

BASILDON RETAIL AND LEISURE NEEDS STUDY



Prepared for:

Basildon Borough Council

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Ish.co.uk



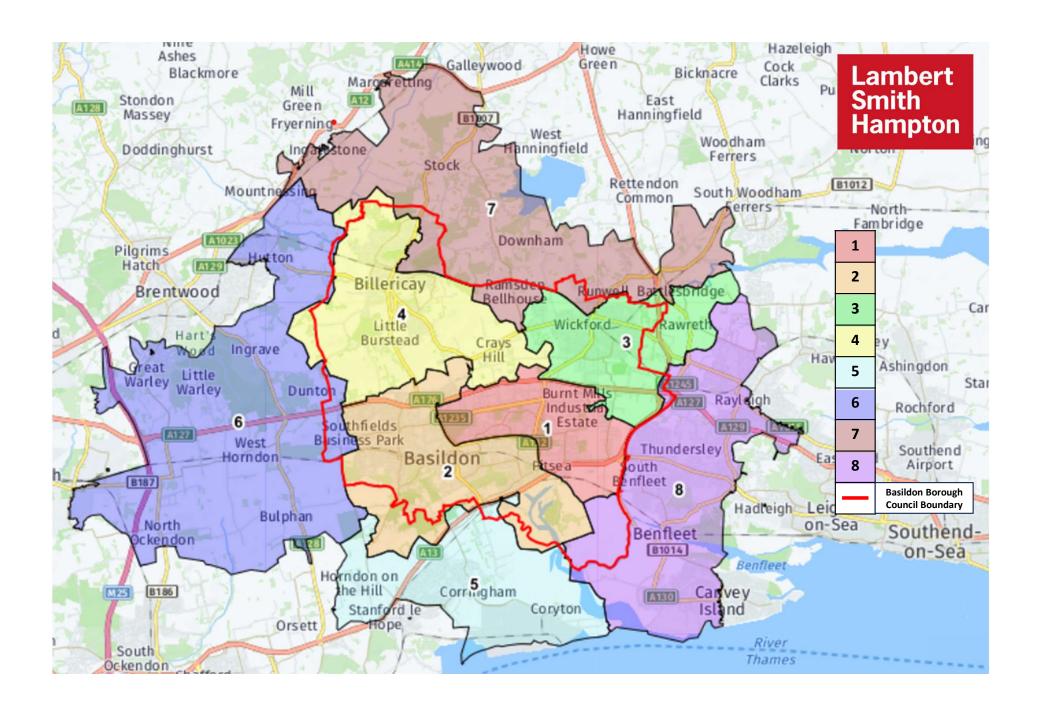


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Appendix 1: Defined Catchment Area & Zones





Appendix 2: Population and Expenditure: Convenience Goods



TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2023) POPULATION & PROJECTIONS (to 2042)

GROWTH 2023 to 2042 (%)

ZONE:	2023	2028	2033	2038	2042	2023-2033	2033-2042	2023-2042
Zone 1	41,671	42,470	43,233	44,129	44,906	3.7%	3.9%	7.8%
Zone 2	76,036	77,948	79,653	81,581	83,258	4.8%	4.5%	9.5%
Zone 3	29,525	30,130	30,715	31,287	31,762	4.0%	3.4%	7.6%
Zone 4	33,040	33,576	34,063	34,380	34,659	3.1%	1.7%	4.9%
Zone 5	25,862	26,645	27,291	27,867	28,395	5.5%	4.0%	9.8%
Zone 6	23,816	23,985	24,258	24,525	24,738	1.9%	2.0%	3.9%
Zone 7	22,549	22,916	23,330	23,624	23,832	3.5%	2.2%	5.7%
Zone 8	84,650	86,275	87,866	89,547	91,049	3.8%	3.6%	7.6%
Study Area	337,149	343,945	350,409	356,940	362,599	3.9%	3.5%	7.5%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2023) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) Location Analyst Geographic Information System (GiS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: REVISED CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2023	2023	2028	2033	2038	2042
	(incl SFT)	E	XCLUDING SPI	ECIAL FORMS	OF TRADING	
EXPERIAN - SPECIAL FORI	MS OF TRADING (%):	5.6%	6.8%	7.3%	7.7%	7.8%
REVISED SPECIAL FORMS	OF TRADING (%):	2.6%	3.2%	3.4%	3.6%	3.7%
Zone 1	£2,281	£2,221	£2,208	£2,222	£2,240	£2,257
Zone 2	£2,349	£2,287	£2,274	£2,289	£2,307	£2,325
Zone 3	£2,456	£2,391	£2,377	£2,393	£2,412	£2,430
Zone 4	£2,684	£2,614	£2,598	£2,615	£2,637	£2,656
Zone 5	£2,323	£2,262	£2,248	£2,263	£2,281	£2,299
Zone 6	£2,687	£2,616	£2,601	£2,618	£2,639	£2,659
Zone 7	£2,750	£2,677	£2,662	£2,679	£2,701	£2,721
Zone 8	£2,498	£2,432	£2,418	£2,434	£2,453	£2,472
STUDY AREA AVERAGE:	£2,504	£2,437	£2,423	£2,439	£2,459	£2,477

Source: Average spend per capita estimates (2021 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 20 published by Experian Business Strategies (February 2023).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the Retail Planner Briefing Note 20 (February 2023).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2023) TO 2042 (£m)

GROWTH 2023 to 2042 (%)

	2023	2023	2028	2033	2038	2042	2023-2033	2033-2042	2023-2042
	(incl SFT)	E	XCLUDING SP	ECIAL FORMS	OF TRADING				
Zone 1	95.1	92.5	93.8	96.1	98.9	101.4	3.8%	5.5%	9.5%
Zone 2	178.6	173.9	177.3	182.3	188.2	193.6	4.8%	6.2%	11.3%
Zone 3	72.5	70.6	71.6	73.5	75.5	77.2	4.1%	5.0%	9.3%
Zone 4	88.7	86.4	87.2	89.1	90.6	92.1	3.2%	3.3%	6.6%
Zone 5	60.1	58.5	59.9	61.8	63.6	65.3	5.6%	5.7%	11.6%
Zone 6	64.0	62.3	62.4	63.5	64.7	65.8	1.9%	3.6%	5.6%
Zone 7	62.0	60.4	61.0	62.5	63.8	64.9	3.5%	3.8%	7.4%
Zone 8	211.4	205.9	208.6	213.8	219.7	225.0	3.9%	5.2%	9.3%
STUDY AREA:	832.4	810.4	821.8	842.6	865.0	885.1	4.0%	5.0%	9.2%



Appendix 3: Convenience Goods Market Shares (including SFT)



TABLE 1: ALL CONVENIENCE GOODS - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

