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Greater Norwich: Town Centres & Retail Study

October 2017

Volume 3: Quantitative Need Tables

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Appendix I
Comparison
goods need
tables

Greater Norwich Town Centres and Retail Study 2017 Comparison Need Assessment

Greater Norwich zones

Table 1
Survey Area Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Total
2017	82,944	61,042	43,860	49,218	40,319	47,738	41,673	20,981	62,095	114,995	121,248	8,415	51,816	65,648	62,505	874,497
2022	86,228	62,668	44,860	50,686	42,514	50,473	43,335	21,573	63,761	118,247	123,213	8,891	53,919	68,212	64,657	903,237
2027	89,479	64,408	45,880	52,152	44,302	53,030	45,108	22,194	65,428	121,411	125,271	9,287	55,771	70,652	66,791	931,164
2032	92,374	66,097	46,865	53,441	45,757	55,127	46,730	22,675	67,049	124,324	127,244	9,543	57,300	72,903	68,595	956,024
2037	94,969	67,725	47,805	54,589	46,957	56,990	48,163	23,090	68,529	127,032	129,159	9,778	58,565	74,973	70,203	978,524
Change 2017-2037	12,025	6,683	3,945	5,371	6,638	9,252	6,490	2,109	6,434	12,037	7,911	1,363	6,749	9,325	7,698	104,027

Source: Experian Micromarketer (November 2016)

Greater Norwich Town Centres and Retail Study 2017 Comparison Need Assessment

Greater Norwich zones

Table 2

Survey Area Retail Expenditure Forecasts Per Capita (2014 prices) - Comparison Goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
2014	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032
2017	3,513	3,010	3,390	4,136	4,369	4,092	4,173	4,025	3,788	3,195	3,390	3,742	4,117	3,352	3,740
2017 Minus SFT at 13.8%	3,049	2,612	2,943	3,590	3,792	3,552	3,622	3,494	3,288	2,773	2,943	3,248	3,574	2,910	3,246
2022	3,931	3,368	3,794	4,628	4,890	4,580	4,670	4,504	4,239	3,576	3,794	4,188	4,608	3,751	4,185
2022 Minus SFT at 15.8%	3,310	2,836	3,195	3,897	4,117	3,856	3,932	3,793	3,569	3,011	3,195	3,526	3,880	3,159	3,524
2027	4,592	3,935	4,433	5,407	5,712	5,350	5,456	5,263	4,952	4,178	4,433	4,893	5,383	4,383	4,889
2027 Minus SFT at 16.1%	3,853	3,301	3,719	4,537	4,793	4,489	4,577	4,415	4,155	3,505	3,719	4,105	4,517	3,677	4,102
2032	5,376	4,606	5,189	6,330	6,687	6,263	6,386	6,160	5,797	4,890	5,189	5,728	6,302	5,130	5,723
2032 Minus SFT at 16.4%	4,494	3,851	4,338	5,292	5,590	5,236	5,339	5,150	4,846	4,088	4,338	4,788	5,268	4,289	4,785
2037	6,293	5,392	6,074	7,410	7,827	7,331	7,476	7,211	6,786	5,724	6,074	6,705	7,376	6,006	6,700
2037 Minus SFT at 16.5%	5,254	4,502	5,072	6,187	6,536	6,122	6,242	6,021	5,666	4,780	5,072	5,598	6,159	5,015	5,594

Source: Experian Micromarketer, April 2016. Growth rates and allowance for SFT are derived from Experian Retail Planner 13, Figure 1a (for growth rates) / Figure 5 (for SFT)

Table 3

Survey Area Retail Expenditure Forecasts (2014 prices)

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
2017	252.9	159.5	129.1	176.7	152.9	169.6	150.9	73.3	204.2	318.9	356.8	27.3	185.2	191.0	202.9	2,751.1
2022	285.4	177.7	143.3	197.5	175.0	194.6	170.4	81.8	227.6	356.0	393.6	31.4	209.2	215.5	227.8	3,086.9
2027	344.8	212.6	170.6	236.6	212.3	238.0	206.5	98.0	271.9	425.5	465.9	38.1	251.9	259.8	274.0	3,706.6
2032	415.1	254.5	203.3	282.8	255.8	288.6	249.5	116.8	324.9	508.2	552.0	45.7	301.9	312.7	328.2	4,440.0
2037	499.0	304.9	242.4	337.7	306.9	348.9	300.6	139.0	388.3	607.2	655.1	54.7	360.7	376.0	392.7	5,314.2
Change 2017-37	246.1	145.4	113.4	161.0	154.0	179.3	149.7	65.7	184.1	288.2	298.2	27.4	175.5	184.9	189.8	2,563.1

Source: Tables 1 & 2

Greater Norwich Town Centres and Retail Study 2017
Comparison Need Assessment

Table 5e
Comparison Goods Allocation 2037 - Spend (£) 2014 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)	Total (%)
Total Available Spend - 2037	499.0	304.9	242.4	337.7	306.3	348.9	300.6	139.0	388.3	607.2	655.1	54.7	360.7	376.0	392.7	5,314.2	100.0
Norwich City Council Trade Draw Zone 1-15 (£m)																	
Norwich City Centre (Inc.Cathedral Retail Park)																	
Cathedral Retail Park	380.2	226.0	154.3	144.4	198.4	197.4	200.8	77.9	175.3	154.4	129.6	19.0	118.3	128.6	152.5	2,457.2	46.2
Anglia Square District Centre	1.8	1.0	0.8	0.0	0.6	0.0	0.0	5.0	0.0	2.6	0.0	0.0	0.0	0.6	0.0	12.3	0.2
Riverside District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hall Road Retail Park	11.8	16.9	13.5	7.6	8.0	1.1	3.6	0.7	0.2	0.7	0.5	0.3	1.3	5.3	1.9	73.6	1.4
Sweetbriar Retail Park	22.0	9.2	5.0	5.5	9.4	13.1	4.3	1.3	1.1	0.0	1.6	1.1	2.4	0.8	0.0	76.8	1.4
Asda, Hall Road	16.2	12.6	12.8	13.9	3.2	8.4	12.2	6.2	7.6	7.1	2.8	0.4	0.0	2.6	2.4	108.7	2.0
Asda, Hellesdon	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Sub-total, Norwich City Council	432.0	267.2	187.4	171.5	219.6	220.0	223.5	91.1	187.2	164.8	134.6	20.9	122.0	137.9	156.9	2,736.4	51.5
Broadland District Council Trade Draw Zone 1-15 (£m)																	
Aylsham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.6	18.6	2.0	0.0	0.0	0.0	0.0	0.0	0.0	21.1	0.4
Reepham	0.0	0.0	0.0	0.0	0.0	0.0	4.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	1.0	8.5	0.2
B&Q, Boundary Road	5.5	14.9	14.6	22.5	2.6	1.4	13.6	2.1	1.4	7.6	2.5	0.5	0.0	0.8	1.6	91.4	1.7
Sub-Total, Broadland District Council	18.8	25.4	27.0	51.2	5.4	9.8	34.1	28.5	14.7	8.6	3.2	0.7	4.9	2.9	3.3	238.6	4.5
South Norfolk District Council Trade Draw Zone 1-15 (£m)																	
Diss	0.0	0.0	0.0	0.0	0.5	6.6	0.0	0.0	0.0	0.0	0.0	6.1	138.6	0.8	0.0	152.6	2.9
Wymondham	1.8	0.0	0.0	0.0	0.1	59.9	0.0	0.0	0.0	0.0	0.0	19.7	5.5	0.0	0.0	29.5	0.6
B&Q, Boundary Road	13.3	8.2	8.6	2.8	2.8	5.6	13.0	4.3	6.8	0.2	0.8	0.3	3.2	2.1	0.8	72.8	1.4
Sub-Total South Norfolk District Council	17.7	0.7	8.5	1.1	11.9	12.9	14.7	3.1	5.4	0.4	3.1	26.1	144.3	5.7	4.9	350.7	6.6
TOTAL GREATER NORWICH Trade Draw Zone 1-15 (£m)																	
	468.5	293.3	223.0	223.8	236.9	332.7	272.3	122.8	207.2	173.8	140.9	47.7	271.2	146.5	165.1	3,325.7	62.6
Competing Destinations Trade Draw Zone 1-15 (£m)																	
Lowestoft	0.0	0.2	0.0	0.0	1.4	0.8	0.0	0.0	0.0	27.1	256.8	0.7	0.0	0.0	0.0	286.9	5.4
Beccles	0.0	0.0	0.0	0.0	32.6	0.8	0.0	0.0	0.0	1.0	102.7	1.4	5.1	0.0	0.0	143.6	2.7
Forest Retail Park, Thetford (inc.B&Q)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	11.5	0.0	13.0	0.2
Sub-Total Competing Destinations	4.4	3.0	1.7	84.4	43.5	9.4	5.2	9.4	155.2	356.9	444.7	3.4	63.4	203.1	214.3	1,601.8	30.1
TOTAL Greater Norwich and Competing Destinations Trade Draw Zone 1-15 (£m)																	
	472.9	296.3	224.7	308.2	280.4	342.1	277.5	132.2	362.4	530.7	585.7	51.1	334.6	349.6	379.4	4,927.6	92.7
Other Destinations	26.1	8.6	17.8	29.5	26.5	6.8	23.2	6.9	25.9	76.5	69.4	3.7	26.1	26.4	13.4	386.6	7.3

Greater Norwich Town Centres and Retail Study 2017
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Table 6a: Comparison goods planning commitments

Proposed development	LPA	LPA planning application reference	Gross Comparison Floorpace (sq.m)	Net Comparison Floorpace (sq.m)	Assumed sales density (£/sqm net)	Average Turnover/ 2017 (£m)	Average Turnover/ 2022 (£m)	Average Turnover/ 2027 (£m)	Average Turnover/ 2032 (£m)	Average Turnover/ 2037 (£m)
Norwich urban area commitments										
Wickes, Helleston Hall Road / Sweet Briar Road, Norwich	Norwich City	15/01077F	1,394	1,115	1,893	2.1	2.4	2.7	3.0	3.3
Sub-division of former Wickes unit, Drayton Road, Norwich (part to be occupied by Ais)	Norwich City	14/01841F and 15/01618F	-1,649	-1,319	1,893	-2.5	-2.8	-3.1	-3.5	-3.9
Primark extension, Norwich city centre	Norwich City	16/00536F	-	1,805	5,110	9.2	10.3	11.6	13.0	14.5
Sub-total for Norwich City	-	-	-	1,601	-	8.8	9.9	11.1	12.4	13.9
Postwick Hub, Broadland Gate	Broadland	20081773	1,700	1,360	2,000	2.7	3.0	3.4	3.8	4.3
North Sprowston and Old Catton urban extension	Broadland	20121516	-	1,800	-	11.7	13.1	14.7	16.5	18.5
Taverham, Fir Court Road 'Lifestyle Leisure Unit'	Broadland	20131175	-	1,904	5,476	10.4	11.7	13.1	14.7	16.4
Taverham, Fir Court Road supermarket	Broadland	20131175	-	836	8,409	7.0	7.9	8.8	9.9	11.1
Sub-total for Broadland	-	-	-	5,900	-	31.9	35.7	40.0	44.9	50.3
Overall total for Norwich urban area	-	-	-	7,501	-	40.7	45.6	51.1	57.3	64.2

