LOCATION. USE THE OTHER BOX IN BOTH INSTANCES
NOTE THAT KINGSTON COURT RETAIL PARK AND THE BELVEDERE RETAIL PARK ARE LOCATED ON ADJACENT SITES IN KINGSTON PARK

#Nonfood Nonfood List

Q27 **Do you use the Internet, home catalogue or TV / interactive shopping to undertake any of the following food or non-food shopping?**
READ OUT. CAN BE MULTICODED

1	Food and Groceries	GO TO Q28A
2	Clothes and Shoes	GO TO Q28B
3	Furniture, Carpets, Soft Household Furnishings	GO TO Q28C
4	DIY and Decorating Goods	GO TO Q28D
5	Domestic Appliances and Electrical Items	GO TO Q28E
6	Health, Beauty and Chemist Items	GO TO Q28F
7	Recreational Goods, such as sports equipment, bicycles, musical instruments and toys	GO TO Q28G
9	Other Non-Food Items such as books, CDs, DVDs, jewellery or china and glass items (PLEASE WRITE IN)	GO TO Q28H
A	(Don't use the internet for shopping)	GO TO Q29

Q28A **What proportion of your overall *food and grocery* spend is via the internet, home catalogue or TV / interactive shopping?**
WRITE IN THE PERCENTAGE

1 Other (PLEASE WRITE IN)
Y (Don't know / varies)
Z (Refused)

Q28B **What proportion of your overall *clothing and shoes* spend is via the internet, home catalogue or TV / interactive shopping?**
WRITE IN THE PERCENTAGE

1 Other (PLEASE WRITE IN)
Y (Don't know / varies)
Z (Refused)

Q28C **What proportion of your overall *furniture, carpets, soft household furnishing* spend is via the internet, home catalogue or TV / interactive shopping?**
WRITE IN THE PERCENTAGE

1 Other (PLEASE WRITE IN)
Y (Don't know / varies)
Z (Refused)

Q28D **What proportion of your overall *domestic appliances and electrical items* spend is via the internet, home catalogue or TV / interactive shopping?**

WRITE IN THE PERCENTAGE
1 Other (PLEASE WRITE IN)
Y (Don't know / varies)
Z (Refused)

Q28E **What proportion of your overall *recreational goods* spend is via the internet, home catalogue or TV / interactive shopping?**
WRITE IN THE PERCENTAGE

1 Other (PLEASE WRITE IN)
Y (Don't know / varies)
Z (Refused)

Q28F **What proportion of your overall *other non-food items* spend is via the internet, home catalogue or TV / interactive shopping?**
WRITE IN THE PERCENTAGE

1 Other (PLEASE WRITE IN)
Y (Don't know / varies)
Z (Refused)

NEXT, I AM GOING TO ASK A FEW QUESTIONS ON DESTINATIONS FOR LEISURE AND CULTURAL ACTIVITIES

Q29	**In which city, town, village or out-of-town location do you or your household spend most money on the following leisure and cultural activities?**	**a) Restaurants/ Cafés**	**b) Pubs / Bars / Nightclubs**	**c) Cinema**	**d) Family Entertainment Centre (e.g. Ten-Pin bowling / Skating Rink)**	**e) Theatre / Concerts**	**f) Museum / Art Gallery**	**g) Bingo / Casino / Bookmaker**	**h) Health & Fitness**

DO NOT PROMPT, ONE ANSWER ONLY PER ACTIVITY

Individual Facilities
1st Bowl, Westgate Road, Newcastle Upon Tyne (formerly AMF Newcastle)
Gala Bingo, Middle Engine Lane, Wallsend
Mecca Bingo Club, High St W, Wallsend
Ritz Bingo, Forest Hall Rd, Newcastle Upon Tyne
The Beach Bingo Club, Russell Street, North Shields
Whitley Bay Ice Rink, Hillheads Road, Whitley Bay
Retail and Leisure Parks
Boldon Leisure Park, Abingdon Way, Boldon Colliery
Royal Quays, Coble Dene, North Shields (includes Wet 'n Wild waterpark, Star Bowl and DW Sports)
Silverlink Retail Park, Wallsend (includes Odeon)
The Metro Centre, Gateshead
Whitley Road Retail and Leisure Park, Whitley Road, Benton
Villages, Towns and Cities
Battle Hill
Benton
Collingwood
Cramlington Town Centre
Cullercoats
Forest Hall
Gosforth Town Centre
Jarrow Town Centre
Killingworth
Longbenton
Monkseaton
Newcastle-upon-Tyne City Centre
North Shields
Northumberland Park
Preston Grange
Shiremoor
South Shields Town Centre
Sunderland City Centre
Tynemouth
Wallsend
Whitley Bay
Whitley Lodge
Other (PLEASE WRITE IN)
(Don't do this activity / don't know / varies)

Q29A	**(ASK THOSE WHO GAVE A LOCATION AT Q29): How frequently do you visit this location?**	**a) Restaurants/ Cafés**	**b) Pubs / Bars / Nightclubs**	**c) Cinema**	**d) Family Entertainment Centre (e.g. Ten-Pin bowling / Skating Rink)**	**e) Theatre / Concerts**	**f) Museum / Art Gallery**	**g) Bingo / Casino / Bookmaker**	**h) Health & Fitness**

DO NOT PROMPT, ONE ANSWER ONLY PER ACTIVITY

1 Weekly
2 Fortnightly
3 Monthly
4 Quarterly
5 Annually
6 Less often
7 (Don't know / varies / no particular pattern)

WE NOW HAVE A FEW QUESTIONS ABOUT YOUR VIEWS ON YOUR NEAREST TOWN CENTRE

Q30 **Which town centre within North Tyneside do you visit most frequently?**
DO NOT PROMPT, ONE ANSWER ONLY. IF RESPONDENT INITIALLY SAYS DON'T KNOW THEN READ OUT LIST

(ROTATE ORDER OF LIST)

1	Killingworth Town Centre	
2	North Shields Town Centre	
3	Wallsend Town Centre	
4	Whitley Bay Town Centre	
5	(Don't know / varies)	GO TO Q35
6	(Do not visit any town centres in North Tyneside)	GO TO Q35

Q31 **What are the best features of (TOWN CENTRE MENTIONED AT Q30)?**
DO NOT PROMPT, CAN BE MULTI-CODED. IF RESPONDENT ONLY STATES ONE ANSWER THEN ASK 'ANYTHING ELSE?'

Transport / accessibility

1 Near / convenient
2 Good public transport links
3 Parking is easy
4 Parking is cheap
5 Lack of congestion on roads
6 Pedestrianised streets
7 Little traffic-pedestrian conflict
8 Good directional signs to the centre
9 Convenient drop-off / pick-up stops for buses / good location of the bus station
A Ease of access to all (including people with pushchairs, wheelchairs etc)
B Well signposted route ways / good local maps
C Other accessibility / transport factor (PLEASE WRITE IN)

Environmental

D General cleanliness of shopping streets
E Feels safe / absence of threatening individuals / groups
F Presence of police / other security measures
G Nice street furniture / floral displays
H Nice busy feel
I Not too crowded
J Character / atmosphere
K Historic buildings / tourist attractions
L Other environmental factor (PLEASE WRITE IN)

Shopping

M Selection / choice of independent / specialist shops
N Selection / choice of multiple shops
O Specified shops (PLEASE WRITE IN)
P Quality of shops
Q Prices are competitive compared to other town centres

Amenities

R Play areas for children
S Range of places to eat
T Range of pubs / bars
U Range of services (banks, insurance, hairdressers etc)
V Range of leisure facilities
W Other points on shops / attractions (PLEASE WRITE IN)

Others

X Other (PLEASE WRITE IN)
Y I like everything about it
Z (Don't know)
a (Nothing in particular)

Q32 **What are the worst features of (TOWN CENTRE MENTIONED AT Q30)?**
DO NOT PROMPT, CAN BE MULTI-CODED. IF RESPONDENT ONLY STATES ONE ANSWER THEN ASK 'ANYTHING ELSE?'

Transport / accessibility

1 Unsafe for pedestrians / traffic conflict
2 Not enough pedestrianisation
3 Difficulties in parking
4 Location of parking
5 Parking is expensive
6 Poor public transport links
7 Road congestion
8 Poor directional signs to the centre
9 Poor signage / routeways within centre / lack of maps of centre
A Inconvenient location of bus stops / bus station
B Difficulties with pushchairs, wheelchairs etc
C Other accessibility / transport factor (PLEASE WRITE IN)

Environmental

D Dirty shopping streets
E Feels unsafe / presence of threatening individuals / groups
F Lack of police presence / other security measures
G Lack of street furniture / floral displays
H Not busy enough
I Over-crowded
J Other environmental factor (PLEASE WRITE IN)

Shopping

K General lack of choice of multiple shops
L General lack of independent / specialist shops
M Too many tourist shops / tea rooms
N Quality of shops is inadequate
O Prices are uncompetitive compared to other town centres
P Absence of play areas for children
Q Shops too small
R Lack of a large supermarket
S Lack of a preferred supermarket (PLEASE SPECIFY WHICH ONE)
T Specified shops absent (PLEASE WRITE IN)

Amenities

U Inadequate range of places to eat
V Inadequate range of services
W Inadequate range of leisure facilities
X Poor opening times
Y Poorly maintained public realm (paving, buildings, etc)

Others

Z Other (PLEASE WRITE IN)
a I dislike everything about it
b (Don't know)
c (Nothing in particular)

Q33	**Are there any types of shops that you feel (TOWN CENTRE MENTIONED AT Q30) is lacking in?**	
1	Yes	GO TO Q34
2	No	GO TO Q35
3	Don't know	GO TO Q35

Q34 **Which types of shops do you feel (TOWN CENTRE MENTIONED AT Q30) is lacking in?**
DO NOT PROMPT, CAN BE MULTI-CODED. IF RESPONDENT ONLY STATES ONE ANSWER THEN ASK 'ANYTHING ELSE?'

1	Bakers
2	Banks & financial services (incl. accountants)
3	Booksellers, arts / crafts, stationers / copy bureaux
4	Building societies
5	Butchers
6	Cars, motorcycles & motor accessories
7	Charity shops, pets and other comparison
8	Chemists, toiletries & opticians
9	Confectioners, tobacconists, newsagents
A	DIY, hardware & household goods
B	Electrical, home entertainment, telephones and video
C	Estate agents & auctioneers
D	Florists and gardens
E	Footwear & repair
F	Furniture, carpets & textiles
G	Gifts, china, glass and leather goods
H	Greengrocers & fishmongers
I	Grocery and frozen foods
J	Hairdressers, beauty parlours & health centres
K	Jewellers, clocks & repair
L	Laundries & drycleaners
M	Men's & boys' wear
N	Mixed and general clothing
O	Off-licences and home brew
P	Restaurants, cafes, coffee bars, fast food & take-aways
Q	Sports, toys, cycles and hobbies
R	Travel agents
S	Variety, department & catalogue showrooms
T	Women's, girls, children's clothing
U	Other (PLEASE WRITE IN)
V	Nothing
W	(Don't know)

I ALSO HAVE A QUESTION ABOUT LOCAL EVENTS AND ATTRACTIONS

Q35 **What local events and attrations, within North Tyneside, have you visited in the last 12 months ?**
DO NOT PROMPT, CAN BE MULTI-CODED. IF RESPONDENT ONLY STATES ONE ANSWER THEN ASK 'ANYTHING ELSE?'

1	Free Family Fireworks Display
2	Jazz Festival
3	Kite Festival
4	Mouth of the Tyne Festival
5	North Shields Victorian Christmas Market
6	St Nicholas Festival
7	Travelling Fair on the Links
8	Wallsend Festival
9	Whitley Bay Sandcastle Competition
A	Whitley Bay Vintage Bus Rally
B	Other (PLEASE WRITE IN)
C	(Don't know)
D	(None mentioned)

FINALLY, I AM GOING TO ASK A FEW QUESTIONS ABOUT YOURSELF

GEN **Gender of respondent.**
CODE FROM OBSERVATION

1	Male
2	Female

AGE **Could I ask, how old are you?**
ONE ANSWER ONLY. DO NOT READ OUT

1	18 to 24
2	25 to 34
3	35 to 44
4	45 to 54
5	55 to 64
6	65 +
7	(Refused)

CAR **How many cars does your household own or have the use of?**
ONE ANSWER ONLY. DO NOT READ OUT

1	None
2	One
3	Two
4	Three or more
5	(Refused)

WOR **Which of the following best describes the chief wage earner of your household's current employment situation?**
READ OUT. ONE ANSWER ONLY

1	Working full time
2	Working part time
3	Unemployed
4	Retired
5	A housewife / house husband
6	A student
7	Other (PLEASE WRITE IN)
8	(Refused)

OCC **What is the occupation of the chief income earner in your household?**
(IF RETIRED, ASK PREVIOUS OCCUPATION)

1	Occupation / job description (PLEASE WRITE IN)
2	Retired
3	(Refused)

Thank & close

APPENDIX 3

Comparison Retail Capacity Spreadsheets

Spreadsheet 1 - Definition of Zones

Zone	Postcode Sectors	
Zone 1	NE23 7	
	NE12 5	
	NE12 6	
	NE13 6	(Partial)
	NE13 7	(Partial)
Zone 2	NE27 0	
Zone 3	NE26 1	
	NE26 2	
	NE26 3	
	NE26 4	(Partial)
	NE25 8	
	NE25 9	
	NE25 0	(Partial)
Zone 4	NE29 9	
	NE29 0	
	NE30 1	
	NE30 2	
	NE30 3	
	NE30 4	
Zone 5	NE28 0	
	NE29 6	
	NE29 7	
	NE29 8	
Zone 6	NE28 6	
	NE28 7	
	NE28 8	
	NE28 8	
Zone 7	NE12 7	
	NE12 8	
	NE12 9	

Spreadsheet 2a - Population Change

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	All Zones Total
Population 2008	27,251	12,393	36,376	33,137	31,465	35,446	21,866	197,934
Population 2011	27,779	12,633	37,081	33,779	32,075	36,133	22,290	201,771
Population 2016	28,808	13,101	38,455	35,031	33,263	37,471	23,115	209,245
Population 2021	29,934	13,613	39,958	36,400	34,563	38,936	24,019	217,424
Population 2027	31,144	14,163	41,573	37,871	35,960	40,510	24,990	226,210
Change in population 2011 - 2016								
Numeric change	1,029	468	1,373	1,251	1,188	1,338	826	7,473
Percentage change	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%
Change in population 2016 - 2021								
Numeric change	1,126	512	1,503	1,369	1,300	1,465	904	8,180
Percentage change	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%
Change in population 2021 - 2027								
Numeric change	1,210	550	1,615	1,471	1,397	1,573	971	8,786
Percentage change	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%
Change in population 2011 - 2027								
Numeric change	3,365	1,530	4,491	4,091	3,885	4,376	2,700	24,439
Percentage change	12.1%	12.1%	12.1%	12.1%	12.1%	12.1%	12.1%	12.1%

NOTES:

(1) Population data were sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1 (mid-year 2008). The population in each zone was projected forward to the base year and forecast years using population multipliers for North Tyneside derived from ONS 2008-based Subnational Population Projections for Local Authorities (published 27 May 2010).

Spreadsheet 2b - Population Change (Option 2 Population Growth)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	All Zones Total
Population 2008	27,251	12,393	36,376	33,137	31,465	35,446	21,866	197,934
Population 2011	27,779	12,633	37,081	33,779	32,075	36,133	22,290	201,771
Population 2016	28,238	12,842	37,694	34,338	32,605	36,730	22,658	205,106
Population 2021	28,954	13,167	38,649	35,207	33,431	37,661	23,232	210,301
Population 2027	29,812	13,558	39,795	36,251	34,422	38,777	23,921	216,536
Change in population 2011 - 2016								
Numeric change	459	209	613	558	530	597	368	3,334
Percentage change	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%
Change in population 2016 - 2021								
Numeric change	715	325	955	870	826	930	574	5,196
Percentage change	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%
Change in population 2021 - 2027								
Numeric change	858	390	1,146	1,044	991	1,117	689	6,235
Percentage change	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
Change in population 2011 - 2027								
Numeric change	2,033	924	2,713	2,472	2,347	2,644	1,631	14,765
Percentage change	7.3%	7.3%	7.3%	7.3%	7.3%	7.3%	7.3%	7.3%

NOTES:

(1) Population data were sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1 (mid-year 2008). The population in each zone was projected forward to the base and forecast years using population multipliers for North Tyneside based on the Council's stable population growth option (Option 2) described its Core Strategy Preferred Options consultation leaflet (published October 2011).

Spreadsheet 3 - Comparison Goods Expenditure Per Capita (£)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Great Britain Average
	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita
2008	2,413	2,346	2,518	2,580	2,192	2,374	2,382	3,051
2011	2,465	2,397	2,572	2,635	2,239	2,425	2,433	3,117
2016	2,950	2,869	3,079	3,154	2,680	2,902	2,912	3,730
2021	3,470	3,374	3,621	3,710	3,152	3,413	3,425	4,388
2027	4,204	4,088	4,387	4,495	3,819	4,136	4,150	5,316

NOTES:

(1) 2008-based per capita comparison expenditure data were sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1.

(2) The 2008-based per capita comparison expenditure data were projected forward to the base year and forecast years using the midpoint of the forecasts provided by Pitney Bowes Business Insight, as set out in its Retail Expenditure Guide 2010/2011 (Table 3.5, September 2010), and Experian in its Retail Planner Briefing Note 8.1 (Figure 1, August 2010). The forecasts that we have used are as shown in the following table:

Year	Per Capita Comparison Expenditure Growth		
	Experian	PBBI/OE	RTP
2008 - 2009	-0.6%	-0.3%	-0.5%
2009 - 2010	0.4%	1.3%	0.9%
2010 - 2011	1.2%	2.3%	1.8%
2011 - 2012	2.4%	3.8%	3.1%
2012 - 2013	2.7%	4.4%	3.6%
2013 - 2014	2.7%	5.3%	4.0%
2014 - 2015	2.7%	5.1%	3.9%
2015 - 2016	2.7%	4.8%	3.8%
2016 - 2017	2.7%	4.0%	3.4%
2017 - 2018	2.9%	3.8%	3.4%
2018 - 2019	2.9%	3.7%	3.3%
2019 - 2020	2.9%	3.6%	3.3%
2020 - 2027	2.9%	N/A	3.3%

All monetary values are held constant at 2008 prices.

Spreadsheet 4a - Total Comparison Goods Expenditure and Expenditure Growth

	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	All Zones Total £m
Total expenditure 2011	**68.5**	**30.3**	**95.4**	**89.0**	**71.8**	**87.6**	**54.2**	**496.8**
Spending on SFT in 2011 of average of 7.5%	3.5	2.3	9.4	7.0	5.1	5.1	4.9	**37.2**
Total expenditure excluding SFT 2011	64.9	28.0	85.9	82.1	66.8	82.6	49.4	**459.6**
Total expenditure 2016	**85.0**	**37.6**	**118.4**	**110.5**	**89.1**	**108.7**	**67.3**	**616.6**
Spending on SFT in 2016 of 8.3%	7.0	3.1	9.8	9.1	7.4	9.0	5.6	**50.9**
Total expenditure excluding SFT 2016	78.0	34.5	108.6	101.4	81.8	99.8	61.7	**565.7**
Total expenditure 2021	**103.9**	**45.9**	**144.7**	**135.0**	**108.9**	**132.9**	**82.3**	**753.7**
Spending on SFT in 2021 of 8.1%	8.4	3.7	11.7	10.9	8.8	10.7	6.7	**60.9**
Total expenditure excluding SFT 2021	95.5	42.2	133.0	124.1	100.1	122.2	75.6	**692.7**
Total expenditure 2027	**130.9**	**57.9**	**182.4**	**170.2**	**137.3**	**167.5**	**103.7**	**950.0**
Spending on SFT in 2027 of 7.8%	10.3	4.5	14.3	13.4	10.8	13.1	8.1	**74.5**
Total expenditure excluding SFT 2027	120.7	53.4	168.1	156.9	126.5	154.4	95.6	**875.5**
Growth in total expenditure 2011 - 2016	16.5	7.3	23.0	21.5	17.3	21.1	13.1	**119.8**
Growth in total expenditure 2016 - 2021	18.9	8.4	26.3	24.6	19.8	24.2	15.0	**137.0**
Growth in total expenditure 2021 - 2027	27.1	12.0	37.7	35.2	28.4	34.6	21.4	**196.3**
Growth in total expenditure 2011 - 2027	62.5	27.6	87.0	81.2	65.5	79.9	49.5	**453.2**

NOTES:

(1) The figures in the above table are the product of multiplying the data presented in Spreadsheet 2a (population) by Spreadsheet 3 (per capita comparison goods expenditure), and are in millions of pounds (£m).

(2) The total expenditure includes a proportion of expenditure on Special Forms of Trading (SFT) (i.e. mail order, TV and Internet shopping and markets). The proportion of expenditure on SFT in 2011 is derived from the telephone survey of households and varies between the different zones, ranging from 5.2% of expenditure in Zone 1 to 9.9% of expenditure in Zone 3. For each of the forecast years, we have assumed that the proportion of expenditure spent on SFT in each zone will be 8.3% in 2016, 8.1% in 2021 and 7.8% in 2027 (59% of the levels estimated by Experian in Appendix 3 of Retail Planner Briefing Note 8.1, August 2010).

All monetary values are held constant at 2008 prices.

Spreadsheet 4b - Total Comparison Goods Expenditure and Expenditure Growth (Option 2 Population Growth)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	All Zones Total
	£m	**£m**	**£m**	**£m**	**£m**	**£m**	**£m**	**£m**
Total expenditure 2011	**68.5**	**30.3**	**95.4**	**89.0**	**71.8**	**87.6**	**54.2**	**496.8**
Spending on SFT in 2011 of average of 7.5%	3.5	2.3	9.4	7.0	5.1	5.1	4.9	**37.2**
Total expenditure excluding SFT 2011	64.9	28.0	85.9	82.1	66.8	82.6	49.4	**459.6**
Total expenditure 2016	**83.3**	**36.8**	**116.0**	**108.3**	**87.4**	**106.6**	**66.0**	**604.4**
Spending on SFT in 2016 of 8.3%	6.9	3.0	9.6	8.9	7.2	8.8	5.5	**49.9**
Total expenditure excluding SFT 2016	76.4	33.8	106.5	99.4	80.1	97.8	60.5	**554.5**
Total expenditure 2021	**100.5**	**44.4**	**140.0**	**130.6**	**105.4**	**128.6**	**79.6**	**729.0**
Spending on SFT in 2021 of 8.1%	8.1	3.6	11.3	10.6	8.5	10.4	6.4	**58.9**
Total expenditure excluding SFT 2021	92.3	40.8	128.6	120.1	96.9	118.2	73.1	**670.0**
Total expenditure 2027	**125.3**	**55.4**	**174.6**	**162.9**	**131.4**	**160.4**	**99.3**	**909.4**
Spending on SFT in 2027 of 7.8%	9.8	4.3	13.7	12.8	10.3	12.6	7.8	**71.3**
Total expenditure excluding SFT 2027	115.5	51.1	160.9	150.2	121.1	147.8	91.5	**838.0**
Growth in total expenditure 2011 - 2016	14.8	6.6	20.7	19.3	15.6	19.0	11.7	**107.6**
Growth in total expenditure 2016 - 2021	17.2	7.6	23.9	22.3	18.0	22.0	13.6	**124.5**
Growth in total expenditure 2021 - 2027	24.9	11.0	34.6	32.3	26.1	31.8	19.7	**180.4**
Growth in total expenditure 2011 - 2027	56.9	25.1	79.2	73.9	59.6	72.8	45.0	**412.6**

NOTES:

(1) The figures in the above table are the product of multiplying the data presented in Spreadsheet 2b (population) by Spreadsheet 3 (per capita comparison goods expenditure), and are in millions of pounds (£m).

(2) The total expenditure includes a proportion of expenditure on Special Forms of Trading (SFT) (i.e. mail order, TV and Internet shopping and markets). The proportion of expenditure on SFT in 2011 is derived from the telephone survey of households and varies between the different zones, ranging from 5.2% of expenditure in Zone 1 to 9.9% of expenditure in Zone 3. For each of the forecast years, we have assumed that the proportion of expenditure spent on SFT in each zone will be 8.3% in 2016, 8.1% in 2021 and 7.8% in 2027 (59% of the levels estimated by Experian in Appendix 3 of Retail Planner Briefing Note 8.1, August 2010).

All monetary values are held constant at 2008 prices.

Spreadsheet 5 - Comparison Goods Spending Patterns in 2011 as a Percentage Across the Catchment Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	%	%	%	%	%	%	%
INSIDE CATCHMENT AREA							
Zone 1							
Killingworth Town Centre	7.5	3.0	0.7	0.4	1.0	0.5	4.2
Other, Zone 1	1.7	0.2	0.0	0.4	0.0	0.0	0.2
Total Zone 1	***9.2***	***3.2***	***0.7***	***0.8***	***1.0***	***0.5***	***4.4***
Zone 2							
Boundary Mills, Park Lane, Shiremoor	1.2	5.5	1.5	1.3	1.2	0.6	2.0
Northumberland Park District Centre	0.1	1.1	0.1	0.2	0.1	0.0	0.2
Other, Zone 2	0.0	0.7	0.1	0.2	0.1	0.0	0.2
Total Zone 2	***1.3***	***7.3***	***1.7***	***1.8***	***1.3***	***0.7***	***2.3***
Zone 3							
Whitley Bay Town Centre	0.1	3.1	13.3	4.0	1.5	0.4	0.2
Monkseaton District Centre	0.0	0.8	2.5	0.3	0.1	0.0	0.0
Whitley Lodge District Centre	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 3	***0.1***	***3.9***	***15.9***	***4.3***	***1.6***	***0.4***	***0.2***
Zone 4							
North Shields Town Centre	1.3	7.9	2.9	14.7	20.6	5.4	0.4
Currys, Middle Engine Lane Retail Park, North Shields	0.2	1.1	0.4	0.5	1.2	0.5	0.5
Tynemouth District Centre	0.0	0.2	0.6	1.4	0.2	0.1	0.1
Preston Grange District Centre	0.1	0.6	0.1	0.6	0.2	0.0	0.0
Other, Zone 4	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Total Zone 4	***1.6***	***9.8***	***4.1***	***17.2***	***22.2***	***6.0***	***1.0***
Zone 5							
Silverlink Shopping Park, Coast Road, Wallsend	14.5	24.0	21.0	24.4	26.1	20.5	16.2
Royal Quays Outlet Centre, Coble Dene, North Shields	1.5	2.3	1.4	3.9	2.1	1.5	0.3
Tesco Extra/Coast Road Retail Park/Tyne Tunnel Trading Estate/Orion Business Park, North Shields	0.0	0.8	0.4	0.1	0.7	0.5	0.2
Other, Zone 5	0.0	0.0	0.0	0.0	0.7	0.2	0.0
Total Zone 5	***16.0***	***27.1***	***22.8***	***28.4***	***29.7***	***22.7***	***16.7***
Zone 6							
B&Q, Middle Engine Lane, Wallsend	3.3	4.7	4.6	4.8	5.1	4.5	4.0
Wallsend Town Centre	0.4	1.5	0.8	0.3	3.1	12.4	0.8
Middle Engine Lane Retail Park, Wallsend	0.2	0.5	0.6	0.5	0.4	0.7	0.1
Battle Hill District Centre	0.0	0.1	0.0	0.0	0.0	0.4	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 6	***3.9***	***6.7***	***6.0***	***5.6***	***8.5***	***18.1***	***4.9***
Zone 7							
Whitley Road Retail Park and Stores, Whitley Road, Benton	2.3	5.5	1.4	0.8	1.9	5.8	6.2
Forest Hall District Centre	0.5	0.1	0.0	0.2	0.0	0.1	4.5
Longbenton District Centre	0.3	0.2	0.0	0.0	0.3	0.0	1.3
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 7	***3.1***	***5.8***	***1.4***	***1.0***	***2.2***	***5.9***	***11.9***
TOTAL INSIDE CATCHMENT AREA	**35.1**	**63.8**	**52.6**	**59.2**	**66.5**	**54.4**	**41.4**
OUTSIDE CATCHMENT AREA							
Buffer B1							
Cramlington Town Centre	9.0	1.1	0.0	0.2	0.0	0.3	0.5
Other, Buffer B1	0.5	0.2	0.2	0.1	0.0	0.1	0.1
Total Buffer B1	***9.5***	***1.3***	***0.2***	***0.4***	***0.0***	***0.3***	***0.6***
Buffer B2							
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B3							
Gosforth Town Centre	2.3	0.3	0.1	0.1	0.2	0.1	1.4
Kingston Park Retail Parks and Stores, Newcastle upon Tyne	1.6	0.1	0.3	0.2	0.1	0.1	0.6
Other, Buffer B3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B3	***3.9***	***0.4***	***0.5***	***0.3***	***0.3***	***0.2***	***2.0***
Buffer B4							
Newcastle upon Tyne City Centre	32.4	21.3	29.0	25.6	19.3	31.5	36.1
Newcastle Shopping Park/B&Q, FossWay/Shields Road, Newcastle upon Tyne	0.3	0.0	0.3	0.4	0.7	1.2	0.5
Byker	0.3	0.7	0.2	0.2	0.4	0.9	0.4
Other, Buffer B4	0.1	0.0	0.4	0.2	0.0	0.1	1.0
Total Buffer B4	***33.1***	***22.0***	***29.8***	***26.5***	***20.3***	***33.7***	***38.0***
Buffer B5							
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***
Buffer B6							
Other, Buffer B6	0.0	0.2	0.0	0.2	0.1	0.0	0.0
Total Buffer B6	***0.0***	***0.2***	***0.0***	***0.2***	***0.1***	***0.0***	***0.0***
Outside Buffer Area							
Metrocentre Shopping Centre, Gateshead	7.7	2.2	2.8	1.9	1.8	3.1	5.5
Metro Retail Park, Gateshead	2.8	1.9	2.2	1.8	2.4	1.5	1.4
Other, Outside Buffer Area	2.7	0.6	2.1	1.9	1.5	0.8	2.1
Total Outside Buffer Area	***13.2***	***4.8***	***7.1***	***5.6***	***5.7***	***5.4***	***9.0***
Special Forms of Trading							
Internet/Delivered	4.3	5.2	9.2	7.2	5.9	5.3	7.4
Home Catalogue	0.7	2.3	0.7	0.6	1.0	0.5	1.6
TV/Interactive Shopping	0.1	0.0	0.0	0.0	0.2	0.0	0.0
Total Special Forms of Trading	***5.2***	***7.6***	***9.9***	***7.8***	***7.0***	***5.8***	***9.0***
TOTAL OUTSIDE CATCHMENT AREA	**64.9**	**36.2**	**47.4**	**40.8**	**33.5**	**45.6**	**58.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Spreadsheet 6 - Comparison Goods Spending Patterns in 2011 Across the Catchment Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total [1]	All Zones Market Share [2]
	£m	£m	£m	£m	£m	£m	£m	£m	%
INSIDE CATCHMENT AREA									
Zone 1									
Killingworth Town Centre	5.1	0.9	0.7	0.3	0.7	0.5	2.3	10.5	2.1%
Other, Zone 1	1.2	0.1	0.0	0.3	0.0	0.0	0.1	1.7	0.3%
Total Zone 1	***6.3***	***1.0***	***0.7***	***0.7***	***0.7***	***0.5***	***2.4***	***12.2***	***2.5%***
Zone 2									
Boundary Mills, Park Lane, Shiremoor	0.8	1.7	1.4	1.2	0.9	0.6	1.1	7.5	1.5%
Northumberland Park District Centre	0.1	0.3	0.1	0.2	0.0	0.0	0.1	0.9	0.2%
Other, Zone 2	0.0	0.2	0.1	0.2	0.0	0.0	0.1	0.7	0.1%
Total Zone 2	***0.9***	***2.2***	***1.6***	***1.6***	***0.9***	***0.6***	***1.3***	***9.1***	***1.8%***
Zone 3									
Whitley Bay Town Centre	0.1	0.9	12.7	3.5	1.1	0.4	0.1	18.8	3.8%
Monkseaton District Centre	0.0	0.2	2.4	0.2	0.1	0.0	0.0	3.0	0.6%
Whitley Lodge District Centre	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.2	0.0%
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 3	***0.1***	***1.2***	***15.2***	***3.9***	***1.2***	***0.4***	***0.1***	***21.9***	***4.4%***
Zone 4									
North Shields Town Centre	0.9	2.4	2.8	13.1	14.8	4.7	0.2	38.9	7.8%
Currys, Middle Engine Lane Retail Park, North Shields	0.1	0.3	0.4	0.5	0.8	0.5	0.3	2.9	0.6%
Tynemouth District Centre	0.0	0.1	0.5	1.3	0.2	0.1	0.0	2.2	0.4%
Preston Grange District Centre	0.1	0.2	0.1	0.5	0.1	0.0	0.0	1.0	0.2%
Other, Zone 4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0%
Total Zone 4	***1.1***	***3.0***	***3.9***	***15.4***	***15.9***	***5.3***	***0.5***	***45.1***	***9.1%***
Zone 5									
Silverlink Shopping Park, Coast Road, Wallsend	9.9	7.3	20.0	21.7	18.8	18.0	8.8	104.5	21.0%
Royal Quays Outlet Centre, Coble Dene, North Shields	1.0	0.7	1.4	3.5	1.5	1.3	0.2	9.6	1.9%
Tesco Extra/Coast Road Retail Park/Tyne Tunnel Trading Estate/Orion Business Park, North Shields	0.0	0.2	0.4	0.1	0.5	0.4	0.1	1.8	0.4%
Other, Zone 5	0.0	0.0	0.0	0.0	0.5	0.2	0.0	0.7	0.1%
Total Zone 5	***10.9***	***8.2***	***21.8***	***25.3***	***21.3***	***19.9***	***9.1***	***116.5***	***23.4%***
Zone 6									
B&Q, Middle Engine Lane, Wallsend	2.3	1.4	4.4	4.3	3.6	3.9	2.1	22.1	4.4%
Wallsend Town Centre	0.3	0.4	0.8	0.2	2.2	10.9	0.5	15.3	3.1%
Middle Engine Lane Retail Park, Wallsend	0.1	0.1	0.5	0.5	0.3	0.6	0.1	2.2	0.5%
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.1%
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 6	***2.6***	***2.0***	***5.7***	***5.0***	***6.1***	***15.8***	***2.7***	***40.0***	***8.1%***
Zone 7									
Whitley Road Retail Park and Stores, Whitley Road, Benton	1.5	1.7	1.3	0.7	1.4	5.1	3.3	15.1	3.0%
Forest Hall District Centre	0.4	0.0	0.0	0.1	0.0	0.1	2.4	3.1	0.6%
Longbenton District Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.7	1.2	0.2%
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 7	***2.1***	***1.7***	***1.3***	***0.9***	***1.6***	***5.2***	***6.5***	***19.3***	***3.9%***
TOTAL INSIDE CATCHMENT AREA	**24.1**	**19.3**	**50.2**	**52.7**	**47.8**	**47.7**	**22.5**	**264.1**	**53.2%**
OUTSIDE CATCHMENT AREA									
Buffer B1									
Cramlington Town Centre	6.2	0.3	0.0	0.2	0.0	0.2	0.3	7.2	1.4%
Other, Buffer B1	0.4	0.1	0.2	0.1	0.0	0.1	0.1	0.9	0.2%
Total Buffer B1	***6.5***	***0.4***	***0.2***	***0.3***	***0.0***	***0.3***	***0.3***	***8.0***	***1.6%***
Buffer B2									
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B3									
Gosforth Town Centre	1.6	0.1	0.1	0.1	0.2	0.1	0.8	2.9	0.6%
Kingston Park Retail Parks and Stores, Newcastle upon Tyne	1.1	0.0	0.3	0.2	0.1	0.1	0.3	2.2	0.4%
Other, Buffer B3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B3	***2.7***	***0.1***	***0.5***	***0.3***	***0.2***	***0.2***	***1.1***	***5.1***	***1.0%***
Buffer B4									
Newcastle upon Tyne City Centre	22.2	6.4	27.6	22.8	13.8	27.6	19.6	140.1	28.2%
Newcastle Shopping Park/B&Q, FossWay/Shields Road, Newcastle upon Tyne	0.2	0.0	0.3	0.3	0.5	1.1	0.3	2.6	0.5%
Byker	0.2	0.2	0.1	0.2	0.3	0.7	0.2	2.0	0.4%
Other, Buffer B4	0.0	0.0	0.3	0.2	0.0	0.1	0.5	1.3	0.3%
Total Buffer B4	***22.7***	***6.6***	***28.4***	***23.6***	***14.6***	***29.5***	***20.6***	***146.0***	***29.4%***
Buffer B5									
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0%
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***	***0.1***	***0.0%***
Buffer B6									
Other, Buffer B6	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.3	0.1%
Total Buffer B6	***0.0***	***0.1***	***0.0***	***0.2***	***0.1***	***0.0***	***0.0***	***0.3***	***0.1%***
Outside Buffer Area									
Metrocentre Shopping Centre, Gateshead	5.3	0.7	2.7	1.7	1.3	2.7	3.0	17.3	3.5%
Metro Retail Park, Gateshead	1.9	0.6	2.1	1.6	1.7	1.3	0.8	10.0	2.0%
Other, Outside Buffer Area	1.8	0.2	2.0	1.7	1.1	0.7	1.2	8.6	1.7%
Total Outside Buffer Area	***9.0***	***1.5***	***6.8***	***5.0***	***4.1***	***4.7***	***4.9***	***35.9***	***7.2%***
Special Forms of Trading									
Internet/Delivered	3.0	1.6	8.7	6.4	4.2	4.6	4.0	32.5	6.5%
Home Catalogue	0.5	0.7	0.7	0.5	0.7	0.5	0.9	4.5	0.9%
TV/Interactive Shopping	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.2	0.0%
Total Special Forms of Trading	***3.5***	***2.3***	***9.4***	***7.0***	***5.1***	***5.1***	***4.9***	***37.2***	***7.5%***
TOTAL OUTSIDE CATCHMENT AREA	**44.4**	**11.0**	**45.2**	**36.3**	**24.1**	**39.9**	**31.8**	**232.7**	**46.8%**
TOTAL	**68.5**	**30.3**	**95.4**	**89.0**	**71.8**	**87.6**	**54.2**	**496.8**	**100.0%**