Basildon Town Centre Eastgate Shopping Centre - Asda 14.3% 16 126 128	0.000 2 Zone 3 0.000 2 Zone 3 0.000 0.9% 0.000 0.00% 0.000 0.00% 0.000 0.00% 0.000 0.00% 0.00%	1.9% 4.8% 0.0% 0.0% 0.0% 0.3% 0.5% 0.0% 2.4% 5.0% 3.4% 0.0% 0.6% 0.0% 2.1% 0.7% 2.1% 0.7% 2.1% 0.7% 2.1% 0.7%	0.2% 0.0% 0.0% 0.0% 0.2% 0.4% 0.0% 0.0% 0.4% 0.4%	1.4% 1.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	6.3% 0.7% 0.2% 0.3% 7.5% 0.1% 3.1% 0.0% 0.1% 3.7%
Basildon Town Centre Eastgate Shopping Centre - Asda 14.3% 14.3% 14.2% 24.	2.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.3% 0.5% 0.0% 0.5% 0.0% 0.3% 0.0% 19.4% 0.0% 0.4% 0.0% 0.6% 0.0% 2.1% 0.7% 2.1% 0.7% 2.2% 5.4% 0.0% 0.6% 0.0% 0.6% 0.0% 0.6% 0.0% 0.0	0.0% 0.0% 0.0% 0.2% 0.4% 1.8% 0.0% 0.0% 2.2% 0.4% 0.4%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.4% 1.4% 1.9% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.7% 0.2% 0.3% 7.5% 0.5% 3.1% 0.0% 0.1% 3.7%
Eastgate Shopping Centre - Asda (celand - Market Pavement (2008) 14.3% (2008) 12.6% (2008) 12.6% (2008) 12.6% (2008) 10.0% (2008)	2.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.3% 0.5% 0.0% 0.5% 0.0% 0.3% 0.0% 19.4% 0.0% 0.4% 0.0% 0.6% 0.0% 2.1% 0.7% 2.1% 0.7% 2.2% 5.4% 0.0% 0.6% 0.0% 0.6% 0.0% 0.6% 0.0% 0.0	0.0% 0.0% 0.0% 0.2% 0.4% 1.8% 0.0% 0.0% 2.2% 0.4% 0.4%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.4% 1.4% 1.9% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.7% 0.2% 0.3% 7.5% 0.5% 3.1% 0.0% 0.1% 3.7%
Eastgate Shopping Centre - Asda (celand - Market Pavement (2008) 14.3% (2008) 12.6% (2008) 12.6% (2008) 12.6% (2008) 10.0% (2008)	2.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.3% 0.5% 0.0% 0.5% 0.0% 0.3% 0.0% 19.4% 0.0% 0.4% 0.0% 0.6% 0.0% 2.1% 0.7% 2.1% 0.7% 2.2% 5.4% 0.0% 0.6% 0.0% 0.6% 0.0% 0.6% 0.0% 0.0	0.0% 0.0% 0.0% 0.2% 0.4% 1.8% 0.0% 0.0% 2.2% 0.4% 0.4%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.4% 1.4% 1.9% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.7% 0.2% 0.3% 7.5% 0.5% 3.1% 0.0% 0.1% 3.7%
Iceland - Market Pavement 1.2% 2 B&M'- Town Square 0.0% 0.0% 0.0% All Other Town Centre Floorspace 1.5% 0.0% 0.0%	2.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.3% 0.5% 0.0% 0.5% 0.0% 0.3% 0.0% 19.4% 0.0% 0.4% 0.0% 0.6% 0.0% 2.1% 0.7% 2.1% 0.7% 2.2% 5.4% 0.0% 0.6% 0.0% 0.6% 0.0% 0.6% 0.0% 0.0	0.0% 0.0% 0.0% 0.2% 0.4% 1.8% 0.0% 0.0% 2.2% 0.4% 0.4%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.4% 1.4% 1.9% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.7% 0.2% 0.3% 7.5% 0.5% 3.1% 0.0% 0.1% 3.7%
B&M - Town Square 0.0% 0 All Other Town Centre Floorspace 1.5% 0 Billericay Town Centre Iceland 0.0% 0 Waitrose - High Street 0.0% 0 Poundland 0.0% 0 All Other Town Centre Floorspace 0.0% 0 Laindon Town Centre 5ub-total 0.5% 8 Lidl - Main Road 1.5% 8 Pitsea Town Centre Aldi-Northlands Pavement 12.9% 2 Aldi-Northlands Pavement 1.2% 4 Earmfoods-Old Market Retail Park-High Road 1.3% 0 Lidl-Old Market Retail Park-High Road 0.2% 0 Lidl-Old Market Retail Park-High Road 1.2% 2 All Other Town Centre Floorspace 5ub-total 19.1% 7 Wickford Town Centre 4.2% 4 Aldi-The Broadway 0.0% 0	0.8% 0.0% 0.0% 0.0% 0.0% 0.9% 0.9% 0.9% 0.9	0.0% 0.3% 0.5% 0.0% 2.4% 5.0% 3.4% 0.0% 19.4% 0.0% 0.6% 0.0% 23.8% 0.0% 2.1% 0.7% 2.1% 0.7% 2.2% 5.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.6% 3.4%	0.0% 0.0% 0.2% 0.4% 1.8% 0.0% 0.0% 0.4% 0.4% 0.4%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.2% 0.3% 7.5% 0.5% 3.1% 0.0% 0.1% 3.7%
Sub-total 17.0% 15	9.9% 0.9% 0.3% 0.0% 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%	2.4% 5.0% 3.4% 0.0% 19.4% 0.0% 0.6% 0.0% 23.8% 0.0% 2.1% 0.7% 2.1% 0.7% 2.2% 5.4% 0.0% 0.0% 0.6% 3.4%	0.2% 0.4% 1.8% 0.0% 0.0% 2.2% 0.4% 0.4%	1.4% 1.9% 0.5% 0.0% 11.0% 0.0% 0.0% 0.0% 0.2% 0.0% 11.7% 0.0% 1.1% 0.3% 1.1% 0.3%	7.5% 0.5% 3.1% 0.0% 0.1% 3.7%
Billericay Town Centre	0.3% 0.0% 0.3% 0.0% 0.0% 0.0% 0.0% 0.0%	3.4% 0.0% 19.4% 0.0% 0.4% 0.0% 0.6% 0.0% 23.8% 0.0% 2.1% 0.7% 2.1% 0.7% 2.2% 5.4% 0.0% 0.0% 0.6% 3.4%	0.4% 1.8% 0.0% 0.0% 2.2% 0.4%	0.5% 0.0% 11.0% 0.0% 0.0% 0.0% 0.2% 0.0% 11.7% 0.0% 1.1% 0.3% 0.5% 0.3%	0.5% 3.1% 0.0% 0.1% 3.7%
Iceland	0.1% 0.3% 0.0% 0.0% 0.4% 0.3% 0.4% 0.3% 0.4% 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	19.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	1.8%	11.0% 0.0% 0.0% 0.0% 0.2% 0.0% 11.7% 0.0% 11.1% 0.3% 1.1% 0.3% 0.5% 0.3%	3.1% 0.0% 0.1% 3.7%
Waitrose - High Street 0.0% 0 Poundland 0.0% 0 All Other Town Centre Floorspace Sub-total 0.0% 0 Laindon Town Centre Lidl - Main Road 1.5% 8 Pitsea Town Centre Wub-total 1.5% 8 Pitsea Town Centre Jub-total 1.2.9% 2 Aldi-Northlands Pavement 12.9% 2 4 Farmfoods-Old Market Retail Park-High Road 4.2% 4 Lidl-Old Market Retail Park-High Road 0.2% 0 All Other Town Centre Floorspace Sub-total 19.1% 7 Wickford Town Centre Aldi-The Broadway 0.0% 0	0.1% 0.3% 0.0% 0.0% 0.4% 0.3% 0.4% 0.3% 0.4% 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	19.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	1.8%	11.0% 0.0% 0.0% 0.0% 0.2% 0.0% 11.7% 0.0% 11.1% 0.3% 1.1% 0.3% 0.5% 0.3%	3.1% 0.0% 0.1% 3.7%
Poundland	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.4% 0.0% 0.6% 0.0% 23.8% 0.0% 2.1% 0.7% 2.1% 0.7% 2.2% 5.4% 0.0% 0.0% 0.6% 3.4%	0.0% 0.0% 2.2% 0.4% 0.4%	0.0% 0.0% 0.2% 0.0% 11.7% 0.0% 1.1% 0.3% 1.1% 0.3% 0.5% 0.3%	0.0% 0.1% 3.7% 2.5%
All Other Town Centre Floorspace 0.0% 0 Sub-total 0.0% 0 Laindon Town Centre Lidl - Main Road 1.5% 8 Pitsea Town Centre Aldi-Northlands Pavement 12.9% 2 Farmfoods-Old Market Retail Park-High Road 1.1% 0 Lidl-Old Market Retail Park-High Road 1.2% 4 Poundland-Old Market Retail Park-High Road 0.2% 0 Lidl-Old Market Retail Park-High Road 1.2% 4 Poundland-Old Market Retail Park-High Road 1.2% 0 Lidl-Old Market Retail Park-High Road 1.2% 1 Farmfoods-Old Market Retail Park-High Road 1.2% 1 Lidl-Old Market Retail Park	0.0% 0.0% 0.4% 0.3% 8.7% 0.0% 8.7% 0.0% 2.9% 1.5% 0.0% 0.0% 4.2% 0.5% 0.0% 0.0% 0.0% 0.0%	0.6% 0.0% 23.8% 0.0% 2.1% 0.7% 2.1% 0.7% 2.2% 5.4% 0.0% 0.0% 0.6% 3.4%	0.0% 2.2% 0.4% 0.4% 0.0%	0.2% 0.0% 11.7% 0.0% 1.1% 0.3% 1.1% 0.3% 0.5% 0.3%	0.1% 3.7% 2.5%
Sub-total 0.0% 0 Laindon Town Centre Lidl - Main Road 1.5% 8 Sub-total 1.5% 8 Pitsea Town Centre Aldi-Northlands Pavement 12.9% 2 Aldi-Northlands Pavement 1.2% 4 Aldi-Northlands Pavement 1.2% 4 Comparison 1.3% 1	0.4% 0.3% 8.7% 0.0% 8.7% 0.0% 2.9% 1.5% 0.0% 0.0% 4.2% 0.5% 0.0% 0.0% 0.0% 0.0%	23.8% 0.0% 2.1% 0.7% 2.1% 0.7% 2.2% 5.4% 0.0% 0.0% 0.6% 3.4%	0.4% 0.4% 0.0% 0.0%	1.1% 0.3% 1.1% 0.3% 1.1% 0.3%	3.7% 2.5%
Lidl - Main Road 1.5% 8 Pitsea Town Centre Jub-total 1.5% 8 Pitsea Town Centre Jub-total 12.9% 2 Aldi-Northlands Pavement 1.2,9% 2 1 Earmfoods-Old Market Retail Park-High Road 1.1% 0 2 Lidl-Old Market Retail Park-High Road 0.2% 0 2 Poundland-Old Market Retail Park-High Road 0.2% 0 2 All Other Town Centre Floorspace 5ub-total 19.1% 7 Wickford Town Centre Aldi-The Broadway 0.0% 0	8.7% 0.0% 2.9% 1.5% 0.0% 0.0% 4.2% 0.5% 0.0% 0.0% 0.0% 0.0%	2.1% 0.7% 2.2% 5.4% 0.0% 0.0% 0.6% 3.4%	0.4% 0.0% 0.0%	1.1% 0.3% 0.5% 0.3%	•
Lidl - Main Road 1.5% 8 Pitsea Town Centre Sub-total 1.5% 8 Aldi-Northlands Pavement 12.9% 2 Farmfoods-Old Market Retail Park-High Road 1.1% 0 Lidl-Old Market Retail Park-High Road 4.2% 4 Poundland-Old Market Retail Park-High Road 0.2% 0 All Other Town Centre Floorspace 5ub-total 19.1% 7 Wickford Town Centre Aldi-The Broadway 0.0% 0	8.7% 0.0% 2.9% 1.5% 0.0% 0.0% 4.2% 0.5% 0.0% 0.0% 0.0% 0.0%	2.1% 0.7% 2.2% 5.4% 0.0% 0.0% 0.6% 3.4%	0.4% 0.0% 0.0%	1.1% 0.3% 0.5% 0.3%	•
Sub-total 1.5% 8	8.7% 0.0% 2.9% 1.5% 0.0% 0.0% 4.2% 0.5% 0.0% 0.0% 0.0% 0.0%	2.1% 0.7% 2.2% 5.4% 0.0% 0.0% 0.6% 3.4%	0.4% 0.0% 0.0%	1.1% 0.3% 0.5% 0.3%	•
Pitsea Town Centre 12.9% 2 Aldi-Northlands Pavement 12.9% 2 Farmfoods-Old Market Retail Park-High Road 1.1% 0 Lidl-Old Market Retail Park-High Road 0.2% 0 All Other Town Centre Floorspace 0.7% 0 Sub-total 19.1% 7 Wickford Town Centre Aldi-The Broadway 0.0% 0	2.9% 1.5% 0.0% 0.0% 4.2% 0.5% 0.0% 0.0% 0.0% 0.0%	2.2% 5.4% 0.0% 0.0% 0.6% 3.4%	0.0% 0.0%	0.5% 0.3%	
Aldi-Northlands Pavement 12.9% 2 Farmfoods-Old Market Retail Park-High Road 1.1% 0 Lidi-Old Market Retail Park-High Road 0.2% 0 All Other Town Centre Floorspace 0.7% 0 Sub-total 9.1% 7 Wickford Town Centre Aldi-The Broadway 0.0% 0	0.0% 0.0% 4.2% 0.5% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.6% 3.4%	0.0%		
