

Appendix 5

District Centres Health Check Assessment



Formby District Centre Health Check Assessment

Centre Overview: The district centre of Formby is located centrally within the Sefton administrative area, approximately 12km to the south of Southport and 9.5km north of Crosby District Centre. The A565 passes to the east of Formby, approximately one kilometre from the centre. The centre is principally focused around the junction of Chapel Lane, Halsall Lane and Three Tuns Lane. The Waitrose supermarket provides a key anchor store which is located towards the eastern side of the centre. The majority of the district centre's retailers occupy units along Chapel Lane. Further commercial premises are located along Halsall Lane which incorporates the Cloisters Shopping Centre as well as along Three Tuns Lane and School Lane. Formby Pool which provides a public swimming pool and fitness suite is located on the edge of the centre, directly to the west of the district centre's boundary.

Formby offers a varied range of goods and services primarily catering for the needs of the resident population from the surrounding local area. A healthy mix of both national retailers and independent businesses are present. The centre has a particularly strong representation of national operators, with 39 recorded at the time of WYG's visit to the centre. Despite Formby being the second smallest of the four district centres within Sefton, in terms of its total number of retail and service outlets it has the highest number of national multiples of any of the district centres. This provides an indication of the strong popularity the centre has with operators. The two largest car parks are the facility at the Waitrose store (approximately 250 spaces) and the privately operated facility behind the Cloisters Shopping Centre (200 spaces). Further parking is available at two smaller Council operated facilities which together provide approximately 110 parking spaces.

The Local Plan Publication Draft (January 2015)¹ incorporates minor changes to the district centre boundary from that adopted within the Unitary Development Plan, widening the boundary to include a number of buildings and grounds associated to the Our Lady of Compassion Church and the Formby Holy Trinity Church at the eastern and western edges of the centre respectively. The changes to the district centre boundary proposed do not impact on the total number of commercial units within the centre. Formby and Little Altcar Parish Council are currently in the process of producing a Neighbourhood Development Plan for the whole of the Formby and Little Altcar parish areas. Once adopted the Neighbourhood Development Plan will form part of the Development Plan and as such will influence the determination of planning applications within Formby.

¹ No material changes of relevance have been made to the Local Plan between the Publication Draft (January 2015) document and the Local Plan Submission (July 2015) document.



Diversity of Uses, Table 1: Units in Formby District Centre at 31st July 2015

	Number of Units			Floorspace Figures		
	No.	Formby	UK	Sq.m	Formby	UK
Convenience	11	10.3%	8.5%	6,225	35.1%	15.1%
Comparison	39	36.4%	32.5%	4,956	27.9%	36.1%
Retail Service	18	16.8%	14.2%	1,184	6.7%	7.4%
Leisure Service	22	20.6%	22.5%	2,820	15.9%	23.3%
Financial and Business Service	14	13.1%	10.8%	2,269	12.8%	8.2%
Vacant	3	2.8%	11.3%	279	1.6%	9.2%
Total	107	100.0%	100.0%	17,733	100.0%	100.0%

Source: WYG site visit based on town centre boundary, (Local Plan Publication Draft January 2015).¹

UK average from the Experian Goad Category Report (June 2015)

Table 2: District Centre Facilities

National Operators	Total
Key Anchor Store: Waitrose Other National Retailers: Holland & Barrett, M&S Simply Food, Timpsons, Iceland, M Local, Age UK, Card Factory, New Look, Dorothy Perkins, Barnardos, Boots Pharmacy, British Heart Foundation, Oxfam, Savers, Hallmark, Superdrug, YMCA, Cancer Research, Thomson Travel, Thomas Cook, Specsavers, Vision Express, The Co-operative Funeral Care, Post Office, Costa, Cafe Nero, Ladbrokes, David Pluck, William Hill, Dominos, Prezzo, NatWest, HSBC, Barclays Bank, Santander, Reeds Rains, RBS, Lloyds.	39
Community Facilities	
Formby Pool (edge of centre), Doctors Surgery, Dental Surgery	3

The Waitrose supermarket (3,682 sq.m gross) occupies a prominent position within the centre and serves an important role in providing a large format supermarket to attract food shopping trips into the centre. The store's car park is well located to enable good connectivity with the main shopping activity found on Chapel Lane. An M&S Simply Food (995 sq.m gross) at the Cloisters Shopping Centre and an Iceland store (479 sq.m) provide further food shopping offer. In total 11 convenience outlets are present within the centre, with other businesses including an M Local convenience store, a greengrocers and a butcher's shop. Since WYG's last health check of the centre in August 2011 there has been a net loss of one convenience retailer, although the amount of convenience floorspace within the centre has increased by 354 sq.m, largely as a result of the M Local store opening on Chapel Lane. Overall Formby is very well represented with respect to convenience shopping, with convenience retail floorspace comprising 35.1% of the total commercial floorspace within the centre which proportionally is more than double the national average.



The representation of comparison retailers within Formby is higher than the national average, accounting for 36.4% of units, compared to the national average figure of 32.5%. Formby is the only one of the four district centre within Sefton where this is the case. The majority of the comparison retail units are relatively small in size, which results in the total amount of comparison floorspace within the centre proportionally being less than the national average. Of the comparison retailers present, a high proportion sell lower-order goods, with 14 of the 39 comparison units being charity shops. The high number of charity shops that are present in Formby together limit the variety of the shopping offer within the comparison goods sector.

Within the financial and business service sector, Formby has six national retail bank branches alongside six estate agent offices. The number of businesses within this sector is unchanged when compared to WYG's last survey of the centre in August 2011, with 14 businesses. Financial and business services account for 13.1% of the centre's outlets meaning provision in this sector remains above the national average figure of 10.8%. Retail and leisure services have both experienced an increase in provision since 2011, with a further three retail service units and a further six leisure service units recorded than in 2011. The leisure services category incorporates food and beverage businesses such as restaurants, cafes, public houses and fast food take-aways as well as other service provisions such as betting shops and sports facilities. Although Formby's leisure service offer has expanded since the last survey of the centre was undertaken, the provision in this sector remains below the national average both in terms of the number of outlets and the proportion of the centre's floorspace in use by leisure service businesses. In total, 20.6% of the centre's outlets provide leisure services compared to the national average of 22.5%. With respect to floorspace, 15.9% of Formby's total floorspace is occupied by leisure service uses compared against the average found nationally of 23.3%.

Formby Pool on the edge of the centre provides an important leisure draw. This facility is located outside of the district centre boundary and therefore is not represented within the diversity of use data illustrated in Table 1. However, taking Formby Pool into account, the proportion of leisure service floorspace within the centre would rise to 24.2%, slightly above the national average of 23.3%.

Vacancies:

Formby has a very low vacancy rate, a clear indication of the centre's health and viability, with only three vacant units recorded. These units represent just 2.8% of the stock which is well below the national average vacancy rate of 11.3%. Furthermore, none of the vacant units are particularly large in size, with the largest being 141 sq.m (gross). Vacant floorspace therefore accounts for just 1.6% of the total within the district centre. In 2011 a similarly healthy situation was recorded with seven vacant units identified, which shows a further improvement in this area over recent years. Each of the seven units recorded as vacant in 2011 were found to be tenanted at the time of the latest survey, demonstrating no issues with long term vacant premises.



Retail units on Chapel Lane.



Roundabout at junction of Chapel Lane and Halsall Lane



Open outdoor space at the rear of Formby Pool

Accessibility

The A565 provides an important access point to the wider area, both to the north and south of the borough. Access to the M57 and M58 motorways is available approximately 13km to the south east of the centre. Southport town centre can be reached in less than a 20 minute drive-time. The neighbouring settlement of Ainsdale is approximately a 10 minute drive away to the north. Formby does not suffer from prevalent traffic congestion issues within the centre itself, with the geography of the conurbation and road network meaning that traffic travelling through the wider area does not generally pass directly through the centre. Vehicle traffic was observed to be relatively slow moving through the centre to the benefit of pedestrian movement.

There are a number of parking options available for visitors to the centre. The largest car parks are at the Waitrose store (approximately 250 spaces) which is limited to customers of the store for a maximum of two hours free of charge, and the privately managed car park at the rear of the Cloisters Shopping Centre (200 spaces) which charges £0.50 for 1 hour, £1.00 for two hours, £2.00 for four hours and £3.00 for over four hours.

The Council operate a very popular free car park on Sumner Road (approximately 55 spaces) which offers two hours free parking and is free all day on Sunday.² A further car park at Formby Pool (approximately 55 spaces) charges £1.00 for one hour, £2.00 for two hours and £4.00 for four hours. Charges of up to £2.00 are refundable for users of the leisure centre. Further limited on-street parking, including disabled parking bays, are available along Chapel Lane. Parking charges are

² At the time of writing, the Council were progressing with a proposal to introduce parking charges at the Sumner Road car park. The proposed charges would be enforced seven days a week between the hours of 8.00am and 6.00pm, with charges being £0.20 for 30 minutes and £0.90 for the maximum permitted stay of two hours.



comparable to those in place at the other district centres within the borough. An adequate provision of cycle parking stands are found at appropriate locations across the centre.

Accessibility to public transport services is considered to be a relative weakness for Formby. Formby Railway Station is not ideally located for easy access, being approximately 0.7km to the west of the centre. The railway station does however provide a point of access for direct train services to important neighbouring destinations such as Liverpool, Southport and Bootle.

The bus services which operate within the local area do not travel along either Chapel Lane or Three Tuns Lane. This means that to access bus services users must walk some distance from the main shopping activity. Bus services offering routes to many of the surrounding communities can be accessed from Church Road to the east of the centre and from Duke Street south of the centre.

Environmental Quality:

The environmental quality of the centre is considered to be very good, with a strong sense of character present. Shop fronts within the centre are generally well maintained and of a suitably complementary design to their host building. A sense of unity is provided across the centre through shared canopies above shop units on Hallsall Lane and the pedestrian friendly environment along Chapel Lane which has expansive pavements.

The district centre provides a leafy and pleasant environment, supported by the presence of mature trees, landscaping and planting. Benches located across the main shopping environment provide adequate seating opportunities. Open outdoor space with tables and benches are in place within the curtilage of Crosby Pool which offers a location for extended periods of stay. Formby Pool itself is of a high quality design which is beneficial to the quality of the centre's visual character.

Each of the car parks was found to be suitably well maintained and signposted. The locations of the car parks also enable good pedestrian connectivity with the primary shopping area. Perceptions of safety are considered to be good, supported by a well maintained physical environment and good levels of pedestrian movement across the centre as a whole.

Pedestrian Flows:

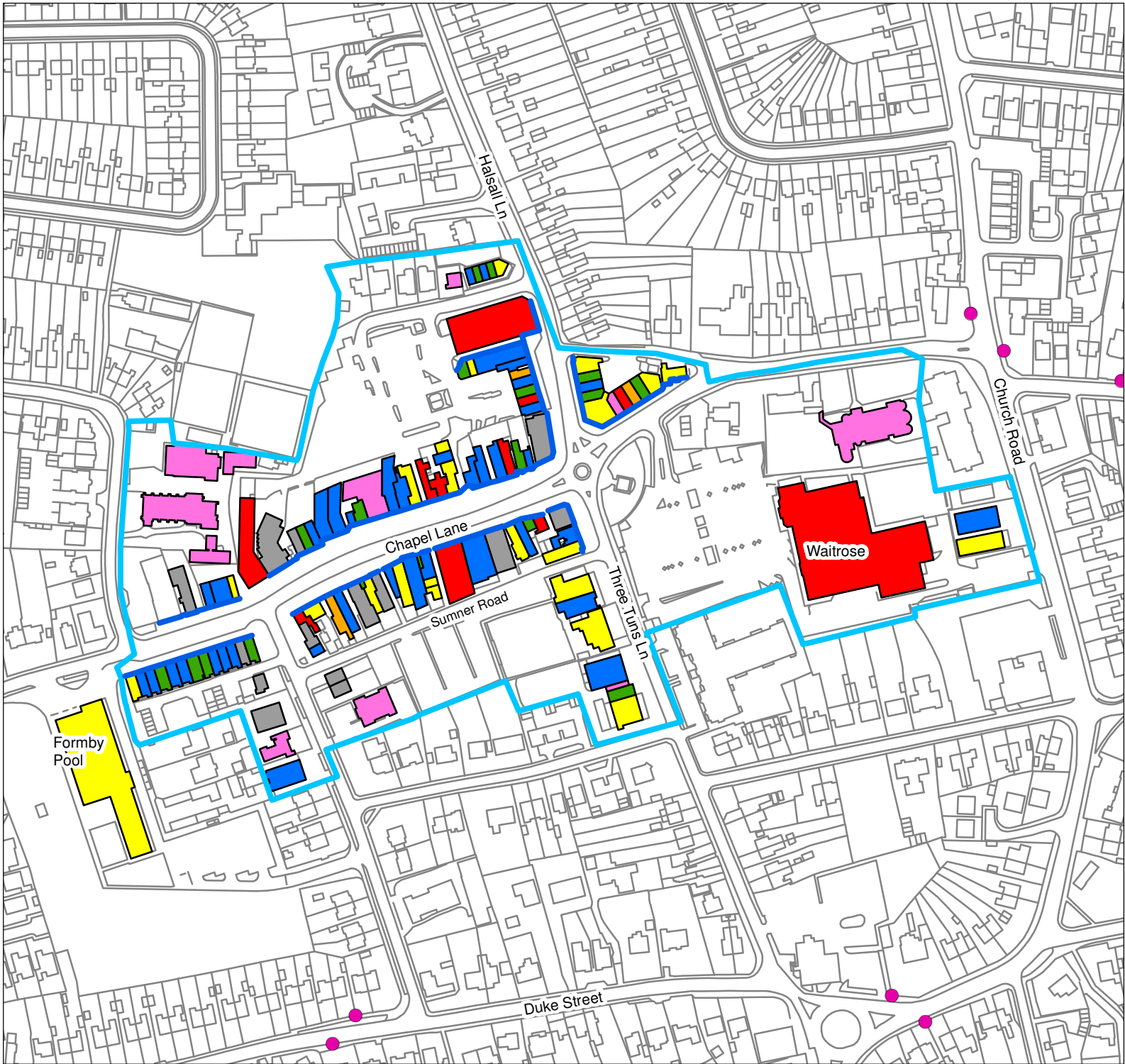
WYG observed Formby to be a popular destination, with healthy levels of pedestrian activity across all parts of the centre. The highest levels of pedestrian activity were found to be at the eastern end of Chapel Street and around the Waitrose Store, with the store's car park found to be particularly popular. The form of the shopping environment, primarily centred around Chapel Street, encourages visitors to naturally gravitate along the length of this street when visiting the centre. With key draws located at the edges of the centre in the form of the Waitrose and M&S Simply food stores and Formby Pool, footfall remains strong even at the more peripheral fringes of the centre.

**Summary:**

Formby serves an important role as a key shopping and service destination within Sefton. The indicators of health examined point to Formby being a vital and viable district centre, popular with both shoppers and retailers alike. This is illustrated by a very low vacancy rate and a strong representation of national operators.

Leisure service businesses are recorded as the only sector with a representation proportionally below that of the national average in terms of the number of outlets. However, this sector has recorded growth since WYG's last health check survey in 2011, with a net increase of six leisure service businesses. A high proportion of the centre's comparison goods outlets are in use as charity shops (14 of 39 outlets). This over representation serves to restrict the variety of the shopping offer within the comparison goods sector. Despite this, overall the centre is considered to be providing a suitably diverse shopping and service offering which is considered to appropriately meet the needs of the local resident population.

The physical environment was found to be generally clean and well maintained, offering a pleasant shopping experience for visitors. Accessibility for users of public transport is an issue for the centre. This could be improved to encourage a greater number of visitor trips and to improve the visitor experience.



Client: Sefton Council
A092546
Formby District Centre

Diversity of Uses Plan

Key

- Primary Retail Frontage (Local Plan Publication Draft 2015)
- District Centres Boundary (Local Plan Publication Draft 2015)
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Other Main Town Centre Use
- Vacant
- Bus Stops



Scale 1:3,000 @ A4

July 2015

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Maghull District Centre Health Check Assessment

Centre Overview

Maghull is the smallest district centre within Sefton in terms of the number of retail units. The centre is focused along Westway (B5422) between the junctions with Northway (A59) and Liverpool Road North (A5147). The majority of the district centre's retail units are located on the north side of Westway at the Central Square Shopping Centre (44 Units), at the Red Lion Centre which includes the Morrison supermarket (12 Units) and along Liverpool Road North. The Central Square Shopping Centre comprises two terraces of retail units that face onto Westway. This area incorporates four separate car parks, three at the rear of the shopping centre and one in front of the main shopping terrace. The Red Lion Centre provides a further terrace of small retail units which connects to the Morrisons store. A pedestrianised walkway links the Morrisons store to Westway.

The freehold for The Central Square Shopping Centre was acquired in July 2015 by Evolve Estates for £11.85 million. Proposals put forward by the previous owners of the shopping centre for its refurbishment as well as the redevelopment of part of the shopping centre gained approval in February 2011. It is thought that the majority of the physical regeneration works previously approved have not been carried out, although the car parking has been extended at the rear of the shopping centre.

The Local Plan Publication Draft (January 2015)¹ identifies an extended district centre boundary compared to that set out in the adopted Unitary Development plan which includes additional commercial premises north of Westway on the eastern side of Liverpool Road North.

Diversity of Uses

Table 1: Units in Maghull District Centre at 22nd July 2015

	Number of Units			Floorspace Figures		
	No.	Maghull	UK	Sq.m	Maghull	UK
Convenience	7	7.7%	8.5%	2,574	19.1%	15.1%
Comparison	22	24.7%	32.5%	3,725	27.7%	36.1%
Retail Service	18	20.2%	14.2%	2,093	15.6%	7.4%
Leisure Service	14	15.7%	22.5%	1,991	14.8%	23.3%
Financial and Business Service	19	21.3%	10.8%	1,922	14.3%	8.2%
Vacant	9	10.1%	11.3%	1,145	8.5%	9.2%
Total	89	100.0%	100.0%	13,450	100.0%	100.0%

Table 2: District Centre Facilities

National Operators	Total
Key Anchor Store: Morrisons	17
Other National Retailers: Pound Bakery, O2, B&M Bargains, Bon Marche, Boots Pharmacy, Card Factory, Superdrug, Hallmark, Home Bargains, Hays Travel, Thomas Cook, TSB, RBS, Halifax, HSBC, Nat West	
Community Facilities	
Maghull Health Centre, Maghull Police Station	2

Source: WYG site visit based on town centre boundary, (Local Plan Publication Draft January 2015)¹, UK average from the Experian Goad Category Report (June 2015)

¹ No material changes of relevance have been made to the Local Plan between the Publication Draft (January 2015) document and the Local Plan Submission (July 2015) document.

The key anchor store in Maghull is the Morrison supermarket (1,905 sq.m gross), which benefits from its own customer car park. Since WYG's last health check of the centre in August 2011 there has been a net loss of four convenience retailers. Despite this, the extent of convenience floorspace within the district centre remains above the national average, with the Morrisons supermarket complemented by a number of independent convenience retailers located within the Central Square Shopping Centre.

With respect to comparison outlets the centre has a lower representation than the national average, this being 24.7% compared to 32.5% nationally, reflective of the centre's role within the shopping hierarchy. The centre is very well represented in terms of retail and financial and business services, with both the number of outlets and extent of floorspace occupied by these business categories being above the national average. The centre includes a number of national retail banks including RBS, Halifax, HSBC and Nat West which provide important financial services. Other main town centre uses within the district centre boundary include the Maghull Health Centre, the Maghull Police Station and office accommodation.

Vacancies:

Vacancies within the centre represent 10.1% of units, slightly below the national average of 11.3% of units. In addition, the former Maghull Library building on Liverpool Road North is a prominent vacant unit, with the plot identified as for sale. A new library is now accommodated at the Meadows on Hall Lane, 0.5km to the south of the district centre. The former Stafford Moreton Youth Centre building on the neighbouring plot is also no longer in use. For consistency with previous health check surveys these two vacant buildings are not incorporated into the data provided in Table 1 as their previous use was not for commercial purposes. However, together these two neighbouring plots occupy a sizable area of presently underused land which is well connected to the primary activity of the district centre. The largest vacant unit within the centre is the former Red Lion Garage on Liverpool Road North at the northern extremity of the district centre.



The Central Square Shopping Centre and car parking.



Shopping terrace, north side of Westway.



Pedestrian walkway alongside the Red Lion Centre.

**Accessibility:**

The centre is located on the eastern side of the Borough, just over 3km away from both Junction 1 of the M58 to the east and access to the M57 to the south. The car parks at the Central Square Shopping Centre have been extended in recent years in order to ease congestion and capacity issues, including the formation of a permit holder's only area. The Central Square Shopping Centre car parks which together provide approximately 220 parking spaces are advertised as being free for up to 30 minutes, with one hour costing £0.50 and two hours costing £1.00. The Morrisons car park (approximately 130 spaces) provides free parking for up to two hours for customers of the store.

Pedestrian movement is supported adjacent to the Primary Retail Frontage by pedestrianised areas at both the Central Square Shopping Centre and the Red Lion Centre. The southern half of the centre is disconnected from the main activity found along Westway with the accessibility of the shops and services at the southern end of Liverpool Road North are compromised as a result.

Bus stops are conveniently positioned for shoppers at locations on both Westway and Liverpool Road North. Services are available to many of the surrounding communities as well as key destinations such as Southport and Liverpool. Accessibility to train services is a weakness of the centre, with the closest station being Maghull Railway Station which is approximately a 20 minute walk away from the centre's shopping frontage on Westway.

Environmental Quality:

The focus of the district centre's shopping activity is located at the Centre Square Shopping Centre. This facility conveniently provides a concentration of shop units, which generally are relatively small in size. Although a refurbishment of the centre was formally proposed through a planning application in February 2011, works to upgrade the shopping units have not been carried out. The external appearance of the retail units and flats above are now showing signs of deterioration and the shopping centre as a whole would benefit from investment to modernise the facilities.

There are relatively few seating opportunities for shoppers across the centre, as well as a limited extent of open public space to be enjoyed. It is considered that the pavements and areas of public realm adjacent to the Primary Retail Frontage would also benefit from improvement. These environmental limitations do not help to encourage shoppers to prolong their visits.

The car parks at the Central Square Shopping Centre were found to be poorly maintained. All of the pay and display machines were found to be out-of-order at the time of WYG's visit to the centre. The surfacing and markings within the car parks were also found to be in need of maintenance.

The concentration of activity around the Red Lion Centre and the Central Square Shopping Centre helps to engender good perceptions of safety for users in these key areas. CCTV monitors the shopping area of the Central Square Shopping Centre with coverage along Westway. Perceptions of safety are weakest at the car parks to the rear of the shopping centre which are not evidently overlooked, are largely enclosed and have limited street lighting.

**Pedestrian Flows:**

WYG observed the centre to be a relatively popular destination, with healthy levels of pedestrian activity focused around the Morrisons store and the Central Square Shopping Centre. The second terrace of units at the Square Shopping centre to the eastern side of the centre were observed to attract significantly less activity than the main concentration of units which surround the main car park. Similarly, footfall was found to be limited along Liverpool Road North and at the southern end of the centre, where a higher proportion of service uses are located.

Commercial Rents:

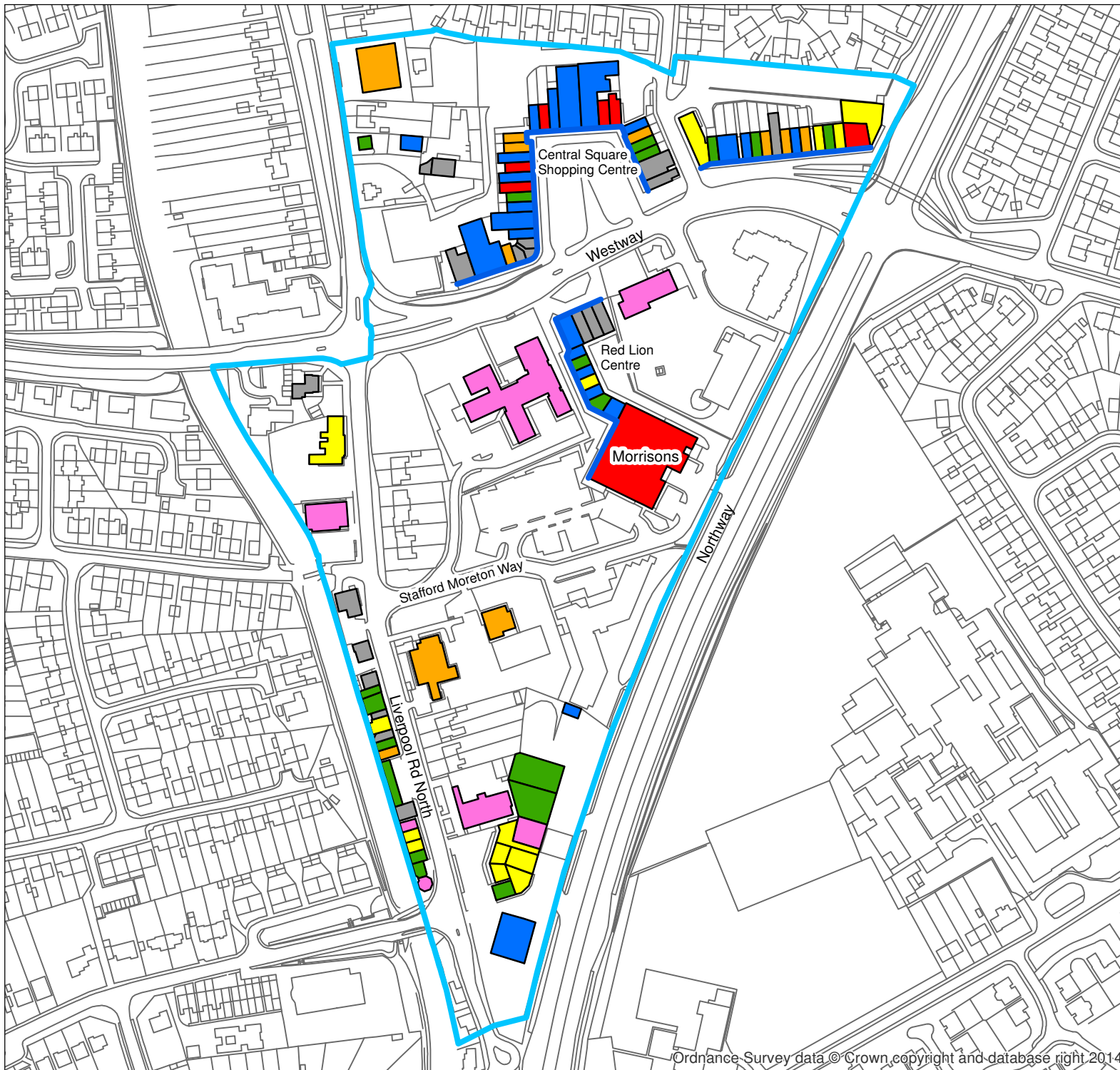
The purchase of the freehold of the Central Square Shopping Centre in July 2015 by Evolve Estates Limited for £11.85 million achieved a yield value of 8.25%. This shows a significant increase in yield values at the shopping centre since 2006 when Maghull Developments Limited acquired the freehold for £21.25 million at an initial yield of 5.0%.² The increase in yield values indicates a weakening of the shopping centre's market performance over this time.

Summary:

The centre is considered to remain a popular destination which plays an important role in meeting the convenience shopping and day-to-day service needs of the local resident population, alongside providing a limited comparison shopping offer. The environmental quality of the main shopping area around the Central Square Shopping Centre is showing signs of deterioration and would benefit from modernisation. Car parking management and maintenance is an evident issue at the Central Square Shopping Centre.

The vacant buildings within the centre, and their associated plots, provide opportunities to attract investment into the centre. Specifically, the vacant library building, former Stafford Moreton Youth Centre and the former Red Lion Garage sites are each individually relatively well connected to the key shopping areas at the Central Square Shopping Centre and the Red Lion Centre.

² Source: EGi Shopping Centre Report, 2015



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creative minds safe hands



Client: Sefton Council
A092546
Maghull District Centre

Diversity of Uses Plan

Key

- Primary Retail Frontage (Local Plan Publication Draft 2015)
- District Centre Boundary (Local Plan Publication Draft 2015)
- Convenience
- Financial & Business Service
- Comparison
- Leisure Service
- Retail Service
- Other Main Town Centre Use
- Vacant



Scale 1:3,000 @ A4

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Crosby District Centre Health Check Assessment

Centre Overview

The district centre of Crosby is located approximately 1.5km to the north of Waterloo District Centre and 9.5km to the south of Formby District Centre. The A565, which is an important major highway and which runs from the north to the south of the local authority area, passes through the centre. The majority of the district centre is contained within an area bounded by The By-Pass (A545) which forms the southern boundary of the centre and Islington (B5193) which forms the western boundary of the centre. The majority of the Crosby's retail units are located along the pedestrianised areas of Liverpool Road, with this area designated as primary shopping area within the Local Plan Publication Draft (January 2015)¹. Further groupings of retail and commercial units are located on Cooks Road, Coronation Road and Liverpool Road.

The centre provides a good range of uses including a healthy mix of both national and independent retailers. A Sainsburys supermarket provides the key anchor store within the centre which is conveniently located close to the pedestrianised shopping environment on Liverpool Road. Three separate Council operated surface car parks circle the pedestrianised shopping area. Within the district centre boundary, at the eastern side of the centre, a site bounded by Liverpool Road and The By-Pass is being redeveloped for 46 retirement apartments.

The Local Plan Publication Draft (January 2015)¹ identifies a revised district centre boundary compared to that set out in the adopted Unitary Development plan. The Publication Draft boundary includes an additional terrace of five units on the north eastern side of Cooks Road. St Helen's Church to the west of Islington and a small number of properties to the south of The By-Pass including the St Luke's Church Hall are omitted from the latest district centre boundary as identified within the Publication Draft of the emerging Local Plan.

¹ No material changes of relevance have been made to the Local Plan between the Publication Draft (January 2015) document and the Local Plan Submission (July 2015) document.



Diversity of Uses

Table 1: Units in Crosby District Centre at 31st July 2015

	Number of Units			Floorspace Figures		
	No.	Crosby	UK	Sq.m	Crosby	UK
Convenience	10	8.6%	8.5%	3,920	21.1%	15.1%
Comparison	23	19.8%	32.5%	3,951	21.2%	36.1%
Retail Service	23	19.8%	14.2%	3,352	18.0%	7.4%
Leisure Service	34	29.3%	22.5%	4,254	22.9%	23.3%
Financial and Business Service	14	12.1%	10.8%	1,847	9.9%	8.2%
Vacant	12	10.3%	11.3%	1,269	6.8%	9.2%
Total	117	100.0%	100.0%	18,593	100.0%	100.0%

Source: WYG site visit based on town centre boundary, (Local Plan Publication Draft January 2015¹)
UK average from the Experian Goad Category Report (June 2015)

Table 2: District Centre Facilities

National Operators	Total
Key Anchor Store: Sainsburys	29
Other National Retailers: Bargain Booze, Farm Foods, Greggs, Tesco, Barnardos, Boots, Superdrug, Oxfam, Age UK, Hallmark, Card Factory, Home Bargains, Timpsons, Cooperative Travel, Max Spielman, Thomas Cook, Post Office, Domino's, William Hill, Coast, Ladbrokes, Bet Fred, Reeds Rain, HSBC, Halifax, Barclays, NatWest, Santander	
Community Facilities	
Doctors Surgery, Crosby Youth Centre (edge of centre)	2

The Sainsburys supermarket store (2,172 sq.m gross) provides the major convenience shopping offer within the centre. The store benefits from a Council operated pay and display car park (163 spaces) which serves customers to the store. Additionally, a Tesco Express (544 sq.m gross) on Coronation Road and a Farm Foods store (340 sq.m gross) on Liverpool Road are also located within the centre. The latest survey identifies ten convenience retailers within the centre with this representing no change from that recorded at the time of WYG's last survey in 2011. The centre is considered to be well represented for convenience shopping, with the extent of convenience floorspace within the centre being well above the national average. Since the last health check survey was undertaken in 2011 the amount of convenience floorspace is recorded as increasing by 474 sq.m, largely as a result of the Tesco Express store opening.

Crosby's comparison shopping offer is found to be below the national average in terms of both the number of outlets and floorspace, although this is as would be expected given the centre's size and role within the shopping hierarchy. The centre contains a number of national comparison retailers which include Home Bargains, Superdrug and Boots. The centre is well represented in terms of both retail and financial and business services, making Crosby an important location for the local resident population to access services. The number of units providing retail services and financial and business services within the centre are both recorded as above that of the national average. The number of retail service units has increased by eight since 2011, from 15 to 23. Over the same time the number of financial and business service units has decreased by two from 16 to 14. Leisure service businesses account for the highest number of the centre's units, representing 29.3% of the total units. Leisure service uses include food and beverage businesses such as restaurants, cafes, public houses and fast food take-aways as well as other service provisions such as betting shops. This sector has experienced the greatest growth over recent years, with WYG's survey in 2011 identifying 22 leisure service businesses, which has risen to 34 such businesses in 2015.

Crosby Community Market takes place on the last Friday of every month along the pedestrianised area of Liverpool Road. The market offers a broad range of goods including food produce, clothing, gifts, and jewellery. At the time of WYG's visit to the market there were in the region of 20 traders operating.

Vacancies:

Vacancies within the centre represent 10.3% of units, which is slightly below the national average of 11.3%. Similarly, the amount of vacant floorspace at 6.8% of the centre's total floorspace is found to be below the national average of 9.2%. The number of vacant units has increased slightly since 2011 when 11 vacancies were recorded, compared to 12 in 2015, although the amount of vacant floorspace has decreased by 182 sq.m between this time from 1,451 sq.m to 1,269 sq.m. The majority of the currently vacant units are located along the identified primary shopping area on Liverpool Road, with vacancies on the fringes of the centre less common. Only two of the vacant units within the Primary Shopping Area were also recorded as being vacant in 2011, with both of these units located at the eastern end of the pedestrianised area. This analysis suggests that the centre is not experiencing significant problems with regard to long term vacant units.



Market Stalls on pedestrianised Liverpool Road.



Pedestrianised area of Liverpool Road



Bus stops and car parking located on Islington

Accessibility:

By virtue of the A565 passing through the centre, Crosby is well connected to the main road network within the surrounding area. The closest train station is Blundellsands and Crosby Station which is located 1.1km to the west, be approximately a 15 minute walk away.

The centre's three main Council operated car parks together provide very convenient access to the centre for car users. The largest car park which is adjacent to the Sainsburys store provides 163 spaces, with the car park at the western side of the centre accessed from The Green providing 126 spaces. The third Council car park which is accessed from London Road provides an additional 60 spaces. These car parks all charge seven days a week, with prices being free for up to 30 minutes,



£0.90 for up to 2 hours and £1.70 for up to 4 hours. Modern parking payment machines have been installed with signage indicating that contactless payments will soon be possible. This is considered to be a positive step in helping to modernise the centre's parking facilities.

The centre is well served by a number of bus services which provide routes which pass through many of the surrounding communities, as well as to important destinations such as Liverpool and Southport. Many of the bus services available can be accessed from a grouping of bus stops on Islington which together provide a clear location for users to access bus services. The bus shelters in this location appear to be relatively recent installations and feature electronic displays providing live travel information on bus services.

Pedestrian accessibility is considered to be very good, assisted by the pedestrianised high street environment on Liverpool Road. The fringes of the centre can easily be reached with access assisted by pelican crossings and marked crossing points. Cycle parking facilities are well located at key entrance points to the pedestrian environment formed on Liverpool Road.

Environmental Quality:

The main focus for shopping activity is found within the pedestrianised area along Liverpool Road where the majority of the national retailers within the centre are located. The paved environment, away from the vehicle traffic passing on the surrounding roads, provides a pleasant environment for shoppers. The quality of the surroundings is benefited by the presence of planting and mature trees. Seating opportunities are plentiful within the pedestrianised area. Shop units are generally considered to be in a fair condition, although the presence of some evidently vacant units does detract from the visual amenity of the centre. Crosby's car parks appear to be well maintained. Similarly, bus shelters and street furniture within the centre are generally of a good standard.

Two sites presently surrounded by hoardings, the residential retirement development at the eastern side of the centre which is under construction, and the cleared site to the south of Church Road, offer two opportunities for the improvement of the district centre's environment.

The concentrated nature of the shopping offer within the centre helps to provide healthy levels of activity along the key shopping streets. This in turn is to the benefit of perceptions of safety, which are considered to be good. The car parks are generally accommodated within relatively open settings which have multiple pedestrian access points, helping to providing a good perception of safety for users.

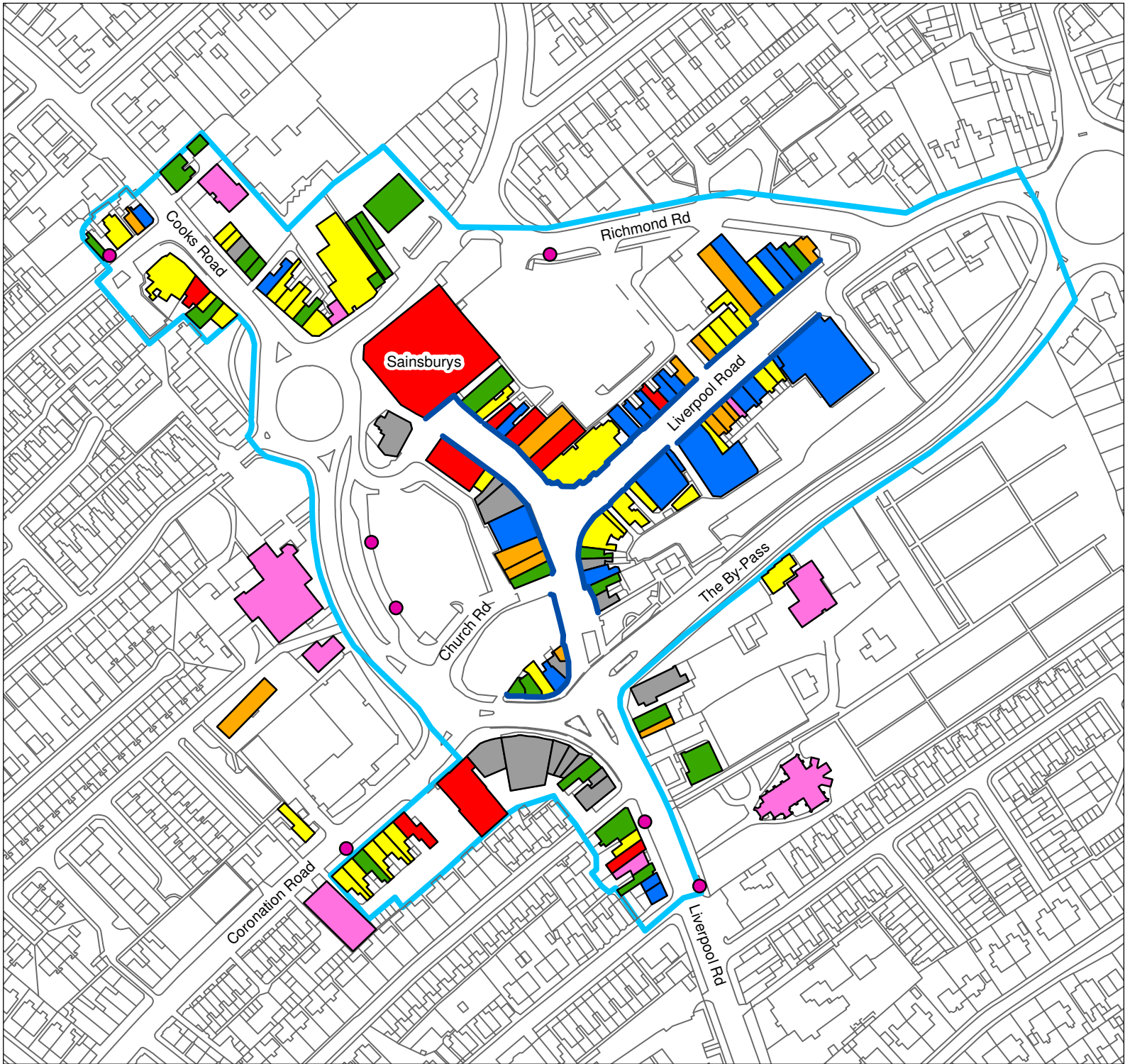
Pedestrian Flows:

WYG made visits to the centre on 22nd July and 31st July 2015. The centre was observed to be a popular destination, with shopping activity focused around visits to the Sainsburys store and the shops along the main pedestrianised high street. Healthy levels of activity were also observed at the fringes of the centre where a greater number of service businesses are located. Each of the three Council car parks were found to be well used, particularly the car park adjacent to Sainsburys.

**Summary:**

The centre is considered to be a popular destination for convenience shopping and as a location to access services, alongside providing a more limited comparison goods offer. A key strength of Crosby is the good quality of the centre's physical environment, focused around an attractive pedestrianised high street. The accessibility of the centre is very good, with both the car parks and key bus stations favourably located for convenient access. The compact physical form of Crosby also allows for the full extent of the centre's shops and services to be easily accessible for visitors. Since WYG's last survey of the centre in 2011 Crosby has experienced an increase in the number of retail and leisure service businesses, a trend which has been recorded more generally at the national level.

The centrally located vacant site to the south of Church Road provides a future development opportunity within the centre. The site's location, adjacent to the pedestrianised shopping area, lends itself to accommodating a retail-led development. The development of this site would benefit Crosby's environmental quality and could improve connectivity for pedestrians in the locality.



Client: Sefton Council
A092546
Crosby District Centre

Diversity of Uses Plan

Key

- Primary Retail Frontage (Local Plan Publication Draft 2015)
- District Centre Boundary (Local Plan Publication Draft 2015)
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Other Main Town Centre Use
- Vacant
- Bus Stops



Scale 1:2,500 @ A4

July 2015

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Waterloo District Centre Health Check Assessment

Centre Overview

Waterloo is the largest district centre within Sefton in terms of both the number of retail units and the amount of commercial floorspace. The centre as defined within the Local Plan Publication Draft (January 2015)¹ is split into two distinct areas comprising units along South Road, which forms the southern half of the centre, and units along St John's Road which forms the northern half of the centre. The district centre as a result has two Primary Shopping Areas separated by a distance of approximately 400 metres. Crosby Road North (A565) and Brighton Road link the two halves of the centre, with Crosby Road North additionally connecting Waterloo to Crosby District Centre which is located 1.3km to the north. The surrounding locality is predominately residential in character with the neighbouring streets typically consisting of Victorian terrace housing.

The Liverpool to Southport railway cuts through the district centre, with Waterloo Railway Station being located centrally within the shopping environment on South Road. Many of the national retailers within the centre are located in the surrounding vicinity of the railway station. At the south western end of South Road is the Crosby Coastal Park which includes the Crosby Lakeside Adventure Centre and the Anthony Gormley Statues 'Another Place'. The shopping environment on St John's Road has more of a community atmosphere than that of South Road, predominantly occupied by independent retailers within smaller units, interspersed by residential properties. Further main town centre uses are found along Crosby Road North and Brighton Road outside of the defined district centre boundary. On Crosby Road North these include the Plaza Community Cinema, Crosby Library and five purpose built office buildings.

The centre offers a varied range of shops and services, although there is a particularly high number of leisure service uses. Unlike the other district centres of Crosby and Formby, Waterloo does not contain a large format supermarket². The wider district centre boundary as outlined in the Local Plan Publication Draft¹ is unchanged from that adopted in the Unitary Development Plan.

¹ No material changes of relevance have been made to the Local Plan between the Publication Draft (January 2015) document and the Local Plan Submission (July 2015) document.

