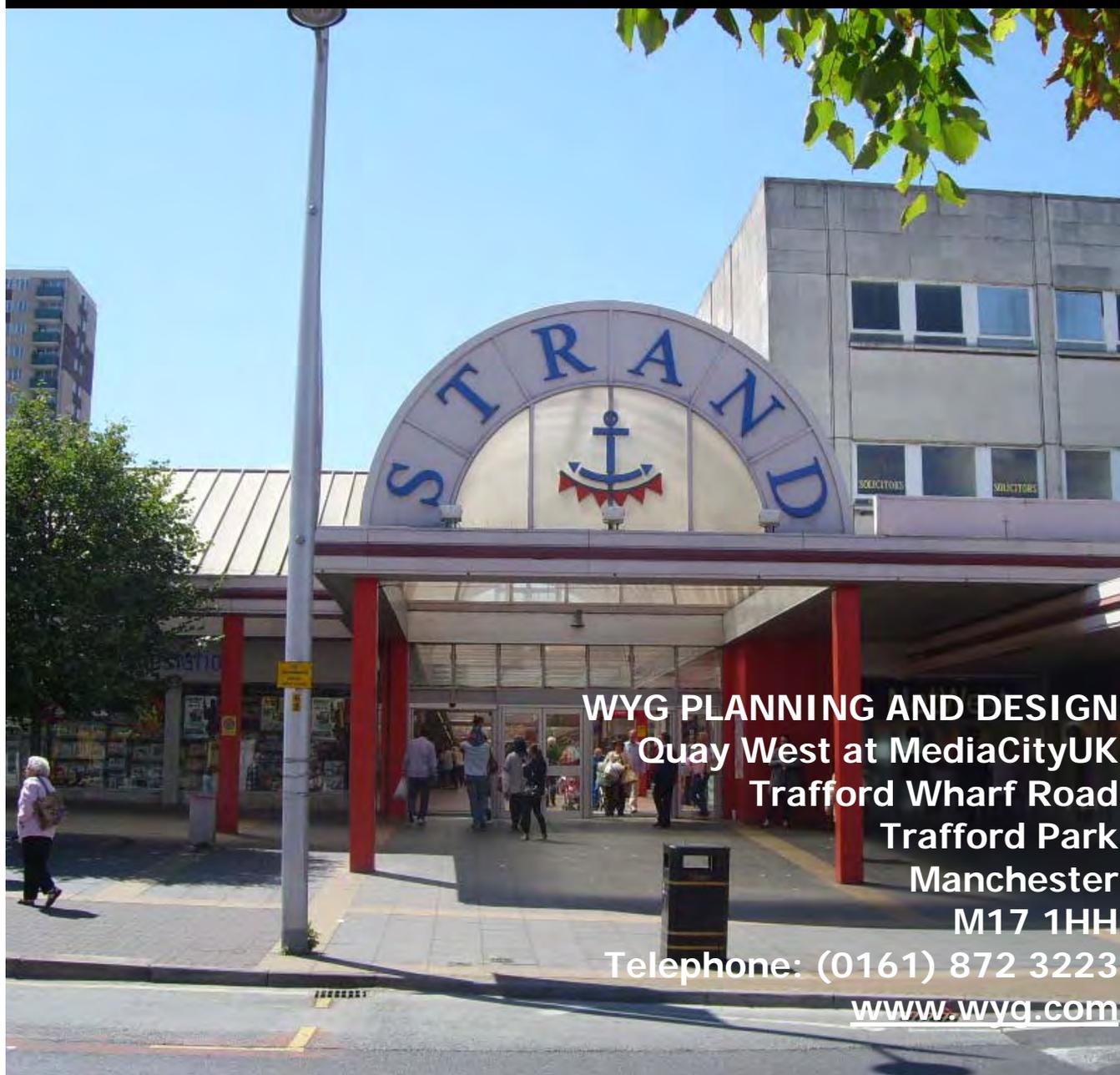


SEFTON RETAIL STRATEGY REVIEW UPDATE 2012



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1.0 INTRODUCTION

Objectives of Study

- 1.01 WYG Planning & Design (WYG) was commissioned by Sefton Council to undertake an update of the previous Sefton Retail Strategy Review (SRSR), which was prepared in October 2009. The 2009 study was a partial update including a new retail model based on the household survey undertaken in 2005 as part of the SRSR 2005 study. The 2012 study is now based on new empirical survey evidence which was commissioned to examine any changes in shopping patterns within the district since 2005.
- 1.02 For the purposes of this study, future retail 'needs' (based on population and expenditure) has been calculated for the years 2011, 2016, 2021, 2026 and 2031 reflecting the five year time horizons recommended in the Practice Guidance accompanying Planning Policy Statement 4: Planning for Sustainable Economic Growth (PPS4).
- 1.03 This report also updates the previous health checks undertaken for Southport and Bootle which are set out in [Appendix 3](#).
- 1.04 As with the previous approach in 2005 and 2009, the report, examines future needs in relation to the two key town centres of Southport and Bootle. The network/hierarchy of centres is considered in more detail in the District and Local Centres Study (2012).

Structure of the Report

- 1.05 This report is structured as follows:
- Section 2 summarises current and emerging national retail trends and shopping patterns;
 - Section 3 provides our review of the national, regional and local retail planning policy of relevance to the study;
 - Section 4 summarises our assessment of the current vitality and viability of the two key centres of Southport and Bootle;
 - Section 5 considers the results of the household survey and sets out the key findings including any key changes since 2005 across the Study Area;
 - Section 6 considers current and future population and expenditure levels within the Study Area;
 - Section 7 sets out our assessment of quantitative need for further convenience and comparison goods floorspace in the periods to 2016, 2021, 2026 and 2031, taking into account claims on expenditure growth; and
 - Section 8 summarises our overall conclusions and recommendations.

2.0 CURRENT AND EMERGING RETAIL TRENDS

Introduction

- 2.01 The retail property landscape across the UK has evolved significantly over the past 50 years, from post-war redevelopment in town centres, through to the emergence of retail warehouse parks and out-of-town regional shopping malls.
- 2.02 During this time, the retail and leisure sectors have both experienced considerable expenditure growth. Although this growth has been limited in more recent years, for most of the past decade or more, spending on retail goods has increased significantly, particularly spending on comparison (or non-food) goods. This expenditure growth has been attributable to a number of factors, including greater disposable income, cheaper prices, new technology and a general overall increase in our standard of living.
- 2.03 However, the retail market and the need for new development is continually changing as a result of many factors including demographics, consumer demands, car ownership, planning policy and technological advancements, such as e-tailing. These changes have had a subsequent impact on the format and location of retail and leisure floorspace, general trend (more recently) to existing/established centres. This increase exemplifies the 'town centre first' policy approach which has been pursued by recent governments through national planning policy statements.

Current Retail Picture

- 2.04 Research undertaken by Colliers CRE¹ provides information on recent trends together with forecasts for the future of retailing in the UK. The research confirms that the retail sector has been significantly affected by the economic climate and there is significant uncertainty about the strength and durability of future growth. It is noted that whilst sales volumes and footfall were high at the start of 2011, more recently, the retail market has declined. The significant reduction in government spending due to the recent austerity measures and the increasing unemployment figures are clearly impacting on future economic growth.
- 2.05 These factors have had a significant impact on the public's general confidence thereby reducing their propensity to spend their earnings on retail goods. Furthermore, recent and proposed increases in

¹ 'Autumn 2011 Retail Report', Colliers CRE, 2011



taxation (e.g. increases in VAT, national insurance contributions and capital gains tax) also suggest that growth in household spending is unlikely to counterbalance any reduced public sector spending. Furthermore, inflation has risen to such a level that it is quickly outpacing average earnings growth by approximately 2.5% (CBRE 2011).

- 2.06 The current economic conditions are resulting in significant structural changes to the high street, whereby many retailers are showing increased signs of caution by reducing the size of their property portfolios, abandoning their representation in weaker centres and concentrating on acquiring sites in city centres and major regional shopping centres. These steps have been taken by many well-known high street operators (including Thorntons and Mothercare) and are identified as being necessary in order to secure their future. Furthermore, comparison goods retailers are finding it increasingly difficult to justify being represented in every town in the UK. Large cities and towns are likely to suffer less compared to smaller centres, given that they offer a greater retail 'experience' and enhanced choice for customers and high volume trading potential for the retailers.
- 2.07 As a consequence of the above, demand has reduced considerably for 'poorer quality premises' in secondary locations and in many smaller towns with a commensurate drop in value (and often rent). Voids, nationally, have increased, resulting in a lack of investment in the upkeep of premises which in some cases is having a deleterious impact on the overall attractiveness certain centres or secondary retail areas. In short, there has been a marked polarisation and divergence in retailer demand, characterised by diminishing demand for secondary premises in smaller locations and increasing interest for well located and appropriately configured floorspace in key centres. Therefore, despite the difficult economic conditions, rental values in prime locations are also expected to continue to rise, alongside increasing competition for space in key locations.
- 2.08 Given current spending patterns and the wider uncertain economic climate, it is unsurprising that Experian, which monitors and forecasts retail consumer expenditure in the UK, has reviewed its forecast growth rates for both convenience and comparison goods expenditure in recent years. Experian's forecast annual per capita convenience goods growth rate² is now -0.3% in 2011, -0.4% in 2012 and +0.5% in 2013. This suggests that our spending on food is likely to decline slightly for the next couple of years. However, forecast annual per capita comparison goods growth rates³ are slightly more positive than in previous years, with growth of +0.5% forecast in 2011, +1.6% forecast

² Annual average per capita expenditure goods growth rates sourced from Experian Retail Planner Briefing Note 9, September 2011

³ Ibid



in 2012 and +2.1% forecast in 2013, after a single year of negative growth in 2009. Whilst this is more encouraging, it is evident that these forecast growth rates are well below the figures being recorded prior to the economic downturn.

- 2.09 In line with Experian's expectations, it has been widely reported that a number of high street retailers suffered poor trading figures during 2009 and 2010, resulting in many operators selling heavily reduced goods. Indeed, despite heavy discounting over the 2008 festive period and the reduction in VAT from 17.5% to 15.0% until January 2010, a significant number of 'big name' retailers went into administration in 2008 and 2009, including Woolworths, Adams and Zavvi. Whilst retail administrations fell considerably in 2010⁴, further high street brands affected last year include Envy, Ethel Austin, Habitat, Faith Shoes, Suits You.
- 2.10 Despite the difficulties outlined above, specific types of goods continue to perform well. The market for recreational goods (including DVDs, CDs, toys, computers and books) has, on the whole, performed well in recent years, with healthy growth attributed to supermarket sales together with the growing popularity of online shopping, which continues to see an increase in sales year-on-year. However, the increasing popularity of the internet to purchase, in particular, books and music has had a notable impact on the composition of town centres, with such stores (with the exception of HMV/Waterstones – although they are reviewing their representation in certain centres) all but disappearing from the high street.
- 2.11 As a direct consequence of wider economic conditions, Colliers CRE and Verdict⁵ research indicates that discount convenience retailers (including Lidl and Aldi) performed strongly during 2008 and 2009 and sought to acquire additional sites which conform to their trading model (i.e. sites which will provide for a single storey building in the order of 1,000 sq.m and around 100 car parking spaces). However, growth in this sector begun to slow in 2010 due to lower consumer sensitivity to price as the economy started to recover and due to a vigorous response from the 'big four' convenience goods retailers (Asda, Morrisons, Sainsbury's and Tesco) in the form of lower price promotions and additional value lines. The influence of the sector has also been affected by Asda's acquisition of Netto, which will result in the rebranding of around 150 such stores which started in the summer of 2011.

⁴ Reported by the 'Who's Gone Bust in Retailing 2010-11?' Retail Briefing, Centre for Retail Research, March 2011

⁵ 'UK Food & Grocery Retailers', Verdict, September 2010



2.12 At the other end of the market, Marks & Spencer Simply Food has not performed as strongly as it has previously, with additional food store openings acting to reduce food sales in its main store 'food halls'. As a result, it was announced in January 2009⁶ that 25 Simply Food stores were to close in the UK, following a two or three year period of rapid expansion. However, the 'food hall' offer will be expanded as part of any new stores or store expansion throughout the UK.

Trends in Comparison Goods Shopping

2.13 Whilst it is anticipated that growth in retail spending over the next ten years will not mirror that of the last decade, there will continue to be some growth in comparison goods expenditure. Consequently, there is increasing impetus from retailers to achieve more efficient use of floorspace, particularly given the recent poor performance of certain national multiples, many of which have been affected by the significant increase in e-tailing (on line purchasing). As a consequence of the current economic climate, retailers are more reluctant to commit to new development than they have been in previous decades. Instead, they are more selective and are holding out for accommodation that is appropriate both in terms of location and the type of premises provided. Indeed, retailers are seeking to occupy larger units in order to achieve more efficient use of floorspace and attract shoppers from a wider area. These larger floorplates enable retailers to provide a greater range of goods.

2.14 International market conditions and price deflation in some key sectors has also meant that many high street names are becoming increasingly vulnerable to takeovers. Similarly, due to increased competition there have been a number of high profile losses from the high street, including Habitat, Jane Norman and TJ Hughes which fell into administration in June 2011. Colliers⁷ reports that consolidation and cost reduction in relation to high street property continues to be a priority for many retailers. This is being pursued through disposals, company voluntary administrations (CVAs), informal arrangements with landlords, lease expiries and break options. There has been an increase of 55% in retailer failures from Q4 2010 (80) to Q1 2011 (124), with the number of CVAs also increasing by 30% over the same period.

2.15 More generally, whilst there is likely to be continued demand for larger, modern retail units in the future, increased sensitivity over future viability will mean a cautious approach to new investment for many key national retailers. Marginal locations within centres will increasingly be rejected. Many national retailers, who would have previously considered smaller/lower order centres in order to

⁶ Reported by The Guardian, 7 January 2009

⁷ 'Autumn 2011 Retail Report', Colliers CRE, 2011

increase their market share, are now assessing the performance and their future strategies given the ongoing downturn in the economy. Consequently, many investment decisions will be influenced by the scale of commitment from other retailers; developers will increasingly need to promote large town centre redevelopment schemes if they are to attract high quality retailers.

Trends in Food Retailing

- 2.16 In the aftermath of the growth in the number of edge and out-of-centre large format supermarkets during the 1990s, development of such facilities is now more limited due to stricter planning laws (following the publication of PPS6 and subsequently PPS4) and a lack of suitable sites. As a result, the national multiples in the food retailing sector are finding a range of other measures to improve their market share. These include:
- a. Offering a wider product range, such as financial and insurance products, petrol and non-food goods;
 - b. Developing a wide range of retail models, for example small-format convenience stores in town centres (e.g. Sainsbury's Local, Tesco Express), smaller supermarkets mostly in town centres (e.g. Tesco Metro), superstores (e.g. Tesco) and hypermarkets (e.g. Tesco Extra, Asda Supercentres);
 - c. Extended opening hours;
 - d. Offering cheap products and no-frills service;
 - e. Providing an attractive and powerful brand image; and
 - f. Offering a home delivery service.
- 2.17 Verdict⁸ estimated that the food and grocery would be worth £130.0 billion in 2011, equating to annual growth of 3.2%, representing 43.7% of total retail spend. However, more subdued growth will be entirely driven by lower inflation than that generally experienced in the sector in recent years. Whilst growth has therefore inevitably been impacted by the deteriorating economic climate, which has severely reduced household incomes, the estimated volume growth in the sector of 1.1% in 2010 is the best since 2006.
- 2.18 Verdict identifies that the 'credit crunch' and subsequent recession – allied with a period of higher inflation – has had an impact on consumer behaviour and the wider dynamics of grocery retailing. Price, or specifically value, is now identified as the key issue for consumers and more and more

⁸ 'UK Food & Grocery Retailers', Verdict, September 2011



shoppers are looking at value for money. Shoppers now realise that they are able to 'trade down' and switch to own-label ranges to save money without sacrificing on quality. Indeed, customers are mixing value and premium in the same basket. Verdict reports that, as weekly food budgets fall and consumers alter their shopping habits, growth will be limited and the battle for market share will intensify further. Winning a share of consumer spend will require more than low prices, with shoppers increasingly seeking to source high-quality, good value food.

2.19 Verdict also states that food and grocery sector is being impacted by changing UK demographics. For example, there has been a rise in single occupancy young professional households who are 'time poor' and relatively 'cash rich'. Though their baskets might be small, they tend to buy higher value items therefore providing an opportunity to boost volume and value growth. Elsewhere, an ageing population profile is leading to a rise in time rich consumers who are likely to do weekly shops rather than make frequent small trips. The contrasting requirements of these markets means that retailers are seeking both to add additional small stores to their portfolio and to open (and expand existing) larger stores. Verdict indicates that, as the race for space intensifies, format flexibility will be essential.

2.20 Between 2006 and 2010, grocery retailers' total space increased by 5.3%, delivering an additional net 6.0 million sq ft of new floorspace. The 'Big Four' (Asda, Morrisons, Tesco and Sainsbury's) in particular continue to seek out opportunities to provide additional floorspace, with Tesco (2.4 million sq. ft) and Sainsbury's (1.4 million sq. ft) reported by Verdict as having particularly aggressive expansion plans in 2010/11. Much of this additional floorspace was to be achieved through a focus on larger format developments: Tesco was targeting the opening of 16 Extra stores over this period and 181 new Express stores; Sainsbury's has a pipeline of 15 to 20 new larger stores per year as it looks to stretch its portfolio by adding new space in superstores and hypermarkets to accommodate its plans for a more extensive non-food product range.

2.21 The role of supermarkets continues to develop, with the large operators now offering a greater diversity of goods and services, via a larger number of formats and locations. Food and non-food sales are also increasing being driven by large supermarket growth, with half of town centres now competing with five or more supermarkets within a two mile radius.⁹ Whilst the impact of new supermarkets into an area is open to debate, it is evident, as noted by BCSC, that there has been a significant decline in the number of independent food retailers, including a reduction of 45% of

⁹ 'What Does the future Hold for Town Centres?', BCSC, September 2011

greengrocers between 1996 and 2007, whilst the market share of total retail sales of the supermarkets has increased from 38% to 42% over the same period.

- 2.22 Following a period of strong performance in 2008 and 2009, as a result of greater consumer price sensitivity and awareness of discounters' offers, the sub-sector is now showing signs of slowing to its previous, much lower, rate of growth. In the UK, the hard discount sector has comprised three operators, these being Aldi, Lidl and Netto. However, following the purchase of the third largest operator, Netto, by Asda in May 2010, the sector will now shrink significantly. Furthermore, lower consumer price sensitivity as the economy gradually recovers and a vigorous response from the 'Big Four' operators (through lower price promotions and value lines) has halted the defection of customers to the discount sector.

Out-of-Centre

- 2.23 Research undertaken by Colliers CRE notes that demand for out-of-centre representation is limited, with those retailers seeking to acquire stores having a pick of vacant stock which has been made available through the administration of MFI, Land of Leather and Allied Carpets, amongst others. Some of the voids created by these administrations remain un-let and the flooding of the market with so much unwanted space has acted to reduce rents. Retailers who have had their pick of the best stores include Dunelm, Pets at Home, Dreams, Matalan, Dixons Group, Go Outdoors, Smyths Toys, B&M, Mothercare, Next Home and TK Maxx.
- 2.24 Looking forward, Colliers CRE indicates that the pipeline of retail warehouse development has almost dried up and that this, as demand for space picks up, will mean that the bottom has now passed for all but the weakest retail parks. Incentives for occupiers are currently reducing as a result and that rental growth is likely to be commencing again in 2011/2012.

Shopping Centre Development

- 2.25 Town centre retail development is at a virtual standstill and that little activity is anticipated over the next few years. Viability is considered almost impossible to achieve no matter how well designed or well located a scheme is.
- 2.26 Three types of scheme which may still be successful in the current challenging economic climate. The first of these will be where a town has a large, affluent catchment and an acknowledged undersupply of retail floorspace in both town centre and out-of-town locations. The second scenario relates to schemes which were very close to happening before the recession took hold, which may be revised to



better meet the current needs of the market. Barnsley, Bradford and Lichfield are examples of such schemes. The third opportunity relates to development where the key anchor is a foodstore and, as a result, demand remains strong.

2.27 Proposed schemes which will conform to one of these models are considered to be few and far between and for development to begin again in earnest, it will be necessary for improvements in retailer demand, a strengthening of rental levels, further improvement into the investment market and, critically, the availability of finance at viable levels. For those towns without an oversupply of floorspace and with sites which can be brought forward without excessive levels of cost, some development may be able to be brought forward within the next five years. However, such opportunities may be the exception rather than the rule.

Growth in E-tailing ('E-commerce')

2.28 Many consumers who previously shopped in town centres and at retail parks are now using the internet for some of their purchases. This trend is set to continue, although the exact impact that e-commerce will have on the high street has yet to be fully established. However, the rise in the UK in recent years of e-commerce has impacted upon retailers, developers and investors alike. As access to the internet/online shopping continues to grow through digital televisions and mobile phones, proportionally less money is anticipated to be spent in the high street or at retail parks.

2.29 The growth in use of the internet as a sales medium has been enabled by increasing access to the internet by households, rising from 61% in 2007 to 77% in 2011.¹⁰ The proportion of households with access to the internet is expected to increase further over the coming years, alongside the growth in mobile phone and tablets with internet access. This has supported the strong growth recorded, together with improved consumer confidence in the security of online payment, and heavy demand for expensive electrical products available online. The option of using the internet to 'click and collect' in-store is also increasing in popularity, with the service accounting for 20% of John Lewis internet orders.

2.30 Office for National Statistics (ONS) data¹¹ indicates that the number of people using the internet to purchase goods continues to rise, with 66% of the UK population purchasing products over the internet in 2011, compared to 53% at 2007. The most popular online purchases were clothes/sports

¹⁰ 'Statistical Bulletin: Internet Access Households and Individuals', Office for National Statistics, August 2011

¹¹ Ibid



goods, with 46% of internet users buying these items. In addition, 21% of users bought food or groceries and 38% bought household goods.

- 2.31 Additional research conducted by the Interactive Media in Retail Group (IMRG) and analysts Capgemini¹² indicates that internet shopping equates to some £58.8 billion of expenditure, with British shoppers spending £5.2 billion online in August 2011, a year-on-year growth of 14%. The average basket value of online shoppers is £136 (2010), with IMRG identifying that the average annual online spend per shopper is £1,870.
- 2.32 The Top 10 e-retailers include Amazon UK, Argos, and Next. With regard to supermarket operators, Verdict's research identifies that, with the exception of Morrisons (which does not trade online), major retailers have seen their online business grow as online shopping has increased. As a result, the likes of Asda and Sainsbury's have improved their geographical coverage and capacity.
- 2.33 It is evident that internet shopping as a whole is having an impact upon traditional high streets, in light of increased competition and lower prices. Consequently, there is a possibility that online retailing will put some pressure on retail rental growth over the next five to ten years. However, it will be difficult to understand the true impact as the current economic downturn is also having a significant impact on rental levels. Having said that, it would appear that the smaller the centre, the greater the impact will be felt from online retailing. Within small shopping centres (sized between 5,000 sq.m and 20,000 sq.m), including those in market towns, it is likely that the growth of online shopping could reduce turnover notwithstanding any future growth in disposable income.
- 2.34 Despite all these different assumptions with regard to the future effect of online shopping, it is considered that e-tailing will not replace the shopping experience as shopping is a social activity. For successful retailers, online selling provides an additional route to the market. Online retailers benefit from demand generated through physical channels whilst high-street outlets can benefit from reaching a wider customer base through the internet. Clearly, those retailers who are likely to have a healthy future are those which combine a strong high street presence with an interesting and closely related e-tail offer.

¹² IMRG Capgemini e-retail Sales Index, 2011

3.0 PLANNING POLICY CONTEXT

Introduction

- 3.01 Given that this study seeks to provide important evidence to assist in the production of the Local Development Framework (LDF), it is important to review key policy advice and explore how current and emerging national planning policy may impact upon the delivery of local policy.

National Planning Policy Framework (NPPF)

- 3.02 The National Planning Policy Framework was published on 27th March 2012. The Framework replaces all former Planning Policy Statements, Planning Policy Guidance Notes and some Circulars with this single consolidated document.
- 3.03 The main theme of the Framework is that there should be 'a presumption in favour of sustainable development'. In terms of plan-making it is stated that local planning authorities should positively seek opportunities to meet the development needs of their area, with an emphasis on Local Plans having sufficient flexibility to adapt to rapid change.
- 3.04 In terms of economic development, it is set out within the NPPF's core principles that planning should proactively drive and support economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. It is emphasised that every effort should be made to objectively identify and then meet the business and other development needs of an area, with positive responses made to wider opportunities for growth.
- 3.05 The Framework stresses the Government's commitment to securing economic growth in order to create jobs and prosperity, with the Government seeking to ensure that the planning system does everything it can to support sustainable economic growth. The need for planning to encourage and not to act as an impediment to sustainable growth is stated and therefore it is prescribed that significant weight should be placed on the need to support economic growth through the planning system. The NPPF seeks to ensure that local planning authorities plan proactively to meet the development needs of business and support an economy fit for the 21st century.
- 3.06 The NPPF still recognises the need to promote the vitality and viability of towns and cities through the promotion of competition and growth management during the plan period. It also recognises that retail activity should still, where possible, be focused in existing town centres. Retail and leisure proposals which cannot be accommodated in or adjacent to the town centre should have to satisfy an

impact test and the sequential approach. In addition, consideration should also be taken of the impact on the vitality and viability of the area, including local consumer choice and trade in the town centre and the wider area, up to five years from the time of the application and up to ten years for major schemes where the full impact will not be realised in five years.

- 3.07 Despite the publication of the NPPF during the preparation of the RSR, the main objectives and spirit of former PPS4 remain in place in the NPPF which still seeks to ensure positive planning policy making in terms of promoting competitive town centre environments at the heart of communities. Therefore the methodology adopted for the purposes of the RSR is still robust and follows the guidance within the Practice Guidance to PPS4 which still remains in place until further review.

North West of England Plan Regional Spatial Strategy to 2021

- 3.08 Although the Secretary of State announced the revocation of all Regional Spatial Strategies with immediate effect on 6 July 2010, this decision has since been overturned following the legal challenge by Cala Homes and the High Court's ruling of 10 November 2010. Accordingly, at the time of reporting, the Regional Spatial Strategy for the North West (RSS) still forms part of the development plan and is of relevance to the consideration of proposals for the site's redevelopment.
- 3.09 The RSS for the North West was published on 30 September 2008 and provides a framework for development and investment in the region over the next fifteen to twenty years.
- 3.10 Policy DP5 of the adopted RSS seeks to reduce the need to travel and increase accessibility. In this respect, the RSS identifies that development should be located so as to reduce the need to travel, especially by car, and to enable people as far as possible to meet their needs locally. This includes accessibility to range of services and facilities, such as retail.
- 3.11 In making provision for development, Policy RDF1 states that the first priority for growth and development should be the regional centres of Manchester and Liverpool followed then by the inner areas surrounding these regional centres (which includes places like Bootle under Policy LC2). The third priority should then be the towns/cities within the three city regions of Manchester, Liverpool and Central Lancashire. Southport is identified as one such town. Policy RDF1 goes on to state that, as part of this third priority, development in larger suburban centres within the city regions will accord with the policy provided the development is of an appropriate scale and is located in proximity to where transport networks connect and public transport accessibility is good.

3.12 Retail development is considered by Policy W5. This policy states that:

'Plans and strategies should promote retail investment where it assists in the regeneration and economic growth of the North West's town and city centres. In considering proposals and schemes any investment made should be consistent with the scale and function of the centre, should not undermine the vitality and viability of any other centre or result in the creation of unsustainable shopping patterns.'

3.13 Although Policy W5 states that Manchester/Salford and Liverpool City Centre should continue to function as the North West's primary retail centres, comparison retail facilities should be enhanced in a number of identified centres (of which Southport is one) to ensure a sustainable distribution of high quality retail facilities. Investment, of an appropriate scale, in other centres (such as Bootle) will be encouraged in order to maintain and enhance their vitality and viability, and to ensure that such centres meet the needs of the local community. In addition, the policy recognises that retail development which supports entrepreneurship, particularly that, which increases the number of independent retailers, should be supported.

3.14 Policy W5 also states that there will be a presumption against new out-of-centre regional or sub-regional comparison retailing facilities, requiring local authorities to be pro-active in identifying and creating opportunities for development within town centres. The RSS also identifies that there should be a presumption against large-scale extensions to such facilities (defined as those providing more than 2,500 sq. m net floorspace) unless they are fully justified in line with the sequential approach established in national planning policy. There is no justification for such facilities to be designated as town centres with plans and strategies.

3.15 The supporting text to Policy W5 states that the 25 centres identified are well developed as vibrant centres, particularly for comparison goods retailing which has traditionally been concentrated in town centres, and should continue this role. Paragraph 6.22 of RSS states:

'Recent research points to a significant growth in retail spending in the North West, which will in turn require the provision of additional retail floorspace across the region. The network of centres identified in Policy W5 will be the primary focus for this future growth and development, although they are not the only centres that should receive development through to 2021. The policy does not preclude the investment of resources in other centres, particularly where this will assist in the regeneration of the centre and the wider area. Future reviews of RSS may need to consider the impact of changes to retail formats on the pattern of both convenience and comparison retailing.'



- 3.16 Paragraph 6.23 of the RSS acknowledges that the flow of expenditure between sub-regions generally reflects the proximity of population to centres in adjoining sub-regions. New investment should promote sustainable shopping patterns, which result in a reduced need to travel, especially by private car, to access retail facilities of an appropriate type and nature.
- 3.17 Paragraph 6.24 indicates that local planning authorities will have to prepare retail need assessment for their local development frameworks and that specific retail development schemes will also require the preparation of detailed needs assessments.

Local Planning

Sefton Unitary Development Plan (June 2006)

- 3.18 The Sefton Unitary Development Plan (UDP) covers the period from 2001 to 2016. The UDP's key objective is to 'make a positive contribution to the prosperity and quality of life of all Sefton's communities by promoting sustainable development'. The principles to deliver this include the promotion of urban regeneration, caring for the environment and reducing disadvantage. The central strategy seeks to deliver urban regeneration through a policy objective of regeneration and development, which sees retail development as a key theme to help deliver this objective. The UDP seeks to ensure that where there is a need for major retail development it should be located where it will contribute to the vitality and viability of existing town, district and local shopping centres.
- 3.19 Chapter 7 of the UDP deals with retail planning matters and sets out the retail hierarchy for Sefton, which classifies Southport and Bootle as the main two town centre for the Borough. These are supported by a four district centres, including Waterloo, Crosby, Maghull and Formby and then by seven local centres. New retail development is focused on defined town, district and local centres through Policy R1 where there is a requirement for the sequential approach to be applied for new retail development. Policy R2 deals with Southport town centre, and policy R3 promotes the Southport station complex redevelopment for a mixture of retail, food and drink, leisure, hotel and residential uses.
- 3.20 In terms of Bootle town centre, Policy R4 seeks to focus new retail development within or on the edge of the town centre. Policy R5 allocates the edge-of-centre TAVR site on Strand Road for a supermarket (which has now been developed by Asda). Policy R6 and R7 deal with development and potential impacts on district and local planning centres and local shopping parades.



- 3.21 Policy R9 sets out a number of criteria for proposals for retail development and other key town centre uses on edge-of-centre or out-of-centre sites. It notes that these schemes will only be permitted if there is a demonstrable need for the proposal (now superseded by PPS4)¹³, that the proposal satisfies the sequential approach to site selection and that there will be no adverse harm to the vitality and viability of any Town, District and Local Centres either individually or cumulatively. In addition, proposals for out-of-centre locations will also need to demonstrate that they are accessible, or will be made accessible, by sustainable modes of transport, will reduce car use and overall travel patterns and make a positive contribution to regeneration in the Urban Priority Areas.
- 3.22 Policy R10 allocates the Lanstar site at Litherland for the erection of retail foodstore (which has since been developed by Tesco).

Emerging Local Development Framework

- 3.23 The Core Strategy Options Paper (forming the first key stage in the preparation of the Core Strategy and which, once completed, will comprise the overriding LDF document setting out the overall vision and strategic objectives for the Borough) was issued for consultation purposes in May 2011. The Paper sets out a series of key retail issues which sought to consider how the centres should adopt to changing patterns in the retail landscape and how can local centres remain competitive and viable and continue to perform a valuable role.

¹³ Although need is not now a test that has to be demonstrated by an applicant, it still forms part of the application of the sequential approach and the overall assessment of impact.

4.0 SUMMARY OF THE VITALITY & VIABILITY OF KEY RETAIL CENTRES

Introduction

- 4.01 PPS4 emphasises the importance of maintaining a 'healthy' town centre as it helps to foster local pride and local identity, and can contribute towards the aim of sustainable development. PPS4 also states that by monitoring town centres on a regular basis, signs of decline can be identified early.
- 4.02 Annex D of PPS4 sets out a number of indicators which can be used to ascertain the relative health of a particular centre. The indicators comprise the following:
- **Diversity of main town centre uses (by number, type and amount of floorspace):** An Experian Goad land use plan has been used to assess the diversity of uses in the two principal centres of Southport and Bootle;
 - **The amount of retail, leisure and office floorspace in edge-of-centre and out-of-centre locations:** consideration has been given to the scale of out-of-centre retail provision in the Sefton area;
 - **The potential capacity for growth or change of centres in the network:** opportunities for the expansion of the principal centres have been considered, including the scope for more intensive development on previously developed land;
 - **Commercial operator representation and intentions to change representation:** derived from the land-use surveys, town centre business surveys and FOCUS reports from outstanding retailer demand;
 - **Shopping rents – the average Zone A rents paid in centres:** derived from available published data;
 - **Proportion of vacant street level property:** derived from land-use surveys;
 - **Commercial yields on non-domestic property (i.e. the capital value in relation to the expected market rental):** derived from Valuation Office Agency data;
 - **Land values and the length of time key sites have remained undeveloped:** based on data on changes in land value and observations 'in the field' on how long key town centre and edge-of-centre sites have remained undeveloped;
 - **Pedestrian flows:** from on-site observations;
 - **Accessibility:** from WYG's assessment;
 - **Customers' and residents' views and behaviour:** none have been derived;
 - **Perception of safety and occurrence of crime:** from various surveys and 'on-the-ground' observations; and

- **State of town centre environmental quality:** from 'on-the-ground' observations and survey results.

4.03 The commentary below provides an overview of our analysis of the health of both town centres, with particular reference to their performance over time. The commentary is supplemented by a more detailed appraisal of available data pertaining to the centres' performance and of our observations in surveying each centre, which is provided as Appendix 3. The comprehensive appraisal provides full details of published data sources such as Venuescore, Experian Goad, FOCUS and the Valuation Office Agency (VOA). The summary provided below considers a summary of the performance of both town centres only.

Southport

4.04 Southport is the primary shopping destination for the north of Sefton and is also an important seaside resort destination which provides key leisure facilities for visitors and tourists. The site visit data from July 2011 identified that there was a total of 760 ground floor units within Southport town centre, comprising a total floorspace of 159,420 sq.m.

4.05 As outlined in detail within the Southport health check (Appendix 3), Chapel Street, Eastbank Street and Lord Street accommodate the majority of the retail and service units within the town centre. The pedestrianised area of Chapel Street accommodates a number of national multiples including Marks & Spencer, Primark, and BHS.

4.06 In terms of the diversity of uses in Southport, the town centre is well provided for in terms of the proportion of comparison and leisure service units, with both of these sectors having an above average percentage of units and floorspace. There are a number of anchor comparison operators in the town centre, including Marks and Spencer on Chapel Street and Debenhams on Lord Street. There are also several national leisure operators in Southport, including Starbucks, Ladbroke's, Dominos Pizza and Pizza Hut, with a Ramada Jarvis hotel also located outside of the defined Goad town centre boundary. There is an identified lower level of convenience, retail service and financial & business service units in Southport (in terms of the number of operators and the quantum of floorspace) when compared to the national average.

4.07 In terms of vacancy rates, both the proportion of units and amount of vacant floorspace in the town centre is above the national average figures, though it should be noted that there has been a reduction in the level of vacancies between February 2010 and July 2011.

- 4.08 In terms of the other PPS4 indicators, Southport is generally performing well for a town of its size, and although the retail ranking of Southport in particular has declined in recent years, it is still placed within the top 5% of UK shopping venues.
- 4.09 The more recent reduction in vacancy levels (with the introduction of key retailers such as New Look and H&M) is also a positive sign. Overall, there has been a reduction of 8 vacant units and 5,650 sq.m of vacant floorspace between February 2010 and July 2011. However, there are still areas of concern including the current lack of published demand (there are currently only four retailers seeking representation in Southport according to Focus, November 2011) and commercial yields and shopping rental figures also indicate that there has been a reduction in retailer confidence and investment in the town centre, although this reflects the wider national economic trends.

Bootle

- 4.10 Bootle is identified as the second largest shopping centre in Sefton and the key retail and service sector destination in the south of the Borough. The site visit data (July 2011) identified that there was a total of 210 ground floor units, comprising a total floorspace of 44,050 sq.m within Bootle.
- 4.11 The indoor Strand Shopping Centre accommodates the majority of the retail and service units, including several national retailers such as Greggs, New Look, Tesco and W H Smith. The smaller units on Stanley Road are mainly operated by independent retailers, though several multiple operators are also located here, including McDonalds and Subway and a larger unit occupied by Lidl.
- 4.12 Bootle has a good provision of convenience, comparison and financial & business service operators in the town centre, with each of these sectors having an above average proportion of units and floorspace in comparison to the national average. The Lidl store on Stanley Road and the Tesco Metro store in the Strand Shopping Centre are the key anchor foodstores in Bootle, with a number of other convenience goods units including Cool Trader, Iceland and Thorntons. Bootle has a below average representation in terms of the amount of retail service and leisure service units, although the town centre does accommodate a Post Office and several other national operators including Specsavers, Thomas Cook and William Hill. The site visit (July 2011) identified that there has been an increase in the number of vacant units and amount of vacant floorspace from April 2009, with the level of vacancies above the national average. Furthermore, since the completion of the health checks and on-street surveys, T J Hughes has also now closed within Bootle town centre and has yet to be reoccupied. Therefore, whilst Bootle town centre appears to be performing relatively well, the health check has identified a number of areas (including increasing vacancies) which will need to be carefully



monitored as the economic downturn continues to have an impact on overall spending levels and certain high street retailers nationally.

5.0 ORIGINAL MARKET RESEARCH - UPDATE

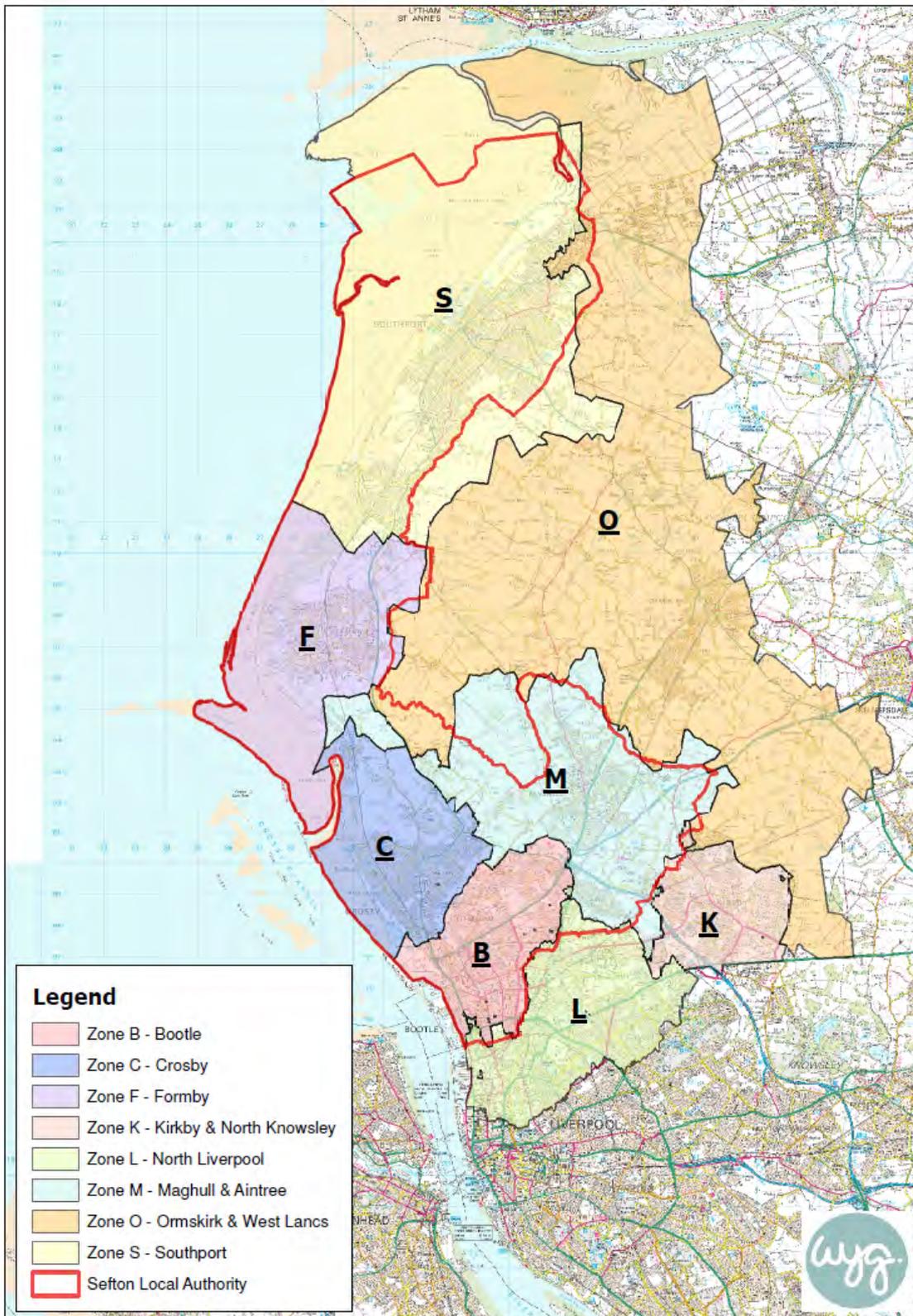
Introduction

- 5.01 A key objective of the new RSR is to obtain a detailed understanding of shopping patterns that exist within the Borough and how these compare with the findings of both the 2001 and 2005 studies. This will allow a more in-depth analysis to explore whether significant changes in shopping patterns have occurred over the 6 and 10 year period, and if so, to explore potential reasons why such changes may have occurred.

Household Telephone Survey

- 5.02 In July 2011, a survey of 1,000 households was undertaken within a defined Study Area, which was drawn to include all of Sefton but also extend into parts of adjoining Liverpool City, West Lancashire and Knowsley Council administrative areas. The Study Area is the same as that used in both the 2001 and 2005 studies. This approach makes it possible to compare and contrast the shopping patterns from 2001 and 2005 allowing comparable analysis. A map of the catchment is provided overleaf at Figure 5.1 and at greater scale at Appendix 1.
- 5.03 The defined catchment has been broken down into eight survey zones on a geographic basis in order to allow trends to be assessed at the local level. The zones are named S to O and Table 4.1 sets out the postcode sectors which define each of the zones used for the study. The authority area of Sefton broadly corresponds to Zones S, C, F, B and M; Zone NL broadly covers western parts of Liverpool; and Zone O broadly covers the western area of West Lancashire, and Zone K covers the western area of Knowsley district, mainly Kirkby.
- 5.04 The questions and full tabulation of results from the Household Survey are provided at Appendix 2.

Figure 5.1: Study Area and Zones



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Table 5.1: Post Codes by Survey Zone

Survey Zone	Post Code Sectors
Zone S	PR8 1, PR8 2, PR8 3, PR8 4, PR8 5, PR8 6, PR9 0, PR9 7, PR9 9
Zone F	L37 0, L37 1, L37 2, L37 3, L37 4, L37 6, L37 8, L37 8, L38 8
Zone C	L22 0, L22 1, L22 2, L22 3, L22 4, L22 5, L22 6, L22 7, L22 8, L22 9, L23 0, L23 1, L23 2, L23 3, L23 4, L23 5, L23 6, L23 7, L23 8, L23 9, L23 9, L38 0, L38 3
Zone B	L20 0, L20 1, L20 3, L20 4, L20 5, L20 6, L20 7, L20 9, L21 0, L21 1, L21 2, L21 3, L21 4, L21 5, L21 6, L21 7, L21 8, L21 9, L30 1, L30 2, L30 3, L30 4, L30 5, L30 6, L30 7, L30 8, L30 9
Zone M	L10 0, L10 2, L10 3, L10 6, L10 8, L29 1, L29 3, L29 5, L29 6, L29 7, L29 8, L29 9, L31 1, L31 2, L31 3, L31 4, L31 5, L31 6, L31 7, L31 8, L31 9, L38 2, L38 4, L38 5, L38 6, L38 7, L38 9
Zone NL	L10 1, L10 5, L10 7, L10 9, L11 0, L11 1, L11 2, L11 3, L11 4, L11 5, L11 6, L11 7, L11 8, L11 9, L20 2, L20 8, L40, L41, L42, L43, L44, L45, L46, L47, L48, L49, L50, L51, L52, L53, L54, L55, L56, L57, L58, L59, L90, L91, L92, L93, L94, L95, L96, L97, L98, L99
Zone K	L10 4, L32, L32 1, L32 2, L32 3, L32 4, L32 5, L32 6, L32 7, L32 8, L32 9, L33 0, L33 1, L33 2, L33 5, L33 6, L33 7, L33 8, L33 9
Zone O	L33 3, L33 4, L37 5, L37 9, L38 1, L39 0, L39 1, L39 2, L39 3, L39 4, L39 5, L39 6, L39 7, L39 8, L39 9, L40 8, L40 9, PR9 8

5.05 The results of the household survey are used to calculate the expenditure claimed by each of existing retail facilities within the Study Area, a process which is considered in more detail in Section 7 of this report.

5.06 The household survey is also of assistance in identifying broad shopping patterns, including the frequency of visit, the incidence of linked trips, the most popular means of accessing town centre facilities, the use of other town centre facilities, and so on. WYG note that some of the questions within the 2005 questionnaire have been amended slightly to reflect good/item changes, and therefore, direct comparison cannot be made at a more detailed level. This only applies to the 'non-bulky' goods comparison goods element of the study.

Main Food Shopping Patterns

5.07 Table 5.2 below shows the main market share results between 2001 and 2011. From review of the results of where people undertake their main food shopping it is clear that convenience stores within Sefton have maintained a relatively stable market share since 2001 to present. The results show that between 2001 and 2011 the market share for main food shopping within the Borough has increased by two percentage points, which is based on one percentage point every 5 years. The results show that the market share in core zones such as Zones S, F and C have all remained relatively unchanged (remained within one percentage point of previous results), with the market share in Zone B increasing by 3 percentage points since 2001, which is a result of intervention and delivery of new

foodstores in Bootle and Litherland. The attractiveness of facilities for main food shopping has still remained strong in the zones outside the Borough. For example in Zone NL (North Liverpool), the market share has increased from 19% in 2001 to 28% in 2011, which is due to the improvements in main food shopping facilities in Bootle (including the Asda, Tesco and to some extent the new Aldi and Lidl stores).

Table 5.2: Main Food Shopping Market Share Analysis by Zone (%)

	Zone S	Zone F	Zone C	Zone B	Zone M	Zone NL	Zone NK	Zone O	Total
2001	97%	99%	95%	83%	87%	19%	33%	61%	64%
2005	99%	98%	94%	84%	87%	22%	39%	53%	65%
2011	98%	98%	94%	86%	81%	28%	30%	45%	66%

5.08 In Zone O, the decline experienced between 2001 and 2005 has continued whereby the market share is now 45%, which is principally down to improvements to facilities in Ormskirk and Burscough (the Tesco at Burscough and the rebranding of the former Safeway to Morrisons at Ormskirk).

Top-Up Food Shopping Patterns

5.09 When asked if people undertook 'top-up shopping' between their main food trips, over 76% confirmed that they did visit other convenience facilities between their main food shopping trips, which has reduced slightly from 81% in 2005.

5.10 Table 5.3 below highlights the percentage of top-up shopping expenditure that is captured by existing foodstores within the Borough of Sefton.

5.11 In terms of top-up shopping trips, it appears that the overall market share achieved by facilities in Sefton has levelled at 61% which is comparable to that achieved in 2005. In terms of individual zones, the results show that Zones S, F, C, B and M achieve high retention rates of top-up food trade, and have all improved since 2005 (with the exception of Zone B, which has declined by one percentage point). The retention of top-up shopping trips in Sefton from the Ormskirk Zone has again fallen which reflects the improvement in the local shopping provision within the Ormskirk area.

Table 5.3: Top up Food Shopping Market Share Analysis by Zone (%)

	Zone S	Zone F	Zone C	Zone B	Zone M	Zone NL	Zone NK	Zone O	Total
2001	90%	88%	83%	74%	67%	22%	7%	40%	55%
2005	98%	99%	92%	89%	88%	14%	13%	42%	61%
2011	98%	99%	99%	88%	90%	18%	7%	29%	61%

Non-food (Non Bulky) Shopping

5.12 When asked where people went for their clothes, shoes, small household items, toys/recreation, chemist etc it was evident that all comparison goods facilities within Sefton Borough increased their market share from 40.3% in 2001 to 45.8% in 2005 to 53% in 2011. It must be noted that the survey technique applied in both studies was slightly different (types of goods changed – now includes chemist goods) so direct comparisons cannot be made between the household results.

Table 5.4: Non Bulky Goods Market Share Analysis by Zone (%)

	Year	Zone S	Zone F	Zone C	Zone B	Zone M	Zone NL	Zone NK	Zone O	Total
2001	In Centre	65%	55%	26%	40%	29%	14%	4%	60%	36%
	Out-of-centre	3%	14%	7%	4%	8%	3%	1%	2%	4%
	Total	68%	69%	33%	44%	37%	17%	5%	62%	40%
2005	In Centre	84%	71%	33%	34%	28%	7%	3%	49%	39%
	Out-of-centre	7%	6%	8%	11%	11%	4%	11%	4%	7%
	Total	91%	77%	41%	45%	39%	11%	14%	53%	46%
2011	In Centre	75%	65%	43%	31%	24%	5%	4%	34%	36%
	Out-of-centre	14%	9%	17%	22%	28%	16%	18%	15%	17%
	Total	89%	73%	60%	53%	52%	20%	22%	49%	53%

Source: WYG and NEMS (adjusted to nearest percentage point)

5.13 Despite the different approach adopted, it is possible to analyse the broad location as to where people were shopping for particular goods and whether that included main town centres or other out-of-centre locations. Table 5.4 shows that despite the overall improvements to the non-bulky market share since 2001, it does show that the market share for Sefton's town centres has remained at or around 36%, and the increase in Sefton's overall market share has been delivered due to the improvements in the market share achieved for out-of-centre facilities. Whereby in 2001, out-of-centre facilities had a market share of 4%, by 2011 this has increased to 17%, where the largest growth has

been experienced between 2005 and 2011. This would be explained by the provision of more non-bulky retailers locating within the established out-of-centre retail parks (such as M&S and Next).

Table 5.5: Non Bulky Goods Market Share Analysis by Zone (%) – North Sefton

	Year	Zone S	Zone F	Zone C	Zone B	Zone M	Zone NL	Zone NK	Zone O	Total
2001	In Centre	64%	53%	16%	5%	22%	3%	2%	60%	26%
	Out-of-centre	3%	11%	1%	1%	3%	0%	0%	1%	2%
	Total	67%	64%	17%	6%	25%	3%	2%	61%	28%
2005	In Centre	83%	69%	21%	4%	19%	1%	2%	48%	30%
	Out-of-centre	7%	5%	1%	1%	0%	0%	0%	0%	2%
	Total	90%	74%	22%	5%	19%	1%	2%	50%	32%
2011	In Centre	75%	63%	19%	3%	14%	2%	1%	33%	27%
	Out-of-centre	13%	6%	0%	0%	1%	0%	0%	4%	4%
	Total	88%	69%	19%	3%	15%	2%	1%	38%	31%

Source: WYG and NEMS (adjusted to nearest percentage point)

- 5.14 When analysing the results between the north and south of the Borough it was evident that the majority of the increase in market share was driven by the strengthening of facilities in the south of the Borough focused on Bootle. For example, Tables 5.5 above and 5.6 below demonstrate that within the south of the Borough (which includes the centres of Bootle, Crosby and Maghull) the market share for 'non-bulky' goods increased by ten percentage point whereby the north (Southport & Formby) has only increased by three percentage points.
- 5.15 In terms of the north, the market share increased from 28% in 2001 to 32% in 2005 but has since reduced to 31% by 2011. However, this slight reduction is still encouraging given the opening of Liverpool One in Liverpool City Centre in 2008.
- 5.16 As highlighted previously, the increase in market share recorded for 'non-bulky' comparison goods in 2011 has primarily been driven by the strengthening of facilities in and around Bootle. Since 2001 the overall south Sefton market share has increased from 12% to 22% in 2011. The main reason for this increase is due to the improved market share of out-of-centre facilities which has increased from 2% in 2001 to 13% in 2011. Conversely the results show that the market share for town centre locations has declined slightly from 10% in 2001 to 9% in 2011. The results show that South Sefton's improved market share has been experienced across six of the eight zones. The largest improvements have been in Zones C, B, M and NK.

Table 5.6: Non Bulky Goods Market Share Analysis by Zone (%) – South Sefton

	Year	Zone S	Zone F	Zone C	Zone B	Zone M	Zone NL	Zone NK	Zone O	Total
2001	In Centre	1%	2%	10%	35%	7%	11%	2%	0%	10%
	Out-of-centre	0%	3%	5%	4%	5%	3%	1%	1%	2%
	Total	1%	5%	15%	39%	12%	14%	3%	1%	12%
2005	In Centre	1%	2%	12%	29%	10%	6%	1%	1%	8%
	Out-of-centre	0%	0%	7%	11%	11%	3%	11%	2%	5%
	Total	1%	2%	19%	40%	21%	9%	12%	3%	13%
2011	In Centre	0%	2%	24%	28%	10%	3%	2%	1%	9%
	Out-of-centre	1%	3%	17%	22%	27%	16%	18%	10%	13%
	Total	1%	4%	41%	51%	37%	19%	20%	11%	22%

Source: WYG and NEMS (adjusted to nearest percentage point)

Non-food (Bulky) Shopping

- 5.17 In addition to assessing shopping patterns for convenience goods and non-bulky comparison goods, it is also possible to assess shopping patterns for 'bulky goods' within the three broad categories of 'Electrical', 'Furniture' and 'DIY Goods'.
- 5.18 The results found that the overall market share for bulky goods for facilities in Sefton was 68%. Table 5.7 below shows the market share retention across all eight zones, it is clear that bulky goods retention is highest in Zones S, F, B and M. The results show that overall two thirds of bulky goods shopping trips are undertaken at out-of-centre facilities with the other third at more central town centre locations, illustrating the strength of larger format retail parks for such bulky goods trips.

Table 5.7: Bulky Goods Market Share Analysis by Zone (%)

		Zone S	Zone F	Zone C	Zone B	Zone M	Zone NL	Zone NK	Zone O	Total
2011	In Centre	39%	42%	31%	15%	18%	6%	4%	16%	21%
	Out-of-centre	50%	40%	42%	62%	60%	40%	49%	36%	47%
	Total	89%	82%	73%	77%	78%	46%	53%	51%	68%

Source: WYG and NEMS (adjusted to nearest percentage point)

- 5.19 In terms of North Sefton, Table 5.8 below shows the market share retention of facilities in north Sefton, which are mainly centred on Southport and Formby. The results show that North Sefton retains 27% of bulky goods trips, which represents about 40% of Sefton's overall market share. The

results show that Zone S has the highest market share at 86% with Zone F achieving a market share of 69%. The split between in-centre and out-of-centre trade is more evenly distributed than the above result for the Borough, whereby overall nearly 50% of trade is still retained at existing town centres. The results show that there is limited retention of bulky goods trade outside Zones S, F and O.

Table 5.8: Bulky Goods Market Share Analysis by Zone (%) – North Sefton

		Zone S	Zone F	Zone C	Zone B	Zone M	Zone NL	Zone NK	Zone O	Total
2011	In Centre	39%	41%	5%	1%	2%	0%	1%	14%	13%
	Out-of-centre	47%	28%	1%	0%	1%	0%	0%	21%	14%
	Total	86%	69%	6%	1%	4%	0%	1%	35%	27%

Source: WYG and NEMS (adjusted to nearest percentage point)

5.20 In terms of South Sefton, the results clearly show that over 60% of respondents using facilities in Sefton, visit facilities located in South Sefton. However, on closer analysis, the results shows that this is due to the strength of out-of-centre retailing in this part of the Borough (i.e. Racecourse Retail Park), whereby 80% of bulky goods trips are undertaken at out-of-centre facilities. South Sefton's highest bulky goods trade retention is found in Zones C, B and M, with limited retention to facilities in Zone S, F and O and moderate (+45%) trade retention in Zones NL and NK.

Table 5.9: Bulky Goods Market Share Analysis by Zone (%) – South Sefton

		Zone S	Zone F	Zone C	Zone B	Zone M	Zone NL	Zone NK	Zone O	Total
2011	In Centre	0%	1%	26%	14%	16%	6%	4%	2%	8%
	Out-of-centre	2%	12%	41%	62%	58%	40%	49%	14%	33%
	Total	3%	13%	67%	76%	74%	46%	53%	16%	41%

Source: WYG and NEMS (adjusted to nearest percentage point)

5.21 The increase in popularity in South Sefton, can be attributed to a number of improvements to retail development since 2005, these include:

- Racecourse Retail Park, now including Next Home, Laura Ashley
- Aintree Shopping Park, includes M&S, Boots, Next, Mothercare and Bestbuy
- Bootle town centre, now includes Wilkinson's and B&M Bargains
- Tesco, Hawthorn Road, Litherland – with a non food range (non-bulky goods)
- Asda at Bootle – with a non food range.



5.22 Whereas there has been very limited improvements to facilities in North Sefton during the same period, albeit key retailers such as Woolworths have been replaced with new high street names such as H&M and New Look.

6.0 POPULATION AND EXPENDITURE

Introduction

- 6.01 This section of the report assesses the current population and expenditure generated (both convenience and comparison goods) within the defined catchment area.

Study Area Population

- 6.02 The population within each postal code sector has been calculated using Experian Micromarketer G3 data (2010 estimate). The baseline population has then been projected forward based on population projections identified by Experian (derived from mid-year ONS based population estimates for each survey zone), which have then be revised by Experian to take into account anticipated future housing growth.
- 6.03 Population figures are provided for each of the 8 survey zones. For the purpose of this study, and to align PPS4 requirements, population and expenditure has been calculated at five-year intervals to 2031 in accordance (i.e. 2011, 2016, 2021, 2026 and 2031). This approach is different to the RSR (2005) where the years 2014, 2019 and 2021 were adopted.
- 6.04 On this basis, the identified Study Area is estimated to contain a resident population of approximately 467,855 people in 2011, declining to 465,002 people by 2016, to 464,920 people by 2021, and back up to 466,029 people by 2026 and 467,028 by 2031. This represents a slight decrease in population within the Study Area of just -827 people (or -0.18%) between 2011 and 2031.
- 6.05 Table 6.1 provides a detailed breakdown of the forecast population change within each survey zone in the period through to 2039.

