Northumberland County Council

Northumberland Town Centre and Retail Study Update

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Address: Quay West at MediaCityUK, Trafford Wharf Road, Trafford Park, Manchester, M17 1HH
Tel: 0161 872 3223
E-Mail: planners.manchester@wyg.com
Web: www.wyg.com

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Checked by:	Keith Nutter	Signed:	

Verified by:	Keith Nutter	Signed:	

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1.0 Introduction

Instruction

1.01 WYG Planning & Environment ('WYG') has been instructed by Northumberland County Council to undertake an update of the principal findings of the Northumberland Town Centres and Retail Study of February 2011 which pertain to the capacity which exists to support additional retail floorspace in the Northumberland area. This report provides an overview of our methodological approach, prior to setting out our findings in respect of the quantitative need for further shopping facilities.

1.02 The Update utilises the empirical research which informed the 2011 Study, namely the shopping survey of just over 1,500 households which was undertaken by NEMS Market Research Limited in August 2009. The Study Area for the survey comprises 15 zones which are based on postcode areas grouped around one or more of the existing main or secondary town centres. The Update also draws upon current Experian population and expenditure data (published September 2012) in order to establish the up to date position with regard to both convenience and comparison goods capacity.

Structure of Report

1.03 Our report is structured as follows:

- Section 2 provides a context for the Update by providing an analysis of key retail trends;
- Section 3 considers the up to date position in respect of relevant retail and town centre planning policy;
- Section 4 sets out current and future population and expenditure levels within the Study Area;
- Section 5 sets out our assessment of the quantitative need for further convenience and comparison goods floorspace over the assessment period; and
- Section 6 provides a summary of our findings.

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. For most of this time, the retail sector has experienced considerable expenditure growth, which has been attributed to a number of factors, including greater disposable income, availability of credit, new technology and a general overall increase in our standard of living. However, recent economic conditions have had a clear impact on expenditure and per capita convenience goods spending has actually reduced in recent years. The way in which goods are purchased has also altered due to the increased popularity of 'e-tailing', which now claims more than one in every ten pounds spent in the UK[1].

2.02 The retail market and the need for new development is continually evolving as a result of numerous factors including demographics, consumer demands, car ownership, planning policy and technological advancements, such as e-tailing. The share of retail spending has undergone a significant shift in the decade since 2002, with Verdict identifying that town centre spending declined from 47.7% of overall spend to 39.9% at 2012. In contrast, spending in out-of-centre locations has increased over the same period by 2.1% and non-store locations by 6.6%[2]. These changes have had a major impact on the format and location of retail and leisure floorspace and have been recognised in the 'town centre first' policy approach which has been pursued by recent Governments and which is now outlined in the National Planning Policy Framework (NPPF) (March 2012).

Current Retail Picture

2.03 Recent research undertaken by Colliers[3] provides information on recent trends together with forecasts for the future of retailing in the UK. The findings confirm that the retail sector has been significantly affected by the wider economic climate and there is considerable 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, the UK economy entered a double dip recession in the latter months of 2011 and the retail market has since continued to decline. The significant reduction in Government spending due to the recent austerity measures is also impacting on economic growth, with the UK unemployment rate recorded at 8.1% in July 2012.

[1] Experian Retail Planner Briefing Note 10.1, September 2012
[2] 'UK Out of Town Retailing,' Verdict Datamonitor, April 2012
[3] 'Great Britain Retail: Autumn 2012', Colliers, October 2012

2.04 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, since 2010 there have been increases in taxation (for example in VAT, national insurance contributions and capital gains tax) which also suggest that growth in household spending is unlikely to counterbalance any reduced public sector spending. Furthermore, inflation had risen to such a level that it quickly outpaced average earnings growth; however, inflation is stabilising and, at the time of reporting, is at its lowest level in three years at 2.2%.

2.05 The current economic conditions are resulting in significant structural changes to the high street, whereby the pressure on retailers to remain solvent has meant that many are showing increased signs of caution in investment decisions. In particular, retailers are rationalising their physical store portfolios by reducing their number of stores, 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 Optical Express which announced the closure of 40 stores in October 2012 and Thorntons which announced plans to close 180 stores in June 2011) and are considered necessary in order to secure their future. The Local Data Company[4] reports that the national vacancy rate equates to over 23,000 vacant shops in the top national town centres. The increase in vacant units results in a lack of investment in the upkeep of premises which in some cases is having a negative impact on the overall attractiveness of certain centres and secondary retail areas.

2.06 To address this, many retailers are re-negotiating their lease terms with landlords in order to enable them to switch from quarterly rents to monthly agreements, with Colliers[5] identifying several high street firms (including Monsoon and New Look) who are trying to ease the cash flow burden of paying rent three months in advance. Furthermore, some retailers are finding it increasingly difficult to justify being represented in every town in the UK and in less profitable markets. As a consequence, 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). Large cities and towns are likely to suffer less compared to smaller centres, given that they provide an enhanced choice for customers and offer the greater retail and leisure 'experience' that consumers increasingly desire. In terms of prime retail rental values, Colliers[6] note that national rates fell by an average of -0.9% in 2011 and by a further

[4] 'Q2 2012 Shop Vacancy Snapshot,' Local Data Company, July 2012
[5] Great Britain Retail: Autumn 2012', Colliers, October 2012
[6] Great Britain Retail: Autumn 2012', Colliers, October 2012

-1.2% in 2012, with the average national prime retail rent now being £110 per sq. ft. Colliers also reports that there is a marked regional variation in the rental rates, with London the only region to achieve rental growth over the 12 months to June 2012. In contrast, several other regions experienced significant reductions in their average prime rental values during the 12 month period to June 2012, notably Wales (-8.4%), the East Midlands (-5.7%), West Midlands (-3.7%), North West (-2.1%) and Yorkshire and the Humber (-1.8%).

2.07 In summary, there has been a marked polarisation and divergence in retailer spending, characterised by diminishing demand for secondary premises in smaller peripheral centres and increasing interest for well located and appropriately configured floorspace in key centres. Colliers[7] also suggests that whilst Central London, regional city centres and regional shopping malls are relatively stable, a significant number of small and medium sized towns will need to implement innovative ideas in order to improve spending rates and reduce trade leakage.

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[8] forecast annual per capita convenience goods growth rate is now +0.1% at 2012, -0.1% at 2013 and +0.0% at 2014. However, forecast annual per capita comparison goods growth rates[9] are slightly more positive than in previous years, with growth of +1.4% forecast at 2012, +1.8% at 2013 and +2.4% at 2014. Whilst this is encouraging, it is evident that these forecast growth rates are well below the growth which was recorded prior to the economic downturn.

2.09 It has been widely reported that a number of high street retailers suffered poor trading figures during 2009 and 2010, resulting in many operators going into administration. 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 2010, a further number of high street brands were affected in that year including Envy, Ethel Austin, Habitat, Faith Shoes and Suits You. Colliers[10] reports that the number of companies going into administration fell from 54 in 2008 (affecting a total of 5,800 stores) to 31 in 2011 (affecting 2,500 stores).

[7] Ibid
[8] Experian Retail Planner Briefing Note 10.1, September 2012
[9] Ibid
[10] 'Midsummer Retail Report 2012,' Colliers, July 2012

2.10 However, in the first five months of 2012, 30 retailers had gone into administration affecting 3,000 stores. Retailers affected in 2012 include Blacks Leisure (300 stores), GAME (333 stores) and Peacocks (550 stores). In the second quarter of 2012, Clinton Cards went into administration, though 397 stores were subsequently purchased by Lakeshore, a subsidiary of supplier American Greetings. JJB Sports also fell into administration in September 2012, and whilst 20 of the stores were sold to Sports Direct, the remaining 133 units have closed.

2.11 Despite the difficulties outlined above and the general decline in the comparison goods sector, 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 manner in which such purchases are made has changed considerably, with the increasing popularity of the internet to purchase books and music having a notable impact on the composition of town centres, with such stores all but disappearing from the high street.

Trends in Comparison Goods Shopping

2.12 Whilst it is not anticipated that growth in retail spending over the next ten years will mirror that achieved after the turn of the millennium, there is expected to be some growth in comparison goods expenditure in coming years. Consequently, there is an increasing focus from retailers on achieving more efficient use of their floorspace, particularly given the recent poor performance of certain national multiples, many of which have been affected by the significant increase in e-tailing and increases in rental levels secured before 2008. As a result 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 floor plates enable retailers to provide a greater range of goods; for example, in 2011, Primark opened 1 million sq.ft of new retail space.

2.13 International market conditions and price deflation in some key sectors have also meant that many high street names are becoming increasingly vulnerable to takeover. Colliers 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. 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 increase their market share, are now assessing 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

2.14 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 PPS4 and subsequently the NPPF) 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:

- Offering a wider product range, such as financial and insurance products, petrol and non-food goods;
- 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);
- Extended opening hours;
- Offering cheap products and no-frills service;
- Providing an attractive and powerful brand image; and
- Offering a home delivery service.

2.15 Verdict[11] identifies that the 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 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

[11] 'UK Food & Grocery Retailers', Verdict, September 2011

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.

2.16 Verdict also states that changing UK demographics are having a major impact on the food and grocery sector. 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 make more frequent small trips rather than do large weekly shops. 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.

2.17 Verdict[12] estimates that the food and grocery sector will be worth £130.0 billion in 2011, equating to annual growth of 3.2%, representing 43.7% of total retail spend. The four key supermarket chains in the UK have market shares of 31.0% (Tesco), 17.5% (Asda), 16.5% (Sainsbury's) and 11.4% (Morrisons)[13]. National multiple retailers, including the Co-operative Food (6.8%), Waitrose (4.7%) and Aldi (2.9%), represent a total grocery market share of 97.8%.

2.18 More recently, there has been a slowdown in the growth plans of the majority of the principal supermarket operators. Tesco in particular has indicated that its net new space growth in 2012 will be 38% lower than in 2011, with the company instead focusing on developing medium size units and investing around £1 billion on improving its current stores. Asda is the second largest supermarket retailer in the UK, with more than 500 stores nationwide. In 2011, Asda opened 22 new stores and acquired 193 Netto stores which allowed the company to increase its smaller store portfolio. However, as a result of Competition Commission laws, Asda was later required to sell 47 of the stores to other retailers, including Morrisons. Asda has recently focused investment on its smallest store formats (known as Asda Supermarket), with the company having aspirations to deliver 250 such stores by 2015. Morrisons intend to deliver 2.5 million sq.ft of new retail floorspace by 2013/2014, both through the continued development of large foodstore schemes and the new small scale M-Local convenience format store. Due to the success of the initial trials, Morrisons now intend to open 50

[12] Ibid

[13] 'Grocery Market Share UK,' Kantar Worldpanel, 9th October 2012

additional M-Local stores by 2013/2014. The discount supermarket chain Aldi made a pre-tax profit of £57.8m in 2011, when it opened 29 new UK stores. It is currently seeking to develop a further 40 stores by the end of 2013, thus bringing its total number of UK stores to over 500.

2.19 The role of supermarkets also 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 increasingly being driven by large supermarket growth, with half of town centres now competing with five or more supermarkets within a two mile radius[14]. Whilst the exact impacts which will arise from the opening of a new supermarket are dependent on local circumstances, BCSC notes that there has been a significant decline in the number of independent food retailers over recent years, including a reduction of 45% between 1996 and 2007 in the number of greengrocers. Over the same time period the market share of total retail sales secured by supermarkets has increased from 38% to 42%.

Out-of-Centre

2.20 Despite the 'town centre first' planning policies which have been adopted by recent Governments, research undertaken by Verdict[15] indicates that between 2007 and 2012, the amount of out-of-centre floorspace increased by 23%. However, in very recent years, Colliers notes that the demand for out-of-centre representation has been limited, with those retailers seeking to acquire stores having a pick of vacant stock which has been made available through the administration of MFI (in November 2008), Land of Leather (in January 2009) and Focus DIY (in May 2011), amongst others. Only five major out-of-town retailers have failed since June 2011, these being Allied Carpets, Clintons, Comet, GAME and Peacocks.

2.21 The national average vacancy rate in out-of-centre retail warehouses in 2012 is 3.9%, an increase of 0.3% since 2011. Some of the voids created by the 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, B&M, Mothercare, Next Home and TK Maxx.

2.22 Looking forward, Colliers indicates that whilst out-of-centre locations have witnessed low levels of development during the last two years, it is estimated that one million sq.ft of new space is to be completed in 2012. There are also an increasing number of retailers acquiring larger stores, including

[14] 'What Does the Future Hold for Town Centres?', BCSC, September 2011
[15] 'UK Out of Town Retailing,' Verdict Datamonitor, April 2012

several department-store type format operators including John Lewis Home, M&S and Primark. The large out-of-centre Oakgate scheme which was recently approved by the City of York Council, for example, will accommodate M&S, John Lewis and Next stores.

Shopping Centre Development

2.23 It is evident that shopping centre retail development is currently at a virtual standstill and, as a result, little activity is anticipated over the next few years. Colliers suggests that the UK will never see a return to the level of shopping centre openings that was evident in recent times, with no major new centres due to open in 2012. The Trinity development in Leeds City Centre, which is due to open in spring 2013, is the only scheme over 200,000 sq.ft currently under construction. There are currently six other schemes which have a floorspace of between 100,000 and 200,000 sq.ft which give a total floorspace of development currently under construction at 1.67 million sq.ft. BCSC[16] note that these centres are being developed as they have achieved the thresholds, development finance and conditionality necessary to progress the schemes. In contrast to the average level of completions over the last five years (3.9 million sq.ft per annum), this level of shopping centre development is by comparison very modest. In 2008, for example, almost 8 million sq.ft of new floorspace opened across 14 new schemes nationwide.

2.24 Viability is considered almost impossible to achieve no matter how well designed or well located a scheme is. There are 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, Macclesfield, 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.

2.25 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 in the investment market and, critically, the availability of finance at viable levels to occur. For those towns without an oversupply of floorspace and with sites which can be brought forward without excessive levels of cost, some

[16] 'Shopping Centre Development Pipeline 2012,' BCSC, June 2012

development may be able to be brought forward within the next five years. However, such opportunities may be the exception rather than the rule.

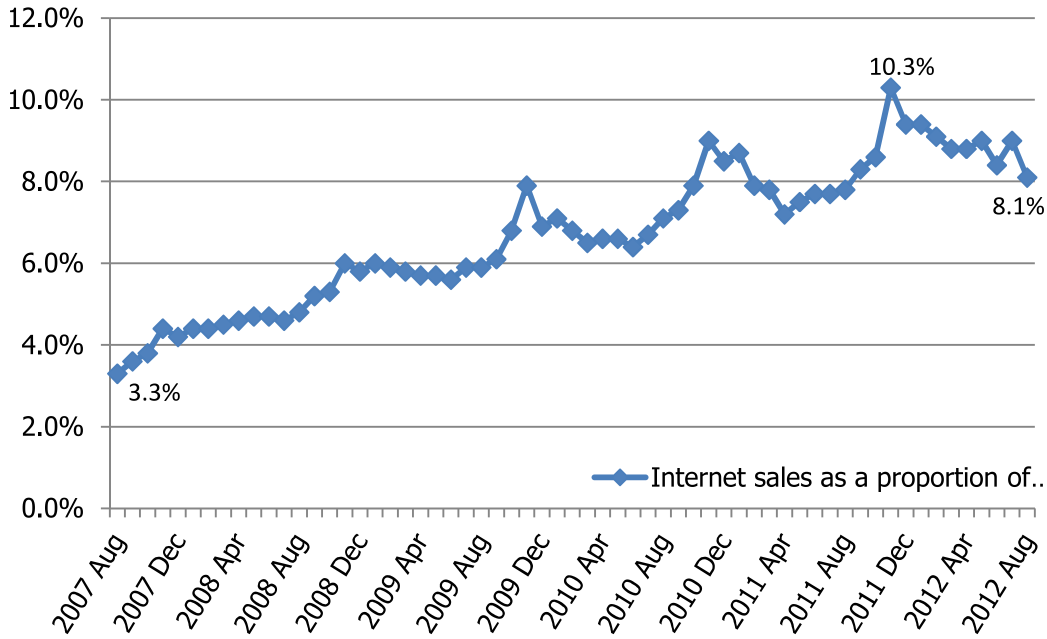
2.26 In addition to their retail offer, consumers are increasingly travelling to larger centres for their overall experience and to use the leisure facilities. Colliers notes that the largest destinations draw from a wide catchment, hence the need to retain consumers for as long as possible. In the past, it was recognised that non-retail uses typically occupied less than 10% of the space, though this has increased in recent schemes, including Westfield in Stratford where catering and leisure units occupy over 20% of the space.

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

2.27 Many consumers who previously shopped in town centres and at retail parks are now using the internet for some of their purchases. It is estimated that internet sales accounted for 8.1% of all UK retail spending at August 2012[17] and this trend is set to continue, with Experian[18] predicting that all non-store purchases will account for 11.3% of total retail expenditure at 2016. The rise in recent years of e-commerce has had a major impact upon retailers, developers and investors alike, with the top 10 e-retailers including Amazon UK, Argos, and Next. As access to the internet/online shopping continues to grow through digital televisions, tablets and mobile phones, proportionally less money is anticipated to be spent in the high street or at retail parks.

[17] 'Retail Sales', Office for National Statistics, August 2012
[18] Experian Retail Planner Briefing Note 10.1, September 2012

Figure 2.1: **Internet Sales as a Proportion of All Retailing**



Source: 'Retail Sales,' Office for National Statistics, August 2012

2.28 The growth in internet as a sales medium has been enabled by the increase in access to the internet by households, which has reportedly[19] risen from 57% at 2006, to 77% at 2011 and 80% at 2012. A total of 21 million households in Great Britain now have internet access (August 2012), an increase of 7.1 million since 2006. In addition, 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, deliveries 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.

2.29 Online spending continues to be the key growth opportunity for national and independent retailers, accounting for increasing proportions of total sales. For example, online sales at Next in 2011 accounted for 44% of operating profit and 32% of group sales. With regard to foodstore operators, food accounts for 20.5% of all internet sales, which equates to 3.1% of all food retailing[20]. 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 and, as a result, the likes of

[19] Statistical Bulletin: Internet Access Households and Individuals', Office for National Statistics, August 2012
[20] 'Shop Expansion and the Internet', CBRE, May 2012

Asda and Sainsbury's have improved their geographical coverage and capacity. In particular, online sales at Tesco currently exceed £2 billion, with Colliers noting that the operator has a reported 48% online grocery market share.

2.30 Office for National Statistics (ONS) data[21] 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% in 2007. The most popular online purchases were clothes/sports goods, with 46% of internet users buying these items. In addition, 21% of users bought food or groceries and 38% bought household goods. Additional research conducted by the Interactive Media in Retail Group (IMRG) and analysts Capgemini[22] indicates that British shoppers spent £5.8 billion online in August 2012, a year-on-year growth of 11%. IMRG also states that all key retail sectors experienced improvements in sales between July 2011 and July 2012, particularly in the health and beauty (+30%), electrical (+30%) and gifts (+27%) sectors.

2.31 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.

2.32 Despite some variance in the estimated future growth of online shopping, it is clear that e-tailing will not replace the 'shopping experience' as shopping is a social activity. In this regard, retailers are already adopting innovative approaches to encourage people to visit their store through 'try before you buy' concepts. For example, Ellis Bingham has installed Vertical Chill indoor ice climbing walls at five stores for customers to try equipment and to interact with products. 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.

[21] 'Statistical Bulletin: Internet Access Households and Individuals', Office for National Statistics, August 2011
[22] 'IMRG Capgemini E-retail Sales Index', September 2012

3.0 Planning Policy Context

Introduction

3.01 The principal change in planning policy since the previous Study reported is the publication of the National Planning Policy Framework (NPPF) on 27 March 2012. The NPPF provides a single consolidated statement of Government planning policy and replaces previously published Planning Policy Statement and Guidance notes. However, at the time of reporting, the Practice Guidance on Need, Impact and the Sequential Approach which accompanied the publication of Planning Policy Statement 4: Planning for Sustainable Growth in December 2009 remains in force and is of relevance to the production of town centre studies and subsequent updates.

National Planning Policy Framework

3.02 The principal theme of the NPPF 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.

3.03 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.

3.04 The Framework stresses the Government's commitment to securing economic growth in order to create jobs and prosperity. Planning should operate to encourage and not act as an impediment to sustainable growth. Therefore 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. It is stated that investment in business should not be over-burdened by the combined requirements of planning policy expectations.

3.05 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. Paragraph 23 of the NPPF provides guidance for local planning authorities in drawing up Local Plans and states that they should:

- recognise town centres as the heart of communities and pursue policies to support their vitality and viability;
- define a network and hierarchy of centres that is resilient to anticipated future economic changes;
- define the extent of town centres and primary shopping areas, based on a clear definition of primary and secondary frontages in designated centres, and set policies that make clear which uses will be permitted in such locations;
- promote competitive town centres that provide customer choice and a diverse retail offer and which reflect the individuality of town centres;
- retain and enhance existing markets and, where appropriate, re-introduce or create new ones, ensuring that markets remain attractive and competitive;
- allocate a range of suitable sites to meet the scale and type of retail, leisure, commercial, office, tourism, cultural, community and residential development needed in town centres;
- allocate appropriate edge of centre sites for main town centre uses that are well connected to the town centre where suitable and viable town centre sites are not available. If sufficient edge of centre sites cannot be identified, set policies for meeting the identified needs in other accessible locations that are well connected to the town centre;
- set policies for the consideration of proposals for main town centre uses which cannot be accommodated in or adjacent to town centres;
- recognise that residential development can play an important role in ensuring the vitality of centres and set out policies to encourage residential development on appropriate sites; and
- where town centres are in decline, plan positively for their future to encourage economic activity.

3.06 Paragraph 23 also indicates that needs for retail, leisure, office and other main town centre uses should be met in full and should not be compromised by limited site availability.

3.07 Paragraph 24 requires local planning authorities to adopt a sequential approach to the consideration of planning applications for main town centre uses that are not in an existing centre or in accordance with an up-to-date Local Plan.

3.08 Paragraph 26 indicates that local planning authorities should require an impact assessment for retail, leisure and office development outside of town centres which are not in accordance with an up-to-date Local Plan and if the development is over a proportionate, locally set threshold. Where there is no locally defined threshold, the default will be 2,500 sq.m.

Planning for Town Centres: Practice Guidance on Need, Impact and the Sequential Approach

3.09 The Practice Guidance also confirms that an up to date assessment of the need for additional or replacement floorspace to accommodate town centre uses is a fundamental component of the evidence base to underpin policy making. Paragraph 3.2 indicates that both quantitative and qualitative need will have a role to play in reaching an overall judgement about the scale and form of development which should be planned for and facilitated through development plans. Quantitative need is identified as being that which arises as a result of forecast expenditure growth (either through population growth or increases in spending), or by imbalance between the existing facilities and the current level of available expenditure in an area. Qualitative need includes that which is related to customer choice, the appropriate distribution of facilities and the needs of those living in deprived areas.

3.10 Paragraph 3.4 of the Practice Guidance sets out the five key stages which will underpin an assessment of quantitative retail need, these being:

- the definition of the catchment/study area;
- the assessment of current/future spend;
- the assessment of current shopping patterns and market shares;
- the comparison of current and forecast turnover with existing floorspace; and
- the identification of future expenditure capacity and need for new floorspace.

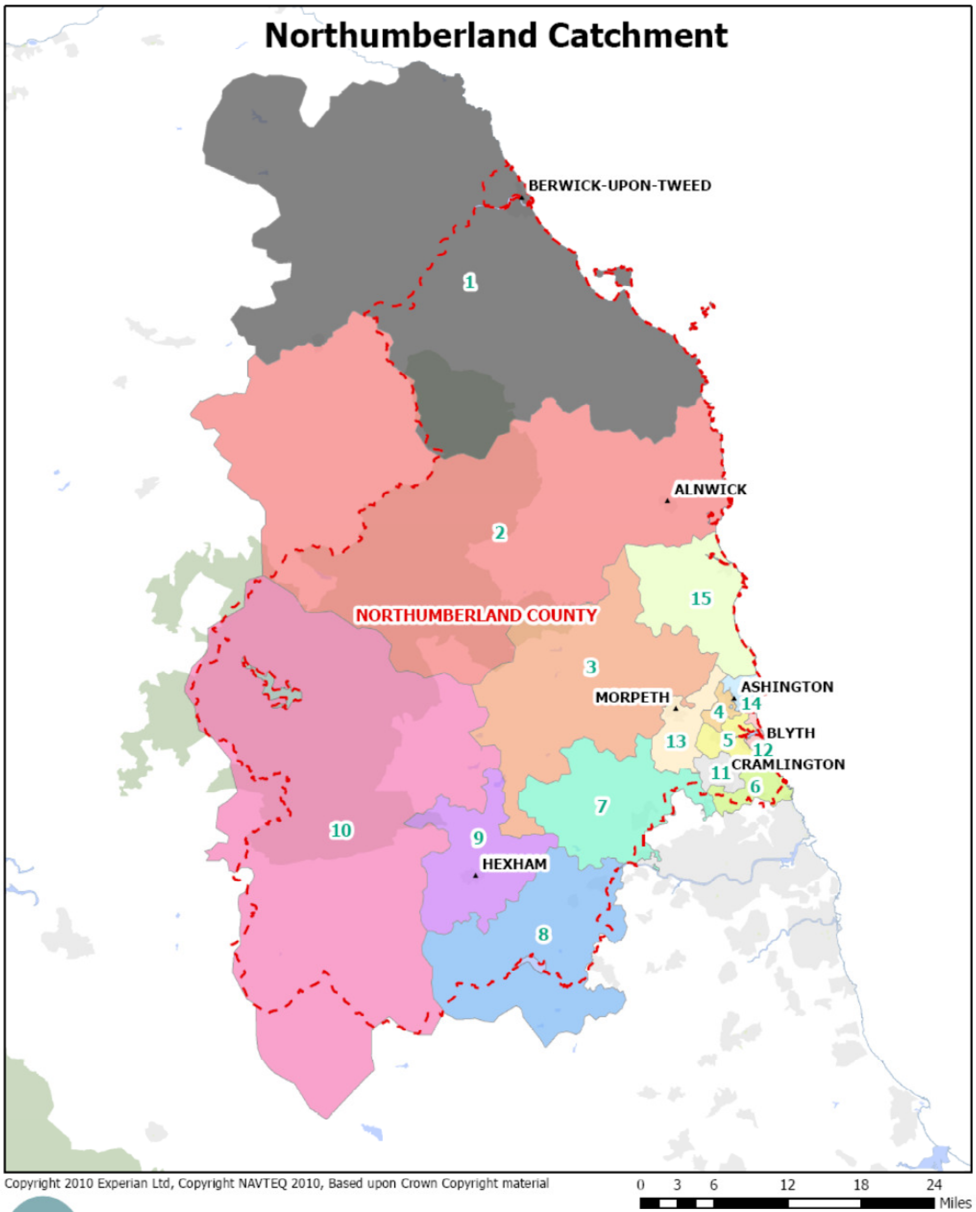
3.11 Whilst the study area has already been determined and informs the 2009 household survey, the latter four stages are of direct relevance to this Update and are used to estimate the capacity which exists at 2012 to support additional retail floorspace.

4.0 Population and Expenditure

Study Area

4.01 This section of the report assesses the current population and available expenditure (for both convenience and comparison goods) within the Study Area, which remains the same as that defined for the previous Study. The extent of the Study Area and its 15 zones is set out below by Figure 4.1.

Figure 4.1: Plan Indicating the Extent of the Northumberland Study Area



4.02 The zones were defined according to postcode sector geography to assist in the collection of data for the purposes of a telephone based Household Survey, rather than necessarily representing the shopping catchment areas of the respective areas. Nevertheless, in selecting the groupings of postcode sectors to form zones, we have attempted to represent the shopping catchments of particular settlements and, in that respect, it is noteworthy that each of the 15 survey zones are based around one or more existing main or secondary centres (as defined in the current development plan policies). The only area that is entirely rural in nature is Zone 3 ('Scots Gap').

4.03 The zones comprise the following postcode areas.

Table 4.1: Zone Composition

Zone	Postcode Sectors
1. Berwick-upon-Tweed	NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7
2. Alnwick	NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6
3. Scots Gap	NE19 2, NE61 3, NE61 4 and NE 65 8
4. Ashington West	NE62 5 and NE63 8
5. Bedlington	NE22 5/6/7 and NE24 4
6. Seaton Delaval	NE23 7, NE25 0 and NE26 4
7. Ponteland	NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9
8. Prudhoe	DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0
9. Hexham	NE45 5, NE46 1/2/3 and 4
10. Haltwhistle	CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9
11. Cramlington	NE23 1/2/3/6/8
12. Blyth	NE24 1/2/3/5
13. Morpeth	NE61 1/2/6
14. Ashington East	NE63 0/9 and NE64 6
15. Amble	NE61 5, NE65 0/9

Study Area Population

4.04 The population within each postal code sector has been calculated using Experian Micromarketer G3 data (2011 estimate, which was issued in September 2012). The baseline population data takes into consideration the findings of the recent 2011 Census release which has then been projected forward by Experian (using growth rates derived from ONS population projections).

4.05 For the purpose of this Update, population and expenditure has been calculated at five year intervals to 2027 in accordance with the NPPF (i.e. 2012, 2017, 2022 and 2027), and then at 2030 to reflect the future development plan timeframe.

4.06 On this basis, the defined Study Area is estimated to contain a resident population of approximately 383,158 people at 2012 rising to 397,802 people at 2030. This represents an increase in population within the Study Area of 14,644 people (equating to an increase of 3.8%) between 2012 and 2030.

4.07 The Study Area extends further than the Northumberland County administrative area and it is therefore to be expected that the identified Study Area population is greater than the population of Northumberland as identified by the recent 2011 Census release. However, we do note that the 2011 Census population of 316,000 represents an increase in population of 8,600 people over the last ten years, and that the population identified by the 2011 Census is 4,200 people greater than the Office for National Statistics estimate for the same year.

4.08 Table 4.2 provides a detailed breakdown of the forecast population change within each survey zone in each of the reporting periods to 2030.

Table 4.2: Study Area Population by Survey Zone (2012 to 2030)

Zone	2012	2017	2022	2027	2030
1	52,578	52,686	52,905	53,137	53,099
2	33,074	33,166	33,306	33,357	33,294
3	8,340	8,483	8,522	8,485	8,487
4	17,857	18,237	18,548	18,831	18,962
5	25,422	26,229	26,899	27,532	27,863
6	24,405	24,846	25,212	25,448	25,524
7	27,431	26,972	26,619	26,347	26,177
8	28,207	28,554	28,867	29,068	29,134
9	19,160	18,977	18,836	18,784	18,735
10	20,945	21,003	21,093	21,067	21,008
11	28,519	29,653	30,761	31,679	32,109
12	30,561	31,332	32,200	32,896	33,250
13	17,740	17,738	17,764	17,835	17,867
14	26,519	27,254	28,007	28,632	28,958
15	22,400	22,775	23,044	23,256	23,335
Total	**383,158**	**387,905**	**392,583**	**396,354**	**397,802**

Source: Experian Micromarketer G3 data

Retail Expenditure

4.09 In order to calculate per capita convenience and comparison goods expenditure, WYG has again utilised Experian Micromarketer G3 data which provides detailed information on local consumer expenditure which takes into consideration 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 calculating retail capacity.

4.10 The base year for the Experian expenditure data is 2011. Per capita growth forecasts have been derived from Experian Retail Planner Briefing Note 10.1, which was published in September 2012. For the purposes of this study, the following annual growth forecasts have been applied.

Table 4.3: Expenditure Growth Forecasts

Year	Convenience	Comparison
2012	+0.1	+1.5
2013	-0.1	+1.8
2014	+0.0	+2.4
2015	+0.4	+3.0
2016	+0.7	+3.0
2017	+0.7	+2.9
2018	+0.8	+2.9
2019	+0.8	+2.9
2020	+0.9	+2.9
2021	+1.0	+2.9
2022	+1.0	+2.9
2023	+1.0	+2.9
2024	+0.9	+2.9
2025	+0.9	+3.0
2026 to 2029	+0.8	+2.9
2030*	+0.8	+2.9

Source: Retail Planner Briefing Note 10.1 (September 2011)
* Not provided by Experian and therefore based on the identified previous year's estimated growth rate

4.11 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. In terms of convenience goods, Experian forecasts relatively modest expenditure increases of between -0.1% and +0.4% between 2012 and 2015, before identifying increased anticipated growth of 0.7% per annum or greater between 2016 and 2029. WYG has applied the estimated growth rate for 2029 to calculate growth in the year 2030 in the absence of any specific estimate for that year. 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. Assessments of this nature should therefore be reviewed on a regular basis in order to ensure that forecasts over the medium and long are reflective of any changes to relevant available data.

4.12 Experian Retail Planner Briefing Note 10.1 also provides a forecast as to the proportion of expenditure which will be committed through special forms of trading (comprising 'non-store retailing', such as internet sales, TV shopping and so on) over the reporting period. For this Update, we have 'stripped out' any expenditure which survey respondents indicated was committed via special forms of trading and instead have made an allowance derived from Experian's recommendation. Experian's current recommendation is in excess of that suggested by the household survey in 2009 and the application of Experian's allowance is therefore considered to be the appropriate means to ensure than special forms of trading expenditure is not under represented.

4.13 In considering special forms of trading, it should be noted that many products which are ordered online are actually sourced from a physical store's shelves or stockroom (particularly in the case of convenience goods). Accordingly, expenditure committed in this manner acts to support stores and should be considered 'available' to tangible retail destinations. Appendix 3 of Experian Retail Planner Briefing Note 10.1 states that:

'Since the non-store retailing figures include supermarkets and other retailers that source internet goods sales from store space, the share of non-store retailing is over-stated from the point of view of those interested in physical retail outlets, particularly for convenience goods.'

4.14 Due to this 'over-statement', in making an allowance for expenditure committed via special forms of trading, we adopt Experian's adjusted figure (provided at Appendix 3 of the Briefing Note) which accounts for internet sales which are sourced from stores. The proportion of expenditure committed through special forms of trading cited below at Table 3.3 is 'stripped out' of the identified expenditure as it is not available to stores within the Study Area.

Table 4.4: Special Forms of Trading Forecasts

Year	Convenience	Comparison
2012	2.0%	9.9%
2017	3.1%	13.6%
2022	4.1%	16.0%
2027	4.5%	16.0%
2030*	4.7%	16.1%

Source: Experian Retail Planner Briefing Note 10.1 (September 2012)
* Not provided by Experian and therefore based on the identified previous year's adjusted allowance for special forms of trading

4.15 Using the above growth rates and special forms of trading allowances, it is possible to produce expenditure estimates for each survey zone under each population growth scenario at 2012, 2017, 2022, 2027 and 2030. In doing so, our assessment takes into account both per capita retail expenditure growth and population change.

Convenience Goods Expenditure

4.16 Taking into consideration the above increases in population and per capita expenditure, it is estimated that, at 2012, the resident population of the Study Area generates some £654.07m of convenience goods expenditure[23]. This is forecast to increase to £750.13m at 2030, which represents an increase of £96.06m (or 14.7%) between 2012 and 2030.

Table 4.5 Total Available Study Area Expenditure – Convenience (£m)

2012	2017	2022	2027	2030	Growth 2012-2017	Growth 2012-2022	Growth 2012-2027	Growth 2012-2030
654.07	665.42	696.42	730.53	750.13	11.35	42.30	76.46	96.07

Source: Table 2, Appendix 1

Main Food and 'Top-Up' Shopping

4.17 It has been assumed that the proportion of convenience goods expenditure directed to each respondents' main food shopping destination equates to 75% of their overall convenience shopping expenditure. The remaining 25% of expenditure (which will typically be spent on regular purchases such as milk, bread and so on) is therefore attributed to the respondents' 'top-up' convenience shopping destination.

[23] Expressed in 2011 prices, as is every subsequent monetary value

4.18 By applying these estimates to the identified resident population of the Study Area, convenience goods expenditure at 2012 committed through 'main food' shopping trips is estimated to be £490.55m and through 'top up' shopping trips is estimated to account for £66.9m.

Comparison Goods Expenditure

4.19 At 2012, it is estimated that the resident population of the PCA generates £955.09m of comparison goods expenditure, which is forecast to increase to £1,520.05m at 2030. This represents an increase of £564.96m (or 59.2%) between 2012 and 2030. Whilst this increase is clearly significant, it is more modest than that which has previously been achieved due to the more circumspect level of comparison goods growth which is forecast over the short and medium term in particular. Indeed, the identified comparison goods expenditure growth of £100.08m within the Study Area between 2012 and 2017 represents just a 10.5% increase.

Table 3.4 Total Available Expenditure PCA – Comparison (£m)

2012	2017	2022	2027	2030	Growth 2012-2017	Growth 2012-2022	Growth 2012-2027	Growth 2012-2030
955.09	1,055.17	1,174.35	1,393.47	1,520.05	100.08	219.27	438.38	564.96

Source: Table 7, Appendix 1

4.20 For the purposes of this study, comparison goods expenditure has been divided into nine sub-categories: 'Furniture', 'DIY', 'Gardening Goods', 'Electrical' (these four categories collectively being referred to as bulky goods), 'Clothing & Footwear', 'CDs, DVDs and Books', 'Small Household Goods', 'Toys, Games, Bicycles and Recreational Goods' and 'Health and Beauty/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.

5.0 Capacity in Existing Centres

5.01 WYG has examined the need for new convenience and comparison goods floorspace over five year reporting periods to 2027, and then to 2030 to coincide with the lifespan of the Northumberland Core Strategy. At the outset, it is important to note that an assessment in the long term should be viewed with caution, due to the obvious difficulties inherent in predicting the performance of the economy and shopping habits over time. In any event, any identified need or capacity identified beyond 2017 should not necessarily be viewed as justification of new retail floorspace outside of centres as this could prejudice the implementation of any emerging town centre redevelopment strategies and the development of more central sites which may be currently available or which could become available over time.

5.02 A complete series of quantitative capacity tables are provided at Appendix 1 to provide further detail in terms of the step-by-step application of the study methodology.

Capacity Formula

5.03 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 or Deficit (£m).

5.04 **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).

5.05 **Turnover (£m)** – The turnover figure relates to the annual turnover generated by existing retail facilities within 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.

5.06 **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).

5.07 It should be noted that the analysis provided below relates to the available capacity prior to the consideration of any existing commitments and retail floorspace which has been implemented subsequent to the reporting of the 2011 Study. The contribution and influence of such floorspace is considered in our analysis of the quantitative need for additional retail provision in each identified main and secondary town centre.

5.08 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 dependent on 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.

Northumberland Sub-Region

5.09 Table 5.1 below indicates the current trading position compared against the 'benchmark' (or anticipated) turnover of existing convenience goods floorspace and projects this forward to 2030 assuming that the identified market share remains constant. 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 and predominantly rural nature of the catchment, it has been assumed that all of each store's turnover will be derived from within the Study Area.

5.10 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 operator[24] 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.

5.11 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 can understate the role of smaller stores and independent retailers.

5.12 Table 5.1 indicates that, based on the current market share of existing facilities within the Northumberland County area (including town centres, local centres, freestanding stores and so on), existing facilities achieve a convenience goods turnover of £481.73m at 2012. This equates to a market share of 73.9% of all convenience goods expenditure generated by residents within the Study Area. However, this equates very closely with the estimated benchmark turnover of the existing convenience goods floorspace and we therefore identify only a small expenditure surplus of £1.83m at 2012.

Table 5.1: Baseline Quantitative Need for Convenience Goods Floorspace in the Northumberland County Area

Year	Benchmark Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	481.73	483.56	1.83
2017	480.27	491.96	11.68
2022	484.13	514.83	30.71
2027	488.99	540.09	51.10
2030	491.93	554.59	62.66

Source: Table 6M of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (73.9%) claimed by facilities within the Study Area
2011 Prices

5.13 WYG has 'rolled forward' the Study Area's current market share in order to identify the likely convenience goods floorspace required to allow the centre's current position within the retail hierarchy to be maintained. Accordingly, given the limited forecast increases in convenience goods expenditure and population and allowing for year on year increases in the productivity of existing floorspace, we estimate that by 2017 there will be an expenditure surplus of £11.68m to support additional convenience goods floorspace within the Study Area. This surplus is forecast to increase to £30.71m at 2022, to £51.10m at 2027 and to £62.66m at 2030. Account has been made for the turnover

[24] Derived from Verdict UK Food & Grocery Retailers (2011)

efficiency of existing convenience goods floorspace to vary in accordance with the projections set out in Table 4a of Experian Retail Planner Briefing Note 10.1 (-0.7% at 2013, +0.1% per annum at 2014 to 2019 and +0.2% per annum from 2020).

5.14 With regard to comparison goods, our analysis identifies that in 2012 existing facilities within the Northumberland County area achieve a comparison goods turnover of £409.82m. This equates to a market share of 42.9% of all comparison goods expenditure generated by residents of the Study Area. Based on this current market share, comparison goods floorspace is collectively identified to be trading below expected levels (by £25.92m) at 2012. Furthermore, given that population and expenditure is forecast to grow at a relatively modest rate, and an increasing proportion of expenditure is expected to be committed through special forms of trading, this expenditure deficit is expected to remain until after 2022. Following this, by 2027 existing facilities are expected to trade above expected levels by an estimated £21.76m, increasing to £44.40 at 2030. The identified surplus is significantly more modest than that identified by the previous Study due to the more circumspect growth and higher levels of internet shopping which are now identified by Experian.

Table 5.2: Quantitative Need for Comparison Goods Floorspace in the Northumberland County Area

Year	Benchmark Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	435.74	409.82	-25.92
2017	479.20	452.77	-26.43
2022	527.00	503.93	-23.09
2027	576.17	597.93	21.76
2030	607.84	652.25	44.40

Source: Table 6M of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (42.9%) claimed by facilities within the Study Area
2011 Prices

5.15 Once again, this initial analysis does not take into account existing commitments, which we set out over the page before then going onto assess the identified need for additional facilities which can be attributed to particular centres.

5.16 Table 5.3 indicates that known convenience goods commitments (along with development implemented since the undertaking of the household survey) have an estimated turnover of £123.92m at 2011 prices and assuming that they were operational at base year 2012. Particularly significant foodstore development is proposed or has now been implemented at Berwick-upon-Tweed (through the Tesco foodstore which recently opened and through the extension of the existing Morrisons store) and at Morpeth (where a large superstore is proposed at Staithes Lane).

Table 5.3: Extant Convenience Commitments within the Study Area

Zone	Planning Application Reference	Proposal	Net Convenience Sales (sq.m)	Estimated Convenience Sales Density (£ per sq.m)	Estimated Turnover (£m)	Status
1.	11/B/0192	Erection of foodstore, Former Ferguson Transport Premises, Wooler	836	12,600	10.53	Approved 14/12/11
1.	11/03368/ REM	Extension of existing Morrisons, North Road, Berwick-upon-Tweed	1,068	12,620	13.48	Approved 1/6/12
1.	09/B/0246	Tesco foodstore, Land opposite Tweedside Trading Estate, Berwick-upon-Tweed	1,542	12,522	19.32	Commenced trading 2010
5.	10/S/00076/ FUL	Replacement Tesco store, Market Place, Bedlington	664	12,522	8.31	Approved 14/2/11
11.	10/S/00526/ VARYCO	Erection of three retail units (including M&S Simply Food) at Westmorland Way, Cramlington	1,035	11,048	11.44	Approved 8/11/11
12.	09/S/00172/ FUL	Extension to existing Asda store, Cowpen Road, Blyth	549	14,124	7.75	Approved 16/12/09
12.	10/S/00318/ FUL	Existing Morrisons store, Regent Street, Blyth	972	12,620	12.27	Approved 23/11/10. Now under construction
13.	11/00408/ FUL	Retail superstore, Land at Staithes Lane, Morpeth	2,136	12,600	26.92	Approved 27/7/11. Now under construction
15.	A/2010/ 0522	Food superstore at land to the north of Queen Street and adjacent to Amble Braid, Amble	1,110	12,522	13.90	Approved 30/3/11
Total			**9,913**		**123.92**	

2011 Prices

5.17 Table 5.4 indicates that a greater quantum of comparison goods floorspace is committed through extant planning permissions than that identified for convenience goods. However, due to typically lower sales densities being achieved for comparison goods, it is estimated that together these commitments would account for around £76.17m of comparison goods expenditure should they have been implemented at 2012 (again expressed in 2011 prices).

Table 5.4: Extant Comparison Commitments within the Study Area at October 2012

Zone	Planning Application Reference	Proposal	Net Comparison Sales (sq.m)	Estimated Comparison Sales Density (£ per sq.m)	Estimated Turnover (£m)	Status
1.	11/B/0115	Extension to existing store, Tweedbank Retail Park	958	4,000	3.83	Approved 9/5/11
1.	11/B/0192	Erection of foodstore, Former Ferguson Transport Premises, Wooler	93	9,108	0.85	Approved 14/12/11
1.	11/03368/ REM	Extension of existing Morrisons, North Road, Berwick-upon-Tweed	282	9,968	2.81	Approved 1/6/12
1.	09/B/0246	Tesco foodstore, Land opposite Tweedside Trading Estate	781	8,708	6.80	Commenced trading 2010
5.	10/S/00076/ FUL	Replacement Tesco store, Market Place, Bedlington	336	8,708	2.93	Approved 14/2/11
9.	11/01058/ FUL	Construction of two non-food retail units, Maidens Walk, Hexham	2,731	3,500	9.56	Approved 25/1/12
11.	10/S/00526/ VARYCO	Erection of three retail units (including M&S Simply Food) at Westmorland Way, Cramlington	2,070	3,500	7.25	Approved 8/11/11
11.	12/01497/ FUL	Alteration and extension, Unit 1, Westmorland Retail Park, Cramlington	2,709	3,500	9.48	Approved 28/09/12
11.	11/02502/ FUL	Change of use, Units 1 to 6, Manor Walks Shopping Centre, Cramlington	3,007	3,500	10.52	Approved 6/1/12
12.	09/S/00172/ FUL	Extension to existing Asda store, Cowpen Road, Blyth	380	8,332	3.17	Approved 16/12/09
12.	10/S/00306/ DISCON	Extension of Blyth Valley Retail Park	1,116	4,000	4.46	Approved 8/12/11
12.	10/S/00318/ FUL	Existing Morrisons store, Regent Street, Blyth	257	9,968	2.56	Approved 23/11/10. Now under construction
13.	11/00408/ FUL	Retail superstore, Land at Staithes Lane, Morpeth	775	9,108	7.06	Approved 27/7/11. Now under construction
15.	A/2010/ 0522	Food superstore at land to the north of Queen Street and adjacent to Amble Braid, Amble	562	12,522	4.89	Approved 30/3/11
Total			**16,057**		**76.17**	

2011 Prices

Role of Existing Centres

5.18 This section of the report seeks to attribute any identified capacity requirements spatially to an appropriate identified town or district centre. The Town Centres comprise Alnwick, Ashington, Berwick-upon-Tweed, Blyth, Cramlington, Hexham and Morpeth, and the District Centres comprise Amble, Bedlington, Haltwhistle, Ponteland and Prudhoe. The assessment for each centre is set out below.