Greater Norwich Town Centres and Retail Study 2017 Comparison Need Assessment

Table 6b: Existing comparison goods floorspace

Centre/Store	Sequential location	LPA	Estimated comparison goods floorspace sq.m net
Norwich urban area			
Norwich City Centre	Town Centre	Norwich City	166,825
Cathedral Retail Park	Town Centre	Norwich City	4,008
Anglia Square District Centre	District Centre	Norwich City	13,568
Riverside District Centre	District Centre	Norwich City	11,608
Hall Road Retail Park	Out-of-Centre	Norwich City	10,832
Sweetbriar Retail Park	Out-of-Centre	Norwich City	6,937
Asda, Hall Road	District Centre	Norwich City	1,190
Asda, Hellesdon	Out-of-Centre	Norwich City	2,422
Sprowston Retail Park	Out-of-Centre	Broadland	12,383
Tesco Extra, Blue Boar Lane, Sprowston	Out-of-Centre	Broadland	2,164
B&Q, Boundary Road	Out-of-Centre	Broadland	9,730
Longwater Retail Park, Costessey	Out-of-Centre	South Norfolk	10,658
Next Home & Garden, Costessey	Out-of-Centre	South Norfolk	4,669
B&Q, Neatmarket	Out-of-Centre	South Norfolk	6,995
Non-food floorspace in other foodstores	-	-	6,147
Total, Norwich Urban Area			270,136

Rural Broadland			
Aylsham Town Centre	Town Centre	Broadland	1,895
Acle	Town Centre	Broadland	500
Reepham	Town Centre	Broadland	450
Non-food floorspace in foodstores	-	Broadland	460
Total, Rural Broadland			3,305

Rural South Norfolk			
Diss	Town Centre	South Norfolk	8,569
Harleston	Town Centre	South Norfolk	2,832
Wymondham	Town Centre	South Norfolk	5,084
Loddon	Town Centre	South Norfolk	350
Long Stratton	Town Centre	South Norfolk	800
Non-food floorspace in foodstores	-	South Norfolk	12,650
Total, Rural South Norfolk			30,285

Greater Norwich Town Centres and Retail Study 2017 Comparison Need Assessment

Table 7
Greater Norwich Comparison Goods Need Sq M Net

	NORWICH URBAN AREA COMPARISON GOODS					RURAL SOUTH NORFOLK COMPARISON GOODS					RURAL BROADLAND COMPARISON GOODS				
	2017	2022	2027	2032*	2037*	2017	2022	2027	2032*	2037*	2017	2022	2027	2032*	2037*
Total Available Expenditure (£m)	2,751.1	3,086.9	3,706.6	4,440.0	5,314.2	2,751.1	3,086.9	3,706.6	4,440.0	5,314.2	2,751.1	3,086.9	3,706.6	4,440.0	5,314.2
Market Share from Survey Area (%)	56	56	56	57	57	5	5	5	5	5	1	1	1	1	1
Total Spend (£m)	1,547.3	1,739.6	2,093.0	2,511.2	3,009.5	133.8	152.0	184.0	221.3	265.5	26.5	29.7	35.6	42.5	50.7
Existing Retail Floorspace (sq.m net)	270,136	270,136	270,136	270,136	270,136	30,285	30,285	30,285	30,285	30,285	3,305	3,305	3,305	3,305	3,305
Sales per sqm net £	5,728	6,280	7,016	7,822	8,534	4,417	4,842	5,410	6,032	6,580	8,025	8,799	9,829	10,959	11,956
Sales from Existing Floorspace (£m)	1,547.3	1,696.5	1,895.2	2,113.1	2,305.3	133.8	146.7	163.8	182.7	199.3	26.5	29.1	32.5	36.2	39.5
Sales from Commitments (£m)	0.0	45.6	51.1	57.3	64.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Residual Spending to support new floorspace (£m)	0.0	-2.6	146.6	340.8	640.0	0.0	5.4	20.2	38.7	66.2	0.0	0.6	3.1	6.3	11.2
Sales per sq m net in new shops (£)	8,000	8,772	9,799	10,925	11,919	6,000	6,544	7,137	7,783	8,489	5,000	5,453	5,947	6,486	7,074
Capacity for new floorspace (sq.m net)	0	-291	14,958	31,192	53,700	0	819	2,833	4,969	7,800	0	107	518	969	1,586
Capacity for new floorspace (sq.m net, rounded)	0	-300	15,000	31,200	53,700	0	800	2,800	5,000	7,800	0	100	500	1,000	1,600

Assumes growth in sales efficiency of 2.3% per annum to 2037 for Norwich urban area, and 1.75% per annum for Rural South Norfolk / Rural Broadland.
*indicative forecasts, should be subject to further review throughout Local Plan period.

Greater Norwich Town Centres and Retail Study 2017

Comparison Need Assessment

Greater Norwich zones

Table 8

Survey Area Retail Expenditure Forecasts Per Capita (2014 prices) - Comparison Goods - LOCALLY-DERIVED SFT FIGURES

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
2014	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032	3,032
2017	3,513	3,010	3,390	4,136	4,369	4,092	4,173	4,025	3,788	3,195	3,390	3,742	4,117	3,352	3,740
2017 Minus SFT at 25.3%	2,624	2,248	2,533	3,090	3,264	3,057	3,117	3,007	2,829	2,387	2,533	2,796	3,076	2,504	2,793
2022	3,931	3,368	3,794	4,628	4,890	4,580	4,670	4,504	4,239	3,576	3,794	4,188	4,608	3,751	4,185
2022 Minus SFT at 27.9%	2,834	2,428	2,736	3,337	3,525	3,302	3,367	3,248	3,056	2,578	2,736	3,020	3,322	2,705	3,017
2027	4,592	3,935	4,433	5,407	5,712	5,350	5,456	5,263	4,952	4,178	4,433	4,893	5,383	4,383	4,889
2027 Minus SFT at 28.2%	3,297	2,825	3,183	3,883	4,102	3,842	3,917	3,779	3,556	2,999	3,183	3,513	3,865	3,147	3,511
2032	5,376	4,606	5,189	6,330	6,687	6,263	6,386	6,160	5,797	4,890	5,189	5,728	6,302	5,130	5,723
2032 Minus SFT at 28.5%	3,844	3,293	3,710	4,526	4,781	4,478	4,566	4,405	4,145	3,496	3,710	4,095	4,506	3,668	4,092
2037	6,293	5,392	6,074	7,410	7,827	7,331	7,476	7,211	6,786	5,724	6,074	6,705	7,376	6,006	6,700
2037 Minus SFT at 28.6%	4,493	3,850	4,337	5,290	5,589	5,234	5,338	5,149	4,845	4,087	4,337	4,787	5,267	4,288	4,784

Source: Experian Micromarketer, April 2016. Growth rates derived from Experian Retail Planner 13, Figure 1a. SFT rate at 2017 is average comparison goods SFT for survey area, based on household survey results, and this figure is then grown in line with SFT rates at Figure 5 of Experian Retail Planner 13.

Table 9

Survey Area Retail Expenditure Forecasts (2014 prices) - LOCALLY-DERIVED SFT FIGURES

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
2017	217.6	137.2	111.1	152.1	131.6	145.9	129.9	63.1	175.7	274.5	307.1	23.5	159.4	164.4	174.6	2,367.6
2022	244.4	152.2	122.7	169.1	149.9	166.7	145.9	70.1	194.9	304.9	337.1	26.8	179.1	184.5	195.1	2,643.3
2027	295.0	182.0	146.0	202.5	181.7	203.7	176.7	83.9	232.6	364.2	398.7	32.6	215.6	222.3	234.5	3,172.0
2032	355.1	217.7	173.9	241.9	218.8	246.9	213.4	99.9	277.9	434.7	472.1	39.1	258.2	267.4	280.7	3,797.4
2037	426.7	260.7	207.3	288.8	262.4	298.3	257.1	118.9	332.0	519.2	560.1	46.8	308.4	321.5	335.8	4,544.1
Change 2017-37	209.1	123.5	96.2	136.7	130.8	152.4	127.2	55.8	156.3	244.7	253.1	23.3	149.1	157.1	161.2	2,176.5

Source: Tables 1 & 8

Greater Norwich Town Centres and Retail Study 2017 Comparison Need Assessment

Table 10
Greater Norwich Comparison Goods Need - LOCAL SFT SCENARIO

	NORWICH URBAN AREA COMPARISON GOODS					RURAL SOUTH NORFOLK COMPARISON GOODS					RURAL BROADLAND COMPARISON GOODS				
	2017	2022	2027	2032*	2037*	2017	2022	2027	2032*	2037*	2017	2022	2027	2032*	2037*
Total Available Expenditure (£m)	2,367.6	2,643.3	3,172.0	3,797.4	4,544.1	2,367.6	2,643.3	3,172.0	3,797.4	4,544.1	2,367.6	2,643.3	3,172.0	3,797.4	4,544.1
Market Share from Survey Area (%)	56	56	56	57	57	5	5	5	5	5	1	1	1	1	1
Total Spend (£m)	1,331.6	1,489.6	1,791.1	2,147.7	2,573.4	115.1	130.2	157.5	189.3	227.0	22.8	25.4	30.4	36.4	43.4
Existing Retail Floorspace (sq.m net)	270,136	270,136	270,136	270,136	270,136	30,285	30,285	30,285	30,285	30,285	3,305	3,305	3,305	3,305	3,305
Sales per sqm net £	4,929	5,405	6,038	6,732	7,344	3,801	4,167	4,656	5,191	5,663	6,906	7,572	8,459	9,432	10,289
Sales from Existing Floorspace (£m)	1,331.6	1,460.0	1,631.0	1,818.5	1,983.9	115.1	126.2	141.0	157.2	171.5	22.8	25.0	28.0	31.2	34.0
Sales from Commitments (£m)	0.0	45.6	51.1	57.3	64.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Residual Spending to support new floorspace (£m)	0.0	-16.0	108.9	271.9	525.3	0.0	4.0	16.5	32.1	55.5	0.0	0.4	2.5	5.2	9.4
Sales per sq m net in new shops (£)	8,000	8,772	9,799	10,925	11,919	6,000	6,544	7,137	7,783	8,489	5,000	5,453	5,947	6,486	7,074
Capacity for new floorspace (sq.m net)	0	-1,829	11,116	24,886	44,072	0	604	2,314	4,124	6,540	0	69	417	799	1,326
Capacity for new floorspace (sq.m net, rounded)	0	-1,800	11,100	24,900	44,100	0	600	2,300	4,100	6,500	0	100	400	800	1,300

Assumes growth in sales efficiency of 2.3% per annum to 2037 for Norwich urban area, and 1.75% per annum for Rural South Norfolk / Rural Broadland.
*indicative forecasts, should be subject to further review throughout Local Plan period.

