TABLE 1: BASE YEAR (2015) POPULATION & PROJECTIONS (to 2030)

ZONE:		2015	2020	2025	2031	GROWTH 2015 to 2031: %	GROWTH 2015 to 2031: 2015-31
Zone 1		33,817	35,114	36,395	37,789	11.7%	3,972
Zone 2		8,804	9,013	9,237	9,487	7.8%	683
Zone 3		28,282	28,859	29,532	30,294	7.1%	2,012
Zone 4		13,000	13,192	13,447	13,743	5.7%	743
Zone 5		17,772	18,079	18,440	18,853	6.1%	1,081
Zone 6		29,864	30,420	31,069	31,814	6.5%	1,950
Zone 7		28,037	28,782	29,559	30,365	8.3%	2,328
Zone 8		36,004	37,084	38,185	39,295	9.1%	3,291
Zone 9		16,565	17,049	17,537	18,011	8.7%	1,446
Zone 10		12,826	13,225	13,633	14,035	9.4%	1,209
Zone 11		21,753	22,739	23,684	24,596	13.1%	2,843
TOTAL STUDY AREA:		**246,724**	**253,556**	**260,718**	**268,282**	**8.7%**	**21,558**
BABERGH DISTRICT AREA:	(Zones 2-6)	97,722	99,563	101,725	104,191	6.6%	6,469
MID SUFFOLK DISTRICT AREA:	(Zones 7-11)	115,185	118,879	122,598	126,302	9.7%	11,117
OTHER (RESIDUAL) AREA:	(Zone 1)	33,817	35,114	36,395	37,789	11.7%	3,972
TOTAL STUDY AREA:		**246,724**	**253,556**	**260,718**	**268,282**	**8.7%**	**21,558**

Source: EXPERIAN BUSINESS STRATEGIES - The base year (2015) population and projections to 2031 have been sourced directly from Experian's latest *'Retail Area Planner'* Reports for each study zone using SP's (Experian-based) MMG3 Geographic Information System (GIS). The base year population estimates are based on 2012 ONS (mid-year) population figures. The population projections for each Study Zone draw on Experian's revised 'demographic component model'. This takes into account 2012 mid-year age and gender estimates and projects the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band); ageing; net migration; and death rate.

TABLE 2: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

ZONE:	2015 (incl SFT)	2015	2020	2025	2031
EXPERIAN - NATIONAL AVERAGE SFT SHARE (%):		**2.8%**	**4.0%**	**4.9%**	**5.4%**
REVISED LOCAL SFT SHARE (%):		**1.4%**	**2.1%**	**2.5%**	**2.8%**
Zone 1	£2,520	£2,483	£2,538	£2,603	£2,689
Zone 2	£2,513	£2,477	£2,531	£2,597	£2,683
Zone 3	£2,300	£2,267	£2,317	£2,377	£2,455
Zone 4	£1,979	£1,951	£1,993	£2,045	£2,112
Zone 5	£2,301	£2,268	£2,317	£2,377	£2,455
Zone 6	£2,400	£2,366	£2,418	£2,480	£2,562
Zone 7	£2,392	£2,358	£2,409	£2,471	£2,553
Zone 8	£2,143	£2,113	£2,159	£2,214	£2,288
Zone 9	£2,385	£2,351	£2,402	£2,464	£2,546
Zone 10	£2,481	£2,446	£2,499	£2,564	£2,648
Zone 11	£2,335	£2,301	£2,352	£2,412	£2,492
TOTAL STUDY AREA AVERAGE:	**£2,341**	**£2,307**	**£2,358**	**£2,419**	**£2,498**

Source: Average spend per capita estimates (2013 prices) are derived from Experian *'Retail Area Planner' Reports* using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 12.1 published by Experian Business Strategies (October 2014).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year using the household survey market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 12.1.

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2015) TO 2031 (£m)

ZONE:	2015 (incl SFT)	2015	2020	2025	2031	GROWTH: 2015-32 %	GROWTH: 2015-32 £m
		EXCLUDING SPECIAL FORMS OF TRADING					
Zone 1	£85.2	£84.0	£89.1	£94.7	£101.6	21.0%	£17.6
Zone 2	£22.1	£21.8	£22.8	£24.0	£25.4	16.7%	£3.6
Zone 3	£65.1	£64.1	£66.9	£70.2	£74.4	16.0%	£10.2
Zone 4	£25.7	£25.4	£26.3	£27.5	£29.0	14.5%	£3.7
Zone 5	£40.9	£40.3	£41.9	£43.8	£46.3	14.9%	£6.0
Zone 6	£71.7	£70.7	£73.5	£77.1	£81.5	15.3%	£10.8
Zone 7	£67.1	£66.1	£69.3	£73.1	£77.5	17.3%	£11.4
Zone 8	£77.2	£76.1	£80.1	£84.6	£89.9	18.2%	£13.8
Zone 9	£39.5	£38.9	£41.0	£43.2	£45.8	17.7%	£6.9
Zone 10	£31.8	£31.4	£33.0	£34.9	£37.2	18.5%	£5.8
Zone 11	£50.8	£50.1	£53.5	£57.1	£61.3	22.4%	£11.2
TOTAL STUDY AREA AVERAGE:	**£577.1**	**£568.8**	**£597.4**	**£630.2**	**£670.0**	**17.8%**	**£101.2**
BABERGH DISTRICT AREA:	£225.5	£222.3	£231.4	£242.6	£256.7	15.5%	£34.4
MID SUFFOLK DISTRICT AREA:	£266.4	£262.5	£276.9	£292.9	£311.7	18.7%	£49.2
OTHER (RESIDUAL) AREA:	£85.2	£84.0	£89.1	£94.7	£101.6	21.0%	£17.6
TOTAL STUDY AREA:	**£577.1**	**£568.8**	**£597.4**	**£630.2**	**£670.0**	**17.8%**	**£101.2**