Alnwick Town Centre

Convenience Goods Retailing

5.19 In terms of convenience goods shopping, existing facilities in Alnwick are identified to achieve a convenience goods turnover of £40.92m at 2012, equating to market share of 6.3% of all such expenditure generated within the defined Study Area. By applying company average sales densities to the identified existing floorspace in Alnwick, we estimated that the existing convenience floorspace has a benchmark turnover of £41.57m.

Table 5.5: Trading Performance of Current Foodstores in Alnwick

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Alnwick						
Morrisons, Fenkle Street	2,160	1,421	1,124	12,620	14.18	21.77
Co-op Supermarket, Bondgate	510	406	348	8,665	3.01	0.66
Iceland, Bondgate	710	604	590	6,467	3.81	1.45
Other Alnwick Town Centre	1,390	1,043	938	3,500	3.28	0.59
Out of Centre						
Sainsbury's, Willowburn Avenue	-	1,778	1,316	12,080	15.89	15.53
Co-op, Victoria Terrace	-	187	160	8,665	1.39	0.92
Total			**4,475**		**41.57**	**40.92**

Source: Table 5 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.20 Table 5.6 indicates that existing convenience goods facilities are trading broadly in line with expectations at 2012 and that a small expenditure surplus is subsequently expected to occur from 2017. However, it should be noted that a Lidl store opened at Station Road in 2009 following the undertaking of the household survey. We believe that this store has a convenience goods sales area of around 1,000 sq.m and therefore this existing operation extinguishes any further need for additional convenience goods floorspace in the town over the period to 2030 based on the town's existing market share.

Table 5.6: Quantitative Need for Convenience Goods Floorspace in Alnwick

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	41.57	40.92	-0.65
2017	41.45	41.63	0.18
2022	41.78	43.57	1.79
2027	42.20	45.70	3.50
2030	42.45	46.93	4.48

Source: Table 6A of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (6.3%) claimed by facilities in Alnwick
2011 Prices

Comparison Goods Retailing

5.21 For comparison goods shopping, Alnwick similarly performs at almost precisely at the level we would expect based on the benchmark turnover of existing provision. Alnwick attracts £30.42m of expenditure from the Study Area, equating to a market share of 3.2%.

Table 5.7: Trading Performance of Current Comparison Goods Floorspace in Alnwick

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Alnwick						
Alnwick Town Centre	9,090	6,818	6,476	3,500	22.67	26.83
Morrisons, Fenkle Street	2,160	1,421	297	9,968	2.96	0.00
Out of Centre						
Sainsbury's, Willowburn Avenue	-	1,778	462	7,132	3.30	0.00
Homebase, Willowburn Avenue	2,536	2,029	1,927	1,181	2.28	3.43
Other						
Other	-	-	-	-	0.17	0.17
Total		**9,162**			**31.37**	**30.42**

Source: Table 28 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement where Verdict not applicable
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.22 Given the expected improvement in the turnover of existing floorspace, we estimate that only a very a modest expenditure surplus (of £2.91m) will be apparent from 2027 to support additional comparison goods floorspace. The surplus is estimated to increase to £4.66m at 2030, which equates to a floorspace requirement of between 700 sq.m and 1,100 sq.m depending on operator and format.

Table 5.8: Quantitative Need for Comparison Goods Floorspace in Alnwick

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	31.37	30.42	-0.94
2017	34.49	33.61	-0.88
2022	37.93	37.40	-0.53
2027	41.47	44.38	2.91
2030	43.75	48.42	4.66

Source: Table 29A of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (3.2%) claimed by facilities in Alnwick
2011 Prices

Ashington Town Centre

Convenience Goods Retailing

5.23 Table 5.9 indicates that existing convenience goods facilities in Ashington are identified to be trading above expected levels by £26.70m (or 73%) at 2012. This is greater than the level of overtrading previous identified, principally due to the Netto store closing with no replacement convenience goods operator being found. Accordingly, whilst we have still attributed the Netto store's turnover as being available to Ashington, it is likely that a proportion of this expenditure is currently being spent elsewhere.

5.24 The source of the overtrading is the very strong performance of the existing Asda store at Lintonville Terrace, with a number of the smaller stores' trading performance found to be significantly under that which would be expected. However, as we reported at the time of the previous Study, household surveys have a tendency to understate the role of smaller stores and this should be borne in mind when reviewing performance.

Table 5.9: Trading Performance of Current Foodstores in Ashington

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Ashington						
Asda, Lintonville Terrace	3,561	2,148	1,268	14,125	17.92	48.05
Iceland, Woodhorn Road	570	399	389	6,467	2.52	3.05
Lidl, Northern Relief Road	1,820	1,274	1,010	3,704	3.74	1.80
Netto, Woodhorn Road	-	-	-	-	-	1.91
Local Shops, Ashington Town Centre	1,560	1,092	1,037	3,000	3.11	1.95
Out of Centre						
Aldi, Morpeth Road	-	900	621	4,944	3.07	2.69
Other Ashington	-	-	-	-	1.53	1.53
Other						
Co-op, The Square, Guide Post	441	309	265	8,665	2.29	0.77
Local Shops, Guide Post	628	440	418	3,000	1.25	0.38
Stakeford	-	-	-	-	0.97	0.97
Total			**5,008**		**36.40**	**63.10**

Source: Table 5 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.25 Based on a continuation of existing market shares, Table 5.10 identifies that there is significant capacity of £27.91m to support additional convenience goods floorspace in the short term to 2017. This is estimated to rise to £30.61m at 2022, to £33.53m at 2027, and to £35.20m at 2030. Whilst this surplus equates to a minimum floorspace requirement of 2,100 sq.m at 2012, it should be noted that the new replacement Asda store has opened in the town subsequent to the undertaking of the household survey and that this store provides for an uplift in convenience goods floorspace of circa 1,600 sq.m. Accordingly, whilst some additional quantitative need for further convenience goods floorspace is apparent, this equates only to that which would be provided by a modest supermarket.

Table 5.10: Quantitative Need for Convenience Goods Floorspace in Ashington

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	36.40	63.10	26.71
2017	36.29	64.20	27.91
2022	36.58	67.18	30.61
2027	36.95	70.48	33.53
2030	37.17	72.37	35.20

Source: Table 6B of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (9.6%) claimed by facilities in Ashington
2011 Prices

Comparison Goods Retailing

5.26 Overall, existing comparison goods facilities in Ashington are identified to be trading above expected levels (by £7.21m or 14.0% at 2012).

Table 5.11: Trading Performance of Current Comparison Goods Floorspace in Ashington

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Ashington						
Asda, Lintonville Terrace	3,561	2,148	880	8,332	7.33	2.30
Local Shops, Ashington Town Centre	15,710	12,568	12,568	3,000	37.70	53.43
Out of Centre						
B&Q (Former Focus), Newbiggin Road	2,913	2,330	2,330	1,744	4.06	1.15
Shades of Green Garden Centre	-	-	-	-	1.41	1.41
Other						
Co-op, The Square, Guide Post	441	309	44	3,687	0.16	0.00
Local Shops, Guide Post	356	285	285	3,000	0.86	0.45
Stakeford	-	-	-	-	0.09	0.09
Total			**16,107**		**51.62**	**58.83**

Source: Table 28 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement where Verdict not applicable
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.27 Given this overtrading and taking account of expected increases in comparison goods expenditure, we estimate there to be an expenditure surplus of £8.23m at 2017, increasing to £9.91m at 2022, to £17.58m at 2027, and to £21.63 at 2030. This equates to a minimum floorspace requirement of

1,500 sq.m at 2017, increasing to 3,100 sq.m at 2030. Some of this apparent capacity has already been extinguished through the uplift in comparison goods floorspace at the replacement Asda store, which we estimate provides an additional 1,100 sq.m of comparison sales. Accordingly, given that there would also appear to be an opportunity to improve Ashington's current 6.2% market share of the Study Area comparison goods expenditure, there is some quantitative need for additional comparison goods floorspace in the town even over the short term.

Table 5.12: Quantitative Need for Comparison Goods Floorspace in Ashington

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	51.62	58.83	7.21
2017	56.77	65.00	8.23
2022	62.43	72.34	9.91
2027	68.26	85.84	17.58
2030	72.01	93.64	21.63

Source: Table 29B of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (6.2%) claimed by facilities in Ashington
2011 Prices

Berwick-upon-Tweed Town Centre

Convenience Goods Retailing

5.28 The analysis provided below at Table 5.13 indicates that the existing convenience goods provision is trading slightly above the expected level. This is almost exclusively due to the very strong performance of the Morrisons store at North Road which turns over around twice what it would be expected to. Whilst household surveys often overstate the performance of larger stores, our own experience of this store suggests that it does trade particularly well.

Table 5.13: Trading Performance of Current Foodstores in Berwick-upon-Tweed

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Berwick-upon-Tweed						
Co-op (Formerly Somerfield), Castlegate	2,000	1,394	1,193	8,655	10.34	4.14
Other Berwick	2,070	1,553	1,475	3,500	5.16	1.16
Out of Centre						
Morrisons, North Road	4,561	2,066	1,634	12.620	20.62	43.78
Co-op, Tweedmouth	2,462	1,590	1,361	8,665	11.79	4.94
Aldi, North Road	1,240	750	517	4,944	2.56	0.59
M&S Simply Food, Northumberland Road	793	595	563	11,048	6.23	1.66
Other						
Wooler	570	428	407	3,000	1.22	3.64
Co-op, Belford	440	308	256	8,665	2.22	0.35
Coldstream	-	-	441	3,000	1.32	2.31
Duns	-	-	429	3,000	2.65	2.04
Seahouses	1,240	930	884	3,000	2.65	2.04
Total			**9,161**		**65.40**	**67.35**

Source: Table 5 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.29 By rolling forward the current market share of 10.3%, we estimate that the modest expenditure surplus grows to £3.31m at 2017, to £5.97m at 2022, to £8.83m at 2027 and to £10.45m at 2030. We note that since the undertaking of the survey, a Tesco store on land to the north-west of the A698 at Tweedside Trading Estate has commenced trading and that planning permission remains extant for the extension of the existing Morrisons store at North Road. We estimate that these two developments have an estimated convenience goods turnover of around £33.18m (£19.32m attributable to Tesco and £13.86m to the Morrisons extension). Accordingly, such floorspace extinguishes any identified need for additional floorspace, based on the retention of the existing market share.

5.30 Furthermore, we are aware that since the original household survey was completed, Asda have now purchased the Co-op store on Castlegate and rebranded it to trade as an Asda. At this stage, we have not included the Asda in Table 5.13 as the survey derived turnover reflects its former role as a Co-op store. However, this means that as Asda stores have a much higher sales density than Co-op, any capacity for additional convenience goods floorspace will be further reduced from the position presented in Table 5.14.

5.31 However, we consider that there is scope for Berwick-upon-Tweed to claim a greater proportion of the convenience goods expenditure which originates within the catchment and it will therefore be necessary to monitor the performance of proposed and delivered floorspace (the new Tesco store and the rebranding of the Co-op to Asda) in Berwick in order to determine its influence on shopping patterns. However, given the scale of existing commitments, there is unlikely to be any further requirement for additional foodstore provision in the town in the period to 2030.

Table 5.14: Quantitative Need for Convenience Goods Floorspace in Berwick-upon-Tweed

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	65.40	67.35	1.94
2017	65.21	68.52	3.31
2022	65.73	71.70	5.97
2027	66.39	75.22	8.83
2030	66.79	77.24	10.45

Source: Table 6C of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (10.3%) claimed by facilities in Berwick-upon-Tweed
2011 Prices

Comparison Goods Retailing

5.32 Table 5.15 indicates that existing comparison goods facilities within Berwick-upon-Tweed and its surrounding area are identified to be trading below expected levels by £21.52m (or 24.8%). The centre is apparently trading less prosperously than we identified at the time of the previous Study due to Experian data indicating more modest comparison goods expenditure originating from Zone 1 than previously thought.

Table 5.15: Trading Performance of Current Comparison Goods Floorspace in Berwick-upon-Tweed

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Berwick-upon-Tweed						
Berwick Town Centre	18,220	14,576	14,334	3,500	50.17	52.10
Out of Centre						
Morrisons, North Road	4,561	2,066	432	9,968	4.30	0.00
Tweedmouth Retail Park	7,714	6,171	5,862	4,000	23.45	5.84
Other						
Wooler	1,630	1,223	1,223	2,000	2.45	1.92
Belford	700	525	525	2,000	1.05	0.33
Coldstream	-	-	432	2,000	0.86	0.45
Duns	-	-	651	2,000	1.30	1.67
Seahouses	1,290	968	968	2,000	1.94	1.69
Other	-	-	-	-	1.33	1.33
Total			**24,427**		**86.85**	**65.33**

Source: Table 28 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement where Verdict not applicable
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.33 Given the identified undertrading of existing facilities, we do not identify any quantitative need for additional comparison goods floorspace in Berwick-upon-Tweed over the entire period to 2030 (even before existing commitments, including the aforementioned foodstores and approved development at Tweedbank Retail Park) are accounted for.

Table 5.16: Quantitative Need for Comparison Goods Floorspace in Berwick-upon-Tweed

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	86.85	65.33	-21.52
2017	95.51	72.18	-23.33
2022	105.04	80.33	-24.71
2027	114.84	95.32	-19.52
2030	121.15	103.98	-17.17

Source: Table 29C of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (6.8%) claimed by facilities in Berwick-upon-Tweed
2011 Prices

Blyth Town Centre

Convenience Goods Retailing

5.34 Based on the results of the household survey, Table 5.17 indicates that existing convenience facilities within Blyth are identified to be trading above expected levels by £13.92m (or 16.0%) at 2012. The recorded overtrading occurs because of the very strong performance of the Asda store at Cowpen Road. In contrast, a number of stores elsewhere in Blyth (including the Morrisons store at Regent Street) are identified to be trading below benchmark levels. In this regard, it should be noted that the Netto store now trades as Asda and that this is reflected in the benchmark turnover attributed to the store (but not by the household survey, which was undertaken in 2009).

Table 5.17: Trading Performance of Current Foodstores in Blyth

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Blyth						
Iceland, Market Street	250	200	195	6,467	1.26	0.45
Morrisons, Regent Street	4,088	2,248	1,778	12,620	22.44	18.02
Local Shops, Blyth Town Centre	2,550	2,040	1,836	3,500	6.43	3.08
Out of Centre						
Aldi, Cowpen Road	1,217	852	587	4,944	2.90	1.02
Asda Superstore, Cowpen Road	6,495	3,973	2,346	14,124	33.14	73.36
Asda Supermarket (Formerly Netto), Cowpen Road	1,338	976	810	14,124	11.44	2.44
Lidl, Albion Retail Park	1,124	857	680	3,704	2.52	0.72
Co-op Supermarket, Newcastle Road	1,301	911	780	8,665	6.76	1.72
Other						
Other Blyth	-	-	-	-	0.27	0.27
Total			**9,012**		**87.15**	**101.07**

Source: Table 5 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.35 Table 5.18 indicates that, based on a continuation of the current market share of 15.5%, there is significant identified quantitative need for additional facilities even in the short term. The identified surplus of £13.92m at 2012 increases to £15.95m at 2017, to £20.02m at 2022, to £24.42m at 2027, and to £26.92m at 2030. The identified surplus equates to a minimum floorspace requirement of 1,100 sq.m at 2012, rising to 2,100 sq.m at 2030. However, it should be noted that there are two significant commitments to provide for an extension of the existing Asda store and a replacement Morrisons store. These two commitments would provide around 1,500 sq.m of net convenience goods sales accounting for around £20.02m of expenditure. Accordingly, these two proposals exactly meet our estimate of need up to 2022. There remains a further modest need for additional floorspace over the later part of the period to 2030, although it will be important that this is the subject of review through subsequent retail assessments prior to planning for additional development.

Table 5.18: Quantitative Need for Convenience Goods Floorspace in Blyth

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	87.15	101.07	13.92
2017	86.89	102.83	15.94
2022	87.59	107.61	20.02
2027	88.47	112.89	24.42
2030	89.00	115.92	26.92

Source: Table 6D of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (15.5%) claimed by facilities in Blyth
2011 Prices

Comparison Goods Retailing

5.36 Our analysis identifies that existing comparison goods floorspace in Blyth is trading broadly in line with expectations. Table 5.19 indicates that stores attract £70.53m of expenditure, which provides a surplus of £2.08m over the benchmark turnover of £68.45m.

Table 5.19: Trading Performance of Current Comparison Goods Floorspace in Blyth

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Blyth						
Blyth Town Centre	15,340	11,505	10,930	3,500	38.26	59.76
Morrisons, Regent Street	4,088	2,248	470	9,968	4.68	0.00
Out of Centre						
Blyth Valley Retail Park	5,667	4,558	4,330	2,000	8.66	2.95
Albion Retail Park	2,168	1,734	1,648	2,000	3.30	0.00
Asda, Cowpen Road	6,495	3,973	1,627	8,332	13.56	7.83
Total			**17,378**		**68.45**	**70.53**

Source: Table 28 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement where Verdict not applicable
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.37 Given this limited surplus and the circumspect levels of comparison goods growth forecast in the short to medium term, we estimate that the need for additional floorspace will be limited until 2027 when capacity equating to £12.40m is identified (increasing to £16.77m at 2030). However, we estimate that the aforementioned Asda and Morrisons developments will provide around 637 sq.m of comparison goods sales and that a further estimated 1,116 sq.m of comparison goods floorspace will be provide through an extension to Blyth Valley Retail Park. Such committed development effectively extinguishes any further quantitative need for comparison floorspace in Blyth in the period to 2030.

Table 5.20: Quantitative Need for Comparison Goods Floorspace in Blyth

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	68.45	70.53	2.08
2017	75.28	77.92	2.65
2022	82.78	86.73	3.94
2027	90.51	102.91	12.40
2030	95.48	112.25	16.77

Source: Table 29D of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (7.4%) claimed by facilities in Blyth
2011 Prices

Cramlington Town Centre

Convenience Goods Retailing

5.38 Table 5.21 indicates that existing convenience goods facilities within Cramlington are identified to be undertrading by around £6.35m (or 89.7%) at 2012. This undertrading principally derives from the recorded poor performance of the Sainsbury's supermarket at Manor Walks Shopping Centre (which has a recorded turnover of £16.16m, almost £10m less than its anticipated turnover).

Table 5.21: Trading Performance of Current Foodstores in Cramlington

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Cramlington						
Asda, Manor Walks Shopping Centre	4,506	2,709	1,600	14,124	22.59	33.63
Iceland, New Cramlington Shopping Centre	460	368	359	6,467	2.32	0.50
Sainsbury's, Manor Walks Shopping Centre	4,943	2,902	2,147	12,080	25.94	16.16
Local Shops, Cramlington Town Centre	330	264	238	3,000	0.71	2.31
Out of Centre						
Aldi, Cumbrian Road	1,467	1,027	708	4,944	3.50	1.13
Co-op (Former Somerfield), Brockwell Centre	1,191	879	752	8,665	6.52	1.52
Other						
Other Cramlington	-	-	-	-	0.14	0.14
Total			**5,805**		**61.73**	**55.39**

Source: Table 5 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.39 As a consequence of the significant deficit recorded at 2012, we do not find any quantitative need for additional convenience goods floorspace until the final reporting period to 2030 (and, even then, the surplus is negligible). Moreover, we also note that planning permission has been granted for the development of three units at Westmorland Way in Cramlington, one of which is to be occupied by M&S Simply Food. Cramlington's existing market share of convenience goods expenditure within its principal zone of influence (Zone 11) is already high and we therefore do not consider that there is any quantitative requirement for additional food retailing over the period to 2030.

Table 5.22: Quantitative Need for Convenience Goods Floorspace in Cramlington

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	61.73	55.39	-6.35
2017	61.55	56.35	-5.20
2022	62.04	58.97	-3.07
2027	62.66	61.86	-0.80
2030	63.04	63.52	0.48

Source: Table 6E of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (8.5%) claimed by facilities in Cramlington
2011 Prices

Comparison Goods Retailing

5.40 Cramlington's comparison goods facilities are identified as trading almost exactly at the expected benchmark level, with a small deficit of £0.86m recorded at 2012.

Table 5.23: Trading Performance of Current Comparison Goods Floorspace in Cramlington

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Cramlington						
Cramlington Town Centre	18,960	14,220	13,509	3,500	47.28	55.58
Asda, Manor Walks Shopping Centre	4,506	2,709	1,109	8,332	9.24	1.63
Sainsbury's, Manor Walks Shopping Centre	4,943	2,902	755	7,132	5.38	0.00
Former Focus Unit	-	-	-	-	0.00	3.83
Other						
Other	-	-	-	-	0.72	0.72
Total			**15,373**		**62.63**	**61.76**

Source: Table 28 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement where Verdict not applicable
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.41 Once more due to limited forecast increases in comparison goods expenditure over the short and medium term, this limited deficit is only expected to move into surplus at 2022, when we identify capacity equating to £0.20m. This is estimated to increase to £7.30m at 2027 and to £10.93m at 2030. Although retail capacity in the short term should be viewed with some caution, the identified need translates into a minimum requirement of 1,100 sq.m at 2027, increasing to 1,900 sq.m at 2030. However, we note that significant additional and remodelled floorspace is proposed at Cramlington which could provide around 7,786 sq.m of additional comparison sales floorspace (assuming that units with planning permission for a range of uses are all occupied by Class A1 retailers). Clearly, the scale of floorspace in the pipeline is significant and, even though its implementation would likely realise some improvement in market share, it acts to extinguish any need for additional provision over the entire period to 2030.

Table 5.24: Quantitative Need for Comparison Goods Floorspace in Cramlington

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	62.63	61.76	-0.86
2017	68.87	68.24	-0.64
2022	75.74	75.94	0.20
2027	82.81	90.11	7.30
2030	87.36	98.30	10.93

Source: Table 29E of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (6.5%) claimed by facilities in Cramlington
2011 Prices

Hexham Town Centre

Convenience Goods Retailing

5.42 Our analysis identifies that existing convenience goods retail provision in and around Hexham turns over less expenditure than we would expect based on the benchmarked turnover of the town. At 2012, we identify a deficit of £5.95m. Much of this deficit is attributable to the poor recorded performance of the Waitrose store at Wentworth Park which has a survey derived turnover of £11.65m compared to its benchmark level of £17.16m.

Table 5.25: Trading Performance of Current Foodstores in Hexham

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Hexham						
Local Shops, Hexham Town Centre	2,270	1,816	1,634	3,500	5.72	5.47
Out of Centre						
Tesco Extra, Alemouth Road	8,299	4,847	3,218	12,522	40.30	36.52
Marks & Spencer, Maidens Walk	2,137	1,496	299	11,048	3.30	1.52
Waitrose, Wentworth Park	2,632	1,668	1,473	11,654	17.16	11.65
Aldi, Haugh Lane Industrial Estate	1,220	854	589	4,944	2.91	5.86
Other						
Corbridge	325	260	234	3,000	0.70	2.20
Allendale	598	260	234	3,000	1.32	2.60
Haydon Bridge	722	542	487	3,000	1.46	1.11
Total			**14,116**		**72.88**	**66.93**

Source: Table 5 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.43 Through maintaining Hexham's existing convenience goods market share of 10.2% of expenditure generated within the Study Area, we identify that there will only be an additional need for further convenience goods floorspace from 2027 (equating to £0.77m and increasing to £2.33m at 2030). Accordingly, we do not find that there is any significant need for additional convenience goods floorspace in the town even over the longer term.

Table 5.26: Quantitative Need for Convenience Goods Floorspace in Hexham

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	72.88	66.93	-5.95
2017	72.66	68.09	-4.57
2022	73.24	71.26	-1.99
2027	73.98	74.75	0.77
2030	74.42	76.76	2.33

Source: Table 6F of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (10.2%) claimed by facilities in Hexham
2011 Prices

Comparison Goods Retailing

5.44 Table 5.27 provides a summary of the trading performance of existing comparison goods facilities in Hexham as identified by the household survey. Taken as a whole, it is evident that the town performs very closely to expectations based on its benchmark turnover. Accordingly, only a very small expenditure surplus of £0.20m is identified at 2012.

Table 5.27: Trading Performance of Current Comparison Goods Floorspace in Hexham

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Hexham						
Local Shops, Hexham Town Centre	15,970	11,978	11,379	3,500	39.83	61.46
Out of Centre						
Marks & Spencer, Maidens Walk	2,137	1,496	1,197	5,051	6.05	0.00
Waitrose, Wentworth Park	2,632	1,668	195	11,397	2.22	0.00
Tesco Extra, Alemouth Road	8,299	4,847	1,629	8,708	14.18	2.23
Other						
Corbridge	325	260	234	3,000	0.70	1.74
Allendale	598	419	377	3,500	1.32	0.43
Haydon Bridge	722	542	487	3,000	1.46	0.10
Other	-	-	-	-	1.63	1.63
Total			**30,871**		**67.39**	**67.59**

Source: Table 28 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement where Verdict not applicable
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.45 As set out below in Table 5.28, we estimate that this turnover will grow slowly in the period to 2022, by which time we estimate that it will equate to £1.61m. At 2027 the surplus is estimated to reach £9.51m, increasing to £13.57m at 2030. However, we are aware of one significant commitment within Hexham, this being planning permission reference 11/01058/FUL which provides for the development of two non-food retail units adjacent to the existing Marks & Spencer store at Maidens Walk. We are informed that these two retail units will have a combined net sales area of 2,731 sq.m, which we estimate will turn over in the order of £9.56m. Accordingly, we do not consider that there is any significant need for additional comparison goods floorspace over the entire period to 2030.

Table 5.28: Quantitative Need for Comparison Goods Floorspace in Hexham

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	67.39	67.59	0.20
2017	74.11	74.67	0.56
2022	81.50	83.11	1.61
2027	89.11	98.62	9.51
2030	94.01	107.57	13.57

Source: Table 29F of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (7.1%) claimed by facilities in Hexham
2011 Prices

Morpeth Town Centre

Convenience Goods Retailing

5.46 Table 5.29 indicates that existing convenience goods turnover in Morpeth are identified to achieve a survey defined turnover of £38.64 which compares to an expected benchmark turnover of £37.84m. Accordingly, existing facilities are identified to trade £0.79m (or 2.1%) above anticipated levels at 2012. This performance is largely due to the level of trade recorded at the Morrisons store.

Table 5.29: Trading Performance of Current Foodstores in Morpeth

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Morpeth						
Morrisons, Stanley Terrace	2,648	1,793	1,418	12,620	17.90	30.19
M&S Simply Food, Market Place	954	620	589	11,048	6.51	2.63
Lidl, Stanley Terrace	1,090	798	633	3,704	2.34	2.50
Iceland, Bridge Street	-	750	732	6,467	4.73	0.56
Local Shops, Morpeth Town Centre	2,250	1,688	1,519	3,500	5.32	1.57
Other						
Widdrington Station	341	256	230	3,000	0.69	0.83
Pegswood	-	-	-	-		
Total			**5,121**		**37.84**	**38.64**

Source: Table 5 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.47 Given this moderate overtrading and assuming maintenance of Morpeth's current market share, we estimate that the expenditure surplus will increase to £1.58m at 2017, to £3.10m at 2022, to £4.74m at 2027, and to £5.67m at 2027. However, we note that planning permission exists for a food superstore at the Lower Stanners site, which is currently being built out as a Morrisons and which will provide an estimated 2,136 sq.m of net retail sales floorspace. We consider that this commitment will extinguish any further need for additional convenience floorspace in Morpeth even over the longer term.

Table 5.30: Quantitative Need for Convenience Goods Floorspace in Morpeth

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	37.84	38.64	0.79
2017	37.73	39.31	1.58
2022	38.03	41.13	3.10
2027	38.41	43.15	4.74
2030	38.64	44.31	5.67

Source: Table 6G of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (5.9%) claimed by facilities in Morpeth
2011 Prices

Comparison Goods Retailing

5.48 The household survey has identified that Morpeth turns over less comparison goods expenditure than would be expected based on the benchmarked turnover of existing floorspace. Accordingly, Table 5.31 indicates that the survey derived turnover of facilities is some £4.89m less than the identified benchmark turnover of £32.86m.

Table 5.31: Trading Performance of Current Comparison Goods Floorspace in Morpeth

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Morpeth						
Morrisons, Stanley Terrace	2,648	1,793	375	9,968	3.74	0.00
Local Shops, Morpeth Town Centre	9,620	7,215	6,854	3,500	23.99	22.84
Other						
Other	-	-	-	-	5.13	5.13
Total			**7,229**		**32.86**	**27.97**

Source: Table 28 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement where Verdict not applicable
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.49 Given the limited level of comparison growth forecast and the projected increases in expenditure committed through special forms of trading, our analysis suggests that this identified deficit will remain during the entire reporting period to 2030 (albeit reduced to £1.31m at 2030). Whilst the Sanderson Arcade development has opened subsequent to the undertaking of the household survey in 2009 and may well have acted to improve Morpeth's market share, we suggest that the impact of this scheme on the centre's vitality and viability is analysed in detail before any additional comparison goods floorspace is planned for.

Table 5.32: Quantitative Need for Comparison Goods Floorspace in Morpeth

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	32.86	27.97	-4.88
2017	36.13	30.90	-5.23
2022	39.74	34.39	-5.34
2027	43.44	40.81	-2.63
2030	45.83	44.52	-1.31

Source: Table 29G of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (2.9%) claimed by facilities in Morpeth
2011 Prices

Amble District Centre

Convenience Goods Retailing

5.50 In terms of the trading performance of existing floorspace in Amble, Table 5.33 identifies that existing convenience goods facilities in Amble are trading significantly below expected levels at 2012. The survey derived turnover of £4.89m represents an expenditure deficit of £4.19m when compared to the expected benchmark turnover.

Table 5.33: Trading Performance of Current Foodstores in Amble

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Amble						
Co-op Supermarket, Queen Street	630	441	377	8,665	3.27	2.47
Tesco Express, Queen Street	490	320	288	12,522	3.61	0.66
Local Shops, Amble District Centre	-	-	-	-	1.52	1.08
Out of Centre						
Other Amble	-	-	-	-	0.68	0.68
Total		**1,171**			**9.08**	**4.89**

Source: Table 5 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.51 If it is assumed that the limited market share of Amble (which equates to just 0.7% of all convenience goods expenditure which originates in the Study Area) continues, then we do not consider that there is any quantitative need for additional facilities throughout the entire reporting period. However, the household survey indicates that, within Amble's principal zone of influence (Zone 15), 87% of convenience goods expenditure is directed to facilities elsewhere, principally Ashington and Blyth. As we reported in the 2009 Study, WYG considers there to be a significant qualitative need to improve the shopping provision within Amble to provide additional choice and reduce the need to travel further afield.

5.52 In this regard, we note the proposal to develop a Tesco supermarket at Queen Street which would help reduce the need to travel to Ashington, Blyth and Alnwick and thus provide more sustainable shopping patterns.

Table 5.34: Quantitative Need for Convenience Goods Floorspace in Amble

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	9.08	4.89	-4.19
2017	9.05	4.98	-4.07
2022	9.13	5.21	-3.91
2027	9.22	5.47	-3.75
2030	9.27	5.61	-3.66

Source: Table 6H of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (0.7%) claimed by facilities in Amble
2011 Prices

Comparison Goods Retailing

5.53 Table 5.35 indicates that existing comparison goods floorspace in Amble is effectively undertrading by some £0.53m at 2012, based on our assumed average benchmark sales density of 2,500 sq.m.

Table 5.35: Trading Performance of Current Comparison Goods Floorspace in Amble

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Amble						
Amble District Centre	2,160	1,664	1,581	2,500	3.95	3.43
Total			**1,581**		**3.95**	**3.43**

Source: Table 28 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement where Verdict not applicable
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.54 Given the limited identified growth and greater claims on expenditure made by special forms of trading going forward, we do not identify any surplus expenditure to support additional comparison goods floorspace in the town in the period to 2030. Furthermore, in considering future provision, it should be noted that the planned foodstore will provide a significant quantum of comparison goods floorspace which may have some impact on the expenditure available to other operators in the centre. The impact of the proposed Tesco should therefore be the subject of future review in order to provide an up to date assessment Amble's market share and the quantitative need for additional comparison goods provision over the longer term.

Table 5.36: Quantitative Need for Comparison Goods Floorspace in Amble

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	3.95	3.43	-0.53
2017	4.35	3.78	-0.56
2022	4.78	4.21	-0.57
2027	5.23	5.00	-0.23
2030	5.51	5.45	-0.06

Source: Table 29H of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (0.4%) claimed by facilities in Amble
2011 Prices

Bedlington/Bedlington Station District Centre

Convenience Goods Retailing

5.55 Table 5.37 indicates that Bedlington and Bedlington Station are identified to achieve a convenience goods turnover of £13.62m at 2012, which is significantly below the identified benchmark turnover of £22.56m. A large proportion of this apparent undertrading exists as the former Netto store now trades as a Morrisons, for which account has been made in assessing benchmark turnover. In actuality, trading under the Morrisons fascia this store is likely to have increased the attractiveness of Bedlington and therefore the market share achieved by the settlements may now be greater than the 2.1% identified by the household survey.

Table 5.37: Trading Performance of Current Foodstores in Bedlington/Bedlington Station

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Bedlington						
Tesco, Market Place	1,670	1,169	776	12,522	9.72	8.02
Morrisons (Former Netto), Choppington Road	1,090	763	604	12,620	7.62	3.81
Local Shops, Bedlington Town Centre	250	200	180	3,000	1.45	0.49
Bedlington Station						
Co-op, Station Road	581	436	373	8,665	3.23	0.37
Local Shops, Bedlington Station	714	536	482	3,000	1.45	0.49
Total			**2,415**		**22.56**	**13.62**

Source: Table 5 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.56 If it is assumed that Bedlington and Bedlington Station retain a constant market share going forward, then, as set out below at Table 5.38, it is evident that there is no further need for additional convenience goods floorspace through the reporting period.

5.57 Whilst we consider that there is scope for a notable increase in market share to be secured, we note the extant planning permission to provide a larger Tesco superstore at Market Place. This store would provide an estimated 664 sq.m of additional convenience floorspace, which we consider would appropriately meet any quantitative need even if a change in shopping patterns occurred.

Table 5.38: Quantitative Need for Convenience Goods Floorspace in Bedlington/Bedlington Station

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	22.56	13.62	-8.93
2017	22.49	13.86	-8.63
2022	22.67	14.51	-8.16
2027	22.90	15.22	-7.68
2030	23.03	15.63	-7.41

Source: Table 6I of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (2.1%) claimed by facilities in Bedlington/Bedlington Station
2011 Prices

Comparison Goods Retailing

5.58 Table 5.39 indicates that existing comparison goods floorspace in Bedlington is trading considerably under benchmark level. However, as we have previously noted in this report, the performance of smaller facilities is sometimes under-represented by household surveys as respondents tend to recall their larger and more significant shopping journeys. Accordingly, we suspect that the trading performance of existing comparison goods floorspace at Bedlington and Bedlington Station may actually be healthier than that suggested below.

Table 5.39: Trading Performance of Current Comparison Goods Floorspace in Bedlington/Bedlington Station

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Bedlington						
Tesco, Market Place	1,670	1,169	393	8,708	3.42	0.00
Local Shops, Bedlington District Centre	1,110	833	790	2,000	1.58	1.27
Bedlington Station						
Local Shops, Bedlington Station	1,075	806	765	2,000	1.53	0.22
Total			**1,948**		**6.53**	**1.50**

Source: Table 28 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement where Verdict not applicable
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.59 Notwithstanding this caveat, given the modest turnover of existing provision recorded by the survey and the extant planning permission for a larger Tesco store (which will include significant additional comparison goods floorspace), we do not find any quantitative need for comparison goods provision.

Table 5.40: Quantitative Need for Comparison Goods Floorspace in Bedlington/Bedlington Station

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	6.53	1.50	-5.03
2017	7.18	1.66	-5.53
2022	7.90	1.84	-6.06
2027	8.64	2.19	-6.45
2030	9.11	2.38	-6.73

Source: Table 29I of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (0.2%) claimed by facilities in Bedlington/Bedlington Station
2011 Prices

Haltwhistle District Centre

Convenience Goods Retailing

5.60 Table 5.41 identifies that existing convenience goods facilities in Haltwhistle are attracting significantly less convenience goods expenditure than their benchmark turnover would suggest. At 2012, Haltwhistle's identified turnover is £5.06m less than its benchmark turnover of £6.53m.

Table 5.41: Trading Performance of Current Foodstores in Haltwhistle

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Haltwhistle						
Co-op Foodstore, Main Street	570	399	342	8,665	2.96	1.28
Sainsbury's Local, Aesica Road	650	520	468	12,080	5.65	2.68
Local Shops, Haltwhistle Town Centre	470	376	338	3,000	1.01	0.62
Total			**1,148**		**9.63**	**4.57**

Source: Table 5 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.61 Whilst we again would suggest that the survey may have to some degree underestimated the influence of this smaller centre, it is clear that there is no quantitative need for additional convenience goods floorspace based on the continuation of Haltwhistle's existing market share. However, we note that the vast majority of residents within Zone 10 have to travel further afield to access adequate main food shopping facilities and therefore we consider that there would be a clear qualitative benefit in providing a food supermarket of appropriate scale in the town.

Table 5.42: Quantitative Need for Convenience Goods Floorspace in Haltwhistle

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	9.63	4.57	-5.06
2017	9.60	4.65	-4.95
2022	9.67	4.86	-4.81
2027	9.77	5.10	-4.67
2030	9.83	5.24	-4.59

Source: Table 6J of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (0.7%) claimed by facilities in Haltwhistle
2011 Prices

Comparison Goods Retailing

5.62 Table 5.43 indicates that Haltwhistle's comparison goods facilities also turn over less expenditure than would be expected from their estimated benchmark turnover. The deficit equates to £0.78m at 2012.

Table 5.43: Trading Performance of Current Comparison Goods Floorspace in Haltwhistle

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Haltwhistle						
Haltwhistle District Centre	1,890	1,418	1,347	2,500	3.37	2.59
Total			**1,347**		**3.37**	**2.59**

Source: Table 28 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement where Verdict not applicable
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.63 Once more, given the limited identified growth and greater claims on expenditure made by special forms of trading going forward, our analysis indicates that this deficit will fail to transfer into a surplus over the course of the reporting period to 2030. As a consequence, there is no quantitative need for additional provision in the town, even over the longer term.

Table 5.44: Quantitative Need for Comparison Goods Floorspace in Haltwhistle

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	3.37	2.59	-0.78
2017	3.70	2.86	-0.84
2022	4.07	3.18	-0.89
2027	4.45	3.78	-0.68
2030	4.70	4.12	-0.58

Source: Table 29J of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (0.3%) claimed by facilities in Haltwhistle
2011 Prices

Ponteland District Centre

Convenience Goods Retailing

5.64 Table 5.45 indicates that existing convenience goods floorspace in Ponteland is trading well below expected levels (by £11.12m) at 2012. The Waitrose store at Main Street is identified to be trading particularly poorly. However, we note that the store only opened around three months prior to the undertaking of the survey in 2009 and it is unlikely that a stable level of trading had yet been established. Accordingly, it is likely that the Waitrose store and Ponteland as a whole performs better than the survey evidence suggests.

Table 5.45: Trading Performance of Current Foodstores in Ponteland

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Ponteland						
Sainsbury's Local, Bells Villa	730	511	460	12,080	5.56	2.01
Waitrose, Main Street	1,550	1,008	890	11,654	10.37	1.28
Local Shops, Ponteland District Centre	770	539	485	3,000	1.46	2.98
Total			**1,835**		**17.38**	**6.26**

Source: Table 5 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.65 On this basis, it is likely that the level of convenience goods capacity in Ponteland identified below by Table 5.46 acts to underestimate the expenditure available to support floorspace. However, it is very unlikely that there is any pressing quantitative need for further convenience goods floorspace in the town.

Table 5.46: Quantitative Need for Convenience Goods Floorspace in Ponteland

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	17.38	6.26	-11.12
2017	17.33	6.37	-10.96
2022	17.47	6.67	-10.80
2027	17.65	7.00	-10.65
2030	17.75	7.18	-10.57

Source: Table 6K of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (1.0%) claimed by facilities in Ponteland
2011 Prices

Comparison Goods Retailing

5.66 Table 5.47 provides a summary of the trading performance of existing comparison goods floorspace in Ponteland. It is evident from the table that the floorspace is trading slightly below expected levels, albeit by only £0.36m at 2012.

Table 5.47: Trading Performance of Current Comparison Goods Floorspace in Ponteland

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Ponteland						
Ponteland District Centre	690	483	459	2,500	1.15	2.13
Waitrose	1,550	1,008	118	11,397	1.34	0.00
Other						
Other	-	-	-	-	1.67	1.67
Total			**577**		**4.16**	**3.80**

Source: Table 28 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement where Verdict not applicable
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.67 Our analysis anticipates that this undertrading will remain until 2027, when we estimate that a small surplus will occur. The limited nature of this surplus (reaching just £0.24m at 2030) suggests that there is no pressing quantitative need and no requirement to plan for significant expansion.

Table 5.48: Quantitative Need for Comparison Goods Floorspace in Ponteland

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	4.16	3.80	-0.36
2017	4.57	4.20	-0.38
2022	5.03	4.67	-0.36
2027	5.50	5.54	0.04
2030	5.80	6.05	0.24

Source: Table 29K of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (0.4%) claimed by facilities in Ponteland
2011 Prices

Prudhoe District Centre

Convenience Goods Retailing

5.68 Table 5.49 considers the identified performance of existing convenience goods floorspace in Prudhoe against its expected benchmark. In this respect, existing facilities are identified to be trading above expected levels by £0.72m at 2012.

Table 5.49: Trading Performance of Current Foodstores in Prudhoe

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Prudhoe						
Co-op, Oakfield Terrace	2,070	1,456	1,246	8,665	10.80	12.67
Local Shops, Prudhoe	860	606	545	3,500	1.91	0.75
Total			**1,791**		**12.71**	**13.43**

Source: Table 5 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.69 Assuming the 'rolling forward' of Prudhoe's existing market share of 2.1% of all convenience goods expenditure generated within the Study Area, we estimate that the identified expenditure surplus will increase to £0.99m at 2017, to £1.52m at 2022, to £2.10m at 2027, and to £2.42m at 2030. This identified capacity is relatively modest but does suggest some need for additional provision in the town. In this regard, we note that planning permission was granted for a new foodstore on Front

Street (providing 4,366 sq.m of gross floorspace), but has since been overturned following a High Court ruling.

5.70 However, the reasons for this High Court decision were due primarily to the lack of an Environmental Assessment being prepared in support of the application rather than due to the principle of retail development being inappropriate. Accordingly, should a revised scheme be submitted in the future, this would meet the identified need for additional convenience goods floorspace within Prudhoe, by reducing current overtrading and reducing the need for local residents to travel elsewhere, most notably to Hexham and to the Asda store at the Metrocentre.

Table 5.50: Quantitative Need for Convenience Goods Floorspace in Prudhoe

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	12.71	13.43	0.72
2017	12.67	13.66	0.99
2022	12.77	14.29	1.52
2027	12.90	15.00	2.10
2030	12.98	15.40	2.42

Source: Table 6L of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (2.1%) claimed by facilities in Prudhoe
2011 Prices

Comparison Goods Retailing

5.71 Table 5.51 indicates that the existing comparison goods floorspace in Prudhoe is effectively undertrading by £0.51m at 2012 when compared with facilities' benchmark turnover.

Table 5.51: Trading Performance of Current Comparison Goods Floorspace in Prudhoe

Destination	Gross Floorspace (sq. m)[1]	Net Floorspace (sq. m)[2]	Net Convenience Floorspace (sq. m)[3]	Benchmark Sales Density (£ per sq. m)[4]	Benchmark Turnover (£m)	Survey Derived Turnover (£m)[5]
Prudhoe						
Prudhoe District Centre	2,550	1,913	1,817	3,000	5.45	5.72
Co-op, Oakfield Terrace	2,080	1,456	210	3,687	0.77	0.00
Total			**15,373**		**6.22**	**5.72**

Source: Table 28 of Appendix 1
[1] Gross floorspace from previous 2011 Study, which in turn was derived from Experian Goad, IGD or WYG survey
[2] Net floorspace from previous 2011 Study and based on WYG judgement
[3] Net convenience floorspace estimated in line with company average taken from Verdict UK Food & Grocery Retailers 2011 or using WYG judgement where Verdict not applicable
[4] Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2012
2011 Prices

5.72 Whilst this deficit is relatively modest, given identified limited levels of growth and the increasing proportion of comparison goods spend which is expected to be claimed by special forms of trading, our analysis suggests that an expenditure surplus will not occur until 2027 (of just £0.11m, rising to £0.41m at 2030). Given this very limited need (and the potential for comparison goods floorspace to be provided as part of a supermarket development), we do not consider that there is any requirement to plan for significant comparison goods development over the entire reporting period to 2030.

Table 5.52: Quantitative Need for Comparison Goods Floorspace in Prudhoe

Year	Turnover (£m)[1]	Available Expenditure (£m)[2]	Surplus Expenditure (£m)
2012	6.22	5.72	-0.51
2017	6.84	6.31	-0.53
2022	7.53	7.03	-0.50
2027	8.23	8.34	0.11
2030	8.68	9.10	0.41

Source: Table 29L of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (0.6%) claimed by facilities in Prudhoe
2011 Prices

6.0 Summary

6.01 Our findings demonstrate a significantly more limited quantitative need for additional convenience and comparison goods than that identified by the previous Study when it reported at the start of 2011. The reasons for this are effectively three-fold.

6.02 Firstly, both the existing Study Area population and the forecast level of future population growth are more limited than previous estimates suggested. In this regard, we have deployed the latest Experian estimates which take into consideration the initial 2011 Census data release. As a consequence, we estimate that the Study Area population comprises 383,158 people at 2012, rising to 397,807 people at 2030. By way of contrast, the 2011 Study (which utilised different reporting periods) estimated a Study Area population of 399,362 people at 2014, rising to 423,931 people at 2026.

6.03 Secondly, we have utilised Experian's most recent forecasts in respect of the proportion of expenditure which will be committed through special forms of trading both for convenience and comparison goods (i.e. spending committed through non-store means, such as the internet). According, we have 'stripped out' any expenditure which household survey respondents indicated was committed via special forms of trading and have instead made an allowance derived from Experian's recommendation. Experian's current forecast takes into consideration the proportion of goods purchased through special forms of trading which are actually sourced from tangible stores' shelves (which is considered to be 'available' expenditure), but still suggests that the proportion of expenditure which is lost to local stores through this means of shopping is greater than that anticipated by the household survey of 2009.

6.04 Thirdly, the ongoing effects of the weak economy on the retail sector are proving to be greater than anticipated at the time the previous Study reported. Not only are future per capita expenditure growth rates more circumspect (with Experian estimating an average of 0.5% per annum growth for convenience goods and 2.7% per annum growth for comparison goods between 2013 and 2019), but there was actually a relatively substantial fall in real terms in per capita convenience goods expenditure between 2010 and 2012.