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Appendix II
Convenience
goods need
tables

Greater Norwich Town Centres & Retail Study 2017

Convenience Need Assessment

Greater Norwich zones

Table 1
Survey Area Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Total
2017	82,944	61,042	43,860	49,218	40,319	47,738	41,673	20,981	62,095	114,995	121,248	8,415	51,816	65,648	62,505	874,497
2022	86,228	62,668	44,860	50,686	42,514	50,473	43,335	21,573	63,761	118,247	123,213	8,891	53,919	68,212	64,657	903,237
2027	89,479	64,408	45,880	52,152	44,302	53,030	45,108	22,194	65,428	121,411	125,271	9,287	55,771	70,652	66,791	931,164
2032	92,374	66,097	46,865	53,441	45,757	55,127	46,730	22,675	67,049	124,324	127,244	9,543	57,300	72,903	68,595	956,024
2037	94,969	67,725	47,805	54,589	46,957	56,990	48,163	23,090	68,529	127,032	129,159	9,778	58,565	74,973	70,203	978,524
Change 2017-2037	12,025	6,683	3,945	5,371	6,638	9,252	6,490	2,109	6,434	12,037	7,911	1,363	6,749	9,325	7,698	104,027

Source: Experian Micromarketer (October 2016)

Greater Norwich Town Centres & Retail Study 2017

Convenience Need Assessment

Greater Norwich zones

Table 2

Survey Area Retail Expenditure Forecasts Per Capita (2014 prices) - Convenience Goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
2014	2,143	1,967	2,081	2,237	2,344	2,228	2,209	2,282	2,280	2,079	2,132	2,324	2,336	2,085	2,204
2017	2,084	1,913	2,024	2,175	2,279	2,166	2,148	2,218	2,216	2,021	2,072	2,259	2,272	2,027	2,142
2017 W SFT	2,017	1,852	1,959	2,105	2,206	2,096	2,079	2,147	2,145	1,957	2,006	2,187	2,199	1,963	2,074
2022	2,061	1,892	2,001	2,151	2,254	2,142	2,124	2,194	2,192	1,999	2,050	2,234	2,247	2,005	2,119
2022 W SFT	1,976	1,814	1,919	2,063	2,162	2,054	2,037	2,104	2,102	1,917	1,966	2,143	2,154	1,923	2,032
2027	2,067	1,897	2,007	2,157	2,261	2,148	2,131	2,201	2,199	2,005	2,056	2,241	2,253	2,011	2,125
2027 W SFT	1,970	1,808	1,913	2,056	2,155	2,047	2,031	2,097	2,095	1,911	1,959	2,136	2,147	1,917	2,025
2032	2,077	1,907	2,017	2,168	2,272	2,159	2,142	2,212	2,210	2,015	2,066	2,252	2,265	2,021	2,136
2032 W SFT	1,972	1,810	1,915	2,058	2,156	2,049	2,032	2,099	2,097	1,912	1,961	2,137	2,149	1,918	2,027
2037	2,088	1,916	2,028	2,179	2,284	2,170	2,152	2,223	2,221	2,025	2,077	2,264	2,276	2,031	2,146
2037 W SFT	1,977	1,815	1,920	2,064	2,163	2,055	2,038	2,105	2,103	1,918	1,966	2,144	2,155	1,924	2,033

Source: Experian Micromarketer, October 2016. Growth rates and allowance for SFT are derived from Experian Retail Planner 13, Figure 1a (for growth rates) / Figure 5 (for SFT)

Table 3

Survey Area Retail Expenditure Forecasts (2014 prices)

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
2017	167.3	113.0	85.9	103.6	89.0	100.1	86.7	45.1	133.2	225.0	243.2	18.4	113.9	128.8	129.6	1,782.9
2022	170.4	113.7	86.1	104.6	91.9	103.7	88.3	45.4	134.0	226.7	242.2	19.1	116.2	131.2	131.4	1,804.7
2027	176.3	116.5	87.8	107.2	95.5	108.6	91.6	46.5	137.1	232.0	245.4	19.8	119.8	135.4	135.3	1,854.7
2032	182.1	119.6	89.7	110.0	98.7	113.0	95.0	47.6	140.6	237.8	249.5	20.4	123.1	139.8	139.0	1,905.9
2037	198.3	129.8	96.9	119.0	107.2	123.7	103.7	51.3	152.2	257.3	268.2	22.1	133.3	152.3	150.7	2,065.9
Change 2017-37	31.0	16.8	11.0	15.3	18.3	23.6	17.0	6.3	19.0	32.3	25.0	3.7	19.4	23.5	21.1	283.0

Source: Tables 1 & 2

Greater Norwich Town Centres & Retail Study 2017
Convenience Need Assessment

Greater Norwich zones

Table 5a
Convenience Goods Allocation 2017 - Spend (£) 2015 Prices

Zone Centre/Store	Policy Allocation	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)	Total (%)	
Total Available Spend - 2017		167.3	113.0	85.9	103.6	89.0	100.1	86.7	45.1	133.2	225.0	243.2	18.4	113.9	128.8	129.6	1,782.9	100.0	
Norwich City Council area stores																			
Norwich city centre stores																			
Other stores, Norwich City Centre			7.4	4.8	1.5	1.0	0.3	0.2	0.3	0.2	3.0	0.0	0.0	0.0	0.0	0.5	19.1	1.1	
District/Local centres																			
Morrisons, Riverside		District Centre	3.4	16.2	9.2	3.5	6.5	0.7	3.0	0.5	0.0	0.4	0.0	0.0	0.0	0.0	43.5	2.4	
Waitrose, Eaton Centre		District Centre	28.7	1.5	0.0	1.5	2.6	0.0	0.5	0.2	0.0	0.0	0.0	0.1	0.0	0.0	35.0	2.0	
Asda, Hall Road		District Centre	10.6	4.3	0.9	3.2	2.6	5.4	2.1	3.2	1.2	0.0	0.0	0.3	0.4	1.0	35.3	2.0	
Aldi, Larkman Lane		District Centre	11.2	0.0	0.0	0.2	0.7	1.3	1.7	0.2	0.0	0.0	0.0	0.0	0.0	1.2	15.4	0.9	
Aldi, Sprowston Road		District Centre	4.6	9.8	9.8	0.7	0.6	0.0	2.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0	28.6	1.6	
Aldi, Plumstead Road		District Centre	0.0	7.7	1.1	4.3	0.2	0.4	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	14.6	0.8	
Lidl, Drayton Road		District Centre	1.1	3.2	0.4	0.0	0.5	0.4	1.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	7.5	0.4	
Island, Anslie Square		District Centre	0.7	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.3	
Rois of Bowthorpe, Bowthorpe Main Centre, Wendene		District Centre	6.9	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.1	0.4	
Lidl, Copenhagen Way (Aylsham Road)		Local Centre	0.3	3.3	0.9	0.0	0.0	0.0	0.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.4	
Other stores																			
Sainsbury's, Brazen Gate		Edge of Centre	9.7	14.9	0.8	0.0	2.1	1.2	0.0	0.2	0.0	0.0	1.0	0.0	0.0	0.0	30.0	1.7	
Asda, Drayton High Road, Helleston		Out of Centre	5.5	7.4	11.5	0.0	0.0	0.2	11.3	0.6	1.6	0.0	0.0	0.0	0.0	0.0	38.2	2.1	
Sub-total, Norwich City Council area			90.0	77.3	36.3	14.3	16.1	9.8	24.2	7.9	5.8	0.4	1.0	0.5	0.4	1.7	286.6	16.1	
South Norfolk area stores																			
Norwich urban area stores																			
Tesco, Harford Bridge, Norwich		Out of centre (Norwich Urban Area)	12.1	1.5	0.0	1.0	13.0	9.9	0.7	0.0	0.0	0.0	0.0	0.3	0.0	1.4	0.0	40.0	2.2
Sainsbury's, Longwater, Norwich		Out of centre (Norwich Urban Area)	24.6	0.0	3.2	1.9	0.6	5.8	9.6	1.6	0.0	0.0	0.0	0.2	0.0	0.0	2.7	50.1	2.8
Sub-total, South Norfolk - Norwich urban area			36.7	1.5	3.2	2.9	13.6	15.7	10.3	1.6	0.0	0.0	0.0	0.5	0.0	1.4	2.7	90.1	5.1
Diss stores																			
Aldi, Mere Street, Diss		Town Centre	0.6	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	1.5	20.7	0.0	0.0	24.5	1.4
Morrisons, Victoria Road, Diss		Edge of Centre	0.0	0.0	0.0	0.0	0.9	1.8	0.0	0.0	0.0	0.4	3.6	38.1	0.2	0.0	45.0	2.5	
Tesco Superstore, Victoria Road, Diss		Edge of Centre	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.7	22.6	0.0	0.0	25.6	1.4	
Sub-total, Diss stores			0.6	0.0	0.0	0.0	0.9	4.8	0.0	0.0	0.0	0.4	6.8	61.4	0.2	0.0	95.1	5.3	
Harleston stores																			
Budgens, Bullock Fair Close, Harleston		Edge of Centre	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	5.2	0.7	0.0	0.0	6.3	0.4	
Co-Op, Market Place, Harleston		Edge of Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.8	0.0	
Co-Op, London, Road, Harleston		Edge of Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	1.3	0.0	0.0	0.0	2.1	0.1	
Sub-total, Harleston stores			0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.7	7.4	0.7	0.0	0.0	9.1	0.5	
Wymondham stores																			
Co-Op, Market Place, Wymondham		Town Centre	0.0	0.9	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.3	
Waitrose, Norwich Road, Wymondham		Out-of-Centre (Rural South Norfolk)	0.0	0.0	0.0	0.0	0.4	11.5	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.4	17.0	1.0	
Morrisons, Postmill Close, Wymondham		Out-of-Centre (Rural South Norfolk)	0.0	0.0	0.0	0.0	1.0	27.1	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.0	32.9	1.8	
Sub-total, Wymondham stores			0.0	0.9	0.0	0.0	1.4	42.2	0.0	0.1	0.9	0.0	0.0	0.0	0.0	0.4	54.4	3.0	
Other stores																			
Co-Op, Church Plain, Loddon		Town Centre	0.0	0.0	0.0	0.0	7.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	0.4	
Co-Op, The Street, Long Stratton		Town Centre	0.0	0.0	0.0	0.0	1.2	9.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.8	0.6	
Budgens, The Street, Porringland		Out of centre (Rural South Norfolk)	0.0	0.0	0.0	0.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.3	
Sub-total, other stores			0.0	0.0	0.0	0.0	14.6	9.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.2	1.4	
Sub-total, South Norfolk area			37.3	2.4	3.2	2.9	30.6	72.6	10.3	1.7	0.9	0.0	1.2	14.7	82.1	10.1	272.9	15.3	
Broadland area stores																			
Norwich urban area stores																			
Sainsbury's, Pound Lane, Norwich		District Centre	1.0	3.0	4.3	17.9	0.8	0.2	0.6	0.1	0.0	0.3	0.0	0.0	0.5	0.0	28.8	1.6	
Morrisons, The Pastocks, Sprowston		District Centre	0.0	0.2	7.6	1.1	0.0	0.5	4.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	13.8	0.8	
Tesco Extra, Blue Boar Lane, Sprowston		Out of centre	0.0	9.5	20.9	12.2	0.6	0.7	5.9	0.5	1.9	1.7	0.0	0.0	0.0	0.0	53.8	3.0	
Tesco, Drayton		Out of centre	0.0	0.0	0.7	0.0	0.0	0.0	16.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	17.0	1.0	
Sub-total, Broadland - Norwich urban area			1.0	12.6	33.5	31.2	1.5	1.4	26.6	1.1	1.9	2.0	0.0	0.0	0.5	0.0	113.4	6.4	
Rural Broadland																			
Co-Op, Acle		In-centre	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.4	
Budgens, Acle		Out of centre	0.0	0.0	0.0	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1	0.3	
Budgens, Norwich Road, Aylsham		In-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	2.7	0.2	
Co-Op, Market Place, Aylsham		In-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.6	0.0	0.0	0.0	0.0	2.1	0.1	
Tesco, Aylsham		Out of centre	0.0	0.6	1.9	0.0	0.0	0.0	0.6	15.8	1.3	0.0	0.0	0.0	0.0	0.4	20.5	1.2	
Co-Op, Horford		Out of centre	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	5.3	0.3	
Sub-total, Rural Broadland			0.0	0.6	1.9	13.3	0.0	0.0	5.6	20.2	1.9	0.6	0.0	0.0	0.0	0.4	43.9	2.5	
Sub-total, Broadland area			1.0	13.2	35.4	44.5	1.5	1.4	32.3	21.3	3.7	2.6	0.0	0.0	0.0	0.8	157.2	8.8	
(Total for Norwich urban area stores)			127.7	91.4	73.0	48.4	31.2	26.9	61.1	10.7	7.7	2.5	1.0	1.0	0.4	2.4	490.1	27.5	
TOTAL GREATER NORWICH MAIN STORES			128.3	92.9	74.9	61.7	48.1	83.7	66.8	31.0	10.4	2.5	2.2	15.1	82.5	11.1	5.6	716.8	40.2
Other shops																			
North Walsham foodstores			0.0	0.0	1.0	0.7	0.0	0.0	0.1	5.3	55.8	9.5	0.0	0.0	0.0	0.0	72.4	4.1	
Cromer/Sheringham foodstores			0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.4	28.2	0.0	0.0	0.0	0.0	0.0	29.1	1.6	
Great Yarmouth/Caistor-on-Sea foodstores			0.0	0.4	0.0	24.2	0.2	0.0	0.3	0.1	1.2	144.6	5.4	0.0	0.0	0.0	176.3	9.9	
Lowestoft foodstores			0.4	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	11.4	126.2	0.0	0.0	0.0	141.4	7.9	
Beccles foodstores			0.0	0.0	0.0	0.0	20.1	0.7	0.0	0.0	1.4	57.8	0.7	1.4	0.0	0.0	82.1	4.6	
Thetford foodstores			0.0	0.0	0.0	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	6.1	59.7	0.0	66.9	3.8	
Dereham foodstores			0.9	0.0	0.0	0.0	0.0	0.5	2.7	1.4	0.2	0.0	0.0	0.0	15.8	64.0	85.7	4.8	
Fakenham foodstores			0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	10.9	0.0	0.0	0.5	0.4	0.0	42.1	55.3	3.1
Other/local shops in survey area			35.0	17.7	6.5	17.0	16.7	9.6	15.7	6.1	28.2	54.4	43.7	2.0	15.0	22.2	11.1	309.9	16.9
Other/local shops outside survey area			2.7	2.0	1.1	0.0													