Source: Tables 1 and 2

TABLE 4: ALL CONVENIENCE GOODS - 2015 MARKET SHARE ANALYSIS (%): EXCLUDING EXPENDITURE ON SPECIAL FORMS OF TRADING

			ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	TOTAL STUDY AREA	Babergh District Area *(Zones 2-6)*	Mid Suffolk Area *(Zones 7-11)*
BABERGH DISTRICT	**SUDBURY:**	Aldi, Girling Street	11.5%	4.2%	10.1%	19.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	5.7%	0.0%
		Waitrose, Station Road	7.6%	2.8%	14.6%	17.4%	3.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	7.2%	0.0%
		Sudbury Town Centre: other stores	0.5%	0.1%	5.5%	9.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.2%	2.8%	0.0%
	HADLEIGH:	Co-op, High Street	0.0%	0.0%	0.7%	0.0%	18.3%	1.3%	0.5%	0.0%	0.0%	0.0%	0.0%	1.6%	4.0%	0.1%
		Hadleigh Town Centre: other stores	0.0%	0.0%	0.8%	0.0%	7.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.9%	0.0%
	CORE VILLAGES:		6.2%	3.4%	6.5%	0.0%	0.5%	15.7%	0.0%	0.4%	0.0%	0.0%	0.2%	0.5%	7.2%	0.2%
	OTHER LOCAL CENTRES & STORES:		0.0%	4.0%	0.7%	0.0%	0.7%	1.8%	0.0%	0.0%	0.0%	0.9%	0.0%	3.7%	1.3%	0.1%
	OUT OF CENTRE:	*Sainsbury's, Cornard Road, SUDBURY*	6.5%	1.1%	17.8%	12.0%	1.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	8.0%	6.9%	0.0%
		Tesco, Woodhall Business Park, SUBURY	19.1%	7.7%	27.7%	38.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	13.4%	0.0%
		Morrisons, London Road, HADLEIGH	0.0%	0.0%	3.4%	0.2%	45.2%	3.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	10.4%	0.1%
		Tesco Extra, Copdock Interchange, IPSWICH	0.2%	0.0%	0.0%	0.4%	5.4%	17.5%	5.0%	0.1%	0.0%	0.0%	0.0%	35.1%	6.5%	1.4%
		Other out-of-centre stores:	1.3%	0.5%	1.7%	1.2%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.7%	0.0%
	SUB-TOTAL: BABERGH DISTRICT		**53.0%**	**23.8%**	**89.6%**	**97.9%**	**84.1%**	**41.0%**	**6.1%**	**0.6%**	**0.3%**	**0.9%**	**0.3%**	**35.1%**	**67.9%**	**2.0%**
MID SUFFOLK DISTRICT	**STOWMARKET:**	Asda, Meadow Centre	0.0%	3.6%	0.2%	0.0%	2.7%	1.5%	5.2%	28.5%	14.2%	4.2%	0.4%	6.2%	1.4%	12.1%
		Morrisons, Sheringham Court	0.0%	0.1%	0.0%	0.2%	0.0%	0.0%	0.9%	11.2%	3.0%	0.3%	0.0%	1.8%	0.0%	3.9%
		Stowmarket Town Centre: other stores	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	1.3%	1.4%	0.0%	1.1%	0.0%	2.4%
	NEEDHAM MARKET:	Co-op	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%
		Needham Market: other stores	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.5%
	KEY VILLAGES:	Eye	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	15.2%	0.6%	0.9%	0.0%	2.0%
		Debenham	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	5.0%	0.0%	0.0%	1.3%	0.0%	0.8%	0.4%	1.5%
	OTHER LOCAL CENTRES & STORES:		0.0%	1.4%	0.0%	0.0%	0.0%	0.5%	5.5%	2.2%	11.4%	2.6%	1.2%	2.1%	0.3%	4.2%
	OUT OF CENTRE:	*Lidl, Bury Road, STOWMARKET*	0.5%	2.4%	0.0%	0.0%	0.1%	0.0%	2.8%	7.9%	4.2%	0.1%	0.5%	1.9%	0.2%	3.7%
		Tesco, Cedars Link Road, STOWMARKET	0.0%	0.4%	0.0%	0.0%	1.2%	0.0%	7.1%	29.6%	1.8%	1.0%	0.0%	5.1%	0.3%	10.7%
	SUB-TOTAL: MID SUFFOLK DISTRICT		**0.7%**	**8.4%**	**0.2%**	**0.2%**	**4.2%**	**3.4%**	**30.1%**	**86.7%**	**35.8%**	**26.1%**	**2.6%**	**20.4%**	**2.7%**	**41.3%**
OTHER CENTRES	Bury St Edmunds		2.4%	64.9%	6.2%	0.5%	0.1%	1.5%	0.0%	5.6%	57.2%	6.2%	0.2%	8.8%	8.8%	10.6%
	Colchester		19.5%	0.5%	3.5%	0.5%	0.2%	7.1%	0.0%	0.0%	0.0%	0.1%	0.0%	4.2%	3.4%	0.0%
	Diss		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	2.4%	1.9%	62.2%	57.5%	9.4%	0.0%	20.3%
	Ipswich		0.4%	0.4%	0.5%	0.7%	10.9%	40.2%	55.8%	1.9%	1.0%	0.4%	2.9%	13.0%	14.8%	16.0%
	Harleston		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.9%	7.0%	0.0%	3.0%
	Norwich		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.4%	5.6%	44.5%	0.0%	1.4%
	All other centres and stores:		24.0%	1.9%	0.0%	0.3%	0.6%	6.8%	3.3%	2.8%	3.8%	2.7%	15.0%	0.0%	2.4%	5.4%
	SUB-TOTAL: OTHER		**46.3%**	**67.7%**	**10.3%**	**1.9%**	**11.8%**	**55.6%**	**63.8%**	**12.7%**	**63.9%**	**73.0%**	**97.1%**	**44.5%**	**29.3%**	**56.7%**
TOTAL MARKET SHARE			**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**

TABLE 5: ALL CONVENIENCE GOODS - 2015 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

			ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	TOTAL STUDY AREA	Babergh District Area *(Zones 2-6)*	Mid Suffolk Area *(Zones 7-11)*
		TOTAL AVAILABLE EXPENDITURE (£m):	**£84.0**	**£21.8**	**£64.1**	**£25.4**	**£40.3**	**£70.7**	**£66.1**	**£76.1**	**£38.9**	**£31.4**	**£50.1**	**£568.8**	**£222.3**	**£262.5**
BABERGH DISTRICT	**SUDBURY:**	Aldi, Girling Street	£9.7	£0.9	£6.5	£4.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.2	£12.5	£0.0
		Waitrose, Station Road	£6.4	£0.6	£9.4	£4.4	£1.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£22.1	£15.8	£0.0
		Sudbury Town Centre: other stores	£0.4	£0.0	£3.5	£2.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.6	£6.1	£0.0
	HADLEIGH:	Co-op, High Street	£0.0	£0.0	£0.4	£0.0	£7.4	£0.9	£0.3	£0.0	£0.0	£0.0	£0.0	£9.1	£8.7	£0.3
		Hadleigh Town Centre: other stores	£0.0	£0.0	£0.5	£0.0	£2.9	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2	£4.2	£0.0
	CORE VILLAGES:		£5.2	£0.7	£4.2	£0.0	£0.2	£11.1	£0.0	£0.3	£0.0	£0.0	£0.1	£21.8	£16.2	£0.4
	OTHER LOCAL CENTRES & STORES:		£0.0	£0.9	£0.4	£0.0	£0.3	£1.3	£0.0	£0.0	£0.0	£0.3	£0.0	£3.1	£2.8	£0.3
	OUT OF CENTRE:	*Sainsbury's, Cornard Road, SUDBURY*	£5.5	£0.3	£11.4	£3.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£20.8	£15.3	£0.0
		Tesco, Woodhall Business Park, SUBURY	£16.1	£1.7	£17.8	£9.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£45.6	£29.6	£0.0
		Morrisons, London Road, HADLEIGH	£0.0	£0.0	£2.2	£0.1	£18.2	£2.4	£0.3	£0.0	£0.0	£0.0	£0.0	£23.2	£22.8	£0.3
		Tesco Extra, Copdock Interchange, IPSWICH	£0.2	£0.0	£0.0	£0.1	£2.2	£12.4	£3.3	£0.1	£0.0	£0.0	£0.0	£18.3	£14.7	£3.4
		Other out-of-centre stores:	£1.1	£0.1	£1.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.8	£1.6	£0.1
	SUB-TOTAL: BABERGH DISTRICT		**£44.5**	**£5.2**	**£57.4**	**£24.8**	**£33.9**	**£29.0**	**£4.0**	**£0.4**	**£0.1**	**£0.3**	**£0.1**	**£199.8**	**£150.3**	**£5.0**
MID SUFFOLK DISTRICT	**STOWMARKET:**	Asda, Meadow Centre	£0.0	£0.8	£0.1	£0.0	£1.1	£1.0	£3.5	£21.7	£5.5	£1.3	£0.2	£35.2	£3.0	£32.2
		Morrisons, Sheringham Court	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£8.5	£1.2	£0.1	£0.0	£10.4	£0.1	£10.3
		Stowmarket Town Centre: other stores	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4	£0.5	£0.4	£0.0	£6.5	£0.1	£6.4
	NEEDHAM MARKET:	Co-op	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.2	£0.1	£1.1
		Needham Market: other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£1.2
	KEY VILLAGES:	Eye	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£4.8	£0.3	£5.4	£0.0	£5.2
		Debenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£3.3	£0.0	£0.0	£0.4	£0.0	£4.7	£1.0	£3.7
	OTHER LOCAL CENTRES & STORES:		£0.0	£0.3	£0.0	£0.0	£0.0	£0.4	£3.6	£1.7	£4.5	£0.8	£0.6	£11.8	£0.6	£11.2
		Lidl, Bury Road, STOWMARKET	£0.4	£0.5	£0.0	£0.0	£0.0	£0.0	£1.8	£6.0	£1.6	£0.0	£0.2	£10.7	£0.6	£9.7
		Tesco, Cedars Link Road, STOWMARKET	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£4.7	£22.5	£0.7	£0.3	£0.0	£28.9	£0.6	£28.3
	SUB-TOTAL: MID SUFFOLK DISTRICT		**£0.6**	**£1.8**	**£0.1**	**£0.0**	**£1.7**	**£2.4**	**£19.9**	**£66.0**	**£14.0**	**£8.2**	**£1.3**	**£116.0**	**£6.1**	**£109.3**
OTHER CENTRES	Bury St Edmunds		£2.0	£14.2	£4.0	£0.1	£0.0	£1.1	£0.0	£4.3	£22.3	£1.9	£0.1	£50.0	£19.3	£28.6
	Colchester		£16.4	£0.1	£2.3	£0.1	£0.1	£5.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.0	£7.6	£0.0
	Diss		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£1.8	£0.7	£19.5	£28.8	£53.5	£0.0	£53.5
	Ipswich		£0.3	£0.1	£0.3	£0.2	£4.4	£28.4	£36.9	£1.4	£0.4	£0.1	£1.5	£74.0	£33.4	£40.3
	Harleston		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.0	£8.0	£0.0	£8.0
	Norwich		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4	£2.8	£3.7	£0.0	£3.7
	All other centres and stores:		£20.1	£0.4	£0.0	£0.1	£0.2	£4.8	£2.2	£2.1	£1.5	£0.8	£7.5	£39.8	£5.5	£14.1
	SUB-TOTAL: OTHER		**£38.9**	**£14.8**	**£6.6**	**£0.5**	**£4.7**	**£39.3**	**£42.2**	**£9.7**	**£24.9**	**£22.9**	**£48.6**	**£253.0**	**£65.9**	**£148.2**
TOTAL MARKET SHARE			**£84.0**	**£21.8**	**£64.1**	**£25.4**	**£40.3**	**£70.7**	**£66.1**	**£76.1**	**£38.9**	**£31.4**	**£50.1**	**£568.8**	**£222.3**	**£262.5**

TABLE 6: ALL CONVENIENCE GOODS - 2020 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

			ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	TOTAL STUDY AREA	Babergh District Area *(Zones 2-6)*	Mid Suffolk Area *(Zones 7-11)*
		TOTAL AVAILABLE EXPENDITURE (£m):	**£89.1**	**£22.8**	**£66.9**	**£26.3**	**£41.9**	**£73.5**	**£69.3**	**£80.1**	**£41.0**	**£33.0**	**£53.5**	**£597.4**	**£231.4**	**£276.9**
BABERGH DISTRICT	**SUDBURY:**	Aldi, Girling Street	£10.3	£1.0	£6.8	£5.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23.3	£13.0	£0.0
		Waitrose, Station Road	£6.7	£0.6	£9.8	£4.6	£1.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£23.2	£16.4	£0.0
		Sudbury Town Centre: other stores	£0.5	£0.0	£3.7	£2.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.9	£6.4	£0.0
	HADLEIGH:	Co-op, High Street	£0.0	£0.0	£0.4	£0.0	£7.7	£1.0	£0.4	£0.0	£0.0	£0.0	£0.0	£9.4	£9.1	£0.4
		Hadleigh Town Centre: other stores	£0.0	£0.0	£0.5	£0.0	£3.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£4.4	£0.0
	CORE VILLAGES:		£5.5	£0.8	£4.4	£0.0	£0.2	£11.6	£0.0	£0.4	£0.0	£0.0	£0.1	£22.8	£16.9	£0.4
	OTHER LOCAL CENTRES & STORES:		£0.0	£0.9	£0.5	£0.0	£0.3	£1.3	£0.0	£0.0	£0.0	£0.3	£0.0	£3.3	£3.0	£0.3
	OUT OF CENTRE:	*Sainsbury's, Cornard Road, SUDBURY*	£5.8	£0.3	£11.9	£3.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£21.8	£15.9	£0.0
		Tesco, Woodhall Business Park, SUBURY	£17.0	£1.8	£18.5	£10.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£47.8	£30.8	£0.0
		Morrisons, London Road, HADLEIGH	£0.0	£0.0	£2.3	£0.1	£18.9	£2.5	£0.4	£0.0	£0.0	£0.0	£0.0	£24.1	£23.8	£0.4
		Tesco Extra, Copdock Interchange, IPSWICH	£0.2	£0.0	£0.0	£0.1	£2.3	£12.9	£3.5	£0.1	£0.0	£0.0	£0.0	£19.1	£15.3	£3.6
		Other out-of-centre stores:	£1.2	£0.1	£1.2	£0.3	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£2.9	£1.7	£0.1
	SUB-TOTAL: BABERGH DISTRICT		**£47.2**	**£5.4**	**£59.9**	**£25.7**	**£35.2**	**£30.2**	**£4.2**	**£0.5**	**£0.1**	**£0.3**	**£0.1**	£208.9	£156.4	£5.2
MID SUFFOLK DISTRICT	**STOWMARKET:**	Asda, Meadow Centre	£0.0	£0.8	£0.1	£0.0	£1.1	£1.1	£3.6	£22.8	£5.8	£1.4	£0.2	£37.0	£3.1	£33.8
		Morrisons, Sheringham Court	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£8.9	£1.2	£0.1	£0.0	£10.9	£0.1	£10.8
		Stowmarket Town Centre: other stores	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£5.7	£0.5	£0.5	£0.0	£6.8	£0.1	£6.7
	NEEDHAM MARKET:	Co-op	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£1.2	£0.1	£1.2
		Needham Market: other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£1.3
	KEY VILLAGES:	Eye	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£5.0	£0.3	£5.7	£0.0	£5.5
		Debenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£3.5	£0.0	£0.0	£0.4	£0.0	£4.9	£1.1	£3.9
	OTHER LOCAL CENTRES & STORES:		£0.0	£0.3	£0.0	£0.0	£0.0	£0.4	£3.8	£1.8	£4.7	£0.9	£0.6	£12.4	£0.7	£11.7
	OUT OF CENTRE:	*Lidl, Bury Road, STOWMARKET*	£0.5	£0.5	£0.0	£0.0	£0.0	£0.0	£1.9	£6.3	£1.7	£0.0	£0.3	£11.2	£0.6	£10.2
		Tesco, Cedars Link Road, STOWMARKET	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£5.0	£23.7	£0.8	£0.3	£0.0	£30.4	£0.6	£29.7
	SUB-TOTAL: MID SUFFOLK DISTRICT		**£0.6**	**£1.9**	**£0.1**	**£0.1**	**£1.7**	**£2.5**	**£20.9**	**£69.4**	**£14.7**	**£8.6**	**£1.4**	£121.9	£6.3	£115.0
OTHER CENTRES	Bury St Edmunds		£2.2	£14.8	£4.2	£0.1	£0.0	£1.1	£0.0	£4.5	£23.4	£2.1	£0.1	£52.5	£20.2	£30.1
	Colchester		£17.4	£0.1	£2.4	£0.1	£0.1	£5.2	£0.0	£0.0	£0.0	£0.0	£0.0	£25.4	£7.9	£0.0
	Diss		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9	£1.9	£0.8	£20.6	£30.7	£56.8	£0.0	£56.8
	Ipswich		£0.3	£0.1	£0.4	£0.2	£4.6	£29.6	£38.7	£1.5	£0.4	£0.1	£1.6	£77.4	£34.8	£42.3
	Harleston		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£8.5	£0.0	£8.5
	Norwich		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.5	£3.0	£3.9	£0.0	£3.9
	All other centres and stores:		£21.4	£0.4	£0.0	£0.1	£0.2	£5.0	£2.3	£2.3	£1.6	£0.9	£8.0	£42.1	£5.7	£15.0
	SUB-TOTAL: OTHER		**£41.3**	**£15.5**	**£6.9**	**£0.5**	**£4.9**	**£40.9**	**£44.3**	**£10.2**	**£26.2**	**£24.1**	**£51.9**	£266.5	£68.6	£156.6
TOTAL MARKET SHARE			**£89.1**	**£22.8**	**£66.9**	**£26.3**	**£41.9**	**£73.5**	**£69.3**	**£80.1**	**£41.0**	**£33.0**	**£53.5**	**£597.4**	**£231.4**	**£276.9**

TABLE 7: ALL CONVENIENCE GOODS - 2025 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

			ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	TOTAL STUDY AREA	Babergh District Area *(Zones 2-6)*	Mid Suffolk Area *(Zones 7-11)*
		TOTAL AVAILABLE EXPENDITURE (£m):	**£94.7**	**£24.0**	**£70.2**	**£27.5**	**£43.8**	**£77.1**	**£73.1**	**£84.6**	**£43.2**	**£34.9**	**£57.1**	**£630.2**	**£242.6**	**£292.9**
BABERGH DISTRICT	**SUDBURY:**	Aldi, Girling Street	£10.9	£1.0	£7.1	£5.3	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.5	£13.6	£0.0
		Waitrose, Station Road	£7.2	£0.7	£10.3	£4.8	£1.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£24.4	£17.2	£0.0
		Sudbury Town Centre: other stores	£0.5	£0.0	£3.8	£2.6	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.2	£6.7	£0.0
	HADLEIGH:	Co-op, High Street	£0.0	£0.0	£0.5	£0.0	£8.0	£1.0	£0.4	£0.0	£0.0	£0.0	£0.0	£9.9	£9.5	£0.4
		Hadleigh Town Centre: other stores	£0.0	£0.0	£0.6	£0.0	£3.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£4.6	£0.0
	CORE VILLAGES:		£5.9	£0.8	£4.6	£0.0	£0.2	£12.1	£0.0	£0.4	£0.0	£0.0	£0.1	£24.0	£17.7	£0.5
	OTHER LOCAL CENTRES & STORES:		£0.0	£1.0	£0.5	£0.0	£0.3	£1.4	£0.0	£0.0	£0.0	£0.3	£0.0	£3.4	£3.1	£0.3
	OUT OF CENTRE:	*Sainsbury's, Cornard Road, SUDBURY*	£6.2	£0.3	£12.5	£3.3	£0.6	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£22.9	£16.7	£0.1
		Tesco, Woodhall Business Park, SUBURY	£18.1	£1.9	£19.4	£10.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£50.4	£32.3	£0.0
		Morrisons, London Road, HADLEIGH	£0.0	£0.0	£2.4	£0.1	£19.8	£2.6	£0.4	£0.0	£0.0	£0.0	£0.0	£25.2	£24.9	£0.4
		Tesco Extra, Copdock Interchange, IPSWICH	£0.2	£0.0	£0.0	£0.1	£2.4	£13.5	£3.7	£0.1	£0.0	£0.0	£0.0	£20.0	£16.0	£3.8
		Other out-of-centre stores:	£1.3	£0.1	£1.2	£0.3	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£3.1	£1.8	£0.1
	SUB-TOTAL: BABERGH DISTRICT		**£50.2**	**£5.7**	**£62.9**	**£26.9**	**£36.9**	**£31.6**	**£4.4**	**£0.5**	**£0.1**	**£0.3**	**£0.2**	**£219.7**	**£163.9**	**£5.5**
MID SUFFOLK DISTRICT	**STOWMARKET:**	Asda, Meadow Centre	£0.0	£0.9	£0.1	£0.0	£1.2	£1.1	£3.8	£24.1	£6.1	£1.5	£0.2	£39.0	£3.3	£35.7
		Morrisons, Sheringham Court	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£9.4	£1.3	£0.1	£0.0	£11.5	£0.1	£11.4
		Stowmarket Town Centre: other stores	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£6.1	£0.6	£0.5	£0.0	£7.2	£0.1	£7.1
	NEEDHAM MARKET:	Co-op	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£1.3	£0.1	£1.2
		Needham Market: other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£1.4
	KEY VILLAGES:	Eye	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£5.3	£0.3	£6.0	£0.0	£5.8
		Debenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£3.6	£0.0	£0.0	£0.5	£0.0	£5.2	£1.1	£4.1
	OTHER LOCAL CENTRES & STORES:		£0.0	£0.3	£0.0	£0.0	£0.0	£0.4	£4.0	£1.9	£4.9	£0.9	£0.7	£13.1	£0.7	£12.4
	OUT OF CENTRE:	*Lidl, Bury Road, STOWMARKET*	£0.5	£0.6	£0.0	£0.0	£0.0	£0.0	£2.0	£6.7	£1.8	£0.0	£0.3	£11.9	£0.6	£10.8
		Tesco, Cedars Link Road, STOWMARKET	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£5.2	£25.0	£0.8	£0.4	£0.0	£32.0	£0.6	£31.4
	SUB-TOTAL: MID SUFFOLK DISTRICT		**£0.7**	**£2.0**	**£0.1**	**£0.1**	**£1.8**	**£2.6**	**£22.0**	**£73.3**	**£15.5**	**£9.1**	**£1.5**	**£128.7**	**£6.6**	**£121.4**
OTHER CENTRES	Bury St Edmunds		£2.3	£15.6	£4.4	£0.1	£0.0	£1.1	£0.0	£4.8	£24.7	£2.2	£0.1	£55.3	£21.2	£31.8
	Colchester		£18.5	£0.1	£2.5	£0.1	£0.1	£5.5	£0.0	£0.0	£0.0	£0.0	£0.0	£26.8	£8.3	£0.0
	Diss		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£2.0	£0.8	£21.7	£32.8	£60.4	£0.0	£60.4
	Ipswich		£0.4	£0.1	£0.4	£0.2	£4.8	£31.0	£40.8	£1.6	£0.4	£0.1	£1.7	£81.4	£36.4	£44.6
	Harleston		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.1	£9.1	£0.0	£9.1
	Norwich		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.5	£3.2	£4.2	£0.0	£4.2
	All other centres and stores:		£22.7	£0.5	£0.0	£0.1	£0.3	£5.2	£2.4	£2.4	£1.7	£0.9	£8.6	£44.6	£6.0	£15.9
	SUB-TOTAL: OTHER		**£43.9**	**£16.2**	**£7.2**	**£0.5**	**£5.2**	**£42.8**	**£46.6**	**£10.7**	**£27.6**	**£25.5**	**£55.5**	**£281.8**	**£72.0**	**£166.0**
TOTAL MARKET SHARE			**£94.7**	**£24.0**	**£70.2**	**£27.5**	**£43.8**	**£77.1**	**£73.1**	**£84.6**	**£43.2**	**£34.9**	**£57.1**	**£630.2**	**£242.6**	**£292.9**

TABLE 8: ALL CONVENIENCE GOODS - 2031 MARKET SHARE ANALYSIS OF EXPENDITURE FLOWS (£M)