NOTES:
(1) The spending patterns are calculated by multiplying the total comparison goods expenditure in 2011 (Spreadsheet 4a) by the market share (Spreadsheet 5). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.
(2) The 'All Zones Market Share' is calculated by dividing the total expenditure retained by each centre by the total expenditure in the catchment area.

All monetary values are held constant at 2008 prices.

Spreadsheet 7 - Total Expenditure on Different Categories of Comparison Goods

Table A - Per Capita Expenditure on Different Categories of Comparison Goods in 2008 and 2011

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
		£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita
2008	Clothes and Shoes	672	670	691	691	616	670	650
	Furniture, Carpets, Soft Household Furnishings	390	373	414	431	350	381	390
	DIY and Decorating Goods	176	168	177	185	164	173	174
	Electrical Items and Domestic Appliances	276	268	290	297	251	270	274
	Health, Beauty and Chemist Items	288	274	303	316	258	280	286
	Recreational Goods	366	356	385	393	332	358	363
	Other Goods (books, CDs, jewellery, glass and china, etc)	245	237	258	266	221	240	244
	Total Comparison Goods Expenditure	**2,413**	**2,346**	**2,518**	**2,580**	**2,192**	**2,374**	**2,382**
2011	Clothes and Shoes	687	684	706	706	629	685	664
	Furniture, Carpets, Soft Household Furnishings	399	381	423	441	358	390	399
	DIY and Decorating Goods	179	172	181	189	167	177	178
	Electrical Items and Domestic Appliances	282	273	296	303	256	276	280
	Health, Beauty and Chemist Items	294	280	309	322	263	286	292
	Recreational Goods	374	363	393	402	339	366	371
	Other Goods (books, CDs, jewellery, glass and china, etc)	251	242	264	272	226	245	249
	Total Comparison Goods Expenditure	**2,465**	**2,397**	**2,572**	**2,635**	**2,239**	**2,425**	**2,433**

Table B - Total Expenditure on Different Categories of Comparison Goods in 2011

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total
		£m	£m	£m	£m	£m	£m	£m	£m
2011	Clothes and Shoes	19.07	8.64	26.16	23.85	20.17	24.74	14.80	**137.43**
	Furniture, Carpets, Soft Household Furnishings	11.07	4.82	15.68	14.89	11.48	14.08	8.89	**80.90**
	DIY and Decorating Goods	4.98	2.17	6.72	6.40	5.36	6.40	3.97	**36.01**
	Electrical Items and Domestic Appliances	7.83	3.45	10.98	10.25	8.22	9.98	6.25	**56.96**
	Health, Beauty and Chemist Items	8.18	3.54	11.47	10.89	8.45	10.34	6.51	**59.38**
	Recreational Goods	10.38	4.59	14.59	13.56	10.88	13.21	8.27	**75.48**
	Other Goods (books, CDs, jewellery, glass and china, etc)	6.96	3.06	9.79	9.18	7.24	8.86	5.55	**50.65**
	Total Comparison Goods Expenditure	**68.47**	**30.28**	**95.38**	**89.02**	**71.81**	**87.61**	**54.23**	**496.80**

NOTES:

(1) Table A sets out 2008-based per capita expenditure sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1. for seven different categories of comparison goods. The 2008-based per capita expenditure data for the seven comparison goods categories are projected forward to the base year (2011) using the midpoint of the forecasts provided by Pitney Bowes Business Insight, as set out in its Retail Expenditure Guide 2010/2011 (Table 3.5, September 2010), and Experian in its Retail Planner Briefing Note 8.1 (Figure 1, August 2010), as set out in Note (2) of Spreadsheet 3.

(2) The figures in Table B are the products of multiplying the 2011 per capita expenditure data presented in Table A by the 2011 population data set out in Spreadsheet 2a, and are in millions of pounds (£m).

All monetary values are held constant at 2008 prices.

Spreadsheet 8a - Clothes and Shoes Spending Patterns in 2011 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	%	%	%	%	%	%	%
INSIDE CATCHMENT AREA							
Zone 1							
Killingworth Town Centre	8.0	5.5	2.4	1.0	3.0	1.8	5.9
Other, Zone 1	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 1	***8.4***	***5.5***	***2.4***	***1.0***	***3.0***	***1.8***	***5.9***
Zone 2							
Boundary Mills, Park Lane, Shiremoor	1.4	8.8	4.0	3.2	3.1	1.1	3.4
Northumberland Park District Centre	0.0	0.3	0.0	0.5	0.1	0.1	0.2
Other, Zone 2	0.0	0.3	0.0	0.5	0.1	0.1	0.2
Total Zone 2	***1.4***	***9.4***	***4.0***	***4.2***	***3.2***	***1.2***	***3.8***
Zone 3							
Whitley Bay Town Centre	0.0	2.3	8.2	5.2	1.5	0.0	0.6
Monkseaton District Centre	0.0	1.1	0.6	0.0	0.4	0.0	0.0
Whitley Lodge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 3	***0.0***	***3.4***	***8.8***	***5.2***	***1.8***	***0.0***	***0.6***
Zone 4							
North Shields Town Centre	0.4	10.1	3.3	11.2	15.3	3.6	0.0
Tynemouth District Centre	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Preston Grange District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 4	***0.4***	***10.1***	***3.3***	***11.2***	***16.1***	***3.6***	***0.0***
Zone 5							
Silverlink Shopping Park, Coast Road, Wallsend	11.0	16.8	20.0	25.2	20.1	17.4	13.6
Royal Quays Outlet Centre, Coble Dene, North Shields	3.6	6.1	3.9	9.5	5.5	3.6	0.5
Tesco Extra/Coast Road Retail Park/Tyne Tunnel Trading Estate/Orion Business Park, North Shields	0.0	0.0	0.3	0.0	1.1	0.6	0.0
Other, Zone 5	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Total Zone 5	***14.6***	***22.9***	***24.3***	***34.7***	***27.5***	***21.6***	***14.1***
Zone 6							
Wallsend Town Centre	0.0	0.0	0.6	0.4	2.6	10.8	0.6
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Total Zone 6	***0.0***	***0.0***	***0.6***	***0.4***	***2.9***	***10.8***	***0.6***
Zone 7							
Whitley Road Retail Park and Stores, Whitley Road, Benton	2.5	5.1	2.1	0.7	2.5	6.6	5.3
Longbenton District Centre	0.0	0.6	0.0	0.0	0.8	0.0	0.0
Forest Hall District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 7	***2.5***	***5.7***	***2.1***	***0.7***	***3.3***	***6.6***	***5.3***
TOTAL INSIDE CATCHMENT AREA	**27.3**	**57.1**	**45.6**	**57.5**	**57.8**	**45.7**	**30.2**
OUTSIDE CATCHMENT AREA							
Buffer B1							
Cramlington Town Centre	6.9	1.1	0.0	0.4	0.0	0.0	1.0
Other, Buffer B1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B1	***6.9***	***1.1***	***0.0***	***0.4***	***0.0***	***0.0***	***1.0***
Buffer B2							
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B3							
Gosforth Town Centre	1.4	0.0	0.0	0.0	0.4	0.0	1.1
Kingston Park Retail Parks and Stores	0.7	0.0	0.6	0.7	0.0	0.0	0.5
Other, Buffer B3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B3	***2.2***	***0.0***	***0.6***	***0.7***	***0.4***	***0.0***	***1.6***
Buffer B4							
Newcastle upon Tyne City Centre	43.8	32.6	41.0	32.7	30.7	47.7	51.5
Newcastle Shopping Park/B&Q, FossWay/Shields Road, Newcastle upon Tyne	0.4	0.0	0.3	1.0	0.4	0.6	0.0
Other, Buffer B4	0.0	0.0	0.9	0.3	0.0	0.3	1.0
Total Buffer B4	***44.2***	***32.6***	***42.2***	***34.1***	***31.0***	***48.6***	***52.6***
Buffer B5							
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***	***0.0***
Buffer B6							
Other, Buffer B6	0.0	0.5	0.0	0.4	0.0	0.0	0.0
Total Buffer B6	***0.0***	***0.5***	***0.0***	***0.4***	***0.0***	***0.0***	***0.0***
Outside Buffer Area							
Metrocentre Shopping Centre, Gateshead	10.6	1.1	3.3	1.4	2.2	3.0	5.9
Metro Retail Park, Gateshead	2.2	0.5	2.2	1.1	2.6	0.9	1.1
Other, Outside Buffer Area	2.9	1.6	1.8	1.7	2.6	0.6	2.7
Total Outside Buffer Area	***15.7***	***3.2***	***7.3***	***4.2***	***7.4***	***4.6***	***9.8***
Special Forms of Trading							
Internet/Delivered	1.8	1.1	1.8	1.7	1.5	0.9	2.7
Home Catalogue	1.8	4.5	2.4	1.1	1.8	0.0	2.2
TV/Interactive Shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Special Forms of Trading	***3.7***	***5.5***	***4.2***	***2.8***	***3.3***	***0.9***	***4.8***
TOTAL OUTSIDE CATCHMENT AREA	**72.7**	**42.9**	**54.4**	**42.5**	**42.2**	**54.3**	**69.8**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Spreadsheet 8b - Clothes and Shoes Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total (1)	All Zones Market Share (2)
	£m	£m	£m	£m	£m	£m	£m	£m	%
INSIDE CATCHMENT AREA									
Zone 1									
Killingworth Town Centre	1.5	0.5	0.6	0.2	0.6	0.4	0.9	4.8	3.5%
Other, Zone 1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 1	***1.6***	***0.5***	***0.6***	***0.2***	***0.6***	***0.4***	***0.9***	***4.9***	***3.6%***
Zone 2									
Boundary Mills, Park Lane, Shiremoor	0.3	0.8	1.0	0.8	0.6	0.3	0.5	4.2	3.1%
Northumberland Park District Centre	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.2%
Other, Zone 2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.2%
Total Zone 2	***0.3***	***0.8***	***1.0***	***1.0***	***0.7***	***0.3***	***0.6***	***4.7***	***3.4%***
Zone 3									
Whitley Bay Town Centre	0.0	0.2	2.1	1.2	0.3	0.0	0.1	4.0	2.9%
Monkseaton District Centre	0.0	0.1	0.2	0.0	0.1	0.0	0.0	0.3	0.2%
Whitley Lodge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 3	***0.0***	***0.3***	***2.3***	***1.2***	***0.4***	***0.0***	***0.1***	***4.3***	***3.1%***
Zone 4									
North Shields Town Centre	0.1	0.9	0.9	2.7	3.1	0.9	0.0	8.5	6.2%
Tynemouth District Centre	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1%
Preston Grange District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 4	***0.1***	***0.9***	***0.9***	***2.7***	***3.2***	***0.9***	***0.0***	***8.6***	***6.3%***
Zone 5									
Silverlink Shopping Park, Coast Road, Wallsend	2.1	1.5	5.2	6.0	4.1	4.3	2.0	25.2	18.3%
Royal Quays Outlet Centre, Coble Dene, North Shields	0.7	0.5	1.0	2.3	1.1	0.9	0.1	6.6	4.8%
Tesco Extra/Coast Road Retail Park/Tyne Tunnel Trading Estate/Orion Business Park, North Shields	0.0	0.0	0.1	0.0	0.2	0.1	0.0	0.5	0.3%
Other, Zone 5	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1%
Total Zone 5	***2.8***	***2.0***	***6.4***	***8.3***	***5.5***	***5.4***	***2.1***	***32.4***	***23.6%***
Zone 6									
Wallsend Town Centre	0.0	0.0	0.2	0.1	0.5	2.7	0.1	3.5	2.6%
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1%
Total Zone 6	***0.0***	***0.0***	***0.2***	***0.1***	***0.6***	***2.7***	***0.1***	***3.6***	***2.6%***
Zone 7									
Whitley Road Retail Park and Stores, Whitley Road, Benton	0.5	0.4	0.6	0.2	0.5	1.6	0.8	4.6	3.3%
Longbenton District Centre	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.2	0.2%
Forest Hall District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 7	***0.5***	***0.5***	***0.6***	***0.2***	***0.7***	***1.6***	***0.8***	***4.8***	***3.5%***
TOTAL INSIDE CATCHMENT AREA	**5.2**	**4.9**	**11.9**	**13.7**	**11.7**	**11.3**	**4.5**	**63.2**	**46.0%**
OUTSIDE CATCHMENT AREA									
Buffer B1									
Cramlington Town Centre	1.3	0.1	0.0	0.1	0.0	0.0	0.2	1.6	1.2%
Other, Buffer B1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B1	***1.3***	***0.1***	***0.0***	***0.1***	***0.0***	***0.0***	***0.2***	***1.6***	***1.2%***
Buffer B2									
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B3									
Gosforth Town Centre	0.3	0.0	0.0	0.0	0.1	0.0	0.2	0.5	0.4%
Kingston Park Retail Parks and Stores	0.1	0.0	0.2	0.2	0.0	0.0	0.1	0.5	0.4%
Other, Buffer B3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B3	***0.4***	***0.0***	***0.2***	***0.2***	***0.1***	***0.0***	***0.2***	***1.1***	***0.8%***
Buffer B4									
Newcastle upon Tyne City Centre	8.4	2.8	10.7	7.8	6.2	11.8	7.6	55.3	40.3%
Newcastle Shopping Park/B&Q, FossWay/Shields Road, Newcastle upon Tyne	0.1	0.0	0.1	0.2	0.1	0.1	0.0	0.6	0.4%
Other, Buffer B4	0.0	0.0	0.2	0.1	0.0	0.1	0.2	0.6	0.4%
Total Buffer B4	***8.4***	***2.8***	***11.0***	***8.1***	***6.3***	***12.0***	***7.8***	***56.5***	***41.1%***
Buffer B5									
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1%
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***	***0.1***	***0.1%***
Buffer B6									
Other, Buffer B6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1%
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***	***0.0***	***0.0***	***0.1***	***0.1%***
Outside Buffer Area									
Metrocentre Shopping Centre, Gateshead	2.0	0.1	0.9	0.3	0.4	0.8	0.9	5.4	3.9%
Metro Retail Park, Gateshead	0.4	0.0	0.6	0.3	0.5	0.2	0.2	2.2	1.6%
Other, Outside Buffer Area	0.6	0.1	0.5	0.4	0.5	0.2	0.4	2.7	1.9%
Total Outside Buffer Area	***3.0***	***0.3***	***1.9***	***1.0***	***1.5***	***1.1***	***1.4***	***10.3***	***7.5%***
Special Forms of Trading									
Internet/Delivered	0.3	0.1	0.5	0.4	0.3	0.2	0.4	2.3	1.6%
Home Catalogue	0.3	0.4	0.6	0.3	0.4	0.0	0.3	2.3	1.7%
TV/Interactive Shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Special Forms of Trading	***0.7***	***0.5***	***1.1***	***0.7***	***0.7***	***0.2***	***0.7***	***4.6***	***3.3%***
TOTAL OUTSIDE CATCHMENT AREA	**13.9**	**3.7**	**14.2**	**10.1**	**8.5**	**13.4**	**10.3**	**74.2**	**54.0%**
TOTAL	**19.1**	**8.6**	**26.2**	**23.8**	**20.2**	**24.7**	**14.8**	**137.4**	**100.0%**

NOTES:
(1) The spending patterns are calculated by multiplying the total expenditure on clothes and shoes in 2011 (Spreadsheet 7) by the market share (Spreadsheet 8a). The figures in the 'Total' column are the sum of the expenditure on clothes and shoes attracted to each centre/store from each zone.
(2) The 'All Zones Market Share' is calculated by dividing the total expenditure on clothes and shoes retained by each centre by the total expenditure on clothes and shoes in the catchment area.

All monetary values are held constant at 2008 prices.

Spreadsheet 8c - Furniture, Carpets and Soft Household Furnishings Spending Patterns in 2011 as a Percentage Across the Study Area Zone

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	%	%	%	%	%	%	%
INSIDE CATCHMENT AREA							
Zone 1							
Killingworth Town Centre	1.0	0.0	0.0	0.0	0.8	0.0	3.0
Other, Zone 1	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 1	***1.9***	***0.0***	***0.0***	***0.0***	***0.8***	***0.0***	***3.0***
Zone 2							
Boundary Mills, Park Lane, Shiremoor	2.0	7.7	1.1	1.4	0.6	0.4	3.7
Northumberland Park District Centre	0.6	3.0	0.4	0.3	0.0	0.0	0.0
Other, Zone 2	0.1	1.0	0.4	0.3	0.0	0.0	0.0
Total Zone 2	***2.6***	***11.6***	***1.8***	***2.0***	***0.6***	***0.4***	***3.7***
Zone 3							
Whitley Bay Town Centre	0.5	0.0	12.3	4.0	0.6	0.4	0.0
Monkseaton District Centre	0.0	2.0	4.0	1.1	0.0	0.0	0.0
Whitley Lodge District Centre	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 3	***0.5***	***2.0***	***16.3***	***5.6***	***0.6***	***0.4***	***0.0***
Zone 4							
North Shields Town Centre	3.6	6.4	2.2	16.0	21.7	4.5	2.3
Tynemouth District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Preston Grange District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4	0.0	1.2	0.0	0.0	0.0	0.0	0.0
Total Zone 4	***3.6***	***7.6***	***2.2***	***16.0***	***21.7***	***4.5***	***2.3***
Zone 5							
Silverlink Shopping Park, Coast Road, Wallsend	11.6	24.5	14.6	19.7	27.5	16.2	11.2
Royal Quays Outlet Centre, Coble Dene, North Shields	0.6	1.2	0.0	0.0	0.0	0.9	0.0
Tyne Tunnel Trading Estate, North Shields	0.0	0.0	0.4	0.5	0.8	0.5	0.0
Other, Zone 5	0.0	0.8	0.0	0.0	0.0	0.8	0.0
Total Zone 5	***12.2***	***26.5***	***15.0***	***20.2***	***28.3***	***18.4***	***11.2***
Zone 6							
Wallsend Town Centre	1.1	2.8	1.8	0.0	5.4	15.6	2.3
B&Q, Middle Engine Lane, Wallsend	1.6	1.2	0.5	0.5	2.8	0.9	0.7
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Other, Zone 6	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Total Zone 6	***2.6***	***4.0***	***2.8***	***0.5***	***8.2***	***17.0***	***3.0***
Zone 7							
Whitley Road Retail Park and Stores, Whitley Road, Benton	2.0	2.8	1.8	0.0	0.0	1.5	5.4
Forest Hall District Centre	0.5	0.0	0.0	1.0	0.0	0.9	3.0
Longbenton District Centre	1.1	0.0	0.0	0.0	0.0	0.0	1.4
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 7	***3.6***	***2.8***	***1.8***	***1.0***	***0.0***	***2.4***	***9.9***
TOTAL INSIDE CATCHMENT AREA	**27.1**	**54.5**	**39.8**	**45.2**	**60.2**	**43.1**	**33.1**
OUTSIDE CATCHMENT AREA							
Buffer B1							
Cramlington Town Centre	10.0	0.8	0.0	0.0	0.0	0.5	0.9
Seaton Delaval	0.5	0.8	0.9	0.9	0.0	0.4	0.0
Other, Buffer B1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B1	***10.5***	***1.6***	***0.9***	***0.9***	***0.0***	***0.9***	***0.9***
Buffer B2							
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B3							
Gosforth Town Centre	0.5	0.0	0.4	0.0	0.0	0.0	1.6
Other, Buffer B3	0.6	0.0	0.5	0.0	0.6	0.0	0.0
Total Buffer B3	***1.1***	***0.0***	***0.9***	***0.0***	***0.6***	***0.0***	***1.6***
Buffer B4							
Newcastle upon Tyne City Centre	34.9	18.0	34.7	33.2	18.1	28.5	40.4
Newcastle Shopping Park/B&Q, FossWay/Shields Road, Newcastle upon Tyne	0.0	0.0	0.8	0.5	1.2	1.7	1.6
Byker	0.0	0.0	0.0	0.0	1.4	1.5	0.0
Other, Buffer B4	0.0	0.0	0.0	0.5	0.0	0.5	0.0
Total Buffer B4	***34.9***	***18.0***	***35.5***	***34.1***	***20.7***	***32.3***	***42.0***
Buffer B5							
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B6							
Other, Buffer B6	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.0***	***0.8***	***0.0***	***0.0***
Outside Buffer Area							
Metrocentre Shopping Centre, Gateshead	15.0	10.8	10.2	5.9	5.8	9.1	9.3
Metro Retail Park, Gateshead	6.7	10.4	5.0	7.7	5.5	5.7	3.0
Retail World Team Valley Retail Park, Gateshead	1.1	0.0	1.2	0.5	0.8	0.4	0.0
Other, Outside Buffer Area	2.6	0.8	4.4	2.6	0.6	2.7	3.0
Total Outside Buffer Area	***25.5***	***22.0***	***20.8***	***16.6***	***12.7***	***17.9***	***15.3***
Special Forms of Trading							
Internet/Delivered	1.0	4.0	2.2	2.5	5.0	3.7	5.7
Home Catalogue	0.0	0.0	0.0	0.6	0.0	2.2	1.4
TV/Interactive Shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Special Forms of Trading	***1.0***	***4.0***	***2.2***	***3.1***	***5.0***	***5.9***	***7.2***
TOTAL OUTSIDE CATCHMENT AREA	**72.9**	**45.5**	**60.2**	**54.8**	**39.8**	**56.9**	**66.9**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Spreadsheet 8d - Furniture, Carpets and Soft Household Furnishings Spending Patterns in 2011 Across the Study Area Zone

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total (1)	All Zones Market Share (2)
	£m	£m	£m	£m	£m	£m	£m	£m	%
INSIDE CATCHMENT AREA									
Zone 1									
Killingworth Town Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.3	0.5	0.6%
Other, Zone 1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 1	***0.2***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***	***0.3***	***0.6***	***0.7%***
Zone 2									
Boundary Mills, Park Lane, Shiremoor	0.2	0.4	0.2	0.2	0.1	0.1	0.3	1.4	1.7%
Northumberland Park District Centre	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.3	0.4%
Other, Zone 2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.2%
Total Zone 2	***0.3***	***0.6***	***0.3***	***0.3***	***0.1***	***0.1***	***0.3***	***1.9***	***2.3%***
Zone 3									
Whitley Bay Town Centre	0.1	0.0	1.9	0.6	0.1	0.1	0.0	2.7	3.3%
Monkseaton District Centre	0.0	0.1	0.6	0.2	0.0	0.0	0.0	0.9	1.1%
Whitley Lodge District Centre	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1%
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 3	***0.1***	***0.1***	***2.6***	***0.8***	***0.1***	***0.1***	***0.0***	***3.7***	***4.5%***
Zone 4									
North Shields Town Centre	0.4	0.3	0.3	2.4	2.5	0.6	0.2	6.8	8.3%
Tynemouth District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Preston Grange District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 4	***0.4***	***0.4***	***0.3***	***2.4***	***2.5***	***0.6***	***0.2***	***6.8***	***8.4%***
Zone 5									
Silverlink Shopping Park, Coast Road, Wallsend	1.3	1.2	2.3	2.9	3.2	2.3	1.0	14.1	17.5%
Royal Quays Outlet Centre, Coble Dene, North Shields	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.2	0.3%
Tyne Tunnel Trading Estate, North Shields	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.3	0.4%
Other, Zone 5	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.2%
Total Zone 5	***1.3***	***1.3***	***2.3***	***3.0***	***3.3***	***2.6***	***1.0***	***14.8***	***18.3%***
Zone 6									
Wallsend Town Centre	0.1	0.1	0.3	0.0	0.6	2.2	0.2	3.5	4.4%
B&Q, Middle Engine Lane, Wallsend	0.2	0.1	0.1	0.1	0.3	0.1	0.1	0.9	1.1%
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1%
Other, Zone 6	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 6	***0.3***	***0.2***	***0.4***	***0.1***	***0.9***	***2.4***	***0.3***	***4.6***	***5.7%***
Zone 7									
Whitley Road Retail Park and Stores, Whitley Road, Benton	0.2	0.1	0.3	0.0	0.0	0.2	0.5	1.3	1.7%
Forest Hall District Centre	0.1	0.0	0.0	0.2	0.0	0.1	0.3	0.6	0.7%
Longbenton District Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.3%
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 7	***0.4***	***0.1***	***0.3***	***0.2***	***0.0***	***0.3***	***0.9***	***2.2***	***2.7%***
TOTAL INSIDE CATCHMENT AREA	**3.0**	**2.6**	**6.2**	**6.7**	**6.9**	**6.1**	**2.9**	**34.5**	**42.6%**
OUTSIDE CATCHMENT AREA									
Buffer B1									
Cramlington Town Centre	1.1	0.0	0.0	0.0	0.0	0.1	0.1	1.3	1.6%
Seaton Delaval	0.1	0.0	0.1	0.1	0.0	0.1	0.0	0.4	0.5%
Other, Buffer B1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B1	***1.2***	***0.1***	***0.1***	***0.1***	***0.0***	***0.1***	***0.1***	***1.7***	***2.1%***
Buffer B2									
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B3									
Gosforth Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.3	0.3%
Other, Buffer B3	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.2	0.3%
Total Buffer B3	***0.1***	***0.0***	***0.1***	***0.0***	***0.1***	***0.0***	***0.1***	***0.5***	***0.6%***
Buffer B4									
Newcastle upon Tyne City Centre	3.9	0.9	5.4	4.9	2.1	4.0	3.6	24.8	30.7%
Newcastle Shopping Park/B&Q, FossWay/Shields Road, Newcastle upon Tyne	0.0	0.0	0.1	0.1	0.1	0.2	0.1	0.7	0.9%
Byker	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.4	0.5%
Other, Buffer B4	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	0.2%
Total Buffer B4	***3.9***	***0.9***	***5.6***	***5.1***	***2.4***	***4.5***	***3.7***	***26.0***	***32.2%***
Buffer B5									
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B6									
Other, Buffer B6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1%
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***	***0.0***	***0.1***	***0.1%***
Outside Buffer Area									
Metrocentre Shopping Centre, Gateshead	1.7	0.5	1.6	0.9	0.7	1.3	0.8	7.4	9.2%
Metro Retail Park, Gateshead	0.7	0.5	0.8	1.1	0.6	0.8	0.3	4.9	6.0%
Retail World Team Valley Retail Park, Gateshead	0.1	0.0	0.2	0.1	0.1	0.1	0.0	0.5	0.6%
Other, Outside Buffer Area	0.3	0.0	0.7	0.4	0.1	0.4	0.3	2.1	2.6%
Total Outside Buffer Area	***2.8***	***1.1***	***3.3***	***2.5***	***1.5***	***2.5***	***1.4***	***15.0***	***18.5%***
Special Forms of Trading									
Internet/Delivered	0.1	0.2	0.3	0.4	0.6	0.5	0.5	2.6	3.2%
Home Catalogue	0.0	0.0	0.0	0.1	0.0	0.3	0.1	0.5	0.6%
TV/Interactive Shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Special Forms of Trading	***0.1***	***0.2***	***0.3***	***0.5***	***0.6***	***0.8***	***0.6***	***3.1***	***3.9%***
TOTAL OUTSIDE CATCHMENT AREA	**8.1**	**2.2**	**9.4**	**8.2**	**4.6**	**8.0**	**5.9**	**46.4**	**57.4%**
TOTAL	**11.1**	**4.8**	**15.7**	**14.9**	**11.5**	**14.1**	**8.9**	**80.9**	**100.0%**

NOTES:
(1) The spending patterns are calculated by multiplying the total expenditure on furniture, carpets and soft household furnishings in 2011 (Spreadsheet 7) by the market share (Spreadsheet 8c). The figures in the 'Total' column are the sum of the expenditure on furniture, carpets and soft household furnishings attracted to each centre/store from each zone.
(2) The 'All Zones Market Share' is calculated by dividing the total expenditure on furniture, carpets and soft household furnishings retained by each centre by the total expenditure on furniture, carpets and soft household furnishings in the catchment area.