Table 6.1: Population by Survey Zone (2011 to 2031)

Zone	2011	2016	2021	2026	2031
S	84,224	82,218	81,324	80,569	79,690
F	21,572	20,881	20,370	19,907	19,453
C	45,152	44,721	44,578	44,522	44,437
B	78,339	78,770	79,523	80,515	81,492
M	37,298	36,636	36,235	35,860	35,417
NL	116,498	116,792	117,257	118,429	119,943
NK	39,449	39,888	40,432	40,952	41,386
O	45,323	45,096	45,201	45,275	45,213
Total	467,855	465,002	464,920	466,029	467,028

Source: Experian Micromarketer G3 data (2010 data)

Retail Expenditure

- 6.06 In order to calculate convenience and comparison expenditure per person, WYG has again utilised Experian Micromarketer G3 data, which provides detailed information on local consumer expenditure that takes into account the socio-economic characteristics of the local population. Experian is a widely accepted source of expenditure and population data and is regularly used by WYG in retail studies of this type.
- 6.07 The base year for the Experian expenditure data is 2010. Per capita growth forecasts have been derived from Experian Retail Planner Briefing Note 9.1, which was published in September 2011. For the purposes of this study, the following annual growth forecasts have been applied.

Table 6.2: Expenditure Growth Forecasts

Year	Convenience	Comparison
2011	-0.3	+0.5
2012	-0.4	+1.6
2013	+0.5	+2.1
2014 to 18	+0.5 per annum	+3.0 per annum
2019 to 28	+0.6% per annum	+3.0 per annum
2029 to 31 *	+0.6% per annum	+5.9 per annum

Source: Retail Planner Briefing Note 9 (September 2010)

* based on ultra long term (1970-2010 trend)

- 6.08 The latest growth forecasts suggest that the current downturn in the economy will continue to impact upon future expenditure, at least in the short term. However, over the medium to long term it is expected that the forecast levels of growth will increase as the economy recovers to levels broadly



commensurate with those identified prior to the recession. In terms of convenience goods Experian forecasts relatively modest average per annum expenditure increases of between nil and 0.5% between 2011 and 2013, before identifying increased anticipated growth of 0.5% per annum between 2014 and 2018, and 0.6% between 2018 and 2028. WYG has applied ultra long term growth rates for the period beyond 2029. However, WYG considers that the growth in expenditure forecast in the longer term (beyond the next ten years) should be treated with caution given the inherent uncertainties in predicting the economy's performance over time. This can be re-assessed at the next five year review interval. The expenditure has also excluded growth in special forms of trading (i.e. internet sales) based on the forecast figures provided by Experian.

- 6.09 Using the above growth rates it is possible to produce expenditure estimates for each survey zone in 2011, 2016, 2021, 2026 and 2031. The assessment takes into account both retail expenditure growth and population change.

Convenience Goods Expenditure

- 6.10 It is estimated that, in 2011, the resident population of the catchment generates some £870.6m of convenience goods expenditure. This is forecast to decrease to £855.6m by 2016, which represents a decrease of £15.0m (or 1.7%) between 2011 and 2016. By 2031, this expenditure is estimated to be £925.4m, an increase of some £54.8m (or 6.3%) between 2011 and 2031, which equates to 0.3% per annum.

Table 6.3: Total Available Expenditure – Convenience (£m)

2011	2016	2021	2026	2031	Growth 2011-2016	Growth 2011-2021	Growth 2011-2026	Growth 2011-2031
870.6	855.6	873.4	900.8	925.4	-15.0	2.8	30.2	54.8

Main Food and 'Top-Up' Shopping

- 6.11 For the purposes of this study, the proportion of convenience goods expenditure directed to respondents' main food shopping destination has been derived directly from a specific question in the Household Survey and has been applied on a zone by zone basis. The survey indicates that across the Study Area approximately 76.7% of expenditure is directed to the main food shopping destination (bulk food shop) and approximately 23.3% is directed to 'top up' shopping destinations (i.e. regular purchases, such as milk, bread, and so on).

6.12 By applying these expenditure estimates to the identified resident population of the Study Area, convenience goods expenditure on main food shopping is approximately £667.4m and 'top up' expenditure is approximately £203.2m at 2011.

Comparison Goods Expenditure

6.13 In 2011, the resident population within the Study Area is identified as generating £1,110.3m of comparison goods expenditure. Given the forecast growth in population and expenditure, this is expected to increase to £2,015.0m by 2031. This represents an increase of £904.7m (or 81.5%) over the twenty year period to 2031. This is clearly a very significant increase not driven by population growth (given the slight forecast decline), but solely as a result of the high level of comparison goods expenditure growth over forthcoming years, especially after 2016.

Table 6.4: Total Available Expenditure – Comparison (£m)

2011	2016	2021	2026	2031	Growth 2011-2016	Growth 2011-2021	Growth 2011-2026	Growth 2011-2031
1,110.3	1,181.4	1,372.0	1,597.1	2,015.0	71.1	261.7	486.8	904.7

6.14 For the purposes of this study, comparison goods expenditure has been divided into nine sub-categories: 'Furniture', 'DIY and Gardening Goods' and 'Electrical' (collectively referred to as bulky goods), and 'Clothing & Footwear', 'Books, CDs, DVDs, etc', 'Household Goods', 'Toys, Bicycles and Other Recreational Goods' and 'Chemist Goods' (collectively referred to as non-bulky goods). The proportion of expenditure directed to each sub-category is estimated by Experian on a zone by zone basis. However, across the Study Area, the expenditure directed to each sub-category by residents within the Study Area is as follows.

Bulky Goods

'Furniture' – 11.0%
'DIY and Gardening Goods' – 8.7%
'Electrical' – 15.5%
Sub-Total – 35.3%

Non-Bulky Goods

'Clothing & Footwear' – 27.1%
'Household Goods' – 16.0%
'Toys, Bicycles and Other Recreation Goods' – 18.0%
'Chemist Goods' – 3.6%
Sub-Total – 64.7%

Market Share of Expenditure of the Two Principal Centres

6.15 Having calculated the likely levels of expenditure which are generated by the resident population within the defined Study Area, it is necessary to identify the 'sphere of influence' of each of the

principal centres and each centre's claimed market share of available expenditure. In order to do this in a meaningful way, it is advantageous to focus the analysis of market share on those zones which immediately surround each particular centre. For Southport, the zones of greatest relevance are Zones S, F and O; for Bootle it is Zone B.

6.16 As previously highlighted, this study has involved the completion of 1,000 household telephone interviews within the defined Study Area. By analysing the results from the survey, it is possible to estimate the levels of expenditure which are directed towards each principal centre's shopping facilities.

Study Area Market Share

6.17 Table 6.5 indicates the proportion of convenience goods expenditure which is generated within each zone that is spent within the Study Area. This retention rate varies significantly from zone to zone, with just 25% of convenience goods expenditure generated from within Zones NK and NL being spent within Sefton, rising to over 95% of convenience goods expenditure from within Zones S, F and C remaining in Sefton. Across all of the zones, two thirds of all spend on convenience goods items are directed to retail destinations within Sefton.

Table 6.5: Sefton's Current Market Share – Convenience (2011)

Zone	Market Share (%)		
	Main	'Top-Up'	Total [^]
S	98.4	97.9	98.3
F	98.3	98.9	98.5
C	94.3	98.9	95.4
B	86.1	88.3	86.6
M	81.3	90.0	83.3
NL	27.9	18.4	25.7
NK	29.6	6.5	24.2
O	44.5	28.7	40.9
Total	66.1	61.3	66.7

Source: Derived from Expenditure Tables Provided at Appendix 4
[^] Based on cumulative market share of main and 'top-up' food shopping
 Based on market share of expenditure

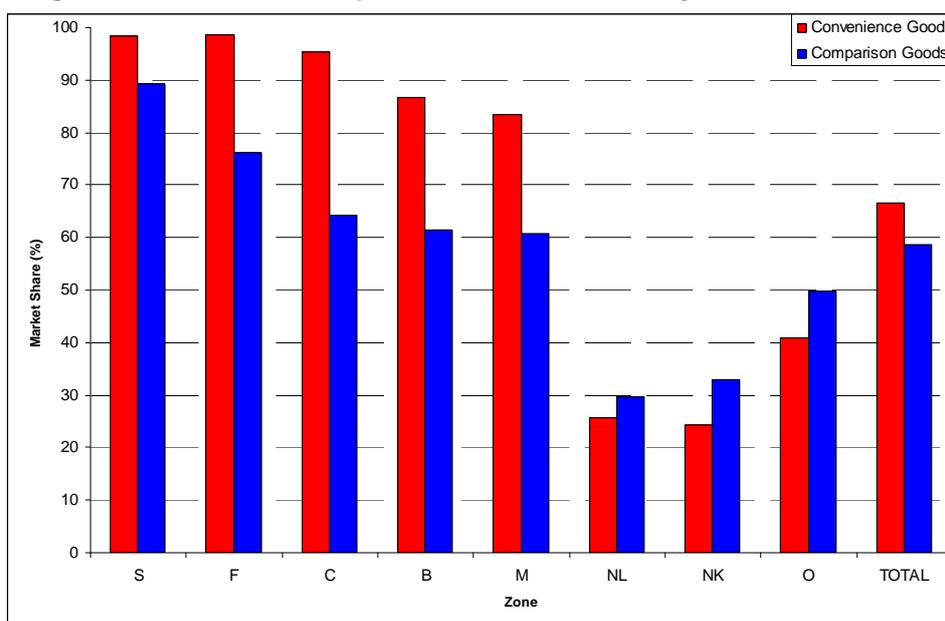
Table 6.6: Sefton's Current Market Share – Comparison (2011)

Zone	Market Share (%)							
	Clothing & Footwear	Household Goods	Toys, etc.	Chemist	Electrical	Furniture	DIY	Total
S	87.4	84.5	95.0	97.4	92.9	76.4	97.8	89.1
F	73.9	65.6	74.0	95.6	75.3	75.0	98.9	76.3
C	55.7	57.9	62.3	84.6	66.7	62.1	96.6	64.2
B	50.0	63.3	46.8	74.8	75.3	69.1	90.6	61.5
M	50.9	50.7	47.3	79.3	77.0	62.7	97.0	60.8
NL	23.2	25.6	12.9	17.7	42.1	38.3	64.4	29.8
NK	19.4	29.2	19.6	19.3	57.3	30.9	72.9	32.9
O	55.9	47.4	44.2	29.7	51.3	37.3	68.3	49.7
TOTAL	49.8	51.3	47.2	57.7	65.4	54.9	83.6	58.6

Source: Derived from Expenditure Tables Provided at Appendix 4, Based on market share of expenditure

6.18 In terms of comparison goods expenditure, Table 6.6 highlights the significant variations in the Study Area retention rate both by zone and by goods type. As would be expected, zones situated at the edge of the Study Area and in close proximity to competing facilities in Liverpool, Ormskirk, Kirkby, etc (such as Zones NK, NL and O) are the subject very moderate levels of comparison goods expenditure retention. This is particularly the case for certain goods categories, including clothing and footwear, household goods and toys/recreation goods compared to chemists goods. Figure 6.1 provides a breakdown of the market share by Zone for all expenditure categories.

Figure 6.1: Sefton's Comparative Market Share by Zone



Forecast Growth in Expenditure Attracted to Study Area

- 6.19 With forecast growth in convenience goods expenditure predicted to increase at an average of 0.3% per annum across the whole of the period from 2011 to 2031, and with the Study Area population expected to remain relatively stable at between 466,000 to 467,000 people over the period, it is estimated that the Study Area will experience an increase in convenience goods expenditure of approximately £54.8m by 2031. Assuming a constant market share for Sefton of 66.7%, this equates to an increase in retained convenience goods expenditure of approximately £36.6m by 2031.
- 6.20 The significant predicted increase (after 2016) in expenditure on comparison goods (an average 4.1% per annum increase in the period 2011 to 2026) results in a further £904.7m of comparison goods expenditure being generated within the Study Area by 2031. Assuming a constant Study Area market share of 58.6%, existing facilities within the Study Area will capture around a further £530.1m of comparison goods expenditure by 2026.
- 6.21 This analysis is based on 'rolling forward' the current market share within the Study Area for each category of goods. This approach of rolling forward existing market shares is in line with standard practice and does not take into account the desirability or need to 'claw back' leakage between expenditure directed to centres elsewhere which might be achieved through improvements in retail provision. However, in this regard it should be noted that the current market share of the Study Area is considered reasonably healthy (+60%), particularly in the 'core' zones in covering Southport, Formby, Crosby, Bootle and Maghull.
- 6.22 In any event, in order for the Study Area to capture the significant growth in retail expenditure which is forecast (particularly for comparison goods), it is likely that there will be a need to enhance future retail provision, thereby ensuring that this growth is not lost to competing centres and that the future Study Area retention rate does not decline.
- 6.23 If an excess of comparison or convenience goods expenditure manifests itself within the Study Area, this does not necessarily translate directly into a requirement for additional floorspace. In assessing quantitative need, it is also necessary to take account of:
- Existing development proposals;
 - Expected changes in shopping patterns;
 - The current capacity and efficiency of retail floorspace within the established centres;
 - Future changes in business productivity and current development commitments; and
 - Potential changes in forecast expenditure growth in the future.

7.0 RETAIL CAPACITY AND THE ROLE OF SEFTON TOWN CENTRES

7.01 The quantitative modelling for the capacity assessment has been undertaken for both convenience and comparison goods shopping. This approach is advocated by PPS4, which states at policy EC1.4 that:

'...when assessing quantitative need, have regard to relevant market information and economic data, including a realistic assessment of:

- i. existing and forecast population levels**
- ii. forecast expenditure for specific classes of goods to be sold, within the broad categories of comparison and convenience goods and for main leisure sectors and**
- iii. forecast improvements in retail sales density.'**

7.02 For the purposes of this capacity exercise, WYG has primarily examined the need for new convenience and comparison goods floorspace. Indicative capacity assessments are provided for 2016, together with 2021, 2026 and 2031, but any assessment in the long-term should be viewed with caution. Any identified need or capacity identified beyond the short to medium term is not justification for new retail floorspace outside of centres, as this could prejudice the implementation of emerging town centre redevelopment strategies and the development of more central sites which, although not available for retail development at present, may become available between now and 2016 or after 2016. Tables providing full details of inputs and the step-by-step application of the methodology set out below are provided at Appendix 4.

Capacity Formula

7.03 For all types of capacity assessment, the conceptual approach is identical, although the data sources and assumptions may differ. The key relationship is Expenditure (£m) – allowing for population change and retail growth – *less* Turnover (£m) – allowing for improved 'productivity' – *equals* Surplus / Deficit (£m).

Expenditure (£m) – The expenditure element of the above equation is calculated by taking the population within the defined catchment and then multiplying this figure by the average annual expenditure levels for various forms of retail spending per annum. The expenditure is estimated with reference to a number of factors, namely:

- Growth in population;
- Growth in expenditure per person per annum; and
- Special Forms of Trading (e.g. catalogue shopping / internet).

Turnover (£m) – The turnover figure relates to the annual turnover generated by existing retail facilities with the Study Area. The turnover of existing facilities is calculated using Mintel Retail Rankings and Verdict UK Grocery Retailers reports – independent analysis which lists the sales density for all major multiple retailers.

Surplus / Deficit (£m) – This represents the difference between the expenditure and turnover figures outlined above. Clearly, a surplus figure will represent an under provision of retail facilities within the Study Area (which, all things being equal, would suggest that additional floorspace is required), whereas a deficit would suggest an over provision of retail facilities (and in these circumstances it would prove difficult to justify additional floorspace).

- 7.04 Although a surplus figure is presented in monetary terms, it is possible to convert this figure to provide an indication of the quantum of floorspace which may be required. The level of floorspace will vary depending upon the type of retailer proposed and the type of goods traded. For example, electrical retailers such as Currys (which is considered a bulky goods retailer) have a much higher sales density than other bulky goods retailers such as B&Q, and clothing and footwear (non-bulky goods) operators generally have a higher sales density than bulky goods retailers.

Capacity for Future Convenience Goods

- 7.05 In order to ascertain the likely need for additional convenience goods floorspace in North and South Sefton, it is first, necessary to consider the current provision and how this is performing. For each area, it is assumed that future expenditure available to each facility and the centre will be based upon its existing market share. Accordingly, it is assumed that the future convenience goods expenditure available to Sefton will be commensurate to its existing market share. Given the strong tourist economy of Southport and to be compatible with the 2005 Study, we have assumed 5% inflow for stores in Southport. This also recognises that the catchment for the study area is drawn over a wide geographical area and the fact that there is little population or inflow beyond the northern edge of the catchment.
- 7.06 Table 7.1 below sets out the survey-derived turnover of each food retail destination within North Sefton. For each destination, the survey-derived turnover is compared to a 'benchmark' turnover which indicates the level of turnover that the store would generally be expected to attract, based on company average trading levels. A judgement can then be made on the trading performance of existing facilities based on the comparison of the survey-derived turnover with the expected turnover (based on nationally published trading information from Mintel and Verdict) of existing provision.

- 7.07 The 'benchmark' turnover differs for each operator based on its average turnover per square metre throughout the country. Although robust up-to-date information is available in terms of the convenience goods floorspace provided by large foodstores, it can be more difficult to quantify the extent of local convenience provision as there is no single comprehensive database to rely upon. Where we have been unable to verify the exact quantum of floorspace provided by existing smaller-scale convenience stores, we have assumed that stores are trading 'at equilibrium' (i.e. the survey-derived turnover equates to the expected level of turnover). On each occasion, given the scale of the catchment and the stores' relatively central location within it, it has been assumed that all of the store's turnover will derive from within the Study Area.
- 7.08 Furthermore, as this assessment is based upon a 'goods based' approach which disaggregates expenditure by category type, it is important to recognise that major foodstore operators generally sell an element of non-food goods such as books, compact discs, clothing and household goods. To account for this, the typical ratio between convenience/comparison goods provision for each operator¹⁴ has been applied to the estimated net floorspace of each foodstore. This provides an indication of the likely sales area dedicated to the sale of convenience goods at each store.
- 7.09 Whilst survey results are commonly accepted as a means by which to identify existing shopping patterns, their findings should be treated with a 'note of caution' as they tend to have a bias towards larger stores and understate the role of smaller stores and independent retailers.
- 7.10 Tables 7.1 and 7.4 indicate that, across the borough, the expected benchmark turnover of existing convenience goods shopping provision is £469.5m, which compares to a survey-derived turnover of £589.3m. This suggests that, cumulatively, convenience goods floorspace within the Borough is effectively 'overtrading' by some £119.7m. The vast majority of this overtrading occurs in Zones S (with £36.6m of overtrading) and Zone M (with £44.6m of overtrading). This suggests immediately that there is a current undersupply of convenience goods floorspace within these two zones. However, the shopping patterns need to be analysed in more detail to understand where this need is arising.

¹⁴ Derived from 'UK Grocery Retailers' report, Verdict, April 2011

North Sefton

7.11 In order to appraise the need for additional convenience goods retail floorspace in North Sefton, it is necessary to consider how overtrading may be affected by future growth in expenditure. Accordingly, Tables 7.1, 7.2, and 7.3 set out the anticipated increases in expenditure which will be available to each one of the Borough's centres, assuming that each centre's current market share is maintained. In each case, it is assumed that turnover of existing floorspace will improve through floorspace efficiency as set out by Experian Retail Planner 9.

Table 7.1: Trading Performance of major Foodstores in North Sefton (2011)

Store	Net F'space (sq. m)	Net Conv F'space (sq. m)	T'over per sq. m (£)	Benchmark Turnover (£m)	Survey Estimate (£m)
Zone S					
Southport Town Centre (PSA)					
Farmfoods, Lord Street, Southport	963	866	2,500	2.2	1.0
Iceland, King Street, Southport	533	520	6,167	3.2	0.2
Local shops, Southport	2,919	2,919	3,000	8.8	7.2
Marks & Spencer, Chapel Street, Southport	323	306	10,536	3.2	4.1
Sainsbury's, St Georges Place, Lord Street, Southport	1,720	1,273	11,520	14.7	17.9
Morrisons, Winter Gardens, Southport	2,834	2,241	12,035	27.0	31.2
Edge-of-Centre					
Asda, Central 12 Shopping Park, Southport	3,781	2,232	13,470	30.1	32.3
Lidl, Virginia Street, Southport	929	737	3,485	2.6	4.0
<i>Inflow</i>					4.9
Sub Total (Southport)				91.6	103.0
Ainsdale Local Centre					
Co-operative Food, Station Road, Ainsdale	827	708	8,264	5.8	7.4
Local shops, Ainsdale	599	599	3,000	1.8	1.7
Spar, Station Rd, Ainsdale, Southport	128	128	7,319	0.9	0.0
Sub Total (Ainsdale)				8.6	9.1
Birkdale Local Centre					
Local shops, Birkdale	1,175	1,175	3,000	3.5	1.7
Sub Total (Birkdale)				3.5	1.7
Churchtown Local Centre					
Local Shops, Churchtown	78	78	3,000	0.2	1.1
Tesco Express, Preston New Road, Churchtown	183	122	11,942	1.5	2.4
Sub Total (Churchtown)				1.7	3.4
Tesco Express, Liverpool Road, Birkdale / Southport	223	148	11,942	1.8	4.1
Local Parade (76)					
Spar, Bispham Rd, Southport	280	280	7,319	2.0	3.1



Local Parade (84)					
Tesco Express, Albert Street, Hesketh	221	147	11,942	1.7	0.4
Local Parade (86)					
Spar, Ovington Drive, Southport				0.4	0.4
Local Parade (89)					
Spar, Sussex Road, Southport				0.0	0.0
Tesco Express, Liverpool Rd, B'dale/Southport	223	148	11,942	1.8	4.1
Sub Total (Local Parades)				6.0	8.1
Out-of-Centre					
Aldi, Meols Cop, Southport	743	512	4,670	2.4	12.9
Co-operative Food, Fylde Road, Southport	1,059	907	8,264	7.5	4.2
Co-operative Food, Marshside Road, Southport	195	167	8,264	1.4	4.1
Tesco Extra, Town Lane, Meols Cop, Southport	6,187	4,108	11,942	49.1	57.9
<i>Inflow</i>					4.9
Sub Total (Out-of-Centre)				60.3	83.1
Sub Total (Zone S)				171.7	208.3
Zone F					
Formby District Centre (PSA)					
Iceland, Chapel Lane, Formby	386	377	6,167	2.3	3.6
Local shops, Formby	501	501	3,000	1.5	2.2
One Stop, Cordova House, Formby	148	148	3,000	0.4	0.4
Marks & Spencer (Simply Food), The Cloisters, Halsall Lane, Formby	675	639	10,536	6.7	4.4
Waitrose, Three Tuns Lane, Formby	2,230	1,969	11,113	21.9	24.4
Sub Total (Formby)				32.9	35.0
Local Parade (42)					
Spar, Harington Road, Formby	110	110	7,319	0.8	0.6
Sub Total (Local Parades)				0.8	0.6
Out-of-Centre					
Tesco, Altcar Road, Formby	3,102	2,060	11,942	24.6	33.3
Sub Total (out-of-Centre)				24.6	33.3
Sub Total (Zone F)				58.3	68.9
Total (North Sefton)	-	-	-	230.0	277.2

Source: Table 5, Appendix 4

7.12 Noting the caveat provided at paragraph 7.09, the survey indicates that a number of stores are performing particularly strongly, these being the Aldi store in Meols Cop (which overtrades by +500%), the Tesco Express at Liverpool Road, Birkdale (which overtrades by 230%), facilities at Churchtown (including the Tesco Express - which together overtrade by 200%) and the Co-operative Food store at Marshside Road in Southport (which overtrades by 300%).

7.13 Tables 8.1 indicates that, across North Sefton, the expected benchmark turnover of existing convenience goods shopping provision is £230.0m, which compares to a survey-derived turnover of



£277.2m (this includes 5% allowance for inflow for facilities in Southport). This suggests that, cumulatively, convenience goods floorspace is effectively 'overtrading' by some £47.2m. The vast majority (78%) of this overtrading occurs in Zones S (Southport) with £36.6m, with £10.6m over trading found in Zone F (Formby). Clearly, food shopping patterns in Southport are still dominated by Tesco which is performing above its benchmark. Whilst all the other stores are overtrading to some degree, it is evident that combined, Sainsbury's, Asda and Morrisons capture £81.4m of expenditure compared to Tesco's £57.9m. This underlines the fact that whilst the other stores are performing well, they cannot compete with the market share generated by Tesco. As a result, we would expect the other stores to consider improving their competitive position in the future and we are well aware that Sainsbury's have a requirement for a new larger store in Southport.

7.14 In order to appraise the need for additional convenience goods retail floorspace, it is necessary to consider how over-trading may be affected by future growth in expenditure. Accordingly, Tables 7.2, and 7.3 draws on the overtrading but then considers this against the anticipated increases in expenditure which will be available in North Sefton, assuming that each stores/facility current market share is maintained. It is also assumed that the turnover of existing floorspace will improve through improvements in floorspace efficiency as set out in Experian Retail Planner 9.

Table 7.2: Estimated Capacity for Convenience Goods Facilities in North Sefton

Year	Turnover - £m ¹	Available Expenditure - £m ²	Surplus Expenditure - £m ²
2011	230.0	277.2	47.2
2016	226.5	281.4	54.9
2021	229.7	287.3	57.5
2026	232.0	296.3	64.2
2031	234.4	304.4	70.0

¹ Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 9 (Sept 2011)

² Assumes constant market share claimed by North Sefton facilities at 31.8% from Study Area At 2010 prices

7.15 Table 7.2 indicates that, through increases in both population and expenditure applied to the current overtrading, £47.2m convenience goods expenditure surplus is identified at 2011 rising to £54.9m at 2016, to £57.5m at 2021, £64.2m at 2026 and to £70.0m at 2031. Existing convenience retail floorspace commitments are limited in North Sefton to two small (563 sq. m) out-of-centre retail schemes (former Lighthouse Public House and the new Shell garage on Liverpool Road). The convenience goods turnover of this floorspace would be expected to have an estimated benchmark turnover of £3.4m at 2011. Following this, Table 7.3 considers the effect existing retail commitment will have in meeting identified convenience shopping needs.

7.16 However, even accounting for the existing commitment, it is evident that there is still significant residual expenditure available to support additional food retail provision. Indeed, a residual of £43.8m is identified at 2011, increasing to £51.6m at 2016, which would be sufficient to support the convenience goods element associated with an additional large-sized (approximately 4,100 sq. m net) food superstore (or a greater number of smaller stores) at 2016 increasing to 4,200 sq.m (net) by 2021. Given that the majority of the over trading is experienced at facilities in Zone S, then it would be sensible to consider finding a suitable site in and around Southport to address this overtrading. However, there is also evidence of overtrading at stores in Formby so there may be some opportunity in the future for the range/scale of floorspace to be enhanced. As the need is more limited, we would expect this occur as a result of a store extension to one of the main food shopping destinations or through the provision of smaller more localised convenience goods facilities.

Table 7.3: Quantitative Need for Additional Convenience Goods Floorspace in North Sefton

Year	Convenience Goods				
	£m			Floorspace Requirement (Net)	
	Surplus	Commitments	Residual	Min ^{1*}	Max ^{2*}
2011	47.2	3.4	43.8	3,500	8,800
2016	54.9	3.3	51.6	4,100	10,200
2021	57.5	3.4	54.2	4,200	10,600
2026	64.2	3.4	60.8	4,700	11,800
2031	70.0	3.4	66.6	5,100	12,800

¹ Average sales density assumed to be £12,659 per sq.m (based on the average sales density of the leading four supermarkets as identified by Verdict 2011)

² Average sales density assumed to be £5,000 per sq.m
Rounded to the nearest 100 sq.m
At 2010 prices

South Sefton

7.17 To assess the need for additional convenience goods retail floorspace in South Sefton, WYG has considered how over-trading may be affected by future growth in expenditure. Tables 7.4, 7.5, and 7.6 set out the anticipated increases in expenditure which will be available to facilities in South Sefton, assuming that each facilities current market share is maintained. In each case, it is assumed that turnover of existing floorspace will improve through floorspace efficiency as set out by Experian Retail Planner 9.

7.18 Accepting the caveat provided at paragraph 7.07, the survey indicates that a number of stores are performing particular strongly, in particular: the Tesco at the Strand Centre in Bootle (which over-trades by 289%); the Sainsbury's at Crosby and the Tesco Express at Crosby Road North (both over-

trade by 225%); the Morrisons at Maghull (over-trades by 242%); the Aldi at Park Lane West at Netherton (over-trades by 538%) and the Asda at Aintree (over-trades by 152%).

Table 7.4: Trading Performance of Current Foodstores in South Sefton

Store	Net F'space (sq. m)	Net Conv F'space (sq. m)	T'over per sq. m (£)	Benchmark Turnover (£m)	Survey Estimate (£m)
Zone C					
Crosby District Centre (PSA)					
Farmfoods, Liverpool Road, Crosby	544	544	2,500	1.4	1.4
Sainsbury's, Liverpool Road, Crosby	1,804	1,335	11,520	15.4	34.6
Local Shops, Crosby	654	654	3,000	2.0	3.9
Sub Total				18.7	39.8
Waterloo District Centre (PSA)					
Co-operative Food, Brighton Road, Waterloo	1,197	1,025	8,264	8.5	1.2
Iceland, South Road, Waterloo	395	385	6,167	2.4	2.7
Local shops, Waterloo	2,129	2,129	3,000	6.4	3.3
Sub Total				17.3	7.2
Local Parade (31)					
Co-operative Food, College Road, Crosby	372	318	8,264	2.6	0.5
Local Parade (90)					
Aldi, Moor Lane, Thornton	1,125	776	4,670	3.6	6.2
Sub Total (Local Parades)				6.3	6.7
Out of Centre					
Tesco Express, Crosby Road North, Liverpool	223	148	11,942	1.8	4.0
Sub Total (Zone C)				44.0	57.7
Zone B					
Bootle Town Centre (PSA)					
Iceland, Strand Centre, Bootle	640	624	6,167	3.9	1.5
Marks & Spencer, Stanley Road, Bootle	715	677	10,536	7.1	3.6
Tesco Metro, Strand Centre, Bootle	747	496	11,942	5.9	17.1
Local shops, Bootle	1,736	1,736	3,000	5.2	11.3
Edge-of-Centre					
Asda, Strand Road, Bootle	3,801	2,245	13,470	30.2	36.1
Aldi, Washington Parade, Bootle	1,125	776	4,670	3.6	2.2
Lidl, Stanley Road, Bootle	1,063	843	3,485	2.9	0.3
Sub Total				58.9	72.1
Netherton Local Centre					
Aldi, Park Lane West, Netherton	754	520	4,670	2.4	13.1
Iceland, Marian Square, Netherton	533	520	6,167	3.2	2.9
Local shops, Netherton	621	621	3,000	1.9	1.7
Sub Total				7.5	17.6
Seaforth Local Centre					



Local shops, Seaforth	188	188	3,000	0.6	0.3
Sub Total				0.6	0.3
Local Parade (28)					
Co-operative Food, Linacre Road, Litherland / Seaforth	771	660	8,264	5.5	0.5
Local Parade (45)					
Lidl, Bridge Road, Litherland	1,286	1,020	3,485	3.6	0.3
Local Parade (48)					
Spar, Sefton Road, Litherland	100	100	7,319	0.7	0.3
Local shops, Litherland				2.3	2.3
Sub Total (Local Parades)				11.3	3.4
Out-of-Centre					
Marks & Spencer, Aintree Retail Park	711	674	10,536	7.1	2.1
Tesco, Hawthorne Road, Litherland	3,703	2,459	11,942	29.4	33.4
Sub Total				36.5	35.5
Sub Total (Zone B)				115.5	129.0
Zone M					
Maghull District Centre (PSA)					
Local shops, Maghull	655	655	3,000	2.0	3.1
Morrisons, Stafford Moreton Way, Maghull	1,254	992	12,035	11.9	28.8
Sub Total				13.9	32.0
Old Roan Local Centre	-				
Local Shops, Aintree				3.1	3.1
Local shops, Old Roan	52	52	3,000	0.2	0.2
Tesco Express, Molyneux Way, Old Roan	244	162	11,942	1.9	0.6
Sub Total				5.2	3.8
Local Parade (59)					
Iceland, Northway, Maghull	385	376	6,167	2.3	3.6
Lidl, Northway, Maghull	929	737	3,485	2.6	1.7
Local Parade (60)					
Co-operative Food, Deyes Lane, Maghull	260	223	8,264	1.8	1.0
Sub Total (Local Parades)				6.7	6.3
Out-of-Centre					
Asda, Ormskirk Road, Aintree	6,826	4,031	13,470	54.3	82.6
Sub Total				54.3	82.6
Other (non-designated)					
Local Shops, Lydiate				0.2	0.2
Local Shops, Sefton				0.5	0.5
Sub-Total				0.7	0.7
Sub Total (Zone M)				80.8	125.4
Total (South Sefton)	-	-	-	240.2	312.1

Source: Table 5, Appendix 4



- 7.19 Table 7.4 indicates that, across South Sefton, the expected benchmark turnover of existing convenience goods shopping provision is £240.2m, which compares to a survey-derived turnover of £312.1m. This suggests that, cumulatively, convenience goods floorspace are ‘overtrading’ by some £71.8m. The vast majority (61%) of this overtrading occurs in Zone M (Maghull) with £44.6m, Zone B (Bootle) with £13.5m and Zone C (Crosby) with £13.8m. From this simple analysis, the results suggest there is a current undersupply of convenience goods floorspace within these three zones. However, it must be noted that in the case of the Asda at Aintree, a significant proportion of the stores trade is currently coming from Zone K (Kirkby) where there is a new Tesco Extra permitted and once trading, will have a significant impact on the level of trade that flows to the Asda store.
- 7.20 To assess the need for additional convenience goods retail floorspace, it is necessary to consider how over-trading may be affected by future growth in expenditure. Accordingly, Tables 7.5, and 7.6 draws on the overtrading but then considers this against the anticipated increases in expenditure which will be available in South Sefton, assuming that each stores/facility current market share is maintained. It is also assumed that the turnover of existing floorspace will improve through improvements in floorspace efficiency as set out in Experian Retail Planner 9.

Table 7.5: Estimated Capacity for Convenience Goods Facilities in South Sefton

Year	Turnover - £m ¹	Available Expenditure - £m ²	Surplus Expenditure - £m ²
2011	71.8	5,700	14,400
2016	70.1	5,500	13,900
2021	73.1	5,700	14,300
2026	80.5	6,200	15,600
2031	86.9	6,600	16,700

¹ Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 9 (Sept 2011)

² Assumes constant market share within Study Area
Rounded to the nearest 100 sq.m
At 2010 prices

- 7.21 Table 7.5 shows that, through increases in both population and expenditure applied to the current overtrading, £71.8m convenience goods expenditure surplus is identified at 2011 decreasing to £70.1m at 2016, increasing to £73.1m at 2021, £80.5m at 2026 and to £86.9m at 2031. Existing convenience retail floorspace commitments are limited to the demolition and redevelopment of the former Netto foodstore on Orrell Road in Bootle (which is likely to be implemented as an Asda following the national sale of Netto). The convenience goods turnover of this floorspace (based on Asda’s company average) would be expected to have an estimated benchmark turnover of £6.1m at 2011. Following this, Table 7.6 considers the effect existing retail commitment will have in meeting identified convenience shopping needs.



7.22 Even accounting for the existing commitment, it is evident that there is still significant residual expenditure available to support additional food retail provision. Indeed, a residual of £65.7m is identified at 2011, decreasing marginally to £64.0m at 2016, which would be sufficient to support the convenience goods element associated with either one additional large-sized (approximately 5,000 sq. m net) food superstore (or two medium sized superstores of 2,500 sq. m (net)) at 2016, increasing to 5,200 sq.m (net) by 2021. However, as highlighted previously, a significant part of this overtrading is created by a somewhat 'false situation' in the short term whereby there is currently no main food shopping provision within Zone K (Kirkby). As a result a significant proportion of the trade from Kirkby flows to the Asda at Aintree and other stores within the Sefton area. As a result, the level of expenditure spent at stores within Sefton is over-inflated by this lack of provision in Kirkby. Once this situation is addressed by the new Tesco Extra in Kirkby, we would expect the level of overtrading at Asda to reduce significantly and therefore, any 'need' as a result would be addressed.

7.23 Furthermore, we are also aware of Sainsbury's aspirations to develop a new larger store in Crosby which is clearly needed to overcome the significant overtrading at the existing store and enhance the provision locally in Crosby. Although plans for the store are currently being discussed with the Council, we would anticipate that this development will also meet a significant part of the need identified in the South of the Borough. Therefore, although there appears to be a significant need in South Sefton, when an allowance is made for the new Tesco at Kirkby and the proposed Sainsbury's at Crosby, it is likely that the majority of the need will be accounted for. There will still be sufficient expenditure to support improvements in centres such as Maghull where we are aware of aspirations to provide a significant enhancement in the convenience goods retail offer, albeit, at this stage, we do not anticipate that this will be of the same scale as the potential stores in Kirkby and Crosby. Given the current levels of over-trading recorded at the existing Morrisons store in Maghull we are not surprised that there is a desire to provide a much improved anchor retail superstore for the centre. However, it is imperative that any new proposals must secure the future vitality and viability of this important district centre within the Borough.

Table 7.6: Quantitative Need for Additional Convenience Goods Floorspace in South Sefton

Year	Convenience Goods				
	£m			Floorspace Requirement (Net)	
	Surplus	Commitments	Residual	Min ^{1*}	Max ^{2*}
2011	71.8	6.1	65.7	5,200	13,100
2016	70.1	6.1	64.0	5,000	12,700
2021	73.1	6.1	67.0	5,200	13,100
2026	80.5	6.2	74.3	5,700	14,400
2031	86.9	6.3	80.7	6,200	15,500

¹ Average sales density assumed to be £12,659 per sq.m (based on the average sales density of the leading four supermarkets as identified by Verdict 2010)

² Average sales density assumed to be £5,000 per sq.m
Rounded to the nearest 100 sq.m
At 2010 prices

Capacity for Future Comparison Goods

7.24 As highlighted in Section 5 of this report, the two principal centres contain a varied range of comparison goods floorspace (including retail warehousing, high street multiples, independent retailers, and so on) with a more varied typology of comparison space found in and around both centres. Given the diverse range of retailers trading in and outside the Study Area, it is considerably more difficult to accurately assess a likely 'benchmark' turnover for each facility. Therefore, the most accurate way to estimate the turnover of existing retail facilities is to analyse the market share of each retail destination identified by the Household Survey.

Global Sefton Capacity

7.25 Our analysis of the market share of facilities in the three centres indicates that at 2011 the level of trade which originates from within the Study Area and which passes through non-food facilities is £651.0m in (this excludes 10% inflow to Southport town centre from outside the Study Area, equals £670.3m with inflow). Cumulatively, this expenditure represents 58.6% of the total comparison goods expenditure generated from within the defined Study Area. Due to difficulties in ascertaining accurate floorspace figures and reasonable benchmark turnovers for district centre stores which include a high proportion of independent traders, comparison goods facilities are considered to be trading 'in equilibrium' at the base year of 2011. From our knowledge of the centres, we consider the turnover identified by the Household Survey to be broadly in line with expectations and the assumption of the current trading performance being 'in equilibrium' is considered to be robust.



Table 7.7: Estimated Capacity for Comparison Goods Facilities in Sefton District

Year	Turnover - £m ¹	Available Expenditure - £m ²	Surplus Expenditure
2010	670.3	670.3	0.0
2016	728.5	713.6	-14.8
2021	792.5	827.2	34.7
2026	862.2	961.2	98.9
2031	938.1	1,208.4	270.4

¹ Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 9 (Sept 2011)

² Assumes constant market share within the Study Area (58.6%) but includes 10% inflow for Southport Town Centre (adjusted to turnover efficiency as above)
At 2010 prices

- 7.26 On this basis, WYG has ‘rolled forward’ Sefton’s global market share to examine the likely comparison goods floorspace required to maintain its current position within the hierarchy, namely at a level of approximately 58.6% of all comparison goods expenditure derived from within the Study Area.
- 7.27 Accordingly, given the limited increases in forecast comparison goods expenditure and projected stability in the Study Area population, as well as allowances for growth in special forms of trading (SFT) WYG estimates that between 2011 and 2016, there will be no growth (-£14.8m) in comparison goods (bulky and non-bulky) in Sefton. However, the identified expenditure surplus is forecast to increase to £34.7m by 2021 (as we come out of the recessionary period), £98.9m by 2026 and £270.4m by 2031.
- 7.28 Sefton is subject to a number of committed comparison goods floorspace developments, which are located across the Borough. Most relate to installation of mezzanines of existing retail warehousing which have yet to be implemented. WYG estimate that the permitted development will provide a total of 10,700 sq. m of comparison goods sales floorspace in the Borough. WYG estimate that this will have an estimated turnover of £34.2m at 2011 (if built) growing to £35.8m by 2016. Such commitments extinguish any need for additional comparison goods floorspace in the period to 2021.

Table 7.8: Quantitative Need for Additional Comparison Goods Floorspace in Sefton

Year	Convenience Goods			Floorspace Requirement (Net)	
	£m			Min ^{1*}	Max ^{2*}
	Surplus	Commitments	Residual		
2011	0.0	34.2	-34.2	0	0
2016	-14.8	37.2	-52.0	-9,600	-16,000
2021	34.7	40.5	-5.8	-1,000	-1,600
2026	98.9	44.0	54.9	8,500	14,200
2031	270.4	47.9	222.4	31,800	53,000

¹ Average sales density assumed to be £5,000 per sq. m at 2011

² Average sales density assumed to be £3,000 per sq. m at 2011

¹ Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 9 (Sept 2011)

Allows for inflow of expenditure of 10% for Southport town centre turnover

Rounded up to nearest 100 sq. m

At 2010 prices

- 7.29 In order to account for the differing trading performance of potential end operators, we have applied sales densities of £3,000 per sq.m and £5,000 per sq.m to the identified residual expenditure. Allowing for increases in the productivity of existing floorspace, it is estimated that by the year 2026 there will be a requirement for an additional 8,500 sq.m (net) to 14,200 sq.m (net), depending on the format of the floorspace and assuming Sefton current global market share is maintained. Again, as demonstrated by the above Table 7.8, the requirement rises sharply to between an additional 31,800 sq.m and 53,000 sq.m of net floorspace by 2031, by which time increases in comparison goods expenditure are forecast to be significant.
- 7.30 With regard to non-food retail capacity within North Sefton, Table 7.9 provides a breakdown of the derived turnover of the major centres and destinations within the northern part of the Borough. The majority (65%) of spent (£216.4m) is retained at Southport town centre with Central 12 and Ocean Plaza. However, facilities at Meols Cop also retain £53.4m. In total facilities in North Sefton retain £331.7m of comparison goods expenditure, which represents a market share of 28.1%. As discussed in Section 5, the market share has declined marginally from 30.8% in 2005, which has mainly been due to the slight decline in market share of Southport town centre – primarily due to Liverpool One.

Table 7.9: Estimated Available Comparison Goods Expenditure by Centre (North Sefton) – Excluding 10% inflow for Southport Town Centre

	Market Share - %		Turnover - £m
IN-CENTRE			
Southport	2011	2005	
Town Centre	17.3	21.0	192.3
Central 12 Retail Park	1.2	0.7	12.9
Ocean Plaza	1.0	-	11.2
Sub-Total	19.5	21.7	216.4
District Centres			
Formby	1.8	1.8	20.4
Local Centres & Shopping Parades¹	1.1	0.4	12.3
Sub-Total	22.4	23.9	249.1
OUT-OF-CENTRE			
Homebase, Formby By-pass	0.6	0.4	6.2
Kew Retail Park, Southport ²	2.0	0.9	22.5
Meols Cop, Southport ³	4.8	4.8	53.4
Out-of-centre Foodstores ⁴	0.0	0.8	0.5
Sub-Total	7.4	6.9	82.6
TOTAL	29.9	30.8	331.7

Notes: ¹ Includes Ainsdale, Birkdale, Churchtown, Shakespeare Street and local parades

² Includes Wickes and Kew Retail Park

³ Includes B&Q, Homebase, Tesco and all Meols Cop

⁴ Includes Tesco, Formby

Does not allow inflow to Southport

At 2010 Prices

7.31 In terms of South Sefton, Table 7.10 provides a breakdown of the derived turnover of the major centres and destinations within the southern part of the Borough. The majority (64%) of spent (£205.7m) is retained at the out-of-centre Racecourse and Aintree Retail Parks, with Bootle town centre and other established town and local centres retaining £94.0m. In total facilities in North Sefton retain £319.4m of comparison goods expenditure, which represents a market share of 28.8%. As discussed in Section 5, whilst the market share in South Sefton has increased from 26.2% in 2005 to 28.8% in 2011, this was primarily driven by the strengthening of provision at the out of centre retail parks.

Table 7.10: Estimated Available Comparison Goods Expenditure by Centre (South Sefton)

	Market Share - %		Turnover - £m
IN-CENTRE			
<i>Bootle</i>	2011	2005	
Town Centre	3.3	5.5	36.1
Sub-Total			36.1
District Centres			
Crosby	0.7	1.1	7.6
Maghull	0.7	1.1	7.6
Waterloo	0.5	0.7	5.1
Local Centres & Shopping Parades¹	3.4	2.9	37.6
Sub-Total	8.5	9.2	94.0
OUT-OF-CENTRE			
Out-of-Centre ³	1.3	3.1	14.3
Dunningsbridge Road	0.0	0.3	0.4
Racecourse & Aintree Retail Park ⁴	18.5	13.3	205.7
Wickes, Aintree	0.1	0.2	1.7
Other ⁵	0.3	0.1	3.3
Sub-Total	20.3	17.0	225.5
TOTAL	28.8	26.2	319.4

Notes: ¹ Includes Netherton, Seaforth and local parades
² Includes Tesco, Formby
³ Includes Tesco at Litherland and Asda at Aintree
⁴ Includes Aintree Racecourse Retail Park includes Homebase, B&Q
⁵ includes Switch Island Retail Park
 At 2010 Prices

7.32 Based on the current market shares, Table 7.11 provides a breakdown of the quantitative need for new comparison goods floorspace by 2031 in North and South Sefton. Our analysis indicates that at current market shares, there is no capacity within North Sefton up to 2016 due to the limited population growth and the current commitments.

7.33 For North Sefton, based, on current market share and allowing for 10% inflow for Southport town centre, our assessment identifies that residual capacity at 2021 will be £17.7m increasing to £50.4m at 2026 and £137.7m at 2031. By applying average sales density range of between £3,000 and £5,000 per sq. m to the residual expenditure, it is estimated that at 2021 there will be a requirement for between 500 and 900 sq. m (net) of new comparison good floorspace in North Sefton to retain its current market share. Furthermore, this requirement would increase to between 17,200 sq. m and 28,700 sq. m (net) by 2031.

7.34 When compared with the 2009 study, it is evident that the overall requirement for comparison goods floorspace in the short to medium term has declined dramatically. For example, in the north of the borough the minimum requirement identified in the 2009 by 2021 (the 2009 study's end date) was 22,885 sq.m net. Based on the most recent retail model, the requirement at 2021 would be just 500 sq.m after allowing for existing commitments. Much of this dramatic change is attributable to more cautious growth rates in expenditure (following the economic downturn), increases in allowances for SFT and a reduction in the levels of population growth anticipated in the north of the borough. However, it is evident that after 2021 and through to 2031 there will be a significant requirement for further comparison goods floorspace of over 17,200 sq.m as growth in expenditure is anticipated to recover. Therefore, it would appear that the revised forecasts and the economic downturn have effectively delayed any significant requirement for non-food goods by 10 years and that there is no pressing need for the next 10 to 15 years. This is a significant change to the results of the previous RSS and will have implication for the future spatial strategy in the future.

Table 7.11: Quantitative Need for Additional Comparison Goods Floorspace in North and South Sefton

Year	Convenience Goods			Floorspace Requirement (Net)	
	£m	£m	£m	Min ^{1*}	Max ^{2*}
	Surplus	Commitments	Residual		
North Sefton					
2011	0.0	12.2	-12.2	-2,400	-4,100
2016	-7.6	13.3	-20.8	-3,800	-6,400
2021	17.7	14.4	3.2	500	900
2026	50.4	15.7	34.7	5,400	9,000
2031	137.7	17.1	120.6	17,200	28,700
South Sefton					
2011	0.0	22.0	-22.0	-4,400	-7,300
2016	-7.3	23.9	-31.2	-5,700	-9,600
2021	17.0	26.0	-9.0	-1,500	-2,500
2026	48.5	28.3	20.2	3,100	5,200
2031	132.6	30.8	101.8	14,600	24,300

¹ Average sales density assumed to be £5,000 per sq. m at 2011

² Average sales density assumed to be £3,000 per sq. m at 2011

¹ Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 9 (Sept 2011)

Allows for inflow of expenditure of 10% for Southport town centre turnover

Rounded up to nearest 100 sq. m

At 2010 prices

7.35 Based on the current market share identified for South Sefton, our assessment identifies a surplus capacity of £17.0m at 2021 rising to £48.5m by 2026 and £132.6m by 2031. After taking into account



extant planning commitments in South Sefton, we estimate that there will be no residual capacity until 2026 (£20.2m) which then rises to £101.8m by 2031. By applying average sales density range of between £3,000 and £5,000 per sq. m to this residual expenditure, it is estimate that at 2026 there will be a requirement for between 3,100 and 5,200 sq. m (net) of new comparison good floorspace in South Sefton to retain its current market share. Furthermore, this requirement would increase to between 14,600 sq. m and 24,300 sq. m (net) by 2031. This capacity should be focused towards central sites within Bootle as first priority.

7.36 In the short to medium term, and based on current market share being retained, existing commitments will absorb most of the identified capacity to 2026. The capacity has reduced since 2005 due to the onset of the current recessionary period which was not forecast at that time. However, it is evident that by 2021 this will start to recover and there will be a significant need for new floorspace in the longer term (2026).

8.0 SUMMARY AND CONCLUSIONS

- 8.01 The 2012 Retail Strategy Review (RSR) for Sefton represents a comprehensive update of the 2009 RSR Study which, at that time, was only a partial review given that it was based on Household Survey data gathered in 2005. As part of this comprehensive update, a new Household Survey has been undertaken which provides up to date information on shopping patterns throughout the Borough of Sefton, accounting for any changes that have occurred in retail provision since 2005.
- 8.02 Whilst the majority of this new provision has been delivered in the form of significant new foodstores (particularly in the south of the Borough), there have been a number of changes at established out-of-centre retail parks which have also improved their attractiveness as retail destinations and therefore have managed to capture a greater share of the overall market. These changes and the implications for future need are outlined in detail in the main body of the report, but can be summarised as follows.

Convenience Goods – Future Needs

- 8.03 Whilst there are a number of distinct areas within the Borough of Sefton that are served by well established centres, the retail studies prepared for the Council since 1997 have sought to sub-divide the Borough into two halves. The northern part of Sefton includes the centres of Southport and Formby, as well as other local centres and shopping parades identified within the Study Area. The southern part of the Borough includes the District Centres of Crosby, Maghull and Waterloo, as well as the town centre of Bootle. The two areas are referred to as north and South Sefton throughout the Study.
- 8.04 In dealing with the need for convenience goods within North Sefton, it is evident that the retention rates for locally generated spending in this part of the Borough is extremely high. For example, for the two zones covering Southport and Formby, the market share of convenience goods facilities is 98.3% and 98.5% respectively. This would appear to suggest that there is very little expenditure that is leaking out of these two zones to other stores elsewhere, and therefore any opportunity to claw back additional trade is unlikely to occur. On that basis, it is important to look at the performance of the existing stores within North Sefton to understand whether or not there is a potential deficiency of convenience goods facilities which is leading to significant overtrading at existing stores. In terms of the main foodstores within Southport, it would appear that the existing Sainsbury's, Morrisons and Asda foodstores are all trading at or slightly above their company benchmark turnovers, but not at a level which would suggest that any of the three stores were significantly overtrading. Furthermore, the



same could also be said for the existing out-of-centre Tesco at Town Lane which appears to be, again, overtrading but not to a significant level which would be a cause for concern. Having said that, the one store that does appear to be significantly overtrading is the existing Aldi at Meols Cop, which, according to the survey data, is trading significantly higher than its anticipated company average. When the performance of all of the stores in Zone S (focussed on Southport) are brought together and compared to the estimated benchmark, it would appear that there is some scope for additional convenience goods provision within this part of the Borough. However, careful attention will need to be given to the location of any future provision as it will not be possible to meet the needs across the whole of Zone S in just one location. In terms of Formby, there would also appear to be a situation whereby stores are trading well but not at a level which would cause any significant concern in the short-term. Clearly, Waitrose within Formby District Centre is trading at an expected level in line with its company average; whereas the Tesco on Altcar Road is trading above its company average and would appear to support Tesco's desire to extend their existing store to deal with this overtrading.

- 8.05 As there are no significant commitments within the north of the Borough which would provide additional convenience goods floorspace, it would appear that there is additional need for convenience goods floorspace of approximately 4,100 sq.m net by 2016 increasing to 4,200 sq.m (net) by 2021. However, given the wide range of geographical locations and the communities that are served by facilities in the north of the Borough, it is evident that all of this need cannot be met in just one location. Notwithstanding that, WYG are aware that existing out-of-centre facilities in both Formby and Southport are overtrading to some degree, and that additional convenience goods floorspace could be introduced to address any qualitative deficiencies subject to the sequential approach and impact on established centres.
- 8.06 In dealing with the south of the Borough, it is evident that it is more difficult to assess current retention rates given the overlap between the South Sefton area and the North Liverpool conurbation including the Borough of Knowsley. Having said that, it is evident that the retention rates for the key centres of Bootle, Crosby and Maghull are again extremely high which suggests that there is a strong loyal catchment using the existing facilities at the local level. Furthermore, the market shares within Bootle have improved significantly since the previous 2005 Study, given that there has been significant convenience goods provision in and around Bootle including a new Asda superstore, a new Tesco superstore, a new Lidl supermarket and a new Aldi supermarket. Similar to the north of the Borough, it is anticipated that the market shares currently achieved are unlikely to be increased significantly in the future, given that the current rates of retention are somewhat artificially high because of a lack of provision in competing centres, particularly Kirkby. As was the case in the 2005 Study, Kirkby town centre has not benefited from a food superstore, which means that people living within this part of the



Borough of Knowsley currently travel to foodstores within Sefton (most notably the Asda at Aintree). Unsurprisingly, this means that the Asda at Aintree is significantly overtrading despite the introduction of a new Asda on the edge of Bootle town centre and a new Tesco on Hawthorne Road in Litherland. However, as a new Tesco Extra will be implemented in Kirkby town centre in the near future, it is apparent that the retention rate and market share for stores such as the Asda at Aintree will fall once this store is open. In fact, WYG anticipate that the Asda at Aintree is likely to fall back to a level much closer to its company average once the impact of the new Tesco Extra has taken place. Therefore, whilst the need assessment undertaken by WYG currently identifies significant need within the south of the Borough, this conclusion needs to be treated with an element of caution on the basis that it is currently providing somewhat of an artificial situation prior to the opening of the new Tesco Extra at Kirkby. Notwithstanding that, there is clearly still potential for additional convenience goods provision within the south of the Borough, primarily focussed on the established District Centres of Crosby and Maghull, as well as the additional potential for filler provision in and around Bootle.

8.07 In dealing with Crosby and Maghull, WYG are aware that there are plans already in place to significantly enhance the convenience goods offer within both of these centres, thereby addressing any current overtrading or need that is identified in this Study. Clearly, these developments will need to be carefully monitored in the short-term to ensure that they can be delivered and that they will clearly support the future vitality and viability of these important established centres.

8.08 Since the retail Study was completed in draft, an extension to the Tesco at Litherland has also been approved which, again, would deal with the overtrading identified at that particular store. Therefore, whilst at face value there would appear to be significant need identified within the southern part of the Borough, it would appear that planned investment and commitments at Crosby, Maghull and the existing Tesco foodstore in Litherland will go some way to meet a significant part of this need. Furthermore, any need identified over and above the planned investments at Crosby and Maghull is likely to be significantly reduced once the new large foodstore near Kirkby town centre is implemented. On this basis, WYG would recommend that the Council focus on securing future investment within both Crosby and Maghull in the short-term and that any opportunity to identify further sites for convenience goods provision of a significant scale should be reviewed once the Tesco Extra at Kirkby is open and trading.

Comparison Goods – Identified Need

8.09 It is evident that the previous RSR's completed in 2005 and 2009 were undertaken at a time when the future prospects for the retail industry appeared to be much stronger than they now actually are. Even though the 2009 retail Study was undertaken at a time when the economic downturn had already



occurred, any subsequent adjustments to expenditure forecasts and population change had yet to filter through to the relevant forecasting organisations. Therefore, the 2012 RSR now includes population and expenditure estimates which adopt a far more cautious approach than that previously set out in 2005 and 2009. As a result, the need identified for additional comparison goods retailing in the short-term is effectively none-existent, given that there are a number of commitments both in the north and south of the Borough which have yet to be implemented.

- 8.10 As a result, the 2012 RSR is now suggesting that a need is unlikely to arise in the north of the Borough for comparison goods floorspace until post-2021, compared to the south of the Borough where this need would not be identified until post-2026. However, this does not mean that for the next decade and a half, no additional comparison goods floorspace could be supported within the Borough of Sefton. Clearly, there will be opportunities to introduce new facilities which may enhance existing market share or re-use or recycle existing floorspace which is already built into this assessment.
- 8.11 Having said that, what the Study does confirm is that there will be no significant need for additional comparison goods retail development for at least the next 15 years. This means that in developing a strategy for the established centres throughout Sefton, careful consideration will need to be given to the expansion of certain centres, whilst recognising that any expansion opportunities will be very much a long-term vision or aspiration, rather than seeking to address an urgent need which clearly does not exist at present.
- 8.12 This position would appear to reflect the health of the two key centres in Sefton (Southport and Bootle) whereby vacancy rates and vacant floorspace are currently above the national average and where other indicators suggest that both centres at the moment have somewhat stalled. Therefore, it would appear that the most sensible strategy to take in the short to medium-term would be one that seeks to understand in more detail the implications of the current economic downturn and any additional impacts that may occur as a result (such as the closure of TJ Hughes in the Strand), whilst seeking to consolidate the retail offer within the two main centres. Once the vitality and viability of the two key centres has clearly stabilised in the medium-term, it would then seem sensible for the Local Authority to begin to identify potential areas where future growth could be accommodated post-2021.
- 8.13 In the meantime, in seeking to pursue this strategy through the emerging development plan, the Council will have to carefully manage applications for additional comparison goods retail floorspace which may arise in the short to medium-term. Whilst it will be important for the Council to carefully consider the benefits of any future investment or job creation, these must be balanced against the



potential implications for the future strategy for both Bootle and Southport given the lack of identified need in the short to medium-term, and any potential prejudicial impact on securing the future vitality and viability of Sefton's two key centres.