6.05 As a consequence, any forecast quantitative need for additional retail floorspace has substantially diminished or has been met by existing commitments. Indeed, the only centre where a clear quantitative need for additional convenience goods (over and above that provided for by extant commitments) is Ashington, where an expenditure surplus of £27.91m is identified to support additional convenience goods floorspace in the period to 2017, rising to £30.61m at 2022, to £33.53m at 2027 and to £35.20m at 2030.

6.06 In terms of comparison goods, an expenditure surplus of £8.23m for the Ashington area is identified at 2017, rising to £9.91m at 2022, to £17.58m at 2027, and to £21.63m at 2030.

6.07 However, it should be noted that the new replacement Asda store (which provides approximately 1,600 sq.m of convenience goods floorspace and approximately 1,100 sq.m of comparison goods floorspace) was not accounted for in estimating the above surplus. The replacement store meets all of the identified quantitative need for additional comparison goods floorspace in the period to 2022, if it is assumed that Ashington's current comparison goods market share of 6.2% is 'rolled forward'. In actuality, the Asda is likely to have increased the attractiveness of Ashington and, as a result, generate an additional need for comparison goods floorspace going forward.

6.08 In terms of convenience goods floorspace, even after accounting from the implemented Asda floorspace and once more rolling forward the existing market share, there is still a quantitative need for additional convenience goods floorspace in the short term. This is set out below at Table 6.1.

Table 6.1: Quantitative Need for Convenience Goods Floorspace in Ashington

Year	Turnover (£m)[1]	Turnover Including Asda Store	Available Expenditure (£m)[2]	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	36.40	59.00	63.10	4.11	300	800
2017	36.29	58.82	64.20	5.38	400	1,100
2022	36.58	59.29	67.18	7.89	600	1,600
2027	36.95	59.89	70.48	10.60	800	2,100
2030	37.17	60.25	72.37	12.13	900	2,400

Source: Table 29 of Appendix 1
[1] Benchmark turnover to increase in line with improvements in turnover efficiency set out in Table 4a of Experian Retail Planner 10.1 (September 2011)
[2] Assumes constant market share (0.6%) claimed by facilities in Prudhoe
2011 Prices

6.09 Whilst there may be again some scope to improve Ashington's market share further, the table indicates a relatively modest need equating to between 400 sq.m and 1,100 sq.m at 2017 depending on operator and format.

6.10 In other centres there is limited quantitative need for additional retail floorspace, assuming a continuation of current market shares and the ability of stores which may be currently underperforming to absorb future growth. Notwithstanding this, there will be circumstances where further retail development can improve the qualitative offer of a centre, complement the existing retail offer, improve customer choice, and provide the potential to improve market share. However, in considering future retail proposals, the impacts which arise from the diversion of trade from existing and planned retail development must be considered in accordance with national planning policy requirements.

6.11 In considering the quantitative findings of this study, it should also be noted that some food retailers are currently actively pursuing the use of permitted development rights to provide for the change of use of premises (most often from former public houses) to convenience stores. Given the modest size of some of the centres considered in this report, such stores can have a notable influence on shopping patterns and the impact of such development on trading patterns should also be considered when reviewing new development proposals.

6.12 Finally, it should be reiterated that this Study provides an update of quantitative need based on the most up to date available population and expenditure data, and growth forecasts. However, the quantitative findings of this Update should be read in conjunction with our observations in respect of qualitative need and the respective 'health' of each centre provided by the 2011 Study. Furthermore, given the relatively large amount of floorspace which has either been implemented, or is now under construction, or has been granted planning permission since the previous household survey was undertaken, it will be prudent to commission a comprehensive study in the short to medium term, based on a new survey, to properly understand the influence of the new provision and more precisely gauge where future needs may be apparent.

Appendix 1 – Capacity Tables

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TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE	POPULATION						PER CAPITA EXPENDITURE CONVENIENCE (£)						
	2011	2012	2017	2022	2027	2030	*2011 with SfT*	*2011*	2012	2017	2022	2027	2030
1	*52,416*	52,578	52,686	52,905	53,137	53,099	*1,914*	1,880	1,878	1,888	1,954	2,031	2,079
2	*32,980*	33,074	33,166	33,306	33,357	33,294	*1,867*	1,834	1,832	1,842	1,906	1,982	2,028
3	*8,369*	8,340	8,483	8,522	8,485	8,487	*1,848*	1,814	1,812	1,823	1,886	1,961	2,007
4	*17,856*	17,857	18,237	18,548	18,831	18,962	*1,639*	1,609	1,608	1,617	1,673	1,739	1,780
5	*25,357*	25,422	26,229	26,899	27,532	27,863	*1,626*	1,597	1,595	1,604	1,660	1,726	1,766
6	*24,387*	24,405	24,846	25,212	25,448	25,524	*1,658*	1,628	1,626	1,635	1,692	1,759	1,800
7	*27,467*	27,431	26,972	26,619	26,347	26,177	*1,759*	1,727	1,725	1,735	1,795	1,866	1,910
8	*28,150*	28,207	28,554	28,867	29,068	29,134	*1,822*	1,789	1,788	1,798	1,860	1,934	1,979
9	*19,131*	19,160	18,977	18,836	18,784	18,735	*1,842*	1,809	1,807	1,817	1,880	1,955	2,001
10	*20,908*	20,945	21,003	21,093	21,067	21,008	*1,736*	1,704	1,703	1,712	1,772	1,842	1,885
11	*28,280*	28,519	29,653	30,761	31,679	32,109	*1,640*	1,611	1,609	1,618	1,675	1,741	1,782
12	*30,449*	30,561	31,332	32,200	32,896	33,250	*1,604*	1,575	1,574	1,583	1,638	1,703	1,743
13	*17,721*	17,740	17,738	17,764	17,835	17,867	*1,814*	1,781	1,779	1,789	1,852	1,925	1,970
14	*26,398*	26,519	27,254	28,007	28,632	28,958	*1,561*	1,533	1,532	1,540	1,594	1,657	1,696
15	*22,373*	22,400	22,775	23,044	23,256	23,335	*1,660*	1,630	1,629	1,638	1,695	1,762	1,803
TOTAL	**382,242**	**383,158**	**387,905**	**392,583**	**396,354**	**397,802**							

Notes:
a. Post code sectors
1 - NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7
2 - NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6
3 - NE19 2, NE61 3, NE61 4 and NE65 8
4 - NE62 5 and NE63 8
5 - NE22 5/6/7 and NE24 4
6 - NE23 7, NE25 0 and NE26 4
7 - NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9
8 - DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0
9 - NE45 5, NE46 1/2/3 and 4
10 - CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9
11 - NE23 1/2/3/6/8
12 - NE24 1/2/3/5
13 - NE61 1/2/6
14 - NE63 0/9 and NE64 6
15 - NE61 5, NE65 0/9
b. Per Capita expenditure derived from Experian MMG3 data (2011 data)
c. Population from Experian MMG3 data
d. Projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 10.1 (September 2012)
e. Excludes Special Forms of Trading at in line with 'adjusted' allowance derived from Experian Retail Planner Briefing Note 10.1

2011 Prices

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TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	EXPENDITURE (£m) CONVENIENCE					GROWTH CONVENIENCE			
	2012	2017	2022	2027	2030	2012-17	2012-22	2012-27	2012-30
1	98.73	99.49	103.37	107.94	110.39	0.76	4.64	9.21	11.66
2	60.58	61.09	63.48	66.10	67.52	0.51	2.90	5.52	6.94
3	15.12	15.46	16.07	16.64	17.03	0.35	0.96	1.52	1.91
4	28.71	29.48	31.03	32.75	33.75	0.78	2.32	4.04	5.04
5	40.55	42.07	44.65	47.51	49.20	1.52	4.10	6.96	8.66
6	39.69	40.63	42.66	44.77	45.95	0.95	2.98	5.08	6.27
7	47.33	46.80	47.79	49.17	50.00	-0.53	0.46	1.85	2.68
8	50.42	51.33	53.70	56.21	57.66	0.91	3.27	5.79	7.24
9	34.62	34.48	35.42	36.72	37.48	-0.14	0.80	2.10	2.86
10	35.66	35.96	37.37	38.80	39.60	0.30	1.71	3.14	3.94
11	45.90	47.99	51.51	55.15	57.21	2.09	5.62	9.26	11.31
12	48.10	49.59	52.74	56.01	57.94	1.49	4.64	7.91	9.84
13	31.57	31.74	32.89	34.33	35.20	0.17	1.32	2.77	3.63
14	40.62	41.98	44.64	47.44	49.10	1.36	4.02	6.82	8.49
15	36.48	37.30	39.05	40.98	42.08	0.82	2.57	4.49	5.60
TOTAL	**654.07**	**665.42**	**696.36**	**730.53**	**750.13**	**11.35**	**42.30**	**76.46**	**96.07**

TABLE 2B: MAIN / TOP-UP SPLIT (2012)

ZONE	EXPENDITURE (£m) CONVENIENCE - 2012		
	MAIN	TOP-UP	TOTAL
1	74.05	24.68	**98.73**
2	45.44	15.15	**60.58**
3	11.34	3.78	**15.12**
4	21.53	7.18	**28.71**
5	30.41	10.14	**40.55**
6	29.77	9.92	**39.69**
7	35.49	11.83	**47.33**
8	37.82	12.61	**50.42**
9	25.97	8.66	**34.62**
10	26.75	8.92	**35.66**
11	34.42	11.47	**45.90**
12	36.08	12.03	**48.10**
13	23.67	7.89	**31.57**
14	30.46	10.15	**40.62**
15	27.36	9.12	**36.48**
TOTAL	**490.55**	**163.52**	**654.07**

Notes:

a. Post code sectors
1 - NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7
2 - NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6
3 - NE19 2, NE61 3, NE61 4 and NE65 8
4 - NE62 5 and NE63 8
5 - NE22 5/6/7 and NE24 4
6 - NE23 7, NE25 0 and NE26 4
7 - NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9
8 - DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0
9 - NE45 5, NE46 1/2/3 and 4
10 - CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9
11 - NE23 1/2/3/6/8
12 - NE24 1/2/3/5
13 - NE61 1/2/6
14 - NE63 0/9 and NE64 6
15 - NE61 5, NE65 0/9
b. Per Capita expenditure derived from Experian MMG3 data (2011 data)
d. Projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 10.1 (September 2012)
c. Population from Experian MMG3 data
e. Excludes Special Forms of Trading at in line with 'adjusted' allowance derived from Experian Retail Planner Briefing Note 10.1

2011 Prices

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NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	TOTAL MAIN FOOD (%)	TOTAL TOP UP (%)	1 MAIN FOOD (%)	1 TOP UP (%)	2 MAIN FOOD (%)	2 TOP UP (%)	3 MAIN FOOD (%)	3 TOP UP (%)	4 MAIN FOOD (%)	4 TOP UP (%)	5 MAIN FOOD (%)	5 TOP UP (%)	6 MAIN FOOD (%)	6 TOP UP (%)	7 MAIN FOOD (%)	7 TOP UP (%)	8 MAIN FOOD (%)	8 TOP UP (%)	9 MAIN FOOD (%)	9 TOP UP (%)	10 MAIN FOOD (%)	10 TOP UP (%)	11 MAIN FOOD (%)	11 TOP UP (%)	12 MAIN FOOD (%)	12 TOP UP (%)	13 MAIN FOOD (%)	13 TOP UP (%)	14 MAIN FOOD (%)	14 TOP UP (%)	15 MAIN FOOD (%)	15 TOP UP (%)
NORTHUMBERLAND																																
Zone 1																																
Aldi, North Road, Berwick-upon-Tweed	**0.0**	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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-op Alldays, High Street, Wooler	**0.2**	**0.8**	2.2	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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-op Alldays, West Street, Belford	**0.0**	**0.2**	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	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-op Foodstore, High Street, Coldstream	**0.0**	**0.7**	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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-op Foodstore, Highcroft, Kelso	**0.1**	**0.7**	1.1	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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-op Foodstore, Market Square, Duns	**0.0**	**1.1**	0.0	7.1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Co-op Supermarket, Main Street, Seahouses	**0.0**	**0.8**	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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-op Superstore, Main Street, Tweedmouth	**0.5**	**1.0**	4.3	7.1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Shedden Park Road, Kelso	**0.2**	**0.2**	2.2	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Berwick-upon-Tweed	**0.0**	**0.7**	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Belford	**0.0**	**0.0**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Coldstream	**0.0**	**0.7**	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Duns	**0.0**	**0.5**	0.0	3.5	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	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, Seahouses	**0.0**	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Wooler	**0.0**	**0.3**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Northumberland Road, Berwick-upon-Tweed	**0.1**	**0.5**	1.1	3.5	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	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, North Road, Berwick-upon-Tweed	**6.2**	**2.4**	53.5	16.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Somerfield, Castlegate, Berwick-upon-Tweed	**0.4**	**1.0**	3.2	7.1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Somerfield, Roxborough Street, Kelso	**0.5**	**1.4**	2.2	5.9	3.1	6.5	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**8.2**	**13.6**	**69.7**	**89.3**	**3.1**	**9.1**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**
Zone 2																																
Co-op Alldays, Cannongate, Jedburgh	**0.3**	**1.6**	0.0	0.0	4.1	16.9	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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-op Late Shop, Victoria Road, Alnwick	**0.0**	**0.5**	0.0	0.0	0.0	5.2	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Co-op Supermarket, Bondgate, Within, Alnwick	**0.1**	**0.1**	0.0	0.0	1.0	1.3	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	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, Bondgate, Alnwick	**0.1**	**0.6**	0.0	0.0	1.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Alnwick	**0.0**	**0.3**	0.0	0.0	0.0	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Longframlington	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	9.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Fenkle Street, Alnwick	**3.4**	**1.8**	3.2	1.2	33.1	16.9	1.1	2.8	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	0.0	0.0	0.0	0.0	0.0	0.0	4.2	1.4
Sainsbury's, Willowburn Avenue, Alnwick	**2.3**	**2.1**	1.1	1.2	16.6	19.5	5.6	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	10.6	2.9
Local Shops, Rothbury	**0.1**	**0.4**	0.0	0.0	1.0	5.2	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.3**	**7.6**	**4.3**	**2.4**	**56.8**	**75.3**	**6.6**	**18.3**	**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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**14.7**	**5.8**
Zone 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	0.0	0.0	0.0	0.0	0.0	0.0	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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 4																																
Aldi, Morpeth Road, Ashington	**0.4**	**0.6**	0.0	0.0	0.0	0.0	1.1	0.0	3.0	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	0.0	0.0	0.0	0.0	0.0	2.7	2.0	1.4	1.0	2.9
Asda, Lyntonville Terrace, Ashington	**9.6**	**3.1**	0.0	0.0	2.0	0.0	7.8	2.8	43.0	16.1	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	0.0	0.0	8.2	2.7	63.0	26.8	39.1	7.2
Co-op Late Shop, Gordon Terrace, Stakeford	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	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	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Late Shop, Milburn Road, Ashington	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	0.0	0.0
Co-op Welcome, The Square, Choppington	**0.0**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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, Woodhorn Road, Ashington	**0.4**	**0.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	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	2.0	0.0	0.0	0.0	2.0	12.7	0.0	0.0
Lidl, Northern Relief Road, Ashington	**0.2**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	2.0	4.2	1.0	0.0
Local Shops, Ashington	**0.0**	**1.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3	0.0	1.4
Local Shops, Choppington	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	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
Local Shops, Guide Post	**0.0**	**0.3**	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Stakeford	**0.0**	**0.3**	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netto, Woodhorn Road, Ashington	**0.3**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	2.8	1.0	0.0
Spar, Meadowfield, Ashington	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	0.0	0.0
Sub-Total	**10.9**	**9.6**	**0.0**	**0.0**	**2.0**	**0.0**	**8.9**	**2.8**	**47.0**	**69.9**	**2.1**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**2.8**	**8.2**	**5.4**	**72.2**	**73.3**	**42.2**	**11.6**
Zone 5																																
Co-op Supermarket, Station Road, Bedlington Station	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Bedlington	**0.0**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	7.2	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	1.4	0.0	0.0	0.0	0.0
Local Shops, Bedlington Station	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netto, Choppington Road, Bedlington	**0.6**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	3.0	1.4	5.2	6.0	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	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Market Place, Bedlington	**1.0**	**2.5**	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.4	13.4	31.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.4	0.0	0.0
Sub-Total	**1.6**	**4.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.1**	**4.2**	**18.6**	**53.0**	**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**	**1.4**	**0.0**	**1.4**	**1.0**	**1.4**	**0.0**	**0.0**
Zone 6																																
Co-op Foodstore, Avenue Road, Seaton Delaval	**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	8.5	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	0.0	0.0
Local Shops, Seaton Delaval	**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	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**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**	**14.1**	**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**	**0.0**
Zone 7																																
Sainsbury's, Bell Villas, Ponteland	**0.1**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	10.8	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
Local Shops, Ponteland	**0.1**	**1.2**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	2.1	18.5	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
Waitrose, Main Street, Ponteland	**0.1**	**0.4**	0.0	0.0	0.0	0.0	1.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.0	6.2	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	**0.3**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**2.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.2**	**35.5**	**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**
Zone 8																																
Co-op Superstore, Oakfield Terrace, Prudhoe	**1.6**	**2.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	19.0	35.7	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
Local Shops, Prudhoe	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.6**	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**	**0.0**	**19.0**	**41.7**	**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**
Zone 9																																
Aldi, Haugh Lane Industrial Estate, Hexham	**1.0**	**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	1.0	0.0	1.0	0.0	12.1	7.8	4.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Alldays, Hill Street, Corbridge	**0.0**	**0.8**	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	0.0	0.0	0.0	0.0	15.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heron Frozen Foods, Priestpopple, Hexham	**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	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Maidens Walk, Hexham	**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	0.0	0.0	3.0	5.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Tynedale Retail Park, Hexham	**6.6**	**1.6**	0.0	0.0	3.1	1.3	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	14.7	4.5	46.5	19.5	48.9	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Wentworth Park, Hexham	**2.0**	**0.9**	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	6.4	1.5	21.2	14.3	6.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Corbridge	**0.1**	**0.3**	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Hexham	**0.4**	**1.9**	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.5	6.1	31.2	1.1	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**10.3**	**6.4**	**0.0**	**0.0**	**3.1**	**1.3**	**6.6**	**5.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**6.2**	**0.0**	**22.1**	**7.5**	**88.9**	**100.0**	**62.7**	**9.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10																																
Co-op Foodstore, Main Street, Haltwhistle	**0.1**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Late Shop, West View, Bellingham	**0.0**	**0.8**	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Bellingham	**0.0**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Haltwhistle	**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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Aesica Road, Haltwhistle	**0.3**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	13.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**2.5**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**6.4**	**44.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 11																																
Aldi, Cumbrian Road, Cramlington	**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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Manor Walks Shopping Centre, Cramlington	**6.5**	**4.2**	0.0	0.0	0.0	0.0	2.2	0.0	2.0	1.4	3.1	1.2	21.5	9.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	54.0	36.2	0.0	1.4	4.0	2.7	1.0	0.0	0.0	0.0
Co-op Late Shop, Main Street, Chirnside	**0.0**	**0.6**	0.0	3.5	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Iceland, New Cramlington Shopping Centre, Cramlington	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	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	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's, Manor Walks Shopping Centre, Cramlington	**2.8**	**3.2**	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	1.0	4.8	4.3	7.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.0	25.4	1.0	0.0	3.0	1.4	0.0	1.4	0.0	0.0
Somerfield, Moorfarm Roundabout, Cramlington	**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	1.4	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	0.0	0	0.0	0.0
Somerfield, Northumberland Road, Cramlington	**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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0	0.0	0.0	0.0	0	0.0	0.0
Spar, West View, Cramlington	**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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	0.0	0.0
Local Shops, Cramlington	**0.1**	**1.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.6	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.6**	**11.3**	**0.0**	**3.5**	**0.0**	**0.0**	**6.7**	**0.0**	**2.0**	**2.8**	**4.2**	**7.2**	**25.8**	**29.7**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**79.0**	**88.0**	**2.0**	**1.4**	**7.1**	**4.1**	**1.0**	**1.4**	**0.0**	**1.4**
Zone 12																																
Aldi, Cowpen Road, Blyth	**0.1**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.4	1.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Cowpen Road, Blyth	**15.4**	**3.5**	0.0	0.0	4.1	0.0	2.2	0.0	34.8	1.4	55.6	18.1	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.0	2.4	60.0	16.9	7.2	1.4	20.7	5.6	22.2	2.9
Co-op Late Shop, Southend Avenue, Blyth	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Supermarket, Newcastle Road, Blyth	**0.2**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	5.6	0.0	0.0	0.0	0.0	0.0	1.4
Iceland, Market Street, Blyth	**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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Albion Retail Park, Blyth	**0.1**	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	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	1.4	0.0	1.4	0.0	0.0	0.0	0.0
Local Shops, Blyth	**0.0**	**2.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.5	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Regent Street, Blyth	**3.1**	**3.1**	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	6.1	2.4	2.2	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.0	35.3	0.0	0.0	0.0	0.0	0.0	0.0
Netto, Cowpen Road, Blyth	**0.4**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	2.0	4.2	0.0	0.0	0.0	0.0	1.0	0.0
Sub-Total	**19.4**	**10.9**	**0.0**	**0.0**	**4.1**	**0.0**	**2.2**	**0.0**	**37.8**	**2.8**	**65.8**	**31.4**	**12.9**	**7.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**10.0**	**3.6**	**91.0**	**88.8**	**7.2**	**2.8**	**20.7**	**5.6**	**23.2**	**4.4**
Zone 13																																
Co-op Late Shop, Front Street, Pegswood	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Co-op Late Shop, Widdrington Station, Morpeth	**0.0**	**0.3**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4
Iceland, Bridge Street, Morpeth	**0.0**	**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	0.0	0.0	0.0	0.0	0.0	0.0	1.0	4.1	0.0	0.0	0.0	0.0
Lidl, Stanley Terrace, Morpeth	**0.3**	**0.5**	0.0	0.0	2.0	1.3	2.2	2.8	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	5.5	0.0	0.0	0.0	0.0
Local Shops, Morpeth	**0.0**	**0.7**	0.0	0.0	0.0	0.0	0.0	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	1.0	9.6	0.0	0.0	0.0	1.4
Local Shops, Widdrington Station	**0.0**	**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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	2.9
Market, Morpeth	**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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Marks & Spencer Simply Food, The Market Place, Morpeth	**0.2**	**1.0**	0.0	0.0	0.0	0.0	1.1	14.1	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	12.3	0.0	1.4	1.0	0.0
Morrisons, Stanley Terrace, Morpeth	**4.9**	**3.4**	1.1	0.0	3.1	0.0	51.2	31.0	3.0	4.1	2.1	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	59.3	45.2	0.0	0.0	4.2	5.8
Sub-Total	**5.5**	**6.6**	**1.1**	**0.0**	**5.1**	**1.3**	**54.5**	**56.4**	**3.0**	**6.8**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.0**	**1.5**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**65.3**	**80.8**	**0.0**	**1.4**	**5.2**	**14.5**
Zone 14																																
Co-op Late Shop, Cleveland Street, Newbiggin-by-the-Sea	**0.0**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	0.0	1.4
Local Shops, Newbiggin-by-the-Sea	**0.0**	**0.4**	0.0	0.0	0.0	1.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0	0.0
Sub-Total	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**12.7**	**0.0**	**1.4**
Zone 15																																
Co-op Supermarket, Queen Street, Amble	**0.2**	**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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	14.5
Co-op Welcome, Newburgh Street, Amble	**0.1**	**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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	4.4
Co-op Supermarket, The Precinct, Hadston	**0.2**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	7.2
Heron, Queen Street, Amble	**0.1**	**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	0.0	0.0	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	5.8
Local Shops, Amble	**0.0**	**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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Local Shops, Ellington	**0.0**	**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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Local Shops, Hadston	**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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8
Local Shops, Lynemouth	**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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Tesco Express, Queen Street, Amble	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2
Sub-Total	**0.6**	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**9.4**	**52.2**
Other																																
Co-op Shop, Market Place, Allendale	**0.4**	**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	0.0	0.0	0.0	0.0	7.4	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Late Shop, Ratcliffe Road, Haydon Bridge	**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	0.0	0.0	0.0	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Allendale	**0.0**	**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	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Haydon Bridge	**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	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Wylam	**0.0**	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	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	0.0	0.0	0.0	0.0	0.0
Spar, South View, Wylam	**0.0**	**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	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	0.0
Sub-Total	**0.4**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**12.0**	**0.0**	**0.0**	**7.4**	**23.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
SUB-TOTAL STUDY AREA	**75.2**	**84.7**	**75.1**	**95.2**	**74.2**	**89.6**	**86.6**	**87.3**	**93.9**	**89.2**	**92.7**	**94.0**	**38.7**	**53.6**	**15.5**	**37.0**	**41.1**	**64.1**	**89.9**	**100.0**	**76.6**	**79.2**	**91.0**	**91.6**	**95.0**	**94.4**	**87.8**	**95.9**	**94.9**	**95.8**	**94.8**	**92.8**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**74.0**	**77.9**	**69.7**	**64.7**	**67.0**	**63.6**	**86.6**	**83.1**	**93.9**	**89.2**	**92.7**	**94.0**	**38.7**	**53.6**	**15.5**	**37.0**	**41.1**	**64.1**	**89.9**	**100.0**	**76.6**	**79.2**	**91.0**	**91.6**	**95.0**	**94.4**	**87.8**	**95.9**	**94.9**	**95.8**	**94.8**	**91.4**
OUTSIDE NORTHUMBERLAND																																
Carlisle City Council																																
Local Shops, Carlisle	**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	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
Asda, Chandler Way, Carlisle	**0.4**	**0.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**12.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																																
Local Shops, Consett	**0.0**	**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	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	0.0
Morrisons, Front Street, Consett	**0.9**	**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	11.6	4.5	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
Tesco, Delves Lane, Consett	**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	0.0	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.2**	**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**	**15.7**	**7.5**	**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**
East Lothian Council																																
Asda, Spott Road, Dunbar	**0.5**	**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	0.0	0.0	0.0	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	**0.5**	**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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Gateshead Metropolitan Borough Council																																
Asda, Metro Centre, Gateshead	**3.1**	**0.3**	1.1	0.0	1.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	1.5	28.5	3.0	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
Co-op Late Shop, Derwent Street, Chopwell	**0.0**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Metro Centre, Gateshead	**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	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
Sainsbury's Local, Lane Head, Ryton	**0.6**	**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	8.4	20.0	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
Sainsbury's, Eleventh Avenue, Gateshead	**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	0.0	0.0	0.0	1.5	1.0	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
Somerfield, Parsons Drive, Ryton	**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	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
Local Shops, Gateshead	**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	1.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Local Shops, Swalwell	**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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Sub-Total	**4.1**	**2.4**	**1.1**	**0.0**	**1.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**17.8**	**21.5**	**31.6**	**13.5**	**4.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**1.0**	**0.0**	**0.0**	**0.0**	**1.0**	**1.4**
Newcastle City Council																																
Aldi, McKendrick Villas, Newcastle-upon-Tyne	**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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Stamfordham Road, Westerhope	**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	4.1	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
Asda, Hollywood Avenue, Gosforth	**0.8**	**0.4**	0.0	0.0	1.0	1.3	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.3	4.6	1.0	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, Stamfordham Road, Newcastle-upon-Tyne	**0.0**	**0.2**	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	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, Northumberland Street, Newcastle-upon-Tyne	**0.0**	**0.4**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	1.2	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer Simply Food, Kingston Retail Park, Newcastle-up	**0.4**	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	3.1	1.5	0.0	3.0	0.0	0.0	1.1	1.4	1.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Two Ball Lonnen, Cowgate	**0.3**	**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	2.1	3.1	1.0	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
Netto, High Row, Lemington	**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	1.0	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
Netto, Kingston Retail Park, Newcastle-upon-Tyne	**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	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
Sainsbury's, Etherstone Avenue, Newcastle-upon-Tyne	**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	1.0	0.0	0.0	0.0	0.0	0.0	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, Newburn Road, Newcastle-upon-Tyne	**0.1**	**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	2.1	3.1	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
Sainsbury's, The Gosforth Centre, Gosforth	**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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Chapel House Drive, Newcastle-upon-Tyne	**0.0**	**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	1.5	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Local, Station Road North, Newcastle-upon-Tyne	**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	1.5	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
Tesco Express, Kenton Lane, Newcastle-upon-Tyne	**0.1**	**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	0.0	0.0	0.0	0.0	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 Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	**4.0**	**0.2**	1.1	0.0	3.1	0.0	7.8	2.8	0.0	0.0	4.2	0.0	3.2	0.0	27.2	0.0	5.3	1.5	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.0	2.0	0.0	2.1	0.0
Local Shops, Cowgate	**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	1.0	0.0	0.0	0.0	0.0	0.0	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, Newcastle-upon-Tyne	**0.1**	**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	1.5	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Sub-Total	**6.7**	**2.7**	**1.1**	**1.2**	**4.1**	**1.3**	**10.0**	**4.2**	**0.0**	**0.0**	**5.2**	**1.2**	**3.2**	**4.2**	**50.0**	**16.8**	**9.5**	**6.0**	**3.0**	**0.0**	**1.1**	**2.8**	**1.0**	**3.6**	**0.0**	**0.0**	**9.2**	**0.0**	**2.0**	**0.0**	**3.1**	**0.0**
North Tyneside Council																																
Asda, Whitley Road, Benton	**0.5**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	1.4	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	1.0	0.0
Morrisons, Preston Road North, Tynemouth	**0.3**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	2.8	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	1.0	0.0	0.0	0.0
Morrisons, The Killingworth Centre, Killingworth	**3.7**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	2.0	1.4	2.1	0.0	33.3	7.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	1.2	1.0	0.0	2.0	0.0	2.0	0.0	0.0	0.0
Sainsbury's, Earsdon Road, Shiremoor	**0.0**	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	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, Newstead Drive, Whitley Bay	**1.2**	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.1	4.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	2.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Local Shops, Killingworth	**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	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local Shops, Whitley Bay	**0.1**	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.9**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**5.1**	2.8	**2.1**	**0.0**	**55.9**	**19.6**	**7.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.0**	**3.6**	**4.0**	**0.0**	**2.0**	**0.0**	**3.1**	**1.4**	**1.0**	**0.0**
Scottish Borders Council																																
Asda, Currie Road, Galashiels	**2.3**	**0.1**	13.1	0.0	8.3	1.3	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	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, Galashiels	**0.1**	**0.2**	0.0	1.2	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	0.0	0.0	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 Extra, Paton Street, Galashiels	**1.1**	**0.0**	4.3	0.0	7.3	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	0.0	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	**3.5**	**0.3**	**17.4**	**1.2**	**16.6**	**1.3**	**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**	**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																																
Other	**2.3**	**7.5**	1.1	2.4	4.1	7.8	2.2	8.5	1.0	8.0	0.0	4.8	2.2	22.5	9.4	24.6	2.1	9.0	2.0	0.0	9.6	18.0	0.0	1.2	1.0	4.2	0.0	4.1	0.0	2.8	0.0	5.8
Sub-total	**2.3**	**7.5**	**1.1**	**2.4**	**4.1**	**7.8**	**2.2**	**8.5**	**1.0**	**8.0**	**0.0**	**4.8**	**2.2**	**22.5**	**9.4**	**24.6**	**2.1**	**9.0**	**2.0**	**0.0**	**9.6**	**18.0**	**0.0**	**1.2**	**1.0**	**4.2**	**0.0**	**4.1**	**0.0**	**2.8**	**0.0**	**5.8**
SUB-TOTAL OUTSIDE NORTHUMBERLAND	**24.8**	**15.3**	**24.9**	**4.8**	**25.8**	**10.4**	**13.4**	**12.7**	**6.1**	**10.8**	**7.3**	**6.0**	**61.3**	**46.4**	**84.5**	**63.0**	**58.9**	**35.9**	**10.1**	**0.0**	**23.4**	**20.8**	**9.0**	**8.4**	**5.0**	**5.6**	**12.2**	**4.1**	**5.1**	**4.2**	**5.2**	**7.2**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**		**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

a. Post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies' and internet sales
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 4: TURNOVER (CONVENIENCE)

DESTINATION	TOTAL MAIN FOOD (£m)	TOP UP (£m)	1 MAIN FOOD (£m)	TOP UP (£m)	2 MAIN FOOD (£m)	TOP UP (£m)	3 MAIN FOOD (£m)	TOP UP (£m)	4 MAIN FOOD (£m)	TOP UP (£m)	5 MAIN FOOD (£m)	TOP UP (£m)	6 MAIN FOOD (£m)	TOP UP (£m)	7 MAIN FOOD (£m)	TOP UP (£m)	8 MAIN FOOD (£m)	TOP UP (£m)	9 MAIN FOOD (£m)	TOP UP (£m)	10 MAIN FOOD (£m)	TOP UP (£m)	11 MAIN FOOD (£m)	TOP UP (£m)	12 MAIN FOOD (£m)	TOP UP (£m)	13 MAIN FOOD (£m)	TOP UP (£m)	14 MAIN FOOD (£m)	TOP UP (£m)	15 MAIN FOOD (£m)	TOP UP (£m)
NORTHUMBERLAND																																
Zone 1																																
Aldi, North Road, Berwick-upon-Tweed	**0.00**	**0.59**	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Alldays, High Street, Wooler	**1.60**	**1.45**	1.60	1.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Alldays, West Street, Belford	**0.00**	**0.30**	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Foodstore, High Street, Coldstream	**0.00**	**1.16**	0.00	1.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Foodstore, Highcroft, Kelso	**0.80**	**1.16**	0.80	1.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Foodstore, Market Square, Duns	**0.00**	**1.88**	0.00	1.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Co-op Supermarket, Main Street, Seahouses	**0.00**	**1.45**	0.00	1.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Superstore, Main Street, Tweedmouth	**3.20**	**1.75**	3.20	1.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Shedden Park Road, Kelso	**1.60**	**0.39**	1.60	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Berwick-upon-Tweed	**0.00**	**1.16**	0.00	1.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Belford	**0.00**	**0.05**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Coldstream	**0.00**	**1.16**	0.00	1.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Duns	**0.00**	**0.86**	0.00	0.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Seahouses	**0.00**	**0.59**	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Wooler	**0.00**	**0.59**	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Northumberland Road, Berwick-upon-Tweed	**0.80**	**0.86**	0.80	0.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, North Road, Berwick-upon-Tweed	**39.58**	**4.20**	39.58	4.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, Castlegate, Berwick-upon-Tweed	**2.40**	**1.75**	2.40	1.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, Roxborough Street, Kelso	**2.99**	**2.43**	1.60	1.45	1.40	0.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**52.97**	**23.75**	**51.58**	**22.05**	**1.40**	**1.38**	**0.00**	**0.05**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.14**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.13**
Zone 2																																
Co-op Alldays, Cannongate, Jedburgh	**1.86**	**2.72**	0.00	0.00	1.86	2.56	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Late Shop, Victoria Terrace, Alnwick	**0.00**	**0.92**	0.00	0.00	0.00	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Co-op Supermarket, Bondgate, Within, Alnwick	**0.47**	**0.20**	0.00	0.00	0.47	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Bondgate, Alnwick	**0.47**	**0.98**	0.00	0.00	0.47	0.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Alnwick	**0.00**	**0.59**	0.00	0.00	0.00	0.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Longframlington	**0.00**	**0.37**	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Fenkle Street, Alnwick	**18.69**	**3.09**	2.40	0.30	15.02	2.56	0.12	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.14	0.13
Sainsbury's, Willowburn Avenue, Alnwick	**11.85**	**3.68**	0.80	0.30	7.53	2.95	0.63	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	2.89	0.27
Local Shops, Rothbury	**0.47**	**0.79**	0.00	0.00	0.47	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**33.79**	**13.33**	**3.20**	**0.59**	**25.81**	**11.41**	**0.75**	**0.69**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.11**	**0.00**	**0.00**	**4.03**	**0.53**
Zone 3																																
	0.00	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 4																																
Aldi, Morpeth Road, Ashington	**1.68**	**1.01**	0.00	0.00	0.00	0.00	0.12	0.00	0.65	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.62	0.14	0.29	0.27
Asda, Lyntonville Terrace, Ashington	**43.20**	**4.85**	0.00	0.00	0.93	0.00	0.88	0.11	9.25	1.15	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.94	0.21	19.19	2.72	10.69	0.66
Co-op Late Shop, Gordon Terrace, Stakeford	**0.00**	**0.58**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Late Shop, Milburn Road, Ashington	**0.00**	**0.96**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.86	0.00	0.00
Co-op Welcome, The Square, Choppington	**0.00**	**0.77**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Iceland, Woodhorn Road, Ashington	**1.66**	**1.39**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.72	0.00	0.00	0.00	0.62	1.29	0.00	0.00
Lidl, Northern Relief Road, Ashington	**0.91**	**0.89**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.62	0.43	0.29	0.00
Local Shops, Ashington	**0.00**	**1.95**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.13
Local Shops, Choppington	**0.00**	**0.48**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Guide Post	**0.00**	**0.38**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Stakeford	**0.00**	**0.38**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Netto, Woodhorn Road, Ashington	**1.44**	**0.48**	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.93	0.28	0.29	0.00
Spar, Meadowfield, Ashington	**0.00**	**0.57**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.00
Sub-Total	**48.89**	**14.69**	**0.00**	**0.00**	**0.93**	**0.00**	**1.01**	**0.11**	**10.12**	**5.01**	**0.63**	**0.12**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.19**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.72**	**0.34**	**1.94**	**0.43**	**21.99**	**7.44**	**11.55**	**1.06**
Zone 5																																
Co-op Supermarket, Station Road, Bedlington Station	**0.00**	**0.37**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Bedlington	**0.00**	**0.94**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00
Local Shops, Bedlington Station	**0.00**	**0.49**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Netto, Choppington Road, Bedlington	**2.93**	**0.88**	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.10	1.58	0.61	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, Market Place, Bedlington	**4.60**	**3.42**	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.10	4.07	3.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.14	0.00	0.00
Sub-Total	**7.53**	**6.09**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.87**	**0.30**	**5.65**	**5.37**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.69**	**0.00**	**0.00**	**0.17**	**0.00**	**0.11**	**0.31**	**0.14**	**0.00**	**0.00**
Zone 6																																
Co-op Foodstore, Avenue Road, Seaton Delaval	**0.00**	**0.85**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Seaton Delaval	**0.00**	**0.56**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**1.40**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.40**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 7																																
Sainsbury's, Bell Villas, Ponteland	**0.73**	**1.28**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73	1.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Ponteland	**0.73**	**2.24**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.73	2.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waitrose, Main Street, Ponteland	**0.49**	**0.79**	0.00	0.00	0.00	0.00	0.12	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.95**	**4.31**	**0.00**	**0.00**	**0.00**	**0.00**	**0.12**	**0.11**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.83**	**4.20**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 8																																
Co-op Superstore, Oakfield Terrace, Prudhoe	**8.17**	**4.50**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73	0.00	7.18	4.50	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Prudhoe	**0.00**	**0.75**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**8.17**	**5.25**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.73**	**0.00**	**7.18**	**5.25**	**0.26**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 9																																
Aldi, Haugh Lane Industrial Estate, Hexham	**5.06**	**0.80**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.39	0.00	3.15	0.68	1.15	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Alldays, Hill Street, Corbridge	**0.12**	**1.35**	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Heron Frozen Foods, Priestpopple, Hexham	**0.00**	**0.23**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Maidens Walk, Hexham	**1.07**	**0.45**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.79	0.45	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**33.70**	**2.82**	0.00	0.00	1.40	0.20	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00	5.56	0.57	12.06	1.68	13.07	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Waitrose, Wentworth Park, Hexham	**10.10**	**1.55**	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	2.41	0.19	5.51	1.24	1.69	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Corbridge	**0.29**	**0.44**	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Hexham	**2.23**	**3.25**	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.19	1.57	2.70	0.29	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**52.56**	**10.88**	**0.00**	**0.00**	**1.40**	**0.20**	**0.75**	**0.21**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**2.20**	**0.00**	**8.36**	**0.94**	**23.08**	**8.66**	**16.78**	**0.87**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 10																																
Co-op Foodstore, Main Street, Haltwhistle	**0.29**	**0.99**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.99	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Late Shop, West View, Bellingham	**0.00**	**1.43**	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Bellingham	**0.00**	**0.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Haltwhistle	**0.00**	**0.62**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Aesica Road, Haltwhistle	**1.44**	**1.24**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.44	1.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.72**	**4.38**	**0.00**	**0.00**	**0.00**	**0.20**	**0.00**	**0.00**	**0.00**	**0.10**	**0.00**	**0.12**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.72**	**3.96**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 11																																
Aldi, Cumbrian Road, Cramlington	**0.71**	**0.41**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Manor Walks Shopping Centre, Cramlington	**27.89**	**5.74**	0.00	0.00	0.00	0.00	0.25	0.00	0.44	0.10	0.95	0.12	6.40	0.98	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18.58	4.15	0.00	0.17	0.96	0.21	0.31	0.00	0.00	0.00
Co-op Late Shop, Main Street, Chirnside (In Berwick Zone)	**0.00**	**0.99**	0.00	0.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Iceland, New Cramlington Shopping Centre, Cramlington	**0.00**	**0.50**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Manor Walks Shopping Centre, Cramlington	**11.82**	**4.34**	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.32	0.49	1.28	0.70	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8.27	2.91	0.36	0.00	0.72	0.11	0.00	0.14	0.00	0.00
Somerfield, Moorfarm Roundabout, Cramlington	**0.00**	**0.42**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Somerfield, Northumberland Road, Cramlington	**0.00**	**1.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, West View, Cramlington	**0.00**	**0.14**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Cramlington	**0.36**	**1.95**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**40.78**	**15.59**	**0.00**	**0.86**	**0.00**	**0.00**	**0.76**	**0.00**	**0.44**	**0.20**	**1.26**	**0.73**	**7.68**	**2.94**	**0.73**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**27.20**	**10.09**	**0.72**	**0.17**	**1.68**	**0.32**	**0.31**	**0.14**	**0.00**	**0.13**
Zone 12																																
Aldi, Cowpen Road, Blyth	**0.64**	**0.38**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.24	0.32	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Cowpen Road, Blyth	**68.16**	**5.20**	0.00	0.00	1.86	0.00	0.25	0.00	7.48	0.10	16.90	1.84	2.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.09	0.28	21.65	2.04	1.70	0.11	6.29	0.57	6.06	0.27
Co-op Late Shop, Southend Avenue, Blyth	**0.00**	**0.27**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Supermarket, Newcastle Road, Blyth	**0.68**	**1.05**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.67	0.00	0.00	0.00	0.00	0.00	0.13
Iceland, Market Street, Blyth	**0.00**	**0.45**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00
Lidl, Albion Retail Park, Blyth	**0.32**	**0.40**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.11	0.00	0.00	0.00	0.00
Local Shops, Blyth	**0.00**	**3.08**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.71	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Regent Street, Blyth	**13.26**	**4.76**	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	1.86	0.24	0.64	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.10	4.24	0.00	0.00	0.00	0.00	0.00	0.00
Netto, Cowpen Road, Blyth	**1.67**	**0.77**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.12	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.72	0.51	0.00	0.00	0.00	0.00	0.29	0.00
Sub-Total	**84.72**	**16.35**	**0.00**	**0.00**	**1.86**	**0.00**	**0.25**	**0.00**	**8.14**	**0.20**	**20.02**	**3.18**	**3.84**	**0.70**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**3.44**	**0.41**	**32.83**	**10.68**	**1.70**	**0.22**	**6.29**	**0.57**	**6.35**	**0.40**
Zone 13																																
Co-op Late Shop, Front Street, Pegswood	**0.00**	**0.35**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00
Co-op Late Shop, Widdrington Station, Morpeth	**0.00**	**0.45**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 4: TURNOVER (CONVENIENCE)