² For the purposes of this report a 'large format supermarket' is considered to have a gross floorspace of over 2,000 sq.m



Diversity of Uses

Table 1: Units in Waterloo District Centre at 31st July 2015

	Number of Units			Floorspace Figures		
	No.	Waterloo	UK	Sq.m	Waterloo	UK
Convenience	19	9.0%	8.5%	4,038	14.5%	15.1%
Comparison	61	29.0%	32.5%	7,492	26.9%	36.1%
Retail Service	34	16.2%	14.2%	3,093	11.1%	7.4%
Leisure Service	67	31.9%	22.5%	9,930	35.7%	23.3%
Financial and Business Service	9	4.3%	10.8%	906	3.3%	8.2%
Vacant	20	9.5%	11.3%	2,380	8.5%	9.2%
Total	210	100.0%	100.0%	27,839	100.0%	100.0%

Source: WYG site visit based on town centre boundary, (Local Plan Publication Draft January 2015)¹
 UK average from the Experian Goad Category Report (June 2015)

Table 2: District Centre Facilities

National Operators	Total
Key Anchor Store: None Other National Retailers: Co-operative Food, Iceland, Londis, Greggs, Bargain Booze, One Stop Shop, Boots Pharmacy, Lloyds Pharmacy, Home Bargains, Stan James, Bet Fred, William Hill, Ladbrokes, Subway, RBS, TSB	16
Community Facilities	
Doctors surgery, dental surgery, veterinary surgery, Crosby Library (edge of centre), Crosby Civic Hall (edge of centre)	5

The convenience shopping offer within Waterloo is broadly comparable to the national average with respect to both the number of outlets and the quantum of convenience floorspace. In terms of floorspace specifically, 4,038 sq.m (gross) is identified as being in use by convenience retailers. This correlates to 14.5% of the total floorspace within the centre which is slightly below the national average figure of 15.1%. With no large format supermarket within Waterloo, the largest convenience retail unit is the Co-operative Food store (1,624 sq.m) on Brighton Road. Iceland and One Stop Shop stores on South Road as well as a Tesco Express store on Crosby Road North (outside the defined centre boundary) offer further convenience shopping options. Since WYG's last health check survey of the centre in August 2011 there has been a net loss of two convenience retailers which has included the closure of the Heron frozen foods supermarket on South Road.

Waterloo has relatively few national retailers with only 16 recorded within the centre as a whole. These retailers account for just 7.6% of the units providing an indication that the centre is not a particularly popular location for major retailers. This is particularly apparent in the comparison goods sector where just three national comparison goods retailers have a store within the centre. Overall, 29.0% of the centre's outlets are operated by comparison goods retailers which is below the national average of 32.5%. Across the centre there are a greater number of comparison retailers within the northern half of the centre around St John's Road than in the southern half, with a considerable number of small specialist independent retailers.

Retail services are well represented, accounting for 16.2% of the centre's units and 11.1% of the centres total floorspace, both being higher than the national average figures of 14.2% and 7.4% respectively. Again, a significantly higher number of retail service businesses are located within the northern half of the centre than within the southern half, with many of these businesses offering health and beauty services such as hairdressing.

Waterloo has a particularly high representation of leisure service businesses, which include food and beverage businesses such as restaurants, cafes, public houses



and fast food take-aways as well as other service provisions such as betting shops, with 67 in total accounting for 31.9% of the total number of units. This sector consequently provides the highest number of businesses within the centre. Proportionally the number of leisure service businesses is significantly higher than the national average which stands at 22.5%, with a recorded net increase of 14 units since WYG's survey in 2011. A concentration of leisure service businesses is found at the south western end of South Road, many of which being public houses and restaurants.

Waterloo is currently under represented for financial and business services with nine units within the defined district centre boundary providing such services which together account for just 4.3% of the centres outlets. This is below the national average of 10.8%, with the number of units in this sector reducing by eight since 2011 when 17 units were recorded. The centre retains a small number of high street banks although the provision in this area is less than would typically be expected for a centre of Waterloo's size. A limited number of additional financial and business service businesses are found outside the district centre's boundary on the eastern side of Crosby Road North which are not represented in Table 1.

Vacancies:

There were 20 vacancies identified within the centre accounting for 9.5% of the total number of units, below the national average of 11.3%. In terms of floorspace, the centre again proportionally has slightly less vacant floorspace than the national average accounting for 8.5% of the centre's total floorspace compared to a national average of 9.2%. The number of vacant units has reduced greatly since WYG's survey in 2011 when 38 vacancies were recorded, accounting for 18.4% of all units. This improvement has occurred at both halves of the centre, with the number of vacant outlets along South Road reducing from 16 in 2011 to ten in 2015 and similarly along St John's Road reducing from 18 in 2011 to nine in 2015. Of the 20 identified vacancies, 11 were thought to be vacant at the time of WYG's survey in 2011 suggesting that some problems with long term vacancies and difficult to-let properties exists. Despite this, the fall in the number of vacant properties provides an indication that the health of the centre has improved over recent years. This is thought to have been helped, at least in part, by the recorded growth in the number of leisure service businesses.

Two church buildings on the edges of the centre were found to be either disused or up-for-sale. The church at the northern end of Brighton Road was found to be derelict and appeared to be in need of repair works. At the opposite end of the centre, the Waterloo United Free Church on Crosby Road North had signage in place indicating the building being for sale, although services and meetings are thought to be continuing.



Waterloo Railway Station and shops on South Road.



Retail units on South Road.



Primary Shopping Area on St John's Road.

Accessibility:

Waterloo is located 1.3km south of Crosby district centre and 3.4km north of Bootle town centre. As a result of their relative close proximity, the centre has good connections to both of these neighbouring centres. Crosby Road North (A565) which forms the eastern boundary of the centre's boundary provides direct access to the wider road network.

There are two Council operated car parks available for use by visitors. The most centrally located facility is the Hougoumont Avenue car park (115 spaces) at the rear of Waterloo Railway Station. The car park at the Crosby Civic Hall and Library (100 spaces) is less favourably located being some distance from the main shopping areas. Both of these car parks were found to be relatively quiet at the time of WYG's visit to the centre with many shoppers seeming to prefer to use more convenient and free on-street parking opportunities on either South Road, St John's Road or the neighbouring residential streets. Charges at the Council car parks are £0.20 for 30 minutes, £0.90 for two hours, £1.70 for four hours and £3.40 for over four hours. These prices are broadly comparable to parking charges in place at the other district centres within Sefton. Without any public car parks being conveniently located for easy access to the shops along St John's Road pressure for on-street parking spaces is thought to be greatest in this location. During peak times this could potentially have a resultant impact on the amenity of local residents in the area. Further free car parking is available in more peripheral areas including at the Co-operative Food store on Brighton Road which is limited to customers only and at the Crosby Coastal Park.

Waterloo Railway Station is ideally located at the heart of the Primary Shopping Area on South Road. From this station regular direct services to important



destinations including Liverpool, Southport and Bootle are available. A small bus terminal is located opposite Waterloo Railway Station, well located for changes between rail and bus services. Further bus services are available a short walk away on Crosby Road North. Accessibility to bus services is considered to be good with routes available to many of the surrounding areas and communities.

The divided nature of the shopping offer, split across two distinct locations somewhat prohibits visitors from accessing all of the shops and services within the centre with ease. South Road additionally has regular passing vehicular traffic which requires pedestrians to take caution when crossing this road. Cycle parking is available at a number of locations within the southern half of the centre, although there are fewer formal cycle parking stands within the northern half of the centre.

Environmental Quality:

The two distinct shopping areas which together form Waterloo district centre have evidently different characters. On South Road a generally busy atmosphere presides characterised by three storey Victorian buildings of varying designs which accommodate retail units at ground floor level. Pavements are relatively wide, although frequent passing traffic impacts on the shopping environment.

Along St John's Road retail units are generally smaller in size, with host properties of a more residential scale. The shopping environment around St John's Road as a result has a higher proportion of independent traders and subsequently more of a community focused atmosphere. Less vehicle traffic passes along St John's Road compared to South Road helping to provide a more pleasant pedestrian environment. Common to both parts of the centre is a general lack of modern premises which may well be a factor in the limited number of national retailers.

Shop fronts vary in quality, particularly along South Road, with a limited number of less complimentary designs and vacant units serving to detract from the visual amenity of the area to some extent. Across the centre as a whole there is a lack of seating opportunities and open public space which would complement the shopping environment.

Perceptions of safety are considered to generally be good within the centre, helped by healthy levels of activity. Mounted CCTV cameras are in place on South Road which monitor the wider area around the railway station as well as at the Council managed car parks. The car parks were found to be suitably maintained and signposted.

Pedestrian Flows:

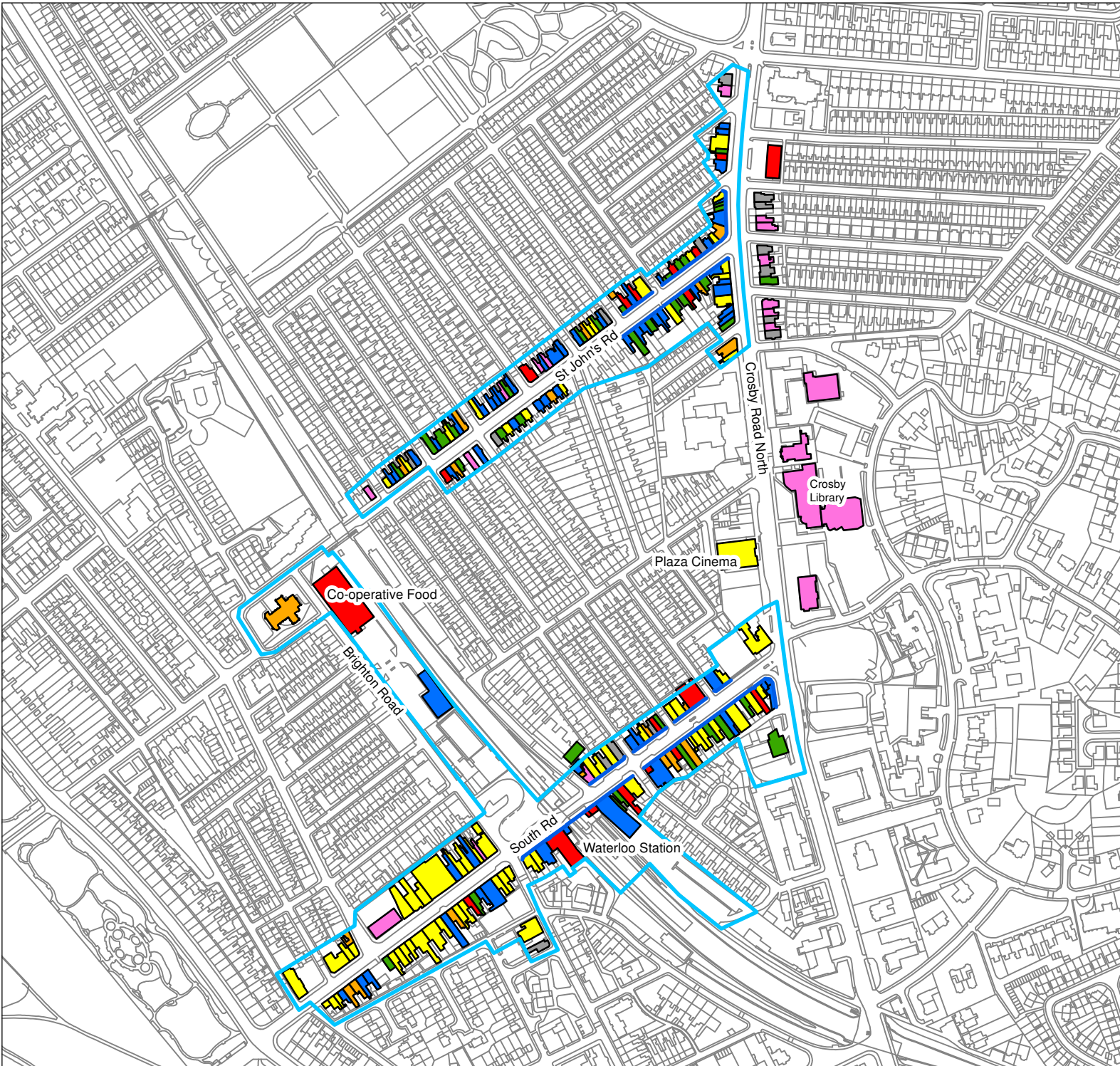
Pedestrian activity was found to be greatest along South Road particularly around Waterloo Railway Station where many of the national retailers present within the centre are located. Pedestrian numbers reduced at both the western and eastern ends of South Road, although the Coastal Park was found to act as a draw to bring people to the area at the southern extremity of the centre. St John's Road had lower levels of pedestrian activity, with the greatest levels of footfall found around the Primary Shopping Area at the eastern end of the road and diminishing westwards.



Summary:

Waterloo is the largest of the four district centres. Split across two separated areas the centre provides a varied shopping and service offering. The centre has a relatively limited convenience shopping offer with more of a focus towards leisure and retail services which are well catered for. The vacancy rate has reduced since 2011 indicating an improvement in the centre's vitality and viability over recent years. Public transport links are very good with the centre well connected to key surrounding towns and communities through bus and rail services.

The overall quality of the pedestrian environment can be considered to be a weakness of the centre with scope for improvement. The key shopping areas are heavily focused alongside two highways with no real opportunities for shoppers to break away from the associated passing vehicular traffic and noise.



creative minds safe hands



Client: Sefton Council
A092546
Waterloo District Centre

Diversity of Uses Plan

Key

- Primary Retail Frontage (Local Plan Publication Draft 2015)
- District Centre Boundary (Local Plan Publication Draft 2015)
- Convenience
- Comparison
- Leisure Service
- Retail Service
- Financial & Business Services
- Other Main Town Centre Use
- Vacant



Scale 1:5000 @ A4

July 2015

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Appendix 6

Quantitative Capacity (Convenience Goods)

Assessment

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE	POPULATION					PER CAPITA EXPENDITURE (EXC. SFT)				
	2013 Persons	2015 Persons	2020 Persons	2025 Persons	2030 Persons	2013 £ per person	2015 £ per person	2020 £ per person	2025 £ per person	2030 £ per person
Zone S	86,257	86,344	86,812	87,404	87,848	2,037	2,025	2,054	2,109	2,168
Zone F	23,012	23,032	23,143	23,290	23,389	2,406	2,392	2,426	2,491	2,561
Zone C	45,662	45,696	45,924	46,230	46,438	2,071	2,059	2,088	2,144	2,204
Zone B	75,033	75,126	75,583	76,122	76,567	1,803	1,792	1,818	1,866	1,919
Zone M	37,594	37,624	37,838	38,122	38,317	2,122	2,109	2,140	2,197	2,258
Zone L	123,005	123,308	124,492	125,918	127,802	1,824	1,814	1,840	1,889	1,942
Zone K	37,209	37,249	37,421	37,558	37,636	1,809	1,799	1,825	1,874	1,926
Zone O	45,971	46,010	46,160	46,343	46,498	2,116	2,103	2,133	2,191	2,252
TOTAL	473,743	474,389	477,373	480,987	484,495					

- Notes:**
- a. Post code sectors
 Zone S - PR8 1, PR8 2, PR8 3, PR8 4, PR8 5, PR8 6, PR9 0, PR9 7, PR9 9
 Zone F - L37 0, L37 1, L37 2, L37 3, L37 4, L37 5, L37 6, L37 8, L37 8, L38 1
 Zone C - L22 0, L22 1, L22 2, L22 3, L22 4, L22 5, L22 6, L22 7, L22 8, L22 9, L23 0, L23 1, L23 2, L23 3, L23 4, L23 5, L23 6, L23 7, L23 8, L23 9, L23 9, L38 0, L38 1
 Zone B - L20 0, L20 1, L20 2, L20 3, L20 4, L20 5, L20 6, L20 7, L20 9, L21 0, L21 1, L21 2, L21 3, L21 4, L21 5, L21 6, L21 7, L21 8, L21 9, L30 1, L30 2, L30 3, L30 4, L30 5, L30 6, L30 7, L30 8, L30 9
 Zone M - L10 0, L10 1, L10 2, L10 3, L10 6, L10 8, L29 1, L29 3, L29 5, L29 6, L29 7, L29 8, L29 9, L31 1, L31 2, L31 3, L31 4, L31 5, L31 6, L31 7, L31 8, L31 9, L38 2, L38 3, L38 4, L38 5, L38 6, L38 7, L38 9
 Zone L - L10 1, L10 5, L10 7, L10 9, L11 0, L11 1, L11 2, L11 3, L11 4, L11 5, L11 6, L11 7, L11 8, L11 9, L20 2, L20 8, L4 0, L4 1, L4 2, L4 3, L4 4, L4 5, L4 6, L4 7, L4 8, L4 9, L5 0, L5 1, L5 2, L5 3, L5 4, L5 5, L5 6, L5 7, L5 8, L5 9, L9 0, L9 1, L9 2, L9 3, L9 4, L9 5, L9 6, L9 7, L9 8, L9 9
 Zone K - L10 4, L32, L32 1, L32 2, L32 3, L32 4, L32 5, L32 6, L32 7, L32 8, L32 9, L33 0, L33 1, L33 2, L33 3, L33 4, L33 5, L33 6, L33 7, L33 8, L33 9
 Zone O - L33 3, L33 4, L37 5, L37 9, L38 1, L39 0, L39 1, L39 2, L39 3, L39 4, L39 5, L39 6, L39 7, L39 8, L39 9, L40 8, L40 9, PR9 1
 - b. Per Capita expenditure from Experian G3 Micromarketer (2014 data)
 - c. 2013 per capita expenditure data rolled forward to the 2015 base year and each of the forecast years using forecast expenditure growth rates sourced from page 19 of Experian's Retail Planner Briefing Note 12.1
 - d. Excludes spending on Special Forms of Trading (internet sales/catalogue/mail order) at the rates set out on page 21 of Experian's Retail Planner Briefing Note 12.1

2013 Prices

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	EXPENDITURE £(m)				GROWTH CONVENIENCE		
	2015	2020	2025	2030	15-'21	15-'26	15-'31
Zone S	174.83	178.29	184.33	190.44	3.46	9.49	15.60
Zone F	55.10	56.15	58.03	59.90	1.06	2.93	4.80
Zone C	94.09	95.91	99.14	102.37	1.82	5.05	8.28
Zone B	134.63	137.39	142.08	146.90	2.76	7.45	12.27
Zone M	79.37	80.96	83.75	86.53	1.59	4.39	7.17
Zone L	223.66	229.03	237.87	248.18	5.38	14.22	24.52
Zone K	67.01	68.28	70.37	72.48	1.27	3.36	5.48
Zone O	96.77	98.47	101.52	104.70	1.70	4.75	7.93
TOTAL	925.45	944.49	977.09	1,011.50	19.04	51.64	86.05

TABLE 2B: MAIN / TOP-UP SPLIT (2015)

ZONE	EXPENDITURE £(m)		
	MAIN	TOP-UP	TOTAL
Zone S	147.93	26.91	174.83
Zone F	45.31	9.79	55.10
Zone C	71.50	22.59	94.09
Zone B	96.43	38.20	134.63
Zone M	63.00	16.36	79.37
Zone L	163.88	59.78	223.66
Zone K	53.99	13.02	67.01
Zone O	74.47	22.30	96.77
	716.51	208.94	925.45

Notes:
a. Post code sectors
Zone S - PR8 1, PR8 2, PR8 3, PR8 4, PR8 5, PR8 6, PR9 0, PR9 7, PR9 9
Zone F - L37 0, L37 1, L37 2, L37 3, L37 4, L37 6, L37 8, L37 8, L38 f
Zone C -L22 0, L22 1, L22 2,L22 3, L22 4, L22 5, L22 6, L22 7, L22 8, L22 9, L23 0, L23 1, L23 2, L23 3, L23 4, L23 5, L23 6, L23 7, L23 8, L23 9, L23 9, L38 0, L38
Zone B - L20 0, L20 1, L20 3, L20 4, L20 5, L20 6, L20 7, L20 9, L21 0, L21 1, L21 2, L21 3, L21 4, L21 5, L21 6, L21 7, L21 8, L21 9, L30 1, L30 2, L30 3, L30 4, L30 5, L30 6, L30 7, L30 8, L30
Zone M - L10 0, L10 2, L10 3, L10 6, L10 8, L29 1, L29 3, L29 5, L29 6, L29 7, L29 8, L29 9, L31 1, L31 2, L31 3, L31 4, L31 5, L31 6, L31 7, L31 8, L31 9, L38 2, L38 4, L38 5, L38 6, L38 7, L9
Zone L - L10 1, L10 5, L10 7, L10 9, L11 0, L11 1, L11 2, L11 3, L11 4, L11 5, L11 6, L11 7, L11 8, L11 9, L20 2, L20 8, L4 0, L4 1, L4 2, L4 3, L4 4, L4 5, L4 6, L4 7, L4 8, L4 9, L5 0, L5 1, L5 2, L5 3, L5 4, L5 5, L5 6, L5 7, L5 8, L5 9, L9 0, L9 1, L9 2, L9 3, L9 4, L9 5, L9 6, L9 7, L9 8, L
Zone K - L10 4, L32, L32 1, L32 2, L32 3, L32 4, L32 5, L32 6, L32 7, L32 8, L32 9, L33 0, L33 1, L33 2, L33 5, L33 6, L33 7, L33 8, L33
Zone O - L33 3, L33 4, L37 5, L37 9, L38 1, L39 0, L39 1, L39 2, L39 3, L39 4, L39 5, L39 6, L39 7, L39 8, L39 9, L40 8, L40 9, PR9 f
b. Per Capita expenditure from Experian G3 Micromarketer (2014 data)
c. 2013 per capita expenditure data rolled forward to the 2015 base year and each of the forecast years using forecast expenditure growth rates sourced from page 19 of Experian's Retail Planner Briefing Note 12.1
d. Excludes spending on Special Forms of Trading (internet sales/catalogue/mail order) at the rates set out on page 21 of Experian's Retail Planner Briefing Note 12.1

2013 Prices

WYG PLANNING
SEFTON RSR (2015)

TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	Zone S		Zone F		Zone C		Zone B		Zone M		Zone L		Zone K		Zone O		TOTAL	
	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP
WITHIN STUDY AREA																		
SEFTON																		
NORTH SEFTON																		
Zone S																		
Southport Town Centre (PSA)																		
Island, King Street, Southport	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local shops, Southport	0.00	7.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.88	0.00
Marks & Spencer, Chapel Street, Southport	0.84	2.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.93	0.15
Morrisons, Winter Gardens, Southport	15.55	2.24	0.92	1.93	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.59	0.00	3.11
Sainsbury's, St Georges Place, Lord Street, Southport	7.56	9.27	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.97	0.00	0.00	0.00	0.00	0.00	2.29	2.31	1.63
Tesco Express, Eastbank Street, Southport	0.00	1.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edge-of-Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Central 12 Shopping Park, Derby Road, Southport	19.46	2.64	0.00	0.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.01	0.00	3.96
Farmfoods, Lord Street, Southport	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Lidl, Virginia Street, Southport	4.27	1.12	1.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.29	0.69	1.19
Subtotal	48.53	27.25	3.18	2.57	0.00	0.00	0.34	0.00	0.00	0.97	0.00	0.00	0.00	0.00	0.00	11.19	7.81	10.20
Ainsdale Local Centre																		
Co-operative Food, Station Road, Ainsdale	1.27	12.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23
Local shops, Ainsdale	0.00	5.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.03
Tesco Express, Sherwood House, Station Road, Ainsdale	0.00	1.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36
Subtotal	1.27	19.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23
Birkdale Local Centre																		
Local shops, Birkdale	0.00	3.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64
Subtotal	0.00	3.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64
Churchtown Local Centre																		
Local Shops, Churchtown	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.00
Tesco Express, Preston New Road, Churchtown	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Subtotal	0.00	1.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.00
Shakespeare Street Local Centre																		
Co-operative Food, St James Place, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local shops, Shakespeare Street	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Parade (6)																		
Local Parade, Liverpool Road	0.00	6.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.22
Tesco Express, Liverpool Road, Birkdale	0.00	6.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.93	0.06
Subtotal	0.00	13.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.93	0.06
Local Parade (76)																		
Local Parade, Bepham Road	0.00	4.84	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, Bepham Rd, Southport	0.00	1.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21
Subtotal	0.00	5.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21
Local Parade (84)																		
Tesco Express, Albert Street, Hesket	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Subtotal	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Out-of-Centre																		
Aldi, Meols Cop, Southport	13.07	8.16	1.08	0.00	0.00	2.74	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	6.66	0.93	3.13
Home Bargains, Meols Cop, Southport	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Co-operative Food, Fyde Road, Southport	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.38	0.00
Co-operative Food, Marshside Road, Southport	2.08	2.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
McColls, Sussex Road, Southport	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
One Stop, Belmont Street, Southport	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Tesco Extra, Town Lane, Meols Cop, Southport	24.90	6.84	0.62	0.00	1.94	0.00	0.00	0.00	1.48	0.00	0.00	0.41	0.00	0.00	10.77	2.70	5.97	1.56
Subtotal	40.05	20.39	1.70	0.00	1.94	2.74	0.00	0.00	1.98	0.00	0.00	0.41	0.00	0.00	17.42	7.01	9.49	4.79
Total Zone S	89.85	92.32	4.88	2.57	1.94	2.74	0.34	0.00	1.98	0.97	0.00	0.00	0.41	0.00	29.25	16.44	19.99	19.60
Zone F																		
Formby District Centre (PSA)																		
Island, Chapel Lane, Formby	0.00	0.00	1.38	12.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Local shops, Formby	0.00	0.00	0.92	11.83	0.00	1.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69
Marks & Spencer (Simply Food), The Cloisters, Halsall Lane, Formby	0.00	0.00	1.54	12.66	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Morrisons Local, Chapel Lane, Formby	0.00	0.00	0.92	2.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Walrus, Three Tuns Lane, Formby	2.26	0.00	43.56	22.05	2.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.95	0.00	2.85	
Subtotal	2.26	0.00	48.31	61.75	2.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.95	0.00	3.08	3.15
Local Parade (43)																		
Local Parade, Harrington Road	0.00	0.00	0.00	3.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Spar, Harrington Road, Formby	0.00	0.00	0.00	13.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66
Subtotal	0.00	0.00	0.00	17.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.82
Out-of-Centre																		
Tesco Superstore, Altcar Road, Formby	1.42	0.00	36.51	12.39	6.30	0.70	0.34	0.00	5.44	7.14	0.00	0.00	0.00	0.00	0.64	0.00	3.16	1.19
Subtotal	1.42	0.00	36.51	12.39	6.30	0.70	0.34	0.00	5.44	7.14	0.00	0.00	0.00	0.00	0.64	0.00	3.16	1.19
Total Zone F	3.68	0.00	84.82	91.24	8.68	2.79	0.34	0.00	5.44	7.14	0.00	0.00	0.00	0.00	1.59	0.00	6.24	5.16

WYG PLANNING
SEFTON RSR (2015)

TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	Zone S		Zone F		Zone C		Zone B		Zone M		Zone L		Zone K		Zone O		TOTAL		
	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	
OUTSIDE SEFTON																			
Zone L - Knowsley Council																			
Co-operative Food, Alscot Avenue, Fazakerley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.43	0.72	1.03	0.00	2.31	0.00	0.00	0.19	0.54	
Zone L - Liverpool City Council																			
Aldi, Lorenzo Drive, Norris Green	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.78	2.28	0.00	0.00	0.00	0.00	1.25	0.58	
Aldi, Walton Road, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.72	3.58	0.00	0.00	0.00	0.00	0.97	0.90	
Asda, Breck Road, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.66	0.00	0.00	0.00	0.00	0.00	0.69	0.00	
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.00	22.99	7.39	0.00	0.59	0.00	2.70	6.12	2.16	
Axis Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.00	0.00	0.00	1.52	0.00	0.00	0.00	0.00	0.00	0.48	
Co-operative Food, Broad Lane, Norris Green	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.59	0.76	0.00	0.00	0.00	0.00	0.42	0.19	
Co-operative Food, Longmoor Lane, Fazakerley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.03	0.00	0.00	0.00	0.00	0.00	0.26	
Farmfoods, Broadway, Norris Green	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.19	
Farmfoods, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.52	0.00	0.00	0.00	0.00	0.00	0.38	
Heron Foods, Broadway, Norris Green	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.19	
Iceland, Breck Road, Anfield, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.04	0.00	
Iceland, Broad Lane Precinct, Norris Green	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.82	0.00	0.00	0.00	0.00	0.00	0.71	
Iceland, County Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.25	0.00	0.00	0.00	0.00	0.00	0.33	0.00	
Iceland, Walton Vale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.14	0.00	
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.56	0.00	0.00	0.00	0.00	0.00	1.15	
Local Shops, Crossheth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.19	
Local Shops, Norris Green	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.25	1.52	0.00	0.00	0.00	0.00	0.33	0.38	
Local Shops, Orrell Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.03	0.00	0.00	0.00	0.00	0.00	0.26	
Local Shops, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.80	0.00	0.00	0.00	0.00	0.00	0.00	0.96	
Local Shops, Walton Vale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.39	0.00	0.00	0.00	0.00	0.00	0.00	0.35	
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	1.49	0.00	3.85	1.68	1.48	0.00	7.66	4.51	2.87	1.18	0.00	0.00	3.10	1.52	
St Martin's Market, Great Homer Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.14	0.00	
Tesco Express, Longmoor Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.80	0.00	0.00	0.00	0.00	0.06	
Tesco Metro, County Road, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.78	8.38	0.00	0.00	0.00	0.00	0.47	2.11	
Subtotal	0.00	0.00	0.00	0.00	1.49	0.00	4.53	2.25	1.48	1.43	49.45	49.42	3.43	4.88	0.00	2.70	14.18	13.56	
Zone K																			
Co-operative Food, St Chads Parade, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	4.07	5.89	0.00	0.00	0.36	0.45	
Farmfoods, Cherryfield Drive, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	2.19	0.00	0.00	0.93	0.17	0.28	
Iceland, St Chads Parade, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00	17.50	14.66	0.00	0.00	1.52	1.12	
Local shops, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.23	37.22	0.00	2.06	0.41	3.04	
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.38	0.00	0.13	
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.53	0.76	28.99	57.77	0.00	4.37	2.47	5.03
Zone M - Knowsley																			
Aldi, Coppel House Lane, Fazakerley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.66	1.43	2.31	1.79	13.91	4.75	4.38	0.00	2.26	0.92	
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.66	1.43	2.31	1.79	13.91	4.75	4.38	0.00	2.26	0.92	
Zone O - West Lancashire Borough Council																			
Aldi, Saints Place, Ormskirk	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	1.48	0.71	0.00	0.00	0.41	0.00	8.66	6.55	1.02	0.66	
Diglake Farm Shop, Southport Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.38	0.00	0.00	0.13	
Iceland, Aughton Street, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.06	
Marks & Spencer (Simply Food), Aughton Street, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.86	0.00	0.00	0.00	0.00	1.60	7.00	0.15	0.86	
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	3.99	0.00	0.00	0.41	0.80	31.79	15.45	3.51	1.50	0.00	
Netto, Hattersley Centre, Hattersley Way, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.02	5.69	0.29	0.53	0.00	
Tesco Metro, Church Street, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.93	0.00	0.00	0.09	
Local Shops, Ormskirk	0.00	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.43	0.00	0.00	1.38	
Local shops, Aughton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.06	0.00	0.00	0.19	
Co-operative Food, Church Road, Banks	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.33	0.00	0.00	0.59	
Local Shops, Banks	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.06	
Subtotal	0.00	0.00	0.62	0.87	0.00	0.00	0.46	0.00	5.47	3.57	0.00	0.00	0.83	0.80	45.07	61.19	4.98	6.05	
SUBTOTAL OUTSIDE SEFTON	0.00	0.00	0.62	0.87	1.49	0.00	4.99	2.25	9.11	6.42	52.29	51.97	47.15	68.20	49.45	68.25	23.88	25.56	
SUBTOTAL STUDY AREA	98.34	100.00	100.00	99.36	97.61	99.06	97.41	100.00	91.00	91.18	81.55	84.49	78.82	91.33	88.90	87.44	90.78	93.50	
OUTSIDE STUDY AREA																			
Outside Study Area - Liverpool City Centre																			
Aldi, St Johns Shopping Centre, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	6.38	1.03	1.24	0.00	0.00	0.93	1.76	0.40	
Iceland, Williamson Square, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.19	
Marks & Spencer, Liverpool City Centre	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.99	0.00	0.53	3.18	0.83	0.00	0.00	0.00	0.33	0.80	
St. John's Market, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.19	
Tesco Metro, Parker Street, Clayton Square	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.97	0.00	0.00	0.00	0.00	0.00	0.25	0.00	
Tesco Superstore, Hanover Street, Liverpool	0.00	0.00	0.00	0.00	0.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.14	0.00	
Subtotal	0.00	0.00	0.00	0.00	1.49	0.00	0.00	0.00	0.99	0.71	7.88	5.73	2.63	0.00	0.00	0.93	2.48	1.58	
Outside Study Area - Other Liverpool																			
Aldi, Prescott Road, Liverpool	0.00	0.00																	

WYG PLANNING
SEFTON RSR (2015)

TABLE 4: TURNOVER (CONVENIENCE)

DESTINATION	Zone S		Zone F		Zone C		Zone B		Zone M		Zone L		Zone K		Zone O		TOTAL	TOTAL (INC INFLOW)	
	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP			£m
WITHIN STUDY AREA																			
SEFTON																			
NORTH SEFTON																			
Zone S																			
Southport Town Centre (PSA)																			
Island, King Street, Southport	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.22
Local shops, Southport	0.00	1.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.86	3.14
Marks & Spencer, Chapel Street, Southport	1.25	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	1.25	0.93	2.40
Morrisons, Winter Gardens, Southport	23.00	0.60	0.42	0.19	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.19	0.00	24.93	0.79	25.72
Sainsbury's, St Georges Place, Lord Street, Southport	11.19	2.50	0.21	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	1.71	0.51	13.10	3.17	16.27
Tesco Express, Eastbank Street, Southport	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.33
Edge-of-Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Central 12 Shopping Park, Derby Road, Southport	28.79	0.71	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.98	0.00	31.77	0.77	32.54
Farmfoods, Lord Street, Southport	1.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.25	0.00	1.25
Lidl, Virginia Street, Southport	6.32	0.30	0.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.45	0.15	9.59	0.45	10.04
Subtotal	71.79	7.33	1.44	0.25	0.00	0.00	0.33	0.00	0.16	0.00	0.00	0.00	0.00	0.00	8.33	1.74	81.89	9.48	91.37
Ainsdale Local Centre																			
Co-operative Food, Station Road, Ainsdale	1.88	3.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.88	3.41	5.29
Local shops, Ainsdale	0.00	1.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.45	1.45
Tesco Express, Sherwood House, Station Road, Ainsdale	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.51
Subtotal	1.88	5.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.88	5.37	7.25
Birkdale Local Centre																			
Local shops, Birkdale	0.00	0.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.90	0.90
Subtotal	0.00	0.90	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.90	0.90
Churchtown Local Centre																			
Local Shops, Churchtown	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.36	0.36
Tesco Express, Preston New Road, Churchtown	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.20
Subtotal	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.56	0.56
Shakespeare Street Local Centre																			
Co-operative Food, St James Place, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local shops, Shakespeare Street	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Parade (6)																			
Local Parade, Liverpool Road	0.00	1.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.71	1.71
Tesco Express, Liverpool Road, Birkdale	0.00	1.87	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.21	0.48	2.08	2.56
Subtotal	0.00	3.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.21	0.48	3.79	4.27
Local Parade (76)																			
Local Parade, Bepham Road	0.00	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.30	1.30
Spar, Bepham Rd, Southport	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.30
Subtotal	0.00	1.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.60	1.60
Local Parade (84)																			
Tesco Express, Albert Street, Hesket	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.15
Subtotal	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.15
Out-of-Centre																			
Aldi, Meols Cop, Southport	19.33	2.20	0.49	0.00	0.00	0.62	0.00	0.00	0.31	0.00	0.00	0.00	0.00	0.00	4.96	0.21	25.09	3.02	28.11
Home Bargains, Meols Cop, Southport	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.15
Co-operative Food, Fyde Road, Southport	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.90	0.90
Co-operative Food, Marshside Road, Southport	3.08	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.08	0.74	3.82
McColls, Sussex Road, Southport	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.20
One Stop, Belmont Street, Southport	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.20
Tesco Extra, Town Lane, Meols Cop, Southport	36.84	1.84	0.28	0.00	1.39	0.00	0.00	0.00	0.94	0.00	0.22	0.00	0.00	8.02	0.60	0.00	47.69	2.44	50.13
Subtotal	59.25	5.49	0.77	0.00	1.39	0.62	0.00	0.00	1.25	0.00	0.00	0.00	0.00	12.97	1.56	0.00	75.86	7.67	83.52
Total Zone S	132.92	24.84	2.21	0.25	1.39	0.62	0.33	0.00	1.25	0.16	0.00	0.00	0.22	0.00	21.78	3.66	160.10	29.53	189.63
Zone F																			
Formby District Centre (PSA)																			
Island, Chapel Lane, Formby	0.00	0.00	0.62	1.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	1.22	1.84
Local shops, Formby	0.00	0.00	0.42	1.16	0.00	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	1.47	1.89
Marks & Spencer (Simply Food), The Cloisters, Halsall Lane, Formby	0.00	0.00	0.70	1.24	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	1.40	2.09
Morrisons Local, Chapel Lane, Formby	0.00	0.00	0.42	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.27	0.69
Waltrose, Three Tuns Lane, Formby	3.35	0.00	19.74	2.16	1.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	25.50	2.16	27.66	
Subtotal	3.35	0.00	21.89	6.04	1.71	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71	0.00	27.65	6.52	34.17	
Local Parade (42)																			
Local Parade, Harrington Road	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.33
Spar, Harrington Road, Formby	0.00	0.00	0.00	1.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.34	1.34
Subtotal	0.00	0.00	0.00	1.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.67	1.67
Out-of-Centre																			
Tesco Superstore, Altcar Road, Formby	2.10	0.00	16.54	1.21	4.50	0.16	0.33	0.00	3.43	1.17	0.00	0.00	0.00	0.48	0.00	0.00	27.38	2.54	

WYG PLANNING
SEFTON RSR (2015)

TABLE 4: TURNOVER (CONVENIENCE)

DESTINATION	Zone S		Zone F		Zone C		Zone B		Zone M		Zone L		Zone K		Zone O		TOTAL	TOTAL (INC INFLOW)			
	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP	MAIN FOOD	TOP UP			£m	£m	
OUTSIDE SEFTON																					
Zone L - Knowsley Council																					
Co-operative Food, Alscot Avenue, Fazakerley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	1.18	0.62	0.00	0.30	0.00	0.00	1.18	1.15	2.33	0.00	2.33
Zone L - Liverpool City Council																					
Aldi, Lorenzo Drive, Norris Green	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.83	1.36	0.00	0.00	0.00	0.00	7.83	1.36	9.19	0.00	9.19
Aldi, Walton Road, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.09	2.14	0.00	0.00	0.00	0.00	6.09	2.14	8.23	0.00	8.23
Asda, Breck Road, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.35	0.00	0.00	0.00	0.00	0.00	4.35	0.00	4.35	0.00	4.35
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	37.67	4.42	0.00	0.08	0.00	0.60	38.33	5.10	43.42	0.00	43.42
Axis Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.91	0.00	0.00	0.00	0.00	0.00	1.13	1.13	0.00	1.13
Co-operative Food, Broad Lane, Norris Green	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.63	0.45	0.00	0.00	0.00	0.00	2.61	0.45	3.06	0.00	3.06
Co-operative Food, Longmoor Lane, Fazakerley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.62	0.62	0.00	0.62
Farmfoods, Broadway, Norris Green	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.45	0.45	0.00	0.45
Farmfoods, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.91	0.00	0.00	0.00	0.00	0.00	0.91	0.91	0.00	0.91
Heron Foods, Broadway, Norris Green	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.45	0.45	0.00	0.45
Iceland, Breck Road, Anfield, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.30	0.00	0.30
Iceland, Broad Lane Precinct, Norris Green	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.69	0.00	0.00	0.00	0.00	0.00	1.69	1.69	0.00	1.69
Iceland, County Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.05	0.00	0.00	0.00	0.00	0.00	2.05	0.00	2.05	0.00	2.05
Iceland, Walton Vale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.87	0.00	0.87	0.00	0.87
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.73	0.00	0.00	0.00	0.00	0.00	2.73	2.73	0.00	2.73
Local Shops, Crossheth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.45	0.45	0.00	0.45
Local Shops, Norris Green	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.05	0.91	0.00	0.00	0.00	0.00	2.05	0.91	2.96	0.00	2.96
Local Shops, Orrell Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.62	0.62	0.00	0.62
Local Shops, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.27	0.00	0.00	0.00	0.00	0.00	2.27	2.27	0.00	2.27
Local Shops, Walton Vale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.83	0.00	0.00	0.00	0.00	0.00	0.83	0.83	0.00	0.83
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	1.06	0.00	3.71	0.64	0.94	0.00	12.55	2.69	1.55	0.15	0.00	0.00	19.81	3.49	23.30	0.00	23.30
St Martin's Market, Great Homer Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.00	0.00	0.00	0.00	0.00	0.87	0.00	0.87	0.00	0.87
Tesco Express, Longmoor Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.10	0.10	0.00	0.10
Tesco Metro, County Road, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.92	5.01	0.00	0.00	0.00	0.00	2.92	5.01	7.93	0.00	7.93
Subtotal	0.00	0.00	0.00	0.00	1.06	0.00	4.37	0.86	0.94	0.23	81.03	29.54	1.85	0.63	0.00	0.60	89.25	31.87	121.12	0.00	121.12
Zone K																					
Co-operative Food, St Chads Parade, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00	2.19	0.77	0.00	0.00	2.51	0.77	3.27	0.00	3.27
Farmfoods, Cherryfield Drive, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.45	1.18	0.00	0.00	0.21	1.18	0.66	1.84	0.00	1.84
Iceland, St Chads Parade, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.00	9.45	1.91	0.00	0.00	10.31	1.91	12.22	0.00	12.22
Local shops, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.82	4.84	0.00	0.46	2.82	5.30	8.13	0.00	8.13
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.31	0.31	0.00	0.31
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.87	0.45	15.65	7.52	0.00	0.97	16.83	8.95	25.78	0.00	25.78
Zone M - Knowsley																					
Aldi, Coppole House Lane, Fazakerley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.23	3.79	1.07	7.51	0.62	3.26	0.00	15.61	1.92	17.53	0.00	17.53
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.23	3.79	1.07	7.51	0.62	3.26	0.00	15.61	1.92	17.53	0.00	17.53
Zone O - West Lancashire Borough Council																					
Aldi, Saints Place, Ormskirk	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.93	0.12	0.00	0.00	0.22	0.00	6.45	1.46	7.88	1.58	9.46	0.00	9.46
Diglake Farm Shop, Southport Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.31	0.31	0.00	0.31
Iceland, Aughton Street, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.15	0.15	0.00	0.15
Marks & Spencer (Simply Food), Aughton Street, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	1.19	1.56	1.19	2.03	3.22	0.00	3.22
Morrison's Park Lane, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.00	2.51	0.00	0.00	0.22	0.10	23.58	3.45	26.86	3.55	30.41	30.41	0.00	30.41
Netto, Hattersley Centre, Hattersley Way, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.25	1.27	2.25	1.27	3.52	0.00	3.52
Tesco Metro, Church Street, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.21	0.21	0.00	0.21
Local Shops, Ormskirk	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.22	0.00	0.00	3.30	3.30	0.00	3.30
Local shops, Aughton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.46	0.46	0.00	0.46
Co-operative Food, Church Road, Banks	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.41	0.00	0.00	1.41	1.41	0.00	1.41
Local Shops, Banks	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.15	0.15	0.00	0.15
Subtotal	0.00	0.00	0.28	0.09	0.00	0.00	0.44	0.00	3.45	0.58	0.00	0.00	0.45	0.10	33.56	13.64	38.18	14.41	52.60	0.00	52.60
SUBTOTAL OUTSIDE SEFTON	0.00	0.00	0.28	0.09	1.06	0.00	4.81	0.86	5.74	1.05	85.69	31.07	25.46	8.88	36.82	15.22	159.87	57.16	217.03	0.00	217.03
SUBTOTAL STUDY AREA	145.47	26.91	45.31	9.72	69.79	22.38	93.94	38.20	57.33	14.92	133.65	50.50	42.56	11.89	66.20	19.50	654.25	194.01	848.26	12.57	860.83
OUTSIDE STUDY AREA																					
Outside Study Area - Liverpool City Centre																					

**WYG PLANNING
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TABLE 5: TRADING PERFORMANCE OF EXISTING CONVENIENCE PROVISION IN SEFTON