GLOSSARY OF TERMS

- Capacity -** Retail capacity in terms of this report refers to surplus/deficit of expenditure (£m) which represents the difference between the expenditure and turnover of the identified facilities.
- Study Area -** This represents the household survey area, which is based on postal sectors.
- Experian (MMG3) -** The database used to identify population, expenditure and socio-economic breakdown of the study area population.
- Comparison Goods -** Comparison goods relate to items not obtained on a frequent basis, these include clothing, footwear, household and recreational goods (Annex B, PPS4).
- Furniture Goods -*** *Includes all consumer expenditure on furniture, floor coverings and household textiles such as beds, sofas, tables, cupboards, bed linen, curtains, towels, lamps, mirrors, etc. – as defined by MapInfo – Explanatory Volume 2005 Expenditure*
- DIY Goods -*** *Includes all consumer expenditure on hardware, DIY, decorators' supplies and garden centre type goods. This category includes products such as hammers, saw, screwdrivers, wallpaper, plumbing items, floorboards, ceramic tiles, plants, pots, turf for lawns, etc.*
- Electrical Goods -*** *All consumer retail expenditure on domestic electrical and gas appliances, such as washing machines, dryers, dishwashers, ironing and press machines, cookers, freezers and fridge-freezers, coffee makers, radios, televisions, DVD players, etc.*
- Clothing & Footwear –*** *All consumer retail expenditure on shoes and other footwear, garments for men, women, children and infants either ready-to-wear or made-to-measure, underwear, ties, handkerchiefs, scarves, etc.*



- Household Goods –** *Includes household textiles and soft furnishings, china, glassware, jewellery and other miscellaneous goods such as greeting cards, notebooks, pens, pencils, etc.*
- Recreational Goods –** *All consumer retail expenditure on bicycles and tricycles (excluding toy bicycles), musical instruments, sports equipment, camping equipment, toys of all kinds including dolls, soft toys, etc.*
- Chemist Goods -** *All consumer retail expenditure on prescription and non-prescription drugs, adhesive and non-adhesive bandages, first-aid kits, hot-water bottles, toilet shops, sponges, etc.*
- Convenience Goods -** Convenience goods relate to everyday essential items including confectionary, food, drinks, newspapers and magazines (Annex B, PPS4).
- Expenditure per Capita -** This is the average spend of each person within the defined study area on a variety of retail goods.
- Expenditure -** Expenditure is calculated by taking the population within a defined area and then multiplying this figure by average annual expenditure levels for various forms of goods.
- Expenditure Forecasts -** This assessment has been undertaken using the 'goods based' approach as prescribed in PPS4, the information on consumer retail expenditure forecasts have been derived from Experian (2011).
- Forecasts based on the anticipated increase in expenditure per annum for a both convenience and comparison goods as identified by Experian Table 4a and 4b of Retail Planner Brief 9.
- Gross Floorspace -** This represents the level of total floorspace or footprint of a specific development (i.e. sales area, storage, checkouts, café, display, etc).
- Net Floorspace -** This entails the level of internal area devoted to the sale of goods.



Market Share -	Market shares derived from the household survey results, which are based on either the proportion of shopping trips or the proportion of expenditure attracted to a particular centre/facility.
National Multiple -	This is a retail or service operator which is or part of a network of nine or more outlets.
Price Base -	The price base for the study is 210; all prices are or have been adjusted to 2010 in order to be consistent.
Rates of Productivity -	This takes into account the potential for existing retail floorspace to improve their turnover productivity (e.g. smaller goods could be sold from a smaller area for more money, increased opening hours, etc.).
Sales Density -	Retail capacity figures are expressed in term of floorspace, relying on the application of assumed sales density figures to the surplus expenditure identified. This is based on the typical turnover of a store by square metre/foot.
Special Forms of Trading -	Defined by Experian as expenditure not directed to traditional floorspace such as the internet, mail order, party plan and vending machines and other non-store activity such as market and road-side stalls.
Trade Draw -	This refers to the level of trade attracted to a particular facility/centre.
Turnover -	The turnover figure relates to the annual turnover generated by existing facilities.
Prime A Rents -	Zone A rents (the rental value of the first six metres depth of floorspace in retail outlets from the shop window). It provides a comparable indicator of the strength of individual outlets. As retailers consider rent to reflect the margin between turnover and operational costs (plus profit), the better the trading prospects the higher the rent that the operator will be willing to pay.
Yield -	A 'yield' represents the relationship between the rental income that a property is likely to command and its capital value, expressed as a percentage.



- GOAD Plans -** Provide accurate retail information on town centres, shopping areas, out-of-town retail parks and outlet villages in the UK. Provides information on fascia name, retail category, floorspace, and exact location of all retail outlets and vacant premises.
- GOAD Reports -** Provide a snap-shot of the retail status or demographic make-up of Goad surveyed town centres. Provides a comprehensive breakdown of floor space and outlet count for all individual trade types in the Convenience, Comparison, Retail Service, Leisure, Financial/Business Services and Vacancy sectors.
- Convenience (GOAD) -** GOAD defines this category as land uses including bakers, butchers, CTN, fishmongers, convenience store, frozen foods, greengrocers, grocers and delicatessens, health foods, markets, off licences, shoe repairs, supermarkets,
- Comparison (GOAD) -** GOAD defines this category as antique shops, art and art dealers, booksellers, carpets and flooring, catalogue showrooms, charity shops, chemist and drugstores, children's and infants wear, clothing general, crafts, gifts, china and glass, cycles and accessories, department and variety stores, DIY and home improvement, electrical and other durable goods, florists, footwear, furniture fitted, furniture general, gardens and equipment, greeting cards, hardware and household goods, jewellery, watches and silver, ladies and menswear and acc., ladies wear and accessories, leather and travel goods, menswear and accessories, music and musical instruments, music and video recordings, newsagents and stationers, office supplies, other comparison goods, photographic and optical, second-hand goods, books, etc., sports, camping and leisure goods, telephones and accessories, textiles and soft furnishings, toiletries, cosmetics and beauty products, toys, games and hobbies, vehicle and motorcycle sales and vehicle accessories
- Retail Service -** GOAD defines this clothing and fancy dress hire , dry cleaners and launderettes, filling stations, health and beauty, opticians, photo processing, photo studio, post offices, repairs, alterations and restoration, travel agents, TV, cable and video rental, vehicle rental, vehicle Repairs and Services and video tape rental



- Leisure Service -** GOAD defines this category as bars and wine bars, bingo and amusements, cafes, casinos and betting offices, cinemas, theatres and concert halls, clubs, disco, dance and nightclubs, fast food and take away, hotels and guest houses, public houses, restaurants, and sports and leisure facilities
- Financial Service -** GOAD defines this category as building societies, building supplies and services, business goods and services, employment and careers, financial services, legal services, other business services, printing & copying, property services and retail banks.
- FOCUS Report-** Is a database which is used by the commercial development industry. It provides market information on retail availability within specific town centres and retail parks. Up to date retailer requirements and deals is available.
- Town -** Town centre will usually be the second level of centres after city centres and, in many cases, they will be the principal centre of centres in a local authority's area. In rural areas they are likely to be market towns and other centres of similar size and role which function as important service centres, providing a range of facilities and services for extensive rural catchment areas. In planning the future of town centres, local planning authorities should consider the function of different parts of the centre and how these contribute to its overall vitality and viability. (Annex B, PPS4).
- District -** District centres will usually comprise groups of shops often containing at least one supermarket or superstore, and a range of non-retail services, such as banks, building societies and restaurants, as well as local public facilities such as a library. (Annex B, PPS4).
- Local -** Local centres include a range of small shops of a local nature, serving a small catchment. Typically, local centres might include, amongst other shops, a small supermarket, a newsagent, a sub-post office and a pharmacy. Other facilities could include a hot-food takeaway and launderette. In rural areas, large villages may perform the role of a local centre. (Annex B, PPS4).



Town Centre	Defined area, including the primary shopping area and areas of predominantly leisure, business and other main town centre uses within or adjacent to the primary shopping area. The extent of the town centre should be defined on the proposals map. (Annex B, PPS4).
Primary Shopping Area	Defined area where retail development is concentrated (generally comprising the primary and those secondary frontages which are contiguous and closely related to the primary shopping frontage). The extent of the primary shopping area should be defined on the proposals map. Smaller centres may not have areas of predominantly leisure, business and other main town centre uses adjacent to the primary shopping area, therefore the town centre may not extend beyond the primary shopping area. (Annex B, PPS6).
Primary Frontage	Primary frontages are likely to include a high proportion of retail uses. (Annex B, PPS4).
Secondary Frontage	Secondary frontages provide greater opportunities for a diversity of uses. (Annex B, PPS4).
Edge-of-Centre	<p>For retail purposes, a location that is well connected to and within easy walking distance (i.e. up to 300 metres) of the primary shopping area.</p> <p>For all other main town centre uses, this is likely to be within 300 metres of a town centre boundary¹⁷.</p> <p>In determining whether a site falls within the definition of edge-of-centre, account should be taken of local circumstances. For example, local topography will affect pedestrians' perceptions of easy walking distance from the centre. Other considerations include barriers, such as crossing major roads and car parks, the attractiveness and perceived safety of the route and the strength of attraction and size</p>



of the town centre. A site will not be well connected to a centre where it is physically separated from it by a barrier such as a major road, railway line or river and there is no existing or proposed pedestrian route which provides safe and convenient access to the centre. (Annex B, PPS6).

Out-of-Centre

A location which is not in or on the edge of a centre but not necessarily outside the urban area. (Annex B, PPS6).

Out-of-Town

An out-of-centre development outside the existing urban area. (Annex B, PPS6).



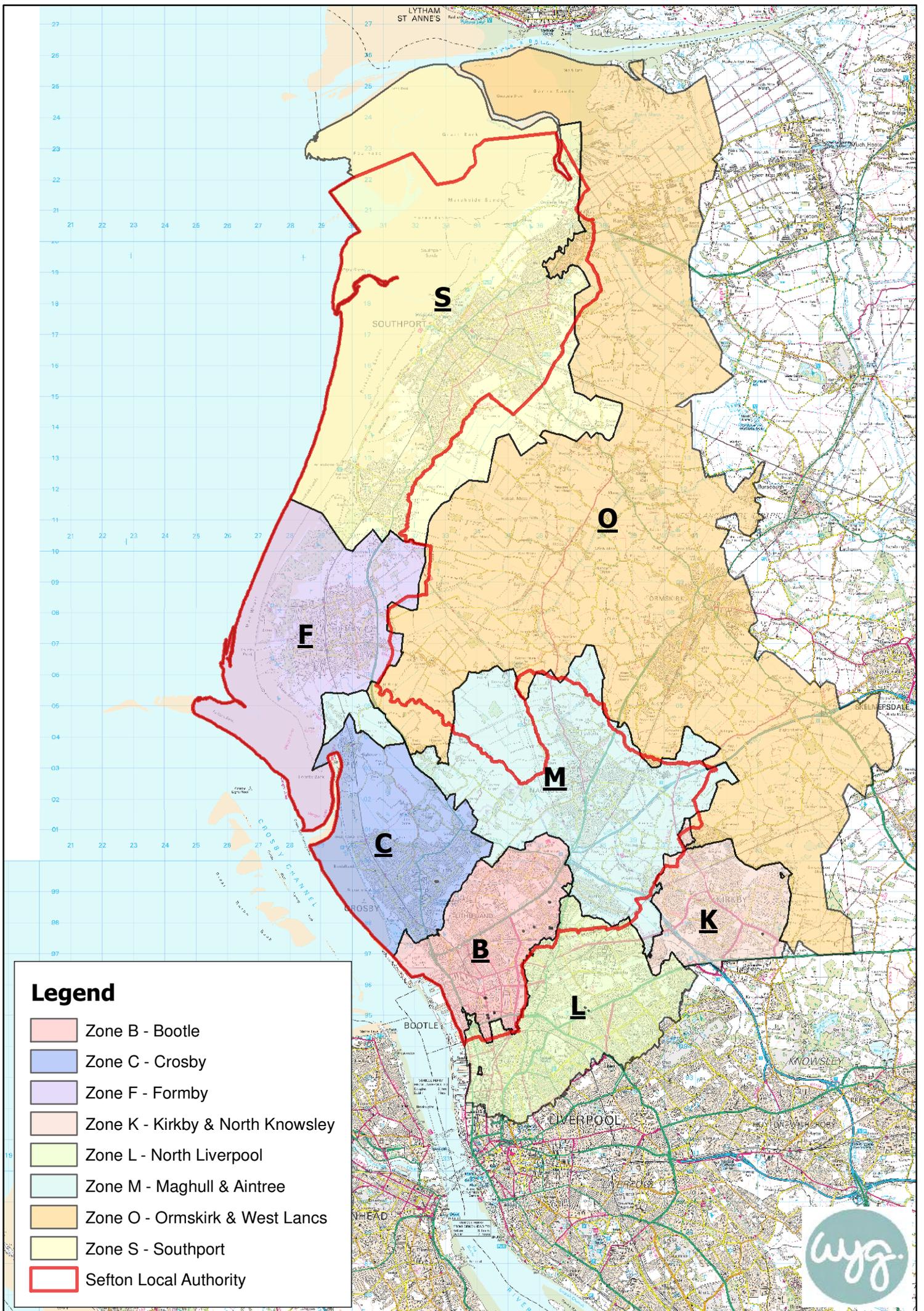
Appendices





Appendix 1 – Survey Zone Plans







Appendix 2 – Household Survey



	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O							
Q01 Where did you last go to undertake your main food and grocery shopping?																
<i>Excluding SFT's</i>																
Zone S																
Tesco Express, Liverpool Road, Birkdale / Southport	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Aldi, Meols Cop, Southport	1.6%	16	8.1%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Asda, Central 12 Shopping Park, Derby Road, Southport	4.0%	39	18.7%	34	0.8%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	4.2%	4
Co-operative Food, Fylde Road, Southport	0.3%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Co-operative Food, Marshside Road, Southport	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Farmfoods, Lord Street, Southport	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Virginia Street, Southport	0.6%	6	2.4%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer, Chapel Street, Southport	0.4%	4	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Morrisons, Winter Gardens, Southport	4.0%	39	13.8%	25	5.8%	3	3.3%	3	0.8%	1	0.8%	1	0.0%	0	6.7%	6
Sainsbury's, St Georges Place, Lord Street, Southport	2.1%	21	9.8%	17	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Spar, Bispham Rd, Southport	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Preston New Road, Southport	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Town Lane, Meols Cop, Southport	7.4%	72	30.1%	54	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0	17.6%	16
Local shops, Southport	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Station Road, Ainsdale	0.7%	7	4.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone F																
Marks & Spencer (Simply Food), Chapel Lane, Formby	0.3%	3	0.8%	1	0.8%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), The Cloisters, Halsall Lane, Formby	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Altcar Road, Formby	3.8%	38	0.8%	1	48.8%	22	4.9%	5	0.8%	1	6.5%	5	0.0%	0	3.4%	3
Waitrose, Three Tuns Lane, Formby	2.5%	25	3.3%	6	33.1%	15	2.4%	2	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Iceland, Chapel Lane, Formby	0.2%	2	0.0%	0	4.1%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Formby	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																
Co-operative Food, Brighton Road, Waterloo	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Road, Waterloo	0.3%	3	0.0%	0	0.0%	0	3.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Waterloo	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Moor Lane, Thornton	0.7%	7	0.0%	0	0.8%	0	7.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, Liverpool Road, Crosby	3.8%	37	0.0%	0	0.0%	0	35.8%	34	0.8%	1	0.0%	0	0.8%	2	0.0%	0
Tesco Express, Crosby Road, Liverpool	0.4%	4	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0
Local Shops, Crosby	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone B																
Aldi, Washington Parade, Bootle	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Strand Road, Bootle	5.1%	50	0.0%	0	0.0%	0	8.9%	8	22.1%	36	0.0%	0	2.5%	6	0.0%	0
Iceland, Strand Centre, Bootle	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stanley Road, Bootle	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.8%	2	0.0%	0
Tesco Metro, Strand Centre, Bootle	2.5%	25	0.0%	0	0.0%	0	0.8%	1	9.8%	16	0.0%	0	3.3%	8	0.0%	0
Local shops, Bootle	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	1.6%	4	0.0%	0
Aldi, Park Lane West, Netherton	1.6%	16	0.0%	0	0.0%	0	1.6%	2	6.6%	11	1.6%	1	0.8%	2	0.8%	1
Iceland, Marian Square, Netherton	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Local shops, Netherton	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Aintree Retail Park	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Local Shops, Aintree	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Tesco, Hawthorn Road, Litherland	4.4%	43	0.0%	0	0.0%	0	11.4%	11	14.8%	24	0.8%	1	3.3%	8	0.0%	0	0.0%	0
Iceland, Northway, Maghull	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	3	0.0%	0	0.0%	0	0.0%	0
Lidl, Northway, Maghull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Maghull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Stafford Moreton Way, Maghull	3.3%	32	0.0%	0	0.0%	0	0.0%	0	3.3%	5	33.3%	26	0.0%	0	0.8%	1	0.0%	0
Asda, Ormskirk Road, Aintree	12.1%	118	0.0%	0	0.0%	0	4.9%	5	22.1%	36	26.8%	21	13.1%	32	27.2%	23	2.5%	2
Iceland, Broad Lane Precinct, Norris Green	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.8%	1	0.0%	0
Asda, Breck Road, Liverpool	2.8%	28	0.0%	0	0.0%	0	0.0%	0	5.7%	9	0.8%	1	7.4%	18	0.0%	0	0.0%	0
Co-operative Food, Utting Avenue, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Asda, Utting Avenue, Walton	8.0%	78	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	30.3%	74	3.2%	3	0.0%	0
Heron Foods, County Road, Walton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Tesco Metro, County Road, Walton	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	12	0.0%	0	0.0%	0
Farmfoods, Walton Road, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Iceland, County Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Walton Road, Kirkdale	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.8%	1	0.0%	0
Farmfoods, Broadway, Norris Green	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Iceland, Walton Vale	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	6	0.0%	0	0.0%	0
Sainsbury's, Rice Lane, Walton	2.9%	29	0.0%	0	0.0%	0	0.8%	1	3.3%	5	2.4%	2	8.2%	20	0.0%	0	0.8%	1
Co-operative Food, Alsot Avenue, Fazakerley	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.0%	0	0.0%	0
Tesco Express, Longmoor Lane, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Croxteth	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.8%	1	0.0%	0
Co-operative Food, St Chads Parade, Kirkby	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	9.6%	8	0.0%	0
Iceland, St Chads Parade, Kirkby	1.9%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	22.4%	19	0.0%	0
Netto, St Chads Parade, Kirkby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
Local shops, Kirkby	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.8%	1
Zone O																		
Aldi, Saints Place, Ormskirk	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	2.5%	2
Iceland, Aughton Street, Ormskirk	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Marks & Spencer (Simply Food), Aughton Street, Ormskirk	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	5.9%	5
Morrisons, Park Lane, Ormskirk	4.5%	44	0.0%	0	0.8%	0	3.3%	3	0.0%	0	8.9%	7	0.8%	2	4.0%	3	30.3%	28
Tesco Metro, Church Street, Ormskirk	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	5
Outside Study Area - Liverpool City Centre																		
Aldi, St Johns Shopping Centre, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Iceland, Williamson Square, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Marks & Spencer, Liverpool City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Sainsburys, Lyceum Road, Ranelagh Street, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Tesco Metro, Parker Street, Clayton Square	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hanover Street, Liverpool	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Outside Study Area - Other Liverpool																		
Aldi, Prescott Road,	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O	
Liverpool										
Co-operative Food, West Derby Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Broadway, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, East Lancashire Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Besford Road, Belle Vale, Liverpool	0.9%	8	0.8%	1	0.8%	0	0.0%	0	0.0%	0
Tesco, Deysbrook Lane, West Derby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, St Oswalds Street, Old Swan	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - West Lancashire										
Asda, Northway, Skelmersdale	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Liverpool Road North, Burscough Bridge	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Wirral										
Asda, Seaview Road, Liscard, Wallasey	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Stanley Road, Birkenhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Knowsley										
Asda, Huyton Lane, Huyton	0.4%	4	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Co-operative Food, Warrington Road, Rainhill, Prescot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cables Retail Park, Prescot	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Warrington										
Marks & Spencer, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Costco, Andover Road, Haydock, St Helens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lidl, Lowe Street, St Helens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Baxters Lane, St Helens	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other										
Local Shops, Leicester	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Morrisons, Olympian Way, Leyland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	979	179		45	95	162	78	242	84	93
Sample:	978	123		121	123	122	123	122	125	119

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q02 What is the MAIN reason you choose (STORE MENTIONED AT Q01) to do your main food and grocery shopping?																		
<i>Not answered by those who said (Don't know / can't remember) at Q01</i>																		
Accessibility by public transport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Car parking prices	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1
Car parking provision	2.0%	20	4.0%	7	2.4%	1	0.0%	0	0.8%	1	0.8%	1	0.8%	2	4.0%	3	4.0%	4
Choice of food goods available	4.0%	40	3.2%	6	3.2%	1	4.8%	5	3.2%	5	3.2%	3	3.2%	8	7.2%	6	6.5%	6
Choice of shops nearby selling non-food goods	0.6%	6	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.8%	2	1.6%	1	0.0%	0
Choice of shops selling food goods	0.7%	7	0.0%	0	1.6%	1	1.6%	2	0.0%	0	0.8%	1	0.0%	0	3.2%	3	1.6%	2
Cleanliness	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
Entertainment / events	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Habit / always use it / preference for retailer	8.5%	85	10.3%	19	6.4%	3	3.2%	3	9.7%	16	14.4%	11	4.0%	10	11.2%	9	13.7%	13
Lower prices	13.8%	137	13.5%	25	6.4%	3	11.3%	11	19.4%	32	11.2%	9	16.9%	42	12.0%	10	6.5%	6
Near to home	44.7%	446	41.3%	76	48.8%	23	50.8%	48	47.6%	79	44.0%	35	49.2%	121	36.0%	30	35.5%	35
Near to work	2.0%	20	1.6%	3	0.8%	0	4.0%	4	4.0%	7	0.8%	1	0.8%	2	1.6%	1	2.4%	2
Provision of leisure facilities nearby	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Provision of services nearby, such as banks and other financial services	0.2%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Public information, signposts and public facilities	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
Quality of food goods available	6.3%	63	8.7%	16	8.0%	4	7.3%	7	4.0%	7	5.6%	4	5.6%	14	8.0%	7	4.8%	5
Quality of shops selling food goods	0.6%	6	0.0%	0	1.6%	1	0.0%	0	0.8%	1	2.4%	2	0.0%	0	0.0%	0	1.6%	2
Safety (during the day)	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
Safety (during the evening / night time)	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
Shopping environment	0.7%	7	1.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.8%	2	0.0%	0	0.8%	1
Staff discount / work there	2.6%	26	5.6%	10	4.8%	2	0.0%	0	0.8%	1	1.6%	1	2.4%	6	0.8%	1	4.0%	4
Value for money	4.0%	40	2.4%	4	1.6%	1	4.8%	5	4.8%	8	4.0%	3	4.8%	12	2.4%	2	5.6%	5
Other	1.2%	12	1.6%	3	0.8%	0	0.8%	1	0.8%	1	2.4%	2	0.8%	2	1.6%	1	1.6%	2
Convenient	0.5%	5	0.8%	1	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Delivery service	0.4%	4	0.8%	1	1.6%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Large store	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Loyalty scheme / reward points	0.7%	7	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	4	0.8%	1	1.6%	2
Online shopping is convenient	0.6%	6	0.0%	0	1.6%	1	0.8%	1	0.0%	0	1.6%	1	0.8%	2	0.0%	0	1.6%	2
Only one in the area	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	2.4%	2	1.6%	2
Preference for retailer	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
Range of goods available	0.6%	6	0.0%	0	0.8%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	3	1.6%	2
Small / quiet store	0.2%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1
(Don't know / no reason in particular)	3.4%	34	3.2%	6	5.6%	3	5.6%	5	1.6%	3	0.8%	1	4.8%	12	3.2%	3	2.4%	2
Weighted base:	998	184		47	95	165		79		246		84		97				
Sample:	997	126		125	124	124		125		124		125		124				

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q03 What if anything is the ONE thing that you MOST dislike about your main food shopping destination (STORE MENTIONED AT Q01)?																		
<i>Not answered by those who said (Don't know / can't remember) at Q01</i>																		
Nothing	65.9%	658	65.9%	121	69.6%	32	55.6%	53	73.4%	121	65.6%	52	64.5%	159	66.4%	56	65.3%	64
Difficult to get to	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Difficult / expensive parking	1.2%	12	0.0%	0	0.8%	0	3.2%	3	0.0%	0	3.2%	3	0.8%	2	2.4%	2	1.6%	2
Expensive	7.6%	76	3.2%	6	8.8%	4	8.9%	8	12.1%	20	4.0%	3	9.7%	24	8.0%	7	4.0%	4
Lack of cycle parking	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
Lack of parking	0.3%	3	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Lack of public transport	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
Limited range of goods	5.3%	53	7.1%	13	3.2%	1	5.6%	5	4.0%	7	5.6%	4	5.6%	14	4.0%	3	4.8%	5
No petrol station	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1
Poor internal layout	1.4%	14	1.6%	3	0.8%	0	0.8%	1	0.0%	0	2.4%	2	1.6%	4	0.8%	1	3.2%	3
Poor quality	1.6%	16	1.6%	3	0.0%	0	2.4%	2	1.6%	3	0.0%	0	2.4%	6	0.0%	0	2.4%	2
Preference for retailer	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
Staff rude / unhelpful	1.2%	12	1.6%	3	1.6%	1	0.8%	1	0.8%	1	0.0%	0	2.4%	6	0.0%	0	0.0%	0
Too far away	1.0%	10	1.6%	3	0.8%	0	1.6%	2	0.8%	1	0.0%	0	0.0%	0	3.2%	3	0.8%	1
Too small	3.4%	34	2.4%	4	0.8%	0	7.3%	7	2.4%	4	4.8%	4	2.4%	6	3.2%	3	6.5%	6
Other	3.8%	38	4.0%	7	1.6%	1	5.6%	5	1.6%	3	4.8%	4	4.8%	12	4.0%	3	3.2%	3
Changing layout too often	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.8%	2	0.8%	1	0.0%	0
Discontinue items too often	0.3%	3	0.8%	1	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
Don't always send items ordered	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
Lack of stock on shelves	0.7%	7	1.6%	3	1.6%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Monopoly / lack of competition	0.2%	2	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
No special offers	0.2%	2	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Not enough tills open / queues at tills	0.7%	7	2.4%	4	1.6%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1
Self-service checkouts	0.4%	4	0.0%	0	1.6%	1	3.2%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Short use-by dates on items	0.6%	6	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.8%	2	1.6%	1	0.0%	0
Too big	0.8%	8	1.6%	3	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.8%	2	0.0%	0	1.6%	2
Too busy / crowded	1.9%	19	0.8%	1	3.2%	1	0.8%	1	0.8%	1	4.0%	3	2.4%	6	2.4%	2	2.4%	2
(Don't know)	0.4%	4	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.8%	1	0.0%	0
Weighted base:		998		184		47		95		165		79		246		84		97
Sample:		997		126		125		124		124		125		124		125		124

Q04 Which retailer do you purchase your main food internet / home delivery shopping from?*Those who said Internet / home delivery at Q01*

Asda	20.7%	4	33.3%	1	25.0%	0	0.0%	0	0.0%	0	0.0%	0	50.0%	2	0.0%	0	0.0%	0
Iceland	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
Morrisons	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
Sainsbury's	7.2%	1	0.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco	62.4%	12	66.7%	3	50.0%	1	100.0%	1	50.0%	1	50.0%	1	50.0%	2	0.0%	0	80.0%	3
Other	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
Ocado	9.7%	2	0.0%	0	25.0%	0	0.0%	0	0.0%	0	50.0%	1	0.0%	0	0.0%	0	20.0%	1
Morton's Dairies	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
(Don't know / varies)	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
Weighted base:		18		4		1		1		3		1		4		0		4
Sample:		19		3		4		1		2		2		2		0		5

Q05 How often do you normally do your main food shopping at (STORE MENTIONED AT Q01)?*Not answered by those who said (Don't know / can't remember) at Q01*

Daily	1.1%	11	0.0%	0	3.2%	1	0.8%	1	2.4%	4	0.8%	1	0.8%	2	2.4%	2	0.0%	0
At least two times a week	14.1%	141	7.1%	13	12.0%	6	9.7%	9	10.5%	17	14.4%	11	21.8%	54	19.2%	16	14.5%	14
At least once a week	64.2%	641	69.0%	127	63.2%	29	69.4%	66	70.2%	116	70.4%	56	54.8%	135	60.0%	50	62.9%	61
At least once a fortnight	13.4%	134	15.1%	28	13.6%	6	12.1%	12	14.5%	24	7.2%	6	15.3%	38	9.6%	8	12.9%	13
At least once a month	5.6%	56	6.3%	12	7.2%	3	6.5%	6	2.4%	4	4.0%	3	5.6%	14	8.0%	7	7.3%	7
At least every two months	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1
Less often	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Have only visited once	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
(Don't know / varies)	1.1%	11	2.4%	4	0.8%	0	0.8%	1	0.0%	0	3.2%	3	0.8%	2	0.0%	0	0.8%	1
Weighted base:		998		184		47		95		165		79		246		84		97
Sample:		997		126		125		124		124		125		124		125		124

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q06 How do you normally travel to (STORE MENTIONED AT Q01)?																		
<i>Not answered by those who said (Don't know / can't remember) or Internet / home delivery at Q01</i>																		
Car / van (as driver)	62.5%	612	69.1%	124	67.8%	31	61.8%	58	58.2%	94	71.5%	56	57.4%	139	48.8%	41	74.0%	69
Car / van (as passenger)	14.7%	144	13.0%	23	13.2%	6	14.6%	14	21.3%	35	13.8%	11	11.5%	28	18.4%	15	12.6%	12
Bus, minibus or coach	6.8%	67	4.9%	9	1.7%	1	4.9%	5	3.3%	5	4.9%	4	11.5%	28	14.4%	12	4.2%	4
Motorcycle, scooter or moped	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
Walk	11.4%	111	8.1%	15	11.6%	5	12.2%	12	13.1%	21	8.1%	6	13.9%	34	12.0%	10	9.2%	9
Taxi	2.9%	28	2.4%	4	0.8%	0	3.3%	3	2.5%	4	0.0%	0	4.9%	12	5.6%	5	0.0%	0
Train	1.0%	9	1.6%	3	0.8%	0	1.6%	2	0.8%	1	0.8%	1	0.8%	2	0.8%	1	0.0%	0
Metro	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
Bicycle	0.2%	2	0.0%	0	2.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.2%	2	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other (Don't know / varies)	0.3%	3	0.0%	0	0.8%	0	0.8%	1	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0
(Don't normally travel - goods delivered)	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
Weighted base:	979	179	45	95	162	78	242	84	93									
Sample:	978	123	121	123	122	123	122	125	119									

Meanscore: [Minutes]

Q07 How long did your journey to (STORE MENTIONED AT Q01) take?*Not answered by those who said (Don't know / can't remember) or Internet / home delivery at Q01*

1 - 5 minutes	41.4%	405	55.3%	99	57.9%	26	35.0%	33	45.1%	73	41.5%	32	41.8%	101	18.4%	15	26.1%	24
6 - 10 minutes	32.0%	313	26.8%	48	24.8%	11	33.3%	32	34.4%	56	31.7%	25	31.1%	76	41.6%	35	33.6%	31
11 - 15 minutes	14.4%	141	13.0%	23	9.1%	4	11.4%	11	11.5%	19	13.8%	11	14.8%	36	24.0%	20	18.5%	17
16 - 20 minutes	7.6%	75	3.3%	6	6.6%	3	13.8%	13	6.6%	11	6.5%	5	5.7%	14	8.8%	7	16.8%	16
21 - 25 minutes	1.4%	13	0.0%	0	0.0%	0	1.6%	2	0.8%	1	4.1%	3	2.5%	6	1.6%	1	0.0%	0
26 - 30 minutes	2.2%	22	0.8%	1	0.8%	0	2.4%	2	0.8%	1	1.6%	1	4.1%	10	4.0%	3	1.7%	2
31 - 35 minutes	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
36 - 40 minutes	0.2%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.8%	1
41 - 45 minutes	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
46 - 50 minutes	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
51 - 55 minutes	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
56 - 60 minutes	0.2%	2	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0
61 - 120 minutes	0.2%	2	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know / can't remember)	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Mean:	10.2	8.8	8.2	12.2	9.1	10.2	10.1	12.6	11.6									
Weighted base:	979	179	45	95	162	78	242	84	93									
Sample:	978	123	121	123	122	123	122	125	119									

Q08 When you go main food shopping is your journey normally part of going to / from work, or going to / from a place of education?*Not answered by those who said Internet / home delivery at Q01*

Yes - travelling to work	1.3%	13	1.6%	3	1.7%	1	2.4%	2	1.6%	3	0.0%	0	0.8%	2	0.8%	1	1.7%	2
Yes - travelling from work	14.0%	137	15.4%	28	5.8%	3	10.5%	10	20.3%	33	13.8%	11	13.0%	32	10.4%	9	13.3%	13
Yes - travelling to school / college	0.7%	7	1.6%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.8%	2	0.0%	0	0.8%	1
Yes - travelling from school / college	2.1%	20	0.0%	0	0.8%	0	0.8%	1	4.1%	7	1.6%	1	4.1%	10	0.8%	1	0.8%	1
No	81.7%	804	80.5%	144	91.7%	41	86.3%	82	74.0%	121	82.9%	65	81.3%	199	88.0%	74	82.5%	78
(Don't know)	0.2%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Weighted base:	984	179	45	95	164	78	244	84	94									
Sample:	982	123	121	124	123	123	123	125	120									

Q09 When do you do your main food shopping?

Weekdays during the day	50.7%	509	46.8%	86	72.0%	34	58.4%	56	47.2%	79	45.6%	36	50.4%	125	52.8%	44	49.6%	49
Weekdays during the evening	13.1%	132	15.9%	29	4.8%	2	11.2%	11	11.2%	19	15.2%	12	15.2%	38	11.2%	9	12.0%	12
Saturday	14.3%	143	12.7%	23	4.8%	2	17.6%	17	20.8%	35	14.4%	11	9.6%	24	19.2%	16	15.2%	15
Sunday	3.0%	30	3.2%	6	4.8%	2	0.8%	1	2.4%	4	3.2%	3	4.8%	12	1.6%	1	1.6%	2
(Don't know / varies)	18.8%	189	21.4%	39	13.6%	6	12.0%	12	18.4%	31	21.6%	17	20.0%	50	15.2%	13	21.6%	21
Weighted base:	1002	184	47	96	166	79	248	84	98									
Sample:	1001	126	125	125	125	125	125	125	125									

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q10 When you go main food shopping is your trip linked with any other activity?																		
<i>Not answered by those who said Internet / home delivery at Q01</i>																		
Yes – non-food shopping	12.4%	122	12.2%	22	14.9%	7	9.7%	9	13.0%	21	14.6%	11	10.6%	26	13.6%	11	15.0%	14
Yes – leisure activity	7.0%	69	5.7%	10	9.1%	4	9.7%	9	8.1%	13	8.9%	7	3.3%	8	8.8%	7	10.0%	9
Yes – visiting services such as banks and other financial institutions	5.0%	49	5.7%	10	5.8%	3	7.3%	7	5.7%	9	7.3%	6	2.4%	6	4.8%	4	5.0%	5
Yes – other activity	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
Yes - cafe	0.6%	6	1.6%	3	1.7%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.8%	1	0.8%	1
Yes - church	0.1%	1	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Yes - doctors / dentists / hospital	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - eating / drinking out	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - giving a lift	0.3%	3	0.8%	1	0.8%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - other food shopping	2.5%	25	2.4%	4	2.5%	1	0.0%	0	0.8%	1	2.4%	2	4.9%	12	2.4%	2	2.5%	2
Yes - petrol	1.7%	17	3.3%	6	4.1%	2	0.8%	1	2.4%	4	3.3%	3	0.8%	2	0.0%	0	0.0%	0
Yes - recycling	0.3%	3	0.8%	1	2.5%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Yes - school run	0.6%	6	0.8%	1	0.0%	0	0.0%	0	0.8%	1	0.8%	1	0.8%	2	0.8%	1	0.0%	0
Yes - visit family / friends	1.4%	13	1.6%	3	2.5%	1	1.6%	2	0.8%	1	0.8%	1	0.0%	0	2.4%	2	4.2%	4
No	72.9%	718	69.1%	124	62.0%	28	75.8%	72	75.6%	124	68.3%	53	79.7%	195	71.2%	60	65.8%	62
(Don't know)	0.9%	9	1.6%	3	0.8%	0	1.6%	2	1.6%	3	0.8%	1	0.0%	0	0.0%	0	0.8%	1
Weighted base:		984		179		45		95		164		78		244		84		94
Sample:		982		123		121		124		123		123		123		125		120

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q11 Where do you do this linked trip?																		
<i>Those who link their main food shopping trip with any other activity at Q10 AND Excluding SFT's</i>																		
Zone S																		
Southport Town Centre	18.9%	46	64.7%	32	9.3%	1	11.5%	2	0.0%	0	11.8%	3	0.0%	0	0.0%	0	26.3%	8
Ainsdale Local Centre	1.2%	3	5.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Preston New Road , Southport	0.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, Southport	1.8%	4	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Meols Cop, Southport	0.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Southport	0.9%	2	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Central 12 Retail Park, Southport	1.8%	4	8.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Dobbies Garden Centre, Bentham's Way, Southport	0.6%	1	2.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone F																		
Formby District (Village) Centre	5.6%	14	0.0%	0	72.1%	12	3.8%	1	0.0%	0	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Homebase, Stephenson Way, Formby	0.2%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Altcar Road, Formby	0.3%	1	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool Road, Formby	1.0%	2	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Victoria Road, Formby	0.2%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																		
Crosby District Centre	2.2%	5	0.0%	0	0.0%	0	26.9%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownmoor Lane, Crosby	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton Village Centre	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo District Centre	0.3%	1	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone B																		
Bootle Town Centre	8.0%	20	0.0%	0	0.0%	0	11.5%	2	28.6%	11	2.9%	1	13.0%	6	0.0%	0	0.0%	0
Asda, Aintree Retail Park	1.6%	4	0.0%	0	0.0%	0	0.0%	0	7.1%	3	5.9%	1	0.0%	0	0.0%	0	0.0%	0
Aintree Racecourse Retail Park, Aintree	6.0%	15	0.0%	0	0.0%	0	0.0%	0	10.7%	4	8.8%	2	13.0%	6	11.1%	3	0.0%	0
Seaforth Local Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Netherton Local Centre	1.6%	4	0.0%	0	0.0%	0	0.0%	0	10.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Racecourse Retail Park, Aintree	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Stanley Road, Bootle	1.4%	3	0.0%	0	0.0%	0	3.8%	1	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altway, Aintree	1.6%	4	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	5.6%	1	0.0%	0
Marsh Lane, Bootle	1.1%	3	0.0%	0	0.0%	0	0.0%	0	7.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litherland District Centre	0.9%	2	0.0%	0	0.0%	0	3.8%	1	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone M																		
Maghull District Centre	2.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	32.4%	7	0.0%	0	0.0%	0	0.0%	0
Liverpool Road South, Maghull	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool Road North, Maghull	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Moorhey Road, Maghull	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool Road, Maghull	0.5%	1	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Deyes Lane, Maghull	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Ince Blundell Village Centre	0.5%	1	0.0%	0	2.3%	0	3.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone L																		
Stonedale Retail Park, Liverpool	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Walton Vale District Centre	3.0%	7	0.0%	0	0.0%	0	0.0%	0	3.6%	1	0.0%	0	13.0%	6	0.0%	0	0.0%	0
County Road District Centre	1.1%	3	0.0%	0	0.0%	0	3.8%	1	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Broadway District Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Rice Lane (Walton) Local Centre	0.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.3%	2	0.0%	0	0.0%	0
Halsall Village Centre	0.2%	0	0.0%	0	2.3%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone K																		
Kirkby District Centre	5.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	47.2%	11	2.6%	1
Asda, Utting Avenue, Walton	1.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.7%	4	0.0%	0	0.0%	0
Zone O																		
Ormskirk Town Centre	10.3%	25	0.0%	0	2.3%	0	7.7%	2	0.0%	0	14.7%	3	0.0%	0	11.1%	3	57.9%	17
Outside Study Area - Liverpool																		
Liverpool City Centre	8.0%	20	0.0%	0	0.0%	0	15.4%	3	7.1%	3	2.9%	1	26.1%	12	5.6%	1	0.0%	0
Outside Study Area - St Helens																		
St Helens Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Outside Study Area - Knowsley																		

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

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	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Prescot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Cables Retail Park, Prescot	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Huyton Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Rainhill Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Gemini Retail Park, Warrington	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.8%	1	0.0%	0
Outside Study Area - West Lancashire																		
Skelmersdale Town Centre	0.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0	0.0%	0	2.6%	1
Burscough Village Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Manchester City Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Leyland Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.6%	1
Weighted base:	244		50		16		20		37		22		46		24		30	
Sample:	262		34		43		26		28		34		23		36		38	

Q12 Do you make 'top up' shopping trips for staple goods, such as bread and milk, in between your main food shopping trip?

Yes	76.7%	769	75.4%	138	74.4%	35	76.0%	73	76.8%	128	74.4%	59	80.8%	201	76.0%	64	72.8%	71
No	23.3%	234	24.6%	45	25.6%	12	24.0%	23	23.2%	39	25.6%	20	19.2%	48	24.0%	20	27.2%	27
Weighted base:		1002		184		47		96		166		79		248		84		98
Sample:		1001		126		125		125		125		125		125		125		125

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O							
Q13 Where did you last go to undertake this 'top-up' shopping?																
<i>Those who do top-up shopping at Q12 AND Excluding SFT's</i>																
Zone S																
Local Shops, Churchtown	0.5%	4	2.1%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Express, Liverpool Road, Birkdale / Southport	1.2%	9	6.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Birkdale	0.8%	6	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Meols Cop, Southport	0.6%	4	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Asda, Central 12 Shopping Park, Derby Road, Southport	1.9%	14	8.5%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Co-operative Food, Fylde Road, Southport	0.9%	7	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Co-operative Food, Marshside Road, Southport	1.2%	9	6.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, King Street, Southport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Marks & Spencer, Chapel Street, Southport	0.7%	6	3.2%	4	1.1%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Morrisons, Winter Gardens, Southport	1.4%	11	7.4%	10	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sainsbury's, St Georges Place, Lord Street, Southport	1.4%	10	6.4%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.2%	1
Spar, Bispham Rd, Southport	1.0%	7	5.3%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Ovington Drive, Southport	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Albert Street, Hesketh	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Express, Preston New Road, Southport	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Extra, Town Lane, Meols Cop, Southport	2.6%	20	12.8%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Local shops, Southport	3.0%	23	13.8%	19	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.7%	4
Co-operative Food, Station Road, Ainsdale	1.0%	8	4.3%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%	2	0.0%	0	0.0%
Local shops, Ainsdale	0.8%	6	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	1.0%	2	0.0%	0	0.0%
Local Shops, Tenby	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Zone F																
Marks & Spencer (Simply Food), Chapel Lane, Formby	0.3%	3	1.1%	1	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer (Simply Food), The Cloisters, Halsall Lane, Formby	0.6%	4	0.0%	0	5.4%	2	2.2%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1
One Stop, Cordova House, Formby	0.1%	1	0.0%	0	3.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Harington Road, Formby	0.2%	2	0.0%	0	5.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Altcar Road, Formby	1.3%	10	1.1%	1	16.1%	6	2.2%	2	0.0%	0	1.1%	1	0.0%	0	1.2%	1
Waitrose, Three Tuns Lane, Formby	1.8%	14	1.1%	1	31.2%	11	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Iceland, Chapel Lane, Formby	0.8%	6	0.0%	0	15.1%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Local shops, Formby	0.7%	6	0.0%	0	16.1%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																
Co-operative Food, Brighton Road, Waterloo	0.3%	2	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, South Road, Waterloo	0.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Brighton Road, Waterloo	0.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Waterloo	1.2%	9	0.0%	0	0.0%	0	12.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Aldi, Moor Lane, Thornton	0.4%	3	0.0%	0	1.1%	0	3.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, College Road, Crosby	0.2%	2	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Farmfoods, Liverpool Road, Crosby	0.7%	5	0.0%	0	0.0%	0	4.3%	3	0.0%	0	0.0%	0	1.0%	2	0.0%	0
Sainsbury's, Liverpool Road, Crosby	3.5%	26	0.0%	0	0.0%	0	32.3%	23	1.1%	1	0.0%	0	1.0%	2	0.0%	0
Tesco Express, Crosby Road, Liverpool	0.5%	4	0.0%	0	0.0%	0	5.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Local Shops, Crosby	1.2%	9	0.0%	0	0.0%	0	12.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone B																		
Aldi, Washington Parade, Bootle	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Asda, Strand Road, Bootle	1.9%	14	0.0%	0	0.0%	0	1.1%	1	10.6%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Iceland, Strand Centre, Bootle	0.5%	4	0.0%	0	0.0%	0	2.2%	2	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lidl, Stanley Road, Bootle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Marks & Spencer, Stanley Road, Bootle	0.4%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Tesco Metro, Strand Centre, Bootle	0.7%	6	0.0%	0	0.0%	0	2.2%	2	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Bootle	4.3%	32	0.0%	0	0.0%	0	0.0%	0	22.3%	28	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Aldi, Park Lane West, Netherton	1.4%	11	0.0%	0	0.0%	0	0.0%	0	7.4%	9	2.2%	1	0.0%	0	0.0%	0	0.0%	0
Iceland, Marian Square, Netherton	0.6%	5	0.0%	0	0.0%	0	1.1%	1	3.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local shops, Netherton	0.6%	5	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Marks & Spencer, Aintree Retail Park	0.6%	5	0.0%	0	0.0%	0	1.1%	1	0.0%	0	2.2%	1	1.0%	2	1.1%	1	0.0%	0
Local Shops, Aintree	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	3.1%	6	0.0%	0	0.0%	0
Local shops, Seaforth	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, Linacre Road, Litherland / Seaforth	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Lidl, Bridge Road, Litherland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Spar, Sefton Road, Litherland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hawthorn Road, Litherland	2.6%	19	0.0%	0	0.0%	0	2.2%	2	13.8%	17	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local shops, Litherland	1.2%	9	0.0%	0	0.0%	0	0.0%	0	7.4%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone M																		
Co-operative Food, Deyes Lane, Maghull	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	1.0%	2	0.0%	0	0.0%	0
Iceland, Northway, Maghull	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.8%	4	0.0%	0	0.0%	0	0.0%	0
Lidl, Northway, Maghull	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	3	0.0%	0	0.0%	0	0.0%	0
Local shops, Maghull	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	8	0.0%	0	0.0%	0	1.2%	1
Morrisons, Stafford Moreton Way, Maghull	3.0%	23	0.0%	0	0.0%	0	1.1%	1	1.1%	1	34.4%	20	0.0%	0	0.0%	0	1.2%	1
Asda, Ormskirk Road, Aintree	3.2%	24	0.0%	0	0.0%	0	0.0%	0	9.6%	12	8.9%	5	2.0%	4	5.4%	3	0.0%	0
Tesco Express, Molyneux Way, Old Roan	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.3%	2	0.0%	0	0.0%	0	0.0%	0
Local shops, Old Roan	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Lydiate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Local Shops, Sefton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Zone L																		
Co-operative Food, Broad Lane, Norris Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Farmfoods, Lower House Lane, Norris Green	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Iceland, Broad Lane Precinct, Norris Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Local Shops, Norris Green	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Asda, Breck Road, Liverpool	1.2%	9	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.1%	8	0.0%	0	0.0%	0
Co-operative Food, Utting Avenue, Liverpool	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	6	0.0%	0	0.0%	0
Iceland, Breck Road, Anfield, Liverpool	0.9%	7	0.0%	0	0.0%	0	0.0%	0	2.1%	3	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Asda, Utting Avenue, Walton	3.5%	27	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	12.2%	24	2.2%	1	0.0%	0
Local Shops, Walton	3.6%	27	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	13.3%	26	0.0%	0	0.0%	0
Tesco Metro, County Road, Walton	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.1%	8	0.0%	0	0.0%	0
Iceland, County Road, Liverpool	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Cooltrader, Walton Vale Road, Liverpool	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Farmfoods, Broadway, Norris Green	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Iceland, Walton Vale	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Sainsbury's, Rice Lane, Walton	2.0%	15	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	7.1%	14	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Co-operative Food, Alscot Avenue, Fazakerley	1.8%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	5.1%	10	3.2%	2	0.0%	0
Iceland, Stonedale Retail Park, West Derby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Tesco Express, Longmoor Lane, Liverpool	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Local Shops, Croxteth	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	1.1%	1	0.0%	0
Local Shops, Fazakerley	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	0.0%	0	0.0%	0
Local Shops, Orrell Park	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Co-operative Food, St Chads Parade, Kirkby	0.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	10.8%	7	0.0%	0
Farmfoods, Cherryfield Drive, Kirkby	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	3	0.0%	0
Iceland, St Chads Parade, Kirkby	1.5%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	14.0%	9	1.2%	1
Local shops, Kirkby	4.3%	32	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	45.2%	28	4.6%	3
Zone O																		
Aldi, Saints Place, Ormskirk	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
B&M, Railway Road, Ormskirk	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Iceland, Aughton Street, Ormskirk	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Marks & Spencer (Simply Food), Aughton Street, Ormskirk	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Morrisons, Park Lane, Ormskirk	1.8%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	1	0.0%	0	2.2%	1	16.1%	11
Spar, Ormskirk	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Metro, Church Street, Ormskirk	1.0%	8	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	9.2%	6
Local Shops, Ormskirk	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.2%	6
Spar, Town Green, Aughton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Local shops, Aughton	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.6%	3
Co-operative Food, Church Road, Banks	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Tesco Express, Preston New Road, Churchtown	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Marks & Spencer, Liverpool City Centre	1.1%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	4.1%	8	0.0%	0	0.0%	0
Sainsburys, Lyceum Road, Ranelagh Street, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Tesco Metro, Parker Street, Clayton Square	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hanover Street, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Local Shops, Liverpool City Centre	0.2%	2	0.0%	0	1.1%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Other Liverpool																		
Aldi, Prescott Road, Liverpool	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Co-operative Food, West Derby Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Costco, Waterloo Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Heron Foods, Broadway, Liverpool	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Iceland, East Lancashire Road, Liverpool	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0
Local Shops, West Derby	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Morrisons, Besford Road, Belle Vale, Liverpool	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	1.0%	2	0.0%	0	0.0%	0
Morrisons, Penketh Drive, Liverpool	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Tesco Metro, Aigburth Road, Liverpool	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Tesco, Deysbrook Lane, West Derby	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	4	1.1%	1	0.0%	0
Tesco, Mather Avenue, Allerton	0.5%	3	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	0.0%	0	0.0%	0
Tesco, St Oswalds Street, Old Swan	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	2	1.1%	1	0.0%	0
Outside Study Area - West Lancashire																		

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O	
Asda, Northway, Skelmersdale	0.2%	2	0.0%	0	0.0%	0	0.0%	0	2.3%	2
Tesco, Liverpool Road North, Burscough Bridge	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.4%	2
Outside Study Area - Knowsley										
Asda, Huyton Lane, Huyton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Tesco Extra, Cables Retail Park, Prescot	0.3%	2	0.0%	0	0.0%	0	0.0%	0	3.2%	2
Outside Study Area - St Helens										
Co-operative Food, Elephant Lane, Thatto Heath	0.1%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Outside Study Area - Cheshire										
Tesco, Halton Lea, Runcorn	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	751	137	35	72	125	57	195	62	68	
Sample:	742	94	93	93	94	90	98	93	87	

Q14 How often do you make 'top up' shopping trips to (STORE MENTIONED AT Q13)?*Those who do top-up shopping at Q12 but not those who said (Don't know / can't remember) at Q13*

Daily	9.3%	70	6.4%	9	10.8%	4	8.6%	6	8.5%	11	7.8%	4	12.2%	24	10.8%	7	7.9%	5
At least two times a week	52.1%	392	53.2%	73	45.2%	16	49.5%	35	61.7%	77	43.3%	25	56.1%	109	48.4%	30	38.2%	27
At least once a week	29.7%	224	31.9%	44	30.1%	10	34.4%	25	22.3%	28	32.2%	18	26.5%	52	32.3%	20	38.2%	27
At least once a fortnight	4.4%	33	4.3%	6	5.4%	2	0.0%	0	3.2%	4	8.9%	5	5.1%	10	3.2%	2	6.7%	5
At least once a month	0.9%	6	0.0%	0	2.2%	1	4.3%	3	0.0%	0	3.3%	2	0.0%	0	1.1%	1	0.0%	0
At least every two months	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
Less often	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
Have only visited once (Don't know / varies)	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1
Weighted base:	752	137	35	72	125	57	195	62	70									
Sample:	744	94	93	93	94	90	98	93	89									

Q15 Which retailer do you purchase your top-up food internet / home delivery shopping from?*Those who said Internet / home delivery at Q13*

Asda	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
Iceland	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
Morrisons	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
Sainsbury's	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
Tesco	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
Other	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
Ocado	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
Morton's Dairies	100.0%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	100.0%	2
(Don't know / varies)	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
Weighted base:	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
Sample:	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2

Q16 Of all the money you spend on food and household groceries what share goes on your main food food shop?*Those who do top-up shopping at Q12*

Over ¾	53.7%	413	56.8%	79	57.0%	20	47.4%	35	58.3%	75	63.4%	38	54.5%	109	42.1%	27	44.0%	31
½ to ¾	21.6%	166	22.1%	31	19.4%	7	32.6%	24	17.7%	23	15.1%	9	19.8%	40	26.3%	17	24.2%	17
¼ to ½	12.7%	97	12.6%	17	3.2%	1	9.5%	7	13.5%	17	11.8%	7	14.9%	30	10.5%	7	15.4%	11
Less than ¼	2.6%	20	1.1%	1	0.0%	0	2.1%	2	5.2%	7	2.2%	1	2.0%	4	5.3%	3	2.2%	2
None	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
(Don't know / varies)	9.5%	73	7.4%	10	20.4%	7	8.4%	6	5.2%	7	7.5%	4	8.9%	18	15.8%	10	14.3%	10
Weighted base:	769	138	35	73	128	59	201	64	71									
Sample:	759	95	93	95	96	93	101	95	91									

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q17 Where did you last go to buy clothing or footwear goods?																		
<i>Excluding SFT's</i>																		
Zone S																		
Southport Town Centre	23.9%	209	68.5%	111	48.6%	20	21.7%	18	3.6%	5	12.5%	9	4.5%	10	1.9%	1	44.1%	35
Rufford Road, Southport	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool Road, Southport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Plaza, Southport	1.3%	12	6.3%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Meols Cop Retail Park, Southport	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Meols Cop, Southport	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Kew Retail Park, Southport	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Central 12 Retail Park, Southport	1.7%	15	8.1%	13	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	2
Zone F																		
Formby District (Village) Centre	1.2%	11	0.9%	1	18.9%	8	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool Road, Formby	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Road, Formby	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																		
Crosby District Centre	0.3%	2	0.0%	0	0.0%	0	2.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownmoor Lane, Crosby	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
College Road, Crosby	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo District Centre	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone B																		
Bootle Town Centre	4.0%	36	0.0%	0	0.9%	0	5.7%	5	17.3%	25	1.8%	1	1.8%	4	0.0%	0	0.0%	0
Asda, Aintree Retail Park	0.8%	7	0.9%	1	0.0%	0	0.0%	0	1.8%	3	3.6%	3	0.0%	0	0.9%	1	0.0%	0
Aintree Racecourse Retail Park, Aintree	11.5%	101	0.0%	0	1.8%	1	11.3%	9	17.3%	25	28.6%	20	14.3%	32	13.0%	9	4.9%	4
Netherton Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Switch Island Retail Park, Netherton	0.4%	4	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Aintree Road, Bootle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Road, Bootle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Road, Bootle	1.6%	14	0.0%	0	0.0%	0	2.8%	2	4.5%	7	0.9%	1	1.8%	4	0.9%	1	0.0%	0
Altway, Aintree	0.6%	5	0.0%	0	0.0%	0	3.8%	3	0.0%	0	0.9%	1	0.0%	0	1.9%	1	0.0%	0
Marsh Lane, Bootle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hawthorne Road, Litherland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone M																		
Maghull District Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.7%	2	0.0%	0	0.0%	0	1.0%	1
Walton Vale District Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	2.7%	6	0.9%	1	0.0%	0
Rice Lane (Walton) Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Zone K																		
Kirkby District Centre	0.8%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	6.5%	5	2.0%	2
Asda, Utting Avenue, Walton	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Zone O																		
Ormskirk Town Centre	1.1%	9	0.0%	0	0.9%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	1.9%	1	7.8%	6
Outside Study Area - Liverpool																		
Liverpool City Centre	40.3%	354	8.1%	13	18.9%	8	41.5%	34	45.5%	67	41.1%	29	65.2%	145	55.6%	40	22.6%	18
Speke Retail Park, Speke	0.3%	3	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Edge Lane Retail Park, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Knotty Ash Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
West Derby Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Outside Study Area - St Helens																		
St Helens Town Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	2.8%	2	0.0%	0
St Helens Retail Park, St Helens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Outside Study Area - Knowsley																		
Prescot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Cables Retail Park, Prescot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.9%	1	0.0%	0
Huyton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco Extra, Cables Retail Park, Prescot	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Outside Study Area - Cheshire																		
Chester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Cheshire Oaks Designer Outlet, Ellesmere Port	0.6%	5	0.0%	0	0.9%	0	0.9%	1	0.9%	1	0.9%	1	0.0%	0	0.9%	1	2.0%	2

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

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	Total	Zone S		Zone F		Zone C		Zone B		Zone M		Zone L		Zone K		Zone O		
Warrington Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Gemini Retail Park, Warrington	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.9%	1	0.0%	0
Outside Study Area - West Lancashire																		
Skelmersdale Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.0%	1
Outside Study Area - Greater Manchester																		
Trafford Centre, Trafford	0.5%	4	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.9%	1	2.0%	2
Manchester City Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Boundary Mill Stores, Vivary Way, Colne	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1
Burnley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Freeport Fleetwood, Anchorage Road, Blackpool	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Lytham St Annes	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Wigan Town Centre	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	2.0%	2
Outside Study Area - Other																		
Abroad	0.4%	4	0.0%	0	1.8%	1	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	1.0%	1
Bexley Heath Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Canterbury Town Centre	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
London	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Other	0.9%	8	2.7%	4	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	2.0%	2
Weighted base:		877		162		41		82		146		71		223		72		80
Sample:		872		111		111		106		110		112		112		108		102

Q18 How do you normally travel to (STORE MENTIONED AT Q17)?