Farmfoods-Old Market Retail Park-High Road 1.1% 0 Lidi-Old Market Retail Park-High Road 4.2% 4 Poundland-Old Market Retail Park-High Road 0.2% 0 All Other Town Centre Floorspace 0.7% 0 Wickford Town Centre Aldi-The Broadway 0.0% 0	0.0% 0.0% 4.2% 0.5% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.6% 3.4%	0.0%		
Lidl-Old Market Retail Park-High Road 4.2% 4 Poundland-Old Market Retail Park-High Road 0.2% 0 All Other Town Centre Floorspace 0.7% 0 Sub-total 19.1% 7 Wickford Town Centre Aldi-The Broadway 0.0% 0	4.2% 0.5% 0.0% 0.0% 0.0% 0.0%	0.6% 3.4%			3.0% 0.3%
Poundland-Old Market Retail Park-High Road 0.2% 0 All Other Town Centre Floorspace 5ub-total 19.1% 7 Wickford Town Centre Ald Other Broadway 0.0% 0 0	0.0% 0.0%	0.0% 0.0%	0.2%	0.0% 0.3%	1.8%
Sub-total 19.1% 7 Wickford Town Centre Aldi-The Broadway 0.0% 0			0.0%	0.0% 0.0%	0.0%
Wickford Town Centre Aldi-The Broadway 0.0% 0	7.1% 1.9%	0.0% 0.0%		0.0% 0.0%	0.1%
Aldi-The Broadway 0.0% 0		2.8% 8.8%	0.2%	0.5% 1.4%	5.2%
Aldi-The Broadway 0.0% 0					
	0.3% 16.7%	0.5% 0.0%		10.8% 0.3%	2.5%
	0.0% 5.4%	0.2% 0.0%		4.5% 0.0%	0.8%
	0.4% 1.1% 0.6% 23.3%	0.2% 0.0% 0.8% 0.0%		0.6% 0.0% 15.9% 0.3%	0.2% 3.5%
300 total 0.0% 0		0.0/8	2.073	0.3/6	5.5/6
Sub-total: Town Centre Stores / Centres 37.6% 36	6.8% 26.4%	32.0% 14.5%	2.9%	30.5% 3.9%	22.4%
OUT OF TOWN STORES / LOCATIONS					
out of found tokes / Edgarions					
Basildon					
PP-	1.9% 4.2%	11.4% 0.7%		2.0% 3.6%	5.7%
· ·	5.2% 24.0% 0.4% 2.8%	10.9% 0.0% 0.3% 0.9%		9.7% 2.2% 1.2% 0.0%	6.3% 0.7%
•	0.3% 0.0%	0.0% 0.0%		0.0% 0.0%	0.1%
	0.7% 0.9%	0.3% 0.0%		2.3% 0.0%	0.6%
, ,	1.6% 11.3% 1.5% 0.0%	5.9% 0.9% 0.0% 0.0%		6.2% 0.8% 0.4% 0.3%	3.9% 0.7%
	1.5% 43.2%	28.8% 2.5%		21.7% 6.8%	18.0%
Billericay					
	0.6% 0.3% 0.6% 0.3%	12.6% 0.0% 12.6% 0.0%		7.4% 0.3% 7.4% 0.3%	2.1%
Laindon					
	.4.1% 0.0% 0.2% 0.0%	3.4% 4.2% 0.0% 0.0%		0.8% 0.0% 0.0% 0.0%	4.4% 0.0%
· · · · · · · · · · · · · · · · · · ·	4.3% 0.0%	3.4% 4.2%		0.8% 0.0%	4.4%
Pitsea					
	8.8% 2.8% 0.0% 0.0%	0.8% 19.5% 0.0% 0.0%		0.0% 9.1% 0.0% 0.0%	8.2% 0.2%
	8.8% 2.8%	0.8% 19.5%		0.0% 0.0%	8.3%
Wickford	0.20/	0.00/ 0.01	0.001	4 40/ 05::	4
·	0.2% 11.4% 0.2% 11.4%	0.0% 0.0% 0.0% 0.0%	0.0%	1.4% 0.0% 1.4% 0.0%	1.1%
345 (544, 51575 5	012/0 221-1/0	0.070	0.070	11470 01070	212/0
	15.5% 57.7%	45.6% 26.2%	12.3%	31.3% 16.2%	34.0%
Sub-total: All Out of Town Centre Stores / Centres 44.6% 45					
	22 20/ 04 00/	77 59/ 40 79/	1E 29/	1 09/ 20 19/	
	32.2% 84.0%	77.5% 40.7%	15.2%	51.9% 20.1%	56.4%
BASILDON BOROUGH COUNCIL AREA 82.2% 82	82.2% 84.0%	77.5% 40.7%	15.2%	51.9% 20.1%	56.4%
BASILDON BOROUGH COUNCIL AREA 82.2% 82 OTHER CENTRES/STORES OUTSIDE BBC AREA					
BASILDON BOROUGH COUNCIL AREA 82.2% 83 OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet 1.4% 0	0.8% 1.8%	0.4% 1.0%	0.3%	0.0% 25.3%	7.0%
BASILDON BOROUGH COUNCIL AREA 82.2% 82 OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet 1.4% 0 Brentwood 0.0% 0			0.3% 28.9%		7.0% 2.5%
BASILDON BOROUGH COUNCIL AREA 82.2% 82 OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet 1.4% 0 Brentwood 0.0% 0 Canvey Island 2.0% 1	0.8% 1.8% 0.6% 0.0%	0.4% 1.0% 0.0% 0.0%	0.3% 28.9% 0.0%	0.0% 25.3% 2.1% 0.0%	7.0% 2.5%
BASILDON BOROUGH COUNCIL AREA 82.2% 82	0.8% 1.8% 0.6% 0.0% 1.1% 1.1% 0.9% 1.6% 0.0% 0.0%	0.4% 1.0% 0.0% 0.0% 0.2% 0.8% 5.0% 0.0% 0.8% 0.6%	0.3% 28.9% 0.0% 3.5% 1.0%	0.0% 25.3% 2.1% 0.0% 0.2% 14.5% 7.8% 0.0% 0.4% 0.1%	7.0% 2.5% 4.3% 1.7% 0.4%
BASILDON BOROUGH COUNCIL AREA 82.2% 82	0.8% 1.8% 0.6% 0.0% 1.1% 1.1% 0.9% 1.6% 0.0% 0.0% 0.9% 0.0%	0.4% 1.0% 0.0% 0.0% 0.2% 0.8% 5.0% 0.0% 0.8% 0.6% 0.4% 0.0%	0.3% 28.9% 0.0% 3.5% 1.0% 4.1%	0.0% 25.3% 2.1% 0.0% 0.2% 14.5% 7.8% 0.0% 0.4% 0.1% 0.6% 0.0%	7.0% 2.5% 4.3% 1.7% 0.4% 0.6%
BASILDON BOROUGH COUNCIL AREA 82.2% 82 OTHER CENTRES/STORES OUTSIDE BBC AREA	0.8% 1.8% 0.6% 0.0% 1.1% 1.1% 0.9% 1.6% 0.0% 0.0%	0.4% 1.0% 0.0% 0.0% 0.2% 0.8% 5.0% 0.0% 0.8% 0.6%	0.3% 28.9% 0.0% 3.5% 1.0% 4.1% 0.0%	0.0% 25.3% 2.1% 0.0% 0.2% 14.5% 7.8% 0.0% 0.4% 0.1%	7.0% 2.5% 4.3% 1.7% 0.4% 0.6%
BASILDON BOROUGH COUNCIL AREA 82.2% 82	0.8% 1.8% 0.6% 0.0% 1.1% 1.1% 0.9% 1.6% 0.0% 0.0% 0.9% 0.0%	0.4% 1.0% 0.0% 0.0% 0.2% 0.8% 5.0% 0.0% 0.8% 0.6% 0.4% 0.0% 0.0% 0.0%	0.3% 28.9% 0.0% 3.5% 1.0% 4.1% 0.0% 0.2%	0.0% 25.3% 2.1% 0.0% 0.2% 14.5% 7.8% 0.0% 0.4% 0.1% 0.6% 0.0% 0.2% 1.7%	7.0% 2.5% 4.3% 1.7% 0.4% 0.6%
BASILDON BOROUGH COUNCIL AREA 82.2% 82 OTHER CENTRES/STORES OUTSIDE BBC AREA	0.8% 1.8% 0.6% 0.0% 1.1% 1.1% 0.9% 1.6% 0.0% 0.0% 0.9% 0.0% 0.6% 0.0% 0.3% 3.4% 0.0%	0.4% 1.0% 0.0% 0.0% 0.2% 0.8% 5.0% 0.0% 0.6% 0.6% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0%	0.3% 28.9% 0.0% 3.5% 1.0% 4.1% 0.0% 0.2% 3.8%	0.0% 25.3% 2.1% 0.0% 0.2% 14.5% 7.8% 0.0% 0.4% 0.1% 0.6% 0.0% 0.2% 1.7% 10.6% 0.3% 0.0%	7.0% 2.5% 4.3% 1.7% 0.4% 0.6% 0.6% 3.1% 0.3%
BASILDON BOROUGH COUNCIL AREA 82.2% 82	0.8% 1.8% 0.0% 1.11% 1.1% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.4% 1.0% 0.0% 0.0% 0.2% 0.8% 5.0% 0.0% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0%	0.3% 28.9% 0.0% 3.5% 1.0% 4.1% 0.0% 0.2% 3.8%	0.0% 25.3% 2.1% 0.0% 0.2% 14.5% 7.8% 0.0% 0.4% 0.1% 0.6% 0.0% 0.2% 1.7% 0.7% 10.6%	7.0% 2.5% 4.3% 1.7% 0.4% 0.6% 0.6% 3.1%
BASILDON BOROUGH COUNCIL AREA 82.2% 82	0.8% 1.8% 0.6% 0.0% 1.1% 1.1% 0.9% 1.6% 0.0% 0.0% 0.9% 0.0% 0.6% 0.0% 0.3% 3.4% 0.0%	0.4% 1.0% 0.0% 0.0% 0.2% 0.8% 5.0% 0.0% 0.6% 0.6% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0%	0.3% 28.9% 0.0% 3.5% 1.0% 4.1% 0.0% 0.2% 3.8%	0.0% 25.3% 2.1% 0.0% 0.2% 14.5% 7.8% 0.0% 0.4% 0.1% 0.6% 0.0% 0.2% 1.7% 0.7% 10.6% 0.3% 0.0% 0.0% 0.5%	7.0% 2.5% 4.3% 1.7% 0.4% 0.6% 0.6% 3.1% 0.3%
BASILDON BOROUGH COUNCIL AREA 82.2% 82	0.8% 1.8% 0.0% 1.1% 1.1% 1.1% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.4% 1.0% 0.0% 0.0% 0.2% 0.8% 0.50% 0.0% 0.8% 0.6% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.3% 28.9% 0.0% 3.5% 1.0% 4.1% 0.0% 0.2% 3.8%	0.0% 25.3% 2.1% 0.0% 0.2% 14.5% 7.8% 0.0% 0.4% 0.1% 0.6% 0.0% 0.2% 1.7% 0.7% 10.6% 0.3% 0.0%	7.0% 2.5% 4.3% 1.7% 0.4% 0.6% 0.6% 3.1% 0.3%
BASILDON BOROUGH COUNCIL AREA 82.2% 82	0.8% 1.8% 0.0% 1.1% 1.1% 1.1% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.4% 1.0% 0.0% 0.0% 0.2% 0.8% 0.50% 0.0% 0.8% 0.6% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.3% 28.9% 0.0% 3.5% 1.0% 4.1% 0.0% 0.2% 3.8% 0.8%	0.0% 25.3% 2.1% 0.0% 0.2% 14.5% 7.8% 0.0% 0.4% 0.1% 0.6% 0.0% 0.2% 1.7% 0.7% 10.6% 0.3% 0.0%	7.0% 2.5% 4.3% 1.7% 0.4% 0.6% 3.1% 0.3% 0.4%
BASILDON BOROUGH COUNCIL AREA 82.2% 82	0.8% 1.8% 0.6% 0.0% 1.1% 1.1% 1.1% 0.9% 1.6% 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	0.3% 28.9% 0.0% 3.5% 1.0% 0.2% 3.8% 0.8%	0.0% 25.3% 0.0% 25.3% 0.0% 0.0% 0.2% 14.5% 7.8% 0.0% 0.0% 0.1% 0.0% 0.0% 0.2% 1.7% 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% 0.5%	7.0% 2.5% 4.3% 1.7% 0.4% 0.6% 3.1% 0.3% 0.4%
BASILDON BOROUGH COUNCIL AREA 82.2% 82	0.8% 1.8% 0.6% 0.0% 1.1% 1.1% 1.1% 0.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.4% 1.0% 0.0% 0.0% 0.8% 5.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.3% 28.9% 0.0% 3.5% 1.0% 0.2% 3.8% 0.8%	0.0% 25.3% 2.1% 0.0% 0.2% 14.5% 0.0% 0.4% 0.1% 0.6% 0.0% 0.2% 1.7% 0.0% 0.5% 0.0% 0.5%	7.0% 2.5% 4.3% 1.7% 0.4% 0.6% 3.1% 0.3% 0.4%
Sub-Total All other Centres / stores Sub-Total All ot	0.8% 1.8% 0.6% 0.0% 1.1% 1.1% 1.1% 0.9% 1.6% 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	0.3% 28.9% 0.0% 3.5% 4.1% 0.0% 0.2% 0.8% 0.8% 0.0%	0.0% 25.3% 0.0% 25.3% 0.0% 0.0% 0.2% 14.5% 7.8% 0.0% 0.0% 0.1% 0.0% 0.0% 0.2% 1.7% 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% 0.5%	7.0% 2.5% 4.3% 1.7% 0.4% 0.6% 3.1% 0.4% 0.4% 11.2%
BASILDON BOROUGH COUNCIL AREA 82.2% 82	0.8% 1.8% 0.0% 1.1% 1.1% 1.1% 1.1% 0.9% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.4% 1.0% 0.0% 0.0% 0.2% 0.8% 5.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	0.3% 28.9% 0.0% 3.5% 1.0% 4.1% 0.2% 3.8% 0.8% 0.0% 30.8%	0.0% 25.3% 22.1% 0.0% 0.2% 14.5% 7.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.2% 1.7% 0.03% 0.0% 0.0% 0.5% 0.0% 0.5% 1.5% 9.3% 15.5%	7.0% 2.5% 4.3% 1.7% 0.4% 0.6% 0.6% 3.1% 0.3% 0.4% 11.2% 12.26 10.9%