DESTINATION	NET SALES sq.m	CONVENIENCE SALES AREA (A) sq.m	SALES DENSITY (B) £ per sq.m	CONVENIENCE			
				BENCHMARK TURNOVER (AxB) £m	SURVEY TURNOVER £m	INFLOW £m	SURVEY TURNOVER + INFLOW £m
SEFTON							
NORTH SEFTON							
Zone S							
Southport Town Centre (PSA)							
Iceland, King Street, Southport	533	518	7,615	3.9	0.2	0.0	0.2
Local shops, Southport	2,950	2,950	2,500	7.4	2.9	0.3	3.1
Marks & Spencer, Chapel Street, Southport	1,347	642	11,578	7.4	2.2	0.2	2.4
Morrisons, Winter Gardens, Southport	2,484	1,987	13,388	26.6	25.7	2.6	28.3
Sainsbury's, St Georges Place, Lord Street, Southport	1,626	1,174	12,684	14.9	16.3	1.6	17.9
Tesco Express, Eastbank Street, Southport	236	224	12,099	2.7	0.3	0.0	0.3
Edge-of-Centre							
Asda, Central 12 Shopping Park, Derby Road, Southport	3,781	2,533	13,901	35.2	32.5	3.3	35.8
Farmfoods, Lord Street, Southport	294	279	7,026	2.0	1.2	0.1	1.4
Lidl, Virginia Street, Southport	929	743	3,522	2.6	10.0	1.0	11.0
Subtotal				102.7	91.4	9.1	100.5
Ainsdale Local Centre							
Co-operative Food, Station Road, Ainsdale	827	722	8,146	5.9	5.3	0.0	5.3
Local shops, Ainsdale	599	599	2,500	1.5	1.5	0.0	1.5
Tesco Express, Sherwood House, Station Road, Ainsdale	235	223	12,099	2.7	0.5	0.0	0.5
Subtotal				10.1	7.2	0.0	7.2
Birkdale Local Centre							
Local shops, Birkdale	851	851	2,500	2.1	0.9	0.0	0.9
Subtotal				2.1	0.9	0.0	0.9
Churchtown Local Centre							
Local Shops, Churchtown	664	664	2,500	1.7	0.4	0.0	0.4
Tesco Express, Preston New Road, Churchtown	183	174	12,099	2.1	0.2	0.0	0.2
Subtotal				3.8	0.6	0.0	0.6
Shakespeare Street Local Centre							
Co-operative Food, St James Place, Southport	154	134	8,146	1.1	0.0	0.0	0.0
Local shops, Shakespeare Street	0	0	2,500	0.0	0.0	0.0	0.0
Subtotal				1.1	0.0	0.0	0.0
Local Parade (6)							
Local Parade, Liverpool Road	-	-	-	1.7	1.7	0.0	1.7
Tesco Express, Liverpool Road, Birkdale	223	212	12,099	2.6	2.6	0.0	2.6
Local Parade (76)							
Local Parade, Bisham Road	-	-	-	1.3	1.3	0.0	1.3
Spar, Bisham Rd, Southport	280	266	7,135	1.9	0.3	0.0	0.3
Local Parade (84)							
Tesco Express, Albert Street, Hesketh	221	210	12,099	2.5	0.2	0.0	0.2
Subtotal (Local Parades)				10.0	6.0	0.0	6.0
Out-of-Centre							
Aldi, Meols Cop, Southport	1,446	1,157	11,748	13.6	28.1	0.0	28.1
Home Bargains, Meols Cop, Southport	631	602	11,578	7.0	2.1	0.1	2.2
Co-operative Food, Fyde Road, Southport	1,059	925	8,146	7.5	0.9	0.0	0.9
Co-operative Food, Marshside Road, Southport	195	170	8,146	1.4	3.8	0.0	3.8
McColls, Sussex Road, Southport	-	-	-	0.2	0.2	0.0	0.2
One Stop, Belmont Street, Southport	-	-	-	0.2	0.2	0.0	0.2
Tesco Extra, Town Lane, Meols Cop, Southport	6,187	4,108	12,099	49.7	50.1	0.0	50.1
Subtotal				72.8	83.5	0.0	83.5
Subtotal (Zone S)				202.6	189.6	9.1	198.8
Zone F							
Formby District Centre (PSA)							
Iceland, Chapel Lane, Formby	335	326	7,615	2.5	1.8	0.1	1.9
Local shops, Formby	501	501	2,500	1.3	1.9	0.1	2.0
Marks & Spencer (Simply Food), The Cloisters, Halsall Lane, Formby	631	602	11,578	7.0	2.1	0.1	2.2
Morrisons Local, Chapel Lane, Formby	387	368	13,388	4.9	0.7	0.0	0.7
Waitrose, Three Tuns Lane, Formby	2,101	1,727	13,080	22.6	27.7	1.4	29.0
Subtotal				38.2	34.2	1.7	35.9
Local Parade (42)							
Local Parade, Harrington Road	-	-	-	0.3	0.3	0.0	0.3
Spar, Harrington Road, Formby	110	104	7,135	0.7	1.3	0.0	1.3
Subtotal (Local Parades)				1.1	1.7	0.0	1.7
Out-of-Centre							
Tesco Superstore, Altcar Road, Formby	3,102	2,348	12,099	28.4	29.9	0.0	29.9
Subtotal				28.4	29.9	0.0	29.9
Subtotal (Zone F)				67.7	65.8	1.7	67.5
SUBTOTAL NORTH SEFTON				270.3	255.4	10.8	266.2
SOUTH SEFTON							
Zone C							
Crosby District Centre (PSA)							
Farmfoods, Liverpool Road, Crosby	238	226	7,026	1.6	1.5	0.1	1.6
Sainsbury's, Liverpool Road, Crosby	1,807	1,304	12,684	16.5	26.1	1.3	27.4
Local shops, Crosby	582	582	2,500	1.5	4.0	0.2	4.2
Tesco Express, Coronation Road, Crosby	276	262	12,099	3.2	3.0	0.2	3.2
Subtotal				22.8	34.6	1.7	36.3
Waterloo District Centre (PSA)							
Co-operative Food, Brighton Road, Waterloo	1,056	922	8,146	7.5	1.9	0.0	1.9
Iceland, South Road, Waterloo	392	381	7,615	2.9	3.2	0.0	3.2
Local shops, Waterloo	1,178	1,178	2,500	2.9	1.2	0.0	1.2
Edge-of-Centre							
Tesco Express, Crosby Road North, Liverpool	223	212	12,099	2.6	1.0	0.0	1.0
Subtotal				15.9	7.2	0.0	7.2
Local Parade (31)							
Co-operative Food, College Road, Crosby	372	325	8,146	2.6	1.7	0.0	1.7
Local Parade, Brompton Avenue	-	-	-	0.2	0.2	0.0	0.2
Local Parade (90)							
Aldi, Moor Lane, Thornton	1,125	900	11,748	10.6	27.6	0.0	27.6
Subtotal (Local Parades)				13.4	29.4	0.0	29.4
Out-of-Centre							
Local Shops, Hightown	-	-	-	0.3	0.3	0.0	0.3
Tesco Express, Edge Lane, Thornton, Crosby	231	219	12,099	2.7	0.8	0.0	0.8
Subtotal (Out-of-Centre)				3.0	1.1	0.0	1.1
Subtotal (Zone C)				55.1	72.4	1.7	74.1
Zone B							
Booth Town Centre (PSA)							
Heron Foods, Strand Shopping Centre, Bootle	230	219	6,557	1.4	1.2	0.0	1.2
Iceland, Strand Shopping Centre, Bootle	547	531	7,615	4.0	4.5	0.0	4.5
Marks & Spencer, Stanley Road, Bootle	906	864	11,578	10.0	3.3	0.0	3.3
Local shops, Bootle	1,522	1,522	2,500	3.8	12.9	0.0	12.9
Edge-of-Centre							
Aldi, Washington Parade, Bootle	1,125	900	11,748	10.6	19.7	0.0	19.7
Asda, Strand Road, Bootle	4,255	2,851	13,901	39.6	45.9	0.0	45.9
Lidl, Marsh Lane, Bootle	1,063	850	3,522	3.0	6.8	0.0	6.8
Subtotal				72.5	94.4	0.0	94.4
Netherton Local Centre							
Iceland, Marian Square, Netherton	340	330	7,615	2.5	2.5	0.0	2.5
Local shops, Netherton	1,038	1,038	2,500	2.6	2.1	0.0	2.1
Subtotal				5.1	4.6	0.0	4.6
Seaforth Local Centre							
Local shops, Seaforth	187	187	2,500	0.5	0.2	0.0	0.2
Edge-of-Centre							
Lidl, Wellington Road, Seaforth	986	789	3,522	2.8	6.4	0.0	6.4
Subtotal				3.2	6.6	0.0	6.6
Local Parade (48)							
Local shops, Litherland	-	-	-	1.0	1.0	0.0	1.0
Subtotal (Local Parades)				1.0	1.0	0.0	1.0
Out-of-Centre							
Aldi, Park Lane West, Netherton	754	603	11,748	7.1	6.0	0.0	6.0
Asda, Orrell Lane, Bootle	1,024	686	13,901	9.5	5.0	0.0	5.0
Local shops, Orrell	-	-	-	0.9	0.9	0.0	0.9
Spar, Linacre Lane, Bootle	-	-	-	1.5	1.5	0.0	1.5
Tesco Superstore, Hawthorne Road, Litherland	3,703	2,803	12,099	33.9	61.2	0.0	61.2
Subtotal				52.9	74.6	0.0	74.6
Subtotal (Zone B)				134.8	181.2	0.0	181.2
Zone M							
Maghull District Centre (PSA)							
Local shops, Maghull	655	655	2,500	1.6	3.0	0.0	3.0
Morrisons, Stafford Moreton Way, Maghull	1,254	1,003	13,388	13.4	28.0	0.0	28.0
Subtotal				15.1	31.0	0.0	31.0
Old Roan Local Centre							
Local shops, Old Roan	52	52	2,500	0.1	0.0	0.0	0.0
Tesco Express, Molyneux Way, Old Roan	244	232	12,099	2.8	1.1	0.0	1.1
Subtotal				2.9	1.1	0.0	1.1
Local Parade (3)							
Local Parade, Altcar	-	-	-	0.1	0.1	0.0	0.1
Local Parade (59)							
Iceland, Northway, Maghull	385	374	7,615	2.8	0.2	0.0	0.2
Lidl, Northway, Maghull	929	743	3,522	2.6	9.3	0.0	9.3
Local Parade (60)							
Co-operative Food, Deyes Lane, Maghull	260	227	8,146	1.8	3.1	0.0	3.1
Subtotal (Local Parades)				7.4	12.7	0.0	12.7
Out-of-Centre							
Local shops, Aintree	-	-	-	0.6	0.6	0.0	0.6
Local shops, Lydiate	-	-	-	0.3	0.3	0.0	0.3
Local shops, Melling	-	-	-	0.2	0.2	0.0	0.2
Subtotal				1.1	1.1	0.0	1.1
Subtotal (Zone M)				26.5	45.9	0.0	45.9
Zone L							
Out-of-Centre							
Asda, Ormskirk Road, Aintree	6,826	4,574	13,901	63.6	71.5	0.0	71.5
Marks & Spencer, Aintree Retail Park	711	679	11,578	7.9	4.9	0.0	4.9
Subtotal				71.4	76.4	0.0	76.4
Subtotal (Zone L)				71.4	76.4	0.0	76.4
SUBTOTAL SOUTH SEFTON				287.8	375.8	1.7	377.6
SUBTOTAL SEFTON				558.1	631.2	12.6	643.8

Notes:
a. Net Sales floorpace figures sourced from: Storepoint 2015 database, WYG estimate of gross floorpace measured from ordinance survey data and net to gross ratio of 70% applied, and IGD database (2010), and the Statement of Common Ground submitted in relation to the 'call in' Inquiry for the proposed redevelopment of land at Meols Cop Retail Park, Meols Cop Road, Southport (PINS Reference APP/M4320/V/15/3002637).
b. Gross floorpace figures for local shops taken from health check floorpace assessments (2015) for town and district centres, and from the District and Local Centres Study (2011) for local parades (minus any identified individual stores). Net to gross ratio of 70% assumed.
c. Morrisons, Winter Gardens, Southport - net sales area sourced from planning application material (ref. N/2007/0992).
d. Aldi, Meols Cop Retail Park, Southport - net sales area sourced from planning application material (ref. DC/2014/00045).
e. Net convenience floorpace derived from Verdict Grocer Retailers (2014) where available.
f. Sales densities derived from Verdict (2014) or Mintel Retail Rankings (2015) for national multiples.
g. WYG assume that local shops (where no know floorpace exists) are trading at equilibrium.

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TABLE 6: CONVENIENCE RETAIL COMMITMENTS (AS AT SEPTEMBER 2015)

LOCATION	DESCRIPTION OF RETAIL DEVELOPMENT	PLANNING APPLICATION REF	APPLICATION TYPE	DECISION DATE	TOTAL		SALES AREA FLOORSPACE	SALES DENSITY	BENCHMARK TURNOVER	CONVENIENCE			
					GROSS RETAIL FLOORSPACE	NET SALES AREA FLOORSPACE				TURNOVER DRAWN FROM NORTH SEFTON		TURNOVER DRAWN FROM SOUTH SEFTON	
					sq.m	sq.m				2015 %	2015 £m	2015 %	2015 £m
SEFTON													
SOUTH SEFTON													
Zone B													
Bootle town centre													
Strand Shopping Centre, Mariners Way, Bootle	Partial redevelopment of the shopping centre to provide a new larger retail unit to be occupied by TJ Hughes	DC/2015/00194	Full	04/01/2015	594	416	0	-	-	-	-	-	-
Subtotal Zone B					594	416	0	-	-	-	-	-	-
SUBTOTAL SOUTH SEFTON					594	416	0						
SUBTOTAL SEFTON					594	416	0	-	0.00	-	-	-	-
OUTSIDE SEFTON													
Zone K													
Land at Cherryfield Drive, Kirkby Town Centre	Redevelopment to provide a mix of uses including a foodstore and retail units	10/00505/OUT	Outline	17/06/2011									
	Foodstore				14,000	9,500	4,750	13,324	63.29	0%	0.00	25%	15.82
	Comparison retail units				24,385	17,069	0	-	-	-	-	-	-
	Comparison retail units - Demolitions				-9,778	-6,844	0	-	-	-	-	-	-
Subtotal Zone K					28,607	19,725	4,750	-	63.29	-	0.00	-	15.82
Zone L													
Land at East Lancashire Road and Stonebridge Lane, Fazakerley, Liverpool	Development of a food superstore, petrol filling station and local centre and mixed use development	130/0656	Outline	Approved subject to S106									
	Food superstore and petrol filling station shop				6,720	4,704	3,528	13,018	45.93	0%	0.00	10%	4.59
	Local centre parade				1,160	812	406	2,500	1.02	0%	0.00	0%	-
Land at Great Homer Street, Everton, Liverpool	New district centre (Project Jennifer)	13F/1178	Outline	10/12/2013									
	Sainsbury's superstore and petrol filling station shop				10,591	5,667	3,455	12,684	43.82	0%	0.00	10%	4.38
	Non-food retail units				6,761	4,733	0	-	-	-	-	-	-
	Market hall				1,400	980	490	2,500	1.23	0%	0.00	0%	-
Land at former Walton Hospital, Rice Lane, Liverpool	Aldi foodstore	15F/1129	Full	Approved subject to S106	1,784	1,254	1,003	11,748	11.79	0%	0.00	30%	3.54
The Grey Chaser 273 Longmoor Lane, Fazakerley	Lidl foodstore	14F/1802	Full	09/01/2015	1,453	1,018	814	3,522	2.87	0%	0.00	15%	0.43
Subtotal Zone L					29,869	19,168	9,697	-	106.64	0.00	0.00	12.94	12.94
SUBTOTAL OUTSIDE SEFTON					58,476	38,893	14,447	-	169.93	0.00	0.00	28.76	28.76
TOTAL					59,070	39,309	14,447	-	169.93	0.00	0.00	28.76	28.76

- Notes**
- Commitments sourced from Sefton, Knowsley and Liverpool Councils.
 - Gross floorspace data sourced from planning application material. Net sales area floorspace data sourced from planning application material where available. If not available, net to gross ratio of 70% applied. Net convenience sales area floorspace sourced from planning application material where available. If not available, floorspace split derived from Verdict (2014).
 - Sales densities derived from Verdict (2014) or Mintel Retail Rankings (2015) for national multiples. WYG estimate for local shops.
 - Proportion of turnover drawn from North and South Sefton WYG estimate.

2013 Prices

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 7: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN STUDY AREA

Table i: Estimated 'Capacity' for Convenience Goods Facilities in Sefton

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure	Expenditure Available ²	Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2015	558.1	68.2%	631.2	12.6	85.7
2020	551.4	68.2%	644.2	12.4	105.2
2025	552.5	68.2%	666.5	12.4	126.4
2030	555.3	68.2%	689.9	12.5	147.2

Notes

- 1 - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 Addendum (October 2014)
- 2 - Turnover at 2015 sourced from Table 4 and Available Expenditure derived from Total Expenditure (Table 2a) multiplied by Sefton's market share (Table 4) 2013 prices

Table ii: Quantitative Need for Additional Floorspace in Sefton – Convenience Goods

Year	Surplus Expenditure £m	Convenience Goods Floorspace Requirement	
		Min ^{1*} sq.m	Max ^{2*} sq.m
2015	85.73	6,600	17,100
2020	105.23	8,200	21,300
2025	126.39	9,800	25,500
2030	147.16	11,400	29,600

Notes

- 1 - Average sales density assumed to be £13,018 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2014)
- 2 - Average sales density assumed to be £5,000 per sq.m
- * - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 Addendum (October 2014) 2013 prices

Table iii: Net Quantitative Need for Additional Floorspace in Sefton - Convenience Goods

Year	Surplus Expenditure £m	Commitments £m	Convenience Residual Expenditure	Floorspace Requirement	
			£m	Min ^{1*} sq.m	Max ^{2*} sq.m
2015	85.73	28.76	56.97	4,400	11,400
2020	105.23	28.42	76.81	6,000	15,500
2025	126.39	28.48	97.92	7,600	19,800
2030	147.16	28.62	118.54	9,200	23,800

Notes

- Planning commitments taken from Table 6
- 1 - Average sales density assumed to be £13,018 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2014)
- 2 - Average sales density assumed to be £5,000 per sq.m
- 2013 prices

Table iv: Estimated 'Capacity' for Convenience Goods Facilities - NORTH SEFTON

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure	Expenditure Available ²	Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2015	270.3	27.6%	255.4	10.8	-4.1
2020	267.1	27.6%	260.6	10.7	4.3
2025	267.6	27.6%	269.6	10.7	12.8
2030	268.9	27.6%	279.1	10.8	21.0

Notes

- 1 - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 Addendum (October 2014)
- 2 - Turnover at 2015 sourced from Table 4 and Available Expenditure derived from Total Expenditure (Table 2a) multiplied by Sefton North's market share (Table 4) 2013 prices

Table v: Quantitative Need for Additional Floorspace - NORTH SEFTON

Year	Surplus Expenditure £m	Convenience Goods Floorspace Requirement	
		Min ^{1*} sq.m	Max ^{2*} sq.m
2015	-4.1	-300	-800
2020	4.3	300	900
2025	12.8	1,000	2,600
2030	21.0	1,600	4,200

Notes

- 1 - Average sales density assumed to be £13,018 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2014)
- 2 - Average sales density assumed to be £5,000 per sq.m
- * - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 Addendum (October 2014) 2013 prices

Table vi: Net Quantitative Need for Additional Floorspace - NORTH SEFTON

Year	Surplus Expenditure £m	Commitments £m	Convenience Residual Expenditure	Floorspace Requirement	
			£m	Min ^{1*} sq.m	Max ^{2*} sq.m
2015	-4.1	0.00	-4.1	-300	-800
2020	4.3	0.00	4.3	300	900
2025	12.8	0.00	12.8	1,000	2,600
2030	21.0	0.00	21.0	1,600	4,200

Notes

- Planning commitments taken from Table 6
- 1 - Average sales density assumed to be £13,018 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2014)
- 2 - Average sales density assumed to be £5,000 per sq.m
- 2013 prices

Table vii: Estimated 'Capacity' for Convenience Goods Facilities - SOUTH SEFTON

Year	Benchmark Turnover of Existing Stores ¹	Market Share of Study Area Expenditure	Expenditure Available ²	Inflow	Surplus Expenditure
	£m	%	£m	£m	£m
2015	287.8	40.6%	375.8	1.7	89.8
2020	284.3	40.6%	383.6	1.7	100.9
2025	284.9	40.6%	396.8	1.7	113.6
2030	286.3	40.6%	410.8	1.7	126.2

Notes

- 1 - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 Addendum (October 2014)
- 2 - Turnover at 2015 sourced from Table 4 and Available Expenditure derived from Total Expenditure (Table 2a) multiplied by Sefton South's market share (Table 4) 2013 prices

Table viii: Quantitative Need for Additional Floorspace - SOUTH SEFTON

Year	Surplus Expenditure £m	Convenience Goods Floorspace Requirement	
		Min ^{1*} sq.m	Max ^{2*} sq.m
2015	89.8	6,900	18,000
2020	100.9	7,800	20,400
2025	113.6	8,800	23,000
2030	126.2	9,700	25,400

Notes

- 1 - Average sales density assumed to be £13,018 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2014)
- 2 - Average sales density assumed to be £5,000 per sq.m
- * - Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 12.1 Addendum (October 2014) 2013 prices

Table ix: Net Quantitative Need for Additional Floorspace - SOUTH SEFTON

Year	Surplus Expenditure £m	Commitments £m	Convenience Residual Expenditure	Floorspace Requirement	
			£m	Min ^{1*} sq.m	Max ^{2*} sq.m
2015	89.8	28.8	61.0	4,700	12,200
2020	100.9	28.4	72.5	5,600	14,700
2025	113.6	28.5	85.1	6,600	17,200
2030	126.2	28.6	97.6	7,500	19,600

Notes

- Planning commitments taken from Table 6
- 1 - Average sales density assumed to be £13,018 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2014)
- 2 - Average sales density assumed to be £5,000 per sq.m
- 2013 prices

Appendix 7

Quantitative Capacity (Comparison Goods)

Assessment

WYG PLANNING
SEFTON RSR (2015)

TABLE 8: POPULATION AND EXPENDITURE (COMPARISON)

ZONE	POPULATION				PER CAPITA EXPENDITURE (EXC SFT) COMPARISON																																															
	2015	2020	2025	2030	2015												2020												2025												2030											
	Persons	Persons	Persons	Persons	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	Furniture	DIY & Gardening	TOTAL	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	Furniture	DIY & Gardening	TOTAL	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	Furniture	DIY & Gardening	TOTAL	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	Furniture	DIY & Gardening	TOTAL												
					£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person	£ per person				
Zone S	86,344	86,812	87,404	87,848	883	154	365	413	379	335	390	166	3,086	990	173	409	463	424	375	437	186	3,458	1,160	202	479	543	497	439	512	218	4,051	1,367	239	565	639	586	518	604	257	4,774												
Zone F	23,032	23,143	23,290	23,389	1,192	202	510	475	491	435	522	221	4,047	1,336	226	571	532	550	488	585	247	4,536	1,565	265	669	624	644	572	685	290	5,314	1,845	312	788	735	759	674	807	341	6,262												
Zone C	45,696	45,924	46,230	46,438	898	152	368	422	387	322	401	163	3,115	1,007	171	413	473	434	361	449	183	3,490	1,180	200	484	555	509	423	526	214	4,089	1,390	235	570	653	599	498	620	252	4,819												
Zone B	75,126	75,583	76,122	76,567	648	113	223	354	271	274	269	103	2,254	726	127	250	396	304	307	301	115	2,526	851	149	293	464	356	359	353	135	2,960	1,002	175	345	547	420	424	415	159	3,488												
Zone M	37,624	37,838	38,122	38,317	910	158	367	423	397	339	432	175	3,202	1,019	178	411	474	445	380	485	196	3,588	1,194	208	482	555	522	445	568	230	4,204	1,407	245	568	654	615	525	669	271	4,954												
Zone L	123,308	124,492	125,918	127,802	672	113	214	367	266	295	250	96	2,274	753	127	240	412	298	331	280	108	2,548	882	149	281	482	349	388	328	126	2,985	1,039	175	331	568	412	457	386	149	3,518												
Zone K	37,249	37,421	37,558	37,636	634	112	228	369	269	268	253	96	2,229	711	125	255	413	301	300	284	108	2,498	833	147	299	484	353	352	333	126	2,926	981	173	352	571	416	415	392	149	3,448												
Zone O	46,010	46,160	46,343	46,498	954	163	401	417	402	343	420	183	3,282	1,069	182	450	467	450	385	471	205	3,679	1,252	214	527	547	527	451	552	240	4,310	1,476	252	621	645	622	531	650	283	5,078												
TOTAL	474,389	477,373	480,987	484,495																																																

Notes:

- a. Post code sectors
- Zone S - PR8 1, PR8 2, PR8 3, PR8 4, PR8 5, PR8 6, PR9 0, PR9 7, PR9 9
- Zone F - L37 0, L37 1, L37 2, L37 3, L37 4, L37 5, L37 6, L37 7, L37 8, L37 9
- Zone C - L22 0, L22 1, L22 2, L22 3, L22 4, L22 5, L22 6, L22 7, L22 8, L22 9, L23 0, L23 1, L23 2, L23 3, L23 4, L23 5, L23 6, L23 7, L23 8, L23 9, L23 0, L38 0, L38 1, L38 2, L38 3, L38 4, L38 5, L38 6, L38 7, L38 8, L38 9
- Zone B - L20 0, L20 1, L20 2, L20 3, L20 4, L20 5, L20 6, L20 7, L20 8, L20 9, L21 0, L21 1, L21 2, L21 3, L21 4, L21 5, L21 6, L21 7, L21 8, L21 9, L30 0, L30 1, L30 2, L30 3, L30 4, L30 5, L30 6, L30 7, L30 8, L30 9
- Zone M - L10 0, L10 1, L10 2, L10 3, L10 4, L10 5, L10 6, L10 7, L10 8, L10 9, L11 0, L11 1, L11 2, L11 3, L11 4, L11 5, L11 6, L11 7, L11 8, L11 9, L12 0, L12 1, L12 2, L12 3, L12 4, L12 5, L12 6, L12 7, L12 8, L12 9, L13 0, L13 1, L13 2, L13 3, L13 4, L13 5, L13 6, L13 7, L13 8, L13 9
- Zone L - L10 0, L10 1, L10 2, L10 3, L10 4, L10 5, L10 6, L10 7, L10 8, L10 9, L11 0, L11 1, L11 2, L11 3, L11 4, L11 5, L11 6, L11 7, L11 8, L11 9, L12 0, L12 1, L12 2, L12 3, L12 4, L12 5, L12 6, L12 7, L12 8, L12 9, L13 0, L13 1, L13 2, L13 3, L13 4, L13 5, L13 6, L13 7, L13 8, L13 9
- Zone K - L10 4, L32, L32 1, L32 2, L32 3, L32 4, L32 5, L32 6, L32 7, L32 8, L32 9, L33 0, L33 1, L33 2, L33 3, L33 4, L33 5, L33 6, L33 7, L33 8, L33 9
- Zone O - L33 3, L33 4, L37 5, L37 9, L38 1, L39 0, L39 1, L39 2, L39 3, L39 4, L39 5, L39 6, L39 7, L39 8, L39 9, L40 0, L40 1, L40 2, L40 3, L40 4, L40 5, L40 6, L40 7, L40 8, L40 9, PR9 8
- b. Per Capita expenditure from Experian G3 Micromarketer (2014 data)
- c. 2013 per capita expenditure data rolled forward to the 2015 base year and each of the forecast years using forecast expenditure growth rates sourced from page 19 of Experian's Retail Planner Briefing Note 12.1
- d. Excludes spending on Special Forms of Trading (Internet sales/catalogue/mail order) at the rates set out on page 21 of Experian's Retail Planner Briefing Note 12.1

2013 Prices

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TABLE 9: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

ZONE	EXPENDITURE (EXC SFT) COMPARISON																																			
	2015									2020									2025									2030								
	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	Furniture	DIY & Gardening	TOTAL	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	Furniture	DIY & Gardening	TOTAL	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	Furniture	DIY & Gardening	TOTAL	Clothing & Footwear	Books/CDs/DVDs	Small Household	Recreational	Chemist	Electrical	Furniture	DIY & Gardening	TOTAL
Zone S	76.28	13.31	31.53	35.69	32.69	28.88	33.70	14.34	266.43	85.95	15.00	35.53	40.21	36.84	32.55	37.98	16.15	300.20	101.38	17.69	41.91	47.43	43.45	38.39	44.79	19.05	354.10	120.07	20.96	49.64	56.18	51.46	45.47	53.05	22.57	419.39
Zone F	27.46	4.64	11.74	10.94	11.30	10.03	12.02	5.08	93.22	30.92	5.23	13.22	12.32	12.73	11.29	13.54	5.72	104.97	36.46	6.17	15.58	14.53	15.01	13.31	15.96	6.75	123.76	43.15	7.30	18.44	17.19	17.76	15.75	18.89	7.98	146.45
Zone C	41.06	6.95	16.83	19.30	17.70	14.71	18.32	7.45	142.33	46.24	7.83	18.95	21.74	19.94	16.57	20.63	8.39	160.30	54.53	9.24	22.35	25.64	23.52	19.54	24.33	9.90	189.05	64.55	10.93	26.46	30.34	27.83	23.13	28.80	11.72	223.77
Zone B	48.68	8.50	16.76	26.57	20.37	20.57	20.17	7.74	169.37	54.88	9.59	18.90	29.96	22.97	23.19	22.74	8.73	190.96	64.76	11.31	22.30	35.34	27.10	27.37	26.84	10.30	225.32	76.75	13.41	26.43	41.89	32.13	32.44	31.81	12.21	267.06
Zone M	34.22	5.96	13.81	15.91	14.95	12.76	16.27	6.58	120.46	38.57	6.72	15.57	17.93	16.85	14.38	18.33	7.42	135.77	45.53	7.93	18.37	21.16	19.89	16.97	21.64	8.76	160.25	53.92	9.40	21.76	25.07	23.56	20.10	25.63	10.37	189.81
Zone L	82.84	13.96	26.39	45.31	32.80	36.43	30.77	11.87	280.37	93.73	15.79	29.86	51.26	37.11	41.22	34.81	13.43	317.21	111.06	18.71	35.39	60.74	43.98	48.85	41.25	15.92	375.89	132.83	22.38	42.32	72.65	52.60	58.42	49.34	19.04	449.57
Zone K	23.62	4.16	8.48	13.74	10.01	9.99	9.44	3.58	83.02	26.60	4.68	9.55	15.47	11.26	11.24	10.63	4.04	93.46	31.27	5.51	11.23	18.19	13.25	13.22	12.49	4.74	109.90	36.93	6.50	13.26	21.48	15.64	15.61	14.75	5.60	129.77
Zone O	43.88	7.49	18.46	19.19	18.48	15.79	19.33	8.41	151.03	49.34	8.42	20.75	21.57	20.78	17.76	21.73	9.45	169.80	58.03	9.90	24.41	25.37	24.44	20.89	25.56	11.12	199.72	68.61	11.71	28.86	30.00	28.90	24.70	30.22	13.15	236.13
TOTAL	378.04	64.98	144.00	186.64	158.31	149.17	160.01	65.06	1,306.21	426.22	73.26	162.33	210.45	178.48	168.20	180.39	73.34	1,472.66	503.02	86.46	191.54	248.41	210.63	198.53	212.86	86.54	1,737.99	596.81	102.58	227.17	294.80	249.87	235.62	252.49	102.64	2,061.96

Notes:

- a. Post code sectors
- Zone S - PR8 1, PR8 2, PR8 3, PR8 4, PR8 5, PR8 6, PR9 0, PR9 7, PR9 9
- Zone F - L37 0, L37 1, L37 2, L37 3, L37 4, L37 6, L37 8, L37 8
- Zone C - L22 0, L22 1, L22 2, L22 3, L22 4, L22 5, L22 6, L22 7, L22 8, L22 9, L23 0, L23 1, L23 2, L23 3, L23 4, L23 5, L23 6, L23 7, L23 8, L23 9, L38 0, L38 3
- Zone B - L20 0, L20 1, L20 3, L20 4, L20 5, L20 6, L20 7, L20 9, L21 0, L21 1, L21 2, L21 3, L21 4, L21 5, L21 6, L21 7, L21 8, L21 9, L30 1, L30 2, L30 3, L30 4, L30 5, L30 6, L30 7, L30 8, L30 9
- Zone M - L10 0, L10 2, L10 3, L10 6, L10 8, L29 1, L29 3, L29 5, L29 6, L29 7, L29 8, L29 9, L31 1, L31 2, L31 3, L31 4, L31 5, L31 6, L31 7, L31 8, L31 9, L38 2, L38 4, L38 5, L38 6, L38 7, L38 8
- Zone L - L10 1, L10 5, L10 7, L10 9, L11 0, L11 1, L11 2, L11 3, L11 4, L11 5, L11 6, L11 7, L11 8, L11 9, L20 2, L20 8, L4 0, L4 1, L4 2, L4 3, L4 4, L4 5, L4 6, L4 7, L4 8, L4 9, L5 0, L5 1, L5 2, L5 3, L5 4, L5 5, L5 6, L5 7, L5 8, L5 9, L9 0, L9 1, L9 2, L9 3, L9 4, L9 5, L9 6, L9 7, L9 8, L9 9
- Zone K - L10 4, L32, L32 1, L32 2, L32 3, L32 4, L32 5, L32 6, L32 7, L32 8, L32 9, L33 0, L33 1, L33 2, L33 3, L33 4, L33 5, L33 6, L33 7, L33 8, L33 9
- Zone O - L33 3, L33 4, L37 5, L37 9, L38 1, L39 0, L39 1, L39 2, L39 3, L39 4, L39 5, L39 6, L39 7, L39 8, L39 9, L40 8, L40 9, PR9 8
- b. Per Capita expenditure from Experian G3 Micromarketer (2014 data)
- c. 2013 per capita expenditure data rolled forward to the 2015 base year and each of the forecast years using forecast expenditure growth rates sourced from page 19 of Experian's Retail Planner Briefing Note 12.1
- d. Excludes spending on Special Forms of Trading (internet sales/catalogue/mail order) at the rates set out on page 21 of Experian's Retail Planner Briefing Note 12.1

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TABLE 10: SHOPPING PATTERNS (CLOTHING & FOOTWEAR)

DESTINATION	ZONE S CLOTHING & FOOTWEAR %	ZONE F CLOTHING & FOOTWEAR %	ZONE C CLOTHING & FOOTWEAR %	ZONE B CLOTHING & FOOTWEAR %	ZONE M CLOTHING & FOOTWEAR %	ZONE L CLOTHING & FOOTWEAR %	ZONE K CLOTHING & FOOTWEAR %	ZONE O CLOTHING & FOOTWEAR %	TOTAL CLOTHING & FOOTWEAR %
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	71.86	35.36	12.96	0.75	6.74	0.00	1.35	38.84	19.76
Edge-of-Centre									
Central 12 Retail Park, Southport	8.50	0.00	0.00	0.00	0.00	0.00	0.00	1.06	1.52
Ocean Plaza, Southport	1.14	0.72	0.00	0.00	0.00	0.00	0.00	1.59	0.39
Sainsbury's, St. Georges Place, Lord Street, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	81.5	36.1	13.0	0.7	6.7	0.0	1.3	41.5	21.7
Local Centres									
Ainsdale Local Centre	3.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.50
Birkdale Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Churchtown Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.05
Subtotal	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kew Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.06	0.11
Tesco, Meols Cop, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Southport	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.05
Subtotal	0.0	0.0	0.0	0.0	0.5	0.0	0.0	1.1	0.2
Subtotal Zone S	84.5	36.1	13.0	0.7	7.8	0.0	1.3	42.6	22.4
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.57	15.62	0.00	0.00	0.00	0.00	0.00	0.53	0.95
Subtotal	0.6	15.6	0.0	0.0	0.0	0.0	0.0	0.5	0.9
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Altcar Road, Formby	0.00	0.53	0.66	0.00	0.00	0.00	0.00	0.00	0.08
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.1
Subtotal Zone F	0.6	16.2	0.7	0.0	0.0	0.0	0.0	0.5	1.0
SUBTOTAL NORTH SEFTON	85.1	52.2	13.6	0.7	7.8	0.0	1.3	43.1	23.4
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	1.06	0.66	0.00	0.00	0.00	0.00	0.00	0.11
Subtotal	0.0	1.1	0.7	0.0	0.0	0.0	0.0	0.0	0.1
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.05
Subtotal	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	1.31	0.00	0.00	0.00	0.00	0.00	0.11
Local Shops, Hightown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.1
Subtotal Zone C	0.0	1.1	2.0	0.0	0.5	0.0	0.0	0.0	0.3
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.77	0.53	1.55	17.61	0.00	10.12	0.00	0.00	5.88
Subtotal	0.8	0.5	1.5	17.6	0.0	10.1	0.0	0.0	5.9
Local Centres									
Netherton Local Centre	0.00	0.00	0.00	1.84	0.00	0.00	0.00	0.00	0.32
Seaforth Local Centre	0.00	0.00	1.31	0.00	0.00	0.00	0.00	0.00	0.11
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.04
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.07
Subtotal	0.0	0.0	1.3	2.2	0.0	0.0	0.5	0.0	0.5
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	0.00	0.00	2.18	0.68	0.00	0.00	0.36
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	2.2	0.7	0.0	0.0	0.4
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunningbridge Road, Bootle	0.00	0.00	0.89	0.00	0.00	0.00	0.00	0.00	0.08
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.89	0.37	0.00	0.00	0.00	0.00	0.14
Local Shops, Litherland	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.13
Switch Island Retail Park, Netherton	0.00	0.00	0.00	2.24	0.74	0.93	0.96	0.00	0.77
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	1.8	3.4	0.7	0.9	1.0	0.0	1.1
Subtotal Zone B	0.8	0.5	4.6	23.2	2.9	11.7	1.4	0.0	7.9
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.00	2.18	0.00	1.43	0.00	0.31
Subtotal	0.0	0.0	0.0	0.0	2.2	0.0	1.4	0.0	0.3
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.72	3.78	0.37	1.54	0.00	1.35	0.00	0.67
Local Shops, Aintree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Lydiate	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.05
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.7	3.8	0.4	2.1	0.0	1.3	0.0	0.7
Subtotal Zone M	0.0	0.7	3.8	0.4	4.3	0.0	2.8	0.0	1.0
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.00	3.53	18.09	11.52	28.92	16.77	12.95	10.09	12.52
B&Q, Aintree Racecourse Retail Park, Aintree	0.00	0.00	0.66	0.00	0.00	0.00	0.00	0.00	0.06
Homebase, Aintree Racecourse Retail Park, Aintree	0.00								

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TABLE 10: SHOPPING PATTERNS (CLOTHING & FOOTWEAR)

DESTINATION	ZONE S CLOTHING & FOOTWEAR %	ZONE F CLOTHING & FOOTWEAR %	ZONE C CLOTHING & FOOTWEAR %	ZONE B CLOTHING & FOOTWEAR %	ZONE M CLOTHING & FOOTWEAR %	ZONE L CLOTHING & FOOTWEAR %	ZONE K CLOTHING & FOOTWEAR %	ZONE O CLOTHING & FOOTWEAR %	TOTAL CLOTHING & FOOTWEAR %
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.17
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	0.93	0.00	0.00	0.23
Walton Vale District Centre	0.00	0.00	0.00	3.74	0.00	0.00	1.13	0.00	0.75
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
County Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Breck Road District Centre	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.09
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	1.36	0.96	0.00	0.42
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.66	0.00	0.00	0.00	0.00	0.00	0.06
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	2.73	0.00	0.00	0.68
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Liver Industrial Estate, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.7	4.2	0.0	5.7	2.1	0.0	2.4
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.00	0.00	0.93	9.48	0.00	1.02
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.9	9.5	0.0	1.0
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	1.25	1.29	0.00	1.13	3.62	0.81
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	1.3	1.3	0.0	1.1	3.6	0.8
SUB TOTAL OUTSIDE SEFTON	0.0	0.0	0.7	5.5	1.3	6.6	12.7	3.6	4.2
SUB TOTAL STUDY AREA	85.8	58.1	43.4	41.3	45.8	35.1	31.2	56.8	49.4
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	9.56	38.18	53.96	56.54	50.77	60.29	60.16	30.60	45.58
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.00	0.00	0.00	0.00	1.09	0.00	4.78	0.72	0.57
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	9.6	38.2	54.0	56.5	51.9	60.3	64.9	31.3	46.2
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.04
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.93	0.00	0.00	0.23
Subtotal	0.0	0.0	0.0	0.0	0.0	0.9	0.5	0.0	0.3
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	2.73	0.00	0.23
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Knowsley	0.00	0.00	0.66	0.00	0.00	0.00	0.00	0.00	0.06
Subtotal	0.0	0.0	0.7	0.0	0.0	0.0	2.7	0.0	0.3
Outside Study Area - Preston									
Preston City Centre	3.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.51	0.00	0.68	0.00	0.00	0.26
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	1.06	1.31	0.00	0.00	0.68	0.00	0.72	0.41
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.17
Gemini Retail Park, Warrington	0.00	0.53	0.00	0.75	0.00	0.68	0.00	0.00	0.33
Other, Cheshire	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.05
Subtotal	0.0	1.6	1.3	1.3	0.5	2.7	0.0	0.7	1.2
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.00
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.06
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.1
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.77	0.00	0.00	0.51	0.00	0.93	0.65	0.97	0.60
Manchester City Centre	0.00	0.53	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.08	0.22
Wigan Town Centre	0.00	0.00	0.00	0.37	0.00	0.00	0.00	1.06	0.18
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.74	0.00	0.00	0.00	0.06
Subtotal	0.8	0.5	0.0	0.9	0.7	0.9	0.6	4.1	1.1
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.53	0.00	0.00	0.00	0.00	0.00	2.31	0.27
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, North West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.5	0.0	0.0	0.0	0.0	0.0	2.3	0.3
Outside Study Area - Other									
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.06	0.11
Other	0.00	1.06	0.66	0.00	1.09	0.00	0.00	3.15	0.54
Subtotal	0.0	1.1	0.7	0.0	1.1	0.0	0.0	4.2	0.6
SUB TOTAL OUTSIDE STUDY AREA	14.2	41.9	56.6	58.7	54.2	64.9	68.8	43.2	50.6
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

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TABLE 11: SHOPPING EXPENDITURE RETENTION (CLOTHING & FOOTWEAR)

DESTINATION	ZONE S CLOTHING & FOOTWEAR £m	ZONE F CLOTHING & FOOTWEAR £m	ZONE C CLOTHING & FOOTWEAR £m	ZONE B CLOTHING & FOOTWEAR £m	ZONE M CLOTHING & FOOTWEAR £m	ZONE L CLOTHING & FOOTWEAR £m	ZONE K CLOTHING & FOOTWEAR £m	ZONE O CLOTHING & FOOTWEAR £m	TOTAL CLOTHING & FOOTWEAR £m
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	54.81	9.71	5.32	0.36	2.31	0.00	0.32	17.04	89.88
Edge-of-Centre									
Central 12 Retail Park, Southport	6.49	0.00	0.00	0.00	0.00	0.00	0.00	0.47	6.95
Ocean Plaza, Southport	0.87	0.20	0.00	0.00	0.00	0.00	0.00	0.70	1.77
Sainsbury's, St. Georges Place, Lord Street, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	62.17	9.91	5.32	0.36	2.31	0.00	0.32	18.21	98.60
Local Centres									
Ainsdale Local Centre	2.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.29
Birkdale Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Churchtown Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	2.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.29
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19
Subtotal	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kew Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.47
Tesco, Meols Cop, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Southport	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19
Subtotal	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.47	0.65
Subtotal Zone S	64.46	9.91	5.32	0.36	2.68	0.00	0.32	18.68	101.73
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.43	4.29	0.00	0.00	0.00	0.00	0.00	0.23	4.96
Subtotal	0.43	4.29	0.00	0.00	0.00	0.00	0.00	0.23	4.96
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Altcar Road, Formby	0.00	0.15	0.27	0.00	0.00	0.00	0.00	0.00	0.42
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.15	0.27	0.00	0.00	0.00	0.00	0.00	0.42
Subtotal Zone F	0.43	4.44	0.27	0.00	0.00	0.00	0.00	0.23	5.37
SUBTOTAL NORTH SEFTON	64.89	14.35	5.59	0.36	2.68	0.00	0.32	18.91	107.10
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.29	0.27	0.00	0.00	0.00	0.00	0.00	0.56
Subtotal	0.00	0.29	0.27	0.00	0.00	0.00	0.00	0.00	0.56
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19
Subtotal	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	0.54	0.00	0.00	0.00	0.00	0.00	0.54
Local Shops, Hightown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.54	0.00	0.00	0.00	0.00	0.00	0.54
Subtotal Zone C	0.00	0.29	0.81	0.00	0.19	0.00	0.00	0.00	1.29
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.59	0.15	0.64	8.57	0.00	8.38	0.00	0.00	18.32
Subtotal	0.59	0.15	0.64	8.57	0.00	8.38	0.00	0.00	18.32
Local Centres									
Netherton Local Centre	0.00	0.00	0.00	0.90	0.00	0.00	0.00	0.00	0.90
Seaforth Local Centre	0.00	0.00	0.54	0.00	0.00	0.00	0.00	0.00	0.54
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.11
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.18
Subtotal	0.00	0.00	0.54	1.08	0.00	0.00	0.11	0.00	1.73
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	0.00	0.00	0.75	0.56	0.00	0.00	1.31
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.75	0.56	0.00	0.00	1.31
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunningbridge Road, Bootle	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.37
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.37	0.18	0.00	0.00	0.00	0.00	0.55
Local Shops, Litherland	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.36
Switch Island Retail Park, Netherton	0.00	0.00	0.00	1.09	0.25	0.77	0.23	0.00	2.34
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.73	1.64	0.25	0.77	0.23	0.00	3.61
Subtotal Zone B	0.59	0.15	1.91	11.29	1.00	9.71	0.34	0.00	24.98
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.00	0.75	0.00	0.34	0.00	1.09
Subtotal	0.00	0.00	0.00	0.00	0.75	0.00	0.34	0.00	1.09
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.20	1.55	0.18	0.53	0.00	0.32	0.00	2.78
Local Shops, Aintree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Lydiat	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.20	1.55	0.18	0.71	0.00	0.3		