Not answered by those who said (Don't know / can't remember), Internet / home delivery or (Don't buy these types of goods) at Q17

Car / van (as driver)	45.1%	395	54.1%	87	36.0%	15	49.1%	40	40.9%	60	44.6%	32	41.1%	91	38.0%	28	52.9%	42
Car / van (as passenger)	9.5%	83	7.2%	12	9.0%	4	4.7%	4	12.7%	19	14.3%	10	8.9%	20	8.3%	6	11.8%	9
Bus, minibus or coach	16.8%	147	9.0%	15	9.0%	4	13.2%	11	20.9%	31	8.0%	6	29.5%	66	9.3%	7	11.8%	9
Motorcycle, scooter or moped	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Walk	7.1%	62	15.3%	25	6.3%	3	4.7%	4	5.5%	8	6.3%	4	5.4%	12	3.7%	3	4.9%	4
Taxi	2.0%	17	0.9%	1	0.9%	0	0.9%	1	3.6%	5	0.0%	0	3.6%	8	1.9%	1	0.0%	0
Train	18.1%	159	9.9%	16	36.0%	15	26.4%	22	15.5%	23	26.8%	19	10.7%	24	37.0%	27	17.6%	14
Metro	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
Bicycle	0.5%	4	2.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	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
Other (Don't know / varies)	0.8%	7	0.0%	0	1.8%	1	0.9%	1	0.9%	1	0.0%	0	0.9%	2	1.9%	1	1.0%	1
(Don't normally travel - goods delivered)	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		877		162		41		82		146		71		223		72		80
Sample:		872		111		111		106		110		112		112		108		102

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q19 When you go shopping for clothing or footwear, do you link this trip with another activity?																		
<i>Not answered by those who said Internet / home delivery or (Don't buy these types of goods) at Q17</i>																		
Yes – food shopping	9.6%	90	10.5%	17	8.5%	4	8.7%	8	14.8%	23	14.5%	11	7.6%	18	5.9%	5	5.3%	5
Yes – non-food shopping	10.5%	98	9.6%	16	10.2%	4	9.6%	8	17.4%	27	12.0%	9	6.7%	16	9.3%	7	11.4%	10
Yes – leisure activity	16.8%	156	13.2%	22	19.5%	9	14.8%	13	17.4%	27	21.4%	16	16.8%	40	17.8%	14	18.4%	16
Yes – visiting services such as banks and other financial institutions	3.7%	35	5.3%	9	4.2%	2	2.6%	2	6.1%	9	5.1%	4	0.8%	2	3.4%	3	4.4%	4
Yes – other activity	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
Yes - cafe	1.6%	15	0.9%	1	4.2%	2	0.9%	1	1.7%	3	5.1%	4	0.8%	2	1.7%	1	0.9%	1
Yes - church	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Yes - doctors / dentists / hospital	0.3%	3	0.9%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Yes - eating / drinking out	3.1%	29	6.1%	10	0.8%	0	0.0%	0	0.9%	1	3.4%	3	3.4%	8	3.4%	3	4.4%	4
Yes - giving a lift	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
Yes - other food shopping	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
Yes - petrol	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
Yes - recycling	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
Yes - school run	0.2%	2	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Yes - visit family / friends	1.3%	12	1.8%	3	2.5%	1	0.0%	0	1.7%	3	0.9%	1	0.0%	0	0.8%	1	4.4%	4
Yes - work	1.4%	13	2.6%	4	0.0%	0	0.9%	1	0.9%	1	0.0%	0	2.5%	6	0.0%	0	0.9%	1
No	59.1%	550	55.3%	92	55.9%	25	67.8%	60	61.7%	94	53.0%	39	61.3%	145	61.9%	49	50.9%	46
(Don't know / varies)	2.3%	22	3.5%	6	3.4%	1	0.0%	0	0.0%	0	1.7%	1	3.4%	8	3.4%	3	2.6%	2
Weighted base:		931		166		44		88		153		74		236		79		89
Sample:		930		114		118		115		115		117		119		118		114

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q20 Where did you last go to buy small household goods such as home furnishings, glass and china items?																		
<i>Excluding SFT's</i>																		
Zone S																		
Southport Town Centre	14.9%	90	56.3%	58	28.1%	7	9.2%	5	1.3%	1	13.3%	6	0.0%	0	1.5%	1	19.2%	12
Birkdale Local Centre	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool Road, Southport	0.4%	2	1.4%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Plaza, Southport	2.5%	15	8.5%	9	3.1%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.7%	5
Meols Cop Retail Park, Southport	0.7%	4	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
B&Q, Meols Cop Road, Southport	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1
Homebase, Meols Cop Retail Park, Southport	1.1%	7	5.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Tesco, Meols Cop, Southport	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1
Kew Retail Park, Southport	0.5%	3	1.4%	1	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Central 12 Retail Park, Southport	0.9%	5	4.2%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Zone F																		
Formby District (Village) Centre	0.5%	3	0.0%	0	9.4%	2	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Stephenson Way, Formby	0.4%	2	0.0%	0	9.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Road, Formby	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Brownmoor Lane, Crosby	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo District Centre	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone B																		
Bootle Town Centre	4.6%	28	0.0%	0	3.1%	1	13.2%	8	17.7%	19	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Asda, Aintree Retail Park	2.1%	13	0.0%	0	0.0%	0	1.3%	1	2.5%	3	5.3%	3	2.4%	4	4.6%	2	1.3%	1
Aintree Racecourse Retail Park, Aintree	12.2%	74	0.0%	0	3.1%	1	13.2%	8	17.7%	19	20.0%	10	15.9%	26	15.4%	7	7.7%	5
Dunningbridge Road, Bootle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Netherton Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0
B&Q, Racecourse Retail Park, Aintree	2.4%	14	0.0%	0	0.0%	0	2.6%	2	5.1%	5	1.3%	1	2.4%	4	1.5%	1	3.8%	2
Homebase, Racecourse Retail, Aintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Switch Island Retail Park, Netherton	1.1%	7	0.0%	0	0.0%	0	3.9%	2	1.3%	1	1.3%	1	1.2%	2	1.5%	1	0.0%	0
Aintree Road, Bootle	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sefton Road, Bootle	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Road, Bootle	1.9%	12	0.0%	0	0.0%	0	2.6%	2	8.9%	9	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Litherland Road, Bootle	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altway, Aintree	1.1%	6	0.0%	0	1.6%	0	1.3%	1	2.5%	3	1.3%	1	1.2%	2	0.0%	0	0.0%	0
Litherland District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hawthorne Road, Litherland	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone M																		
Maghull District Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.3%	1	4.0%	2	0.0%	0	0.0%	0	0.0%	0
Liverpool Road North, Maghull	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	1.3%	1
Long Lane, Aintree	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Norris Green Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Walton Vale District Centre	1.3%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.9%	8	0.0%	0	0.0%	0
County Road District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rice Lane (Walton) Local Centre	1.0%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	0.0%	0	0.0%	0
Fazakerley Local Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.5%	1	0.0%	0
Zone K																		
Kirkby District Centre	1.3%	8	0.0%	0	1.6%	0	0.0%	0	0.0%	0	1.3%	1	1.2%	2	7.7%	3	2.6%	2
Asda, Utting Avenue, Walton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Taskers, Liver Industrial Estate, Walton	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.3%	1
Zone O																		
Ormskirk Town Centre	3.3%	20	0.0%	0	0.0%	0	1.3%	1	1.3%	1	6.7%	3	2.4%	4	0.0%	0	17.9%	11
Outside Study Area - Liverpool																		
Liverpool City Centre	27.1%	164	4.2%	4	28.1%	7	32.9%	19	21.5%	23	33.3%	16	40.2%	66	44.6%	19	16.7%	10
B&Q, New Mersey Retail Park, Speke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Speke	1.7%	10	1.4%	1	0.0%	0	0.0%	0	1.3%	1	2.7%	1	3.7%	6	0.0%	0	0.0%	0
West Derby Local Centre	0.7%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	4	0.0%	0	0.0%	0
Outside Study Area - St Helens																		

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S		Zone F		Zone C		Zone B		Zone M		Zone L		Zone K		Zone O		
St Helens Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Outside Study Area - Knowsley																		
Prescot Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Cables Retail Park, Prescot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Huyton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.1%	1	0.0%	0
Tesco Extra, Cables Retail Park, Prescot	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.5%	1	0.0%	0
Outside Study Area - Preston																		
Preston City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Warrington Town Centre	1.7%	10	2.8%	3	0.0%	0	1.3%	1	5.1%	5	1.3%	1	0.0%	0	1.5%	1	0.0%	0
Gemini Retail Park, Warrington	4.0%	24	1.4%	1	0.0%	0	1.3%	1	3.8%	4	1.3%	1	8.5%	14	4.6%	2	2.6%	2
Riverside Retail Park, Warrington	0.3%	2	0.0%	0	0.0%	0	2.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Widnes Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Outside Study Area - West Lancashire																		
Skelmersdale Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0
Burscough Village Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	2.6%	2
Warbeck Garden Centre, Lyelake Lane, Westhead	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Outside Study Area - Greater Manchester																		
Trafford Centre, Trafford	0.3%	2	0.0%	0	4.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Manchester City Centre	0.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Boundary Mill Stores, Vivary Way, Colne	0.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Chorley Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Newcastle Upon Tyne City Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Outside Study Area - Other																		
Abroad	0.3%	2	0.0%	0	0.0%	0	1.3%	1	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Canterbury Town Centre	0.2%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Loughborough Town Centre	0.1%	1	0.0%	0	0.0%	0	1.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Weighted base:	606	103		24		58		105		48		163		44		61		
Sample:	590	71		64		76		79		75		82		65		78		

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q21 Where did you last go to buy goods such as toys, games, bicycles and recreations goods?																		
<i>Excluding SFT's</i>																		
Zone S																		
Southport Town Centre	16.0%	73	56.7%	50	28.0%	5	11.3%	5	1.6%	1	16.4%	6	0.0%	0	0.0%	0	18.6%	6
Birkdale Local Centre	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool Road, Southport	0.2%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Ocean Plaza, Southport	0.3%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, Southport	3.3%	15	16.7%	15	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Meols Cop, Southport	1.4%	6	6.7%	6	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Southport	1.6%	7	5.0%	4	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	2
Central 12 Retail Park, Southport	1.0%	4	5.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone F																		
Formby District (Village) Centre	1.5%	7	0.0%	0	20.0%	4	7.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Altcar Road, Formby	0.2%	1	0.0%	0	4.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool Road, Formby	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Road, Formby	0.2%	1	0.0%	0	6.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																		
Crosby District Centre	0.7%	3	1.7%	1	0.0%	0	3.8%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent, Thornton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Waterloo District Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone B																		
Bootle Town Centre	4.0%	18	0.0%	0	0.0%	0	13.2%	5	12.9%	11	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Asda, Aintree Retail Park	2.1%	9	0.0%	0	0.0%	0	0.0%	0	4.8%	4	7.3%	3	0.0%	0	3.9%	1	4.7%	2
Aintree Racecourse Retail Park, Aintree	11.2%	51	1.7%	1	4.0%	1	20.8%	8	14.5%	12	12.7%	4	11.3%	14	15.7%	5	14.0%	5
Stanley Road, Bootle	1.6%	7	0.0%	0	0.0%	0	1.9%	1	8.1%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litherland Road, Bootle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altway, Aintree	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Hawthorne Road, Bootle	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hawthorne Road, Litherland	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone M																		
Maghull District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool Road North, Maghull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Sefton Lane, Maghull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Zone L																		
Stonedale Retail Park, Liverpool	0.2%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Walton Vale District Centre	3.5%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.9%	16	0.0%	0	0.0%	0
Fazakerley Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Zone K																		
Kirkby District Centre	1.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	1.6%	2	15.7%	5	0.0%	0
Zone O																		
Ormskirk Town Centre	4.1%	19	0.0%	0	0.0%	0	0.0%	0	1.6%	1	16.4%	6	0.0%	0	2.0%	1	32.6%	11
Outside Study Area - Liverpool																		
Liverpool City Centre	33.4%	152	3.3%	3	18.0%	3	34.0%	14	46.8%	39	29.1%	10	51.6%	64	43.1%	15	14.0%	5
New Mersey Retail Park, Speke	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Speke Retail Park, Speke	3.3%	15	0.0%	0	0.0%	0	0.0%	0	3.2%	3	1.8%	1	8.1%	10	5.9%	2	0.0%	0
Hunts Cross Retail Park, Liverpool	0.6%	3	1.7%	1	0.0%	0	0.0%	0	1.6%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - St Helens																		
St Helens Town Centre	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	2.0%	1	0.0%	0
St Helens Retail Park, St Helens	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Outside Study Area - Knowsley																		
Prescot Town Centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.9%	1	0.0%	0
Cables Retail Park, Prescot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Tesco Extra, Cables Retail Park, Prescot	0.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	2.0%	1	0.0%	0
Outside Study Area - Preston																		
Preston City Centre	0.3%	1	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Gemini Retail Park, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.0%	1	0.0%	0
Outside Study Area - Greater Manchester																		

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Trafford Centre, Trafford	0.9%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	4	0.0%	0	0.0%	0
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Wigan Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.3%	1
Outside Study Area - North England																		
Leeds City Centre	0.2%	1	0.0%	0	0.0%	0	1.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Metro Centre, Gateshead	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0
Cleethorpes Town Centre	0.1%	0	0.0%	0	2.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	3	0.0%	0	2.0%	0	1.9%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	2.3%	1
Weighted base:	455		87		19		41		82		35		123		34		34	
Sample:	436		60		50		53		62		55		62		51		43	

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q22 Where did you last go to buy chemist goods (including health and beauty products)?																		
<i>Excluding SFT's</i>																		
Zone S																		
Southport Town Centre	12.9%	115	53.9%	90	6.2%	3	2.9%	2	0.0%	0	6.3%	4	0.0%	0	0.0%	0	16.9%	16
Churchtown Local Centre	0.7%	7	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Ainsdale Local Centre	1.3%	12	7.0%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Birkdale Local Centre	0.7%	6	3.5%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bispham Road, Southport	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rufford Road, Southport	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2
Upper Aughton Road, Southport	0.3%	3	1.7%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool Road, Southport	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Eastbourne Road, Southport	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Roe Lane, Southport	0.2%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shakespeare Street Local Centre	0.5%	4	2.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, Southport	1.2%	11	6.1%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Tesco, Meols Cop, Southport	1.9%	17	7.0%	12	0.0%	0	0.0%	0	0.9%	1	0.9%	1	0.0%	0	0.0%	0	3.4%	3
Kew Retail Park, Southport	0.3%	2	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Central 12 Retail Park, Southport	1.4%	13	7.0%	12	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
Zone F																		
Formby District (Village) Centre	4.5%	40	0.0%	0	81.4%	34	3.8%	3	0.0%	0	1.8%	1	0.0%	0	0.0%	0	1.7%	2
Tesco, Altcar Road, Formby	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Harington Road, Formby	0.1%	1	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Liverpool Road, Formby	0.0%	0	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Road, Formby	0.1%	1	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																		
Crosby District Centre	4.4%	39	0.0%	0	0.0%	0	46.2%	37	0.9%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Brownmoor Lane, Crosby	0.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
The Crescent, Thornton	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Bridge Road, Crosby	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
College Road, Crosby	0.3%	2	0.0%	0	0.0%	0	2.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stuart Road, Crosby	0.2%	2	0.0%	0	0.0%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Thornton Village Centre	0.2%	2	0.0%	0	0.9%	0	1.9%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo District Centre	0.8%	7	0.0%	0	0.0%	0	8.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone B																		
Bootle Town Centre	4.2%	38	0.0%	0	0.0%	0	3.8%	3	19.6%	28	0.9%	1	2.7%	6	0.0%	0	0.0%	0
Asda, Aintree Retail Park	2.6%	23	0.0%	0	0.0%	0	1.9%	2	5.6%	8	4.5%	3	2.7%	6	5.5%	4	0.8%	1
Aintree Racecourse Retail Park, Aintree	6.3%	56	0.9%	1	0.0%	0	1.9%	2	13.1%	19	15.3%	11	7.1%	16	9.2%	7	0.8%	1
Seaforth Local Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Netherton Local Centre	0.8%	7	0.0%	0	0.0%	0	1.0%	1	3.7%	5	0.0%	0	0.0%	0	0.9%	1	0.0%	0
Aintree Road, Bootle	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sefton Street, Bootle	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Orrell Road, Bootle	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Park Lane, Bootle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Knowsley Road, Bootle	0.4%	4	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Road, Bootle	2.2%	20	0.0%	0	0.0%	0	0.0%	0	11.2%	16	0.0%	0	1.8%	4	0.0%	0	0.0%	0
Litherland Road, Bootle	0.2%	2	0.0%	0	0.0%	0	1.0%	1	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altway, Aintree	1.0%	9	0.0%	0	0.0%	0	0.0%	0	2.8%	4	0.9%	1	1.8%	4	0.9%	1	0.0%	0
Hawthorne Road, Bootle	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litherland District Centre	0.5%	5	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Sefton Road, Litherland	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Hawthorne Road, Litherland	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone M																		
Maghull District Centre	3.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	36.0%	25	0.0%	0	1.8%	1	0.8%	1
Station Road, Maghull	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Liverpool Road South, Maghull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool Road North, Maghull	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.6%	3	0.0%	0	0.0%	0	0.0%	0
Liverpool Road, Maghull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0
Liverpool Road, Lydiate	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0
Melling Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.9%	1	0.0%	0
Zone L																		
Stonedale Retail Park, Liverpool	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0
Norris Green Local Centre	1.3%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	12	0.0%	0	0.0%	0
Walton Vale District Centre	5.9%	52	0.0%	0	0.0%	0	1.0%	1	2.8%	4	0.9%	1	20.4%	46	1.8%	1	0.0%	0

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O										
County Road District Centre	1.3%	11	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	4.4%	10	0.0%	0	0.0%	0	
Breck Road District Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	
Rice Lane (Walton) Local Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	8	0.0%	0	0.0%	0	
Fazakerley Local Centre	1.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	3.5%	8	2.8%	2	0.0%	0	
Anfield Local Centre	0.9%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.5%	8	0.0%	0	0.0%	0	
Aughton Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	
Halsall Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	
Zone K																			
Kirkby District Centre	4.9%	43	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.9%	2	50.5%	37	4.2%	4	
Asda, Utting Avenue, Walton	1.4%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.3%	12	0.9%	1	0.0%	0	
Zone O																			
Ormskirk Town Centre	6.4%	57	0.0%	0	0.0%	0	1.0%	1	0.0%	0	6.3%	4	0.0%	0	1.8%	1	54.2%	50	
Outside Study Area - Liverpool																			
Liverpool City Centre	13.4%	120	0.9%	1	2.7%	1	12.5%	10	20.6%	29	9.0%	6	27.4%	62	10.1%	7	2.5%	2	
New Mersey Retail Park, Speke	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	
Speke Retail Park, Speke	0.7%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.8%	4	1.8%	1	0.0%	0	
West Derby Local Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.0%	0	
Outside Study Area - St Helens																			
St Helens Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	1.8%	1	0.0%	0	
Outside Study Area - Knowsley																			
Prescot Town Centre	0.1%	1	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	
Cables Retail Park, Prescot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	
Huyton Town Centre	0.1%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	
Rainhill Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	
Tesco Extra, Cables Retail Park, Prescot	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.9%	1	0.0%	0	
Outside Study Area - Preston																			
Preston City Centre	0.4%	3	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.9%	1	0.0%	0	
Outside Study Area - Cheshire																			
Chester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	
Gemini Retail Park, Warrington	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.8%	1	
Outside Study Area - West Lancashire																			
Skelmersdale Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	1.7%	2	
Outside Study Area - Greater Manchester																			
Trafford Centre, Trafford	0.2%	2	0.0%	0	0.9%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.7%	2	
Manchester City Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1	0.0%	0	0.0%	0	0.0%	0	
Leyland Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	
Wigan Town Centre	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.0%	0	0.8%	1	
Other	0.5%	5	0.9%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	2	0.9%	1	0.8%	1	
Weighted base:		893		167		42		80		142		71		225		73		93	
Sample:		890		115		113		104		107		111		113		109		118	

Weighted:

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	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q23 Where did you last go to buy electrical items, such as televisions, washing machines and computers?																		
<i>Excluding SFT's</i>																		
Zone S																		
Southport Town Centre	6.7%	48	30.6%	38	8.2%	3	3.4%	2	0.0%	0	0.0%	0	0.0%	0	1.2%	1	7.5%	5
Churchtown Local Centre	0.4%	3	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ainsdale Local Centre	0.3%	2	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Birkdale Local Centre	0.5%	4	2.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Manchester Road, Southport	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Shakespeare Street Local Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Ocean Plaza, Southport	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, Southport	4.4%	32	22.4%	28	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.0%	3
B&Q, Meols Cop Road, Southport	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Tesco, Meols Cop, Southport	1.2%	8	4.7%	6	1.2%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.5%	2
Kew Retail Park, Southport	4.8%	34	18.8%	23	11.8%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.3%	7
Central 12 Retail Park, Southport	0.7%	5	2.4%	3	3.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Zone F																		
Formby District (Village) Centre	1.5%	11	0.0%	0	27.1%	9	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Homebase, Stephenson Way, Formby	0.1%	1	0.0%	0	2.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																		
Crosby District Centre	0.2%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo District Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone B																		
Bootle Town Centre	2.7%	19	0.0%	0	0.0%	0	10.3%	7	5.4%	7	3.0%	2	2.1%	4	0.0%	0	0.0%	0
Asda, Aintree Retail Park	1.0%	7	0.0%	0	0.0%	0	0.0%	0	1.1%	1	5.0%	3	0.0%	0	4.9%	3	0.0%	0
Aintree Racecourse Retail Park, Aintree	34.7%	249	3.5%	4	17.6%	6	41.4%	28	62.4%	77	51.0%	32	34.7%	66	46.3%	26	16.3%	10
B&Q, Racecourse Retail Park, Aintree	0.6%	4	0.0%	0	1.2%	0	1.1%	1	0.0%	0	2.0%	1	1.1%	2	0.0%	0	0.0%	0
Aintree Road, Bootle	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Linacre Lane, Bootle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Stanley Road, Bootle	0.7%	5	0.0%	0	0.0%	0	0.0%	0	4.3%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Litherland Road, Bootle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altway, Aintree	1.8%	13	0.0%	0	0.0%	0	3.4%	2	0.0%	0	1.0%	1	4.2%	8	1.2%	1	2.5%	2
Hawthorne Road, Bootle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone M																		
Maghull District Centre	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.0%	4	0.0%	0	1.2%	1	0.0%	0
Liverpool Road South, Maghull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Liverpool Road North, Maghull	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.0%	3	0.0%	0	0.0%	0	0.0%	0
Liverpool Road, Maghull	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.0%	2	0.0%	0	0.0%	0	0.0%	0
Sefton Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Walton Vale District Centre	2.8%	20	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	9.5%	18	1.2%	1	0.0%	0
County Road District Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Rice Lane (Walton) Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Anfield Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Zone K																		
Kirkby District Centre	1.3%	9	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.0%	1	1.1%	2	7.3%	4	2.5%	2
Asda, Utting Avenue, Walton	0.8%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	0.0%	0	0.0%	0
Zone O																		
Ormskirk Town Centre	2.6%	18	0.0%	0	0.0%	0	0.0%	0	1.1%	1	6.0%	4	0.0%	0	0.0%	0	21.3%	13
Outside Study Area - Liverpool																		
Liverpool City Centre	18.9%	136	3.5%	4	21.2%	7	29.9%	20	18.3%	23	15.0%	10	27.4%	52	22.0%	12	13.8%	9
New Mersey Retail Park, Speke	0.4%	3	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
B&Q, New Mersey Retail Park, Speke	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Speke Retail Park, Speke	1.5%	11	0.0%	0	1.2%	0	0.0%	0	1.1%	1	1.0%	1	4.2%	8	1.2%	1	0.0%	0
Edge Lane Retail Park, Liverpool	1.0%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	6	2.4%	1	0.0%	0
West Derby Local Centre	0.6%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.1%	4	0.0%	0	0.0%	0
Outside Study Area - St Helens																		
St Helens Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Ravenhead Retail Park, St	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Helens																		
St Helens Retail Park, St Helens	0.2%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Huyton Town Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Tesco Extra, Cables Retail Park, Prescot	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	1	0.0%	0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Warrington Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Gemini Retail Park, Warrington	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Outside Study Area - West Lancashire																		
Skelmersdale Town Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Burscough Village Centre	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	2
Tarleton Town Centre	0.2%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.1%	0	0.0%	0	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Blackpool Town Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Wigan Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.3%	1
Metro Centre, Gateshead	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Outside Study Area - Other																		
Abroad	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.5%	3	2.4%	3	1.2%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		716		124		32		67		124		64		189		55		63
Sample:		707		85		85		87		93		100		95		82		80

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q24 Where did you last go to buy DIY goods?																		
<i>Excluding SFT's</i>																		
Zone S																		
Southport Town Centre	3.6%	26	17.4%	23	3.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Birkdale Local Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Shakespeare Street Local Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, Southport	1.4%	10	6.5%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
B&Q, Meols Cop Road, Southport	10.4%	76	42.4%	57	5.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	24.4%	16
Homebase, Meols Cop Retail Park, Southport	3.5%	26	16.3%	22	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.1%	4
Tesco, Meols Cop, Southport	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Southport	2.6%	19	9.8%	13	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	8.5%	5
Wickes, Kew Retail Park, Southport	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Central 12 Retail Park, Southport	0.3%	2	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Zone F																		
Formby District (Village) Centre	1.1%	8	0.0%	0	17.2%	6	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Homebase, Stephenson Way, Formby	3.5%	26	0.0%	0	63.4%	22	3.4%	2	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	1
Church Road, Formby	0.1%	0	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																		
Crosby District Centre	1.4%	10	0.0%	0	0.0%	0	12.5%	8	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Brownmoor Lane, Crosby	0.2%	2	0.0%	0	0.0%	0	2.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo District Centre	0.7%	5	0.0%	0	0.0%	0	5.7%	4	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone B																		
Bootle Town Centre	1.4%	10	0.0%	0	0.0%	0	2.3%	2	5.2%	7	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Asda, Aintree Retail Park	0.4%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.0%	1	0.0%	0	0.0%	0	1.2%	1
Aintree Racecourse Retail Park, Aintree	12.1%	88	0.0%	0	2.2%	1	13.6%	9	25.0%	32	10.1%	6	17.8%	32	8.2%	5	4.9%	3
B&Q, Racecourse Retail Park, Aintree	35.0%	254	1.1%	1	6.5%	2	44.3%	30	49.0%	63	78.8%	50	36.7%	66	60.0%	34	13.4%	9
Homebase, Racecourse Retail, Aintree	1.1%	8	0.0%	0	0.0%	0	4.5%	3	1.0%	1	2.0%	1	1.1%	2	0.0%	0	0.0%	0
Wickes, Ormskirk Road, Aintree	1.7%	13	0.0%	0	0.0%	0	1.1%	1	2.1%	3	0.0%	0	4.4%	8	2.4%	1	0.0%	0
Aintree Road, Bootle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Orrell Road, Bootle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Stanley Road, Bootle	0.7%	5	0.0%	0	0.0%	0	1.1%	1	3.1%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Altway, Aintree	1.0%	8	0.0%	0	0.0%	0	2.3%	2	1.0%	1	1.0%	1	1.1%	2	2.4%	1	1.2%	1
Pendle View, Bootle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone M																		
Maghull District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0
Norris Green Local Centre	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Walton Vale District Centre	1.1%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.4%	8	0.0%	0	0.0%	0
County Road District Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Rice Lane (Walton) Local Centre	0.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	0.0%	0	0.0%	0
Fazakerley Local Centre	0.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.2%	4	1.2%	1	0.0%	0
Anfield Local Centre	0.4%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.0%	1	1.1%	2	0.0%	0	0.0%	0
Zone K																		
Kirkby District Centre	1.2%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.1%	8	1.2%	1
Asda, Utting Avenue, Walton	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Taskers, Liver Industrial Estate, Walton	1.2%	9	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	3.3%	6	1.2%	1	1.2%	1
Zone O																		
Ormskirk Town Centre	2.4%	17	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	26.8%	17
Outside Study Area - Liverpool																		
Liverpool City Centre	4.3%	31	1.1%	1	0.0%	0	2.3%	2	3.1%	4	2.0%	1	10.0%	18	7.1%	4	1.2%	1
B&Q, New Mersey Retail Park, Speke	0.5%	4	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	1.1%	2	1.2%	1	0.0%	0
Speke Retail Park, Speke	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Edge Lane Retail Park, Liverpool	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
B&Q, Edge Lane, Liverpool	0.7%	5	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	2.2%	4	0.0%	0	0.0%	0
Wavertree District Centre	0.3%	2	0.0%	0	1.1%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Ravenhead Retail Park, St	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Helens																		
B&Q, Ravenshead Retail Park, St Helens	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Cables Retail Park, Prescot	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1	0.0%	0
Riverside Retail Park, Warrington	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Widnes Town Centre	0.1%	1	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - North West																		
B&Q, Widnes Trade Park, Widnes	0.3%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	2	0.0%	0	0.0%	0
Leyland Town Centre	0.2%	1	1.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Wigan Town Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	1
Weighted base:	727	134	35	68	128	63	179	57	64									
Sample:	725	92	93	88	96	99	90	85	82									

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q25 Where did you last go to buy furniture, carpets and floor coverings?																		
<i>Excluding SFT's</i>																		
Zone S																		
Southport Town Centre	11.6%	66	38.9%	41	25.0%	6	1.7%	1	1.5%	1	7.5%	3	1.2%	2	0.0%	0	22.4%	12
Birkdale Local Centre	0.8%	5	4.2%	4	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Upper Aughton Road, Southport	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sandon Road, Southport	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Meols Cop Retail Park, Southport	1.8%	10	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.0%	3
B&Q, Meols Cop Road, Southport	0.5%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Homebase, Meols Cop Retail Park, Southport	1.3%	7	6.9%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Kew Retail Park, Southport	2.1%	12	8.3%	9	7.8%	2	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	1
Central 12 Retail Park, Southport	0.5%	3	2.8%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone F																		
Formby District (Village) Centre	1.6%	9	0.0%	0	29.7%	7	1.7%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Church Road, Formby	0.2%	1	0.0%	0	1.6%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone C																		
Crosby District Centre	0.5%	3	1.4%	1	0.0%	0	3.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Waterloo District Centre	1.4%	8	0.0%	0	1.6%	0	13.8%	6	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone B																		
Bootle Town Centre	2.5%	14	0.0%	0	0.0%	0	6.9%	3	10.3%	9	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Aintree Racecourse Retail Park, Aintree	20.5%	116	1.4%	1	4.7%	1	20.7%	9	39.7%	36	26.9%	11	27.2%	44	20.6%	9	7.5%	4
B&Q, Racecourse Retail Park, Aintree	2.9%	16	0.0%	0	1.6%	0	1.7%	1	5.9%	5	3.0%	1	3.7%	6	5.9%	3	0.0%	0
Homebase, Racecourse Retail, Aintree	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Wickes, Ormskirk Road, Aintree	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Switch Island Retail Park, Netherton	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Dale Acre Drive, Bootle	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Linacre Lane, Bootle	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Stanley Road, Bootle	1.0%	5	0.0%	0	0.0%	0	1.7%	1	2.9%	3	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Altway, Aintree	1.5%	8	0.0%	0	0.0%	0	6.9%	3	0.0%	0	1.5%	1	2.5%	4	1.5%	1	0.0%	0
Hawthorne Road, Bootle	0.3%	2	0.0%	0	0.0%	0	0.0%	0	1.5%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Litherland District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Zone M																		
Maghull District Centre	1.5%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.4%	6	1.2%	2	1.5%	1	0.0%	0
Liverpool Road North, Maghull	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0
Long Lane, Aintree	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Sefton Lane, Maghull	0.3%	2	0.0%	0	1.6%	0	0.0%	0	0.0%	0	3.0%	1	0.0%	0	0.0%	0	0.0%	0
Norris Green Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Walton Vale District Centre	2.3%	13	0.0%	0	0.0%	0	5.2%	2	1.5%	1	1.5%	1	4.9%	8	1.5%	1	0.0%	0
County Road District Centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Rice Lane (Walton) Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Fazakerley Local Centre	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	1.5%	1	0.0%	0
Zone K																		
Kirkby District Centre	3.5%	20	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.5%	4	26.5%	12	7.5%	4
Taskers, Liver Industrial Estate, Walton	1.2%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.7%	6	1.5%	1	0.0%	0
Zone O																		
Ormskirk Town Centre	5.6%	32	2.8%	3	0.0%	0	0.0%	0	4.4%	4	7.5%	3	0.0%	0	2.9%	1	38.8%	20
Outside Study Area - Liverpool																		
Liverpool City Centre	16.2%	91	6.9%	7	15.6%	4	17.2%	8	10.3%	9	19.4%	8	24.7%	40	25.0%	11	7.5%	4
New Mersey Retail Park, Speke	1.4%	8	0.0%	0	1.6%	0	0.0%	0	2.9%	3	0.0%	0	2.5%	4	1.5%	1	0.0%	0
B&Q, New Mersey Retail Park, Speke	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Speke Retail Park, Speke	2.8%	16	0.0%	0	0.0%	0	1.7%	1	1.5%	1	3.0%	1	6.2%	10	4.4%	2	1.5%	1
Hunts Cross Retail Park, Liverpool	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Mosseley Hill District Centre	0.3%	1	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
West Derby Local Centre	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Woolton District Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S		Zone F		Zone C		Zone B		Zone M		Zone L		Zone K		Zone O		
Ravenhead Retail Park, St Helens	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Helens Retail Park, St Helens	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Huyton Town Centre Outside Study Area - Preston	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0
Preston City Centre	0.5%	3	1.4%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	1
Riversway Retail Park, Preston	0.1%	1	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Outside Study Area - Cheshire																		
Chester City Centre	0.5%	3	0.0%	0	0.0%	0	1.7%	1	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Warrington Town Centre	2.2%	13	1.4%	1	0.0%	0	5.2%	2	4.4%	4	0.0%	0	2.5%	4	0.0%	0	1.5%	1
Gemini Retail Park, Warrington	3.5%	20	5.6%	6	0.0%	0	1.7%	1	2.9%	3	3.0%	1	4.9%	8	1.5%	1	1.5%	1
Outside Study Area - West Lancashire																		
Skelmersdale Town Centre	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Burscough Village Centre	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Outside Study Area - Greater Manchester																		
Trafford Centre, Trafford	0.1%	0	0.0%	0	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Manchester City Centre	0.4%	2	1.4%	1	0.0%	0	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Middlebrook Retail Park, Bolton	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Bolton Town Centre	0.1%	1	0.0%	0	3.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
St Albans Retail Park, Warrington	0.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.2%	2	0.0%	0	0.0%	0
Wigan Town Centre	0.3%	2	1.4%	1	1.6%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	0.4%	2	1.4%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	1
Weighted base:		566		105		24		45		90		43		161		46		53
Sample:		545		72		64		58		68		67		81		68		67

Q26 How do you normally travel when non-food shopping?

Car / van (as driver)	52.8%	530	64.3%	118	51.2%	24	52.0%	50	52.0%	86	59.2%	47	44.0%	109	44.0%	37	59.2%	58
Car / van (as passenger)	14.8%	148	12.7%	23	12.8%	6	14.4%	14	16.8%	28	16.8%	13	12.8%	32	22.4%	19	13.6%	13
Bus, minibus or coach	13.3%	133	7.9%	15	8.0%	4	9.6%	9	13.6%	23	8.0%	6	22.4%	56	14.4%	12	8.8%	9
Motorcycle, scooter or moped	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
Walk	9.4%	94	8.7%	16	7.2%	3	7.2%	7	11.2%	19	4.8%	4	12.0%	30	5.6%	5	11.2%	11
Taxi	2.3%	23	0.8%	1	0.8%	0	2.4%	2	4.0%	7	0.0%	0	4.0%	10	3.2%	3	0.0%	0
Train	5.1%	51	3.2%	6	17.6%	8	9.6%	9	0.0%	0	8.8%	7	4.0%	10	8.8%	7	3.2%	3
Metro	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
Bicycle	0.1%	1	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Mobility scooter / disability vehicle	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other	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
(Don't know / varies)	2.0%	20	0.8%	1	2.4%	1	4.0%	4	2.4%	4	2.4%	2	0.8%	2	1.6%	1	4.0%	4
(Don't normally travel - goods delivered)	0.1%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:		1002		184		47		96		166		79		248		84		98
Sample:		1001		126		125		125		125		125		125		125		125

Q27 Do you ever visit Bootle Town Centre?

Yes	40.8%	409	15.9%	29	22.4%	10	53.6%	52	81.6%	136	29.6%	24	52.0%	129	28.0%	23	6.4%	6
No	59.2%	593	84.1%	154	77.6%	36	46.4%	45	18.4%	31	70.4%	56	48.0%	119	72.0%	60	93.6%	92
Weighted base:		1002		184		47		96		166		79		248		84		98
Sample:		1001		126		125		125		125		125		125		125		125

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O	
Q28 How do you usually travel to Bootle Town Centre (main part of journey)?										
<i>Those who visit Bootle Town Centre at Q27</i>										
Car / van (as driver)	44.0%	180 30.0%	9 14.3%	1 43.3%	22 46.1%	63 48.6%	11 46.2%	60 42.9%	10 62.5%	4
Car / van (as passenger)	11.4%	47 10.0%	3 3.6%	0 6.0%	3 10.8%	15 16.2%	4 12.3%	16 25.7%	6 0.0%	0
Bus, minibus or coach	25.2%	103 10.0%	3 25.0%	3 31.3%	16 21.6%	29 24.3%	6 32.3%	42 14.3%	3 25.0%	2
Motorcycle, scooter or moped	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
Walk	7.6%	31 0.0%	0 0.0%	0 0.0%	0 16.7%	23 0.0%	0 6.2%	8 2.9%	1 0.0%	0
Taxi	2.4%	10 0.0%	0 0.0%	0 4.5%	2 3.9%	5 0.0%	0 1.5%	2 0.0%	0 0.0%	0
Train	8.7%	36 50.0%	15 57.1%	6 14.9%	8 0.0%	0 8.1%	2 1.5%	2 11.4%	3 12.5%	1
Metro	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
Bicycle	0.2%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.9%	1 0.0%	0
Mobility scooter / disability vehicle	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
Other (Don't know / varies)	0.5%	2 0.0%	0 0.0%	0 0.0%	0 1.0%	1 2.7%	1 0.0%	0 0.0%	0 0.0%	0
(Don't normally travel - goods delivered)	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
Weighted base:	409	29	10	52	136	24	129	23	6	
Sample:	362	20	28	67	102	37	65	35	8	

Q29 How often do you visit Bootle Town Centre?*Those who visit Bootle Town Centre at Q27*

Daily	5.6%	23 5.0%	1 0.0%	0 3.0%	2 12.7%	17 0.0%	0 1.5%	2 0.0%	0 12.5%	1
At least two times a week	13.8%	57 0.0%	0 0.0%	0 10.4%	5 24.5%	33 2.7%	1 12.3%	16 2.9%	1 12.5%	1
At least once a week	15.8%	65 5.0%	1 3.6%	0 9.0%	5 21.6%	29 5.4%	1 20.0%	26 8.6%	2 0.0%	0
At least once a fortnight	10.4%	42 10.0%	3 3.6%	0 9.0%	5 10.8%	15 8.1%	2 10.8%	14 17.1%	4 0.0%	0
At least once a month	19.5%	80 5.0%	1 21.4%	2 34.3%	18 14.7%	20 27.0%	6 21.5%	28 14.3%	3 12.5%	1
At least every two months	10.4%	43 20.0%	6 17.9%	2 11.9%	6 6.9%	9 8.1%	2 10.8%	14 8.6%	2 25.0%	2
Less often	21.0%	86 55.0%	16 46.4%	5 17.9%	9 5.9%	8 45.9%	11 18.5%	24 45.7%	11 37.5%	2
Have only visited once (Don't know / varies)	0.3%	1 0.0%	0 7.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.9%	1 0.0%	0
Weighted base:	409	29	10	52	136	24	129	23	6	
Sample:	362	20	28	67	102	37	65	35	8	

Q30 What is the MAIN reason for visiting Bootle Town Centre?*Those who visit Bootle Town Centre at Q27*

No particular reason	8.2%	33 25.0%	7 0.0%	0 13.4%	7 7.8%	11 2.7%	1 3.1%	4 17.1%	4 0.0%	0
Choice and range of shops	52.9%	216 30.0%	9 60.7%	6 53.7%	28 47.1%	64 67.6%	16 63.1%	81 42.9%	10 37.5%	2
Choice of leisure facilities (restaurants, pubs etc)	3.1%	13 5.0%	1 0.0%	0 1.5%	1 2.9%	4 0.0%	0 4.6%	6 2.9%	1 0.0%	0
Choice of services (hairdressers, banks etc)	5.6%	23 0.0%	0 3.6%	0 7.5%	4 7.8%	11 2.7%	1 4.6%	6 5.7%	1 0.0%	0
Close to home	9.1%	37 0.0%	0 0.0%	0 3.0%	2 17.6%	24 0.0%	0 9.2%	12 0.0%	0 0.0%	0
Close to work	3.0%	12 5.0%	1 7.1%	1 3.0%	2 2.9%	4 0.0%	0 0.0%	0 5.7%	1 50.0%	3
Convenient car parking	0.8%	3 0.0%	0 0.0%	0 1.5%	1 2.0%	3 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Easily accessible by public transport	0.4%	2 0.0%	0 3.6%	0 0.0%	0 1.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Environmental quality of centre	0.9%	4 0.0%	0 3.6%	0 3.0%	2 1.0%	1 2.7%	1 0.0%	0 0.0%	0 0.0%	0
Free car parking	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
Livestock market	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
New supermarket	0.2%	1 0.0%	0 0.0%	0 1.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Other	2.9%	12 10.0%	3 0.0%	0 4.5%	2 2.0%	3 5.4%	1 1.5%	2 2.9%	1 0.0%	0
Everything undercover	1.5%	6 0.0%	0 3.6%	0 0.0%	0 0.0%	0 2.7%	1 3.1%	4 5.7%	1 0.0%	0
For a change of scenery	1.5%	6 5.0%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.1%	4 2.9%	1 0.0%	0
Visit family / friends	1.9%	8 5.0%	1 3.6%	0 0.0%	0 1.0%	1 5.4%	1 1.5%	2 5.7%	1 0.0%	0
Visit specific store	3.1%	13 5.0%	1 0.0%	0 6.0%	3 1.0%	1 2.7%	1 3.1%	4 5.7%	1 12.5%	1
Visiting financial services	1.9%	8 0.0%	0 0.0%	0 0.0%	0 2.9%	4 0.0%	0 3.1%	4 0.0%	0 0.0%	0
Window shopping / browsing	0.9%	4 5.0%	1 10.7%	1 0.0%	0 0.0%	0 5.4%	1 0.0%	0 0.0%	0 0.0%	0
(Don't know / varies)	1.9%	8 5.0%	1 3.6%	0 1.5%	1 2.9%	4 2.7%	1 0.0%	0 2.9%	1 0.0%	0
Weighted base:	409	29	10	52	136	24	129	23	6	
Sample:	362	20	28	67	102	37	65	35	8	

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q31 Are there any measures that would encourage you to visit Bootle Town Centre more often?																		
<i>Those who visit Bootle Town Centre at Q27</i>																		
1st Mention																		
Better environment	1.6%	6	0.0%	0	0.0%	0	6.0%	3	1.0%	1	5.4%	1	0.0%	0	2.9%	1	0.0%	0
Better security	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.7%	1	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	3.3%	14	5.0%	1	0.0%	0	4.5%	2	2.0%	3	5.4%	1	3.1%	4	8.6%	2	0.0%	0
Cheaper public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Discount foodstores within the town 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
Improved leisure facilities	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	2.9%	1	0.0%	0
Improved non-food shops within the town centre	5.2%	21	0.0%	0	0.0%	0	7.5%	4	5.9%	8	2.7%	1	4.6%	6	8.6%	2	12.5%	1
Improved quality of shops	4.6%	19	5.0%	1	7.1%	1	3.0%	2	7.8%	11	2.7%	1	3.1%	4	0.0%	0	0.0%	0
Improved street cleaning	0.7%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
Increased choice and range of shops	12.5%	51	0.0%	0	7.1%	1	10.4%	5	19.6%	27	8.1%	2	12.3%	16	2.9%	1	0.0%	0
Increased public transport	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.7%	1	0.0%	0	0.0%	0	12.5%	1
Longer opening hours	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
More parking	1.2%	5	5.0%	1	0.0%	0	1.5%	1	0.0%	0	2.7%	1	1.5%	2	0.0%	0	0.0%	0
Other	3.3%	14	0.0%	0	3.6%	0	0.0%	0	2.0%	3	8.1%	2	6.2%	8	2.9%	1	0.0%	0
A post office	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
Less empty shops	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Less pound / cheap shops	0.8%	3	5.0%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	2.9%	1	0.0%	0
Make it more safe / better security	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Nothing / nothing else)	64.1%	263	80.0%	23	82.1%	9	65.7%	34	56.9%	77	54.1%	13	67.7%	87	62.9%	15	75.0%	5
Weighted base:		409		29		10		52		136		24		129		23		6
Sample:		362		20		28		67		102		37		65		35		8
2nd Mention																		
Better environment	0.7%	3	0.0%	0	0.0%	0	0.0%	0	2.0%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	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
Cheaper parking	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper public transport	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Discount foodstores within the town centre	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	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
Improved non-food shops within the town centre	2.0%	8	0.0%	0	0.0%	0	1.5%	1	2.9%	4	2.7%	1	1.5%	2	2.9%	1	0.0%	0
Improved quality of shops	5.5%	23	5.0%	1	3.6%	0	4.5%	2	6.9%	9	8.1%	2	4.6%	6	5.7%	1	0.0%	0
Improved street cleaning	0.9%	4	0.0%	0	0.0%	0	1.5%	1	1.0%	1	2.7%	1	0.0%	0	0.0%	0	12.5%	1
Increased choice and range of shops	3.4%	14	0.0%	0	3.6%	0	3.0%	2	3.9%	5	0.0%	0	3.1%	4	8.6%	2	12.5%	1
Increased public transport	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
Longer opening hours	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More parking	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.4%	1	0.0%	0	0.0%	0	0.0%	0
Other	0.6%	3	0.0%	0	0.0%	0	0.0%	0	1.0%	1	2.7%	1	0.0%	0	2.9%	1	0.0%	0
A post office	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
Less empty shops	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
Less pound / cheap shops	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
Make it more safe / better security	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.5%	2	0.0%	0	0.0%	0
(Nothing / nothing else)	85.1%	348	95.0%	28	92.9%	10	86.6%	45	80.4%	109	78.4%	18	89.2%	115	80.0%	19	75.0%	5
Weighted base:		409		29		10		52		136		24		129		23		6
Sample:		362		20		28		67		102		37		65		35		8

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O
3rd Mention									
Better environment	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Better security	0.5%	2	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Cheaper public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Discount foodstores within the town centre	0.3%	1	0.0%	0	0.0%	0	0.0%	0	0.0%
Improved leisure facilities	0.7%	3	0.0%	0	0.0%	0	2.0%	3	0.0%
Improved non-food shops within the town centre	1.3%	5	0.0%	0	0.0%	0	1.0%	1	0.0%
Improved quality of shops	1.3%	5	0.0%	0	0.0%	0	1.5%	1	0.0%
Improved street cleaning	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Increased choice and range of shops	1.3%	5	5.0%	1	0.0%	0	2.9%	4	0.0%
Increased public transport	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Longer opening hours	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
More parking	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Other	0.3%	1	0.0%	0	0.0%	0	1.0%	1	0.0%
A post office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less empty shops	0.2%	1	0.0%	0	0.0%	0	1.5%	1	0.0%
Less pound / cheap shops	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Make it more safe / better security	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
(Nothing / nothing else)	94.1%	385	95.0%	28	100.0%	10	97.0%	50	92.2%
Weighted base:	409		29		10		52		136
Sample:	362		20		28		67		102
Any Mention									
Better environment	2.2%	9	0.0%	0	0.0%	0	6.0%	3	2.9%
Better security	0.6%	3	0.0%	0	0.0%	0	0.0%	0	2.7%
Cheaper parking	3.5%	14	5.0%	1	0.0%	0	6.0%	3	2.0%
Cheaper public transport	0.5%	2	0.0%	0	0.0%	0	0.0%	0	1.0%
Discount foodstores within the town centre	0.5%	2	0.0%	0	0.0%	0	1.5%	1	1.0%
Improved leisure facilities	1.1%	5	0.0%	0	0.0%	0	0.0%	0	2.0%
Improved non-food shops within the town centre	8.5%	35	0.0%	0	0.0%	0	9.0%	5	9.8%
Improved quality of shops	11.2%	46	10.0%	3	10.7%	1	9.0%	5	13.7%
Improved street cleaning	1.5%	6	0.0%	0	0.0%	0	3.0%	2	1.0%
Increased choice and range of shops	17.3%	71	5.0%	1	10.7%	1	13.4%	7	26.5%
Increased public transport	0.7%	3	0.0%	0	0.0%	0	0.0%	0	1.0%
Longer opening hours	0.3%	1	0.0%	0	0.0%	0	0.0%	0	1.0%
More parking	1.5%	6	5.0%	1	0.0%	0	1.5%	1	0.0%
Other	3.6%	15	0.0%	0	3.6%	0	0.0%	0	2.0%
A post office	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Less empty shops	0.7%	3	0.0%	0	0.0%	0	1.5%	1	1.0%
Less pound / cheap shops	0.8%	3	5.0%	1	0.0%	0	0.0%	0	1.0%
Make it more safe / better security	1.1%	5	0.0%	0	0.0%	0	0.0%	0	2.0%
Weighted base:	409		29		10		52		136
Sample:	362		20		28		67		102

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O	
Q32 Why don't you visit Bootle Town Centre?										
No particular reason	42.3%	251 49.1%	76 61.9%	22 34.5%	15 30.4%	9 33.0%	18 41.7%	50 35.6%	21 41.9%	38
Choice and range of shops	8.4%	50 5.7%	9 6.2%	2 17.2%	8 30.4%	9 9.1%	5 8.3%	10 4.4%	3 4.3%	4
Choice of leisure facilities (cinema, gym, pubs etc)	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
Choice of services (hairdressers, banks etc)	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.0%	0
Environmental quality of centre	6.0%	35 1.9%	3 2.1%	1 10.3%	5 8.7%	3 9.1%	5 11.7%	14 1.1%	1 5.1%	5
Expensive car parking	0.2%	1 0.0%	0 0.0%	0 1.7%	1 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0
Inconveniently located car parking	2.4%	15 0.0%	0 0.0%	0 6.9%	3 0.0%	0 5.7%	3 1.7%	2 7.8%	5 1.7%	2
Not accessible by public transport	2.9%	17 0.0%	0 0.0%	0 0.0%	0 0.0%	0 4.5%	3 3.3%	4 10.0%	6 5.1%	5
To far away from home or work	29.7%	176 35.8%	55 20.6%	7 10.3%	5 8.7%	3 25.0%	14 25.0%	30 44.4%	27 38.5%	35
Other	1.8%	11 1.9%	3 2.1%	1 0.0%	0 4.3%	1 2.3%	1 1.7%	2 0.0%	0 2.6%	2
Don't like the area / people	5.6%	33 1.9%	3 6.2%	2 13.8%	6 13.0%	4 8.0%	4 8.3%	10 2.2%	1 2.6%	2
Inconvenient	1.0%	6 2.8%	4 0.0%	0 1.7%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.9%	1
Not familiar with the area	0.8%	5 0.0%	0 0.0%	0 0.0%	0 0.0%	0 3.4%	2 1.7%	2 0.0%	0 0.9%	1
Nothing there	0.8%	5 0.9%	1 1.0%	0 3.4%	2 0.0%	0 1.1%	1 0.0%	0 1.1%	1 0.0%	0
Prefer other areas	0.6%	4 0.9%	1 0.0%	0 1.7%	1 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.9%	1
Too busy / crowded	0.7%	4 0.9%	1 1.0%	0 1.7%	1 4.3%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Traffic congestion	0.5%	3 0.0%	0 0.0%	0 1.7%	1 0.0%	0 1.1%	1 0.0%	0 1.1%	1 0.9%	1
Weighted base:	593	154	36	45	31	56	119	60	92	
Sample:	639	106	97	58	23	88	60	90	117	

Q33 Do you ever visit Southport Town Centre?

Yes	67.5%	677 96.8%	178 94.4%	44 66.4%	64 54.4%	90 75.2%	60 45.6%	113 50.4%	42 87.2%	86
No	32.5%	326 3.2%	6 5.6%	3 33.6%	32 45.6%	76 24.8%	20 54.4%	135 49.6%	42 12.8%	13
Weighted base:	1002	184	47	96	166	79	248	84	98	
Sample:	1001	126	125	125	125	125	125	125	125	

Q34 How do you usually travel to Southport Town Centre (main part of journey)?*Those who visit Southport Town Centre at Q33*

Car / van (as driver)	52.3%	354 52.5%	93 38.1%	17 44.6%	28 54.4%	49 59.6%	36 45.6%	52 38.1%	16 73.4%	63
Car / van (as passenger)	11.4%	77 8.2%	15 10.2%	4 6.0%	4 13.2%	12 12.8%	8 15.8%	18 20.6%	9 9.2%	8
Bus, minibus or coach	10.6%	72 13.9%	25 10.2%	4 9.6%	6 8.8%	8 9.6%	6 7.0%	8 3.2%	1 15.6%	13
Motorcycle, scooter or moped	0.1%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 1.1%	1 0.0%	0 0.0%	0 0.0%	0
Walk	4.3%	29 16.4%	29 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Taxi	0.4%	3 0.8%	1 0.0%	0 0.0%	0 1.5%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0
Train	18.8%	127 3.3%	6 40.7%	18 39.8%	25 22.1%	20 13.8%	8 29.8%	34 36.5%	15 0.9%	1
Metro	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
Bicycle	0.7%	5 1.6%	3 0.0%	0 0.0%	0 0.0%	0 2.1%	1 0.0%	0 1.6%	1 0.0%	0
Mobility scooter / disability vehicle	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
Other	0.2%	1 0.8%	1 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0
(Don't know / varies)	1.2%	8 2.5%	4 0.8%	0 0.0%	0 0.0%	0 1.1%	1 1.8%	2 0.0%	0 0.9%	1
(Don't normally travel - goods delivered)	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
Weighted base:	677	178	44	64	90	60	113	42	86	
Sample:	714	122	118	83	68	94	57	63	109	

Q35 How often do you visit Southport Town Centre?*Those who visit Southport Town Centre at Q33*

Daily	3.8%	25 12.3%	22 0.0%	0 0.0%	0 1.5%	1 1.1%	1 0.0%	0 0.0%	0 1.8%	2
At least two times a week	10.7%	72 30.3%	54 9.3%	4 1.2%	1 1.5%	1 6.4%	4 0.0%	0 1.6%	1 9.2%	8
At least once a week	17.1%	116 30.3%	54 24.6%	11 9.6%	6 10.3%	9 18.1%	11 3.5%	4 7.9%	3 20.2%	17
At least once a fortnight	11.6%	78 8.2%	15 24.6%	11 14.5%	9 11.8%	11 9.6%	6 7.0%	8 4.8%	2 20.2%	17
At least once a month	18.7%	126 9.8%	17 28.0%	12 31.3%	20 16.2%	15 19.1%	11 19.3%	22 27.0%	11 20.2%	17
At least every two months	13.5%	91 2.5%	4 6.8%	3 21.7%	14 32.4%	29 24.5%	15 12.3%	14 12.7%	5 8.3%	7
Less often	21.0%	142 3.3%	6 5.9%	3 20.5%	13 26.5%	24 18.1%	11 49.1%	56 44.4%	19 13.8%	12
Have only visited once	0.5%	3 0.0%	0 0.0%	0 1.2%	1 0.0%	0 1.1%	1 1.8%	2 0.0%	0 0.0%	0
(Don't know / varies)	3.2%	22 3.3%	6 0.8%	0 0.0%	0 0.0%	0 2.1%	1 7.0%	8 1.6%	1 6.4%	5
Weighted base:	677	178	44	64	90	60	113	42	86	
Sample:	714	122	118	83	68	94	57	63	109	

Column %ges.