			ZONE 1	ZONE 2	ZONE 3	ZONE 4	ZONE 5	ZONE 6	ZONE 7	ZONE 8	ZONE 9	ZONE 10	ZONE 11	TOTAL STUDY AREA	Babergh District Area *(Zones 2-6)*	Mid Suffolk Area *(Zones 7-11)*
		TOTAL AVAILABLE EXPENDITURE (£m):	**£101.6**	**£25.4**	**£74.4**	**£29.0**	**£46.3**	**£81.5**	**£77.5**	**£89.9**	**£45.8**	**£37.2**	**£61.3**	**£670.0**	**£256.7**	**£311.7**
BABERGH DISTRICT	**SUDBURY:**	Aldi, Girling Street	£11.7	£1.1	£7.5	£5.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£26.1	£14.4	£0.0
		Waitrose, Station Road	£7.7	£0.7	£10.9	£5.1	£1.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£25.9	£18.2	£0.0
		Sudbury Town Centre: other stores	£0.5	£0.0	£4.1	£2.7	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£7.6	£7.1	£0.1
	HADLEIGH:	Co-op, High Street	£0.0	£0.0	£0.5	£0.0	£8.5	£1.1	£0.4	£0.0	£0.0	£0.0	£0.0	£10.4	£10.0	£0.4
		Hadleigh Town Centre: other stores	£0.0	£0.0	£0.6	£0.0	£3.3	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8	£4.8	£0.0
	CORE VILLAGES:		£6.3	£0.9	£4.8	£0.0	£0.2	£12.8	£0.0	£0.4	£0.0	£0.0	£0.1	£25.5	£18.7	£0.5
	OTHER LOCAL CENTRES & STORES:		£0.0	£1.0	£0.5	£0.0	£0.3	£1.5	£0.0	£0.0	£0.0	£0.3	£0.0	£3.6	£3.3	£0.3
	OUT OF CENTRE:	*Sainsbury's, Cornard Road, SUDBURY*	£6.7	£0.3	£13.2	£3.5	£0.6	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£24.4	£17.6	£0.1
		Tesco, Woodhall Business Park, SUBURY	£19.4	£2.0	£20.6	£11.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£53.6	£34.2	£0.0
		Morrisons, London Road, HADLEIGH	£0.0	£0.0	£2.5	£0.1	£20.9	£2.7	£0.4	£0.0	£0.0	£0.0	£0.0	£26.7	£26.3	£0.4
		Tesco Extra, Copdock Interchange, IPSWICH	£0.2	£0.0	£0.0	£0.1	£2.5	£14.3	£3.9	£0.1	£0.0	£0.0	£0.0	£21.2	£16.9	£4.0
		Other out-of-centre stores:	£1.4	£0.1	£1.3	£0.4	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£3.3	£1.9	£0.1
	SUB-TOTAL: BABERGH DISTRICT		**£53.9**	**£6.1**	**£66.6**	**£28.4**	**£38.9**	**£33.4**	**£4.7**	**£0.5**	**£0.1**	**£0.3**	**£0.2**	£233.2	£173.4	£5.9
MID SUFFOLK DISTRICT	**STOWMARKET:**	Asda, Meadow Centre	£0.0	£0.9	£0.1	£0.0	£1.3	£1.2	£4.1	£25.6	£6.5	£1.6	£0.3	£41.5	£3.5	£38.0
		Morrisons, Sheringham Court	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.7	£10.0	£1.4	£0.1	£0.0	£12.2	£0.1	£12.2
		Stowmarket Town Centre: other stores	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£6.4	£0.6	£0.5	£0.0	£7.7	£0.1	£7.6
	NEEDHAM MARKET:	Co-op	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£1.4	£0.1	£1.3
		Needham Market: other stores	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£1.4
	KEY VILLAGES:	Eye	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£5.7	£0.4	£6.4	£0.0	£6.2
		Debenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£3.9	£0.0	£0.0	£0.5	£0.0	£5.5	£1.2	£4.4
	OTHER LOCAL CENTRES & STORES:		£0.0	£0.3	£0.0	£0.0	£0.0	£0.4	£4.3	£2.0	£5.2	£1.0	£0.7	£13.9	£0.8	£13.2
		Lidl, Bury Road, STOWMARKET	£0.5	£0.6	£0.0	£0.0	£0.0	£0.0	£2.1	£7.1	£1.9	£0.0	£0.3	£12.6	£0.6	£11.5
		Tesco, Cedars Link Road, STOWMARKET	£0.0	£0.1	£0.0	£0.0	£0.6	£0.0	£5.5	£26.6	£0.8	£0.4	£0.0	£34.1	£0.7	£33.4
	SUB-TOTAL: MID SUFFOLK DISTRICT		**£0.7**	**£2.1**	**£0.1**	**£0.1**	**£1.9**	**£2.8**	**£23.3**	**£77.9**	**£16.4**	**£9.7**	**£1.6**	£136.7	£7.0	£129.0
OTHER CENTRES	Bury St Edmunds		£2.5	£16.5	£4.6	£0.1	£0.0	£1.2	£0.0	£5.1	£26.2	£2.3	£0.1	£58.7	£22.5	£33.7
	Colchester		£19.8	£0.1	£2.6	£0.1	£0.1	£5.8	£0.0	£0.0	£0.0	£0.1	£0.0	£28.7	£8.8	£0.1
	Diss		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£2.1	£0.8	£23.1	£35.2	£64.5	£0.0	£64.5
	Ipswich		£0.4	£0.1	£0.4	£0.2	£5.1	£32.8	£43.2	£1.7	£0.5	£0.1	£1.8	£86.3	£38.5	£47.3
	Harleston		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.8	£9.8	£0.0	£9.8
	Norwich		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.5	£3.4	£4.5	£0.0	£4.5
	All other centres and stores:		£24.4	£0.5	£0.0	£0.1	£0.3	£5.5	£2.5	£2.5	£1.8	£1.0	£9.2	£47.7	£6.4	£17.0
	SUB-TOTAL: OTHER		**£47.1**	**£17.2**	**£7.7**	**£0.6**	**£5.4**	**£45.3**	**£49.5**	**£11.4**	**£29.3**	**£27.1**	**£59.5**	£300.1	£76.2	£176.8
L MARKET SHARE			**£101.6**	**£25.4**	**£74.4**	**£29.0**	**£46.3**	**£81.5**	**£77.5**	**£89.9**	**£45.8**	**£37.2**	**£61.3**	**£670.0**	**£256.7**	**£311.7**