All monetary values are held constant at 2008 prices.

Spreadsheet 8e - DIY & Decorating Goods Spending Patterns in 2011 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	%	%	%	%	%	%	%
INSIDE CATCHMENT AREA							
Zone 1							
Killingworth Town Centre	11.2	1.3	0.7	0.0	0.0	0.3	7.9
Wideopen	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 1	***13.3***	***1.3***	***0.7***	***0.0***	***0.0***	***0.3***	***7.9***
Zone 2							
Northumberland Park District Centre	0.0	0.1	0.1	0.0	0.0	0.0	0.4
Other, Zone 2	0.0	1.2	0.5	0.0	0.0	0.0	1.6
Total Zone 2	***0.0***	***1.3***	***0.7***	***0.0***	***0.0***	***0.0***	***2.0***
Zone 3							
Whitley Bay Town Centre	0.0	1.4	6.3	0.8	0.9	0.3	0.0
Monkseaton District Centre	0.0	0.7	6.3	0.4	0.0	0.0	0.0
Whitley Lodge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 3	***0.0***	***2.1***	***12.6***	***1.2***	***0.9***	***0.3***	***0.0***
Zone 4							
North Shields Town Centre	3.3	13.8	4.0	20.6	19.3	4.1	0.6
Tynemouth District Centre	0.0	0.0	0.0	0.4	0.4	0.0	0.0
Preston Grange District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Total Zone 4	***3.3***	***13.8***	***4.3***	***21.0***	***19.7***	***4.1***	***0.6***
Zone 5							
Silverlink Shopping Park, Coast Road, Wallsend	8.8	6.2	7.3	3.8	6.1	5.1	10.6
Tesco Extra/Coast Road Retail Park/Tyne Tunnel Trading Estate/Orion Business Park, North Shields	0.0	0.0	0.0	0.9	1.8	0.3	0.0
Other, Zone 5	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Total Zone 5	***8.8***	***6.2***	***7.3***	***4.6***	***7.8***	***6.2***	***10.6***
Zone 6							
B&Q, Middle Engine Lane, Wallsend	40.7	61.5	61.9	62.1	63.2	58.8	47.5
Wickes, Middle Engine Lane Retail Park, Wallsend	1.7	6.3	5.0	5.5	3.1	6.9	0.7
Wallsend Town Centre	0.0	1.4	1.7	0.8	0.9	6.5	1.3
Battle Hill District Centre	0.0	1.4	0.0	0.0	0.0	1.0	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Total Zone 6	***42.4***	***70.6***	***68.5***	***68.5***	***67.2***	***73.9***	***49.6***
Zone 7							
Whitley Road Retail Park and Stores, Whitley Road, Benton	1.6	0.6	0.0	0.4	1.3	2.4	4.1
Longbenton District Centre	1.2	0.0	0.0	0.0	0.5	0.0	3.4
Forest Hall District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 7	***2.8***	***0.6***	***0.0***	***0.4***	***1.8***	***2.4***	***8.1***
TOTAL INSIDE CATCHMENT AREA	**70.6**	**95.9**	**94.0**	**95.8**	**97.4**	**87.3**	**78.8**
OUTSIDE CATCHMENT AREA							
Buffer B1							
Cramlington Town Centre	8.4	1.4	0.0	0.4	0.0	0.0	0.0
Focus DIY, Cramlington Retail Park, Forum Way, Cramlington	3.8	1.3	0.0	0.0	0.0	0.3	1.3
Other, Buffer B1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B1	***12.2***	***2.7***	***0.0***	***0.4***	***0.0***	***0.3***	***1.3***
Buffer B2							
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B3							
Gosforth Town Centre	1.3	0.0	1.0	0.0	0.0	0.0	1.2
Kingston Court Retail Park, Kingston Park, Newcastle upon Tyne	0.4	0.7	0.0	0.0	0.0	0.7	0.6
Homebase, Brunton Lane, Kingston Park, Newcastle upon Tyne	1.6	0.0	0.3	0.0	0.0	0.0	0.0
Other, Buffer B3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B3	***3.3***	***0.7***	***1.3***	***0.0***	***0.0***	***0.7***	***1.9***
Buffer B4							
Newcastle upon Tyne City Centre	5.5	0.7	2.0	0.4	1.3	2.7	2.1
Newcastle Shopping Park/B&Q, FossWay/Shields Road, Newcastle upon Tyne	3.0	0.0	0.0	0.0	0.9	7.6	3.9
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.8	0.0	0.3	0.0	0.0	0.0	7.9
Byker	0.8	0.0	0.0	0.0	0.0	0.7	0.7
Other, Buffer B4	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Total Buffer B4	***10.2***	***0.7***	***2.3***	***0.4***	***2.2***	***11.3***	***14.6***
Buffer B5							
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***	***0.0***
Buffer B6							
Other, Buffer B6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Outside Buffer Area							
Other, Outside Buffer Area	3.8	0.0	2.0	2.5	0.0	0.0	1.3
Total Outside Buffer Area	***3.8***	***0.0***	***2.0***	***2.5***	***0.0***	***0.0***	***1.3***
Special Forms of Trading							
Internet/Delivered	0.0	0.0	0.3	0.8	0.5	0.0	2.0
Home Catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV/Interactive Shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Special Forms of Trading	***0.0***	***0.0***	***0.3***	***0.8***	***0.5***	***0.0***	***2.0***
TOTAL OUTSIDE CATCHMENT AREA	**29.4**	**4.1**	**6.0**	**4.2**	**2.6**	**12.7**	**21.2**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Spreadsheet 8f - DIY & Decorating Goods Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total (1)	All Zones Market Share (2)
	£m	£m	£m	£m	£m	£m	£m	£m	%
INSIDE CATCHMENT AREA									
Zone 1									
Killingworth Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.3	1.0	2.7%
Wideopen	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3%
Other, Zone 1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 1	***0.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***	***1.1***	***3.0%***
Zone 2									
Northumberland Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1%
Other, Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.3%
Total Zone 2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.2***	***0.4%***
Zone 3									
Whitley Bay Town Centre	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.6	1.6%
Monkseaton District Centre	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.5	1.3%
Whitley Lodge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 3	***0.0***	***0.0***	***0.8***	***0.1***	***0.0***	***0.0***	***0.0***	***1.0***	***2.9%***
Zone 4									
North Shields Town Centre	0.2	0.3	0.3	1.3	1.0	0.3	0.0	3.4	9.4%
Tynemouth District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1%
Preston Grange District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1%
Total Zone 4	***0.2***	***0.3***	***0.3***	***1.3***	***1.1***	***0.3***	***0.0***	***3.4***	***9.6%***
Zone 5									
Silverlink Shopping Park, Coast Road, Wallsend	0.4	0.1	0.5	0.2	0.3	0.3	0.4	2.4	6.6%
Tesco Extra/Coast Road Retail Park/Tyne Tunnel Trading Estate/Orion Business Park, North Shields	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.2	0.5%
Other, Zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1%
Total Zone 5	***0.4***	***0.1***	***0.5***	***0.3***	***0.4***	***0.4***	***0.4***	***2.6***	***7.2%***
Zone 6									
B&Q, Middle Engine Lane, Wallsend	2.0	1.3	4.2	4.0	3.4	3.8	1.9	20.5	57.0%
Wickes, Middle Engine Lane Retail Park, Wallsend	0.1	0.1	0.3	0.4	0.2	0.4	0.0	1.5	4.3%
Wallsend Town Centre	0.0	0.0	0.1	0.1	0.0	0.4	0.1	0.7	2.0%
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.3%
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1%
Total Zone 6	***2.1***	***1.5***	***4.6***	***4.4***	***3.6***	***4.7***	***2.0***	***22.9***	***63.7%***
Zone 7									
Whitley Road Retail Park and Stores, Whitley Road, Benton	0.1	0.0	0.0	0.0	0.1	0.2	0.2	0.5	1.4%
Longbenton District Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.6%
Forest Hall District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1%
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 7	***0.1***	***0.0***	***0.0***	***0.0***	***0.1***	***0.2***	***0.3***	***0.8***	***2.1%***
TOTAL INSIDE CATCHMENT AREA	**3.5**	**2.1**	**6.3**	**6.1**	**5.2**	**5.6**	**3.1**	**32.0**	**88.8%**
OUTSIDE CATCHMENT AREA									
Buffer B1									
Cramlington Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.3%
Focus DIY, Cramlington Retail Park, Forum Way, Cramlington	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.8%
Other, Buffer B1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B1	***0.6***	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.8***	***2.1%***
Buffer B2									
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B3									
Gosforth Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.5%
Kingston Court Retail Park, Kingston Park, Newcastle upon Tyne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3%
Homebase, Brunton Lane, Kingston Park, Newcastle upon Tyne	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3%
Other, Buffer B3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B3	***0.2***	***0.0***	***0.1***	***0.0***	***0.0***	***0.0***	***0.1***	***0.4***	***1.1%***
Buffer B4									
Newcastle upon Tyne City Centre	0.3	0.0	0.1	0.0	0.1	0.2	0.1	0.8	2.2%
Newcastle Shopping Park/B&Q, FossWay/Shields Road, Newcastle upon Tyne	0.1	0.0	0.0	0.0	0.0	0.5	0.2	0.8	2.3%
Wickes, Benton Park Road, South Gosforth, Newcastle Upon Tyne	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	1.1%
Byker	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3%
Other, Buffer B4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1%
Total Buffer B4	***0.5***	***0.0***	***0.2***	***0.0***	***0.1***	***0.7***	***0.6***	***2.1***	***5.9%***
Buffer B5									
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1%
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1%***
Buffer B6									
Other, Buffer B6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Outside Buffer Area									
Other, Outside Buffer Area	0.2	0.0	0.1	0.2	0.0	0.0	0.1	0.5	1.5%
Total Outside Buffer Area	***0.2***	***0.0***	***0.1***	***0.2***	***0.0***	***0.0***	***0.1***	***0.5***	***1.5%***
Special Forms of Trading									
Internet/Delivered	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.2	0.5%
Home Catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
TV/Interactive Shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Special Forms of Trading	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***	***0.0***	***0.1***	***0.2***	***0.5%***
TOTAL OUTSIDE CATCHMENT AREA	**1.5**	**0.1**	**0.4**	**0.3**	**0.1**	**0.8**	**0.8**	**4.0**	**11.2%**
TOTAL	**5.0**	**2.2**	**6.7**	**6.4**	**5.4**	**6.4**	**4.0**	**36.0**	**100.0%**

NOTES:
(1) The spending patterns are calculated by multiplying the total expenditure on DIY and decorating goods in 2011 (Spreadsheet 7) by the market share (Spreadsheet 8e). The figures in the 'Total' column are the sum of the expenditure on DIY and decorating goods attracted to each centre/store from each zone.
(2) The 'All Zones Market Share' is calculated by dividing the total expenditure on DIY and decorating goods retained by each centre by the total expenditure on DIY and decorating goods in the catchment area.

All monetary values are held constant at 2008 prices.

Spreadsheet 8g - Electrical Items and Domestic Appliances Spending Patterns in 2011 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	%	%	%	%	%	%	%
INSIDE CATCHMENT AREA							
Zone 1							
Killingworth Town Centre	3.8	2.5	0.0	0.0	0.0	0.0	0.6
Other, Zone 1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 1	***3.8***	***2.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.6***
Zone 2							
Northumberland Park District Centre	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Other, Zone 2	0.0	1.0	0.0	0.0	0.0	0.0	0.6
Total Zone 2	***0.0***	***1.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.6***
Zone 3							
Whitley Bay Town Centre	0.0	0.6	2.2	0.0	0.0	0.0	0.0
Monkseaton District Centre	0.0	0.0	1.3	0.4	0.0	0.0	0.0
Whitley Lodge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 3	***0.0***	***0.6***	***3.4***	***0.4***	***0.0***	***0.0***	***0.0***
Zone 4							
Currys, Middle Engine Lane Retail Park, North Shields	1.5	8.1	3.5	4.5	10.2	4.7	3.6
North Shields Town Centre	1.5	3.4	0.9	4.6	11.7	7.0	0.0
Tynemouth District Centre	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Preston Grange District Centre	0.8	0.0	0.0	0.0	0.4	0.0	0.0
Other, Zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 4	***3.8***	***11.5***	***5.1***	***9.1***	***22.2***	***11.7***	***3.6***
Zone 5							
Silverlink Shopping Park, Coast Road, Wallsend	35.0	40.9	40.3	49.1	50.9	35.8	35.7
Tesco Extra, Norham Road, North Shields	0.0	2.0	0.6	0.0	0.8	0.3	0.0
Coast Road Retail Park, North Shields	0.0	1.1	0.6	0.0	0.0	0.3	1.2
Other, Zone 5	0.0	0.0	0.3	0.4	0.0	0.0	0.0
Total Zone 5	***35.0***	***44.0***	***41.9***	***49.5***	***51.6***	***36.5***	***36.9***
Zone 6							
Wallsend Town Centre	1.2	3.1	1.9	0.0	2.9	4.2	1.2
B&Q, Middle Engine Lane, Wallsend	0.8	0.6	0.0	2.2	0.4	0.6	3.5
PC World, Middle Engine Lane Retail Park, Wallsend	0.0	0.0	0.3	0.4	0.4	1.0	0.6
Other, Middle Engine Lane Retail Park, Wallsend	0.4	0.0	0.0	0.8	0.0	0.6	0.0
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 6	***2.4***	***3.7***	***2.2***	***3.3***	***3.7***	***6.5***	***5.4***
Zone 7							
Whitley Road Retail Park and Stores, Whitley Road, Benton	2.3	1.7	0.0	1.2	1.2	3.9	3.0
Longbenton District Centre	0.4	0.0	0.3	0.0	0.0	0.0	0.0
Forest Hall District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 7	***2.7***	***1.7***	***0.3***	***1.2***	***1.2***	***3.9***	***3.0***
TOTAL INSIDE CATCHMENT AREA	**47.6**	**65.7**	**53.0**	**63.5**	**78.8**	**58.6**	**50.0**
OUTSIDE CATCHMENT AREA							
Buffer B1							
Cramlington Town Centre	10.4	0.6	0.0	0.0	0.0	0.3	0.0
Other, Buffer B1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B1	***10.4***	***0.6***	***0.0***	***0.0***	***0.0***	***0.3***	***0.0***
Buffer B2							
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B3							
Currys, Kingston Retail Park, Kingston Park, Newcastle upon Tyne	1.5	0.0	0.0	0.0	0.0	0.0	1.2
Comet, Belvedere Retail Park, Kingston Park, Newcastle upon Tyne	1.5	0.0	0.6	0.0	0.0	0.0	0.0
Other, Kingston Park Retail Parks and Stores, Newcastle upon Tyne	3.9	0.0	0.0	0.0	0.0	0.6	1.8
Other, Buffer B3	0.4	0.0	0.0	0.0	0.0	0.0	0.6
Total Buffer B3	***7.4***	***0.0***	***0.6***	***0.0***	***0.0***	***0.6***	***3.6***
Buffer B4							
Newcastle upon Tyne City Centre	28.7	22.2	28.5	25.3	11.6	30.1	32.8
Newcastle Shopping Park/B&Q, FossWay/Shields Road, Newcastle upon Tyne	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Other, Buffer B4	0.0	0.0	0.0	0.4	0.9	0.9	0.0
Total Buffer B4	***28.7***	***22.2***	***28.5***	***25.6***	***12.4***	***32.9***	***32.8***
Buffer B5							
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B6							
Other, Buffer B6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Outside Buffer Area							
Metro Retail Park, Gateshead	0.0	0.0	1.3	0.0	0.0	0.3	0.6
Other, Outside Buffer Area	1.9	0.0	1.3	1.9	0.5	0.7	1.7
Total Outside Buffer Area	***1.9***	***0.0***	***2.6***	***1.9***	***0.5***	***1.0***	***2.3***
Special Forms of Trading							
Internet/Delivered	3.9	7.3	15.2	8.2	6.6	6.6	10.7
Home Catalogue	0.0	4.2	0.0	0.4	1.7	0.0	0.6
TV/Interactive Shopping	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Total Special Forms of Trading	***3.9***	***11.5***	***15.2***	***9.0***	***8.3***	***6.6***	***11.3***
TOTAL OUTSIDE CATCHMENT AREA	**52.4**	**34.3**	**47.0**	**36.5**	**21.2**	**41.4**	**50.0**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Spreadsheet 8h - Electrical Items and Domestic Appliances Spending Patterns in 2011 Across the Study Area Zones

	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Total (1) £m	All Zones Market Share (2) %
INSIDE CATCHMENT AREA									
Zone 1									
Killingworth Town Centre	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.7%
Other, Zone 1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 1	***0.3***	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.4***	***0.7%***
Zone 2									
Northumberland Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 2	***0.0***	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.2%***
Zone 3									
Whitley Bay Town Centre	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.5%
Monkseaton District Centre	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.3%
Whitley Lodge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 3	***0.0***	***0.0***	***0.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.4***	***0.8%***
Zone 4									
Currys, Middle Engine Lane Retail Park, North Shields	0.1	0.3	0.4	0.5	0.8	0.5	0.2	2.8	4.9%
North Shields Town Centre	0.1	0.1	0.1	0.5	1.0	0.7	0.0	2.5	4.3%
Tynemouth District Centre	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1%
Preston Grange District Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2%
Other, Zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 4	***0.3***	***0.4***	***0.6***	***0.9***	***1.8***	***1.2***	***0.2***	***5.4***	***9.5%***
Zone 5									
Silverlink Shopping Park, Coast Road, Wallsend	2.7	1.4	4.4	5.0	4.2	3.6	2.2	23.6	41.4%
Tesco Extra, Norham Road, North Shields	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.2	0.4%
Coast Road Retail Park, North Shields	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.2	0.4%
Other, Zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 5	***2.7***	***1.5***	***4.6***	***5.1***	***4.2***	***3.6***	***2.3***	***24.1***	***42.3%***
Zone 6									
Wallsend Town Centre	0.1	0.1	0.2	0.0	0.2	0.4	0.1	1.1	2.0%
B&Q, Middle Engine Lane, Wallsend	0.1	0.0	0.0	0.2	0.0	0.1	0.2	0.6	1.1%
PC World, Middle Engine Lane Retail Park, Wallsend	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.4%
Other, Middle Engine Lane Retail Park, Wallsend	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.2	0.3%
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 6	***0.2***	***0.1***	***0.2***	***0.3***	***0.3***	***0.6***	***0.3***	***2.2***	***3.8%***
Zone 7									
Whitley Road Retail Park and Stores, Whitley Road, Benton	0.2	0.1	0.0	0.1	0.1	0.4	0.2	1.0	1.8%
Longbenton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Forest Hall District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 7	***0.2***	***0.1***	***0.0***	***0.1***	***0.1***	***0.4***	***0.2***	***1.1***	***1.9%***
TOTAL INSIDE CATCHMENT AREA	**3.7**	**2.3**	**5.8**	**6.5**	**6.5**	**5.8**	**3.1**	**33.8**	**59.3%**
OUTSIDE CATCHMENT AREA									
Buffer B1									
Cramlington Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.5%
Other, Buffer B1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B1	***0.8***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.9***	***1.5%***
Buffer B2									
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B3									
Currys, Kingston Retail Park, Kingston Park, Newcastle upon Tyne	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.3%
Comet, Belvedere Retail Park, Kingston Park, Newcastle upon Tyne	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.3%
Other, Kingston Park Retail Parks and Stores, Newcastle upon Tyne	0.3	0.0	0.0	0.0	0.0	0.1	0.1	0.5	0.9%
Other, Buffer B3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Buffer B3	***0.6***	***0.0***	***0.1***	***0.0***	***0.0***	***0.1***	***0.2***	***0.9***	***1.7%***
Buffer B4									
Newcastle upon Tyne City Centre	2.2	0.8	3.1	2.6	1.0	3.0	2.0	14.7	25.9%
Newcastle Shopping Park/B&Q, FossWay/Shields Road, Newcastle upon Tyne	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.3%
Other, Buffer B4	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2	0.3%
Total Buffer B4	***2.2***	***0.8***	***3.1***	***2.6***	***1.0***	***3.3***	***2.0***	***15.1***	***26.6%***
Buffer B5									
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B6									
Other, Buffer B6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Outside Buffer Area									
Metro Retail Park, Gateshead	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.4%
Other, Outside Buffer Area	0.1	0.0	0.1	0.2	0.0	0.1	0.1	0.7	1.2%
Total Outside Buffer Area	***0.1***	***0.0***	***0.3***	***0.2***	***0.0***	***0.1***	***0.1***	***0.9***	***1.6%***
Special Forms of Trading									
Internet/Delivered	0.3	0.3	1.7	0.8	0.5	0.7	0.7	4.9	8.7%
Home Catalogue	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.4	0.6%
TV/Interactive Shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1%
Total Special Forms of Trading	***0.3***	***0.4***	***1.7***	***0.9***	***0.7***	***0.7***	***0.7***	***5.3***	***9.4%***
TOTAL OUTSIDE CATCHMENT AREA	**4.1**	**1.2**	**5.2**	**3.7**	**1.7**	**4.1**	**3.1**	**23.2**	**40.7%**
TOTAL	**7.8**	**3.5**	**11.0**	**10.2**	**8.2**	**10.0**	**6.2**	**57.0**	**100.0%**

NOTES:
(1) The spending patterns are calculated by multiplying the total expenditure on electrical items and domestic appliances in 2011 (Spreadsheet 7) by the market share (Spreadsheet 8g). The figures in the 'Total' column are the sum of the expenditure on electrical items and domestic appliances attracted to each centre/store from each zone.
(2) The 'All Zones Market Share' is calculated by dividing the total expenditure on electrical items and domestic appliances retained by each centre by the total expenditure on electrical items and domestic appliances in the catchment area.

All monetary values are held constant at 2008 prices.

Spreadsheet 8i - Health, Beauty and Chemist Items Spending Patterns in 2011 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	%	%	%	%	%	%	%
INSIDE CATCHMENT AREA							
Zone 1							
Killingworth Town Centre	23.7	4.0	0.0	0.0	0.0	0.0	6.1
Dudley	5.8	0.0	0.0	0.0	0.0	0.0	0.0
Wideopen	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 1	2.9	0.6	0.0	0.0	0.0	0.0	0.0
Total Zone 1	***34.5***	***4.6***	***0.0***	***0.0***	***0.0***	***0.0***	***6.1***
Zone 2							
Boundary Mills, Park Lane, Shiremoor	0.0	9.7	0.4	0.2	0.0	0.0	0.3
Northumberland Park District Centre	0.0	3.2	0.1	0.1	0.0	0.0	0.1
Other, Zone 2	0.0	3.2	0.1	0.1	0.0	0.0	0.1
Total Zone 2	***0.0***	***16.2***	***0.6***	***0.4***	***0.0***	***0.0***	***0.6***
Zone 3							
Whitley Bay Town Centre	0.4	11.0	48.6	10.2	5.6	0.6	0.0
Monkseaton District Centre	0.0	0.6	8.8	0.0	0.0	0.0	0.0
Whitley Lodge District Centre	0.0	0.0	0.6	0.4	0.0	0.0	0.0
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 3	***0.4***	***11.5***	***58.0***	***10.6***	***5.6***	***0.6***	***0.0***
Zone 4							
North Shields Town Centre	0.4	15.6	6.4	38.7	49.2	8.7	0.0
Preston Grange District Centre	0.0	3.5	0.9	4.4	0.8	0.0	0.0
Tynemouth District Centre	0.0	0.0	0.6	7.7	0.0	0.7	0.0
Other, Zone 4	0.0	0.0	0.0	0.0	0.4	0.0	0.6
Total Zone 4	***0.4***	***19.1***	***7.9***	***50.7***	***50.4***	***9.4***	***0.6***
Zone 5							
Silverlink Shopping Park, Coast Road, Wallsend	7.2	19.1	14.9	20.1	21.3	16.5	7.7
Howdon	0.0	0.0	0.0	0.0	4.0	1.3	0.0
Tesco Extra/Coast Road Retail Park/Tyne Tunnel Trading Estate/Orion Business Park, North Shields	0.0	1.2	0.3	0.0	0.4	0.0	0.6
Other, Zone 5	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 5	***7.9***	***20.2***	***15.2***	***20.1***	***25.8***	***17.8***	***8.2***
Zone 6							
Wallsend Town Centre	0.0	0.6	0.3	0.0	5.6	36.2	0.0
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 6	***0.0***	***0.6***	***0.3***	***0.0***	***5.6***	***37.8***	***0.0***
Zone 7							
Whitley Road Retail Park and Stores, Whitley Road, Benton	3.2	9.3	0.3	0.7	1.6	13.6	11.6
Forest Hall District Centre	2.1	0.6	0.0	0.0	0.0	0.0	31.3
Longbenton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	6.1
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 7	***5.4***	***9.8***	***0.3***	***0.7***	***1.6***	***13.6***	***48.9***
TOTAL INSIDE CATCHMENT AREA	**48.5**	**82.0**	**82.3**	**82.5**	**89.1**	**79.3**	**64.3**
OUTSIDE CATCHMENT AREA							
Buffer B1							
Cramlington Town Centre	14.8	2.3	0.0	0.0	0.0	0.3	0.6
Other, Buffer B1	1.4	0.0	0.3	0.0	0.0	0.0	0.0
Total Buffer B1	***16.2***	***2.3***	***0.3***	***0.0***	***0.0***	***0.3***	***0.6***
Buffer B2							
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B3							
Gosforth Town Centre	4.7	0.0	0.0	0.0	0.0	0.0	3.8
Kingston Retail Parks and Stores, Newcastle upon Tyne	1.4	0.0	0.0	0.0	0.0	0.0	0.5
Other, Buffer B3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B3	***6.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***4.4***
Buffer B4							
Newcastle upon Tyne City Centre	22.7	10.5	14.6	13.2	6.5	17.5	21.4
Other, Buffer B4	0.0	0.0	0.0	0.7	0.4	0.0	0.5
Total Buffer B4	***22.7***	***10.5***	***14.6***	***13.9***	***6.9***	***17.5***	***22.0***
Buffer B5							
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***	***0.0***
Buffer B6							
Other, Buffer B6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Outside Buffer Area							
Metrocentre Shopping Centre, Gateshead	3.2	0.0	1.2	0.7	0.4	0.0	5.0
Other, Outside Buffer Area	1.8	0.6	0.6	1.8	1.2	0.3	0.6
Total Outside Buffer Area	***5.1***	***0.6***	***1.8***	***2.5***	***1.6***	***0.3***	***5.5***
Special Forms of Trading							
Internet/Delivered	0.7	1.7	0.3	0.7	0.0	1.3	1.1
Home Catalogue	0.4	2.9	0.6	0.4	2.0	1.0	2.2
TV/Interactive Shopping	0.4	0.0	0.0	0.0	0.4	0.0	0.0
Total Special Forms of Trading	***1.4***	***4.6***	***0.9***	***1.1***	***2.4***	***2.3***	***3.3***
TOTAL OUTSIDE CATCHMENT AREA	**51.5**	**18.0**	**17.7**	**17.5**	**10.9**	**20.7**	**35.7**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Spreadsheet 8j - Health, Beauty and Chemist Items Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total (1)	All Zones Market Share (2)
	£m	£m	£m	£m	£m	£m	£m	£m	%
INSIDE CATCHMENT AREA									
Zone 1									
Killingworth Town Centre	1.9	0.1	0.0	0.0	0.0	0.0	0.4	2.5	4.2%
Dudley	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.8%
Wideopen	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3%
Other, Zone 1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4%
Total Zone 1	***2.8***	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.4***	***3.4***	***5.7%***
Zone 2									
Boundary Mills, Park Lane, Shiremoor	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.4	0.7%
Northumberland Park District Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2%
Other, Zone 2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2%
Total Zone 2	***0.0***	***0.6***	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.7***	***1.2%***
Zone 3									
Whitley Bay Town Centre	0.0	0.4	5.6	1.1	0.5	0.1	0.0	7.7	12.9%
Monkseaton District Centre	0.0	0.0	1.0	0.0	0.0	0.0	0.0	1.0	1.7%
Whitley Lodge District Centre	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.2%
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 3	***0.0***	***0.4***	***6.7***	***1.2***	***0.5***	***0.1***	***0.0***	***8.8***	***14.8%***
Zone 4									
North Shields Town Centre	0.0	0.6	0.7	4.2	4.2	0.9	0.0	10.6	17.8%
Preston Grange District Centre	0.0	0.1	0.1	0.5	0.1	0.0	0.0	0.8	1.3%
Tynemouth District Centre	0.0	0.0	0.1	0.8	0.0	0.1	0.0	1.0	1.6%
Other, Zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 4	***0.0***	***0.7***	***0.9***	***5.5***	***4.3***	***1.0***	***0.0***	***12.4***	***20.9%***
Zone 5									
Silverlink Shopping Park, Coast Road, Wallsend	0.6	0.7	1.7	2.2	1.8	1.7	0.5	9.2	15.4%
Howdon	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.5	0.8%
Tesco Extra/Coast Road Retail Park/Tyne Tunnel Trading Estate/Orion Business Park, North Shields	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2%
Other, Zone 5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 5	***0.6***	***0.7***	***1.7***	***2.2***	***2.2***	***1.8***	***0.5***	***9.8***	***16.6%***
Zone 6									
Wallsend Town Centre	0.0	0.0	0.0	0.0	0.5	3.7	0.0	4.3	7.2%
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.3%
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 6	***0.0***	***0.0***	***0.0***	***0.0***	***0.5***	***3.9***	***0.0***	***4.4***	***7.5%***
Zone 7									
Whitley Road Retail Park and Stores, Whitley Road, Benton	0.3	0.3	0.0	0.1	0.1	1.4	0.8	3.0	5.1%
Forest Hall District Centre	0.2	0.0	0.0	0.0	0.0	0.0	2.0	2.2	3.8%
Longbenton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.7%
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 7	***0.4***	***0.3***	***0.0***	***0.1***	***0.1***	***1.4***	***3.2***	***5.6***	***9.5%***
TOTAL INSIDE CATCHMENT AREA	**4.0**	**2.9**	**9.4**	**9.0**	**7.5**	**8.2**	**4.2**	**45.2**	**76.1%**
OUTSIDE CATCHMENT AREA									
Buffer B1									
Cramlington Town Centre	1.2	0.1	0.0	0.0	0.0	0.0	0.0	1.4	2.3%
Other, Buffer B1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3%
Total Buffer B1	***1.3***	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.5***	***2.5%***
Buffer B2									
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B3									
Gosforth Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.6	1.1%
Kingston Retail Parks and Stores, Newcastle upon Tyne	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3%
Other, Buffer B3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B3	***0.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***	***0.8***	***1.3%***
Buffer B4									
Newcastle upon Tyne City Centre	1.9	0.4	1.7	1.4	0.6	1.8	1.4	9.1	15.3%
Other, Buffer B4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.2%
Total Buffer B4	***1.9***	***0.4***	***1.7***	***1.5***	***0.6***	***1.8***	***1.4***	***9.2***	***15.6%***
Buffer B5									
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1%
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1%***
Buffer B6									
Other, Buffer B6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Outside Buffer Area									
Metrocentre Shopping Centre, Gateshead	0.3	0.0	0.1	0.1	0.0	0.0	0.3	0.8	1.4%
Other, Outside Buffer Area	0.1	0.0	0.1	0.2	0.1	0.0	0.0	0.6	1.0%
Total Outside Buffer Area	***0.4***	***0.0***	***0.2***	***0.3***	***0.1***	***0.0***	***0.4***	***1.4***	***2.4%***
Special Forms of Trading									
Internet/Delivered	0.1	0.1	0.0	0.1	0.0	0.1	0.1	0.4	0.7%
Home Catalogue	0.0	0.1	0.1	0.0	0.2	0.1	0.1	0.7	1.1%
TV/Interactive Shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Special Forms of Trading	***0.1***	***0.2***	***0.1***	***0.1***	***0.2***	***0.2***	***0.2***	***1.2***	***1.9%***
TOTAL OUTSIDE CATCHMENT AREA	**4.2**	**0.6**	**2.0**	**1.9**	**0.9**	**2.1**	**2.3**	**14.2**	**23.9%**
TOTAL	**8.2**	**3.5**	**11.5**	**10.9**	**8.4**	**10.3**	**6.5**	**59.4**	**100.0%**

NOTES:
(1) The spending patterns are calculated by multiplying the total expenditure on health, beauty and chemist items in 2011 (Spreadsheet 7) by the market share (Spreadsheet 8i). The figures in the 'Total' column are the sum of the expenditure on health, beauty and chemist items attracted to each centre/store from each zone.
(2) The 'All Zones Market Share' is calculated by dividing the total expenditure on health, beauty and chemist items retained by each centre by the total expenditure on health, beauty and chemist items in the catchment area.