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Q36 What is the MAIN reason for visiting Southport Town Centre?																		
<i>Those who visit Southport Town Centre at Q33</i>																		
No particular reason	8.7%	59	7.4%	13	10.2%	4	7.2%	5	16.2%	15	2.1%	1	3.5%	4	20.6%	9	9.2%	8
Choice and range of shops	38.2%	258	30.3%	54	50.0%	22	42.2%	27	36.8%	33	39.4%	24	40.4%	46	27.0%	11	48.6%	42
Choice of leisure facilities (restaurants, pubs etc)	10.2%	69	9.0%	16	16.9%	7	7.2%	5	5.9%	5	12.8%	8	12.3%	14	14.3%	6	9.2%	8
Choice of services (hairdressers, banks etc)	2.9%	19	7.4%	13	1.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.5%	5
Close to home	9.3%	63	28.7%	51	8.5%	4	0.0%	0	0.0%	0	1.1%	1	1.8%	2	0.0%	0	6.4%	5
Close to work	2.7%	18	5.7%	10	1.7%	1	1.2%	1	0.0%	0	4.3%	3	1.8%	2	3.2%	1	0.9%	1
Convenient car parking	0.6%	4	0.0%	0	0.8%	0	1.2%	1	2.9%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Easily accessible by public transport	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
Environmental quality of centre	5.3%	36	0.0%	0	1.7%	1	6.0%	4	7.4%	7	16.0%	10	8.8%	10	6.4%	3	2.8%	2
Free car parking	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
Livestock market	0.2%	2	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
New supermarket	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
Other	1.0%	7	0.0%	0	0.8%	0	0.0%	0	2.9%	3	3.2%	2	0.0%	0	0.0%	0	1.8%	2
Everything undercover	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
Familiar with town	0.7%	5	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
For a change of scenery	2.1%	14	0.0%	0	0.0%	0	6.0%	4	4.4%	4	2.1%	1	1.8%	2	4.8%	2	0.9%	1
For a day out	8.7%	59	0.8%	1	2.5%	1	10.8%	7	14.7%	13	13.8%	8	17.5%	20	9.5%	4	4.6%	4
Visit family / friends	5.2%	35	3.3%	6	2.5%	1	8.4%	5	5.9%	5	3.2%	2	5.3%	6	11.1%	5	5.5%	5
Visit specific store	0.8%	5	0.8%	1	0.8%	0	2.4%	2	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.0%	0
Visiting financial services	0.4%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Window shopping / browsing	1.2%	8	1.6%	3	0.8%	0	1.2%	1	1.5%	1	0.0%	0	0.0%	0	1.6%	1	2.8%	2
(Don't know / varies)	1.7%	11	0.8%	1	0.8%	0	3.6%	2	1.5%	1	2.1%	1	3.5%	4	0.0%	0	0.9%	1
Weighted base:	677	178		44	64	90	60	113	42	86								
Sample:	714	122		118	83	68	94	57	63	109								

Q37 Are there any measures that would encourage you to visit Southport Town Centre more often?*Those who visit Southport Town Centre at Q33***1st Mention**

Better environment	0.2%	2	0.0%	0	1.7%	1	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Better security	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
Cheaper parking	7.6%	52	13.9%	25	5.9%	3	1.2%	1	5.9%	5	2.1%	1	5.3%	6	1.6%	1	11.9%	10
Cheaper public transport	0.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.8%	2	0.9%	1
Discount foodstores within the town 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
Improved leisure facilities	0.7%	5	1.6%	3	0.8%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Improved non-food shops within the town centre	3.6%	24	6.6%	12	2.5%	1	2.4%	2	1.5%	1	3.2%	2	1.8%	2	1.6%	1	4.6%	4
Improved quality of shops	2.2%	15	3.3%	6	5.9%	3	1.2%	1	1.5%	1	4.3%	3	0.0%	0	0.0%	0	1.8%	2
Improved street cleaning	1.1%	8	2.5%	4	0.8%	0	1.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.9%	1
Increased choice and range of shops	2.7%	18	3.3%	6	5.9%	3	2.4%	2	2.9%	3	3.2%	2	0.0%	0	1.6%	1	3.7%	3
Increased public transport	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	0.0%	0	0.9%	1
Longer opening hours	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
More parking	1.6%	10	0.8%	1	1.7%	1	1.2%	1	0.0%	0	1.1%	1	3.5%	4	3.2%	1	1.8%	2
Other	3.5%	24	6.6%	12	0.0%	0	0.0%	0	1.5%	1	3.2%	2	5.3%	6	0.0%	0	3.7%	3
Bring back the park and ride	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Improve Lord street	0.2%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.6%	1	0.0%	0
Less empty shops	0.3%	2	0.8%	1	1.7%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking spaces	2.0%	14	5.7%	10	0.0%	0	0.0%	0	1.5%	1	1.1%	1	0.0%	0	0.0%	0	1.8%	2
More compact shopping area	0.5%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	0.9%	1
More public toilets	0.3%	2	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the pedestrianisation (Nothing / nothing else)	0.3%	2	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	677	178		44	64	90	60	113	42	86								
Sample:	714	122		118	83	68	94	57	63	109								

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
2nd Mention																		
Better environment	0.4%	3	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Better security	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
Cheaper parking	1.4%	9	2.5%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.6%	1	2.8%	2
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Discount foodstores within the town centre	0.4%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	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
Improved non-food shops within the town centre	0.5%	4	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Improved quality of shops	1.8%	12	4.1%	7	0.0%	0	2.4%	2	1.5%	1	1.1%	1	0.0%	0	0.0%	0	1.8%	2
Improved street cleaning	0.6%	4	1.6%	3	2.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased choice and range of shops	2.2%	15	5.7%	10	4.2%	2	0.0%	0	1.5%	1	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Increased public transport	0.5%	3	0.8%	1	1.7%	1	0.0%	0	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.0%	0
Longer opening hours	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
More parking	1.1%	7	0.8%	1	1.7%	1	0.0%	0	1.5%	1	1.1%	1	0.0%	0	0.0%	0	3.7%	3
Other	0.7%	5	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.8%	2	1.6%	1	0.0%	0
Bring back the park and ride	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Improve Lord street	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
Less empty shops	0.3%	2	0.0%	0	0.8%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking spaces	1.5%	10	4.9%	9	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
More compact shopping area	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
More public toilets	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
Remove the pedestrianisation (Nothing / nothing else)	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
Weighted base:	677	178				44		64		90		60		113		42		86
Sample:	714	122		118		83		68		94		57		63		109		
3rd Mention																		
Better environment	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
Better security	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	0.3%	2	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Cheaper public transport	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Discount foodstores within the town centre	0.2%	1	0.0%	0	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	0.3%	2	0.0%	0	0.8%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved non-food shops within the town centre	0.1%	1	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved quality of shops	0.7%	5	2.5%	4	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved street cleaning	0.3%	2	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Increased choice and range of shops	0.7%	4	1.6%	3	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Increased public transport	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
Longer opening hours	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
More parking	0.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.9%	1
Other	0.6%	4	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2	1.6%	1	0.0%	0
Bring back the park and ride	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
Improve Lord street	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
Less empty shops	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
More / better parking spaces	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More compact shopping area	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
More public toilets	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
Remove the pedestrianisation (Nothing / nothing else)	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
Weighted base:	677	178		44		64		90		60		113		42		86		
Sample:	714	122		118		83		68		94		57		63		109		

Column %ges.

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
Any Mention																		
Better environment	0.7%	5	0.8%	1	1.7%	1	2.4%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Better security	0.2%	1	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Cheaper parking	9.3%	63	17.2%	31	5.9%	3	1.2%	1	5.9%	5	2.1%	1	7.0%	8	3.2%	1	15.6%	13
Cheaper public transport	0.7%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	4.8%	2	2.8%	2
Discount foodstores within the town centre	0.6%	4	1.6%	3	0.0%	0	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Improved leisure facilities	1.0%	7	1.6%	3	1.7%	1	1.2%	1	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.9%	1
Improved non-food shops within the town centre	4.2%	29	8.2%	15	2.5%	1	3.6%	2	1.5%	1	3.2%	2	1.8%	2	1.6%	1	5.5%	5
Improved quality of shops	4.5%	30	9.0%	16	6.8%	3	3.6%	2	2.9%	3	5.3%	3	0.0%	0	0.0%	0	3.7%	3
Improved street cleaning	1.9%	13	4.9%	9	3.4%	1	1.2%	1	0.0%	0	2.1%	1	0.0%	0	0.0%	0	0.9%	1
Increased choice and range of shops	5.4%	37	10.7%	19	10.2%	2	2.4%	2	4.4%	4	5.3%	3	0.0%	0	1.6%	1	4.6%	4
Increased public transport	0.7%	5	0.8%	1	1.7%	1	0.0%	0	0.0%	0	3.2%	2	0.0%	0	0.0%	0	0.9%	1
Longer opening hours	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
More parking	2.8%	19	1.6%	3	3.4%	1	1.2%	1	1.5%	1	2.1%	1	3.5%	4	4.8%	2	6.4%	5
Other	4.2%	28	8.2%	15	0.0%	0	1.2%	1	1.5%	1	3.2%	2	5.3%	6	1.6%	1	3.7%	3
Bring back the park and ride	0.4%	3	0.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.8%	2
Improve Lord street	0.2%	2	0.0%	0	0.8%	0	0.0%	0	0.0%	0	1.1%	1	0.0%	0	1.6%	1	0.0%	0
Less empty shops	0.6%	4	0.8%	1	2.5%	1	0.0%	0	1.5%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
More / better parking spaces	3.6%	25	11.5%	20	0.0%	0	1.2%	1	1.5%	1	1.1%	1	0.0%	0	0.0%	0	1.8%	2
More compact shopping area	0.6%	4	0.0%	0	0.0%	0	1.2%	1	0.0%	0	0.0%	0	1.8%	2	0.0%	0	1.8%	2
More public toilets	0.3%	2	0.8%	1	0.0%	0	1.2%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Remove the pedestrianisation	0.3%	2	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Weighted base:	677	178		44	64	90	60	113	42	86								
Sample:	714	122	118	83	68	94	57	63	109									

Q38 Why don't you visit Southport Town Centre?

No particular reason	40.9%	133	25.0%	1	57.1%	1	45.2%	15	40.4%	31	25.8%	5	41.2%	56	45.2%	19	43.8%	5
Choice and range of shops	3.5%	11	25.0%	1	0.0%	0	11.9%	4	1.8%	1	6.5%	1	1.5%	2	1.6%	1	6.3%	1
Choice of leisure facilities (cinema, gym, pubs etc)	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
Choice of services (hairdressers, banks etc)	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
Environmental quality of centre	2.2%	7	0.0%	0	0.0%	0	7.1%	2	0.0%	0	0.0%	0	2.9%	4	0.0%	0	6.3%	1
Expensive car parking	0.4%	1	0.0%	0	0.0%	0	0.0%	0	1.8%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Inconveniently located car parking	1.4%	5	0.0%	0	0.0%	0	0.0%	0	1.8%	1	3.2%	1	1.5%	2	1.6%	1	0.0%	0
Not accessible by public transport	7.4%	24	0.0%	0	0.0%	0	2.4%	1	8.8%	7	22.6%	4	4.4%	6	9.7%	4	18.8%	2
To far away from home or work	45.7%	149	25.0%	1	28.6%	1	26.2%	8	43.9%	33	41.9%	8	52.9%	72	46.8%	19	43.8%	5
Other	1.2%	4	0.0%	0	14.3%	0	2.4%	1	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Not familiar with the area	0.8%	3	0.0%	0	0.0%	0	0.0%	0	3.5%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.0%	6	25.0%	1	0.0%	0	7.1%	2	1.8%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0
(Don't know)	2.0%	6	25.0%	1	0.0%	0	7.1%	2	1.8%	1	6.5%	1	0.0%	0	0.0%	0	0.0%	0
Weighted base:	326	6	3	32	76	20	135	42	13									
Sample:	287	4	7	42	57	31	68	62	16									

Q39 Do the people who live in your house, including you, make use of electronic home shopping (i.e. internet or TV shopping)?

Yes, Internet	46.1%	462	61.9%	114	42.4%	20	47.2%	45	41.6%	69	40.8%	32	43.2%	107	34.4%	29	46.4%	46
Yes, TV Shopping	1.0%	10	0.8%	1	0.8%	0	2.4%	2	0.8%	1	0.0%	0	0.8%	2	0.8%	1	1.6%	2
Yes, both	5.3%	53	4.8%	9	4.8%	2	2.4%	2	8.0%	13	3.2%	3	6.4%	16	4.8%	4	4.0%	4
No	47.7%	478	32.5%	60	52.0%	24	48.0%	46	49.6%	82	56.0%	44	49.6%	123	60.0%	50	48.0%	47
Weighted base:	1002	184	47	96	166	79	248	84	98									
Sample:	1001	126	125	125	125	125	125	125	125									

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O	
Q40 Which goods or services does your household currently purchase via electronic home shopping?										
<i>Those who make use of electronic home shopping at Q39</i>										
Banking	14.0%	73 15.3%	19 15.0%	3 9.2%	5 11.1%	9 14.5%	5 19.0%	24 8.0%	3 10.8%	5
Books	33.8%	177 35.3%	44 31.7%	7 35.4%	18 34.9%	29 29.1%	10 30.2%	38 24.0%	8 46.2%	24
CDs, music, DVD's	42.5%	223 45.9%	57 36.7%	8 44.6%	22 41.3%	35 41.8%	15 47.6%	60 22.0%	7 38.5%	20
Clothes	51.9%	272 49.4%	61 33.3%	7 49.2%	25 68.3%	57 52.7%	18 49.2%	62 40.0%	13 55.4%	28
DIY goods	3.0%	16 2.4%	3 8.3%	2 3.1%	2 3.2%	3 3.6%	1 1.6%	2 6.0%	2 3.1%	2
Food	8.3%	44 5.9%	7 10.0%	2 7.7%	4 11.1%	9 5.5%	2 11.1%	14 4.0%	1 7.7%	4
Furniture / carpets	5.4%	28 10.6%	13 5.0%	1 7.7%	4 6.3%	5 5.5%	2 0.0%	0 2.0%	1 4.6%	2
Garden items	3.4%	18 4.7%	6 1.7%	0 4.6%	2 0.0%	0 1.8%	1 3.2%	4 4.0%	1 6.2%	3
Holiday and / or travel tickets	15.7%	82 15.3%	19 13.3%	3 12.3%	6 11.1%	9 14.5%	5 22.2%	28 10.0%	3 16.9%	9
Jewellery	4.5%	24 5.9%	7 10.0%	2 3.1%	2 6.3%	5 1.8%	1 1.6%	2 0.0%	0 9.2%	5
Major electrical items	19.3%	101 22.4%	28 15.0%	3 21.5%	11 14.3%	12 18.2%	6 19.0%	24 26.0%	9 16.9%	9
Small electrical items	26.4%	139 31.8%	39 26.7%	6 18.5%	9 20.6%	17 12.7%	4 28.6%	36 30.0%	10 32.3%	16
Small household goods	12.8%	67 10.6%	13 10.0%	2 9.2%	5 14.3%	12 9.1%	3 15.9%	20 8.0%	3 18.5%	9
Sports goods	7.3%	38 9.4%	12 11.7%	3 12.3%	6 7.9%	7 3.6%	1 3.2%	4 4.0%	1 9.2%	5
Toys	13.8%	72 18.8%	23 15.0%	3 13.8%	7 12.7%	11 1.8%	1 12.7%	16 6.0%	2 18.5%	9
Other	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
Baby products	0.5%	2 0.0%	0 1.7%	0 0.0%	0 0.0%	0 0.0%	0 1.6%	2 0.0%	0 0.0%	0
Computer games / accessories	2.3%	12 3.5%	4 1.7%	0 1.5%	1 3.2%	3 5.5%	2 0.0%	0 4.0%	1 1.5%	1
Concert / sports tickets	1.2%	6 0.0%	0 0.0%	0 1.5%	1 0.0%	0 0.0%	0 3.2%	4 2.0%	1 1.5%	1
Financial services	1.2%	6 4.7%	6 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 2.0%	1 0.0%	0
Gifts / flowers	1.0%	5 1.2%	1 0.0%	0 1.5%	1 1.6%	1 0.0%	0 0.0%	0 0.0%	0 3.1%	2
Healthy & Beauty products	2.6%	14 2.4%	3 3.3%	1 4.6%	2 1.6%	1 5.5%	2 0.0%	0 4.0%	1 6.2%	3
Hobby goods	0.9%	4 1.2%	1 1.7%	0 0.0%	0 0.0%	0 0.0%	0 1.6%	2 2.0%	1 0.0%	0
Pet products	1.2%	7 3.5%	4 3.3%	1 1.5%	1 0.0%	0 0.0%	0 0.0%	0 2.0%	1 0.0%	0
Vehicle accessories	1.2%	6 1.2%	1 1.7%	0 1.5%	1 1.6%	1 0.0%	0 0.0%	0 4.0%	1 1.5%	1
Weighted base:	525	124	22	50	84	35	125	34	51	
Sample:	506	85	60	65	63	55	63	50	65	

GEN Gender of respondent.

Male	26.9%	270 27.8%	51 20.8%	10 32.8%	32 25.6%	43 24.8%	20 28.0%	70 32.0%	27 19.2%	19
Female	73.1%	733 72.2%	133 79.2%	37 67.2%	65 74.4%	124 75.2%	60 72.0%	179 68.0%	57 80.8%	79
Weighted base:	1002	184	47	96	166	79	248	84	98	
Sample:	1001	126	125	125	125	125	125	125	125	

AGE Could I ask, how old are you?

18 – 24 years	2.3%	23 0.8%	1 0.0%	0 4.0%	4 3.2%	5 1.6%	1 2.4%	6 1.6%	1 4.0%	4
25 – 34 years	7.6%	76 6.3%	12 2.4%	1 3.2%	3 8.0%	13 5.6%	4 13.6%	34 8.8%	7 1.6%	2
35 – 44 years	15.8%	159 25.4%	47 7.2%	3 12.8%	12 18.4%	31 9.6%	8 16.0%	40 13.6%	11 7.2%	7
45 – 54 years	26.4%	264 31.7%	58 6.4%	3 24.0%	23 33.6%	56 20.0%	16 29.6%	74 10.4%	9 26.4%	26
55 – 64 years	15.9%	159 14.3%	26 23.2%	11 18.4%	18 12.0%	20 19.2%	15 10.4%	26 21.6%	18 25.6%	25
65+ years	30.3%	303 19.8%	36 60.8%	28 36.8%	35 22.4%	37 44.0%	35 24.8%	62 42.4%	36 34.4%	34
(Refused)	1.8%	18 1.6%	3 0.0%	0 0.8%	1 2.4%	4 0.0%	0 3.2%	8 1.6%	1 0.8%	1
Weighted base:	1002	184	47	96	166	79	248	84	98	
Sample:	1001	126	125	125	125	125	125	125	125	

ADU How many adults, including yourself, live in your household (16 years and above)?

One	29.1%	291 31.7%	58 26.4%	12 28.0%	27 23.2%	39 33.6%	27 27.2%	68 40.8%	34 27.2%	27
Two	46.1%	462 43.7%	80 59.2%	28 48.0%	46 51.2%	85 44.0%	35 42.4%	105 40.8%	34 49.6%	49
Three	15.6%	157 18.3%	34 10.4%	5 17.6%	17 17.6%	29 13.6%	11 16.0%	40 12.8%	11 11.2%	11
Four or more	7.5%	76 5.6%	10 3.2%	1 6.4%	6 6.4%	11 8.0%	6 10.4%	26 5.6%	5 10.4%	10
(Refused)	1.7%	17 0.8%	1 0.8%	0 0.0%	0 1.6%	3 0.8%	1 4.0%	10 0.0%	0 1.6%	2
Weighted base:	1002	184	47	96	166	79	248	84	98	
Sample:	1001	126	125	125	125	125	125	125	125	

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O									
CHI How many children aged under 16 years old are there living in your household?																		
None	71.6%	718	60.3%	111	86.4%	40	77.6%	75	68.8%	114	84.8%	67	64.0%	159	84.0%	70	82.4%	81
One	13.2%	132	19.0%	35	4.8%	2	8.0%	8	14.4%	24	8.0%	6	16.0%	40	8.0%	7	10.4%	10
Two	10.9%	109	17.5%	32	8.0%	4	9.6%	9	8.0%	13	5.6%	4	15.2%	38	6.4%	5	3.2%	3
Three	1.8%	18	1.6%	3	0.0%	0	2.4%	2	4.0%	7	0.8%	1	0.8%	2	1.6%	1	2.4%	2
Four or more	0.9%	9	0.8%	1	0.0%	0	2.4%	2	3.2%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
(Refused)	1.7%	17	0.8%	1	0.8%	0	0.0%	0	1.6%	3	0.8%	1	4.0%	10	0.0%	0	1.6%	2
Weighted base:		1002		184		47		96		166		79		248		84		98
Sample:		1001		126		125		125		125		125		125		125		125

CAR How many cars does your household own or have the use of?																		
None	21.7%	218	14.3%	26	12.8%	6	16.0%	15	20.8%	35	16.8%	13	32.8%	81	32.8%	28	13.6%	13
One	45.9%	460	47.6%	87	52.0%	24	51.2%	49	49.6%	82	43.2%	34	40.0%	99	45.6%	38	45.6%	45
Two	24.6%	247	31.7%	58	26.4%	12	27.2%	26	21.6%	36	29.6%	24	18.4%	46	16.8%	14	31.2%	31
Three or more	6.1%	61	5.6%	10	8.8%	4	5.6%	5	6.4%	11	9.6%	8	4.8%	12	4.8%	4	7.2%	7
(Refused)	1.7%	17	0.8%	1	0.0%	0	0.0%	0	1.6%	3	0.8%	1	4.0%	10	0.0%	0	2.4%	2
Weighted base:		1002		184		47		96		166		79		248		84		98
Sample:		1001		126		125		125		125		125		125		125		125

EMP Is the chief wage earner in full-time or part-time employment? <i>Not those who said Retired state pension - ONLY or (Refused) at EMP</i>																		
Full-time	62.2%	489	60.4%	93	27.2%	9	63.3%	48	70.2%	97	56.8%	34	68.4%	133	53.4%	32	61.4%	42
Part-time	11.0%	86	15.1%	23	6.5%	2	8.2%	6	9.6%	13	11.6%	7	11.2%	22	8.0%	5	11.4%	8
Other	25.2%	198	23.6%	36	66.3%	23	28.6%	22	19.2%	27	31.6%	19	15.3%	30	38.6%	23	27.3%	19
(Refused)	1.6%	13	0.9%	1	0.0%	0	0.0%	0	1.0%	1	0.0%	0	5.1%	10	0.0%	0	0.0%	0
Weighted base:		786		154		34		75		138		60		195		59		69
Sample:		769		106		92		98		104		95		98		88		88

HOM Do you own your own home?																		
Yes	75.1%	752	83.3%	153	92.0%	43	80.8%	78	72.0%	120	84.0%	67	60.0%	149	73.6%	62	83.2%	82
No	21.5%	216	15.1%	28	5.6%	3	17.6%	17	25.6%	43	11.2%	9	35.2%	87	23.2%	19	10.4%	10
(Refused)	3.4%	34	1.6%	3	2.4%	1	1.6%	2	2.4%	4	4.8%	4	4.8%	12	3.2%	3	6.4%	6
Weighted base:		1002		184		47		96		166		79		248		84		98
Sample:		1001		126		125		125		125		125		125		125		125

ETH To ensure we get a representative sample can I please ask what you consider your ethnicity to be?																		
White	95.8%	961	96.8%	178	95.2%	44	97.6%	94	97.6%	162	96.8%	77	93.6%	232	96.0%	81	94.4%	93
Indian	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Pakistani	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
Bangladeshi	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
Other Asian	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.0%	0	0.0%	0
Black Caribbean	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
Black African	0.3%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
Other Black	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
Chinese	0.3%	3	0.0%	0	0.8%	0	0.8%	1	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.8%	1
Mixed Race	0.4%	4	0.8%	1	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	2	0.8%	1	0.0%	0
Other Ethnic Group	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
(Refused)	2.8%	28	0.8%	1	3.2%	1	1.6%	2	2.4%	4	2.4%	2	4.0%	10	3.2%	3	4.8%	5
Weighted base:		1002		184		47		96		166		79		248		84		98
Sample:		1001		126		125		125		125		125		125		125		125

SEG Socio-economic Grouping																		
A	2.0%	20	3.2%	6	3.2%	1	1.6%	2	2.4%	4	1.6%	1	0.8%	2	0.0%	0	4.0%	4
B	7.9%	79	11.1%	20	12.8%	6	11.2%	11	2.4%	4	11.2%	9	4.8%	12	5.6%	5	12.8%	13
C1	32.6%	327	36.5%	67	36.8%	17	37.6%	36	34.4%	57	34.4%	27	31.2%	77	21.6%	18	27.2%	27
C2	18.5%	186	17.5%	32	12.8%	6	16.0%	15	22.4%	37	22.4%	18	18.4%	46	16.8%	14	17.6%	17
D	14.9%	149	14.3%	26	8.0%	4	9.6%	9	18.4%	31	6.4%	5	19.2%	48	22.4%	19	8.0%	8
E	16.8%	168	11.1%	20	17.6%	8	16.0%	15	16.0%	27	16.0%	13	19.2%	48	25.6%	21	16.0%	16
(Refused)	7.3%	73	6.3%	12	8.8%	4	8.0%	8	4.0%	7	8.0%	6	6.4%	16	8.0%	7	14.4%	14
Weighted base:		1002		184		47		96		166		79		248		84		98
Sample:		1001		126		125		125		125		125		125		125		125

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O
QUOTA Zone									
Zone B	16.6% 166	0.0% 0	0.0% 0	0.0% 0	100.0% 166	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone C	9.6% 96	0.0% 0	0.0% 0	100.0% 96	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone F	4.7% 47	0.0% 0	100.0% 47	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone M	7.9% 79	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 79	0.0% 0	0.0% 0	0.0% 0
Zone S	18.3% 184	100.0% 184	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Zone K	8.4% 84	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 84	0.0% 0
Zone L	24.8% 248	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 248	0.0% 0	0.0% 0
Zone O	9.8% 98	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	100.0% 98
Weighted base:	1002	184	47	96	166	79	248	84	98
Sample:	1001	126	125	125	125	125	125	125	125

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O	
PS Postcode Sector										
L4 0	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L4 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L4 2	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L4 3	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L4 4	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L4 5	2.4%	24	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L4 6	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L4 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L4 8	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L4 9	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L5 2	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L5 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L5 4	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L5 6	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L5 8	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L9 0	1.8%	18	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L9 1	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L9 2	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L9 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L9 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L9 6	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L9 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L9 8	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L9 9	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L10 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L10 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L10 3	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L10 4	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L10 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L10 7	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L10 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L10 9	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L11 0	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L11 1	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L11 2	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L11 3	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L11 4	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L11 5	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L11 6	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L11 7	1.2%	12	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L11 8	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 0	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 2	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 3	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 4	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 5	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 6	1.5%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 7	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L20 9	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 0	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 1	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 2	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 4	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 5	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 7	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 8	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L21 9	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 0	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 2	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 3	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 4	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 5	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 6	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L22 9	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 0	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 1	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 2	1.1%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 3	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O							
L23 5	0.5%	5	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 6	0.8%	8	0.0%	0	0.0%	0	8.0%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 7	0.5%	5	0.0%	0	0.0%	0	5.6%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 8	0.5%	5	0.0%	0	0.0%	0	4.8%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L23 9	1.1%	11	0.0%	0	0.0%	0	11.2%	11	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L29 7	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
L30 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
L30 1	1.7%	17	0.0%	0	0.0%	0	0.0%	0	10.4%	17	0.0%	0	0.0%	0	0.0%	0
L30 2	0.9%	9	0.0%	0	0.0%	0	0.0%	0	5.6%	9	0.0%	0	0.0%	0	0.0%	0
L30 3	0.7%	7	0.0%	0	0.0%	0	0.0%	0	4.0%	7	0.0%	0	0.0%	0	0.0%	0
L30 5	0.5%	5	0.0%	0	0.0%	0	0.0%	0	3.2%	5	0.0%	0	0.0%	0	0.0%	0
L30 7	1.2%	12	0.0%	0	0.0%	0	0.0%	0	7.2%	12	0.0%	0	0.0%	0	0.0%	0
L30 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	1.6%	3	0.0%	0	0.0%	0	0.0%	0
L30 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0	0.0%	0
L31 0	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.0%	0	0.0%	0
L31 1	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0
L31 2	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	10	0.0%	0	0.0%	0
L31 3	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	4	0.0%	0	0.0%	0
L31 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0	0.0%	0
L31 5	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	16.0%	13	0.0%	0	0.0%	0
L31 6	0.4%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	4	0.0%	0	0.0%	0
L31 7	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.0%	0	0.0%	0
L31 8	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.0%	10	0.0%	0	0.0%	0
L31 9	1.0%	10	0.0%	0	0.0%	0	0.0%	0	0.0%	0	12.8%	10	0.0%	0	0.0%	0
L32 0	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	11.2%	9	0.0%	0
L32 1	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.0%	0
L32 2	0.8%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	9.6%	8	0.0%	0
L32 3	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0
L32 4	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
L32 5	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0
L32 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
L32 7	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0
L32 8	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	5	0.0%	0
L32 9	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.0%	0
L33 0	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
L33 1	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	6	0.0%	0
L33 2	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
L33 4	0.6%	6	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	6.4%	6
L33 5	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3	0.0%	0
L33 6	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	7	0.0%	0
L33 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2	0.0%	0
L33 8	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	1	0.0%	0
L33 9	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	5.6%	5	0.0%	0
L37 0	0.0%	0	0.0%	0	0.8%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 1	0.5%	5	0.0%	0	10.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 2	0.7%	7	0.0%	0	14.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 3	0.7%	7	0.0%	0	14.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 4	0.5%	5	0.0%	0	10.4%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 5	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	1.6%	2
L37 6	0.7%	7	0.0%	0	14.4%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 7	0.8%	8	0.0%	0	17.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L37 8	0.8%	8	0.0%	0	17.6%	8	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L38 0	0.2%	2	0.0%	0	0.0%	0	1.6%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L38 1	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
L38 6	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1	0.0%	0	0.0%	0
L38 9	0.4%	4	0.0%	0	0.0%	0	4.0%	4	0.0%	0	0.0%	0	0.0%	0	0.0%	0
L39 0	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
L39 1	1.4%	14	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	14.4%	14
L39 2	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9
L39 3	0.9%	9	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	8.8%	9
L39 4	1.3%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	13.6%	13
L39 5	0.7%	7	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	7.2%	7
L39 6	0.5%	5	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	4.8%	5
L39 7	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
L39 8	0.3%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	3.2%	3
L40 8	0.2%	2	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	2.4%	2
L40 9	0.1%	1	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.8%	1
PR8 1	0.3%	3	1.6%	3	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PR8 2	1.3%	13	7.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PR8 3	2.5%	25	13.5%	25	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PR8 4	1.6%	16	8.7%	16	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PR8 5	1.3%	13	7.1%	13	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PR8 6	2.8%	28	15.1%	28	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0
PR9 0	1.5%	15	7.9%	15	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0

Column %ges.

Sefton Household Survey for WYG Planning & Design

Weighted:

July 2011

	Total	Zone S	Zone F	Zone C	Zone B	Zone M	Zone L	Zone K	Zone O
PR9 7	3.6% 36	19.8% 36	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
PR9 8	2.2% 22	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	22.4% 22
PR9 9	3.5% 35	19.0% 35	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0	0.0% 0
Weighted base:	1002	184	47	96	166	79	248	84	98
Sample:	1001	126	125	125	125	125	125	125	125



Appendix 4 – Capacity (Statistical) Tables



**WYG PLANNING & DESIGN
SEFTON RSR (2011)**

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE	POPULATION						PER CAPITA EXPENDITURE CONVENIENCE (£)					
	2010	2011	2016	2021	2026	2031	2010	2011	2016	2021	2026	2031
S	84,667	84,224	82,218	81,324	80,569	79,690	1,762	1,991	1,976	2,019	2,071	2,125
F	21,695	21,572	20,881	20,370	19,907	19,453	1,775	2,339	2,223	2,272	2,496	2,571
C	45,320	45,152	44,721	44,578	44,522	44,437	1,920	2,007	1,991	2,035	2,087	2,142
B	78,286	78,339	78,770	79,523	80,515	81,492	1,912	1,694	1,681	1,718	1,762	1,808
M	37,454	37,298	36,636	36,235	35,860	35,417	1,892	1,940	1,925	1,967	2,018	2,071
NL	116,415	116,498	116,792	117,257	118,429	119,943	1,838	1,732	1,718	1,756	1,801	1,848
K	39,331	39,449	39,888	40,432	40,952	41,386	1,817	1,646	1,633	1,669	1,712	1,756
O	45,159	45,323	45,096	45,201	45,275	45,213	1,806	1,987	1,971	2,014	2,067	2,120
TOTAL	<i>468,327</i>	<i>467,855</i>	<i>465,002</i>	<i>464,920</i>	<i>466,029</i>	<i>467,028</i>						

Notes:

a. Post code sectors

Zone S. - PR8 1, PR8 2, PR8 3, PR8 4, PR8 5, PR8 6, PR9 0, PR9 7, PR9 9

Zone F - L37 0, L37 1, L37 2, L37 3, L37 4, L37 6, L37 8, L37 8, L38 8

Zone C. - L22 0, L22 1, L22 2, L22 3, L22 4, L22 5, L22 6, L22 7, L22 8, L22 9, L23 0, L23 1, L23 2, L23 3, I23 4, I23 5, L23 6, L23 7, L23 8, L23 9, I23 9, L38 0, L38 3

Zone B. - L20 0, L20 1, L20 3, L20 4, L20 5, L20 6, L20 7, L20 9, L21 0, L21 1, L21 2, L21 3, L21 4, L21 5, L21 6, L21 7, L21 8, L21 9, L30 1, L30 2, L30 3, L30 4, L30 5, L30 6, L30 7, L30 8, L30 9

Zone M. - L10 0, L10 2, L10 3, L10 6, L10 8, L29 1, L29 3, L29 5, L29 6, L29 7, L29 8, L29 9, L31 1, L31 2, L31 3, L31 4, L31 5, L31 6, L31 7, L31 8, L31 9, L38 2, L38 4, L38 5, L38 6, L38 7, L9 5

Zone L. - L10 1, L10 5, L10 7, L10 9, L11 0, L11 1, L11 2, L11 3, L11 4, L11 5, L11 6, L11 7, L11 8, L11 9, L20 2, L20 8, L40, L41, L42, L43, L44, L45, L46, L47, L48, L49, L50, L51, L52, L53, L54, L55, L56, L57, L58, L59, L90, L91, L92, L93, L94, L95, L96, L97, L98, L99

Zone K. - L10 4, L32, L32 1, L32 2, L32 3, L32 4, L32 5, L32 6, L32 7, L32 8, L32 9, L33 0, L33 1, L33 2, L33 5, L33 6, I33 7, L33 8, L33 9

Zone O. - L33 3, L33 4, L37 5, L37 9, L38 1, L39 0, L39 1, L39 2, L39 3, L39 4, L39 5, L39 6, L39 7, L39 8, L39 9, L40 8, L40 9, PR9 8

b. Per Capita expenditure from Experian G3 Micromarketer (2010 data)

c. Projected forward using actual growth recorded between 2010 and 2011 (Figure 1) from Retail Planner Briefing Note 9 and forecast for period to up to 2028 and ultra long term thereafter

d. Excludes Special Forms of Trading taken from Appendix 3 convenience goods from Experian Retail Planner Briefing Note 9

2010 Prices

**WYG PLANNING & DESIGN
SEFTON RSR (2011)**

TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	EXPENDITURE £(m)					GROWTH			
	CONVENIENCE					CONVENIENCE			
	2011	2016	2021	2026	2031	11-'16	11-'21	11-'26	11-'31
S	167.73	162.46	164.20	166.90	169.36	-5.26	-3.53	-0.83	1.63
F	50.46	46.43	46.28	49.68	50.02	-4.18	-0.78	-0.78	-0.44
C	90.61	89.05	90.69	92.93	95.16	0.09	2.33	2.33	4.56
B	132.72	132.42	136.60	141.89	147.34	3.87	9.17	9.17	14.62
M	72.37	70.54	71.28	72.38	73.34	-1.09	0.01	0.01	0.97
NL	201.73	200.67	205.86	213.31	221.65	4.13	11.59	11.59	19.92
K	64.92	65.14	67.46	70.11	72.69	2.54	5.18	5.18	7.76
O	90.05	88.91	91.05	93.57	95.87	1.00	3.52	3.52	5.82
TOTAL	870.59	855.61	873.42	900.77	925.42	-14.98	2.84	30.18	54.83

TABLE 2B: MAIN / TOP-UP SPLIT (2011)

ZONE	EXPENDITURE £(m)		
	CONVENIENCE - 2011		
	MAIN	TOP-UP	TOTAL
S	128.58	39.15	167.73
F	38.68	11.78	50.46
C	69.46	21.15	90.61
B	101.74	30.98	132.72
M	55.48	16.89	72.37
NL	154.64	47.09	201.73
K	49.77	15.15	64.92
O	69.03	21.02	90.05
	667.38	203.21	870.59

Notes:

a. Post code sectors

Zone S. - PR8 1, PR8 2, PR8 3, PR8 4, PR8 5, PR8 6, PR9 0, PR9 7, PR9 9

Zone F - L37 0, L37 1, L37 2, L37 3, L37 4, L37 6, L37 8, L37 8, L38 8

Zone C. - L22 0, L22 1, L22 2, L22 3, L22 4, L22 5, L22 6, L22 7, L22 8, L22 9, L23 0, L23 1, L23 2, L23 3, L23 4, L23 5, L23 6, L23 7, L23 8, L23 9, L23 9, L38 0, L38 3

Zone B. - L20 0, L20 1, L20 3, L20 4, L20 5, L20 6, L20 7, L20 9, L21 0, L21 1, L21 2, L21 3, L21 4, L21 5, L21 6, L21 7, L21 8, L21 9, L30 1, L30 2, L30 3, L30 4, L30 5, L30 6, L30 7, L30 8, L30 9

Zone M. - L10 0, L10 1, L10 2, L10 3, L10 6, L10 8, L29 1, L29 3, L29 5, L29 6, L29 7, L29 8, L29 9, L31 1, L31 2, L31 3, L31 4, L31 5, L31 6, L31 7, L31 8, L31 9, L38 2, L38 4, L38 5, L38 6, L38 7, L9 5

Zone L. - L10 1, L10 5, L10 7, L10 9, L11 0, L11 1, L11 2, L11 3, L11 4, L11 5, L11 6, L11 7, L11 8, L11 9, L20 2, L20 8, L40, L41, L42, L43, L44, L45, L46, L47, L48, L49, L50, L51, L52, L53, L54, L55, L56, L57, L58, L59, L90, L91, L92, L93, L94, L95, L96, L97, L98, L99

Zone K. - L10 4, L32, L32 1, L32 2, L32 3, L32 4, L32 5, L32 6, L32 7, L32 8, L32 9, L33 0, L33 1, L33 2, L33 5, L33 6, L33 7, L33 8, L33 9

Zone O. - L33 3, L33 4, L37 5, L37 9, L38 1, L39 0, L39 1, L39 2, L39 3, L39 4, L39 5, L39 6, L39 7, L39 8, L39 9, L40 8, L40 9, PR9 8

b. Per Capita expenditure from Experian G3 Micromarketer (2010 data)

c. Projected forward using actual growth recorded between 2010 and 2011 (Figure 1) from Retail Planner Briefing Note 9 and forecast for period to up to 2028 and ultra long term thereafter

d. Excludes Special Forms of Trading taken from Appendix 3 convenience goods from Experian Retail Planner Briefing Note 5

2010 Prices

WYG PLANNING & DESIGN
SEFTON RSR (2011)

TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	TOTAL		S		F		C		B		H		NL		E		O	
	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)						
WITHIN STUDY AREA (& SEFTON)																		
Zone 5																		
Southport Town Centre (PSA)																		
Farmfoods, Lord Street, Southport	0.1	0.0	0.8	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	0.0	0.0
Island, King Street, Southport	0.0	0.1	0.8	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	0.0	0.0
Local shops, Southport	0.1	3.0	0.0	13.8	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Chapel Street, Southport	0.4	0.7	1.6	3.2	0.0	0.0	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peninsula & St Georges Place, Lord Street, Southport	2.1	1.4	9.8	6.4	1.7	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	2.5	1.2
Woolworths, Water Gardens, Southport	4.0	1.4	13.8	7.4	5.8	1.1	3.3	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0
Edge-of-Centre																		
Rock Central 12 Shopping Park, Derby Road, Southport	4.0	1.9	18.7	8.5	0.8	0.0	0.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	4.2	3.4
L15, Virginia Street, Southport	0.6	0.0	2.4	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Sub Total	11.2	8.5	47.2	39.4	9.1	2.2	4.9	1.1	0.8	0.0	2.4	1.1	0.0	0.0	0.0	0.0	14.3	11.5
Alinsdale Local Centre																		
Co-operative Food, Station Road, Ainsdale	0.7	1.0	4.1	4.3	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	0.0
Local shops, Ainsdale	0.0	0.8	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Station Rd, Ainsdale, Southport	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	0.0
Sub Total	0.7	1.9	4.1	7.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0
Birkdale Local Centre																		
Local shops, Birkdale	0.0	0.8	0.0	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	0.0	0.0
Sub Total	0.0	0.8	0.0	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	0.0	0.0
Churchtown Local Centre																		
Local Shops, Churchtown	0.0	0.5	0.0	2.1	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
Trisco Express, Preston New Road, Churchtown	0.1	0.6	0.8	2.1	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
Sub Total	0.1	1.1	0.8	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	0.0	3.5
Local Parade (6)																		
Trisco Express, Liverpool Road, Birkdale / Southport	0.2	1.2	0.8	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Sub Total	0.2	1.2	0.8	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Local Parade (76)																		
Spar, Blenheim Rd, Southport	0.1	1.0	0.8	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	1.0	0.8	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parade (84)																		
Trisco Express, Albert Street, Heslith	0.0	0.2	0.0	1.1	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
Sub Total	0.0	0.2	0.0	1.1	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
Local Parade (86)																		
Spar, Orington Drive, Southport	0.0	0.2	0.0	1.1	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
Sub Total	0.0	0.2	0.0	1.1	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
Local Parade (89)																		
Spar, Seaview Road, Southport	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	0.0
Sub Total	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	0.0
Out-of-Centre																		
M&S, Meols Cop, Southport	1.6	0.6	8.1	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0
Co-operative Food, Fylde Road, Southport	0.3	0.9	0.8	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	3.4
Co-operative Food, Harpside Road, Southport	0.2	1.2	0.8	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Trisco Extra, Town Lane, Meols Cop, Southport	7.4	2.6	30.1	12.8	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	17.6	3.4
Sub Total	9.6	5.3	39.8	25.5	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	21.9	6.9
Total Zone 5	22.1	20.1	93.5	94.7	9.1	2.2	4.9	1.1	0.8	0.0	4.9	1.1	0.0	0.0	2.0	0.0	37.0	21.8
Zone F																		
Formby District Centre (PSA)																		
Island, Chapel Lane, Formby	0.2	0.8	0.0	0.0	4.1	15.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Local shops, Formby	0.0	0.7	0.0	0.0	0.0	16.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sho Stop, Condoxa House, Formby	0.0	0.1	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer (Simply Food), The Clusters, Halsall Lane, Formby	0.3	0.9	0.8	1.1	1.7	8.6	0.8	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Woolworths, Three Tuns Lane, Formby	2.5	1.6	3.3	1.1	33.1	31.2	2.4	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.2
Sub Total	3.0	4.4	4.1	2.1	39.7	74.2	3.3	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	3.5
Local Parade (42)																		
Spar, Harrington Road, Formby	0.0	0.2	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.2	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre																		
Trisco, Millar Road, Formby	3.8	1.3	0.8	1.1	48.8	16.1	4.9	2.2	0.8	0.0	6.5	1.1	0.0	0.0	0.0	0.0	3.4	1.2
Sub Total	3.8	1.3	0.8	1.1	48.8	16.1	4.9	2.2	0.8	0.0	6.5	1.1	0.0	0.0	0.0	0.0	3.4	1.2
Total Zone F	6.9	6.0	4.9	3.2	88.4	95.7	8.1	5.4	0.8	0.0	6.5	1.1	0.0	0.0	0.0	0.0	5.0	4.6
Zone C																		
Crosby District Centre (PSA)																		
Farmfoods, Liverpool Road, Crosby	0.0	0.7	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Starbury's, Liverpool Road, Crosby	3.8	3.5	0.0	0.0	0.0	0.0	35.8	32.3	0.8	1.1	0.0	0.0	0.8	1.0	0.0	0.0	0.0	0.0
Local Shops, Crosby	0.2	1.2	0.0	0.0	0.0	0.0	1.6	12.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.0	5.4	0.0	0.0	0.0	0.0	37.4	45.5	0.8	1.1	0.0	0.0	0.8	2.0	0.0	0.0	0.0	0.0
Waterloo District Centre (PSA)																		
Co-operative Food, Brighton Road, Waterloo	0.1	0.3	0.0	0.0	0.0	0.0	0.8	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Island, South Road, Waterloo	0.3	0.2	0.0	0.0	0.0	0.0	3.3	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trisco Express, Crosby Road North, Liverpool	0.4	0.7	0.0	0.0	0.0	0.0	1.6	7.5	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Local shops, Waterloo	0.1	1.2	0.0	0.0	0.0	0.0	0.8	2.2	0.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Sub Total	0.8	2.5	0.0	0.0	0.0	0.0	6.5	25.8	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Local Parade (31)																		
Co-operative Food, College Road, Crosby	0.0	0.2	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0																	

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TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	TOTAL		S		F		C		B		M		NL		K		O		
	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)													
Seaforth Local Centre																			
Local shops, Seaforth	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local Parade (28)																			
Co-operative Food, Linacre Road, Litherland / Seaforth	0.0	0.3	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	0.0	
Sub Total	0.0	0.3	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0									
Local Parade (45)																			
W.S. Bridge Road, Litherland	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local Parade (48)																			
Spax, Sefton Road, Litherland	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local shops, Litherland	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0											
Out-of-Centre																			
Marks & Spencer, Aintree Retail Park	0.1	0.6	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.8	2.2	0.0	1.0	0.8	1.1	0.0	0.0	
Trusco, Hawthorn Road, Litherland	4.4	2.6	0.0	0.0	0.0	0.0	11.4	2.2	14.8	13.8	0.8	1.1	3.3	0.0	0.0	0.0	0.0	0.0	
Sub Total	4.5	3.2	0.0	0.0	0.0	0.0	11.4	3.2	14.8	13.8	1.6	3.3	3.3	1.0	0.8	1.1	0.0	0.0	
Total Zone B	15.5	16.2	0.0	0.0	0.0	0.0	25.2	10.8	58.2	75.5	3.3	5.6	12.3	8.2	1.6	1.1	0.0	0.0	
Zone M																			
Maghull District Centre (PSA)																			
Local shops, Maghull	0.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	14.4	0.0	0.0	0.0	0.0	0.0	1.2	
Morrisons, Stafford Moreton Way, Maghull	3.3	3.0	0.0	0.0	0.0	0.0	0.0	1.1	3.3	1.1	33.3	34.4	0.0	0.0	0.8	0.0	0.0	1.2	
Sub Total	3.3	4.2	0.0	0.0	0.0	0.0	0.0	1.1	3.3	1.1	34.1	48.9	0.0	0.0	0.8	0.0	0.0	2.3	
Old Roan Local Centre																			
Local shops, Aintree	0.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.8	3.1	0.0	0.0	0.0	0.0	0.0	
Local shops, Old Roan	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Trusco Express, Moineux Way, Old Roan	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.2	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.8	3.1	0.0	0.0	0.0	0.0	0.0	
Local Parade (59)																			
Ercofint, Northway, Maghull	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	7.8	0.0	0.0	0.0	0.0	0.0	0.0	
W.S. Northway, Maghull	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	4.4	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	12.2	0.0	0.0	0.0	0.0	0.0	0.0	
Local Parade (60)																			
Co-operative Food, Deyes Lane, Maghull	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	1.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	1.0	0.0	0.0	0.0	0.0	
Out-of-Centre																			
Asda, Ormskirk Road, Aintree	12.1	3.2	0.0	0.0	0.0	0.0	4.9	0.0	22.1	9.6	26.8	8.9	15.1	2.0	27.2	5.4	2.5	0.0	
Sub Total	12.1	3.2	0.0	0.0	0.0	0.0	4.9	0.0	22.1	9.6	26.8	8.9	15.1	2.0	27.2	5.4	2.5	0.0	
Other (non-designated)																			
Local Shops, Litherland	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	
Local Shops, Sefton	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	
Sub Total	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	
Total Zone M	16.1	10.6	0.0	0.0	0.0	0.0	4.9	1.1	25.4	11.7	66.7	82.2	13.9	6.1	28.0	5.4	2.5	2.3	
Sub-Total	66.1	61.3	98.4	97.9	98.3	98.9	94.3	98.9	86.1	88.3	81.3	90.0	27.9	18.4	29.6	6.5	44.5	28.7	
OUTSIDE SEFTON (WITHIN STUDY AREA)																			
Zone L																			
Co-operative Food, Broad Lane, Norris Green	0.0	0.3	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	0.0	0.0	
Farmfoods, Lower House Lane, Norris Green	0.0	0.1	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	1.1	0.0	0.0	
Ercofint, Broad Lane Precinct, Norris Green	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.0	0.8	0.0	0.0	0.0	
Local Shops, Norris Green	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	
Asda, Breck Road, Liverpool	2.8	1.2	0.0	0.0	0.0	0.0	0.0	0.0	5.7	1.1	0.8	0.0	7.4	4.1	0.0	0.0	0.0	0.0	
Co-operative Food, Ultra, Ayrton, Liverpool	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	3.1	0.0	0.0	0.0	0.0	0.0	
Farmfoods, Breck Road, Liverpool	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	2.0	0.0	0.0	0.0	0.0	
Ercofint, Breck Road, Aintree, Liverpool	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	
Asda, Utting Avenue, Walton	4.0	3.5	0.0	0.0	0.0	0.0	0.8	0.8	1.1	0.0	0.0	30.3	12.2	3.2	2.2	0.0	0.0		
Heron Foods, County Road, Walton	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local Shops, Walton	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	13.3	0.0	0.0	0.0	0.0	
Trusco Metro, County Road, Walton	1.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	4.1	0.0	0.0	0.0	0.0		
Farmfoods, Walton Road, Liverpool	0.2	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	0.0	0.0	0.0	
Co-operative Food, County Road, Walton	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	0.0	
Ercofint, County Road, Liverpool	0.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	
M3, Walton Road, Kirkdale	0.3	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	0.8	0.0	0.0	0.0	
Co-operative Food, Walton Vale Road, Liverpool	0.0	0.5	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	
Farmfoods, Broadway, Norris Green	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	
Ercofint, Walton Vale	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	1.0	0.0	0.0	0.0	0.0		
Bandaru 'N, Hill Lane, Walton	2.9	2.0	0.0	0.0	0.0	0.8	0.0	3.3	1.1	2.4	0.0	8.2	7.1	0.0	0.0	0.8	0.0		
Co-operative Food, Alcock Avenue, Fazakerley	0.4	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	1.6	5.1	0.0	3.2	0.0	0.0		
Co-operative Food, Stonecote Retail Park	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	0.0	
Ercofint, Stonecote Retail Park, West Derby	0.0	0.3	0.0	0.0	0.0	0.0	0.0												

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TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	TOTAL		S		F		C		B		H		NL		K		O		
	MAIN FOOD (%)	TOP UP (%)																	
England, Williamson Square, Liverpool	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Liverpool City Centre	0.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.1	0.0	4.1	0.8	0.0	0.0	0.0	0.0
Barnburys, Lyceum Road, Rameleigh Street, Liverpool	0.2	0.1	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	0.0	0.0	1.2
St John's Market, Liverpool	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	0.0	0.0
Trusco Metro, Parker Street, Clayton Square	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trusco, Hanover Street, Liverpool	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Liverpool City Centre	0.0	0.2	0.0	0.0	0.0	1.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.2	1.8	0.0	0.0	0.0	1.1	0.0	0.0	1.6	3.2	0.8	1.1	3.3	4.1	0.8	0.0	0.0	0.0	1.2
Outside Study Area - Other Liverpool																			
M&S, Prescott Road, Liverpool	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Salford Street, Liverpool	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	0.0	0.0
M&S, Smithdown Road, Liverpool	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	0.0	0.0
M&S, Hunts Cross Shopping Centre, Speke Hall Road	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	0.0	0.0
Co-operative Food, West Derby Road, Liverpool	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Trusco, Waterloo Road, Liverpool	0.0	0.1	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
Meron Foods, Broadway, Liverpool	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Beland, East Lancashire Road, Liverpool	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.1	0.0	0.0	0.0
Beland, Great Homer Street, St Anthony Centre, Everton	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	0.0	0.0
Local Shops, West Derby	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Morrison, Bedford Road, Belle Vale, Liverpool	0.9	0.3	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.8	1.1	2.5	1.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrison, Penarth Drive, Liverpool	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	0.0	0.0
Silvacentre, East Prescott Road, Knotty Ash	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	0.0	0.0
Superstore, Priory Road, Aintree	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	0.0	0.0
Trusco Express, London Road, Liverpool	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	0.0	0.0
Trusco Express, Smithdown Road, Liverpool	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	0.0	0.0
Trusco Metro, Algurth Road, Liverpool	0.0	0.3	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	0.0	0.0
Trusco, Dendrobium Lane, West Derby	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.0	0.8	1.1	0.0	0.0	0.0	0.0	0.0
Trusco, Mather Avenue, Allerton	0.0	0.5	0.0	1.1	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	0.0	0.0
Trusco, St Oswalds Street, Old Swan	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.0	0.8	1.1	0.0	0.0	0.0
Sub Total	2.0	3.3	0.8	1.1	0.8	0.0	1.1	0.8	1.1	1.6	2.2	4.9	9.2	4.0	3.2	0.0	0.0	0.0	0.0
Outside Study Area - West Lancashire																			
M&S, Northway, Skeltonbridge	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.8	0.0	2.5	2.3	0.0
Co-operative Food, Liverpool Road North, Burscough	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	0.0	0.0
Trusco, Liverpool Road North, Burscough Bridge	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	3.4	0.0
Sub Total	0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.8	0.0	5.0	5.7	0.0
Outside Study Area - Wirral																			
M&S, Seawood Road, Liscard, Wallasey	0.2	0.0	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	0.0	0.0	0.0
M&S, Stanley Road, Birkenhead	0.1	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	0.0	0.0	0.0	0.0	0.0
Trusco Extra, Bidston Link Road, Wallasey	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	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Knowsley																			
M&S, Halton Lane, Hayton	0.4	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	1.1	0.0	0.0	0.0
Co-operative Food, Warrington Road, Rainhill, Prescot	0.1	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	0.8	0.0	0.0	0.0	0.0
Trusco Extra, Caldes Retail Park, Prescot	1.1	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	8.8	3.2	1.7	0.0	0.0
Outside Study Area - Warrington	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	0.0	0.0
Marks & Spencer, Warrington	0.1	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	0.8	0.0	0.0	0.0	0.0
Sub Total	1.7	0.4	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.8	0.0	14.4	4.3	1.7	0.0	0.0
Outside Study Area - St Helens																			
Co-operative Food, Elephant Lane, Thatto Heath	0.0	0.1	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	1.1	0.0	0.0	0.0
Trusco, Andover Road, Hardack, St Helens	0.1	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	0.8	0.0	0.0
L&L, Lowe Street, St Helens	0.1	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	0.8	0.0	0.0	0.0	0.0
Morrison, Barbers Lane, St Helens	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0
Outside Study Area - Chester	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	0.0	0.0
Trusco, Halton Lea, Runzorn	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	3.2	1.1	0.8	0.0	0.0
Outside Study Area - Other																			
Local Shops, Leicester	0.1	0.0	0.8	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	0.0	0.0	0.0
Morrison, Chappin Way, Leyland	0.1	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	0.8	0.0
Local Shops, Tenby	0.0	0.1	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	1.2
Other	0.1	0.2	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8	0.0	0.0
Sub Total	0.4	0.3	0.8	1.1	0.0	0.0	0.8	0.0	1.7	1.2	0.0								
SUB-TOTAL OUTSIDE STUDY AREA	6.6	6.5	1.6	2.1	0.8	1.1	0.8	1.1	2.5	4.3	4.9	4.4	9.8	13.3	24.0	8.6	9.2	8.0	0.0
TOTAL	100.0	100.0	100.0																

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TABLE 5: EXISTING PROVISION (CONVENIENCE)

DESTINATION	NET SALES (sq m)	SALES AREA	CONVENIENCE		SURVEY TURNOVER
			SALES DENSITY	BENCHMARK TURNOVER	
		(A)	(B)	(AxB)	£m
SEFTON					
NORTH SEFTON					
Zone S					
Southport Town Centre (PSA)					
Farmfoods, Lord Street, Southport	963	866	2,500	2.2	1.0
Iceland, King Street, Southport	533	520	6,167	3.2	0.2
Local shops, Southport	2,919	2,919	3,000	8.8	7.2
Marks & Spencer, Chapel Street, Southport	323	306	10,536	3.2	4.1
Sainsbury's, St Georges Place, Lord Street, Southport	1,720	1,273	11,520	14.7	17.9
Morrisons, Winter Gardens, Southport	2,834	2,241	12,035	27.0	31.2
Edge-of-Centre					
Asda, Central 12 Shopping Park, Derby Road, Southport	3,781	2,232	13,470	30.1	32.3
Lidl, Virginia Street, Southport	929	737	3,485	2.6	4.0
<i>Inflow</i>					
Sub Total				91.6	103.0
Ainsdale Local Centre					
Co-operative Food, Station Road, Ainsdale	827	708	8,264	5.8	7.4
Local shops, Ainsdale	599	599	3,000	1.8	1.7
Spar, Station Rd, Ainsdale, Southport	128	128	7,319	0.9	0.0
Sub Total				8.6	9.1
Birkdale Local Centre					
Local shops, Birkdale	1,175	1,175	3,000	3.5	1.7
Sub Total				3.5	1.7
Churchtown Local Centre					
Local Shops, Churchtown	78	78	3,000	0.2	1.1
Tesco Express, Preston New Road, Churchtown	183	122	11,942	1.5	2.4
Sub Total				1.7	3.4
Local Parade (6)					
Tesco Express, Liverpool Road, Birkdale / Southport	223	148	11,942	1.8	4.1
Local Parade (76)					
Spar, Bispham Rd, Southport	280	280	7,319	2.0	3.1
Local Parade (84)					
Tesco Express, Albert Street, Hesketh	221	147	11,942	1.7	0.4
Local Parade (86)					
Spar, Ovington Drive, Southport				0.4	0.4
Local Parade (89)					
Spar, Sussex Road, Southport				0.0	0.0
Sub Total (Local Parades)				6.0	8.1
Out-of-Centre					
Aldi, Meols Cop, Southport	743	512	4,670	2.4	12.9
Co-operative Food, Fylde Road, Southport	1,059	907	8,264	7.5	4.2
Co-operative Food, Marshside Road, Southport	195	167	8,264	1.4	4.1
Tesco Extra, Town Lane, Meols Cop, Southport	6,187	4,108	11,942	49.1	57.9
<i>Inflow</i>					
Sub Total				60.3	83.1
Sub Total (Zone S)				171.7	208.3
Zone F					
Formby District Centre (PSA)					
Iceland, Chapel Lane, Formby	386	377	6,167	2.3	3.6
Local shops, Formby	501	501	3,000	1.5	2.2
One Stop, Cordova House, Formby	148	148	3,000	0.4	0.4
Marks & Spencer (Simply Food), The Cloisters, Halsall Lane, Formby	675	639	10,536	6.7	4.4
Waitrose, Three Tuns Lane, Formby	2,230	1,969	11,113	21.9	24.4
Sub Total				32.9	35.0
Local Parade (42)					
Spar, Harrington Road, Formby	110	110	7,319	0.8	0.6
Sub Total (Local Parades)				0.8	0.6
Out-of-Centre					
Tesco, Altcar Road, Formby	3,102	2,060	11,942	24.6	33.3
Sub Total				24.6	33.3
Sub Total (Zone F)				58.3	68.9
TOTAL - NORTH SEFTON				230.0	277.2
					268.3
SOUTH SEFTON					
Zone C					
Crosby District Centre (PSA)					
Farmfoods, Liverpool Road, Crosby	544	544	2,500	1.4	1.4
Sainsbury's, Liverpool Road, Crosby	1,804	1,335	11,520	15.4	34.6
Local Shops, Crosby	654	654	3,000	2.0	3.9
Sub Total				18.7	39.8
Waterloo District Centre (PSA)					
Co-operative Food, Brighton Road, Waterloo	1,197	1,025	8,264	8.5	1.2
Iceland, South Road, Waterloo	395	385	6,167	2.4	2.7
Tesco Express, Crosby Road North, Liverpool	223	148	11,942	1.8	4.0
Local shops, Waterloo	2,129	2,129	3,000	6.4	3.3
Sub Total				19.0	11.2
Local Parade (31)					
Co-operative Food, College Road, Crosby	372	318	8,264	2.6	0.5
Local Parade (90)					
Aldi, Moor Lane, Thornton	1,125	776	4,670	3.6	6.2
Sub Total (Local Parades)				6.3	6.7
Sub Total (Zone C)				44.0	57.7
Zone B					
Bootle Town Centre (PSA)					
Aldi, Washington Parade, Bootle	1,125	776	4,670	3.6	2.2
Iceland, Strand Centre, Bootle	640	624	6,167	3.9	1.5
Marks & Spencer, Stanley Road, Bootle	715	677	10,536	7.1	3.6
Tesco Metro, Strand Centre, Bootle	747	496	11,942	5.9	17.1
Local shops, Bootle	1,736	1,736	3,000	5.2	11.3
Edge-of-Centre					
Asda, Strand Road, Bootle	3,801	2,245	13,470	30.2	36.1
Lidl, Stanley Road, Bootle	1,063	843	3,485	2.9	0.3
Sub Total				58.9	72.1
Netherton Local Centre					
Aldi, Park Lane West, Netherton	754	520	4,670	2.4	13.1
Iceland, Marian Square, Netherton	533	520	6,167	3.2	2.9
Local shops, Netherton	621	621	3,000	1.9	1.7
Sub Total				7.5	17.6
Seaforth Local Centre					
Local shops, Seaforth	188	188	3,000	0.6	0.3
Sub Total				0.6	0.3

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TABLE 5: EXISTING PROVISION (CONVENIENCE)

DESTINATION	NET SALES (sq m)	SALES AREA	CONVENIENCE		SURVEY TURNOER
			SALES DENSITY	BENCHMARK TURNOVER	
		(A)	(B)	(AxB)	£m
Local Parade (28)					
Co-operative Food, Linacre Road, Litherland / Seaforth	771	660	8,264	5.5	0.5
Local Parade (45)					
Lidl, Bridge Road, Litherland	1,286	1,020	3,485	3.6	0.3
Local Parade (48)					
Spar, Sefton Road, Litherland	100	100	7,319	0.7	0.3
Local shops, Litherland				2.3	2.3
Sub Total (Local Parades)				12.0	3.4
Out-of-Centre					
Marks & Spencer, Aintree Retail Park	711	674	10,536	7.1	2.1
Tesco, Hawthorn Road, Litherland	3,703	2,459	11,942	29.4	33.4
Sub Total				36.5	35.5
Sub Total (Zone B)				115.5	129.0
Zone M					
Maghull District Centre (PSA)					
Local shops, Maghull	655	655	3,000	2.0	3.1
Morrisons, Stafford Moreton Way, Maghull	1,254	992	12,035	11.9	28.8
Sub Total				13.9	32.0
Old Roan Local Centre					
Local Shops, Aintree				3.1	3.1
Local shops, Old Roan	52	52	3,000	0.2	0.2
Tesco Express, Molyneux Way, Old Roan	244	162	11,942	1.9	0.6
Sub Total				5.2	3.8
Local Parade (59)					
Iceland, Northway, Maghull	385	376	6,167	2.3	3.6
Lidl, Northway, Maghull	929	737	3,485	2.6	1.7
Local Parade (60)					
Co-operative Food, Deyes Lane, Maghull	260	223	8,264	1.8	1.0
Sub Total (Local Parades)				6.7	6.3
Out-of-Centre					
Asda, Ormskirk Road, Aintree	6,826	4,031	13,470	54.3	82.6
Sub Total				54.3	82.6
Other (non-designated)					
Local Shops, Lydiate				0.2	0.2
Local Shops, Sefton				0.5	0.5
Sub-Total				0.7	0.7
Sub Total (Zone M)				80.8	125.4
TOTAL - SOUTH SEFTON				240.2	312.1
SUB-TOTAL SEFTON				470.3	580.4
Including inflow					589.3

Notes:

a. Post code sectors

b. Net Sales floorspace figures taken from IGD 2011 database

c. Net convenience floorspace derived from Verdict Grocer Retailers (2011) where available

¹ Where no IGD data available, gross floorspace taken from SDC database (2011) assumed gross to net at 70%, Southport and Bootle based on GOAD figures (minus any identified individual stores)

³ Assumed that 20% of net floorspace (IGD, 2010) at Marks & Spencers (not Simply Food) is devoted to convenience goods. M&S at Aintree Retail Park is assumed to have foodhall of 20% of existing store.