DESTINATION	TOTAL MAIN FOOD (£m)	TOP UP (£m)	1 MAIN FOOD (£m)	1 TOP UP (£m)	2 MAIN FOOD (£m)	2 TOP UP (£m)	3 MAIN FOOD (£m)	3 TOP UP (£m)	4 MAIN FOOD (£m)	4 TOP UP (£m)	5 MAIN FOOD (£m)	5 TOP UP (£m)	6 MAIN FOOD (£m)	6 TOP UP (£m)	7 MAIN FOOD (£m)	7 TOP UP (£m)	8 MAIN FOOD (£m)	8 TOP UP (£m)	9 MAIN FOOD (£m)	9 TOP UP (£m)	10 MAIN FOOD (£m)	10 TOP UP (£m)	11 MAIN FOOD (£m)	11 TOP UP (£m)	12 MAIN FOOD (£m)	12 TOP UP (£m)	13 MAIN FOOD (£m)	13 TOP UP (£m)	14 MAIN FOOD (£m)	14 TOP UP (£m)	15 MAIN FOOD (£m)	15 TOP UP (£m)
Iceland, Bridge Street, Morpeth	**0.24**	**0.32**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.32	0.00	0.00	0.00	0.00
Lidl, Stanley Terrace, Morpeth	**1.66**	**0.84**	0.00	0.00	0.93	0.20	0.25	0.11	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.43	0.00	0.00	0.00	0.00
Local Shops, Morpeth	**0.24**	**1.22**	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.24	0.76	0.00	0.00	0.00	0.13
Local Shops, Widdrington Station	**0.00**	**0.38**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.27
Market, Morpeth	**0.00**	**0.11**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00
Marks & Spencer Simply Food, The Market Place, Morpeth	**0.89**	**1.74**	0.00	0.00	0.00	0.00	0.12	0.53	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.48	0.97	0.00	0.14	0.29	0.00
Morrisons, Stanley Terrace, Morpeth	**24.45**	**5.73**	0.80	0.00	1.40	0.00	5.80	1.17	0.65	0.29	0.63	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	14.03	3.56	0.00	0.00	1.14	0.53
Sub-Total	**27.48**	**11.15**	**0.80**	**0.00**	**2.33**	**0.20**	**6.18**	**2.13**	**0.65**	**0.49**	**0.63**	**0.00**	**0.00**	**0.00**	**0.00**	**0.18**	**0.00**	**0.19**	**0.00**	**0.00**	**0.00**	**0.12**	**0.00**	**0.00**	**0.00**	**0.00**	**15.46**	**6.38**	**0.00**	**0.14**	**1.43**	**1.33**
Zone 14																																
Co-op Late Shop, Cleveland Street, Newbiggin-by-the-Sea	**0.00**	**1.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.86	0.00	0.13
Local Shops, Newbiggin-by-the-Sea	**0.00**	**0.62**	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.00	0.00
Sub-Total	**0.00**	**1.72**	**0.00**	**0.00**	**0.00**	**0.20**	**0.00**	**0.00**	**0.00**	**0.10**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.29**	**0.00**	**0.13**
Zone 15																																
Co-op Supermarket, Queen Street, Amble	**1.14**	**1.33**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.14	1.33
Co-op Welcome, Newburgh Street, Amble	**0.29**	**0.40**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.40
Co-op Supermarket, The Precinct, Hadston	**0.86**	**0.66**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.86	0.66
Heron, Queen Street, Amble	**0.29**	**0.53**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.53
Local Shops, Amble	**0.00**	**0.27**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27
Local Shops, Ellington	**0.00**	**0.27**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27
Local Shops, Hadston	**0.00**	**0.53**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53
Local Shops, Lynemouth	**0.00**	**0.13**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Tesco Express, Queen Street, Amble	**0.00**	**0.66**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66
Sub-Total	**2.57**	**4.76**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**2.57**	**4.76**
Other																																
Co-op Shop, Market Place, Allendale	**1.98**	**0.62**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.98	0.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Late Shop, Ratcliffe Road, Haydon Bridge	**0.00**	**0.86**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Allendale	**0.00**	**0.37**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Haydon Bridge	**0.00**	**0.25**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Wylam	**0.00**	**1.27**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	1.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Spar, South View, Wylam	**0.00**	**0.38**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.98**	**3.75**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.14**	**0.00**	**0.00**	**0.00**	**1.51**	**0.00**	**0.00**	**1.98**	**2.10**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
SUB-TOTAL STUDY AREA	**365.14**	**137.42**	**55.58**	**23.50**	**33.72**	**13.57**	**9.82**	**3.30**	**20.22**	**6.40**	**28.20**	**9.53**	**11.52**	**5.32**	**5.50**	**4.38**	**15.54**	**8.08**	**23.34**	**8.66**	**20.48**	**7.06**	**31.33**	**10.51**	**34.27**	**11.35**	**20.78**	**7.57**	**28.90**	**9.73**	**25.93**	**8.46**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**357.89**	**125.67**	**51.58**	**15.98**	**30.46**	**9.64**	**9.82**	**3.14**	**20.22**	**6.40**	**28.20**	**9.53**	**11.52**	**5.32**	**5.50**	**4.38**	**15.54**	**8.08**	**23.34**	**8.66**	**20.48**	**7.06**	**31.33**	**10.51**	**34.27**	**11.35**	**20.78**	**7.57**	**28.90**	**9.73**	**25.93**	**8.33**
OUTSIDE NORTHUMBERLAND DISTRICT																																
Carlisle City Council																																
Local Shops, Carlisle	**1.15**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Chandler Way, Carlisle	**2.27**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.42**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**3.42**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																																
Local Shops, Consett	**0.00**	**0.38**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Morrisons, Front Street, Consett	**4.64**	**0.57**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.38	0.57	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco, Delves Lane, Consett	**1.58**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.58	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**6.22**	**0.94**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**5.95**	**0.94**	**0.26**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
East Lothian Council																																
Asda, Spott Road, Dunbar	**3.20**	**0.00**	3.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.20**	**0.00**	**3.20**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council																																
Asda, Metro Centre, Gateshead	**15.91**	**0.55**	0.80	0.00	0.47	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.97	0.18	10.77	0.38	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Co-op Late Shop, Derwent Street, Chopwell	**0.00**	**1.11**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Metro Centre, Gateshead	**0.39**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Lane Head, Ryton	**3.36**	**2.37**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.97	2.37	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Eleventh Avenue, Gateshead	**0.50**	**0.19**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00
Somerfield, Parsons Drive, Ryton	**0.39**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Gateshead	**0.65**	**0.19**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00
Local Shops, Swalwell	**0.00**	**0.13**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Sub-Total	**21.22**	**4.54**	**0.80**	**0.00**	**0.47**	**0.00**	**0.12**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**6.31**	**2.55**	**11.95**	**1.70**	**1.05**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.17**	**0.24**	**0.00**	**0.00**	**0.00**	**0.29**	**0.13**
Newcastle City Council																																
Aldi, McKendrick Villas, Newcastle-upon-Tyne	**0.37**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Aldi, Stamfordham Road, Westerhope	**1.47**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Hollywood Avenue, Gosforth	**3.96**	**0.74**	0.00	0.00	0.47	0.20	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.60	0.54	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00
Farmfoods, Stamfordham Road, Newcastle-upon-Tyne	**0.00**	**0.30**	0.00	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer, Northumberland Street, Newcastle-upon-Tyne	**0.00**	**0.63**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Marks & Spencer Simply Food, Kingston Retail Park, Newcastle-upo	**1.97**	**0.96**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	1.10	0.18	0.00	0.38	0.00	0.00	0.29	0.12	0.35	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00
Morrisons, Two Ball Lonnen, Cowgate	**1.39**	**0.37**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73	0.37	0.39	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Netto, High Row, Lemington	**0.76**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Netto, Kingston Retail Park, Newcastle-upon-Tyne	**0.39**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Etherstone Avenue, Newcastle-upon-Tyne	**0.37**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Newburn Road, Newcastle-upon-Tyne	**0.73**	**0.37**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, The Gosforth Centre, Gosforth	**0.00**	**0.14**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Chapel House Drive, Newcastle-upon-Tyne	**0.00**	**0.30**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's Local, Station Road North, Newcastle-upon-Tyne	**0.00**	**0.18**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Express, Kenton Lane, Newcastle-upon-Tyne	**0.32**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upon-Tyne	**20.38**	**0.29**	0.80	0.00	1.40	0.00	0.88	0.11	0.00	0.00	1.26	0.00	0.96	0.00	9.64	0.00	2.01	0.19	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.70	0.00	0.62	0.00	0.57	0.00
Local Shops, Cowgate	**0.37**	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Newcastle-upon-Tyne	**0.29**	**0.33**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00
Sub-Total	**32.75**	**4.60**	**0.80**	**0.30**	**1.86**	**0.20**	**1.14**	**0.16**	**0.00**	**0.00**	**1.58**	**0.12**	**0.96**	**0.42**	**17.75**	**1.99**	**3.59**	**0.75**	**0.79**	**0.00**	**0.29**	**0.25**	**0.35**	**0.41**	**0.00**	**0.00**	**2.18**	**0.00**	**0.62**	**0.00**	**0.86**	**0.00**
North Tyneside Council																																
Asda, Whitley Road, Benton	**2.57**	**0.14**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.92	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.29	0.00
Morrisons, Preston Road North, Tynemouth	**1.31**	**0.28**	0.00	0.00	0.00	0.00	0.00	0.00	0.65	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00	0.00	0.00	0.31	0.00	0.00	0.00
Morrisons, The Killingworth Centre, Killingworth	**17.09**	**0.93**	0.00	0.00	0.00	0.00	0.00	0.00	0.44	0.10	0.63	0.00	9.92	0.70	2.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.40	0.14	0.36	0.00	0.48	0.00	0.62	0.00	0.00	0.00
Sainsbury's, Earsdon Road, Shiremoor	**0.00**	**0.28**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Newstead Drive, Whitley Bay	**5.57**	**0.84**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.48	0.42	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.28	0.72	0.00	0.00	0.00	0.00	0.14	0.00	0.00
Local Shops, Killingworth	**0.00**	**0.14**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Whitley Bay	**0.32**	**0.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**26.85**	**2.70**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.09**	0.20	**0.63**	**0.00**	**16.64**	**1.95**	**2.60**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**2.74**	**0.41**	**1.44**	**0.00**	**0.48**	**0.00**	**0.93**	**0.14**	**0.29**	**0.00**
Scottish Borders Council																																
Asda, Currie Road, Galashiels	**13.44**	**0.20**	9.68	0.00	3.77	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Local Shops, Galashiels	**0.47**	**0.30**	0.00	0.30	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Paton Street, Galashiels	**6.50**	**0.00**	3.20	0.00	3.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**20.41**	**0.49**	**12.87**	**0.30**	**7.53**	**0.20**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other																																
Other	**11.34**	**12.82**	0.80	0.59	1.86	1.18	0.25	0.32	0.22	0.58	0.00	0.49	0.64	2.24	3.34	2.91	0.79	1.13	0.52	0.00	2.56	1.60	0.00	0.14	0.36	0.51	0.00	0.32	0.00	0.28	0.00	0.53
Sub-total	**11.34**	**12.82**	**0.80**	**0.59**	**1.86**	**1.18**	**0.25**	**0.32**	**0.22**	**0.58**	**0.00**	**0.49**	**0.64**	**2.24**	**3.34**	**2.91**	**0.79**	**1.13**	**0.52**	**0.00**	**2.56**	**1.60**	**0.00**	**0.14**	**0.36**	**0.51**	**0.00**	**0.32**	**0.00**	**0.28**	**0.00**	**0.53**
SUB-TOTAL OUTSIDE NORTHUMBERLAND	**125.41**	**26.10**	**18.47**	**1.18**	**11.72**	**1.57**	**1.51**	**0.48**	**1.31**	**0.78**	**2.21**	**0.61**	**18.24**	**4.60**	**29.99**	**7.45**	**22.28**	**4.52**	**2.62**	**0.00**	**6.26**	**1.85**	**3.09**	**0.97**	**1.80**	**0.67**	**2.90**	**0.32**	**1.56**	**0.43**	**1.43**	**0.66**
TOTAL	**490.55**	**163.52**	**74.05**	**24.68**	**45.44**	**15.15**	**11.34**	**3.78**	**21.53**	**7.18**	**30.41**	**10.14**	**29.77**	**9.92**	**35.49**	**11.83**	**37.82**	**12.61**	**25.97**	**8.66**	**26.75**	**8.92**	**34.42**	**11.47**	**36.08**	**12.03**	**23.67**	**7.89**	**30.46**	**10.15**	**27.36**	**9.12**

a. Post code sectors
b. Expenditure estimated by multiplying market share (Table 3) by available expenditure (Table 2)
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

2011 Prices

TABLE 5: IDENTIFIED CAPACITY FOR CONVENIENCE GOODS PROVISION

DESTINATION	GROSS FLOORSPACE (SQ.M)	NET SALES (SQ.M)	NET CONVENIENCE SALES AREA (SQ.M) (A)	PROPORTION	SALES DENSITY (B)	BENCHMARK TURNOVER (AxB)	SURVEY TURNOVER £m
WITHIN STUDY AREA							
Alnwick							
Morrisons, Fenkle Street	2,160	1,421	1,124	0.79	12,620	14.18	21.77
Co-op Supermarket, Bondgate	510	406	348	0.86	8,665	3.01	0.66
Iceland, Bondgate	710	604	590	0.98	6,467	3.81	1.45
Other Alnwick Town Centre	1,390	1,043	938	0.90	3,500	3.28	0.59
Out-of Centre							
Sainsbury's, Willowburn Avenue	-	1,778	1,316	0.74	12,080	15.89	15.53
Co-op Supermarket, Victoria Terrace	-	187	160	0.86	8,665	1.39	0.92
Sub-Total	**-**	**-**	**4,475**				
TOTAL			**4,475**		**-**	**41.57**	**40.92**
Ashington							
Asda, Lytonville Terrace	3,561	2,148	1,268	0.59	14,124	17.92	48.05
Iceland, Woodhorn Road	570	399	389	0.98	6,467	2.52	3.05
Lidl, Northern Relief Road	1,820	1,274	1,010	0.79	3,704	3.74	1.80
Netto, Woodhorn Road	-	-	-		-	-	1.91
Local Shops, Ashington Town Centre	1,560	1092	1,037	0.95	3,000	3.11	1.95
Out-of Centre							
Aldi, Morpeth Road	-	900	621	0.69	4,944	3.07	2.69
Other Ashington	-	-	-		-	1.53	1.53
Sub-Total		**5,813**	**4,326**			**31.89**	**60.99**
Co-op, The Square, Guide Post	441	309	265	0.86	8,665	2.29	0.77
Local Shops, Guide Post	628	440	418	0.95	3,000	1.25	0.38
Stakeford	-	-	-		-	0.97	0.97
Sub-Total	**-**	**-**	**683**			**4.51**	**2.12**
TOTAL			**5,008**		**-**	**36.40**	**63.10**
Berwick-upon-Tweed							
Co-op (Formerly Somerfield), Castlegate	2,000	1,394	1,193	0.86	8,665	10.34	4.14
Other Berwick	2,070	1,553	1,475	0.95	3,500	5.16	1.16
Out-of Centre							
Morrisons, North Road	4,561	2,066	1,634	0.79	12,620	20.62	43.78
Co-op, Tweedmouth	2,462	1,590	1,361	0.86	8,665	11.79	4.94
Aldi, North Road	1,240	750	517	0.69	4,944	2.56	0.59
M&S Simply Food, Northumberland Road	793	595	563	0.95	11,048	6.23	1.66
Sub-Total	**13,126**	**7,948**	**6,744**			**56.70**	**56.27**
Wooler	570	428	407	0.95	3,000	1.22	3.64
Co-op, Belford	440	308	256	0.95	8,665	2.22	0.35
Coldstream	-	-	441		3,000	1.32	2.31
Duns	-	-	429		3,000	1.29	2.74
Seahouses	1,240	930	884	0.95	3,000	2.65	2.04
Sub-Total			**2,417**			**8.70**	**11.07**
TOTAL			**9,161**		**-**	**65.40**	**67.35**
Blyth							
Iceland, Market Street	250	200	195	0.98	6,467	1.26	0.45
Morrisons, Regent Street	4,088	2,248	1,778	0.79	12,620	22.44	18.02
Local Shops, Blyth Town Centre	2,550	2,040	1,836	0.90	3,500	6.43	3.08
Out-of-Centre							
Aldi, Cowpen Road	1,217	852	587	0.69	4,944	2.90	1.02
Asda Superstore, Cowpen Road	6,495	3,973	2,346	0.59	14,124	33.14	73.36
Asda Supermarket (Formerly Netto), Cowpen Road	1,338	976	810	0.90	14,124	11.44	2.44
Lidl, Albion Retail Park	1,124	857	680	0.79	3,704	2.52	0.72
Co-op Supermarket, Newcastle Road	1,301	911	780	0.86	8,665	6.76	1.72
Sub-Total	**18,363**	**12,057**	**9,012**			**86.88**	**100.80**
Other Blyth	-	-	-		-	0.27	0.27
TOTAL			**9,012**		**-**	**87.15**	**101.07**
Cramlington							
Asda, Manor Walks Shopping Centre	4,506	2,709	1,600	0.59	14,124	22.59	33.63
Iceland, New Cramlington Shopping Centre	460	368	359	0.98	6,467	2.32	0.50
Sainsbury's, Manor Walks Shopping Centre	4,943	2,902	2,147	0.74	12,080	25.94	16.16
Local Shops, Cramlington Town Centre	330	264	238	0.90	3,000	0.71	2.31
Out-of-Centre							
Aldi, Cumbrian Road	1467	1,027	708	0.69	4,944	3.50	1.13
Co-op (Former Somerfield), Brockwell Centre	1191	879	752	0.86	8,665	6.52	1.52
Sub-Total	**12,897**	**8,149**	**5,805**			**61.59**	**55.25**
Other Cramlington	-	-	-		-	0.14	0.14
TOTAL			**5,805**		**-**	**61.73**	**55.39**
Hexham							
Local Shops, Hexham Town Centre	2,270	1,816	1,634	0.90	3,500	5.72	5.47
Out-of-Centre							
Tesco Extra, Alemouth Road	8,299	4,847	3,218	0.66	12,522	40.30	36.52
Marks & Spencer, Maidens Walk	2,137	1,496	299	0.20	11,048	3.30	1.52
Waitrose, Wentworth Park	2,632	1,668	1,473	0.88	11,654	17.16	11.65
Aldi, Haugh Lane Industrial Estate	1220	854	589	0.69	4,944	2.91	5.86
Sub-Total	**16,558**	**10,681**	**13,018**		**-**	**69.40**	**61.02**
Corbridge	325	260	234	0.90	3,000	0.70	2.20
Allendale	598	419	377	0.90	3,500	1.32	2.60
Haydon Bridge	722	542	487	0.90	3,000	1.46	1.11
TOTAL			**14,116**		**-**	**72.88**	**66.93**
Morpeth							
Morrisons, Stanley Terrace	2,648	1,793	1,418	0.79	12,620	17.90	30.19
M&S Simply Food, Market Place	954	620	589	0.95	11,048	6.51	2.63
Lidl, Stanley Terrace	1,090	798	633	0.79	3,704	2.34	2.50
Iceland, Bridge Street	-	750	732	0.98	6,467	4.73	0.56
Local Shops, Morpeth Town Centre	2,250	1,688	1,519	0.90	3,500	5.32	1.57
Sub-Total	**6,942**	**5,649**	**4,891**		**-**	**36.80**	**37.45**
Widdrington Station	341	256	230	0.90	3,000	0.69	0.83
Pegswood	-	-	-		-	0.4	0.35
TOTAL			**5,121**		**-**	**37.84**	**38.64**
Amble							
Co-op Supermarket, Queen Street	630	441	377	0.86	8,665	3.27	2.47
Tesco Express, Queen Street	490	320	288	0.90	12,522	3.61	0.66
Local Shops, Amble District Centre	750	563	506	0.90	3,000	1.52	1.08
Sub-Total	**1,870**	**1,324**	**1,171**		**-**	**8.40**	**4.21**
Other Amble	-	-	-		-	0.68	0.68
TOTAL			**1,171**		**-**	**9.08**	**4.89**
Bedlington							
Tesco, Market Place	1,670	1,169	776	0.66	12,522	9.72	8.02
Morrisons (Former Netto), Choppington Road, Bedlingto	1,090	763	604	0.79	12,620	7.62	3.81
Local Shops, Bedlington Town Centre	250	200	180	0.90	3,000	0.54	0.94
Sub-Total	**3,010**	**2,132**	**1,560**		**-**	**17.88**	**12.77**
Bedlington Station							
Co-op Supermarket, Station Road	581	436	373	0.86	8,665	3.23	0.37
Local Shops, Bedlington Station	714	536	482	0.90	3,000	1.45	0.49
Sub-Total	**1,295**	**972**	**855**	0.88		**4.68**	**0.85**
TOTAL			**2,415**		**-**	**22.56**	**13.62**
Haltwhistle							
Co-op Foodstore, Main Street	570	399	342	0.86	8,665	2.96	1.28
Sainsbury's Local, Aesica Road	650	520	468	0.90	12,080	5.65	2.68
Local Shops, Haltwhistle Town Centre	470	376	338	0.90	3,000	1.01	0.62
Sub-Total	**1,690**	**1,295**	**1,148**			**9.63**	**4.57**
TOTAL			**1,148**		**-**	**9.63**	**4.57**
Ponteland							
Sainsbury's Local, Bells Villa	730	511	460	0.90	12,080	5.56	2.01
Waitrose, Main Street	1,550	1,008	890	0.88	11,654	10.37	1.28
Local Shops, Ponteland District Centre	770	539	485	0.90	3,000	1.46	2.98
Sub-Total	**3,050**	**2,058**	**1,835**			**17.38**	**6.26**
TOTAL			**1,835**		**-**	**17.38**	**6.26**
Prudhoe							
Co-op, Oakfield Terrace	2,070	1,456	1,246	0.86	8,665	10.80	12.67
Local Shops, Prudhoe District Centre	860	606	545	0.90	3,500	1.91	0.75
Sub-Total	**2,930**	**2,062**	**1,791**			**12.71**	**13.43**
TOTAL			**1,791**		**-**	**12.71**	**13.43**
SUB-TOTAL WITHIN OR IN PROXIMITY OF DEFINED CENTRES						**474.34**	**476.17**
TOTAL INCLUDING SHOPS OUTSIDE CENTRES						**481.73**	**483.56**

Notes:
a. Gross floorspace derived from Experian Goad (2009), IGD Database (2009) or WYG/Council Assessment
b. Net floorspace based on WYG judgement
c. Proportion of net floorspace derived from Verdict UK Food & Grocery Retailers 2011 where applicable (for local shops, Tesco Express, Sainsbury's Local and former Netto stores trading as Asda it has been assumed that 90% of net sales will be dedicated to convenience goods)
d. Sales densities derived from Verdict UK Food & Grocery Retailers 2011 or Mintel Retail Rankings 2011
e. Where floorspace of smaller stores cannot be determined it has been assumed that they are 'trading at equilibrium'

TABLE 6: IDENTIFIED CAPACITY FOR CONVENIENCE GOODS PROVISION

Table 6A: Quantitative Need for Additional Floorspace in Alnwick

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	41.57	6.3%	40.92	-0.65	-100	-100
2017	41.45	6.3%	41.63	0.18	0	0
2022	41.78	6.3%	43.57	1.79	100	400
2027	42.20	6.3%	45.70	3.50	300	700
2030	42.45	6.3%	46.93	4.48	300	900

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 6B: Quantitative Need for Additional Floorspace in Ashington

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	36.40	9.6%	63.10	26.71	2,100	5,300
2017	36.29	9.6%	64.20	27.91	2,200	5,600
2022	36.58	9.6%	67.18	30.61	2,400	6,100
2027	36.95	9.6%	70.48	33.53	2,600	6,600
2030	37.17	9.6%	72.37	35.20	2,700	6,900

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 6C: Quantitative Need for Additional Floorspace in Berwick-upon-Tweed

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	65.40	10.3%	67.35	1.94	200	400
2017	65.21	10.3%	68.52	3.31	300	700
2022	65.73	10.3%	71.70	5.97	500	1,200
2027	66.39	10.3%	75.22	8.83	700	1,700
2030	66.79	10.3%	77.24	10.45	800	2,000

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 6D: Quantitative Need for Additional Floorspace in Blyth

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	87.15	15.5%	101.07	13.92	1,100	2,800
2017	86.89	15.5%	102.83	15.94	1,300	3,200
2022	87.59	15.5%	107.61	20.02	1,600	4,000
2027	88.47	15.5%	112.89	24.42	1,900	4,800
2030	89.00	15.5%	115.92	26.92	2,100	5,300

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 6E: Quantitative Need for Additional Floorspace in Cramlington

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	61.73	8.5%	55.39	-6.35	-500	-1,300
2017	61.55	8.5%	56.35	-5.20	-400	-1,000
2022	62.04	8.5%	58.97	-3.07	-200	-600
2027	62.66	8.5%	61.86	-0.80	-100	-200
2030	63.04	8.5%	63.52	0.48	0	100

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 6F: Quantitative Need for Additional Floorspace in Hexham

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	72.88	10.2%	66.93	-5.95	-500	-1,200
2017	72.66	10.2%	68.09	-4.57	-400	-900
2022	73.24	10.2%	71.26	-1.99	-200	-400
2027	73.98	10.2%	74.75	0.77	100	200
2030	74.42	10.2%	76.76	2.33	200	500

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 6G: Quantitative Need for Additional Floorspace in Morpeth

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	37.84	5.9%	38.64	0.79	100	200
2017	37.73	5.9%	39.31	1.58	100	300
2022	38.03	5.9%	41.13	3.10	200	600
2027	38.41	5.9%	43.15	4.74	400	900
2030	38.64	5.9%	44.31	5.67	400	1,100

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 6H: Quantitative Need for Additional Floorspace in Amble

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	9.08	0.7%	4.89	-4.19	-300	-800
2017	9.05	0.7%	4.98	-4.07	-300	-800
2022	9.13	0.7%	5.21	-3.91	-300	-800
2027	9.22	0.7%	5.47	-3.75	-300	-700
2030	9.27	0.7%	5.61	-3.66	-300	-700

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 6I: Quantitative Need for Additional Floorspace in Bedlington/Bedlington Station

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	22.56	2.1%	13.62	-8.93	-700	-1,800
2017	22.49	2.1%	13.86	-8.63	-700	-1,700
2022	22.67	2.1%	14.51	-8.16	-600	-1,600
2027	22.90	2.1%	15.22	-7.68	-600	-1,500
2030	23.03	2.1%	15.63	-7.41	-600	-1,500

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 6J: Quantitative Need for Additional Floorspace in Haltwhistle

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	9.63	0.7%	4.57	-5.06	-400	-1,000
2017	9.60	0.7%	4.65	-4.95	-400	-1,000
2022	9.67	0.7%	4.86	-4.81	-400	-1,000
2027	9.77	0.7%	5.10	-4.67	-400	-900
2030	9.83	0.7%	5.24	-4.59	-400	-900

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 6K: Quantitative Need for Additional Floorspace in Ponteland

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	17.38	1.0%	6.26	-11.12	-900	-2,200
2017	17.33	1.0%	6.37	-10.96	-900	-2,200
2022	17.47	1.0%	6.67	-10.80	-900	-2,100
2027	17.65	1.0%	7.00	-10.65	-800	-2,100
2030	17.75	1.0%	7.18	-10.57	-800	-2,100

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 6L: Quantitative Need for Additional Floorspace in Prudhoe

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	12.71	2.1%	13.43	0.72	100	100
2017	12.67	2.1%	13.66	0.99	100	200
2022	12.77	2.1%	14.29	1.52	100	300
2027	12.90	2.1%	15.00	2.10	200	400
2030	12.98	2.1%	15.40	2.42	200	500

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 6M: Quantitative Need for Additional Floorspace in Northumberland

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	481.73	73.9%	483.56	1.83	100	400
2017	480.27	73.9%	491.96	11.68	900	2,300
2022	484.13	73.9%	514.83	30.71	2,400	6,100
2027	488.99	73.9%	540.09	51.10	4,000	10,100
2030	491.93	73.9%	554.59	62.66	4,900	12,300

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

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TABLE 7: POPULATION AND EXPENDITURE (COMPARISON)

ZONE	POPULATION 2011	2012	2017	2022	2027	2030
1	52,416	52,578	52,686	52,905	53,137	53,099
2	32,980	33,074	33,166	33,306	33,357	33,294
3	8,369	8,340	8,483	8,522	8,485	8,487
4	17,856	17,857	18,237	18,548	18,831	18,962
5	25,357	25,422	26,229	26,899	27,532	27,863
6	24,387	24,405	24,846	25,212	25,448	25,524
7	27,467	27,431	26,972	26,619	26,347	26,177
8	28,150	28,207	28,554	28,867	29,068	29,134
9	19,131	19,160	18,977	18,836	18,784	18,735
10	20,908	20,945	21,003	21,093	21,067	21,008
11	28,280	28,519	29,653	30,761	31,679	32,109
12	30,449	30,561	31,332	32,200	32,896	33,250
13	17,721	17,740	17,738	17,764	17,835	17,867
14	26,398	26,519	27,254	28,007	28,632	28,958
15	22,373	22,400	22,775	23,044	23,256	23,335
TOTAL	**382,242**	**383,158**	**387,905**	**392,583**	**396,354**	**397,802**

PER CAPITA EXPENDITURE

ZONE	2011 (with SfT) Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	300	60	172	281	688	168	433	380	68	2,550
2	331	63	178	293	741	178	472	392	78	2,724
3	436	87	208	314	890	225	608	449	118	3,337
4	314	39	156	313	744	166	469	363	85	2,651
5	308	38	152	294	753	162	468	369	80	2,624
6	319	42	159	302	732	164	472	356	88	2,635
7	383	65	179	326	835	187	568	383	113	3,039
8	390	59	184	336	886	202	587	420	108	3,171
9	394	69	188	338	862	207	602	417	116	3,193
10	305	60	170	278	667	180	440	366	80	2,546
11	323	41	154	320	780	174	489	374	85	2,739
12	288	32	145	267	691	147	412	346	73	2,402
13	390	60	180	338	860	195	579	405	115	3,122
14	282	28	148	252	650	137	375	328	66	2,266
15	328	49	168	303	729	170	474	377	87	2,684

ZONE	2011 Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	273	55	157	256	627	153	394	346	61	2,323
2	301	57	162	267	675	162	430	357	71	2,482
3	398	80	190	286	811	205	554	409	108	3,040
4	286	36	143	286	678	151	428	331	78	2,415
5	281	35	138	268	686	147	426	336	73	2,390
6	291	39	145	275	667	149	430	324	80	2,400
7	348	59	163	297	761	171	517	349	103	2,768
8	355	54	168	307	807	184	535	383	98	2,889
9	359	63	172	308	785	189	548	380	106	2,909
10	278	55	154	253	607	164	401	334	72	2,319
11	294	37	141	292	710	158	445	340	77	2,496
12	262	29	132	243	630	134	376	316	67	2,188
13	355	54	164	308	783	178	528	369	105	2,844
14	257	26	135	229	592	125	342	298	60	2,064
15	298	45	153	276	664	155	432	343	79	2,445

ZONE	2012 Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	274	55	157	257	629	154	396	347	62	**2,331**
2	302	57	163	267	677	163	431	359	71	**2,490**
3	399	80	190	287	814	206	556	411	108	**3,051**
4	287	36	143	287	680	151	429	332	78	**2,424**
5	282	35	139	269	689	148	427	337	73	**2,398**
6	292	39	146	276	669	150	432	325	80	**2,409**
7	350	60	164	298	764	171	519	350	103	**2,778**
8	356	54	169	308	810	184	537	384	98	**2,899**
9	360	63	172	309	788	190	550	381	106	**2,919**
10	279	55	155	254	609	165	403	335	73	**2,327**
11	295	37	141	293	713	159	447	342	78	**2,504**
12	263	30	132	244	632	134	377	317	67	**2,196**
13	357	55	164	309	786	179	529	371	105	**2,854**
14	258	26	135	230	594	125	343	300	61	**2,071**
15	299	45	154	277	666	156	433	344	80	**2,453**

ZONE	2017 Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	299	60	172	281	687	168	432	379	67	**2,545**
2	330	62	178	292	739	178	471	392	78	**2,720**
3	436	87	208	313	889	225	607	449	118	**3,332**
4	314	39	156	313	743	165	469	363	85	**2,647**
5	308	38	151	294	752	161	467	368	80	**2,619**
6	319	42	159	301	731	164	472	355	88	**2,630**
7	382	65	179	325	834	187	567	382	112	**3,034**
8	389	59	184	336	884	201	586	419	107	**3,166**
9	393	69	188	337	861	207	601	417	116	**3,188**
10	305	60	169	277	666	180	440	366	79	**2,541**
11	322	41	154	320	778	174	488	373	85	**2,735**
12	287	32	145	266	690	147	412	346	73	**2,398**
13	390	60	179	337	858	195	578	405	115	**3,117**
14	282	28	148	251	649	137	375	327	66	**2,262**
15	327	49	168	302	727	170	473	376	87	**2,679**

ZONE	2022 Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	336	67	193	315	770	189	485	425	76	**2,855**
2	370	70	199	328	829	200	528	439	87	**3,050**
3	489	98	233	352	997	252	681	503	132	**3,737**
4	352	44	175	351	833	185	526	407	95	**2,969**
5	345	43	170	330	844	181	524	413	90	**2,938**
6	357	48	178	338	820	184	529	398	98	**2,950**
7	428	73	200	365	936	210	636	429	126	**3,403**
8	436	66	207	377	992	226	657	470	120	**3,551**
9	441	77	211	378	965	232	674	467	130	**3,576**
10	342	67	190	311	746	202	493	410	89	**2,851**
11	362	46	173	359	873	195	547	418	95	**3,068**
12	322	36	162	299	774	164	462	388	82	**2,689**
13	437	67	201	378	963	219	649	454	129	**3,496**
14	316	32	166	282	728	153	420	367	74	**2,537**
15	367	55	188	339	816	191	530	422	98	**3,005**

ZONE	2027 Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	387	78	222	363	889	218	559	490	87	**3,294**
2	427	81	230	378	957	230	609	507	101	**3,520**
3	564	113	269	406	1,150	291	786	581	153	**4,312**
4	406	51	202	405	961	214	607	469	110	**3,426**
5	398	50	196	380	973	209	604	476	104	**3,390**
6	412	55	206	390	946	212	610	460	113	**3,404**
7	494	84	231	421	1,079	242	734	495	145	**3,926**
8	503	76	238	435	1,144	260	758	543	139	**4,097**
9	509	89	243	436	1,114	268	778	539	150	**4,126**
10	394	78	219	359	861	233	569	473	103	**3,289**
11	417	53	199	414	1,007	225	632	483	110	**3,540**
12	372	42	187	345	893	190	533	448	94	**3,103**
13	504	77	232	437	1,111	252	748	524	149	**4,034**
14	364	37	191	325	840	177	485	423	86	**2,927**
15	423	63	217	391	941	220	612	486	113	**3,468**

ZONE	2030 Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	TOTAL
1	421	84	242	395	966	237	608	533	95	**3,581**
2	465	88	250	411	1,040	250	662	551	109	**3,827**
3	613	123	292	441	1,251	317	854	631	166	**4,688**
4	442	55	220	440	1,045	233	659	510	120	**3,724**
5	433	54	213	414	1,058	227	657	518	113	**3,685**
6	448	60	224	424	1,028	230	664	500	123	**3,701**
7	537	92	251	457	1,174	263	798	538	158	**4,268**
8	547	83	259	473	1,244	283	824	590	151	**4,455**
9	553	96	264	474	1,211	291	845	586	163	**4,486**
10	429	84	238	390	936	253	619	515	112	**3,576**
11	454	58	217	450	1,095	244	687	525	120	**3,848**
12	404	45	203	375	971	206	579	487	103	**3,374**
13	548	84	252	475	1,207	275	814	569	162	**4,385**
14	396	40	208	354	913	192	527	460	93	**3,183**
15	460	69	236	425	1,024	239	665	529	123	**3,770**

Notes:

a. Post code sectors

1 - NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7

2 - NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6

3 - NE19 2, NE61 3, NE61 4 and NE65 8

4 - NE62 5 and NE63 8

5 - NE22 5/6/7 and NE24 4

6 - NE23 7, NE25 0 and NE26 4

7 - NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9

8 - DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0

9 - NE45 5, NE46 1/2/3 and 4

10 - CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9

11 - NE23 1/2/3/6/8

12 - NE24 1/2/3/5

13 - NE61 1/2/6

14 - NE63 0/9 and NE64 6

15 - NE61 5, NE65 0/9

b. Per Capita expenditure derived from Experian MMG3 data (2011 data)

c. Population from Experian MMG3 data

d. Projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 10 (September 2012)

e. Excludes Special Forms of Trading at in line with 'adjusted' allowance derived from Experian Retail Planner Briefing Note 10

2011 Prices

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TABLE 8: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

EXPENDITURE £(m) COMPARISON

ZONE	2012 Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	14.41	2.89	8.27	13.52	33.06	8.10	20.81	18.24	3.24	**122.55**
2	10.00	1.89	5.38	8.85	22.39	5.39	14.26	11.86	2.36	**82.37**
3	3.33	0.67	1.59	2.39	6.79	1.72	4.64	3.43	0.90	**25.44**
4	5.13	0.64	2.55	5.12	12.15	2.70	7.66	5.93	1.39	**43.28**
5	7.16	0.89	3.52	6.84	17.51	3.75	10.87	8.57	1.86	**60.97**
6	7.12	0.95	3.56	6.73	16.33	3.66	10.54	7.94	1.96	**58.78**
7	9.59	1.64	4.49	8.17	20.95	4.70	14.24	9.60	2.82	**76.20**
8	10.04	1.52	4.76	8.68	22.84	5.20	15.13	10.83	2.77	**81.77**
9	6.90	1.20	3.30	5.92	15.10	3.63	10.54	7.31	2.04	**55.93**
10	5.84	1.15	3.25	5.32	12.76	3.45	8.43	7.01	1.52	**48.74**
11	8.42	1.07	4.02	8.35	20.32	4.54	12.74	9.74	2.22	**71.42**
12	8.04	0.90	4.04	7.45	19.32	4.10	11.52	9.68	2.04	**67.10**
13	6.33	0.97	2.91	5.48	13.94	3.17	9.39	6.57	1.87	**50.63**
14	6.84	0.69	3.58	6.10	15.75	3.32	9.10	7.94	1.61	**54.93**
15	6.71	1.00	3.44	6.20	14.92	3.48	9.70	7.71	1.79	**54.96**
TOTAL	**115.85**	**18.06**	**58.66**	**105.13**	**264.14**	**60.91**	**169.58**	**132.37**	**30.39**	**955.09**

ZONE	2017 Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	15.76	3.16	9.05	14.80	36.18	8.86	22.77	19.96	3.55	**134.10**
2	10.95	2.07	5.89	9.69	24.52	5.90	15.61	12.99	2.58	**90.20**
3	3.70	0.74	1.76	2.66	7.54	1.91	5.15	3.81	1.00	**28.26**
4	5.72	0.72	2.85	5.71	13.55	3.02	8.55	6.61	1.55	**48.27**
5	8.07	1.00	3.97	7.71	19.73	4.23	12.24	9.65	2.10	**68.70**
6	7.91	1.05	3.95	7.49	18.16	4.07	11.72	8.83	2.18	**65.35**
7	10.30	1.76	4.82	8.77	22.50	5.05	15.29	10.31	3.03	**81.82**
8	11.10	1.68	5.26	9.59	25.25	5.75	16.73	11.98	3.06	**90.40**
9	7.46	1.30	3.57	6.40	16.33	3.93	11.40	7.90	2.20	**60.50**
10	6.40	1.26	3.55	5.83	13.98	3.78	9.24	7.68	1.67	**53.38**
11	9.56	1.21	4.57	9.49	23.08	5.15	14.47	11.06	2.52	**81.10**
12	9.00	1.01	4.53	8.34	21.63	4.59	12.90	10.84	2.28	**75.13**
13	6.91	1.06	3.18	5.98	15.22	3.46	10.26	7.18	2.04	**55.28**
14	7.67	0.77	4.02	6.85	17.68	3.72	10.21	8.91	1.80	**61.65**
15	7.45	1.11	3.83	6.88	16.57	3.87	10.77	8.56	1.98	**61.02**
TOTAL	**127.96**	**19.91**	**64.80**	**116.18**	**291.91**	**67.27**	**187.32**	**146.27**	**33.56**	**1,055.17**

ZONE	2022 Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	17.76	3.56	10.19	16.67	40.75	9.98	25.65	22.48	4.00	**147.48**
2	12.34	2.33	6.63	10.91	27.62	6.65	17.59	14.63	2.91	**99.27**
3	4.16	0.83	1.99	3.00	8.50	2.15	5.80	4.29	1.13	**31.01**
4	6.53	0.82	3.25	6.51	15.46	3.44	9.75	7.54	1.77	**54.25**
5	9.28	1.16	4.57	8.87	22.69	4.86	14.08	11.10	2.41	**77.87**
6	9.01	1.20	4.50	8.52	20.67	4.63	13.34	10.05	2.48	**73.19**
7	11.40	1.94	5.33	9.71	24.90	5.59	16.93	11.41	3.36	**88.63**
8	12.59	1.90	5.96	10.88	28.63	6.52	18.97	13.58	3.47	**100.60**
9	8.30	1.45	3.97	7.12	18.18	4.37	12.69	8.80	2.45	**65.90**
10	7.21	1.42	4.00	6.56	15.75	4.25	10.40	8.65	1.88	**58.71**
11	11.12	1.41	5.32	11.04	26.85	5.99	16.84	12.87	2.93	**92.95**
12	10.37	1.17	5.22	9.62	24.93	5.30	14.87	12.49	2.63	**85.43**
13	7.76	1.19	3.57	6.72	17.10	3.89	11.52	8.06	2.29	**60.91**
14	8.84	0.89	4.64	7.90	20.38	4.29	11.77	10.28	2.08	**70.17**
15	8.45	1.26	4.34	7.81	18.80	4.39	12.22	9.72	2.25	**67.99**
TOTAL	**145.13**	**22.53**	**73.48**	**131.83**	**331.20**	**76.29**	**212.43**	**165.95**	**38.04**	**1,174.35**

ZONE	2027 Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**
1	20.58	4.13	11.81	19.31	47.23	11.57	29.72	26.06	4.63	**175.04**
2	14.26	2.69	7.66	12.61	31.92	7.68	20.32	16.91	3.36	**117.41**
3	4.78	0.96	2.28	3.44	9.76	2.47	6.67	4.93	1.30	**36.59**
4	7.65	0.96	3.81	7.63	18.11	4.03	11.42	8.84	2.07	**64.51**
5	10.96	1.36	5.39	10.47	26.80	5.75	16.63	13.11	2.85	**93.33**
6	10.49	1.39	5.24	9.93	24.07	5.39	15.53	11.70	2.89	**86.63**
7	13.02	2.22	6.09	11.09	28.44	6.38	19.33	13.04	3.83	**103.44**
8	14.63	2.21	6.93	12.64	33.27	7.57	22.04	15.78	4.04	**119.10**
9	9.56	1.67	4.57	8.20	20.92	5.03	14.61	10.13	2.82	**77.50**
10	8.31	1.63	4.61	7.57	18.15	4.90	11.99	9.97	2.16	**69.29**
11	13.21	1.68	6.32	13.11	31.91	7.12	20.01	15.29	3.48	**112.13**
12	12.23	1.38	6.15	11.34	29.39	6.24	17.53	14.73	3.10	**102.08**
13	8.99	1.38	4.14	7.79	19.81	4.50	13.35	9.34	2.65	**71.94**
14	10.43	1.05	5.47	9.31	24.04	5.06	13.88	12.12	2.45	**83.82**
15	9.84	1.47	5.05	9.10	21.89	5.11	14.23	11.31	2.62	**80.64**
TOTAL	**168.94**	**26.18**	**85.54**	**153.53**	**385.69**	**88.81**	**247.28**	**193.24**	**44.27**	**1,393.47**

ZONE	2030 Furniture	Garden	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	**Total**	GROWTH ALL COMPARISON 2012-17	2012-22	2012-27	2012-30
1	22.36	4.49	12.83	20.98	51.31	12.56	32.29	28.31	5.03	**190.17**	11.56	24.93	52.50	67.62
2	15.47	2.92	8.32	13.68	34.63	8.34	22.05	18.34	3.64	**127.41**	7.83	16.90	35.04	45.04
3	5.20	1.04	2.48	3.74	10.62	2.69	7.25	5.36	1.41	**39.79**	2.82	5.57	11.14	14.34
4	8.37	1.05	4.17	8.35	19.82	4.41	12.51	9.68	2.27	**70.62**	4.99	10.97	21.23	27.34
5	12.06	1.50	5.93	11.52	29.48	6.32	18.30	14.43	3.14	**102.69**	7.73	16.90	32.36	41.71
6	11.44	1.52	5.71	10.82	26.25	5.88	16.94	12.76	3.15	**94.47**	6.57	14.40	27.85	35.68
7	14.07	2.40	6.58	11.97	30.72	6.89	20.88	14.08	4.14	**111.74**	5.62	12.43	27.24	35.54
8	15.94	2.41	7.55	13.77	36.25	8.25	24.02	17.19	4.40	**129.78**	8.63	18.83	37.33	48.01
9	10.36	1.81	4.95	8.89	22.69	5.46	15.84	10.98	3.06	**84.04**	4.57	9.97	21.57	28.11
10	9.01	1.77	5.00	8.20	19.67	5.31	13.00	10.81	2.35	**75.13**	4.63	9.97	20.55	26.38
11	14.56	1.85	6.96	14.45	35.16	7.85	22.05	16.85	3.84	**123.56**	9.68	21.53	40.71	52.14
12	13.44	1.51	6.76	12.46	32.29	6.86	19.26	16.18	3.41	**112.18**	8.03	18.33	34.98	45.08
13	9.79	1.50	4.51	8.48	21.57	4.90	14.54	10.17	2.89	**78.35**	4.65	10.28	21.31	27.72
14	11.47	1.15	6.01	10.24	26.43	5.56	15.27	13.33	2.70	**92.16**	6.72	15.24	28.89	37.24
15	10.74	1.61	5.51	9.93	23.88	5.58	15.53	12.34	2.86	**87.97**	6.06	13.03	25.69	33.01
TOTAL	**184.27**	**28.52**	**93.29**	**167.50**	**420.79**	**96.86**	**269.72**	**210.81**	**48.28**	**1,520.05**	**100.08**	**219.27**	**438.38**	**564.96**

Notes:

a. Post code sectors
1 - NE66 5, NE67 5, NE68 7, NE69 7, NE70 7, NE71 6, TD10 6, TD11 3, TD12 4, TD14 5, TD15 1, TD15 2 and TD5 7
2 - NE19 1, NE65 7, NE66 1/2/3/4, TD5 8 and TD8 6
3 - NE19 2, NE61 3, NE61 4 and NE65 8
4 - NE62 5 and NE63 8
5 - NE22 5/6/7 and NE24 4
6 - NE23 7, NE25 0 and NE26 4
7 - NE13 6, NE15 0/9, NE18 0, NE20 0 and NE20 9
8 - DH8 9, NE17 7, NE41 8, NE42 5/6, NE43 7, NE44 6, NE47 0
9 - NE45 5, NE46 1/2/3 and 4
10 - CA8 7, CA9 3, NE47 5/6/7/8/9, NE48 1/2/3/4 and NE49 0/9
11 - NE23 1/2/3/6/8
12 - NE24 1/2/3/5
13 - NE61 1/2/6
14 - NE63 0/9 and NE64 6
15 - NE61 5, NE65 0/9
b. Per Capita expenditure derived from Experian MMG3 data (2011 data)
c. Population from Experian MMG3 data
d. Projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 10 (September 2012)
e. Excludes Special Forms of Trading at in line with 'adjusted' allowance derived from Experian Retail Planner Briefing Note 10