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 11: SHOPPING EXPENDITURE RETENTION (CLOTHING & FOOTWEAR)

DESTINATION	ZONE S CLOTHING & FOOTWEAR £m	ZONE F CLOTHING & FOOTWEAR £m	ZONE C CLOTHING & FOOTWEAR £m	ZONE B CLOTHING & FOOTWEAR £m	ZONE M CLOTHING & FOOTWEAR £m	ZONE L CLOTHING & FOOTWEAR £m	ZONE K CLOTHING & FOOTWEAR £m	ZONE O CLOTHING & FOOTWEAR £m	TOTAL CLOTHING & FOOTWEAR £m
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.56
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.77
Walton Vale District Centre	0.00	0.00	0.00	1.82	0.00	0.00	0.27	0.00	2.09
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
County Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Breck Road District Centre	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.25
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	1.13	0.23	0.00	1.36
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.27
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	2.26	0.00	0.00	2.26
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Liver Industrial Estate, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.27	2.07	0.00	4.72	0.49	0.00	7.55
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.00	0.00	0.77	2.24	0.00	3.01
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.77	2.24	0.00	3.01
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	0.61	0.44	0.00	0.27	1.59	2.90
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.61	0.44	0.00	0.27	1.59	2.90
SUB TOTAL OUTSIDE SEFTON	0.00	0.00	0.27	2.68	0.44	5.49	3.00	1.59	13.46
SUB TOTAL STUDY AREA	65.48	15.95	17.82	20.12	15.66	29.10	7.37	24.92	196.43
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	7.30	10.48	22.15	27.52	17.37	49.95	14.21	13.43	162.41
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.00	0.00	0.00	0.00	0.37	0.00	1.13	0.32	1.82
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	7.30	10.48	22.15	27.52	17.75	49.95	15.34	13.74	164.23
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.11
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.77
Subtotal	0.00	0.00	0.00	0.00	0.00	0.77	0.11	0.00	0.88
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	0.65
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Knowsley	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.27
Subtotal	0.00	0.00	0.27	0.00	0.00	0.00	0.65	0.00	0.91
Outside Study Area - Preston									
Preston City Centre	2.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.91
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	2.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.91
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.25	0.00	0.56	0.00	0.00	0.81
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.29	0.54	0.00	0.00	0.56	0.00	0.32	1.71
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.56
Gemini Retail Park, Warrington	0.00	0.15	0.00	0.36	0.00	0.56	0.00	0.00	1.08
Other, Cheshire	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19
Subtotal	0.00	0.44	0.54	0.61	0.19	2.26	0.00	0.32	4.35
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.23
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.23
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.59	0.00	0.00	0.25	0.00	0.77	0.15	0.43	2.18
Manchester City Centre	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.91	0.91
Wigan Town Centre	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.47	0.65
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.25
Subtotal	0.59	0.15	0.00	0.43	0.25	0.77	0.15	1.81	4.14
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.15	0.00	0.00	0.00	0.00	0.00	1.01	1.16
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, North West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.15	0.00	0.00	0.00	0.00	0.00	1.01	1.16
Outside Study Area - Other									
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.47
Other	0.00	0.29	0.27	0.00	0.37	0.00	0.00	1.38	2.32
Subtotal	0.00	0.29	0.27	0.00	0.37	0.00	0.00	1.85	2.78
SUB TOTAL OUTSIDE STUDY AREA	10.80	11.51	23.23	28.56	18.56	53.74	16.25	18.96	181.61
TOTAL	76.28	27.46	41.06	48.68	34.22	82.84	23.62	43.88	378.04

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 12: SHOPPING PATTERNS (BOOKS/CDS/DVDS)

DESTINATION	ZONE S BOOKS/CDS/ DVDS %	ZONE F BOOKS/CDS/ DVDS %	ZONE C BOOKS/CDS/ DVDS %	ZONE B BOOKS/CDS/ DVDS %	ZONE M BOOKS/CDS/ DVDS %	ZONE L BOOKS/CDS/ DVDS %	ZONE K BOOKS/CDS/ DVDS %	ZONE O BOOKS/CDS/ DVDS %	TOTAL BOOKS/CDS/ DVDS %
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	86.88	25.26	5.01	0.00	0.00	0.00	0.00	23.16	27.05
Edge-of-Centre									
Central 12 Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ocean Plaza, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, St. Georges Place, Lord Street, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	86.9	25.3	5.0	0.0	0.0	0.0	0.0	23.2	27.1
Local Centres									
Ainsdale Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Birkdale Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Churchtown Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kew Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Meols Cop Retail Park, Southport	3.61	0.00	0.00	0.00	0.00	0.00	0.00	6.08	1.52
Tesco, Meols Cop, Southport	7.02	0.00	0.00	0.00	0.00	0.00	0.00	2.10	2.05
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	10.6	0.0	0.0	0.0	0.0	0.0	0.0	8.2	3.6
Subtotal Zone S	97.5	25.3	5.0	0.0	0.0	0.0	0.0	31.3	30.6
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.00	49.47	0.00	0.00	0.00	0.00	0.00	3.65	3.35
Subtotal	0.0	49.5	0.0	0.0	0.0	0.0	0.0	3.6	3.4
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Altcar Road, Formby	0.00	1.15	3.05	0.00	0.00	0.00	0.00	0.00	0.33
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	1.1	3.0	0.0	0.0	0.0	0.0	0.0	0.3
Subtotal Zone F	0.0	50.6	3.0	0.0	0.0	0.0	0.0	3.6	3.7
SUBTOTAL NORTH SEFTON	97.5	75.9	8.1	0.0	0.0	0.0	0.0	35.0	34.3
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.00	23.21	0.00	0.00	0.00	0.00	0.00	2.00
Subtotal	0.0	0.0	23.2	0.0	0.0	0.0	0.0	0.0	2.0
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Hightown	0.00	0.00	1.67	0.00	0.00	0.00	0.00	0.00	0.14
Subtotal	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.1
Subtotal Zone C	0.0	0.0	24.9	0.0	0.0	0.0	0.0	0.0	2.1
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	1.25	0.00	3.94	49.75	0.00	6.17	0.00	0.00	9.39
Subtotal	1.2	0.0	3.9	49.8	0.0	6.2	0.0	0.0	9.4
Local Centres									
Netherton Local Centre	0.00	0.00	2.26	0.00	0.00	0.00	0.00	0.00	0.20
Seaforth Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.2
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	0.00	0.00	2.70	0.00	0.00	0.00	0.12
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.1
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Switch Island Retail Park, Netherton	0.00	0.00	0.00	0.00	0.00	2.49	0.00	0.00	0.59
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.00	2.11	0.00	0.00	0.00	0.00	0.31
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	2.1	0.0	2.5	0.0	0.0	0.9
Subtotal Zone B	1.2	0.0	6.2	51.9	2.7	8.7	0.0	0.0	10.6
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.00	15.76	0.00	0.00	0.00	0.70
Subtotal	0.0	0.0	0.0	0.0	15.8	0.0	0.0	0.0	0.7
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.00	6.56	1.57	0.00	1.84	14.98	3.10	2.55
Local Shops, Aintree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Lydiat	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	6.6	1.6	0.0	1.8	15.0	3.1	2.6
Subtotal Zone M	0.0	0.0	6.6	1.6	15.8	1.8	15.0	3.1	3.3
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.00	0.00	1.67	1.15	5.42	2.49	2.96	0.00	1.35
B&Q, Aintree Racecourse Retail Park, Aintree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Aintree Racecourse Retail Park, Aintree	0.00	0.00	0.00	0.00					

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TABLE 12: SHOPPING PATTERNS (BOOKS/CDS/DVDS)

DESTINATION	ZONE S BOOKS/CDS/ DVDS %	ZONE F BOOKS/CDS/ DVDS %	ZONE C BOOKS/CDS/ DVDS %	ZONE B BOOKS/CDS/ DVDS %	ZONE M BOOKS/CDS/ DVDS %	ZONE L BOOKS/CDS/ DVDS %	ZONE K BOOKS/CDS/ DVDS %	ZONE O BOOKS/CDS/ DVDS %	TOTAL BOOKS/CDS/ DVDS %
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	2.49	0.00	0.00	0.59
Walton Vale District Centre	0.00	0.00	0.00	0.00	0.00	5.51	0.00	0.00	1.30
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
County Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Breck Road District Centre	0.00	0.00	0.00	1.57	0.00	0.00	0.00	0.00	0.23
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	1.57	0.00	0.00	0.00	0.00	0.23
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	18.07	0.00	0.00	4.27
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	1.84	0.00	6.08	1.00
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Liver Industrial Estate, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	3.1	0.0	27.9	0.0	6.1	7.6
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.00	0.00	1.84	7.41	0.00	0.94
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	1.8	7.4	0.0	0.9
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	2.31	8.12	0.00	0.00	40.36	4.47
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.10	0.20
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	2.3	8.1	0.0	0.0	42.5	4.7
SUB TOTAL OUTSIDE SEFTON	0.0	0.0	0.0	5.4	8.1	29.8	7.4	48.5	13.2
SUB TOTAL STUDY AREA	98.8	75.9	47.4	60.0	32.0	42.7	25.3	86.6	64.9
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	1.25	24.12	46.07	38.83	68.00	53.58	49.04	13.37	31.75
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.00	0.00	6.56	0.00	0.00	0.00	0.00	0.00	0.57
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.2	24.1	52.6	38.8	68.0	53.6	49.0	13.4	32.3
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	16.31	0.00	1.12
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	16.3	0.0	1.1
Outside Study Area - Preston									
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.00	0.00	3.68	5.82	0.00	1.27
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	1.15	0.00	0.00	0.00	0.00	0.17
Gemini Retail Park, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	1.2	0.0	3.7	5.8	0.0	1.4
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.00	0.00	0.00	0.00	0.00	0.00	2.01	0.00	0.14
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.1
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, North West	0.00	0.00	0.00	0.00	0.00	0.00	1.48	0.00	0.10
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.1
Outside Study Area - Other									
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL OUTSIDE STUDY AREA	1.2	24.1	52.6	40.0	68.0	57.3	74.7	13.4	35.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

**WYG PLANNING
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TABLE 13: SHOPPING EXPENDITURE RETENTION (BOOKS/CDS/DVDS)

DESTINATION	ZONE S BOOKS/CDS/ DVDS £m	ZONE F BOOKS/CDS/ DVDS £m	ZONE C BOOKS/CDS/ DVDS £m	ZONE B BOOKS/CDS/ DVDS £m	ZONE M BOOKS/CDS/ DVDS £m	ZONE L BOOKS/CDS/ DVDS £m	ZONE K BOOKS/CDS/ DVDS £m	ZONE O BOOKS/CDS/ DVDS £m	TOTAL BOOKS/CDS/ DVDS £m
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	11.57	1.17	0.35	0.00	0.00	0.00	0.00	1.73	14.82
Edge-of-Centre									
Central 12 Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ocean Plaza, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, St. Georges Place, Lord Street, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	11.57	1.17	0.35	0.00	0.00	0.00	0.00	1.73	14.82
Local Centres									
Ainsdale Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Birkdale Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Churchtown Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kew Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Meols Cop Retail Park, Southport	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.94
Tesco, Meols Cop, Southport	0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.16	1.09
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.41	0.00	0.00	0.00	0.00	0.00	0.00	0.61	2.03
Subtotal Zone S	12.98	1.17	0.35	0.00	0.00	0.00	0.00	2.35	16.85
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.00	2.30	0.00	0.00	0.00	0.00	0.00	0.27	2.57
Subtotal	0.00	2.30	0.00	0.00	0.00	0.00	0.00	0.27	2.57
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Altcar Road, Formby	0.00	0.05	0.21	0.00	0.00	0.00	0.00	0.00	0.27
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.05	0.21	0.00	0.00	0.00	0.00	0.00	0.27
Subtotal Zone F	0.00	2.35	0.21	0.00	0.00	0.00	0.00	0.27	2.84
SUBTOTAL NORTH SEFTON	12.98	3.52	0.56	0.00	0.00	0.00	0.00	2.62	19.68
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.00	1.61	0.00	0.00	0.00	0.00	0.00	1.61
Subtotal	0.00	0.00	1.61	0.00	0.00	0.00	0.00	0.00	1.61
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Hightown	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.12
Subtotal	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.12
Subtotal Zone C	0.00	0.00	1.73	0.00	0.00	0.00	0.00	0.00	1.73
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.17	0.00	0.27	4.23	0.00	0.86	0.00	0.00	5.53
Subtotal	0.17	0.00	0.27	4.23	0.00	0.86	0.00	0.00	5.53
Local Centres									
Netherton Local Centre	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.16
Seaforth Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.16
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.16
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.16
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Switch Island Retail Park, Netherton	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.18
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.18	0.00	0.35	0.00	0.00	0.53
Subtotal Zone B	0.17	0.00	0.43	4.41	0.16	1.21	0.00	0.00	6.38
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.00	0.94	0.00	0.00	0.00	0.94
Subtotal	0.00	0.00	0.00	0.00	0.94	0.00	0.00	0.00	0.94
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.00	0.46	0.13	0.00	0.26	0.62	0.23	1.70
Local Shops, Aintree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Lydiat	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.46	0.13	0.00	0.26	0.62	0.23	1.70
Subtotal Zone M	0.00	0.00	0.46	0.13	0.94	0.26	0.62	0.23	2.64
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.00	0.00	0.12	0.10	0.32	0.35			

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TABLE 13: SHOPPING EXPENDITURE RETENTION (BOOKS/CDS/DVDS)

DESTINATION	ZONE S BOOKS/CDS/ DVDS £m	ZONE F BOOKS/CDS/ DVDS £m	ZONE C BOOKS/CDS/ DVDS £m	ZONE B BOOKS/CDS/ DVDS £m	ZONE M BOOKS/CDS/ DVDS £m	ZONE L BOOKS/CDS/ DVDS £m	ZONE K BOOKS/CDS/ DVDS £m	ZONE O BOOKS/CDS/ DVDS £m	TOTAL BOOKS/CDS/ DVDS £m
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35
Walton Vale District Centre	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.77
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
County Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Breck Road District Centre	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.13
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.13
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	2.52	0.00	0.00	2.52
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.26	0.00	0.46	0.71
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Liver Industrial Estate, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.27	0.00	3.90	0.00	0.46	4.62
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.00	0.00	0.26	0.31	0.00	0.56
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.26	0.31	0.00	0.56
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	0.20	0.48	0.00	0.00	3.02	3.70
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.16
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.20	0.48	0.00	0.00	3.18	3.86
SUB TOTAL OUTSIDE SEFTON	0.00	0.00	0.00	0.46	0.48	4.15	0.31	3.63	9.04
SUB TOTAL STUDY AREA	13.15	3.52	3.29	5.10	1.91	5.96	1.05	6.49	40.48
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	0.17	1.12	3.20	3.30	4.05	7.48	2.04	1.00	22.36
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.00	0.00	0.46	0.00	0.00	0.00	0.00	0.00	0.46
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.17	1.12	3.66	3.30	4.05	7.48	2.04	1.00	22.82
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.68
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.68
Outside Study Area - Preston									
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.51	0.24	0.00	0.76
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.10
Gemini Retail Park, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.10	0.00	0.51	0.24	0.00	0.85
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, North West	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.06
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.06
Outside Study Area - Other									
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SUB TOTAL OUTSIDE STUDY AREA	0.17	1.12	3.66	3.40	4.05	7.99	3.11	1.00	24.50
TOTAL	13.31	4.64	6.95	8.50	5.96	13.96	4.16	7.49	64.98

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 14: SHOPPING PATTERNS (SMALL HOUSEHOLD)

DESTINATION	ZONE S SMALL HOUSEHOLD %	ZONE F SMALL HOUSEHOLD %	ZONE C SMALL HOUSEHOLD %	ZONE B SMALL HOUSEHOLD %	ZONE M SMALL HOUSEHOLD %	ZONE L SMALL HOUSEHOLD %	ZONE K SMALL HOUSEHOLD %	ZONE O SMALL HOUSEHOLD %	TOTAL SMALL HOUSEHOLD %
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	59.91	6.44	4.82	1.79	2.49	0.00	0.00	28.90	14.26
Edge-of-Centre									
Central 12 Retail Park, Southport	8.56	3.51	0.00	0.00	0.00	0.00	0.00	1.52	1.82
Ocean Plaza, Southport	2.11	1.19	0.00	0.00	1.43	0.00	0.00	2.24	0.77
Sainsbury's, St. Georges Place, Lord Street, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	70.6	11.1	4.8	1.8	3.9	0.0	0.0	32.7	16.8
Local Centres									
Ainsdale Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Birkdale Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Churchtown Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
B&Q, Meols Cop Road, Southport	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kew Retail Park, Southport	2.11	0.88	0.00	0.00	0.00	0.00	0.00	6.64	1.05
Meols Cop Retail Park, Southport	5.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.89
Tesco, Meols Cop, Southport	3.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	11.5	0.9	0.0	0.0	0.0	0.0	0.0	6.6	2.7
Subtotal Zone S	82.1	12.0	4.8	1.8	3.9	0.0	0.0	39.3	19.5
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.00	16.75	1.71	0.00	0.00	0.00	1.36	0.00	1.24
Subtotal	0.0	16.8	1.7	0.0	0.0	0.0	1.4	0.0	1.2
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	9.64	0.00	0.00	0.00	0.00	0.00	0.00	0.57
Tesco Superstore, Altcar Road, Formby	0.00	2.06	1.26	0.00	0.00	0.00	0.00	0.00	0.23
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	11.7	1.3	0.0	0.0	0.0	0.0	0.0	0.8
Subtotal Zone F	0.0	28.5	3.0	0.0	0.0	0.0	1.4	0.0	2.0
SUBTOTAL NORTH SEFTON	82.1	40.5	7.8	1.8	3.9	0.0	1.4	39.3	21.5
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.00	1.26	0.00	0.00	0.00	0.00	0.00	0.11
Subtotal	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.1
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	5.12	0.00	0.00	0.00	0.00	0.00	0.44
Subtotal	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.4
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	4.23	0.00	0.00	0.00	0.00	0.00	0.36
Local Shops, Hightown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.4
Subtotal Zone C	0.0	0.0	10.6	0.0	0.0	0.0	0.0	0.0	0.9
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.00	0.00	4.01	38.65	0.00	3.77	0.00	0.00	6.84
Subtotal	0.0	0.0	4.0	38.7	0.0	3.8	0.0	0.0	6.8
Local Centres									
Netherton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seaforth Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.08
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.1
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	12.60	0.00	1.05	0.00	0.00	0.00	1.16
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.89	0.00	0.00	0.00	0.00	0.13
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	12.6	0.9	1.1	0.0	0.0	0.0	1.3
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Switch Island Retail Park, Netherton	0.00	0.00	1.71	0.89	1.05	1.52	2.00	0.00	0.95
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.00	1.79	0.00	0.00	0.00	0.00	0.25
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	1.7	2.7	1.1	1.5	2.0	0.0	1.2
Subtotal Zone B	0.0	0.0	18.3	42.2	2.1	5.3	3.0	0.0	9.4
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.00	1.43	0.00	0.00	0.00	0.12
Subtotal	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.1
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	1.19	0.00	1.21	5.35	0.00	6.74	3.76	1.57
Local Shops, Aintree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.24	0.22
Local Shops, Lydiat	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	1.2	0.0	1.2	5.4	0.0	6.7	6.0	1.8
Subtotal Zone M	0.0	1.2	0.0	1.2	6.8	0.0	6.7	6.0	1.9
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.00	12.00	17.08	14.24	35.22	12.35	27.31	3.04	13.07
B&Q, Aintree Racecourse Retail Park, Aintree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Aintree Racecourse Retail Park, Aintree	0.00	0.00	0.00	1.21	0.00	0.00			

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 14: SHOPPING PATTERNS (SMALL HOUSEHOLD)

DESTINATION	ZONE S SMALL HOUSEHOLD %	ZONE F SMALL HOUSEHOLD %	ZONE C SMALL HOUSEHOLD %	ZONE B SMALL HOUSEHOLD %	ZONE M SMALL HOUSEHOLD %	ZONE L SMALL HOUSEHOLD %	ZONE K SMALL HOUSEHOLD %	ZONE O SMALL HOUSEHOLD %	TOTAL SMALL HOUSEHOLD %
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	6.74	0.00	0.00	1.94
Walton Vale District Centre	0.00	0.00	0.00	8.96	0.00	4.17	0.00	0.00	2.46
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
County Road District Centre	0.00	0.00	0.00	1.21	0.00	0.00	0.00	0.00	0.17
Breck Road District Centre	0.00	0.00	0.00	1.21	0.00	0.00	0.00	0.00	0.17
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	1.12	0.00	0.00	0.32
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	4.41	0.00	0.00	1.27
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	3.37	0.00	0.00	0.97
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Liver Industrial Estate, Walton	10.57	0.00	0.00	0.00	0.00	1.52	0.00	0.00	2.24
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	10.6	0.0	0.0	11.4	0.0	21.3	0.0	0.0	9.5
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.89	0.00	1.12	11.26	0.00	1.31
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.24	0.22
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.9	0.0	1.1	11.3	2.2	1.5
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	0.00	3.16	0.00	1.36	1.12	0.48
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.64	0.25
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	3.2	0.0	1.4	3.8	0.7
SUB TOTAL OUTSIDE SEFTON	10.6	0.0	0.0	12.3	3.2	22.5	12.6	6.0	11.8
SUB TOTAL STUDY AREA	92.7	53.7	53.8	73.0	51.2	40.1	51.0	54.4	58.8
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	3.17	40.47	41.27	22.29	31.59	39.28	41.36	26.70	29.27
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.00	0.00	4.94	0.00	0.00	0.00	0.00	1.52	0.57
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	2.24	0.00	0.00	0.65
Subtotal	3.2	40.5	46.2	22.3	31.6	41.5	41.4	28.2	30.5
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	11.24	0.00	0.00	3.23
Subtotal	0.0	0.0	0.0	0.0	0.0	11.2	0.0	0.0	3.2
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.12	0.11
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.12	0.11
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.2
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	1.36	0.00	0.10
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.00	0.00	0.08
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.2
Outside Study Area - Preston									
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	2.06	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.52	0.15
Gemini Retail Park, Warrington	0.00	1.19	0.00	0.00	16.15	0.00	0.00	5.92	2.01
Other, Cheshire	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.09
Subtotal	0.0	3.3	0.0	0.0	17.2	0.0	0.0	7.4	2.4
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.88	0.00	0.00	0.00	0.00	0.00	4.40	0.47
Subtotal	0.0	0.9	0.0	0.0	0.0	0.0	0.0	4.4	0.5
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.00	0.00	0.00	0.00	0.00	1.52	1.36	0.00	0.54
Manchester City Centre	0.00	0.00	0.00	3.52	0.00	0.00	0.00	0.00	0.49
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	2.25	0.00	0.00	0.65
Subtotal	0.0	0.0	0.0	3.5	0.0	3.8	1.4	0.0	1.7
Outside Study Area - North West									
Blackpool	4.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.24	0.22
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, North West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	4.1	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.9
Outside Study Area - Other									
Abroad	0.00	1.75	0.00	0.00	0.00	0.00	3.92	1.12	0.51
Other	0.00	0.00	0.00	1.21	0.00	3.37	0.00	0.00	1.14
Subtotal	0.0	1.8	0.0	1.2	0.0	3.4	3.9	1.1	1.7
SUB TOTAL OUTSIDE STUDY AREA	7.3	46.3	46.2	27.0	48.8	59.9	49.0	45.6	41.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

**WYG PLANNING
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TABLE 15: SHOPPING EXPENDITURE RETENTION (SMALL HOUSEHOLD)

DESTINATION	ZONE S SMALL HOUSEHOLD £m	ZONE F SMALL HOUSEHOLD £m	ZONE C SMALL HOUSEHOLD £m	ZONE B SMALL HOUSEHOLD £m	ZONE M SMALL HOUSEHOLD £m	ZONE L SMALL HOUSEHOLD £m	ZONE K SMALL HOUSEHOLD £m	ZONE O SMALL HOUSEHOLD £m	TOTAL SMALL HOUSEHOLD £m
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	18.89	0.76	0.81	0.30	0.34	0.00	0.00	5.33	26.44
Edge-of-Centre									
Central 12 Retail Park, Southport	2.70	0.41	0.00	0.00	0.00	0.00	0.00	0.28	3.39
Ocean Plaza, Southport	0.67	0.14	0.00	0.00	0.20	0.00	0.00	0.41	1.42
Sainsbury's, St. Georges Place, Lord Street, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	22.26	1.31	0.81	0.30	0.54	0.00	0.00	6.03	31.24
Local Centres									
Ainsdale Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Birkdale Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Churchtown Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kew Retail Park, Southport	0.67	0.10	0.00	0.00	0.00	0.00	0.00	1.23	2.00
Meols Cop Retail Park, Southport	1.64	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.64
Tesco, Meols Cop, Southport	1.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	3.64	0.10	0.00	0.00	0.00	0.00	0.00	1.23	4.97
Subtotal Zone S	25.89	1.41	0.81	0.30	0.54	0.00	0.00	7.25	36.21
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.00	1.97	0.29	0.00	0.00	0.00	0.11	0.00	2.37
Subtotal	0.00	1.97	0.29	0.00	0.00	0.00	0.11	0.00	2.37
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	1.13	0.00	0.00	0.00	0.00	0.00	0.00	1.13
Tesco Superstore, Altcar Road, Formby	0.00	0.24	0.21	0.00	0.00	0.00	0.00	0.00	0.45
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	1.37	0.21	0.00	0.00	0.00	0.00	0.00	1.59
Subtotal Zone F	0.00	3.34	0.50	0.00	0.00	0.00	0.11	0.00	3.95
SUBTOTAL NORTH SEFTON	25.89	4.75	1.31	0.30	0.54	0.00	0.11	7.25	40.16
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.21
Subtotal	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.21
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	0.86	0.00	0.00	0.00	0.00	0.00	0.86
Subtotal	0.00	0.00	0.86	0.00	0.00	0.00	0.00	0.00	0.86
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.71
Local Shops, Hightown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.71	0.00	0.00	0.00	0.00	0.00	0.71
Subtotal Zone C	0.00	0.00	1.79	0.00	0.00	0.00	0.00	0.00	1.79
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.00	0.00	0.67	6.48	0.00	0.99	0.00	0.00	8.15
Subtotal	0.00	0.00	0.67	6.48	0.00	0.99	0.00	0.00	8.15
Local Centres									
Netherton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seaforth Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	2.12	0.00	0.15	0.00	0.00	0.00	2.27
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.15
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	2.12	0.15	0.15	0.00	0.00	0.00	2.42
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Switch Island Retail Park, Netherton	0.00	0.00	0.29	0.15	0.15	0.40	0.17	0.00	1.15
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.00	0.30	0.00	0.00	0.00	0.00	0.30
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.29	0.45	0.15	0.40	0.17	0.00	1.46
Subtotal Zone B	0.00	0.00	3.08	7.08	0.29	1.40	0.25	0.00	12.10
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.20
Subtotal	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.20
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.14	0.00	0.20	0.74	0.00	0.57	0.69	2.35
Local Shops, Aintree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.41
Local Shops, Lydiat	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.14	0.00	0.20	0.74	0.00	0.57	1.11	2.76
Subtotal Zone M	0.00	0.14	0.00	0.20	0.94	0.00	0.57	1.11	2.96
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.00	1.41	2.87	2.39	4.86	3.26	2.32	0.56	

**WYG PLANNING
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TABLE 15: SHOPPING EXPENDITURE RETENTION (SMALL HOUSEHOLD)

DESTINATION	ZONE S SMALL HOUSEHOLD £m	ZONE F SMALL HOUSEHOLD £m	ZONE C SMALL HOUSEHOLD £m	ZONE B SMALL HOUSEHOLD £m	ZONE M SMALL HOUSEHOLD £m	ZONE L SMALL HOUSEHOLD £m	ZONE K SMALL HOUSEHOLD £m	ZONE O SMALL HOUSEHOLD £m	TOTAL SMALL HOUSEHOLD £m
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	1.78	0.00	0.00	1.78
Walton Vale District Centre	0.00	0.00	0.00	1.50	0.00	1.10	0.00	0.00	2.60
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
County Road District Centre	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.20
Breck Road District Centre	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.20
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	0.30	0.00	0.00	0.30
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	1.16	0.00	0.00	1.16
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.89	0.00	0.00	0.89
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Liver Industrial Estate, Walton	3.33	0.00	0.00	0.00	0.00	0.40	0.00	0.00	3.73
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	3.33	0.00	0.00	1.91	0.00	5.63	0.00	0.00	10.87
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.15	0.00	0.30	0.95	0.00	1.40
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.41
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.15	0.00	0.30	0.95	0.41	1.82
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	0.00	0.44	0.00	0.11	0.21	0.76
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.49
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.44	0.00	0.11	0.69	1.25
SUB TOTAL OUTSIDE SEFTON	3.33	0.00	0.00	2.06	0.44	5.93	1.07	1.11	13.93
SUB TOTAL STUDY AREA	29.23	6.30	9.05	12.23	7.07	10.58	4.33	10.03	88.82
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	1.00	4.75	6.95	3.74	4.36	10.37	3.51	4.93	39.59
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.00	0.00	0.83	0.00	0.00	0.00	0.00	0.28	1.11
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.59
Subtotal	1.00	4.75	7.78	3.74	4.36	10.96	3.51	5.21	41.30
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	2.97	0.00	0.00	2.97
Subtotal	0.00	0.00	0.00	0.00	0.00	2.97	0.00	0.00	2.97
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.21
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.21
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.41
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.11
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.20
Outside Study Area - Preston									
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.24
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.28
Gemini Retail Park, Warrington	0.00	0.14	0.00	0.00	2.23	0.00	0.00	1.09	3.46
Other, Cheshire	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.15
Subtotal	0.00	0.38	0.00	0.00	2.38	0.00	0.00	1.37	4.13
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.81	0.91
Subtotal	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.81	0.91
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.00	0.00	0.00	0.00	0.00	0.40	0.11	0.00	0.52
Manchester City Centre	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.59
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.59	0.00	0.59	0.00	0.00	0.59
Subtotal	0.00	0.00	0.00	0.59	0.00	1.00	0.11	0.00	1.70
Outside Study Area - North West									
Blackpool	1.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.31
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.41
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, North West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.31	0.00	0.00	0.00	0.00	0.00	0.00	0.41	1.72
Outside Study Area - Other									
Abroad	0.00	0.21	0.00	0.00	0.00	0.00	0.33	0.21	0.74
Other	0.00	0.00	0.00	0.20	0.00	0.89	0.00	0.00	1.09
Subtotal	0.00	0.21	0.00	0.20	0.00	0.89	0.33	0.21	1.84
SUB TOTAL OUTSIDE STUDY AREA	2.31	5.44	7.78	4.53	6.74	15.81	4.15	8.43	55.18
TOTAL	31.53	11.74	16.83	16.76	13.81	26.39	8.48	18.46	144.00

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

WYG PLANNING
SEFTON RSR (2015)

TABLE 16: SHOPPING PATTERNS (RECREATIONAL)

DESTINATION	ZONE S RECREATION AL %	ZONE F RECREATION AL %	ZONE C RECREATION AL %	ZONE B RECREATION AL %	ZONE M RECREATION AL %	ZONE L RECREATION AL %	ZONE K RECREATION AL %	ZONE O RECREATION AL %	TOTAL RECREATION AL %
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	2.28	0.00	0.00	0.58
Walton Vale District Centre	0.00	0.00	0.00	0.00	0.00	2.28	0.00	0.00	0.58
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
County Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Breck Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	3.36	0.00	0.00	0.85
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.42	0.19
Liver Industrial Estate, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	7.9	0.0	2.4	2.2
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.00	3.33	2.28	2.41	0.00	1.02
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	3.3	2.3	2.4	0.0	1.0
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	0.00	7.25	0.00	0.00	14.90	1.70
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	7.3	0.0	0.0	14.9	1.7
SUB TOTAL OUTSIDE SEFTON	0.0	0.0	0.0	0.0	10.6	10.2	2.4	17.3	4.9
SUB TOTAL STUDY AREA	77.5	61.1	58.5	41.4	43.2	41.0	24.9	44.2	50.3
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	6.31	31.24	39.87	58.63	47.26	35.06	42.62	32.48	34.53
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	6.61	0.00	0.00	1.68
New Mersey Retail Park, Speke	0.00	4.15	0.00	0.00	0.00	0.00	0.00	0.00	0.27
Speke Retail Park, Speke	0.00	0.00	0.00	0.00	3.92	12.27	16.79	0.00	4.79
Edge Lane Retail Park, Liverpool	1.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	1.43	1.61	0.00	2.26	0.00	0.00	0.00	0.39
Subtotal	7.9	36.8	41.5	58.6	53.4	53.9	59.4	32.5	42.0
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	6.37	0.00	0.53
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	4.69	0.00	0.00	0.00	0.00	3.37	0.00	2.42	1.99
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	4.7	0.0	0.0	0.0	0.0	3.4	6.4	2.4	2.5
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	4.05	0.00	0.34
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.3
Outside Study Area - Preston									
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.57	0.28
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	4.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.80
Subtotal	4.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	1.1
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	1.68	1.64	0.00	0.56
Gemini Retail Park, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	1.20	0.00	0.10
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.78	0.14
Subtotal	0.0	0.0	0.0	0.0	0.0	1.7	2.8	1.8	0.8
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	2.41	3.57	0.49
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.57	0.28
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	2.4	7.1	0.8
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.42	0.19
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.42	0.19
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.4
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.57	0.28
Other, North West	0.00	2.11	0.00	0.00	1.66	0.00	0.00	0.00	0.25
Subtotal	0.0	2.1	0.0	0.0	1.7	0.0	0.0	3.6	0.5
Outside Study Area - Other									
Abroad	5.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.17
Other	0.00	0.00	0.00	0.00	1.66	0.00	0.00	0.00	0.12
Subtotal	5.9	0.0	0.0	0.0	1.7	0.0	0.0	0.0	1.3
SUB TOTAL OUTSIDE STUDY AREA	22.5	38.9	41.5	58.6	56.8	59.0	75.1	55.8	49.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 17: SHOPPING EXPENDITURE RETENTION (RECREATIONAL)

DESTINATION	ZONE S RECREATION AL £m	ZONE F RECREATION AL £m	ZONE C RECREATION AL £m	ZONE B RECREATION AL £m	ZONE M RECREATION AL £m	ZONE L RECREATION AL £m	ZONE K RECREATION AL £m	ZONE O RECREATION AL £m	TOTAL RECREATION AL £m
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	10.99	2.16	0.31	0.00	0.26	0.76	0.00	3.54	18.04
Edge-of-Centre									
Central 12 Retail Park, Southport	8.88	1.31	0.62	0.00	0.00	0.00	0.00	0.00	10.82
Ocean Plaza, Southport	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.23
Sainsbury's, St. Georges Place, Lord Street, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	19.87	3.71	0.93	0.00	0.26	0.76	0.00	3.54	29.09
Local Centres									
Ainsdale Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Birkdale Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Churchtown Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kew Retail Park, Southport	1.71	0.12	1.22	0.00	0.00	0.00	0.00	0.69	3.73
Meols Cop Retail Park, Southport	3.87	0.00	1.22	0.00	0.00	0.00	0.00	0.46	5.55
Tesco, Meols Cop, Southport	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.58
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	6.15	0.12	2.44	0.00	0.00	0.00	0.00	1.15	9.86
Subtotal Zone S	26.02	3.83	3.38	0.00	0.26	0.76	0.00	4.69	38.95
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	1.63	2.39	0.00	0.00	0.53	0.00	0.00	0.00	4.55
Subtotal	1.63	2.39	0.00	0.00	0.53	0.00	0.00	0.00	4.55
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Altcar Road, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone F	1.63	2.39	0.00	0.00	0.53	0.00	0.00	0.00	4.55
SUBTOTAL NORTH SEFTON	27.65	6.21	3.38	0.00	0.79	0.76	0.00	4.69	43.50
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.00	2.27	0.00	0.00	0.00	0.00	0.00	2.27
Subtotal	0.00	0.00	2.27	0.00	0.00	0.00	0.00	0.00	2.27
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	1.27	0.00	0.00	0.00	0.00	0.00	1.27
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	1.27	0.00	0.00	0.00	0.00	0.00	1.27
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Hightown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone C	0.00	0.00	3.53	0.00	0.00	0.00	0.00	0.00	3.53
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.00	0.00	1.05	2.89	1.04	1.03	0.00	0.00	6.01
Subtotal	0.00	0.00	1.05	2.89	1.04	1.03	0.00	0.00	6.01
Local Centres									
Netherton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seaforth Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.28
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.28
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.76	0.00	0.00	0.76
Local Shops, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Switch Island Retail Park, Netherton	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.56
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.00	3.28	0.00	0.00	0.00	0.00	3.28
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	3.84	0.00	0.76	0.00	0.00	4.60
Subtotal Zone B	0.00	0.00	1.05	7.01	1.04	1.80	0.00	0.00	10.89
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.00	0.48
Subtotal	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.00	0.48
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.00	0.00	0.56	0.00	0.00	0.63	0.00	1.19
Local Shops, Aintree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Lydiat	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.56	0.00	0.00	0.63	0.00	1.19
Subtotal Zone M	0.00	0.00	0.00	0.56	0.48	0.00	0.63	0.00	1.67
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.00	0.47	3.33	3.43	2.87	11.39	2.46	0.46	24.43

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TABLE 17: SHOPPING EXPENDITURE RETENTION (RECREATIONAL)

DESTINATION	ZONE S RECREATION AL £m	ZONE F RECREATION AL £m	ZONE C RECREATION AL £m	ZONE B RECREATION AL £m	ZONE M RECREATION AL £m	ZONE L RECREATION AL £m	ZONE K RECREATION AL £m	ZONE O RECREATION AL £m	TOTAL RECREATION AL £m
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	1.03	0.00	0.00	1.03
Walton Vale District Centre	0.00	0.00	0.00	0.00	0.00	1.03	0.00	0.00	1.03
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
County Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Breck Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	1.52	0.00	0.00	1.52
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.46
Liver Industrial Estate, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	3.59	0.00	0.46	4.06
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.00	0.53	1.03	0.33	0.00	1.90
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.53	1.03	0.33	0.00	1.90
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	0.00	1.15	0.00	0.00	2.86	4.01
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	1.15	0.00	0.00	2.86	4.01
SUB TOTAL OUTSIDE SEFTON	0.00	0.00	0.00	0.00	1.68	4.63	0.33	3.32	9.96
SUB TOTAL STUDY AREA	27.65	6.68	11.29	10.99	6.88	18.58	3.42	8.48	93.98
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	2.25	3.42	7.69	15.58	7.52	15.88	5.86	6.23	64.43
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	3.00	0.00	0.00	3.00
New Mersey Retail Park, Speke	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.45
Speke Retail Park, Speke	0.00	0.00	0.00	0.00	0.62	5.56	2.31	0.00	8.49
Edge Lane Retail Park, Liverpool	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.58
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.16	0.31	0.00	0.36	0.00	0.00	0.00	0.83
Subtotal	2.83	4.03	8.01	15.58	8.50	24.44	8.16	6.23	77.78
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.00	0.87
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	1.67	0.00	0.00	0.00	0.00	1.53	0.00	0.46	3.67
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.67	0.00	0.00	0.00	0.00	1.53	0.87	0.46	4.54
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.56
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.56
Outside Study Area - Preston									
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.69
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.43
Subtotal	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.69	2.12
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.76	0.22	0.00	0.99
Gemini Retail Park, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.17
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	0.34
Subtotal	0.00	0.00	0.00	0.00	0.00	0.76	0.39	0.34	1.49
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.69	1.02
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.69
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.33	1.37	1.70
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.46
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.46
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.93	0.93
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.69
Other, North West	0.00	0.23	0.00	0.00	0.26	0.00	0.00	0.00	0.50
Subtotal	0.00	0.23	0.00	0.00	0.26	0.00	0.00	0.69	1.18
Outside Study Area - Other									
Abroad	2.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.10
Other	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.26
Subtotal	2.10	0.00	0.00	0.00	0.26	0.00	0.00	0.00	2.36
SUB TOTAL OUTSIDE STUDY AREA	8.04	4.26	8.01	15.58	9.03	26.73	10.31	10.71	92.66
TOTAL	35.69	10.94	19.30	26.57	15.91	45.31	13.74	19.19	186.64

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

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TABLE 18: SHOPPING PATTERNS (CHEMIST)

DESTINATION	ZONE S CHEMIST %	ZONE F CHEMIST %	ZONE C CHEMIST %	ZONE B CHEMIST %	ZONE M CHEMIST %	ZONE L CHEMIST %	ZONE K CHEMIST %	ZONE O CHEMIST %	TOTAL CHEMIST %
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	55.70	3.71	1.56	0.00	0.00	0.00	0.00	18.71	12.43
Edge-of-Centre									
Central 12 Retail Park, Southport	13.36	0.65	0.00	0.00	0.00	0.00	0.00	0.78	2.59
Ocean Plaza, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, St. Georges Place, Lord Street, Southport	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09
Subtotal	69.5	4.4	1.6	0.0	0.0	0.0	0.0	19.5	15.1
Local Centres									
Ainsdale Local Centre	6.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.12
Birkdale Local Centre	2.25	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.49
Churchtown Local Centre	1.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21
Subtotal	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.8
Local Parades									
Bispham Road, Southport (76)	0.96	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kew Retail Park, Southport	2.08	0.00	0.00	0.00	0.00	0.00	0.00	2.27	0.60
Meols Cop Retail Park, Southport	6.31	0.00	2.17	0.00	0.00	0.00	0.00	0.00	1.38
Tesco, Meols Cop, Southport	4.00	0.00	0.00	0.00	0.00	0.00	0.00	3.63	1.08
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	12.4	0.0	2.2	0.0	0.0	0.0	0.0	5.9	3.1
Subtotal Zone S	92.3	4.4	3.7	0.0	0.0	0.0	0.0	26.2	20.2
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.00	87.41	1.11	0.40	0.00	0.00	0.00	1.57	4.96
Subtotal	0.0	87.4	1.1	0.4	0.0	0.0	0.0	1.6	5.0
Local Parades									
Harington Road, Formby (42)	0.00	1.44	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Subtotal	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Altcar Road, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Subtotal Zone F	0.0	88.9	1.1	0.4	0.0	0.0	0.0	1.6	5.0
SUBTOTAL NORTH SEFTON	92.3	93.2	4.8	0.4	0.0	0.0	0.0	27.7	25.2
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.00	50.56	0.00	0.77	0.00	0.67	0.00	4.95
Subtotal	0.0	0.0	50.6	0.0	0.8	0.0	0.7	0.0	4.9
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	12.97	0.00	0.00	0.00	0.00	0.00	1.24
Subtotal	0.0	0.0	13.0	0.0	0.0	0.0	0.0	0.0	1.2
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.07
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	2.77	0.00	0.00	0.00	0.00	0.00	0.27
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	2.77	0.00	0.00	0.00	0.00	0.00	0.27
The Crescent, Thornton (90)	0.00	0.00	3.84	0.00	0.00	0.00	0.00	0.00	0.37
Subtotal	0.0	0.0	10.1	0.0	0.0	0.0	0.0	0.0	1.0
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	1.50	0.00	0.00	0.00	0.00	0.00	0.14
Local Shops, Hightown	0.00	0.00	2.21	0.00	0.00	0.00	0.00	0.00	0.21
Subtotal	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.4
Subtotal Zone C	0.0	0.0	77.4	0.0	0.8	0.0	0.7	0.0	7.5
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.65	0.00	4.37	44.49	0.00	12.05	0.00	0.00	10.58
Subtotal	0.6	0.0	4.4	44.5	0.0	12.0	0.0	0.0	10.6
Local Centres									
Netherton Local Centre	0.00	0.00	0.00	1.98	0.00	0.00	0.00	0.00	0.31
Seaforth Local Centre	0.00	0.00	0.00	1.90	0.00	0.00	0.00	0.00	0.29
Old Roan Local Centre	0.00	0.00	0.00	0.00	1.70	0.00	0.00	0.00	0.13
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	3.9	1.7	0.0	0.0	0.0	0.7
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	0.00	0.00	3.03	0.00	0.49	0.00	0.27
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.06
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.04
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.08
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.16
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.16
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.06
Subtotal	0.0	0.0	0.0	0.9	4.4	1.2	0.5	0.0	0.8
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.04
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Litherland	0.00	0.00	0.00	6.03	0.00	0.00	0.00	0.00	0.93
Switch Island Retail Park, Netherton	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.08
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	6.6	0.6	0.0	0.0	0.0	1.1
Subtotal Zone B	0.6	0.0	4.4	55.9	6.6	13.2	0.5	0.0	13.2
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.40	34.72	0.00	1.93	0.00	2.91
Subtotal	0.0	0.0	0.0	0.4	34.7	0.0	1.9	0.0	2.9
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	2.22	0.00	0.00	0.00	0.17
Local Shops, Mellings (63-64)	0.00	0.00	0.00	0.00	3.40	0.00	0.00	0.00	0.26
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.04
Subtotal	0.0	0.0	0.0	0.0	6.2	0.0	0.0	0.0	0.5
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.00	2.17	5.78	3.76	0.60	3.89	1.16	1.95
Local Shops, Aintree	0.00	0.00	0.00	0.00	1.13	0.00	0.00	0.00	0.09
Local Shops, Lydiate	0.00	0.00	0.00	0.00	2.63	0.00	0.00	0.00	0.21
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.16
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	4.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.89
Subtotal	4.8	0.0	2.2	5.8	7.5	1.2	3.9	1.2	3.3
Subtotal Zone M	4.8	0.0	2.2	6.2	48.4	1.2	5.8	1.2	6.7
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.00	0.00	5.18	19.14	23.68	22.00	18.11	3.51	12.83
B&Q, Aintree Racecourse Retail Park, Aintree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Aintree Racecourse Retail Park, Aintree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Ormskirk Road, Aintree	0.								