Greater Norwich Town Centres & Retail Study 2017
Convenience Need Assessment

Greater Norwich zones

**Table 5c
 Convenience Goods Allocation 2027 - Spend (£) 2015 Prices**

Zone Centre/Store	Policy Allocation	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)	Total (%)
Total Available Spend – 2027		176.3	116.5	87.8	107.2	95.5	108.6	91.6	46.5	137.1	232.0	245.4	19.8	119.8	135.4	135.3	1,854.7	100.0
Norwich City Council area stores																		
Norwich city centre stores																		
Other stores, Norwich City Centre	City Centre	7.8	4.9	1.6	1.1	0.3	0.2	0.3	0.2	3.1	0.0	0.0	0.0	0.0	0.5		19.9	1.1
District/Local centres																		
Morrisons, Riverside	District Centre	3.6	16.7	9.4	3.6	7.0	0.7	3.2	0.5	0.0	0.4	0.0	0.0	0.0	0.0		45.2	2.4
Waitrose, Eaton Centre	District Centre	30.3	1.5	0.0	1.5	2.7	0.0	0.5	0.2	0.0	0.0	0.0	0.1	0.0	0.0		36.9	2.0
Asda, Hall Road	District Centre	11.2	4.4	1.0	3.3	2.8	5.8	2.2	3.3	1.2	0.0	0.0	0.4	0.4	1.1		37.1	2.0
Aldi, Larkman Lane	District Centre	11.8	0.0	0.0	0.2	0.7	1.4	1.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0		17.3	0.9
Aldi, Sprowston Road	District Centre	4.8	10.1	10.0	0.7	0.7	0.0	2.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0		29.5	1.6
Aldi, Plumstead Road	District Centre	0.0	8.0	1.1	4.4	0.2	0.5	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0		15.1	0.8
Lidl, Drayton Road	District Centre	1.1	3.3	0.4	0.0	0.5	0.5	1.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0		7.9	0.4
Island, Anslie Square	District Centre	0.7	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		5.0	0.3
Roys of Bowthorpe, Bowthorpe Main Centre, Wendene	District Centre	7.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		7.5	0.4
Lidl, Copenhagen Way (Aylsham Road)	Local Centre	0.3	3.4	1.0	0.0	0.0	0.0	0.3	1.8	0.0	0.0	0.0	0.0	0.0	0.0		6.7	0.4
Other stores																		
Sainsbury's, Brazen Gate	Edge of Centre	10.2	15.3	0.8	0.0	2.3	1.3	0.0	0.2	0.0	0.0	1.0	0.0	0.0	0.0		31.3	1.7
Asda, Drayton High Road, Helleston	Out of Centre	5.8	7.7	11.8	0.0	0.0	0.2	12.0	0.6	1.6	0.0	0.0	0.0	0.0	0.0		39.7	2.1
Sub-total, Norwich City Council area		94.8	79.6	37.1	14.8	17.3	10.6	25.6	8.2	5.9	0.4	1.0	0.5	0.4	1.1	1.8	299.1	16.1
South Norfolk area stores																		
Norwich urban area stores																		
Tesco, Hartford Bridge, Norwich	Out of centre (Norwich Urban Area)	12.8	1.6	0.0	1.0	14.0	10.7	0.8	0.0	0.0	0.0	0.0	0.3	0.0	1.4	0.0	42.7	2.3
Sainsbury's, Longwater, Norwich	Out of centre (Norwich Urban Area)	25.9	0.0	3.3	2.0	0.6	8.9	10.1	1.6	0.0	0.0	0.0	0.2	0.0	0.0	2.8	52.9	2.8
Sub-total, South Norfolk - Norwich urban area		38.7	1.6	3.3	3.0	14.6	17.1	10.9	1.6	0.0	0.0	0.0	0.6	0.0	1.4	2.8	95.5	5.1
Diss stores																		
Aldi, Mere Street, Diss	Town Centre	0.6	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	1.7	21.8	0.0	0.0	25.8	1.4
Morrisons, Victoria Road, Diss	Edge of Centre	0.0	0.0	0.0	0.0	1.0	1.9	0.0	0.0	0.0	0.0	0.4	3.9	40.0	0.2	0.0	47.5	2.6
Tesco Superstore, Victoria Road, Diss	Edge of Centre	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	1.8	23.7	0.0	0.0	27.0	1.5
Sub-total, Diss stores		0.6	0.0	0.0	0.0	1.0	5.2	0.0	0.0	0.0	0.0	0.4	7.3	85.5	0.2	0.0	100.3	5.4
Harleston stores																		
Budgens, Bullock Fair Close, Harleston	Edge of Centre	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	5.6	0.8	0.0	0.0	6.7	0.4
Co-Op, Market Place, Harleston	Edge of Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0		0.9	0.0
Co-Op, London, Road, Harleston	Edge of Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.4	0.0	0.0		2.2	0.1
Sub-total, Harleston stores		0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.8	7.9	0.8	0.0	0.0	9.8	0.5
Wymondham stores																		
Co-Op, Market Place, Wymondham	Town Centre	0.0	0.9	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		4.8	0.3
Waitrose, Norwich Road, Wymondham	Out-of-Centre (Rural South Norfolk)	0.0	0.0	0.0	0.0	0.5	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.4	18.2	1.0
Morrisons, Postmill Close, Wymondham	Out-of-Centre (Rural South Norfolk)	0.0	0.0	0.0	0.0	1.1	28.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	4.1	0.0	35.5	1.9
Sub-total, Wymondham stores		0.0	0.9	0.0	0.0	1.5	45.8	0.0	0.1	0.0	0.0	0.0	0.0	0.0	8.9	0.4	58.6	3.2
Other stores																		
Co-Op, Church Plain, Loddon	Town Centre	0.0	0.0	0.0	0.0	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		8.5	0.5
Co-Op, The Street, Long Stratton	Town Centre	0.0	0.0	0.0	0.0	1.3	10.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		11.7	0.6
Budgens, The Street, Poringland	Out of centre (Rural South Norfolk)	0.0	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		5.9	0.3
Sub-total, other stores		0.0	0.0	0.0	0.0	15.7	10.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		26.1	1.4
Sub-total, South Norfolk area		39.3	2.5	3.3	3.0	32.8	78.7	10.9	1.7	0.9	0.0	1.2	15.8	86.3	10.6	3.2	290.2	15.6
Broadland area stores																		
Norwich urban area stores																		
Sainsbury's, Pound Lane, Norwich	District Centre	1.1	3.1	4.4	18.5	1.0	0.2	0.6	0.2	0.0	0.4	0.0	0.0	0.0	0.5		29.8	1.6
Morrisons, The Pastocks, Sprowston	District Centre	0.0	0.2	7.8	1.2	0.0	0.5	4.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0		14.3	0.8
Tesco Extra, Blue Boar Lane, Sprowston	Out of centre	0.0	9.8	21.3	12.6	0.6	0.8	6.3	0.5	1.9	1.7	0.0	0.0	0.0	0.0		55.5	3.0
Tesco, Drayton	Out of centre	0.0	0.0	0.7	0.0	0.0	0.0	16.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0		17.9	1.0
Sub-total, Broadland - Norwich urban area		1.1	13.0	34.2	32.3	1.6	1.5	28.2	1.2	1.9	2.1	0.0	0.0	0.0	0.5		117.5	6.3
Rural Broadland																		
Co-Op, Acle	In-centre	0.0	0.0	0.0	7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		7.4	0.4
Budgens, Acle	Out of centre	0.0	0.0	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		6.3	0.3
Budgens, Norwich Road, Aylsham	In-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0		2.8	0.1
Co-Op, Market Place, Aylsham	In-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.6	0.0	0.0	0.0	0.0	0.0		2.2	0.1
Tesco, Aylsham	Out of centre	0.0	0.6	2.0	0.0	0.0	0.0	0.6	16.3	1.3	0.0	0.0	0.0	0.0	0.4		21.2	1.1
Co-Op, Horford	Out of centre	0.0	0.0	0.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0		5.3	0.3
Sub-total, Rural Broadland		0.0	0.6	2.0	13.7	0.0	0.0	6.0	20.9	1.9	0.0	0.0	0.0	0.0	0.4		45.5	2.5
Sub-total, Broadland area		1.1	13.6	36.2	46.0	1.6	1.5	34.1	22.1	3.9	2.1	0.0	0.0	0.0	0.9		163.0	8.8
(Total for Norwich urban area stores)		134.6	94.2	74.6	50.1	33.4	29.2	64.6	11.0	7.9	2.5	1.0	1.0	0.4	2.5	5.0	512.1	27.6
TOTAL GREATER NORWICH MAIN STORES		135.2	95.8	76.5	63.8	51.6	90.8	70.6	32.0	10.7	2.5	2.2	16.3	86.7	11.6	5.9	752.3	40.6
North Walsham foodstores																		
Cramer/Sheringham foodstores		0.0	0.0	1.0	0.7	0.0	0.0	0.1	5.5	57.4	9.7	0.0	0.0	0.0	0.0		74.5	4.0
Great Yarmouth/Caistor-on-Sea foodstores		0.0	0.4	0.0	0.0	0.0	0.0	0.2	0.4	29.0	0.0	0.0	0.0	0.0	0.0		30.0	1.6
Lowestoft foodstores		0.4	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	11.7	127.4	0.0	0.0	0.0		143.1	7.7
Betches foodstores		0.0	0.0	0.0	0.0	21.6	0.6	0.9	0.0	0.0	1.5	58.3	0.6	1.4	0.0		84.4	4.5
Thetford foodstores		0.0	0.0	0.0	0.0	0.5	0.7	0.0	0.0	0.0	0.0	0.0	6.4	62.8	0.0		70.3	3.8
Dereham foodstores		1.0	0.0	0.0	0.0	0.0	0.6	2.9	1.5	0.2	0.0	0.0	0.0	16.6	66.8		89.6	4.8
Fakenham foodstores		0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.6	11.2	0.0	0.0	0.6	0.5	0.0		43.9	3.1
Other/local shops in survey area		36.8	18.3	8.7	17.6	18.0	10.6	16.8	6.3	27.0	56.0	44.1	2.2	15.7	23.3	11.6	312.6	16.9
Other/local shops outside survey area		2.9	2.0	1.1	0.0	0.0	5.3	0.0	0.2	0.4	1.4	8.0	0.0	9.0	21.0	7.1	58.4	3.1
OVERALL TOTAL		176.3	116.5	87.8	107.2	95.5	108.6	91.6	46.5	137.1	232.0	245.4	19.8	119.8	135.4	135.3	1,854.7	100.0