TABLE 2: MAIN FOOD PURCHASES - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	-								
BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre									
Eastgate Shopping Centre - Asda	16.1%	21.4%	0.0%	1.4%	6.5%	0.0%	2.3%	2.4%	7.8%
Iceland - Market Pavement	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B&M - Town Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Town Centre Floorspace Sub-total	0.0% 16.1%	0.0% 21.4%	0.0%	0.0%	0.0% 6.5%	0.0%	0.0% 2.3%	0.0% 2.4%	0.0% 7.8%
Sub-total	10.170	21.4/0	0.070	1.470	0.370	0.070	2.3/0	2.4/0	7.070
Billericay Town Centre									
Iceland	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%
Waitrose - High Street Poundland	0.0%	0.0%	0.0%	13.1%	0.0%	2.2% 0.0%	11.5%	0.0%	2.4% 0.0%
All Other Town Centre Floorspace	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total	0.0%	0.0%	0.0%	15.2%	0.0%	2.2%	11.5%	0.0%	2.7%
Laindon Town Centre									
Lidl - Main Road	1.6%	6.4%	0.0%	1.7%	0.6%	0.0%	1.4%	0.0%	1.9%
Sub-total		6.4%	0.0%	1.7%	0.6%	0.0%	1.4%	0.0%	1.9%
Pitsea Town Centre Aldi-Northlands Pavement	10.8%	2.2%	2.5%	3.4%	6.9%	0.0%	0.5%	0.5%	3.0%
Farmfoods-Old Market Retail Park-High Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%
Lidl-Old Market Retail Park-High Road	2.8%	4.6%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	1.5%
Poundland-Old Market Retail Park-High Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Town Centre Floorspace Sub-total	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total	14.2%	6.8%	2.5%	3.4%	9.9%	0.0%	0.5%	0.5%	4.5%
Wickford Town Centre									
Aldi-The Broadway	0.0%	0.5%	19.5%	0.0%	0.0%	0.0%	12.4%	0.0%	2.7%
Iceland-High Street	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	4.1%	0.0%	0.4%
All Other Town Centre Floorspace Sub-total	0.0%	0.0%	0.0% 20.7%	0.0%	0.0%	0.0%	0.0% 16.5%	0.0%	0.0% 3.1%
Sub-total: Town Centre Stores / Centres	31.9%	35.0%	23.2%	21.8%	17.0%	2.2%	32.2%	2.9%	20.0%
OUT OF TOWN STORES / LOCATIONS									
OUT OF TOWN STORES / LOCATIONS									
Basildon									
Pipps Hill Retail Park - Asda	2.8%	10.9%	4.4%	15.4%	1.2%	3.6%	2.1%	5.0%	6.5%
Mayflower Retail Park-Tesco Extra Mayflower Retail Park-M&S Foodhall	5.1% 0.5%	6.1% 0.5%	32.2% 1.2%	16.1% 0.0%	0.0%	3.0%	11.2%	3.5% 0.0%	8.4% 0.3%
Mayflower Retail Park-M&S Foodnall Mayflower Retail Park-Home Bargains	0.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Mayflower Retail Park-Lidl	2.2%	0.0%	0.0%	0.6%	0.0%	0.0%	3.0%	0.0%	0.5%
Cricketers Retail Park- Sainsbury's Superstore	9.1%	1.6%	13.0%	5.1%	0.6%	0.6%	7.2%	0.5%	3.8%
All Other Out-of-Centre Floorspace Sub-total	1.7% 21.5%	0.0% 19.1%	0.0% 50.8%	0.0% 37.1%	0.0% 2.4%	0.0% 7.3%	0.0%	0.0% 9.0%	0.2% 19.7%
Sub-total	21.3/0	13.1/0	30.070	37.1/0	2.470	7.3/0	23.070	3.070	15.770
Billericay									
All Out-of-Centre Floorspace Sub-total	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	1.6%	0.0%	0.4%
Sub-total	0.078	0.076	0.076	2.3/0	0.076	0.076	1.0/0	0.076	0.4/6
Laindon									
Tesco Superstore, Mandeville Way	1.0%	17.0%	0.0%	5.4%	6.2%	8.1%	0.5%	0.0%	5.5%
All Other Out-of-Centre Floorspace Sub-total	0.0%	0.0% 17.0%	0.0%	0.0% 5.4%	0.0% 6.2%	0.0% 8.1%	0.0%	0.0%	0.0% 5.5%
	11070	271070	0.070	51-170	012/0	0.270	0.570	0.070	5.570
Pitsea									
Tesco Extra	23.3%	9.9%	2.9%	1.4%	27.7%	0.0%	0.0%	11.0%	10.0%
All Other Out-of-Centre Floorspace Sub-total	0.5% 23.8%	0.0% 9.9%	0.0%	0.0%	0.0% 27.7%	0.0%	0.0%	0.0% 11.0%	0.1% 10.1%
Sub-total		2.570	,	*/*	,3				
Wickford									
All Out-of-Centre Floorspace Sub-total	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2% 0.2%
Sub-total	0.070	0.070	2.0/0	0.070	0.070	0.0/0	0.070	0.070	V.Z/0
Sub-total: All Out of Town Centre Stores / Centres	46.4%	46.0%	55.7%	46.4%	36.3%	15.4%	25.7%	20.0%	35.8%
BASILDON BOROUGH COUNCIL AREA	78.3%	81.0%	78.9%	68.2%	53.3%	17.6%	57.9%	22.9%	55.8%
OTHER CENTRES/STORES OUTSIDE BBC AREA									
Benfleet	0.5%	1.3%	2.6%	0.0%	1.6%	0.0%	0.0%	23.6%	6.7%
Brentwood Capyoy Island	0.0%	0.0%	0.0%	0.0%	0.0%	31.8%	1.7%	0.0%	2.6%
Canvey Island Chelmsford	1.7% 0.5%	0.0% 1.5%	1.9% 1.8%	0.0% 7.5%	1.4%	0.0% 3.7%	0.0% 9.4%	14.0% 0.0%	4.0% 2.3%
Grays	1.5%	0.0%	0.0%	0.6%	0.0%	0.6%	0.0%	0.0%	0.3%
Hornchurch	0.0%	1.1%	0.0%	0.0%	0.0%	3.6%	1.1%	0.0%	0.6%
Leigh-on-Sea Rayleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.3%
Rayleigh Romford	0.0%	0.0%	4.3% 0.0%	0.0%	0.0%	0.0% 6.3%	1.0% 0.5%	9.0% 0.0%	2.7% 0.5%
Lakeside (Includes Shopping Centre, West Thurrock	2.070	2.070	2.070	2.5/0	2.070	2.3,0		2.070	2.3/0
Retail Park; Lakeside Retail Park; Thurrock Shopping	0.0%	0.9%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.3%
Park)	0.000	0.000	0.007	0.001	0.00	0.001	0.001	0.000	0.007
Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL OTHER CENTRES / STORES:	3.2%	1.1%	0.6%	1.9%	27.0%	22.5%	6.4%	15.6%	9.0%
Sub-Total All other Centres / stores	7.4%	5.9%	11.2%	10.1%	30.0%	69.8%	20.0%	63.3%	29.2%
SPECIAL FORMS OF TRADING / INTERNET SUCREMES	1/1 20/	13.1%	9.9%	21.8%	16.7%	12.5%	22.1%	13.8%	14.9%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:	14.3%	13.1%	J.970	21.070	10./70	12.3%	22.170	13.6%	14.570
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre Eastgate Shopping Centre - Asda	13.1%	7.1%	3.5%	5.8%	5.8%	1.0%	0.0%	0.0%	4.4%
Iceland - Market Pavement	3.7%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
B&M - Town Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Town Centre Floorspace	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Sub-tota	19.1%	14.2%	3.5%	5.8%	5.8%	1.0%	0.0%	0.0%	6.7%
Billericay Town Centre									
Iceland	0.0%	2.0%	0.0%	7.4%	0.0%	2.8%	0.0%	0.0%	1.4%
Waitrose - High Street Poundland	0.0%	0.0%	0.9%	20.9%	0.0%	3.2% 0.0%	14.1%	0.0%	3.6% 0.0%
All Other Town Centre Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-tota	0.0%	2.0%	0.9%	28.3%	0.0%	6.0%	14.1%	0.0%	5.0%
Lidl - Main Road	0.0%	15.8%	0.0%	7.2%	2.1%	2.4%	0.0%	2.2%	5.1%
Sub-tota		15.8%	0.0%	7.2%	2.1%	2.4%	0.0%	2.2%	5.1%
Pitsea Town Centre Aldi-Northlands Pavement	15.8%	6.6%	0.0%	1.0%	6.4%	0.0%	0.0%	0.0%	3.8%
Farmfoods-Old Market Retail Park-High Road	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	1.1%
Lidl-Old Market Retail Park-High Road	8.0%	2.5%	3.1%	3.9%	11.0%	1.0%	0.0%	0.8%	3.2%
Poundland-Old Market Retail Park-High Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Town Centre Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-tota	28.1%	9.1%	3.1%	5.0%	17.4%	1.0%	0.0%	3.0%	8.1%
Wickford Town Centre									
Aldi-The Broadway	0.0%	0.0%	14.1%	2.5%	0.0%	0.0%	2.4%	2.2%	2.2%
Iceland-High Street All Other Town Centre Floorspace	0.0%	0.0% 2.4%	8.8% 2.0%	1.0%	0.0%	0.0%	4.2% 0.0%	0.0%	1.2% 0.7%
Sub-tota		2.4%	25.0%	3.5%	0.0%	0.0%	6.6%	2.2%	4.1%
Sub-total: Town Centre Stores / Centres	47.2%	43.6%	32.5%	49.7%	25.4%	10.4%	20.7%	7.5%	29.0%
OUT OF TOWN STORES / LOCATIONS									
Basildon Pipps Hill Retail Park - Asda	0.0%	11.6%	6.3%	12.4%	0.0%	2.2%	3.5%	1.9%	5.3%
Mayflower Retail Park-Tesco Extra	8.7%	7.7%	18.0%	6.1%	0.0%	2.0%	16.1%	0.8%	6.4%