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TABLE 18: SHOPPING PATTERNS (CHEMIST)

DESTINATION	ZONE S CHEMIST %	ZONE F CHEMIST %	ZONE C CHEMIST %	ZONE B CHEMIST %	ZONE M CHEMIST %	ZONE L CHEMIST %	ZONE K CHEMIST %	ZONE O CHEMIST %	TOTAL CHEMIST %
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	2.36	0.00	0.00	0.63
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	9.21	1.65	0.00	2.57
Walton Vale District Centre	0.00	0.00	0.00	4.02	0.00	11.12	0.00	0.00	3.57
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	1.20	0.00	0.00	0.32
County Road District Centre	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.00	0.05
Breck Road District Centre	0.00	0.00	0.00	0.55	0.00	1.20	0.00	0.00	0.40
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	2.36	0.00	0.00	0.63
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.16
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	5.52	0.00	0.00	1.46
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	1.80	0.67	0.00	0.53
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	4.20	0.00	0.00	1.11
Liver Industrial Estate, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Kirkdale	0.96	0.00	0.00	0.00	0.00	1.80	0.00	0.00	0.66
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.16
Subtotal	1.0	0.0	0.6	4.6	0.0	42.0	2.3	0.0	12.2
Zone K									
Kirkby District Centre	0.00	0.00	0.00	0.00	0.00	0.81	54.58	3.63	4.73
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.04
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.6	0.8	54.6	3.6	4.8
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	1.35	4.00	0.00	1.16	44.10	4.65
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.94	0.18
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robbins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.52	0.23
Subtotal	0.0	0.0	0.0	1.4	4.0	0.0	1.2	48.6	5.1
SUB TOTAL OUTSIDE SEFTON	1.0	0.0	0.6	5.9	4.6	42.8	58.0	52.2	22.1
SUB TOTAL STUDY AREA	98.7	93.2	94.5	87.5	84.1	79.2	83.1	84.6	87.5
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	0.65	6.12	4.47	12.47	10.24	19.36	8.69	7.89	10.11
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	4.91	0.00	0.38
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.00	0.00	0.00	5.67	0.60	0.00	0.00	0.60
Subtotal	0.6	6.1	4.5	12.5	15.9	20.0	13.6	7.9	11.1
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	1.65	0.00	0.13
Huyton Town Centre	0.00	0.00	1.01	0.00	0.00	0.00	1.16	0.00	0.19
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.78	0.11
Subtotal	0.0	0.0	1.0	0.0	0.0	0.0	3.3	0.8	0.4
Outside Study Area - Preston									
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gemini Retail Park, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.94	0.18
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.00	0.00	0.00	0.00	0.00	0.81	0.00	0.00	0.22
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.07
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.27	0.21
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.16	0.11
Subtotal	0.0	0.0	0.0	0.0	0.0	0.8	0.0	4.2	0.6
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, North West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.05
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1
Outside Study Area - Other									
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.65	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Subtotal	0.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.2
SUB TOTAL OUTSIDE STUDY AREA	1.3	6.8	5.5	12.5	15.9	20.8	16.9	15.4	12.5
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

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TABLE 19: SHOPPING EXPENDITURE RETENTION (CHEMIST)

DESTINATION	ZONE S CHEMIST £m	ZONE F CHEMIST £m	ZONE C CHEMIST £m	ZONE B CHEMIST £m	ZONE M CHEMIST £m	ZONE L CHEMIST £m	ZONE K CHEMIST £m	ZONE O CHEMIST £m	TOTAL CHEMIST £m
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	18.21	0.42	0.28	0.00	0.00	0.00	0.00	3.46	22.37
Edge-of-Centre									
Central 12 Retail Park, Southport	4.37	0.07	0.00	0.00	0.00	0.00	0.00	0.14	4.59
Ocean Plaza, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, St. Georges Place, Lord Street, Southport	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Subtotal	22.74	0.49	0.28	0.00	0.00	0.00	0.00	3.60	27.11
Local Centres									
Ainsdale Local Centre	1.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.98
Birkdale Local Centre	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.88
Churchtown Local Centre	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37
Subtotal	3.08	0.00	0.00	0.00	0.00	0.00	0.00	0.14	3.22
Local Parades									
Bispham Road, Southport (76)	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kew Retail Park, Southport	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.42	1.10
Meols Cop Retail Park, Southport	2.06	0.00	0.39	0.00	0.00	0.00	0.00	0.00	2.45
Tesco, Meols Cop, Southport	1.31	0.00	0.00	0.00	0.00	0.00	0.00	0.67	1.98
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	4.05	0.00	0.39	0.00	0.00	0.00	0.00	1.09	5.53
Subtotal Zone S	30.18	0.49	0.66	0.00	0.00	0.00	0.00	4.84	36.17
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.00	9.88	0.20	0.08	0.00	0.00	0.00	0.29	10.45
Subtotal	0.00	9.88	0.20	0.08	0.00	0.00	0.00	0.29	10.45
Local Parades									
Harington Road, Formby (42)	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Subtotal	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Altcar Road, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone F	0.00	10.04	0.20	0.08	0.00	0.00	0.00	0.29	10.61
SUBTOTAL NORTH SEFTON	30.18	10.54	0.86	0.08	0.00	0.00	0.00	5.13	46.79
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.00	8.95	0.00	0.11	0.00	0.07	0.00	9.13
Subtotal	0.00	0.00	8.95	0.00	0.11	0.00	0.07	0.00	9.13
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	2.30	0.00	0.00	0.00	0.00	0.00	2.30
Subtotal	0.00	0.00	2.30	0.00	0.00	0.00	0.00	0.00	2.30
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.13
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.49
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.49
The Crescent, Thornton (90)	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.00	0.68
Subtotal	0.00	0.00	1.79	0.00	0.00	0.00	0.00	0.00	1.79
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.27
Local Shops, Hightown	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.39
Subtotal	0.00	0.00	0.66	0.00	0.00	0.00	0.00	0.00	0.66
Subtotal Zone C	0.00	0.00	13.70	0.00	0.11	0.00	0.07	0.00	13.88
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.21	0.00	0.77	9.07	0.00	3.95	0.00	0.00	14.00
Subtotal	0.21	0.00	0.77	9.07	0.00	3.95	0.00	0.00	14.00
Local Centres									
Netherton Local Centre	0.00	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.40
Seaforth Local Centre	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39
Old Roan Local Centre	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.25
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.79	0.25	0.00	0.00	0.00	1.04
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	0.00	0.00	0.45	0.00	0.05	0.00	0.50
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.11
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.11
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.20
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.20
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.08
Subtotal	0.00	0.00	0.00	0.19	0.65	0.39	0.05	0.00	1.29
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Litherland	0.00	0.00	0.00	1.23	0.00	0.00	0.00	0.00	1.23
Switch Island Retail Park, Netherton	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.11
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	1.34	0.08	0.00	0.00	0.00	1.43
Subtotal Zone B	0.21	0.00	0.77	11.39	0.99	4.35	0.05	0.00	17.76
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.08	5.19	0.00	0.19	0.00	5.47
Subtotal	0.00	0.00	0.00	0.08	5.19	0.00	0.19	0.00	5.47
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.33
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.51
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08
Subtotal	0.00	0.00	0.00	0.00	0.93	0.00	0.00	0.00	0.93
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.00	0.39	1.18	0.56	0.20	0.39	0.21	2.92
Local Shops, Aintree	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.17
Local Shops, Lydiate	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.39
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.20
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	1.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.56
Subtotal	1.56	0.00	0.39	1.18	1.13	0.39	0.39	0.21	5.25
Subtotal Zone M	1.56	0.00	0.39	1.26	7.24	0.39	0.58	0.21	11.64
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.00	0.00	0.92	3.90	3.54	7.22	1.81	0.65	18.03
B&									

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 19: SHOPPING EXPENDITURE RETENTION (CHEMIST)

DESTINATION	ZONE S CHEMIST Em	ZONE F CHEMIST Em	ZONE C CHEMIST Em	ZONE B CHEMIST Em	ZONE M CHEMIST Em	ZONE L CHEMIST Em	ZONE K CHEMIST Em	ZONE O CHEMIST Em	TOTAL CHEMIST Em
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.77
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	3.02	0.16	0.00	3.19
Walton Vale District Centre	0.00	0.00	0.00	0.82	0.00	3.65	0.00	0.00	4.47
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.39
County Road District Centre	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.10
Breck Road District Centre	0.00	0.00	0.00	0.11	0.00	0.39	0.00	0.00	0.51
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.77
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.20
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	1.81	0.00	0.00	1.81
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.59	0.07	0.00	0.66
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	1.38	0.00	0.00	1.38
Liver Industrial Estate, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Kirkdale	0.31	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.90
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.20
Subtotal	0.31	0.00	0.10	0.93	0.00	13.76	0.23	0.00	15.34
Zone K									
Kirkby District Centre	0.00	0.00	0.00	0.00	0.00	0.27	5.46	0.67	6.40
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.08	0.27	5.46	0.67	6.48
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	0.28	0.60	0.00	0.12	8.15	9.14
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.36
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.47
Subtotal	0.00	0.00	0.00	0.28	0.60	0.00	0.12	8.97	9.96
SUB TOTAL OUTSIDE SEFTON	0.31	0.00	0.10	1.21	0.68	14.03	5.81	9.65	31.78
SUB TOTAL STUDY AREA	32.27	10.54	16.73	17.83	12.57	25.99	8.32	15.64	139.88
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	0.21	0.69	0.79	2.54	1.53	6.35	0.87	1.46	14.44
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.49
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.00	0.00	0.00	0.85	0.20	0.00	0.00	1.04
Subtotal	0.21	0.69	0.79	2.54	2.38	6.55	1.36	1.46	15.98
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.16
Huyton Town Centre	0.00	0.00	0.18	0.00	0.00	0.00	0.12	0.00	0.29
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.14	0.19
Subtotal	0.00	0.00	0.18	0.00	0.00	0.00	0.33	0.14	0.65
Outside Study Area - Preston									
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gemini Retail Park, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.36
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.36
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.27
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.14
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.42
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.21
Subtotal	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.78	1.05
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, North West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.11
Outside Study Area - Other									
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.21	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.29
Subtotal	0.21	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.29
SUB TOTAL OUTSIDE STUDY AREA	0.42	0.77	0.97	2.54	2.38	6.81	1.69	2.85	18.43
TOTAL	32.69	11.30	17.70	20.37	14.95	32.80	10.01	18.48	158.31

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 20: SHOPPING PATTERNS (ELECTRICAL)

DESTINATION	ZONE S ELECTRICAL %	ZONE F ELECTRICAL %	ZONE C ELECTRICAL %	ZONE B ELECTRICAL %	ZONE M ELECTRICAL %	ZONE L ELECTRICAL %	ZONE K ELECTRICAL %	ZONE O ELECTRICAL %	TOTAL ELECTRICAL %
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	23.40	2.82	0.00	0.00	0.94	0.00	1.01	10.53	5.94
Edge-of-Centre									
Central 12 Retail Park, Southport	3.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66
Ocean Plaza, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, St. Georges Place, Lord Street, Southport	0.65	0.00	0.00	0.00	0.00	0.00	0.00	1.30	0.24
Subtotal	27.2	2.8	0.0	0.0	0.9	0.0	1.0	11.8	6.8
Local Centres									
Ainsdale Local Centre	2.83	0.00	1.02	0.00	0.00	0.00	0.00	0.00	0.69
Birkdale Local Centre	1.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27
Churchtown Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	4.1	0.0	1.0	0.0	0.0	0.0	0.0	0.0	1.0
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	1.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.88	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.22
Kew Retail Park, Southport	15.22	8.95	0.75	0.00	0.00	0.00	0.00	18.89	5.17
Meols Cop Retail Park, Southport	29.27	1.68	2.95	0.00	0.94	0.00	0.00	1.30	6.56
Tesco, Meols Cop, Southport	6.03	0.00	0.00	0.00	0.00	0.00	0.00	0.96	1.31
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	52.1	11.5	3.7	0.0	0.9	0.0	0.0	21.1	13.4
Subtotal Zone S	85.0	14.3	4.7	0.0	1.9	0.0	1.0	33.0	21.5
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.00	32.03	1.02	0.00	0.00	0.00	0.00	0.00	1.56
Subtotal	0.0	32.0	1.0	0.0	0.0	0.0	0.0	0.0	1.6
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	0.84	0.00	0.00	0.94	0.00	0.00	0.00	0.10
Tesco Superstore, Altcar Road, Formby	0.00	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	1.7	0.0	0.0	0.9	0.0	0.0	0.0	0.1
Subtotal Zone F	0.0	33.7	1.0	0.0	0.9	0.0	0.0	0.0	1.7
SUBTOTAL NORTH SEFTON	85.0	48.0	5.7	0.0	2.8	0.0	1.0	33.0	23.2
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.00	0.00	0.00	2.21	0.00	0.00	0.00	0.15
Subtotal	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.2
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	1.50	0.00	0.00	0.00	0.00	0.00	0.16
Subtotal	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.2
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	1.77	0.00	0.00	0.00	0.00	0.00	0.19
Local Shops, Hightown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.2
Subtotal Zone C	0.0	0.0	3.3	0.0	2.2	0.0	0.0	0.0	0.5
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.00	0.00	1.77	14.92	0.00	2.88	0.00	0.00	3.39
Subtotal	0.0	0.0	1.8	14.9	0.0	2.9	0.0	0.0	3.4
Local Centres									
Netherton Local Centre	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.08
Seaforth Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.06
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.8	0.0	0.0	0.0	0.7	0.0	0.1
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	0.00	0.56	0.00	0.00	0.74	0.00	0.15
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.6	0.0	0.0	0.7	0.0	0.1
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Switch Island Retail Park, Netherton	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.13
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	9.30	1.67	0.00	0.00	0.00	0.00	1.26
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	9.3	2.4	0.0	0.0	0.0	0.0	1.4
Subtotal Zone B	0.0	0.0	11.8	17.9	0.0	2.9	1.5	0.0	5.1
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.00	8.62	0.00	7.43	0.00	1.17
Subtotal	0.0	0.0	0.0	0.0	8.6	0.0	7.4	0.0	1.2
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Mellington (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.00	4.46	0.56	1.27	0.96	0.00	0.00	0.89
Local Shops, Aintree	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.08
Local Shops, Lydiate	0.00	0.00	0.00	0.00	0.94	0.00	0.00	0.00	0.07
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	5.2	0.6	2.2	1.0	0.0	0.0	1.0
Subtotal Zone M	0.0	0.0	5.2	0.6	10.8	1.0	7.4	0.0	2.2
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	2.55	12.20	30.42	58.56	54.70	54.84	48.16	16.07	36.50
B&Q, Aintree Racecourse Retail Park, Aintree	0.00	0.00	2.53	0.00	0.00	3.22	0.00	0.00	1.07
Homebase, Aintree Racecourse Retail Park, Aintree	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.09

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TABLE 20: SHOPPING PATTERNS (ELECTRICAL)

DESTINATION	ZONE S ELECTRICAL %	ZONE F ELECTRICAL %	ZONE C ELECTRICAL %	ZONE B ELECTRICAL %	ZONE M ELECTRICAL %	ZONE L ELECTRICAL %	ZONE K ELECTRICAL %	ZONE O ELECTRICAL %	TOTAL ELECTRICAL %
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	0.96	0.00	0.00	0.24
Walton Vale District Centre	0.00	0.00	0.00	5.56	0.00	6.64	0.74	0.00	2.63
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	1.92	0.00	0.00	0.48
County Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Breck Road District Centre	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.13
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.06
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	3.22	0.00	0.00	0.80
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.06
Local Shops, Anfield	0.00	0.00	0.00	0.00	3.69	0.00	0.00	0.00	0.26
Liver Industrial Estate, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.75	0.00	1.30	0.00	0.00	0.45
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	7.1	3.7	14.0	2.2	0.0	5.1
Zone K									
Kirkby District Centre	0.00	0.00	0.00	0.00	0.00	0.00	7.36	0.00	0.56
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.06
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	8.1	0.0	0.6
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	0.75	4.42	0.00	0.00	25.08	2.52
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robbins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.8	4.4	0.0	0.0	25.1	2.5
SUB TOTAL OUTSIDE SEFTON	0.0	0.0	0.0	7.8	8.1	14.0	10.3	25.1	8.2
SUB TOTAL STUDY AREA	87.5	60.2	59.0	85.4	78.7	76.0	68.4	74.1	76.9
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	8.59	37.26	34.91	13.12	21.35	22.75	20.04	16.90	19.39
Costco, Waterloo Road, Liverpool	0.00	0.00	1.02	0.00	0.00	0.00	0.00	0.00	0.11
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.00	0.00	2.95	0.75	0.00	0.00	4.40	1.92	0.93
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	8.6	37.3	38.9	13.9	21.3	22.7	24.4	18.8	20.4
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	1.30	0.00	0.00	0.32
Subtotal	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.3
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.96	0.08
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	1.30	0.00	0.00	0.00	0.00	0.00	0.74	0.96	0.40
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.3	0.0	0.0	0.0	0.0	0.0	0.7	1.9	0.5
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	2.01	0.00	0.15
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	3.66	0.00	0.28
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	0.4
Outside Study Area - Preston									
Preston City Centre	2.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.84	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gemini Retail Park, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.30	0.11
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.8	0.0	0.0	0.0	0.0	0.0	1.3	0.1
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.75	0.00	0.00	0.00	0.00	1.92	0.24
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.8	0.0	0.0	0.0	0.0	1.9	0.2
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.00	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.06
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.13
Subtotal	0.0	0.0	0.0	0.8	0.0	0.0	0.7	0.0	0.2
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, North West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Other									
Abroad	0.00	1.68	1.37	0.00	0.00	0.00	0.00	1.92	0.38
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	1.7	1.4	0.0	0.0	0.0	0.0	1.9	0.4
SUB TOTAL OUTSIDE STUDY AREA	12.5	39.8	41.0	14.6	21.3	24.0	31.6	25.9	23.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

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TABLE 21: SHOPPING EXPENDITURE RETENTION (ELECTRICAL)

DESTINATION	ZONE S ELECTRICAL £m	ZONE F ELECTRICAL £m	ZONE C ELECTRICAL £m	ZONE B ELECTRICAL £m	ZONE M ELECTRICAL £m	ZONE L ELECTRICAL £m	ZONE K ELECTRICAL £m	ZONE O ELECTRICAL £m	TOTAL ELECTRICAL £m
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	6.76	0.28	0.00	0.00	0.12	0.00	0.10	1.66	8.92
Edge-of-Centre									
Central 12 Retail Park, Southport	0.92	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.92
Ocean Plaza, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, St. Georges Place, Lord Street, Southport	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.39
Subtotal	7.87	0.28	0.00	0.00	0.12	0.00	0.10	1.87	10.24
Local Centres									
Ainsdale Local Centre	0.82	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.97
Birkdale Local Centre	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Churchtown Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.19	0.00	0.15	0.00	0.00	0.00	0.00	0.00	1.34
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.25	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.34
Kew Retail Park, Southport	4.40	0.90	0.11	0.00	0.00	0.00	0.00	2.98	8.39
Meols Cop Retail Park, Southport	8.45	0.17	0.43	0.00	0.12	0.00	0.00	0.21	9.38
Tesco, Meols Cop, Southport	1.74	0.00	0.00	0.00	0.00	0.00	0.00	0.15	1.89
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	15.03	1.15	0.55	0.00	0.12	0.00	0.00	3.34	20.19
Subtotal Zone S	24.54	1.43	0.69	0.00	0.24	0.00	0.10	5.21	32.22
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.00	3.21	0.15	0.00	0.00	0.00	0.00	0.00	3.36
Subtotal	0.00	3.21	0.15	0.00	0.00	0.00	0.00	0.00	3.36
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	0.08	0.00	0.00	0.12	0.00	0.00	0.00	0.20
Tesco Superstore, Altcar Road, Formby	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.17	0.00	0.00	0.12	0.00	0.00	0.00	0.29
Subtotal Zone F	0.00	3.38	0.15	0.00	0.12	0.00	0.00	0.00	3.65
SUBTOTAL NORTH SEFTON	24.54	4.81	0.84	0.00	0.36	0.00	0.10	5.21	35.87
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.28
Subtotal	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.28
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.22
Subtotal	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.22
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.26
Local Shops, Hightown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.26
Subtotal Zone C	0.00	0.00	0.48	0.00	0.28	0.00	0.00	0.00	0.76
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.00	0.00	0.26	3.07	0.00	1.05	0.00	0.00	4.38
Subtotal	0.00	0.00	0.26	3.07	0.00	1.05	0.00	0.00	4.38
Local Centres									
Netherton Local Centre	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.11
Seaforth Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.07
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.11	0.00	0.00	0.00	0.07	0.00	0.18
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	0.00	0.11	0.00	0.00	0.07	0.00	0.19
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.11	0.00	0.00	0.07	0.00	0.19
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Switch Island Retail Park, Netherton	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.15
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	1.37	0.34	0.00	0.00	0.00	0.00	1.71
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	1.37	0.50	0.00	0.00	0.00	0.00	1.87
Subtotal Zone B	0.00	0.00	1.74	3.68	0.00	1.05	0.15	0.00	6.62
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.00	1.10	0.00	0.74	0.00	1.84
Subtotal	0.00	0.00	0.00	0.00	1.10	0.00	0.74	0.00	1.84
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.00	0.66	0.11	0.16	0.35	0.00	0.00	1.28
Local Shops, Aintree	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.11
Local Shops, Lydiate	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.12
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.77	0.11	0.28	0.35	0.00	0.00	1.51
Subtotal Zone M	0.00	0.00	0.77	0.11	1.38	0.35	0.74	0.00	3.35
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.74	1.22	4.48	12.05	6.98	19.98	4.81	2.54	52.79
B&Q, Aintree Racecourse									

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TABLE 21: SHOPPING EXPENDITURE RETENTION (ELECTRICAL)

DESTINATION	ZONE S ELECTRICAL £m	ZONE F ELECTRICAL £m	ZONE C ELECTRICAL £m	ZONE B ELECTRICAL £m	ZONE M ELECTRICAL £m	ZONE L ELECTRICAL £m	ZONE K ELECTRICAL £m	ZONE O ELECTRICAL £m	TOTAL ELECTRICAL £m
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.35
Walton Vale District Centre	0.00	0.00	0.00	1.14	0.00	2.42	0.07	0.00	3.64
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.70
County Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Breck Road District Centre	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.15
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.07
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	1.17	0.00	0.00	1.17
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.07
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.47
Liver Industrial Estate, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.15	0.00	0.47	0.00	0.00	0.63
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	1.45	0.47	5.12	0.22	0.00	7.26
Zone K									
Kirkby District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.74
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.07
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.81	0.00	0.81
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	0.15	0.56	0.00	0.00	3.96	4.68
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robbins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.15	0.56	0.00	0.00	3.96	4.68
SUB TOTAL OUTSIDE SEFTON	0.00	0.00	0.00	1.61	1.03	5.12	1.03	3.96	12.75
SUB TOTAL STUDY AREA	25.28	6.04	8.68	17.56	10.03	27.67	6.83	11.71	113.80
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	2.48	3.74	5.14	2.70	2.72	8.29	2.00	2.67	29.73
Costco, Waterloo Road, Liverpool	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.15
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.00	0.00	0.43	0.15	0.00	0.00	0.44	0.30	1.33
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	2.48	3.74	5.72	2.85	2.72	8.29	2.44	2.97	31.21
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.47
Subtotal	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.47
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.15
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	0.38	0.00	0.00	0.00	0.00	0.00	0.07	0.15	0.60
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.38	0.00	0.00	0.00	0.00	0.00	0.07	0.30	0.75
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.20
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.37
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.57
Outside Study Area - Preston									
Preston City Centre	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gemini Retail Park, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.21
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.21	0.29
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.30	0.41
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.30	0.41
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.07
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.15
Subtotal	0.00	0.00	0.00	0.15	0.00	0.00	0.07	0.00	0.23
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, North West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Other									
Abroad	0.00	0.17	0.20	0.00	0.00	0.00	0.00	0.30	0.67
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.17	0.20	0.00	0.00	0.00	0.00	0.30	0.67
SUB TOTAL OUTSIDE STUDY AREA	3.61	3.99	6.03	3.01	2.72	8.76	3.16	4.09	35.36
TOTAL	28.88	10.03	14.71	20.57	12.76	36.43	9.99	15.79	149.17

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

WYG PLANNING
SEFTON RSR (2015)

TABLE 22: SHOPPING PATTERNS (FURNITURE)

DESTINATION	ZONE S FURNITURE %	ZONE F FURNITURE %	ZONE C FURNITURE %	ZONE B FURNITURE %	ZONE M FURNITURE %	ZONE L FURNITURE %	ZONE K FURNITURE %	ZONE O FURNITURE %	TOTAL FURNITURE %
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.81	0.00	0.07
Walton Vale District Centre	0.00	0.00	0.00	0.88	1.67	10.15	0.00	0.00	2.35
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
County Road District Centre	0.00	0.00	0.00	0.88	0.00	0.00	0.81	0.00	0.22
Breck Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	1.23	0.00	1.62	0.00	0.22
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	4.30	0.00	0.00	0.88
Liver Industrial Estate, Walton	9.95	0.00	0.00	0.00	0.00	0.00	0.81	0.00	2.04
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	2.87	0.00	0.00	0.59
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.65	0.00	1.43	8.10	0.00	1.10
Subtotal	9.9	0.0	0.0	2.4	2.9	18.8	12.1	0.0	7.5
Zone K									
Kirkby District Centre	0.00	0.00	0.00	1.31	0.00	1.95	22.35	2.56	2.81
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	1.3	0.0	1.9	22.3	2.6	2.8
Zone O									
Ormskirk Town Centre	1.12	0.00	1.70	6.53	16.89	0.00	1.62	28.76	5.82
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robbins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.1	0.0	1.7	6.5	16.9	0.0	1.6	28.8	5.8
SUB TOTAL OUTSIDE SEFTON	11.1	0.0	1.7	10.3	19.8	20.7	36.1	31.3	16.1
SUB TOTAL STUDY AREA	89.2	73.2	72.1	79.0	83.2	69.7	90.8	63.1	77.7
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	1.12	23.27	18.23	9.07	11.96	22.56	1.62	12.35	11.91
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	2.88	0.00	0.00	0.59
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	1.66	0.00	0.00	2.19	0.00	0.00	2.43	3.16	1.25
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.62	0.00	0.14
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	2.8	23.3	18.2	11.3	12.0	25.4	5.7	15.5	13.9
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.09
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.81	0.00	0.07
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.94	0.10
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.9	0.3
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Preston									
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.94	0.10
Riversway Retail Park, Preston	3.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.7
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.22	0.23
Gemini Retail Park, Warrington	2.78	3.56	9.63	7.18	4.84	1.95	1.62	0.94	4.06
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	2.8	3.6	9.6	7.2	4.8	1.9	1.6	3.2	4.3
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.89	0.20
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11.84	1.23
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.7	1.4
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	1.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.72	0.18
Middlebrook Retail Park, Bolton	0.83	0.00	0.00	2.56	0.00	0.00	0.00	0.00	0.61
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.94	0.10
Subtotal	2.0	0.0	0.0	2.6	0.0	0.0	0.0	2.7	1.1
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, North West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Other									
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.00	0.00	0.00	0.00	0.00	2.88	0.00	0.00	0.59
Subtotal	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.6
SUB TOTAL OUTSIDE STUDY AREA	10.8	26.8	27.9	21.0	16.8	30.3	9.2	36.9	22.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 23: SHOPPING EXPENDITURE RETENTION (FURNITURE)

DESTINATION	ZONE S FURNITURE £m	ZONE F FURNITURE £m	ZONE C FURNITURE £m	ZONE B FURNITURE £m	ZONE M FURNITURE £m	ZONE L FURNITURE £m	ZONE K FURNITURE £m	ZONE O FURNITURE £m	TOTAL FURNITURE £m
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	17.33	3.19	0.88	0.31	0.27	0.00	0.00	2.94	24.92
Edge-of-Centre									
Central 12 Retail Park, Southport	0.28	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Ocean Plaza, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, St. Georges Place, Lord Street, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	17.61	3.31	0.88	0.31	0.27	0.00	0.00	2.94	25.31
Local Centres									
Ainsdale Local Centre	0.28	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.43
Birkdale Local Centre	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28
Churchtown Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.56	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.71
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28
Out-of-Centre									
B&Q, Meols Cop Road, Southport	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.25	1.34
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.38	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.61
Kew Retail Park, Southport	1.04	0.16	0.16	0.00	0.00	0.00	0.30	0.36	2.01
Meols Cop Retail Park, Southport	3.54	0.23	0.00	0.00	0.00	0.00	0.00	0.00	3.77
Tesco, Meols Cop, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	6.05	0.62	0.16	0.00	0.00	0.00	0.30	0.61	7.73
Subtotal Zone S	24.49	3.93	1.03	0.31	0.27	0.00	0.45	3.55	34.03
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.38	2.53	0.52	0.00	0.00	0.00	0.15	0.71	4.30
Subtotal	0.38	2.53	0.52	0.00	0.00	0.00	0.15	0.71	4.30
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Tesco Superstore, Altcar Road, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Subtotal Zone F	0.38	2.69	0.52	0.00	0.00	0.00	0.15	0.71	4.46
SUBTOTAL NORTH SEFTON	24.87	6.61	1.55	0.31	0.27	0.00	0.61	4.26	38.49
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.12	0.52	0.00	0.00	0.00	0.00	0.00	0.64
Subtotal	0.00	0.12	0.52	0.00	0.00	0.00	0.00	0.00	0.64
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	1.71	1.67	0.00	0.00	0.00	0.00	3.38
Subtotal	0.00	0.00	1.71	1.67	0.00	0.00	0.00	0.00	3.38
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.47
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.47
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Hightown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal Zone C	0.00	0.12	2.69	1.67	0.00	0.00	0.00	0.00	4.48
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.00	0.00	0.52	1.28	0.00	2.21	0.00	0.00	4.01
Subtotal	0.00	0.00	0.52	1.28	0.00	2.21	0.00	0.00	4.01
Local Centres									
Netherton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seaforth Local Centre	0.00	0.00	0.16	0.44	0.00	0.00	0.00	0.00	0.60
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.16	0.44	0.00	0.00	0.00	0.00	0.60
Local Parades									
Aintree Road, Bootle (11)	0.00	0.23	1.55	0.00	0.27	0.00	0.00	0.00	2.06
Altway, Aintree (3)	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.18
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.23	1.55	0.18	0.27	0.00	0.00	0.00	2.24
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Litherland	0.00	0.00	0.00	0.26	0.00	0.60	0.00	0.00	0.86
Switch Island Retail Park, Netherton	0.00	0.00	0.00	1.32	0.20	0.00	0.00	0.00	1.52
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	1.58	0.20	0.60	0.00	0.00	2.38
Subtotal Zone B	0.00	0.23	2.23	3.48	0.47	2.81	0.00	0.00	9.22
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	1.10	0.45	0.37	0.00	2.02	0.00	0.15	0.00	4.08
Subtotal	1.10	0.45	0.37	0.00	2.02	0.00	0.15	0.00	4.08
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Aintree	0.38	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.59
Local Shops, Lydiate	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	1.59	0.00	0.00	0.00	1.59
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.38	0.00	0.21	0.00	1.59	0.00	0.00	0.00	2.18
Subtotal Zone M	1.47	0.45	0.58	0.00	3.60	0.00	0.15	0.00	6.26
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.00	1.27	5.11	8.09	5.57	12.28	4.30	1.87	38.49
B&Q, Aintree Racecourse									

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TABLE 23: SHOPPING EXPENDITURE RETENTION (FURNITURE)

DESTINATION	ZONE S FURNITURE £m	ZONE F FURNITURE £m	ZONE C FURNITURE £m	ZONE B FURNITURE £m	ZONE M FURNITURE £m	ZONE L FURNITURE £m	ZONE K FURNITURE £m	ZONE O FURNITURE £m	TOTAL FURNITURE £m
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08
Walton Vale District Centre	0.00	0.00	0.00	0.18	0.27	3.12	0.00	0.00	3.57
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
County Road District Centre	0.00	0.00	0.00	0.18	0.00	0.00	0.08	0.00	0.25
Breck Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.20	0.00	0.15	0.00	0.35
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	1.32	0.00	0.00	1.32
Liver Industrial Estate, Walton	3.35	0.00	0.00	0.00	0.00	0.00	0.08	0.00	3.43
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.88
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.13	0.00	0.44	0.76	0.00	1.34
Subtotal	3.35	0.00	0.00	0.49	0.47	5.77	1.15	0.00	11.23
Zone K									
Kirkby District Centre	0.00	0.00	0.00	0.26	0.00	0.60	2.11	0.49	3.47
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.26	0.00	0.60	2.11	0.49	3.47
Zone O									
Ormskirk Town Centre	0.38	0.00	0.31	1.32	2.75	0.00	0.15	5.56	10.47
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robbins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.38	0.00	0.31	1.32	2.75	0.00	0.15	5.56	10.47
SUB TOTAL OUTSIDE SEFTON	3.73	0.00	0.31	2.07	3.22	6.37	3.41	6.05	25.16
SUB TOTAL STUDY AREA	30.08	8.80	13.21	15.93	13.54	21.46	8.57	12.19	123.77
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	0.38	2.80	3.34	1.83	1.95	6.94	0.15	2.39	19.77
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.88
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.56	0.00	0.00	0.44	0.00	0.00	0.23	0.61	1.84
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.15
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.94	2.80	3.34	2.27	1.95	7.83	0.53	3.00	22.65
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.10
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.18
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.18	0.36
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Preston									
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.18
Riversway Retail Park, Preston	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.18	1.28
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.43
Gemini Retail Park, Warrington	0.94	0.43	1.76	1.45	0.79	0.60	0.15	0.18	6.30
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.94	0.43	1.76	1.45	0.79	0.60	0.15	0.61	6.73
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.36
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.29	2.29
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.65	2.65
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.33
Middlebrook Retail Park, Bolton	0.28	0.00	0.00	0.52	0.00	0.00	0.00	0.00	0.80
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.18
Subtotal	0.66	0.00	0.00	0.52	0.00	0.00	0.00	0.51	1.69
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, North West	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - Other									
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.88
Subtotal	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.88
SUB TOTAL OUTSIDE STUDY AREA	3.63	3.23	5.10	4.24	2.73	9.31	0.87	7.14	36.24
TOTAL	33.70	12.02	18.32	20.17	16.27	30.77	9.44	19.33	160.01

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

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TABLE 24: SHOPPING PATTERNS (DIY & GARDENING)

DESTINATION	ZONE S DIY & GARDENING %	ZONE F DIY & GARDENING %	ZONE C DIY & GARDENING %	ZONE B DIY & GARDENING %	ZONE M DIY & GARDENING %	ZONE L DIY & GARDENING %	ZONE K DIY & GARDENING %	ZONE O DIY & GARDENING %	TOTAL DIY & GARDENING %
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	11.40	2.29	1.40	0.00	0.00	0.00	1.04	4.02	2.99
Edge-of-Centre									
Central 12 Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ocean Plaza, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.71	0.15
Sainsbury's, St. Georges Place, Lord Street, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	11.4	2.3	1.4	0.0	0.0	0.0	1.0	5.7	3.1
Local Centres									
Ainsdale Local Centre	2.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48
Birkdale Local Centre	1.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24
Churchtown Local Centre	0.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Subtotal	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.07
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1
Out-of-Centre									
B&Q, Meols Cop Road, Southport	25.63	1.14	0.00	0.00	0.00	0.00	0.00	25.98	7.46
Crowland Street Business Park, Southport	1.64	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.43
Dobbies Garden Centre, Bentham's Way, Southport	14.05	3.39	0.00	0.51	1.44	0.00	0.00	2.71	3.48
Homebase, Meols Cop Retail Park, Southport	25.47	0.57	3.02	0.00	0.00	0.00	0.00	6.50	6.02
Kew Retail Park, Southport	11.81	0.00	0.00	0.00	0.00	0.00	0.00	3.41	2.68
Meols Cop Retail Park, Southport	2.63	0.57	0.00	0.00	0.00	0.00	0.00	4.19	0.92
Tesco, Meols Cop, Southport	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	81.2	6.2	3.0	0.5	1.4	0.0	0.0	44.0	21.0
Subtotal Zone S	97.0	8.5	4.4	0.5	1.4	0.0	1.0	50.5	25.1
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	2.37	25.39	2.95	0.00	7.20	0.00	0.00	0.00	2.92
Subtotal	2.4	25.4	2.9	0.0	7.2	0.0	0.0	0.0	2.9
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.72	0.00	0.76	0.00	0.11
Homebase, Stephenson Way, Formby	0.60	46.23	2.31	0.00	0.00	0.00	0.00	1.15	3.27
Tesco Superstore, Altcar Road, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone F)	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Subtotal	0.6	46.8	2.3	0.0	0.7	0.0	0.8	1.2	3.4
Subtotal Zone F	3.0	72.2	5.3	0.0	7.9	0.0	0.8	1.2	6.3
SUBTOTAL NORTH SEFTON	100.0	80.7	9.7	0.5	9.4	0.0	1.8	51.7	31.5
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.00	21.98	2.50	0.98	0.00	0.00	0.00	2.57
Subtotal	0.0	0.0	22.0	2.5	1.0	0.0	0.0	0.0	2.6
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	6.71	0.00	0.00	0.00	0.00	0.00	0.63
Subtotal	0.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0	0.6
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	1.54	0.00	0.00	0.00	0.00	0.00	0.15
Local Shops, Hightown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.1
Subtotal Zone C	0.0	0.0	30.2	2.5	1.0	0.0	0.0	0.0	3.4
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.00	0.00	0.00	7.10	0.00	4.57	0.00	0.00	2.28
Subtotal	0.0	0.0	0.0	7.1	0.0	4.6	0.0	0.0	2.3
Local Centres									
Netherton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seaforth Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	1.20	0.00	0.00	0.00	0.00	0.20
Subtotal	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.2
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	1.01	0.00	0.00	0.00	0.00	0.17
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.00	0.12
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.3
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	1.14	0.00	0.00	0.98	0.00	0.00	0.00	0.15
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.07
Local Shops, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Switch Island Retail Park, Netherton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	1.04	0.00	0.00	0.00	0.00	0.00	0.10
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.00	0.12
Subtotal	0.0	1.1	1.8	0.7	1.0	0.0	0.0	0.0	0.4
Subtotal Zone B	0.0	1.1	1.8	10.7	1.0	4.6	0.0	0.0	3.2
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.00	4.32	0.00	0.00	0.00	0.36
Subtotal	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.4
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.00	3.02	0.00	0.00	0.00	0.76	3.34	0.62
Local Shops, Aintree	0.00	0.00	0.00	0.00	0.00	1.24	0.00	0.00	0.30
Local Shops, Lydiate	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.06
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	5.08	0.00	0.00	0.00	0.00	0.85
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.06
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.00	0.00	0.00	0.00	2.82	0.00	0.00	0.00	0.24
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.06
Subtotal	0.0	0.0	3.0	5.1	5.0	1.2	0.8	3.3	2.2
Subtotal Zone M	0.0	0.0	3.0	5.1	9.3	1.2	0.8	3.3	2.5
Zone L									
Aintree Racecourse Retail Park (PSA)									
Aintree Racecourse Retail Park, Aintree	0.00	1.35	5.17	14.23	14.69	22.88	5.55	2.01	10.19
B&Q, Aintree Racecourse Retail Park, Aintree	0.00	10.46	44.91	58.61	52.15	36.27	71.64	16.11	33.91
Homebase, Aintree Racecourse Retail Park, Aintree	0.00								

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TABLE 24: SHOPPING PATTERNS (DIY & GARDENING)

DESTINATION	ZONE S DIY & GARDENING %	ZONE F DIY & GARDENING %	ZONE C DIY & GARDENING %	ZONE B DIY & GARDENING %	ZONE M DIY & GARDENING %	ZONE L DIY & GARDENING %	ZONE K DIY & GARDENING %	ZONE O DIY & GARDENING %	TOTAL DIY & GARDENING %
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	5.82	0.00	0.00	1.39
Walton Vale District Centre	0.00	0.00	0.00	0.00	0.00	9.74	0.00	0.00	2.32
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	3.50	0.00	0.00	0.83
County Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Breck Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	0.91	0.00	0.00	0.22
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.91	0.00	0.00	0.22
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Liver Industrial Estate, Walton	0.00	0.00	0.00	0.69	0.00	5.42	0.76	0.00	1.46
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	1.24	0.00	0.00	0.30
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.7	0.0	27.6	0.8	0.0	6.7
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.00	0.00	0.00	9.85	0.00	0.67
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	9.9	0.0	0.7
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	0.00	1.44	0.00	0.00	23.15	2.10
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	2.31	0.00	0.00	0.00	0.00	0.00	0.22
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	6.33	1.04	0.00	0.72	0.00	0.00	0.00	0.55
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.77	0.00	1.44	0.00	0.00	0.00	0.19
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	6.3	4.1	0.0	3.6	0.0	0.0	23.2	3.1
SUB TOTAL OUTSIDE SEFTON	0.0	6.3	4.1	0.7	3.6	27.6	10.6	23.2	10.5
SUB TOTAL STUDY AREA	100.0	100.0	100.0	98.4	97.3	93.4	94.5	96.3	97.2
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	0.00	0.00	0.00	0.93	2.03	5.33	1.52	0.00	1.70
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.9	2.0	5.3	1.5	0.0	1.7
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.07
St Helens Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	2.99	0.00	0.20
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.2
Outside Study Area - Preston									
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.07
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gemini Retail Park, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	1.24	0.00	0.00	0.30
Subtotal	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.3
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.07
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	1.04	0.00	0.07
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.8	0.1
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.00	0.12
Subtotal	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.1
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.10
Other, North West	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.06
Subtotal	0.0	0.0	0.0	0.0	0.7	0.0	0.0	1.2	0.2
Outside Study Area - Other									
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL OUTSIDE STUDY AREA	0.0	0.0	0.0	1.6	2.7	6.6	5.6	3.7	2.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

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TABLE 25: SHOPPING EXPENDITURE RETENTION (DIY & GARDENING)