All monetary values are held constant at 2008 prices.

Spreadsheet 8k - Recreational Goods Spending Patterns in 2011 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	%	%	%	%	%	%	%
INSIDE CATCHMENT AREA							
Zone 1							
Killingworth Town Centre	2.1	1.4	0.0	0.7	0.0	0.0	2.1
Other, Zone 1	0.0	0.0	0.0	2.5	0.0	0.0	1.0
Total Zone 1	***2.1***	***1.4***	***0.0***	***3.2***	***0.0***	***0.0***	***3.1***
Zone 2							
Northumberland Park District Centre	0.0	0.0	0.1	0.1	0.2	0.1	0.5
Boundary Mills, Park Lane, Shiremoor	1.5	0.0	0.3	0.4	1.6	1.0	1.4
Other, Zone 2	0.0	0.0	0.1	0.1	0.2	0.1	0.5
Total Zone 2	***1.5***	***0.0***	***0.5***	***0.6***	***2.0***	***1.3***	***2.3***
Zone 3							
Whitley Bay Town Centre	0.0	3.2	9.3	2.6	0.9	1.3	0.0
Monkseaton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitley Lodge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 3	***0.0***	***3.2***	***9.3***	***2.6***	***0.9***	***1.3***	***0.0***
Zone 4							
North Shields Town Centre	0.8	4.6	2.1	10.2	17.1	7.9	0.0
Tynemouth District Centre	0.0	1.4	2.6	2.6	0.0	0.0	0.0
Preston Grange District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Total Zone 4	***0.8***	***6.0***	***5.2***	***12.8***	***17.1***	***7.9***	***0.0***
Zone 5							
Silverlink Shopping Park, Coast Road, Wallsend	22.2	45.6	26.8	23.1	34.1	37.8	24.7
Royal Quays Outlet Centre, Coble Dene, North Shields	1.5	1.7	1.0	6.4	3.7	2.0	1.2
Other, Zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 5	***23.7***	***47.3***	***27.8***	***29.5***	***37.8***	***39.8***	***25.9***
Zone 6							
Wallsend Town Centre	0.0	3.2	0.0	0.6	0.0	2.6	0.0
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 6	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Total Zone 6	***0.0***	***3.2***	***0.5***	***0.6***	***0.0***	***2.6***	***0.0***
Zone 7							
Whitley Road Retail Park and Stores, Whitley Road, Benton	0.7	6.3	2.0	0.7	2.3	2.6	2.3
Forest Hall District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longbenton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 7	***0.7***	***6.3***	***2.0***	***0.7***	***2.3***	***2.6***	***2.3***
TOTAL INSIDE CATCHMENT AREA	**28.8**	**67.3**	**45.4**	**50.0**	**60.1**	**55.4**	**33.6**
OUTSIDE CATCHMENT AREA							
Buffer B1							
Cramlington Town Centre	6.4	1.4	0.0	0.7	0.0	0.7	0.0
Other, Buffer B1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B1	***6.4***	***1.4***	***0.0***	***0.7***	***0.0***	***0.7***	***0.0***
Buffer B2							
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B3							
Gosforth Town Centre	3.6	1.7	0.0	0.7	0.9	0.0	1.0
Other, Buffer B3	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B3	***4.3***	***1.7***	***0.0***	***0.7***	***0.9***	***0.0***	***1.0***
Buffer B4							
Newcastle upon Tyne City Centre	35.4	18.6	29.4	29.5	19.9	28.2	33.7
Byker	1.5	4.6	1.0	0.6	0.0	2.7	1.0
Newcastle Shopping Park/B&Q, FossWay/Shields Road, Newcastle upon Tyne	0.0	0.0	0.5	0.0	2.0	0.0	0.0
Other, Buffer B4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B4	***36.9***	***23.2***	***30.9***	***30.1***	***22.0***	***30.9***	***34.8***
Buffer B5							
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B6							
Other, Buffer B6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Outside Buffer Area							
Metrocentre Shopping Centre, Gateshead	9.6	0.0	0.5	2.0	0.0	4.6	8.0
Metro Retail Park, Gateshead	5.1	0.0	3.6	0.6	3.7	2.0	3.5
Other, Outside Buffer Area	3.9	0.0	1.6	1.9	2.0	0.0	2.1
Total Outside Buffer Area	***18.5***	***0.0***	***5.7***	***4.5***	***5.8***	***6.6***	***13.6***
Special Forms of Trading							
Internet/Delivered	4.4	6.3	18.0	14.0	11.3	6.5	14.8
Home Catalogue	0.7	0.0	0.0	0.0	0.0	0.0	2.3
TV/Interactive Shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Special Forms of Trading	***5.1***	***6.3***	***18.0***	***14.0***	***11.3***	***6.5***	***17.0***
TOTAL OUTSIDE CATCHMENT AREA	**71.2**	**32.7**	**54.6**	**50.0**	**39.9**	**44.6**	**66.4**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Spreadsheet 8l - Recreational Goods Spending Patterns in 2011 Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total (1)	All Zones Market Share (2)
	£m	£m	£m	£m	£m	£m	£m	£m	%
INSIDE CATCHMENT AREA									
Zone 1									
Killingworth Town Centre	0.2	0.1	0.0	0.1	0.0	0.0	0.2	0.6	0.7%
Other, Zone 1	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.4	0.6%
Total Zone 1	***0.2***	***0.1***	***0.0***	***0.4***	***0.0***	***0.0***	***0.3***	***1.0***	***1.3%***
Zone 2									
Northumberland Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Boundary Mills, Park Lane, Shiremoor	0.2	0.0	0.0	0.1	0.2	0.1	0.1	0.7	0.9%
Other, Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 2	***0.2***	***0.0***	***0.1***	***0.1***	***0.2***	***0.2***	***0.2***	***0.9***	***1.2%***
Zone 3									
Whitley Bay Town Centre	0.0	0.1	1.4	0.4	0.1	0.2	0.0	2.1	2.8%
Monkseaton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Whitley Lodge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 3	***0.0***	***0.1***	***1.4***	***0.4***	***0.1***	***0.2***	***0.0***	***2.1***	***2.8%***
Zone 4									
North Shields Town Centre	0.1	0.2	0.3	1.4	1.9	1.0	0.0	4.9	6.5%
Tynemouth District Centre	0.0	0.1	0.4	0.4	0.0	0.0	0.0	0.8	1.1%
Preston Grange District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 4	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 4	***0.1***	***0.3***	***0.8***	***1.7***	***1.9***	***1.0***	***0.0***	***5.7***	***7.6%***
Zone 5									
Silverlink Shopping Park, Coast Road, Wallsend	2.3	2.1	3.9	3.1	3.7	5.0	2.0	22.2	29.4%
Royal Quays Outlet Centre, Coble Dene, North Shields	0.2	0.1	0.2	0.9	0.4	0.3	0.1	2.0	2.7%
Other, Zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 5	***2.5***	***2.2***	***4.1***	***4.0***	***4.1***	***5.3***	***2.1***	***24.2***	***32.1%***
Zone 6									
Wallsend Town Centre	0.0	0.1	0.0	0.1	0.0	0.3	0.0	0.6	0.8%
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 6	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 6	***0.0***	***0.1***	***0.1***	***0.1***	***0.0***	***0.3***	***0.0***	***0.6***	***0.9%***
Zone 7									
Whitley Road Retail Park and Stores, Whitley Road, Benton	0.1	0.3	0.3	0.1	0.3	0.3	0.2	1.5	2.0%
Forest Hall District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Longbenton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 7	***0.1***	***0.3***	***0.3***	***0.1***	***0.3***	***0.3***	***0.2***	***1.5***	***2.0%***
TOTAL INSIDE CATCHMENT AREA	**3.0**	**3.1**	**6.6**	**6.8**	**6.5**	**7.3**	**2.8**	**36.1**	**47.8%**
OUTSIDE CATCHMENT AREA									
Buffer B1									
Cramlington Town Centre	0.7	0.1	0.0	0.1	0.0	0.1	0.0	0.9	1.2%
Other, Buffer B1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B1	***0.7***	***0.1***	***0.0***	***0.1***	***0.0***	***0.1***	***0.0***	***0.9***	***1.2%***
Buffer B2									
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B3									
Gosforth Town Centre	0.4	0.1	0.0	0.1	0.1	0.0	0.1	0.7	1.0%
Other, Buffer B3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Buffer B3	***0.4***	***0.1***	***0.0***	***0.1***	***0.1***	***0.0***	***0.1***	***0.8***	***1.1%***
Buffer B4									
Newcastle upon Tyne City Centre	3.7	0.9	4.3	4.0	2.2	3.7	2.8	21.5	28.5%
Byker	0.2	0.2	0.2	0.1	0.0	0.4	0.1	1.0	1.4%
Newcastle Shopping Park/B&Q, FossWay/Shields Road, Newcastle upon Tyne	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.3	0.4%
Other, Buffer B4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B4	***3.8***	***1.1***	***4.5***	***4.1***	***2.4***	***4.1***	***2.9***	***22.8***	***30.3%***
Buffer B5									
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B6									
Other, Buffer B6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Outside Buffer Area									
Metrocentre Shopping Centre, Gateshead	1.0	0.0	0.1	0.3	0.0	0.6	0.7	2.6	3.5%
Metro Retail Park, Gateshead	0.5	0.0	0.5	0.1	0.4	0.3	0.3	2.1	2.8%
Other, Outside Buffer Area	0.4	0.0	0.2	0.3	0.2	0.0	0.2	1.3	1.7%
Total Outside Buffer Area	***1.9***	***0.0***	***0.8***	***0.6***	***0.6***	***0.9***	***1.1***	***6.0***	***7.9%***
Special Forms of Trading									
Internet/Delivered	0.5	0.3	2.6	1.9	1.2	0.9	1.2	8.6	11.4%
Home Catalogue	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.3%
TV/Interactive Shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Special Forms of Trading	***0.5***	***0.3***	***2.6***	***1.9***	***1.2***	***0.9***	***1.4***	***8.8***	***11.7%***
TOTAL OUTSIDE CATCHMENT AREA	**7.4**	**1.5**	**8.0**	**6.8**	**4.3**	**5.9**	**5.5**	**39.4**	**52.2%**
TOTAL	**10.4**	**4.6**	**14.6**	**13.6**	**10.9**	**13.2**	**8.3**	**75.5**	**100.0%**

NOTES:
(1) The spending patterns are calculated by multiplying the total expenditure on recreational goods in 2011 (Spreadsheet 7) by the market share (Spreadsheet 8k). The figures in the 'Total' column are the sum of the expenditure on recreational goods attracted to each centre/store from each zone.
(2) The 'All Zones Market Share' is calculated by dividing the total expenditure on recreational goods retained by each centre by the total expenditure on recreational goods in the catchment area.

All monetary values are held constant at 2008 prices.

Spreadsheet 8m - Other Goods Spending Patterns in 2011 as a Percentage Across the Study Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	%	%	%	%	%	%	%
INSIDE CATCHMENT AREA							
Zone 1							
Killingworth Town Centre	7.0	3.3	0.0	0.0	0.0	0.0	4.3
Other, Zone 1	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Total Zone 1	***7.0***	***5.0***	***0.0***	***0.0***	***0.0***	***0.0***	***4.3***
Zone 2							
Boundary Mills, Park Lane, Shiremoor	2.3	5.1	0.7	1.3	0.0	1.2	0.4
Northumberland Park District Centre	0.2	0.4	0.0	0.3	0.0	0.0	0.1
Other, Zone 2	0.2	0.4	0.0	0.3	0.0	0.0	0.1
Total Zone 2	***2.7***	***5.8***	***0.7***	***1.8***	***0.0***	***1.2***	***0.7***
Zone 3							
Whitley Bay Town Centre	0.0	5.0	10.6	1.8	1.5	0.8	0.0
Monkseaton District Centre	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Whitley Lodge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 3	***0.0***	***5.0***	***11.4***	***1.8***	***1.5***	***0.8***	***0.0***
Zone 4							
North Shields Town Centre	0.5	0.8	1.8	8.2	15.4	2.9	0.0
Preston Grange District Centre	0.0	1.7	0.0	0.5	0.5	0.0	0.0
Tynemouth District Centre	0.0	0.0	0.4	0.9	0.0	0.4	0.7
Other, Zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 4	***0.5***	***2.5***	***2.1***	***9.6***	***15.9***	***3.3***	***0.7***
Zone 5							
Silverlink Shopping Park, Coast Road, Wallsend	7.1	10.0	20.6	23.3	20.4	8.7	10.6
Royal Quays Outlet Centre, Coble Dene, North Shields	0.4	1.6	1.4	2.3	0.5	0.8	0.0
Tesco Extra/Coast Road Retail Park/Tyne Tunnel Trading Estate/Orion Business Park, North Shields	0.0	1.7	0.4	0.0	0.0	0.0	0.0
Other, Zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 5	***7.5***	***13.3***	***22.3***	***25.6***	***20.9***	***9.5***	***10.6***
Zone 6							
Wallsend Town Centre	0.9	0.0	0.0	0.0	4.2	12.0	0.7
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 6	***0.9***	***0.0***	***0.0***	***0.0***	***4.2***	***12.7***	***0.7***
Zone 7							
Whitley Road Retail Park and Stores, Whitley Road, Benton	3.5	13.5	1.4	2.7	4.3	10.3	14.3
Forest Hall District Centre	1.7	0.0	0.0	0.0	0.0	0.0	2.1
Longbenton District Centre	0.0	0.0	0.0	0.0	0.5	0.0	0.7
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 7	***5.2***	***13.5***	***1.4***	***2.7***	***4.8***	***10.3***	***17.0***
TOTAL INSIDE CATCHMENT AREA	**23.7**	**45.1**	**37.9**	**41.5**	**47.3**	**37.8**	**33.9**
OUTSIDE CATCHMENT AREA							
Buffer B1							
Cramlington Town Centre	8.8	0.0	0.0	0.0	0.0	0.0	0.0
Other, Buffer B1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B1	***8.8***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B2							
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B3							
Gosforth Town Centre	5.4	0.0	0.0	0.0	0.0	1.2	0.7
Kingston Park Retail Parks and Stores, Newcastle upon Tyne	0.9	0.8	0.0	0.4	0.0	0.0	0.0
Other, Buffer B3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B3	***6.2***	***0.8***	***0.0***	***0.4***	***0.0***	***1.2***	***0.7***
Buffer B4							
Newcastle upon Tyne City Centre	28.0	25.8	23.1	21.4	25.6	35.2	36.1
Heaton	0.0	0.0	0.7	0.4	0.0	0.0	2.1
Other, Buffer B4	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Total Buffer B4	***28.0***	***25.8***	***23.8***	***22.3***	***25.6***	***35.2***	***38.2***
Buffer B5							
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B6							
Other, Buffer B6	0.0	0.8	0.0	0.9	0.0	0.0	0.0
Total Buffer B6	***0.0***	***0.8***	***0.0***	***0.9***	***0.0***	***0.0***	***0.0***
Outside Buffer Area							
Metrocentre Shopping Centre, Gateshead	4.0	1.7	0.0	1.3	1.6	0.4	5.0
Metro Retail Park, Gateshead	3.1	0.9	0.4	1.3	2.1	0.0	0.0
Other, Outside Buffer Area	0.4	0.0	1.1	0.9	0.6	0.4	2.2
Total Outside Buffer Area	***7.6***	***2.6***	***1.4***	***3.6***	***4.3***	***0.9***	***7.2***
Special Forms of Trading							
Internet/Delivered	24.3	22.5	36.8	29.9	21.2	24.5	19.2
Home Catalogue	0.4	2.5	0.0	1.3	0.5	0.4	0.8
TV/Interactive Shopping	0.9	0.0	0.0	0.0	1.1	0.0	0.0
Total Special Forms of Trading	***25.6***	***25.0***	***36.8***	***31.3***	***22.7***	***25.0***	***20.0***
TOTAL OUTSIDE CATCHMENT AREA	**76.3**	**54.9**	**62.1**	**58.5**	**52.7**	**62.2**	**66.1**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Spreadsheet 8n - Other Goods Spending Patterns in 2011 Across the Study Area Zones

	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	Total (1) £m	All Zones Market Share (2) %
INSIDE CATCHMENT AREA									
Zone 1									
Killingworth Town Centre	0.5	0.1	0.0	0.0	0.0	0.0	0.2	0.8	1.6%
Other, Zone 1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 1	***0.5***	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.2***	***0.9***	***1.7%***
Zone 2									
Boundary Mills, Park Lane, Shiremoor	0.2	0.2	0.1	0.1	0.0	0.1	0.0	0.6	1.2%
Northumberland Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Other, Zone 2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Total Zone 2	***0.2***	***0.2***	***0.1***	***0.2***	***0.0***	***0.1***	***0.0***	***0.7***	***1.5%***
Zone 3									
Whitley Bay Town Centre	0.0	0.2	1.0	0.2	0.1	0.1	0.0	1.5	3.0%
Monkseaton District Centre	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1%
Whitley Lodge District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 3	***0.0***	***0.2***	***1.1***	***0.2***	***0.1***	***0.1***	***0.0***	***1.6***	***3.2%***
Zone 4									
North Shields Town Centre	0.0	0.0	0.2	0.8	1.1	0.3	0.0	2.3	4.6%
Preston Grange District Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.3%
Tynemouth District Centre	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.4%
Other, Zone 4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 4	***0.0***	***0.1***	***0.2***	***0.9***	***1.1***	***0.3***	***0.0***	***2.7***	***5.3%***
Zone 5									
Silverlink Shopping Park, Coast Road, Wallsend	0.5	0.3	2.0	2.1	1.5	0.8	0.6	7.8	15.4%
Royal Quays Outlet Centre, Coble Dene, North Shields	0.0	0.0	0.1	0.2	0.0	0.1	0.0	0.5	1.0%
Tesco Extra/Coast Road Retail Park/Tyne Tunnel Trading Estate/Orion Business Park, North Shields	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2%
Other, Zone 5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 5	***0.5***	***0.4***	***2.2***	***2.3***	***1.5***	***0.8***	***0.6***	***8.4***	***16.6%***
Zone 6									
Wallsend Town Centre	0.1	0.0	0.0	0.0	0.3	1.1	0.0	1.5	2.9%
Battle Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1%
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 6	***0.1***	***0.0***	***0.0***	***0.0***	***0.3***	***1.1***	***0.0***	***1.5***	***3.0%***
Zone 7									
Whitley Road Retail Park and Stores, Whitley Road, Benton	0.2	0.4	0.1	0.3	0.3	0.9	0.8	3.1	6.0%
Forest Hall District Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.5%
Longbenton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1%
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 7	***0.4***	***0.4***	***0.1***	***0.3***	***0.3***	***0.9***	***0.9***	***3.4***	***6.7%***
TOTAL INSIDE CATCHMENT AREA	**1.7**	**1.4**	**3.7**	**3.8**	**3.4**	**3.3**	**1.9**	**19.2**	**37.9%**
OUTSIDE CATCHMENT AREA									
Buffer B1									
Cramlington Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	1.2%
Other, Buffer B1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B1	***0.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.6***	***1.2%***
Buffer B2									
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B3									
Gosforth Town Centre	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.5	1.0%
Kingston Park Retail Parks and Stores, Newcastle upon Tyne	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2%
Other, Buffer B3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B3	***0.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***	***0.6***	***1.3%***
Buffer B4									
Newcastle upon Tyne City Centre	1.9	0.8	2.3	2.0	1.9	3.1	2.0	13.9	27.5%
Heaton	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.2	0.4%
Other, Buffer B4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1%
Total Buffer B4	***1.9***	***0.8***	***2.3***	***2.0***	***1.9***	***3.1***	***2.1***	***14.2***	***28.1%***
Buffer B5									
Other, Buffer B5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B6									
Other, Buffer B6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.2%
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***	***0.0***	***0.0***	***0.1***	***0.2%***
Outside Buffer Area									
Metrocentre Shopping Centre, Gateshead	0.3	0.1	0.0	0.1	0.1	0.0	0.3	0.9	1.7%
Metro Retail Park, Gateshead	0.2	0.0	0.0	0.1	0.2	0.0	0.0	0.6	1.1%
Other, Outside Buffer Area	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.4	0.8%
Total Outside Buffer Area	***0.5***	***0.1***	***0.1***	***0.3***	***0.3***	***0.1***	***0.4***	***1.9***	***3.7%***
Special Forms of Trading									
Internet/Delivered	1.7	0.7	3.6	2.7	1.5	2.2	1.1	13.5	26.7%
Home Catalogue	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.3	0.7%
TV/Interactive Shopping	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.3%
Total Special Forms of Trading	***1.8***	***0.8***	***3.6***	***2.9***	***1.6***	***2.2***	***1.1***	***14.0***	***27.6%***
TOTAL OUTSIDE CATCHMENT AREA	**5.3**	**1.7**	**6.1**	**5.4**	**3.8**	**5.5**	**3.7**	**31.4**	**62.1%**
TOTAL	**7.0**	**3.1**	**9.8**	**9.2**	**7.2**	**8.9**	**5.5**	**50.6**	**100.0%**

NOTES:
(1) The spending patterns are calculated by multiplying the total expenditure on other goods in 2011 (Spreadsheet 7) by the market share (Spreadsheet 8m). The figures in the 'Total' column are the sum of the expenditure on other goods attracted to each centre/store from each zone.
(2) The 'All Zones Market Share' is calculated by dividing the total expenditure on other goods retained by each centre by the total expenditure on other goods in the catchment area.

All monetary values are held constant at 2008 prices.

Spreadsheet 9a - Summary of Capacity for Comparison Goods (Constant Retention Rate of 53.2%)

	2011	2016	2021	2027	Cumulative Change 2011-16	Cumulative Change 2011-21	Cumulative Change 2011-27	Incremental Change 2016-21	Incremental Change 2021-27
Catchment area expenditure retention (1)									
A. Total catchment area expenditure (including SFT) (£m)	496.8	616.6	753.7	950.0	119.8	256.9	453.2	137.0	196.3
B. Current retention level within the catchment area (%)	*53.2%*	*53.2%*	*53.2%*	*53.2%*					
C. Retained expenditure (£m) (=A*B)	264.1	327.8	400.7	505.0	63.7	136.6	240.9	72.9	104.4
Turnover of stores (2)									
D. Turnover of catchment area stores derived from catchment area (£m)	264.1	283.0	301.1	324.1	18.8	37.0	60.0	18.2	23.0
Special Forms of Trading (3)									
E. Growth in spending on SFT (£m)	0.0	13.7	23.7	37.3	13.7	23.7	37.3	10.0	13.6
Commitments (4)									
Supermarket, Tynemouth Metro Station, Tynemouth		1.2	1.3	1.4					
F. Turnover from commitments (£m)		1.2	1.3	1.4	1.2	1.3	1.4	0.1	0.1
G. Residual expenditure (£m) (5)	0.0	29.9	74.5	142.2	29.9	74.5	142.2	44.6	67.7
Comparison assessment (6)									
Assumed sales density (£/sq.m)	4,623	4,953	5,271	5,673					
H. Floorspace requirement (net sq.m)	0	6,034	14,138	25,069	6,034	14,138	25,069	8,105	10,930
I. Floorspace requirement (gross sq.m)	0	8,619	20,198	35,812	8,619	20,198	35,812	11,578	15,615

NOTES:

(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share remains constant at 53.2% in each of the forecast years in this scenario.

(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 1.4% per annum between 2011 and 2016, 1.3% per annum between 2016 and 2021, and 1.2% per annum between 2021 and 2027 to account for sales density growth.

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year.

(4) Commitments - this is the turnover of commitments for new comparison floorspace in the catchment area that is derived from catchment area expenditure only.

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.

(6) Comparison assessment - the residual expenditure is converted to a comparison floorspace requirement using a sales density estimate of £4,623/sq.m, which is forecast to increase by 1.4% per annum between 2011 and 2016, 1.3% per annum between 2016 and 2021, and 1.2% per annum between 2021 and 2027. 70% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

Spreadsheet 9b - Summary of Capacity for Comparison Goods (Rising Retention Rate of 58.0% by 2016)

	2011	2016	2021	2027	Cumulative Change 2011-16	Cumulative Change 2011-21	Cumulative Change 2011-27	Incremental Change 2016-21	Incremental Change 2021-27
Catchment area expenditure retention (1)									
A. Total catchment area expenditure (including SFT) (£m)	496.8	616.6	753.7	950.0	119.8	256.9	453.2	137.0	196.3
B. Current retention level within the catchment area (%)	*53.2%*	*58.0%*	*58.0%*	*58.0%*					
C. Retained expenditure (£m) (=A*B)	264.1	357.6	437.1	551.0	93.5	173.0	286.9	79.5	113.9
Turnover of stores (2)									
D. Turnover of catchment area stores derived from catchment area (£m)	264.1	283.0	301.1	324.1	18.8	37.0	60.0	18.2	23.0
Special Forms of Trading (3)									
E. Growth in spending on SFT (£m)	0.0	13.7	23.7	37.3	13.7	23.7	37.3	10.0	13.6
Commitments (4)									
Supermarket, Tynemouth Metro Station, Tynemouth		1.2	1.3	1.4					
F. Turnover from commitments (£m)		1.2	1.3	1.4	1.2	1.3	1.4	0.1	0.1
G. Residual expenditure (£m) (5)	0.0	59.7	111.0	188.2	59.7	111.0	188.2	51.3	77.2
Comparison assessment (6)									
Assumed sales density (£/sq.m)	4,623	4,953	5,271	5,673					
H. Floorspace requirement (net sq.m)	0	12,058	21,057	33,172	12,058	21,057	33,172	8,999	12,115
I. Floorspace requirement (gross sq.m)	0	17,225	30,082	47,388	17,225	30,082	47,388	12,856	17,307

NOTES:

(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share increases to 58.0% by 2016 in this scenario.

(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 1.4% per annum between 2011 and 2016, 1.3% per annum between 2016 and 2021, and 1.2% per annum between 2021 and 2027 to account for sales density growth.

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year.

(4) Commitments - this is the turnover of commitments for new comparison floorspace in the catchment area that is derived from catchment area expenditure only.

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.