Source: Table 3, Table 4

Greater Norwich Town Centres & Retail Study 2017 Convenience Need Assessment

Greater Norwich zones

Table 5d

Convenience Goods Allocation 2032 - Spend (£) 2015 Prices

Zone	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)	Total (%)
Total Available Spend - 2032	182.1	119.6	89.7	110.0	98.7	113.0	95.0	47.6	140.6	237.8	249.5	20.4	123.1	139.8	139.0	1,905.9	100.0
Norwich City Council area stores																	
Other stores, Norwich City Centre																	
City Centre	6.0	5.1	1.6	1.1	0.4	0.2	0.3	0.2	3.2	0.0	0.0	0.0	0.0	0.0	0.5	20.5	1.1
District/Local centres																	
Morrisons, Riverside	3.7	17.1	9.6	3.7	7.2	0.7	3.3	0.6	0.0	0.5	0.0	0.0	0.0	0.0	0.0	46.5	2.4
Waitrose, Eaton Centre	31.3	1.5	0.0	1.5	2.8	0.0	0.5	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	38.1	2.0
Asda, Hall Road	11.6	4.5	1.0	3.4	2.9	6.1	2.3	3.4	1.3	0.0	0.0	0.4	0.4	1.1	0.0	38.3	2.0
Aldi, Larkman Lane	12.2	0.0	0.0	0.2	0.7	1.4	1.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3	17.8	0.9
Aldi, Sprowston Road	5.0	10.4	10.3	0.7	0.7	0.0	2.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.4	1.6
Aldi, Plumstead Road	0.0	8.2	1.2	4.5	0.2	0.5	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.5	0.8
Lidl, Drayton Road	1.2	3.4	0.4	0.0	0.5	0.5	1.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1	0.4
Island, Ansie Square	0.7	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.3
Roys of Bowthorpe, Bowthorpe Main Centre, Wendene	7.5	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8	0.4
Lidl, Copenhagen Way (Avilsham Road)	0.3	3.5	1.0	0.0	0.0	0.0	0.3	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	0.4
Other stores																	
Sainsbury's, Brazen Gate	10.6	15.8	0.8	0.0	2.4	1.4	0.0	0.2	0.0	0.0	1.1	0.0	0.0	0.0	0.0	32.2	1.7
Asda, Drayton High Road, Helleston	6.0	7.9	12.1	0.0	0.0	0.2	12.4	0.6	1.7	0.0	0.0	0.0	0.0	0.0	0.0	40.9	2.1
Sub-total, Norwich City Council area	97.9	81.8	37.9	15.2	17.8	11.0	26.5	8.4	6.1	0.5	1.1	0.5	0.4	1.1	1.8	308.0	16.2
South Norfolk area stores																	
Other stores, Norwich Urban Area																	
Out of centre (Norwich Urban Area)	13.2	1.6	0.0	1.0	14.5	11.2	0.8	0.0	0.0	0.0	0.0	0.4	0.0	1.5	0.0	44.1	2.3
Sainsbury's, Longwater, Norwich	26.8	0.0	3.3	2.0	0.6	6.6	10.5	1.7	0.0	0.0	0.0	0.2	0.0	2.0	2.9	54.6	2.9
Sub-total, South Norfolk - Norwich urban area	40.0	1.6	3.3	3.1	15.1	17.7	11.3	1.7	0.0	0.0	0.0	0.6	0.0	1.5	2.9	98.7	5.2
Diss stores																	
Aldi, Mere Street, Diss	0.7	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	1.7	22.4	0.0	0.0	26.6	1.4
Morrisons, Victoria Road, Diss	0.0	0.0	0.0	0.0	1.0	2.0	0.0	0.0	0.0	0.0	0.5	4.0	41.1	0.2	0.0	48.8	2.6
Tesco Superstore, Victoria Road, Diss	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	1.8	24.4	0.0	0.0	27.8	1.5
Sub-total, Diss stores	0.7	0.0	0.0	0.0	1.0	5.4	0.0	0.0	0.0	0.0	0.5	7.6	87.9	0.2	0.0	103.2	5.4
Harleston stores																	
Budgens, Bullock Fair Close, Harleston	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	5.8	0.8	0.0	0.0	6.9	0.4
Co-Op, Market Place, Harleston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.9	0.0
Co-Op, London, Road, Harleston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.5	0.0	0.0	0.0	2.3	0.1
Sub-total, Harleston stores	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.8	8.2	0.8	0.0	0.0	10.1	0.5
Wymondham stores																	
Co-Op, Market Place, Wymondham	0.0	1.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.3
Waitrose, Norwich Road, Wymondham	0.0	0.0	0.0	0.0	0.5	13.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.4	18.9	1.0
Morrisons, Postmill Close, Wymondham	0.0	0.0	0.0	0.0	1.1	30.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	4.2	0.0	36.9	1.9
Sub-total, Wymondham stores	0.0	1.0	0.0	0.0	1.6	47.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	9.2	0.4	60.8	3.2
Other stores																	
Co-Op, Church Plain, Loddon	0.0	0.0	0.0	0.0	8.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.7	0.5
Co-Op, The Street, Long Stratton	0.0	0.0	0.0	0.0	1.4	10.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.2	0.6
Budgens, The Street, Poringland	0.0	0.0	0.0	0.0	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1	0.3
Sub-total, other stores	0.0	0.0	0.0	0.0	16.2	10.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.1	1.4
Sub-total, South Norfolk area	40.6	2.6	3.3	3.1	33.9	81.9	11.3	1.7	0.9	0.0	1.2	16.3	88.7	10.9	3.3	299.8	15.7
Broadland area stores																	
Other stores, Norwich Urban Area																	
Sainsbury's, Pound Lane, Norwich	1.1	3.1	4.5	18.9	1.0	0.2	0.7	0.2	0.0	0.4	0.0	0.0	0.0	0.5	0.0	30.6	1.6
Morrisons, The Pastocks, Sprowston	0.0	0.2	8.0	1.2	0.0	0.6	4.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.7	0.8
Tesco Extra, Blue Boar Lane, Sprowston	0.0	10.0	21.8	13.0	0.6	0.8	6.5	0.6	2.0	1.8	0.0	0.0	0.0	0.0	0.0	57.0	3.0
Tesco, Drayton	0.0	0.0	0.7	0.0	0.0	0.0	17.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.6	1.0
Sub-total, Broadland - Norwich urban area	1.1	13.4	35.0	33.1	1.6	1.6	29.2	1.2	2.0	2.1	0.0	0.0	0.0	0.5	0.0	120.8	6.3
Rural Broadland																	
Co-Op, Acle	0.0	0.0	0.0	7.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6	0.4
Budgens, Acle	0.0	0.0	0.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.3
Budgens, Norwich Road, Avilsham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.1
Co-Op, Market Place, Avilsham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.1
Tesco, Avilsham	0.0	0.6	2.0	0.0	0.0	0.0	0.7	16.6	1.4	0.0	0.0	0.0	0.0	0.4	0.0	21.7	1.1
Co-Op, Horford	0.0	0.0	0.0	0.0	0.0	0.3	5.5	0.1	0.9	0.0	0.0	0.0	5.9	0.0	0.0	8.3	0.4
Sub-total, Rural Broadland	0.0	0.6	2.0	14.1	0.0	0.0	6.2	21.3	2.0	0.0	0.0	0.0	0.0	0.4	0.0	46.6	2.4
Sub-total, Broadland area	1.1	14.0	37.0	47.2	1.6	1.6	35.4	22.6	4.0	2.1	0.0	0.0	0.0	0.9	0.0	167.4	8.8
(Total for Norwich urban area stores)	139.0	96.8	76.2	51.4	34.6	30.3	67.0	11.3	8.1	2.6	1.1	1.1	0.4	2.6	5.2	527.5	27.7
TOTAL GREATER NORWICH MAIN STORES	139.7	98.4	78.2	65.5	53.4	94.5	73.2	32.7	11.0	2.6	2.3	16.8	89.1	12.0	6.0	775.2	40.7
Other stores, Norwich Urban Area																	
North Walsham foodstores	0.0	0.0	1.0	0.8	0.0	0.0	0.2	5.6	58.9	10.0	0.0	0.0	0.0	0.0	0.0	78.4	4.0
Cromer/Sheringham foodstores	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.4	29.7	0.0	0.0	0.0	0.0	0.0	0.0	30.7	1.6
Great Yarmouth/Caistor-on-Sea foodstores	0.0	0.4	0.0	25.7	0.2	0.0	0.3	0.1	1.3	152.8	5.6	0.0	0.0	0.0	0.0	186.3	9.8
Lowestoft foodstores	0.4	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	12.0	129.5	0.0	0.0	0.0	0.0	145.7	7.6
Bectles foodstores	0.0	0.0	0.0	0.0	22.3	0.6	0.0	0.0	0.0	1.5	59.3	0.6	1.5	0.0	0.0	86.2	4.5
Thetford foodstores	0.0	0.0	0.0	0.0	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	6.6	64.8	0.0	72.6	3.8
Dereham foodstores	1.0	0.0	0.0	0.0	0.0	0.6	3.0	1.5	0.2	0.0	0.0	0.0	0.0	17.2	68.7	92.2	4.8
Fakenham foodstores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	11.5	0.0	0.0	0.6	0.5	0.0	45.1	59.2	3.1
Other/local shops in survey area	38.0	18.8	8.9	18.0	18.6	10.9	17.2	6.5	27.7	57.4	44.8	2.2	16.2	24.1	11.9	321.2	16.9
Other/local shops outside survey area	3.0	2.1	1.1	0.0	0.0	5.5	0.0	0.2	0.4	1.4	8.1	0.0	9.3	21.7	7.3	60.1	3.2
OVERALL TOTAL	182.1																