2011 Prices

TABLE 9: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE 1 CLOTHES/SHOES (%)	ZONE 2 CLOTHES/SHOES (%)	ZONE 3 CLOTHES/SHOES (%)	ZONE 4 CLOTHES/SHOES (%)	ZONE 5 CLOTHES/SHOES (%)	ZONE 6 CLOTHES/SHOES (%)	ZONE 7 CLOTHES/SHOES (%)	ZONE 8 CLOTHES/SHOES (%)	ZONE 9 CLOTHES/SHOES (%)	ZONE 10 CLOTHES/SHOES (%)	ZONE 11 CLOTHES/SHOES (%)	ZONE 12 CLOTHES/SHOES (%)	ZONE 13 CLOTHES/SHOES (%)	ZONE 14 CLOTHES/SHOES (%)	ZONE 15 CLOTHES/SHOES (%)
NORTHUMBERLAND																
Zone 1																
Berwick-Upon Tweed	**3.4**	29.1	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
Coldingham	**0.1**	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
Kelso	**0.3**	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seahouses	**0.1**	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	**3.9**	**32.6**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**
Zone 2																
Alnwick	**1.4**	1.1	11.5	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Rothbury	**0.4**	1.1	2.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0
Sub-Total	**1.8**	**2.3**	**13.5**	**3.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**2.2**
Zone 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	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**
Zone 4																
Ashington	**5.9**	0.0	2.1	3.4	18.0	7.6	1.1	0.0	0.0	1.1	0.0	1.0	1.0	6.6	36.3	21.1
Sub-Total	**5.9**	**0.0**	**2.1**	**3.4**	**18.0**	**7.6**	**1.1**	**0.0**	**0.0**	**1.1**	**0.0**	**1.0**	**1.0**	**6.6**	**36.3**	**21.1**
Zone 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
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**
Zone 6																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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**
Zone 7																
Ponteland	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Sub-Total	**0.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**
Zone 8																
Prudhoe	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	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**	**0.0**	**3.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9																
Corbridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Hexham	**6.9**	0.0	2.1	4.5	0.0	0.0	0.0	4.6	15.0	51.2	45.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.0**	**0.0**	**2.1**	**4.5**	**0.0**	**0.0**	**0.0**	**4.6**	**16.1**	**52.2**	**45.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10																
Haltwhistle	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	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**	**0.0**	**0.0**	**0.0**	**3.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**0.4**	0.0	0.0	1.2	0.0	0.0	2.3	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0
Cramlington	**5.6**	0.0	1.0	2.2	9.0	8.7	10.2	2.2	0.0	0.0	0.0	26.8	5.2	4.4	5.7	5.6
Sub-Total	**6.0**	**0.0**	**1.0**	**3.4**	**9.0**	**8.7**	**12.4**	**2.2**	**0.0**	**0.0**	**0.0**	**29.9**	**5.2**	**4.4**	**5.7**	**5.6**
Zone 12																
Asda, Blyth	**1.3**	0.0	0.0	0.0	1.1	4.4	0.0	0.0	0.0	0.0	0.0	1.0	6.3	2.2	1.2	1.2
Blyth	**5.8**	0.0	3.1	0.0	9.0	10.8	9.1	0.0	1.0	0.0	0.0	4.1	29.2	2.2	5.7	6.6
Sub-Total	**7.1**	**0.0**	**3.1**	**0.0**	**10.1**	**15.2**	**9.1**	**0.0**	**1.0**	**0.0**	**0.0**	**5.2**	**35.5**	**4.3**	**6.8**	**7.8**
Zone 13																
Morpeth	**1.9**	1.1	2.1	13.4	1.1	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.5	0.0	5.6
Sub-Total	**1.9**	**1.1**	**2.1**	**13.4**	**1.1**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**16.5**	**0.0**	**5.6**
Zone 14																
	0.0	0.0	0.0	0.0	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**
Zone 15																
Amble	**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	2.2
Sub-Total	**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**	**2.2**
SUB TOTAL	**34.2**	**36.0**	**23.9**	**29.3**	**38.2**	**33.6**	**22.6**	**8.0**	**20.4**	**53.3**	**48.9**	**36.1**	**43.7**	**33.0**	**48.8**	**44.5**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**33.8**	**33.6**	**23.9**	**29.3**	**38.2**	**33.6**	**22.6**	**8.0**	**20.4**	**53.3**	**48.9**	**36.1**	**42.7**	**33.0**	**48.8**	**44.5**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	14.9	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**14.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Durham	**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	1.2	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.6**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**
Edinburgh City Council																
Edinburgh	**3.7**	24.5	9.4	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
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.1**	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	**3.8**	**25.6**	**9.4**	**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**
Gateshead Metropolitan Borough Council																
Blaydon	**0.1**	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Gateshead	**1.1**	0.0	2.1	1.2	0.0	2.1	0.0	1.2	3.2	1.1	0.0	0.0	0.0	2.2	3.4	0.0
The Metro Centre, Gateshead	**15.5**	3.5	11.5	20.1	20.2	10.8	8.0	31.8	44.2	19.6	17.0	11.3	5.2	13.2	9.1	21.1
Asda, The Metro Centre, Gateshead	**0.1**	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	0.0	0.0
Team Valley Retail Park, Gateshead	**0.3**	0.0	0.0	0.0	0.0	1.1	1.1	1.2	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**17.1**	**3.5**	**13.5**	**22.4**	**20.2**	**14.1**	**9.1**	**34.2**	**49.5**	**21.7**	**17.0**	**11.3**	**5.2**	**15.4**	**12.5**	**21.1**
Newcastle City Council																
Gosforth	**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	1.1	0.0	0.0
Newcastle City Centre	**26.0**	10.5	26.1	38.1	26.9	39.1	34.2	48.8	18.3	18.4	7.4	37.1	18.8	34.2	23.8	25.5
Kingston Retail Park, Newcastle-Upon-Tyne	**2.2**	0.0	5.3	2.2	3.4	1.1	0.0	3.4	3.2	0.0	1.1	2.1	3.1	4.4	2.2	2.2
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.3**	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	1.1	0.0	1.0	0.0	1.2	0.0
Silverlink Shopping Park, Newcastle-Upon-Tyne	**3.7**	0.0	2.1	2.2	5.6	4.4	13.6	1.2	0.0	1.1	2.1	4.1	12.5	1.1	2.2	3.4
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Up	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.1	0.0	0.0
Sub-Total	**32.5**	**10.5**	**33.5**	**42.6**	**35.9**	**45.7**	**47.8**	**53.4**	**21.5**	**19.5**	**11.7**	**44.3**	**35.4**	**41.8**	**29.5**	**31.1**
North Tyneside Council																
Benton	**0.1**	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Killingworth	**1.4**	0.0	1.0	0.0	3.4	1.1	2.3	0.0	0.0	0.0	0.0	3.1	5.2	0.0	3.4	0.0
North Shields	**0.5**	0.0	0.0	0.0	0.0	1.1	2.3	0.0	0.0	0.0	0.0	1.0	2.1	1.1	0.0	0.0
Shiremoor	**2.0**	2.4	0.0	1.2	2.3	3.3	6.9	2.2	0.0	0.0	0.0	3.1	3.1	4.4	0.0	1.2
Whitley Bay	**0.5**	1.1	0.0	0.0	0.0	1.1	3.4	0.0	0.0	0.0	0.0	0.0	1.0	1.1	0.0	0.0
Sub-Total	**4.5**	**3.5**	**1.0**	**1.2**	**5.7**	**6.6**	**15.9**	**2.2**	**0.0**	**0.0**	**0.0**	**7.2**	**11.4**	**7.7**	**3.4**	**1.2**
Scottish Borders Council																
Galashiels	**3.3**	18.6	12.5	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
Hawick	**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
Sub-Total	**3.4**	**18.6**	**12.5**	**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**
South Tyneside Council																
South Shields	**0.1**	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
Sub-Total	**0.1**	**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**
Other																
In-store in a Supermarket	**0.1**	0.0	1.0	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
Other	**2.5**	2.4	4.1	3.4	0.0	0.0	4.6	2.2	0.0	3.3	5.3	1.0	4.2	2.2	4.6	2.2
Sub-Total	**2.6**	**2.4**	**5.2**	**3.4**	**0.0**	**0.0**	**4.6**	**2.2**	**0.0**	**3.3**	**6.4**	**1.0**	**4.2**	**2.2**	**4.6**	**2.2**
SUB TOTAL	**65.8**	**64.0**	**76.1**	**70.7**	**61.8**	**66.4**	**77.4**	**92.0**	**79.6**	**46.7**	**51.1**	**63.9**	**56.3**	**67.0**	**51.2**	**55.5**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 10: TURNOVER (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE 1 CLOTHES/SHOES (£m)	ZONE 2 CLOTHES/SHOES (£m)	ZONE 3 CLOTHES/SHOES (£m)	ZONE 4 CLOTHES/SHOES (£m)	ZONE 5 CLOTHES/SHOES (£m)	ZONE 6 CLOTHES/SHOES (£m)	ZONE 7 CLOTHES/SHOES (£m)	ZONE 8 CLOTHES/SHOES (£m)	ZONE 9 CLOTHES/SHOES (£m)	ZONE 10 CLOTHES/SHOES (£m)	ZONE 11 CLOTHES/SHOES (£m)	ZONE 12 CLOTHES/SHOES (£m)	ZONE 13 CLOTHES/SHOES (£m)	ZONE 14 CLOTHES/SHOES (£m)	ZONE 15 CLOTHES/SHOES (£m)
NORTHUMBERLAND																
Zone 1																
Berwick-Upon Tweed	**9.70**	9.62	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Coldingham	**0.19**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00
Kelso	**0.78**	0.78	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**0.37**	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**11.05**	**10.77**	**0.00**	**0.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.19**	**0.00**	**0.00**	**0.00**
Zone 2																
Alnwick	**3.42**	0.37	2.57	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33
Rothbury	**1.11**	0.37	0.46	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00
Sub-Total	**4.53**	**0.75**	**3.03**	**0.23**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.19**	**0.00**	**0.00**	**0.33**
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 4																
Ashington	**14.73**	0.00	0.46	0.23	2.18	1.32	0.18	0.00	0.00	0.16	0.00	0.21	0.19	0.92	5.72	3.14
Sub-Total	**14.73**	**0.00**	**0.46**	**0.23**	**2.18**	**1.32**	**0.18**	**0.00**	**0.00**	**0.16**	**0.00**	**0.21**	**0.19**	**0.92**	**5.72**	**3.14**
Zone 5																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 6																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 7																
Ponteland	**0.40**	0.00	0.00	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00
Sub-Total	**0.40**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.25**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.15**	**0.00**	**0.00**
Zone 8																
Prudhoe	**0.74**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.74**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.74**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 9																
Corbridge	**0.40**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Hexham	**18.73**	0.00	0.46	0.30	0.00	0.00	0.00	0.96	3.44	7.73	5.84	0.00	0.00	0.00	0.00	0.00
Sub-Total	**19.13**	**0.00**	**0.46**	**0.30**	**0.00**	**0.00**	**0.00**	**0.96**	**3.68**	**7.89**	**5.84**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 10																
Haltwhistle	**0.41**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.41**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.41**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**1.08**	0.00	0.00	0.08	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.63	0.00	0.00	0.00	0.00
Cramlington	**13.92**	0.00	0.23	0.15	1.09	1.52	1.66	0.47	0.00	0.00	0.00	5.45	1.01	0.62	0.89	0.83
Sub-Total	**15.00**	**0.00**	**0.23**	**0.23**	**1.09**	**1.52**	**2.03**	**0.47**	**0.00**	**0.00**	**0.00**	**6.08**	**1.01**	**0.62**	**0.89**	**0.83**
Zone 12																
Asda, Cowpen Road, Blyth	**2.99**	0.00	0.00	0.00	0.14	0.77	0.00	0.00	0.00	0.00	0.00	0.21	1.22	0.30	0.19	0.17
Blyth	**14.07**	0.00	0.69	0.00	1.09	1.89	1.48	0.00	0.24	0.00	0.00	0.84	5.65	0.30	0.89	0.99
Sub-Total	**17.06**	**0.00**	**0.69**	**0.00**	**1.23**	**2.66**	**1.48**	**0.00**	**0.24**	**0.00**	**0.00**	**1.05**	**6.86**	**0.60**	**1.08**	**1.16**
Zone 13																
Morpeth	**5.40**	0.37	0.46	0.91	0.14	0.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.31	0.00	0.83
Sub-Total	**5.40**	**0.37**	**0.46**	**0.91**	**0.14**	**0.38**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**2.31**	**0.00**	**0.83**
Zone 14																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 15																
Amble	**0.33**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.33
Sub-Total	**0.33**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.33**
SUB TOTAL	**88.76**	**11.89**	**5.34**	**1.99**	**4.64**	**5.88**	**3.69**	**1.68**	**4.65**	**8.05**	**6.25**	**7.33**	**8.45**	**4.60**	**7.69**	**6.63**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**87.78**	**11.11**	**5.34**	**1.99**	**4.64**	**5.88**	**3.69**	**1.68**	**4.65**	**8.05**	**6.25**	**7.33**	**8.26**	**4.60**	**7.69**	**6.63**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**2.06**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	1.90	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.06**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.16**	**1.90**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**2.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.96	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Durham	**0.19**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00
Sub-Total	**2.30**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.96**	**0.16**	**0.00**	**0.00**	**0.00**	**0.00**	**0.19**	**0.00**
The City of Edinburgh Council																
Edinburgh	**10.27**	8.09	2.10	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.37**	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**10.65**	**8.46**	**2.10**	**0.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council																
Blaydon	**0.24**	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00
Gateshead	**2.90**	0.00	0.46	0.08	0.00	0.38	0.00	0.25	0.74	0.16	0.00	0.00	0.00	0.30	0.54	0.00
The Metro Centre, Gateshead	**42.36**	1.16	2.57	1.36	2.46	1.89	1.30	6.66	10.10	2.96	2.17	2.30	1.01	1.84	1.43	3.14
Asda, The Metro Centre, Gateshead	**0.24**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Team Valley Retail Park, Gateshead	**0.86**	0.00	0.00	0.00	0.00	0.20	0.18	0.25	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**46.60**	**1.16**	**3.03**	**1.52**	**2.46**	**2.47**	**1.48**	**7.16**	**11.31**	**3.28**	**2.17**	**2.30**	**1.01**	**2.14**	**1.97**	**3.14**
Newcastle City Council																
Gosforth	**0.15**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00
Newcastle City Centre	**69.23**	3.47	5.85	2.59	3.27	6.84	5.58	10.22	4.18	2.78	0.95	7.54	3.64	4.76	3.75	3.80
Kingston Retail Park, Newcastle-Upon-Tyne	**5.85**	0.00	1.18	0.15	0.41	0.20	0.00	0.72	0.74	0.00	0.14	0.42	0.60	0.62	0.35	0.33
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.71**	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.14	0.00	0.19	0.00	0.19	0.00
Silverlink Shopping Park, Newcastle-Upon-Tyne	**9.23**	0.00	0.46	0.15	0.68	0.77	2.23	0.25	0.00	0.16	0.27	0.84	2.42	0.15	0.35	0.50
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Up	**0.36**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.15	0.00	0.00
Sub-Total	**85.53**	**3.47**	**7.49**	**2.89**	**4.36**	**8.00**	**7.81**	**11.18**	**4.92**	**2.95**	**1.49**	**9.01**	**6.85**	**5.83**	**4.64**	**4.64**
North Tyneside Council																
Benton	**0.33**	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00
Killingworth	**3.39**	0.00	0.23	0.00	0.41	0.20	0.37	0.00	0.00	0.00	0.00	0.63	1.01	0.00	0.54	0.00
North Shields	**1.34**	0.00	0.00	0.00	0.00	0.20	0.37	0.00	0.00	0.00	0.00	0.21	0.41	0.15	0.00	0.00
Shiremoor	**5.32**	0.78	0.00	0.08	0.28	0.57	1.12	0.47	0.00	0.00	0.00	0.63	0.60	0.62	0.00	0.17
Whitley Bay	**1.47**	0.37	0.00	0.00	0.00	0.20	0.55	0.00	0.00	0.00	0.00	0.00	0.19	0.15	0.00	0.00
Sub-Total	**11.84**	**1.16**	**0.23**	**0.08**	**0.69**	**1.16**	**2.60**	**0.47**	**0.00**	**0.00**	**0.00**	**1.47**	**2.20**	**1.07**	**0.54**	**0.17**
Scottish Borders Council																
Galashiels	**8.95**	6.15	2.80	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawick	**0.14**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Sub-Total	**9.09**	**6.15**	**2.80**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.14**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
South Tyneside Council																
South Shields	**0.23**	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.23**	**0.00**	**0.23**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other																
In-store in a Supermarket	**0.37**	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Other	**6.71**	0.78	0.93	0.23	0.00	0.00	0.75	0.47	0.00	0.50	0.68	0.21	0.81	0.30	0.72	0.33
Sub-Total	**7.08**	**0.78**	**1.16**	**0.23**	**0.00**	**0.00**	**0.75**	**0.47**	**0.00**	**0.50**	**0.81**	**0.21**	**0.81**	**0.30**	**0.72**	**0.33**
SUB TOTAL	**175.38**	**21.17**	**17.05**	**4.80**	**7.51**	**11.63**	**12.64**	**19.27**	**18.19**	**7.05**	**6.52**	**12.99**	**10.87**	**9.34**	**8.06**	**8.29**
TOTAL	**264.14**	**33.06**	**22.39**	**6.79**	**12.15**	**17.51**	**16.33**	**20.95**	**22.84**	**15.10**	**12.76**	**20.32**	**19.32**	**13.94**	**15.75**	**14.92**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 7) by available expenditure (Table 6)
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

2011 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 11: SHOPPING PATTERNS (BOOKS, CDs, DVDs, ETC.)

DESTINATION	TOTAL BOOKS ETC. (%)	ZONE 1 BOOKS ETC. (%)	ZONE 2 BOOKS ETC. (%)	ZONE 3 BOOKS ETC. (%)	ZONE 4 BOOKS ETC. (%)	ZONE 5 BOOKS ETC. (%)	ZONE 6 BOOKS ETC. (%)	ZONE 7 BOOKS ETC. (%)	ZONE 8 BOOKS ETC. (%)	ZONE 9 BOOKS ETC. (%)	ZONE 10 BOOKS ETC. (%)	ZONE 11 BOOKS ETC. (%)	ZONE 12 BOOKS ETC. (%)	ZONE 13 BOOKS ETC. (%)	ZONE 14 BOOKS ETC. (%)	ZONE 15 BOOKS ETC. (%)
NORTHUMBERLAND																
Zone 1																
Berwick-Upon Tweed	**4.4**	34.3	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Coldstream	**0.4**	1.9	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelso	**1.5**	9.1	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
Seahouses	**0.3**	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wooler	**0.3**	1.9	0.0	0.0	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	**6.8**	**49.0**	**5.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**
Zone 2																
Alnwick	**5.9**	5.5	45.7	2.9	1.8	0.0	1.7	0.0	1.9	0.0	0.0	0.0	1.8	3.3	1.8	8.2
Rothbury	**0.1**	0.0	1.7	1.4	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	**6.0**	**5.5**	**47.4**	**4.3**	**1.8**	**0.0**	**1.7**	**0.0**	**1.9**	**0.0**	**0.0**	**0.0**	**1.8**	**3.3**	**1.8**	**8.2**
Zone 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	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**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**1.2**	0.0	0.0	0.0	12.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	5.4	2.0
Ashington	**4.2**	0.0	0.0	1.4	10.7	1.8	1.7	0.0	0.0	1.6	0.0	0.0	3.7	0.0	33.8	16.3
Choppington	**0.1**	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.5**	**0.0**	**0.0**	**1.4**	**25.0**	**1.8**	**1.7**	**0.0**	**0.0**	**1.6**	**0.0**	**0.0**	**3.7**	**1.7**	**39.2**	**18.3**
Zone 5																
Bedlington	**0.1**	0.0	0.0	0.0	0.0	1.8	0.0	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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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**
Zone 7																
Ponteland	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.8**	**0.0**
Zone 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
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**
Zone 9																
Corbridge	**0.1**	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
Hexham	**8.7**	0.0	5.0	8.7	0.0	0.0	0.0	6.0	16.9	69.4	48.3	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hexham	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	4.8	1.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.4**	**0.0**	**5.0**	**8.7**	**0.0**	**0.0**	**0.0**	**6.0**	**18.8**	**77.5**	**50.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10																
Haltwhistle	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	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**	**5.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**0.9**	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	7.8	0.0	1.7	0.0	0.0
Cramlington	**5.9**	0.0	0.0	2.9	3.5	3.4	12.5	2.0	0.0	0.0	0.0	43.8	0.0	6.6	1.8	0.0
Sub-Total	**6.8**	**0.0**	**0.0**	**2.9**	**3.5**	**3.4**	**14.3**	**2.0**	**0.0**	**0.0**	**0.0**	**51.6**	**0.0**	**8.4**	**1.8**	**0.0**
Zone 12																
Asda, Blyth	**3.0**	0.0	0.0	1.4	5.3	11.9	1.7	0.0	0.0	0.0	0.0	0.0	14.6	1.7	5.4	2.0
Blyth	**9.1**	0.0	3.4	0.0	23.3	20.3	7.2	2.0	0.0	0.0	0.0	1.6	50.9	4.9	10.7	10.2
Sub-Total	**12.1**	**0.0**	**3.4**	**1.4**	**28.6**	**32.2**	**8.9**	**2.0**	**0.0**	**0.0**	**0.0**	**1.6**	**65.5**	**6.6**	**16.1**	**12.3**
Zone 13																
Morpeth	**4.4**	0.0	1.7	43.7	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.8	0.0	12.3
Sub-Total	**4.4**	**0.0**	**1.7**	**43.7**	**7.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**39.8**	**0.0**	**12.3**
Zone 14																
	0.0	0.0	0.0	0.0	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**
Zone 15																
	0.0	0.0	0.0	0.0	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**
SUB TOTAL	**51.7**	**54.5**	**62.6**	**62.4**	**66.1**	**39.1**	**26.6**	**14.2**	**22.7**	**79.1**	**55.0**	**53.1**	**70.9**	**59.8**	**60.7**	**53.1**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**49.7**	**43.5**	**57.6**	**62.4**	**66.1**	**39.1**	**26.6**	**12.1**	**22.7**	**79.1**	**55.0**	**53.1**	**70.9**	**59.8**	**60.7**	**53.1**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**15.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Durham	**0.4**	0.0	0.0	0.0	1.8	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.5**	**0.0**	**0.0**	**0.0**	**1.8**	**0.0**	**0.0**	**0.0**	**5.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
East Lothian Council																
Dunbar	**0.3**	1.9	0.0	0.0	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**	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Edinburgh City Council																
Edinburgh	**2.2**	16.3	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.3**	1.9	0.0	0.0	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	**2.4**	**18.2**	**3.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Gateshead Metropolitan Borough Council																
Gateshead	**0.5**	0.0	0.0	0.0	0.0	0.0	1.7	2.0	1.9	0.0	0.0	0.0	0.0	1.7	1.8	0.0
The Metro Centre, Gateshead	**12.3**	1.9	6.8	4.3	3.5	18.7	1.7	39.9	52.7	4.8	8.3	9.4	3.7	8.4	8.9	14.2
Team Valley Retail Park, Gateshead	**0.1**	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**13.0**	**1.9**	**6.8**	**4.3**	**3.5**	**20.4**	**3.5**	**42.0**	**54.7**	**4.8**	**8.3**	**9.4**	**3.7**	**10.1**	**10.7**	**14.2**
Newcastle City Council																
Gosforth	**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	1.7	0.0	0.0
Newcastle City Centre	**16.7**	7.2	6.8	20.4	12.5	22.1	21.6	31.9	11.3	14.5	10.1	23.4	16.4	23.2	23.1	18.3
Kingston Retail Park, Newcastle-Upon-Tyne	**1.4**	0.0	1.7	1.4	0.0	3.1	0.0	9.9	1.9	0.0	0.0	0.0	0.0	1.7	0.0	2.0
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Silverlink Shopping Park, Newcastle-Upon-Tyne	**5.0**	1.9	1.7	4.3	9.0	13.5	19.7	2.0	0.0	0.0	1.7	10.9	5.5	0.0	1.8	4.1
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-Tyne	**0.4**	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Sub-Total	**23.8**	**9.1**	**10.2**	**26.1**	**21.5**	**38.7**	**44.9**	**43.9**	**13.2**	**14.5**	**11.7**	**35.9**	**21.8**	**26.7**	**24.9**	**26.5**
North Tyneside Council																
Benton	**0.1**	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Killingworth	**0.3**	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Shields	**0.3**	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	1.7	0.0	0.0	1.7	0.0	0.0
Shiremoor	**0.3**	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Whitley Bay	**0.6**	1.9	0.0	0.0	0.0	0.0	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.5**	**1.9**	**0.0**	**0.0**	**1.8**	**1.8**	**12.5**	**0.0**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**	**1.7**	**1.8**	**0.0**
Scottish Borders Council																
Galashiels	**1.7**	3.6	13.5	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
Sub-Total	**1.7**	**3.6**	**13.5**	**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**
Other																
In-store in a Supermarket	**1.4**	1.9	1.7	2.9	1.8	0.0	3.6	0.0	1.9	0.0	5.0	1.6	1.8	0.0	0.0	0.0
Other	**3.0**	7.2	1.7	4.3	3.5	0.0	8.9	0.0	1.9	1.6	3.3	0.0	1.8	1.7	1.8	6.1
Sub-Total	**4.4**	**9.1**	**3.4**	**7.2**	**5.3**	**0.0**	**12.5**	**0.0**	**3.8**	**1.6**	**8.3**	**1.6**	**3.5**	**1.7**	**1.8**	**6.1**
SUB TOTAL	**48.3**	**45.5**	**37.4**	**37.6**	**33.9**	**60.9**	**73.4**	**85.8**	**77.3**	**20.9**	**45.0**	**46.9**	**29.1**	**40.2**	**39.3**	**46.9**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 12: TURNOVER (BOOKS, CDs, DVDs, ETC.)

DESTINATION	TOTAL BOOKS ETC. (£m)	ZONE 1 BOOKS ETC. (£m)	ZONE 2 BOOKS ETC. (£m)	ZONE 3 BOOKS ETC. (£m)	ZONE 4 BOOKS ETC. (£m)	ZONE 5 BOOKS ETC. (£m)	ZONE 6 BOOKS ETC. (£m)	ZONE 7 BOOKS ETC. (£m)	ZONE 8 BOOKS ETC. (£m)	ZONE 9 BOOKS ETC. (£m)	ZONE 10 BOOKS ETC. (£m)	ZONE 11 BOOKS ETC. (£m)	ZONE 12 BOOKS ETC. (£m)	ZONE 13 BOOKS ETC. (£m)	ZONE 14 BOOKS ETC. (£m)	ZONE 15 BOOKS ETC. (£m)
NORTHUMBERLAND																
Zone 1																
Berwick-Upon-Tweed	**2.95**	2.78	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Coldstream	**0.25**	0.15	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**1.01**	0.74	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**0.15**	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wooler	**0.15**	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**4.51**	**3.97**	**0.27**	**0.00**	**0.00**	**0.00**	**0.00**	**0.10**	**0.10**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.07**
Zone 2																
Alnwick	**3.69**	0.44	2.46	0.05	0.05	0.00	0.06	0.00	0.10	0.00	0.00	0.00	0.07	0.11	0.06	0.29
Rothbury	**0.12**	0.00	0.09	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.81**	**0.44**	**2.56**	**0.07**	**0.05**	**0.00**	**0.06**	**0.00**	**0.10**	**0.00**	**0.00**	**0.00**	**0.07**	**0.11**	**0.06**	**0.29**
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.64**	0.00	0.00	0.00	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.18	0.07
Ashington	**2.34**	0.00	0.00	0.02	0.29	0.07	0.06	0.00	0.00	0.06	0.00	0.00	0.15	0.00	1.12	0.57
Choppington	**0.05**	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.03**	**0.00**	**0.00**	**0.02**	**0.68**	**0.07**	**0.06**	**0.00**	**0.00**	**0.06**	**0.00**	**0.00**	**0.15**	**0.05**	**1.30**	**0.64**
Zone 5																
Bedlington	**0.07**	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.07**	**0.00**	**0.00**	**0.00**	**0.00**	**0.07**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 6																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 7																
Ponteland	**0.16**	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00
Sub-Total	**0.16**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.10**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.06**	**0.00**
Zone 8																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 9																
Corbridge	**0.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00
Hexham	**5.77**	0.00	0.27	0.15	0.00	0.00	0.00	0.28	0.88	2.52	1.67	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**0.33**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.17	0.06	0.00	0.00	0.00	0.00	0.00
Sub-Total	**6.22**	**0.00**	**0.27**	**0.15**	**0.00**	**0.00**	**0.00**	**0.28**	**0.98**	**2.81**	**1.72**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 10																
Haltwhistle	**0.17**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.17**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.17**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**0.47**	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.35	0.00	0.05	0.00	0.00
Cramlington	**3.08**	0.00	0.00	0.05	0.10	0.13	0.46	0.10	0.00	0.00	0.00	1.98	0.00	0.21	0.06	0.00
Sub-Total	**3.55**	**0.00**	**0.00**	**0.05**	**0.10**	**0.13**	**0.52**	**0.10**	**0.00**	**0.00**	**0.00**	**2.34**	**0.00**	**0.26**	**0.06**	**0.00**
Zone 12																
Asda, Cowpen Road, Blyth	**1.58**	0.00	0.00	0.02	0.14	0.45	0.06	0.00	0.00	0.00	0.00	0.00	0.60	0.05	0.18	0.07
Blyth	**4.96**	0.00	0.19	0.00	0.63	0.76	0.26	0.10	0.00	0.00	0.00	0.07	2.09	0.16	0.35	0.36
Sub-Total	**6.54**	**0.00**	**0.19**	**0.02**	**0.77**	**1.21**	**0.33**	**0.10**	**0.00**	**0.00**	**0.00**	**0.07**	**2.69**	**0.21**	**0.53**	**0.43**
Zone 13																
Morpeth	**2.73**	0.00	0.09	0.75	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.26	0.00	0.43
Sub-Total	**2.73**	**0.00**	**0.09**	**0.75**	**0.19**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.26**	**0.00**	**0.43**
Zone 14																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 15																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**30.78**	**4.41**	**3.38**	**1.07**	**1.79**	**1.47**	**0.97**	**0.67**	**1.18**	**2.87**	**1.90**	**2.41**	**2.91**	**1.90**	**2.01**	**1.85**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**29.53**	**3.52**	**3.11**	**1.07**	**1.79**	**1.47**	**0.97**	**0.57**	**1.18**	**2.87**	**1.90**	**2.41**	**2.91**	**1.90**	**2.01**	**1.85**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.52**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.52**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.52**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**0.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Durham	**0.24**	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.34**	**0.00**	**0.00**	**0.00**	**0.05**	**0.00**	**0.00**	**0.00**	**0.29**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
East Lothian Council																
Dunbar	**0.15**	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.15**	**0.15**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
The City of Edinburgh Council																
Edinburgh	**1.50**	1.32	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.15**	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.66**	**1.47**	**0.19**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council																
Gateshead	**0.37**	0.00	0.00	0.00	0.00	0.00	0.06	0.10	0.10	0.00	0.00	0.00	0.00	0.05	0.06	0.00
The Metro Centre, Gateshead	**8.16**	0.15	0.36	0.07	0.10	0.70	0.06	1.88	2.74	0.17	0.29	0.43	0.15	0.26	0.29	0.50
Team Valley Retail Park, Gateshead	**0.07**	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**8.60**	**0.15**	**0.36**	**0.07**	**0.10**	**0.77**	**0.13**	**1.97**	**2.84**	**0.17**	**0.29**	**0.43**	**0.15**	**0.32**	**0.35**	**0.50**
Newcastle City Council																
Gosforth	**0.05**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00
Newcastle City Centre	**10.08**	0.58	0.36	0.35	0.34	0.83	0.79	1.50	0.59	0.53	0.35	1.06	0.67	0.74	0.77	0.64
Kingston Retail Park, Newcastle-Upon-Tyne	**0.93**	0.00	0.09	0.02	0.00	0.12	0.00	0.47	0.10	0.00	0.00	0.00	0.00	0.05	0.00	0.07
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.07**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00
Silverlink Shopping Park, Newcastle-Upon-Tyne	**2.87**	0.15	0.09	0.07	0.24	0.51	0.72	0.10	0.00	0.00	0.06	0.50	0.22	0.00	0.06	0.14
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-Tyne	**0.20**	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07
Sub-Total	**14.21**	**0.74**	**0.55**	**0.45**	**0.58**	**1.45**	**1.64**	**2.06**	**0.69**	**0.53**	**0.40**	**1.63**	**0.90**	**0.84**	**0.83**	**0.92**
North Tyneside Council																
Benton	**0.06**	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Killingworth	**0.13**	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
North Shields	**0.18**	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.05	0.00	0.00
Shiremoor	**0.11**	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00
Whitley Bay	**0.41**	0.15	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.90**	**0.15**	**0.00**	**0.00**	**0.05**	**0.07**	**0.46**	**0.00**	**0.00**	**0.00**	**0.06**	**0.00**	**0.00**	**0.05**	**0.06**	**0.00**
Scottish Borders Council																
Galashiels	**1.02**	0.29	0.73	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.02**	**0.29**	**0.73**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other																
In-store in a Supermarket	**0.89**	0.15	0.09	0.05	0.05	0.00	0.13	0.00	0.10	0.00	0.17	0.07	0.07	0.00	0.00	0.00
Other	**1.85**	0.58	0.09	0.07	0.10	0.00	0.33	0.00	0.10	0.06	0.11	0.00	0.07	0.05	0.06	0.21
Sub-Total	**2.74**	**0.74**	**0.19**	**0.12**	**0.14**	**0.00**	**0.46**	**0.00**	**0.20**	**0.06**	**0.29**	**0.07**	**0.15**	**0.05**	**0.06**	**0.21**
SUB TOTAL	**30.12**	**3.69**	**2.01**	**0.65**	**0.92**	**2.29**	**2.68**	**4.03**	**4.02**	**0.76**	**1.55**	**2.13**	**1.19**	**1.27**	**1.30**	**1.63**
TOTAL	**60.91**	**8.10**	**5.39**	**1.72**	**2.70**	**3.75**	**3.66**	**4.70**	**5.20**	**3.63**	**3.45**	**4.54**	**4.10**	**3.17**	**3.32**	**3.48**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 7) by available expenditure (Table 6)
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

2011 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 13: SHOPPING PATTERNS (SMALL HOUSEHOLD)

DESTINATION	TOTAL SMALL HOUSEHOLD (%)	ZONE 1 SMALL HOUSEHOLD (%)	ZONE 2 SMALL HOUSEHOLD (%)	ZONE 3 SMALL HOUSEHOLD (%)	ZONE 4 SMALL HOUSEHOLD (%)	ZONE 5 SMALL HOUSEHOLD (%)	ZONE 6 SMALL HOUSEHOLD (%)	ZONE 7 SMALL HOUSEHOLD (%)	ZONE 8 SMALL HOUSEHOLD (%)	ZONE 9 SMALL HOUSEHOLD (%)	ZONE 10 SMALL HOUSEHOLD (%)	ZONE 11 SMALL HOUSEHOLD (%)	ZONE 12 SMALL HOUSEHOLD (%)	ZONE 13 SMALL HOUSEHOLD (%)	ZONE 14 SMALL HOUSEHOLD (%)	ZONE 15 SMALL HOUSEHOLD (%)
NORTHUMBERLAND																
Zone 1																
Belford	**0.2**	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berwick-Upon-Tweed	**6.2**	44.2	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
Coldingham	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelso	**1.5**	7.1	5.5	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
Tweedmouth	**0.4**	2.9	0.0	0.0	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	**8.4**	**55.6**	**5.5**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 2																
Alnwick	**3.0**	1.4	23.7	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3
Rothbury	**0.2**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Sub-Total	**3.2**	**1.4**	**25.0**	**6.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.4**
Zone 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	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**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.4**	0.0	0.0	4.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2	0.0
Ashington	**4.5**	0.0	2.8	4.6	23.5	3.6	0.0	0.0	0.0	0.0	0.0	0.0	1.6	6.7	30.6	10.4
Sub-Total	**4.9**	**0.0**	**2.8**	**9.3**	**23.5**	**3.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**6.7**	**36.8**	**10.4**
Zone 5																
Bedlington	**0.1**	0.0	0.0	0.0	0.0	1.8	0.0	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**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 6																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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**
Zone 7																
	0.0	0.0	0.0	0.0	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**
Zone 8																
Prudhoe	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	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**	**0.0**	**1.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9																
Corbridge	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Hexham	**4.5**	0.0	0.0	4.6	0.0	0.0	0.0	1.7	10.3	41.2	30.0	0.0	0.0	1.7	0.0	0.0
Tesco Extra, Hexham	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	2.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**5.1**	**0.0**	**0.0**	**4.6**	**0.0**	**0.0**	**0.0**	**1.7**	**13.7**	**47.6**	**32.0**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**
Zone 10																
Allendale	**0.1**	0.0	0.0	0.0	0.0	0.0	1.3	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**	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 11																
Cramlington	**6.9**	1.4	2.8	4.6	11.7	9.2	6.9	1.7	0.0	0.0	0.0	33.3	3.1	13.4	10.2	4.2
Sub-Total	**6.9**	**1.4**	**2.8**	**4.6**	**11.7**	**9.2**	**6.9**	**1.7**	**0.0**	**0.0**	**0.0**	**33.3**	**3.1**	**13.4**	**10.2**	**4.2**
Zone 12																
Asda, Blyth	**1.3**	0.0	1.4	0.0	0.0	3.6	1.3	0.0	0.0	0.0	0.0	0.0	7.9	0.0	2.1	0.0
Blyth	**9.4**	0.0	1.4	1.5	14.7	23.7	16.4	0.0	0.0	0.0	0.0	3.1	49.0	1.7	8.1	16.6
Sub-Total	**10.6**	**0.0**	**2.7**	**1.5**	**14.7**	**27.3**	**17.8**	**0.0**	**0.0**	**0.0**	**0.0**	**3.1**	**56.9**	**1.7**	**10.2**	**16.6**
Zone 13																
Morpeth	**1.2**	0.0	1.4	12.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.4	0.0	2.1
Sub-Total	**1.2**	**0.0**	**1.4**	**12.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**13.4**	**0.0**	**2.1**
Zone 14																
	0.0	0.0	0.0	0.0	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**
Zone 15																
Amble	**0.1**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.1**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
SUB TOTAL	**40.7**	**58.5**	**41.6**	**38.4**	**49.9**	**41.9**	**27.3**	**3.4**	**15.5**	**47.6**	**32.0**	**36.4**	**61.7**	**36.7**	**57.1**	**41.7**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**39.1**	**51.4**	**36.1**	**38.4**	**49.9**	**41.9**	**26.0**	**3.4**	**15.5**	**47.6**	**32.0**	**36.4**	**61.7**	**36.7**	**57.1**	**41.7**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**1.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	19.9	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.2**	**19.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	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**	**0.0**	**6.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Edinburgh City Council																
Edinburgh	**2.3**	11.5	7.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.3**	**11.5**	**7.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Gateshead Metropolitan Borough Council																
Blaydon	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	1.6	0.0	1.5	0.0	0.0	0.0	0.0
Gateshead	**3.4**	1.4	1.4	3.1	1.5	1.8	2.8	8.2	5.2	1.6	6.0	3.1	4.8	5.0	8.1	0.0
IKEA, Metro Park West, Gateshead	**0.3**	0.0	0.0	1.5	0.0	0.0	1.3	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	2.1
The Metro Centre, Gateshead	**14.2**	8.6	13.9	13.9	14.7	18.2	5.4	21.3	32.7	9.5	15.9	13.7	9.5	16.7	8.1	18.6
Asda, The Metro Centre, Gateshead	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	1.7	0.0	0.0
Team Valley Retail Park, Gateshead	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**18.9**	**10.0**	**15.2**	**18.5**	**16.2**	**20.0**	**9.6**	**31.1**	**48.2**	**12.7**	**22.0**	**18.2**	**14.3**	**23.3**	**16.2**	**20.8**
Newcastle City Council																
Gosforth	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0
Newcastle City Centre	**21.3**	5.7	19.5	32.3	19.1	20.0	23.3	36.0	27.6	30.1	15.9	31.8	14.3	26.7	12.2	27.0
Kingston Retail Park, Newcastle-Upon-Tyne	**2.2**	1.4	2.8	4.6	1.5	0.0	0.0	14.8	1.8	0.0	0.0	1.5	0.0	0.0	4.1	2.1
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.2**	0.0	0.0	0.0	0.0	1.8	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverlink Shopping Park, Newcastle-Upon-Tyne	**2.6**	0.0	1.4	1.5	1.5	1.8	12.3	0.0	0.0	3.2	0.0	4.6	1.6	3.3	4.1	4.1
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-U	**0.1**	0.0	0.0	1.5	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**26.5**	**7.1**	**23.7**	**39.9**	**22.1**	**23.6**	**37.0**	**52.5**	**29.3**	**33.3**	**15.9**	**37.9**	**17.5**	**30.0**	**20.5**	**33.3**
North Tyneside Council																
Benton	**0.2**	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Killingworth	**1.8**	0.0	1.4	0.0	4.4	3.6	11.0	1.7	0.0	0.0	0.0	3.1	0.0	0.0	0.0	0.0
North Shields	**0.5**	0.0	0.0	0.0	1.5	1.8	0.0	0.0	0.0	0.0	2.0	1.5	0.0	1.7	0.0	0.0
Shiremoor	**2.4**	0.0	0.0	3.1	4.4	5.4	11.0	3.2	0.0	1.6	0.0	1.5	1.6	5.0	2.1	2.1
Wallsend	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Whitley Bay	**0.3**	0.0	0.0	0.0	0.0	1.8	1.3	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0
Sub-Total	**5.4**	**0.0**	**1.4**	**3.1**	**10.3**	**12.7**	**26.1**	**4.9**	**0.0**	**1.6**	**2.0**	**7.5**	**3.2**	**6.6**	**2.1**	**2.1**
Scottish Borders Council																
Galashiels	**2.4**	10.0	11.2	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
Hawick	**0.1**	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	0.0
Sub-Total	**2.6**	**10.0**	**11.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
South Tyneside Council																
South Shields	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.7	2.1	0.0
Sub-Total	**0.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**1.7**	**2.1**	**0.0**
Other																
In-store in a Supermarket	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0
Other	**1.5**	2.9	0.0	0.0	1.5	1.8	0.0	3.2	0.0	1.6	4.0	0.0	1.6	1.7	2.1	2.1
Sub-Total	**1.8**	**2.9**	**0.0**	**0.0**	**1.5**	**1.8**	**0.0**	**6.5**	**0.0**	**1.6**	**6.0**	**0.0**	**1.6**	**1.7**	**2.1**	**2.1**
SUB TOTAL	**59.3**	**41.5**	**58.4**	**61.6**	**50.1**	**58.1**	**72.7**	**96.6**	**84.5**	**52.4**	**68.0**	**63.6**	**38.3**	**63.3**	**42.9**	**58.3**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 14: TURNOVER (SMALL HOUSEHOLD)

DESTINATION	TOTAL SMALL HOUSEHOLD (£m)	ZONE 1 SMALL HOUSEHOLD (£m)	ZONE 2 SMALL HOUSEHOLD (£m)	ZONE 3 SMALL HOUSEHOLD (£m)	ZONE 4 SMALL HOUSEHOLD (£m)	ZONE 5 SMALL HOUSEHOLD (£m)	ZONE 6 SMALL HOUSEHOLD (£m)	ZONE 7 SMALL HOUSEHOLD (£m)	ZONE 8 SMALL HOUSEHOLD (£m)	ZONE 9 SMALL HOUSEHOLD (£m)	ZONE 10 SMALL HOUSEHOLD (£m)	ZONE 11 SMALL HOUSEHOLD (£m)	ZONE 12 SMALL HOUSEHOLD (£m)	ZONE 13 SMALL HOUSEHOLD (£m)	ZONE 14 SMALL HOUSEHOLD (£m)	ZONE 15 SMALL HOUSEHOLD (£m)
NORTHUMBERLAND																
Zone 1																
Belford	**0.30**	0.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-Upon Tweed	**9.19**	9.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Coldingham	**0.14**	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**2.27**	1.48	0.79	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tweedmouth	**0.60**	0.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**12.50**	**11.57**	**0.79**	**0.00**	**0.00**	**0.00**	**0.14**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 2																
Alnwick	**4.57**	0.30	3.37	0.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.61
Rothbury	**0.40**	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21
Sub-Total	**4.97**	**0.30**	**3.57**	**0.28**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.81**
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.78**	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.56	0.00
Ashington	**7.42**	0.00	0.40	0.21	1.80	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.63	2.79	1.01
Sub-Total	**8.20**	**0.00**	**0.40**	**0.43**	**1.80**	**0.39**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.19**	**0.63**	**3.35**	**1.01**
Zone 5																
Bedlington	**0.20**	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.20**	**0.00**	**0.00**	**0.00**	**0.00**	**0.20**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 6																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 7																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 8																
Prudhoe	**0.27**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.27**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.27**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 9																
Corbridge	**0.68**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.17	0.00	0.00	0.00	0.00	0.00	0.00
Hexham	**9.04**	0.00	0.00	0.21	0.00	0.00	0.00	0.24	1.56	4.35	2.53	0.00	0.00	0.16	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**0.68**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.17	0.00	0.00	0.00	0.00	0.00
Sub-Total	**10.41**	**0.00**	**0.00**	**0.21**	**0.00**	**0.00**	**0.00**	**0.24**	**2.08**	**5.02**	**2.70**	**0.00**	**0.00**	**0.16**	**0.00**	**0.00**
Zone 10																
Allendale	**0.14**	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.14**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.14**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 11																
Cramlington	**10.97**	0.30	0.40	0.21	0.90	0.99	0.73	0.24	0.00	0.00	0.00	4.24	0.36	1.25	0.93	0.41
Sub-Total	**10.97**	**0.30**	**0.40**	**0.21**	**0.90**	**0.99**	**0.73**	**0.24**	**0.00**	**0.00**	**0.00**	**4.24**	**0.36**	**1.25**	**0.93**	**0.41**
Zone 12																
Asda, Cowpen Road, Blyth	**1.82**	0.00	0.19	0.00	0.00	0.39	0.14	0.00	0.00	0.00	0.00	0.00	0.91	0.00	0.19	0.00
Blyth	**14.25**	0.00	0.19	0.07	1.13	2.58	1.73	0.00	0.00	0.00	0.00	0.39	5.65	0.16	0.74	1.61
Sub-Total	**16.08**	**0.00**	**0.39**	**0.07**	**1.13**	**2.97**	**1.87**	**0.00**	**0.00**	**0.00**	**0.00**	**0.39**	**6.56**	**0.16**	**0.93**	**1.61**
Zone 13																
Morpeth	**2.22**	0.00	0.19	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.25	0.00	0.21
Sub-Total	**2.22**	**0.00**	**0.19**	**0.57**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.25**	**0.00**	**0.21**
Zone 14																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 15																
Amble	**0.19**	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.19**	**0.00**	**0.19**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
SUB TOTAL	**66.13**	**12.18**	**5.93**	**1.78**	**3.82**	**4.56**	**2.88**	**0.48**	**2.35**	**5.02**	**2.70**	**4.64**	**7.11**	**3.45**	**5.20**	**4.05**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**63.72**	**10.69**	**5.14**	**1.78**	**3.82**	**4.56**	**2.74**	**0.48**	**2.35**	**5.02**	**2.70**	**4.64**	**7.11**	**3.45**	**5.20**	**4.05**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**2.02**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34	1.68	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.02**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.34**	**1.68**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**1.05**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.05**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.05**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
The City of Edinburgh Council																
Edinburgh	**3.62**	2.38	1.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.62**	**2.38**	**1.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.24**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council																
Blaydon	**0.87**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.17	0.00	0.19	0.00	0.00	0.00	0.00
Gateshead	**6.01**	0.30	0.19	0.14	0.12	0.20	0.29	1.16	0.78	0.17	0.51	0.39	0.55	0.47	0.74	0.00
IKEA, Metro Park West, Gateshead	**0.68**	0.00	0.00	0.07	0.00	0.00	0.14	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.21
The Metro Centre, Gateshead	**25.36**	1.78	1.98	0.64	1.13	1.98	0.57	3.03	4.96	1.00	1.34	1.74	1.10	1.57	0.74	1.81
Asda, The Metro Centre, Gateshead	**0.67**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.52	0.00	0.00	0.00	0.00	0.16	0.00	0.00
Team Valley Retail Park, Gateshead	**0.50**	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**34.10**	**2.08**	**2.17**	**0.86**	**1.24**	**2.17**	**1.01**	**4.43**	**7.30**	**1.34**	**1.85**	**2.32**	**1.65**	**2.19**	**1.48**	**2.01**
Newcastle City Council																
Gosforth	**0.19**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00
Newcastle City Centre	**37.32**	1.18	2.78	1.50	1.46	2.17	2.46	5.13	4.17	3.18	1.34	4.05	1.65	2.51	1.11	2.62
Kingston Retail Park, Newcastle-Upon-Tyne	**4.17**	0.30	0.40	0.21	0.12	0.00	0.00	2.10	0.27	0.00	0.00	0.19	0.00	0.00	0.37	0.21
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.44**	0.00	0.00	0.00	0.00	0.20	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silverlink Shopping Park, Newcastle-Upon-Tyne	**4.07**	0.00	0.19	0.07	0.12	0.20	1.30	0.00	0.00	0.34	0.00	0.58	0.19	0.31	0.37	0.40
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-T	**0.21**	0.00	0.00	0.07	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**46.39**	**1.48**	**3.37**	**1.85**	**1.69**	**2.57**	**3.90**	**7.47**	**4.44**	**3.51**	**1.34**	**4.82**	**2.02**	**2.82**	**1.86**	**3.23**
North Tyneside Council																
Benton	**0.29**	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Killingworth	**2.71**	0.00	0.19	0.00	0.34	0.39	1.16	0.24	0.00	0.00	0.00	0.39	0.00	0.00	0.00	0.00
North Shields	**0.83**	0.00	0.00	0.00	0.12	0.20	0.00	0.00	0.00	0.00	0.17	0.19	0.00	0.16	0.00	0.00
Shiremoor	**4.10**	0.00	0.00	0.14	0.34	0.59	1.16	0.46	0.00	0.17	0.00	0.19	0.19	0.47	0.19	0.21
Wallsend	**0.19**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00
Whitley Bay	**0.52**	0.00	0.00	0.00	0.00	0.20	0.14	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00
Sub-Total	**8.64**	**0.00**	**0.19**	**0.14**	**0.79**	**1.38**	**2.75**	**0.70**	**0.00**	**0.17**	**0.17**	**0.96**	**0.37**	**0.62**	**0.19**	**0.21**
Scottish Borders Council																
Galashiels	**3.67**	2.08	1.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawick	**0.17**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.85**	**2.08**	**1.59**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.17**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
South Tyneside Council																
South Shields	**0.53**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.16	0.19	0.00
Sub-Total	**0.53**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.19**	**0.16**	**0.19**	**0.00**
Other																
In-store in a Supermarket	**0.63**	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00
Other	**2.62**	0.60	0.00	0.00	0.12	0.20	0.00	0.46	0.00	0.17	0.34	0.00	0.19	0.16	0.19	0.21
Sub-Total	**3.25**	**0.60**	**0.00**	**0.00**	**0.12**	**0.20**	**0.00**	**0.92**	**0.00**	**0.17**	**0.51**	**0.00**	**0.19**	**0.16**	**0.19**	**0.21**
SUB TOTAL	**103.45**	**8.63**	**8.33**	**2.85**	**3.84**	**6.31**	**7.66**	**13.77**	**12.79**	**5.52**	**5.73**	**8.11**	**4.41**	**5.94**	**3.90**	**5.65**
TOTAL	**169.58**	**20.81**	**14.26**	**4.64**	**7.66**	**10.87**	**10.54**	**14.24**	**15.13**	**10.54**	**8.43**	**12.74**	**11.52**	**9.39**	**9.10**	**9.70**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 7) by available expenditure (Table 6)
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