⁴ Gross floorspace taken from Council Date (2010), assumed grossed to net at 70%

d. Sales densities derived from Verdict (2011) or Mintel Retail Rankings (2011) for national multiples

f. WYG assume that local shops (where no know floorspace exists) are trading at equilibrium

g. WYG notes that the Co-operative Group have rebrand their entire portfolio and this capacity table reflects this change. Netto stores have been acquired by Asda and a rebranding process is currently under way, and may not add up due to rounding

2010 Prices

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TABLE 6: ESTIMATED (BASELINE) CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN STUDY AREA

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

Year	Turnover - £m ¹	Expenditure Available - £m ²	Surplus Expenditure - £m
2011	470.3	589.3	119.00
2016	463.2	579.1	115.97
2021	469.7	591.2	121.51
2026	474.4	609.7	135.30
2031	479.2	626.4	147.22
Market Share		66.7	

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 9 (Sept 2011)
Assumes constant market share claimed by Sefton facilities at 66.7% from Study Area
Assumes 5% inflow for facilities at Southport
At 2010 prices

Table ii: Quantitative Need for Additional Floorspace - Convenience Goods

Year	£m	Floorspace Requirement	
		Min ³	Max ⁴
2011	119.00	9,445	23,800
2016	115.97	9,112	22,963
2021	121.51	9,453	23,821
2026	135.30	10,421	26,261
2031	147.22	11,227	28,291

Average sales density assumed to be £12,659 per sq.m (based on the average sales density of the leading four supermarkets as identified by (Verdict 2011)
Average sales density assumed to be £5,000 per sq.m
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 9 (Sept 2011)
At 2010 prices

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

Year	£m	£m		Floorspace Requirement	
		Commitments	Residual	Min ³	Max ⁴
2011	119.00	9.5	109.47	6,689	21,995
2016	115.97	9.4	106.58	6,375	21,105
2021	121.51	9.5	111.99	6,712	21,955
2026	135.30	9.6	125.69	9,681	24,396
2031	147.22	9.7	137.51	10,466	26,425

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 9 (Sept 2011)
Planning commitments taken from Table 7 below

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

Year	Turnover - £m ¹	Expenditure Available - £m ²	Surplus Expenditure - £m
2011	240.2	312.1	71.8
2016	236.6	306.7	70.1
2021	239.9	312.1	72.3
2026	242.4	322.9	80.5
2031	244.8	331.7	86.9
Market Share		35.8	

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 9 (Sept 2011)
Assumes constant market share claimed by South Sefton facilities at 36.5% from Study Area
At 2010 prices

Table v: Quantitative Need for Additional Floorspace - SOUTH SEFTON

Year	£m	Floorspace Requirement	
		Min ³	Max ⁴
2011	71.8	5,700	14,365
2016	70.1	5,507	13,877
2021	73.1	5,969	14,339
2026	80.5	6,203	15,631
2031	86.9	6,629	16,706

Average sales density assumed to be £12,659 per sq.m (based on the average sales density of the leading four supermarkets as identified by (Verdict 2011)
Average sales density assumed to be £5,000 per sq.m
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 9 (Sept 2011)
At 2010 prices

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

Year	£m	£m		Floorspace Requirement	
		Commitments	Residual	Min ³	Max ⁴
2011	71.8	6.1	65.7	5,212	13,135
2016	70.1	6.1	64.0	5,031	12,678
2021	73.1	6.1	67.0	5,212	13,135
2026	80.5	6.2	74.3	5,725	14,427
2031	86.9	6.3	80.7	6,152	15,502

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 9 (Sept 2011)
Planning commitments taken from Table 7 below

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

Year	Turnover - £m ¹	Expenditure Available - £m ²	Surplus Expenditure - £m
2011	230.0	277.2	47.2
2016	228.5	281.4	54.9
2021	229.3	287.3	57.5
2026	236.3	296.3	64.2
2031	234.4	304.4	70.0
Market Share		31.8	

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 9 (Sept 2011)
Assumes constant market share claimed by North Sefton facilities at 32.4% from Study Area
At 2010 prices

Table viii: Quantitative Need for Additional Floorspace - NORTH SEFTON

Year	£m	Floorspace Requirement	
		Min ³	Max ⁴
2011	47.2	3,744	9,436
2016	54.9	4,312	10,886
2021	57.5	4,497	11,302
2026	64.2	4,948	12,468
2031	70.0	5,339	13,454

Average sales density assumed to be £12,659 per sq.m (based on the average sales density of the leading four supermarkets as identified by (Verdict 2011)
Average sales density assumed to be £5,000 per sq.m
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 9 (Sept 2011)
At 2010 prices

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

Year	£m	£m		Floorspace Requirement	
		Commitments	Residual	Min ³	Max ⁴
2011	47.2	3.4	43.8	3,476	6,760
2016	54.9	3.3	51.6	4,051	10,208
2021	57.5	3.4	54.2	4,215	10,621
2026	64.2	3.4	60.8	4,685	11,807
2031	70.0	3.4	66.6	5,077	12,793

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 9 (Sept 2011)
Planning commitments taken from Table 7 below

TABLE 6a: CONVENIENCE GOODS PLANNING COMMITMENTS BENCHMARK TURNOVER WITHIN IDENTIFIED CENTRES (2011)

Reference	Location	Proposal	Gross Retail Floorspace	Net Convenience Retail Floorspace	Estimated Turnover per sq.m (£)	Estimated Turnover (£)	Category	Status
North Sefton								
Formby								
S/2011/0103	Fmr Lighthouse Public Ho	Erection of 2 storey convenience store		372	6000	2.2	Out-of-Centre	Approved
S/2010/1645	Shell Garage, Liverpool Road	Construction of new PFS including erection of convenience store	273	191	6,000	1.1	Out-of-Centre	Approved
South Sefton								
Boottle								
S/2010/1157	Netto, Orrell Road, Bootle	Erection of retail foodstor	834	456	13,470	6.1	Out-of-Centre	Approved
Total			907	563		9.5		

Source: Sefton MBC (2011)

**WYG PLANNING & DESIGN
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TABLE 6: POPULATION AND EXPENDITURE (COMPARISON)

ZONE	POPULATION						2010 (exc SFT)										2011					
	2009	2011	2016	2021	2026	2031	Furniture	DIY	Electrical	Clothes	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	Household	Recreation	Chemist	TOTAL
S	84,667	84,224	82,218	81,324	80,569	79,690	311	239	429	754	454	477	107	2,772	307	236	424	745	449	471	106	2,738
F	21,695	21,572	20,881	20,370	19,907	19,453	397	318	426	852	541	536	142	3,212	392	314	421	842	534	530	141	3,173
C	45,320	45,152	44,721	44,578	44,522	44,437	321	246	420	768	479	487	106	2,827	317	243	415	759	473	481	104	2,793
B	78,286	78,339	78,770	79,523	80,515	81,492	209	168	314	560	306	384	62	2,003	206	166	311	553	302	380	61	1,979
M	37,454	37,298	36,636	36,235	35,860	35,417	306	245	411	734	456	472	117	2,742	303	242	406	725	450	466	116	2,709
NL	116,415	116,498	116,792	117,257	118,429	119,943	211	171	330	532	297	374	62	1,976	208	169	326	526	294	369	62	1,952
K	39,331	39,449	39,888	40,432	40,952	41,386	201	160	318	520	288	370	55	1,913	198	158	314	514	284	366	54	1,889
O	45,159	45,323	45,096	45,201	45,275	45,213	319	257	421	759	468	504	110	2,839	315	254	416	750	462	498	109	2,804
TOTAL	468,327	467,855	465,002	464,920	466,029	467,028																

Notes:

a. Post code sectors

Zone S. - PR8 1, PR8 2, PR8 3, PR8 4, PR8 5, PR8 6, PR9 0, PR9 7, PR9 9

Zone F - L37 0, L37 1, L37 2, L37 3, L37 4, L37 6, L37 8, L37 8, L38 1

Zone C - L22 0, L22 1, L22 2, L22 3, L22 4, L22 5, L22 6, L22 7, L22 8, L22 9, L23 0, L23 1, L23 2, L23 3, I23 4, I23 5, L23 6, L23 7, L23 8, L23 9, I23 9, L38 0, L38

Zone B. - L20 0, L20 1, L20 3, L20 4, L20 5, L20 6, L20 7, L20 9, L21 0, L21 1, L21 2, L21 3, L21 4, L21 5, L21 6, L21 7, L21 8, L21 9, L30 1, L30 2, L30 3, L30 4, L30 5, L30 6, L30 7, L30 8, L30C

Zone M. - L10 0, L10 2, L10 3, L10 6, L10 8, L29 1, L29 3, L29 5, L29 6, L29 7, L29 8, L29 9, L31 1, L31 2, L31 3, L31 4, L31 5, L31 6, L31 7, L31 8, L31 9, L38 2, L38 4, I38 5, L38 6, L38 7, L5

Zone L. - L10 1, L10 5, L10 7, L10 9, L11 0, L11 1, L11 2, L11 3, L11 4, L11 5, L11 6, L11 7, L11 8, L11 9, L20 2, L20 8, L40, L41, L42, L43, L44, L45, L46, L47, L48, L49, L50, L51, L52, L53, L54, L55, L56, I57, L58, L59, L90, L91, L92, L93, L94, L95, L96, L97, L98, I

Zone K. - L10 4, L32, L32 1, L32 2, L32 3, L32 4, L32 5, L32 6, L32 7, L32 8, L32 9, L33 0, L33 1, L33 2, L33 3, L33 6, I33 7, L33 8, L33

Zone O. - L33 3, L33 4, L37 5, L37 9, L38 1, L39 0, L39 1, L39 2, L39 3, L39 4, L39 5, L39 6, L39 7, L39 8, L39 9, L40 8, L40 9, PR9 1

b. Per Capita expenditure from Experian G3 Micromarketer (2010 data)

c. Projected forward using actual growth recorded between 2010 and 2011(Figure 1) from Retail Planner Briefing Note 9 and forecast for period to up to 2028 with ultra long term thereafter

d. Excludes Special Forms of Trading (internet sales/catalogue/mail order) derived from Appendix 3 of Experian Retail Planner Brief 9).

2010 Prices

**WYG PLANNING & DESIGN
SEFTON RSR (2011)**

TABLE 6: POPULATION AND EXPENDITURE (COMPARISON)

PER CAPITA EXPENDITURE																															
2016								2021								2026								2031							
Furniture	DIY	Electrical	Clothes	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	Household	Recreation	Chemist	TOTAL	Furniture	DIY	Electrical	Clothes	Household	Recreation	Chemist	TOTAL
329	254	455	799	482	505	114	2,938	383	295	529	930	560	588	132	3,418	446	343	616	1,082	652	684	154	3,975	562	433	776	1,365	822	862	194	5,015
421	337	452	903	573	568	151	3,404	490	392	525	1,051	666	661	176	3,960	569	456	611	1,222	775	769	204	4,607	718	575	771	1,541	978	970	258	5,811
340	261	445	814	507	516	112	2,996	396	303	518	947	590	601	130	3,485	461	353	602	1,102	687	699	151	4,054	581	445	760	1,390	866	881	191	5,114
221	178	333	594	324	407	65	2,123	257	207	388	691	377	474	76	2,469	299	240	451	803	439	551	89	2,872	377	303	569	1,013	553	696	112	3,623
325	260	435	778	483	500	124	2,906	378	302	507	905	562	582	144	3,380	439	352	589	1,053	654	677	168	3,932	554	444	743	1,328	825	854	212	4,960
223	181	349	564	315	396	66	2,095	260	211	406	656	366	461	77	2,437	302	245	473	763	426	536	89	2,834	381	309	596	963	538	676	113	3,575
213	170	337	551	305	392	58	2,027	248	198	392	641	355	456	68	2,358	288	230	456	746	413	531	79	2,743	363	290	576	941	521	670	99	3,460
338	272	446	805	496	534	117	3,008	394	317	519	936	576	621	136	3,500	458	368	604	1,089	671	723	158	4,071	578	465	762	1,374	846	912	200	5,135

Notes:

a. Post code sectors

Zone S. - PR8 1, PR8 2, PR8 3, PR8 4, PR8 5, PR8 6, PR9 0, PR9 7, PR9 9

Zone F - L37 0, L37 1, L37 2, L37 3, L37 4, L37 6, L37 8, L37 8, L38 1

Zone C. - L22 0, L22 1, L22 2, L22 3, L22 4, L22 5, L22 6, L22 7, L22 8, L22 9, L23 0, L23 1, L23 2, L23 3, L23 4, L23 5, L23 6, L23 7, L23 8, L23 9, L23 9, L38 0, L38

Zone B. - L20 0, L20 1, L20 3, L20 4, L20 5, L20 6, L20 7, L20 9, L21 0, L21 1, L21 2, L21 3, L21 4, L21 5, L21 6, L21 7, L21 8, L21 9, L30 1, L30 2, L30 3, L30 4, L30 5, L30 6, L30 7, L30 8, L30

Zone M. - L10 0, L10 2, L10 3, L10 6, L10 8, L29 1, L29 3, L29 5, L29 6, L29 7, L29 8, L29 9, L31 1, L31 2, L31 3, L31 4, L31 5, L31 6, L31 7, L31 8, L31 9, L38 2, L38 4, L38 6, L38 7, L38

Zone L. - L10 1, L10 5, L10 7, L10 9, L11 0, L11 1, L11 2, L11 3, L11 4, L11 5, L11 6, L11 7, L11 8, L11 9, L20 2, L20 8, L40, L41, L42, L43, L44, L45, L46, L47, L48, L49, L50, L51, L52, L53, L54, L55, L56, L57, L58, L59, L90, L91, L92, L93, L94, L95, L96, L97, L98, 1

Zone K. - L10 4, L32, L32 1, L32 2, L32 3, L32 4, L32 5, L32 6, L32 7, L32 8, L32 9, L33 0, L33 1, L33 2, L33 3, L33 4, L33 5, L33 6, L33 7, L33 8, L33

Zone O. - L33 3, L33 4, L37 5, L37 9, L38 1, L39 0, L39 1, L39 2, L39 3, L39 4, L39 5, L39 6, L39 7, L39 8, L39 9, L40 8, L40 9, PR9 1

b. Per Capita expenditure from Experian G3 Micromarketer (2010 data)

c. Projected forward using actual growth recorded between 2010 and 2011(Figure 1) from Retail Planner Briefing Note 9 and forecast for period to up to 2028 with ultra long term thereafter

d. Excludes Special Forms of Trading (internet sales/catalogue/mail order) derived from Appendix 3 of Experian Retail Planner Brief 9).

2010 Prices

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SEFTON RSR (2011)**

TABLE 7: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

ZONE	2010							2011							2016									
	Furniture	DIY	Electrical	Clothes	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	Household	Recreation	Chemist	Total
S	26.32	20.25	36.34	63.87	38.47	40.36	9.10	234.71	25.86	19.90	35.71	62.76	37.80	39.66	8.94	230.64	27.08	20.84	37.40	65.73	39.59	41.54	9.36	241.55
F	8.61	6.89	9.25	18.49	11.73	11.64	3.09	69.69	8.46	6.77	9.08	18.16	11.52	11.43	3.03	68.45	8.79	7.03	9.43	18.86	11.96	11.87	3.15	71.09
C	16.56	11.15	19.03	34.82	21.70	22.08	4.79	128.12	14.33	10.97	18.73	34.27	21.36	21.73	4.71	126.10	15.22	11.66	19.90	36.41	22.69	23.09	5.01	133.99
B	16.34	13.12	24.61	43.86	23.94	30.10	4.84	156.81	16.15	12.97	24.33	43.35	23.67	29.75	4.78	155.00	17.42	13.99	26.24	46.77	25.53	32.10	5.16	167.21
M	11.47	9.18	15.39	27.50	17.08	17.68	4.39	102.69	11.29	9.04	15.14	27.06	16.80	17.39	4.31	101.02	11.89	9.52	15.95	28.51	17.70	18.33	4.55	106.46
NL	24.51	19.92	38.37	61.95	34.60	43.50	7.25	230.09	24.23	19.69	37.93	61.24	34.20	43.00	7.17	227.45	26.06	21.17	40.80	65.86	36.78	46.25	7.71	244.64
K	7.90	6.31	12.52	20.45	11.32	14.56	2.16	75.22	7.83	6.25	12.40	20.26	11.22	14.43	2.14	74.53	8.49	6.78	13.45	21.98	12.17	15.65	2.32	80.85
O	14.42	11.60	19.01	34.30	21.12	22.76	4.98	128.19	14.30	11.50	18.85	34.00	20.93	22.56	4.94	127.09	15.26	12.28	20.12	36.30	22.35	24.08	5.28	135.67
TOTAL	124.13	98.43	174.52	305.24	179.95	202.67	40.60	1,125.54	122.44	97.09	172.18	301.10	177.50	199.96	40.04	1,110.30	130.22	103.28	183.30	320.42	188.78	212.90	42.53	1,181.44

Notes:

a. Post code sectors

Zone S - PR8 1, PR8 2, PR8 3, PR8 4, PR8 5, PR8 6, PR9 0, PR9 7, PR9 9

Zone F - L37 0, L37 1, L37 2, L37 3, L37 4, L37 6, L37 8, L37 8, L38 8

Zone C - L22 0, L22 1, L22 2, L22 3, L22 4, L22 5, L22 6, L22 7, L22 8, L22 9, L23 0, L23 1, L23 2, L23 3, L23 4, L23 5

Zone B - L20 0, L20 1, L20 3, L20 4, L20 5, L20 6, L20 7, L20 9, L21 0, L21 1, L21 2, L21 3, L21 4, L21 5, L21 6, L2

Zone M - L10 0, L10 2, L10 3, L10 6, L10 8, L29 1, L29 3, L29 5, L29 6, L29 7, L29 8, L29 9, L31 1, L31 2, L31 3, L31 4, L31 5, L31 6, L31 7, L31 8, L31 9, L38 2, L38 4, L38 5, L38 6, L38 7, L9 5

Zone L - L10 1, L10 5, L10 7, L10 9, L11 0, L11 1, L11 2, L11 3, L11 4, L11 5, L11 6, L11 7, L11 8, L11 9, L20 2, L20 8, L40, L41, L42, L43, L44, L45, L46

Zone K - L10 4, L32, L32 1, L32 2, L32 3, L32 4, L32 5, L32 6, L32 7, L32 8, L32 9, L33 0, L33 1, L33 2, L33 3, L33

Zone O - L33 3, L33 4, L37 5, L37 9, L38 1, L39 0, L39 1, L39 2, L39 3, L39 4, L39 5, L39 6, L39 7, L39 8, L39 9, L40 8, L40 9, PR9 8

b. Per Capita expenditure from Experian G3 Micromarketer (2010 data)

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d. Excludes Special Forms of Trading (internet sales/catalogue/mail order) derived from Appendix 3 of Experian Retail Planner Brief 9).

2010 Prices

WYG PLANNING & DESIGN
SEFTON RSR (2011)

TABLE 7: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

EXPENDITURE £(m)																											
COMPARISON																											
2021								2026								2031											
Furniture	DIY	Electrical	Clothes	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	Household	Recreation	Chemist	Total	'11-'16	'11-'21	'11-'26	'11-'31
31.16	23.98	43.03	75.63	45.55	47.80	10.78	277.93	35.92	27.64	49.59	87.16	52.50	55.08	12.42	320.30	44.81	34.48	61.87	108.74	65.50	68.72	15.49	399.62	10.90	47.28	89.65	168.97
9.97	7.98	10.70	21.40	13.57	13.47	3.58	80.67	11.34	9.07	12.17	24.33	15.43	15.31	4.06	91.71	13.97	11.18	15.00	29.99	19.02	18.87	5.01	113.04	2.63	12.22	23.25	44.58
17.65	13.52	23.08	42.22	26.31	26.77	5.80	155.36	20.51	15.71	26.81	49.05	30.57	31.10	6.74	180.50	25.82	19.78	33.76	61.76	38.49	39.16	8.49	227.25	7.89	29.27	54.40	101.15
20.46	16.43	30.82	54.92	29.98	37.69	6.06	196.36	24.10	19.35	36.30	64.69	35.31	44.39	7.14	231.27	30.76	24.70	46.34	82.59	45.09	56.68	9.11	295.26	12.20	41.36	76.27	140.26
13.68	10.95	18.35	32.80	20.37	21.09	5.23	122.48	15.75	12.61	21.13	37.76	23.45	24.28	6.02	141.00	19.62	15.71	26.32	47.05	29.21	30.24	7.50	175.66	5.43	21.46	39.98	74.64
30.43	24.73	47.65	76.92	42.96	54.01	9.01	285.71	35.76	29.05	55.98	90.37	50.47	63.45	10.58	335.67	45.68	37.12	71.52	115.45	64.48	81.06	13.52	428.83	17.18	58.25	108.22	201.37
10.01	8.00	15.86	25.92	14.35	18.46	2.74	95.33	11.80	9.42	18.69	30.54	16.90	21.74	3.23	112.32	15.04	12.01	23.83	38.93	21.55	27.72	4.11	143.18	6.32	20.80	37.79	68.65
17.80	14.32	23.46	42.32	26.06	28.08	6.15	158.18	20.73	16.68	27.34	49.31	30.36	32.72	7.17	184.31	26.12	21.01	34.44	62.11	38.24	41.21	9.03	232.17	8.57	31.09	57.21	105.07
151.17	119.90	212.96	372.14	219.15	247.36	49.34	1,372.03	175.89	139.53	248.01	433.21	254.99	288.08	57.36	1,597.07	221.83	175.99	313.07	546.61	321.57	363.67	72.26	2,015.00	71.14	261.73	486.77	904.70

Notes:

- a. Post code sectors
- Zone S. - PR8 1, PR8 2, PR8 3, PR8 4, PR8 5, PR8 6, PR9 0, PR9 7, PR9 9
- Zone F - L37 0, L37 1, L37 2, L37 3, L37 4, L37 5, L37 6, L37 7, L37 8, L37 9, L38 0, L38 1, L38 2, L38 3, L38 4, L38 5, L38 6, L38 7, L38 8, L38 9, L39 0, L39 1, L39 2, L39 3, L39 4, L39 5, L39 6, L39 7, L39 8, L39 9, L40 0, L40 1, L40 2, L40 3, L40 4, L40 5, L40 6, L40 7, L40 8, L40 9, L41 0, L41 1, L41 2, L41 3, L41 4, L41 5, L41 6, L41 7, L41 8, L41 9, L42 0, L42 1, L42 2, L42 3, L42 4, L42 5, L42 6, L42 7, L42 8, L42 9, L43 0, L43 1, L43 2, L43 3, L43 4, L43 5, L43 6, L43 7, L43 8, L43 9, L44 0, L44 1, L44 2, L44 3, L44 4, L44 5, L44 6, L44 7, L44 8, L44 9, L45 0, L45 1, L45 2, L45 3, L45 4, L45 5, L45 6, L45 7, L45 8, L45 9, L46 0, L46 1, L46 2, L46 3, L46 4, L46 5, L46 6, L46 7, L46 8, L46 9, L47 0, L47 1, L47 2, L47 3, L47 4, L47 5, L47 6, L47 7, L47 8, L47 9, L48 0, L48 1, L48 2, L48 3, L48 4, L48 5, L48 6, L48 7, L48 8, L48 9, L49 0, L49 1, L49 2, L49 3, L49 4, L49 5, L49 6, L49 7, L49 8, L49 9, L50 0, L50 1, L50 2, L50 3, L50 4, L50 5, L50 6, L50 7, L50 8, L50 9, L51 0, L51 1, L51 2, L51 3, L51 4, L51 5, L51 6, L51 7, L51 8, L51 9, L52 0, L52 1, L52 2, L52 3, L52 4, L52 5, L52 6, L52 7, L52 8, L52 9, L53 0, L53 1, L53 2, L53 3, L53 4, L53 5, L53 6, L53 7, L53 8, L53 9, L54 0, L54 1, L54 2, L54 3, L54 4, L54 5, L54 6, L54 7, L54 8, L54 9, L55 0, L55 1, L55 2, L55 3, L55 4, L55 5, L55 6, L55 7, L55 8, L55 9, L56 0, L56 1, L56 2, L56 3, L56 4, L56 5, L56 6, L56 7, L56 8, L56 9, L57 0, L57 1, L57 2, L57 3, L57 4, L57 5, L57 6, L57 7, L57 8, L57 9, L58 0, L58 1, L58 2, L58 3, L58 4, L58 5, L58 6, L58 7, L58 8, L58 9, L59 0, L59 1, L59 2, L59 3, L59 4, L59 5, L59 6, L59 7, L59 8, L59 9, L60 0, L60 1, L60 2, L60 3, L60 4, L60 5, L60 6, L60 7, L60 8, L60 9, L61 0, L61 1, L61 2, L61 3, L61 4, L61 5, L61 6, L61 7, L61 8, L61 9, L62 0, L62 1, L62 2, L62 3, L62 4, L62 5, L62 6, L62 7, L62 8, L62 9, L63 0, L63 1, L63 2, L63 3, L63 4, L63 5, L63 6, L63 7, L63 8, L63 9, L64 0, L64 1, L64 2, L64 3, L64 4, L64 5, L64 6, L64 7, L64 8, L64 9, L65 0, L65 1, L65 2, L65 3, L65 4, L65 5, L65 6, L65 7, L65 8, L65 9, L66 0, L66 1, L66 2, L66 3, L66 4, L66 5, L66 6, L66 7, L66 8, L66 9, L67 0, L67 1, L67 2, L67 3, L67 4, L67 5, L67 6, L67 7, L67 8, L67 9, L68 0, L68 1, L68 2, L68 3, L68 4, L68 5, L68 6, L68 7, L68 8, L68 9, L69 0, L69 1, L69 2, L69 3, L69 4, L69 5, L69 6, L69 7, L69 8, L69 9, L70 0, L70 1, L70 2, L70 3, L70 4, L70 5, L70 6, L70 7, L70 8, L70 9, L71 0, L71 1, L71 2, L71 3, L71 4, L71 5, L71 6, L71 7, L71 8, L71 9, L72 0, L72 1, L72 2, L72 3, L72 4, L72 5, L72 6, L72 7, L72 8, L72 9, L73 0, L73 1, L73 2, L73 3, L73 4, L73 5, L73 6, L73 7, L73 8, L73 9, L74 0, L74 1, L74 2, L74 3, L74 4, L74 5, L74 6, L74 7, L74 8, L74 9, L75 0, L75 1, L75 2, L75 3, L75 4, L75 5, L75 6, L75 7, L75 8, L75 9, L76 0, L76 1, L76 2, L76 3, L76 4, L76 5, L76 6, L76 7, L76 8, L76 9, L77 0, L77 1, L77 2, L77 3, L77 4, L77 5, L77 6, L77 7, L77 8, L77 9, L78 0, L78 1, L78 2, L78 3, L78 4, L78 5, L78 6, L78 7, L78 8, L78 9, L79 0, L79 1, L79 2, L79 3, L79 4, L79 5, L79 6, L79 7, L79 8, L79 9, L80 0, L80 1, L80 2, L80 3, L80 4, L80 5, L80 6, L80 7, L80 8, L80 9, L81 0, L81 1, L81 2, L81 3, L81 4, L81 5, L81 6, L81 7, L81 8, L81 9, L82 0, L82 1, L82 2, L82 3, L82 4, L82 5, L82 6, L82 7, L82 8, L82 9, L83 0, L83 1, L83 2, L83 3, L83 4, L83 5, L83 6, L83 7, L83 8, L83 9, L84 0, L84 1, L84 2, L84 3, L84 4, L84 5, L84 6, L84 7, L84 8, L84 9, L85 0, L85 1, L85 2, L85 3, L85 4, L85 5, L85 6, L85 7, L85 8, L85 9, L86 0, L86 1, L86 2, L86 3, L86 4, L86 5, L86 6, L86 7, L86 8, L86 9, L87 0, L87 1, L87 2, L87 3, L87 4, L87 5, L87 6, L87 7, L87 8, L87 9, L88 0, L88 1, L88 2, L88 3, L88 4, L88 5, L88 6, L88 7, L88 8, L88 9, L89 0, L89 1, L89 2, L89 3, L89 4, L89 5, L89 6, L89 7, L89 8, L89 9, L90 0, L90 1, L90 2, L90 3, L90 4, L90 5, L90 6, L90 7, L90 8, L90 9, L91 0, L91 1, L91 2, L91 3, L91 4, L91 5, L91 6, L91 7, L91 8, L91 9, L92 0, L92 1, L92 2, L92 3, L92 4, L92 5, L92 6, L92 7, L92 8, L92 9, L93 0, L93 1, L93 2, L93 3, L93 4, L93 5, L93 6, L93 7, L93 8, L93 9, L94 0, L94 1, L94 2, L94 3, L94 4, L94 5, L94 6, L94 7, L94 8, L94 9, L95 0, L95 1, L95 2, L95 3, L95 4, L95 5, L95 6, L95 7, L95 8, L95 9, L96 0, L96 1, L96 2, L96 3, L96 4, L96 5, L96 6, L96 7, L96 8, L96 9, L97 0, L97 1, L97 2, L97 3, L97 4, L97 5, L97 6, L97 7, L97 8, L97 9, L98 0, L98 1, L98 2, L98 3, L98 4, L98 5, L98 6, L98 7, L98 8, L98 9, L99 0, L99 1, L99 2, L99 3, L99 4, L99 5, L99 6, L99 7, L99 8, L99 9, L100 0, L100 1, L100 2, L100 3, L100 4, L100 5, L100 6, L100 7, L100 8, L100 9, L101 0, L101 1, L101 2, L101 3, L101 4, L101 5, L101 6, L101 7, L101 8, L101 9, L102 0, L102 1, L102 2, L102 3, L102 4, L102 5, L102 6, L102 7, L102 8, L102 9, L103 0, L103 1, L103 2, L103 3, L103 4, L103 5, L103 6, L103 7, L103 8, L103 9, L104 0, L104 1, L104 2, L104 3, L104 4, L104 5, L104 6, L104 7, L104 8, L104 9, L105 0, L105 1, L105 2, L105 3, L105 4, L105 5, L105 6, L105 7, L105 8, L105 9, L106 0, L106 1, L106 2, L106 3, L106 4, L106 5, L106 6, L106 7, L106 8, L106 9, L107 0, L107 1, L107 2, L107 3, L107 4, L107 5, L107 6, L107 7, L107 8, L107 9, L108 0, L108 1, L108 2, L108 3, L108 4, L108 5, L108 6, L108 7, L108 8, L108 9, L109 0, L109 1, L109 2, L109 3, L109 4, L109 5, L109 6, L109 7, L109 8, L109 9, L110 0, L110 1, L110 2, L110 3, L110 4, L110 5, L110 6, L110 7, L110 8, L110 9, L111 0, L111 1, L111 2, L111 3, L111 4, L111 5, L111 6, L111 7, L111 8, L111 9, L112 0, L112 1, L112 2, L112 3, L112 4, L112 5, L112 6, L112 7, L112 8, L112 9, L113 0, L113 1, L113 2, L113 3, L113 4, L113 5, L113 6, L113 7, L113 8, L113 9, L114 0, L114 1, L114 2, L114 3, L114 4, L114 5, L114 6, L114 7, L114 8, L114 9, L115 0, L115 1, L115 2, L115 3, L115 4, L115 5, L115 6, L115 7, L115 8, L115 9, L116 0, L116 1, L116 2, L116 3, L116 4, L116 5, L116 6, L116 7, L116 8, L116 9, L117 0, L117 1, L117 2, L117 3, L117 4, L117 5, L117 6, L117 7, L117 8, L117 9, L118 0, L118 1, L118 2, L118 3, L118 4, L118 5, L118 6, L118 7, L118 8, L118 9, L119 0, L119 1, L119 2, L119 3, L119 4, L119 5, L119 6, L119 7, L119 8, L119 9, L120 0, L120 1, L120 2, L120 3, L120 4, L120 5, L120 6, L120 7, L120 8, L120 9, L121 0, L121 1, L121 2, L121 3, L121 4, L121 5, L121 6, L121 7, L121 8, L121 9, L122 0, L122 1, L122 2, L122 3, L122 4, L122 5, L122 6, L122 7, L122 8, L122 9, L123 0, L123 1, L123 2, L123 3, L123 4, L123 5, L123 6, L123 7, L123 8, L123 9, L124 0, L124 1, L124 2, L124 3, L124 4, L124 5, L124 6, L124 7, L124 8, L124 9, L125 0, L125 1, L125 2, L125 3, L125 4, L125 5, L125 6, L125 7, L125 8, L125 9, L126 0, L126 1, L126 2, L126 3, L126 4, L126 5, L126 6, L126 7, L126 8, L126 9, L127 0, L127 1, L127 2, L127 3, L127 4, L127 5, L127 6, L127 7, L127 8, L127 9, L128 0, L128 1, L128 2, L128 3, L128 4, L128 5, L128 6, L128 7, L128 8, L128 9, L129 0, L129 1, L129 2, L129 3, L129 4, L129 5, L129 6, L129 7, L129 8, L129 9, L130 0, L130 1, L130 2, L130 3, L130 4, L130 5, L130 6, L130 7, L130 8, L130 9, L131 0, L131 1, L131 2, L131 3, L131 4, L131 5, L131 6, L131 7, L131 8, L131 9, L132 0, L132 1, L132 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7, L144 8, L144 9, L145 0, L145 1, L145 2, L145 3, L145 4, L145 5, L145 6, L145 7, L145 8, L145 9, L146 0, L146 1, L146 2, L146 3, L146 4, L146 5, L146 6, L146 7, L146 8, L146 9, L147 0, L147 1, L147 2, L147 3, L147 4, L147 5, L147 6, L147 7, L147 8, L147 9, L148 0, L148 1, L148 2, L148 3, L148 4, L148 5, L148 6, L148 7, L148 8, L148 9, L149 0, L149 1, L149 2, L149 3, L149 4, L149 5, L149 6, L149 7, L149 8, L149 9, L150 0, L150 1, L150 2, L150 3, L150 4, L150 5, L150 6, L150 7, L150 8, L150 9, L151 0, L151 1, L151 2, L151 3, L151 4, L151 5, L151 6, L151 7, L151 8, L151 9, L152 0, L152 1, L152 2, L152 3, L152 4, L152 5, L152 6, L152 7, L152 8, L152 9, L153 0, L153 1, L153 2, L153 3, L153 4, L153 5, L153 6, L153 7, L153 8, L153 9, L154 0, L154 1, L154 2, L154 3, L154 4, L154 5, L154 6, L154 7, L154 8, L154 9, L155 0, L155 1, L155 2, L155 3, L155 4, L155 5, L155 6, L155 7, L155 8, L155 9, L156 0, L156 1, L156 2, L156 3, L156 4, L156 5, L156 6, L156 7, L156 8, L156 9, L157 0, L157 1, L157 2, L157 3, L157 4, L157 5, L157 6, L157 7, L157 8, L157 9, L158 0, L158 1, L158 2, L158 3, L158 4, L158 5, L158 6, L158 7, L158 8, L158 9, L159 0, L159 1, L159 2, L159 3, L159 4, L159 5, L159 6, L159 7, L159 8, L159 9, L160 0, L160 1, L160 2, L160 3, L160 4, L160 5, L160 6, L160 7, L160 8, L160 9, L161 0, L161 1, L161 2, L161 3, L161 4, L161 5, L161 6, L161 7, L161 8, L161 9, L162 0, L162 1, L162 2, L162 3, L162 4, L162 5, L162 6, L162 7, L162 8, L162 9, L163 0, L163 1, L163 2, L163 3, L163 4, L163 5, L163 6, L163 7, L163 8, L163 9, L164 0, L164 1, L164 2, L164 3, L164 4, L164 5, L164 6, L164 7, L164 8, L164 9, L165 0, L165 1, L165 2, L165 3, L165 4, L165 5, L165 6, L165 7, L165 8, L165 9, L166 0, L166 1, L166 2, L166 3, L166 4, L166 5, L166 6, L166 7, L166 8, L166 9, L167 0, L167 1, L167 2, L167 3, L167 4, L167 5, L167 6, L167 7, L167 8, L167 9, L168 0, L168 1, L168 2, L168 3, L168 4, L168 5, L168 6, L168 7, L168 8, L168 9, L169 0, L169 1, L169 2, L169 3, L169 4, L169 5, L169 6, L169 7, L169 8, L169 9, L170 0, L170 1, L170 2, L170 3, L170 4, L170 5, L170 6, L170 7, L170 8, L170 9, L171 0, L171 1, L171 2, L171 3, L171 4, L171 5, L171 6, L171 7, L171 8, L171 9,

WYG PLANNING & DESIGN
SEFTON RSR (2011)

TABLE 8: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE S CLOTHES/SHOES (%)	ZONE F CLOTHES/SHOES (%)	ZONE C CLOTHES/SHOES (%)	ZONE B CLOTHES/SHOES (%)	ZONE M CLOTHES/SHOES (%)	ZONE L CLOTHES/SHOES (%)	ZONE K CLOTHES/SHOES (%)	ZONE O CLOTHES/SHOES (%)
WITHIN STUDY AREA									
SEFTON									
Zone S									
South Town Centre (PSA)									
Southport Town Centre	23.9	68.5	48.6	21.7	3.6	12.5	4.5	1.9	44.1
Edge-of-Centre									
Central 12 Retail Park, Southport	1.7	8.1	0.9	0.0	0.0	0.0	0.0	0.0	2.0
Ocean Plaza, Southport	1.3	6.3	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Sub Total	26.9	82.9	49.5	21.7	3.6	12.5	4.5	1.9	48.0
Local Centres									
Ainsdale Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birkdale Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bispham Road, Southport (76)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport (5)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport (6)	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Manchester Road, Southport (83)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport (?)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport (88)	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Sandon Road, Southport (?)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport (4)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.9	0.0	0.9	0.0	0.0	0.0	0.0
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Benthams Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kew Retail Park, Southport	0.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Meols Cop Retail Park, Southport	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Meols Cop, Southport	0.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Wickes, Kew Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	2.7	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	1.2	0.9	18.9	1.9	0.0	0.0	0.0	0.0	0.0
Sub Total	1.2	0.9	18.9	1.9	0.0	0.0	0.0	0.0	0.0
Local Parades									
Church Road, Formby (37 - 38)	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Harington Road, Formby (42)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby (39)	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Altcar Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.3	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	0.2	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby (30)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownmoor Lane, Crosby (32)	0.1	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
College Road, Crosby (?)	0.1	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby (?)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton (90)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre (90)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Zone B									
Boottle Town Centre (PSA)									
Boottle Town Centre	4.0	0.0	0.9	5.7	17.3	1.8	1.8	0.0	0.0
Sub Total	4.0	0.0	0.9	5.7	17.3	1.8	1.8	0.0	0.0
Local Centres									
Netherton Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Seaforth Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Local Parades									
Aintree Road, Bootle (11)	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Albway, Aintree (3)	0.6	0.0	0.0	3.8	0.0	0.9	0.0	1.9	0.0
Church Road, Bootle (2)	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Dale Acte Drive, Bootle (?)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle (16-19)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knowsley Road, Bootle (21)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linacre Lane, Bootle (22)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland District Centre (23)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland Road, Bootle (23)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Orrell Road, Bootle (14)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Park Lane, Bootle (68-70)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pendle View, Bootle (?)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle (51)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Litherland (51)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Street, Bootle (?)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle (24-26)	1.6	0.0	0.0	2.8	4.5	0.9	1.8	0.9	0.0
Sub Total	2.7	0.0	0.0	6.6	7.3	1.8	1.8	2.8	0.0
Out-of-Centre									
Asda, Aintree Retail Park	0.8	0.9	0.0	0.0	1.8	3.6	0.0	0.9	0.0
Aintree Racecourse Retail Park, Aintree	11.5	0.0	1.8	11.3	17.3	28.6	14.3	13.0	4.9
Dunningbridge Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Racecourse Retail, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Ormskirk Road, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Switch Island Retail Park, Netherton	0.4	0.0	0.0	1.9	0.0	0.0	0.9	0.0	0.0
Tesco, Hawthorne Road, Litherland	0.2	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Sub Total	12.9	0.9	1.8	13.2	20.0	32.1	15.2	13.9	4.9
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.5	0.0	0.0	0.0	0.9	2.7	0.0	0.0	1.0
Sub Total	0.5	0.0	0.0	0.0	0.9	2.7	0.0	0.0	1.0
Local Parades									
Liverpool Road North, Maghull (55)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road South, Maghull (56)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Lydiate (53)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull (57)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Lane, Aintree (?)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melling Local Centre (63-64)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Village Centre (?)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL SEFTON	49.8	87.4	73.9	55.7	50.0	50.9	23.2	19.4	55.9

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TABLE 8: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE S CLOTHES/SHOES (%)	ZONE F CLOTHES/SHOES (%)	ZONE C CLOTHES/SHOES (%)	ZONE B CLOTHES/SHOES (%)	ZONE M CLOTHES/SHOES (%)	ZONE L CLOTHES/SHOES (%)	ZONE K CLOTHES/SHOES (%)	ZONE O CLOTHES/SHOES (%)
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norris Green Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton Vale District Centre	0.8	0.0	0.0	0.0	0.0	0.9	2.7	0.9	0.0
County Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Fazakerley Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnfield Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.1	0.0	0.0	0.0	0.0	0.9	3.6	0.9	0.0
Zone K									
Kirkby District Centre	0.8	0.0	0.0	0.0	0.0	0.9	0.0	6.5	2.0
Asda, Utting Avenue, Walton	0.2	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Taskers, Liver Industrial Estate, Walton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.0	0.0	0.0	0.0	0.0	0.9	0.9	6.5	2.0
Zone O									
Ormskirk Town Centre	1.1	0.0	0.9	0.0	0.0	1.8	0.0	1.9	7.8
Sub Total	1.1	0.0	0.9	0.0	0.0	1.8	0.0	1.9	7.8
SUB TOTAL OUTSIDE SEFTON	3.1	0.0	0.9	0.0	0.0	3.6	4.5	9.3	9.8
SUB TOTAL STUDY AREA	53.0	87.4	74.8	55.7	50.0	54.5	27.7	28.7	65.7
OUTSIDE STUDY AREA									
Outside Study Area - Liverpool									
Liverpool City Centre	40.3	8.1	18.9	41.5	45.5	41.1	65.2	55.6	22.6
New Mersey Retail Park, Speke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Mersey Retail Park, Speke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Speke Retail Park, Speke	0.3	0.0	0.0	0.9	0.9	0.0	0.0	0.9	0.0
Edge Lane Retail Park, Liverpool	0.2	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
B&Q, Edge Lane, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knotty Ash Local Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Mossley Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wavertree District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Derby Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Woolton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	41.2	8.1	18.9	42.5	46.4	41.1	67.0	57.4	22.6
Outside Study Area - St Helens									
St Helens Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.9	2.8	0.0
Ravenhead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Ravenshead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helens Retail Park, St Helens	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Sub Total	0.5	0.0	0.0	0.0	0.0	0.0	0.9	3.7	0.0
Outside Study Area - Knowsley									
Prescot Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Cables Retail Park, Prescot	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Huyton Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	0.2	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Sub Total	0.6	0.0	0.0	0.0	0.0	0.0	0.9	2.8	0.0
Outside Study Area - Preston									
Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire									
Chester City Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.6	0.0	0.9	0.9	0.9	0.9	0.0	0.9	2.0
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Gemini Retail Park, Warrington	0.3	0.0	0.0	0.0	0.0	0.0	0.9	0.9	0.0
Riverside Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Widnes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.1	0.0	0.9	0.9	0.9	0.9	0.9	2.8	2.9
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.0
Burscough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tarleton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.0
Sub Total	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.0
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.5	0.0	1.8	0.0	0.0	0.9	0.0	1.9	2.0
Manchester City Centre	0.3	0.0	0.0	0.0	0.9	1.8	0.0	0.0	0.0
Middlebrook Retail Park, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.8	0.0	1.8	0.0	0.9	2.7	0.0	1.9	2.0
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Burnley Town Centre	0.1	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freepoint Fleetwood, Anchorage Road, Blackpool	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigan Town Centre	0.4	0.0	0.0	0.0	0.0	0.9	0.9	0.0	2.0
Sub Total	0.8	0.9	0.0	0.9	0.0	0.9	0.9	0.0	2.9
Outside Study Area - North England									
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle Upon Tyne City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Other									
Abroad	0.4	0.0	1.8	0.0	0.9	0.0	0.0	0.9	1.0
Besley Heath Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Canterbury Town Centre	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.1	0.0	0.9	0.0	0.0	0.0	0.0	0.9	0.0
Loughborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.9	2.7	0.9	0.0	0.0	0.0	0.9	0.0	2.0
Sub-total	1.9	3.6	3.6	0.0	0.9	0.0	1.8	1.9	2.9
SUB TOTAL OUTSIDE STUDY AREA	47.0	12.6	25.2	44.3	50.0	45.5	72.3	71.3	34.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Post code sectors
- b. Market shares derived directly from Sefton Household Survey (July 2011)
- c. Excludes 'don't know/ varies'

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TABLE 9: SHOPPING EXPENDITURE RETENTION (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE S CLOTHES/SHOES (£m)	ZONE F CLOTHES/SHOES (£m)	ZONE C CLOTHES/SHOES (£m)	ZONE B CLOTHES/SHOES (£m)	ZONE M CLOTHES/SHOES (£m)	ZONE L CLOTHES/SHOES (£m)	ZONE K CLOTHES/SHOES (£m)	ZONE O CLOTHES/SHOES (£m)
SEFTON									
Zone S									
South Town Centre (PSA)									
Southport Town Centre	82.3	43.0	8.8	7.4	1.6	3.4	2.7	0.4	15.0
Edge-of-Centre									
Central 12 Retail Park, Southport	5.9	5.1	0.2	0.0	0.0	0.0	0.0	0.0	0.7
Ocean Plaza, Southport	4.6	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Sub Total	92.9	52.0	9.0	7.4	1.6	3.4	2.7	0.4	16.3
Local Centres									
Ainsdale Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birkdale Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bispham Road, Southport (76)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport (5)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport (6)	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Manchester Road, Southport (83)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport (7)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport (88)	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sandon Road, Southport (7)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport (4)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.2	0.0	0.4	0.0	0.0	0.0	0.0
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Bentham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kew Retail Park, Southport	0.9	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Meols Cop Retail Park, Southport	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Meols Cop, Southport	0.9	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Wickes, Kew Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.4	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	4.6	0.6	3.4	0.6	0.0	0.0	0.0	0.0	0.0
Sub Total	4.6	0.6	3.4	0.6	0.0	0.0	0.0	0.0	0.0
Local Parades									
Church Road, Formby (37 - 38)	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Harington Road, Formby (42)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby (39)	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Altcar Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	1.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby (30)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownmoor Lane, Crosby (32)	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
College Road, Crosby (7)	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby (7)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton (90)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre (90)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	11.2	0.0	0.2	1.9	7.5	0.5	1.1	0.0	0.0
Sub Total	11.2	0.0	0.2	1.9	7.5	0.5	1.1	0.0	0.0
Local Centres									
Netherton Local Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Seaforth Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Local Parades									
Aintree Road, Bootle (11)	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Altway, Aintree (3)	1.9	0.0	0.0	1.3	0.0	0.2	0.0	0.4	0.0
Church Road, Bootle (7)	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle (7)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle (16-19)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knowsley Road, Bootle (21)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linacre Lane, Bootle (22)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland District Centre (23)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland Road, Bootle (23)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Orrell Road, Bootle (14)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Park Lane, Bootle (68-70)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pendle View, Bootle (7)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle (51)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Litherland (51)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Street, Bootle (7)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle (24-26)	4.5	0.0	0.0	1.0	2.0	0.2	1.1	0.2	0.0
Sub Total	7.6	0.0	0.0	2.3	3.2	0.5	1.1	0.6	0.0
Out-of-Centre									
Asda, Aintree Retail Park	2.5	0.6	0.0	0.0	0.8	1.0	0.0	0.2	0.0
Aintree Racecourse Retail Park, Aintree	32.5	0.0	0.3	3.9	7.5	7.7	8.7	2.6	1.7
Dunningbridge Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Racecourse Retail, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Ormskirk Road, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Switch Island Retail Park, Netherton	1.2	0.0	0.0	0.6	0.0	0.0	0.5	0.0	0.0
Tesco, Hawthorne Road, Litherland	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Sub Total	36.6	0.6	0.3	4.5	8.7	8.7	9.3	2.8	1.7
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	1.5	0.0	0.0	0.0	0.4	0.7	0.0	0.0	0.3
Sub Total	1.5	0.0	0.0	0.0	0.4	0.7	0.0	0.0	0.3
Local Parades									
Liverpool Road North, Maghull (55)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road South, Maghull (56)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Lydiate (53)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull (57)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Lane, Aintree (7)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melling Local Centre (63-64)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Village Centre (7)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL SEFTON	159.9	54.8	13.4	19.1	21.7	13.8	14.2	3.9	19.0

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TABLE 9: SHOPPING EXPENDITURE RETENTION (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE S CLOTHES/SHOES (£m)	ZONE F CLOTHES/SHOES (£m)	ZONE C CLOTHES/SHOES (£m)	ZONE B CLOTHES/SHOES (£m)	ZONE M CLOTHES/SHOES (£m)	ZONE L CLOTHES/SHOES (£m)	ZONE K CLOTHES/SHOES (£m)	ZONE O CLOTHES/SHOES (£m)
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norris Green Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton Vale District Centre	2.1	0.0	0.0	0.0	0.0	0.2	1.6	0.2	0.0
County Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Fazakerley Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Anfield Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.6	0.0	0.0	0.0	0.0	0.2	2.2	0.2	0.0
Zone K									
Kirkby District Centre	2.2	0.0	0.0	0.0	0.0	0.2	0.0	1.3	0.7
Asda, Utting Avenue, Walton	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Taskers, Liver Industrial Estate, Walton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.8	0.0	0.0	0.0	0.0	0.2	0.5	1.3	0.7
Zone O									
Ormskirk Town Centre	3.7	0.0	0.2	0.0	0.0	0.5	0.0	0.4	2.7
Sub Total	3.7	0.0	0.2	0.0	0.0	0.5	0.0	0.4	2.7
SUB TOTAL OUTSIDE SEFTON	9.1	0.0	0.2	0.0	0.0	1.0	2.7	1.9	3.3
SUB TOTAL STUDY AREA	169.0	54.8	13.6	19.1	21.7	14.7	17.0	5.8	22.3
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	112.4	5.1	3.4	14.2	19.7	11.1	39.9	11.3	7.7
New Mersey Retail Park, Speke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Mersey Retail Park, Speke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Speke Retail Park, Speke	0.9	0.0	0.0	0.3	0.4	0.0	0.0	0.2	0.0
Edge Lane Retail Park, Liverpool	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
B&Q, Edge Lane, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knotty Ash Local Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Mosseley Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wavertree District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Derby Local Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Woolton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	114.6	5.1	3.4	14.5	20.1	11.1	41.0	11.6	7.7
Outside Study Area - St Helens									
St Helens Town Centre	1.1	0.0	0.0	0.0	0.0	0.0	0.5	0.6	0.0
Ravenhead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Ravenshead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helens Retail Park, St Helens	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub Total	1.3	0.0	0.0	0.0	0.0	0.0	0.5	0.8	0.0
Outside Study Area - Knowsley									
Prescot Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Cables Retail Park, Prescot	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Huyton Town Centre	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Sub Total	1.5	0.0	0.0	0.0	0.4	0.0	0.5	0.6	0.0
Outside Study Area - Preston									
Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire									
Chester City Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Cheshire Oaks Designer Outlet, Ellesmere Port	2.0	0.0	0.2	0.3	0.4	0.2	0.0	0.2	0.7
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Gemini Retail Park, Warrington	0.7	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.0
Riverside Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Widnes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Sub Total	3.2	0.0	0.2	0.3	0.4	0.2	0.5	0.6	1.0
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3
Burscough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tarleton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	1.6	0.0	0.3	0.0	0.0	0.2	0.0	0.4	0.7
Manchester City Centre	0.9	0.0	0.0	0.0	0.4	0.5	0.0	0.0	0.0
Middlebrook Retail Park, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.5	0.0	0.3	0.0	0.4	0.7	0.0	0.4	0.7
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Burnley Town Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freepoint Fleetwood, Anchorage Road, Blackpool	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigan Town Centre	1.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.7
Sub Total	2.7	0.6	0.0	0.3	0.0	0.2	0.5	0.0	1.0
Outside Study Area - North England									
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle Upon Tyne City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Other									
Abroad	1.2	0.0	0.3	0.0	0.4	0.0	0.0	0.2	0.3
Bexley Heath Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Canterbury Town Centre	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0
Loughborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	3.1	1.7	0.2	0.0	0.0	0.0	0.5	0.0	0.7
Sub-total	5.8	2.3	0.7	0.0	0.4	0.0	1.1	0.4	1.0
SUB TOTAL OUTSIDE SEFTON	132.1	7.9	4.6	15.2	21.7	12.3	44.3	14.4	11.7
TOTAL	301.1	62.8	18.2	34.3	43.4	27.1	61.2	20.3	34.0

Notes:

- a. Post code sectors
b. Market shares in Table 8 applied to available expenditure identified in Table 7.
c. Excludes 'don't know/ varies'

2010 Prices

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TABLE 10: SHOPPING PATTERNS (SMALL HOUSEHOLD GOODS)

DESTINATION	TOTAL HOUSEHOLD (%)	ZONE S HOUSEHOLD (%)	ZONE F HOUSEHOLD (%)	ZONE C HOUSEHOLD (%)	ZONE B HOUSEHOLD (%)	ZONE M HOUSEHOLD (%)	ZONE L HOUSEHOLD (%)	ZONE K HOUSEHOLD (%)	ZONE O HOUSEHOLD (%)
WITHIN STUDY AREA									
SEFTON									
Zone S									
South Town Centre (PSA)									
Southport Town Centre	14.9	56.3	28.1	9.2	1.3	13.3	0.0	1.5	19.2
Edge-of-Centre									
Central 12 Retail Park, Southport	0.9	4.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Ocean Plaza, Southport	2.5	8.5	3.1	1.3	0.0	0.0	0.0	0.0	7.7
Sub Total	18.2	69.0	31.3	10.5	1.3	13.3	0.0	1.5	28.2
Local Centres									
Ainsdale Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birkdale Local Centre	0.1	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	0.1	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bispham Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport	0.4	1.4	3.1	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandon Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	1.4	3.1	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.5	1.4	0.0	0.0	0.0	0.0	0.0	1.5	1.3
Dobbies Garden Centre, Bertham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	1.1	5.6	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Kew Retail Park, Southport	0.5	1.4	3.1	0.0	0.0	0.0	0.0	0.0	1.3
Meols Cop Retail Park, Southport	0.7	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Meols Cop, Southport	0.5	1.4	0.0	0.0	0.0	1.3	0.0	0.0	1.3
Wickes, Kew Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.3	14.1	3.1	0.0	0.0	1.3	0.0	1.5	5.1
Zone F									
Formby District Centre (PSA)									
Formby District (Village) Centre	0.5	0.0	9.4	1.3	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	9.4	1.3	0.0	0.0	0.0	0.0	0.0
Local Parades									
Church Road, Formby	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Harington Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	0.4	0.0	9.4	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Alcar Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	9.4	0.0	0.0	0.0	0.0	0.0	0.0
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownmoor Lane, Crosby	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
College Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	4.6	0.0	3.1	13.2	17.7	1.3	0.0	0.0	0.0
Sub Total	4.6	0.0	3.1	13.2	17.7	1.3	0.0	0.0	0.0
Local Centres									
Netherton Local Centre	0.3	0.0	0.0	0.0	1.3	0.0	0.0	1.5	0.0
Seaforth Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	1.3	0.0	0.0	1.5	0.0
Local Parades									
Aintree Road, Bootle	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Altway, Aintree	1.1	0.0	1.6	1.3	2.5	1.3	1.2	0.0	0.0
Church Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knowsley Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linacre Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland District Centre	0.2	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Litherland Road, Bootle	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orrell Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Park Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pendle View, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Sefton Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Street, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle	1.9	0.0	0.0	2.6	8.9	0.9	0.0	1.5	0.0
Sub Total	3.6	0.0	1.6	7.9	12.7	1.3	1.2	1.5	0.0
Out-of-Centre									
Asda, Aintree Retail Park	2.1	0.0	0.0	1.3	2.5	5.3	2.4	4.6	1.3
Aintree Racecourse Retail Park, Aintree	12.2	0.0	3.1	13.2	17.7	20.0	15.9	15.4	7.7
Dunningridge Road, Bootle	0.3	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
BRQ, Racecourse Retail Park, Aintree	2.4	0.0	0.0	2.6	5.1	1.3	2.4	1.5	3.8
Homebase, Racecourse Retail, Aintree	0.2	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Wickes, Ormskirk Road, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Switch Island Retail Park, Netherton	1.1	0.0	0.0	3.9	1.3	1.3	1.2	1.5	0.0
Tesco, Hawthorne Road, Litherland	0.2	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Sub Total	18.6	0.0	3.1	21.1	29.1	28.0	23.2	23.1	12.8
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.5	0.0	0.0	0.0	1.3	4.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.0	1.3	4.0	0.0	0.0	0.0
Local Parades									
Liverpool Road North, Maghull	0.2	0.0	0.0	0.0	0.0	1.3	0.0	0.0	1.3
Liverpool Road South, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Lydiate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Lane, Aintree	0.3	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Melling Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.0	0.0	1.3	1.2	0.0	1.3
SUB TOTAL SEFTON	51.3	84.5	65.6	57.9	63.3	50.7	25.6	29.2	47.4