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Greater Norwich zones

Table 5e
Convenience Goods Allocation 2037 - Spend (£) 2015 Prices

Zone/Store	Policy Allocation	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)	Total (%)
Total Available Spend - 2037		198.3	129.8	96.9	119.0	107.2	123.7	103.7	51.3	152.2	257.3	268.2	22.1	133.3	152.3	150.7	2,065.9	100.0
Norwich City Council area stores																		
Norwich city centre stores																		
Other stores, Norwich City Centre	City Centre	8.7	5.5	1.7	1.2	0.4	0.2	0.3	0.2	3.4	0.0	0.0	0.0	0.0	0.0	0.5	22.2	1.1
District/Local centres																		
Morrisons, Riverside	District Centre	4.0	18.6	10.4	4.0	7.8	0.8	3.6	0.6	0.0	0.5	0.0	0.0	0.0	0.0	0.0	50.4	2.4
Waitrose, Eaton Centre	District Centre	34.0	1.7	0.0	1.7	3.1	0.0	0.6	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	41.5	2.0
Asda, Hall Road	District Centre	12.6	4.9	1.1	3.7	3.2	6.6	2.5	3.7	1.4	0.0	0.0	0.4	0.4	1.2	0.0	41.6	2.0
Aldi, Larkman Lane	District Centre	13.3	0.0	0.0	0.2	0.8	1.6	2.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.4	19.4	0.9
Aldi, Sprowston Road	District Centre	5.4	11.2	11.1	0.8	0.8	0.0	2.9	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	32.9	1.6
Aldi, Plumstead Road	District Centre	0.0	8.9	1.3	4.9	0.2	0.6	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.8	0.8
Lidl, Drayton Road	District Centre	1.3	3.7	0.4	0.0	0.6	0.6	2.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.8	0.4
Island, Anzias Square	District Centre	0.8	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.3
Roy's of Bowthorpe, Bowthorpe Main Centre, Wendene	District Centre	8.1	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	0.4
Lidl, Copenhagen Way (Aylsham Road)	Local Centre	0.3	3.8	1.1	0.0	0.0	0.0	0.3	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.4	0.4
Other stores																		
Sainsbury's, Brazen Gate	Edge of Centre	11.5	17.1	0.9	0.0	2.6	1.5	0.0	0.3	0.0	0.0	1.1	0.0	0.0	0.0	0.0	35.0	1.7
Asda, Drayton High Road, Helleston	Out of Centre	6.5	8.5	13.0	0.0	0.0	0.2	13.6	0.7	1.8	0.0	0.0	0.0	0.0	0.0	0.0	44.4	2.1
Sub-total, Norwich City Council area		106.6	88.7	40.9	16.5	19.4	12.1	29.0	9.1	6.6	0.5	1.1	0.5	0.4	1.2	2.0	334.6	16.2
South Norfolk area stores																		
Norwich urban area stores																		
Tesco, Harford Bridge, Norwich	Out of centre (Norwich Urban Area)	14.4	1.7	0.0	1.1	15.7	12.2	0.9	0.0	0.0	0.0	0.0	0.4	0.0	1.6	0.0	48.1	2.3
Sainsbury's, Lowwater, Norwich	Out of centre (Norwich Urban Area)	29.1	0.0	3.6	2.2	0.7	7.2	11.5	1.8	0.0	0.0	0.0	0.2	0.0	0.0	3.1	59.4	2.9
Sub-total, South Norfolk - Norwich urban area		43.5	1.7	3.6	3.3	16.4	19.4	12.3	1.8	0.0	0.0	0.0	0.6	0.0	1.6	3.1	107.5	5.2
Diss stores																		
Aldi, Mere Street, Diss	Town Centre	0.7	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	1.9	24.2	0.0	0.0	28.8	1.4
Morrisons, Victoria Road, Diss	Edge of Centre	0.0	0.0	0.0	0.0	1.1	2.2	0.0	0.0	0.0	0.0	0.5	4.3	44.5	0.2	0.0	52.9	2.6
Tesco Superstore, Victoria Road, Diss	Edge of Centre	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	2.0	26.4	0.0	0.0	30.1	1.5
Sub-total, Diss stores		0.7	0.0	0.0	0.0	1.1	5.9	0.0	0.0	0.0	0.0	0.5	8.2	95.2	0.2	0.0	111.9	5.4
Harleston stores																		
Budgens, Bullock Fair Close, Harleston	Edge of Centre	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	6.3	0.9	0.0	0.0	7.5	0.4
Co-Op, Market Place, Harleston	Edge of Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	1.9	0.1
Co-Op, London Road, Harleston	Edge of Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.6	0.0	0.0	0.0	2.4	0.1
Sub-total, Harleston stores		0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.8	8.8	0.9	0.0	0.0	10.9	0.5
Wymondham stores																		
Co-Op, Market Place, Wymondham	Town Centre	0.0	1.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.3
Waitrose, Norwich Road, Wymondham	Out-of-Centre (Rural South Norfolk)	0.0	0.0	0.0	0.0	0.5	14.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.5	20.7	1.0
Morrisons, Postmill Close, Wymondham	Out-of-Centre (Rural South Norfolk)	0.0	0.0	0.0	0.0	1.2	33.5	0.0	0.1	1.0	0.0	0.0	0.0	0.0	4.6	0.0	40.3	2.0
Sub-total, Wymondham stores		0.0	1.0	0.0	0.0	1.7	52.1	0.0	0.1	1.0	0.0	0.0	0.0	0.0	10.0	0.5	66.5	3.2
Other stores																		
Co-Op, Church Plain, Loddon	Town Centre	0.0	0.0	0.0	0.0	9.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5	0.5
Co-Op, The Street, Long Stratton	Town Centre	0.0	0.0	0.0	0.0	1.5	11.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.4	0.6
Budgens, The Street, Porningland	Out of centre (Rural South Norfolk)	0.0	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6	0.3
Sub-total, other stores		0.0	0.0	0.0	0.0	17.6	11.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.5	1.4
Sub-total, South Norfolk area		44.3	2.8	3.6	3.3	36.8	89.6	12.3	1.9	1.0	0.0	1.3	17.7	96.0	11.9	3.6	326.2	15.8
Broadland area stores																		
Norwich urban area stores																		
Sainsbury's, Pound Lane, Norwich	District Centre	1.2	3.4	4.9	20.5	1.1	0.3	0.7	0.2	0.0	0.4	0.0	0.0	0.0	0.5	0.0	33.1	1.6
Morrisons, The Pastocks, Sprowston	District Centre	0.0	0.2	8.6	1.3	0.0	0.6	4.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.9	0.8
Tesco Extra, Blue Boar Lane, Sprowston	Out of centre	0.0	10.9	23.5	14.0	0.7	0.9	7.1	0.6	2.1	1.9	0.0	0.0	0.0	0.0	0.0	61.7	3.0
Tesco, Drayton	Out of centre	0.0	0.0	0.8	0.0	0.0	0.0	19.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.3	1.0
Sub-total, Broadland - Norwich urban area		1.2	14.5	37.8	35.8	1.8	1.7	31.9	1.3	2.1	2.3	0.0	0.0	0.0	0.5	0.0	151.0	6.3
Rural Broadland																		
Co-Op, Acle	In-centre	0.0	0.0	0.0	8.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2	0.4
Budgens, Acle	Out of centre	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.3
Budgens, Norwich Road, Aylsham	In-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.1
Co-Op, Market Place, Aylsham	In-centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.1
Tesco, Aylsham	Out of centre	0.0	0.7	2.2	0.0	0.0	0.0	0.7	17.9	1.5	0.0	0.0	0.0	0.0	0.4	0.0	23.4	1.1
Co-Op, Horford	Out of centre	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.3
Sub-total, Rural Broadland		0.0	0.7	2.2	15.2	0.0	0.0	6.7	23.0	2.1	0.0	0.0	0.0	0.0	0.4	0.0	50.4	2.4
Sub-total, Broadland area		1.2	15.2	40.0	51.0	1.8	1.7	38.6	24.3	4.3	2.3	0.0	0.0	0.0	0.0	1.0	181.4	8.8
(Total for Norwich urban area stores)		151.4	106.0	82.3	55.6	37.6	33.2	73.1	12.1	8.7	2.8	1.1	1.2	0.4	2.8	5.6	573.1	27.7
TOTAL GREATER NORWICH MAIN STORES		152.1	106.7	84.5	70.8	58.0	103.4	79.9	35.3	11.9	2.8	2.4	18.2	96.5	13.1	6.5	842.1	40.8
North Walsham foodstores		0.0	0.0	1.1	0.8	0.0	0.0	0.2	6.0	63.7	10.8	0.0	0.0	0.0	0.0	0.0	82.7	4.0
Cromer/Sheringham foodstores		0.0	0.0	0.5	0.0	0.0	0.0	0.2	0.4	32.2	0.0	0.0	0.0	0.0	0.0	0.0	33.3	1.6
Great Yarmouth/Caistor-on-Sea foodstores		0.0	0.4	0.0	27.8	0.2	0.0	0.3	0.1	1.4	165.3	6.0	0.0	0.0	0.0	0.0	201.5	9.8
Lowestoft foodstores		0.4	0.0	0.0	0.0	4.1	0.0	0.0	0.0									