2011 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 15: SHOPPING PATTERNS (TOYS, GAMES, BICYCLES AND RECREATION GOODS)

DESTINATION	TOTAL RECREATION (%)	ZONE 1 RECREATION (%)	ZONE 2 RECREATION (%)	ZONE 3 RECREATION (%)	ZONE 4 RECREATION (%)	ZONE 5 RECREATION (%)	ZONE 6 RECREATION (%)	ZONE 7 RECREATION (%)	ZONE 8 RECREATION (%)	ZONE 9 RECREATION (%)	ZONE 10 RECREATION (%)	ZONE 11 RECREATION (%)	ZONE 12 RECREATION (%)	ZONE 13 RECREATION (%)	ZONE 14 RECREATION (%)	ZONE 15 RECREATION (%)
NORTHUMBERLAND																
Zone 1																
Berwick-Upon Tweed	**7.5**	50.9	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	2.2
Duns	**0.2**	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eyemouth	**0.2**	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelso	**0.6**	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seahouses	**0.2**	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tweedmouth	**0.2**	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wooler	**0.2**	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.2**	**64.7**	**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**	**2.2**
Zone 2																
Alnwick	**5.0**	5.9	36.9	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	11.4
Sub-Total	**5.0**	**5.9**	**36.9**	**6.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.1**	**11.4**
Zone 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	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**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.7**	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	6.4	0.0
Ashington	**5.4**	0.0	0.0	0.0	27.1	2.4	0.0	0.0	0.0	0.0	0.0	0.0	2.4	5.6	40.3	11.4
Sub-Total	**6.1**	**0.0**	**0.0**	**0.0**	**29.2**	**2.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.4**	**8.4**	**46.7**	**11.4**
Zone 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
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**
Zone 6																
Seaton Delaval	**0.1**	0.0	0.0	0.0	0.0	0.0	2.3	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**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7																
	0.0	0.0	0.0	0.0	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**
Zone 8																
Prudhoe	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	2.5	6.3	0.0	2.1	0.0	0.0	0.0	0.0	0.0
Wylam	**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	2.2
Sub-Total	**0.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**2.5**	**6.3**	**0.0**	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**2.2**
Zone 9																
Corbridge	**0.1**	0.0	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
Hexham	**5.8**	0.0	0.0	4.3	0.0	0.0	0.0	5.1	12.5	44.2	41.8	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hexham	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	2.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	**6.4**	**0.0**	**0.0**	**8.6**	**0.0**	**0.0**	**0.0**	**5.1**	**12.5**	**51.2**	**43.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10																
Allendale	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0
Bellingham	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	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**	**0.0**	**0.0**	**0.0**	**4.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 11																
Cramlington	**8.7**	0.0	0.0	6.4	2.1	12.2	18.6	2.5	0.0	0.0	0.0	47.2	11.9	11.2	6.4	6.8
Sub-Total	**8.7**	**0.0**	**0.0**	**6.4**	**2.1**	**12.2**	**18.6**	**2.5**	**0.0**	**0.0**	**0.0**	**47.2**	**11.9**	**11.2**	**6.4**	**6.8**
Zone 12																
Blyth	**7.3**	0.0	2.0	0.0	6.3	22.0	7.0	0.0	0.0	2.3	0.0	1.9	52.3	2.8	4.3	6.8
Sub-Total	**7.3**	**0.0**	**2.0**	**0.0**	**6.3**	**22.0**	**7.0**	**0.0**	**0.0**	**2.3**	**0.0**	**1.9**	**52.3**	**2.8**	**4.3**	**6.8**
Zone 13																
Morpeth	**2.3**	0.0	0.0	12.7	0.0	7.3	2.3	2.5	0.0	0.0	0.0	0.0	0.0	24.9	0.0	4.6
Sub-Total	**2.3**	**0.0**	**0.0**	**12.7**	**0.0**	**7.3**	**2.3**	**2.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**24.9**	**0.0**	**4.6**
Zone 14																
	0.0	0.0	0.0	0.0	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**
Zone 15																
Amble	**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	4.6
Sub-Total	**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**	**4.6**
SUB TOTAL	**46.4**	**70.6**	**42.9**	**34.1**	**37.5**	**44.0**	**30.2**	**12.5**	**18.8**	**53.5**	**50.0**	**49.1**	**66.6**	**47.3**	**59.6**	**50.1**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**45.4**	**62.7**	**42.9**	**34.1**	**37.5**	**44.0**	**30.2**	**12.5**	**18.8**	**53.5**	**50.0**	**49.1**	**66.6**	**47.3**	**59.6**	**50.1**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.6	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**14.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.7**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Edinburgh City Council																
Edinburgh	**1.9**	11.8	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.2**	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.2**	**13.7**	**4.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Gateshead Metropolitan Borough Council																
Gateshead	**3.4**	2.0	0.0	0.0	0.0	4.9	0.0	12.5	6.3	0.0	2.1	5.7	0.0	8.3	6.4	2.2
The Metro Centre, Gateshead	**18.3**	2.0	12.2	21.3	33.3	24.4	11.7	20.0	49.9	16.3	16.7	13.3	16.7	11.1	17.0	25.1
Team Valley Retail Park, Gateshead	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	**21.8**	**3.9**	**12.2**	**21.3**	**33.3**	**29.3**	**11.7**	**32.5**	**56.2**	**16.3**	**20.8**	**18.9**	**16.7**	**19.3**	**23.4**	**27.3**
Newcastle City Council																
Belvedere Retail Park, Newcastle-upon-Tyne	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gosforth	**0.8**	0.0	0.0	2.1	0.0	0.0	2.3	5.1	0.0	0.0	0.0	0.0	0.0	2.8	2.1	0.0
Kingston Retail Park, Newcastle-Upon-Tyne	**1.8**	0.0	2.0	2.1	0.0	2.4	0.0	10.0	2.1	4.7	0.0	1.9	0.0	2.8	0.0	2.2
Newcastle City Centre	**15.6**	3.9	18.4	29.9	18.8	14.6	23.3	32.6	10.4	23.3	12.5	22.7	4.8	16.6	12.7	13.6
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.3**	0.0	0.0	0.0	0.0	2.4	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverlink Shopping Park, Newcastle-Upon-Tyne	**3.4**	0.0	2.0	4.3	8.3	4.9	21.0	2.5	0.0	0.0	0.0	3.7	4.8	5.6	0.0	0.0
Swalwell	**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	2.2
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-Tyne	**0.3**	0.0	0.0	2.1	0.0	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**22.5**	**3.9**	**22.5**	**40.4**	**27.1**	**24.3**	**51.3**	**55.1**	**12.5**	**27.9**	**12.5**	**28.3**	**9.6**	**27.8**	**14.9**	**18.1**
North Tyneside Council																
Killingworth	**0.3**	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0
North Shields	**0.7**	0.0	0.0	2.1	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0	0.0	2.2
Shiremoor	**0.1**	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0
Wallsend	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0
Whitley Bay	**0.2**	0.0	0.0	0.0	2.1	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.6**	**0.0**	**0.0**	**4.2**	**2.1**	**2.4**	**4.6**	**0.0**	**0.0**	**0.0**	**0.0**	**3.7**	**4.8**	**2.8**	**0.0**	**2.2**
Scottish Borders Council																
Galashiels	**1.9**	5.9	12.2	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
Sub-Total	**1.9**	**5.9**	**12.2**	**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**
Other																
In-store in a Supermarket	**0.2**	0.0	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
Other	**1.9**	2.0	4.0	0.0	0.0	0.0	2.3	0.0	4.1	2.3	2.1	0.0	2.4	2.8	2.1	2.2
Sub-Total	**2.2**	**2.0**	**6.1**	**0.0**	**0.0**	**0.0**	**2.3**	**0.0**	**4.1**	**2.3**	**2.1**	**0.0**	**2.4**	**2.8**	**2.1**	**2.2**
SUB TOTAL	**53.6**	**29.4**	**57.1**	**65.9**	**62.5**	**56.0**	**69.8**	**87.5**	**81.2**	**46.5**	**50.0**	**50.9**	**33.4**	**52.7**	**40.4**	**49.9**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 16: TURNOVER (TOYS, GAMES, BICYCLES AND RECREATION GOODS)

DESTINATION	TOTAL RECREATION (£m)	ZONE 1 RECREATION (£m)	ZONE 2 RECREATION (£m)	ZONE 3 RECREATION (£m)	ZONE 4 RECREATION (£m)	ZONE 5 RECREATION (£m)	ZONE 6 RECREATION (£m)	ZONE 7 RECREATION (£m)	ZONE 8 RECREATION (£m)	ZONE 9 RECREATION (£m)	ZONE 10 RECREATION (£m)	ZONE 11 RECREATION (£m)	ZONE 12 RECREATION (£m)	ZONE 13 RECREATION (£m)	ZONE 14 RECREATION (£m)	ZONE 15 RECREATION (£m)
NORTHUMBERLAND																
Zone 1																
Berwick-Upon Tweed	**9.94**	9.29	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Duns	**0.36**	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eyemouth	**0.36**	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**0.72**	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**0.36**	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tweedmouth	**0.36**	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wooler	**0.36**	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**12.45**	**11.80**	**0.48**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.17**
Zone 2																
Alnwick	**6.71**	1.07	4.37	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.88
Sub-Total	**6.71**	**1.07**	**4.37**	**0.22**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.17**	**0.88**
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.82**	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.51	0.00
Ashington	**6.49**	0.00	0.00	0.00	1.61	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.37	3.20	0.88
Sub-Total	**7.31**	**0.00**	**0.00**	**0.00**	**1.73**	**0.21**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.23**	**0.55**	**3.71**	**0.88**
Zone 5																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 6																
Seaton Delaval	**0.18**	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.18**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.18**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 7																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 8																
Prudhoe	**1.06**	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.68	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Wylam	**0.17**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Sub-Total	**1.24**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.24**	**0.68**	**0.00**	**0.14**	**0.00**	**0.00**	**0.00**	**0.00**	**0.17**
Zone 9																
Corbridge	**0.15**	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hexham	**8.14**	0.00	0.00	0.15	0.00	0.00	0.00	0.49	1.35	3.23	2.93	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**0.65**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.14	0.00	0.00	0.00	0.00	0.00
Sub-Total	**8.94**	**0.00**	**0.00**	**0.29**	**0.00**	**0.00**	**0.00**	**0.49**	**1.35**	**3.74**	**3.07**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 10																
Allendale	**0.14**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Bellingham	**0.14**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.29**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.29**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 11																
Cramlington	**10.62**	0.00	0.00	0.22	0.12	1.05	1.48	0.24	0.00	0.00	0.00	4.60	1.15	0.74	0.51	0.53
Sub-Total	**10.62**	**0.00**	**0.00**	**0.22**	**0.12**	**1.05**	**1.48**	**0.24**	**0.00**	**0.00**	**0.00**	**4.60**	**1.15**	**0.74**	**0.51**	**0.53**
Zone 12																
Blyth	**9.51**	0.00	0.24	0.00	0.37	1.89	0.55	0.00	0.00	0.17	0.00	0.18	5.06	0.18	0.34	0.53
Sub-Total	**9.51**	**0.00**	**0.24**	**0.00**	**0.37**	**1.89**	**0.55**	**0.00**	**0.00**	**0.17**	**0.00**	**0.18**	**5.06**	**0.18**	**0.34**	**0.53**
Zone 13																
Morpeth	**3.47**	0.00	0.00	0.44	0.00	0.63	0.18	0.24	0.00	0.00	0.00	0.00	0.00	1.64	0.00	0.35
Sub-Total	**3.47**	**0.00**	**0.00**	**0.44**	**0.00**	**0.63**	**0.18**	**0.24**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.64**	**0.00**	**0.35**
Zone 14																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 15																
Amble	**0.35**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.35
Sub-Total	**0.35**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.35**
SUB TOTAL	**61.09**	**12.87**	**5.09**	**1.17**	**2.22**	**3.76**	**2.40**	**1.20**	**2.04**	**3.91**	**3.51**	**4.78**	**6.44**	**3.11**	**4.73**	**3.86**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**59.65**	**11.44**	**5.09**	**1.17**	**2.22**	**3.76**	**2.40**	**1.20**	**2.04**	**3.91**	**3.51**	**4.78**	**6.44**	**3.11**	**4.73**	**3.86**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**1.03**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.03	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.03**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.03**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**0.91**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.91**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.91**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
The City of Edinburgh Council																
Edinburgh	**2.63**	2.15	0.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.36**	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.99**	**2.51**	**0.48**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council																
Gateshead	**4.58**	0.36	0.00	0.00	0.00	0.42	0.00	1.20	0.68	0.00	0.14	0.55	0.00	0.54	0.51	0.17
The Metro Centre, Gateshead	**24.14**	0.36	1.45	0.73	1.98	2.09	0.93	1.92	5.41	1.19	1.17	1.29	1.61	0.73	1.35	1.93
Team Valley Retail Park, Gateshead	**0.14**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Sub-Total	**28.87**	**0.72**	**1.45**	**0.73**	**1.98**	**2.51**	**0.93**	**3.12**	**6.09**	**1.19**	**1.46**	**1.85**	**1.61**	**1.27**	**1.86**	**2.10**
Newcastle City Council																
Belvedere Retail Park, Newcastle-upon-Tyne	**0.24**	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gosforth	**1.09**	0.00	0.00	0.07	0.00	0.00	0.18	0.49	0.00	0.00	0.00	0.00	0.00	0.18	0.17	0.00
Kingston Retail Park, Newcastle-Upon-Tyne	**2.58**	0.00	0.24	0.07	0.00	0.21	0.00	0.96	0.22	0.34	0.00	0.18	0.00	0.18	0.00	0.17
Newcastle City Centre	**20.80**	0.72	2.19	1.02	1.11	1.25	1.85	3.13	1.13	1.70	0.87	2.21	0.46	1.09	1.01	1.05
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.44**	0.00	0.00	0.00	0.00	0.21	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silverlink Shopping Park, Newcastle-Upon-Tyne	**4.40**	0.00	0.24	0.15	0.49	0.42	1.67	0.24	0.00	0.00	0.00	0.36	0.46	0.37	0.00	0.00
Swalwell	**0.17**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-	**0.44**	0.00	0.00	0.07	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**30.17**	**0.72**	**2.67**	**1.39**	**1.61**	**2.08**	**4.07**	**5.29**	**1.35**	**2.04**	**0.87**	**2.75**	**0.93**	**1.83**	**1.18**	**1.40**
North Tyneside Council																
Killingworth	**0.36**	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00
North Shields	**0.91**	0.00	0.00	0.07	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.46	0.00	0.00	0.17
Shiremoor	**0.26**	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00
Wallsend	**0.18**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00
Whitley Bay	**0.30**	0.00	0.00	0.00	0.12	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.02**	**0.00**	**0.00**	**0.14**	**0.12**	**0.21**	**0.36**	**0.00**	**0.00**	**0.00**	**0.00**	**0.36**	**0.46**	**0.18**	**0.00**	**0.17**
Scottish Borders Council																
Galashiels	**2.53**	1.07	1.45	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.53**	**1.07**	**1.45**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other																
In-store in a Supermarket	**0.24**	0.00	0.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other	**2.54**	0.36	0.48	0.00	0.00	0.00	0.18	0.00	0.45	0.17	0.14	0.00	0.23	0.18	0.17	0.17
Sub-Total	**2.78**	**0.36**	**0.72**	**0.00**	**0.00**	**0.00**	**0.18**	**0.00**	**0.45**	**0.17**	**0.14**	**0.00**	**0.23**	**0.18**	**0.17**	**0.17**
SUB TOTAL	**71.28**	**5.37**	**6.77**	**2.26**	**3.71**	**4.80**	**5.54**	**8.41**	**8.80**	**3.40**	**3.51**	**4.96**	**3.24**	**3.47**	**3.21**	**3.85**
TOTAL	**132.37**	**18.24**	**11.86**	**3.43**	**5.93**	**8.57**	**7.94**	**9.60**	**10.83**	**7.31**	**7.01**	**9.74**	**9.68**	**6.57**	**7.94**	**7.71**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 7) by available expenditure (Table 6)
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

2011 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 17: SHOPPING PATTERNS (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST GOODS (%)	ZONE 1 CHEMIST GOODS (%)	ZONE 2 CHEMIST GOODS (%)	ZONE 3 CHEMIST GOODS (%)	ZONE 4 CHEMIST GOODS (%)	ZONE 5 CHEMIST GOODS (%)	ZONE 6 CHEMIST GOODS (%)	ZONE 7 CHEMIST GOODS (%)	ZONE 8 CHEMIST GOODS (%)	ZONE 9 CHEMIST GOODS (%)	ZONE 10 CHEMIST GOODS (%)	ZONE 11 CHEMIST GOODS (%)	ZONE 12 CHEMIST GOODS (%)	ZONE 13 CHEMIST GOODS (%)	ZONE 14 CHEMIST GOODS (%)	ZONE 15 CHEMIST GOODS (%)
NORTHUMBERLAND																
Zone 1																
Belford	**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	0.0
Berwick-Upon-Tweed	**6.6**	51.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coldstream	**0.8**	6.3	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
Duns	**1.3**	10.5	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
Kelso	**2.2**	12.7	7.3	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
Seahouses	**0.5**	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tweedmouth	**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	0.0
Wooler	**0.5**	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**12.2**	**91.6**	**7.3**	**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**
Zone 2																
Alnwick	**5.4**	4.2	49.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0
Jedburgh	**0.5**	0.0	6.3	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
Rothbury	**1.0**	0.0	7.3	7.6	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Sub-Total	**6.9**	**4.2**	**62.5**	**11.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**9.1**
Zone 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	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**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.2**	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Ashington	**8.5**	0.0	1.0	2.1	47.8	3.4	1.1	0.0	0.0	0.0	0.0	0.0	2.4	0.0	71.0	19.3
Choppington	**0.1**	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Guide Post	**0.9**	0.0	0.0	0.0	18.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stakeford	**0.3**	0.0	0.0	0.0	4.7	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**10.0**	**0.0**	**1.0**	**2.1**	**76.9**	**3.4**	**1.1**	**0.0**	**1.0**	**0.0**	**0.0**	**0.0**	**2.4**	**0.0**	**72.1**	**19.3**
Zone 5																
Bedlington	**1.3**	0.0	0.0	0.0	0.0	19.1	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Bedlington Station	**0.6**	0.0	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	0.0
Sub-Total	**1.9**	**0.0**	**0.0**	**0.0**	**0.0**	**28.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**
Zone 6																
Seaton Delaval	**0.4**	0.0	0.0	0.0	0.0	0.0	6.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Sluice	**0.4**	0.0	0.0	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
Sub-Total	**0.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**11.8**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 7																
Ponteland	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	18.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Throckley	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wideopen	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	9.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**33.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8																
Chopwell	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Prudhoe	**1.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stocksfield	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wylam	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**3.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**38.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 9																
Corbridge	**0.7**	0.0	0.0	2.1	0.0	0.0	0.0	0.0	1.0	11.7	0.0	0.0	0.0	0.0	0.0	0.0
Hexham	**7.9**	0.0	2.1	4.3	0.0	0.0	0.0	4.8	12.9	78.6	41.2	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Tynedale Retail Park, Hexham	**0.4**	0.0	0.0	1.1	0.0	0.0	0.0	0.0	3.2	2.1	1.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	**9.0**	**0.0**	**2.1**	**7.6**	**0.0**	**0.0**	**0.0**	**4.8**	**17.2**	**92.4**	**42.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 10																
Allendale	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.0	0.0
Alston	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0
Bellingham	**0.4**	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0
Haltwhistle	**1.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.4	0.0	0.0	0.0	0.0	0.0
Haydon Bridge	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	**2.4**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**47.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0
Cramlington	**10.8**	0.0	0.0	1.1	3.4	11.2	25.8	1.2	0.0	0.0	1.1	85.5	4.7	3.3	2.4	1.1
Sub-Total	**11.1**	**0.0**	**0.0**	**1.1**	**3.4**	**11.2**	**25.8**	**1.2**	**0.0**	**0.0**	**1.1**	**88.7**	**4.7**	**3.3**	**2.4**	**1.1**
Zone 12																
Asda, Blyth	**1.8**	0.0	1.0	0.0	3.5	9.0	1.1	0.0	0.0	0.0	0.0	1.0	9.4	0.0	0.0	1.1
Blyth	**9.8**	0.0	1.0	0.0	6.9	29.2	7.5	0.0	0.0	0.0	0.0	2.0	76.6	1.1	5.8	8.0
Sub-Total	**11.6**	**0.0**	**2.0**	**0.0**	**10.5**	**38.2**	**8.7**	**0.0**	**0.0**	**0.0**	**0.0**	**3.1**	**86.0**	**1.1**	**5.8**	**9.1**
Zone 13																
Morpeth	**6.9**	0.0	2.1	63.6	1.1	5.6	0.0	1.2	0.0	0.0	0.0	0.0	0.0	86.9	0.0	9.1
Sub-Total	**6.9**	**0.0**	**2.1**	**63.6**	**1.1**	**5.6**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**86.9**	**0.0**	**9.1**
Zone 14																
Newbiggin-by-the-Sea	**0.6**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	8.2	0.0
Sub-Total	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**8.2**	**0.0**
Zone 15																
Amble	**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	21.6
Hadston	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9
Lynemouth	**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	9.1
Widdrington Station	**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	1.1
Sub-Total	**2.2**	**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**	**38.7**
SUB TOTAL	**81.1**	**95.8**	**77.1**	**85.4**	**91.9**	**87.6**	**47.4**	**40.9**	**58.1**	**92.4**	**91.1**	**91.7**	**94.2**	**92.4**	**88.5**	**86.4**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**75.5**	**66.3**	**69.8**	**85.4**	**91.9**	**87.6**	**47.4**	**25.3**	**58.1**	**92.4**	**86.7**	**91.7**	**94.2**	**92.4**	**88.5**	**86.4**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	6.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**6.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.7	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**	**0.0**	**0.0**	**0.0**	**9.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
East Lothian Council																
Dunbar	**0.3**	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	**0.3**	**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**
Edinburgh City Council																
Edinburgh	**0.2**	1.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.2**	**1.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Gateshead Metropolitan Borough Council																
Asda, The Metro Centre, Gateshead	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaydon	**0.1**	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	0.0	0.0
Gateshead	**0.4**	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.0	0.0	0.0	1.1	0.0	1.1	0.0
The Metro Centre, Gateshead	**3.0**	0.0	0.0	3.3	0.0	3.4	0.0	8.4	15.1	4.2	1.1	0.0	0.0	4.3	1.1	6.9
Ryton	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Team Valley Retail Park, Gateshead	**0.1**	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	0.0	0.0
Sub-Total	**4.1**	**0.0**	**0.0**	**3.3**	**0.0**	**3.4**	**0.0**	**14.4**	**20.4**	**4.2**	**1.1**	**0.0**	**1.1**	**4.3**	**2.3**	**6.9**
Newcastle City Council																
Cowgate	**0.1**	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	0.0	0.0
Gosforth	**0.2**	0.0	1.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingston Retail Park, Newcastle-Upon-Tyne	**1.7**	0.0	2.1	2.1	1.1	1.1	0.0	15.6	0.0	0.0	0.0	1.0	0.0	1.1	0.0	3.4
Lemington	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newcastle City Centre	**4.3**	0.0	6.3	4.6	3.5	5.6	9.7	15.6	4.3	1.1	1.1	4.2	1.1	1.1	5.8	2.2
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silverlink Shopping Park, Newcastle-Upon-Tyne	**1.0**	0.0	0.0	0.0	0.0	0.0	8.6	0.0	0.0	0.0	0.0	1.0	2.4	0.0	1.1	1.1
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-Tyne	**0.2**	0.0	0.0	1.1	0.0	0.0	2.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**7.8**	**0.0**	**9.4**	**7.9**	**4.7**	**6.7**	**20.4**	**37.4**	**5.4**	**1.1**	**1.1**	**6.2**	**3.5**	**2.2**	**7.0**	**6.7**
North Tyneside Council																
Benton	**0.1**	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Killingworth	**0.7**	0.0	0.0	0.0	2.3	1.1	7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Shields	**0.1**	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Wallsend	**0.1**	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
Whitley Bay	**0.7**	0.0	0.0	0.0	0.0	0.0	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0
Sub-Total	**1.7**	**0.0**	**0.0**	**1.3**	**2.3**	**1.1**	**19.3**	**0.0**	**0.0**	**0.0**	**0.0**	**1.0**	**1.1**	**0.0**	**1.1**	**0.0**
Scottish Borders Council																
Galashiels	**0.8**	0.0	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawick	**0.1**	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
Sub-Total	**0.9**	**0.0**	**10.4**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Other																
In-store in a Supermarket	**0.3**	0.0	1.0	0.0	0.0	0.0	1.1	0.0	1.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Other	**2.3**	1.0	2.1	2.1	1.1	1.1	11.8	6.0	5.4	0.0	0.0	1.0	0.0	1.1	1.1	0.0
Sub-Total	**2.7**	**1.0**	**3.1**	**2.1**	**1.1**	**1.1**	**12.9**	**6.0**	**6.4**	**1.1**	**0.0**	**1.0**	**0.0**	**1.1**	**1.1**	**0.0**
SUB TOTAL	**18.9**	**4.2**	**22.9**	**14.6**	**8.1**	**12.4**	**52.6**	**59.1**	**41.9**	**7.6**	**8.9**	**8.3**	**5.8**	**7.6**	**11.5**	**13.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 18: TURNOVER (CHEMIST GOODS)

DESTINATION	TOTAL CHEMIST GOODS (£m)	ZONE 1 CHEMIST GOODS (£m)	ZONE 2 CHEMIST GOODS (£m)	ZONE 3 CHEMIST GOODS (£m)	ZONE 4 CHEMIST GOODS (£m)	ZONE 5 CHEMIST GOODS (£m)	ZONE 6 CHEMIST GOODS (£m)	ZONE 7 CHEMIST GOODS (£m)	ZONE 8 CHEMIST GOODS (£m)	ZONE 9 CHEMIST GOODS (£m)	ZONE 10 CHEMIST GOODS (£m)	ZONE 11 CHEMIST GOODS (£m)	ZONE 12 CHEMIST GOODS (£m)	ZONE 13 CHEMIST GOODS (£m)	ZONE 14 CHEMIST GOODS (£m)	ZONE 15 CHEMIST GOODS (£m)
NORTHUMBERLAND																
Zone 1																
Belford	**0.03**	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-Upon Tweed	**1.68**	1.68	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Coldstream	**0.21**	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Duns	**0.34**	0.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**0.58**	0.41	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**0.14**	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tweedmouth	**0.03**	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wooler	**0.14**	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.14**	**2.97**	**0.17**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 2																
Alnwick	**1.46**	0.14	1.15	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Jedburgh	**0.15**	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Rothbury	**0.29**	0.00	0.17	0.07	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Sub-Total	**1.90**	**0.14**	**1.47**	**0.10**	**0.00**	**0.00**	**0.00**	**0.00**	**0.03**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.16**
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 4																
Asda, Lyntonville Terrace, Ashington	**0.07**	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00
Ashington	**2.33**	0.00	0.02	0.02	0.67	0.06	0.02	0.00	0.00	0.00	0.00	0.00	0.05	0.00	1.14	0.35
Choppington	**0.03**	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Guide Post	**0.26**	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stakeford	**0.09**	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.78**	**0.00**	**0.02**	**0.02**	**1.07**	**0.06**	**0.02**	**0.00**	**0.03**	**0.00**	**0.00**	**0.00**	**0.05**	**0.00**	**1.16**	**0.35**
Zone 5																
Bedlington	**0.38**	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00
Bedlington Station	**0.17**	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.55**	**0.00**	**0.00**	**0.00**	**0.00**	**0.52**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.02**	**0.00**	**0.00**	**0.00**
Zone 6																
Seaton Delaval	**0.13**	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seaton Sluice	**0.11**	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.23**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.23**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 7																
Ponteland	**0.51**	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Throckley	**0.17**	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wideopen	**0.27**	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.95**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.95**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 8																
Chopwell	**0.18**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Prudhoe	**0.57**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stocksfield	**0.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wylam	**0.21**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.08**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 9																
Corbridge	**0.29**	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.03	0.24	0.00	0.00	0.00	0.00	0.00	0.00
Hexham	**2.81**	0.00	0.05	0.04	0.00	0.00	0.00	0.14	0.36	1.60	0.63	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**0.16**	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.09	0.04	0.02	0.00	0.00	0.00	0.00	0.00
Sub-Total	**3.26**	**0.00**	**0.05**	**0.07**	**0.00**	**0.00**	**0.00**	**0.14**	**0.48**	**1.88**	**0.64**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 10																
Allendale	**0.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00
Alston	**0.07**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00
Bellingham	**0.12**	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00
Haltwhistle	**0.36**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00
Haydon Bridge	**0.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.75**	**0.00**	**0.00**	**0.00**	**0.00**	**0.02**	**0.00**	**0.00**	**0.00**	**0.00**	**0.73**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**0.07**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00
Cramlington	**2.93**	0.00	0.00	0.01	0.05	0.21	0.50	0.03	0.00	0.00	0.02	1.90	0.10	0.06	0.04	0.02
Sub-Total	**3.00**	**0.00**	**0.00**	**0.01**	**0.05**	**0.21**	**0.50**	**0.03**	**0.00**	**0.00**	**0.02**	**1.97**	**0.10**	**0.06**	**0.04**	**0.02**
Zone 12																
Asda, Cowpen Road, Blyth	**0.50**	0.00	0.02	0.00	0.05	0.17	0.02	0.00	0.00	0.00	0.00	0.02	0.19	0.00	0.00	0.02
Blyth	**2.68**	0.00	0.02	0.00	0.10	0.54	0.15	0.00	0.00	0.00	0.00	0.05	1.56	0.02	0.09	0.14
Sub-Total	**3.17**	**0.00**	**0.05**	**0.00**	**0.15**	**0.71**	**0.17**	**0.00**	**0.00**	**0.00**	**0.00**	**0.07**	**1.76**	**0.02**	**0.09**	**0.16**
Zone 13																
Morpeth	**2.56**	0.00	0.05	0.57	0.02	0.10	0.00	0.03	0.00	0.00	0.00	0.00	0.00	1.62	0.00	0.16
Sub-Total	**2.56**	**0.00**	**0.05**	**0.57**	**0.02**	**0.10**	**0.00**	**0.03**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.62**	**0.00**	**0.16**
Zone 14																
Newbiggin-by-the-Sea	**0.15**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.13	0.00
Sub-Total	**0.15**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.02**	**0.13**	**0.00**
Zone 15																
Amble	**0.39**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.39
Hadston	**0.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Lynemouth	**0.16**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Widdrington Station	**0.02**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Sub-Total	**0.69**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.69**
SUB TOTAL	**24.22**	**3.11**	**1.82**	**0.77**	**1.28**	**1.63**	**0.93**	**1.15**	**1.61**	**1.88**	**1.39**	**2.03**	**1.92**	**1.72**	**1.42**	**1.54**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**22.43**	**2.15**	**1.50**	**0.77**	**1.28**	**1.63**	**0.93**	**0.71**	**1.61**	**1.88**	**1.32**	**2.03**	**1.92**	**1.72**	**1.42**	**1.54**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.10	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.12**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.02**	**0.10**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**0.27**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.27**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.27**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
East Lothian Council																
Dunbar	**0.07**	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.07**	**0.07**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
The City of Edinburgh Council																
Edinburgh	**0.07**	0.03	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.07**	**0.03**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.03**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council																
Asda, The Metro Centre, Gateshead	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Blaydon	**0.03**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gateshead	**0.14**	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.02	0.00	0.02	0.00
The Metro Centre, Gateshead	**1.07**	0.00	0.00	0.03	0.00	0.06	0.00	0.24	0.42	0.09	0.02	0.00	0.00	0.08	0.02	0.12
Ryton	**0.07**	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Team Valley Retail Park, Gateshead	**0.03**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.43**	**0.00**	**0.00**	**0.03**	**0.00**	**0.06**	**0.00**	**0.41**	**0.56**	**0.09**	**0.02**	**0.00**	**0.02**	**0.08**	**0.04**	**0.12**
Newcastle City Council																
Cowgate	**0.03**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Gosforth	**0.09**	0.00	0.02	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingston Retail Park, Newcastle-Upon-Tyne	**0.65**	0.00	0.05	0.02	0.02	0.02	0.00	0.44	0.00	0.00	0.00	0.02	0.00	0.02	0.00	0.06
Lemington	**0.03**	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newcastle City Centre	**1.40**	0.00	0.15	0.04	0.05	0.10	0.19	0.44	0.12	0.02	0.02	0.09	0.02	0.02	0.09	0.04
Newcastle Retail Park, Newcastle-Upon-Tyne	**0.03**	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Silverlink Shopping Park, Newcastle-Upon-Tyne	**0.28**	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.02	0.05	0.00	0.02	0.02
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-Upon-Tyne	**0.09**	0.00	0.00	0.01	0.00	0.00	0.04	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**2.61**	**0.00**	**0.22**	**0.07**	**0.06**	**0.12**	**0.40**	**1.06**	**0.15**	**0.02**	**0.02**	**0.14**	**0.07**	**0.04**	**0.11**	**0.12**
North Tyneside Council																
Benton	**0.04**	0.00	0.00	0.00	0.00	0.00	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Killingworth	**0.20**	0.00	0.00	0.00	0.03	0.02	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
North Shields	**0.04**	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00
Wallsend	**0.02**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00
Whitley Bay	**0.21**	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.00
Sub-Total	**0.51**	**0.00**	**0.00**	**0.01**	**0.03**	**0.02**	**0.38**	**0.00**	**0.00**	**0.00**	**0.00**	**0.02**	**0.02**	**0.00**	**0.02**	**0.00**
Scottish Borders Council																
Galashiels	**0.22**	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Hawick	**0.02**	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.25**	**0.00**	**0.25**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other																
In-store in a Supermarket	**0.10**	0.00	0.02	0.00	0.00	0.00	0.02	0.00	0.03	0.02	0.00	0.00	0.00	0.00	0.00	0.00
Other	**0.75**	0.03	0.05	0.02	0.02	0.02	0.23	0.17	0.15	0.00	0.00	0.02	0.00	0.02	0.02	0.00
Sub-Total	**0.85**	**0.03**	**0.07**	**0.02**	**0.02**	**0.02**	**0.25**	**0.17**	**0.18**	**0.02**	**0.00**	**0.02**	**0.00**	**0.02**	**0.02**	**0.00**
SUB TOTAL	**6.17**	**0.14**	**0.54**	**0.13**	**0.11**	**0.23**	**1.03**	**1.67**	**1.16**	**0.15**	**0.14**	**0.18**	**0.12**	**0.14**	**0.18**	**0.24**
TOTAL	**30.39**	**3.24**	**2.36**	**0.90**	**1.39**	**1.86**	**1.96**	**2.82**	**2.77**	**2.04**	**1.52**	**2.22**	**2.04**	**1.87**	**1.61**	**1.79**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 7) by available expenditure (Table 6)
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

2011 Prices

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NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 19: SHOPPING PATTERNS (ELECTRIAL GOODS.)

DESTINATION	TOTAL ELECTRICAL (%)	ZONE 1 ELECTRICAL (%)	ZONE 2 ELECTRICAL (%)	ZONE 3 ELECTRICAL (%)	ZONE 4 ELECTRICAL (%)	ZONE 5 ELECTRICAL (%)	ZONE 6 ELECTRICAL (%)	ZONE 7 ELECTRICAL (%)	ZONE 8 ELECTRICAL (%)	ZONE 9 ELECTRICAL (%)	ZONE 10 ELECTRICAL (%)	ZONE 11 ELECTRICAL (%)	ZONE 12 ELECTRICAL (%)	ZONE 13 ELECTRICAL (%)	ZONE 14 ELECTRICAL (%)	ZONE 15 ELECTRICAL (%)
NORTHUMBERLAND																
Zone 1																
Berwick-upon-Tweed	7.1	53.4	2.5	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
Kelso	0.9	6.7	1.3	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
Seahouses	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	0.0	0.0	0.0
Tweedmouth	0.7	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	0.0	0.0
Sub-Total	9.2	69.4	3.8	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
Zone 2																
Alnwick	2.2	2.6	17.7	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6
Rothbury	0.2	0.0	2.5	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	2.5	2.6	20.3	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6
Zone 3																
Scots Gap	0.6	0.0	0.0	6.5	0.0	0.0	0.0	0.0	0.0	1.3	6.1	0.0	0.0	2.9	0.0	0.0
Sub-Total	0.6	0.0	0.0	6.5	0.0	0.0	0.0	0.0	0.0	1.3	6.1	0.0	0.0	2.9	0.0	0.0
Zone 4																
Ashington	5.0	0.0	0.0	2.6	23.3	4.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3	8.6	32.0	12.4
Guide Post	0.1	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	5.1	0.0	0.0	2.6	24.7	4.2	0.0	0.0	0.0	0.0	0.0	0.0	1.3	8.6	32.0	12.4
Zone 5																
Bedlington	0.4	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	1.3	0.0
Sub-Total	0.4	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	1.3	0.0
Zone 6																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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
Zone 7																
	0.0	0.0	0.0	0.0	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
Zone 8																
Prudhoe	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 9																
Hexham	5.2	0.0	1.3	3.9	0.0	0.0	0.0	3.3	8.0	57.0	28.7	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Tynedale Retail Park, Hexham	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	4.6	0.0	0.0	0.0	0.0	0.0
Sub-Total	5.6	0.0	1.3	3.9	0.0	0.0	0.0	3.3	8.0	59.8	33.2	0.0	0.0	0.0	0.0	0.0
Zone 10																
Haltwhistle	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.1	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.1	0.0	0.0	0.0	0.0	0.0
Zone 11																
Cramlington	3.4	0.0	0.0	1.3	6.5	0.0	11.3	0.0	1.6	0.0	0.0	21.7	0.0	4.4	1.3	0.0
Sub-Total	3.4	0.0	0.0	1.3	6.5	0.0	11.3	0.0	1.6	0.0	0.0	21.7	0.0	4.4	1.3	0.0
Zone 12																
Asda, Cowpen Road, Blyth	0.9	0.0	0.0	1.3	1.3	8.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	1.3	1.5
Blyth	4.3	0.0	1.3	0.0	3.9	15.3	1.4	0.0	0.0	0.0	0.0	2.5	25.7	1.5	4.0	1.5
Sub-Total	5.2	0.0	1.3	1.3	5.2	23.5	1.4	0.0	0.0	0.0	0.0	2.5	27.1	1.5	5.3	3.0
Zone 13																
Morpeth	2.1	0.0	3.8	24.8	1.3	1.4	0.0	1.6	0.0	0.0	0.0	0.0	0.0	17.4	0.0	1.5
Sub-Total	2.1	0.0	3.8	24.8	1.3	1.4	0.0	1.6	0.0	0.0	0.0	0.0	0.0	17.4	0.0	1.5
Zone 14																
Newbiggin-by-the-Sea	1.5	0.0	0.0	0.0	1.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	16.1	3.1
Sub-Total	1.5	0.0	0.0	0.0	1.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	16.1	3.1
Zone 15																
Amble	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	1.5
Sub-Total	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	1.5
Other																
Allendale	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.0	0.0	0.0	0.0	0.0
Hawick	0.1	0.0	1.3	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
Sub-Total	0.4	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.0	0.0	0.0	0.0	0.0
SUB TOTAL	37.4	72.1	31.6	42.8	39.0	31.9	12.8	4.9	20.8	61.1	56.0	24.3	29.7	39.1	56.0	26.1
SUB-TOTAL NORTHUMBERLAND DISTRICT	36.3	65.4	29.1	42.8	39.0	31.9	12.8	4.9	20.8	61.1	56.0	24.3	29.7	39.1	56.0	26.1
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	22.7	0.0	0.0	0.0	0.0	0.0
Durham County Council																
Consett	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Durham	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	1.3	0.0	0.0	0.0	0.0	0.0	1.5
Gateshead Metropolitan Borough Council																
Gateshead	0.9	0.0	2.5	3.9	0.0	2.8	1.4	1.6	0.0	4.2	0.0	0.0	0.0	0.0	0.0	1.5
Team Valley Retail Park, Gateshead	0.9	0.0	0.0	0.0	0.0	0.0	0.0	1.6	11.1	0.0	0.0	0.0	0.0	1.5	0.0	0.0
The Metro Centre, Gateshead	3.9	0.0	5.1	3.9	2.6	5.6	0.0	3.3	22.2	2.8	6.1	0.0	1.3	4.4	2.7	3.1
Sub-Total	5.8	0.0	7.6	7.7	2.6	8.4	1.4	6.5	33.3	7.0	6.1	0.0	1.3	5.8	2.7	4.6
Newcastle City Council																
Cowgate	0.2	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	0.0
B&Q Warehouse, Scotswood Road, Scotswood	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	1.3	0.0
Belverdere Retail Park, Newcastle-upon-Tyne	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Gosforth	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kingston Retail Park, Newcastle-upon-Tyne	7.8	0.0	8.9	14.3	1.3	1.4	5.7	39.4	12.7	5.5	7.6	5.1	6.8	15.9	2.7	4.6
Newcastle City Centre	17.8	1.3	21.5	24.8	15.5	15.3	26.7	41.1	22.2	25.1	1.5	25.7	12.2	20.3	8.0	24.7
Newcastle Retail Park, Newcastle-upon-Tyne	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	1.3	0.0
Silverlink Shopping Park, Newcastle-upon-Tyne	20.8	0.0	8.9	7.8	38.9	36.1	49.2	1.6	0.0	0.0	0.0	43.7	47.3	15.9	24.0	34.0
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upor	0.2	0.0	0.0	1.3	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Sub-Total	47.5	1.3	39.2	48.2	55.7	52.7	83.0	87.0	36.5	30.6	10.7	74.5	66.3	53.6	37.3	63.3
North Tyneside Council																
Benton	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
North Shields	0.8	0.0	1.3	0.0	1.3	5.6	1.4	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	1.5
Wallsend	0.5	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	1.5
Sub-Total	1.4	0.0	1.3	0.0	1.3	5.6	2.8	0.0	0.0	0.0	0.0	0.0	2.7	0.0	4.0	3.0
Scottish Borders Council																
Galashiels	3.3	13.3	17.7	0.0	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	3.3	13.3	17.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The City of Edinburgh Council																
Edinburgh	1.2	8.0	1.3	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
Fort Retail Park, Lawhouse Toll, Edinburgh	0.1	1.3	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	1.3	9.3	1.3	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
Other																
Other	1.7	4.0	1.3	1.3	1.3	1.4	0.0	1.6	3.2	0.0	4.6	1.3	0.0	1.5	0.0	1.5
Sub-Total	1.7	4.0	1.3	1.3	1.3	1.4	0.0	1.6	3.2	0.0	4.6	1.3	0.0	1.5	0.0	1.5
SUB TOTAL	62.6	27.9	68.4	57.2	61.0	68.1	87.2	95.1	79.2	38.9	44.0	75.7	70.3	60.9	44.0	73.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 20: TURNOVER (ELECTRIAL GOODS.)