Mayflower Retail Park-M&S Foodhall	3.6%	0.7%	10.0%	1.0%	3.0%	2.4%	0.0%	0.0%	1.9%
Mayflower Retail Park-Home Bargains	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park-Lidl Cricketers Retail Park-Sainsbury's Superstore	0.0% 14.3%	0.0%	2.9% 15.2%	0.0% 10.8%	0.0% 3.4%	0.0%	1.1% 7.4%	0.0%	0.3% 5.3%
All Other Out-of-Centre Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	1.9%	0.7%
Sub-tota	26.6%	20.9%	52.4%	30.4%	6.4%	6.6%	30.8%	5.4%	20.0%
P.Havisa									
Billericay All Out-of-Centre Floorspace	0.0%	0.7%	1.9%	9.1%	0.0%	0.0%	7.9%	0.0%	1.9%
Sub-tota		0.7%	1.9%	9.1%	0.0%	0.0%	7.9%	0.0%	1.9%
Note days									
Laindon Tesco Superstore, Mandeville Way	0.0%	7.5%	0.0%	0.0%	0.0%	5.3%	1.1%	0.0%	2.1%
All Other Out-of-Centre Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
Sub-tota	0.0%	7.5%		0.0%				0.0%	0.0%
Pitsea			0.0%	0.0%	0.0%	5.3%	1.1%	0.0%	0.0% 2.1%
			0.0%	0.0%	0.0%	5.3%	1.1%		
	14.8%	11.5%	3.5%	0.0%	9.5%	0.0%	0.0%		
Tesco Extra All Other Out-of-Centre Floorspace	14.8% 0.0%	11.5% 0.0%						0.0%	2.1%
Tesco Extra	0.0%		3.5%	0.0%	9.5%	0.0%	0.0%	10.8%	2.1% 7.9%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota	0.0%	0.0%	3.5% 0.0%	0.0%	9.5% 0.0%	0.0%	0.0% 0.0%	0.0% 10.8% 0.0%	7.9% 0.0%
Tesco Extra All Other Out-of-Centre Floorspace	0.0%	0.0%	3.5% 0.0%	0.0%	9.5% 0.0%	0.0%	0.0% 0.0%	0.0% 10.8% 0.0%	7.9% 0.0%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford	0.0% 14.8% 0.0%	0.0% 11.5%	3.5% 0.0% 3.5%	0.0% 0.0% 0.0 %	9.5% 0.0% 9.5%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 10.8% 0.0% 10.8%	7.9% 0.0% 7.9%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-tota	0.0% 14.8% 0.0% 0.0%	0.0% 11.5% 0.7% 0.7%	3.5% 0.0% 3.5% 4.0% 4.0%	0.0% 0.0% 0.0% 0.0%	9.5% 0.0% 9.5% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 2.6%	0.0% 10.8% 0.0% 10.8% 0.0%	7.9% 0.0% 7.9% 0.7%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace	0.0% 14.8% 0.0% 0.0%	0.0% 11.5% 0.7%	3.5% 0.0% 3.5% 4.0%	0.0% 0.0% 0.0%	9.5% 0.0% 9.5%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	10.8% 0.0% 10.8%	7.9% 0.0% 7.9%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-tota	0.0% 14.8% 0.0% 0.0%	0.0% 11.5% 0.7% 0.7%	3.5% 0.0% 3.5% 4.0% 4.0%	0.0% 0.0% 0.0% 0.0%	9.5% 0.0% 9.5% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 2.6%	0.0% 10.8% 0.0% 10.8% 0.0%	7.9% 0.0% 7.9% 0.7%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA	0.0% 14.8% 0.0% 0.0%	0.0% 11.5% 0.7% 0.7% 41.3%	3.5% 0.0% 3.5% 4.0% 4.0%	0.0% 0.0% 0.0% 0.0% 0.0%	9.5% 0.0% 9.5% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.9%	0.0% 0.0% 0.0% 2.6% 42.4%	0.0% 10.8% 0.0% 10.8% 0.0% 16.3%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 32.5%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA	0.0% 14.8% 0.0% 0.0% 41.4% 88.6%	0.0% 11.5% 0.7% 0.7% 41.3%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9%	0.0% 0.0% 0.0% 0.0% 0.0% 39.5%	9.5% 0.0% 9.5% 0.0% 0.0% 15.9%	0.0% 0.0% 0.0% 0.0% 11.9%	0.0% 0.0% 0.0% 2.6% 42.4%	0.0% 10.8% 0.0% 10.8% 0.0% 0.0% 16.3%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 61.5%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet	0.0% 14.8% 0.0% 0.0% 41.4% 88.6%	0.0% 11.5% 0.7% 0.7% 41.3% 84.9%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9%	0.0% 0.0% 0.0% 0.0% 0.0% 39.5% 89.2%	9.5% 0.0% 9.5% 0.0% 0.0% 15.9%	0.0% 0.0% 0.0% 0.0% 11.9% 22.3%	0.0% 0.0% 0.0% 2.6% 42.4% 63.1%	0.0% 10.8% 0.0% 10.8% 0.0% 0.0% 16.3%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 4.5%
Tesco Extra All Other Out-of-Centre Floorspace Wickford All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood	0.0% 14.8% 0.0% 1 0.0% 41.4% 88.6%	0.0% 11.5% 0.7% 0.7% 41.3% 84.9%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9% 94.4%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 89.2%	9.5% 0.0% 9.5% 0.0% 0.0% 41.3%	0.0% 0.0% 0.0% 0.0% 0.0% 11.9% 22.3%	0.0% 0.0% 0.0% 2.6% 2.6% 42.4% 63.1%	0.0% 10.8% 0.0% 10.8% 0.0% 0.0% 23.8%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 32.5% 61.5%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet	0.0% 14.8% 0.0% 0.0% 41.4% 88.6%	0.0% 11.5% 0.7% 0.7% 41.3% 84.9%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9%	0.0% 0.0% 0.0% 0.0% 0.0% 39.5% 89.2%	9.5% 0.0% 9.5% 0.0% 0.0% 15.9%	0.0% 0.0% 0.0% 0.0% 11.9% 22.3%	0.0% 0.0% 0.0% 2.6% 42.4% 63.1%	0.0% 10.8% 0.0% 10.8% 0.0% 0.0% 16.3%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 4.5%
Tesco Extra All Other Out-of-Centre Floorspace Wickford All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays	0.0% 14.8% 0.0% 0.0% 41.4% 88.6% 1.9% 0.0% 5.1% 0.0% 0.8%	0.0% 11.5% 0.7% 0.7% 41.3% 84.9%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9% 94.4% 1.9% 0.0% 0.0% 0.9% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 39.5% 89.2% 0.0% 1.0% 3.2% 1.0%	9.5% 0.0% 9.5% 0.0% 15.9% 41.3%	0.0% 0.0% 0.0% 0.0% 0.0% 11.9% 22.3% 0.0% 6.5% 4.3%	0.0% 0.0% 0.0% 2.6% 42.4% 63.1% 0.0% 0.0% 9.5% 2.4%	0.0% 10.8% 0.0% 10.8% 0.0% 16.3% 23.8% 16.2% 0.0% 17.7% 0.0% 0.0%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 32.5% 61.5% 4.5% 1.9% 5.7% 1.6% 1.1%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-total: All Out of Town Centre Stores / Centree BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch	0.0% 14.8% 0.0% 0.0% 141.4% 88.6% 1.9% 0.0% 5.1% 0.0% 0.8% 0.0%	0.0% 11.5% 0.7% 0.7% 41.3% 84.9% 0.0% 2.0% 2.4% 0.0% 0.0% 0.0%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9% 94.4% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 39.5% 89.2% 0.0% 0.0% 1.0% 3.2% 1.0%	9.5% 0.0% 9.5% 0.0% 15.9% 41.3% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.9% 22.3% 0.0% 6.5% 6.5% 4.3% 4.2%	0.0% 0.0% 0.0% 2.6% 42.4% 63.1% 0.0% 3.5% 0.0% 9.5% 2.4% 0.0%	10.8% 0.0% 10.8% 0.0% 0.0% 16.3% 23.8% 16.2% 0.0% 17.7% 0.0% 0.8% 0.0%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 4.5% 4.5% 4.5% 1.9% 5.7% 1.6% 1.1% 0.4%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea	0.0% 14.8% 0.0% 0.0% 41.4% 88.6% 1.9% 0.0% 5.1% 0.0% 0.8% 0.0% 0.0%	0.0% 11.5% 0.7% 0.7% 41.3% 84.9% 0.0% 2.0% 2.4% 0.0% 0.0% 0.0% 0.0%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9% 94.4% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 39.5% 89.2% 0.0% 1.0% 3.2% 1.0% 0.0%	9.5% 0.0% 9.5% 0.0% 0.0% 15.9% 41.