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Table 6: Trading performance assessment of existing convenience goods floorspace

		Total floorspace (sq.m net)	Net Convenience Ratio (%)	Net Convenience Floorspace (sq.m)	Company Average Sales Density (£ per sq.m net)	Company Average Turnover (£m)	Household survey-derived turnover (£m)	Difference from company average turnover (£m)
Norwich city centre stores								
Other stores, Norwich City Centre	City Centre	6,278	95%	5,964	-	-	-	-
District/Local centres								
Morrisons, Riverside	District Centre	3,670	95%	3,487	12,722	44.4	43.5	-0.9
Waltrose, Eaton Centre	District Centre	2,716	90%	2,444	12,429	30.4	35.0	4.7
Asda, Hall Road	District Centre	3,967	70%	2,777	13,210	36.7	35.3	-1.4
Aldi, Larkman Lane	District Centre	790	85%	672	9,602	6.4	16.4	9.9
Aldi, Sprowston Road	District Centre	790	85%	672	9,602	6.4	28.6	22.1
Aldi, Plumstead Road	District Centre	790	85%	672	9,602	6.4	14.6	8.2
Lidl, Drayton Road	District Centre	625	85%	531	3,487	1.9	7.5	5.7
Island, Anglia Square	District Centre	472	100%	472	7,235	3.4	4.8	1.4
Roys of Bowthorpe, Bowthorpe Main Centre, Wendene	District Centre	2,981	85%	1,769	7,000	12.4	7.1	-5.2
Lidl, Copenhagen Way (Aylsham Road)	Local Centre	1,260	85%	1,071	3,487	3.7	6.5	2.8
Other stores								
Sainsbury's, Brazen Gate	Edge of Centre	3,427	75%	2,570	12,053	31.0	30.0	-1.0
Asda, Drayton High Road, Hellesdon	Out of Centre	5,383	55%	2,961	13,210	39.1	38.2	-0.9
Sub-total, Norwich City Council area		32,249		26,060	-	222.2	267.5	45.3
South Norfolk area stores								
Norwich urban area stores								
Tesco, Harford Bridge, Norwich	Out of centre (Norwich Urban Area)	3,809	75%	2,857	11,497	32.8	40.0	7.1
Sainsbury's, Longwater, Norwich	Out of centre (Norwich Urban Area)	4,610	65%	2,997	12,053	36.1	50.1	14.0
Sub-total, South Norfolk - Norwich urban area		8,419		5,853	-	69.0	90.1	21.2
Diss stores								
Aldi, Mere Street, Diss	Town Centre	900	85%	765	9,602	7.3	24.5	17.1
Morrisons, Victoria Road, Diss	Edge of Centre	3,433	85%	2,918	12,722	37.1	45.0	7.9
Tesco Superstore, Victoria Road, Diss	Edge of Centre	2,825	75%	2,119	11,497	24.4	25.6	1.2
Sub-total, Diss stores		7,158		5,802	11,864	68.8	95.1	26.2
Harleston stores								
Budgens, Dulock Fair Close, Harleston	Edge of Centre	743	95%	706	7,741	5.5	6.3	0.8
Co-Op, Market Place, Harleston	Edge of Centre	500	100%	500	7,741	3.9	0.8	-3.1
Co-Op, London Road, Harleston	Edge of Centre	500	100%	500	7,741	3.9	2.1	-1.8
Sub-total, Harleston stores		1,743		1,706	7,741	13.2	9.1	-4.1
Wymondham stores								
Co-Op, Market Place, Wymondham	Town Centre	300	100%	300	7,741	2.3	4.5	2.2
Waltrose, Norwich Road, Wymondham	Out-of-Centre (Rural South Norfolk)	2,400	80%	1,920	12,429	23.9	17.0	-6.9
Morrisons, Postmill Close, Wymondham	Out-of-Centre (Rural South Norfolk)	2,202	70%	1,541	12,722	19.6	32.9	13.3
Sub-total, Wymondham stores		4,902		3,761	12,176	45.8	54.4	8.6
Other stores								
Co-Op, Church Plain, Loddon	Town Centre	96	100%	96	7,741	0.7	7.9	7.1
Co-Op, The Street, Long Stratton	Town Centre	800	95%	760	7,741	5.9	10.8	5.0
Budgens, The Street, Poringland	Out of centre (Rural South Norfolk)	525	100%	525	7,741	4.1	5.5	1.4
Sub-total, other stores		1,421		1,381	7,741	10.7	24.2	13.5
Broadland area stores								
Norwich urban area stores								
Sainsbury's, Pound Lane, Dussindale	District Centre	4,407	70%	3,085	12,053	37.2	28.8	-8.4
Morrisons, The Paddocks, Sprowth	District Centre	2,000	70%	1,400	12,722	17.8	13.8	-4.0
Tesco Extra, Blue Boat Lane, Sprowston	Out of centre	6,182	65%	4,018	11,497	46.2	53.8	7.6
Tesco, Falkenham Road, Drayton	Out of centre	1,750	75%	1,313	11,497	15.1	17.0	1.9
Sub-total, Norwich urban area		14,339		9,816	-	116.3	113.4	-2.9
Rural Broadland								
Co-Op, Acle	In-centre	300	100%	300	7,741	2.3	7.2	4.8
Budgens, Acle	Out of centre	556	100%	556	7,741	4.3	6.1	1.8
Budgens, Norwich Road, Aylsham	In-centre	637	100%	637	7,741	4.9	2.7	-2.2
Co-Op, Market Place, Aylsham	In-centre	157	100%	157	7,741	1.2	2.1	0.9
Tesco, Aylsham	Out of centre	2,300	80%	1,840	11,497	21.2	20.5	-0.8
Co-Op, Harsford	Out of centre	200	100%	200	7,741	1.5	6.3	3.7
Sub-total, Rural Broadland		4,150		3,690	-	35.5	43.9	8.4
(Total for Norwich urban area main stores)		55,007		41,729	9,765	407.5	471.0	63.5

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Sales eff

0.30%

Table 6: Convenience goods planning commitments

Proposed development	LPA	LPA planning application reference	Gross Floorspace (sq.m)	Net floorspace (sq.m)	Convenience goods net floorspace (sq.m)	Assumed sales density (£/sqm.net)	Average Turnover 2017 (£m)	Average Turnover 2022 (£m)	Average Turnover 2027 (£m)	Average Turnover 2032 (£m)	Average Turnover 2037 (£m)
Norwich urban area commitments											
Aldi, Drayton Road, Norwich (former Wickes)	Norwich City	14/01841/F	1,620	1,296	1,037	11,552	12.0	12.2	12.3	12.5	12.7
Aldi, Hall Road, Norwich	Norwich City	15/01314/F	-	1,254	1,003	11,552	11.6	11.8	11.9	12.1	12.3
Lidl, Aylsham Road, Norwich (net additional floorspace following closure of Copenhagen Way store - sales area 846 sq.m)	Norwich City	16/00606/F	-	844	675	8,661	5.8	5.9	6.0	6.1	6.2
Sub-total for Norwich City	-	-	-	-	2,715	-	29.4	29.9	30.3	30.6	31.2
Taverham, Fir Court Road supermarket	Broadland	20131175	-	-	1,951	14,210	27.7	28.1	28.6	29.0	29.4
Postwick Hub, Broadland Gate	Broadland	20081773	500	400	400	-	2.0	2.0	2.1	2.1	2.1
North Sprowston and Old Canton urban extension	Broadland	20121516	-	2,256	2,256	-	13.0	13.2	13.4	13.6	13.8
Sub-total for Broadland	-	-	-	-	4,607	-	42.7	43.4	44.0	44.7	45.4
Overall total for Norwich urban area	-	-	-	-	7,322	-	72.1	73.2	74.3	75.4	76.6
South Norfolk Rural											
Lidl, Farnier Close, Wymondham	South Norfolk	20162599	-	1,434	1,145	6,845	7.8	8.0	8.1	8.2	8.3
Sub-total for South Norfolk Rural	-	-	-	-	1,145	-	7.8	8.0	8.1	8.2	8.3

Assumes growth in sales efficiency of 0.3% per annum to 2037 (source: Experian Retail Planner 14)
 Source: local planning authority planning application monitoring

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Table 8: Summary of quantitative convenience goods need for Norwich urban area

	2017	2022	2027	2032*	2037*
A) Residents Spending in Norwich main stores (£m)	490.1	497.1	512.1	527.5	573.1
B) Existing main stores floorspace in Norwich (sq.m net)	41,729	41,729	41,729	41,729	41,729
C) Sales per sq.m net £	11,745	11,286	11,457	11,630	11,805
D) Sales from existing floorspace (£m)	490.1	471.0	478.1	485.3	492.6
E) Sales from committed floorspace (£m)	0.0	73.2	74.3	75.4	76.6
F) Residual spending to support new convenience goods floorspace (£m)	0.0	-47.1	-40.3	-33.2	3.9
G) Sales per sq.m net in new shops (£) <i>Based on large store format</i>	12,000	12,181	12,365	12,551	12,741
H) Capacity for new floorspace (sq.m net)	0	-3,870	-3,258	-2,645	304
I) Capacity for new floorspace (sq.m net, rounded)	0	-3,900	-3,300	-2,600	300

Assumes growth in sales efficiency of 0.3% per annum to 2033 (source: Experian Retail Planner 14)

**indicative forecasts, should be subject to further review throughout Local Plan period.*

Note 1 — above capacity forecasts are for new foodstores only — excludes turnover of local/specialist convenience goods stores.