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TABLE 10: SHOPPING PATTERNS (SMALL HOUSEHOLD GOODS)

DESTINATION	TOTAL HOUSEHOLD (%)	ZONE S HOUSEHOLD (%)	ZONE F HOUSEHOLD (%)	ZONE C HOUSEHOLD (%)	ZONE B HOUSEHOLD (%)	ZONE M HOUSEHOLD (%)	ZONE L HOUSEHOLD (%)	ZONE K HOUSEHOLD (%)	ZONE O HOUSEHOLD (%)
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norris Green Local Centre	1.3	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Walton Vale District Centre	0.2	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.0
County Road District Centre	0.2	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	1.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0
Fazakerley Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	1.2	1.5	0.0
Anfield Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.3	0.0	0.0	0.0	1.3	0.0	11.0	1.5	0.0
Zone K									
Kirkby District Centre	1.3	0.0	1.6	0.0	0.0	1.3	1.2	7.7	2.6
Asda, Utting Avenue, Walton	0.3	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Taskers, Liver Industrial Estate, Walton	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.5	1.3
Sub Total	1.9	0.0	1.6	0.0	0.0	1.3	2.4	9.2	3.8
Zone O									
Ormskirk Town Centre	3.3	0.0	0.0	1.3	1.3	6.7	2.4	0.0	17.9
Sub Total	3.3	0.0	0.0	1.3	1.3	6.7	2.4	0.0	17.9
SUB TOTAL OUTSIDE SEFTON	8.5	0.0	1.6	1.3	2.5	8.0	15.9	10.8	21.8
SUB TOTAL STUDY AREA	59.8	84.5	67.2	59.2	65.8	58.7	41.5	40.0	69.2
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	27.1	4.2	28.1	32.9	21.5	33.3	40.2	44.6	16.7
New Mersey Retail Park, Speke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Mersey Retail Park, Speke	0.2	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Speke Retail Park, Speke	1.7	1.4	0.0	0.0	1.3	2.7	3.7	0.0	0.0
Edge Lane Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Edge Lane, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knotty Ash Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mossley Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waverfrees District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Derby Local Centre	0.7	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0
Woolton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	29.6	5.6	28.1	32.9	24.1	36.0	46.3	44.6	16.7
Outside Study Area - St Helens									
St Helens Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Ravenshead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Ravenshead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helens Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Outside Study Area - Knowsley									
Prescot Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Cables Retail Park, Prescot	0.1	0.0	0.0	0.0	0.0	0.1	0.0	1.5	0.0
Huyton Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	0.4	0.0	0.0	0.0	0.0	0.0	1.2	1.5	0.0
Sub Total	0.9	0.0	0.0	0.0	0.0	0.0	1.2	7.7	0.0
Outside Study Area - Preston									
Preston City Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Riversway Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	1.3						
Outside Study Area - Cheshire									
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	1.7	2.8	0.0	1.3	5.1	1.3	0.0	1.5	0.0
Gemini Retail Park, Warrington	4.0	1.4	0.0	1.3	3.8	1.3	8.5	4.6	2.6
Riverside Retail Park, Warrington	0.3	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0
Widnes Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Sub Total	6.1	4.2	0.0	5.3	8.9	2.7	8.5	7.7	2.6
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.1	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Burscough Village Centre	0.4	0.0	0.0	0.0	0.0	1.3	0.0	0.0	2.6
Farneton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Warbeck Garden Centre, Lyelake Lane, Westhead	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.0	0.0	2.7	0.0	0.0	3.8
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.3	0.0	4.7	0.0	0.0	0.0	0.0	0.0	1.3
Manchester City Centre	0.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Middlebrook Retail Park, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	1.4	4.7	0.0	0.0	0.0	0.0	0.0	2.6
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.4	1.4	0.0	0.0	0.0	0.4	0.4	0.0	1.3
Burnley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Freepoint Fleetwood, Anchorage Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	1.4	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Outside Study Area - North England									
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle Upon Tyne City Centre	0.3	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Outside Study Area - Other									
Abroad	0.3	0.0	0.0	1.3	1.3	0.0	0.0	0.0	0.0
Bexley Heath Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canterbury Town Centre	0.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.1	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.3
Other	0.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.1	2.8	0.0	2.6	1.3	0.0	0.0	0.0	1.3
SUB TOTAL OUTSIDE SEFTON	40.2	15.5	32.8	40.8	34.2	41.3	58.5	60.0	30.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Post code sectors
- b. Market shares derived directly from Sefton Household Survey (July 2011)
- c. Excludes 'don't know/ varies'

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TABLE 11: SHOPPING EXPENDITURE RETENTION (SMALL HOUSEHOLD GOODS)

DESTINATION	TOTAL HOUSEHOLD (£m)	ZONE S HOUSEHOLD (£m)	ZONE F HOUSEHOLD (£m)	ZONE C HOUSEHOLD (£m)	ZONE B HOUSEHOLD (£m)	ZONE M HOUSEHOLD (£m)	ZONE L HOUSEHOLD (£m)	ZONE K HOUSEHOLD (£m)	ZONE O HOUSEHOLD (£m)
WITHIN STUDY AREA									
SEFTON									
Zone S									
South Town Centre (PSA)									
Southport Town Centre	33.2	21.3	3.2	2.0	0.3	2.2	0.0	0.2	4.0
Edge-of-Centre									
Central 12 Retail Park, Southport	1.9	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Ocean Plaza, Southport	5.4	3.2	0.4	0.3	0.0	0.0	0.0	0.0	1.6
Sub Total	40.6	26.1	3.6	2.2	0.3	2.2	0.0	0.2	5.9
Local Centres									
Ainsdale Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birkdale Local Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bispham Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport	0.9	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rise Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandon Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ligger Aughton Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
B&Q, Meols Cop Road, Southport	1.0	0.5	0.0	0.0	0.0	0.0	0.0	0.2	0.3
Dobbies Garden Centre, Bentham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	2.4	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Kew Retail Park, Southport	1.2	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.3
Meols Cop Retail Park, Southport	1.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Meols Cop, Southport	1.0	0.5	0.0	0.0	0.0	0.2	0.0	0.0	0.3
Wickes, Kew Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	7.2	5.3	0.4	0.0	0.0	0.2	0.0	0.2	1.1
Zone F									
Formby District Centre (PSA)									
Formby District (Village) Centre	1.4	0.0	1.1	0.3	0.0	0.0	0.0	0.0	0.0
Sub Total	1.4	0.0	1.1	0.3	0.0	0.0	0.0	0.0	0.0
Local Parades									
Church Road, Formby	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Harington Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Altcar Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownmoor Lane, Crosby	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
College Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Zone B									
Boottle Town Centre (PSA)									
Boottle Town Centre	7.6	0.0	0.4	2.8	4.2	0.2	0.0	0.0	0.0
Sub Total	7.6	0.0	0.4	2.8	4.2	0.2	0.0	0.0	0.0
Local Centres									
Netherton Local Centre	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.2	0.0
Seaforth Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.0	0.3	0.0	0.0	0.2	0.0
Local Parades									
Aintree Road, Bootle	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Altway, Aintree	1.7	0.0	0.2	0.3	0.6	0.2	0.4	0.0	0.0
Church Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knowsley Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linacre Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland District Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Litherland Road, Bootle	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orrell Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Park Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pendle View, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Sefton Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Street, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle	2.8	0.0	0.0	0.6	2.1	0.0	0.0	0.2	0.0
Sub Total	5.7	0.0	0.2	1.7	3.0	0.2	0.4	0.2	0.0
Out-of-Centre									
Asda, Aintree Retail Park	3.4	0.0	0.0	0.3	0.6	0.9	0.8	0.5	0.3
Aintree Racecourse Retail Park, Aintree	19.5	0.0	0.4	2.8	4.2	3.4	5.4	1.7	1.6
Dunningbridge Road, Bootle	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	3.8	0.0	0.0	0.6	1.2	0.2	0.8	0.2	0.8
Homebase, Racecourse Retail, Aintree	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Wickes, Ormskirk Road, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Switch Island Retail Park, Netherton	2.0	0.0	0.0	0.8	0.3	0.2	0.4	0.2	0.0
Tesco, Hawthorne Road, Litherland	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Sub Total	29.6	0.0	0.4	4.5	6.9	4.7	7.9	2.6	2.7
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	1.0	0.0	0.0	0.0	0.3	0.7	0.0	0.0	0.0
Sub Total	1.0	0.0	0.0	0.0	0.3	0.7	0.0	0.0	0.0
Local Parades									
Liverpool Road North, Maghull	0.5	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.3
Liverpool Road South, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Lydiate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Lane, Aintree	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Melling Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.3
SUB TOTAL SEFTON	97.3	31.9	7.6	12.4	15.0	8.5	8.8	3.3	9.9

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TABLE 11: SHOPPING EXPENDITURE RETENTION (SMALL HOUSEHOLD GOODS)

DESTINATION	TOTAL HOUSEHOLD (£m)	ZONE S HOUSEHOLD (£m)	ZONE F HOUSEHOLD (£m)	ZONE C HOUSEHOLD (£m)	ZONE B HOUSEHOLD (£m)	ZONE M HOUSEHOLD (£m)	ZONE L HOUSEHOLD (£m)	ZONE K HOUSEHOLD (£m)	ZONE O HOUSEHOLD (£m)
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norris Green Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Walton Vale District Centre	1.7	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0
County Road District Centre	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	1.3	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Fazakerley Local Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0
Anfield Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.2	0.0	0.0	0.0	0.3	0.0	3.8	0.2	0.0
Zone K									
Kirkby District Centre	2.2	0.0	0.2	0.0	0.0	0.2	0.4	0.9	0.5
Asda, Utting Avenue, Walton	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Taskers, Liver Industrial Estate, Walton	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3
Sub Total	3.1	0.0	0.2	0.0	0.0	0.2	0.8	1.0	0.8
Zone O									
Ormskirk Town Centre	6.3	0.0	0.0	0.3	0.3	1.1	0.8	0.0	3.8
Sub Total	6.3	0.0	0.0	0.3	0.3	1.1	0.8	0.0	3.8
SUB TOTAL OUTSIDE SEFTON	13.6	0.0	0.2	0.3	0.6	1.3	5.4	1.2	4.6
SUB TOTAL STUDY AREA	110.9	31.9	7.7	12.6	15.6	9.9	14.2	4.5	14.5
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	44.8	1.6	3.2	7.0	5.1	5.6	13.8	5.0	3.5
New Mersey Retail Park, Speke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Mersey Retail Park, Speke	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Speke Retail Park, Speke	2.5	0.5	0.0	0.0	0.3	0.4	1.3	0.0	0.0
Edge Lane Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Edge Lane, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knotty Ash Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mossesley Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wavertree District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Derby Local Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Woolton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	48.5	2.1	3.2	7.0	5.7	6.0	15.8	5.0	3.5
Outside Study Area - St Helens									
St Helens Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Ravenhead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Ravenshead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helens Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Outside Study Area - Knowsley									
Prescot Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Cables Retail Park, Prescot	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Huyton Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	0.6	0.0	0.0	0.0	0.0	0.0	0.4	0.2	0.0
Sub Total	1.3	0.0	0.0	0.0	0.0	0.0	0.4	0.9	0.0
Outside Study Area - Preston									
Preston City Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Riversway Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.3						
Outside Study Area - Cheshire									
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	2.9	1.1	0.0	0.3	1.2	0.2	0.2	0.2	0.0
Gemini Retail Park, Warrington	5.9	0.5	0.0	0.3	0.9	0.2	2.9	0.5	0.5
Riverside Retail Park, Warrington	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Widnes Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Sub Total	9.6	1.6	0.0	1.1	2.1	0.4	2.9	0.9	0.5
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Burscough Village Centre	0.8	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.5
Tarleton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Sub Total	1.3	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.8
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.8	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.3
Manchester City Centre	0.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Middlebrook Retail Park, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.6	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.5
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Burnley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Freeport Fleetwood, Anchorage Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wisgan Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Outside Study Area - North England									
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle Upon Tyne City Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Outside Study Area - Other									
Abroad	0.6	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0
Bexley Heath Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canterbury Town Centre	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Other	0.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Sub-total	2.2	1.1	0.0	0.6	0.3	0.0	0.0	0.0	0.3
SUB TOTAL OUTSIDE SEFTON	66.6	5.9	3.8	8.7	8.1	6.9	20.0	6.7	6.4
TOTAL	177.5	37.8	11.5	21.4	23.7	16.8	34.2	11.2	20.9

Notes:

- a. Post code sectors
b. Market shares in Table 10 applied to available expenditure identified in Table7.
c. Excludes 'don't know/ varies'

2010 Prices

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TABLE 12: SHOPPING PATTERNS (TOYS, RECREATIONAL GOODS, ETC.)

DESTINATION	TOTAL TOYS (%)	ZONE S TOYS (%)	ZONE F TOYS (%)	ZONE C TOYS (%)	ZONE B TOYS (%)	ZONE M TOYS (%)	ZONE L TOYS (%)	ZONE K TOYS (%)	ZONE O TOYS (%)
WITHIN STUDY AREA									
SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	16.0	56.7	28.0	11.3	1.6	16.4	0.0	0.0	18.6
Edge-of-Centre									
Central 12 Retail Park, Southport	1.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ocean Plaza, Southport	0.3	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	17.2	63.3	28.0	11.3	1.6	16.4	0.0	0.0	18.6
Local Centres									
Ainsdale Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birkdale Local Centre	0.1	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	0.1	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bispham Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport	0.2	0.0	2.0	0.0	0.0	1.8	0.0	0.0	0.0
Manchester Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandon Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	2.0	0.0	0.0	1.8	0.0	0.0	0.0
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Bentham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kew Retail Park, Southport	1.6	5.0	4.0	0.0	0.0	0.0	0.0	0.0	7.0
Meols Cop Retail Park, Southport	3.3	16.7	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Meols Cop, Southport	1.4	6.7	0.0	0.0	0.0	1.8	0.0	0.0	0.0
Wickes, Kew Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.3	28.3	6.0	0.0	0.0	1.8	0.0	0.0	7.0
Zone F									
Formby District Centre (PSA)									
Formby District (Village) Centre	1.5	0.0	20.0	7.5	0.0	0.0	0.0	0.0	0.0
Sub Total	1.5	0.0	20.0	7.5	0.0	0.0	0.0	0.0	0.0
Local Parades									
Church Road, Formby	0.2	0.0	6.0	0.0	0.0	0.0	0.0	0.0	0.0
Harington Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby	0.1	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	8.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Altcar Road, Formby	0.2	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.7	1.7	0.0	3.8	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	1.7	0.0	3.8	0.0	0.0	0.0	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	0.2	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownmoor Lane, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
College Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton	0.1	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	4.0	0.0	0.0	13.2	12.9	0.0	1.6	0.0	0.0
Sub Total	4.0	0.0	0.0	13.2	12.9	0.0	1.6	0.0	0.0
Local Centres									
Netherton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaforth Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Aintree Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Allway, Aintree	0.2	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Church Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle	0.3	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Knowsley Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linacre Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland Road, Bootle	0.3	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orrell Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Park Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pendle View, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Street, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle	1.6	0.0	0.0	1.9	8.1	0.0	0.0	0.0	0.0
Sub Total	2.4	0.0	0.0	3.8	11.3	0.0	0.0	0.0	0.0
Out-of-Centre									
Asda, Aintree Retail Park	2.1	0.0	0.0	0.0	4.8	7.3	0.0	3.9	4.7
Aintree Racecourse Retail Park, Aintree	11.2	1.7	4.0	20.8	14.5	12.7	11.3	15.7	14.0
Duningsbridge Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Racecourse Retail, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Ormskirk Road, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Switch Island Retail Park, Netherton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Hawthorne Road, Litherland	0.3	0.0	0.0	0.0	1.6	2.0	0.0	0.0	0.0
Sub Total	13.6	1.7	4.0	20.8	21.0	20.0	11.3	19.6	18.6
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.1	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0
Local Parades									
Liverpool Road North, Maghull	0.1	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0
Liverpool Road South, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Lydiate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Lane, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melling Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.1	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0
Sefton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0
SUB TOTAL SEFTON	47.2	95.0	74.0	62.3	46.8	47.3	12.9	19.6	44.2

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TABLE 12: SHOPPING PATTERNS (TOYS, RECREATIONAL GOODS, ETC.)

DESTINATION	TOTAL TOYS (%)	ZONE S TOYS (%)	ZONE F TOYS (%)	ZONE C TOYS (%)	ZONE B TOYS (%)	ZONE M TOYS (%)	ZONE L TOYS (%)	ZONE K TOYS (%)	ZONE O TOYS (%)
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.2	0.0	2.0	0.0	0.0	0.0	0.0	2.0	0.0
Norris Green Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton Vale District Centre	3.5	0.0	0.0	0.0	0.0	0.0	12.9	0.0	0.0
County Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fazakerley Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Arnfield Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.2	0.0	2.0	0.0	0.0	0.0	14.5	2.0	0.0
Zone K									
Kirkby District Centre	1.8	0.0	0.0	0.0	0.0	1.8	1.6	15.7	0.0
Asda, Utting Avenue, Walton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Taskers, Liver Industrial Estate, Walton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.8	0.0	0.0	0.0	0.0	1.8	1.6	15.7	0.0
Zone O									
Ormskirk Town Centre	4.1	0.0	0.0	0.0	1.6	16.4	0.0	2.0	32.6
Sub Total	4.1	0.0	0.0	0.0	1.6	16.4	0.0	2.0	32.6
SUB TOTAL OUTSIDE SEFTON	10.0	0.0	2.0	0.0	1.6	18.2	16.1	19.6	32.6
SUB TOTAL STUDY AREA	57.2	95.0	76.0	62.3	48.4	65.5	29.0	39.2	76.7
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	33.4	3.3	18.0	34.0	46.8	29.1	51.6	43.1	14.0
New Mersey Retail Park, Speke	0.9	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0
B&Q, New Mersey Retail Park, Speke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Speke Retail Park, Speke	3.3	0.0	0.0	0.0	3.2	1.8	8.1	5.9	0.0
Edge Lane Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Edge Lane, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.6	1.7	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Knotty Ash Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mossesley Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wavertree District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Derby Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woolton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	38.2	5.0	18.0	34.0	51.6	30.9	62.9	49.0	14.0
Outside Study Area - St Helens									
St Helens Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	1.6	2.0	0.0
Ravenhead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Ravenhead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helens Retail Park, St Helens	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Sub Total	0.8	0.0	0.0	0.0	0.0	0.0	1.6	2.0	2.3
Outside Study Area - Knowsley									
Prescot Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0
Cables Retail Park, Prescot	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0
Huyton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	0.6	0.0	0.0	0.0	0.0	0.0	1.6	2.0	0.0
Sub Total	1.0	0.0	0.0	0.0	0.0	0.0	1.6	7.8	0.0
Outside Study Area - Preston									
Preston City Centre	0.3	0.0	2.0	0.0	0.0	0.0	0.0	0.0	2.3
Riversway Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	2.0	0.0	0.0	0.0	0.0	0.0	2.3
Outside Study Area - Cheshire									
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gemini Retail Park, Warrington	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0
Riverside Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Widnes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burscough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tarleton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.9	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0
Manchester City Centre	0.1	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0
Middlebrook Retail Park, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.0	0.0	0.0	0.0	0.0	1.8	3.2	0.0	0.0
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freepoint Fleetwood, Anchorage Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigan Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Sub Total	0.2	0.0	2.3						
Outside Study Area - North England									
Leeds City Centre	0.2	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.4	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0
Newcastle Upon Tyne City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	1.9	0.0	0.0	1.6	0.0	0.0
Outside Study Area - Other									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bexley Heath Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canterbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.1	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.6	0.0	2.0	1.9	0.0	1.8	0.0	0.0	2.3
Sub-total	0.6	0.0	4.0	1.9	0.0	1.8	0.0	0.0	2.3
SUB TOTAL OUTSIDE SEFTON	42.8	5.0	24.0	37.7	51.6	34.5	71.0	60.8	23.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Post code sectors
- b. Market shares derived directly from Sefton Household Survey (July 2011)
- c. Excludes 'don't know/ varies'

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TABLE 13: SHOPPING EXPENDITURE RETENTION (TOYS, RECREATIONAL GOODS, ETC.)

DESTINATION	TOTAL TOYS (£m)	ZONE S TOYS (£m)	ZONE F TOYS (£m)	ZONE C TOYS (£m)	ZONE B TOYS (£m)	ZONE M TOYS (£m)	ZONE L TOYS (£m)	ZONE K TOYS (£m)	ZONE O TOYS (£m)
WITHIN STUDY AREA									
SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	35.7	22.5	3.2	2.5	0.5	2.8	0.0	0.0	4.2
Edge-of-Centre									
Central 12 Retail Park, Southport	2.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ocean Plaza, Southport	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	38.3	25.1	3.2	2.5	0.5	2.8	0.0	0.0	4.2
Local Centres									
Ainsdale Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birkdale Local Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bispham Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport	0.5	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0
Manchester Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandon Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.2	0.0	0.0	0.3	0.0	0.0	0.0
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Bentham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kew Retail Park, Southport	4.0	2.0	0.5	0.0	0.0	0.0	0.0	0.0	1.6
Meols Cop Retail Park, Southport	6.8	6.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Meols Cop, Southport	3.0	2.6	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Wickes, Kew Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	13.8	11.2	0.7	0.0	0.0	0.3	0.0	0.0	1.6
Zone F									
Formby District Centre (PSA)									
Formby District (Village) Centre	3.9	0.0	2.3	1.6	0.0	0.0	0.0	0.0	0.0
Sub Total	3.9	0.0	2.3	1.6	0.0	0.0	0.0	0.0	0.0
Local Parades									
Church Road, Formby	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Harington Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Altcar Road, Formby	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	1.5	0.7	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Sub Total	1.5	0.7	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownmoor Lane, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
College Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	7.4	0.0	0.0	2.9	3.8	0.0	0.7	0.0	0.0
Sub Total	7.4	0.0	0.0	2.9	3.8	0.0	0.7	0.0	0.0
Local Centres									
Netherton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaforth Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Aintree Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Altway, Aintree	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Church Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Knowsley Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linacre Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland Road, Bootle	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orrell Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Park Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pendle View, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Street, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle	2.8	0.0	0.0	0.4	2.4	0.0	0.0	0.0	0.0
Sub Total	4.2	0.0	0.0	0.8	3.4	0.0	0.0	0.0	0.0
Out-of-Centre									
Asda, Aintree Retail Park	4.3	0.0	0.0	0.0	1.4	1.3	0.0	0.6	1.0
Aintree Racecourse Retail Park, Aintree	22.4	0.7	0.5	4.5	4.3	2.2	4.9	2.3	3.1
Dunningbridge Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Racecourse Retail, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Ormskirk Road, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Switch Island Retail Park, Netherton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Hawthorne Road, Litherland	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Sub Total	27.2	0.7	0.5	4.5	6.2	3.5	4.9	2.8	4.2
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Local Parades									
Liverpool Road North, Maghull	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Liverpool Road South, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Lydiate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Lane, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melling Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Sefton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
SUB TOTAL SEFTON	100.2	37.7	8.5	13.5	13.9	8.2	5.5	2.8	10.0

WYG PLANNING & DESIGN
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TABLE 13: SHOPPING EXPENDITURE RETENTION (TOYS, RECREATIONAL GOODS, ETC.)

DESTINATION	TOTAL TOYS (£m)	ZONE S TOYS (£m)	ZONE F TOYS (£m)	ZONE C TOYS (£m)	ZONE B TOYS (£m)	ZONE M TOYS (£m)	ZONE L TOYS (£m)	ZONE K TOYS (£m)	ZONE O TOYS (£m)
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.0
Norris Green Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton Vale District Centre	5.5	0.0	0.0	0.0	0.0	0.0	5.5	0.0	0.0
County Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fazakerley Local Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Arnfield Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.8	0.0	0.2	0.0	0.0	0.0	6.2	0.3	0.0
Zone K									
Kirkby District Centre	3.3	0.0	0.0	0.0	0.0	0.3	0.7	2.3	0.0
Asda, Utting Avenue, Walton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Taskers, Liver Industrial Estate, Walton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.3	0.0	0.0	0.0	0.0	0.3	0.7	2.3	0.0
Zone O									
Ormskirk Town Centre	11.0	0.0	0.0	0.0	0.5	2.8	0.0	0.3	7.3
Sub Total	11.0	0.0	0.0	0.0	0.5	2.8	0.0	0.3	7.3
SUB TOTAL OUTSIDE SEFTON	21.0	0.0	0.2	0.0	0.5	3.2	6.9	2.6	7.3
SUB TOTAL STUDY AREA	121.1	37.7	8.7	13.5	14.4	11.4	12.5	5.7	17.3

WYG PLANNING & DESIGN
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TABLE 13: SHOPPING EXPENDITURE RETENTION (TOYS, RECREATIONAL GOODS, ETC.)

DESTINATION	TOTAL TOYS (£m)	ZONE S TOYS (£m)	ZONE F TOYS (£m)	ZONE C TOYS (£m)	ZONE B TOYS (£m)	ZONE M TOYS (£m)	ZONE L TOYS (£m)	ZONE K TOYS (£m)	ZONE O TOYS (£m)
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	61.3	1.3	2.1	7.4	13.9	5.1	22.2	6.2	3.1
New Mersey Retail Park, Speke	1.4	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
B&Q, New Mersey Retail Park, Speke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Speke Retail Park, Speke	5.6	0.0	0.0	0.0	1.0	0.3	3.5	0.8	0.0
Edge Lane Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Edge Lane, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunts Cross Retail Park, Liverpool	1.1	0.7	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Knotty Ash Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mossley Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wavertree District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Derby Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woolton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	69.4	2.0	2.1	7.4	15.4	5.4	27.0	7.1	3.1
Outside Study Area - St Helens									
St Helens Town Centre	1.0	0.0	0.0	0.0	0.0	0.0	0.7	0.3	0.0
Ravenhead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Ravenshead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helens Retail Park, St Helens	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Sub Total	1.5	0.0	0.0	0.0	0.0	0.0	0.7	0.3	0.5
Outside Study Area - Knowsley									
Prescot Town Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Cables Retail Park, Prescot	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Huyton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	1.0	0.0	0.0	0.0	0.0	0.0	0.7	0.3	0.0
Sub Total	1.8	0.0	0.0	0.0	0.0	0.0	0.7	1.1	0.0
Outside Study Area - Preston									
Preston City Centre	0.8	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.5
Riversway Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.8	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.5
Outside Study Area - Cheshire									
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gemini Retail Park, Warrington	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Riverside Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Widnes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burscough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tarleton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	1.4	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Manchester City Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Middlebrook Retail Park, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.7	0.0	0.0	0.0	0.0	0.3	1.4	0.0	0.0
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freepoint Fleetwood, Anchorage Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigan Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Sub Total	0.5	0.0	0.5						
Outside Study Area - North England									
Leeds City Centre	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.7	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Newcastle Upon Tyne City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.1	0.0	0.0	0.4	0.0	0.0	0.7	0.0	0.0
Outside Study Area - Other									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bexley Heath Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canterbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	1.5	0.0	0.2	0.4	0.0	0.3	0.0	0.0	0.5
Sub-total	1.7	0.0	0.5	0.4	0.0	0.3	0.0	0.0	0.5
SUB TOTAL OUTSIDE SEFTON	78.8	2.0	2.7	8.2	15.4	6.0	30.5	8.8	5.2
TOTAL	200.0	39.7	11.4	21.7	29.8	17.4	43.0	14.4	22.6

Notes:

- a. Post code sectors
b. Market shares in Table 12 applied to available expenditure identified in Table7.
c. Excludes 'don't know/ varies'

2010 Prices

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TABLE 14: SHOPPING PATTERNS (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST (%)	ZONE S CHEMIST (%)	ZONE F CHEMIST (%)	ZONE C CHEMIST (%)	ZONE B CHEMIST (%)	ZONE M CHEMIST (%)	ZONE L CHEMIST (%)	ZONE K CHEMIST (%)	ZONE O CHEMIST (%)
WITHIN STUDY AREA									
SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	12.9	53.9	6.2	2.9	0.0	6.3	0.0	0.0	16.9
Edge-of-Centre									
Central 12 Retail Park, Southport	1.4	7.0	0.9	0.0	0.0	0.0	0.0	0.0	0.8
Ocean Plaza, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	14.4	60.9	7.1	2.9	0.0	6.3	0.0	0.0	17.8
Local Centres									
Ainsdale Local Centre	1.3	7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birkdale Local Centre	0.7	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Local Centre	0.7	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Shakespeare Street Local Centre	0.5	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	3.2	16.5	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Local Parades									
Bispham Road, Southport	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport	0.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Sandon Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport	0.3	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.2	5.2	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Benthams Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kew Retail Park, Southport	0.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Meols Cop Retail Park, Southport	1.2	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Tesco, Meols Cop, Southport	1.9	7.0	0.0	0.0	0.9	0.0	0.0	0.0	3.4
Wickes, Kew Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.4	13.9	0.0	0.0	0.9	0.9	0.0	0.0	5.1
Zone F									
Formby District Centre (PSA)									
Formby District (Village) Centre	4.5	0.0	81.4	3.8	0.0	1.8	0.0	0.0	1.7
Sub Total	4.5	0.0	81.4	3.8	0.0	1.8	0.0	0.0	1.7
Local Parades									
Church Road, Formby	0.1	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0
Harington Road, Formby	0.1	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Altcar Road, Formby	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	4.4	0.0	0.0	46.2	0.9	0.9	0.0	0.0	0.0
Sub Total	4.4	0.0	0.0	46.2	0.9	0.9	0.0	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	0.8	0.0	0.0	8.7	0.0	0.0	0.0	0.0	0.0
Sub Total	0.8	0.0	0.0	8.7	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby	0.2	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
Brownmor Lane, Crosby	0.3	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
College Road, Crosby	0.3	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby	0.2	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton	0.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.2	0.0	0.9	1.9	0.0	0.0	0.0	0.0	0.0
Sub Total	1.2	0.0	0.9	12.5	0.0	0.0	0.0	0.0	0.0
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	4.2	0.0	0.0	3.8	19.6	0.9	2.7	0.0	0.0
Sub Total	4.2	0.0	0.0	3.8	19.6	0.9	2.7	0.0	0.0
Local Centres									
Netherton Local Centre	0.8	0.0	0.0	1.0	3.7	0.0	0.0	0.9	0.0
Seaforth Local Centre	0.3	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0
Sub Total	1.1	0.0	0.0	1.0	5.6	0.0	0.0	0.9	0.0
Local Parades									
Aintree Road, Bootle	0.4	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0
Allway, Aintree	1.0	0.0	0.0	0.0	2.8	0.9	1.8	0.9	0.0
Church Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle	0.3	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0
Knowsley Road, Bootle	0.4	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0
Linacre Lane, Bootle	0.5	0.0	0.0	0.0	1.9	0.0	0.9	0.0	0.0
Litherland District Centre	0.2	0.0	0.0	1.0	0.9	0.0	0.0	0.0	0.0
Litherland Road, Bootle	0.2	0.0	0.0	1.0	0.9	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orrill Road, Bootle	0.4	0.0	0.0	0.0	0.9	0.0	0.9	0.0	0.0
Park Lane, Bootle	0.1	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Pendle View, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Litherland	0.3	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0
Sefton Street, Bootle	0.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle	2.2	0.0	0.0	0.0	11.2	0.0	1.8	0.0	0.0
Sub Total	6.1	0.0	0.0	1.9	28.0	0.9	5.3	0.9	0.0
Out-of-Centre									
Asda, Aintree Retail Park	2.6	0.0	0.0	1.9	5.6	4.5	2.7	5.5	0.8
Aintree Racecourse Retail Park, Aintree	6.3	0.9	0.0	1.9	13.1	15.3	7.1	9.2	0.8
Dunningbridge Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Racecourse Retail, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Ormskirk Road, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Switch Island Retail Park, Netherton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Hawthorne Road, Litherland	0.1	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Sub Total	9.0	0.9	0.0	3.8	19.6	19.8	9.7	14.7	1.7
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	3.1	0.0	0.0	0.0	0.0	36.0	0.0	1.8	0.8
Sub Total	3.1	0.0	0.0	0.0	0.0	36.0	0.0	1.8	0.8
Local Parades									
Liverpool Road North, Maghull	0.3	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0
Liverpool Road South, Maghull	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Liverpool Road, Lydiate	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Liverpool Road, Maghull	0.1	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0
Long Lane, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melling Local Centre	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.9	0.0
Sefton Lane, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Maghull	0.3	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0
Sub Total	1.0	0.0	0.0	0.0	0.0	11.7	0.0	0.9	0.0
Sub Total SEFTON									
	57.7	97.4	95.6	84.6	74.8	79.3	17.7	19.3	29.7
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.2	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0

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TABLE 14: SHOPPING PATTERNS (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST (%)	ZONE S CHEMIST (%)	ZONE F CHEMIST (%)	ZONE C CHEMIST (%)	ZONE B CHEMIST (%)	ZONE M CHEMIST (%)	ZONE L CHEMIST (%)	ZONE K CHEMIST (%)	ZONE O CHEMIST (%)
Norris Green Local Centre	1.3	0.0	0.0	0.0	0.0	0.0	5.3	0.0	0.0
Walton Vale District Centre	5.9	0.0	0.0	1.0	2.8	0.9	20.4	1.8	0.0
County Road District Centre	1.3	0.0	0.0	0.0	0.9	0.0	4.4	0.0	0.0
Breck Road District Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Rice Lane (Walton) Local Centre	0.9	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Fazakerley Local Centre	1.2	0.0	0.0	0.0	0.0	0.9	3.5	2.8	0.0
Anfield Local Centre	0.9	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.0
Aughton Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Halsall Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Sub Total	12.1	0.0	0.0	1.0	3.7	1.8	42.5	4.6	2.5
Zone K									
Kirkby District Centre	4.9	0.0	0.0	0.0	0.0	0.9	0.9	50.5	4.2
Asda, Utting Avenue, Walton	1.4	0.0	0.0	0.0	0.0	0.0	5.3	0.9	0.0
Taskers, Liver Industrial Estate, Walton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.3	0.0	0.0	0.0	0.0	0.9	6.2	51.4	4.2
Zone O									
Ormskirk Town Centre	6.4	0.0	0.0	1.0	0.0	6.3	0.0	1.8	54.2
Sub Total	6.4	0.0	0.0	1.0	0.0	6.3	0.0	1.8	54.2
SUB TOTAL OUTSIDE SEFTON	24.8	0.0	0.0	1.9	3.7	9.0	48.7	57.8	61.0
SUB TOTAL STUDY AREA	82.4	97.4	95.6	86.5	78.5	88.3	66.4	77.1	90.7
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	13.4	0.9	2.7	12.5	20.6	9.0	27.4	10.1	2.5
New Mersey Retail Park, Speke	0.2	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
B&Q, New Mersey Retail Park, Speke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Speke Retail Park, Speke	0.7	0.0	0.0	0.0	0.0	0.9	1.8	1.8	0.0
Edge Lane Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Edge Lane, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knotty Ash Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mossesley Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waverley District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Derby Local Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Woolton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	14.5	0.9	2.7	12.5	20.6	9.9	31.0	11.9	2.5
Outside Study Area - St Helens									
St Helens Town Centre	0.2	0.0	0.0	0.0	0.0	0.9	0.0	1.8	0.0
Ravenhead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Ravenshead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helens Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.0	0.0	0.9	0.0	1.8	0.0
Outside Study Area - Knowsley									
Prescot Town Centre	0.1	0.0	0.9	0.0	0.0	0.0	0.0	0.9	0.0
Cables Retail Park, Prescot	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Huyton Town Centre	0.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Rainhill Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.9	0.0
Tesco Extra, Cables Retail Park, Prescot	0.3	0.0	0.0	0.0	0.0	0.0	0.9	0.9	0.0
Sub Total	0.7	0.0	0.9	1.0	0.0	0.0	0.9	4.6	0.0
Outside Study Area - Preston									
Preston City Centre	0.4	0.9	0.0	0.0	0.9	0.0	0.0	0.9	0.0
Riversway Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.9	0.0	0.0	0.9	0.0	0.0	0.9	0.0
Outside Study Area - Cheshire									
Chester City Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gemini Retail Park, Warrington	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.8
Riverside Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wildnes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.8
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.7
Burscough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tarleton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.7
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.2	0.0	0.9	0.0	0.0	0.0	0.0	0.0	1.7
Manchester City Centre	0.1	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Middlebrook Retail Park, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.9	0.0	0.0	0.9	0.0	0.0	1.7
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freepoint Fleetwood, Anchorage Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigan Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.8
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.9	0.0	1.7
Outside Study Area - North England									
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle Upon Tyne City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Other									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bexley Heath Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canterbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.5	0.9	0.0	0.0	0.0	0.0	0.9	0.9	0.8
Sub-total	0.5	0.9	0.0	0.0	0.0	0.0	0.9	0.9	0.8
SUB TOTAL OUTSIDE SEFTON	17.6	2.6	4.4	13.5	21.5	11.7	33.6	22.9	9.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Post code sectors
- b. Market shares derived directly from Sefton Household Survey (July 2011)
- c. Excludes 'don't know/ varies'

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TABLE 15: SHOPPING EXPENDITURE RETENTION (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST (£m)	ZONE S CHEMIST (£m)	ZONE F CHEMIST (£m)	ZONE C CHEMIST (£m)	ZONE B CHEMIST (£m)	ZONE M CHEMIST (£m)	ZONE L CHEMIST (£m)	ZONE K CHEMIST (£m)	ZONE O CHEMIST (£m)
WITHIN STUDY AREA									
SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	6.3	4.8	0.2	0.1	0.0	0.3	0.0	0.0	0.8
Edge-of-Centre									
Central 12 Retail Park, Southport	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ocean Plaza, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.9	5.4	0.2	0.1	0.0	0.3	0.0	0.0	0.9
Local Centres									
Ainsdale Local Centre	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birkdale Local Centre	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Local Centre	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	1.5	1.5	0.0						
Local Parades									
Bispham Road, Southport	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sandon Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Bentham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kew Retail Park, Southport	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meols Cop Retail Park, Southport	0.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Meols Cop, Southport	0.9	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Wickes, Kew Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.6	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Zone F									
Formby District Centre (PSA)									
Formby District (Village) Centre	2.8	0.0	2.5	0.2	0.0	0.1	0.0	0.0	0.1
Sub Total	2.8	0.0	2.5	0.2	0.0	0.1	0.0	0.0	0.1
Local Parades									
Church Road, Formby	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Harrington Road, Formby	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Altcar Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	2.3	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0
Sub Total	2.3	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Brownmoor Lane, Crosby	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
College Road, Crosby	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	1.3	0.0	0.0	0.2	0.9	0.0	0.2	0.0	0.0
Sub Total	1.3	0.0	0.0	0.2	0.9	0.0	0.2	0.0	0.0
Local Centres									
Netherton Local Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Seaforth Local Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Local Parades									
Aintree Road, Bootle	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Altway, Aintree	0.3	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0
Church Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Knowsley Road, Bootle	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Linacre Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland District Centre	0.2	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0
Litherland Road, Bootle	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
O'Neill Road, Bootle	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Park Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pendle View, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Litherland	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sefton Street, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle	0.7	0.0	0.0	0.0	0.5	0.0	0.1	0.0	0.0
Sub Total	1.9	0.0	0.0	0.1	1.3	0.0	0.4	0.0	0.0
Out-of-Centre									
Asda, Aintree Retail Park	0.9	0.0	0.0	0.1	0.3	0.2	0.2	0.1	0.0
Aintree Racecourse Retail Park, Aintree	2.2	0.1	0.0	0.1	0.6	0.7	0.5	0.2	0.0
Dunningbridge Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Racecourse Retail, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Ormskirk Road, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Switch Island Retail Park, Netherton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Hawthorne Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.1	0.1	0.0	0.2	0.9	0.9	0.7	0.3	0.1
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	1.6	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0
Sub Total	1.6	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0
Local Parades									
Liverpool Road North, Maghull	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Liverpool Road South, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Lydiate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Long Lane, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melling Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Maghull	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
SUB TOTAL SEFTON	25.7	8.7	2.9	4.0	3.6	3.4	1.3	0.4	1.5
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Norris Green Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Walton Vale District Centre	1.7	0.0	0.0	0.0	0.1	0.0	1.5	0.0	0.0
County Road District Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0

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TABLE 15: SHOPPING EXPENDITURE RETENTION (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST (£m)	ZONE S CHEMIST (£m)	ZONE F CHEMIST (£m)	ZONE C CHEMIST (£m)	ZONE B CHEMIST (£m)	ZONE M CHEMIST (£m)	ZONE L CHEMIST (£m)	ZONE K CHEMIST (£m)	ZONE O CHEMIST (£m)
Beck Road District Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Rice Lane (Walton) Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Fazakerley Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0
Anfield Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Aughton Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.6	0.0	0.0	0.0	0.2	0.1	3.0	0.1	0.1
Zone K									
Kirkby District Centre	1.4	0.0	0.0	0.0	0.0	0.0	0.1	1.1	0.2
Asda, Utting Avenue, Walton	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Taskers, Liver Industrial Estate, Walton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.8	0.0	0.0	0.0	0.0	0.0	0.4	1.1	0.2
Zone O									
Ormskirk Town Centre	3.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	2.7
Sub Total	3.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	2.7
SUB TOTAL OUTSIDE SEFTON	8.4	0.0	0.0	0.1	0.2	0.4	3.5	1.2	3.0
SUB TOTAL STUDY AREA	34.1	8.7	2.9	4.1	3.8	3.8	4.8	1.6	4.5
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	4.4	0.1	0.1	0.6	1.0	0.4	2.0	0.2	0.1
New Mersey Retail Park, Speke	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
B&Q, New Mersey Retail Park, Speke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Speke Retail Park, Speke	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Edge Lane Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Edge Lane, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knotty Ash Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wossley Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wavertree District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Derby Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Woolton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.8	0.1	0.1	0.6	1.0	0.4	2.2	0.3	0.1
Outside Study Area - St Helens									
St Helens Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ravenhead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Ravenshead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helens Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0							
Outside Study Area - Knowsley									
Prescot Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cables Retail Park, Prescot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huyton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub Total	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Outside Study Area - Preston									
Preston City Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.1	0.0						
Outside Study Area - Cheshire									
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gemini Retail Park, Warrington	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Widnes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0							
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Burscough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tarleton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.1						
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.1						
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freepoint Fleetwood, Anchorage Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Layland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigan Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1
Outside Study Area - North England									
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle Upon Tyne City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Other									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bexley Heath Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canterbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sub-total	0.2	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0
SUB TOTAL OUTSIDE SEFTON	5.9	0.2	0.1	0.6	1.0	0.5	2.4	0.5	0.5
TOTAL	40.0	8.9	3.0	4.7	4.8	4.3	7.2	2.1	4.9

Notes:

- a. Post code sectors
- b. Market shares in Table 14 applied to available expenditure identified in Table7.
- c. Excludes 'don't know/ varies'

2010 Prices

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TABLE 16: SHOPPING PATTERNS (ELECTRICAL GOODS)

DESTINATION	TOTAL ELECTRICAL (%)	ZONE S ELECTRICAL (%)	ZONE F ELECTRICAL (%)	ZONE C ELECTRICAL (%)	ZONE B ELECTRICAL (%)	ZONE M ELECTRICAL (%)	ZONE L ELECTRICAL (%)	ZONE K ELECTRICAL (%)	ZONE O ELECTRICAL (%)
SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	6.7	30.6	8.2	3.4	0.0	0.0	0.0	1.2	7.5
Edge-of-Centre									
Central 12 Retail Park, Southport	0.7	2.4	3.5	0.0	0.0	0.0	0.0	0.0	1.3
Ocean Plaza, Southport	0.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	7.6	34.1	11.8	3.4	0.0	0.0	0.0	1.2	8.8
Local Centres									
Ainsdale Local Centre	0.3	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Birkdale Local Centre	0.5	2.4	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Churchtown Local Centre	0.4	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	1.4	7.1	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Local Parades									
Bispham Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Road, Southport	0.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandon Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	1.2	0.0						
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Bentham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kew Retail Park, Southport	4.8	18.8	11.8	0.0	0.0	0.0	0.0	0.0	11.3
Meols Cop Retail Park, Southport	4.4	22.4	2.4	0.0	0.0	0.0	0.0	0.0	5.0
Tesco, Meols Cop, Southport	1.2	4.7	1.2	0.0	0.0	1.0	0.0	0.0	2.5
Wickes, Kew Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	10.5	47.1	15.3	0.0	0.0	1.0	0.0	0.0	18.8
Zone F									
Formby District Centre (PSA)									
Formby District (Village) Centre	1.5	0.0	27.1	2.3	0.0	0.0	0.0	0.0	1.3
Sub Total	1.5	0.0	27.1	2.3	0.0	0.0	0.0	0.0	1.3
Local Parades									
Church Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harington Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	0.1	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Altcar Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.2	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownmoor Lane, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
College Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	2.7	0.0	0.0	10.3	5.4	3.0	2.1	0.0	0.0
Sub Total	2.7	0.0	0.0	10.3	5.4	3.0	2.1	0.0	0.0
Local Centres									
Netherton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaforth Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Aintree Road, Bootle	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Allway, Aintree	1.8	0.0	0.0	3.4	0.0	1.0	4.2	1.2	2.5
Church Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle	0.2	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Knowsley Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linacre Lane, Bootle	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Litherland District Centre	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Litherland Road, Bootle	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orrill Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Park Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pendle View, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Street, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle	0.7	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0
Sub Total	3.1	0.0	0.0	4.6	6.5	1.0	4.2	2.4	2.5
Out-of-Centre									
Asda, Aintree Retail Park	1.0	0.0	0.0	0.0	1.1	5.0	0.0	4.9	0.0
Aintree Racecourse Retail Park, Aintree	34.7	3.5	17.6	41.4	62.4	51.0	34.7	46.3	16.3
Dunningbridge Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	0.6	0.0	1.2	1.1	0.0	2.0	1.1	0.0	0.0
Homebase, Racecourse Retail, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Ormskirk Road, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Switch Island Retail Park, Netherton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Hawthorne Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	36.3	3.5	18.8	42.5	63.4	58.0	35.8	51.2	16.3
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.7	0.0	0.0	0.0	0.0	7.0	0.0	1.2	0.0
Sub Total	0.7	0.0	0.0	0.0	0.0	7.0	0.0	1.2	0.0
Local Parades									
Liverpool Road North, Maghull	0.4	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0
Liverpool Road South, Maghull	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Liverpool Road, Lydiate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull	0.3	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0
Long Lane, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melling Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Station Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.8	0.0	0.0	0.0	0.0	7.0	0.0	1.2	1.3
SUB TOTAL SEFTON	65.4	92.9	75.3	66.7	75.3	77.0	42.1	57.3	51.3

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TABLE 16: SHOPPING PATTERNS (ELECTRICAL GOODS)

DESTINATION	TOTAL ELECTRICAL (%)	ZONE S ELECTRICAL (%)	ZONE F ELECTRICAL (%)	ZONE C ELECTRICAL (%)	ZONE B ELECTRICAL (%)	ZONE M ELECTRICAL (%)	ZONE L ELECTRICAL (%)	ZONE K ELECTRICAL (%)	ZONE O ELECTRICAL (%)
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norris Green Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton Vale District Centre	2.8	0.0	0.0	0.0	1.1	0.0	9.5	1.2	0.0
County Road District Centre	0.6	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Fazakerley Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnfield Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.9	0.0	0.0	0.0	1.1	0.0	13.7	1.2	0.0
Zone K									
Kirkby District Centre	1.3	0.0	0.0	1.1	0.0	1.0	1.1	7.3	2.5
Asda, Utting Avenue, Walton	0.8	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0
Taskers, Liver Industrial Estate, Walton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.1	0.0	0.0	1.1	0.0	1.0	4.2	7.3	2.5
Zone O									
Ormskirk Town Centre	2.6	0.0	0.0	0.0	1.1	6.0	0.0	0.0	21.3
Sub Total	2.6	0.0	0.0	0.0	1.1	6.0	0.0	0.0	21.3
SUB TOTAL OUTSIDE SEFTON	8.6	0.0	0.0	1.1	2.2	7.0	17.9	8.5	23.8
SUB TOTAL STUDY AREA	74.0	92.9	75.3	67.8	77.4	84.0	60.0	65.9	75.0
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	18.9	3.5	21.2	29.9	18.3	15.0	27.4	22.0	13.8
New Mersey Retail Park, Speke	0.4	0.0	0.0	1.1	0.0	0.0	1.1	0.0	0.0
B&Q, New Mersey Retail Park, Speke	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Speke Retail Park, Speke	1.5	0.0	1.2	0.0	1.1	1.0	4.2	1.2	0.0
Edge Lane Retail Park, Liverpool	1.0	0.0	0.0	0.0	0.0	0.0	3.2	2.4	0.0
B&Q, Edge Lane, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knotty Ash Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mossesley Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wavertree District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Derby Local Centre	0.6	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0
Woolton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	22.5	3.5	22.4	31.0	19.4	16.0	37.9	25.6	15.0
Outside Study Area - St Helens									
St Helens Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Ravenhead Retail Park, St Helens	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
B&Q, Ravenshead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helens Retail Park, St Helens	0.2	0.0	0.0	1.1	0.0	0.0	0.0	1.2	0.0
Sub Total	0.5	0.0	0.0	1.1	0.0	0.0	0.0	2.4	2.5
Outside Study Area - Knowsley									
Prescot Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cables Retail Park, Prescot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huyton Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.0
Outside Study Area - Preston									
Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire									
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.2	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	0.3	0.0	0.0	0.0	1.1	0.0	0.0	1.2	0.0
Gemini Retail Park, Warrington	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Riverside Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Widnes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.0	2.2	0.0	0.0	1.2	1.3
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Burscough Village Centre	0.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5
Tarleton Town Centre	0.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	1.2	0.0	0.0	0.0	0.0	0.0	0.0	5.0
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freepoint Fleetwood, Anchorage Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigan Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	1.1	0.0	1.3
Outside Study Area - North England									
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gatheshead	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Newcastle Upon Tyne City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Outside Study Area - Other									
Abroad	0.2	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Bosley Heath Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canterbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.5	2.4	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.6	2.4	1.2	0.0	1.1	0.0	0.0	0.0	0.0
SUB TOTAL OUTSIDE SEFTON	26.0	7.1	24.7	32.2	22.6	16.0	40.0	34.1	25.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Post code sectors
- b. Market shares derived directly from Sefton Household Survey (July 2011)
- c. Excludes 'don't know/ varies'

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TABLE 17: SHOPPING EXPENDITURE RETENTION (ELECTRICAL GOODS)

DESTINATION	TOTAL ELECTRICAL (£m)	ZONE 5 ELECTRICAL (£m)	ZONE F ELECTRICAL (£m)	ZONE C ELECTRICAL (£m)	ZONE B ELECTRICAL (£m)	ZONE M ELECTRICAL (£m)	ZONE L ELECTRICAL (£m)	ZONE K ELECTRICAL (£m)	ZONE O ELECTRICAL (£m)
WITHIN STUDY AREA									
SEFTON									
Zone 5									
Southport Town Centre (PSA)									
Southport Town Centre	13.9	10.9	0.7	0.6	0.0	0.0	0.0	0.2	1.4
Edge-of-Centre									
Central 12 Retail Park, Southport	1.4	0.8	0.3	0.0	0.0	0.0	0.0	0.0	0.2
Ocean Plaza, Southport	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	15.7	12.2	1.1	0.6	0.0	0.0	0.0	0.2	1.6
Local Centres									
Ainsdale Local Centre	0.7	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Birkdale Local Centre	1.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Churchtown Local Centre	0.8	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	3.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Local Parades									
Bispham Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Road, Southport	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandon Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.4	0.0						
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Bentham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kew Retail Park, Southport	9.9	6.7	1.1	0.0	0.0	0.0	0.0	0.0	2.1
Meols Cop Retail Park, Southport	9.1	8.0	0.2	0.0	0.0	0.0	0.0	0.0	0.9
Tesco, Meols Cop, Southport	2.4	1.7	0.1	0.0	0.0	0.2	0.0	0.0	0.5
Wickes, Kew Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	21.9	16.8	1.4	0.0	0.0	0.2	0.0	0.0	3.5
Zone F									
Formby District Centre (PSA)									
Formby District (Village) Centre	3.1	0.0	2.5	0.4	0.0	0.0	0.0	0.0	0.2
Sub Total	3.1	0.0	2.5	0.4	0.0	0.0	0.0	0.0	0.2
Local Parades									
Church Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrington Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Altcar Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownmoor Lane, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
College Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	4.5	0.0	0.0	1.9	1.3	0.5	0.8	0.0	0.0
Sub Total	4.5	0.0	0.0	1.9	1.3	0.5	0.8	0.0	0.0
Local Centres									
Netherton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaforth Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Aintree Road, Bootle	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Albway, Aintree	3.0	0.0	0.0	0.6	0.0	0.2	1.6	0.2	0.5
Church Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Knowsley Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linacre Lane, Bootle	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Litherland District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland Road, Bootle	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orell Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Park Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pendle View, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Street, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle	1.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Sub Total	5.0	0.0	0.0	0.9	1.6	0.2	1.6	0.3	0.5
Out-of-Centre									
Asda, Aintree Retail Park	1.6	0.0	0.0	0.0	0.3	0.8	0.0	0.6	0.0
Aintree Racecourse Retail Park, Aintree	55.5	1.3	1.6	7.8	15.2	7.7	13.2	5.7	3.1
Dunningbridge Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	1.0	0.0	0.1	0.2	0.0	0.3	0.4	0.0	0.0
Homebase, Racecourse Retail, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Ormskirik Road, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Switch Island Retail Park, Netherton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Hawthorne Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	58.1	1.3	1.7	8.0	15.4	8.8	13.6	6.4	3.1
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	1.2	0.0	0.0	0.0	0.0	1.1	0.0	0.2	0.0
Sub Total	1.2	0.0	0.0	0.0	0.0	1.1	0.0	0.2	0.0
Local Parades									
Liverpool Road North, Maghull	0.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Liverpool Road South, Maghull	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Liverpool Road, Lydiate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Long Lane, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melling Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Station Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.4	0.0	0.0	0.0	0.0	1.1	0.0	0.2	0.2
SUB TOTAL SEFTON	115.2	33.2	6.8	12.5	18.3	11.7	16.0	7.1	9.7
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norris Green Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walton Vale District Centre	4.0	0.0	0.0	0.0	0.3	0.0	3.6	0.2	0.0
County Road District Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0

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TABLE 17: SHOPPING EXPENDITURE RETENTION (ELECTRICAL GOODS)

DESTINATION	TOTAL ELECTRICAL (£m)	ZONE 5 ELECTRICAL (£m)	ZONE F ELECTRICAL (£m)	ZONE C ELECTRICAL (£m)	ZONE B ELECTRICAL (£m)	ZONE M ELECTRICAL (£m)	ZONE L ELECTRICAL (£m)	ZONE K ELECTRICAL (£m)	ZONE O ELECTRICAL (£m)
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Fazakerley Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Anfield Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.6	0.0	0.0	0.0	0.3	0.0	5.2	0.2	0.0
Zone K									
Kirkby District Centre	2.1	0.0	0.0	0.2	0.0	0.2	0.4	0.9	0.5
Asda, Litting Avenue, Walton	1.2	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Taskers, Liver Industrial Estate, Walton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.3	0.0	0.0	0.2	0.0	0.2	1.6	0.9	0.5
Zone O									
Ormskirk Town Centre	5.2	0.0	0.0	0.0	0.3	0.9	0.0	0.0	4.0
Sub Total	5.2	0.0	0.0	0.0	0.3	0.9	0.0	0.0	4.0
SUB TOTAL OUTSIDE SEFTON	14.1	0.0	0.0	0.2	0.5	1.1	6.8	1.1	4.5
SUB TOTAL STUDY AREA	129.4	33.2	6.8	12.7	18.8	12.7	22.8	8.2	14.1
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	31.2	1.3	1.9	5.6	4.4	2.3	10.4	2.7	2.6
New Mersey Retail Park, Speke	0.6	0.0	0.0	0.2	0.0	0.0	0.4	0.0	0.0
B&Q, New Mersey Retail Park, Speke	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Speke Retail Park, Speke	2.3	0.0	0.1	0.0	0.3	0.2	1.6	0.2	0.0
Edge Lane Retail Park, Liverpool	1.5	0.0	0.0	0.0	0.0	0.0	1.2	0.3	0.0
B&Q, Edge Lane, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knotty Ash Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mossley Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waverree District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Derby Local Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Woolton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	36.6	1.3	2.0	5.8	4.7	2.4	14.4	3.2	2.8
Outside Study Area - St Helens									
St Helens Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Ravenhead Retail Park, St Helens	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
B&Q, Ravenshead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helens Retail Park, St Helens	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0
Sub Total	1.0	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.5
Outside Study Area - Knowsley									
Prescot Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cables Retail Park, Prescot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huyton Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Sub Total	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Outside Study Area - Preston									
Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire									
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Handforth Deans, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	0.4	0.0	0.0	0.0	0.3	0.0	0.0	0.2	0.0
Gemini Retail Park, Warrington	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Riverside Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Widnes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.0	0.0	0.0	0.5	0.0	0.0	0.2	0.2
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Burscough Village Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Tarleton Town Centre	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freepoint Fleetwood, Anchorage Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigan Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub Total	0.6	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.2
Outside Study Area - North England									
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Newcastle Upon Tyne City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Outside Study Area - Other									
Abroad	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Bexley Heath Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canterbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.9	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	1.2	0.8	0.1	0.0	0.3	0.0	0.0	0.0	0.0
SUB TOTAL OUTSIDE SEFTON	42.8	2.5	2.2	6.0	5.5	2.4	15.2	4.2	4.7
TOTAL	172.2	35.7	9.1	18.7	24.3	15.1	37.9	12.4	18.9

Notes:
a. Post code sectors
b. Market shares in Table 16 applied to available expenditure identified in Table 7.
c. Excludes 'don't know/ varies'

2010 Prices

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TABLE 18: SHOPPING PATTERNS (DIY GOODS)