DESTINATION	ZONE S DIY & GARDENING £m	ZONE F DIY & GARDENING £m	ZONE C DIY & GARDENING £m	ZONE B DIY & GARDENING £m	ZONE M DIY & GARDENING £m	ZONE L DIY & GARDENING £m	ZONE K DIY & GARDENING £m	ZONE O DIY & GARDENING £m	TOTAL DIY & GARDENING £m
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	1.63	0.12	0.10	0.00	0.00	0.00	0.04	0.34	2.23
Edge-of-Centre									
Central 12 Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ocean Plaza, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.14
Sainsbury's, St. Georges Place, Lord Street, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.63	0.12	0.10	0.00	0.00	0.00	0.04	0.48	2.37
Local Centres									
Ainsdale Local Centre	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34
Birkdale Local Centre	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Churchtown Local Centre	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Subtotal	0.63	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.63
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.07
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.07
Out-of-Centre									
B&Q, Meols Cop Road, Southport	3.67	0.06	0.00	0.00	0.00	0.00	0.00	2.18	5.92
Crowland Street Business Park, Southport	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.33
Dobbies Garden Centre, Bentham's Way, Southport	2.01	0.17	0.00	0.04	0.09	0.00	0.00	0.23	2.55
Homebase, Meols Cop Retail Park, Southport	3.65	0.03	0.23	0.00	0.00	0.00	0.00	0.55	4.45
Kew Retail Park, Southport	1.69	0.00	0.00	0.00	0.00	0.00	0.00	0.29	1.98
Meols Cop Retail Park, Southport	0.38	0.03	0.00	0.00	0.00	0.00	0.00	0.35	0.76
Tesco, Meols Cop, Southport	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	11.65	0.32	0.23	0.04	0.09	0.00	0.00	3.70	16.02
Subtotal Zone S	13.91	0.43	0.33	0.04	0.09	0.00	0.04	4.25	19.09
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.34	1.29	0.22	0.00	0.47	0.00	0.00	0.00	2.32
Subtotal	0.34	1.29	0.22	0.00	0.47	0.00	0.00	0.00	2.32
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.05	0.00	0.03	0.00	0.07
Homebase, Stephenson Way, Formby	0.09	2.35	0.17	0.00	0.00	0.00	0.00	0.10	2.71
Tesco Superstore, Altcar Road, Formby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone F)	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Subtotal	0.09	2.38	0.17	0.00	0.05	0.00	0.03	0.10	2.81
Subtotal Zone F	0.43	3.67	0.39	0.00	0.52	0.00	0.03	0.10	5.13
SUBTOTAL NORTH SEFTON	14.34	4.10	0.72	0.04	0.62	0.00	0.06	4.35	24.23
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.00	1.64	0.19	0.06	0.00	0.00	0.00	1.90
Subtotal	0.00	0.00	1.64	0.19	0.06	0.00	0.00	0.00	1.90
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	0.50	0.00	0.00	0.00	0.00	0.00	0.50
Subtotal	0.00	0.00	0.50	0.00	0.00	0.00	0.00	0.00	0.50
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.11
Local Shops, Hightown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.11
Subtotal Zone C	0.00	0.00	2.25	0.19	0.06	0.00	0.00	0.00	2.51
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.00	0.00	0.00	0.55	0.00	0.54	0.00	0.00	1.09
Subtotal	0.00	0.00	0.00	0.55	0.00	0.54	0.00	0.00	1.09
Local Centres									
Netherton Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seaforth Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.09
Subtotal	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.09
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.08
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.13
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.06	0.00	0.00	0.06	0.00	0.00	0.00	0.12
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.06
Local Shops, Litherland	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Switch Island Retail Park, Netherton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.08
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05
Subtotal	0.00	0.06	0.14	0.05	0.06	0.00	0.00	0.00	0.31
Subtotal Zone B	0.00	0.06	0.14	0.83	0.06	0.54	0.00	0.00	1.63
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.28
Subtotal	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.28
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.00	0.23	0.00	0.00	0.00	0.03	0.28	0.53
Local Shops, Aintree	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.15
Local Shops, Lydiat	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05
Windmill Nurseries, Liverpool Road, Lydiat, Liverpool	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05
Subtotal	0.00	0.00	0.23	0.39	0.33	0.15	0.03	0.28	1.40
Subtotal Zone M	0.00	0.00	0.23	0.39	0.61	0.15	0.03	0.28	1.69
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.00	0.07	0.39	1.10	0				

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TABLE 25: SHOPPING EXPENDITURE RETENTION (DIY & GARDENING)

DESTINATION	ZONE S DIY & GARDENING £m	ZONE F DIY & GARDENING £m	ZONE C DIY & GARDENING £m	ZONE B DIY & GARDENING £m	ZONE M DIY & GARDENING £m	ZONE L DIY & GARDENING £m	ZONE K DIY & GARDENING £m	ZONE O DIY & GARDENING £m	TOTAL DIY & GARDENING £m
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.69
Walton Vale District Centre	0.00	0.00	0.00	0.00	0.00	1.16	0.00	0.00	1.16
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.42
County Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Breck Road District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.11
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.11
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Liver Industrial Estate, Walton	0.00	0.00	0.00	0.05	0.00	0.64	0.03	0.00	0.72
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.15
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.05	0.00	3.27	0.03	0.00	3.35
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.35
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.35
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	0.00	0.09	0.00	0.00	1.95	2.04
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.17
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.32	0.08	0.00	0.05	0.00	0.00	0.00	0.45
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.06	0.00	0.09	0.00	0.00	0.00	0.15
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.32	0.31	0.00	0.24	0.00	0.00	1.95	2.81
SUB TOTAL OUTSIDE SEFTON	0.00	0.32	0.31	0.05	0.24	3.27	0.38	1.95	6.52
SUB TOTAL STUDY AREA	14.34	5.08	7.45	7.62	6.40	11.09	3.39	8.10	63.46
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	0.00	0.00	0.00	0.07	0.13	0.63	0.05	0.00	0.89
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.07	0.13	0.63	0.05	0.00	0.89
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.07
St Helens Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.07
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.11
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.11
Outside Study Area - Preston									
Preston City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.07
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.07
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gemini Retail Park, Warrington	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.15
Subtotal	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.15
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.07
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.04
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.07	0.11
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05
Subtotal	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.10
Other, North West	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05
Subtotal	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.10	0.14
Outside Study Area - Other									
Abroad	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
SUB TOTAL OUTSIDE STUDY AREA	0.00	0.00	0.00	0.12	0.18	0.78	0.20	0.31	1.60
TOTAL	14.34	5.08	7.45	7.74	6.58	11.87	3.58	8.41	65.06

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

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TABLE 26: SHOPPING PATTERNS (NON-BULKY)

DESTINATION	ZONE S NON-BULKY %	ZONE F NON-BULKY %	ZONE C NON-BULKY %	ZONE B NON-BULKY %	ZONE M NON-BULKY %	ZONE L NON-BULKY %	ZONE K NON-BULKY %	ZONE O NON-BULKY %	TOTAL NON-BULKY %
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	60.41	21.52	6.94	0.55	3.43	0.38	0.53	28.95	18.41
Edge-of-Centre									
Central 12 Retail Park, Southport	11.84	2.72	0.61	0.00	0.00	0.00	0.00	0.83	2.76
Ocean Plaza, Southport	0.81	0.86	0.00	0.00	0.23	0.00	0.00	1.04	0.37
Sainsbury's, St. Georges Place, Lord Street, Southport	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Subtotal	73.14	25.11	7.55	0.55	3.67	0.38	0.53	30.81	21.55
Local Centres									
Ainsdale Local Centre	2.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46
Birkdale Local Centre	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.09
Churchtown Local Centre	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Subtotal	2.83	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.59
Local Parades									
Bispham Road, Southport (76)	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.02
Subtotal	0.17	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.05
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kew Retail Park, Southport	1.61	0.33	1.20	0.00	0.00	0.00	0.00	2.17	0.73
Meols Cop Retail Park, Southport	4.25	0.00	1.58	0.00	0.00	0.00	0.00	1.29	1.18
Tesco, Meols Cop, Southport	2.02	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.50
Other, Southport	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.02
Subtotal	8.05	0.33	2.78	0.00	0.22	0.00	0.00	4.23	2.47
Subtotal Zone S	84.18	25.44	10.33	0.55	4.11	0.38	0.53	35.17	24.67
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	1.09	31.50	0.47	0.07	0.62	0.00	0.19	0.74	2.67
Subtotal	1.09	31.50	0.47	0.07	0.62	0.00	0.19	0.74	2.67
Local Parades									
Harington Road, Formby (42)	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Subtotal	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	1.71	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Tesco Superstore, Altcar Road, Formby	0.00	0.67	0.68	0.00	0.00	0.00	0.00	0.00	0.12
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	2.38	0.68	0.00	0.00	0.00	0.00	0.00	0.24
Subtotal Zone F	1.09	34.13	1.16	0.07	0.62	0.00	0.19	0.74	2.93
SUBTOTAL NORTH SEFTON	85.27	59.57	11.49	0.62	4.73	0.38	0.72	35.91	27.60
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.44	13.07	0.00	0.14	0.00	0.11	0.00	1.48
Subtotal	0.00	0.44	13.07	0.00	0.14	0.00	0.11	0.00	1.48
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	3.10	0.00	0.00	0.00	0.00	0.00	0.34
Subtotal	0.00	0.00	3.10	0.00	0.00	0.00	0.00	0.00	0.34
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.01
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	1.73	0.00	0.00	0.00	0.00	0.00	0.19
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.48	0.00	0.00	0.00	0.00	0.00	0.05
The Crescent, Thornton (90)	0.00	0.00	0.67	0.00	0.22	0.00	0.00	0.00	0.09
Subtotal	0.00	0.00	3.01	0.00	0.22	0.00	0.00	0.00	0.35
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	1.49	0.00	0.00	0.00	0.00	0.00	0.16
Local Shops, Hightown	0.00	0.00	0.50	0.00	0.00	0.00	0.00	0.00	0.05
Subtotal	0.00	0.00	1.99	0.00	0.00	0.00	0.00	0.00	0.22
Subtotal Zone C	0.00	0.44	21.17	0.00	0.35	0.00	0.11	0.00	2.38
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.51	0.22	3.34	25.84	1.23	7.56	0.00	0.00	5.58
Subtotal	0.51	0.22	3.34	25.84	1.23	7.56	0.00	0.00	5.58
Local Centres									
Netherton Local Centre	0.00	0.00	0.15	1.07	0.00	0.00	0.00	0.00	0.16
Seaforth Local Centre	0.00	0.00	0.53	0.32	0.00	0.00	0.00	0.00	0.10
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.30	0.00	0.33	0.00	0.05
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.02
Subtotal	0.00	0.00	0.68	1.54	0.30	0.00	0.33	0.00	0.32
Local Parades									
Aintree Road, Bootle (11)	0.00	0.00	2.08	0.00	1.78	0.28	0.08	0.00	0.46
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.01
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.01
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.04
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.12	0.00	0.10	0.00	0.00	0.04
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.02
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.01
Subtotal	0.00	0.00	2.08	0.51	2.01	0.48	0.08	0.00	0.59
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.01
Dunningbridge Road, Bootle	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.04
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.36	0.15	0.00	0.38	0.00	0.00	0.14
Local Shops, Litherland	0.00	0.00	0.00	1.32	0.00	0.00	0.00	0.00	0.17
Switch Island Retail Park, Netherton	0.00	0.00	0.28	1.58	0.47	0.75	0.66	0.00	0.48
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.00	3.11	0.00	0.00	0.00	0.00	0.40
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	1.00	6.16	0.57	1.13	0.66	0.00	1.25
Subtotal Zone B	0.51	0.22	7.11	34.06	4.11	9.17	1.07	0.00	7.74
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.00	0.00	0.00	0.07	8.91	0.00	0.88	0.00	0.88
Subtotal	0.00	0.00	0.00	0.07	8.91	0.00	0.88	0.00	0.88
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.04
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.00	0.05
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.01
Subtotal	0.00	0.00	0.00	0.00	1.09	0.00	0.00	0.00	0.10
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.51	2.35	1.86	2.16	0.23	4.22	1.06	1.17
Local Shops, Aintree	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.39	0.06
Local Shops, Lydiate	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.06
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.02
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone M)	0.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Subtotal	0.83	0.51	2.35	1.86	3.04	0.32	4.22	1.45	1.49
Subtotal Zone M	0.83	0.51	2.35	1.93	13.04	0.32	5.11	1.45	2.46
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.00	4.31	14.40	12.76	25.34	17.94	16.28	5.68	11.42
B&Q,									

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TABLE 26: SHOPPING PATTERNS (NON-BULKY)

DESTINATION	ZONE S	ZONE F	ZONE C	ZONE B	ZONE M	ZONE L	ZONE K	ZONE O	TOTAL
	NON-BULKY	NON-BULKY	NON-BULKY	NON-BULKY	NON-BULKY	NON-BULKY	NON-BULKY	NON-BULKY	NON-BULKY
	%	%	%	%	%	%	%	%	%
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.00	0.14
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	3.45	0.27	0.00	0.76
Walton Vale District Centre	0.00	0.00	0.00	3.43	0.00	3.26	0.44	0.00	1.18
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.04
County Road District Centre	0.00	0.00	0.10	0.17	0.00	0.00	0.00	0.00	0.03
Breck Road District Centre	0.00	0.00	0.00	0.57	0.00	0.20	0.00	0.00	0.12
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	1.85	0.38	0.00	0.42
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.26	0.11	0.00	0.68	0.00	0.00	0.19
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	3.72	0.00	0.00	0.80
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.42	0.11	0.42	0.15
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.43	0.20
Liver Industrial Estate, Walton	1.76	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.40
Local Shops, Kirkdale	0.17	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.10
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.02
Subtotal	1.92	0.00	0.36	4.28	0.00	15.70	1.21	0.85	4.55
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.12	0.62	1.30	15.49	0.62	1.42
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.01
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.04
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.12	0.72	1.30	15.49	1.01	1.48
Zone O									
Ormskirk Town Centre	0.00	0.00	0.00	0.90	3.67	0.00	0.83	14.72	2.20
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.93	0.11
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.05
Subtotal	0.00	0.00	0.00	0.90	3.67	0.00	0.83	16.09	2.36
SUB TOTAL OUTSIDE SEFTON	1.92	0.00	0.36	5.30	4.39	17.00	17.52	17.95	8.39
SUB TOTAL STUDY AREA	88.53	65.05	57.14	54.83	51.96	44.82	40.81	60.99	60.04
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	5.76	30.97	40.05	43.58	41.06	44.72	44.13	25.16	32.54
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	1.49	0.00	0.00	0.32
New Mersey Retail Park, Speke	0.00	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Speke Retail Park, Speke	0.00	0.00	1.26	0.00	1.18	2.76	6.54	0.55	1.33
Edge Lane Retail Park, Liverpool	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.24	0.31	0.00	1.42	0.39	0.00	0.00	0.26
Subtotal	6.07	31.89	41.62	43.58	43.66	49.36	50.68	25.72	34.56
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.01
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	1.85	0.00	0.00	0.40
Subtotal	0.00	0.00	0.00	0.00	0.00	1.85	0.19	0.00	0.41
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.46	0.19	0.12
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	0.88	0.00	0.00	0.00	0.00	0.76	0.00	0.62	0.42
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.88	0.00	0.00	0.00	0.00	0.76	1.46	0.82	0.53
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	2.47	0.00	0.16
Huyton Town Centre	0.00	0.00	0.18	0.00	0.00	0.00	1.46	0.00	0.11
Other, Knowsley	0.00	0.00	0.26	0.00	0.00	0.00	0.08	0.13	0.05
Subtotal	0.00	0.00	0.44	0.00	0.00	0.00	4.01	0.13	0.32
Outside Study Area - Preston									
Preston City Centre	1.54	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.39
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Subtotal	2.29	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.54
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.00	0.00	0.20	0.00	0.54	0.40	0.00	0.17
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.81	0.53	0.00	0.00	0.28	0.00	0.29	0.21
Warrington Town Centre	0.00	0.00	0.00	0.08	0.00	0.66	0.37	0.26	0.21
Gemini Retail Park, Warrington	0.00	0.43	0.00	0.30	2.63	0.28	0.28	1.02	0.50
Other, Cheshire	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.32	0.07
Subtotal	0.00	1.24	0.53	0.59	3.02	1.76	1.05	1.89	1.16
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.64	0.11
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.97	0.11
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.97	0.12
Subtotal	0.00	0.16	0.00	0.00	0.00	0.00	0.55	2.58	0.34
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.31	0.00	0.00	0.20	0.00	0.71	0.59	0.83	0.38
Manchester City Centre	0.00	0.22	0.00	0.49	0.00	0.00	0.00	0.13	0.09
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.24	0.14
Wigan Town Centre	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.86	0.12
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.30	0.29	0.00	0.20	0.11
Subtotal	0.31	0.22	0.00	0.84	0.30	1.01	0.59	3.27	0.85
Outside Study Area - North West									
Blackpool	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Colne	0.00	0.22	0.00	0.00	0.00	0.00	0.00	1.33	0.17
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.07
Other, North West	0.00	0.35	0.00	0.00	0.31	0.00	0.10	0.10	0.07
Subtotal	0.69	0.57	0.00	0.00	0.31	0.00	0.10	2.06	0.45
Outside Study Area - Other									
Abroad	1.11	0.31	0.00	0.00	0.00	0.00	0.55	0.63	0.36
Other	0.11	0.55	0.26	0.17	0.75	0.44	0.00	1.28	0.42
Subtotal	1.22	0.87	0.26	0.17	0.75	0.44	0.55	1.91	0.78
SUB TOTAL OUTSIDE STUDY AREA	11.47	34.95	42.86	45.17	48.04	55.18	59.19	39.01	39.96
TOTAL	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

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TABLE 27: SHOPPING EXPENDITURE RETENTION (NON-BULKY)

DESTINATION	ZONE S NON-BULKY £m	ZONE F NON-BULKY £m	ZONE C NON-BULKY £m	ZONE B NON-BULKY £m	ZONE M NON-BULKY £m	ZONE L NON-BULKY £m	ZONE K NON-BULKY £m	ZONE O NON-BULKY £m	NON-BULKY £m	TOTAL INFLOW £m	NON-BULKY + INFLOW £m
WITHIN STUDY AREA											
SEFTON											
NORTH SEFTON											
Zone S											
Southport Town Centre (PSA)											
Southport Town Centre	114.47	14.22	7.07	0.66	2.91	0.76	0.32	31.12	171.54	34.31	205.85
Edge-of-Centre											
Central 12 Retail Park, Southport	22.43	1.80	0.62	0.00	0.00	0.00	0.00	0.89	25.75	5.15	30.90
Ocean Plaza, Southport	1.53	0.57	0.00	0.00	0.20	0.00	0.00	1.11	3.41	0.68	4.10
Sainsbury's, St. Georges Place, Lord Street, Southport	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.03	0.19
Subtotal	138.60	16.59	7.69	0.66	3.11	0.76	0.32	33.12	200.86	40.17	241.03
Local Centres											
Ainsdale Local Centre	4.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.27	0.00	4.27
Birkdale Local Centre	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.88	0.00	0.88
Churchtown Local Centre	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.37
Subtotal	5.37	0.00	0.00	0.00	0.00	0.00	0.00	0.14	5.52	0.00	5.52
Local Parades											
Bispham Road, Southport (76)	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.31
Eastbourne Road, Southport (5)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Manchester Road, Southport (83)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19	0.00	0.19
Subtotal	0.31	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.50	0.00	0.50
Out-of-Centre											
B&Q, Meols Cop Road, Southport	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.33
Crowland Street Business Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Dobbies Garden Centre, Bentham's Way, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Meols Cop Retail Park, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kew Retail Park, Southport	3.05	0.22	1.22	0.00	0.00	0.00	0.00	2.33	6.83	0.00	6.83
Meols Cop Retail Park, Southport	8.05	0.00	1.61	0.00	0.00	0.00	0.00	1.39	11.04	0.00	11.04
Tesco, Meols Cop, Southport	3.82	0.00	0.00	0.00	0.00	0.00	0.00	0.83	4.65	0.00	4.65
Other, Southport	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19	0.00	0.19
Subtotal	15.26	0.22	2.83	0.00	0.19	0.00	0.00	4.54	23.03	0.00	23.03
Subtotal Zone S	159.54	16.81	10.52	0.66	3.48	0.76	0.32	37.81	229.91	40.17	270.08
Zone F											
Formby District (PSA)											
Formby District (Village) Centre	2.06	20.82	0.48	0.08	0.53	0.00	0.11	0.80	24.89	2.49	27.38
Subtotal	2.06	20.82	0.48	0.08	0.53	0.00	0.11	0.80	24.89	2.49	27.38
Local Parades											
Harington Road, Formby (42)	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.16
Subtotal	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.16
Out-of-Centre											
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Stephenson Way, Formby	0.00	1.13	0.00	0.00	0.00	0.00	0.00	0.00	1.13	0.00	1.13
Tesco Superstore, Altcar Road, Formby	0.00	0.44	0.69	0.00	0.00	0.00	0.00	0.00	1.14	0.00	1.14
Other, Out of Centre (Zone F)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	1.57	0.69	0.00	0.00	0.00	0.00	0.00	2.27	0.00	2.27
Subtotal Zone F	2.06	22.56	1.18	0.08	0.53	0.00	0.11	0.80	27.32	2.49	29.81
SUBTOTAL NORTH SEFTON	161.60	39.37	11.70	0.75	4.01	0.76	0.43	38.60	257.23	42.66	299.89
SOUTH SEFTON											
Zone C											
Crosby District Centre (PSA)											
Crosby District Centre	0.00	0.29	13.32	0.00	0.11	0.00	0.07	0.00	13.79	1.38	15.17
Subtotal	0.00	0.29	13.32	0.00	0.11	0.00	0.07	0.00	13.79	1.38	15.17
Waterloo District Centre (PSA)											
Waterloo District Centre	0.00	0.00	3.16	0.00	0.00	0.00	0.00	0.00	3.16	0.00	3.16
Subtotal	0.00	0.00	3.16	0.00	0.00	0.00	0.00	0.00	3.16	0.00	3.16
Local Parades											
Bridge Road, Crosby (30)	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.13
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	1.76	0.00	0.00	0.00	0.00	0.00	1.76	0.00	1.76
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.49
The Crescent, Thornton (90)	0.00	0.00	0.68	0.00	0.19	0.00	0.00	0.00	0.87	0.00	0.87
Subtotal	0.00	0.00	3.06	0.00	0.19	0.00	0.00	0.00	3.25	0.00	3.25
Out-of-Centre											
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	1.52	0.00	0.00	0.00	0.00	0.00	1.52	0.00	1.52
Local Shops, Hightown	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.51
Subtotal	0.00	0.00	2.03	0.00	0.00	0.00	0.00	0.00	2.03	0.00	2.03
Subtotal Zone C	0.00	0.29	21.56	0.00	0.30	0.00	0.07	0.00	22.22	1.38	23.60
Zone B											
Bootle Town Centre (PSA)											
Bootle Town Centre	0.97	0.15	3.40	31.24	1.04	15.22	0.00	0.00	52.02	0.00	52.02
Subtotal	0.97	0.15	3.40	31.24	1.04	15.22	0.00	0.00	52.02	0.00	52.02
Local Centres											
Netherton Local Centre	0.00	0.00	0.16	1.30	0.00	0.00	0.00	0.00	1.46	0.00	1.46
Seaforth Local Centre	0.00	0.00	0.54	0.39	0.00	0.00	0.00	0.00	0.93	0.00	0.93
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.25	0.00	0.20	0.00	0.45	0.00	0.45
Edge-of-Centre											
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.18	0.00	0.18
Subtotal	0.00	0.00	0.70	1.87	0.25	0.00	0.20	0.00	3.01	0.00	3.01
Local Parades											
Aintree Road, Bootle (11)	0.00	0.00	2.12	0.00	1.51	0.56	0.05	0.00	4.24	0.00	4.24
Altway, Aintree (3)	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.11	0.00	0.11
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08	0.00	0.08
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.39
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.15	0.00	0.20	0.00	0.00	0.35	0.00	0.35
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.20	0.00	0.20
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.08
Subtotal	0.00	0.00	2.12	0.62	1.71	0.96	0.05	0.00	5.45	0.00	5.45
Out-of-Centre											
Aldi, Park Lane West, Netherton	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08	0.00	0.08
Dunningbridge Road, Bootle	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.37
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.37	0.18	0.00	0.76	0.00	0.00	1.31	0.00	1.31
Local Shops, Litherland	0.00	0.00	0.00	1.59	0.00	0.00	0.00	0.00	1.59	0.00	1.59
Switch Island Retail Park, Netherton	0.00	0.00	0.29	1.91	0.40	1.52	0.40	0.00	4.51	0.00	4.51
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	0.00	3.76	0.00	0.00	0.00	0.00	3.76	0.00	3.76
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	1.02	7.44	0.48	2.28	0.40	0.00	11.62	0.00	11.62
Subtotal Zone B	0.97	0.15	7.24	41.17	3.48	18.46	0.64	0.00	72.11	0.00	72.11
Zone M											
Maghull District Centre (PSA)											
Maghull District Centre	0.00	0.00	0.00	0.08	7.56	0.00	0.53	0.00	8.17	0.00	8.17
Subtotal	0.00	0.00	0.00	0.08	7.56	0.00	0.53	0.00	8.17	0.00	8.17
Local Parades											
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.33	0.00	0.33
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.51	0.00	0.51
Station Road, Maghull (62)	0.00	0.00	0.00	0.00							

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 27: SHOPPING EXPENDITURE RETENTION (NON-BULKY)

DESTINATION	ZONE S	ZONE F	ZONE C	ZONE B	ZONE M	ZONE L	ZONE K	ZONE O	NON-BULKY	TOTAL	NON-BULKY + INFLOW
	NON-BULKY	NON-BULKY	NON-BULKY	NON-BULKY	NON-BULKY	NON-BULKY	NON-BULKY	NON-BULKY		INFLOW	
	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m	£m
OUTSIDE SEFTON											
Zone L											
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	1.34	0.00	0.00	1.34	0.00	1.34
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	6.95	0.16	0.00	7.12	0.00	7.12
Walton Vale District Centre	0.00	0.00	0.00	4.14	0.00	6.55	0.27	0.00	10.96	0.00	10.96
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.39	0.00	0.39
County Road District Centre	0.00	0.00	0.10	0.20	0.00	0.00	0.00	0.00	0.30	0.00	0.30
Breck Road District Centre	0.00	0.00	0.00	0.69	0.00	0.39	0.00	0.00	1.09	0.00	1.09
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	3.72	0.23	0.00	3.95	0.00	3.95
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.27	0.13	0.00	1.36	0.00	0.00	1.76	0.00	1.76
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	7.48	0.00	0.00	7.48	0.00	7.48
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.00	0.85	0.07	0.46	1.37	0.00	1.37
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.00	1.38	0.00	0.46	1.84	0.00	1.84
Liver Industrial Estate, Walton	3.33	0.00	0.00	0.00	0.00	0.40	0.00	0.00	3.73	0.00	3.73
Local Shops, Kirkdale	0.31	0.00	0.00	0.00	0.00	0.59	0.00	0.00	0.90	0.00	0.90
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.20	0.00	0.20
Subtotal	3.65	0.00	0.37	5.17	0.00	31.61	0.72	0.92	42.44	0.00	42.44
Zone K											
Kirby District Centre	0.00	0.00	0.00	0.15	0.53	2.62	9.29	0.67	13.26	0.00	13.26
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08	0.00	0.08
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.41	0.00	0.41
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.15	0.61	2.62	9.29	1.09	13.76	0.00	13.76
Zone O											
Ormskirk Town Centre	0.00	0.00	0.00	1.08	3.11	0.00	0.50	15.83	20.52	0.00	20.52
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	1.00	0.00	1.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.47	0.00	0.47
Subtotal	0.00	0.00	0.00	1.08	3.11	0.00	0.50	17.29	21.99	0.00	21.99
SUB TOTAL OUTSIDE SEFTON	3.65	0.00	0.37	6.40	3.73	34.23	10.51	19.30	78.19	0.00	78.19
SUB TOTAL STUDY AREA	167.78	42.99	58.20	66.28	44.09	90.21	24.49	65.56	559.60	44.04	603.64
OUTSIDE STUDY AREA											
Outside Study Area - Liverpool											
Liverpool City Centre	10.92	20.46	40.79	52.68	34.84	90.02	26.48	27.05	303.25	0.00	303.25
Costco, Waterloo Road, Liverpool	0.00	0.00	0.00	0.00	0.00	3.00	0.00	0.00	3.00	0.00	3.00
New Mersey Retail Park, Speke	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.45
Speke Retail Park, Speke	0.00	0.00	1.29	0.00	1.00	5.56	3.93	0.60	12.37	0.00	12.37
Edge Lane Retail Park, Liverpool	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.00	0.58
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Liverpool	0.00	0.16	0.31	0.00	1.21	0.79	0.00	0.00	2.46	0.00	2.46
Subtotal	11.50	21.08	42.39	52.68	37.05	99.36	30.41	27.64	322.11	0.00	322.11
Outside Study Area - Wirral											
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.11	0.00	0.11
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	3.73	0.00	0.00	3.73	0.00	3.73
Subtotal	0.00	0.00	0.00	0.00	0.00	3.73	0.11	0.00	3.85	0.00	3.85
Outside Study Area - St Helens											
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.21	1.08	0.00	1.08
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
St Helens Retail Park, St Helens	1.67	0.00	0.00	0.00	0.00	1.53	0.00	0.67	3.87	0.00	3.87
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.67	0.00	0.00	0.00	0.00	1.53	0.87	0.88	4.95	0.00	4.95
Outside Study Area - Knowsley											
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	1.48	0.00	1.48	0.00	1.48
Huyton Town Centre	0.00	0.00	0.18	0.00	0.00	0.00	0.88	0.00	1.06	0.00	1.06
Other, Knowsley	0.00	0.00	0.27	0.00	0.00	0.00	0.05	0.14	0.46	0.00	0.46
Subtotal	0.00	0.00	0.45	0.00	0.00	0.00	2.41	0.14	3.00	0.00	3.00
Outside Study Area - Preston											
Preston City Centre	2.91	0.00	0.00	0.00	0.00	0.00	0.00	0.69	3.60	0.00	3.60
Riversway Retail Park, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Preston	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.43	0.00	1.43
Subtotal	4.35	0.00	0.00	0.00	0.00	0.00	0.00	0.69	5.03	0.00	5.03
Outside Study Area - Cheshire											
Chester City Centre	0.00	0.00	0.00	0.25	0.00	1.08	0.24	0.00	1.57	0.00	1.57
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.53	0.54	0.00	0.00	0.56	0.00	0.32	1.96	0.00	1.96
Warrington Town Centre	0.00	0.00	0.00	0.10	0.00	1.33	0.22	0.28	1.93	0.00	1.93
Gemini Retail Park, Warrington	0.00	0.29	0.00	0.36	2.23	0.56	0.17	1.09	4.70	0.00	4.70
Other, Cheshire	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.34	0.67	0.00	0.67
Subtotal	0.00	0.82	0.54	0.71	2.56	3.54	0.63	2.03	10.83	0.00	10.83
Outside Study Area - West Lancashire											
Skelmersdale Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.69	1.02	0.00	1.02
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.04	1.04	0.00	1.04
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, West Lancashire	0.00	0.10	0.00	0.00	0.00	0.00	0.00	1.04	1.15	0.00	1.15
Subtotal	0.00	0.10	0.00	0.00	0.00	0.00	0.33	2.77	3.21	0.00	3.21
Outside Study Area - Greater Manchester											
Trafford Centre, Trafford	0.59	0.00	0.00	0.25	0.00	1.44	0.35	0.89	3.51	0.00	3.51
Manchester City Centre	0.00	0.15	0.00	0.59	0.00	0.00	0.00	0.14	0.88	0.00	0.88
Middlebrook Retail Park, Bolton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.33	1.33	0.00	1.33
Wigan Town Centre	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.93	1.11	0.00	1.11
Other, Greater Manchester	0.00	0.00	0.00	0.00	0.25	0.59	0.00	0.21	1.06	0.00	1.06
Subtotal	0.59	0.15	0.00	1.02	0.25	2.03	0.35	3.51	7.90	0.00	7.90
Outside Study Area - North West											
Blackpool	1.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.31	0.00	1.31
Colne	0.00	0.15	0.00	0.00	0.00	0.00	0.00	1.43	1.57	0.00	1.57
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.69	0.00	0.69
Other, North West	0.00	0.23	0.00	0.00	0.26	0.00	0.06	0.11	0.66	0.00	0.66
Subtotal	1.31	0.38	0.00	0.00	0.26	0.00	0.06	2.22	4.23	0.00	4.23
Outside Study Area - Other											
Abroad	2.10	0.21	0.00	0.00	0.00	0.00	0.33	0.67	3.31	0.00	3.31
Other	0.21	0.37	0.27	0.20	0.64	0.89	0.00	1.38	3.96	0.00	3.96
Subtotal	2.31	0.57	0.27	0.20	0.64	0.89	0.33	2.05	7.27	0.00	7.27
SUB TOTAL OUTSIDE STUDY AREA	21.73	23.09	43.65	54.61	40.77	111.08	35.52	41.94	372.38	0.00	372.38
TOTAL	189.51	66.09	101.84	120.8							

**WYG PLANNING
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TABLE 28: SHOPPING PATTERNS (BULKY)

DESTINATION	ZONE S BULKY %	ZONE F BULKY %	ZONE C BULKY %	ZONE B BULKY %	ZONE M BULKY %	ZONE L BULKY %	ZONE K BULKY %	ZONE O BULKY %	TOTAL BULKY %
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	33.44	13.24	2.43	0.64	1.10	0.00	0.60	11.35	9.64
Edge-of-Centre									
Central 12 Retail Park, Southport	1.56	0.42	0.00	0.00	0.00	0.00	0.00	0.00	0.35
Ocean Plaza, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.04
Sainsbury's, St. Georges Place, Lord Street, Southport	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.10
Subtotal	35.25	13.67	2.43	0.64	1.10	0.00	0.60	12.15	10.14
Local Centres									
Ainsdale Local Centre	1.87	0.00	0.37	0.00	0.00	0.00	0.66	0.00	0.46
Birkdale Local Centre	1.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22
Churchtown Local Centre	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Subtotal	3.09	0.00	0.37	0.00	0.00	0.00	0.66	0.00	0.72
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Manchester Road, Southport (83)	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.02
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.94	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.21
Out-of-Centre									
B&Q, Meols Cop Road, Southport	6.44	0.21	0.00	0.00	0.00	0.00	0.00	5.59	1.99
Crowland Street Business Park, Southport	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.09
Dobbies Garden Centre, Bentham's Way, Southport	2.62	0.63	0.00	0.08	0.27	0.00	0.00	0.52	0.68
Homebase, Meols Cop Retail Park, Southport	5.57	1.27	0.56	0.00	0.00	0.00	0.00	1.26	1.44
Kew Retail Park, Southport	9.26	3.88	0.66	0.00	0.00	0.00	1.30	8.35	3.31
Meols Cop Retail Park, Southport	16.08	1.58	1.07	0.00	0.34	0.00	0.00	1.28	3.72
Tesco, Meols Cop, Southport	2.27	0.11	0.00	0.00	0.00	0.00	0.00	0.35	0.51
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	42.54	7.69	2.29	0.08	0.60	0.00	1.30	17.57	11.74
Subtotal Zone S	81.82	21.35	5.08	0.72	1.70	0.00	2.57	29.88	22.80
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.93	25.93	2.20	0.00	1.33	0.00	0.66	1.64	2.67
Subtotal	0.93	25.93	2.20	0.00	1.33	0.00	0.66	1.64	2.67
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.13	0.00	0.12	0.00	0.02
Homebase, Stephenson Way, Formby	0.11	9.55	0.43	0.00	0.34	0.00	0.00	0.22	0.82
Tesco Superstore, Altcar Road, Formby	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Other, Out of Centre (Zone F)	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.01
Subtotal	0.11	9.97	0.43	0.00	0.47	0.00	0.12	0.22	0.87
Subtotal Zone F	1.05	35.89	2.63	0.00	1.80	0.00	0.78	1.86	3.54
SUBTOTAL NORTH SEFTON	82.87	57.25	7.71	0.72	3.50	0.00	3.35	31.74	26.34
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.42	5.33	0.40	0.97	0.00	0.00	0.00	0.75
Subtotal	0.00	0.42	5.33	0.40	0.97	0.00	0.00	0.00	0.75
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	6.00	3.45	0.00	0.00	0.00	0.00	1.10
Subtotal	0.00	0.00	6.00	3.45	0.00	0.00	0.00	0.00	1.10
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	1.15	0.00	0.00	0.00	0.00	0.00	0.12
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	1.15	0.00	0.00	0.00	0.00	0.00	0.12
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	0.93	0.00	0.00	0.00	0.00	0.00	0.10
Local Shops, Hightown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.93	0.00	0.00	0.00	0.00	0.00	0.10
Subtotal Zone C	0.00	0.42	13.41	3.85	0.97	0.00	0.00	0.00	2.07
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.00	0.00	1.93	10.10	0.00	4.81	0.00	0.00	2.53
Subtotal	0.00	0.00	1.93	10.10	0.00	4.81	0.00	0.00	2.53
Local Centres									
Netherton Local Centre	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.03
Seaforth Local Centre	0.00	0.00	0.38	0.91	0.00	0.00	0.00	0.00	0.16
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.02
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.02
Subtotal	0.00	0.00	0.66	1.10	0.00	0.00	0.32	0.00	0.23
Local Parades									
Aintree Road, Bootle (11)	0.00	0.85	3.84	0.24	0.76	0.00	0.32	0.00	0.60
Altway, Aintree (3)	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.05
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.02
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.01
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.85	3.84	0.88	0.76	0.00	0.32	0.00	0.68
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.21	0.00	0.00	0.18	0.00	0.00	0.00	0.03
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.02
Local Shops, Litherland	0.00	0.00	0.00	0.54	0.00	0.76	0.00	0.00	0.23
Switch Island Retail Park, Netherton	0.00	0.00	0.00	3.04	0.56	0.00	0.00	0.00	0.45
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	3.57	0.71	0.00	0.00	0.00	0.00	0.48
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.01
Subtotal	0.00	0.21	3.71	4.40	0.74	0.76	0.00	0.00	1.22
Subtotal Zone B	0.00	1.06	10.14	16.47	1.51	5.57	0.64	0.00	4.67
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	1.42	1.67	0.90	0.00	9.55	0.00	3.89	0.00	1.66
Subtotal	1.42	1.67	0.90	0.00	9.55	0.00	3.89	0.00	1.66
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.00	2.18	0.24	0.46	0.44	0.12	0.65	0.49
Local Shops, Aintree	0.49	0.00	0.79	0.00	0.00	0.19	0.00	0.00	0.23
Local Shops, Lydiate	0.00	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.03
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.01
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	4.46	0.00	0.00	0.00	0.42
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.81	0.00	0.00	0.00	0.00	0.11
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.01
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.52	0.00	0.00	0.00	0.05
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.01
Subtotal	0.49	0.00	2.97	1.05	6.17	0.63	0.12	0.65	1.36
Subtotal Zone M	1.92	1.67	3.87	1.05	15.72	0.63	4.01	0.65	3.02
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.96	9.43	24.64	43.80	37.94	44.23	40.46	10.52	25.89
B&Q, Aintree Racecourse Retail Park, Aintree</									

**WYG PLANNING
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TABLE 28: SHOPPING PATTERNS (BULKY)

DESTINATION	ZONE S BULKY %	ZONE F BULKY %	ZONE C BULKY %	ZONE B BULKY %	ZONE M BULKY %	ZONE L BULKY %	ZONE K BULKY %	ZONE O BULKY %	TOTAL BULKY %
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	1.32	0.33	0.00	0.30
Walton Vale District Centre	0.00	0.00	0.00	2.73	0.76	8.47	0.32	0.00	2.24
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	1.41	0.00	0.00	0.30
County Road District Centre	0.00	0.00	0.00	0.37	0.00	0.00	0.33	0.00	0.07
Breck Road District Centre	0.00	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.04
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.03
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.02
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	1.48	0.00	0.00	0.31
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.03
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.56	0.00	0.99	0.00	0.11
Local Shops, Anfield	0.00	0.00	0.00	0.00	1.32	1.67	0.00	0.00	0.48
Liver Industrial Estate, Walton	4.36	0.00	0.00	0.11	0.00	0.81	0.45	0.00	1.11
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.04
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.32	0.00	1.72	0.00	0.00	0.40
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.27	0.00	0.56	3.32	0.00	0.36
Subtotal	4.36	0.00	0.00	4.12	2.65	17.91	6.06	0.00	5.84
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.54	0.00	0.76	13.90	1.13	1.22
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.02
Subtotal	0.00	0.00	0.00	0.54	0.00	0.76	14.22	1.13	1.24
Zone O									
Ormskirk Town Centre	0.49	0.00	0.77	3.04	9.57	0.00	0.66	26.34	4.59
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.05
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	1.19	0.19	0.00	0.13	0.00	0.00	0.00	0.12
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.14	0.00	0.27	0.00	0.00	0.00	0.04
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.49	1.19	1.53	3.04	9.97	0.00	0.66	26.34	4.80
SUB TOTAL OUTSIDE SEFTON	4.85	1.19	1.53	7.70	12.61	18.66	20.95	27.48	11.87
SUB TOTAL STUDY AREA	90.59	73.41	72.49	84.80	84.17	76.16	81.65	73.50	80.44
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	3.72	24.08	20.94	9.49	13.49	20.06	9.60	11.62	13.47
Costco, Waterloo Road, Liverpool	0.00	0.00	0.37	0.00	0.00	1.12	0.00	0.00	0.28
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.73	0.00	1.07	1.23	0.00	0.00	2.91	2.10	0.85
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.00	0.04
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	4.44	24.08	22.38	10.72	13.49	21.18	13.17	13.72	14.63
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.13
Subtotal	0.00	0.00	0.00	0.00	0.00	0.60	0.00	0.00	0.13
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.35	0.07
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.00	0.02
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.02
St Helens Retail Park, St Helens	0.49	0.00	0.00	0.00	0.00	0.00	0.32	0.35	0.16
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.42	0.05
Subtotal	0.49	0.00	0.00	0.00	0.00	0.00	1.10	1.28	0.32
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.87	0.00	0.05
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	2.05	0.00	0.13
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	2.93	0.00	0.18
Outside Study Area - Preston									
Preston City Centre	0.98	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.27
Riversway Retail Park, Preston	1.42	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	2.40	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.56
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.99	0.11
Gemini Retail Park, Warrington	1.22	1.58	4.36	2.99	2.21	0.76	0.66	0.89	1.74
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.04
Subtotal	1.22	1.89	4.36	2.99	2.21	0.94	0.66	1.87	1.91
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.27	0.00	0.00	0.00	0.00	1.70	0.23
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.25	0.61
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.01
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.27	0.00	0.00	0.00	0.16	6.95	0.85
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.49	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.12
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76	0.09
Middlebrook Retail Park, Bolton	0.36	0.00	0.00	1.07	0.00	0.00	0.00	0.00	0.21
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.42	0.10
Subtotal	0.85	0.00	0.00	1.50	0.00	0.00	0.32	1.18	0.53
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.03
Other, North West	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.01
Subtotal	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.22	0.04
Outside Study Area - Other									
Abroad	0.00	0.62	0.50	0.00	0.00	0.00	0.00	0.70	0.18
Other	0.00	0.00	0.00	0.00	0.00	1.12	0.00	0.00	0.24
Subtotal	0.00	0.62	0.50	0.00	0.00	1.12	0.00	0.70	0.42
SUB TOTAL OUTSIDE STUDY AREA	9.41	26.59	27.51	15.20	15.83	23.84	18.35	26.50	19.56
TOTAL	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

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TABLE 29: SHOPPING EXPENDITURE RETENTION (BULKY)