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.9% 22.3% 0.0% 6.5% 4.3% 0.0%	0.0% 0.0% 0.0% 2.6% 42.4% 63.1% 0.0% 3.5% 0.0% 9.5% 2.4% 0.0%	10.8% 0.0% 10.8% 0.0% 10.8% 16.3% 23.8%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 4.5% 1.9% 5.7% 1.6% 1.1% 0.4% 0.0%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-total: All Out of Town Centre Stores / Centree BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Bentlevod Canvey Island Chelmsford Grays Hornchurch	0.0% 14.8% 0.0% 0.0% 141.4% 88.6% 1.9% 0.0% 5.1% 0.0% 0.8% 0.0%	0.0% 11.5% 0.7% 0.7% 41.3% 84.9% 0.0% 2.0% 2.4% 0.0% 0.0% 0.0%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9% 94.4% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 39.5% 89.2% 0.0% 0.0% 1.0% 3.2% 1.0%	9.5% 0.0% 9.5% 0.0% 15.9% 41.3% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.9% 22.3% 0.0% 6.5% 6.5% 4.3% 4.2%	0.0% 0.0% 0.0% 2.6% 42.4% 63.1% 0.0% 3.5% 0.0% 9.5% 2.4% 0.0%	10.8% 0.0% 10.8% 0.0% 0.0% 16.3% 23.8% 16.2% 0.0% 17.7% 0.0% 0.8% 0.0%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 4.5% 4.5% 4.5% 1.9% 5.7% 1.6% 1.1% 0.4%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock	0.0% 14.8% 0.0% 0.0% 41.4% 88.6% 1.9% 0.0% 5.1% 0.0% 0.0% 0.0% 0.0%	0.0% 11.5% 0.7% 0.7% 41.3% 84.9% 0.0% 2.4% 0.0% 0.0% 0.0% 1.7%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9% 94.4% 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% 89.2% 0.0% 1.0% 3.2% 1.0% 0.0% 0.0%	9.5% 0.0% 9.5% 0.0% 15.9% 41.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.9% 22.3% 0.0% 6.5% 4.3% 4.2% 0.0% 1.0%	0.0% 0.0% 0.0% 2.6% 2.6% 42.4% 63.1% 0.0% 9.5% 2.4% 0.0% 0.0% 0.0%	10.8% 0.0% 10.8% 0.0% 10.3% 16.3% 16.2% 0.0% 0.0% 0.0% 0.0% 0.0%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 32.5% 61.5% 4.5% 1.9% 5.7% 1.6% 0.4% 0.0%
Tesco Extra All Other Out-of-Centre Floorspace Wickford All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping	0.0% 14.8% 0.0% 0.0% 41.4% 88.6% 1.9% 0.0% 5.1% 0.0% 0.0% 0.0% 0.0%	0.0% 11.5% 0.7% 0.7% 41.3% 84.9% 0.0% 2.4% 0.0% 0.0% 0.0% 1.7%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9% 94.4% 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% 89.2% 0.0% 1.0% 3.2% 1.0% 0.0% 0.0%	9.5% 0.0% 9.5% 0.0% 0.0% 15.9% 41.3% 0.0% 0.0% 0.0% 2.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.9% 22.3% 0.0% 6.5% 4.3% 4.2% 0.0% 1.0%	0.0% 0.0% 0.0% 2.6% 2.6% 42.4% 63.1% 0.0% 9.5% 2.4% 0.0% 0.0% 0.0%	10.8% 0.0% 10.8% 0.0% 10.3% 16.3% 16.2% 0.0% 0.0% 0.0% 0.0% 0.0%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 32.5% 61.5% 4.5% 1.9% 5.7% 1.6% 0.4% 0.0%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0% 14.8% 0.0% 1 41.4% 88.6% 1.9% 0.0% 5.1% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 11.5% 0.7% 0.7% 41.3% 41.3% 0.0% 2.0% 2.4% 0.0% 0.0% 0.0% 0.0% 0.0%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9% 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% 39.5% 0.0% 1.0% 3.2% 1.0% 0.0% 0.0%	9.5% 0.0% 9.5% 0.0% 15.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 11.9% 22.3% 0.0% 4.2% 4.2% 0.0% 4.3% 4.2% 0.0%	0.0% 0.0% 2.6% 42.4% 63.1% 0.0% 9.5% 0.0% 0.0% 0.0% 0.0%	10.8% 0.0% 10.8% 0.0% 10.8% 16.3% 16.2% 0.0% 17.7% 0.0% 0.8% 0.0% 0.0% 0.0%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 4.5% 1.9% 5.7% 1.6% 1.1% 0.0% 2.4% 0.0% 0.0%
Tesco Extra All Other Out-of-Centre Floorspace Wickford All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping	0.0% 0.0% 0.0% 41.4% 88.6% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 11.5% 0.7% 41.3% 84.9% 0.0% 2.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	3.5% 0.0% 3.5% 4.0% 4.0% 61.9% 94.4% 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% 39.5% 89.2% 0.0% 1.0% 0.0% 0.0% 0.0% 0.0% 0.0%	9.5% 0.0% 9.5% 0.0% 0.0% 15.9% 41.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 11.9% 0.0% 16.2% 0.0% 4.3% 4.2% 1.0% 0.0% 0.0%	0.0% 0.0% 0.0% 2.6% 42.4% 63.1% 0.0% 3.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 10.8% 0.0% 0.0% 0.0% 16.3% 16.2% 0.0% 17.7% 0.0% 0.0% 17.7% 0.0% 0.0% 17.7% 0.0% 17.7% 0.0% 17.7% 0.0% 17.7% 17.8%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 32.5% 61.5% 4.5% 1.9% 5.7% 1.6% 0.0% 0.0% 0.0%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0% 14.8% 0.0% 1 41.4% 88.6% 1.9% 0.0% 5.1% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 11.5% 0.7% 0.7% 41.3% 41.3% 0.0% 2.0% 2.4% 0.0% 0.0% 0.0% 0.0% 0.0%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9% 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% 39.5% 0.0% 1.0% 3.2% 1.0% 0.0% 0.0%	9.5% 0.0% 9.5% 0.0% 15.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 11.9% 22.3% 0.0% 4.2% 4.2% 0.0% 4.3% 4.2% 0.0%	0.0% 0.0% 2.6% 42.4% 63.1% 0.0% 9.5% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 10.8% 0.0% 16.3% 16.2% 0.0% 17.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 4.5% 1.9% 5.7% 1.6% 1.1% 0.0% 2.4% 0.0% 0.0%
Tesco Extra All Other Out-of-Centre Floorspace Wickford All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) Southend-on-Sea	0.0% 0.0% 0.0% 0.0% 88.6% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 11.5% 0.7% 41.3% 84.9% 0.0% 2.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	3.5% 0.0% 3.5% 4.0% 4.0% 61.9% 94.4% 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% 39.5% 89.2% 0.0% 1.0% 0.0% 0.0% 0.0% 0.0% 0.0%	9.5% 0.0% 9.5% 0.0% 0.0% 15.9% 41.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 11.9% 0.0% 16.2% 0.0% 4.3% 4.2% 1.0% 0.0% 0.0%	0.0% 0.0% 0.0% 2.6% 42.4% 63.1% 0.0% 3.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 10.8% 0.0% 0.0% 0.0% 16.3% 16.2% 0.0% 17.7% 0.0% 0.0% 17.7% 0.0% 0.0% 17.7% 0.0% 17.7% 0.0% 17.7% 0.0% 17.7% 17.8%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 32.5% 61.5% 4.5% 1.9% 5.7% 1.6% 0.0% 0.0% 0.0%
Tesco Extra All Other Out-of-Centre Floorspace Sub-tota Wickford All Out-of-Centre Floorspace Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Shopping Park) Southend-on-Sea ALL OTHER CENTRES / STORES: Sub-Total All other Centres / stores	0.0% 14.8% 0.0% 1.0% 88.6% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 11.5% 0.7% 0.7% 41.3% 84.9% 0.0% 2.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.7% 0.0%	3.5% 0.0% 3.5% 4.0% 4.0% 61.9% 94.4% 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% 39.5% 89.2% 0.0% 1.0% 3.2% 1.0% 0.0% 0.0% 0.0% 0.0%	9.5% 0.0% 9.5% 0.0% 15.9% 41.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 11.9% 22.3% 0.0% 6.5% 4.2% 0.0% 4.2% 0.0% 0.0% 0.0% 31.0%	0.0% 0.0% 0.0% 2.6% 2.6% 42.4% 63.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 19.2%	0.0% 0.0% 0.0% 0.0% 0.0% 16.3% 16.2% 0.0%	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 4.5% 1.9% 5.7% 1.6% 1.1% 0.0% 2.4% 0.0% 2.0% 13.1%
Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) Southend-on-Sea ALL OTHER CENTRES / STORES:	0.0% 0.0% 0.0% 0.0% 88.6% 1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 11.5% 0.7% 0.7% 41.3% 41.3% 84.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.7% 0.0% 0.0% 0.7% 0.0% 0.7% 0.0% 0.7% 0.0% 0.7% 0.0% 0.7% 0.0% 0.7% 0.0% 0.0	3.5% 0.0% 3.5% 4.0% 4.0% 4.0% 61.9% 94.4% 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% 39.5% 89.2% 0.0% 1.0% 1.0% 0.0% 0.0% 0.0% 0.0%	9.5% 0.0% 9.5% 0.0% 15.9% 41.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 11.9% 22.3% 0.0% 6.5% 4.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 2.6% 2.6% 2.6% 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% 16.3% 16.2% 0.0% 17.7% 0.0% 0.0% 0.0% 0.0% 0.0% 17.7% 0.0% 17.7% 0.0% 17.7% 1	2.1% 7.9% 0.0% 7.9% 0.7% 0.7% 32.5% 61.5% 4.5% 1.9% 5.7% 0.0% 0.0% 0.0% 2.4% 0.0% 0.0% 2.0%