(6) Comparison assessment - the residual expenditure is converted to a comparison floorspace requirement using a sales density estimate of £4,623/sq.m, which is forecast to increase by 1.4% per annum between 2011 and 2016, 1.3% per annum between 2016 and 2021, and 1.2% per annum between 2021 and 2027. 70% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

Spreadsheet 9c - Summary of Capacity for Comparison Goods (Constant Retention Rate of 53.2% and Option 2 Population Growth)

	2011	2016	2021	2027	Cumulative Change 2011-16	Cumulative Change 2011-21	Cumulative Change 2011-27	Incremental Change 2016-21	Incremental Change 2021-27
Catchment area expenditure retention (1)									
A. Total catchment area expenditure (including SFT) (£m)	496.8	604.4	729.0	909.4	107.6	232.2	412.6	124.5	180.4
B. Current retention level within the catchment area (%)	*53.2%*	*53.2%*	*53.2%*	*53.2%*					
C. Retained expenditure (£m) (=A*B)	264.1	321.3	387.5	483.4	57.2	123.4	219.3	66.2	95.9
Turnover of stores (2)									
D. Turnover of catchment area stores derived from catchment area (£m)	264.1	283.0	301.1	324.1	18.8	37.0	60.0	18.2	23.0
Special Forms of Trading (3)									
E. Growth in spending on SFT (£m)	0.0	13.7	23.7	37.3	13.7	23.7	37.3	10.0	13.6
Commitments (4)									
Supermarket, Tynemouth Metro Station, Tynemouth		1.2	1.3	1.4					
F. Turnover from commitments (£m)		1.2	1.3	1.4	1.2	1.3	1.4	0.1	0.1
G. Residual expenditure (£m) (5)	0.0	23.4	61.4	120.6	23.4	61.4	120.6	38.0	59.2
Comparison assessment (6)									
Assumed sales density (£/sq.m)	4,623	4,953	5,271	5,673					
H. Floorspace requirement (net sq.m)	0	4,724	11,648	21,261	4,724	11,648	21,261	6,923	9,613
I. Floorspace requirement (gross sq.m)	0	6,749	16,640	30,373	6,749	16,640	30,373	9,891	13,734

NOTES:
(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share remains constant at 53.2% in each of the forecast years in this scenario.
(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 1.4% per annum between 2011 and 2016, 1.3% per annum between 2016 and 2021, and 1.2% per annum between 2021 and 2027 to account for sales density growth.
(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year.
(4) Commitments - this is the turnover of commitments for new comparison floorspace in the catchment area that is derived from catchment area expenditure only.
(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.
(6) Comparison assessment - the residual expenditure is converted to a comparison floorspace requirement using a sales density estimate of £4,623/sq.m, which is forecast to increase by 1.4% per annum between 2011 and 2016, 1.3% per annum between 2016 and 2021, and 1.2% per annum between 2021 and 2027. 70% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

Spreadsheet 9d - Summary of Capacity for Comparison Goods (Rising Retention Rate of 58.0% by 2016 and Option 2 Population Growth)

	2011	2016	2021	2027	Cumulative Change 2011-16	Cumulative Change 2011-21	Cumulative Change 2011-27	Incremental Change 2016-21	Incremental Change 2021-27
Catchment area expenditure retention (1)									
A. Total catchment area expenditure (including SFT) (£m)	496.8	604.4	729.0	909.4	107.6	232.2	412.6	124.5	180.4
B. Current retention level within the catchment area (%)	*53.2%*	*58.0%*	*58.0%*	*58.0%*					
C. Retained expenditure (£m) (=A*B)	264.1	350.6	422.8	527.4	86.5	158.7	263.3	72.2	104.6
Turnover of stores (2)									
D. Turnover of catchment area stores derived from catchment area (£m)	264.1	283.0	301.1	324.1	18.8	37.0	60.0	18.2	23.0
Special Forms of Trading (3)									
E. Growth in spending on SFT (£m)	0.0	13.7	23.7	37.3	13.7	23.7	37.3	10.0	13.6
Commitments (4)									
Supermarket, Tynemouth Metro Station, Tynemouth		1.2	1.3	1.4					
F. Turnover from commitments (£m)		1.2	1.3	1.4	1.2	1.3	1.4	0.1	0.1
G. Residual expenditure (£m) (5)	0.0	52.6	96.7	164.6	52.6	96.7	164.6	44.0	67.9
Comparison assessment (6)									
Assumed sales density (£/sq.m)	4,623	4,953	5,271	5,673					
H. Floorspace requirement (net sq.m)	0	10,629	18,340	29,018	10,629	18,340	29,018	7,711	10,678
I. Floorspace requirement (gross sq.m)	0	15,185	26,200	41,454	15,185	26,200	41,454	11,015	15,254

NOTES:

(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share increases to 58.0% by 2016 in this scenario.

(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 1.4% per annum between 2011 and 2016, 1.3% per annum between 2016 and 2021, and 1.2% per annum between 2021 and 2027 to account for sales density growth.

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets, Internet and catalogue shopping) to increase year on year.

(4) Commitments - this is the turnover of commitments for new comparison floorspace in the catchment area that is derived from catchment area expenditure only.

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.

(6) Comparison assessment - the residual expenditure is converted to a comparison floorspace requirement using a sales density estimate of £4,623/sq.m, which is forecast to increase by 1.4% per annum between 2011 and 2016, 1.3% per annum between 2016 and 2021, and 1.2% per annum between 2021 and 2027. 70% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

APPENDIX 4

Convenience Retail Capacity Spreadsheets

Spreadsheet 1 - Definition of Zones

Zone	Postcode Sectors	
Zone 1	NE23 7	
	NE12 5	
	NE12 6	
	NE13 6	(Partial)
	NE13 7	(Partial)
Zone 2	NE27 0	
Zone 3	NE26 1	
	NE26 2	
	NE26 3	
	NE26 4	(Partial)
	NE25 8	
	NE25 9	
	NE25 0	(Partial)
Zone 4	NE29 9	
	NE29 0	
	NE30 1	
	NE30 2	
	NE30 3	
	NE30 4	
Zone 5	NE28 0	
	NE29 6	
	NE29 7	
	NE29 8	
Zone 6	NE28 6	
	NE28 7	
	NE28 8	
	NE28 8	
Zone 7	NE12 7	
	NE12 8	
	NE12 9	

Spreadsheet 2a - Population Change

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	All Zones Total
Population 2008	27,251	12,393	36,376	33,137	31,465	35,446	21,866	197,934
Population 2011	27,779	12,633	37,081	33,779	32,075	36,133	22,290	201,771
Population 2016	28,808	13,101	38,455	35,031	33,263	37,471	23,115	209,245
Population 2021	29,934	13,613	39,958	36,400	34,563	38,936	24,019	217,424
Population 2027	31,144	14,163	41,573	37,871	35,960	40,510	24,990	226,210
Change in population 2011 - 2016								
Numeric change	1,029	468	1,373	1,251	1,188	1,338	826	7,473
Percentage change	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%
Change in population 2016 - 2021								
Numeric change	1,126	512	1,503	1,369	1,300	1,465	904	8,180
Percentage change	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%
Change in population 2021 - 2027								
Numeric change	1,210	550	1,615	1,471	1,397	1,573	971	8,786
Percentage change	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%
Change in population 2011 - 2027								
Numeric change	3,365	1,530	4,491	4,091	3,885	4,376	2,700	24,439
Percentage change	12.1%	12.1%	12.1%	12.1%	12.1%	12.1%	12.1%	12.1%

NOTES:

(1) Population data were sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1 (mid-year 2008). The population in each zone was projected forward to the base year and forecast years using population multipliers for North Tyneside derived from ONS 2008-based Subnational Population Projections for Local Authorities (published 27 May 2010).

Spreadsheet 2b - Population Change (Option 2 Population Growth)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	All Zones Total
Population 2008	27,251	12,393	36,376	33,137	31,465	35,446	21,866	197,934
Population 2011	27,779	12,633	37,081	33,779	32,075	36,133	22,290	201,771
Population 2016	28,238	12,842	37,694	34,338	32,605	36,730	22,658	205,106
Population 2021	28,954	13,167	38,649	35,207	33,431	37,661	23,232	210,301
Population 2027	29,812	13,558	39,795	36,251	34,422	38,777	23,921	216,536
Change in population 2011 - 2016								
Numeric change	459	209	613	558	530	597	368	3,334
Percentage change	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%
Change in population 2016 - 2021								
Numeric change	715	325	955	870	826	930	574	5,196
Percentage change	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%
Change in population 2021 - 2027								
Numeric change	858	390	1,146	1,044	991	1,117	689	6,235
Percentage change	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
Change in population 2011 - 2027								
Numeric change	2,033	924	2,713	2,472	2,347	2,644	1,631	14,765
Percentage change	7.3%	7.3%	7.3%	7.3%	7.3%	7.3%	7.3%	7.3%

NOTES:

(1) Population data were sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1 (mid-year 2008). The population in each zone was projected forward to the base and forecast years using population multipliers for North Tyneside based on the Council's stable population growth option (Option 2) described its Core Strategy Preferred Options consultation leaflet (published October 2011).

Spreadsheet 10 - Convenience Goods Expenditure Per Capita (£)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Great Britain Average
	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita
2008	1,493	1,440	1,496	1,562	1,421	1,488	1,489	1,807
2011	1,451	1,399	1,453	1,517	1,380	1,445	1,447	1,756
2016	1,504	1,450	1,506	1,573	1,431	1,498	1,500	1,820
2021	1,553	1,497	1,556	1,624	1,478	1,547	1,549	1,880
2027	1,615	1,557	1,618	1,689	1,537	1,609	1,610	1,954

NOTES:

(1) 2008-based per capita convenience expenditure data were sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1.

(2) The 2008-based per capita convenience expenditure data were projected forward to the base year and forecast years using the midpoint of the forecasts provided by Pitney Bowes Business Insight, as set out in its Retail Expenditure Guide 2010/2011 (Table 3.5, September 2010), and Experian in its Retail Planner Briefing Note 8.1 (Figure 1, August 2010). The forecasts that we have used are as shown in the following table:

Year	Per Capita Convenience Expenditure Growth		
	Experian	PBBI/OE	RTP
2008 - 2009	-2.9%	-2.7%	-2.8%
2009 - 2010	0.3%	0.1%	0.2%
2010 - 2011	0.0%	-0.5%	-0.3%
2011 - 2012	0.4%	0.1%	0.3%
2012 - 2013	0.8%	0.5%	0.7%
2013 - 2014	0.8%	1.1%	1.0%
2014 - 2015	0.8%	1.0%	0.9%
2015 - 2016	0.8%	0.9%	0.9%
2016 - 2017	0.8%	0.5%	0.7%
2017 - 2018	0.9%	0.4%	0.7%
2018 - 2019	0.9%	0.4%	0.7%
2019 - 2020	0.9%	0.4%	0.7%
2020 - 2027	0.9%	N/A	0.7%

All monetary values are held constant at 2008 prices.

Spreadsheet 11a - Total Convenience Goods Expenditure and Expenditure Growth

	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	All Zones Total £m
Total expenditure 2011	**40.3**	**17.7**	**53.9**	**51.3**	**44.3**	**52.2**	**32.2**	**291.9**
Spending on SFT in 2011 of average of 1.2%	0.3	0.1	1.3	0.6	0.0	0.2	1.0	**3.4**
Total expenditure excluding SFT 2011	40.0	17.6	52.6	50.7	44.3	52.0	31.3	**288.4**
Total expenditure 2016	**43.3**	**19.0**	**57.9**	**55.1**	**47.6**	**56.1**	**34.7**	**313.7**
Spending on SFT in 2016 of 1.4%	0.6	0.3	0.8	0.8	0.7	0.8	0.5	**4.4**
Total expenditure excluding SFT 2016	42.7	18.7	57.1	54.3	46.9	55.4	34.2	**309.3**
Total expenditure 2021	**46.5**	**20.4**	**62.2**	**59.1**	**51.1**	**60.2**	**37.2**	**336.7**
Spending on SFT in 2021 of 1.5%	0.7	0.3	0.9	0.9	0.7	0.9	0.5	**4.9**
Total expenditure excluding SFT 2021	45.8	20.1	61.3	58.3	50.3	59.4	36.7	**331.8**
Total expenditure 2027	**50.3**	**22.0**	**67.2**	**64.0**	**55.3**	**65.2**	**40.2**	**364.2**
Spending on SFT in 2027 of 1.6%	0.8	0.3	1.1	1.0	0.9	1.0	0.6	**5.7**
Total expenditure excluding SFT 2027	49.5	21.7	66.2	63.0	54.4	64.1	39.6	**358.5**
Growth in total expenditure 2011 - 2016	3.0	1.3	4.0	3.8	3.3	3.9	2.4	**21.9**
Growth in total expenditure 2016 - 2021	3.2	1.4	4.2	4.0	3.5	4.1	2.5	**23.0**
Growth in total expenditure 2021 - 2027	3.8	1.7	5.1	4.8	4.2	4.9	3.0	**27.5**
Growth in total expenditure 2011 - 2027	10.0	4.4	13.4	12.7	11.0	12.9	8.0	**72.3**

NOTES:

(1) The figures in the above table are the product of multiplying the data presented in Spreadsheet 2a (population) by Spreadsheet 10 (per capita convenience goods expenditure), and are in millions of pounds (£m).

(2) The total expenditure includes a proportion of expenditure on Special Forms of Trading (SFT) (i.e. Internet shopping and outdoor markets). The proportion of expenditure on SFT in 2011 is derived from the telephone survey of households and varies between the different zones, ranging from 0.0% of expenditure in Zone 5 to 3.0% of expenditure in Zone 7. For each of the forecast years, we have assumed a proportion of expenditure spent on SFT in each zone based on the projections provided by Experian in Appendix 3 of its Retail Planner Briefing Note 8.1 (August 2010), although we have taken around a seventh of Experian's projections, for the reasons set out in Section 5 of our main report. Therefore, we have assumed that the proportion of expenditure spent on SFT in each zone will be 1.4% in 2016, 1.5% in 2021 and 1.6% in 2027.

All monetary values are held constant at 2008 prices.

Spreadsheet 11b - Total Convenience Goods Expenditure and Expenditure Growth (Option 2 Population Growth)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	All Zones Total
	£m	£m	£m	£m	£m	£m	£m	£m
Total expenditure 2011	**40.3**	**17.7**	**53.9**	**51.3**	**44.3**	**52.2**	**32.2**	**291.9**
Spending on SFT in 2011 of average of 1.2%	0.3	0.1	1.3	0.6	0.0	0.2	1.0	**3.4**
Total expenditure excluding SFT 2011	40.0	17.6	52.6	50.7	44.3	52.0	31.3	**288.4**
Total expenditure 2016	**42.5**	**18.6**	**56.8**	**54.0**	**46.7**	**55.0**	**34.0**	**307.5**
Spending on SFT in 2016 of 1.4%	0.6	0.3	0.8	0.8	0.7	0.8	0.5	**4.3**
Total expenditure excluding SFT 2016	41.9	18.4	56.0	53.2	46.0	54.3	33.5	**303.2**
Total expenditure 2021	**45.0**	**19.7**	**60.1**	**57.2**	**49.4**	**58.3**	**36.0**	**325.7**
Spending on SFT in 2021 of 1.5%	0.7	0.3	0.9	0.8	0.7	0.9	0.5	**4.8**
Total expenditure excluding SFT 2021	44.3	19.4	59.3	56.4	48.7	57.4	35.5	**320.9**
Total expenditure 2027	**48.1**	**21.1**	**64.4**	**61.2**	**52.9**	**62.4**	**38.5**	**348.6**
Spending on SFT in 2027 of 1.6%	0.8	0.3	1.0	1.0	0.8	1.0	0.6	**5.5**
Total expenditure excluding SFT 2027	47.4	20.8	63.4	60.3	52.1	61.4	37.9	**343.2**
Growth in total expenditure 2011 - 2016	2.2	0.9	2.9	2.7	2.4	2.8	1.7	**15.7**
Growth in total expenditure 2016 - 2021	2.5	1.1	3.4	3.2	2.8	3.3	2.0	**18.2**
Growth in total expenditure 2021 - 2027	3.2	1.4	4.2	4.0	3.5	4.1	2.5	**22.9**
Growth in total expenditure 2011 - 2027	7.8	3.4	10.5	10.0	8.6	10.2	6.3	**56.8**

NOTES:

(1) The figures in the above table are the product of multiplying the data presented in Spreadsheet 2b (population) by Spreadsheet 10 (per capita convenience goods expenditure), and are in millions of pounds (£m).

(2) The total expenditure includes a proportion of expenditure on Special Forms of Trading (SFT) (i.e. Internet shopping and outdoor markets). The proportion of expenditure on SFT in 2011 is derived from the telephone survey of households and varies between the different zones, ranging from 0.0% of expenditure in Zone 5 to 3.0% of expenditure in Zone 7. For each of the forecast years, we have assumed a proportion of expenditure spent on SFT in each zone based on the projections provided by Experian in Appendix 3 of its Retail Planner Briefing Note 8.1 (August 2010), although we have taken around a seventh of Experian's projections, for the reasons set out in Section 5 of our main report. Therefore, we have assumed that the proportion of expenditure spent on SFT in each zone will be 1.4% in 2016, 1.5% in 2021 and 1.6% in 2027.

All monetary values are held constant at 2008 prices.

Spreadsheet 12 - Convenience Goods Spending Patterns in 2011 as a Percentage Across the Catchment Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
	%	%	%	%	%	%	%
INSIDE CATCHMENT AREA							
Zone 1							
Morrisons, The Killingworth Centre, Killingworth Town Centre	48.0	11.9	0.0	0.7	1.2	1.4	29.2
Co-operative Food, Great North Road, Wideopen	4.1	0.0	0.0	0.1	0.0	0.0	0.0
Dudley	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Other, Killingworth Town Centre	0.4	0.1	0.1	0.0	0.0	0.0	0.3
Other, Zone 1	1.9	0.9	0.0	0.0	0.0	0.0	0.1
Total Zone 1	***56.6***	***12.9***	***0.1***	***0.8***	***1.2***	***1.4***	***29.6***
Zone 2							
Sainsbury's, Earsdon Road, Northumberland Park District Centre	1.0	21.1	0.6	0.3	0.7	0.0	0.1
Other, Northumberland Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 2	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Total Zone 2	***1.0***	***21.7***	***0.6***	***0.3***	***0.7***	***0.0***	***0.1***
Zone 3							
Sainsbury's, Newstead Drive, Whitley Bay	0.0	5.2	34.5	7.6	2.3	0.5	0.0
Morrisons, Hillheads Road, Whitley Bay	0.0	4.1	24.5	10.7	2.0	1.2	0.0
Sainsbury's Local, Park View Shopping Centre, Whitley Bay Town Centre	0.0	0.5	2.7	2.2	0.7	0.0	0.0
Iceland, Park View Shopping Centre, Whitley Bay Town Centre	0.0	2.2	0.8	0.0	0.5	0.0	0.0
Other, Whitley Bay Town Centre	0.1	1.4	7.3	1.4	0.4	0.2	0.1
Monkseaton District Centre	0.0	0.3	1.0	0.1	0.0	0.0	0.0
Whitley Lodge District Centre	0.0	0.0	1.2	0.1	0.0	0.0	0.0
Other, Zone 3	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Total Zone 3	***0.1***	***13.7***	***72.2***	***22.2***	***6.0***	***2.0***	***0.1***
Zone 4							
Morrisons, Preston North Road, Preston Grange District Centre	0.5	11.0	9.1	33.5	28.0	8.1	0.0
Co-operative Food, Bedford Street, North Shields Town Centre	0.0	1.4	0.0	2.5	3.5	0.3	0.0
Iceland, Bedford Street, North Shields Town Centre	0.0	1.3	0.0	1.2	3.6	0.2	0.0
Sainsbury's Local, New Broadway, Tynemouth	0.0	0.0	0.5	3.6	0.5	0.0	0.0
Tesco Express, Beach Road, Billy Mill	0.0	0.0	0.2	1.9	2.1	0.0	0.0
Other, North Shields Town Centre	0.1	1.7	0.0	5.3	7.6	0.3	0.0
Tynemouth District Centre	0.0	0.0	0.1	2.6	0.2	0.0	0.0
Cullercoats	0.0	0.0	0.4	1.6	0.1	0.0	0.0
Other, Preston Grange District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 4	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Total Zone 4	***0.6***	***15.4***	***10.3***	***53.4***	***45.5***	***8.9***	***0.0***
Zone 5							
Tesco Extra, Norham Road, North Shields	0.0	5.6	5.3	12.1	23.5	8.8	2.9
Aldi, Tynemouth Road, Howdon	0.0	0.0	0.5	1.2	4.1	1.6	0.0
Marks & Spencer, Silverlink Shopping Park, Wallsend	0.5	0.5	0.6	1.5	0.7	2.4	0.7
Other, Zone 5	0.0	0.0	0.1	0.1	0.4	0.4	0.0
Total Zone 5	***0.5***	***6.1***	***6.5***	***14.9***	***28.6***	***13.1***	***3.6***
Zone 6							
Lidl, Battle Hill Drive, Battle Hill District Centre	0.0	0.4	0.3	0.9	1.1	7.5	0.4
Iceland, The Forum, Segedunam Way, Wallsend Town Centre	0.0	0.0	0.0	0.0	2.0	5.9	0.0
Aldi, Wiltshire Drive, Wallsend	0.4	2.0	0.1	0.3	0.1	2.2	0.6
Netto, Hadrian Road, Wallsend Town Centre	0.0	0.0	0.0	0.0	0.0	3.9	0.0
Tesco Express, Battle Hill Drive, Battle Hill District Centre	0.0	0.0	0.1	0.0	0.1	2.3	0.0
Other, Wallsend Town Centre	0.0	0.0	0.1	0.0	1.6	6.3	0.0
Other, Battle Hill District Centre	0.0	0.0	0.0	0.0	0.4	0.4	0.0
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Zone 6	***0.4***	***2.4***	***0.5***	***1.3***	***5.2***	***28.5***	***1.0***
Zone 7							
Asda, Whitley Road, Benton	8.0	24.5	5.0	3.2	9.3	33.8	27.6
Sainsbury's Local, Station Road North, Forest Hall District Centre	0.3	0.0	0.0	0.0	0.0	0.0	6.7
Other, Forest Hall District Centre	0.5	0.0	0.0	0.0	0.0	0.1	6.4
Longbenton District Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.6
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.1	0.6
Total Zone 7	***9.1***	***24.5***	***5.0***	***3.2***	***9.3***	***33.9***	***42.0***
TOTAL INSIDE CATCHMENT AREA	**68.4**	**96.8**	**95.1**	**96.0**	**96.5**	**87.8**	**76.5**
OUTSIDE CATCHMENT AREA							
Buffer B1							
Asda, Manor Walks Shopping Centre, Cramlington Town Centre	9.1	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Manor Walks Shopping Centre, Cramlington Town Centre	2.8	0.1	0.0	0.0	0.0	0.0	0.0
Other, Cramlington Town Centre	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Other, Buffer B1	1.4	0.0	0.1	0.1	0.0	0.0	0.0
Total Buffer B1	***14.7***	***0.1***	***0.1***	***0.1***	***0.0***	***0.0***	***0.0***
Buffer B2							
Other, Buffer B2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Total Buffer B2	***0.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Buffer B3							
Asda, Hollywood Avenue, Gosforth	6.8	0.0	0.0	0.3	0.0	0.0	5.7
Tesco Extra, Kingston Park, Newcastle upon Tyne	3.1	0.0	0.0	0.0	0.0	0.3	1.7
Other, Buffer B3	0.6	0.0	0.3	0.7	0.1	0.1	2.8
Total Buffer B3	***10.5***	***0.0***	***0.3***	***0.9***	***0.1***	***0.4***	***10.2***
Buffer B4							
Morrisons, Shields Road, Byker	0.3	0.0	0.0	0.0	0.6	4.9	0.4
Sainsbury's, Etherstone Avenue, Heaton	0.9	1.6	0.0	0.5	0.2	1.3	4.1
Marks & Spencer, Northumberland Street, Newcastle Upon Tyne City Centre	0.9	0.5	0.8	0.1	0.1	1.6	1.1
Iceland, Benton Road, Longbenton	0.0	0.2	0.0	0.0	0.0	0.0	2.1
Other, Newcastle upon Tyne City Centre	0.5	0.2	0.8	0.4	1.0	1.5	1.9
Other, Buffer B4	0.2	0.1	0.1	0.4	0.1	0.9	0.5
Total Buffer B4	***2.7***	***2.7***	***1.7***	***1.5***	***2.0***	***10.1***	***10.1***
Buffer B5							
Other, Buffer B5	0.0	0.0	0.0	0.0	0.3	0.8	0.0
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.3***	***0.8***	***0.0***
Buffer B6							
Other, Buffer B6	0.1	0.0	0.0	0.0	0.2	0.0	0.0
Total Buffer B6	***0.1***	***0.0***	***0.0***	***0.0***	***0.2***	***0.0***	***0.0***
Outside Buffer Area							
Other, Outside Buffer Area	2.7	0.0	0.5	0.3	0.9	0.4	0.3
Total Outside Buffer Area	***2.7***	***0.0***	***0.5***	***0.3***	***0.9***	***0.4***	***0.3***
Special Forms of Trading							
Internet/Delivered	0.8	0.4	2.3	1.1	0.0	0.4	3.0
Total Special Forms of Trading	***0.8***	***0.4***	***2.3***	***1.1***	***0.0***	***0.4***	***3.0***
TOTAL OUTSIDE CATCHMENT AREA	**31.6**	**3.2**	**4.9**	**4.0**	**3.5**	**12.2**	**23.5**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

Spreadsheet 13 - Convenience Goods Spending Patterns in 2011 Across the Catchment Area Zones

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total [1]	All Zones Market Share [2]
	£m	£m	£m	£m	£m	£m	£m	£m	%
INSIDE CATCHMENT AREA									
Zone 1									
Morrisons, The Killingworth Centre, Killingworth Town Centre	19.4	2.1	0.0	0.3	0.5	0.8	9.4	32.5	11.1%
Co-operative Food, Great North Road, Wideopen	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.6%
Dudley	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.3%
Other, Killingworth Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.1%
Other, Zone 1	0.8	0.2	0.0	0.0	0.0	0.0	0.0	1.0	0.3%
Total Zone 1	***22.8***	***2.3***	***0.0***	***0.4***	***0.5***	***0.8***	***9.6***	***36.4***	***12.5%***
Zone 2									
Sainsbury's, Earsdon Road, Northumberland Park District Centre	0.4	3.7	0.3	0.2	0.3	0.0	0.0	4.9	1.7%
Other, Northumberland Park District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0%
Total Zone 2	***0.4***	***3.8***	***0.3***	***0.2***	***0.3***	***0.0***	***0.0***	***5.1***	***1.7%***
Zone 3									
Sainsbury's, Newstead Drive, Whitley Bay	0.0	0.9	18.6	3.9	1.0	0.3	0.0	24.7	8.5%
Morrisons, Hillheads Road, Whitley Bay	0.0	0.7	13.2	5.5	0.9	0.7	0.0	21.0	7.2%
Sainsbury's Local, Park View Shopping Centre, Whitley Bay Town Centre	0.0	0.1	1.5	1.1	0.3	0.0	0.0	3.0	1.0%
Iceland, Park View Shopping Centre, Whitley Bay Town Centre	0.0	0.4	0.4	0.0	0.2	0.0	0.0	1.1	0.4%
Other, Whitley Bay Town Centre	0.0	0.2	3.9	0.7	0.2	0.1	0.0	5.3	1.8%
Monkseaton District Centre	0.0	0.0	0.5	0.1	0.0	0.0	0.0	0.7	0.2%
Whitley Lodge District Centre	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.7	0.2%
Other, Zone 3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 3	***0.0***	***2.4***	***38.9***	***11.4***	***2.6***	***1.0***	***0.0***	***56.4***	***19.3%***
Zone 4									
Morrisons, Preston North Road, Preston Grange District Centre	0.2	1.9	4.9	17.2	12.4	4.2	0.0	40.9	14.0%
Co-operative Food, Bedford Street, North Shields Town Centre	0.0	0.3	0.0	1.3	1.5	0.2	0.0	3.2	1.1%
Iceland, Bedford Street, North Shields Town Centre	0.0	0.2	0.0	0.6	1.6	0.1	0.0	2.6	0.9%
Sainsbury's Local, New Broadway, Tynemouth	0.0	0.0	0.3	1.8	0.2	0.0	0.0	2.4	0.8%
Tesco Express, Beach Road, Billy Mill	0.0	0.0	0.1	1.0	0.9	0.0	0.0	2.0	0.7%
Other, North Shields Town Centre	0.0	0.3	0.0	2.7	3.3	0.1	0.0	6.5	2.2%
Tynemouth District Centre	0.0	0.0	0.0	1.3	0.1	0.0	0.0	1.4	0.5%
Cullercoats	0.0	0.0	0.2	0.8	0.0	0.0	0.0	1.1	0.4%
Other, Preston Grange District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Other, Zone 4	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.6	0.2%
Total Zone 4	***0.2***	***2.7***	***5.6***	***27.3***	***20.2***	***4.6***	***0.0***	***60.7***	***20.8%***
Zone 5									
Tesco Extra, Norham Road, North Shields	0.0	1.0	2.8	6.2	10.4	4.6	0.9	25.9	8.9%
Aldi, Tynemouth Road, Howdon	0.0	0.0	0.3	0.6	1.8	0.8	0.0	3.5	1.2%
Marks & Spencer, Silverlink Shopping Park, Wallsend	0.2	0.1	0.3	0.8	0.3	1.2	0.2	3.2	1.1%
Other, Zone 5	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.4	0.1%
Total Zone 5	***0.2***	***1.1***	***3.5***	***7.6***	***12.7***	***6.8***	***1.2***	***33.1***	***11.3%***
Zone 6									
Lidl, Battle Hill Drive, Battle Hill District Centre	0.0	0.1	0.2	0.5	0.5	3.9	0.1	5.2	1.8%
Iceland, The Forum, Segedunam Way, Wallsend Town Centre	0.0	0.0	0.0	0.0	0.9	3.1	0.0	4.0	1.4%
Aldi, Wiltshire Drive, Wallsend	0.2	0.4	0.0	0.2	0.0	1.1	0.2	2.1	0.7%
Netto, Hadrian Road, Wallsend Town Centre	0.0	0.0	0.0	0.0	0.0	2.0	0.0	2.0	0.7%
Tesco Express, Battle Hill Drive, Battle Hill District Centre	0.0	0.0	0.1	0.0	0.0	1.2	0.0	1.3	0.4%
Other, Wallsend Town Centre	0.0	0.0	0.0	0.0	0.7	3.3	0.0	4.0	1.4%
Other, Battle Hill District Centre	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.4	0.1%
Other, Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Zone 6	***0.2***	***0.4***	***0.3***	***0.7***	***2.3***	***14.9***	***0.3***	***19.1***	***6.5%***
Zone 7									
Asda, Whitley Road, Benton	3.2	4.3	2.7	1.6	4.1	17.6	8.9	42.5	14.6%
Sainsbury's Local, Station Road North, Forest Hall District Centre	0.1	0.0	0.0	0.0	0.0	0.0	2.1	2.3	0.8%
Other, Forest Hall District Centre	0.2	0.0	0.0	0.0	0.0	0.0	2.1	2.3	0.8%
Longbenton District Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.1%
Other, Zone 7	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.1%
Total Zone 7	***3.7***	***4.3***	***2.7***	***1.6***	***4.1***	***17.7***	***13.5***	***47.7***	***16.3%***
TOTAL INSIDE CATCHMENT AREA	**27.6**	**17.1**	**51.3**	**49.2**	**42.7**	**45.9**	**24.7**	**258.4**	**88.5%**
OUTSIDE CATCHMENT AREA									
Buffer B1									
Asda, Manor Walks Shopping Centre, Cramlington Town Centre	3.7	0.0	0.0	0.0	0.0	0.0	0.0	3.7	1.3%
Sainsbury's, Manor Walks Shopping Centre, Cramlington Town Centre	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.4%
Other, Cramlington Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.2%
Other, Buffer B1	0.6	0.0	0.1	0.1	0.0	0.0	0.0	0.7	0.2%
Total Buffer B1	***5.9***	***0.0***	***0.1***	***0.1***	***0.0***	***0.0***	***0.0***	***6.1***	***2.1%***
Buffer B2									
Other, Buffer B2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0%
Total Buffer B2	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0%***
Buffer B3									
Asda, Hollywood Avenue, Gosforth	2.7	0.0	0.0	0.1	0.0	0.0	1.8	4.7	1.6%
Tesco Extra, Kingston Park, Newcastle upon Tyne	1.2	0.0	0.0	0.0	0.0	0.1	0.6	1.9	0.7%
Other, Buffer B3	0.3	0.0	0.2	0.4	0.0	0.1	0.9	1.7	0.6%
Total Buffer B3	***4.2***	***0.0***	***0.2***	***0.5***	***0.0***	***0.2***	***3.3***	***8.4***	***2.9%***
Buffer B4									
Morrisons, Shields Road, Byker	0.1	0.0	0.0	0.0	0.3	2.6	0.1	3.1	1.1%
Sainsbury's, Etherstone Avenue, Heaton	0.4	0.3	0.0	0.3	0.1	0.7	1.3	3.0	1.0%
Marks & Spencer, Northumberland Street, Newcastle Upon Tyne City Centre	0.4	0.1	0.4	0.1	0.0	0.8	0.3	2.2	0.7%
Iceland, Benton Road, Longbenton	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.2%
Other, Newcastle upon Tyne City Centre	0.2	0.0	0.4	0.2	0.4	0.8	0.6	2.7	0.9%
Other, Buffer B4	0.1	0.0	0.0	0.2	0.1	0.4	0.2	1.0	0.4%
Total Buffer B4	***1.1***	***0.5***	***0.9***	***0.8***	***0.9***	***5.3***	***3.3***	***12.7***	***4.3%***
Buffer B5									
Other, Buffer B5	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.6	0.2%
Total Buffer B5	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.4***	***0.0***	***0.6***	***0.2%***
Buffer B6									
Other, Buffer B6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0%
Total Buffer B6	***0.0***	***0.0***	***0.0***	***0.0***	***0.1***	***0.0***	***0.0***	***0.1***	***0.0%***
Outside Buffer Area									
Other, Outside Buffer Area	1.1	0.0	0.3	0.2	0.4	0.2	0.1	2.2	0.7%
Total Outside Buffer Area	***1.1***	***0.0***	***0.3***	***0.2***	***0.4***	***0.2***	***0.1***	***2.2***	***0.7%***
Special Forms of Trading									
Internet/Delivered	0.3	0.1	1.3	0.6	0.0	0.2	1.0	3.4	1.2%
Total Special Forms of Trading	***0.3***	***0.1***	***1.3***	***0.6***	***0.0***	***0.2***	***1.0***	***3.4***	***1.2%***
TOTAL OUTSIDE CATCHMENT AREA	**12.8**	**0.6**	**2.6**	**2.1**	**1.5**	**6.4**	**7.6**	**33.5**	**11.5%**
TOTAL	**40.3**	**17.7**	**53.9**	**51.3**	**44.3**	**52.2**	**32.2**	**291.9**	**100.0%**

NOTES:
(1) The spending patterns are calculated by multiplying the total convenience goods expenditure in 2011 (Spreadsheet 11a) by the market share (Spreadsheet 12). The figures in the 'Total' column are the sum of the expenditure attracted to each centre/store from each zone.
(2) The 'All Zones Market Share' is calculated by dividing the total expenditure retained by each centre by the total expenditure in the catchment area.