Carter Jonas

TABLE 9: ESTIMATED 'INFLOW' (TRADE DRAW) FROM OUTSIDE STUDY AREA & TOTAL FORECAST TURNOVERS

		Estimated 'Inflow' from Outside Study Area	2015	2020	2025	2031
BABERGH DISTRICT	Sudbury Town Centre	0%	£50.9	£53.3	£56.1	£59.7
	Hadleigh Town Centre	0%	£13.3	£13.8	£14.5	£15.3
	Core Villages	0%	£21.8	£22.8	£24.0	£25.5
	Other Local Centres/Stores	0%	£3.1	£3.3	£3.4	£3.6
	Tesco Extra, Copdock Interchange	60%	£45.7	£47.7	£50.0	£52.9
	Other Edge and Out of Centre Stores	5%	£97.3	£101.7	£107.0	£113.6
	BABERGH DISTRICT - SUB TOTAL:		**£232.1**	**£242.6**	**£255.0**	**£270.6**
BABERGH DISTRICT	Stowmarket Town Centre	0%	£52.0	£54.7	£57.8	£61.4
	Needham Market Town Centre	0%	£2.4	£2.6	£2.7	£2.9
	Key Villages - Eye and Debenham	0%	£10.1	£10.6	£11.2	£11.9
	Other Local Centres/Stores	0%	£11.8	£12.4	£13.1	£13.9
	Edge and Out of centre stores	0%	£39.6	£41.6	£43.9	£46.7
	MID SUFFOLK DISTRICT - SUB TOTAL:		**£116.0**	**£121.9**	**£128.7**	**£136.7**
TOTAL:	**TOTAL: BABERGH AND MID SUFFOLK**		**£348.1**	**£364.5**	**£383.7**	**£407.3**

Notes: 'Inflow' (trade draw) represents the potential expenditure from commuters, tourists and visitors to the Districts' main centres, shops and stores who live outside the defined study area (i.e. beyond Zones 1-11).

TABLE 10: NEW RETAIL COMMITMENTS - ESTIMATED CONVENIENCE GOODS SALES AREAS & BENCHMARK TURNOVERS

	LPA Planning Ref	Estimated Sales Area (m^2 net)	Average Sales (£ per m^2)	2015	2020	2025	2031
BABERGH DISTRICT							
ALDI Foodstore, on land at Scrivener Drive, Pinewood, IPSWICH:	15/00124	1,003	£8,952	£9.0	£8.9	£8.9	£8.9
TOTAL TURNOVER OF COMMITTED RETAIL FLOORSPACE (£m):				**£9.0**	**£8.9**	**£8.9**	**£8.9**
MID SUFFOLK DISTIRCT							
TOTAL TURNOVER OF COMMITTED RETAIL FLOORSPACE (£m):				**£0.0**	**£0.0**	**£0.0**	**£0.0**

Notes: The permitted Aldi comprises a gross floor area of 1,820 sqm and a net sales area of 1,254 sqm. In the absence of a detailed retail impact assessment submitted in support of the discounter we have assumed that 80% of the sales area will be set aside for convenience goods and the remaining 20% for comparison goods. The assumed average sales densities of £8,952 per sqm for convenience goods and £7,452 per sqm for comparison goods have been informed by a review and appraisal of similar applications/permissions for Aldi stores in the UK.

TABLE 11: BABERGH DISTRICT - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN BABERGH DISTRICT (£m):	£232.1	£242.6	£255.0	£270.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN BABERGH DISTRICT (£m) (1):	£232.1	£229.3	£229.8	£231.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£13.2	£25.2	£39.4
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	£9.0	£8.9	£8.9	£8.9
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£4.4**	**£16.3**	**£30.5**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**369**	**1,375**	**2,548**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	527	1,965	3,641
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,972
	(ii) Net Floorspace Capacity (sq m):	**-**	**632**	**2,358**	**4,369**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		903	3,369	6,241

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 9).

STEP 2: It has been assumed for the purpose of this assessment that the District's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian *Retail Planner Briefing Note 12: Addendum* (October 2014) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 10. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of supermarket and discount operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

TABLE 12: SUDBURY TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN SUDBURY TC (£m):	£50.9	£53.3	£56.1	£59.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN SUDBURY TC (£m):	£50.9	£50.3	£50.4	£50.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.0	£5.7	£9.0
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£3.0**	**£5.7**	**£9.0**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**254**	**484**	**751**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	363	691	1,073
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,972
	(ii) Net Floorspace Capacity (sq m):	**-**	**436**	**830**	**1,288**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		622	1,185	1,840

TABLE 13: HADLEIGH TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN HADLEIGH TC (£m):	£13.3	£13.8	£14.5	£15.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN HADLEIGH TC (£m):	£13.3	£13.1	£13.1	£13.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.7	£1.3	£2.1
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.7**	**£1.3**	**£2.1**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**58**	**110**	**172**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	83	158	245
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,972
	(ii) Net Floorspace Capacity (sq m):	**-**	**100**	**189**	**294**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		143	271	421

TABLE 14: BABERGH DISTRICT: CORE VILLAGES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£21.8	£22.8	£24.0	£25.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£21.8	£21.6	£21.6	£21.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£1.3	£2.4	£3.8
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£1.3**	**£2.4**	**£3.8**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**107**	**204**	**317**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	154	292	452
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,972
	(ii) Net Floorspace Capacity (sq m):	**-**	**184**	**350**	**543**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		263	500	775

TABLE 15: BABERGH DISTRICT: LOCAL/ VILLAGE CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£3.1	£3.3	£3.4	£3.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£3.1	£3.1	£3.1	£3.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.2	£0.3	£0.5
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.2**	**£0.3**	**£0.5**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**15**	**28**	**43**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	21	40	61
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,972
	(ii) Net Floorspace Capacity (sq m):	**-**	**25**	**48**	**74**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		36	68	105