DESTINATION	ZONE S BULKY £m	ZONE F BULKY £m	ZONE C BULKY £m	ZONE B BULKY £m	ZONE M BULKY £m	ZONE L BULKY £m	ZONE K BULKY £m	ZONE O BULKY £m	TOTAL BULKY £m
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	25.72	3.59	0.98	0.31	0.39	0.00	0.14	4.94	36.08
Edge-of-Centre									
Central 12 Retail Park, Southport	1.20	0.12	0.00	0.00	0.00	0.00	0.00	0.00	1.32
Ocean Plaza, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.14
Sainsbury's, St. Georges Place, Lord Street, Southport	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.39
Subtotal	27.11	3.71	0.98	0.31	0.39	0.00	0.14	5.29	37.93
Local Centres									
Ainsdale Local Centre	1.44	0.00	0.15	0.00	0.00	0.00	0.15	0.00	1.74
Birkdale Local Centre	0.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.83
Churchtown Local Centre	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Subtotal	2.38	0.00	0.15	0.00	0.00	0.00	0.15	0.00	2.68
Local Parades									
Bispham Road, Southport (76)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eastbourne Road, Southport (5)	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28
Manchester Road, Southport (83)	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.07
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.79
Out-of-Centre									
B&Q, Meols Cop Road, Southport	4.96	0.06	0.00	0.00	0.00	0.00	0.00	2.43	7.45
Crowland Street Business Park, Southport	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.33
Dobbies Garden Centre, Bentham's Way, Southport	2.01	0.17	0.00	0.04	0.09	0.00	0.00	0.23	2.55
Homebase, Meols Cop Retail Park, Southport	4.29	0.34	0.23	0.00	0.00	0.00	0.00	0.55	5.40
Kew Retail Park, Southport	7.13	1.05	0.27	0.00	0.00	0.00	0.30	3.64	12.38
Meols Cop Retail Park, Southport	12.37	0.43	0.43	0.00	0.12	0.00	0.00	0.56	13.91
Tesco, Meols Cop, Southport	1.74	0.03	0.00	0.00	0.00	0.00	0.00	0.15	1.92
Other, Southport	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	32.73	2.09	0.93	0.04	0.21	0.00	0.30	7.65	43.94
Subtotal Zone S	62.94	5.79	2.06	0.35	0.61	0.00	0.59	13.01	85.34
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	0.72	7.03	0.89	0.00	0.47	0.00	0.15	0.71	9.99
Subtotal	0.72	7.03	0.89	0.00	0.47	0.00	0.15	0.71	9.99
Local Parades									
Harington Road, Formby (42)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.05	0.00	0.03	0.00	0.07
Homebase, Stephenson Way, Formby	0.09	2.59	0.17	0.00	0.12	0.00	0.00	0.10	3.07
Tesco Superstore, Altcar Road, Formby	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Other, Out of Centre (Zone F)	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Subtotal	0.09	2.70	0.17	0.00	0.17	0.00	0.03	0.10	3.25
Subtotal Zone F	0.80	9.74	1.06	0.00	0.64	0.00	0.18	0.81	13.24
SUBTOTAL NORTH SEFTON	63.75	15.53	3.12	0.35	1.25	0.00	0.77	13.82	98.58
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.12	2.16	0.19	0.35	0.00	0.00	0.00	2.81
Subtotal	0.00	0.12	2.16	0.19	0.35	0.00	0.00	0.00	2.81
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	2.43	1.67	0.00	0.00	0.00	0.00	4.10
Subtotal	0.00	0.00	2.43	1.67	0.00	0.00	0.00	0.00	4.10
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.47
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Crescent, Thornton (90)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.47
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38
Local Shops, Hightown	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.38
Subtotal Zone C	0.00	0.12	5.43	1.87	0.35	0.00	0.00	0.00	7.76
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.00	0.00	0.78	4.90	0.00	3.80	0.00	0.00	9.48
Subtotal	0.00	0.00	0.78	4.90	0.00	3.80	0.00	0.00	9.48
Local Centres									
Netherton Local Centre	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.11
Seaforth Local Centre	0.00	0.00	0.16	0.44	0.00	0.00	0.00	0.00	0.60
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.07
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.09
Subtotal	0.00	0.00	0.27	0.53	0.00	0.00	0.07	0.00	0.87
Local Parades									
Aintree Road, Bootle (11)	0.00	0.23	1.55	0.11	0.27	0.00	0.07	0.00	2.24
Altway, Aintree (3)	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.18
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.08
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.23	1.55	0.42	0.27	0.00	0.07	0.00	2.56
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.06	0.00	0.00	0.06	0.00	0.00	0.00	0.12
Dunningbridge Road, Bootle	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.06
Local Shops, Litherland	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.26
Switch Island Retail Park, Netherton	0.00	0.00	0.00	1.47	0.20	0.00	0.00	0.00	1.67
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	1.45	0.34	0.00	0.00	0.00	0.00	1.79
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05
Subtotal	0.00	0.06	1.50	2.13	0.26	0.00	0.00	0.00	4.56
Subtotal Zone B	0.00	0.29	4.11	7.99	0.54	4.40	0.15	0.00	17.47
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	1.10	0.45	0.37	0.00	3.40	0.00	0.89	0.00	6.21
Subtotal	1.10	0.45	0.37	0.00	3.40	0.00	0.89	0.00	6.21
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.00	0.88	0.11	0.16	0.35	0.03	0.28	1.82
Local Shops, Aintree	0.38	0.00	0.32	0.00	0.00	0.15	0.00	0.00	0.85
Local Shops, Lydiate	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.12
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	1.59	0.00	0.00	0.00	1.59
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19
Other, Out of Centre (Zone M)	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05
Subtotal	0.38	0.00	1.20	0.51	2.20	0.50	0.03	0.28	5.09
Subtotal Zone M	1.47	0.45	1.57	0.51	5.60	0.50	0.92	0.28	11.30
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.74	2.56	9.97	21.24	13.51	34.98	9.31	4.58	96.88
B&Q, A									

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TABLE 29: SHOPPING EXPENDITURE RETENTION (BULKY)

DESTINATION	ZONE S BULKY £m	ZONE F BULKY £m	ZONE C BULKY £m	ZONE B BULKY £m	ZONE M BULKY £m	ZONE L BULKY £m	ZONE K BULKY £m	ZONE O BULKY £m	TOTAL BULKY £m
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	1.04	0.08	0.00	1.12
Walton Vale District Centre	0.00	0.00	0.00	1.32	0.27	6.70	0.07	0.00	8.37
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	1.12	0.00	0.00	1.12
County Road District Centre	0.00	0.00	0.00	0.18	0.00	0.00	0.08	0.00	0.25
Breck Road District Centre	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.15
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.11
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.07
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	1.17	0.00	0.00	1.17
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.11
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.20	0.00	0.23	0.00	0.43
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.47	1.32	0.00	0.00	1.79
Liver Industrial Estate, Walton	3.35	0.00	0.00	0.05	0.00	0.64	0.10	0.00	4.15
Local Shops, Kirkdale	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.15
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.15	0.00	1.36	0.00	0.00	1.51
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.13	0.00	0.44	0.76	0.00	1.34
Subtotal	3.35	0.00	0.00	2.00	0.94	14.16	1.40	0.00	21.84
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.26	0.00	0.60	3.20	0.49	4.55
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.07
Subtotal	0.00	0.00	0.00	0.26	0.00	0.60	3.27	0.49	4.63
Zone O									
Ormskirk Town Centre	0.38	0.00	0.31	1.47	3.41	0.00	0.15	11.47	17.19
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.17
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.32	0.08	0.00	0.05	0.00	0.00	0.00	0.45
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.06	0.00	0.09	0.00	0.00	0.00	0.15
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.38	0.32	0.62	1.47	3.55	0.00	0.15	11.47	17.96
SUB TOTAL OUTSIDE SEFTON	3.73	0.32	0.62	3.73	4.49	14.76	4.82	11.96	44.43
SUB TOTAL STUDY AREA	69.69	19.92	29.35	41.11	29.97	60.22	18.79	31.99	301.04
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	2.86	6.53	8.48	4.60	4.80	15.86	2.21	5.06	50.40
Costco, Waterloo Road, Liverpool	0.00	0.00	0.15	0.00	0.00	0.88	0.00	0.00	1.03
New Mersey Retail Park, Speke	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Speke Retail Park, Speke	0.56	0.00	0.43	0.60	0.00	0.00	0.67	0.91	3.17
Edge Lane Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.15
Other, Liverpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	3.42	6.53	9.06	5.20	4.80	16.74	3.03	5.97	54.76
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.47
Subtotal	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.47
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.15	0.25
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.07
St Helens Retail Park, St Helens	0.38	0.00	0.00	0.00	0.00	0.00	0.07	0.15	0.60
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.18
Subtotal	0.38	0.00	0.00	0.00	0.00	0.00	0.25	0.56	1.18
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.20
Huyton Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.47
Other, Knowsley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.00	0.00	0.00	0.00	0.67	0.00	0.67
Outside Study Area - Preston									
Preston City Centre	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.25	1.00
Riversway Retail Park, Preston	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10
Other, Preston	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	1.85	0.00	0.00	0.00	0.00	0.00	0.00	0.25	2.10
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Warrington Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.43
Gemini Retail Park, Warrington	0.94	0.43	1.76	1.45	0.79	0.60	0.15	0.39	6.50
Other, Cheshire	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.15
Subtotal	0.94	0.51	1.76	1.45	0.79	0.75	0.15	0.82	7.17
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.74	0.85
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.29	2.29
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.04
Other, West Lancashire	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.00	0.11	0.00	0.00	0.00	0.04	3.03	3.17
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.38	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.45
Manchester City Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.33
Middlebrook Retail Park, Bolton	0.28	0.00	0.00	0.52	0.00	0.00	0.00	0.00	0.80
Wigan Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other, Greater Manchester	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.18	0.39
Subtotal	0.66	0.00	0.00	0.72	0.00	0.00	0.07	0.51	1.97
Outside Study Area - North West									
Blackpool	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Colne	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.10
Other, North West	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.05
Subtotal	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.10	0.14
Outside Study Area - Other									
Abroad	0.00	0.17	0.20	0.00	0.00	0.00	0.00	0.30	0.67
Other	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.88
Subtotal	0.00	0.17	0.20	0.00	0.00	0.88	0.00	0.30	1.56
SUB TOTAL OUTSIDE STUDY AREA	7.24	7.21	11.14	7.37	5.64	18.85	4.22	11.54	73.20
TOTAL	76.92	27.13	40.48	48.48	35.61	79.07	23.01	43.53	374.24

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 30: SHOPPING PATTERNS (ALL COMPARISON)

DESTINATION	ZONE S ALL COMPARISO N %	ZONE F ALL COMPARISO N %	ZONE C ALL COMPARISO N %	ZONE B ALL COMPARISO N %	ZONE M ALL COMPARISO N %	ZONE L ALL COMPARISO N %	ZONE K ALL COMPARISO N %	ZONE O ALL COMPARISO N %	TOTAL ALL COMPARISO N %
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	52.62	19.11	5.66	0.58	2.74	0.27	0.55	23.87	15.89
Edge-of-Centre									
Central 12 Retail Park, Southport	8.87	2.05	0.44	0.00	0.00	0.00	0.00	0.59	2.07
Ocean Plaza, Southport	0.58	0.61	0.00	0.00	0.16	0.00	0.00	0.83	0.27
Sainsbury's, St. Georges Place, Lord Street, Southport	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.04
Subtotal	62.20	21.78	6.09	0.58	2.91	0.27	0.55	25.43	18.28
Local Centres									
Ainsdale Local Centre	2.14	0.00	0.11	0.00	0.00	0.00	0.18	0.00	0.46
Birkdale Local Centre	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.13
Churchtown Local Centre	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Subtotal	2.91	0.00	0.11	0.00	0.00	0.00	0.18	0.10	0.63
Local Parades									
Bispham Road, Southport (76)	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Eastbourne Road, Southport (5)	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Manchester Road, Southport (83)	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.01
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.01
Subtotal	0.39	0.00	0.00	0.00	0.15	0.00	0.00	0.05	0.10
Out-of-Centre									
B&Q, Meols Cop Road, Southport	1.99	0.06	0.00	0.00	0.00	0.00	0.00	1.61	0.60
Crowland Street Business Park, Southport	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.03
Dobbies Garden Centre, Bentham's Way, Southport	0.76	0.18	0.00	0.02	0.08	0.00	0.00	0.15	0.20
Homebase, Meols Cop Retail Park, Southport	1.61	0.37	0.16	0.00	0.00	0.00	0.00	0.36	0.41
Kew Retail Park, Southport	3.82	1.36	1.05	0.00	0.00	0.00	0.36	3.95	1.47
Meols Cop Retail Park, Southport	7.66	0.46	1.43	0.00	0.10	0.00	0.00	1.29	1.91
Tesco, Meols Cop, Southport	2.09	0.03	0.00	0.00	0.00	0.00	0.00	0.65	0.50
Other, Southport	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.01
Subtotal	18.01	2.47	2.64	0.02	0.33	0.00	0.36	8.07	5.13
Subtotal Zone S	83.50	24.25	8.84	0.60	3.40	0.27	1.10	33.65	24.13
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	1.04	29.88	0.97	0.05	0.83	0.00	0.32	1.00	2.67
Subtotal	1.04	29.88	0.97	0.05	0.83	0.00	0.32	1.00	2.67
Local Parades									
Harington Road, Formby (42)	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.01
Subtotal	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.01
Out-of-Centre									
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.04	0.00	0.03	0.00	0.01
Homebase, Stephenson Way, Formby	0.03	3.99	0.12	0.00	0.10	0.00	0.00	0.06	0.32
Tesco Superstore, Altcar Road, Formby	0.00	0.56	0.49	0.00	0.00	0.00	0.00	0.00	0.09
Other, Out of Centre (Zone F)	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Subtotal	0.03	4.59	0.61	0.00	0.14	0.00	0.03	0.06	0.42
Subtotal Zone F	1.08	34.64	1.57	0.05	0.97	0.00	0.36	1.06	3.11
SUBTOTAL NORTH SEFTON	84.58	58.89	10.41	0.65	4.37	0.27	1.45	34.71	27.24
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.00	0.44	10.87	0.11	0.38	0.00	0.08	0.00	1.27
Subtotal	0.00	0.44	10.87	0.11	0.38	0.00	0.08	0.00	1.27
Waterloo District Centre (PSA)									
Waterloo District Centre	0.00	0.00	3.93	0.99	0.00	0.00	0.00	0.00	0.56
Subtotal	0.00	0.00	3.93	0.99	0.00	0.00	0.00	0.00	0.56
Local Parades									
Bridge Road, Crosby (30)	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.01
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	1.56	0.00	0.00	0.00	0.00	0.00	0.17
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.04
The Crescent, Thornton (90)	0.00	0.00	0.48	0.00	0.15	0.00	0.00	0.00	0.07
Subtotal	0.00	0.00	2.48	0.00	0.15	0.00	0.00	0.00	0.28
Out-of-Centre									
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	1.33	0.00	0.00	0.00	0.00	0.00	0.14
Local Shops, Hightown	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.04
Subtotal	0.00	0.00	1.69	0.00	0.00	0.00	0.00	0.00	0.18
Subtotal Zone C	0.00	0.44	18.96	1.10	0.54	0.00	0.08	0.00	2.30
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	0.36	0.16	2.94	21.34	0.86	6.79	0.00	0.00	4.71
Subtotal	0.36	0.16	2.94	21.34	0.86	6.79	0.00	0.00	4.71
Local Centres									
Netherton Local Centre	0.00	0.00	0.19	0.77	0.00	0.00	0.00	0.00	0.12
Seaforth Local Centre	0.00	0.00	0.49	0.49	0.00	0.00	0.00	0.00	0.12
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.21	0.00	0.33	0.00	0.04
Edge-of-Centre									
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.02
Subtotal	0.00	0.00	0.68	1.42	0.21	0.00	0.33	0.00	0.30
Local Parades									
Aintree Road, Bootle (11)	0.00	0.25	2.58	0.07	1.48	0.20	0.15	0.00	0.50
Altway, Aintree (3)	0.00	0.00	0.00	0.11	0.10	0.00	0.00	0.00	0.02
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.01
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.01
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.03
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.09	0.00	0.07	0.00	0.00	0.03
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.03	0.00	0.07	0.00	0.00	0.02
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.01
Subtotal	0.00	0.25	2.58	0.62	1.64	0.34	0.15	0.00	0.61
Out-of-Centre									
Aldi, Park Lane West, Netherton	0.00	0.06	0.00	0.00	0.12	0.00	0.00	0.00	0.02
Dunningbridge Road, Bootle	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.03
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.30	0.11	0.00	0.27	0.00	0.00	0.10
Local Shops, Litherland	0.00	0.00	0.00	1.10	0.00	0.21	0.00	0.00	0.19
Switch Island Retail Park, Netherton	0.00	0.00	0.20	2.00	0.50	0.54	0.48	0.00	0.47
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	1.02	2.42	0.00	0.00	0.00	0.00	0.42
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00
Subtotal	0.00	0.06	1.77	5.65	0.62	1.03	0.48	0.00	1.24
Subtotal Zone B	0.36	0.47	7.97	29.02	3.34	8.15	0.95	0.00	6.86
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.41	0.49	0.26	0.05	9.10	0.00	1.72	0.00	1.10
Subtotal	0.41	0.49	0.26	0.05	9.10	0.00	1.72	0.00	1.10
Local Parades									
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.03
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.42	0.00	0.00	0.00	0.04
Station Road, Maghull (62)	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.01
Subtotal	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.07
Out-of-Centre									
Asda, Ormskirk Road, Aintree	0.00	0.36	2.30	1.40	1.65	0.29	3.09	0.94	0.98
Local Shops, Aintree	0.14	0.00	0.23	0.00	0.14	0.05	0.00	0.27	0.11
Local Shops, Lydiate	0.00	0.00	0.00	0.00	0.58	0.00	0.00	0.00	0.05
Moss Lane, Maghull	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.02
Hartleys Nurseries Ltd, Northway, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00
Sefton Lane Industrial Estate, Maghull	0.00	0.00	0.00	0.00	1.32	0.00	0.00	0.00	0.12
Sefton Meadows Garden Centre, Sefton Lane, Sefton Meadows, Liverpool	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.03
Trebaron Garden Centre, Sefton Meadows, Sefton Lane, Maghull	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00
Windmill Nurseries, Liverpool Road, Lydiate, Liverpool	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.01
Other, Out of Centre (Zone M)	0.59	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.12
Subtotal	0.73	0.36	2.53	1.63	3.96	0.41	3.09	1.22	1.45
Subtotal Zone M	1.14	0.85	2.78	1.68	13.83	0.41	4.80	1.22	2.62
Zone L									
Out-of-Centre									
Aintree Racecourse Retail Park, Aintree	0.28	5.80	17.32	21.64	29.06	25.36			

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 30: SHOPPING PATTERNS (ALL COMPARISON)

DESTINATION	ZONE S ALL COMPARISO N %	ZONE F ALL COMPARISO N %	ZONE C ALL COMPARISO N %	ZONE B ALL COMPARISO N %	ZONE M ALL COMPARISO N %	ZONE L ALL COMPARISO N %	ZONE K ALL COMPARISO N %	ZONE O ALL COMPARISO N %	TOTAL ALL COMPARISO N %
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	0.48	0.00	0.00	0.10
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	2.85	0.29	0.00	0.63
Walton Vale District Centre	0.00	0.00	0.00	3.23	0.23	4.73	0.41	0.00	1.48
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.12
County Road District Centre	0.00	0.00	0.07	0.23	0.00	0.00	0.09	0.00	0.04
Breck Road District Centre	0.00	0.00	0.00	0.50	0.00	0.14	0.00	0.00	0.10
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	1.37	0.27	0.00	0.31
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.19	0.08	0.00	0.49	0.09	0.00	0.14
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	3.09	0.00	0.00	0.66
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.01
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.17	0.30	0.35	0.30	0.14
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.39	0.96	0.00	0.31	0.28
Liver Industrial Estate, Walton	2.51	0.00	0.00	0.03	0.00	0.37	0.12	0.00	0.60
Local Shops, Kirkdale	0.12	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.08
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.09	0.00	0.48	0.00	0.00	0.12
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.08	0.00	0.23	0.92	0.00	0.12
Subtotal	2.63	0.00	0.26	4.23	0.78	16.32	2.55	0.61	4.92
Zone K									
Kirby District Centre	0.00	0.00	0.00	0.24	0.44	1.15	15.05	0.77	1.36
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.01
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.03
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.01
Subtotal	0.00	0.00	0.00	0.24	0.51	1.15	15.13	1.05	1.41
Zone O									
Ormskirk Town Centre	0.14	0.00	0.22	1.51	5.41	0.00	0.78	18.07	2.89
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.08
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.01
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.35	0.05	0.00	0.04	0.00	0.00	0.00	0.03
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.04	0.00	0.08	0.00	0.00	0.00	0.01
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.04
Subtotal	0.14	0.35	0.43	1.51	5.53	0.00	0.78	19.04	3.06
SUB TOTAL OUTSIDE SEFTON	2.77	0.35	0.69	5.98	6.82	17.47	18.47	20.70	9.39
SUB TOTAL STUDY AREA	89.13	67.49	61.51	63.41	61.48	53.66	52.13	64.59	65.89
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	5.17	28.96	34.61	33.82	32.91	37.77	34.56	21.26	27.07
Costco, Waterloo Road, Liverpool	0.00	0.00	0.11	0.00	0.00	1.38	0.00	0.00	0.31
New Mersey Retail Park, Speke	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Speke Retail Park, Speke	0.21	0.00	1.21	0.35	0.83	1.98	5.54	1.00	1.19
Edge Lane Retail Park, Liverpool	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.01
Other, Liverpool	0.00	0.17	0.22	0.00	1.00	0.28	0.00	0.00	0.19
Subtotal	5.60	29.62	36.15	34.17	34.74	41.41	40.28	22.26	28.85
Outside Study Area - Wirral									
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.01
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	1.50	0.00	0.00	0.32
Subtotal	0.00	0.00	0.00	0.00	0.00	1.50	0.14	0.00	0.33
Outside Study Area - St Helens									
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	1.18	0.24	0.10
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.01
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.01
St Helens Retail Park, St Helens	0.77	0.00	0.00	0.00	0.00	0.54	0.09	0.54	0.34
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.01
Subtotal	0.77	0.00	0.00	0.00	0.00	0.54	1.36	0.95	0.47
Outside Study Area - Knowsley									
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	2.03	0.00	0.13
Huyton Town Centre	0.00	0.00	0.13	0.00	0.00	0.00	1.63	0.00	0.12
Other, Knowsley	0.00	0.00	0.19	0.00	0.00	0.00	0.06	0.10	0.04
Subtotal	0.00	0.00	0.32	0.00	0.00	0.00	3.71	0.10	0.28
Outside Study Area - Preston									
Preston City Centre	1.38	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.35
Riversway Retail Park, Preston	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Other, Preston	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Subtotal	2.32	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.55
Outside Study Area - Cheshire									
Chester City Centre	0.00	0.09	0.00	0.15	0.00	0.38	0.29	0.00	0.13
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.57	0.38	0.00	0.00	0.20	0.00	0.21	0.15
Warrington Town Centre	0.00	0.00	0.00	0.06	0.00	0.47	0.27	0.47	0.18
Gemini Retail Park, Warrington	0.35	0.77	1.24	1.07	2.50	0.42	0.38	0.98	0.86
Other, Cheshire	0.00	0.00	0.00	0.00	0.28	0.05	0.00	0.23	0.06
Subtotal	0.35	1.43	1.62	1.27	2.78	1.53	0.95	1.88	1.38
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.00	0.00	0.08	0.00	0.00	0.00	0.40	0.94	0.14
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.21	0.26
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00
Other, West Lancashire	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.69	0.09
Subtotal	0.00	0.11	0.08	0.00	0.00	0.00	0.44	3.84	0.49
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.36	0.00	0.00	0.15	0.00	0.51	0.51	0.59	0.30
Manchester City Centre	0.00	0.16	0.00	0.35	0.00	0.00	0.00	0.32	0.09
Middlebrook Retail Park, Bolton	0.10	0.00	0.00	0.31	0.00	0.00	0.00	0.88	0.16
Wigan Town Centre	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.62	0.09
Other, Greater Manchester	0.00	0.00	0.00	0.12	0.21	0.21	0.00	0.26	0.11
Subtotal	0.47	0.16	0.00	1.03	0.21	0.72	0.51	2.67	0.76
Outside Study Area - North West									
Blackpool	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10
Colne	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.94	0.12
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.06
Other, North West	0.00	0.25	0.00	0.00	0.26	0.00	0.07	0.07	0.05
Subtotal	0.49	0.40	0.00	0.00	0.26	0.00	0.07	1.53	0.33
Outside Study Area - Other									
Abroad	0.79	0.40	0.14	0.00	0.00	0.00	0.40	0.65	0.30
Other	0.08	0.39	0.19	0.12	0.53	0.63	0.00	0.91	0.37
Subtotal	0.87	0.79	0.33	0.12	0.53	0.63	0.40	1.56	0.68
SUB TOTAL OUTSIDE STUDY AREA	10.87	32.51	38.49	36.59	38.52	46.34	47.87	35.41	34.11
TOTAL	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00	100.00

Notes:
a. Market shares derived directly from Sefton Household Survey (Sept 2015)
b. Excludes 'don't know/varies' and internet sales

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TABLE 31: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON)

DESTINATION	ZONE S ALL COMPARISON £m	ZONE F ALL COMPARISON £m	ZONE C ALL COMPARISON £m	ZONE B ALL COMPARISON £m	ZONE M ALL COMPARISON £m	ZONE L ALL COMPARISON £m	ZONE K ALL COMPARISON £m	ZONE O ALL COMPARISON £m	ALL COMPARISON £m	TOTAL INFLOW £m	ALL COMPARISON INFLOW £m
WITHIN STUDY AREA											
SEFTON											
NORTH SEFTON											
Zone S											
Southport Town Centre (PSA)											
Southport Town Centre	140.20	17.82	8.05	0.97	3.31	0.76	0.46	36.05	207.62	34.31	241.92
Edge-of-Centre											
Central 12 Retail Park, Southport	23.64	1.91	0.62	0.00	0.00	0.00	0.00	0.89	27.07	5.15	32.22
Ocean Plaza, Southport	1.53	0.57	0.00	0.00	0.20	0.00	0.00	1.26	3.56	0.68	4.24
Sainsbury's, St. Georges Place, Lord Street, Southport	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.55	0.03	0.58
Subtotal	165.71	20.30	8.67	0.97	3.50	0.76	0.46	38.41	238.79	40.17	278.96
Local Centres											
Ainsdale Local Centre	5.70	0.00	0.15	0.00	0.00	0.00	0.15	0.00	6.00	0.00	6.00
Birkdale Local Centre	1.56	0.00	0.00	0.00	0.00	0.00	0.00	0.14	1.71	0.00	1.71
Churchtown Local Centre	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.49
Subtotal	7.75	0.00	0.15	0.00	0.00	0.00	0.15	0.14	8.20	0.00	8.20
Local Parades											
Bispham Road, Southport (76)	0.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.31
Eastbourne Road, Southport (5)	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.28
Manchester Road, Southport (83)	0.44	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.00	0.44
Rufford Road, Southport (88)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.07	0.00	0.07
Sandon Road/Hillside Road, Southport	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19	0.00	0.19
Subtotal	1.03	0.00	0.00	0.00	0.19	0.00	0.00	0.07	1.29	0.00	1.29
Out-of-Centre											
B&Q, Meols Cop Road, Southport	5.29	0.06	0.00	0.00	0.00	0.00	0.00	2.43	7.78	0.00	7.78
Crowland Street Business Park, Southport	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.33	0.00	0.33
Dobbies Garden Centre, Bentham's Way, Southport	2.01	0.17	0.00	0.04	0.09	0.00	0.00	0.23	2.55	0.00	2.55
Homebase, Meols Cop Retail Park, Southport	4.29	0.34	0.23	0.00	0.00	0.00	0.00	0.55	5.40	0.00	5.40
Kew Retail Park, Southport	10.18	1.27	1.49	0.00	0.00	0.00	0.30	5.97	19.21	0.00	19.21
Meols Cop Retail Park, Southport	20.42	0.43	2.04	0.00	0.12	0.00	0.00	1.94	24.95	0.00	24.95
Tesco, Meols Cop, Southport	5.56	0.03	0.00	0.00	0.00	0.00	0.00	0.98	6.57	0.00	6.57
Other, Southport	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.19	0.00	0.19
Subtotal	47.98	2.30	3.76	0.04	0.40	0.00	0.30	12.19	66.97	0.00	66.97
Subtotal Zone S	222.48	22.60	12.58	1.01	4.09	0.76	0.91	50.82	315.25	40.17	355.42
Zone F											
Formby District (PSA)											
Formby District (Village) Centre	2.78	27.86	1.37	0.08	1.00	0.00	0.27	1.51	34.88	2.49	37.37
Subtotal	2.78	27.86	1.37	0.08	1.00	0.00	0.27	1.51	34.88	2.49	37.37
Local Parades											
Harington Road, Formby (42)	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.16
Subtotal	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.16
Out-of-Centre											
Formby Garden Centre, 1 Cable Street, Liverpool	0.00	0.00	0.00	0.00	0.05	0.00	0.03	0.00	0.07	0.00	0.07
Homebase, Stephenson Way, Formby	0.09	3.72	0.17	0.00	0.12	0.00	0.00	0.10	4.20	0.00	4.20
Tesco Superstore, Altcar Road, Formby	0.00	0.53	0.69	0.00	0.00	0.00	0.00	0.00	1.22	0.00	1.22
Other, Out of Centre (Zone F)	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.03
Subtotal	0.09	4.28	0.87	0.00	0.17	0.00	0.03	0.10	5.52	0.00	5.52
Subtotal Zone F	2.87	32.29	2.24	0.08	1.17	0.00	0.30	1.61	40.56	2.49	43.05
SUBTOTAL NORTH SEFTON	225.35	54.90	14.82	1.10	5.26	0.76	1.20	52.42	355.81	42.66	398.47
SOUTH SEFTON											
Zone C											
Crosby District Centre (PSA)											
Crosby District Centre	0.00	0.41	15.47	0.19	0.46	0.00	0.07	0.00	16.60	1.38	17.98
Subtotal	0.00	0.41	15.47	0.19	0.46	0.00	0.07	0.00	16.60	1.38	17.98
Waterloo District Centre (PSA)											
Waterloo District Centre	0.00	0.00	5.59	1.67	0.00	0.00	0.00	0.00	7.26	0.00	7.26
Subtotal	0.00	0.00	5.59	1.67	0.00	0.00	0.00	0.00	7.26	0.00	7.26
Local Parades											
Bridge Road, Crosby (30)	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.13
College Road/Brompton Avenue, Crosby (31)	0.00	0.00	2.22	0.00	0.00	0.00	0.00	0.00	2.22	0.00	2.22
Myers Road East/Stuart Road, Crosby (35)	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.49
The Crescent, Thornton (90)	0.00	0.00	0.68	0.00	0.19	0.00	0.00	0.00	0.87	0.00	0.87
Subtotal	0.00	0.00	3.53	0.00	0.19	0.00	0.00	0.00	3.71	0.00	3.71
Out-of-Centre											
Aldi, Moor Lane, Thornton, Crosby	0.00	0.00	1.89	0.00	0.00	0.00	0.00	0.00	1.89	0.00	1.89
Local Shops, Hightown	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.51
Subtotal	0.00	0.00	2.40	0.00	0.00	0.00	0.00	0.00	2.40	0.00	2.40
Subtotal Zone C	0.00	0.41	26.99	1.87	0.65	0.00	0.07	0.00	29.98	1.38	31.36
Zone B											
Bootle Town Centre (PSA)											
Bootle Town Centre	0.97	0.15	4.19	36.14	1.04	19.02	0.00	0.00	61.50	0.00	61.50
Subtotal	0.97	0.15	4.19	36.14	1.04	19.02	0.00	0.00	61.50	0.00	61.50
Local Centres											
Netherton Local Centre	0.00	0.00	0.27	1.30	0.00	0.00	0.00	0.00	1.57	0.00	1.57
Seaforth Local Centre	0.00	0.00	0.69	0.83	0.00	0.00	0.00	0.00	1.52	0.00	1.52
Old Roan Local Centre	0.00	0.00	0.00	0.00	0.25	0.00	0.27	0.00	0.53	0.00	0.53
Edge-of-Centre											
Lidl, Wellington Road, Seaforth	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.27	0.00	0.27
Subtotal	0.00	0.00	0.96	2.40	0.25	0.00	0.27	0.00	3.89	0.00	3.89
Local Parades											
Aintree Road, Bootle (11)	0.00	0.23	3.67	0.11	1.78	0.56	0.12	0.00	6.49	0.00	6.49
Altway, Aintree (3)	0.00	0.00	0.00	0.18	0.11	0.00	0.00	0.00	0.29	0.00	0.29
Hawthorne Road, Bootle (16-19)	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.08
Linacre Lane, Bootle (22)	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08	0.00	0.08
Litherland Road, Bootle (23)	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.39	0.00	0.39
Orrell Road, Bootle (14)	0.00	0.00	0.00	0.15	0.00	0.20	0.00	0.00	0.35	0.00	0.35
Stanley Road, Bootle (24-26)	0.00	0.00	0.00	0.05	0.00	0.20	0.00	0.00	0.25	0.00	0.25
Stanley Road/Linacre Road, Bootle (28)	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.08	0.00	0.08
Subtotal	0.00	0.23	3.67	1.04	1.98	0.96	0.12	0.00	8.01	0.00	8.01
Out-of-Centre											
Aldi, Park Lane West, Netherton	0.00	0.06	0.00	0.00	0.15	0.00	0.00	0.00	0.21	0.00	0.21
Dunningbridge Road, Bootle	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.37
Go Outdoors, Rimrose Road, Bootle	0.00	0.00	0.42	0.18	0.00	0.76	0.00	0.00	1.37	0.00	1.37
Local Shops, Litherland	0.00	0.00	0.00	1.86	0.00	0.60	0.00	0.00	2.46	0.00	2.46
Switch Island Retail Park, Netherton	0.00	0.00	0.29	3.38	0.60	1.52	0.40	0.00	6.18	0.00	6.18
Tesco Superstore, Hawthorne Road, Litherland	0.00	0.00	1.45	4.10	0.00	0.00	0.00	0.00	5.55	0.00	5.55
Screwfix, Kingfisher Business Park, Hawthorne Road, Bootle	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.05	0.00	0.05
Subtotal	0.00	0.06	2.52	9.58	0.75	2.88	0.40	0.00	16.18	0.00	16.18
Subtotal Zone B	0.97	0.44	11.34	49.16	4.02	22.86	0.79	0.00	89.57	0.00	89.57
Zone M											
Maghull District Centre (PSA)											
Maghull District Centre	1.10	0.45	0.37	0.08	10.96	0.00	1.43	0.00	14.38	0.00	14.38
Subtotal	1.10	0.45	0.37	0.08	10.96	0.00	1.43	0.00	14.38	0.00	14.38
Local Parades											
Liverpool Road, Maghull (57)	0.00	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.33	0.00	0.33
Local Shops, Melling (63-64)	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.51	0.00	0.51
Station Road, Maghull (62)	0.00										

**WYG PLANNING
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TABLE 31: SHOPPING EXPENDITURE RETENTION (ALL COMPARISON)

DESTINATION	ZONE S ALL COMPARISON £m	ZONE F ALL COMPARISON £m	ZONE C ALL COMPARISON £m	ZONE B ALL COMPARISON £m	ZONE M ALL COMPARISON £m	ZONE L ALL COMPARISON £m	ZONE K ALL COMPARISON £m	ZONE O ALL COMPARISON £m	ALL COMPARISON £m	TOTAL INFLOW £m	ALL COMPARISON TNC TNP OW £m
OUTSIDE SEFTON											
Zone L											
Stonedale Retail Park, Liverpool	0.00	0.00	0.00	0.00	0.00	1.34	0.00	0.00	1.34	0.00	1.34
Norris Green Local Centre	0.00	0.00	0.00	0.00	0.00	7.99	0.24	0.00	8.23	0.00	8.23
Walton Vale District Centre	0.00	0.00	0.00	5.46	0.27	13.25	0.34	0.00	19.33	0.00	19.33
Broadway District Centre	0.00	0.00	0.00	0.00	0.00	1.51	0.00	0.00	1.51	0.00	1.51
County Road District Centre	0.00	0.00	0.10	0.38	0.00	0.00	0.08	0.00	0.56	0.00	0.56
Breck Road District Centre	0.00	0.00	0.00	0.85	0.00	0.39	0.00	0.00	1.24	0.00	1.24
Rice Lane (Walton) Local Centre	0.00	0.00	0.00	0.00	0.00	3.83	0.23	0.00	4.06	0.00	4.06
Sainsbury's, Rice Lane, Walton	0.00	0.00	0.27	0.13	0.00	1.36	0.07	0.00	1.84	0.00	1.84
Asda, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	8.66	0.00	0.00	8.66	0.00	8.66
B&M, Utting Avenue, Walton	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.11	0.00	0.11
Fazakerley Local Centre	0.00	0.00	0.00	0.00	0.20	0.85	0.29	0.46	1.79	0.00	1.79
Local Shops, Anfield	0.00	0.00	0.00	0.00	0.47	2.70	0.00	0.46	3.63	0.00	3.63
Liver Industrial Estate, Walton	6.68	0.00	0.00	0.05	0.00	1.05	0.10	0.00	7.89	0.00	7.89
Local Shops, Kirkdale	0.31	0.00	0.00	0.00	0.00	0.74	0.00	0.00	1.05	0.00	1.05
Local Shops, Walton Road, Liverpool	0.00	0.00	0.00	0.15	0.00	1.36	0.00	0.00	1.51	0.00	1.51
Other, Out of Centre (Zone L)	0.00	0.00	0.00	0.13	0.00	0.64	0.76	0.00	1.53	0.00	1.53
Subtotal	7.00	0.00	0.37	7.17	0.94	45.77	2.12	0.92	64.28	0.00	64.28
Zone K											
Kirkby District Centre	0.00	0.00	0.00	0.41	0.53	3.22	12.49	1.16	17.82	0.00	17.82
Local Shops, Southdene	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.08	0.00	0.08
Makro, Britonwood Trading Estate, Hornhouse Lane, Kirkby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.41	0.00	0.41
Other, Out of Centre (Zone K)	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.07	0.00	0.07
Subtotal	0.00	0.00	0.00	0.41	0.61	3.22	12.56	1.58	18.39	0.00	18.39
Zone O											
Ormskirk Town Centre	0.38	0.00	0.31	2.55	6.52	0.00	0.65	27.29	37.71	0.00	37.71
Morrisons, Park Road, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.00	1.00	0.00	1.00
Ince Blundell Nurseries, Ince Blundell, Lady Green Lane, Blundell, Liverpool	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.17
Lady Green Garden Centre, Lady Green Lane, Liverpool	0.00	0.32	0.08	0.00	0.05	0.00	0.00	0.00	0.45	0.00	0.45
Robins Bridge Nurseries, Springfield Road, Ormskirk	0.00	0.00	0.06	0.00	0.09	0.00	0.00	0.00	0.15	0.00	0.15
Other, Out of Centre (Zone O)	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.47	0.00	0.47
Subtotal	0.38	0.32	0.62	2.55	6.66	0.00	0.65	28.76	39.95	0.00	39.95
SUB TOTAL OUTSIDE SEFTON	7.38	0.32	0.99	10.14	8.22	48.99	15.33	31.26	122.62	0.00	122.62
SUB TOTAL STUDY AREA	237.46	62.91	87.54	107.39	74.06	150.43	43.28	97.55	860.63	44.04	904.67
OUTSIDE STUDY AREA											
Outside Study Area - Liverpool											
Liverpool City Centre	13.78	27.00	49.26	57.28	39.65	105.88	28.69	32.10	353.64	0.00	353.64
Costco, Waterloo Road, Liverpool	0.00	0.00	0.15	0.00	0.00	3.88	0.00	0.00	4.03	0.00	4.03
New Mersey Retail Park, Speke	0.00	0.45	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.45
Speke Retail Park, Speke	0.56	0.00	1.72	0.60	1.00	5.56	4.60	1.51	15.54	0.00	15.54
Edge Lane Retail Park, Liverpool	0.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.58	0.00	0.58
West Derby Local Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.15	0.00	0.15
Other, Liverpool	0.00	0.16	0.31	0.00	1.21	0.79	0.00	0.00	2.46	0.00	2.46
Subtotal	14.92	27.61	51.45	57.87	41.85	116.11	33.44	33.61	376.87	0.00	376.87
Outside Study Area - Wirral											
Birkenhead Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.11	0.00	0.11
Bromborough / Croft Retail & Leisure Park	0.00	0.00	0.00	0.00	0.00	4.21	0.00	0.00	4.21	0.00	4.21
Subtotal	0.00	0.00	0.00	0.00	0.00	4.21	0.11	0.00	4.32	0.00	4.32
Outside Study Area - St Helens											
St Helens Town Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.98	0.36	1.34	0.00	1.34
Ravenhead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.08	0.00	0.08
B&Q, Ravenshead Retail Park, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.07	0.00	0.07
St Helens Retail Park, St Helens	2.05	0.00	0.00	0.00	0.00	1.53	0.07	0.82	4.47	0.00	4.47
Other, St Helens	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.18	0.00	0.18
Subtotal	2.05	0.00	0.00	0.00	0.00	1.53	1.13	1.43	6.14	0.00	6.14
Outside Study Area - Knowsley											
Cables Retail Park, Prescot	0.00	0.00	0.00	0.00	0.00	0.00	1.68	0.00	1.68	0.00	1.68
Huyton Town Centre	0.00	0.00	0.18	0.00	0.00	0.00	1.35	0.00	1.53	0.00	1.53
Other, Knowsley	0.00	0.00	0.27	0.00	0.00	0.00	0.05	0.14	0.46	0.00	0.46
Subtotal	0.00	0.00	0.45	0.00	0.00	0.00	3.08	0.14	3.68	0.00	3.68
Outside Study Area - Preston											
Preston City Centre	3.67	0.00	0.00	0.00	0.00	0.00	0.00	0.94	4.60	0.00	4.60
Riversway Retail Park, Preston	1.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00	1.10
Other, Preston	1.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.43	0.00	1.43
Subtotal	6.19	0.00	0.00	0.00	0.00	0.00	0.00	0.94	7.13	0.00	7.13
Outside Study Area - Cheshire											
Chester City Centre	0.00	0.08	0.00	0.25	0.00	1.08	0.24	0.00	1.65	0.00	1.65
Cheshire Oaks Designer Outlet, Ellesmere Port	0.00	0.53	0.54	0.00	0.00	0.56	0.00	0.32	1.96	0.00	1.96
Warrington Town Centre	0.00	0.00	0.00	0.10	0.00	1.33	0.22	0.71	2.36	0.00	2.36
Gemini Retail Park, Warrington	0.94	0.71	1.76	1.81	3.02	1.16	0.32	1.48	11.21	0.00	11.21
Other, Cheshire	0.00	0.00	0.00	0.00	0.33	0.15	0.00	0.34	0.82	0.00	0.82
Subtotal	0.94	1.33	2.30	2.16	3.35	4.28	0.78	2.85	17.99	0.00	17.99
Outside Study Area - West Lancashire											
Skelmersdale Town Centre	0.00	0.00	0.11	0.00	0.00	0.00	0.33	1.42	1.87	0.00	1.87
Burscough Village Centre	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.33	3.33	0.00	3.33
Warbreck Garden Centre, Lyelake Lane, Westhead, Ormskirk	0.00	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.04	0.00	0.04
Other, West Lancashire	0.00	0.10	0.00	0.00	0.00	0.00	0.00	1.04	1.15	0.00	1.15
Subtotal	0.00	0.10	0.11	0.00	0.00	0.00	0.37	5.80	6.38	0.00	6.38
Outside Study Area - Greater Manchester											
Trafford Centre, Trafford	0.97	0.00	0.00	0.25	0.00	1.44	0.43	0.89	3.97	0.00	3.97
Manchester City Centre	0.00	0.15	0.00	0.59	0.00	0.00	0.00	0.48	1.21	0.00	1.21
Middlebrook Retail Park, Bolton	0.28	0.00	0.00	0.52	0.00	0.00	0.00	1.33	2.13	0.00	2.13
Wigan Town Centre	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.93	1.11	0.00	1.11
Other, Greater Manchester	0.00	0.00	0.00	0.21	0.25	0.59	0.00	0.40	1.45	0.00	1.45
Subtotal	1.25	0.15	0.00	1.74	0.25	2.03	0.43	4.03	9.87	0.00	9.87
Outside Study Area - North West											
Blackpool	1.31	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.31	0.00	1.31
Colne	0.00	0.15	0.00	0.00	0.00	0.00	0.00	1.43	1.57	0.00	1.57
Lytham St Annes	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.78	0.78	0.00	0.78
Other, North West	0.00	0.23	0.00	0.00	0.31	0.00	0.06	0.11	0.71	0.00	0.71
Subtotal	1.31	0.38	0.00	0.00	0.31	0.00	0.06	2.32	4.37	0.00	4.37
Outside Study Area - Other											
Abroad	2.10	0.37	0.20	0.00	0.00	0.00	0.33	0.98	3.98	0.00	3.98
Other	0.21	0.37	0.27	0.20	0.64	1.77	0.00	1.38	4.84	0.00	4.84
Subtotal	2.31	0.74	0.47	0.20	0.64	1.77	0.33	2.36	8.83	0.00	8.83
SUB TOTAL OUTSIDE STUDY AREA	28.97	30.31	54.78	61.98	46.40	129.93	39.74	53.47	445.58	0.00	445.58
TOTAL	266.43	93.22	142.33	169.37	120.46	280.37	83.02	151.03	<		

**WYG PLANNING & DESIGN
SEFTON RSR (2015)**

TABLE 32: COMPARISON RETAIL COMMITMENTS (AS AT SEPTEMBER 2015)

LOCATION	DESCRIPTION OF RETAIL DEVELOPMENT	PLANNING APPLICATION REF	APPLICATION TYPE	DECISION DATE	TOTAL		COMPARISON						
					GROSS RETAIL FLOORSPACE	NET SALES AREA FLOORSPACE	SALES AREA FLOORSPACE	SALES DENSITY	BENCHMARK TURNOVER	TURNOVER DRAWN FROM NORTH SEFTON		TURNOVER DRAWN FROM SOUTH SEFTON	
					sq.m	sq.m				2015	2015	2015	2015
					sq.m	sq.m	sq.m	£ per sq.m	£m	%	£m	%	£m
SEFTON													
SOUTH SEFTON													
Zone B													
Bootle town centre													
Strand Shopping Centre, Mariners Way, Bootle	Partial redevelopment of the shopping centre to provide a new larger retail unit to be occupied by TJ Hughes	DC/2015/00194	Full	04/01/2015	594	416	416	1,622	0.67	0%	0.00	70%	0.47
Subtotal Zone B					594	416	416	-	0.67	-	0.00	-	0.47
SUBTOTAL SOUTH SEFTON					594	416	416	-	0.67	-	0.00	-	0.47
SUBTOTAL SEFTON					594	416	416	-	0.67	-	0.00	-	0.47
OUTSIDE SEFTON													
Zone K													
Land at Cherryfield Drive, Kirkby Town Centre	Redevelopment to provide a mix of uses including a foodstore and retail units	10/00505/OUT	Outline	17/06/2011									
	Foodstore				14,000	9,500	4,750	9,245	43.91	0%	0.00	10%	4.39
	Comparison retail units				24,385	17,069	17,069	4,233	72.2	0%	0.00	5%	3.61
	Comparison retail units - Demolitions				-9,778	-6,844	-6,844	1,500	-10.27	0%	0.00	5%	-0.51
Subtotal Zone K					28,607	19,725	14,975	-	105.90	-	0.00	-	7.49
Zone L													
Land at East Lancashire Road and Stonebridge Lane, Fazakerley, Liverpool	Development of a food superstore, petrol filling station and local centre and mixed use development	130/0656	Outline	Approved subject to S106									
	Food superstore and petrol filling station shop				6,720	4,704	1,176	9,860	11.60	0%	0.00	10%	1.16
	Local centre parade				1,160	812	406	2,000	0.81	0%	0.00	0%	0.00
Land at Great Homer Street, Everton, Liverpool	New district centre (Project Jennifer)	13F/1178	Outline	10/12/2013									
	Sainsbury's superstore and petrol filling station shop				10,591	5,667	2,212	9,932	21.97	0%	0.00	10%	2.20
	Non-food retail units				6,761	4,733	4,733	2,000	9.47	0%	0.00	0%	-
	Market hall				1,400	980	490	2,000	0.98	0%	0.00	0%	-
Land at former Walton Hospital, Rice Lane, Liverpool	Aldi foodstore	15F/1129	Full	Approved subject to S106	1,784	1,254	251	7,379	1.85	0%	0.00	30%	0.56
The Grey Chaser 273 Longmoor Lane, Fazakerley	Lidl foodstore	14F/1802	Full	09/01/2015	1,453	1,018	204	818	0.17	0%	0.00	15%	0.02
Subtotal Zone L					29,869	19,168	9,471	-	46.84	-	0.00	-	3.94
SUBTOTAL OUTSIDE SEFTON					58,476	38,893	24,446	-	152.73	-	0.00	-	11.43
TOTAL					59,070	39,309	24,862	-	153.41	-	0.00	-	11.90

- Notes**
- a. Commitments sourced from Sefton, Knowsley and Liverpool Councils
 - b. Gross floorspace data sourced from planning application material. Net sales area floorspace data sourced from planning application material where available. If not available, net to gross ratio of 70% applied. Net comparison sales area floorspace sourced from planning application material where available. If not available, floorspace split derived from Verdict (2014) for foodstores where available or WYG estimate.
 - c. Sales densities derived from Verdict (2014) or Mintel Retail Rankings (2015) for national multiples. WYG estimate for local shops.
 - d. Turnover drawn from North and South Sefton WYG estimate.