All monetary values are held constant at 2008 prices.

Spreadsheet 14a - Summary of Capacity for Convenience Goods (Constant Retention Rate of 88.0%)

	2011	2016	2021	2027	Cumulative Change			Incremental Change	
					2011-16	2011-21	2011-27	2016-21	2021-27
Catchment area expenditure retention (1)									
A. Total catchment area expenditure (including SFT) (£m)	291.9	313.7	336.7	364.2	21.9	44.9	72.3	23.0	27.5
B. Current retention level within the catchment area (%)	*88.5%*	*88.5%*	*88.5%*	*88.5%*					
C. Retained expenditure (£m) (=A*B)	258.4	277.7	298.1	322.4	19.4	39.7	64.1	20.4	24.3
Turnover of stores (2)									
D. Turnover of catchment area stores derived from catchment area (£m)	258.4	262.7	266.7	271.5	4.3	8.3	13.1	4.0	4.8
Special Forms of Trading (3)									
E. Growth in spending on SFT (£m)	0.0	0.9	1.5	2.3	0.9	1.5	2.3	0.6	0.8
Commitments (4)									
Two retail units, Quorum Business Park, Longbenton		0.4	0.4	0.4					
Petrol filling station shop, Sandy Lane, Gosforth		0.4	0.4	0.4					
Retail unit, Dock Road Industrial Estate, North Shields		1.0	1.0	1.0					
Supermarket, Tynemouth Metro Station, Tynemouth		7.6	7.7	7.9					
Retail unit, Cobalt Business Park, Silverfox Way		0.2	0.2	0.2					
F. Turnover from commitments (£m)		9.6	9.7	9.9	9.6	9.7	9.9	0.1	0.2
G. Residual expenditure (£m) (5)	0.0	4.5	20.2	38.7	4.5	20.2	38.7	15.7	18.6
Convenience assessment (6)									
Assumed sales density (£/sq.m)	10,158	10,328	10,484	10,674					
H. Floorspace requirement (net sq.m)	0	436	1,926	3,630	436	1,926	3,630	1,490	1,704
I. Floorspace requirement (gross sq.m)	0	671	2,963	5,585	671	2,963	5,585	2,292	2,621

NOTES:

(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share remains constant at 88.0% in each of the forecast years in this scenario.

(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 0.3% per annum between 2011 and 2027 to account for sales density growth.

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets and internet shopping) to increase year on year.

(4) Commitments - this is the turnover of commitments for new convenience floorspace in the catchment area that is derived from catchment area expenditure only.

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.

(6) Convenience assessment - the residual expenditure is converted to a convenience floorspace requirement using a sales density estimate of £10,158/sq.m, which is forecast to increase by 0.3% per annum between 2011 and 2027. 65% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

Spreadsheet 14b - Summary of Capacity for Convenience Goods (Rising Retention Rate of 92.5% by 2016)

	2011	2016	2021	2027	Cumulative Change 2011-16	Cumulative Change 2011-21	Cumulative Change 2011-27	Incremental Change 2016-21	Incremental Change 2021-27
Catchment area expenditure retention (1)									
A. Total catchment area expenditure (including SFT) (£m)	291.9	313.7	336.7	364.2	21.9	44.9	72.3	23.0	27.5
B. Current retention level within the catchment area (%)	*88.5%*	*92.5%*	*92.5%*	*92.5%*					
C. Retained expenditure (£m) (=A*B)	258.4	290.2	311.5	336.9	31.8	53.1	78.5	21.3	25.4
Turnover of stores (2)									
D. Turnover of catchment area stores derived from catchment area (£m)	258.4	262.7	266.7	271.5	4.3	8.3	13.1	4.0	4.8
Special Forms of Trading (3)									
E. Growth in spending on SFT (£m)	0.0	0.9	1.5	2.3	0.9	1.5	2.3	0.6	0.8
Commitments (4)									
Two small retail units, Quorum Business Park, Longbenton		0.4	0.4	0.4					
Petrol filling station shop, Sandy Lane, Gosforth		0.4	0.4	0.4					
Retail unit, Dock Road Industrial Estate, North Shields		1.0	1.0	1.0					
Supermarket, Tynemouth Metro Station, Tynemouth		7.6	7.7	7.9					
Retail unit, Cobalt Business Park, Silverfox Way		0.2	0.2	0.2					
F. Turnover from commitments (£m)		9.6	9.7	9.9	9.6	9.7	9.9	0.1	0.2
G. Residual expenditure (£m) (5)	0.0	17.0	33.6	53.2	17.0	33.6	53.2	16.6	19.6
Convenience assessment (6)									
Assumed sales density (£/sq.m)	10,158	10,328	10,484	10,674					
H. Floorspace requirement (net sq.m)	0	1,642	3,201	4,984	1,642	3,201	4,984	1,559	1,783
I. Floorspace requirement (gross sq.m)	0	2,526	4,925	7,668	2,526	4,925	7,668	2,398	2,744

NOTES:

(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share increases to 92.5 per cent by 2016 in this scenario.

(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 0.3% per annum between 2011 and 2027 to account for sales density growth.

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets and internet shopping) to increase year on year.

(4) Commitments - this is the turnover of commitments for new convenience floorspace in the catchment area that is derived from catchment area expenditure only.

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.

(6) Convenience assessment - the residual expenditure is converted to a convenience floorspace requirement using a sales density estimate of £10,158/sq.m, which is forecast to increase by 0.3% per annum between 2011 and 2027. 65% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

Spreadsheet 14c - Summary of Capacity for Convenience Goods (Constant Retention Rate of 88.0% and Option 2 Population Growth)

	2011	2016	2021	2027	Cumulative Change			Incremental Change	
					2011-16	**2011-21**	**2011-27**	**2016-21**	**2021-27**
Catchment area expenditure retention (1)									
A. Total catchment area expenditure (including SFT) (£m)	291.9	307.5	325.7	348.6	15.7	33.8	56.8	18.2	22.9
B. Current retention level within the catchment area (%)	*88.5%*	*88.5%*	*88.5%*	*88.5%*					
C. Retained expenditure (£m) (=A*B)	258.4	272.2	288.3	308.6	13.9	29.9	50.3	16.1	20.3
Turnover of stores (2)									
D. Turnover of catchment area stores derived from catchment area (£m)	258.4	262.7	266.7	271.5	4.3	8.3	13.1	4.0	4.8
Special Forms of Trading (3)									
E. Growth in spending on SFT (£m)	0.0	0.9	1.3	2.0	0.9	1.3	2.0	0.5	0.7
Commitments (4)									
Two retail units, Quorum Business Park, Longbenton		0.4	0.4	0.4					
Petrol filling station shop, Sandy Lane, Gosforth		0.4	0.4	0.4					
Retail unit, Dock Road Industrial Estate, North Shields		1.0	1.0	1.0					
Supermarket, Tynemouth Metro Station, Tynemouth		7.6	7.7	7.9					
Retail unit, Cobalt Business Park, Silverfox Way		0.2	0.2	0.2					
F. Turnover from commitments (£m)		9.6	9.7	9.9	9.6	9.7	9.9	0.1	0.2
G. Residual expenditure (£m) (5)	0.0	-0.9	10.6	25.2	-0.9	10.6	25.2	11.5	14.6
Convenience assessment (6)									
Assumed sales density (£/sq.m)	10,158	10,328	10,484	10,674					
H. Floorspace requirement (net sq.m)	0	-87	1,010	2,361	-87	1,010	2,361	1,097	1,351
I. Floorspace requirement (gross sq.m)	0	-134	1,554	3,632	-134	1,554	3,632	1,688	2,079

NOTES:

(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share remains constant at 88.0% in each of the forecast years in this scenario.

(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 0.3% per annum between 2011 and 2027 to account for sales density growth.

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets and internet shopping) to increase year on year.

(4) Commitments - this is the turnover of commitments for new convenience floorspace in the catchment area that is derived from catchment area expenditure only.

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.

(6) Convenience assessment - the residual expenditure is converted to a convenience floorspace requirement using a sales density estimate of £10,158/sq.m, which is forecast to increase by 0.3% per annum between 2011 and 2027. 65% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

Spreadsheet 14d - Summary of Capacity for Convenience Goods (Rising Retention Rate of 92.5% by 2016 and Option 2 Population Growth)

	2011	2016	2021	2027	Cumulative Change 2011-16	Cumulative Change 2011-21	Cumulative Change 2011-27	Incremental Change 2016-21	Incremental Change 2021-27
Catchment area expenditure retention (1)									
A. Total catchment area expenditure (including SFT) (£m)	291.9	307.5	325.7	348.6	15.7	33.8	56.8	18.2	22.9
B. Current retention level within the catchment area (%)	*88.5%*	*92.5%*	*92.5%*	*92.5%*					
C. Retained expenditure (£m) (=A*B)	258.4	284.5	301.3	322.5	26.1	42.9	64.1	16.8	21.2
Turnover of stores (2)									
D. Turnover of catchment area stores derived from catchment area (£m)	258.4	262.7	266.7	271.5	4.3	8.3	13.1	4.0	4.8
Special Forms of Trading (3)									
E. Growth in spending on SFT (£m)	0.0	0.9	1.3	2.0	0.9	1.3	2.0	0.5	0.7
Commitments (4)									
Two small retail units, Quorum Business Park, Longbenton		0.4	0.4	0.4					
Petrol filling station shop, Sandy Lane, Gosforth		0.4	0.4	0.4					
Retail unit, Dock Road Industrial Estate, North Shields		1.0	1.0	1.0					
Supermarket, Tynemouth Metro Station, Tynemouth		7.6	7.7	7.9					
Retail unit, Cobalt Business Park, Silverfox Way		0.2	0.2	0.2					
F. Turnover from commitments (£m)		9.6	9.7	9.9	9.6	9.7	9.9	0.1	0.2
G. Residual expenditure (£m) (5)	0.0	11.3	23.5	39.0	11.3	23.5	39.0	12.2	15.5
Convenience assessment (6)									
Assumed sales density (£/sq.m)	10,158	10,328	10,484	10,674					
H. Floorspace requirement (net sq.m)	0	1,095	2,243	3,658	1,095	2,243	3,658	1,148	1,414
I. Floorspace requirement (gross sq.m)	0	1,684	3,451	5,627	1,684	3,451	5,627	1,767	2,176

NOTES:

(1) Catchment area expenditure retention - this is the product of the current market share of the catchment area centres (the cumulative share of the centres within the catchment area) and the total catchment area expenditure including SFT. The market share increases to 92.5 per cent by 2016 in this scenario.

(2) Turnover of stores - this is the turnover of stores within the catchment area that is derived from catchment area expenditure only. We have forecast this turnover to increase by 0.3% per annum between 2011 and 2027 to account for sales density growth.

(3) Special Forms of Trading - we have made an allowance for spending on special forms of trading (SFT, i.e. outdoor markets and internet shopping) to increase year on year.

(4) Commitments - this is the turnover of commitments for new convenience floorspace in the catchment area that is derived from catchment area expenditure only.

(5) Residual expenditure - the product of the total available expenditure minus the deductions for the existing centres turnover, growth in spending on SFT and commitments.

(6) Convenience assessment - the residual expenditure is converted to a convenience floorspace requirement using a sales density estimate of £10,158/sq.m, which is forecast to increase by 0.3% per annum between 2011 and 2027. 65% net to gross ratio assumed.

All monetary values are held constant at 2008 prices.

APPENDIX 5

Leisure Services Capacity Spreadsheets

Spreadsheet 1 - Definition of Zones

Zone	Postcode Sectors	
Zone 1	NE23 7	
Zone 1	NE12 5	
Zone 1	NE12 6	
Zone 1	NE13 6	(Partial)
Zone 1	NE13 7	(Partial)
Zone 2	NE27 0	
Zone 3	NE26 1	
Zone 3	NE26 2	
Zone 3	NE26 3	
Zone 3	NE26 4	(Partial)
Zone 3	NE25 8	
Zone 3	NE25 9	
Zone 3	NE25 0	(Partial)
Zone 4	NE29 9	
Zone 4	NE29 0	
Zone 4	NE30 1	
Zone 4	NE30 2	
Zone 4	NE30 3	
Zone 4	NE30 4	
Zone 5	NE28 0	
Zone 5	NE29 6	
Zone 5	NE29 7	
Zone 5	NE29 8	
Zone 6	NE28 6	
Zone 6	NE28 7	
Zone 6	NE28 8	
Zone 6	NE28 8	
Zone 7	NE12 7	
Zone 7	NE12 8	
Zone 7	NE12 9	

Spreadsheet 2a - Population Change

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	All Zones Total
Population 2008	27,251	12,393	36,376	33,137	31,465	35,446	21,866	197,934
Population 2011	27,779	12,633	37,081	33,779	32,075	36,133	22,290	201,771
Population 2016	28,808	13,101	38,455	35,031	33,263	37,471	23,115	209,245
Population 2021	29,934	13,613	39,958	36,400	34,563	38,936	24,019	217,424
Population 2027	31,144	14,163	41,573	37,871	35,960	40,510	24,990	226,210
Change in population 2011 - 2016								
Numeric change	1,029	468	1,373	1,251	1,188	1,338	826	7,473
Percentage change	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%	3.7%
Change in population 2016 - 2021								
Numeric change	1,126	512	1,503	1,369	1,300	1,465	904	8,180
Percentage change	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%
Change in population 2021 - 2027								
Numeric change	1,210	550	1,615	1,471	1,397	1,573	971	8,786
Percentage change	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%	4.0%
Change in population 2011 - 2027								
Numeric change	3,365	1,530	4,491	4,091	3,885	4,376	2,700	24,439
Percentage change	12.1%	12.1%	12.1%	12.1%	12.1%	12.1%	12.1%	12.1%

NOTES:
(1) Population data were sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1 (mid-year 2008). The population in each zone was projected forward to the base year and forecast years using population multipliers for North Tyneside derived from ONS 2008-based Subnational Population Projections for Local Authorities (published 27 May 2010).

Spreadsheet 2b - Population Change (Option 2 Population Growth)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	All Zones Total
Population 2008	27,251	12,393	36,376	33,137	31,465	35,446	21,866	197,934
Population 2011	27,779	12,633	37,081	33,779	32,075	36,133	22,290	201,771
Population 2016	28,238	12,842	37,694	34,338	32,605	36,730	22,658	205,106
Population 2021	28,954	13,167	38,649	35,207	33,431	37,661	23,232	210,301
Population 2027	29,812	13,558	39,795	36,251	34,422	38,777	23,921	216,536
Change in population 2011 - 2016								
Numeric change	459	209	613	558	530	597	368	3,334
Percentage change	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%	1.7%
Change in population 2016 - 2021								
Numeric change	715	325	955	870	826	930	574	5,196
Percentage change	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%
Change in population 2021 - 2027								
Numeric change	858	390	1,146	1,044	991	1,117	689	6,235
Percentage change	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%
Change in population 2011 - 2027								
Numeric change	2,033	924	2,713	2,472	2,347	2,644	1,631	14,765
Percentage change	7.3%	7.3%	7.3%	7.3%	7.3%	7.3%	7.3%	7.3%

NOTES:

(1) Population data were sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1 (mid-year 2008). The population in each zone was projected forward to the base and forecast years using population multipliers for North Tyneside based on the Council's stable population growth option (Option 2) described its Core Strategy Preferred Options consultation leaflet (published October 2011).

Spreadsheet 15 - Leisure Services Expenditure Per Capita (£)

Year	Zone 1 £ per capita	Zone 2 £ per capita	Zone 3 £ per capita	Zone 4 £ per capita	Zone 5 £ per capita	Zone 6 £ per capita	Zone 7 £ per capita	Great Britain Average £ per capita
2008	1,712	1,681	1,808	1,835	1,533	1,687	1,679	2,175
2011	1,606	1,577	1,696	1,721	1,438	1,582	1,575	2,040
2016	1,713	1,682	1,809	1,835	1,534	1,688	1,680	2,176
2021	1,867	1,833	1,972	2,001	1,672	1,840	1,831	2,372
2027	2,090	2,052	2,208	2,240	1,872	2,060	2,050	2,655

NOTES:
(1) 2008-based per capita leisure services expenditure data were sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1.
(2) The 2008-based per capita leisure services expenditure data were projected forward to the base year and forecast years using forecasts provided by Experian in its Retail Planner Briefing Note 8.1 (Figure 1, August 2010).

All monetary values are held constant at 2008 prices.

Spreadsheet 16a - Total Leisure Services Expenditure and Expenditure Growth

	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	All Zones Total £m
Total expenditure 2011	44.6	19.9	62.9	58.1	46.1	57.2	35.1	**323.9**
Total expenditure 2016	49.3	22.0	69.6	64.3	51.0	63.2	38.8	**358.3**
Total expenditure 2021	55.9	25.0	78.8	72.8	57.8	71.6	44.0	**405.9**
Total expenditure 2027	65.1	29.1	91.8	84.8	67.3	83.4	51.2	**472.7**
Growth in total expenditure 2011 - 2016	4.7	2.1	6.7	6.2	4.9	6.1	3.7	**34.4**
Growth in total expenditure 2011 - 2021	11.3	5.0	15.9	14.7	11.7	14.5	8.9	**81.9**
Growth in total expenditure 2011 - 2027	20.5	9.2	28.9	26.7	21.2	26.3	16.1	**148.8**

NOTES:
(1) The figures in the above table are the product of multiplying the data presented in Spreadsheet 2a (population) by Spreadsheet 15 (per capita leisure services expenditure), and are in millions of pounds (£m).

All monetary values are held constant at 2008 prices.

Spreadsheet 16b - Total Leisure Services Expenditure and Expenditure Growth (Option 2 Population Growth)

	Zone 1 £m	Zone 2 £m	Zone 3 £m	Zone 4 £m	Zone 5 £m	Zone 6 £m	Zone 7 £m	All Zones Total £m
Total expenditure 2011	44.6	19.9	62.9	58.1	46.1	57.2	35.1	**323.9**
Total expenditure 2016	48.4	21.6	68.2	63.0	50.0	62.0	38.1	**351.2**
Total expenditure 2021	54.1	24.1	76.2	70.4	55.9	69.3	42.5	**392.6**
Total expenditure 2027	62.3	27.8	87.8	81.2	64.4	79.9	49.0	**452.5**
Growth in total expenditure 2011 - 2016	3.8	1.7	5.3	4.9	3.9	4.8	3.0	**27.3**
Growth in total expenditure 2011 - 2021	9.5	4.2	13.3	12.3	9.8	12.1	7.4	**68.6**
Growth in total expenditure 2011 - 2027	17.7	7.9	25.0	23.1	18.3	22.7	13.9	**128.6**

NOTES:

(1) The figures in the above table are the product of multiplying the data presented in Spreadsheet 2b (population) by Spreadsheet 15 (per capita leisure services expenditure), and are in millions of pounds (£m).

All monetary values are held constant at 2008 prices.

Spreadsheet 17 - Percentage of Total Leisure Services Expenditure on Different Categories of Leisure Services

Table A - Per Capita Expenditure on Different Categories of Leisure Services in 2008 and 2011

	Oxford Economics/MapInfo Leisure Services Expenditure Category	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
		£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita	£ per capita
2008	Recreational & cultural services	363	353	382	390	330	355	361
	Restaurants, cafes and canteens	1,147	1,130	1,212	1,227	1,022	1,132	1,120
	Accommodation services	136	134	144	146	121	134	133
	Hairdressing & personal grooming	66	64	70	72	59	65	65
	Total Leisure Services Expenditure	**1,712**	**1,681**	**1,808**	**1,835**	**1,533**	**1,687**	**1,679**
2011	Recreational & cultural services	341	331	359	366	310	333	339
	Restaurants, cafes and canteens	1,075	1,060	1,137	1,150	959	1,062	1,050
	Accommodation services	128	126	135	136	114	126	125
	Hairdressing & personal grooming	62	60	65	68	55	61	61
	Total Leisure Services Expenditure	**1,606**	**1,577**	**1,696**	**1,721**	**1,438**	**1,582**	**1,575**

Table B - Total Expenditure on Different Categories of Leisure Services

	Oxford Economics/MapInfo Leisure Services Expenditure Category	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total	% of Total Spend
		£m	£m	£m	£m	£m	£m	£m	£m	%
2011	Recreational & cultural services	9.5	4.2	13.3	12.4	9.9	12.0	7.5	68.8	21.3%
	Restaurants, cafes and canteens	29.9	13.4	42.2	38.9	30.8	38.4	23.4	216.8	66.9%
	Accommodation services	3.5	1.6	5.0	4.6	3.6	4.6	2.8	25.7	7.9%
	Hairdressing & personal grooming	1.7	0.8	2.4	2.3	1.8	2.2	1.4	12.5	3.9%
	Total Leisure Services Expenditure	**44.6**	**19.9**	**62.9**	**58.1**	**46.1**	**57.2**	**35.1**	**323.9**	**100.0%**

Table C - Composition of MapInfo Leisure Services Expenditure Categories

Oxford Economics/MapInfo Leisure Services Expenditure Category	Corresponding COICOP Class Code	Name	Leisure Services Sub-Category	Composition of MapInfo Leisure Services Expenditure Category
Recreational & cultural services	09.4.1	Recreation and sporting services	Recreational and sporting services	26.6%
	09.4.2	Cultural services	Cultural services	52.2%
			Cinema admissions	*3.3%*
			Other cultural services	*48.9%*
	09.4.3	Games of chance	Games of chance	21.2%
			Bingo stakes	*1.6%*
			Other games of chance	*19.6%*
			Total	**100.0%**
Restaurants, cafes and canteens	11.1.1	Restaurants, cafes and the like	Restaurants, cafes and the like	93.9%
			Restaurant and cafe meals	*42.6%*
			Alcoholic drinks	*23.1%*
			Take-away, snack food and catering	*28.2%*
	11.1.2	Canteens	Canteens	6.1%
			Total	**100.0%**
Accomodation services	11.2.0	Accommodation services	Accommodation services	100.0%
			Total	**100.0%**
Hairdressing & personal grooming	12.1.1	Hairdressing and personal grooming	Hairdressing & personal grooming	100.0%
			Total	**100.0%**

NOTES:

(1) Table A sets out 2008-based per capita expenditure sourced from Oxford Economics 2010 via MapInfo Anysite 8.8.1. for four different categories of leisure services. The 2008-based per capita expenditure data are rolled forward to the base year (2011) using the forecasts provided by Experian in its Retail Planner Briefing Note 8.1 (Figure 1, August 2010).

(2) The figures in Table B are the products of multiplying the 2011 per capita expenditure data presented in Table A by the 2011 population data set out in Spreadsheet 2, and are in millions of pounds (£m).

(3) Table C sets out the corresponding COICOP (Classification of Individual Consumption by Purpose) class for each of the four OE/MapInfo leisure services categories, as set out in MapInfo/PBBI's 2004 Leisure Goods & Services Expenditure at Output Area Level Product Guide. The percentage composition of the four MapInfo leisure services categories for each of the leisure services sub-categories was established on the basis of data on the components of household expenditure sourced from ONS' 2010 Family Spending report on the 2009 Living Costs and Food Survey (Table A1).

All monetary values are held constant at 2008 prices.

Spreadsheet 18a - Expenditure and Growth in Expenditure on Different Categories of Leisure Services

Oxford Economics/MapInfo Leisure Services Category	COICOP Class		Leisure Services Sub-Category	% of Total Leisure Services Expenditure (1)	Total Expenditure 2011 £m	2016 £m	2021 £m	2027 £m	Growth in Expenditure 2011-16 £m	2011-21 £m	2011-27 £m
Recreational & cultural services	**09.4.1**	**Recreational and sporting services**	**Total**	**5.7%**	**18.3**	**20.3**	**23.0**	**26.8**	**1.9**	**4.6**	**8.4**
	09.4.2	**Cultural services**	Cinema admissions	0.7%	2.2	2.5	2.8	3.3	0.2	0.6	1.0
			Other in 'cultural services'	10.4%	33.7	37.2	42.2	49.1	3.6	8.5	15.5
			Total	**11.1%**	**35.9**	**39.7**	**45.0**	**52.4**	**3.8**	**9.1**	**16.5**
	09.4.3	**Games of chance**	Bingo stakes	0.3%	1.1	1.2	1.4	1.6	0.1	0.3	0.5
			Other in 'games of chance'	4.2%	13.5	14.9	16.9	19.7	1.4	3.4	6.2
			Total	**4.5%**	**14.6**	**16.1**	**18.3**	**21.3**	**1.5**	**3.7**	**6.7**
		Total		**21.3%**	**68.8**	**76.2**	**86.3**	**100.5**	**7.3**	**17.4**	**31.6**
Restaurants, cafes and canteens	**11.1.1**	**Restaurants, cafes and the like**	Restaurant and cafe meals	28.5%	92.4	102.2	115.8	134.9	9.8	23.4	42.5
			Alcoholic drinks	15.4%	50.0	55.3	62.7	73.0	5.3	12.7	23.0
			Take-away, snack food and catering	18.9%	61.2	67.6	76.6	89.2	6.5	15.5	28.1
			Total	**62.9%**	**203.6**	**225.2**	**255.1**	**297.2**	**21.6**	**51.5**	**93.5**
	11.1.2	**Canteens**	**Total**	**4.1%**	**13.2**	**14.6**	**16.5**	**19.3**	**1.4**	**3.3**	**6.1**
		Total		**66.9%**	**216.8**	**239.8**	**271.7**	**316.4**	**23.0**	**54.8**	**99.6**
Accommodation services	**11.2.0**	**Accommodation services**	**Total**	**7.9%**	**25.7**	**28.5**	**32.2**	**37.5**	**2.7**	**6.5**	**11.8**
		Total		**7.9%**	**25.7**	**28.5**	**32.2**	**37.5**	**2.7**	**6.5**	**11.8**
Hairdressing & personal grooming	**12.1.1**	**Hair & personal grooming**	**Total**	**3.9%**	**12.5**	**13.9**	**15.7**	**18.3**	**1.3**	**3.2**	**5.8**
		Total		**3.9%**	**12.5**	**13.9**	**15.7**	**18.3**	**1.3**	**3.2**	**5.8**
TOTAL				**100.0%**	**323.9**	**358.3**	**405.9**	**472.7**	**34.4**	**81.9**	**148.8**

NOTES:

(1) Percentage of total leisure services expenditure for each sub-category derived from the percentage of total leisure services expenditure within the four OE/MapInfo leisure categories (Table B of Spreadsheet 17) and the percentage composition of each of the OE/MapInfo leisure services expenditure categories (Table C of Spreadsheet 17).

All monetary values are held constant at 2008 prices.

Spreadsheet 18b - Expenditure and Growth in Expenditure on Different Categories of Leisure Services (Option 2 Population Growth)

Oxford Economics/MapInfo Leisure Services Category	COICOP Class		Leisure Services Sub-Category	% of Total Leisure Services Expenditure (1)	Total Expenditure 2011 £m	2016 £m	2021 £m	2027 £m	Growth in Expenditure 2011-16 £m	2011-21 £m	2011-27 £m
Recreational & cultural services	09.4.1	Recreational and sporting services	Total	5.7%	18.3	19.9	22.2	25.6	1.5	3.9	7.3
	09.4.2	Cultural services	Cinema admissions	0.7%	2.2	2.4	2.7	3.1	0.2	0.5	0.9
			Other in 'cultural services'	10.4%	33.7	36.5	40.8	47.0	2.8	7.1	13.4
			Total	11.1%	35.9	38.9	43.5	50.2	3.0	7.6	14.3
	09.4.3	Games of chance	Bingo stakes	0.3%	1.1	1.2	1.4	1.6	0.1	0.2	0.4
			Other in 'games of chance'	4.2%	13.5	14.6	16.3	18.8	1.1	2.9	5.3
			Total	4.5%	14.6	15.8	17.7	20.4	1.2	3.1	5.8
		Total		21.3%	68.8	74.6	83.4	96.2	5.8	14.6	27.3
Restaurants, cafes and canteens	11.1.1	Restaurants, cafes and the like	Restaurant and cafe meals	28.5%	92.4	100.2	112.0	129.1	7.8	19.6	36.7
			Alcoholic drinks	15.4%	50.0	54.3	60.6	69.9	4.2	10.6	19.9
			Take-away, snack food and catering	18.9%	61.2	66.3	74.1	85.4	5.2	13.0	24.3
			Total	62.9%	203.6	220.8	246.8	284.4	17.2	43.1	80.8
	11.1.2	Canteens	Total	4.1%	13.2	14.3	16.0	18.4	1.1	2.8	5.2
		Total		66.9%	216.8	235.1	262.8	302.9	18.3	45.9	86.1
Accommodation services	11.2.0	Accommodation services	Total	7.9%	25.7	27.9	31.2	35.9	2.2	5.5	10.2
		Total		7.9%	25.7	27.9	31.2	35.9	2.2	5.5	10.2
Hairdressing & personal grooming	12.1.1	Hair & personal grooming	Total	3.9%	12.5	13.6	15.2	17.5	1.1	2.7	5.0
		Total		3.9%	12.5	13.6	15.2	17.5	1.1	2.7	5.0
TOTAL				100.0%	323.9	351.2	392.6	452.5	27.3	68.6	128.6

NOTES:

(1) Percentage of total leisure services expenditure for each sub-category derived from the percentage of total leisure services expenditure within the four OE/MapInfo leisure categories (Table B of Spreadsheet 17) and the percentage composition of each of the OE/MapInfo leisure services expenditure categories (Table C of Spreadsheet 17).