DESTINATION	TOTAL ELECTRICAL (£m)	ZONE 1 ELECTRICAL (£m)	ZONE 2 ELECTRICAL (£m)	ZONE 3 ELECTRICAL (£m)	ZONE 4 ELECTRICAL (£m)	ZONE 5 ELECTRICAL (£m)	ZONE 6 ELECTRICAL (£m)	ZONE 7 ELECTRICAL (£m)	ZONE 8 ELECTRICAL (£m)	ZONE 9 ELECTRICAL (£m)	ZONE 10 ELECTRICAL (£m)	ZONE 11 ELECTRICAL (£m)	ZONE 12 ELECTRICAL (£m)	ZONE 13 ELECTRICAL (£m)	ZONE 14 ELECTRICAL (£m)	ZONE 15 ELECTRICAL (£m)
NORTHUMBERLAND																
Zone 1																
Berwick-upon-Tweed	**7.44**	7.22	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**1.01**	0.90	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**0.55**	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tweedmouth	**0.72**	0.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***9.73***	***9.39***	***0.34***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 2																
Alnwick	**2.24**	0.35	1.57	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29
Rothbury	**0.25**	0.00	0.22	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***2.49***	***0.35***	***1.79***	***0.06***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.29***
Zone 3																
Scots Gap	**0.72**	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.08	0.32	0.00	0.00	0.16	0.00	0.00
Sub-Total	***0.72***	***0.00***	***0.00***	***0.16***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.08***	***0.32***	***0.00***	***0.00***	***0.16***	***0.00***	***0.00***
Zone 4																
Ashington	**4.84**	0.00	0.00	0.06	1.19	0.29	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.47	1.95	0.77
Guide Post	**0.07**	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***4.90***	***0.00***	***0.00***	***0.06***	***1.26***	***0.29***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.10***	***0.47***	***1.95***	***0.77***
Zone 5																
Bedlington	**0.42**	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.08	0.00
Sub-Total	***0.42***	***0.00***	***0.00***	***0.00***	***0.00***	***0.10***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.24***	***0.08***	***0.00***
Zone 6																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 7																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 8																
Prudhoe	**0.97**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.97	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.97***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.97***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 9																
Hexham	**6.06**	0.00	0.11	0.09	0.00	0.00	0.00	0.27	0.69	3.37	1.53	0.00	0.00	0.00	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**0.41**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.24	0.00	0.00	0.00	0.00	0.00
Sub-Total	***6.47***	***0.00***	***0.11***	***0.09***	***0.00***	***0.00***	***0.00***	***0.27***	***0.69***	***3.54***	***1.77***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 10																
Haltwhistle	**0.64**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.64***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.64***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 11																
Cramlington	**3.40**	0.00	0.00	0.03	0.33	0.00	0.76	0.00	0.14	0.00	0.00	1.82	0.00	0.24	0.08	0.00
Sub-Total	***3.40***	***0.00***	***0.00***	***0.03***	***0.33***	***0.00***	***0.76***	***0.00***	***0.14***	***0.00***	***0.00***	***1.82***	***0.00***	***0.24***	***0.08***	***0.00***
Zone 12																
Asda, Cowpen Road, Blyth	**0.94**	0.00	0.00	0.03	0.07	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.08	0.09
Blyth	**3.99**	0.00	0.11	0.00	0.20	1.04	0.10	0.00	0.00	0.00	0.00	0.21	1.92	0.08	0.24	0.09
Sub-Total	***4.93***	***0.00***	***0.11***	***0.03***	***0.26***	***1.61***	***0.10***	***0.00***	***0.00***	***0.00***	***0.00***	***0.21***	***2.02***	***0.08***	***0.32***	***0.19***
Zone 13																
Morpeth	**2.27**	0.00	0.34	0.59	0.07	0.10	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.95	0.00	0.09
Sub-Total	***2.27***	***0.00***	***0.34***	***0.59***	***0.07***	***0.10***	***0.00***	***0.13***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.95***	***0.00***	***0.09***
Zone 14																
Newbiggin-by-the-Sea	**1.44**	0.00	0.00	0.00	0.07	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.98	0.19
Sub-Total	***1.44***	***0.00***	***0.00***	***0.00***	***0.07***	***0.10***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.10***	***0.00***	***0.98***	***0.19***
Zone 15																
Amble	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09
Sub-Total	***0.09***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.09***
Other																
Allendale	**0.24**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.00
Hawick	**0.11**	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.36***	***0.00***	***0.11***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.24***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
SUB TOTAL	**38.82**	**9.74**	**2.80**	**1.02**	**1.99**	**2.18**	**0.86**	**0.40**	**1.80**	**3.62**	**2.98**	**2.03**	**2.21**	**2.14**	**3.42**	**1.62**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**37.70**	**8.84**	**2.58**	**1.02**	**1.99**	**2.18**	**0.86**	**0.40**	**1.80**	**3.62**	**2.98**	**2.03**	**2.21**	**2.14**	**3.42**	**1.62**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**1.21**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.21	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.21**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.21**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**0.64**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.55	0.00	0.00	0.00	0.00	0.00	0.00	0.09
Durham	**0.08**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.72***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.55***	***0.08***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.09***
Gateshead Metropolitan Borough Council																
Gateshead	**1.07**	0.00	0.22	0.09	0.00	0.19	0.10	0.13	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.09
Team Valley Retail Park, Gateshead	**1.18**	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.97	0.00	0.00	0.00	0.00	0.08	0.00	0.00
The Metro Centre, Gateshead	**4.43**	0.00	0.45	0.09	0.14	0.38	0.00	0.27	1.92	0.17	0.32	0.00	0.10	0.24	0.16	0.19
Sub-Total	***6.68***	***0.00***	***0.67***	***0.19***	***0.14***	***0.57***	***0.10***	***0.53***	***2.89***	***0.41***	***0.32***	***0.00***	***0.10***	***0.32***	***0.16***	***0.29***
Newcastle City Council																
Cowgate	**0.27**	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
B&Q Warehouse, Scotswood Road, Scotswood	**0.08**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00
Belverdere Retail Park, Newcastle-upon-Tyne	**0.08**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00
Gosforth	**0.28**	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kingston Retail Park, Newcastle-upon-Tyne	**8.97**	0.00	0.78	0.34	0.07	0.10	0.38	3.22	1.10	0.33	0.41	0.42	0.50	0.87	0.16	0.29
Newcastle City Centre	**19.34**	0.18	1.90	0.59	0.79	1.04	1.80	3.36	1.92	1.48	0.08	2.14	0.91	1.11	0.49	1.53
Newcastle Retail Park, Newcastle-upon-Tyne	**0.08**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00
Silverlink Shopping Park, Newcastle-upon-Tyne	**20.50**	0.00	0.78	0.19	1.99	2.47	3.32	0.13	0.00	0.00	0.00	3.65	3.53	0.87	1.47	2.11
Tesco Extra, Brunton Lane, Kingston Park, Newcastle-upo	**0.21**	0.00	0.00	0.03	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00
Sub-Total	***49.79***	***0.18***	***3.47***	***1.15***	***2.85***	***3.61***	***5.59***	***7.10***	***3.16***	***1.81***	***0.57***	***6.22***	***4.94***	***2.94***	***2.28***	***3.92***
North Tyneside Council																
Benton	**0.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00
North Shields	**0.85**	0.00	0.11	0.00	0.07	0.38	0.10	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.09
Wallsend	**0.43**	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.09
Sub-Total	***1.38***	***0.00***	***0.11***	***0.00***	***0.07***	***0.38***	***0.19***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.20***	***0.00***	***0.24***	***0.19***
Scottish Borders Council																
Galashiels	**3.37**	1.80	1.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***3.37***	***1.80***	***1.57***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
The City of Edinburgh Council																
Edinburgh	**1.19**	1.08	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.18**	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.37***	***1.25***	***0.11***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Other																
Other	**1.78**	0.55	0.11	0.03	0.07	0.10	0.00	0.13	0.27	0.00	0.24	0.11	0.00	0.08	0.00	0.09
Sub-Total	***1.78***	***0.55***	***0.11***	***0.03***	***0.07***	***0.10***	***0.00***	***0.13***	***0.27***	***0.00***	***0.24***	***0.11***	***0.00***	***0.08***	***0.00***	***0.09***
SUB TOTAL	**66.31**	**3.78**	**6.05**	**1.37**	**3.12**	**4.66**	**5.88**	**7.77**	**6.88**	**2.30**	**2.34**	**6.33**	**5.24**	**3.34**	**2.68**	**4.58**
TOTAL	**105.13**	**13.52**	**8.85**	**2.39**	**5.12**	**6.84**	**6.73**	**8.17**	**8.68**	**5.92**	**5.32**	**8.35**	**7.45**	**5.48**	**6.10**	**6.20**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 17) by available expenditure (Table 6)
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

2011 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 21: SHOPPING PATTERNS (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (%)	ZONE 1 FURNITURE (%)	ZONE 2 FURNITURE (%)	ZONE 3 FURNITURE (%)	ZONE 4 FURNITURE (%)	ZONE 5 FURNITURE (%)	ZONE 6 FURNITURE (%)	ZONE 7 FURNITURE (%)	ZONE 8 FURNITURE (%)	ZONE 9 FURNITURE (%)	ZONE 10 FURNITURE (%)	ZONE 11 FURNITURE (%)	ZONE 12 FURNITURE (%)	ZONE 13 FURNITURE (%)	ZONE 14 FURNITURE (%)	ZONE 15 FURNITURE (%)
NORTHUMBERLAND																
Zone 1																
Homebase, Tweed Sawmills, Northumberland Road, Berwick	**0.2**	1.5	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
Berwick-upon-Tweed	**7.8**	57.3	2.7	1.4	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Duns	**0.7**	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kelso	**0.4**	0.0	4.1	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
Wooler	**0.7**	4.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***9.8***	***69.1***	***8.3***	***1.4***	***0.0***	***0.0***	***0.0***	***0.0***	***1.5***	***0.0***	***0.0***	***0.0***	***1.5***	***0.0***	***0.0***	***0.0***
Zone 2																
Homebase, Willowburn Avenue, Alnwick	**0.3**	0.0	2.7	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
Jedburgh	**0.4**	0.0	4.1	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
Alnwick	**3.0**	0.0	24.5	2.8	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	9.8
Sub-Total	***3.7***	***0.0***	***31.4***	***2.8***	***1.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.4***	***0.0***	***11.4***
Zone 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	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***
Zone 4																
Ashington	**7.8**	0.0	4.1	9.7	32.2	8.7	0.0	0.0	0.0	0.0	0.0	4.0	5.8	16.8	43.8	14.7
Focus, Newbiggin Road, Ashington	**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	1.8	0.0
Guide Post	**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	1.8	0.0
Sub-Total	***8.0***	***0.0***	***4.1***	***9.7***	***32.2***	***8.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***4.0***	***5.8***	***16.8***	***47.4***	***14.7***
Zone 5																
Bedlington	**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	1.8	0.0
Sub-Total	***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***	***1.8***	***0.0***
Zone 6																
Seaton Delaval	**1.2**	0.0	0.0	0.0	0.0	1.7	10.6	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0
Sub-Total	***1.2***	***0.0***	***0.0***	***0.0***	***0.0***	***1.7***	***10.6***	***0.0***	***0.0***	***0.0***	***0.0***	***5.4***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 7																
Ponteland	**0.5**	0.0	0.0	1.4	0.0	0.0	0.0	9.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	**0.5**	**0.0**	**0.0**	**1.4**	**0.0**	**0.0**	**0.0**	**9.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8																
Prudhoe	**1.0**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stocksfield	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	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***	***0.0***	***0.0***	***0.0***	***15.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 9																
Hexham	**6.3**	0.0	1.4	7.0	0.0	0.0	0.0	5.5	12.5	60.3	28.6	0.0	0.0	0.0	0.0	0.0
Sub-Total	***6.3***	***0.0***	***1.4***	***7.0***	***0.0***	***0.0***	***0.0***	***5.5***	***12.5***	***60.3***	***28.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 10																
Bellingham	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Haltwhistle	**0.8**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.9***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***17.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 11																
Cramlington	**8.3**	0.0	1.4	5.6	8.0	20.7	18.2	3.8	0.0	0.0	0.0	36.0	7.3	11.3	3.5	6.6
Focus, Cramlington Retail Park, Cramlington	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	2.8	0.0	0.0
Sub-Total	***8.6***	***0.0***	***1.4***	***5.6***	***8.0***	***20.7***	***18.2***	***3.8***	***0.0***	***0.0***	***0.0***	***37.4***	***7.3***	***14.1***	***3.5***	***6.6***
Zone 12																
Blyth	**8.4**	0.0	2.7	1.4	12.9	22.5	6.1	0.0	0.0	0.0	0.0	4.0	56.3	0.0	3.5	6.6
Homebase, Blyth Valley Retail Park, Blyth	**0.4**	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0
Sub-Total	***8.8***	***0.0***	***4.1***	***1.4***	***12.9***	***22.5***	***6.1***	***0.0***	***0.0***	***0.0***	***0.0***	***4.0***	***59.3***	***0.0***	***3.5***	***6.6***
Zone 13																
Morpeth	**2.4**	0.0	2.7	23.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.9	1.8	1.6
Sub-Total	***2.4***	***0.0***	***2.7***	***23.7***	***1.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***23.9***	***1.8***	***1.6***
Zone 14																
Newbiggin-by-the-Sea	**2.0**	0.0	0.0	1.4	4.9	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	17.5	6.6
Sub-Total	***2.0***	***0.0***	***0.0***	***1.4***	***4.9***	***3.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.4***	***17.5***	***6.6***
Zone 15																
Amble	**1.7**	0.0	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	16.4
Lynemouth	**0.1**	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***1.8***	***0.0***	***6.9***	***0.0***	***0.0***	***1.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.4***	***0.0***	***16.4***
Other																
Haydon Bridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Hawick	**0.7**	3.0	4.1	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
Sub-Total	***0.8***	***3.0***	***4.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL	**56.1**	**72.1**	**64.4**	**54.3**	**61.3**	**58.7**	**34.9**	**18.5**	**29.6**	**60.3**	**47.2**	**50.7**	**73.8**	**59.1**	**75.4**	**64.0**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**54.2**	**63.2**	**56.1**	**54.3**	**61.3**	**58.7**	**34.9**	**18.5**	**29.6**	**60.3**	**47.2**	**50.7**	**73.8**	**59.1**	**75.4**	**64.0**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**1.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.3	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**24.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	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***	***0.0***	***0.0***	***0.0***	***12.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Gateshead Metropolitan Borough Council																
Gateshead	**1.8**	0.0	2.7	1.4	0.0	5.2	1.5	5.5	1.5	3.0	4.3	2.6	0.0	0.0	0.0	0.0
Homebase, Team Valley Trading Estate, Gateshead	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
IKEA, Metro Park West, Gateshead	**2.3**	0.0	1.4	4.2	0.0	1.7	3.0	0.0	3.2	4.4	2.8	5.4	1.5	5.6	0.0	4.9
Team Valley Retail Park, Gateshead	**0.8**	0.0	0.0	1.4	0.0	0.0	1.5	1.9	6.3	1.4	0.0	0.0	0.0	0.0	0.0	0.0
The Metro Centre, Gateshead	**7.7**	4.4	8.2	8.4	12.9	10.3	10.6	9.2	12.5	7.3	4.3	4.0	2.9	8.4	7.0	13.1
Sub-Total	***12.6***	***4.4***	***12.3***	***15.2***	***12.9***	***17.2***	***16.7***	***16.6***	***23.5***	***16.2***	***12.8***	***12.0***	***4.4***	***14.1***	***7.0***	***18.0***
Newcastle City Council																
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	**0.2**	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0
B&Q Warehouse, Scotswood Road, Scotswood	**0.8**	0.0	0.0	0.0	0.0	1.7	1.5	1.9	1.5	0.0	0.0	0.0	1.5	2.8	1.8	0.0
Benwell	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Blaydon	**0.3**	0.0	0.0	0.0	0.0	0.0	1.5	1.9	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0
Gosforth	**0.3**	0.0	0.0	1.4	0.0	0.0	0.0	0.0	1.5	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Homebase, Kingston Park, Newcastle-upon-Tyne	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Kingston Retail Park, Newcastle-upon-Tyne	**0.8**	0.0	1.4	0.0	0.0	0.0	0.0	7.4	0.0	0.0	2.8	0.0	0.0	1.4	0.0	0.0
Longbenton	**0.1**	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Newburn	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Newcastle City Centre	**14.1**	3.0	5.4	20.9	14.5	8.7	19.7	40.6	26.7	16.2	8.6	24.1	5.8	16.8	8.8	8.2
Newcastle Retail Park, Newcastle-upon-Tyne	**0.2**	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Silverlink Shopping Park, Newcastle-upon-Tyne	**3.7**	0.0	4.1	4.2	8.0	7.0	13.6	1.9	0.0	3.0	0.0	5.4	4.4	1.4	1.8	4.9
Westerhope	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***21.1***	***3.0***	***11.0***	***27.8***	***22.6***	***20.7***	***36.3***	***57.5***	***31.3***	***22.1***	***14.2***	***33.4***	***11.6***	***23.9***	***12.3***	***13.1***
North Tyneside Council																
B& Q Warehouse, Middle Engine Lane, Wallsend	**0.5**	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0
Killingworth	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Shields	**0.9**	0.0	0.0	1.4	0.0	1.7	3.0	0.0	1.5	0.0	0.0	2.6	2.9	0.0	0.0	0.0
Shiremoor	**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	1.6
Wallsend	**0.2**	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Whitley Bay	**0.3**	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Sub-Total	***2.2***	***0.0***	***0.0***	***1.4***	***0.0***	***1.7***	***9.1***	***1.9***	***1.5***	***1.4***	***0.0***	***2.6***	***7.3***	***1.4***	***0.0***	***1.6***
Scottish Borders Council																
B&Q Supercentre, Low Buckholme Side, Galashiels	**0.2**	1.5	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
Galashiels	**1.4**	7.3	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	0.0
Sub-Total	***1.7***	***8.8***	***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***	***0.0***
South Tyneside Council																
B&Q Supercentre, Millbank Industrial Estate, South Shields	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
South Shields	**0.1**	0.0	0.0	0.0	0.0	0.0	1.5	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***	***1.5***	***0.0***	***0.0***	***0.0***	***0.0***	***1.3***	***0.0***	***0.0***	***0.0***	***0.0***
The City of Edinburgh Council																
Edinburgh	**1.4**	8.8	4.1	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
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.2**	1.5	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
Sub-Total	***1.7***	***10.3***	***4.1***	***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***
Other																
Other	**2.2**	1.5	2.7	1.4	3.3	1.7	1.5	5.5	1.5	0.0	1.5	0.0	2.9	1.4	5.3	3.3
Sub-Total	***2.2***	***1.5***	***2.7***	***1.4***	***3.3***	***1.7***	***1.5***	***5.5***	***1.5***	***0.0***	***1.5***	***0.0***	***2.9***	***1.4***	***5.3***	***3.3***
SUB TOTAL	**43.9**	**27.9**	**35.6**	**45.7**	**38.7**	**41.3**	**65.1**	**81.5**	**70.4**	**39.7**	**52.8**	**49.3**	**26.2**	**40.9**	**24.6**	**36.0**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 22: TURNOVER (FURNITURE GOODS)

DESTINATION	TOTAL FURNITURE (£m)	ZONE 1 FURNITURE (£m)	ZONE 2 FURNITURE (£m)	ZONE 3 FURNITURE (£m)	ZONE 4 FURNITURE (£m)	ZONE 5 FURNITURE (£m)	ZONE 6 FURNITURE (£m)	ZONE 7 FURNITURE (£m)	ZONE 8 FURNITURE (£m)	ZONE 9 FURNITURE (£m)	ZONE 10 FURNITURE (£m)	ZONE 11 FURNITURE (£m)	ZONE 12 FURNITURE (£m)	ZONE 13 FURNITURE (£m)	ZONE 14 FURNITURE (£m)	ZONE 15 FURNITURE (£m)
NORTHUMBERLAND																
Zone 1																
Homebase, Tweed Sawmills, Northumberland Road, Berwick	**0.21**	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-upon-Tweed	**8.84**	8.25	0.27	0.05	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.12	0.00	0.00	0.00
Duns	**0.85**	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**0.41**	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wooler	**0.78**	0.64	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***11.10***	***9.96***	***0.83***	***0.05***	***0.00***	***0.00***	***0.00***	***0.00***	***0.15***	***0.00***	***0.00***	***0.00***	***0.12***	***0.00***	***0.00***	***0.00***
Zone 2																
Homebase, Willowburn Avenue, Alnwick	**0.38**	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Jedburgh	**0.41**	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Alnwick	**3.38**	0.00	2.45	0.09	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.66
Sub-Total	***4.17***	***0.00***	***3.14***	***0.09***	***0.08***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.09***	***0.00***	***0.77***
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 4																
Ashington	**8.86**	0.00	0.41	0.32	1.65	0.62	0.00	0.00	0.00	0.00	0.00	0.33	0.47	1.07	3.00	0.99
Focus, Newbiggin Road, Ashington	**0.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00
Guide Post	**0.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00
Sub-Total	***9.10***	***0.00***	***0.41***	***0.32***	***1.65***	***0.62***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.33***	***0.47***	***1.07***	***3.24***	***0.99***
Zone 5																
Bedlington	**0.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00
Sub-Total	***0.12***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.12***	***0.00***
Zone 6																
Seaton Delaval	**1.33**	0.00	0.00	0.00	0.00	0.12	0.75	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00
Sub-Total	***1.33***	***0.00***	***0.00***	***0.00***	***0.00***	***0.12***	***0.75***	***0.00***	***0.00***	***0.00***	***0.00***	***0.45***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 7																
Ponteland	**0.93**	0.00	0.00	0.05	0.00	0.00	0.00	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.93**	**0.00**	**0.00**	**0.05**	**0.00**	**0.00**	**0.00**	**0.88**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 8																
Prudhoe	**1.41**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Stocksfield	**0.15**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.56***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***1.56***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 9																
Hexham	**7.99**	0.00	0.14	0.23	0.00	0.00	0.00	0.53	1.26	4.16	1.67	0.00	0.00	0.00	0.00	0.00
Sub-Total	***7.99***	***0.00***	***0.14***	***0.23***	***0.00***	***0.00***	***0.00***	***0.53***	***1.26***	***4.16***	***1.67***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 10																
Bellingham	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Haltwhistle	**0.92**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.92	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.01***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***1.01***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 11																
Cramlington	**8.90**	0.00	0.14	0.19	0.41	1.48	1.30	0.36	0.00	0.00	0.00	3.03	0.58	0.71	0.24	0.44
Focus, Cramlington Retail Park, Cramlington	**0.29**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.18	0.00	0.00
Sub-Total	***9.18***	***0.00***	***0.14***	***0.19***	***0.41***	***1.48***	***1.30***	***0.36***	***0.00***	***0.00***	***0.00***	***3.14***	***0.58***	***0.89***	***0.24***	***0.44***
Zone 12																
Blyth	**8.57**	0.00	0.27	0.05	0.66	1.61	0.43	0.00	0.00	0.00	0.00	0.33	4.53	0.00	0.24	0.44
Homebase, Blyth Valley Retail Park, Blyth	**0.38**	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	0.00	0.00
Sub-Total	***8.94***	***0.00***	***0.41***	***0.05***	***0.66***	***1.61***	***0.43***	***0.00***	***0.00***	***0.00***	***0.00***	***0.33***	***4.76***	***0.00***	***0.24***	***0.44***
Zone 13																
Morpeth	**2.89**	0.00	0.27	0.79	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.51	0.12	0.11
Sub-Total	***2.89***	***0.00***	***0.27***	***0.79***	***0.08***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***1.51***	***0.12***	***0.11***
Zone 14																
Newbiggin-by-the-Sea	**2.27**	0.00	0.00	0.05	0.25	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	1.19	0.44
Sub-Total	***2.27***	***0.00***	***0.00***	***0.05***	***0.25***	***0.25***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.09***	***1.19***	***0.44***
Zone 15																
Amble	**1.88**	0.00	0.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	1.10
Lynemouth	**0.12**	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***2.00***	***0.00***	***0.69***	***0.00***	***0.00***	***0.12***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.09***	***0.00***	***1.10***
Other																
Haydon Bridge	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Hawick	**0.84**	0.43	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.93***	***0.43***	***0.41***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.09***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
SUB TOTAL	**63.52**	**10.39**	**6.44**	**1.81**	**3.14**	**4.20**	**2.48**	**1.77**	**2.98**	**4.16**	**2.76**	**4.26**	**5.93**	**3.74**	**5.15**	**4.29**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**61.41**	**9.11**	**5.62**	**1.81**	**3.14**	**4.20**	**2.48**	**1.77**	**2.98**	**4.16**	**2.76**	**4.26**	**5.93**	**3.74**	**5.15**	**4.29**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**1.42**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.00	0.00	0.00	0.00	0.00
Sub-Total	**1.42**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**1.42**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**1.26**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.26***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***1.26***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Gateshead Metropolitan Borough Council																
Gateshead	**2.16**	0.00	0.27	0.05	0.00	0.37	0.11	0.53	0.15	0.21	0.25	0.22	0.00	0.00	0.00	0.00
Homebase, Team Valley Trading Estate, Gateshead	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00
IKEA, Metro Park West, Gateshead	**2.66**	0.00	0.14	0.14	0.00	0.12	0.21	0.00	0.32	0.31	0.16	0.45	0.12	0.36	0.00	0.33
Team Valley Retail Park, Gateshead	**1.07**	0.00	0.00	0.05	0.00	0.00	0.11	0.18	0.63	0.10	0.00	0.00	0.00	0.00	0.00	0.00
The Metro Centre, Gateshead	**9.25**	0.64	0.82	0.28	0.66	0.74	0.75	0.88	1.26	0.50	0.25	0.33	0.23	0.53	0.48	0.88
Sub-Total	***15.22***	***0.64***	***1.23***	***0.51***	***0.66***	***1.23***	***1.19***	***1.59***	***2.36***	***1.11***	***0.75***	***1.01***	***0.35***	***0.89***	***0.48***	***1.21***
Newcastle City Council																
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	**0.29**	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00
B&Q Warehouse, Scotswood Road, Scotswood	**0.98**	0.00	0.00	0.00	0.00	0.12	0.11	0.18	0.15	0.00	0.00	0.00	0.12	0.18	0.12	0.00
Benwell	**0.18**	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Blaydon	**0.50**	0.00	0.00	0.00	0.00	0.00	0.11	0.18	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00
Gosforth	**0.31**	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.11	0.00	0.00	0.00	0.00
Homebase, Kingston Park, Newcastle-upon-Tyne	**0.24**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.09	0.00	0.00
Kingston Retail Park, Newcastle-upon-Tyne	**1.11**	0.00	0.14	0.00	0.00	0.00	0.00	0.71	0.00	0.00	0.16	0.00	0.00	0.09	0.00	0.00
Longbenton	**0.12**	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Newburn	**0.11**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00
Newcastle City Centre	**17.33**	0.43	0.54	0.69	0.75	0.62	1.40	3.90	2.68	1.11	0.50	2.03	0.47	1.07	0.60	0.55
Newcastle Retail Park, Newcastle-upon-Tyne	**0.16**	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00
Silverlink Shopping Park, Newcastle-upon-Tyne	**4.16**	0.00	0.41	0.14	0.41	0.50	0.97	0.18	0.00	0.21	0.00	0.45	0.35	0.09	0.12	0.33
Westerhope	**0.18**	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***25.66***	***0.43***	***1.10***	***0.92***	***1.16***	***1.48***	***2.59***	***5.51***	***3.14***	***1.53***	***0.83***	***2.81***	***0.94***	***1.51***	***0.84***	***0.88***
North Tyneside Council																
B& Q Warehouse, Middle Engine Lane, Wallsend	**0.46**	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.35	0.00	0.00	0.00
Killingworth	**0.18**	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
North Shields	**0.99**	0.00	0.00	0.05	0.00	0.12	0.21	0.00	0.15	0.00	0.00	0.22	0.23	0.00	0.00	0.00
Shiremoor	**0.11**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Wallsend	**0.21**	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00
Whitley Bay	**0.30**	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00
Sub-Total	***2.25***	***0.00***	***0.00***	***0.05***	***0.00***	***0.12***	***0.64***	***0.18***	***0.15***	***0.10***	***0.00***	***0.22***	***0.58***	***0.09***	***0.00***	***0.11***
Scottish Borders Council																
B&Q Supercentre, Low Buckholme Side, Galashiels	**0.21**	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Galashiels	**1.60**	1.05	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.81***	***1.26***	***0.54***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
South Tyneside Council																
B&Q Supercentre, Millbank Industrial Estate, South Shields	**0.11**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00
South Shields	**0.11**	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.22***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.11***	***0.00***	***0.00***	***0.00***	***0.00***	***0.11***	***0.00***	***0.00***	***0.00***	***0.00***
The City of Edinburgh Council																
Edinburgh	**1.68**	1.26	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Fort Retail Park, Lawhouse Toll, Edinburgh	**0.21**	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.89***	***1.48***	***0.41***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Other																
Other	**2.61**	0.21	0.27	0.05	0.17	0.12	0.11	0.53	0.15	0.00	0.09	0.00	0.23	0.09	0.36	0.22
Sub-Total	***2.61***	***0.21***	***0.27***	***0.05***	***0.17***	***0.12***	***0.11***	***0.53***	***0.15***	***0.00***	***0.09***	***0.00***	***0.23***	***0.09***	***0.36***	***0.22***
SUB TOTAL	**52.33**	**4.02**	**3.56**	**1.52**	**1.99**	**2.96**	**4.64**	**7.82**	**7.07**	**2.74**	**3.08**	**4.15**	**2.11**	**2.59**	**1.68**	**2.42**
TOTAL	**115.85**	**14.41**	**10.00**	**3.33**	**5.13**	**7.16**	**7.12**	**9.59**	**10.04**	**6.90**	**5.84**	**8.42**	**8.04**	**6.33**	**6.84**	**6.71**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 7) by available expenditure (Table 6)
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

2011 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 23: SHOPPING PATTERNS (DIY GOODS)

DESTINATION	TOTAL DIY GOODS (%)	ZONE 1 DIY GOODS (%)	ZONE 2 DIY GOODS (%)	ZONE 3 DIY GOODS (%)	ZONE 4 DIY GOODS (%)	ZONE 5 DIY GOODS (%)	ZONE 6 DIY GOODS (%)	ZONE 7 DIY GOODS (%)	ZONE 8 DIY GOODS (%)	ZONE 9 DIY GOODS (%)	ZONE 10 DIY GOODS (%)	ZONE 11 DIY GOODS (%)	ZONE 12 DIY GOODS (%)	ZONE 13 DIY GOODS (%)	ZONE 14 DIY GOODS (%)	ZONE 15 DIY GOODS (%)
NORTHUMBERLAND																
Zone 1																
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-T	**5.9**	45.7	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Berwick-upon-Tweed	**3.5**	28.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Duns	**0.2**	1.5	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
Kelso	**0.1**	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
Seahouses	**0.2**	1.5	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
Wooler	**0.3**	2.8	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
Sub-Total	***10.2***	***80.0***	***3.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2																
Homebase, Willowburn Avenue, Alnwick	***5.4***	1.5	35.9	5.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	26.4
Alnwick	**2.4**	0.0	19.8	9.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2
Sub-Total	***7.8***	***1.5***	***55.7***	***14.8***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***30.5***
Zone 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	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***
Zone 4																
Ashington	**11.5**	0.0	1.2	13.5	52.8	19.3	0.0	0.0	0.0	0.0	0.0	0.0	7.3	27.6	60.1	25.1
Focus, Newbiggin Road, Ashington	**1.8**	0.0	0.0	0.0	11.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.5	2.6	12.3	2.7
Sub-Total	***13.3***	***0.0***	***1.2***	***13.5***	***64.6***	***20.9***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***8.8***	***30.2***	***72.4***	***27.8***
Zone 5																
Bedlington	***0.2***	0.0	0.0	0.0	1.5	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bedlington Station	***0.1***	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***1.5***	***3.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 6																
Seaton Delaval	**0.2**	0.0	0.0	0.0	0.0	1.6	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.2***	***0.0***	***0.0***	***0.0***	***0.0***	***1.6***	***1.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 7																
Ponteland	**0.2**	0.0	0.0	0.0	0.0	0.0	0.0	3.2	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**	**3.2**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Zone 8																
Prudhoe	***1.2***	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***1.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***14.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 9																
Corbridge	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.5	0.0	0.0	0.0	0.0	0.0
Hexham	***4.3***	0.0	0.0	5.4	0.0	0.0	0.0	0.0	4.0	50.7	29.8	0.0	0.0	0.0	0.0	0.0
Sub-Total	***4.4***	***0.0***	***0.0***	***5.4***	***0.0***	***0.0***	***0.0***	***0.0***	***4.0***	***52.3***	***31.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 10																
Allendale	***0.1***	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Bellingham	***0.1***	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Haltwhistle	***0.1***	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.3***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***5.8***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 11																
Cramlington	**3.3**	0.0	1.2	1.3	4.4	6.5	12.8	1.6	0.0	0.0	0.0	14.7	1.5	5.3	0.0	0.0
Focus, Cramlington Retail Park, Cramlington	**6.9**	0.0	0.0	9.5	1.5	11.3	22.8	1.6	0.0	0.0	0.0	40.0	5.9	7.9	0.0	0.0
Sub-Total	***10.2***	***0.0***	***1.2***	***10.8***	***5.9***	***17.7***	***35.6***	***3.3***	***0.0***	***0.0***	***0.0***	***54.7***	***7.3***	***13.2***	***0.0***	***0.0***
Zone 12																
Blyth	**3.2**	0.0	0.0	1.3	1.5	9.6	2.9	0.0	0.0	0.0	0.0	0.0	17.7	3.9	3.0	8.3
Homebase, Blyth Valley Retail Park, Blyth	***4.9***	0.0	1.2	0.0	2.9	16.1	2.9	0.0	0.0	0.0	0.0	2.7	38.3	0.0	1.5	1.4
Sub-Total	***8.1***	***0.0***	***1.2***	***1.3***	***4.5***	***25.8***	***5.7***	***0.0***	***0.0***	***0.0***	***0.0***	***2.7***	***56.0***	***3.9***	***4.6***	***9.7***
Zone 13																
Morpeth	**2.3**	0.0	0.0	21.6	1.5	0.0	0.0	0.0	0.0	0.0	1.5	1.3	0.0	25.0	0.0	2.7
Sub-Total	***2.3***	***0.0***	***0.0***	***21.6***	***1.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***1.5***	***1.3***	***0.0***	***25.0***	***0.0***	***2.7***
Zone 14																
	0.0	0.0	0.0	0.0	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***
Zone 15																
Amble	**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	5.6
Sub-Total	***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***	***5.6***
Other																
Hawick	**0.2**	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.2***	***0.0***	***2.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL	**59.0**	**81.4**	**65.5**	**67.5**	**77.9**	**69.3**	**42.8**	**6.5**	**18.7**	**52.3**	**38.6**	**58.7**	**72.1**	**72.2**	**76.9**	**76.4**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**58.5**	**80.0**	**61.8**	**67.5**	**77.9**	**69.3**	**42.8**	**6.5**	**18.7**	**52.3**	**38.6**	**58.7**	**72.1**	**72.2**	**76.9**	**76.4**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.3	0.0	0.0	0.0	0.0	0.0
Sub-Total	**1.1**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**21.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**
Durham County Council																
Consett	**0.9**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Focus, Front Street, Consett	**0.3**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***1.2***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***13.4***	***1.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Gateshead Metropolitan Borough Council																
B&Q Supercentre, Hexham Road, Swalwell	**1.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.6	9.3	0.0	0.0	1.3	0.0	1.3	1.5	0.0
Gateshead	**0.3**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	1.3	0.0	1.5	0.0	0.0	1.3	0.0	0.0
Homebase, Team Valley Trading Estate, Gateshead	***0.2***	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.6	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Metro Park West, Gateshead	***0.1***	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Team Valley Retail Park, Gateshead	**0.1**	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
The Metro Centre, Gateshead	**0.5**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.4	1.5	1.3	0.0	0.0	0.0	0.0
Sub-Total	***2.4***	***0.0***	***1.2***	***0.0***	***0.0***	***0.0***	***1.4***	***1.6***	***11.9***	***8.0***	***2.9***	***4.0***	***0.0***	***2.7***	***1.5***	***0.0***
Newcastle City Council																
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	**4.5**	1.5	2.4	8.1	1.5	3.2	0.0	12.9	5.3	15.8	10.0	2.7	2.9	5.3	4.6	2.7
B&Q Warehouse, Scotswood Road, Scotswood	***9.2***	0.0	0.0	4.1	4.4	3.2	5.7	41.9	41.3	12.7	10.0	1.3	2.9	9.2	1.5	5.6
Blaydon	***0.3***	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Kingston Park, Newcastle-upon-Tyne	**1.4**	0.0	2.4	4.1	0.0	1.6	1.4	11.2	1.3	0.0	1.5	0.0	0.0	1.3	0.0	0.0
Kingston Retail Park, Newcastle-upon-Tyne	**1.0**	0.0	1.2	6.8	0.0	0.0	1.4	6.5	0.0	1.6	2.8	0.0	0.0	1.3	0.0	0.0
Newcastle City Centre	**1.3**	0.0	3.8	5.4	0.0	0.0	1.4	3.2	0.0	6.4	1.5	1.3	0.0	0.0	0.0	1.4
Newcastle Retail Park, Newcastle-upon-Tyne	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Silverlink Shopping Park, Newcastle-upon-Tyne	**3.1**	0.0	0.0	1.3	4.4	6.5	8.5	1.6	0.0	0.0	2.8	1.3	5.9	3.9	6.2	8.3
Westerhope	**0.6**	0.0	0.0	0.0	1.5	0.0	0.0	8.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, Benton Park Road, Gosforth	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wickes, St James Retail Park, Newcastle-upon-Tyne	**0.1**	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Sub-Total	***21.9***	***1.5***	***9.8***	***29.8***	***11.7***	***14.6***	***18.6***	***87.0***	***52.0***	***36.5***	***30.0***	***8.0***	***11.7***	***21.1***	***12.3***	***18.1***
North Tyneside Council																
B& Q Warehouse, Middle Engine Lane, Wallsend	**6.9**	0.0	1.2	2.7	5.9	12.9	28.5	4.8	0.0	0.0	0.0	22.7	11.8	1.3	6.2	2.7
North Shields	**0.7**	0.0	0.0	0.0	2.9	0.0	1.4	0.0	1.3	0.0	0.0	1.3	0.0	2.6	0.0	1.4
Wickes, Middle Engine Lane, Wallsend	**0.3**	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0
Sub-Total	***7.9***	***0.0***	***1.2***	***2.7***	***8.8***	***12.9***	***31.4***	***4.8***	***1.3***	***0.0***	***0.0***	***26.7***	***11.8***	***3.9***	***6.2***	***4.2***
Scottish Borders Council																
B&Q Supercentre, Low Buckholme Side, Galashiels	**3.3**	12.8	17.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Galashiels	**0.4**	1.5	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***3.7***	***14.3***	***19.8***	***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***
South Tyneside Council																
B&Q Supercentre, Millbank Industrial Estate, South Shields	***0.3***	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	1.6	0.0	1.3	0.0	0.0	0.0	0.0
Wickes, Station Road, South Shields	***0.1***	0.0	0.0	0.0	0.0	0.0	1.4	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***	***2.9***	***0.0***	***0.0***	***1.6***	***0.0***	***1.3***	***0.0***	***0.0***	***0.0***	***0.0***
The City of Edinburgh Council																
Edinburgh	***0.6***	2.8	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***0.6***	***2.8***	***2.4***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Other																
Other	**1.7**	0.0	0.0	0.0	1.5	3.2	2.9	0.0	2.7	0.0	7.1	1.3	4.4	0.0	3.0	1.4
Sub-Total	***1.7***	***0.0***	***0.0***	***0.0***	***1.5***	***3.2***	***2.9***	***0.0***	***2.7***	***0.0***	***7.1***	***1.3***	***4.4***	***0.0***	***3.0***	***1.4***
SUB TOTAL	**41.0**	**18.6**	**34.5**	**32.5**	**22.1**	**30.7**	**57.2**	**93.5**	**81.3**	**47.7**	**61.4**	**41.3**	**27.9**	**27.8**	**23.1**	**23.6**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 24: TURNOVER (DIY GOODS)

DESTINATION	TOTAL DIY GOODS (£m)	ZONE 1 DIY GOODS (£m)	ZONE 2 DIY GOODS (£m)	ZONE 3 DIY GOODS (£m)	ZONE 4 DIY GOODS (£m)	ZONE 5 DIY GOODS (£m)	ZONE 6 DIY GOODS (£m)	ZONE 7 DIY GOODS (£m)	ZONE 8 DIY GOODS (£m)	ZONE 9 DIY GOODS (£m)	ZONE 10 DIY GOODS (£m)	ZONE 11 DIY GOODS (£m)	ZONE 12 DIY GOODS (£m)	ZONE 13 DIY GOODS (£m)	ZONE 14 DIY GOODS (£m)	ZONE 15 DIY GOODS (£m)
NORTHUMBERLAND																
Zone 1																
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-T	**3.91**	3.78	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-upon-Tweed	**2.36**	2.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Duns	**0.12**	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**0.07**	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**0.12**	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wooler	**0.23**	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***6.81***	***6.61***	***0.20***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 2																
Homebase, Willowburn Avenue, Alnwick	**3.05**	0.12	1.93	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.91
Alnwick	**1.36**	0.00	1.06	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Sub-Total	***4.40***	***0.12***	***3.00***	***0.24***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***1.05***
Zone 3																
Scots Gap	**0.00**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 4																
Ashington	**6.42**	0.00	0.07	0.21	1.35	0.68	0.00	0.00	0.00	0.00	0.00	0.00	0.30	0.80	2.15	0.86
Focus, Newbiggin Road, Ashington	**1.03**	0.00	0.00	0.00	0.30	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.08	0.44	0.09
Sub-Total	***7.45***	***0.00***	***0.07***	***0.21***	***1.65***	***0.74***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.36***	***0.88***	***2.59***	***0.96***
Zone 5																
Bedlington	**0.10**	0.00	0.00	0.00	0.04	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bedlington Station	**0.06**	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.15***	***0.00***	***0.00***	***0.00***	***0.04***	***0.11***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 6																
Seaton Delaval	**0.11**	0.00	0.00	0.00	0.00	0.06	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.11***	***0.00***	***0.00***	***0.00***	***0.00***	***0.06***	***0.05***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 7																
Ponteland	**0.14**	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.14**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.14**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Zone 8																
Prudhoe	**0.70**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.70***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.70***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 9																
Corbridge	**0.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.00	0.00	0.00	0.00	0.00
Hexham	**2.91**	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.19	1.67	0.97	0.00	0.00	0.00	0.00	0.00
Sub-Total	***3.02***	***0.00***	***0.00***	***0.09***	***0.00***	***0.00***	***0.00***	***0.00***	***0.19***	***1.72***	***1.02***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 10																
Allendale	**0.05**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00
Bellingham	**0.05**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00
Haltwhistle	**0.09**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.19***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.19***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 11																
Cramlington	**1.76**	0.00	0.07	0.02	0.11	0.23	0.46	0.07	0.00	0.00	0.00	0.59	0.06	0.15	0.00	0.00
Focus, Cramlington Retail Park, Cramlington	**3.55**	0.00	0.00	0.15	0.04	0.40	0.81	0.07	0.00	0.00	0.00	1.61	0.24	0.23	0.00	0.00
Sub-Total	***5.31***	***0.00***	***0.07***	***0.17***	***0.15***	***0.63***	***1.27***	***0.15***	***0.00***	***0.00***	***0.00***	***2.20***	***0.30***	***0.38***	***0.00***	***0.00***
Zone 12																
Blyth	**1.73**	0.00	0.00	0.02	0.04	0.34	0.10	0.00	0.00	0.00	0.00	0.00	0.71	0.11	0.11	0.29
Homebase, Blyth Valley Retail Park, Blyth	**2.57**	0.00	0.07	0.00	0.07	0.57	0.10	0.00	0.00	0.00	0.00	0.11	1.55	0.00	0.05	0.05
Sub-Total	***4.30***	***0.00***	***0.07***	***0.02***	***0.11***	***0.91***	***0.20***	***0.00***	***0.00***	***0.00***	***0.00***	***0.11***	***2.26***	***0.11***	***0.16***	***0.34***
Zone 13																
Morpeth	**1.31**	0.00	0.00	0.34	0.04	0.00	0.00	0.00	0.00	0.00	0.05	0.05	0.00	0.73	0.00	0.09
Sub-Total	***1.31***	***0.00***	***0.00***	***0.34***	***0.04***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.05***	***0.05***	***0.00***	***0.73***	***0.00***	***0.09***
Zone 14																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 15																
Amble	**0.19**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19
Sub-Total	***0.19***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.19***
Other																
Hawick	**0.13**	0.00	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.13***	***0.00***	***0.13***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
SUB TOTAL	**34.21**	**6.74**	**3.52**	**1.07**	**1.99**	**2.44**	**1.52**	**0.29**	**0.89**	**1.72**	**1.25**	**2.36**	**2.91**	**2.10**	**2.76**	**2.63**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**33.89**	**6.61**	**3.32**	**1.07**	**1.99**	**2.44**	**1.52**	**0.29**	**0.89**	**1.72**	**1.25**	**2.36**	**2.91**	**2.10**	**2.76**	**2.63**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Carlisle City Centre	**0.69**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.69	0.00	0.00	0.00	0.00	0.00
Sub-Total	**0.69**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.69**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council																
Consett	**0.51**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Focus, Front Street, Consett	**0.18**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.05	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.69***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.64***	***0.05***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Gateshead Metropolitan Borough Council																
B&Q Supercentre, Hexham Road, Swalwell	**0.66**	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.44	0.00	0.00	0.05	0.00	0.04	0.05	0.00
Gateshead	**0.20**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.06	0.00	0.05	0.00	0.00	0.04	0.00	0.00
Homebase, Team Valley Trading Estate, Gateshead	**0.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.05	0.00	0.00	0.00	0.00	0.00	0.00
IKEA, Metro Park West, Gateshead	**0.05**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00
Team Valley Retail Park, Gateshead	**0.07**	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
The Metro Centre, Gateshead	**0.31**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.05	0.05	0.00	0.00	0.00	0.00
Sub-Total	***1.41***	***0.00***	***0.07***	***0.00***	***0.00***	***0.00***	***0.05***	***0.07***	***0.57***	***0.26***	***0.10***	***0.16***	***0.00***	***0.08***	***0.05***	***0.00***
Newcastle City Council																
B&Q Supercentre, Fossway, Newcastle-upon-Tyne	**2.85**	0.12	0.13	0.13	0.04	0.11	0.00	0.58	0.25	0.52	0.32	0.11	0.12	0.15	0.16	0.09
B&Q Warehouse, Scotswood Road, Scotswood	**5.77**	0.00	0.00	0.06	0.11	0.11	0.20	1.88	1.97	0.42	0.32	0.05	0.12	0.27	0.05	0.19
Blaydon	**0.19**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Kingston Park, Newcastle-upon-Tyne	**0.96**	0.00	0.13	0.06	0.00	0.06	0.05	0.50	0.06	0.00	0.05	0.00	0.00	0.04	0.00	0.00
Kingston Retail Park, Newcastle-upon-Tyne	**0.70**	0.00	0.07	0.11	0.00	0.00	0.05	0.29	0.00	0.05	0.09	0.00	0.00	0.04	0.00	0.00
Newcastle City Centre	**0.84**	0.00	0.20	0.09	0.00	0.00	0.05	0.14	0.00	0.21	0.05	0.05	0.00	0.00	0.00	0.05
Newcastle Retail Park, Newcastle-upon-Tyne	**0.05**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00
Silverlink Shopping Park, Newcastle-upon-Tyne	**1.74**	0.00	0.00	0.02	0.11	0.23	0.30	0.07	0.00	0.00	0.09	0.05	0.24	0.11	0.22	0.29
Westerhope	**0.40**	0.00	0.00	0.00	0.04	0.00	0.00	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, Benton Park Road, Gosforth	**0.07**	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wickes, St James Retail Park, Newcastle-upon-Tyne	**0.05**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00
Sub-Total	***13.62***	***0.12***	***0.53***	***0.47***	***0.30***	***0.51***	***0.66***	***3.90***	***2.47***	***1.20***	***0.98***	***0.32***	***0.47***	***0.62***	***0.44***	***0.62***
North Tyneside Council																
B& Q Warehouse, Middle Engine Lane, Wallsend	**3.69**	0.00	0.07	0.04	0.15	0.45	1.01	0.22	0.00	0.00	0.00	0.91	0.48	0.04	0.22	0.09
North Shields	**0.37**	0.00	0.00	0.00	0.07	0.00	0.05	0.00	0.06	0.00	0.00	0.05	0.00	0.08	0.00	0.05
Wickes, Middle Engine Lane, Wallsend	**0.16**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00
Sub-Total	***4.22***	***0.00***	***0.07***	***0.04***	***0.22***	***0.45***	***1.12***	***0.22***	***0.06***	***0.00***	***0.00***	***1.07***	***0.48***	***0.11***	***0.22***	***0.14***
Scottish Borders Council																
B&Q Supercentre, Low Buckholme Side, Galashiels	**1.99**	1.06	0.93	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Galashiels	**0.25**	0.12	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***2.25***	***1.18***	***1.06***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
South Tyneside Council																
B&Q Supercentre, Millbank Industrial Estate, South Shields	**0.16**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.05	0.00	0.05	0.00	0.00	0.00	0.00
Wickes, Station Road, South Shields	**0.05**	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.21***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.10***	***0.00***	***0.00***	***0.05***	***0.00***	***0.05***	***0.00***	***0.00***	***0.00***	***0.00***
The City of Edinburgh Council																
Edinburgh	**0.36**	0.23	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.36***	***0.23***	***0.13***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Other																
Other	**1.01**	0.00	0.00	0.00	0.04	0.11	0.10	0.00	0.13	0.00	0.23	0.05	0.18	0.00	0.11	0.05
Sub-Total	***1.01***	***0.00***	***0.00***	***0.00***	***0.04***	***0.11***	***0.10***	***0.00***	***0.13***	***0.00***	***0.23***	***0.05***	***0.18***	***0.00***	***0.11***	***0.05***
SUB TOTAL	**24.46**	**1.54**	**1.86**	**0.52**	**0.56**	**1.08**	**2.03**	**4.19**	**3.87**	**1.57**	**1.99**	**1.66**	**1.13**	**0.81**	**0.83**	**0.81**
TOTAL	**58.66**	**8.27**	**5.38**	**1.59**	**2.55**	**3.52**	**3.56**	**4.49**	**4.76**	**3.30**	**3.25**	**4.02**	**4.04**	**2.91**	**3.58**	**3.44**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 7) by available expenditure (Table 6)
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