TABLE 4: TOP UP FOOD PURCHASES - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre									
Eastgate Shopping Centre - Asda	11.3%	16.7%	0.8%	1.7%	0.0%	0.0%	0.0%	0.0%	5.1%
Iceland - Market Pavement	0.0%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
B&M - Town Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Town Centre Floorspace Sub-tota	0.8% al 12.1%	0.0% 24.0%	0.0%	0.0% 1.7%	0.0%	0.0%	0.0%	0.0%	0.1% 6.8%
300-1012	12.170	24.070	0.070	1.770	0.070	0.070	0.070	0.070	0.076
Billericay Town Centre									
Iceland	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.7%
Waitrose - High Street Poundland	0.0%	0.6%	0.8%	36.1% 2.3%	0.0%	0.0%	9.0%	0.0%	4.7% 0.2%
All Other Town Centre Floorspace	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.4%	0.0%	0.2%
Sub-tota	o.0%	0.6%	0.8%	45.7%	0.0%	0.0%	10.4%	0.0%	5.9%
Laindon Town Centre									
Lidl - Main Road	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.8%
Sub-tota		3.1%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.8%
Pitsea Town Centre Aldi-Northlands Pavement	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.7%
Farmfoods-Old Market Retail Park-High Road	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Lidl-Old Market Retail Park-High Road	7.2%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Poundland-Old Market Retail Park-High Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Town Centre Floorspace	2.8% al 26.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Sub-tota	20.0%	3.1%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	3.8%
Wickford Town Centre									
Aldi-The Broadway	0.0%	0.0%	13.2%	0.7%	0.0%	0.0%	17.4%	0.0%	2.5%
Iceland-High Street All Other Town Centre Floorspace	0.0%	0.0%	15.9% 4.0%	0.0% 1.4%	0.0%	0.0%	2.7% 1.3%	0.0%	1.6% 0.6%
Sub-tota		0.0%	33.1%	2.1%	0.0%	0.0%	21.4%	0.0%	4.7%
Sub-total: Town Centre Stores / Centres	s 38.8%	30.8%	34.7%	49.5%	0.0%	0.0%	35.3%	0.0%	22.0%
OUT OF TOWN STORES / LOCATIONS									
Basildan									
Basildon Pipps Hill Retail Park - Asda	2.8%	11.8%	0.8%	2.2%	0.0%	0.0%	0.0%	1.8%	3.6%
Mayflower Retail Park-Tesco Extra	0.0%	2.5%	8.6%	2.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Mayflower Retail Park-M&S Foodhall	3.5%	0.0%	2.5%	0.7%	0.9%	2.0%	4.5%	0.0%	1.3%
Mayflower Retail Park-Home Bargains	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Mayflower Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.1%
Cricketers Retail Park- Sainsbury's Superstore All Other Out-of-Centre Floorspace	11.5% 12.0%	3.7% 9.8%	1.6% 0.0%	2.0%	0.0%	0.0%	1.6% 0.0%	0.0%	2.6% 3.5%
Sub-tota		29.5%	13.5%	6.9%	0.9%	2.0%	8.0%	1.8%	12.9%
Billericay	0.0%	3.3%	0.0%	37.1%	0.0%	0.0%	20.3%	1.8%	6.6%
All Out-of-Centre Floorspace Sub-tota		3.3%	0.0%	37.1%	0.0%	0.0%	20.3%	1.8%	6.6%
Laindon									
Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace	1.7% 0.0%	18.3% 1.4%	0.0%	0.0%	3.0%	6.4%	2.2% 0.0%	0.0%	5.0% 0.3%
Sub-tota		19.6%	0.0%	0.0%	3.0%	6.4%	2.2%	0.0%	5.3%
Pitsea	40.00	4 40/	2.50/	0.00/	4.00/	0.00/	0.00/	2 20/	2.00/
Tesco Extra All Other Out-of-Centre Floorspace	10.6% 3.2%	1.4%	3.5% 0.0%	0.0%	1.8%	0.0%	0.0%	3.2% 0.0%	2.8% 0.4%
Sub-tota		1.4%	3.5%	0.0%	1.8%	0.0%	0.0%	3.2%	3.1%
Wickford	0.00/	0.69/	46.6%	0.00/	0.00/	0.00/	C F0/	0.00/	4.70/
All Out-of-Centre Floorspace Sub-tota	0.0% al 0.0%	0.6%	46.6%	0.0%	0.0%	0.0%	6.5%	0.0%	4.7% 4.7%
Sub-total: All Out of Town Centre Stores / Centres	s 45.4%	54.5%	63.7%	44.0%	5.7%	8.5%	37.0%	6.9%	32.7%
BASILDON BOROUGH COUNCIL AREA							72 49/	6.9%	54.7%
	84.1%	85.3%	98.4%	93.5%	5.7%	8.5%	72.4%		
OTHER CENTRES/STORES OUTSIDE BBC AREA	84.1%	85.3%	98.4%	93.5%	5.7%	8.5%	72.4%		
OTHER CENTRES/STORES OUTSIDE BBC AREA									
Benfleet	2.4%	0.0%	0.0%	2.3%	0.0%	2.0%	0.0%	35.8%	9.8%
Benfleet Brentwood	2.4% 0.0%	0.0% 2.1%	0.0% 0.0%	2.3% 0.0%	0.0% 0.0%	2.0% 31.8%	0.0% 0.0%	0.0%	2.9%
Benfleet Brentwood Canvey Island	2.4%	0.0%	0.0%	2.3%	0.0%	2.0%	0.0%		
Benfleet Brentwood Carwey Island Chelmsford	2.4% 0.0% 0.0%	0.0% 2.1% 0.0%	0.0% 0.0% 0.0%	2.3% 0.0% 0.0%	0.0% 0.0% 0.0%	2.0% 31.8% 0.0%	0.0% 0.0% 0.0%	0.0% 14.7%	2.9% 3.7%
Benfleet Brentwood Canvey Island Chelmsford Grays	2.4% 0.0% 0.0% 0.0% 2.4% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 1.5%	0.0% 0.0% 0.0% 0.8% 0.0%	2.3% 0.0% 0.0% 0.0% 0.0% 1.7%	0.0% 0.0% 0.0% 0.0% 0.0%	2.0% 31.8% 0.0% 1.8% 0.0% 3.2%	0.0% 0.0% 0.0% 2.2% 0.0% 0.0%	0.0% 14.7% 0.0% 0.0% 0.0%	2.9% 3.7% 0.4% 0.3% 0.8%
Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea	2.4% 0.0% 0.0% 0.0% 2.4% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 1.5% 0.0%	0.0% 0.0% 0.0% 0.8% 0.0% 0.0%	2.3% 0.0% 0.0% 0.0% 0.0% 1.7% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.0% 31.8% 0.0% 1.8% 0.0% 3.2% 0.0%	0.0% 0.0% 0.0% 2.2% 0.0% 0.0%	0.0% 14.7% 0.0% 0.0% 0.0% 6.9%	2.9% 3.7% 0.4% 0.3% 0.8% 1.9%
Benfleet Brentwood Canwey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh	2.4% 0.0% 0.0% 0.0% 2.4% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0%	0.0% 0.0% 0.0% 0.8% 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% 0.0%	2.0% 31.8% 0.0% 1.8% 0.0% 3.2% 0.0% 0.0%	0.0% 0.0% 0.0% 2.2% 0.0% 0.0% 1.4% 0.7%	0.0% 14.7% 0.0% 0.0% 0.0% 6.9% 18.0%	2.9% 3.7% 0.4% 0.3% 0.8% 1.9% 4.7%
Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford	2.4% 0.0% 0.0% 0.0% 2.4% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 1.5% 0.0%	0.0% 0.0% 0.0% 0.8% 0.0% 0.0%	2.3% 0.0% 0.0% 0.0% 0.0% 1.7% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.0% 31.8% 0.0% 1.8% 0.0% 3.2% 0.0%	0.0% 0.0% 0.0% 2.2% 0.0% 0.0%	0.0% 14.7% 0.0% 0.0% 0.0% 6.9%	2.9% 3.7% 0.4% 0.3% 0.8% 1.9%
Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock	2.4% 0.0% 0.0% 0.0% 2.4% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0%	0.0% 0.0% 0.0% 0.8% 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% 0.0%	2.0% 31.8% 0.0% 1.8% 0.0% 3.2% 0.0% 0.0%	0.0% 0.0% 0.0% 2.2% 0.0% 0.0% 1.4% 0.7%	0.0% 14.7% 0.0% 0.0% 0.0% 6.9% 18.0%	2.9% 3.7% 0.4% 0.3% 0.8% 1.9% 4.7%
Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	2.4% 0.0% 0.0% 0.0% 2.4% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0% 2.1%	0.0% 0.0% 0.0% 0.8% 0.0% 0.0% 0.0% 0.0%	2.3% 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%	2.0% 31.8% 0.0% 1.8% 0.0% 3.2% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 2.2% 0.0% 0.0% 1.4% 0.7% 0.0%	0.0% 14.7% 0.0% 0.0% 0.0% 6.9% 18.0% 0.0%	2.9% 3.7% 0.4% 0.3% 0.8% 1.9% 4.7% 0.0%
Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	2.4% 0.0% 0.0% 0.0% 2.4% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0%	0.0% 0.0% 0.0% 0.8% 0.0% 0.0% 0.0% 0.8% 0.0%	2.3% 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%	2.0% 31.8% 0.0% 1.8% 0.0% 3.2% 0.0% 0.0%	0.0% 0.0% 0.0% 2.2% 0.0% 0.0% 1.4% 0.7%	0.0% 14.7% 0.0% 0.0% 0.0% 6.9% 18.0% 0.0%	2.9% 3.7% 0.4% 0.3% 0.8% 1.9% 4.7% 0.0%
Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) Southend-on-Sea	2.4% 0.0% 0.0% 0.0% 2.4% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0% 2.1%	0.0% 0.0% 0.0% 0.8% 0.0% 0.0% 0.0% 0.0%	2.3% 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%	2.0% 31.8% 0.0% 1.8% 0.0% 3.2% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 2.2% 0.0% 0.0% 1.4% 0.7% 0.0%	0.0% 14.7% 0.0% 0.0% 0.0% 6.9% 18.0% 0.0%	2.9% 3.7% 0.4% 0.3% 0.8% 1.9% 4.7% 0.0%
Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) Southend-on-Sea	2.4% 0.0% 0.0% 0.0% 2.4% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0% 2.1%	0.0% 0.0% 0.0% 0.8% 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% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.0% 31.8% 0.0% 1.8% 0.0% 3.2% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 2.2% 0.0% 0.0% 1.4% 0.7% 0.0%	0.0% 14.7% 0.0% 0.0% 0.0% 6.9% 18.0% 0.0% 0.0%	2.9% 3.7% 0.4% 0.3% 0.8% 1.9% 4.7% 0.0% 0.5%
Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) Southend-on-Sea ALL OTHER CENTRES / STORES: Sub-Total All other Centres / stores	2.4% 0.0% 0.0% 0.0% 2.4% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.1% 0.0% 0.0% 0.0% 1.5% 0.0% 0.0% 2.1% 0.0% 2.2%	0.0% 0.0% 0.0% 0.8% 0.0% 0.0% 0.0% 0.0%	2.3% 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% 0.0% 0.0%	2.0% 31.8% 0.0% 1.8% 0.0% 3.2% 0.0% 0.0% 0.0% 45.1%	0.0% 0.0% 0.0% 2.2% 0.0% 0.0% 0.07% 0.0% 0.0% 0.0%	0.0% 14.7% 0.0% 0.0% 6.9% 18.0% 0.0% 2.2% 10.3%	2.9% 3.7% 0.4% 0.3% 0.8% 1.9% 4.7% 0.0% 0.5% 0.6% 14.4%
Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) Southend-on-Sea ALL OTHER CENTRES / STORES:	2.4% 0.0% 0.0% 0.0% 2.4% 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% 2.1% 0.0% 2.2% 8.0%	0.0% 0.0% 0.0% 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% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	2.0% 31.8% 0.0% 1.8% 0.0% 3.2% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 2.2% 0.0% 0.0% 1.4% 0.7% 0.0% 0.0% 9.2%	0.0% 14.7% 0.0% 0.0% 6.9% 18.0% 0.0% 2.2%	2.9% 3.7% 0.4% 0.3% 0.8% 1.9% 4.7% 0.0% 0.5% 0.6% 14.4%