All monetary values are held constant at 2008 prices.

Spreadsheet 19a - Summary of Expenditure Capacity for Restaurants, Cafes, Pubs and Bars

	2011	2016	2021	2027	Change 2011-16	Change 2011-21	Change 2011-27
Catchment area expenditure retention (1)							
A. Total catchment area expenditure on restaurant and café meals and alcholic drinks (£m)	142.5	157.6	178.5	207.9	15.1	36.0	65.5
B. Retention level within the catchment area (%)	*60.1%*	*60.1%*	*65.0%*	*65.0%*			
C. Retained expenditure on restaurant and café meals and alcholic drinks (£m) (=A*B)	85.7	94.8	116.0	135.1	9.1	30.3	49.5
Turnover of restaurants, cafes etc. (2)							
D. Turnover of catchment area restaurants, cafes, pubs and bars derived from catchment area (£m)	85.7	85.7	85.7	85.7	0.0	0.0	0.0
Allowance for existing restaurants, cafes etc. (3)							
E. Allowance of 50% of the growth in retained expenditure for existing restaurants, cafes, pubs and bars (£m)	0.0	4.5	15.2	24.7	4.5	15.2	24.7
F. Residual expenditure (£m) (4)	0.0	4.5	15.2	24.7	4.5	15.2	24.7

NOTES:

(1) Catchment area expenditure retention - This is the product of the market share of the catchment area restaurants, cafes, pubs, bars and nightclubs and the total catchment area expenditure on restaurants and cafe meals, and alcoholic drinks. The market share of 60.1% at 2011 is derived from the results of the household survey and is forecast to increase to 65.0% by 2021 in this scenario.

(2) Turnover of restaurants, cafes etc. - This is the expenditure on restaurant and café meals and alcholic drinks within the catchment area that is derived from catchment area expenditure only.

(3) Allowance for existing restaurants, cafes etc. - We have allocated 50% of the growth in retained expenditure in restuarants, cafes etc. within the catchment area to existing restuarants, cafes etc to enable them to grow their businesses.

(4) Residual expenditure - the product of the total retained expenditure minus the deductions for the turnover of existing restaurants, cafes etc. and the allowance for existing restaurants, cafes etc. to grow their businesses.

All monetary values are held constant at 2008 prices.

Spreadsheet 19b - Summary of Expenditure Capacity for Cinemas

	2011	2016	2021	2027	Change 2011-16	Change 2011-21	Change 2011-27
Catchment area expenditure retention (1)							
A. Total catchment area expenditure in cinemas (£m)	2.2	2.5	2.8	3.3	0.2	0.6	1.0
B. Retention level within the catchment area (%)	*84.2%*	*84.2%*	*84.2%*	*84.2%*			
C. Retained expenditure in cinemas (£m) (=A*B)	1.9	2.1	2.4	2.8	0.2	0.5	0.9
D. Residual expenditure (£m) (2)	1.9	2.1	2.4	2.8	0.2	0.5	0.9

NOTES:
(1) Catchment area expenditure retention - This is the product of the market share of the catchment area cinemas and the total catchment area expenditure in cinemas. The market share of 84.2% at 2011 is derived from the results of the household survey and remains constant in each the forecast years in this scenario.
(2) Residual expenditure - the total retained expenditure in cinemas.

All monetary values are held constant at 2008 prices.

Spreadsheet 19c - Summary of Expenditure Capacity for Bingo Clubs

	2011	2016	2021	2027	Change 2011-16	Change 2011-21	Change 2011-27
Catchment area expenditure retention [1]							
A. Total catchment area expenditure on bingo (£m)	1.1	1.2	1.4	1.6	0.1	0.3	0.5
B. Retention level within the catchment area (%)	*70.8%*	*70.8%*	*70.8%*	*70.8%*			
C. Retained expenditure on bingo (£m) (=A*B)	0.8	0.9	1.0	1.2	0.1	0.2	0.4
D. Residual expenditure (£m) [2]	0.8	0.9	1.0	1.2	0.1	0.2	0.4

NOTES:
(1) Catchment area expenditure retention - This is the product of the market share of the catchment area bingo clubs, casinos and bookmakers and the total catchment area expenditure on bingo. The market share of 70.8% at 2011 is derived from the results of the household survey and remains constant in each the forecast years in this scenario.
(2) Residual expenditure - the total retained expenditure on bingo.

All monetary values are held constant at 2008 prices.

Spreadsheet 19d - Summary of Expenditure Capacity for Restaurants, Cafes, Pubs and Bars (Option 2 Population Growth)

	2011	2016	2021	2027	Change 2011-16	Change 2011-21	Change 2011-27
Catchment area expenditure retention [1]							
A. Total catchment area expenditure on restaurant and café meals and alcholic drinks (£m)	142.5	154.5	172.6	199.0	12.0	30.2	56.6
B. Retention level within the catchment area (%)	*60.1%*	*60.1%*	*65.0%*	*65.0%*			
C. Retained expenditure on restaurant and café meals and alcholic drinks (£m) (=A*B)	85.7	92.9	112.2	129.4	7.2	26.5	43.7
Turnover of restaurants, cafes etc. [2]							
D. Turnover of catchment area restaurants, cafes, pubs and bars derived from catchment area (£m)	85.7	85.7	85.7	85.7	0.0	0.0	0.0
Allowance for existing restaurants, cafes etc. [3]							
E. Allowance of 50% of the growth in retained expenditure for existing restaurants, cafes, pubs and bars (£m)	0.0	3.6	13.3	21.8	3.6	13.3	21.8
F. Residual expenditure (£m) [4]	0.0	3.6	13.3	21.8	3.6	13.3	21.8

NOTES:

(1) Catchment area expenditure retention - This is the product of the market share of the catchment area restaurants, cafes, pubs, bars and nightclubs and the total catchment area expenditure on restaurants and cafe meals, and alcoholic drinks. The market share of 60.1% at 2011 is derived from the results of the household survey and is forecast to increase to 65.0% by 2021 in this scenario.

(2) Turnover of restaurants, cafes etc. - This is the expenditure on restaurant and café meals and alcholic drinks within the catchment area that is derived from catchment area expenditure only.

(3) Allowance for existing restaurants, cafes etc. - We have allocated 50% of the growth in retained expenditure in restuarants, cafes etc. within the catchment area to existing restuarants, cafes etc to enable them to grow their businesses.

(4) Residual expenditure - the product of the total retained expenditure minus the deductions for the turnover of existing restaurants, cafes etc. and the allowance for existing restaurants, cafes etc. to grow their businesses.

All monetary values are held constant at 2008 prices.

Spreadsheet 19e - Summary of Expenditure Capacity for Cinemas (Option 2 Population Growth)

	2011	2016	2021	2027	Change 2011-16	2011-21	2011-27
Catchment area expenditure retention (1)							
A. Total catchment area expenditure in cinemas (£m)	2.2	2.4	2.7	3.1	0.2	0.5	0.9
B. Retention level within the catchment area (%)	*84.2%*	*84.2%*	*84.2%*	*84.2%*			
C. Retained expenditure in cinemas (£m) (=A*B)	1.9	2.0	2.3	2.6	0.2	0.4	0.8
D. Residual expenditure (£m) (2)	1.9	2.0	2.3	2.6	0.2	0.4	0.8

NOTES:
(1) Catchment area expenditure retention - This is the product of the market share of the catchment area cinemas and the total catchment area expenditure in cinemas. The market share of 84.2% at 2011 is derived from the results of the household survey and remains constant in each the forecast years in this scenario.
(2) Residual expenditure - the total retained expenditure in cinemas.

All monetary values are held constant at 2008 prices.

Spreadsheet 19f - Summary of Expenditure Capacity for Bingo Clubs (Option 2 Population Growth)

	2011	2016	2021	2027	Change 2011-16	2011-21	2011-27
Catchment area expenditure retention [1]							
A. Total catchment area expenditure on bingo (£m)	1.1	1.2	1.4	1.6	0.1	0.2	0.4
B. Retention level within the catchment area (%)	*70.8%*	*70.8%*	*70.8%*	*70.8%*			
C. Retained expenditure on bingo (£m) (=A*B)	0.8	0.9	1.0	1.1	0.1	0.2	0.3
D. Residual expenditure (£m) [2]	0.8	0.9	1.0	1.1	0.1	0.2	0.3

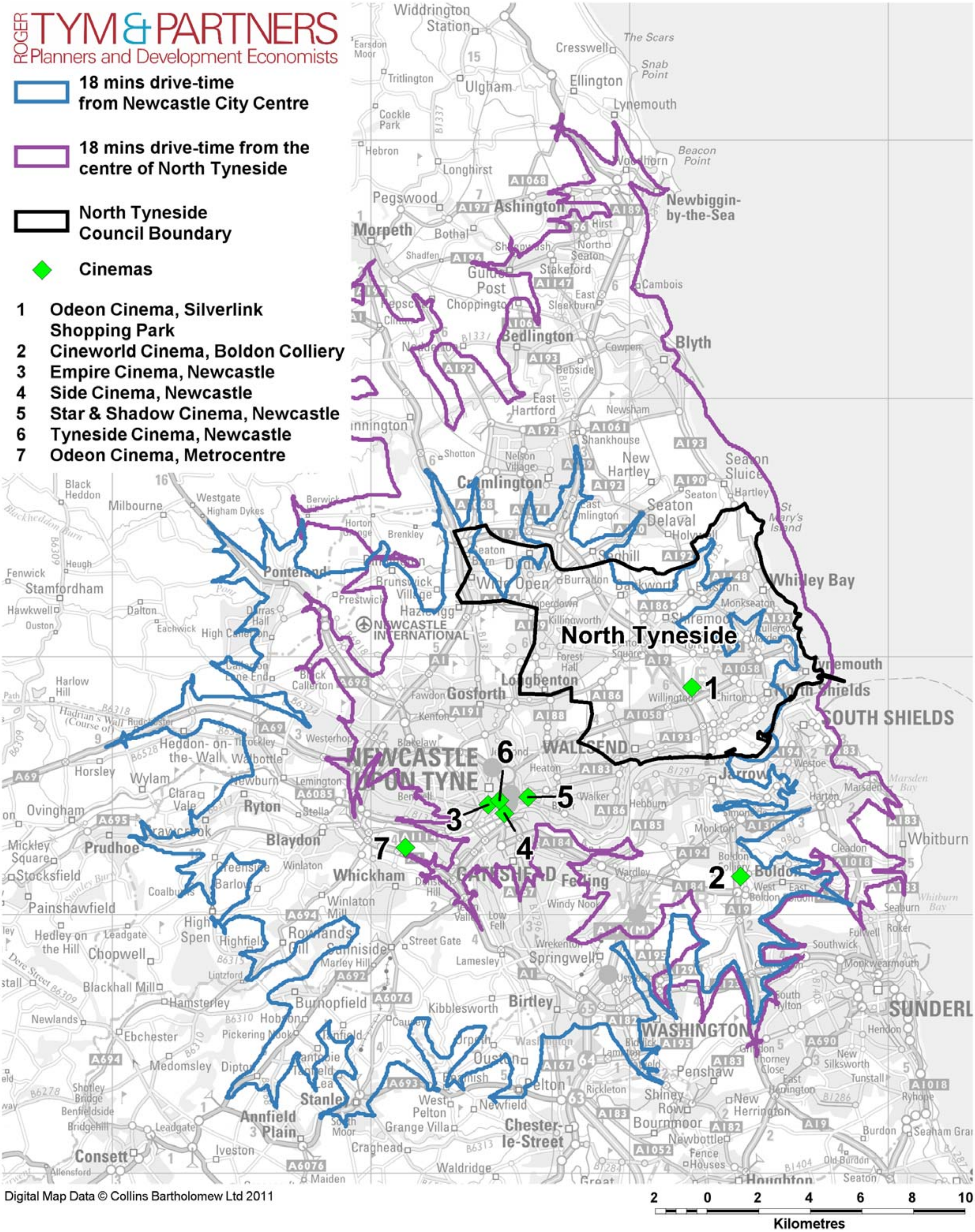
NOTES:
(1) Catchment area expenditure retention - This is the product of the market share of the catchment area bingo clubs, casinos and bookmakers and the total catchment area expenditure on bingo. The market share of 70.8% at 2011 is derived from the results of the household survey and remains constant in each the forecast years in this scenario.
(2) Residual expenditure - the total retained expenditure on bingo.

All monetary values are held constant at 2008 prices.