2011 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 25: SHOPPING PATTERNS (PLANTS, SHRUBS, GARDEN FURNITURE GOODS)

DESTINATION	TOTAL GARDEN GOODS (%)	ZONE 1 GARDEN GOODS (%)	ZONE 2 GARDEN GOODS (%)	ZONE 3 GARDEN GOODS (%)	ZONE 4 GARDEN GOODS (%)	ZONE 5 GARDEN GOODS (%)	ZONE 6 GARDEN GOODS (%)	ZONE 7 GARDEN GOODS (%)	ZONE 8 GARDEN GOODS (%)	ZONE 9 GARDEN GOODS (%)	ZONE 10 GARDEN GOODS (%)	ZONE 11 GARDEN GOODS (%)	ZONE 12 GARDEN GOODS (%)	ZONE 13 GARDEN GOODS (%)	ZONE 14 GARDEN GOODS (%)	ZONE 15 GARDEN GOODS (%)
NORTHUMBERLAND																
Zone 1																
Berwick Garden Centre, East Ord, Berwick	2.2	17.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
East Ord Garden Centre, East Ord, Berwick	2.8	21.4	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Glendale Garden Centre, Wooler	1.1	8.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mayfield Garden Centre, Kelso	4.0	21.4	12.3	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***10.1***	***69.6***	***12.3***	***0.0***	***0.0***	***0.0***	***2.3***	***0.0***	***4.1***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 2																
The Willows Garden Centre, Alnwick	0.8	0.0	8.8	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
Sub-Total	***0.8***	***0.0***	***8.8***	***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***
Zone 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	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***
Zone 4																
Shades of Green Garden Centre, North Seaton Industrial Estate, A	10.6	0.0	1.8	1.4	36.8	27.5	4.7	0.0	0.0	0.0	0.0	1.7	17.5	2.8	58.0	24.1
Sub-Total	***10.6***	***0.0***	***1.8***	***1.4***	***36.8***	***27.5***	***4.7***	***0.0***	***0.0***	***0.0***	***0.0***	***1.7***	***17.5***	***2.8***	***58.0***	***24.1***
Zone 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
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***
Zone 6																
	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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***
Zone 7																
Dobbies Garden World, Ponteland	8.5	0.0	0.0	11.0	1.5	9.8	2.3	43.3	16.3	10.6	17.2	3.4	10.0	5.6	2.0	0.0
Sub-Total	8.5	0.0	0.0	11.0	1.5	9.8	2.3	43.3	16.3	10.6	17.2	3.4	10.0	5.6	2.0	0.0
Zone 8																
Tyne Valley Nurseries, Mickley Square, Mickley	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	34.7	4.5	4.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	***2.9***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***34.7***	***4.5***	***4.7***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 9																
Down To Earth, Tyne Mills Industrial Estate, Hexham	8.2	0.0	1.8	1.4	0.0	0.0	0.0	0.0	4.1	77.4	51.5	0.0	0.0	0.0	0.0	0.0
Sub-Total	***8.2***	***0.0***	***1.8***	***1.4***	***0.0***	***0.0***	***0.0***	***0.0***	***4.1***	***77.4***	***51.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
Zone 10																
	0.0	0.0	0.0	0.0	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***
Zone 11																
Azure Garden Centre, Station Road, Cramlington	4.1	1.8	0.0	0.0	0.0	7.8	0.0	0.0	0.0	0.0	0.0	37.3	0.0	1.4	0.0	1.9
Shaw Garden Centre, Cramlington	1.3	0.0	0.0	0.0	1.5	7.8	0.0	0.0	0.0	0.0	0.0	8.5	0.0	0.0	0.0	0.0
Sub-Total	***5.4***	***1.8***	***0.0***	***0.0***	***1.5***	***15.6***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***45.8***	***0.0***	***1.4***	***0.0***	***1.9***
Zone 12																
	0.0	0.0	0.0	0.0	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***
Zone 13																
Heighley Gate Garden Centre, Morpeth	29.6	14.3	61.3	78.0	47.1	31.4	9.3	8.3	6.1	0.0	1.6	13.6	30.0	81.8	28.0	72.1
Sub-Total	***29.6***	***14.3***	***61.3***	***78.0***	***47.1***	***31.4***	***9.3***	***8.3***	***6.1***	***0.0***	***1.6***	***13.6***	***30.0***	***81.8***	***28.0***	***72.1***
Zone 14																
	0.0	0.0	0.0	0.0	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***
Zone 15																
	0.0	0.0	0.0	0.0	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***
Other																
Wylam Nurseries, Stephenson Terrace, Wylam	1.2	0.0	1.8	0.0	0.0	0.0	0.0	1.7	12.2	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	***1.2***	***0.0***	***1.8***	***0.0***	***0.0***	***0.0***	***0.0***	***1.7***	***12.2***	***1.5***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***	***0.0***
SUB TOTAL	**77.3**	**85.7**	**87.7**	**91.8**	**86.8**	**84.3**	**18.6**	**53.3**	**77.6**	**94.0**	**75.0**	**64.4**	**57.5**	**91.6**	**88.0**	**98.1**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**73.3**	**64.3**	**75.4**	**91.8**	**86.8**	**84.3**	**18.6**	**53.3**	**73.5**	**94.0**	**75.0**	**64.4**	**57.5**	**91.6**	**88.0**	**98.1**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Houghton Hall Garden Centre, Carlisle	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4	1.7	0.0	0.0	0.0	0.0
Sub-Total	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.4	1.7	0.0	0.0	0.0	0.0
Newcastle City Council																
Halls of Heddon, Heddon-on-the-Wall, Newcastle-upon-Tyne	1.2	0.0	0.0	1.4	0.0	0.0	2.3	8.3	4.1	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Cowells Garden Centre, Woolsington	2.5	0.0	1.8	2.7	0.0	2.0	0.0	25.0	2.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Peter Barratts, Gosforth Park, Newcastle-upon-Tyne	8.9	0.0	0.0	0.0	7.4	3.9	67.5	6.7	0.0	1.5	0.0	23.7	25.0	2.8	8.0	1.9
Plants Plus, Seaton Burn, Newcastle-upon-Tyne	1.2	0.0	0.0	0.0	2.9	0.0	2.3	1.7	2.0	0.0	0.0	5.1	2.5	1.4	0.0	0.0
Sub-Total	***13.8***	***0.0***	***1.8***	***4.1***	***10.3***	***5.9***	***72.1***	***41.7***	***8.1***	***1.5***	***3.2***	***28.8***	***27.5***	***4.2***	***8.0***	***1.9***
Other																
Other	8.2	14.3	10.5	4.1	2.9	9.8	9.3	5.0	14.3	4.5	12.5	5.1	15.0	4.2	4.0	0.0
Sub-Total	***8.2***	***14.3***	***10.5***	***4.1***	***2.9***	***9.8***	***9.3***	***5.0***	***14.3***	***4.5***	***12.5***	***5.1***	***15.0***	***4.2***	***4.0***	***0.0***
SUB TOTAL	**22.7**	**14.3**	**12.3**	**8.2**	**13.2**	**15.7**	**81.4**	**46.7**	**22.4**	**6.0**	**25.0**	**35.6**	**42.5**	**8.4**	**12.0**	**1.9**
TOTAL	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**	**100.0**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 26: TURNOVER (PLANTS, SHRUBS, GARDEN FURNITURE GOODS)

DESTINATION	TOTAL GARDEN GOODS (£m)	ZONE 1 GARDEN GOODS (£m)	ZONE 2 GARDEN GOODS (£m)	ZONE 3 GARDEN GOODS (£m)	ZONE 4 GARDEN GOODS (£m)	ZONE 5 GARDEN GOODS (£m)	ZONE 6 GARDEN GOODS (£m)	ZONE 7 GARDEN GOODS (£m)	ZONE 8 GARDEN GOODS (£m)	ZONE 9 GARDEN GOODS (£m)	ZONE 10 GARDEN GOODS (£m)	ZONE 11 GARDEN GOODS (£m)	ZONE 12 GARDEN GOODS (£m)	ZONE 13 GARDEN GOODS (£m)	ZONE 14 GARDEN GOODS (£m)	ZONE 15 GARDEN GOODS (£m)
NORTHUMBERLAND																
Zone 1																
Berwick Garden Centre, East Ord, Berwick	**0.52**	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
East Ord Garden Centre, East Ord, Berwick	**0.64**	0.62	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Glendale Garden Centre, Wooler	**0.26**	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mayfield Garden Centre, Kelso	**0.91**	0.62	0.23	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***2.33***	***2.01***	***0.23***	***0.00***	***0.00***	***0.00***	***0.02***	***0.00***	***0.06***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 2																
The Willows Garden Centre, Alnwick	***0.17***	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.17***	***0.00***	***0.17***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 3																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 4																
Shades of Green Garden Centre, North Seaton Industrial Estate,	**1.41**	0.00	0.03	0.01	0.24	0.25	0.04	0.00	0.00	0.00	0.00	0.02	0.16	0.03	0.40	0.24
Sub-Total	***1.41***	***0.00***	***0.03***	***0.01***	***0.24***	***0.25***	***0.04***	***0.00***	***0.00***	***0.00***	***0.00***	***0.02***	***0.16***	***0.03***	***0.40***	***0.24***
Zone 5																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 6																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 7																
Dobbies Garden World, Ponteland	**1.67**	0.00	0.00	0.07	0.01	0.09	0.02	0.71	0.25	0.13	0.20	0.04	0.09	0.05	0.01	0.00
Sub-Total	**1.67**	**0.00**	**0.00**	**0.07**	**0.01**	**0.09**	**0.02**	**0.71**	**0.25**	**0.13**	**0.20**	**0.04**	**0.09**	**0.05**	**0.01**	**0.00**
Zone 8																
Tyne Valley Nurseries, Mickley Square, Mickley	**0.64**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.05	0.05	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.64***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.53***	***0.05***	***0.05***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 9																
Down To Earth, Tyne Mills Industrial Estate, Hexham	**1.63**	0.00	0.03	0.01	0.00	0.00	0.00	0.00	0.06	0.93	0.59	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.63***	***0.00***	***0.03***	***0.01***	***0.00***	***0.00***	***0.00***	***0.00***	***0.06***	***0.93***	***0.59***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 10																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 11																
Azure Garden Centre, Station Road, Cramlington	**0.55**	0.05	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.01	0.00	0.02
Shaw Garden Centre, Cramlington	**0.17**	0.00	0.00	0.00	0.01	0.07	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Sub-Total	***0.72***	***0.05***	***0.00***	***0.00***	***0.01***	***0.14***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.49***	***0.00***	***0.01***	***0.00***	***0.02***
Zone 12																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 13																
Heighley Gate Garden Centre, Morpeth	**5.13**	0.41	1.16	0.52	0.30	0.28	0.09	0.14	0.09	0.00	0.02	0.15	0.27	0.79	0.19	0.72
Sub-Total	***5.13***	***0.41***	***1.16***	***0.52***	***0.30***	***0.28***	***0.09***	***0.14***	***0.09***	***0.00***	***0.02***	***0.15***	***0.27***	***0.79***	***0.19***	***0.72***
Zone 14																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 15																
	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Other																
Wylam Nurseries, Stephenson Terrace, Wylam	**0.27**	0.00	0.03	0.00	0.00	0.00	0.00	0.03	0.19	0.02	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***0.27***	***0.00***	***0.03***	***0.00***	***0.00***	***0.00***	***0.00***	***0.03***	***0.19***	***0.02***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
SUB TOTAL	**13.96**	**2.48**	**1.66**	**0.61**	**0.56**	**0.75**	**0.18**	**0.87**	**1.18**	**1.13**	**0.86**	**0.69**	**0.52**	**0.89**	**0.60**	**0.98**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**13.04**	**1.86**	**1.43**	**0.61**	**0.56**	**0.75**	**0.18**	**0.87**	**1.11**	**1.13**	**0.86**	**0.69**	**0.52**	**0.89**	**0.60**	**0.98**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council																
Houghton Hall Garden Centre, Carlisle	**0.13**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.02	0.00	0.00	0.00	0.00
Sub-Total	**0.13**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.11**	**0.02**	**0.00**	**0.00**	**0.00**	**0.00**
Newcastle City Council																
Halls of Heddon, Heddon-on-the-Wall, Newcastle-upon-Tyne	**0.25**	0.00	0.00	0.01	0.00	0.00	0.02	0.14	0.06	0.00	0.02	0.00	0.00	0.00	0.00	0.00
Cowells Garden Centre, Woolsington	***0.53***	0.00	0.03	0.02	0.00	0.02	0.00	0.41	0.03	0.00	0.02	0.00	0.00	0.00	0.00	0.00
Peter Barratts, Gosforth Park, Newcastle-upon-Tyne	**1.43**	0.00	0.00	0.00	0.05	0.03	0.64	0.11	0.00	0.02	0.00	0.25	0.23	0.03	0.05	0.02
Plants Plus, Seaton Burn, Newcastle-upon-Tyne	**0.19**	0.00	0.00	0.00	0.02	0.00	0.02	0.03	0.03	0.00	0.00	0.05	0.02	0.01	0.00	0.00
Sub-Total	***2.39***	***0.00***	***0.03***	***0.03***	***0.07***	***0.05***	***0.68***	***0.68***	***0.12***	***0.02***	***0.04***	***0.31***	***0.25***	***0.04***	***0.05***	***0.02***
Other																
Other	**1.59**	0.41	0.20	0.03	0.02	0.09	0.09	0.08	0.22	0.05	0.14	0.05	0.14	0.04	0.03	0.00
Sub-Total	***1.59***	***0.41***	***0.20***	***0.03***	***0.02***	***0.09***	***0.09***	***0.08***	***0.22***	***0.05***	***0.14***	***0.05***	***0.14***	***0.04***	***0.03***	***0.00***
SUB TOTAL	**4.11**	**0.41**	**0.23**	**0.05**	**0.08**	**0.14**	**0.77**	**0.76**	**0.34**	**0.07**	**0.29**	**0.38**	**0.38**	**0.08**	**0.08**	**0.02**
TOTAL	**18.06**	**2.89**	**1.89**	**0.67**	**0.64**	**0.89**	**0.95**	**1.64**	**1.52**	**1.20**	**1.15**	**1.07**	**0.90**	**0.97**	**0.69**	**1.00**

a. Post code sectors
b. Market shares derived directly from Northumberland Household Survey (2009)
c. Excludes 'don't know/ varies'
d. Expenditure estimated by market share (Table 7) by available expenditure (Table 6)
Red indicates destination not in Northumberland County administrative area but is within the defined Study Area

2011 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 27: TURNOVER (ALL GOODS)

DESTINATION	TOTAL ALL GOODS (£m)	ZONE 1 ALL GOODS (£m)	ZONE 2 ALL GOODS (£m)	ZONE 3 ALL GOODS (£m)	ZONE 4 ALL GOODS (£m)	ZONE 5 ALL GOODS (£m)	ZONE 6 ALL GOODS (£m)	ZONE 7 ALL GOODS (£m)	ZONE 8 ALL GOODS (£m)	ZONE 9 ALL GOODS (£m)	ZONE 10 ALL GOODS (£m)	ZONE 11 ALL GOODS (£m)	ZONE 12 ALL GOODS (£m)	ZONE 13 ALL GOODS (£m)	ZONE 14 ALL GOODS (£m)	ZONE 15 ALL GOODS (£m)
NORTHUMBERLAND																
Zone 1																
Belford	**0.33**	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Berwick-Upon Tweed	**52.10**	50.39	0.98	0.12	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.12	0.00	0.00	0.24
Berwick Garden Centre, East Ord, Berwick	**0.52**	0.52	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Coldingham	**0.33**	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00
Coldstream	**0.45**	0.36	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Duns	**1.67**	1.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
East Ord Garden Centre, East Ord, Berwick	**0.64**	0.62	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Eyemouth	**0.36**	0.36	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Glendale Garden Centre, Wooler	**0.26**	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Tweed Sawmills, Northumberland Road, Berwick-upon-Tweed	**4.12**	3.99	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kelso	**6.85**	5.03	1.82	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Mayfield Garden Centre, Kelso	**0.91**	0.62	0.23	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Seahouses	**1.69**	1.69	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tweedmouth	**1.72**	1.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wooler	**1.66**	1.52	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***73.61***	***69.06***	***3.30***	***0.12***	***0.00***	***0.00***	***0.16***	***0.10***	***0.32***	***0.00***	***0.00***	***0.00***	***0.31***	***0.00***	***0.00***	***0.24***
		57.23														
Zone 2																
Alnwick	**26.83**	2.68	19.01	1.01	0.13	0.00	0.06	0.00	0.10	0.00	0.00	0.00	0.07	0.20	0.23	3.33
Jedburgh	**0.56**	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Homebase, Willowburn Avenue, Alnwick	**3.43**	0.12	2.20	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.02
Rothbury	**2.17**	0.37	1.14	0.20	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.19	0.00	0.00	0.23
The Willows Garden Centre, Alnwick	**0.17**	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***33.15***	***3.17***	***23.09***	***1.30***	***0.13***	***0.00***	***0.06***	***0.00***	***0.13***	***0.00***	***0.00***	***0.00***	***0.27***	***0.20***	***0.23***	***4.57***
	30.42															
Zone 3																
Scots Gap	**0.72**	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.08	0.32	0.00	0.00	0.16	0.00	0.00
Sub-Total	***0.72***	***0.00***	***0.00***	***0.16***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.08***	***0.32***	***0.00***	***0.00***	***0.16***	***0.00***	***0.00***
Zone 4																
Asda, Lyntonville Terrace, Ashington	**2.30**	0.00	0.00	0.21	0.51	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	1.27	0.07
Ashington	**53.43**	0.00	1.37	1.09	10.74	3.63	0.26	0.00	0.00	0.22	0.00	0.54	1.68	4.26	21.08	8.56
Choppington	**0.08**	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Focus, Newbiggin Road, Ashington	**1.15**	0.00	0.00	0.00	0.30	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.08	0.56	0.09
Guide Post	**0.45**	0.00	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00
Shades of Green Garden Centre, North Seaton Industrial Estate, Ashington	**1.41**	0.00	0.03	0.01	0.24	0.25	0.04	0.00	0.00	0.00	0.00	0.02	0.16	0.03	0.40	0.24
Stakeford	**0.09**	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***58.91***	***0.00***	***1.40***	***1.31***	***12.26***	***3.94***	***0.31***	***0.00***	***0.03***	***0.22***	***0.00***	***0.56***	***1.89***	***4.60***	***23.42***	***8.97***
Zone 5	**0.62**	**0.00**	**0.00**	**0.00**	**0.47**	**0.00**	**0.00**	**0.00**	**0.03**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.12**	**0.00**
Bedlington	**1.27**	0.00	0.00	0.00	0.04	0.77	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.24	0.20	0.00
Bedlington Station	**0.22**	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.50***	***0.00***	***0.00***	***0.00***	***0.04***	***1.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.02***	***0.24***	***0.20***	***0.00***
Zone 6																
Seaton Delaval	**1.74**	0.00	0.00	0.00	0.00	0.18	1.11	0.00	0.00	0.00	0.00	0.45	0.00	0.00	0.00	0.00
Seaton Sluice	**0.11**	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.85***	***0.00***	***0.00***	***0.00***	***0.00***	***0.18***	***1.22***	***0.00***	***0.00***	***0.00***	***0.00***	***0.45***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 7																
Dobbies Garden World, Ponteland	***1.67***	0.00	0.00	0.07	0.01	0.09	0.02	0.71	0.25	0.13	0.20	0.04	0.09	0.05	0.01	0.00
Ponteland	**2.13**	0.00	0.00	0.05	0.00	0.00	0.00	1.87	0.00	0.00	0.00	0.00	0.00	0.15	0.06	0.00
Throckley	**0.17**	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Wideopen	**0.27**	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	***4.24***	***0.00***	***0.00***	***0.12***	***0.01***	***0.09***	***0.02***	***3.03***	***0.25***	***0.13***	***0.20***	***0.04***	***0.09***	***0.20***	***0.07***	***0.00***
Zone 8																
Chopwell	**0.18**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Prudhoe	**5.72**	0.00	0.00	0.00	0.00	0.00	0.00	0.24	5.33	0.00	0.14	0.00	0.00	0.00	0.00	0.00
Stocksfield	**0.27**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Tyne Valley Nurseries, Mickley Square, Mickley	**0.64**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.05	0.05	0.00	0.00	0.00	0.00	0.00
Wylam	**0.38**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Sub-Total	***7.19***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.24***	***6.52***	***0.05***	***0.20***	***0.00***	***0.00***	***0.00***	***0.00***	***0.17***
Zone 9																
Corbridge	**1.74**	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.78	0.74	0.05	0.00	0.00	0.00	0.00	0.00
Down To Earth, Tyne Mills Industrial Estate, Hexham	**1.63**	0.00	0.03	0.01	0.00	0.00	0.00	0.00	0.06	0.93	0.59	0.00	0.00	0.00	0.00	0.00
Hexham	**61.46**	0.00	1.04	1.26	0.00	0.00	0.00	2.90	9.73	28.62	17.75	0.00	0.00	0.16	0.00	0.00
Tesco Extra, Tynedale Retail Park, Hexham	**2.23**	0.00	0.00	0.01	0.00	0.00	0.00	0.00	0.19	1.40	0.63	0.00	0.00	0.00	0.00	0.00
Sub-Total	***67.06***	***0.00***	***1.07***	***1.45***	***0.00***	***0.00***	***0.00***	***2.90***	***10.76***	***31.69***	***19.03***	***0.00***	***0.00***	***0.16***	***0.00***	***0.00***
Zone 10																
Allendale	**0.43**	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.00	0.00	0.29	0.00	0.00	0.00	0.00	0.00
Alston	**0.07**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00
Bellingham	**0.40**	0.00	0.00	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.38	0.00	0.00	0.00	0.00	0.00
Haltwhistle	**2.59**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.59	0.00	0.00	0.00	0.00	0.00
Haydon Bridge	**0.10**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.00	0.00	0.00	0.00	0.00
Sub-Total	***3.59***	***0.00***	***0.00***	***0.00***	***0.00***	***0.02***	***0.14***	***0.00***	***0.00***	***0.00***	***3.43***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
Zone 11																
Asda, Manor Walks Shopping Centre, Cramlington	**1.63**	0.00	0.00	0.08	0.00	0.00	0.44	0.00	0.00	0.00	0.00	1.05	0.00	0.05	0.00	0.00
Azure Garden Centre, Station Road, Cramlington	**0.55**	0.05	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.00	0.40	0.00	0.01	0.00	0.02
Cramlington	**55.58**	0.30	0.84	0.88	3.11	5.61	7.34	1.51	0.14	0.00	0.02	23.61	3.26	3.99	2.75	2.23
Focus, Cramlington Retail Park, Cramlington	**3.83**	0.00	0.00	0.15	0.04	0.40	0.81	0.07	0.00	0.00	0.00	1.72	0.24	0.40	0.00	0.00
Shaw Garden Centre, Cramlington	**0.17**	0.00	0.00	0.00	0.01	0.07	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00
Sub-Total	***61.76***	***0.35***	***0.84***	***1.11***	***3.16***	***6.14***	***8.59***	***1.59***	***0.14***	***0.00***	***0.02***	***26.87***	***3.49***	***4.46***	***2.75***	***2.25***
Zone 12																
Asda, Cowpen Road, Blyth	**7.83**	0.00	0.22	0.05	0.40	2.34	0.23	0.00	0.00	0.00	0.00	0.23	3.02	0.36	0.63	0.36
Blyth	**59.76**	0.00	1.72	0.14	4.21	10.66	4.81	0.10	0.24	0.17	0.00	2.07	27.17	1.01	3.01	4.45
Homebase, Blyth Valley Retail Park, Blyth	**2.95**	**0.00**	**0.21**	**0.00**	**0.07**	**0.57**	**0.10**	**0.00**	**0.00**	**0.00**	**0.00**	**0.11**	**1.78**	**0.00**	**0.05**	**0.05**
Sub-Total	***70.53***	***0.00***	***2.14***	***0.19***	***4.68***	***13.57***	***5.14***	***0.10***	***0.24***	***0.17***	***0.00***	***2.41***	***31.97***	***1.37***	***3.70***	***4.86***
Zone 13																
Heighley Gate Garden Centre, Morpeth	**5.13**	0.41	1.16	0.52	0.30	0.28	0.09	0.14	0.09	0.00	0.02	0.15	0.27	0.79	0.19	0.72
Morpeth	**22.84**	0.37	1.41	4.96	0.54	1.20	0.18	0.40	0.00	0.00	0.05	0.05	0.00	11.27	0.12	2.28
Sub-Total	***27.97***	***0.79***	***2.57***	***5.48***	***0.84***	***1.48***	***0.27***	***0.54***	***0.09***	***0.00***	***0.07***	***0.20***	***0.27***	***12.06***	***0.31***	***3.00***
Zone 14																
Newbiggin-by-the-Sea	**3.86**	0.00	0.00	0.05	0.32	0.35	0.00	0.00	0.00	0.00	0.00	0.00	0.10	0.11	2.31	0.64
Sub-Total	***3.86***	***0.00***	***0.00***	***0.05***	***0.32***	***0.35***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.10***	***0.11***	***2.31***	***0.64***
Zone 15																
Amble	**3.43**	0.00	0.88	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	2.46
Hadston	**0.12**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Lynemouth	**0.28**	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Widdrington Station	**0.02**	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02
Sub-Total	***3.85***	***0.00***	***0.88***	***0.00***	***0.00***	***0.12***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***	***0.09***	***0.00***	***2.76***
Other																
Other	**1.68**	0.43	0.69	0.00	0.00	0.00	0.00	0.03	0.19	0.02	0.33	0.00	0.00	0.00	0.00	0.00
Sub-Total	***1.68***	***0.43***	***0.69***	***0.00***	***0.00***	***0.00***	***0.00***	***0.03***	***0.19***	***0.02***	***0.33***	***0.00***	***0.00***	***0.00***	***0.00***	***0.00***
SUB-TOTAL STUDY AREA (£m)	**421.47**	**73.80**	**35.98**	**11.29**	**21.44**	**26.88**	**15.91**	**8.51**	**18.67**	**32.36**	**23.59**	**30.53**	**38.42**	**23.65**	**32.99**	**27.47**
SUB-TOTAL NORTHUMBERLAND DISTRICT	**409.82**	**65.76**	**33.37**	**11.29**	**21.44**	**26.88**	**15.77**	**7.97**	**18.61**	**32.36**	**23.52**	**30.53**	**38.22**	**23.65**	**32.99**	**27.47**
OUTSIDE NORTHUMBERLAND																
Carlisle City Council	**9.20**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.52**	**8.66**	**0.02**	**0.00**	**0.00**	**0.00**	**0.00**
Durham County Council	**7.54**	**0.00**	**0.00**	**0.00**	**0.05**	**0.00**	**0.00**	**0.00**	**6.92**	**0.29**	**0.00**	**0.00**	**0.00**	**0.00**	**0.19**	**0.09**
East Lothian Council	**0.22**	**0.22**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Gateshead Metropolitan Borough Council	**142.91**	**4.75**	**8.98**	**3.91**	**6.57**	**9.79**	**4.87**	**19.28**	**33.93**	**7.86**	**6.96**	**8.07**	**4.89**	**7.28**	**6.40**	**9.38**
Newcastle City Council	**270.39**	**7.12**	**19.44**	**9.22**	**12.68**	**19.89**	**27.34**	**44.26**	**20.44**	**13.60**	**6.54**	**28.01**	**17.36**	**16.47**	**12.24**	**15.75**
North Tyneside Council	**31.75**	**1.31**	**0.60**	**0.47**	**1.97**	**3.79**	**8.51**	**1.57**	**0.22**	**0.27**	**0.23**	**4.11**	**4.33**	**2.14**	**1.27**	**0.99**
Scottish Borders Council	**24.15**	**13.85**	**9.99**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.31**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
South Tyneside Council	**1.19**	**0.00**	**0.23**	**0.00**	**0.00**	**0.00**	**0.21**	**0.00**	**0.00**	**0.05**	**0.00**	**0.16**	**0.19**	**0.16**	**0.19**	**0.00**
The City of Edinburgh Council	**22.60**	**17.82**	**4.42**	**0.08**	**0.00**	**0.00**	**0.00**	**0.27**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**
Other	**23.67**	**3.68**	**2.72**	**0.48**	**0.57**	**0.64**	**1.94**	**2.31**	**1.60**	**0.97**	**2.46**	**0.52**	**1.92**	**0.93**	**1.66**	**1.29**
SUB-TOTAL OUTSIDE STUDY AREA	**533.61**	**48.75**	**46.39**	**14.16**	**21.84**	**34.10**	**42.87**	**67.69**	**63.10**	**23.57**	**25.16**	**40.89**	**28.69**	**26.98**	**21.93**	**27.49**
TOTAL	**955.09**	**122.55**	**82.37**	**25.44**	**43.28**	**60.97**	**58.78**	**76.20**	**81.77**	**55.93**	**48.74**	**71.42**	**67.10**	**50.63**	**54.93**	**54.96**

Combined turnover taken from Tables, 10, 12, 14, 16, 18, 20, 22, 24

2011 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 28: IDENTIFIED CAPACITY FOR COMPARISON GOODS PROVISION

DESTINATION	GROSS FLOORSPACE (SQ.M)	NET SALES (SQ.M)	NET COMPARISON SALES AREA (SQ.M) (A)	PROPORTION	SALES DENSITY (B)	BENCHMARK TURNOVER (AxB)	SURVEY TURNOVER £m
WITHIN STUDY AREA							
Alnwick							
Alnwick Town Centre	9,090	6,818	6,476	0.95	3,500	22.67	26.83
Morrisons, Fenkle Street	2,160	1,421	297	0.21	9,968	2.96	-
Out-of Centre							
Sainsbury's, Willowburn Avenue	-	1,778	462	0.26	7,132	3.30	-
Homebase, Willowburn Avenue	2,536	43	1,927	44.81	1,181	2.28	3.43
Sub-Total	**-**	**-**	**9,162**			**31.20**	**30.25**
Other	-	-	-	-	-	0.17	0.17
TOTAL			**9,162**		**-**	**31.37**	**30.42**
Ashington							
Asda, Lytonville Terrace	3,561	2,148	880	0.41	8,332	7.33	2.30
Local Shops, Ashington Town Centre	15,710	12,568	12,568	1.00	3,000	37.70	53.43
Sub-Total		**14,716**	**13,448**			**45.03**	**55.73**
B&Q (Former Focus), Newbiggin Road	2,913	2,330	2,330	1.00	1,744	4.06	1.15
Shades of Green Garden Centre	-	-	-	-		1.41	1.41
Co-op, The Square, Guide Post	441	309	44	0.14	3,687	0.16	-
Local Shops, Guide Post	356	285	285	1.00	3,000	0.86	0.45
Stakeford	-	-	-	-	-	0.09	0.09
Sub-Total	**-**	**-**	**2,659**			**6.59**	**3.10**
TOTAL			**16,107**		**-**	**51.62**	**58.83**
Berwick-upon-Tweed							
Berwick Town Centre	18,220	14,576	14,334	0.98	3,500	50.17	52.10
Out-of Centre							
Morrisons, North Road	4,561	2,066	432	0.21	9,968	4.30	0.00
Tweedbank Retail Park	7,714	6,171	5,862	0.95	4,000	23.45	5.84
Sub-Total	**30,495**	**22,813**	**20,628**			**77.92**	**57.94**
Wooler	1,630	1,223	1,223	1.00	2,000	2.45	1.92
Belford	700	525	525	1.00	2,000	1.05	0.33
Coldstream	-	-	432	-	2,000	0.86	0.45
Duns	-	-	651	-	2,000	1.30	1.67
Seahouses	1,290	968	968	1.00	2,000	1.94	1.69
Other	-	-	-	-	-	1.33	1.33
Sub-Total			**3,799**			**8.93**	**7.39**
TOTAL			**24,427**		**-**	**86.85**	**65.33**
Blyth							
Blyth Town Centre	15,340	11,505	10,930	0.95	3,500	38.26	59.76
Morrisons, Regent Street	4,088	2,248	470	0.21	9,968	4.68	0.00
Sub-Total	**19,428**	**13,753**	**11,400**			**42.94**	**59.76**
Out-of-Centre							
Blyth Valley Retail Park	5,667	4,558	4,330	0.95	2,000	8.66	2.95
Albion Retail Park (excluding Lidl)	2,168	1,734	1,648	0.95	2,000	3.30	0.00
Asda, Cowpen Road	6,495	3,973	1,627	0.41	8,332	13.56	7.83
TOTAL			**17,378**		**-**	**68.45**	**70.53**
Cramlington							
Cramlington Town Centre	18,960	14,220	13,509	0.95	3,500	47.28	55.58
Asda, Manor Walks Shopping Centre	4,506	2,709	1,109	0.41	8,332	9.24	1.63
Sainsbury's, Manor Walks Shopping Centre	4,943	2,902	755	0.26	7,132	5.38	0.00
Former Focus Unit	-	-	-	-	-	0.00	3.83
Sub-Total	**28,409**	**19,831**	**15,373**			**61.91**	**61.04**
Other	-	-	-		-	0.72	0.72
TOTAL			**15,373**		**-**	**62.63**	**61.76**
Hexham							
Local Shops, Hexham Town Centre	15,970	11,978	11,379	0.95	3,500	39.83	61.46
Out-of-Centre							
Marks & Spencer, Maidens Walk	2,137	1,496	1,197	0.80	5,051	6.05	0.00
Waitrose, Wentworth Park	2,632	1,668	195	0.12	11,397	2.22	0.00
Tesco Extra, Alemouth Road	8,299	4,847	1,629	0.34	8,708	14.18	2.23
Sub-Total	**29,038**	**19,989**	**29,773**		**-**	**62.28**	**63.69**
Corbridge	325	260	234	0.90	3,000	0.70	1.74
Allendale	598	419	377	0.90	3,500	1.32	0.43
Haydon Bridge	722	542	487	0.90	3,000	1.46	0.10
Other	-	-	-		-	1.63	1.63
TOTAL			**30,871**		**-**	**67.39**	**67.59**
Morpeth							
Morrisons, Stanley Terrace	2,648	1,793	375	0.21	9,968	3.74	0.00
Local Shops, Morpeth Town Centre	9,620	7,215	6,854	0.95	3,500	23.99	22.84
Sub-Total	**12,268**	**9,008**	**7,229**		**-**	**27.72**	**22.84**
Other	-	-	-	-	-	5.13	5.13
TOTAL			**7,229**		**-**	**32.86**	**27.97**
Amble							
Amble District Centre	2,160	1,664	1,581	0.95	2,500	3.95	3.43
Sub-Total	**2,160**	**1,664**	**1,581**		**-**	**3.95**	**3.43**
TOTAL			**1,581**		**-**	**3.95**	**3.43**
Bedlington							
Tesco, Market Place	1,670	1,169	393	0.34	8,708	3.42	0.00
Local Shops, Bedlington District Centre	1,110	833	790	0.95	2,000	1.58	1.27
Sub-Total	**2,780**	**2,002**	**1,183**		**-**	**5.00**	**1.27**
Bedlington Station							
Local Shops, Bedlington Station	1,075	806	765	0.95	2,000	1.53	0.22
Sub-Total	**1,075**	**806**	**765**	0.95		**1.53**	**0.22**
TOTAL			**1,948**		**-**	**6.53**	**1.50**
Haltwhistle							
Haltwhistle District Centre	1,890	1,418	1,347	0.95	2,500	3.37	2.59
Sub-Total	**1,890**	**1,418**	**1,347**			**3.37**	**2.59**
TOTAL			**1,347**		**-**	**3.37**	**2.59**
Ponteland							
Ponteland Town Centre	690	483	459	0.95	2,500	1.15	2.13
Waitrose, Main Street	1,550	1,008	118	0.12	11,397	1.34	0.00
Sub-Total	**2,240**	**1,491**	**577**			**2.49**	**2.13**
Other	-	-	-	-	-	1.67	1.67
TOTAL			**577**		**-**	**4.16**	**3.80**
Prudhoe							
Prudhoe Town Centre	2,550	1,913	1,817	0.95	3,000	5.45	5.72
Co-op Superstore, Oakfield Terrace	2,080	1,456	210	0.14	3,687	0.77	0.00
Sub-Total	**4,630**	**3,369**	**2,027**			**6.22**	**5.72**
TOTAL			**2,027**		**-**	**6.22**	**5.72**
SUB-TOTAL WITHIN OR IN PROXIMITY OF DEFINED CENTRES						**425.40**	**399.48**
TOTAL INCLUDING SHOPS OUTSIDE CENTRES						**435.74**	**409.82**

Notes:
a. Gross floorspace derived from Experian Goad (2009), IGD Database (2009) or WYG/Council Assessment
b. Net floorspace based on WYG judgement
c. Proportion of net floorspace dedicated to comparison sales derived from Verdict UK Food & Grocery Retailers 2011 or WYG's judgement
d. Sales densities derived from Verdict UK Food & Grocery Retailers 2011, Mintel Retail Rankings 2012 or WYG judgement where not known
e. Where floorspace of smaller stores cannot be determined it has been assumed that they are 'trading at equilibrium'

2011 Prices

WYG PLANNING & DESIGN
NORTHUMBERLAND RETAIL & LEISURE STUDY

TABLE 29: IDENTIFIED CAPACITY FOR COMPARISON GOODS PROVISION

Table 29A: Quantitative Need for Additional Floorspace in Alnwick

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Min Floorspace (sq.m)	Max Floorspace (sq.m)
2012	31.37	3.2%	30.42	-0.94	-200	-300
2017	34.49	3.2%	33.61	-0.88	-200	-300
2022	37.93	3.2%	37.40	-0.53	-100	-100
2027	41.47	3.2%	44.38	2.91	400	700
2030	43.75	3.2%	48.42	4.66	700	1,100

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 29B: Quantitative Need for Additional Floorspace in Ashington

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Max Floorspace (sq.m)	Min Floorspace (sq.m)
2012	51.62	6.2%	58.83	7.21	1,400	2,400
2017	56.77	6.2%	65.00	8.23	1,500	2,500
2022	62.43	6.2%	72.34	9.91	1,600	2,700
2027	68.26	6.2%	85.84	17.58	2,700	4,400
2030	72.01	6.2%	93.64	21.63	3,100	5,200

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 29C: Quantitative Need for Additional Floorspace in Berwick-upon-Tweed

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Max Floorspace (sq.m)	Min Floorspace (sq.m)
2012	86.85	6.8%	65.33	-21.52	-4,300	-7,200
2017	95.51	6.8%	72.18	-23.33	-4,200	-7,100
2022	105.04	6.8%	80.33	-24.71	-4,100	-6,800
2027	114.84	6.8%	95.32	-19.52	-3,000	-4,900
2030	121.15	6.8%	103.98	-17.17	-2,500	-4,100

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 29D: Quantitative Need for Additional Floorspace in Blyth

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Max Floorspace (sq.m)	Min Floorspace (sq.m)
2012	68.45	7.4%	70.53	2.08	400	700
2017	75.28	7.4%	77.92	2.65	500	800
2022	82.78	7.4%	86.73	3.94	700	1,100
2027	90.51	7.4%	102.91	12.40	1,900	3,100
2030	95.48	7.4%	112.25	16.77	2,400	4,000

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 29E: Quantitative Need for Additional Floorspace in Cramlington

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Max Floorspace (sq.m)	Min Floorspace (sq.m)
2012	62.63	6.5%	61.76	-0.86	-200	-300
2017	68.87	6.5%	68.24	-0.64	-100	-200
2022	75.74	6.5%	75.94	0.20	0	100
2027	82.81	6.5%	90.11	7.30	1,100	1,800
2030	87.36	6.5%	98.30	10.93	1,600	2,600

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 29F: Quantitative Need for Additional Floorspace in Hexham

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Max Floorspace (sq.m)	Min Floorspace (sq.m)
2012	67.39	7.1%	67.59	0.20	0	100
2017	74.11	7.1%	74.67	0.56	100	200
2022	81.50	7.1%	83.11	1.61	300	400
2027	89.11	7.1%	98.62	9.51	1,400	2,400
2030	94.01	7.1%	107.57	13.57	1,900	3,200

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 29G: Quantitative Need for Additional Floorspace in Morpeth

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Max Floorspace (sq.m)	Min Floorspace (sq.m)
2012	32.86	2.9%	27.97	-4.88	-1,000	-1,600
2017	36.13	2.9%	30.90	-5.23	-1,000	-1,600
2022	39.74	2.9%	34.39	-5.34	-900	-1,500
2027	43.44	2.9%	40.81	-2.63	-400	-700
2030	45.83	2.9%	44.52	-1.31	-200	-300

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 29H: Quantitative Need for Additional Floorspace in Amble

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Max Floorspace (sq.m)	Min Floorspace (sq.m)
2012	3.95	0.4%	3.43	-0.53	-100	-200
2017	4.35	0.4%	3.78	-0.56	-100	-200
2022	4.78	0.4%	4.21	-0.57	-100	-200
2027	5.23	0.4%	5.00	-0.23	0	-100
2030	5.51	0.4%	5.45	-0.06	0	0

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 29I: Quantitative Need for Additional Floorspace in Bedlington/Bedlington Station

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Max Floorspace (sq.m)	Min Floorspace (sq.m)
2012	6.53	0.2%	1.50	-5.03	-1,000	-1,700
2017	7.18	0.2%	1.66	-5.53	-1,000	-1,700
2022	7.90	0.2%	1.84	-6.06	-1,000	-1,700
2027	8.64	0.2%	2.19	-6.45	-1,000	-1,600
2030	9.11	0.2%	2.38	-6.73	-1,000	-1,600

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 29J: Quantitative Need for Additional Floorspace in Haltwhistle

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Max Floorspace (sq.m)	Min Floorspace (sq.m)
2012	3.37	0.3%	2.59	-0.78	-200	-300
2017	3.70	0.3%	2.86	-0.84	-200	-300
2022	4.07	0.3%	3.18	-0.89	-100	-200
2027	4.45	0.3%	3.78	-0.68	-100	-200
2030	4.70	0.3%	4.12	-0.58	-100	-100

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 29K: Quantitative Need for Additional Floorspace in Ponteland

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Max Floorspace (sq.m)	Min Floorspace (sq.m)
2012	4.16	0.4%	3.80	-0.36	-100	-100
2017	4.57	0.4%	4.20	-0.38	-100	-100
2022	5.03	0.4%	4.67	-0.36	-100	-100
2027	5.50	0.4%	5.54	0.04	0	0
2030	5.80	0.4%	6.05	0.24	0	100

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 29L: Quantitative Need for Additional Floorspace in Prudhoe

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Max Floorspace (sq.m)	Min Floorspace (sq.m)
2012	6.22	0.6%	5.72	-0.51	-100	-200
2017	6.84	0.6%	6.31	-0.53	-100	-200
2022	7.53	0.6%	7.03	-0.50	-100	-100
2027	8.23	0.6%	8.34	0.11	0	0
2030	8.68	0.6%	9.10	0.41	100	100

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices

Table 29M: Quantitative Need for Additional Floorspace in Northumberland

Year	Turnover (£m)	Market Share of Study Area Expenditure (%)	Available Expenditure (£m)	Surplus Expenditure (£m)	Max Floorspace (sq.m)	Min Floorspace (sq.m)
2012	435.74	42.9%	409.82	-25.92	-5,200	-8,600
2017	479.20	42.9%	452.77	-26.43	-4,800	-8,000
2022	527.00	42.9%	503.91	-23.09	-3,800	-6,400
2027	576.17	42.9%	597.93	21.76	3,300	5,500
2030	607.84	42.9%	652.25	44.40	6,400	10,600

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 10.1 (Sept 2012)
At 2011 prices