Note 2 — This is capacity for Norwich urban area, including those parts of Norwich which fall within Broadland & South Norfolk authority areas

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Table 9a: Summary of quantitative convenience goods need for Diss

	2017	2022	2027	2032*	2037*
A) Residents Spending in Diss main stores (£m)	95.1	97.1	100.3	103.2	111.8
B) Existing main stores floorspace in Diss (sq.m net)	5,802	5,802	5,802	5,802	5,802
C) Sales per sq.m net £	16,386	11,864	12,043	12,224	12,409
D) Sales from existing floorspace (£m)	95.1	68.8	69.9	70.9	72.0
E) Sales from committed floorspace (£m)	0.0	0.0	0.0	0.0	0.0
F) Residual spending to support new convenience goods floorspace (£m)	0.0	28.3	30.4	32.2	39.8
G) Sales per sq.m net in new shops (£) <i>Based on large store format</i>	12,000	12,181	12,365	12,551	12,741
H) Capacity for new floorspace (sq.m net)	0	2,322	2,459	2,569	3,122
I) Capacity for new floorspace (sq.m net, rounded)	0	2,300	2,500	2,600	3,100

Assumes growth in sales efficiency of 0.3% per annum to 2037 (source: Experian Retail Planner 14)

**indicative forecasts, should be subject to further review throughout Local Plan period.*

Note — above capacity forecasts are for new foodstores only — excludes turnover of local/specialist convenience goods stores.

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Table 9b: Summary of quantitative convenience goods need for Harleston

	2017	2022	2027	2032*	2037*
A) Residents Spending in Harleston main stores (£m)	9.1	9.4	9.8	10.1	10.9
B) Existing main stores floorspace in Harleston (sq.m net)	1,706	1,706	1,706	1,706	1,706
C) Sales per sq.m net £	5,356	7,741	7,858	7,976	8,097
D) Sales from existing floorspace (£m)	9.1	13.2	13.4	13.6	13.8
E) Sales from committed floorspace (£m)	0.0	0.0	0.0	0.0	0.0
F) Residual spending to support new convenience goods floorspace (£m)	0.0	-3.8	-3.6	-3.6	-2.9
G) Sales per sq.m net in new shops (£) <i>Based on large store format</i>	12,000	12,181	12,365	12,551	12,741
H) Capacity for new floorspace (sq.m net)	0	-311	-293	-283	-229
I) Capacity for new floorspace (sq.m net, rounded)	0	-300	-300	-300	-200

Assumes growth in sales efficiency of 0.3% per annum to 2037 (source: Experian Retail Planner 14)

**indicative forecasts, should be subject to further review throughout Local Plan period.*

Note — above capacity forecasts are for new foodstores only — excludes turnover of local/specialist convenience goods stores.

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Table 9c: Summary of quantitative convenience goods need for Wymondham

	2017	2022	2027	2032*	2037*
A) Residents Spending in Wymondham main stores (£m)	54.4	56.1	58.6	60.8	66.5
B) Existing main stores floorspace in Wymondham (sq.m net)	3,761	3,761	3,761	3,761	3,761
C) Sales per sq.m net £	14,455	12,176	12,359	12,546	12,735
D) Sales from existing floorspace (£m)	54.4	45.8	46.5	47.2	47.9
E) Sales from committed floorspace (£m)	0.0	8.0	8.1	8.2	8.3
F) Residual spending to support new convenience goods floorspace (£m)	0.0	2.4	4.0	5.4	10.3
G) Sales per sq.m net in new shops (£) <i>Based on large store format</i>	12,000	12,181	12,365	12,551	12,741
H) Capacity for new floorspace (sq.m net)	0	193	323	432	806
I) Capacity for new floorspace (sq.m net, rounded)	0	200	300	400	800

Assumes growth in sales efficiency of 0.3% per annum to 2037 (source: Experian Retail Planner 14)

**indicative forecasts, should be subject to further review throughout Local Plan period.*

Note — above capacity forecasts are for new foodstores only — excludes turnover of local/specialist convenience goods stores.

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Table 9d: Summary of quantitative convenience goods need for rural South Norfolk

	2017	2022	2027	2032*	2037*
A) Residents Spending in main stores (£m)	24.2	25.1	26.1	27.1	29.5
B) Existing main stores floorspace (sq.m net)	1,381	1,381	1,381	1,381	1,381
C) Sales per sq.m net £	17,539	7,741	7,858	7,976	8,097
D) Sales from existing floorspace (£m)	24.2	10.7	10.9	11.0	11.2
E) Sales from committed floorspace (£m)	0.0	0.0	0.0	0.0	0.0
F) Residual spending to support new convenience goods floorspace (£m)	0.0	14.4	15.3	16.0	18.3
G) Sales per sq.m net in new shops (£) <i>Based on large store format</i>	12,000	12,181	12,365	12,551	12,741
H) Capacity for new floorspace (sq.m net)	0	1,179	1,234	1,278	1,437
I) Capacity for new floorspace (sq.m net, rounded)	0	1,200	1,200	1,300	1,400

Assumes growth in sales efficiency of 0.3% per annum to 2037 (source: Experian Retail Planner 14)

**indicative forecasts, should be subject to further review throughout Local Plan period.*

Note — above capacity forecasts are for new foodstores only — excludes turnover of local/specialist convenience goods stores.

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Table 9e: Summary of quantitative convenience goods need for South Norfolk

	2017	2022	2027	2032*	2037*
A) Residents Spending in main stores (£m)	182.8	187.7	194.7	201.1	218.6
B) Existing main stores floorspace (sq.m net)	12,650	12,650	12,650	12,650	12,650
C) Capacity for new floorspace (sq.m net)	0	3,383	3,723	3,996	5,136
D) Capacity for new floorspace (sq.m net, rounded)	0	3,400	3,700	4,000	5,100

Assumes growth in sales efficiency of 0.3% per annum to 2037 (source: Experian Retail Planner 14)

**indicative forecasts, should be subject to further review throughout Local Plan period.*

Note 1 — above capacity forecasts are for new foodstores only — excludes turnover of local/specialist convenience goods stores.

Note 2 — figures above are sum of Tables 9a to 9d inclusive.

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Table 10a: Summary of quantitative convenience goods need for other Aylsham

	2017	2022	2027	2032*	2037*
A) Residents Spending in main stores (£m)	25.3	25.5	26.2	26.8	28.9
B) Existing main stores floorspace (sq.m net)	2,634	2,634	2,634	2,634	2,634
C) Sales per sq.m net £	9,620	10,365	10,521	10,680	10,841
D) Sales from existing floorspace (£m)	25.3	27.3	27.7	28.1	28.6
E) Sales from committed floorspace (£m)	0.0	0.0	0.0	0.0	0.0
F) Residual spending to support new convenience goods floorspace (£m)	0.0	-1.8	-1.5	-1.4	0.3
G) Sales per sq.m net in new shops (£) <i>Based on large store format</i>	12,000	12,181	12,365	12,551	12,741
H) Capacity for new floorspace (sq.m net)	0	-146	-125	-108	27
I) Capacity for new floorspace (sq.m net, rounded)	0	-100	-100	-100	0

Assumes growth in sales efficiency of 0.3% per annum to 2037 (source: Experian Retail Planner 14)

**indicative forecasts, should be subject to further review throughout Local Plan period.*

Note — above capacity forecasts are for new foodstores only — excludes turnover of local/specialist convenience goods stores.

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Table 10a: Summary of quantitative convenience goods need for rural Broadland

	2017	2022	2027	2032*	2037*
A) Residents Spending in main stores (£m)	18.5	18.7	19.3	19.8	21.5
B) Existing main stores floorspace (sq.m net)	1,056	1,056	1,056	1,056	1,056
C) Sales per sq.m net £	17,547	7,741	7,858	7,976	8,097
D) Sales from existing floorspace (£m)	18.5	8.2	8.3	8.4	8.6
E) Sales from committed floorspace (£m)	0.0	0.0	0.0	0.0	0.0
F) Residual spending to support new convenience goods floorspace (£m)	0.0	10.6	11.0	11.4	13.0
G) Sales per sq.m net in new shops (£) <i>Based on large store format</i>	12,000	12,181	12,365	12,551	12,741
H) Capacity for new floorspace (sq.m net)	0	868	889	909	1,017
I) Capacity for new floorspace (sq.m net, rounded)	0	900	900	900	1,000

Assumes growth in sales efficiency of 0.3% per annum to 2037 (source: Experian Retail Planner 14)

**indicative forecasts, should be subject to further review throughout Local Plan period.*

Note — above capacity forecasts are for new foodstores only — excludes turnover of local/specialist convenience goods stores.

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Table 9e: Summary of quantitative convenience goods need for Broadland

	2017	2022	2027	2032*	2037*
A) Residents Spending in main stores (£m)	43.9	44.3	45.5	46.6	50.4
B) Existing main stores floorspace (sq.m net)	3,690	3,690	3,690	3,690	3,690
C) Capacity for new floorspace (sq.m net)	0	722	763	801	1,044
D) Capacity for new floorspace (sq.m net, rounded)	0	700	800	800	1,000

Assumes growth in sales efficiency of 0.3% per annum to 2037 (source: Experian Retail Planner 14)

**indicative forecasts, should be subject to further review throughout Local Plan period.*

Note 1 — above capacity forecasts are for new foodstores only — excludes turnover of local/specialist convenience goods stores.

Note 2 — figures above are sum of Tables 10a to 10b.