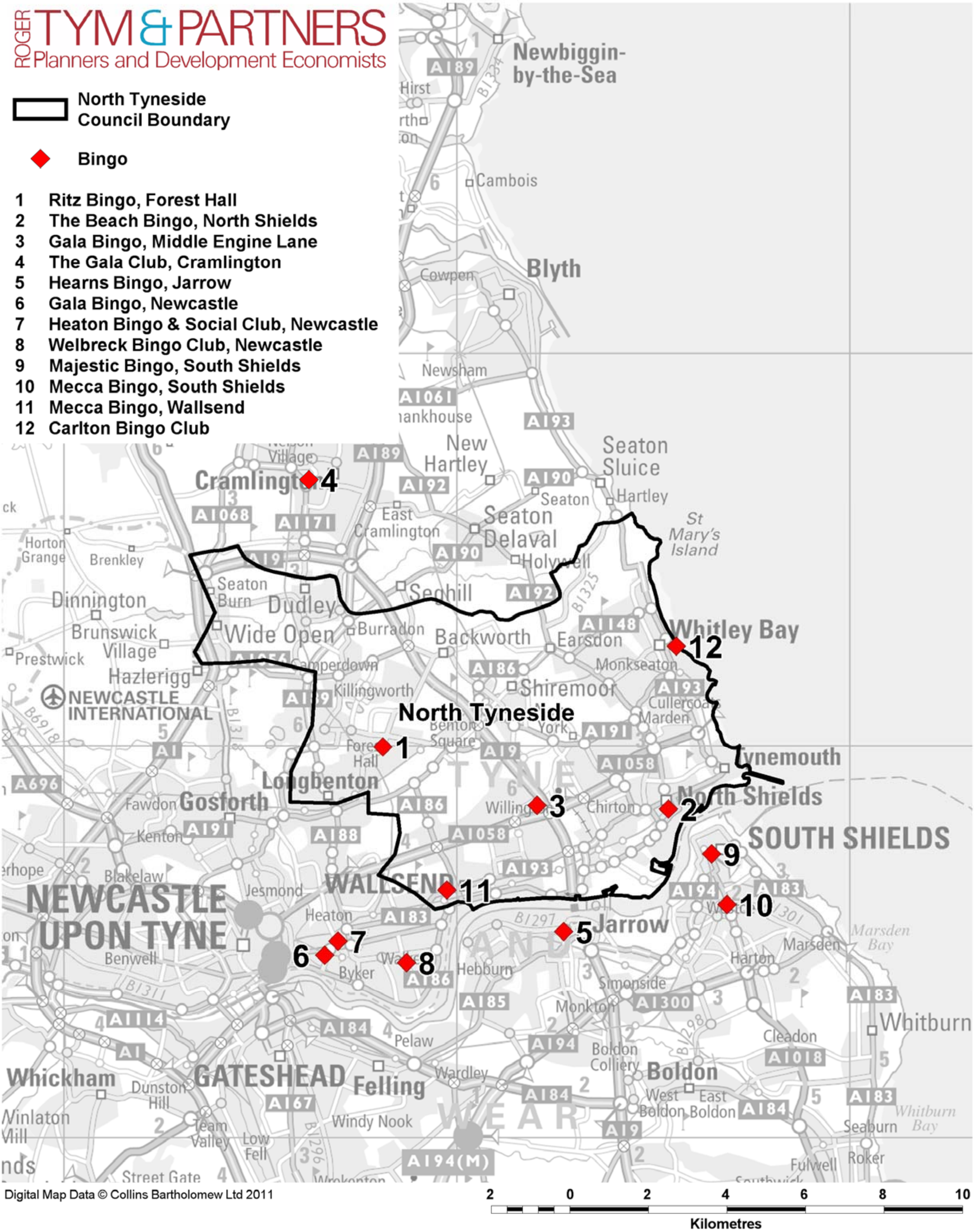
APPENDIX 6

Cinema, Bingo and Family Entertainment Provision

Existing Cinema Provision Serving North Tyneside

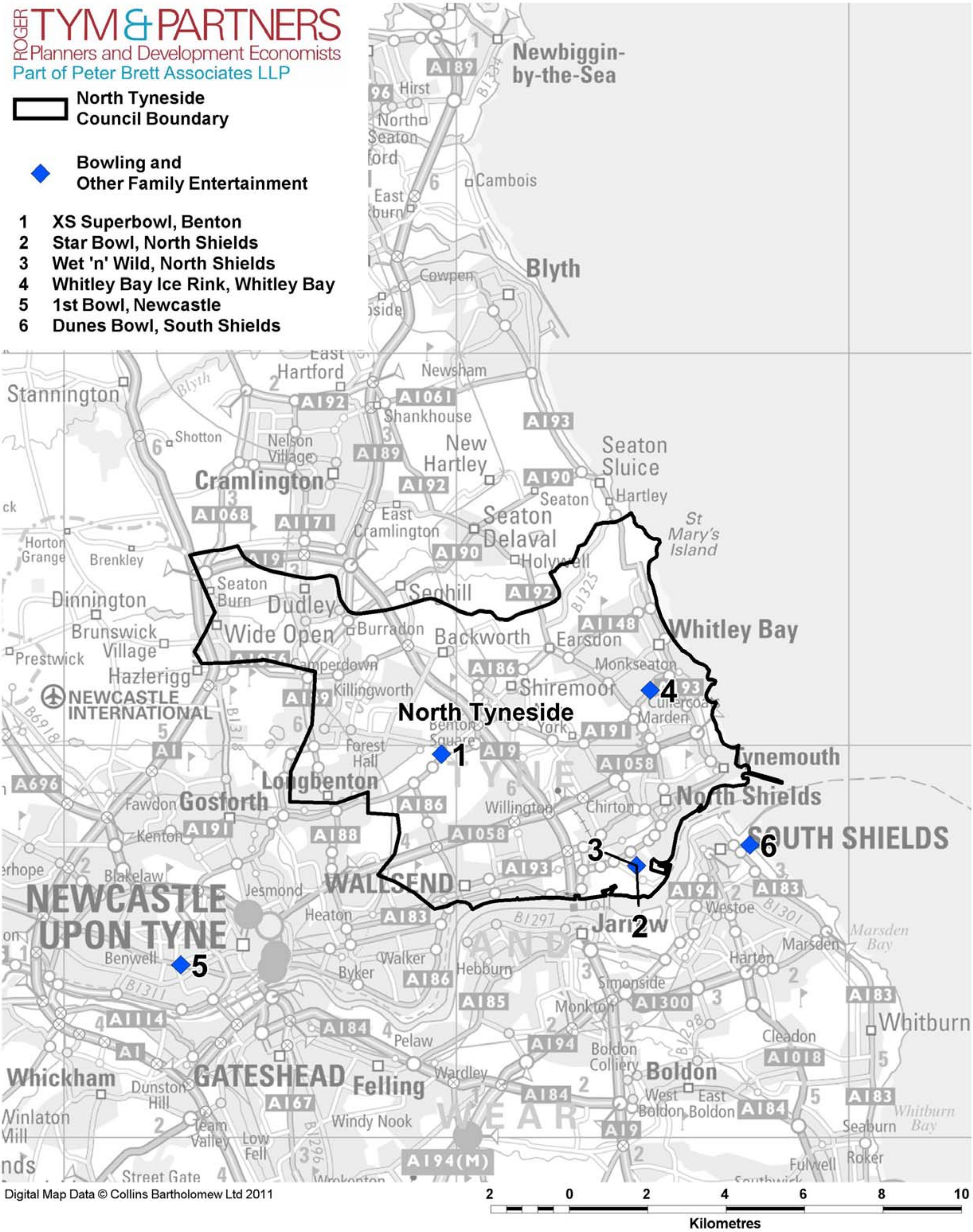


Existing Bingo Provision Serving North Tyneside



Digital Map Data © Collins Bartholomew Ltd 2011

Existing Bowling and Other Family Entertainment Provision Serving North Tyneside

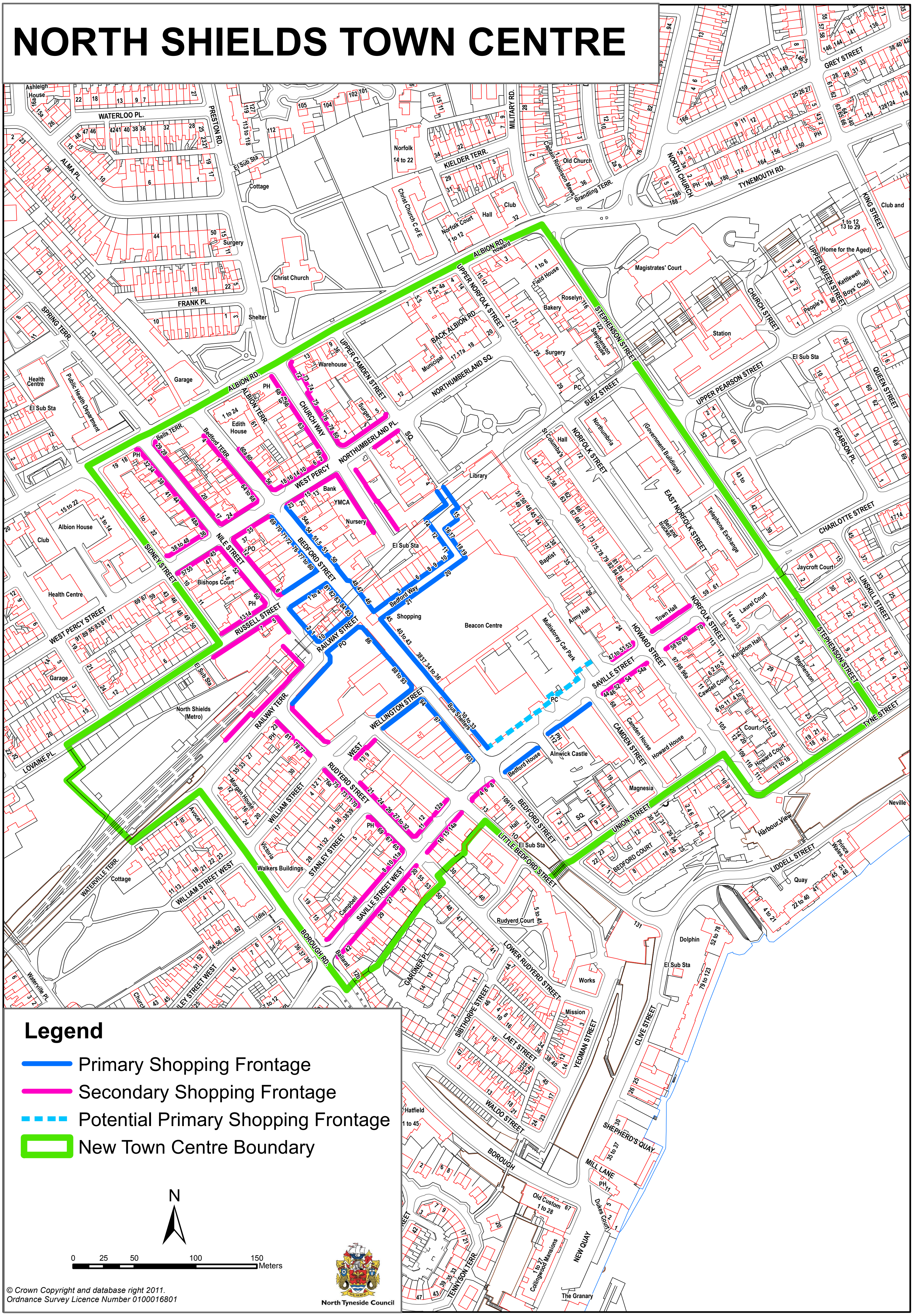


Digital Map Data © Collins Bartholomew Ltd 2011

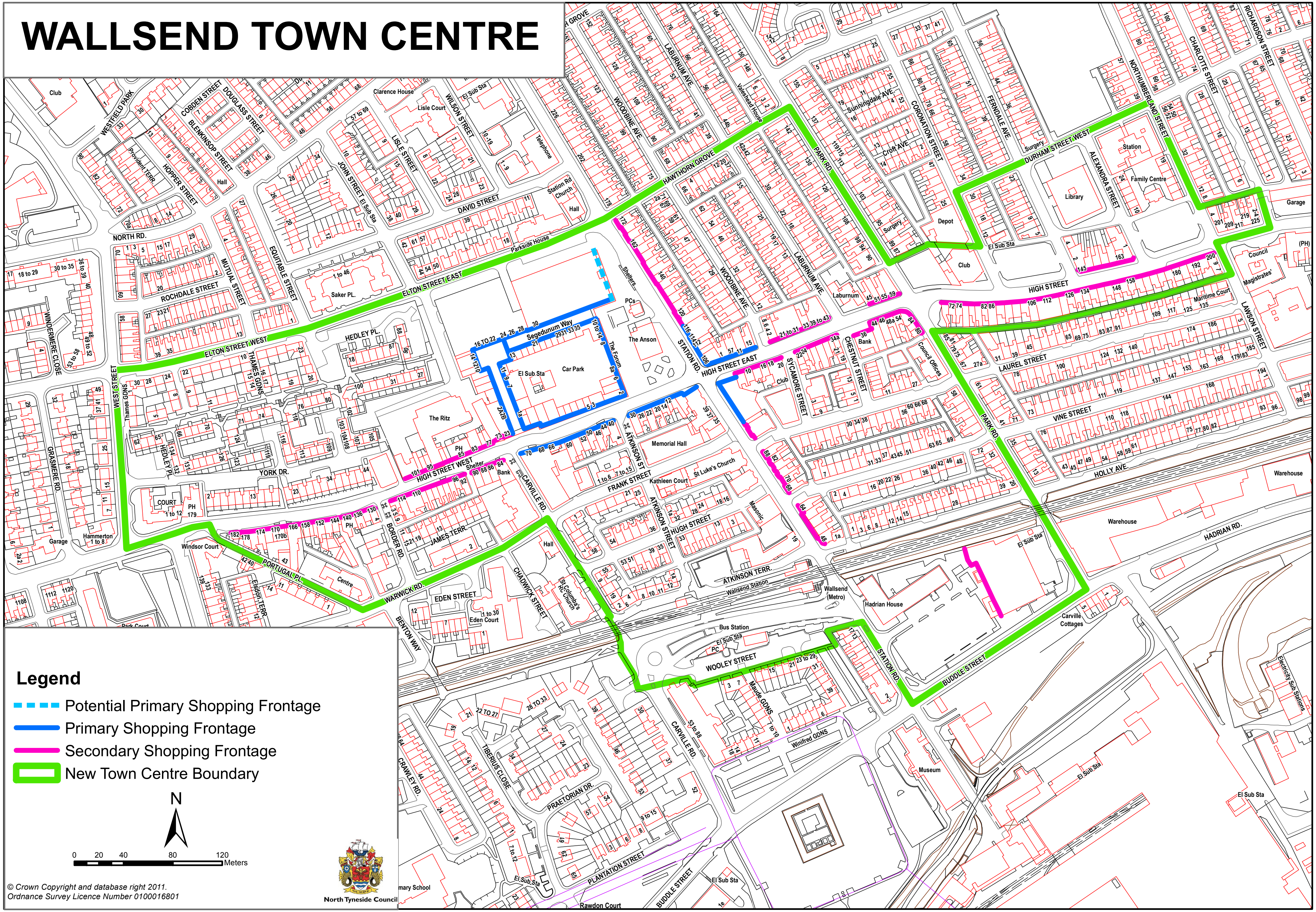
APPENDIX 7

Town and District Centre Boundaries

NORTH SHIELDS TOWN CENTRE

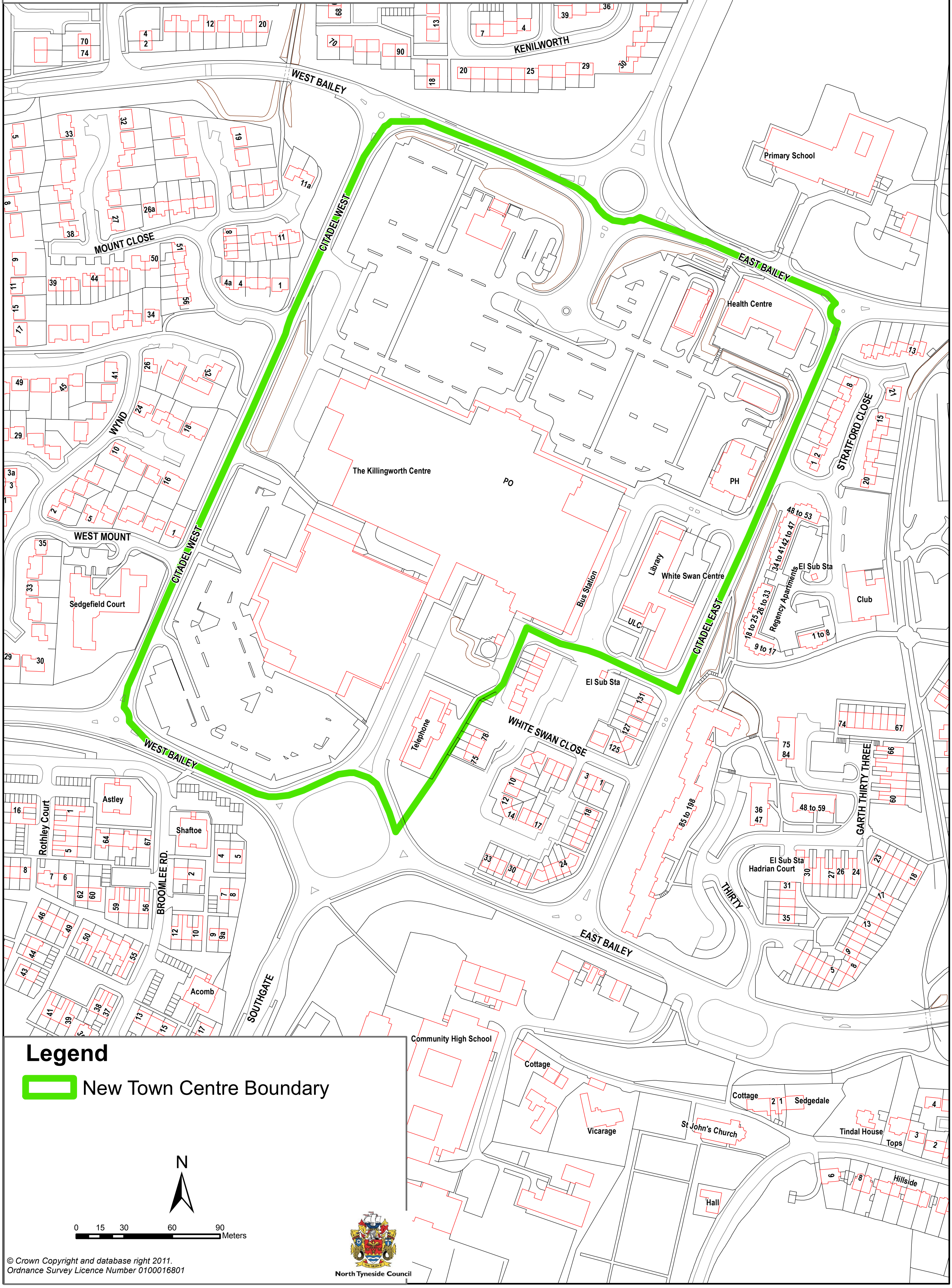


WALLSEND TOWN CENTRE



WHITLEY BAY TOWN CENTRE

KILLINGWORTH TOWN CENTRE



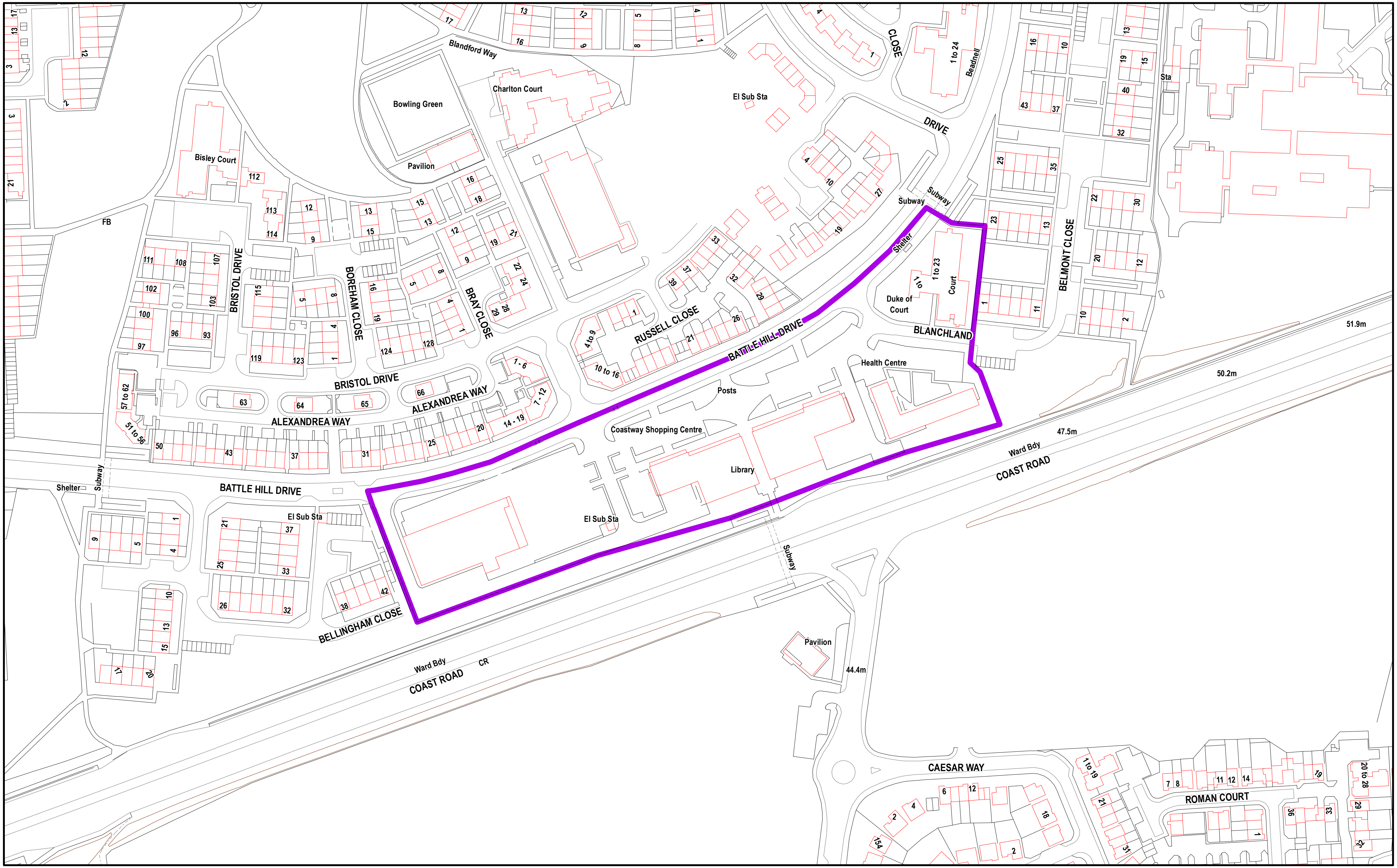
Legend

New Town Centre Boundary

N

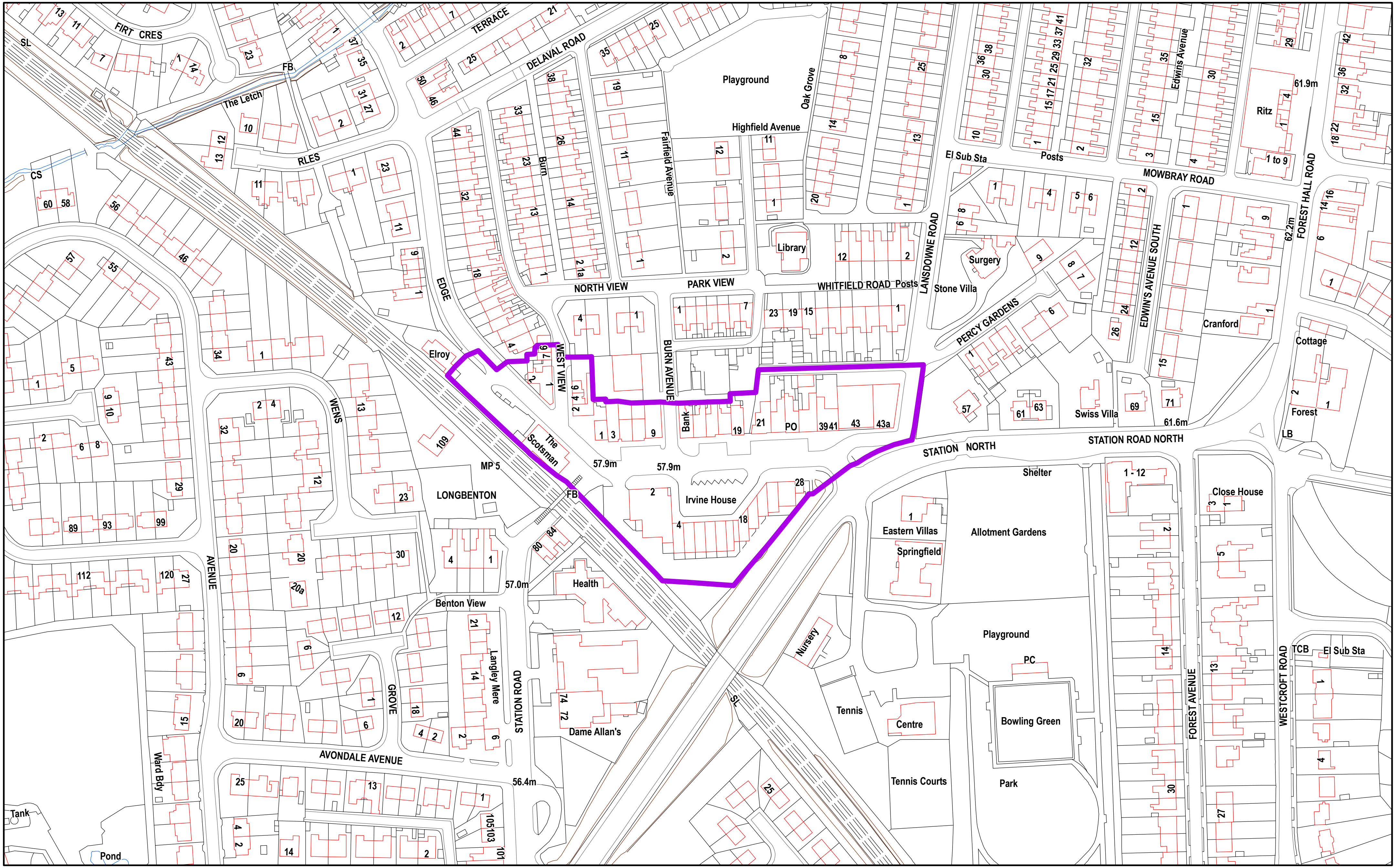
0 15 30 60 90 Meters

North Tyneside Council



BATTLE HILL DISTRICT CENTRE

North Tyneside Council

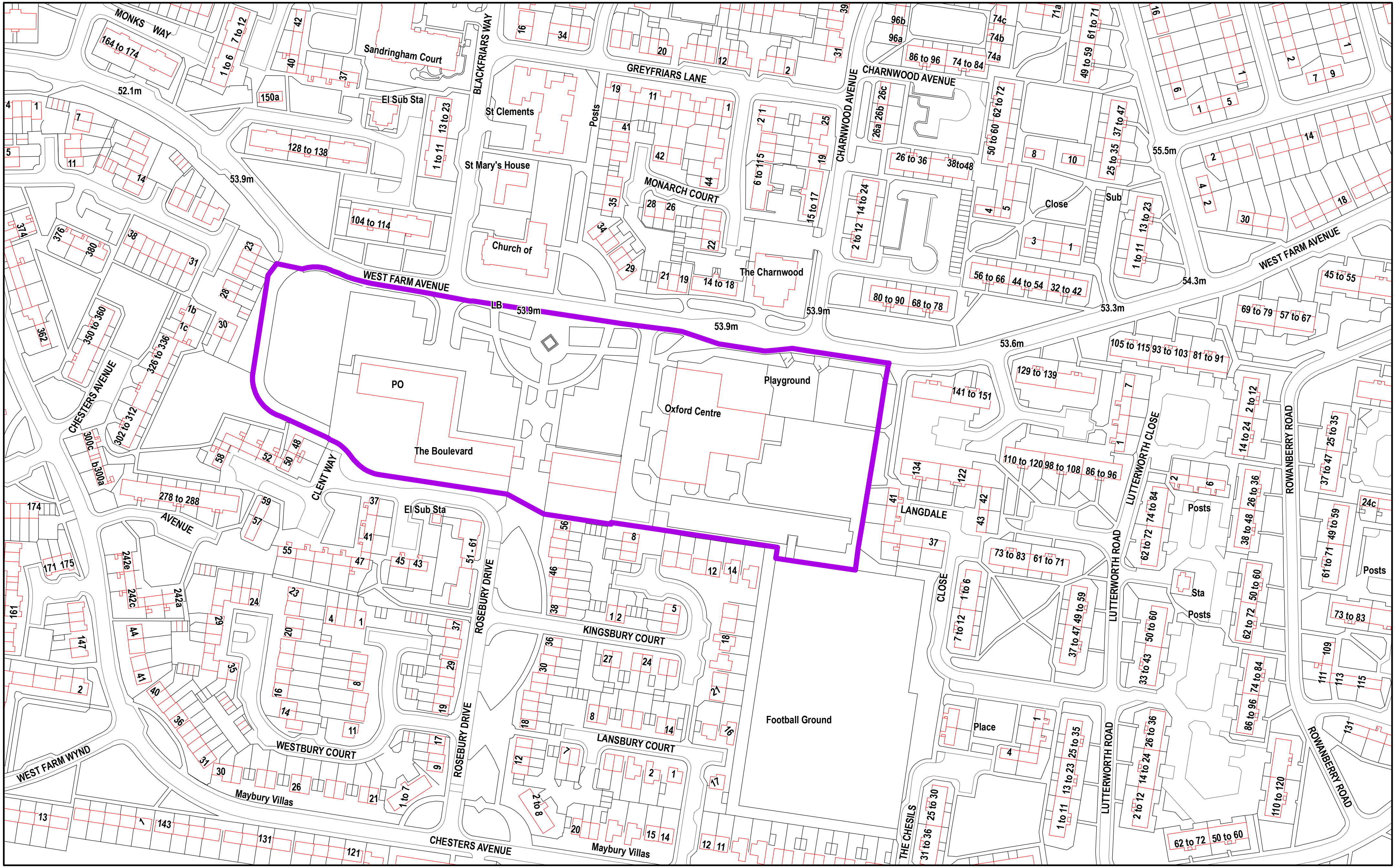


FOREST HALL DISTRICT CENTRE

N

0 15 30 60 90 120 Meters

North Tyneside Council

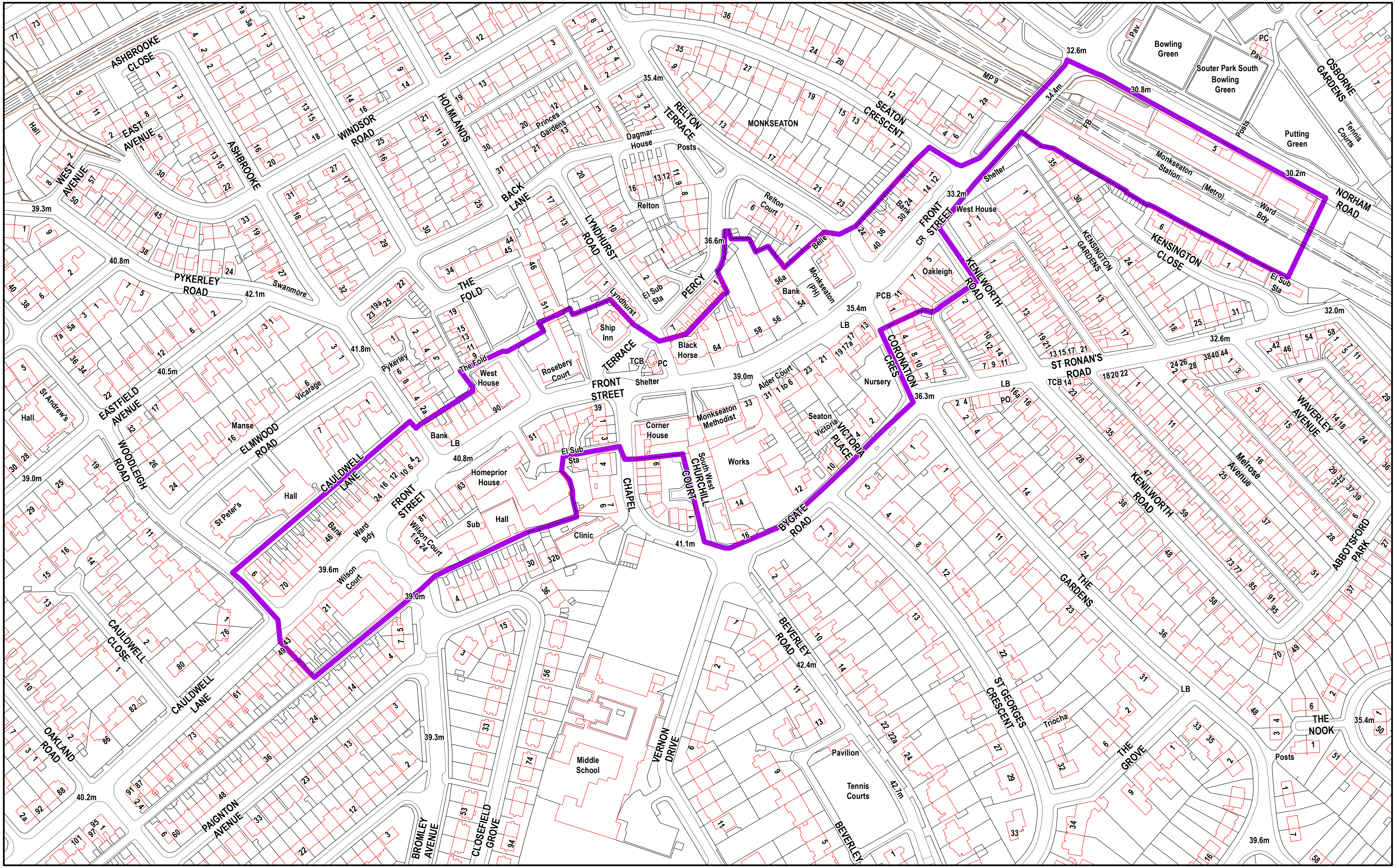


LONGBENTON DISTRICT CENTRE

N

0 15 30 60 90 120 150 Meters

North Tyneside Council

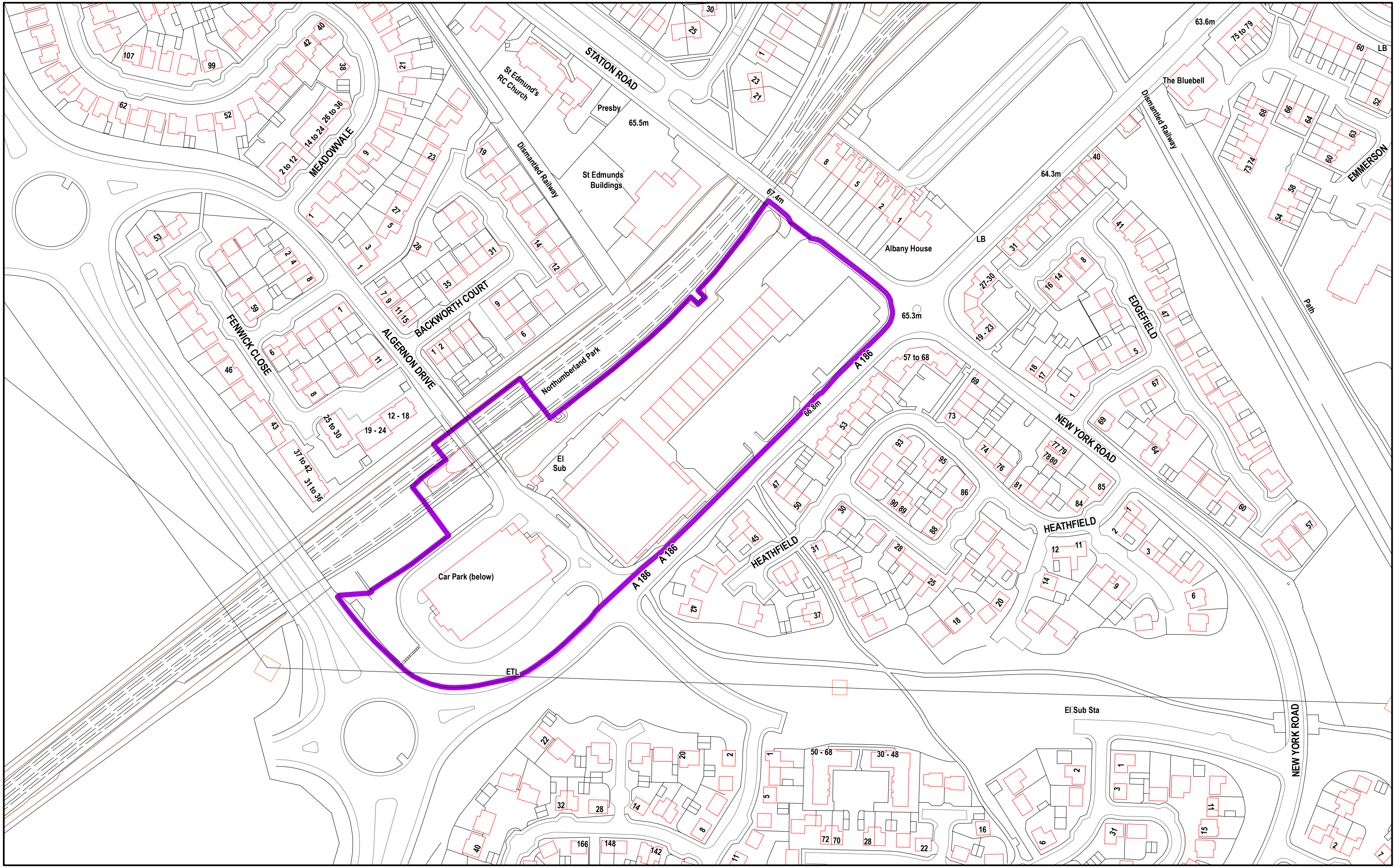


MONKSEATON DISTRICT CENTRE

N

0 15 30 60 90 120 Meters

North Tyneside Council

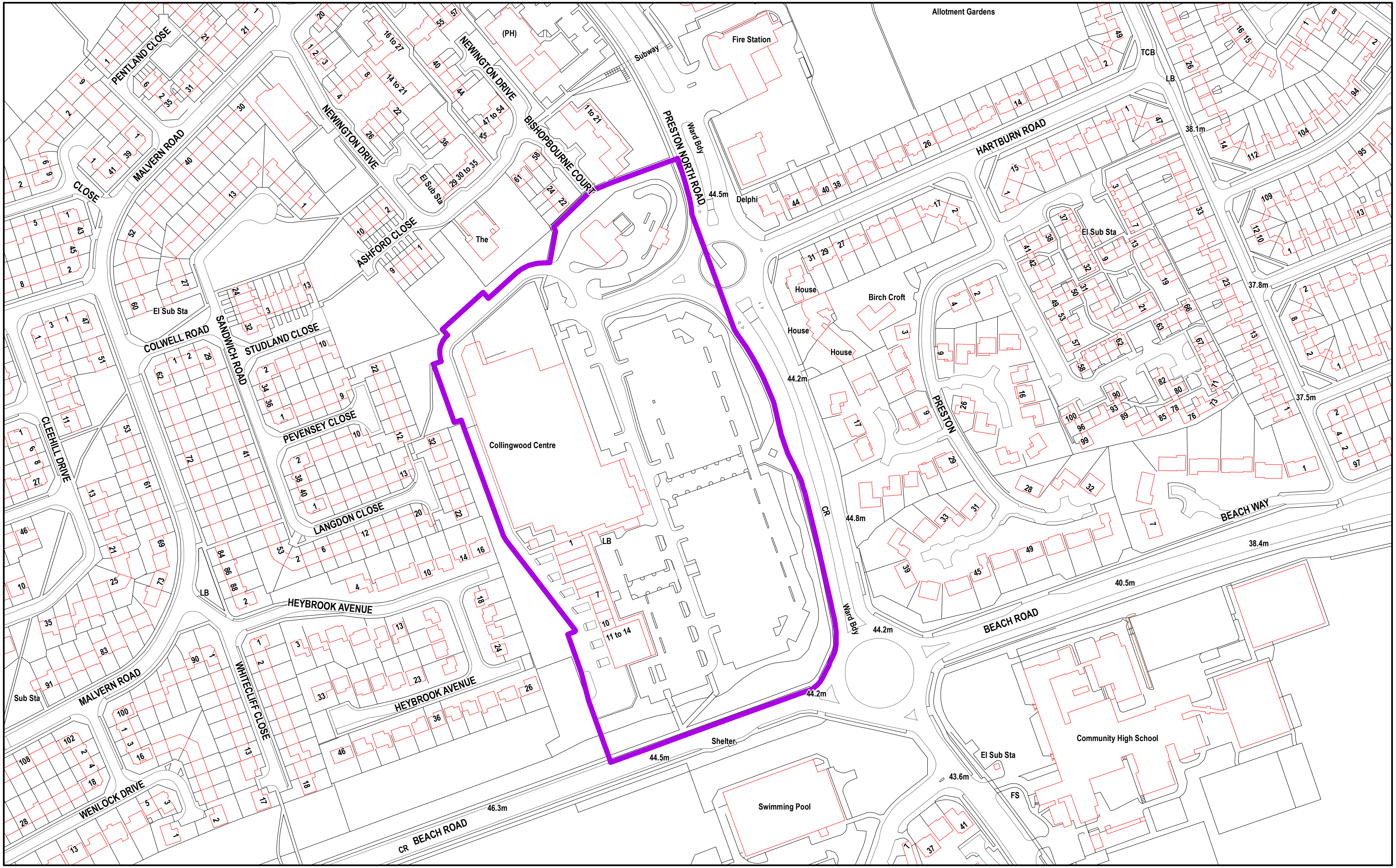


NORTHUMBERLAND PARK DISTRICT CENTRE

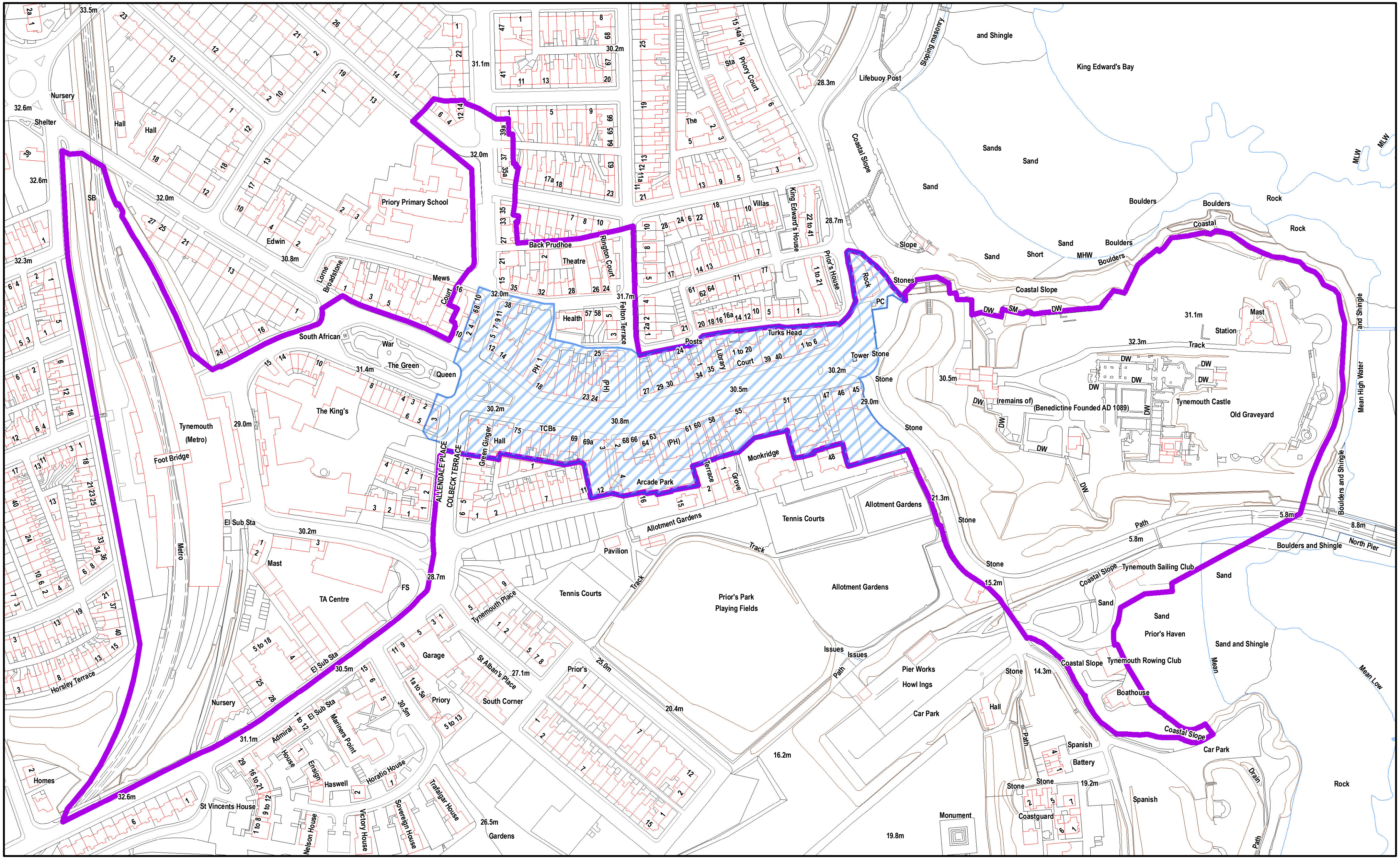
N

0 15 30 60 90 120 Meters

North Tyneside Council



PRESTON GRANGE DISTRICT CENTRE



Legend

Primary Shopping Area

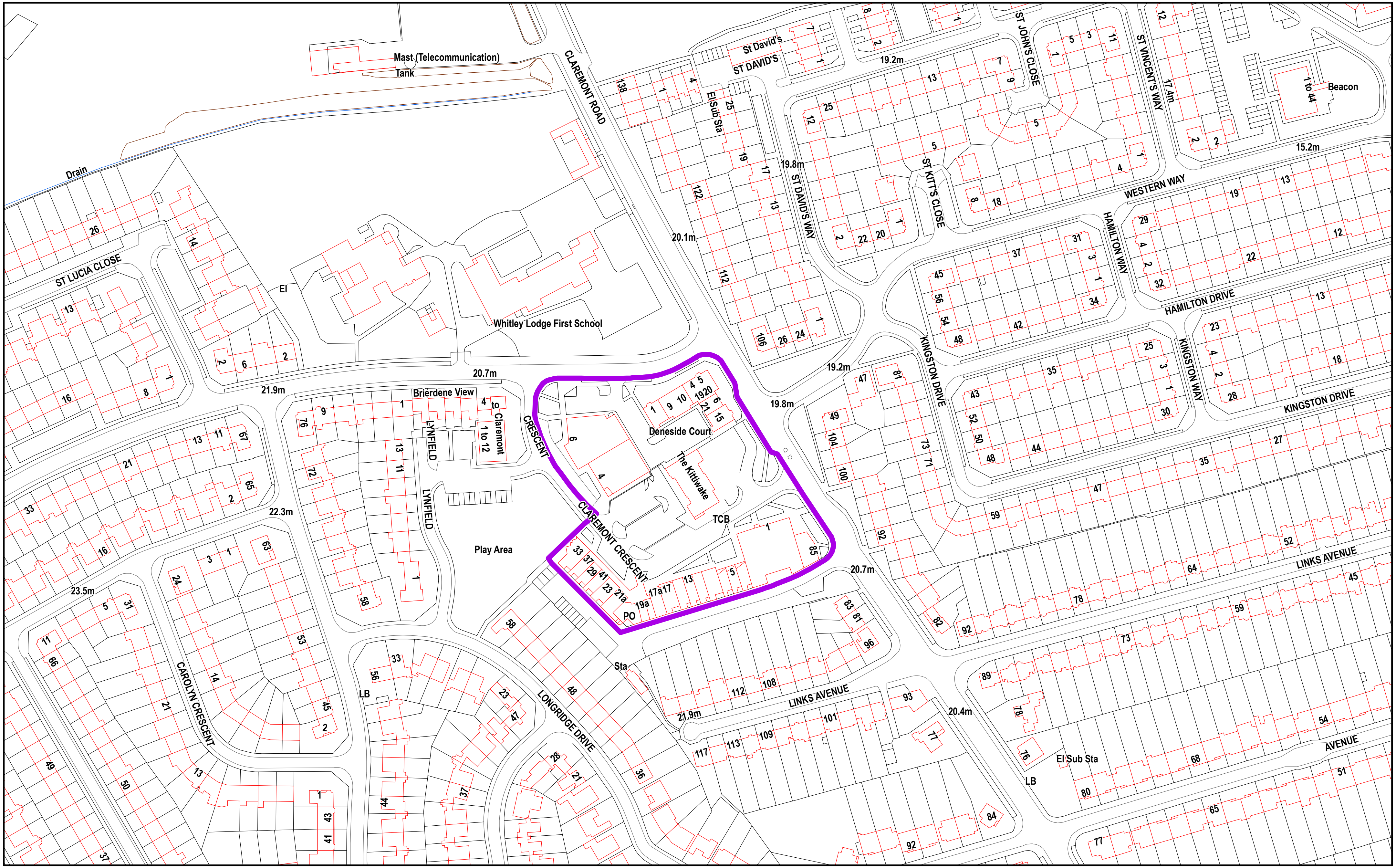
District Centre

TYNEMOUTH DISTRICT CENTRE

0 20 40 80 120 160 Meters

N

North Tyneside Council



WHITLEY LODGE DISTRICT CENTRE

N

0 15 30 60 90 120 Meters

North Tyneside Council