2013 Prices

**WYG PLANNING
SEFTON RSR (2015)**

TABLE 33: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN STUDY AREA

Table i: Estimated 'Capacity' for Comparison Goods Facilities in Sefton

Year	Turnover of Existing Stores	Market Share of Study Area Expenditure	Expenditure Available ²	Inflow	Surplus Expenditure
	£m				
2015	782.1	56.5%	738.0	44.0	0.0
2020	866.0	56.5%	832.1	48.8	14.8
2025	963.6	56.5%	982.0	54.3	72.6
2030	1074.4	56.5%	1,165.0	60.5	151.1

Notes
 1 - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 2 - Turnover at 2015 sourced from Table 31 and available expenditure in base and forecast years derived from Total Expenditure (Table 9) multiplied by Sefton's market share at 2015. 2013 prices

Table ii: Quantitative Need for Additional Floorspace in Sefton – Comparison Goods

Year	Surplus Expenditure	Comparison Goods Floorspace Requirement	
		Min ¹ sq.m	Max ² sq.m
2015	0.0	0	0
2020	14.8	2,700	4,500
2025	72.6	11,800	19,600
2030	151.1	22,000	36,700

Notes
 1 - Average sales density assumed to be £13,018 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2014)
 2 - Average sales density assumed to be £5,000 per sq.m
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014) 2013 prices

Table iii: Net Quantitative Need for Additional Floorspace in Sefton - Comparison Goods

Year	Surplus Expenditure	Commitments	Comparison Residual Expenditure	Floorspace Requirement	
				Min ¹ sq.m	Max ² sq.m
2015	0.0	11.9	-11.9	-2,400	-4,000
2020	14.8	13.2	1.7	300	500
2025	72.6	14.7	57.9	9,400	15,700
2030	151.1	16.3	134.8	19,600	32,700

Notes
 Planning commitments taken from Table 32
 1 - Average sales density assumed to be £13,018 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2014)
 2 - Average sales density assumed to be £5,000 per sq.m
 2013 prices

Table iv: Estimated 'Capacity' for Comparison Goods Facilities - NORTH SEFTON

Year	Turnover of Existing Stores	Market Share of Study Area Expenditure	Expenditure Available ²	Inflow	Surplus Expenditure
	£m				
2015	398.5	27.2%	355.8	42.7	0.0
2020	441.2	27.2%	401.2	47.2	7.2
2025	491.0	27.2%	473.4	52.6	35.0
2030	547.4	27.2%	561.7	58.6	72.9

Notes
 1 - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 2 - Turnover at 2015 sourced from Table 31 and available expenditure derived from Total Expenditure (Table 9) multiplied by North Sefton's market share at 2015. 2013 prices

Table v: Quantitative Need for Additional Floorspace - NORTH SEFTON

Year	Surplus Expenditure	Comparison Goods Floorspace Requirement	
		Min ¹ sq.m	Max ² sq.m
2015	0.0	0	0
2020	7.2	1,300	2,200
2025	35.0	5,700	9,500
2030	72.9	10,600	17,700

Notes
 1 - Average sales density assumed to be £13,018 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2014)
 2 - Average sales density assumed to be £5,000 per sq.m
 ** - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014) 2013 prices

Table vi: Net Quantitative Need for Additional Floorspace - NORTH SEFTON

Year	Surplus Expenditure	Commitments	Comparison Residual Expenditure	Floorspace Requirement	
				Min ¹ sq.m	Max ² sq.m
2015	0.0	0.0	0.0	0	0
2020	7.2	0.0	7.2	1,300	2,200
2025	35.0	0.0	35.0	5,700	9,500
2030	72.9	0.0	72.9	10,600	17,700

Notes
 Planning commitments taken from Table 32
 1 - Average sales density assumed to be £13,018 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2014)
 2 - Average sales density assumed to be £5,000 per sq.m
 2013 prices

Table vii: Estimated 'Capacity' for Comparison Goods Facilities - SOUTH SEFTON

Year	Turnover of Existing Stores	Market Share of Study Area Expenditure	Expenditure Available ²	Inflow	Surplus Expenditure
	£m				
2015	383.6	29.3%	382.2	1.4	0.0
2020	424.8	29.3%	430.9	1.5	7.7
2025	472.7	29.3%	508.5	1.7	37.6
2030	527.0	29.3%	603.3	1.9	78.3

Notes
 1 - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014)
 2 - Turnover at 2015 sourced from Table 31 and available expenditure derived from Total Expenditure (Table 9) multiplied by South Sefton's market share at 2015. 2013 prices

Table viii: Quantitative Need for Additional Floorspace - SOUTH SEFTON

Year	Surplus Expenditure	Comparison Goods Floorspace Requirement	
		Min ¹ sq.m	Max ² sq.m
2015	0.0	0	0
2020	7.7	1,400	2,300
2025	37.6	6,100	10,200
2030	78.3	11,400	19,000

Notes
 1 - Average sales density assumed to be £13,018 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2014)
 2 - Average sales density assumed to be £5,000 per sq.m
 * - Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 12.1 Addendum (October 2014) 2013 prices

Table ix: Net Quantitative Need for Additional Floorspace - SOUTH SEFTON

Year	Surplus Expenditure	Commitments	Comparison Residual Expenditure	Floorspace Requirement	
				Min ¹ sq.m	Max ² sq.m
2015	0.0	11.9	-11.9	-2,400	-4,000
2020	7.7	13.2	-5.5	-1,000	-1,700
2025	37.6	14.7	22.9	3,700	6,200
2030	78.3	16.3	61.9	9,000	15,000

Notes
 Planning commitments taken from Table 32
 1 - Average sales density assumed to be £13,018 per sq.m (the average sales density of the leading four supermarkets as identified by Verdict 2014)
 2 - Average sales density assumed to be £5,000 per sq.m
 2013 prices

Appendix 8

Proposed Town Centre and Primary Shopping Area Boundaries



Sefton Council

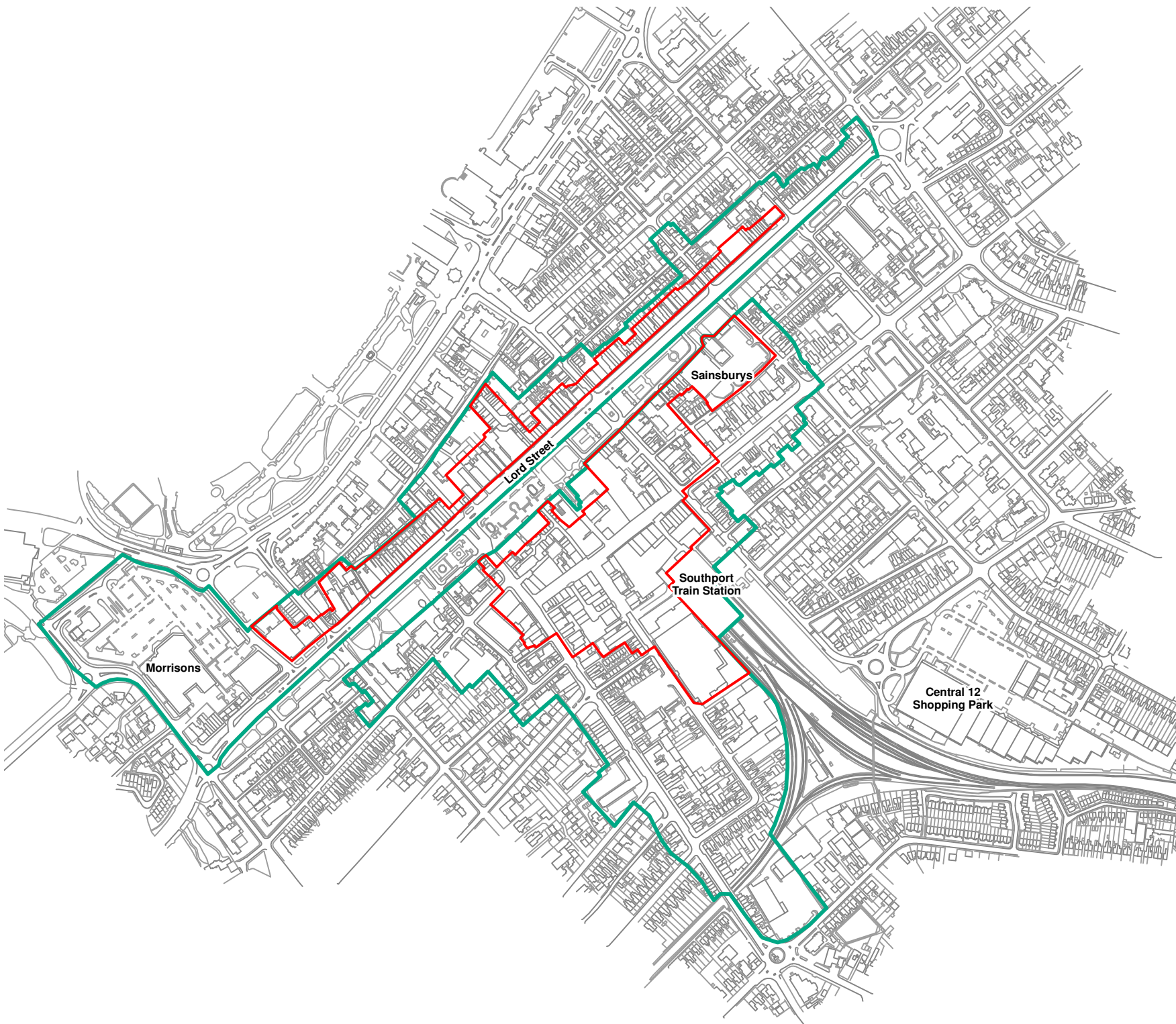
Ref: A092546

Southport Town Centre

Southport Town Centre Plan

Key

-  WYG Advised Primary Shopping Area
-  WYG Advised Town Centre Boundary



North

Scale 1:5,000 @ A3

October 2015

Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH
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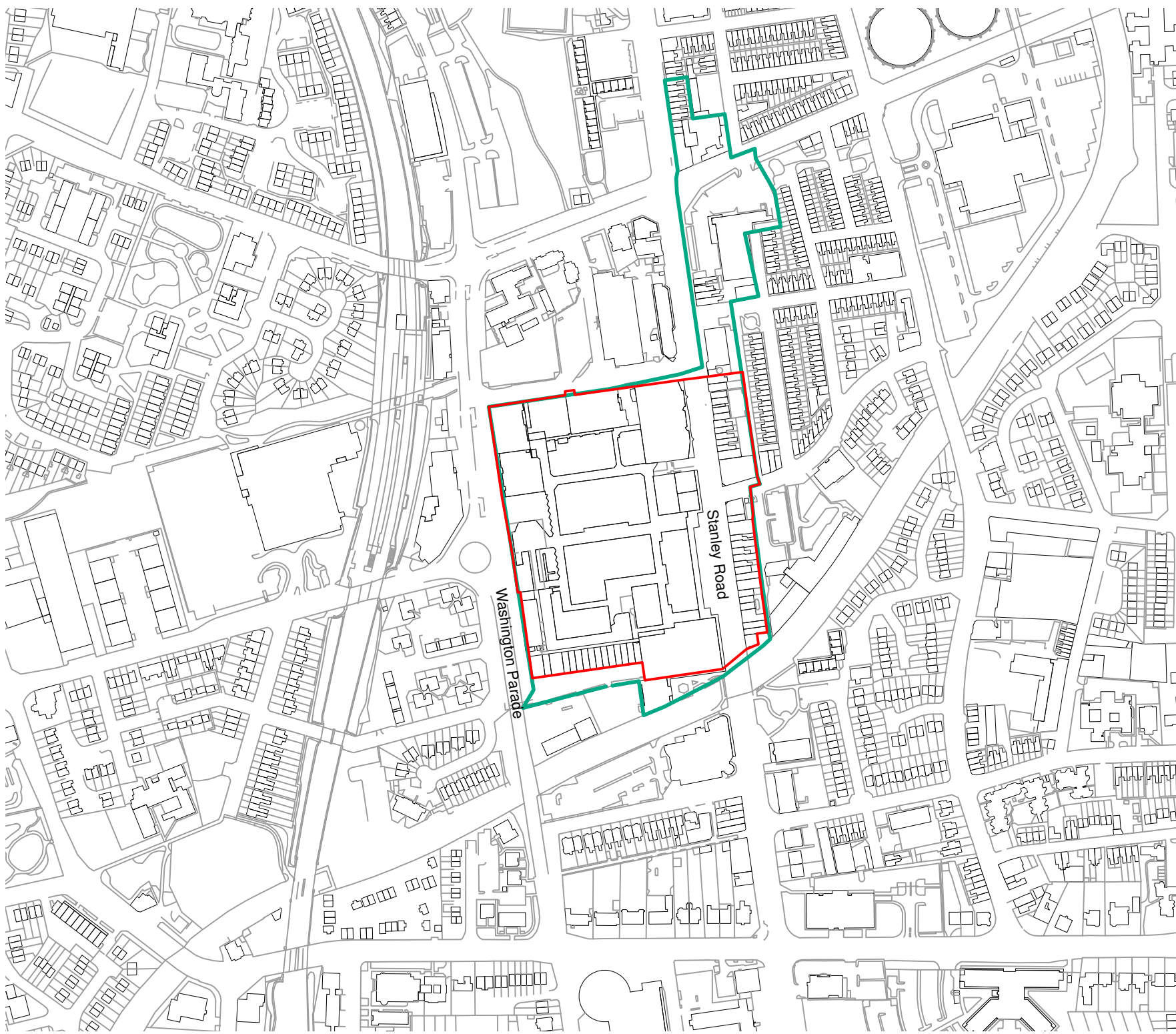
Ref: A092546

Bootle Town Centre

Town Centre Plan

Key

-  WYG Advised Primary Shopping Area
-  WYG Advised Town Centre Boundary



North

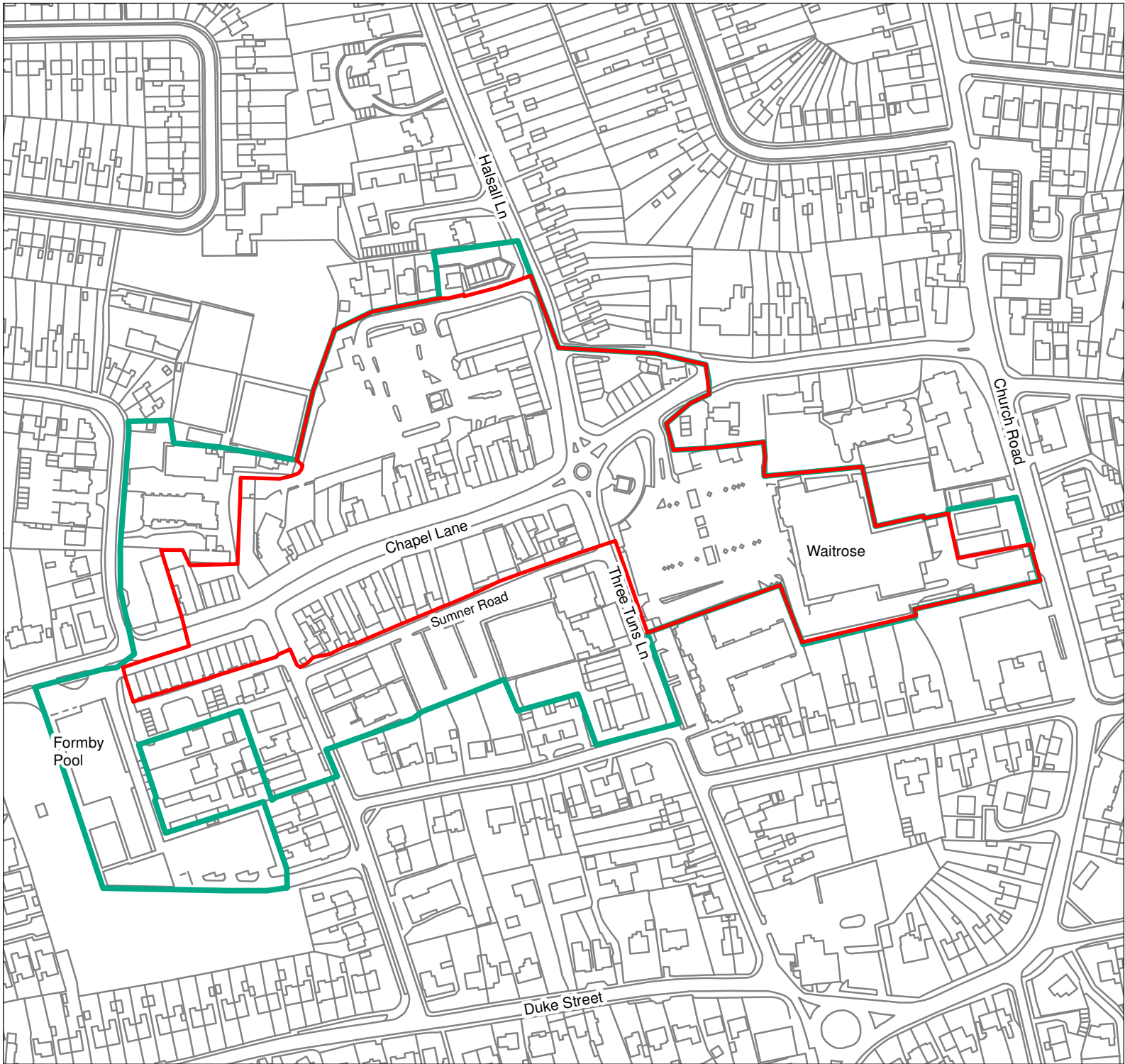
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Client: Sefton Council
A092546
Formby District Centre
 District Centre Plan

Key

- WYG Advised Primary Shopping Area
- WYG Advised District Centre Boundaries



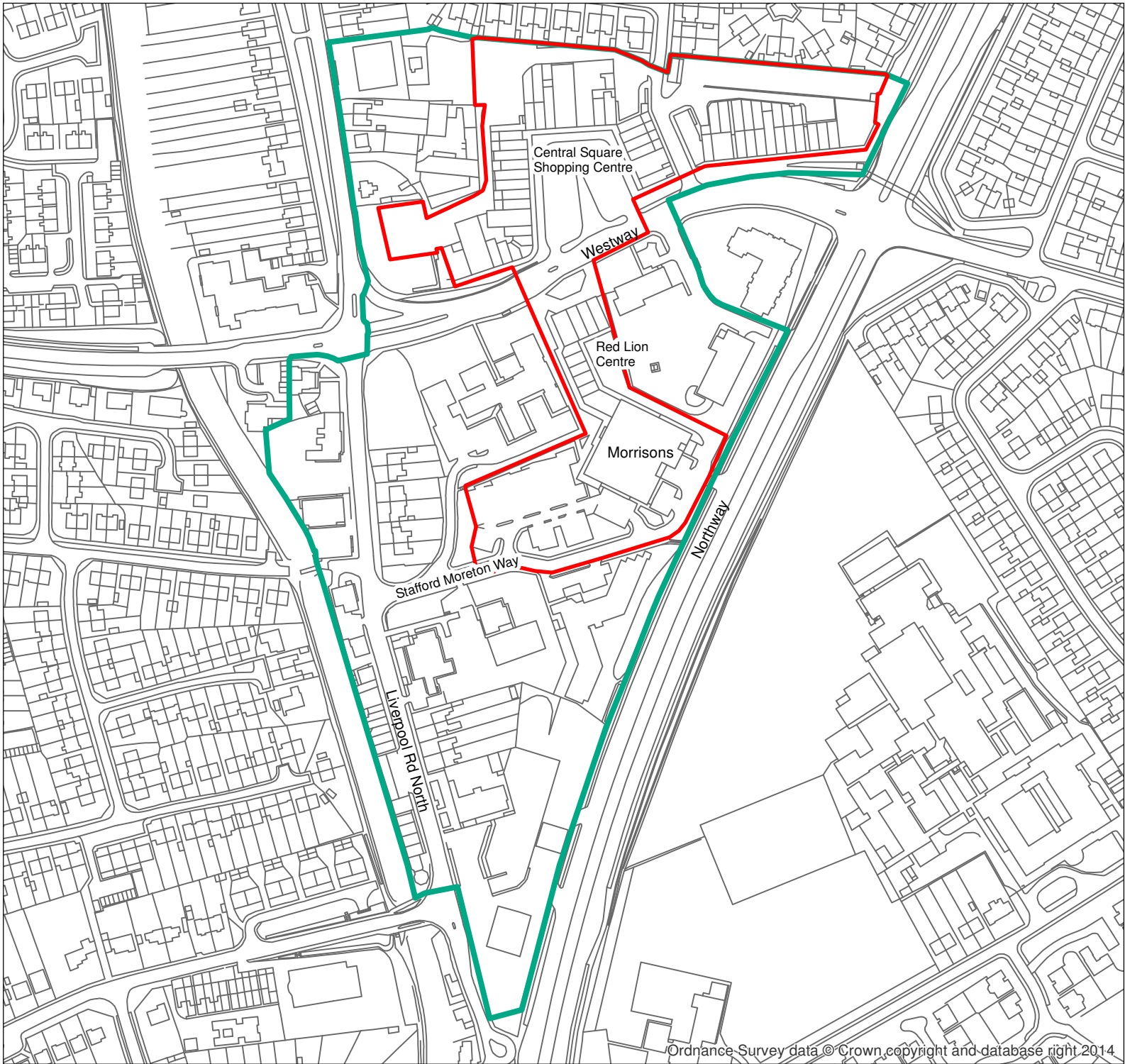
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Client: Sefton Council
A092546
Maghull District Centre

District Centre Plan

- Key**
- WYG Advised Primary Shopping Area
 - WYG Advised District Centre Boundary



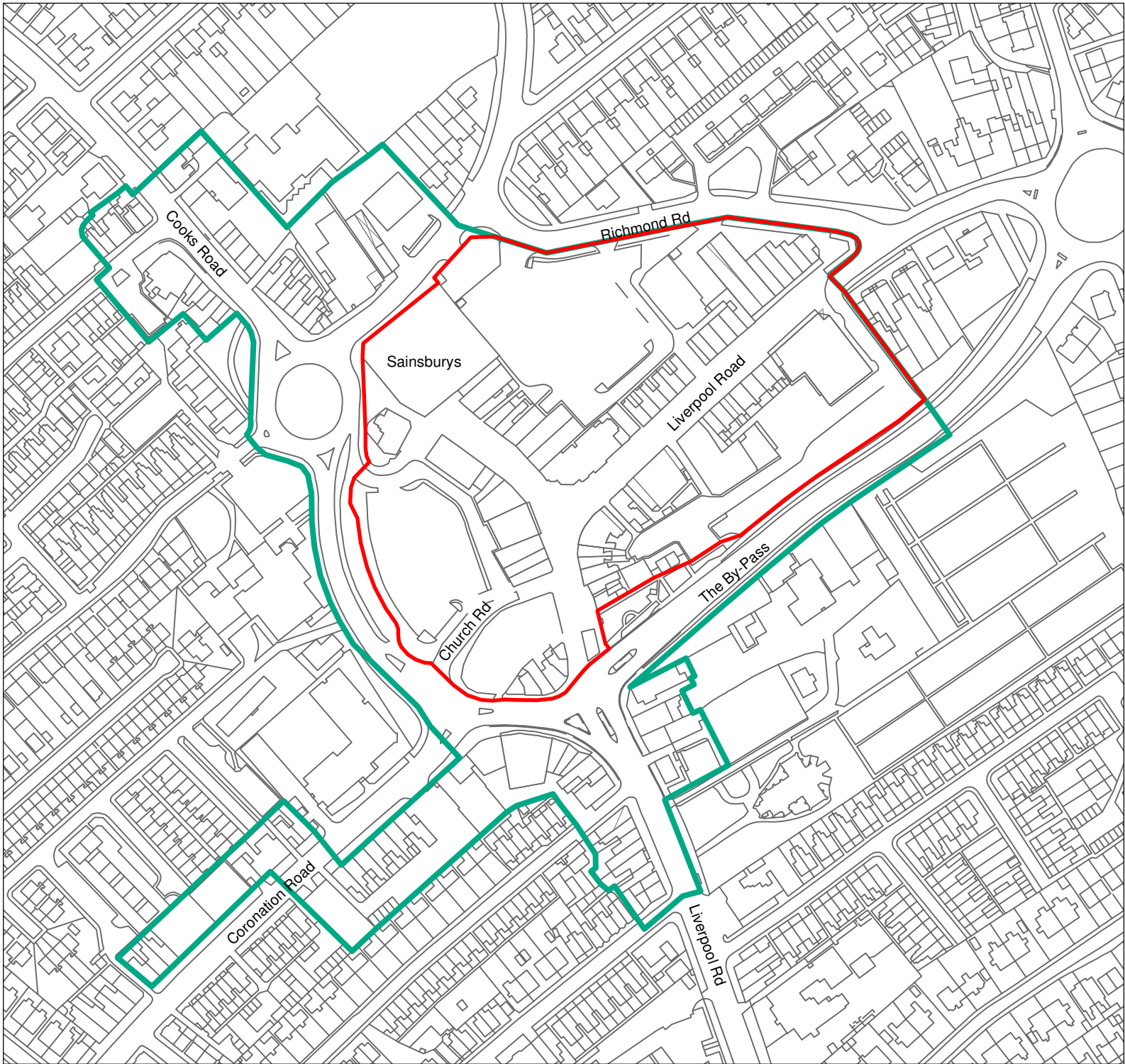
Scale 1:3,000 @ A4

October 2015

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Client: Sefton Council
A092546
Crosby District Centre

District Centre Plan

Key

- WYG Advised Primary Shopping Area
- WYG Advised District Centre Boundaries



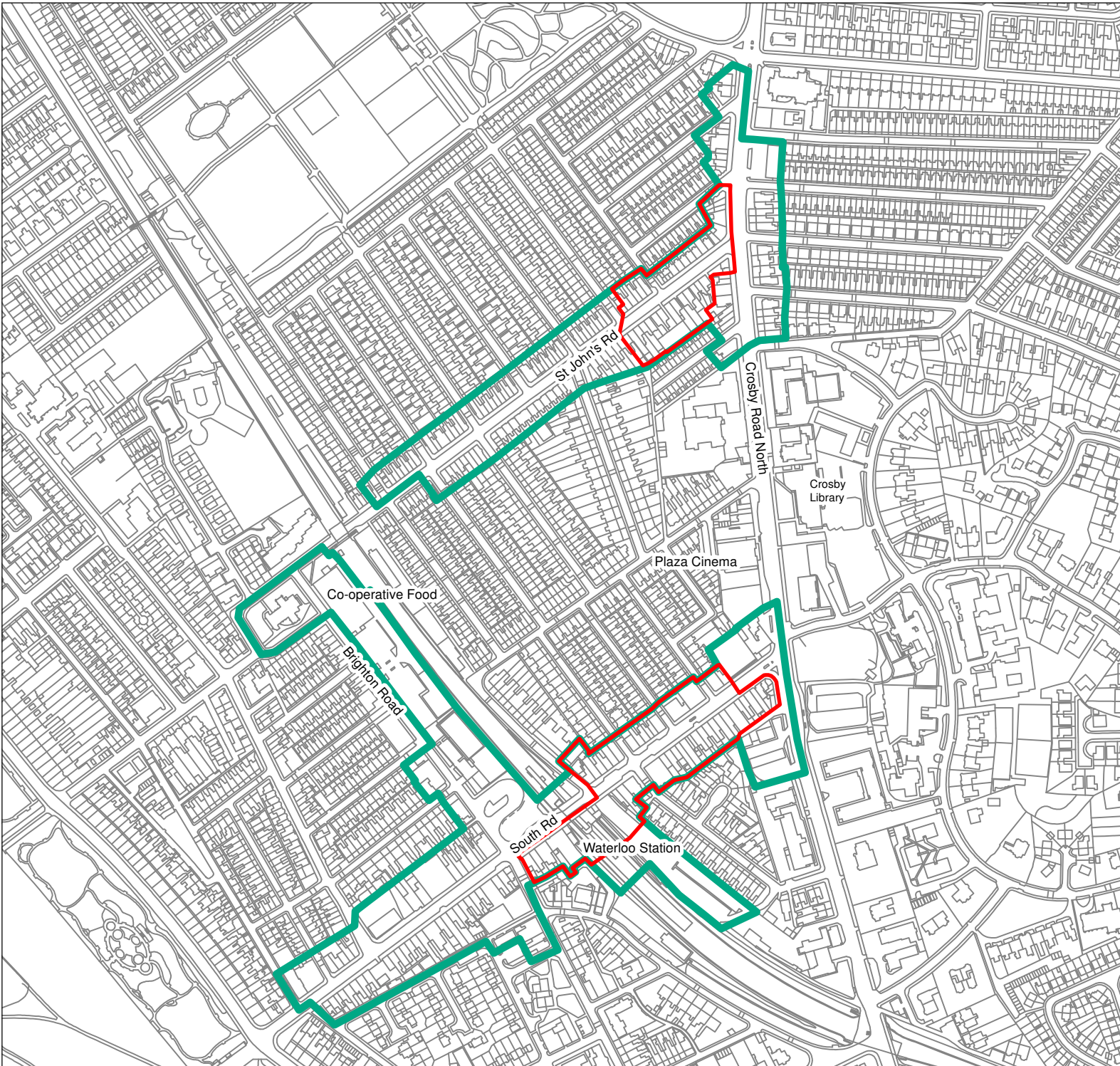
Scale 1:2,500 @ A4

October 2015

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Client: Sefton Council
A092546
Waterloo District Centre

District Centre Plan

Key

- WYG Advised Primary Shopping Area
- WYG Advised District Centre Boundary



Scale 1:5000 @ A4

October 2015

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Appendix 9

Proposed Changes to Draft Local Plan Policy ED2

TOWN CENTRES, DISTRICT CENTRES, LOCAL CENTRES AND LOCAL SHOPPING PARADES

7.18 Nationally, there has been limited growth in retail expenditure in recent years although forecasts from the Office for National Statistics indicate consumer spending will recover reasonably strongly from 2015. High street spending is currently predicted to grow but more modestly compared with overall spending. These trends are closely linked to the continued growth of the UK on-line retail sector, and other forms of special forms of trading [e.g. mail order, telephone sales etc], and levels of disposable income. To address these challenges, a flexible approach to town centre policies and strategies will be required. The historical function of the town centre has been primarily for retailing and this will continue. However, it will be increasingly necessary for centres such as Bootle and Southport to be supported by complementary non retail uses, including offices, food and drink, and other uses. That noted, changes of use from retail (Class A1) to other uses within the designated Primary Retail Areas will need to be carefully considered in terms of the impact on retail function, character, and vitality and viability of the centre as a whole.

ED2 DEVELOPMENT IN TOWN CENTRES, DISTRICT CENTRES, LOCAL CENTRES AND LOCAL SHOPPING PARADES AND OUTSIDE DEFINED CENTRES

1. Retail, leisure and other main town centre uses (as defined in NPPF Annex 2) will be directed towards the Borough's existing centres in accordance with the following hierarchy:

Town Centres: Bootle and Southport

District Centres: Crosby, Formby, Maghull and Waterloo

Local Centres: Ainsdale, Birkdale, Churchtown, Netherton and Old Roan

Planning permission will only be granted for development which is appropriate to the role and function of each centre.

2. Where proposed outside of the defined town, district and local centres, all retail, leisure and other town centre uses **that are not in accordance with an up to date local plan** will be subject to a sequential approach to development. This will require applications for town centre uses to be located firstly in town centres, then edge of centre locations, and only if suitable sites are not available should out of centre sites be considered. When considering applications in edge of centre and out of centre locations, preference should be given to accessible sites that are well connected to a defined centres in accordance with ED2-1 or sites within existing retail parks¹. The applicant should demonstrate that flexibility on issues such as format and scale have been considered.

~~In addition, all proposed retail, leisure and other town centre uses should demonstrate:~~

- ~~• that they would not prejudice the delivery of planned investment within any existing defined centre, and~~
- ~~• that no significant adverse impact on the vitality and viability of any existing centre will arise from the proposed development.~~

3. For retail, leisure and other town centre uses proposed outside of existing defined centres (ED2-1) and which are not in accordance with the up to date local plan, impact assessments will be required to accompany planning applications based on the following floorspace thresholds at the following locations:

- outside of the Primary Shopping Areas of Bootle and Southport, an impact assessment will be required for development which proposes more than 500m² gross floorspace or more

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¹ Aintree Racecourse Aintree, Grand National Retail Park, Aintree Switch Island Leisure Park, Netherton and Meols Cop and Kew Retail Parks, Southport

- within 800 metres of the boundaries of the district centres, an impact assessment will be required for development which proposes more than 300m² gross floorspace, and
- within 800 metres of the boundaries of the local centres, an impact assessment will be required for development which proposes more than 200m² gross floorspace.

~~For retail, leisure and other main town centre uses proposed outside of existing defined centres for which non of the above impact thresholds apply, Where more than one impact threshold applies, the lower impact threshold will take precedence. Where appropriate, impacts on the vitality and viability of designated retail centres in neighbouring local authorities will also be required to be assessed.~~

All proposed retail, leisure and other town centre uses located outside of existing defined centres (ED2-1) and which are not in accordance with the local plan should demonstrate:

- that they would not prejudice the delivery of existing, committed, and planned public and private investment within any existing defined centres, and
- that no significant adverse impact on the vitality and viability of any existing centres will arise from the proposed development, including to local consumer choice and trade in the town defined centres and the wider area, up to five years from the time the application is made.

Subject to the above, impact assessments may also be required in other circumstances, including where a change of use from one form of retail development to another is proposed.

4. Within Primary Shopping Areas (see figure 7.2 as shown on the proposal plans Policy Map) proposals for non retail uses, compatible with a town centre location, will be permitted providing that:

- the overall retail function of Centre would not be undermined
- the use would make a positive contribution to the overall vitality and viability of the Centre, and
- it would not result in an unacceptable cluster of non-retail uses.

~~Outside of Primary Shopping Areas, but within defined centres, all main town centre uses will be considered acceptable in principle.~~

5. Residential development will be permitted in:

- defined town and district centres [outside of the Primary Shopping Areas] and local centres, or
- upper floors of buildings in the Primary Shopping Area, or
- local shopping parades

if it does not compromise the vitality and viability of the centre or parade. Careful design is required to ensure residential development and other uses are compatible and complement each other.

Bootle and Southport Town Centres

6. Bootle Town Centre is the main focus for local convenience and comparison retail development and other town centre uses in the south of Sefton. Southport Town Centre is the main focus for comparison and convenience retail development, cultural, education, office and leisure development in the north of Sefton.

Development in District and Local Centres

7. The District and Local Centres are the main focus for retail development to serve local convenience shopping needs.

In Crosby and Maghull District Centres, a more significant scale of retail redevelopment will be supported

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where it contributes positively to the regeneration of these centres, consistent with policy ED6 Regeneration Areas.

Local Shopping Parades

8. Non-retail development within local shopping parades which are not retail centres in their own right, will be permitted provided that:

- (i) a vacant property is brought back into beneficial use, and
- (ii) the overall provision of facilities in the local area or the appearance of the local shopping parade is not harmed, and
- (iii) the development would have no unacceptable impact on the amenity of surrounding/neighbouring uses.

For the purposes of this policy, a shopping parade is defined as groupings of four or more consecutive retail units or four retail units in any six units.

Policy links:

- ED6 Regeneration Areas
- ED7 Southport Central Area
- ED9 Crosby Centre

Explanation

7.19 This policy sets out the requirements for development in town centres, and for proposals for main town centre uses. Main town centre uses are defined in national planning policy, as follows:

- Retail
- Leisure
- Offices
- Entertainment facilities
- More intensive sport and recreation uses (including cinemas, restaurants, drive-through restaurants, bars and pubs, night clubs, casinos, health and fitness centres, indoor bowling centres, and bingo halls)
- Arts, culture, and tourism development (including theatres, museums, galleries, concert halls, hotels, and conference facilities)

7.20 In north Sefton, the 2012 Retail Strategy Review (RSR) identified additional capacity for convenience shopping in the period to 2016 for a large sized food store of approximately 4,000 sq m net. Given the majority of this need is in Southport, it is necessary to identify additional sites in or around Southport Town Centre, or failing this within the wider Southport area. Though the RSR indicates no significant need for comparison floorspace up to 2021, additional floorspace for comparison shopping would still be supported in Southport Town Centre, particularly where it would improve Southport's market share or reuse existing floorspace.

7.21 In both South Sefton and Bootle, the RSR forecasts indicate that the need for additional convenience floorspace will be of a limited scale and should be able to be met by expanding and improving capacity in existing retail centres, including Bootle Town Centre.

7.22 RSR forecasts will be reviewed regularly given the uncertainties in predicting how the economy will perform over time.

- 7.23 A flexible approach is necessary for district and local centres if they are to maintain their vitality and viability. Other uses will be considered positively where they contribute to the overall vitality and viability of a centre.
- 7.24 Shopping parades will continue to perform a local convenience function. Whilst the majority of the parades perform well, a proportion are vulnerable and performing poorly. The policy seeks to ensure that those parades that are performing less well will be supported in improving or, if this is not possible, in achieving acceptable complementary uses.
- 7.25 It is recognised that the role and function of some shopping parades, whilst not retail centres in their own right, will need to change over time and this may mean that complementary uses will need to be encouraged either for individual retail units or, exceptionally, for whole shopping parades.

Figure 7.2 Primary Shopping Areas in Town and District Centres

<p>Southport Town Centre</p> <ul style="list-style-type: none"> • 25 and 91 – 581 (odds) Lord St; • Ribble Buildings (full ground floor frontage); • 1 – 9 (consecutive) Garrick Parade; • 118 – 124 Lord St; • 1 – 61 (odds) Chapel St & 1 – 7 Hoghton St; • 2 – 70 (evens) Chapel St; • 1 – 31 (odds) Eastbank St; • 2 – 20 Eastbank St (to Queen Anne St); • 1 – 35 (odds) London St; • 2 – 24 (evens) London St; • 27 – 41 (odds) Tulketh St; • 2 – 64 (evens) Tulketh St; and • Wayfarers Arcade; Cambridge Arcade; • Cambridge Walks & Marble Place (all frontages). 	<p>Crosby District Centre</p> <ul style="list-style-type: none"> • 1 – 27 (odd) Moor Lane; • 1 – 8 (consecutive) Telegraph House, Moor Lane; • 2 – 14 (even) Moor Lane; • 1 – 11 (consecutive) Glenn Buildings, Moor Lane; • 1 – 19 & 33 – 47 (odd) Liverpool Rd; • 4 – 42 (even) Liverpool Rd; and • 1 – 7 Crown Buildings, Liverpool Rd 	<p>Formatted: Level 1, Adjust space between Latin and Asian text, Adjust space between Asian text and numbers</p> <p>Formatted: Level 1, Adjust space between Latin and Asian text, Adjust space between Asian text and numbers</p> <p>Formatted: Normal, Level 1, No bullets or numbering, Adjust space between Latin and Asian text, Adjust space between Asian text and numbers</p> <p>Formatted: Normal, Level 1, No bullets or numbering, Adjust space between Latin and Asian text, Adjust space between Asian text and numbers</p>
<p>Bootle Town Centre</p> <ul style="list-style-type: none"> • Units within The Strand Shopping Centre; and 	<p>Maghull District Centre</p> <ul style="list-style-type: none"> • 2 – 46 (even) Westway; • 21 – 27 (odd) Westway; • 1 – 26 (consecutive) Central Square; and • 1 – 13 (odd) Stafford Moreton Way <p>Formby District Centre</p> <ul style="list-style-type: none"> • 1 – 41 (odd) Chapel Lane; 	<p>Formatted: Level 1, Adjust space between Latin and Asian text, Adjust space between Asian text and numbers</p> <p>Formatted: Normal, Level 1, No bullets or numbering, Adjust space between Latin and Asian text, Adjust space between Asian text and numbers</p> <p>Formatted: Level 1, Adjust space between Latin and Asian text, Adjust space between Asian text and numbers</p> <p>Formatted: Level 1, Adjust space between Latin and Asian text, Adjust space between Asian text and numbers</p> <p>Formatted: Normal, Level 1, No bullets or numbering, Adjust space between Latin and Asian text, Adjust space between Asian text and numbers</p> <p>Formatted: Normal, Level 1, No bullets or numbering, Adjust space between Latin and Asian text, Adjust space between Asian text and numbers</p>

<ul style="list-style-type: none"> • 244 Stanley Rd to 322 Stanley Road. <p>Waterloo District Centre</p> <ul style="list-style-type: none"> • 91 – 137 (odd) South Rd; • 62 – 140 (even) South Rd; • 1 – 5 (consecutive) Cremona Corner, Crosby Rd North; • 49 – 61 (odd) Crosby Rd North; • 127b – 159 St John’s Rd; • 78 – 112 St John’s Rd; and • 20 Brighton Rd • 63-79 (odd) Crosby Road North • 33 Sycamore Road 	<ul style="list-style-type: none"> • Land adjacent to 1 Chapel Lane; • 2 – 38 Chapel Lane; • 235 – 35 (odd) Brows Lane; • 44 – 68 Brows Lane; • 1 – 17 (consecutive) The Cloisters, Halsall Lane; • 53 – 57 Three Tuns Lane; • 2, 2a, 2b, 2c, 2d & 2e Halsall Lane; • 1 – 6 (consecutive) School Lane; and • Morrisons, School Lane • Waitrose, Three Tuns Lane
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