DESTINATION	TOTAL DIY (%)	ZONE S DIY (%)	ZONE F DIY (%)	ZONE C DIY (%)	ZONE B DIY (%)	ZONE M DIY (%)	ZONE L DIY (%)	ZONE K DIY (%)	ZONE O DIY (%)
WITHIN STUDY AREA									
SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	3.6	17.4	3.2	1.1	0.0	0.0	0.0	0.0	1.2
Edge-of-Centre									
Central 12 Retail Park, Southport	0.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Ocean Plaza, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.9	18.5	3.2	1.1	0.0	0.0	0.0	0.0	2.4
Local Centres									
Ainsdale Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birkdale Local Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Churchtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	0.3	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Local Parades									
Bispham Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandon Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
B&Q, Meols Cop Road, Southport	10.4	42.4	5.4	0.0	1.0	0.0	0.0	0.0	24.4
Dobbies Garden Centre, Bentham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	3.5	16.3	0.0	0.0	0.0	0.0	0.0	0.0	6.1
Kew Retail Park, Southport	2.6	9.8	0.0	0.0	0.0	1.0	0.0	0.0	8.5
Meols Cop Retail Park, Southport	1.4	6.5	0.0	0.0	0.0	0.0	0.0	0.0	2.4
Tesco, Meols Cop, Southport	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Kew Retail Park, Southport	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	18.4	77.2	5.4	0.0	1.0	1.0	0.0	0.0	41.5
Zone F									
Formby District Centre (PSA)									
Formby District (Village) Centre	1.1	0.0	17.2	2.3	0.0	0.0	0.0	0.0	1.2
Sub Total	1.1	0.0	17.2	2.3	0.0	0.0	0.0	0.0	1.2
Local Parades									
Church Road, Formby	0.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Harington Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	3.5	0.0	63.4	3.4	0.0	1.0	0.0	0.0	1.2
Tesco, Altcar Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.5	0.0	63.4	3.4	0.0	1.0	0.0	0.0	1.2
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	1.4	0.0	0.0	12.5	0.0	0.0	1.1	0.0	0.0
Sub Total	1.4	0.0	0.0	12.5	0.0	0.0	1.1	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	0.7	0.0	0.0	5.7	1.0	0.0	0.0	0.0	0.0
Sub Total	0.7	0.0	0.0	5.7	1.0	0.0	0.0	0.0	0.0
Local Parades									
Brownmoor Lane, Crosby	0.2	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridge Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
College Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	1.4	0.0	0.0	2.3	5.2	0.0	1.1	0.0	0.0
Sub Total	1.4	0.0	0.0	2.3	5.2	0.0	1.1	0.0	0.0
Local Centres									
Netherton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaforth Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Aintree Road, Bootle	0.1	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Allway, Aintree	1.0	0.0	0.0	2.3	1.0	1.0	1.1	2.4	1.2
Church Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knowsley Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linacre Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orrell Road, Bootle	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Park Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pendle View, Bootle	0.2	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Street, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle	0.7	0.0	0.0	1.1	3.1	0.0	0.0	0.0	0.0
Sub Total	2.2	0.0	0.0	3.4	5.2	2.0	2.2	2.4	1.2
Out-of-Centre									
Asda, Aintree Retail Park	0.4	0.0	0.0	0.0	1.0	1.0	0.0	0.0	1.2
Aintree Racecourse Retail Park, Aintree	12.1	0.0	2.2	13.6	25.0	10.1	17.8	8.2	4.9
Duningsbridge Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	35.0	1.1	6.5	44.3	49.0	78.8	36.7	60.0	13.4
Homebase, Racecourse Retail, Aintree	1.1	0.0	0.0	4.5	1.0	2.0	1.1	0.0	0.0
Wickes, Ormskirk Road, Aintree	1.7	0.0	0.0	1.1	2.1	0.0	4.4	2.4	0.0
Switch Island Retail Park, Netherton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Hawthorne Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	50.2	1.1	8.6	63.6	78.1	91.9	60.0	70.6	19.5
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	0.1	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Local Parades									
Liverpool Road North, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road South, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Lydiate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Lane, Aintree	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Melling Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL SEFTON	83.6	97.8	98.9	96.6	90.6	97.0	64.4	72.9	68.3
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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TABLE 18: SHOPPING PATTERNS (DIY GOODS)

DESTINATION	TOTAL DIY (%)	ZONE S DIY (%)	ZONE F DIY (%)	ZONE C DIY (%)	ZONE B DIY (%)	ZONE M DIY (%)	ZONE L DIY (%)	ZONE K DIY (%)	ZONE O DIY (%)
Norris Green Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Walton Vale District Centre	1.1	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0
County Road District Centre	0.5	0.0	0.0	0.0	1.0	0.0	1.1	0.0	0.0
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	0.5	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Fazakerley Local Centre	0.6	0.0	0.0	0.0	0.0	0.0	2.2	1.2	0.0
Anfield Local Centre	0.4	0.0	0.0	0.0	0.0	1.0	1.1	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.4	0.0	0.0	0.0	1.0	1.0	12.2	1.2	0.0
Zone K									
Kirkby District Centre	1.2	0.0	0.0	0.0	0.0	0.0	0.0	14.1	1.2
Asda, Utting Avenue, Walton	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Taskers, Liver Industrial Estate, Walton	1.2	0.0	0.0	0.0	1.0	0.0	3.3	1.2	1.2
Sub Total	2.7	0.0	0.0	0.0	1.0	0.0	4.4	15.3	2.4
Zone O									
Ormskirk Town Centre	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.8
Sub Total	2.4	0.0	26.8						
SUB TOTAL OUTSIDE SEFTON	8.4	0.0	0.0	0.0	2.1	1.0	16.7	16.5	29.3
SUB TOTAL STUDY AREA	92.1	97.8	98.9	96.6	92.7	98.0	81.1	89.4	97.6
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	4.3	1.1	0.0	2.3	3.1	2.0	10.0	7.1	1.2
New Mersey Retail Park, Speke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Mersey Retail Park, Speke	0.5	0.0	0.0	0.0	1.0	0.0	1.1	1.2	0.0
Speke Retail Park, Speke	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Edge Lane Retail Park, Liverpool	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
B&Q, Edge Lane, Liverpool	0.7	0.0	0.0	0.0	1.0	0.0	2.2	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knotty Ash Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mossley Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wavertree District Centre	0.3	0.0	1.1	0.0	0.0	0.0	1.1	0.0	0.0
West Derby Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woolton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.4	1.1	1.1	2.3	5.2	2.0	16.7	8.2	1.2
Outside Study Area - St Helens									
St Helens Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ravenhead Retail Park, St Helens	0.2	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
B&Q, Ravenshead Retail Park, St Helens	0.3	0.0	0.0	0.0	1.0	0.0	0.0	1.2	0.0
St Helens Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.0	2.1	0.0	0.0	1.2	0.0
Outside Study Area - Knowsley									
Prescot Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cables Retail Park, Prescot	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Huyton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Outside Study Area - Preston									
Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire									
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gemini Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Retail Park, Warrington	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Wildnes Town Centre	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	1.1	0.0	0.0	1.1	0.0	0.0
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burscough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tarleton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Blackpool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freepoint Fleetwood, Anchorage Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigan Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Sub Total	0.6	1.1	0.0	0.0	0.0	0.0	1.1	0.0	1.2
Outside Study Area - North England									
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle Upon Tyne City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Other									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bexley Heath Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canterbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL OUTSIDE SEFTON	7.9	2.2	1.1	3.4	7.3	2.0	18.9	10.6	2.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Post code sectors
b. Market shares derived directly from Sefton Household
c. Excludes 'don't know/ varies'

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TABLE 19: SHOPPING EXPENDITURE RETENTION (DIY GOODS)

DESTINATION	TOTAL DIY (£m)	ZONE S DIY (£m)	ZONE F DIY (£m)	ZONE C DIY (£m)	ZONE B DIY (£m)	ZONE M DIY (£m)	ZONE L DIY (£m)	ZONE K DIY (£m)	ZONE O DIY (£m)
WITHIN STUDY AREA									
SEFTON									
Zone S	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Southport Town Centre (PSA)</i>	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Southport Town Centre	3.9	3.5	0.2	0.1	0.0	0.0	0.0	0.0	0.1
<i>Edge-of-Centre</i>									
Central 12 Retail Park, Southport	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Ocean Plaza, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.3	3.7	0.2	0.1	0.0	0.0	0.0	0.0	0.3
<i>Local Centres</i>									
Ainsdale Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birkdale Local Centre	0.1	0.0	0.1						
Churchtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.2	0.2	0.0						
Sub total	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1
<i>Local Parades</i>									
Bispham Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandon Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Out-of-Centre</i>									
B&Q, Meols Cop Road, Southport	11.7	8.4	0.4	0.0	0.1	0.0	0.0	0.0	2.8
Dobbies Garden Centre, Berntham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	3.9	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Kew Retail Park, Southport	3.0	1.9	0.0	0.0	0.0	0.1	0.0	0.0	1.0
Meols Cop Retail Park, Southport	1.6	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Tesco, Meols Cop, Southport	0.2	0.2	0.0						
Wickes, Kew Retail Park, Southport	0.2	0.2	0.0						
Sub Total	20.7	15.4	0.4	0.0	0.1	0.1	0.0	0.0	4.8
Zone F									
<i>Formby District Centre (PSA)</i>									
Formby District (Village) Centre	1.6	0.0	1.2	0.2	0.0	0.0	0.0	0.0	0.1
Sub Total	1.6	0.0	1.2	0.2	0.0	0.0	0.0	0.0	0.1
<i>Local Parades</i>									
Church Road, Formby	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Harrington Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
<i>Out-of-Centre</i>									
Homebase, Stephenson Way, Formby	4.9	0.0	4.3	0.4	0.0	0.1	0.0	0.0	0.1
Tesco, Alcar Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.9	0.0	4.3	0.4	0.0	0.1	0.0	0.0	0.1
Zone C									
<i>Crosby District Centre (PSA)</i>									
Crosby District Centre	1.6	0.0	0.0	1.4	0.0	0.0	0.2	0.0	0.0
Sub Total	1.6	0.0	0.0	1.4	0.0	0.0	0.2	0.0	0.0
<i>Waterloo District Centre (PSA)</i>									
Waterloo District Centre	0.8	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0
Sub Total	0.8	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0
<i>Local Parades</i>									
Brownmoor Lane, Crosby	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridge Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
College Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Zone B									
<i>Bootle Town Centre (PSA)</i>									
Bootle Town Centre	1.1	0.0	0.0	0.2	0.7	0.0	0.2	0.0	0.0
Sub Total	1.1	0.0	0.0	0.2	0.7	0.0	0.2	0.0	0.0
<i>Local Centres</i>									
Netherton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaforth Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<i>Local Parades</i>									
Aintree Road, Bootle	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Albway, Aintree	1.0	0.0	0.0	0.2	0.1	0.1	0.2	0.1	0.1
Church Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knowsley Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Linacre Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orrell Road, Bootle	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Park Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pendle View, Bootle	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sefton Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Street, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle	0.5	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.0
Sub Total	2.0	0.0	0.0	0.4	0.7	0.2	0.4	0.1	0.1
<i>Out-of-Centre</i>									
Asda, Aintree Retail Park	0.4	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1
Aintree Racecourse Retail Park, Aintree	10.4	0.0	0.1	1.5	3.2	0.9	3.5	0.5	0.6
Dunningbridge Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	31.5	0.2	0.4	4.9	6.3	7.1	7.2	3.8	1.5
Homebase, Racecourse Retail, Aintree	1.0	0.0	0.0	0.5	0.1	0.2	0.2	0.0	0.0
Wickes, Ormskirk Road, Aintree	1.4	0.0	0.0	0.1	0.3	0.0	0.9	0.1	0.0
Switch Island Retail Park, Netherton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Hawthorne Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	44.7	0.2	0.6</						

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TABLE 19: SHOPPING EXPENDITURE RETENTION (DIY GOODS)

DESTINATION	TOTAL DIY (£m)	ZONE S DIY (£m)	ZONE F DIY (£m)	ZONE C DIY (£m)	ZONE B DIY (£m)	ZONE M DIY (£m)	ZONE L DIY (£m)	ZONE K DIY (£m)	ZONE O DIY (£m)
County Road District Centre	0.4	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Fazakerley Local Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0
Anfield Local Centre	0.3	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.7	0.0	0.0	0.0	0.1	0.1	2.4	0.1	0.0
Zone K									
Kirkby District Centre	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.1
Asda, Utting Avenue, Walton	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Taskers, Liver Industrial Estate, Walton	1.0	0.0	0.0	0.0	0.1	0.0	0.7	0.1	0.1
Sub Total	2.2	0.0	0.0	0.0	0.1	0.0	0.9	1.0	0.3
Zone O									
Ormskirk Town Centre	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
Sub Total	3.1	0.0	3.1						
SUB TOTAL OUTSIDE SEFTON	8.0	0.0	0.0	0.0	0.3	0.1	3.3	1.0	3.4
SUB TOTAL STUDY AREA	90.4	19.5	6.7	10.6	12.0	8.9	16.0	5.6	11.2
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	3.6	0.2	0.0	0.2	0.4	0.2	2.0	0.4	0.1
New Mersey Retail Park, Speke	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, New Mersey Retail Park, Speke	0.4	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.0
Speke Retail Park, Speke	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Edge Lane Retail Park, Liverpool	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
B&Q, Edge Lane, Liverpool	0.6	0.0	0.0	0.0	0.1	0.0	0.4	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knobby Ash Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mossley Hill District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wavertree District Centre	0.3	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0
West Derby Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woolton District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.3	0.2	0.1	0.2	0.7	0.2	3.3	0.5	0.1
Outside Study Area - St Helens									
St Helens Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ravenhead Retail Park, St Helens	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
B&Q, Ravenshead Retail Park, St Helens	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.0
St Helens Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.1	0.0
Outside Study Area - Knowsley									
Prescot Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cables Retail Park, Prescot	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Huyton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Outside Study Area - Preston									
Preston City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riversway Retail Park, Preston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Cheshire									
Chester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gemini Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverside Retail Park, Warrington	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Widnes Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.1	0.0	0.0	0.2	0.0	0.0
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burscough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farleton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, Bolton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bolton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Blackpool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fresport Fleetwood, Anchorage Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigan Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Sub Total	0.6	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.1
Outside Study Area - North England									
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle Upon Tyne City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Other									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bexley Heath Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canterbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
SUB TOTAL OUTSIDE SEFTON	6.7	0.4	0.1	0.4	0.9	0.2	3.7	0.7	0.3
TOTAL	97.1	19.9	6.8	11.0	13.0	9.0	19.7	6.3	11.5

Notes:
a. Post code sectors
b. Market shares in Table 18 applied to available ex
c. Excludes 'don't know/ varies'

2010 Prices

**WYG PLANNING & DESIGN
SEFTON RSR (2011)**

TABLE 20: SHOPPING PATTERNS (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (%)	ZONE S FURNITURE (%)	ZONE F FURNITURE (%)	ZONE C FURNITURE (%)	ZONE B FURNITURE (%)	ZONE M FURNITURE (%)	ZONE L FURNITURE (%)	ZONE K FURNITURE (%)	ZONE O FURNITURE (%)
WITHIN STUDY AREA									
SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	11.6	38.9	25.0	1.7	1.5	7.5	1.2	0.0	22.4
Edge-of-Centre									
Central 12 Retail Park, Southport	0.5	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ocean Plaza, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.1	41.7	25.0	1.7	1.5	7.5	1.2	0.0	22.4
Local Centres									
Ainsdale Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birkdale Local Centre	0.8	4.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	0.8	4.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bispham Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandon Road, Southport	0.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport	0.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	2.8	0.0						
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.5	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Bentham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	1.3	6.9	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Kew Retail Park, Southport	2.1	8.3	7.8	0.0	0.0	1.5	0.0	0.0	1.5
Meols Cop Retail Park, Southport	1.8	6.9	0.0	0.0	0.0	0.0	0.0	0.0	6.0
Tesco, Meols Cop, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Kew Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.8	25.0	7.8	0.0	0.0	1.5	0.0	0.0	7.5
Zone F									
Formby District Centre (PSA)									
Formby District (Village) Centre	1.6	0.0	29.7	1.7	1.5	0.0	0.0	0.0	0.0
Sub Total	1.6	0.0	29.7	1.7	1.5	0.0	0.0	0.0	0.0
Local Parades									
Church Road, Formby	0.2	0.0	1.6	1.7	0.0	0.0	0.0	0.0	0.0
Harington Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	1.6	1.7	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Altcar Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.5	1.4	0.0	3.4	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	1.4	0.0	3.4	0.0	0.0	0.0	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	1.4	0.0	1.6	13.8	1.5	0.0	0.0	0.0	0.0
Sub Total	1.4	0.0	1.6	13.8	1.5	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownmoor Lane, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
College Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	2.5	0.0	0.0	6.9	10.3	0.0	1.2	0.0	0.0
Sub Total	2.5	0.0	0.0	6.9	10.3	0.0	1.2	0.0	0.0
Local Centres									
Netherthorn Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaforth Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Aintree Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle	0.1	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Linacre Lane, Bootle	0.2	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Sefton Street, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orrell Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Park Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knowsley Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle	1.0	0.0	0.0	1.7	2.9	0.0	1.2	0.0	0.0
Litherland Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aitway, Aintree	1.5	0.0	0.0	6.9	0.0	1.5	2.5	1.5	0.0
Marsh Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle	0.3	0.0	0.0	0.0	1.5	1.5	0.0	0.0	0.0
Pendle View, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland District Centre	0.2	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Sefton Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.4	0.0	0.0	8.6	7.4	4.5	3.7	1.5	0.0
Out-of-Centre									
Asda, Aintree Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aintree Racecourse Retail Park, Aintree	20.5	1.4	4.7	20.7	39.7	26.9	27.2	20.6	7.5
Dunningbridge Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	2.9	0.0	1.6	1.7	5.9	3.0	3.7	5.9	0.0
Homebase, Racecourse Retail, Aintree	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Wickes, Ormskirk Road, Aintree	0.2	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Switch Island Retail Park, Netherthorn	0.1	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Tesco, Hawthorne Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	23.9	1.4	6.2	22.4	47.1	31.3	30.9	27.9	7.5
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	1.5	0.0	0.0	0.0	0.0	13.4	1.2	1.5	0.0
Sub Total	1.5	0.0	0.0	0.0	0.0	13.4	1.2	1.5	0.0
Local Parades									
Liverpool Road North, Maghull	0.1	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Liverpool Road South, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Lydiate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Lane, Aintree	0.1	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Melling Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.3	0.0	1.6	0.0	0.0	3.0	0.0	0.0	0.0
Sefton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	1.6	1.7	0.0	4.5	0.0	0.0	0.0
SUB TOTAL SEFTON	54.9	76.4	75.0	62.1	69.1	62.7	38.3	30.9	37.5

**WYG PLANNING & DESIGN
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TABLE 20: SHOPPING PATTERNS (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (%)	ZONE S FURNITURE (%)	ZONE F FURNITURE (%)	ZONE C FURNITURE (%)	ZONE B FURNITURE (%)	ZONE M FURNITURE (%)	ZONE L FURNITURE (%)	ZONE K FURNITURE (%)	ZONE O FURNITURE (%)
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norris Green Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Walton Vale District Centre	2.3	0.0	0.0	5.2	1.5	1.5	4.9	1.5	0.0
County Road District Centre	0.2	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Fazakerley Local Centre	0.5	0.0	0.0	0.0	0.0	0.0	1.2	1.5	0.0
Anfield Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.7	0.0	0.0	5.2	2.9	1.5	8.6	2.9	0.0
Zone K									
Kirkby District Centre	3.5	0.0	0.0	0.0	0.0	0.0	2.5	26.5	7.5
Asda, Utting Avenue, Walton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Taskers, Liver Industrial Estate, Walton	1.2	0.0	0.0	0.0	0.0	0.0	3.7	1.5	0.0
Sub Total	4.7	0.0	0.0	0.0	0.0	0.0	6.2	27.9	7.5
Zone O									
Ormskirk Town Centre	5.6	2.8	0.0	0.0	4.4	7.5	0.0	2.9	38.8
Sub Total	5.6	2.8	0.0	0.0	4.4	7.5	0.0	2.9	38.8
SUB TOTAL OUTSIDE SEFTON	14.0	2.8	0.0	5.2	7.4	9.0	14.8	33.8	46.3
SUB TOTAL STUDY AREA	68.9	79.2	75.0	67.2	76.5	71.6	53.1	64.7	83.6
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	16.2	6.9	15.6	17.2	10.3	19.4	24.7	25.0	7.5
New Mersey Retail Park, Speke	1.4	0.0	1.6	0.0	2.9	0.4	2.5	1.5	0.0
BSQ, New Mersey Retail Park, Speke	0.2	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Speke Retail Park, Speke	2.8	0.0	0.0	1.7	1.5	3.0	6.2	4.4	1.5
Edge Lane Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
BSQ, Edge Lane, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.4	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Knotty Ash Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mosseley Hill District Centre	0.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waverley District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Derby Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Woolton District Centre	0.1	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Sub Total	21.7	8.3	17.2	19.0	16.2	23.9	35.8	30.9	9.0
Outside Study Area - St Helens									
St Helens Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ravenhead Retail Park, St Helens	0.1	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
BSQ, Ravenshead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helens Retail Park, St Helens	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Sub Total	0.3	0.0	0.0	1.7	0.0	0.0	0.0	1.5	0.0
Outside Study Area - Knowsley									
Prescot Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cables Retail Park, Prescot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huyton Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Outside Study Area - Preston									
Preston City Centre	0.5	1.4	0.0	0.0	0.0	1.5	0.0	0.0	1.5
Riversway Retail Park, Preston	0.1	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	1.4	0.0	1.7	0.0	1.5	0.0	0.0	1.5
Outside Study Area - Cheshire									
Chester City Centre	0.5	0.0	0.0	1.7	0.0	0.0	1.2	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	2.2	1.4	0.0	5.2	4.4	0.0	2.5	0.0	1.5
Gemini Retail Park, Warrington	3.5	5.6	0.0	1.7	2.9	3.0	4.9	1.5	1.5
Riverside Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Widnes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.2	6.9	0.0	8.6	7.4	3.0	8.6	1.5	3.0
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.1	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Burscough Village Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.5
Tarleton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	1.6	0.0	0.0	0.0	0.0	0.0	1.5
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.1	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.4	1.4	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Widdetbrook Retail Park, Bolton	0.4	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Bolton Town Centre	0.1	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	1.4	4.7	1.7	0.0	0.0	1.2	0.0	0.0
Outside Study Area - North West									
BSQ, Widnes Trade Park, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freepoint Fleetwood, Anchorage Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.4	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Wigan Town Centre	0.3	1.4	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	1.4	1.6	0.0	0.0	0.0	1.2	0.0	0.0
Outside Study Area - North England									
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle Upon Tyne City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Other									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bexley Heath Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canterbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Sub-total	0.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.5
SUB TOTAL OUTSIDE SEFTON	31.1	20.8	25.0	32.8	23.5	28.4	46.9	35.3	16.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Post code sectors
- b. Market shares derived directly from Sefton Household Survey (July 2011)
- c. Excludes 'don't know/ varies'

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TABLE 21: SHOPPING EXPENDITURE RETENTION (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (£m)	ZONE S FURNITURE (£m)	ZONE F FURNITURE (£m)	ZONE C FURNITURE (£m)	ZONE B FURNITURE (£m)	ZONE M FURNITURE (£m)	ZONE L FURNITURE (£m)	ZONE K FURNITURE (£m)	ZONE O FURNITURE (£m)
WITHIN STUDY AREA									
SEFTON									
Zone S									
Southport Town Centre (PSA)									
Southport Town Centre	17.0	10.1	2.1	0.2	0.2	0.8	0.3	0.0	3.2
Edge-of-Centre									
Central 12 Retail Park, Southport	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ocean Plaza, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	17.7	10.8	2.1	0.2	0.2	0.8	0.3	0.0	3.2
Local Centres									
Ainsdale Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Birkdale Local Centre	1.2	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Churchtown Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	1.2	1.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Bispham Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sandon Road, Southport	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	0.7	0.0						
Out-of-Centre									
B&Q, Meols Cop Road, Southport	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dobbies Garden Centre, Bentham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	1.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kew Retail Park, Southport	3.2	2.2	0.7	0.0	0.0	0.2	0.0	0.0	0.2
Meols Cop Retail Park, Southport	2.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Tesco, Meols Cop, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Kew Retail Park, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	8.4	6.5	0.7	0.0	0.0	0.2	0.0	0.0	1.1
Zone F									
Formby District Centre (PSA)									
Formby District (Village) Centre	3.0	0.0	2.5	0.2	0.2	0.0	0.0	0.0	0.0
Sub Total	3.0	0.0	2.5	0.2	0.2	0.0	0.0	0.0	0.0
Local Parades									
Church Road, Formby	0.4	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Harington Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.1	0.2	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Altcar Road, Formby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	0.9	0.4	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.4	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	2.3	0.0	0.1	2.0	0.2	0.0	0.0	0.0	0.0
Sub Total	2.3	0.0	0.1	2.0	0.2	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brownmoor Lane, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
College Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Thornton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	2.9	0.0	0.0	1.0	1.7	0.0	0.3	0.0	0.0
Sub Total	2.9	0.0	0.0	1.0	1.7	0.0	0.3	0.0	0.0
Local Centres									
Netherton Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaforth Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Parades									
Aintree Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Linacre Lane, Bootle	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sefton Street, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Orrell Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Park Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Church Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Knowsley Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stanley Road, Bootle	1.0	0.0	0.0	0.2	0.5	0.0	0.3	0.0	0.0
Litherland Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Altway, Aintree	1.9	0.0	0.0	1.0	0.0	0.2	0.6	0.1	0.0
Marsh Lane, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle	0.4	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0
Pendle View, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Litherland District Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sefton Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.9	0.0	0.0	1.2	1.2	0.5	0.9	0.1	0.0
Out-of-Centre									
Asda, Aintree Retail Park	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aintree Racecourse Retail Park, Aintree	22.4	0.4	0.4	3.0	6.4	3.0	6.6	1.6	1.1
Dunningbridge Road, Bootle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	3.0	0.0	0.1	0.2	0.9	0.3	0.9	0.5	0.0
Homebase, Racecourse Retail, Aintree	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Wickes, Ormskirk Road, Aintree	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Switch Island Retail Park, Netherton	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Tesco, Hawthorne Road, Litherland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	26.0	0.4	0.5	3.2	7.6	3.5	7.5	2.2	1.1
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	1.9	0.0	0.0	0.0	0.0	1.5	0.3	0.1	0.0
Sub Total	1.9	0.0	0.0	0.0	0.0	1.5	0.3	0.1	0.0
Local Parades									
Liverpool Road North, Maghull	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Liverpool Road South, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Lydiat	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Long Lane, Aintree	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Melling Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.5	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0
Sefton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.0	0.1	0.2	0.0	0.5	0.0	0.0	0.0
SUB TOTAL SEFTON	70.3	19.8	6.3	8.9	11.2	7.1	9.3	2.4	5.3

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TABLE 21: SHOPPING EXPENDITURE RETENTION (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (£m)	ZONE S FURNITURE (£m)	ZONE F FURNITURE (£m)	ZONE C FURNITURE (£m)	ZONE B FURNITURE (£m)	ZONE M FURNITURE (£m)	ZONE L FURNITURE (£m)	ZONE K FURNITURE (£m)	ZONE O FURNITURE (£m)
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norris Green Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Walton Vale District Centre	2.5	0.0	0.0	0.7	0.2	0.2	1.2	0.1	0.0
County Road District Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Fazakerley Local Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0
Anfield Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.7	0.0	0.0	0.7	0.5	0.2	2.1	0.2	0.0
Zone K									
Kirkby District Centre	3.7	0.0	0.0	0.0	0.0	0.0	0.6	2.1	1.1
Asda, Utting Avenue, Walton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Taskers, Liver Industrial Estate, Walton	1.0	0.0	0.0	0.0	0.0	0.0	0.9	0.1	0.0
Sub Total	4.8	0.0	0.0	0.0	0.0	0.0	1.5	2.2	1.1
Zone O									
Ormskirk Town Centre	8.1	0.7	0.0	0.0	0.7	0.8	0.0	0.2	5.5
Sub Total	8.1	0.7	0.0	0.0	0.7	0.8	0.0	0.2	5.5
SUB TOTAL OUTSIDE SEFTON	16.5	0.7	0.0	0.7	1.2	1.0	3.6	2.6	6.6
SUB TOTAL STUDY AREA	86.8	20.5	6.3	9.6	12.4	8.1	12.9	5.1	12.0
OUTSIDE SEFTON									
Outside Study Area - Liverpool									
Liverpool City Centre	18.4	1.8	1.3	2.5	1.7	2.2	6.0	2.0	1.1
New Mersey Retail Park, Speke	1.3	0.0	0.1	0.0	0.5	0.0	0.6	0.1	0.0
B&Q, New Mersey Retail Park, Speke	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Speke Retail Park, Speke	2.9	0.0	0.0	0.2	0.2	0.3	1.5	0.3	0.2
Edge Lane Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Edge Lane, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hunts Cross Retail Park, Liverpool	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Knotty Ash Local Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mossesley Hill District Centre	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wavertree District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Derby Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Woolton District Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sub Total	24.0	2.2	1.5	2.7	2.6	2.7	8.7	2.4	1.3
Outside Study Area - St Helens									
St Helens Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ravenhead Retail Park, St Helens	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
B&Q, Ravenshead Retail Park, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Helens Retail Park, St Helens	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sub Total	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0
Outside Study Area - Knowsley									
Prescot Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cables Retail Park, Prescot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Huyton Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Rainhill Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescot	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Outside Study Area - Preston									
Preston City Centre	0.7	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.2
Riversway Retail Park, Preston	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sub Total	1.0	0.4	0.0	0.2	0.0	0.2	0.0	0.0	0.2
Outside Study Area - Cheshire									
Chester City Centre	0.5	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.0
Cheshire Oaks Designer Outlet, Ellesmere Port	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Handforth Dean, Cheshire	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warrington Town Centre	2.6	0.4	0.0	0.7	0.7	0.0	0.6	0.0	0.2
Gemini Retail Park, Warrington	4.0	1.4	0.0	0.2	0.5	0.3	1.2	0.1	0.2
Riverside Retail Park, Warrington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Widnes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	7.2	1.8	0.0	1.2	1.2	0.3	2.1	0.1	0.4
Outside Study Area - West Lancashire									
Skelmersdale Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Burscough Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Tarleton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Warbeck Garden Centre, Lyelake Lane, Westhead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2
Outside Study Area - Greater Manchester									
Trafford Centre, Trafford	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.6	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Middlebrook Retail Park, Bolton	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Bolton Town Centre	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.3	0.4	0.4	0.2	0.0	0.0	0.3	0.0	0.0
Outside Study Area - North West									
B&Q, Widnes Trade Park, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blackpool Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boundary Mill Stores, Vivary Way, Colne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burnley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chorley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Freepoint Fleetwood, Anchorage Road, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leyland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lytham St Annes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Albans Retail Park, Warrington	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Wigan Town Centre	0.5	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.8	0.4	0.1	0.0	0.0	0.0	0.3	0.0	0.0
Outside Study Area - North England									
Leeds City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Metro Centre, Gateshead	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle Upon Tyne City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside Study Area - Other									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bexley Heath Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Canterbury Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
London	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Loughborough Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total	0.6	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2
SUB TOTAL OUTSIDE SEFTON	35.7	5.4	2.1	4.7	3.8	3.2	11.4	2.8	2.3
TOTAL	122.4	25.9	8.5	14.3	16.2	11.3	24.2	7.8	14.3

Notes:
a. Post code sectors
b. Market shares in Table 20 applied to available expenditure identified in Table 7.
c. Excludes 'don't know/ varies'

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TABLE 22: SHOPPING EXPENDITURE RETENTION (ALL GOODS)

DESTINATION	TOTAL COMPARISON (£m)	ZONE S COMPARISON (£m)	ZONE F COMPARISON (£m)	ZONE C COMPARISON (£m)	ZONE B COMPARISON (£m)	ZONE M COMPARISON (£m)	ZONE L COMPARISON (£m)	ZONE K COMPARISON (£m)	ZONE O COMPARISON (£m)
WITHIN STUDY AREA									
SEFTON									
NORTH SEFTON									
Zone S									
South Town Centre (PSA)									
Southport Town Centre	192.3	116.0	18.5	13.0	2.6	9.6	3.0	0.7	28.8
Edge-of-Centre									
Central 12 Retail Park, Southport	12.9	11.1	0.5	0.0	0.0	0.0	0.0	0.0	1.4
Ocean Plaza, Southport	11.2	8.2	0.4	0.3	0.0	0.0	0.0	0.0	2.3
Sub Total	216.4	135.3	19.4	13.3	2.6	9.6	3.0	0.7	32.4
Local Centres									
Airedale Local Centre	1.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Birkdale Local Centre	3.1	2.2	0.5	0.0	0.0	0.0	0.0	0.0	0.4
Churchtown Local Centre	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shakespeare Street Local Centre	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub total	6.5	5.3	0.5	0.0	0.0	0.0	0.0	0.0	0.7
Local Parades									
Bispham Road, Southport (76)	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eastbourne Road, Southport (5)	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Southport (6)	1.9	0.6	0.6	0.0	0.4	0.3	0.0	0.0	0.0
Manchester Road, Southport (83)	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Roe Lane, Southport (?)	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rufford Road, Southport (88)	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.1
Sandon Road, Southport (?)	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Upper Aughton Road, Southport (4)	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.7	2.1	0.8	0.0	0.4	0.3	0.0	0.0	0.1
Out-of-Centre									
B&Q, Meols Cop Road, Southport	13.9	10.1	0.4	0.0	0.1	0.0	0.0	0.2	3.1
Dobbies Garden Centre, Bentham's Way, Southport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Meols Cop Retail Park, Southport	8.1	7.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Kew Retail Park, Southport	22.3	14.0	2.5	0.0	0.0	0.3	0.0	0.0	5.5
Meols Cop Retail Park, Southport	23.0	20.4	0.4	0.0	0.0	0.0	0.0	0.0	2.1
Tesco, Meols Cop, Southport	8.4	6.3	0.1	0.0	0.0	0.7	0.0	0.0	1.2
Wickes, Kew Retail Park, Southport	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	75.9	58.1	3.5	0.0	0.2	1.0	0.0	0.2	12.9
Zone F									
Formby District (PSA)									
Formby District (Village) Centre	20.4	0.6	15.4	3.7	0.2	0.1	0.0	0.0	0.5
Sub Total	20.4	0.6	15.4	3.7	0.2	0.1	0.0	0.0	0.5
Local Parades									
Church Road, Formby (37 - 38)	1.7	0.0	1.1	0.5	0.0	0.0	0.0	0.0	0.0
Harington Road, Formby (42)	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Formby (39)	0.4	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.1	0.0	1.6	0.5	0.0	0.0	0.0	0.0	0.0
Out-of-Centre									
Homebase, Stephenson Way, Formby	6.2	0.0	5.6	0.4	0.0	0.1	0.0	0.0	0.1
Tesco, Altcar Road, Formby	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.7	0.0	6.1	0.4	0.0	0.1	0.0	0.0	0.1
TOTAL NORTH SEFTON	331.7	201.4	47.3	17.9	3.4	11.1	3.0	0.9	46.7
<i>excludes inflow</i>	<i>29.9</i>	<i>82.3</i>	<i>44.5</i>	<i>16.4</i>	<i>3.2</i>	<i>10.1</i>	<i>2.9</i>	<i>0.8</i>	<i>44.5</i>
SOUTH SEFTON									
Zone C									
Crosby District Centre (PSA)									
Crosby District Centre	7.6	1.0	0.0	6.3	0.0	0.0	0.2	0.0	0.0
Sub Total	7.6	1.0	0.0	6.3	0.0	0.0	0.2	0.0	0.0
Waterloo District Centre (PSA)									
Waterloo District Centre	5.1	0.0	0.1	4.6	0.4	0.0	0.0	0.0	0.0
Sub Total	5.1	0.0	0.1	4.6	0.4	0.0	0.0	0.0	0.0
Local Parades									
Bridge Road, Crosby (30)	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Brownmoor Lane, Crosby (32)	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
College Road, Crosby (?)	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Stuart Road, Crosby (?)	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
The Crescent, Thornton (90)	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Thornton Village Centre (90)	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	2.1	0.0	0.0	1.8	0.0	0.3	0.0	0.0	0.0
Zone B									
Bootle Town Centre (PSA)									
Bootle Town Centre	36.1	0.0	0.5	11.0	20.1	1.2	3.3	0.0	0.0
Sub Total	36.1	0.0	0.5	11.0	20.1	1.2	3.3	0.0	0.0
Local Centres									
Netherton Local Centre	0.9	0.0	0.0	0.0	0.5	0.0	0.0	0.4	0.0
Seaforth Local Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub Total	1.0	0.0	0.0	0.0	0.6	0.0	0.0	0.4	0.0
Local Parades									
Aintree Road, Bootle (11)	1.1	0.0	0.0	0.5	0.5	0.1	0.0	0.0	0.0
Altway, Aintree (3)	8.5	0.0	0.2	2.9	0.9	0.9	2.4	0.7	0.6
Church Road, Bootle (?)	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Dale Acre Drive, Bootle (?)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorne Road, Bootle (16-19)	0.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Knowsley Road, Bootle (21)	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Linacre Lane, Bootle (22)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Litherland District Centre (23)	0.5	0.0	0.0	0.0	0.4	0.0	0.1	0.0	0.0
Litherland Road, Bootle (23)	1.1	0.0	0.0	0.3	0.8	0.0	0.0	0.0	0.0
Marsh Lane, Bootle	1.4	0.0	0.0	0.2	0.9	0.0	0.3	0.0	0.0
Orrell Road, Bootle (14)	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Park Lane, Bootle (68-70)	1.9	0.0	0.0	1.0	0.0	0.2	0.6	0.1	0.0
Pendle View, Bootle (?)	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sefton Road, Bootle (51)	0.7	0.0	0.0	0.3	0.2	0.2	0.0	0.0	0.0
Sefton Road, Litherland (51)	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sefton Street, Bootle (?)	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Stanley Road, Bootle (24-26)	12.3	0.0	0.0	2.1	8.5	0.2	1.2	0.4	0.0
Sub Total	30.1	0.0	0.2	7.3	14.3	1.6	4.8	1.3	0.6
Out-of-Centre									
Asda, Aintree Retail Park	13.1	0.6	0.0	0.4	3.5	4.2	1.0	2.0	1.5
Aintree Racecourse Retail Park, Aintree	164.9	2.4	3.3	23.5	41.5	25.6	42.8	14.7	11.2
Dunningbridge Road, Bootle	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
B&Q, Racecourse Retail Park, Aintree	39.3	0.2	0.7	5.9	8.5	8.0	9.3	4.4	2.3
Homebase, Racecourse Retail, Aintree	1.4	0.0	0.0	0.5	0.4	0.2	0.2	0.1	0.0
Wickes, Ormskirk Road, Aintree	1.7	0.0	0.0	0.1	0.5	0.0	0.9	0.1	0.0
Switch Island Retail Park, Netherton	3.3	0.0	0.0	1.5	0.3	0.4	1.0	0.2	0.0
Tesco, Hawthorne Road, Litherland	1.2	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Sub Total	225.4	3.1	4.0	31.9	55.9	38.4	55.6	21.5	15.0
Zone M									
Maghull District Centre (PSA)									
Maghull District Centre	7.6	0.0	0.0	0.0	0.7	5.9	0.3	0.3	0.4
Sub Total	7.6	0.0	0.0	0.0	0.7	5.9	0.3	0.3	0.4
Local Parades									
Liverpool Road North, Maghull (55)	1.7	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.3
Liverpool Road South, Maghull (56)	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Liverpool Road, Lydiate (53)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

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TABLE 22: SHOPPING EXPENDITURE RETENTION (ALL GOODS)

DESTINATION	TOTAL COMPARISON (£m)	ZONE S COMPARISON (£m)	ZONE F COMPARISON (£m)	ZONE C COMPARISON (£m)	ZONE B COMPARISON (£m)	ZONE M COMPARISON (£m)	ZONE L COMPARISON (£m)	ZONE K COMPARISON (£m)	ZONE O COMPARISON (£m)
Liverpool Road, Maghull (S7)	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Long Lane, Aintree (?)	0.7	0.0	0.0	0.2	0.0	0.0	0.4	0.0	0.0
Melling Local Centre (63-64)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.8	0.0	0.1	0.0	0.0	0.7	0.0	0.0	0.0
Sefton Village Centre (?)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Station Road, Maghull	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sub Total	4.4	0.0	0.1	0.2	0.0	2.9	0.4	0.2	0.5
SUB TOTAL SOUTH SEFTON	319.4	4.2	5.0	63.1	92.0	50.4	64.7	23.7	16.5
	<i>28.8</i>	<i>1.9</i>	<i>7.7</i>	<i>50.0</i>	<i>59.3</i>	<i>49.9</i>	<i>28.4</i>	<i>31.5</i>	<i>11.0</i>
SUB TOTAL SEFTON	651.0	205.6	52.2	80.9	95.4	61.4	67.7	24.5	63.2
<i>excludes inflow</i>	<i>58.6</i>	<i>89.1</i>	<i>76.3</i>	<i>64.2</i>	<i>61.5</i>	<i>60.8</i>	<i>29.8</i>	<i>32.9</i>	<i>49.7</i>
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.6	0.0	0.2	0.0	0.0	0.0	0.1	0.3	0.0
Norris Green Local Centre	1.3	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Walton Vale District Centre	18.3	0.0	0.0	0.8	0.6	0.4	16.0	0.5	0.0
County Road District Centre	2.1	0.0	0.0	0.0	0.7	0.0	1.3	0.0	0.0
Breck Road District Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Rice Lane (Walton) Local Centre	3.2	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0
Fazakerley Local Centre	2.6	0.0	0.0	0.0	0.0	0.0	2.1	0.4	0.0
Anfield Local Centre	1.0	0.0	0.0	0.0	0.0	0.1	0.9	0.0	0.0
Aughton Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	29.2	0.0	0.2	0.8	1.4	0.6	24.9	1.2	0.1
Zone K									
Kirkby District Centre	16.0	0.0	0.2	0.2	0.0	1.0	2.2	9.4	3.1
Asda, Utting Avenue, Walton	2.8	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0
Taskers, Liver Industrial Estate, Walton	2.5	0.0	0.0	0.0	0.1	0.0	1.6	0.4	0.4
Sub Total	21.3	0.0	0.2	0.2	0.1	1.0	6.5	9.8	3.5
Zone O									
Ormskirk Town Centre	40.3	0.7	0.2	0.3	1.8	6.5	0.8	0.9	29.1
Sub Total	40.3	0.7	0.2	0.3	1.8	6.5	0.8	0.9	29.1
TOTAL OUTSIDE SEFTON	90.7	0.7	0.6	1.3	3.2	8.0	32.2	11.9	32.7
	<i>8.2</i>	<i>0.3</i>	<i>0.8</i>	<i>1.1</i>	<i>2.1</i>	<i>7.9</i>	<i>14.2</i>	<i>15.9</i>	<i>25.7</i>
SUB TOTAL STUDY AREA	741.8	206.3	52.8	82.3	98.6	69.4	100.0	36.4	95.9
	<i>66.8</i>	<i>89.5</i>	<i>77.1</i>	<i>65.2</i>	<i>63.6</i>	<i>68.7</i>	<i>43.9</i>	<i>48.9</i>	<i>75.5</i>

Notes:

- Post code sectors
- Market shares in Table 20 applied to available expenditure identified in Table 7.
- Excludes 'don't know/ varies'

2010 Prices

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TABLE 23: SHOPPING EXPENDITURE RETENTION (BULKY GOODS)

DESTINATION	TOTAL BULKY (£m)	ZONE S BULKY (£m)	ZONE F BULKY (£m)	ZONE C BULKY (£m)	ZONE B BULKY (£m)	ZONE M BULKY (£m)	ZONE L BULKY (£m)	ZONE K BULKY (£m)	ZONE O BULKY (£m)
Maghull District Centre	3.2	0.0	0.0	0.0	0.0	2.7	0.3	0.3	0.0
Sub Total	3.2	0.0	0.0	0.0	0.0	2.7	0.3	0.3	0.0
Local Parades									
Liverpool Road North, Maghull (55)	0.8	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Liverpool Road South, Maghull (56)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Liverpool Road, Lydiate (53)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull (57)	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Long Lane, Aintree (?)	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Melling Local Centre (63-64)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.5	0.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0
Sefton Village Centre (?)	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Station Road, Maghull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.3	0.0	0.1	0.2	0.0	1.6	0.0	0.2	0.2
SUB TOTAL SOUTH SEFTON	160.2	2.2	3.1	29.4	40.6	26.1	37.6	13.9	7.2
	<i>40.9</i>	<i>2.7</i>	<i>12.7</i>	<i>66.8</i>	<i>76.0</i>	<i>73.7</i>	<i>46.0</i>	<i>52.6</i>	<i>16.2</i>
TOTAL SEFTON	267.9	72.4	19.9	32.0	41.2	27.5	37.9	14.1	22.9
	<i>68.4</i>	<i>88.9</i>	<i>81.8</i>	<i>72.8</i>	<i>77.1</i>	<i>77.5</i>	<i>46.7</i>	<i>53.2</i>	<i>51.2</i>
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Norris Green Local Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Walton Vale District Centre	7.3	0.0	0.0	0.7	0.5	0.2	5.7	0.3	0.0
County Road District Centre	1.4	0.0	0.0	0.0	0.4	0.0	1.0	0.0	0.0
Breck Road District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rice Lane (Walton) Local Centre	1.1	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Fazakerley Local Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.7	0.2	0.0
Anfield Local Centre	0.7	0.0	0.0	0.0	0.0	0.1	0.6	0.0	0.0
Aughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.0	0.0	0.0	0.7	0.9	0.3	9.7	0.5	0.0
Zone K									
Kirkby District Centre	6.9	0.0	0.0	0.2	0.0	0.2	1.0	3.9	1.7
Asda, Utting Avenue, Walton	1.4	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Taskers, Liver Industrial Estate, Walton	2.0	0.0	0.0	0.0	0.1	0.0	1.6	0.2	0.1
Sub Total	10.3	0.0	0.0	0.2	0.1	0.2	4.0	4.1	1.8
Zone O									
Ormskirk Town Centre	16.3	0.7	0.0	0.0	1.0	1.8	0.0	0.2	12.6
Sub-Total	16.3	0.7	0.0	0.0	1.0	1.8	0.0	0.2	12.6
TOTAL OUTSIDE SEFTON	38.7	0.7	0.0	1.0	2.0	2.2	13.7	4.7	14.5
	<i>8.9</i>	<i>0.8</i>	<i>0.0</i>	<i>2.2</i>	<i>3.7</i>	<i>6.1</i>	<i>16.7</i>	<i>17.9</i>	<i>32.4</i>
SUB TOTAL STUDY AREA	306.5	73.1	19.9	32.9	43.2	29.7	51.6	18.8	37.3
	<i>78.3</i>	<i>89.8</i>	<i>81.8</i>	<i>74.8</i>	<i>80.8</i>	<i>83.6</i>	<i>63.0</i>	<i>71.1</i>	<i>83.6</i>

Notes:

- a. Post code sectors
- b. Market shares in Table 20 applied to available expenditure identified in Table 7.
- c. Excludes 'don't know/ varies'

2010 Prices

WYG PLANNING & DESIGN
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TABLE 24: SHOPPING EXPENDITURE RETENTION (NON-BULKY GOODS)

DESTINATION	TOTAL NON-BULKY (£m)	ZONE S NON-BULKY (£m)	ZONE F NON-BULKY (£m)	ZONE C NON-BULKY (£m)	ZONE B NON-BULKY (£m)	ZONE M NON-BULKY (£m)	ZONE L NON-BULKY (£m)	ZONE K NON-BULKY (£m)	ZONE O NON-BULKY (£m)
Maghull District Centre	4.4	0.0	0.0	0.0	0.7	3.3	0.0	0.0	0.4
Sub Total	4.4	0.0	0.0	0.0	0.7	3.3	0.0	0.0	0.4
Local Parades									
Liverpool Road North, Maghull (55)	1.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.3
Liverpool Road South, Maghull (56)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Lydiate (53)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Liverpool Road, Maghull (57)	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Long Lane, Aintree (?)	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Melling Local Centre (63-64)	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sefton Lane, Maghull	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Sefton Village Centre (?)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Station Road, Maghull	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Sub Total	2.1	0.0	0.0	0.0	0.0	1.4	0.4	0.0	0.3
SUB TOTAL SOUTH SEFTON	159.1	2.0	1.9	33.6	51.4	24.2	27.1	9.7	9.3
	<i>22.1</i>	<i>1.3</i>	<i>4.2</i>	<i>41.0</i>	<i>30.6</i>	<i>36.9</i>	<i>18.6</i>	<i>20.3</i>	<i>11.3</i>
TOTAL SEFTON	383.2	133.2	32.3	49.0	54.1	33.9	29.8	10.5	40.4
	<i>53.3</i>	<i>89.3</i>	<i>73.2</i>	<i>59.7</i>	<i>53.3</i>	<i>51.7</i>	<i>20.5</i>	<i>21.8</i>	<i>49.0</i>
OUTSIDE SEFTON									
Zone L									
Stonedale Retail Park, Liverpool	0.6	0.0	0.2	0.0	0.0	0.0	0.1	0.3	0.0
Norris Green Local Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0
Walton Vale District Centre	11.0	0.0	0.0	0.0	0.1	0.3	10.3	0.2	0.0
County Road District Centre	0.7	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.0
Breck Road District Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Rice Lane (Walton) Local Centre	2.1	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0
Fazakerley Local Centre	1.6	0.0	0.0	0.0	0.0	0.0	1.4	0.2	0.0
Anfield Local Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Aughton Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Halsall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	17.2	0.0	0.2	0.0	0.5	0.3	15.2	0.7	0.1
Zone K									
Kirkby District Centre	9.1	0.0	0.2	0.0	0.0	0.8	1.2	5.5	1.4
Asda, Utting Avenue, Walton	1.4	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Taskers, Liver Industrial Estate, Walton	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3
Sub Total	10.9	0.0	0.2	0.0	0.0	0.8	2.5	5.7	1.7
Zone O									
Ormskirk Town Centre	24.0	0.0	0.2	0.3	0.8	4.7	0.8	0.7	16.5
Sub-Total	24.0	0.0	0.2	0.3	0.8	4.7	0.8	0.7	16.5
TOTAL OUTSIDE SEFTON	52.0	0.0	0.6	0.4	1.3	5.9	18.6	7.1	18.3
	<i>7.2</i>	<i>0.0</i>	<i>1.3</i>	<i>0.5</i>	<i>1.2</i>	<i>8.9</i>	<i>12.8</i>	<i>14.9</i>	<i>22.1</i>
SUB TOTAL STUDY AREA	435.2	133.2	32.9	49.3	55.4	39.8	48.4	17.6	58.6
	<i>60.6</i>	<i>89.3</i>	<i>74.5</i>	<i>60.1</i>	<i>54.6</i>	<i>60.7</i>	<i>33.2</i>	<i>36.6</i>	<i>71.1</i>

Notes:

- a. Post code sectors
- b. Market shares in Table 20 applied to available expenditure identified in Table 7.
- c. Excludes 'don't know/ varies'

2010 Prices

TABLE 26: ESTIMATED (BASELINE) CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN STUDY AREA

Available Capacity - Sefton			
Year	Turnover - £m	Expenditure Available - £m	Surplus Expenditure - £m
2011	670.3	670.3	0.0
2016	747.5	713.6	-14.8
2021	792.5	827.2	34.7
2026	862.2	961.2	98.9
2031	938.1	1208.4	270.4

Market Share 23.8
Allows for increased turnover efficiency as set out in Table 4a Exuperian Retail Planner 9 (Sept 2011)
Assumes constant market share claimed by Sefton facilities at 58.6% from Study Area
At 2010 prices

Year	£m	Comparison Goods	
		Min ²	Max ²
2011	0.0	0	0
2016	-14.8	-2,731	-4,551
2021	34.7	5,867	9,779
2026	98.9	15,383	25,638
2031	270.4	38,634	64,391

Average sales density assumed to be £5,000 per sq.m at min and £3,000 per sq. m for max
Allows for increased turnover efficiency as set out in Table 4a Exuperian Retail Planner 9 (Sept 2011)
At 2010 prices

Year	£m	Comparison Goods		Floorpace Requirement	
		£m	Residual	Min ²	Max ²
2011	0.0	34.2	-34.2	0	0
2016	-14.8	37.2	-52.0	-9,576	-15,961
2021	34.7	40.5	-5.8	-976	-1,631
2026	98.9	44.0	54.9	8,537	14,229
2031	270.4	47.9	222.4	31,789	52,981

Allows for increased turnover efficiency as set out in Table 4a Exuperian Retail Planner 9 (Sept 2011)
Planning commitments taken from Table 25 below

Available Capacity - North Sefton			
Year	Turnover - £m	Expenditure Available - £m	Surplus Expenditure - £m
2011	350.9	350.9	0.0
2016	381.4	373.8	-7.6
2021	414.9	432.6	17.7
2026	451.4	501.8	50.4
2031	491.1	628.8	137.7

Market Share 29.9
Allows for increased turnover efficiency as set out in Table 4a Exuperian Retail Planner 9 (Sept 2011)
Assumes constant market share claimed by North Sefton facilities at 29.9% from Study Area
Assumes allowance for 10% inflow for facilities at Southport town centre
At 2010 prices

Year	£m	Comparison Goods	
		Min ²	Max ²
2011	0.0	0	0
2016	-7.6	-1,391	-2,318
2021	17.7	2,989	4,982
2026	50.4	7,837	13,061
2031	137.7	19,662	32,803

Average sales density assumed to be £5,000 per sq.m at min and £3,000 per sq. m for max
Allows for increased turnover efficiency as set out in Table 4a Exuperian Retail Planner 9 (Sept 2011)
At 2010 prices

Year	£m	Comparison Goods		Floorpace Requirement	
		£m	Residual	Min ²	Max ²
2011	0.0	12.2	-12.2	-2,444	-4,073
2016	-7.6	13.3	-20.8	-3,835	-6,391
2021	17.7	14.4	3.2	545	909
2026	50.4	15.7	34.7	5,393	8,988
2031	137.7	17.1	120.6	17,238	28,230

Assumes allowance for 10% inflow for facilities at Southport town centre
Planning commitments taken from Table 25 below

TABLE 26a: COMPARISON GOODS PLANNING COMMITMENTS BENCHMARK TURNOVER WITHIN IDENTIFIED CENTRES (2011)

Reference	Location	Proposal	Gross Retail Floorpace	Net Comparison Retail Floorpace	Estimated Turnover per sq.m (£)	Estimated Turnover (£)	Category	Status
North Sefton								
Southport								
S/2011/0637	Unit 4, Meols Cop Retail Park, Southport	Construction of a mezzanine floor	534	422	3,000	1,300	Out-of-Centre	Approved
S/2009/0671	Unit 6, Meols Cop Retail Park, Southport	Construction of a mezzanine floor	929	669	3,000	2,000	Out-of-Centre	Approved
N/2009/0854	Unit 7, Meols Cop Retail Park, Southport	Installation of Mezzanine Floor	1,858	1,338	3,000	4,000	Out-of-Centre	Approved
S/2011/0204 (formerly N/2008/0505)	Teardrop site, Central 12 Retail Park, Southport	Erection of 5 retail units, 4 as A1	617	355	3,000	1,100	Edge-of-Centre	Approved
N/2007/0960	Unit 5, Meols Cop Retail Park, Southport	Certificate of lawfulness for mezzanine floorpace	840	604.8	3,000	1.8	Out-of-Centre	Approved
N/2007/0956	Unit 5a, Meols Cop Retail Park, Southport	Certificate of lawfulness for mezzanine floorpace	684	684	3,000	2.1	Out-of-Centre	Approved
Sub Total						12.2		
South Sefton								
Boothle								
S/2010/1538	82 Linacre Road, Boothle	COU of former PH to mixed use	364	262.08	3,000	0.8	Out-of-Centre	Approved
S/2009/1125	Maggies Public House, Bridle Road, Boothle	Outline application for Mixed Use development	372	267.84	3,000	0.8	Out-of-Centre	Approved
S/2007/0752 (extension of time S/2010/1227)	Former Johnsons Cleaners, Midknap Road, Boothle	Conversion and extension of existing building to	869	625.68	3,000	1.9	Out-of-Centre	Approved
S/2006/0578	Site 7 Pimpall Trading Estate, Hawthorne Road, Boothle	Demolition of existing building and redevelopment including shops	740	532.8	3,000	1.6	Out-of-Centre	Under construction
S/2010/1157	Asda (formerly Netto), Orrell Road, Boothle			178	7,954	1.4	Out-of-Centre	Approved
S/2010/1157	Bulky Goods, Orrell Road, Boothle	Erection of retail foodstore		1170	3000	3.5	Out-of-Centre	Approved
Crosby								
S/2010/1008	Sainsbury's Central Building, Church Road, Crosby	Use of land for siting of 7 temporary shop units (A1 to A5)	700	504	3,000	2.1	Town Centre	Approved
S/2010/0956	72-74 Coronation Road, Crosby	COU for vacant car showroom (SG) to Retail (A1)	417	300.24	3,000	1.3	Town Centre	Approved
S/2005/0821	Central Buildings, Church Road	Proposed four storey building comprising retail space, office and residential	1,100	792	3,000	2.4	District Centre	Under construction
S/2010/1738	adj Aldi store, Moor Lane, Thornton	Erection of single storey building with car neck	279	195	3,000	0.6	Out-of-Centre	Approved
Masbuhl								
S/2010/1503	Central Square, Westway	Partial redevelopment and refurb of Central Square, including five new units with mezzanine	3,868	1,200	3,000	3.7	District Centre	Approved
Netherton								
S/2010/0841	Boothle, Municipal Golf Course, Durrings Bridge Road, Netherton	Erection of single storey petrol subhouse and retail shop	372	268	3,000	0.8	Out-of-Centre	Approved
Aintree								
S/2010/0200	Courts, Unit 2, Racecourse Retail Park	Construction of extended mezzanine floor (uplift mkt)	205	148	3,000	0.4	Out-of-Centre	Approved
S/2007/0938	Land forming part of car	Erection of single storey	314	267	3,000	0.8	Out-of-Centre	Approved
Sub Total						22.6		
Total			15,062	10,803		34.2		

Available Capacity - South Sefton			
Year	Turnover - £m	Expenditure Available - £m	Surplus Expenditure - £m
2011	319.4	319.4	0.00
2016	347.1	339.8	-7.28
2021	377.6	394.7	17.03
2026	410.8	459.4	48.54
2031	447.0	579.6	132.63

Market Share 23.9
Allows for increased turnover efficiency as set out in Table 4a Exuperian Retail Planner 9 (Sept 2011)
Assumes constant market share claimed by South Sefton facilities at 28.8% from Study Area
At 2010 prices

Year	£m	Comparison Goods	
		Min ²	Max ²
2011	0.0	0	0
2016	-7.3	-1,340	-2,233
2021	17.0	2,878	4,797
2026	48.5	7,546	12,577
2031	132.6	18,953	31,588

Average sales density assumed to be £5,000 per sq.m at min and £3,000 per sq. m for max
Allows for increased turnover efficiency as set out in Table 4a Exuperian Retail Planner 9 (Sept 2011)
At 2010 prices

Year	£m	Comparison Goods		Floorpace Requirement	
		£m	Residual	Min ²	Max ²
2011	0.0	22.0	-22.0	-4,402	-7,337
2016	-7.3	23.9	-31.2	-5,742	-9,569
2021	17.0	26.0	-9.0	-1,524	-2,340
2026	48.5	28.3	20.2	3,144	5,340
2031	132.6	30.8	101.8	14,550	24,251

Allows for increased turnover efficiency as set out in Table 4a Exuperian Retail Planner 9 (Sept 2011)
Planning commitments taken from Table 25 below