Greater Norwich: Town Centres & Retail Study

October 2017
Volume 2: Study Area & Market Share Plans
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- Study Area Plan
- Norwich city centre comparison goods market share
- Aylsham comparison goods market share
- Diss comparison goods market share
- Harleston comparison goods market share
- Wymondham comparison goods market share
- Beccles comparison goods market share
- Bury St Edmunds comparison goods market share
- Dereham comparison goods market share
- Fakenham comparison goods market share
- Great Yarmouth comparison goods market share
- Lowestoft comparison goods market share
- Thetford comparison goods market share

Prepared By: Adam Bunn (adam.bunn@gva.co.uk)
Date: May 2017

For and on behalf of GVA Grimley Limited
Greater Norwich Town Centre and Retail Study
Norwich city centre comparison goods market share
Aylsham town centre comparison goods market share
Diss comparison goods market share
Harleston comparison goods market share
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Greater Norwich Town Centre and Retail Study

Key
- Survey Zone

Comparison goods market share (%)
- 1 - 10 %
- 10 - 20 %
- 20 - 30 %
- 30 - 40 %
- 40 - 50 %
- > 50 %

Great Yarmouth comparison goods market share
Lowestoft comparison goods market share
Greater Norwich Town Centre and Retail Study

Key
- Survey Zone

Comparison goods market share (%)
- 1 - 10%
- 10 - 20%
- 20 - 30%
- 30 - 40%
- 40 - 50%
- > 50%

Thetford comparison goods market share

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Key:
- NPA boundary
- Cinema

A. Hollywood, Anglia Square
B. Odeon, Wherry Road
C. Picturehouse Cinema City
D. Vue, Castle Mall

Cinema market share:
- > 80%
- 60% - 80%
- 40% - 60%
- 20% - 40%
- <20%

Odeon, Wherry Road, Norwich market share plan
Hollywood Screen Cinema, Anglia Square, Norwich market share plan
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Key:
- NPA boundary
- Norwich Theatre Royal

Market share:
- > 80%
- 60% - 80%
- 40% - 60%
- 20% - 40%
- <20%

Norwich Theatre Royal market share plan