TABLE 16: BABERGH DISTRICT: TESCO EXTRA, COPDOCK INTERCHANGE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF DISTRICT (£m):	£45.7	£47.7	£50.0	£52.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF DISTRICT (£m):	£45.7	£45.2	£45.3	£45.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.5	£4.7	£7.4
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£8.9	£8.9	£8.9
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**-£6.4**	**-£4.2**	**-£1.6**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**-539**	**-351**	**-132**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-770	-501	-189
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,972
	(ii) Net Floorspace Capacity (sq m):	**-**	**-924**	**-602**	**-226**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,320	-859	-323

TABLE 17: BABERGH DISTRICT: OTHER EDGE AND OUT OF CENTRE FOODSTORES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF DISTRICT (£m):	£97.3	£101.7	£107.0	£113.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF DISTRICT (£m):	£97.3	£96.1	£96.3	£96.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£5.6	£10.7	£16.7
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£5.6**	**£10.7**	**£16.7**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**473**	**900**	**1,398**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	676	1,286	1,997
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,972
	(ii) Net Floorspace Capacity (sq m):	**-**	**811**	**1,543**	**2,396**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,159	2,204	3,423

TABLE 18: BABERGH DISTRICT: CONVENIENCE GOODS CAPACITY ASSESSMENT (SUPERSTORE FLOORSPACE ONLY) - SUMMARY TABLE
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
	SUDBURY TOWN CENTRE:	-	254	484	751
	HADLEIGH TOWN CENTRE:	-	58	110	172
	CORE VILLAGES:	-	107	204	317
	OTHER LOCAL CENTRES & SHOPS:	-	15	28	43
	TESCO EXTRA, COPDOCK INTERCHANGE		-539	-351	-132
	REST OF DISTRICT: OUT-OF-CENTRE FLOORSPACE:	-	473	900	1,398
	BABERGH DISTRICT: TOTAL CONVENIENCE (FOOD SUPERSTORE) CAPACITY	**-**	**369**	**1,375**	**2,548**
Source:	Tables 12-17.	-	369	1,375	2,548

TABLE 19: MID SUFFOLK DISTRICT - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN MID SUFFOLK DISTRICT (£m):	£116.0	£121.9	£128.7	£136.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN MID SUFFOLK DISTRICT (£m) (1):	£116.0	£114.6	£114.8	£115.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£7.4	£13.9	£21.2
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£7.4**	**£13.9**	**£21.2**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**621**	**1,170**	**1,777**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	886	1,672	2,539
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,972
	(ii) Net Floorspace Capacity (sq m):	**-**	**1,064**	**2,006**	**3,047**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,520	2,866	4,353

TABLE 20: STOWMARKET TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN STOWMARKET TC (£m):	£52.0	£54.7	£57.8	£61.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN STOWMARKET TC (£m):	£52.0	£51.4	£51.5	£51.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.3	£6.2	£9.5
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£3.3**	**£6.2**	**£9.5**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**279**	**525**	**798**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	398	750	1,139
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,972
	(ii) Net Floorspace Capacity (sq m):	**-**	**478**	**901**	**1,367**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		682	1,287	1,953

TABLE 21: NEEDHAM MARKET DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN NEEDHAM MARKET DC (£m):	£2.4	£2.6	£2.7	£2.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN NEEDHAM MARKET DC (£m):	£2.4	£2.4	£2.4	£2.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.1	£0.3	£0.4
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.1**	**£0.3**	**£0.4**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**13**	**24**	**36**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	18	34	52
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,972
	(ii) Net Floorspace Capacity (sq m):	**-**	**21**	**40**	**62**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		31	58	88

TABLE 22: DEBENHAM AND EYE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£10.1	£10.6	£11.2	£11.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£10.1	£10.0	£10.0	£10.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.6	£1.2	£1.9
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.6**	**£1.2**	**£1.9**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**54**	**102**	**155**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	77	145	221
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,965
	(ii) Net Floorspace Capacity (sq m):	**-**	**92**	**175**	**266**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		132	249	380

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TABLE 23: MID SUFFOLK DISTRICT: OTHER LOCAL/ VILLAGE CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£11.8	£12.4	£13.1	£13.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL CENTRES (£m):	£11.8	£11.7	£11.7	£11.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.7	£1.4	£2.2
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£0.7**	**£1.4**	**£2.2**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**63**	**119**	**180**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	90	170	257
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,965
	(ii) Net Floorspace Capacity (sq m):	**-**	**108**	**204**	**309**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		154	291	442

TABLE 24: REST OF DISTRICT - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN REST OF DISTRICT (£m):	£39.6	£41.6	£43.9	£46.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN REST OF DISTRICT (£m):	£39.6	£39.1	£39.2	£39.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.5	£4.8	£7.3
STEP 4:	CONVENIENCE GOODS TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£0.0	£0.0	£0.0
STEP 5:	**NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:**	**£0.0**	**£2.5**	**£4.8**	**£7.3**
STEP 6:	**FORECAST CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:**				
	Superstore				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,857	£11,880	£11,952
	(ii) Net Floorspace Capacity (sq m):	**-**	**213**	**401**	**609**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	304	573	870
	Supermarket/ Deep Discounter				
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£6,916	£6,930	£6,972
	(ii) Net Floorspace Capacity (sq m):	**-**	**364**	**687**	**1,044**
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		520	982	1,491

TABLE 25: MID SUFFOLK DISTRICT: TOTAL CONVENIENCE GOODS CAPACITY ASSESSMENT (SUPERSTORE FLOORSPACE ONLY) - SUMMARY TABLE
Assume Equilibrium at Base Year and Constant Market Shares

		2015	2020	2025	2031
	STOWMARKET TOWN CENTRE:	-	279	525	798
	NEEDHAM MARKET DISTRICT CENTRE:	-	13	24	36
	DEBENHAM & EYE:	-	54	102	155
	OTHER LOCAL CENTRES & VILLAGES:	-	63	119	180
	REST OF DISTRICT - OUT OF CENTRE STORES:	-	213	401	609
	MID SUFFOLK DISTRICT: TOTALCONVENIENCE (FOOD SUPERSTORE) CAPACITY	**-**	**621**	**1,170**	**1,777**
Source:	Tables 18-23.	-	621	1,170	1,777