TABLE 5: OTHER TOP UP FOOD PURCHASES - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre									
Eastgate Shopping Centre - Asda	9.6%	2.5%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Iceland - Market Pavement	6.3%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
B&M - Town Square All Other Town Centre Floorspace	0.0% 10.5%	8.4% 0.0%	0.0%	0.0% 4.5%	2.7% 0.0%	0.0%	0.0%	0.0% 4.5%	2.0% 2.8%
Sub-total		13.5%	2.3%	4.5%	2.7%	0.0%	0.0%	4.5%	7.9%
Billericay Town Centre									
Iceland	0.0%	0.0%	0.0%	3.9% 30.2%	0.0%	0.0%	5.0% 5.9%	0.0%	0.8% 3.6%
Waitrose - High Street Poundland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Town Centre Floorspace	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub-total	0.0%	0.0%	0.0%	35.7%	0.0%	0.0%	10.8%	0.0%	4.6%
Laindon Town Centre									
Lidl - Main Road	5.6%	20.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%
Sub-total		20.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%
Pitsea Town Centre Aldi-Northlands Pavement	19.6%	6.1%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	3.7%
Farmfoods-Old Market Retail Park-High Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	1.1%
Lidl-Old Market Retail Park-High Road	2.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.9%
Poundland-Old Market Retail Park-High Road	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
All Other Town Centre Floorspace Sub-total	0.0% 23.6%	0.0% 12.1%	0.0%	0.0%	0.0% 2.7%	0.0%	0.0%	0.0% 6.1%	7.0%
Sub-total	25.070		3.070	5.570	2.770	0.070	5.570	5.1/6	
Wickford Town Centre									
Aldi-The Broadway	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%	4.2%	0.0%	1.1%
Iceland-High Street All Other Town Centre Floorspace	0.0%	0.0%	9.9% 2.3%	0.0%	0.0%	0.0%	9.4% 3.8%	0.0%	1.6% 0.5%
Sub-total	0.0%	0.0%	21.5%	0.0%	0.0%	0.0%	17.4%	0.0%	3.2%
Sub-total: Town Centre Stores / Centres	55.7%	45.9%	23.7%	40.2%	5.4%	0.0%	28.2%	10.5%	27.7%
OUT OF TOWN STORES / LOCATIONS									
50. 6. 16.III 6.6.I.207 2557.II.6.II6									
Basildon									
Pipps Hill Retail Park - Asda	0.0%	18.0%	4.8%	0.0%	0.0%	0.0%	1.8%	0.0%	4.4%
Mayflower Retail Park-Tesco Extra Mayflower Retail Park-M&S Foodhall	0.0%	0.0%	7.1% 2.3%	0.0%	0.0%	0.0%	5.9% 5.0%	0.0%	1.1% 0.6%
Mayflower Retail Park-Home Bargains	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mayflower Retail Park-Lidl	0.0%	7.1%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Cricketers Retail Park- Sainsbury's Superstore	15.3%	0.0%	9.7%	8.8%	0.0%	0.0%	5.0%	3.4%	4.8%
All Other Out-of-Centre Floorspace Sub-total	0.0% 15.3%	0.0% 25.2%	0.0% 28.7%	0.0%	0.0%	0.0%	0.0% 17.6%	0.0% 3.4%	0.0% 12.8%
300 total	251570	251270	201770	0.070	0.070	0.070	271070	31470	12.070
Billericay									
All Out-of-Centre Floorspace	0.0%	0.0%	0.0%	41.5%	0.0%	0.0%	22.2%	0.0%	6.1%
		0.0%	0.0%	41.5% 41.5%	0.0%	0.0%	22.2% 22.2%	0.0% 0.0%	6.1% 6.1%
All Out-of-Centre Floorspace									
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace	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%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0% 0.0%	0.2% 0.0%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way	0.0% 0.0% 0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace	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%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0% 0.0%	0.2% 0.0%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra	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% 0.0% 1.6%	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%	0.2% 0.0% 0.2%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace	0.0% 0.0% 0.0% 0.0% 15.3% 6.8%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	1.6% 0.0% 1.6% 0.0%	0.0% 0.0% 0.0% 0.0% 11.7% 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%	0.2% 0.0% 0.2% 5.6% 0.8%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra	0.0% 0.0% 0.0% 0.0% 15.3% 6.8%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	1.6% 0.0% 1.6%	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%	0.2% 0.0% 0.2%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace	0.0% 0.0% 0.0% 0.0% 15.3% 6.8%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	1.6% 0.0% 1.6% 0.0%	0.0% 0.0% 0.0% 0.0% 11.7% 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%	0.2% 0.0% 0.2% 5.6% 0.8%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace	0.0% 0.0% 0.0% 0.0% 15.3% 6.8% 22.1%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0% 9.7%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4%	1.6% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 11.7%	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% 3.8% 0.0% 3.8%	6.1% 0.2% 0.0% 0.2% 5.6% 0.8% 6.4%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford	0.0% 0.0% 0.0% 0.0% 15.3% 6.8% 22.1%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	1.6% 0.0% 1.6% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.7% 11.7%	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% 3.8% 0.0% 3.8%	6.1% 0.2% 0.0% 0.2% 5.6% 0.8% 6.4%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace	0.0% 0.0% 0.0% 0.0% 15.3% 6.8% 22.1%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0% 9.7%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4%	1.6% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 11.7%	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% 3.8% 0.0% 3.8%	6.1% 0.2% 0.0% 0.2% 5.6% 0.8% 6.4%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres	0.0% 0.0% 0.0% 15.3% 6.8% 22.1%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0% 9.7% 0.0% 34.8%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4% 25.4%	1.6% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 0.0% 11.7%	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% 3.8% 0.0% 0.0%	6.1% 0.2% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total	0.0% 0.0% 0.0% 15.3% 6.8% 22.1%	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% 25.4%	1.6% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.7% 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% 3.8% 0.0% 0.0%	6.1% 0.2% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total Sub-total Sub-total	0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 37.5%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0% 9.7% 0.0% 34.8%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4% 25.4%	1.6% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 0.0% 11.7%	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% 3.8% 0.0% 3.8% 0.0% 7.2%	0.2% 0.0% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 2.2%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total	0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 37.5%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0% 9.7% 0.0% 34.8%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4% 25.4%	1.6% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 0.0% 11.7%	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% 3.8% 0.0% 3.8% 0.0% 7.2%	0.2% 0.0% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 2.2%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total Sub-total All Out-of-Centre Floorspace OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet	0.0% 0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 0.0% 37.5%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0% 0.0% 34.8%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4% 25.4% 77.9%	1.6% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 0.0% 11.7%	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% 3.8% 0.0% 0.0% 7.2% 17.7%	0.2% 0.0% 0.2% 0.0% 5.6% 0.8% 6.4% 2.2% 2.2% 55.4%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total Sub-total All Out-of-Centre Floorspace OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood	0.0% 0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 37.5% 4.8% 0.0%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0% 9.7% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4% 77.9%	1.6% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 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% 3.8% 0.0% 0.0% 17.7% 33.3% 0.0%	0.2% 0.0% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 2.7.6% 55.4%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total Sub-total All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Benfleet Brentwood Canvey Island	0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 4.8% 0.0%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0% 34.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4% 25.4% 77.9%	1.6% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 11.7%	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% 3.8% 0.0% 3.8% 0.0% 17.7% 17.7%	0.2% 0.0% 0.2% 0.0% 5.6% 0.8% 6.4% 2.2% 2.2% 55.4%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total Sub-total All Out-of-Centre Floorspace OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood	0.0% 0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 37.5% 4.8% 0.0%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0% 9.7% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 25.4% 77.9%	1.6% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 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% 3.8% 0.0% 0.0% 17.7% 33.3% 0.0%	0.2% 0.0% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 27.6% 55.4%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total All Out-of-Centre Floorspace Sub-total OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford	0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 0.0% 4.8% 0.0% 2.0% 0.0%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0% 9.7% 0.0% 34.8% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4% 77.9% 0.0% 0.0% 0.0% 0.0%	1.6% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 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% 3.8% 0.0% 3.8% 17.7%	0.2% 0.0% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 27.6% 55.4%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total Sub-total All Out-of-Centre Floorspace Sub-total OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea	0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 37.5% 4.8% 0.0% 2.0% 0.0%	0.0% 0.0% 0.0% 9.7% 0.0% 34.8% 0.0% 80.7%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4% 77.9%	1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 0.0% 17.1% 0.0% 17.1%	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% 3.8% 0.0% 3.8% 0.0% 17.7% 33.3% 0.0% 0.0% 0.0%	0.2% 0.0% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 2.2% 2.2% 55.4% 9.0% 2.4% 5.2% 0.5% 0.5% 0.5%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh	0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 37.5% 4.8% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 9.7% 0.0% 9.7% 0.0% 34.8% 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%	1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 0.0% 17.1% 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% 3.8% 0.0% 3.8% 17.7%	0.2% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 2.2% 55.4% 9.0% 2.4% 5.2% 0.5% 0.5% 0.5% 0.6%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total Sub-total All Out-of-Centre Floorspace Sub-total OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea	0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 37.5% 4.8% 0.0% 2.0% 0.0%	0.0% 0.0% 0.0% 9.7% 0.0% 34.8% 0.0% 80.7%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4% 77.9%	1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 0.0% 17.1% 0.0% 17.1%	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% 3.8% 0.0% 3.8% 17.7% 33.3% 0.0% 12.9% 0.0% 12.9% 0.0% 12.9%	0.2% 0.0% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 2.2% 2.2% 55.4% 9.0% 2.4% 5.2% 0.5% 0.5% 0.5%
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All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total All Out-of-Centre Floorspace Sub-total Sub-total Sub-total All Out-of-Centre Floorspace Sub-total OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0% 0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 37.5% 93.2% 4.8% 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% 34.8% 80.7%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4% 77.9% 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	0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 0.0% 17.1% 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% 3.8% 0.0% 3.8% 17.7% 33.3% 0.0% 12.9% 0.0% 12.9% 0.0% 12.9% 0.0% 5.3%	0.2% 0.0% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 27.6% 55.4%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total All Out-of-Centre Floorspace Sub-total Sub-total Sub-total All Out-of-Centre Floorspace Sub-total Sub-total Sub-total All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total Sub-total Sub-total All Out-of-Centre Floorspace Sub-total All Out-of-Centre Floorspace	0.0% 0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 37.5% 4.8% 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% 34.8% 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% 25.4% 25.4% 77.9% 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	0.0% 0.0% 0.0% 0.0% 11.7% 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% 0.0% 0.0% 3.8% 0.0% 0.0% 17.7% 33.3% 0.09 12.9% 0.09 0.0% 0.0%	0.2% 0.0% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 2.2% 27.6% 9.0% 2.4% 5.2% 0.5% 0.5% 0.5% 0.5%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) Southend-on-Sea	0.0% 0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 37.5% 93.2% 4.8% 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% 34.8% 80.7%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 25.4% 77.9% 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	0.0% 0.0% 0.0% 0.0% 11.7% 0.0% 11.7% 0.0% 17.1% 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% 3.8% 0.0% 3.8% 17.7% 33.3% 0.0% 12.9% 0.0% 12.9% 0.0% 12.9% 0.0% 5.3%	0.2% 0.0% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 27.6% 55.4%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total All Out-of-Centre Floorspace Sub-total Sub-total Sub-total All Out-of-Centre Floorspace Sub-total OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 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% 25.4% 0.0% 0.0% 0.0% 0.0% 0.0% 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% 0.0% 11.7% 0.0% 11.7% 0.0% 11.7% 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%	22.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 3.8% 0.0% 3.8% 0.0% 17.7% 12.9% 0.0% 12.9% 0.0% 0.0% 13.7% 0.0%	0.2% 0.0% 0.2% 0.2% 5.6% 0.8% 6.4% 2.2% 2.26 2.7.6% 55.4% 9.0% 2.4% 5.2% 0.5% 0.5% 0.6% 1.3% 0.0%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) Southend-on-Sea	0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 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% 25.4% 0.0% 0.0% 0.0% 0.0% 0.0% 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% 0.0% 11.7% 0.0% 11.7% 0.0% 11.7% 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%	22.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 3.8% 0.0% 3.8% 0.0% 17.7% 12.9% 0.0% 12.9% 0.0% 0.0% 13.7% 0.0%	0.2% 0.0% 0.2% 0.2% 5.6% 0.8% 6.4% 2.2% 2.26 2.7.6% 55.4% 9.0% 2.4% 5.2% 0.5% 0.5% 0.6% 1.3% 0.0%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total Sub-total Sub-total All Out-of-Centre Floorspace Sub-total OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) Southend-on-Sea ALL OTHER CENTRES / STORES: Sub-Total All other Centres / stores	0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 37.5% 4.8% 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% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 54.1% 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% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 11.7% 0.0% 0.0% 11.7% 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%	22.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 3.8% 0.0% 0.0% 7.2% 17.7% 33.3% 0.0% 0.0% 17.7% 0.0% 0.0% 0.0% 0.0% 0.0% 13.7% 0.0% 0.0%	0.2% 0.0% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 2.2% 2.2% 27.6% 55.4% 9.0% 2.4% 5.2% 0.5% 0.5% 0.5% 0.0% 1.3% 4.1% 0.0% 1.3%
All Out-of-Centre Floorspace Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) Southend-on-Sea ALL OTHER CENTRES / STORES:	0.0% 0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 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% 9.7% 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% 25.4% 25.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 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% 0.0% 11.7% 0.0% 0.0% 11.7% 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%	22.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 3.8% 0.0% 3.8% 0.0% 17.2% 17.7% 33.3% 0.0% 12.9% 0.0% 12.9% 0.0% 12.9% 0.0% 12.9% 0.0%	0.2% 0.0% 0.2% 5.6% 0.8% 6.4% 2.2% 2.7.6% 55.4% 9.0% 2.4% 5.5% 0.5% 0.5% 0.6% 1.3% 4.1% 0.0% 1.3%
All Out-of-Centre Floorspace Sub-total Laindon Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total Pitsea Tesco Extra All Other Out-of-Centre Floorspace Sub-total Wickford All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island Chelmsford Grays Hornchurch Leigh-on-Sea Rayleigh Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) Southend-on-Sea ALL OTHER CENTRES / STORES: Sub-Total All other Centres / stores	0.0% 0.0% 0.0% 15.3% 6.8% 22.1% 0.0% 37.5% 4.8% 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% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 54.1% 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% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 11.7% 0.0% 0.0% 11.7% 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%	22.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 3.8% 0.0% 0.0% 7.2% 17.7% 33.3% 0.0% 0.0% 17.7% 0.0% 0.0% 0.0% 0.0% 0.0% 13.7% 0.0% 0.0%	0.2% 0.0% 0.2% 0.2% 5.6% 0.8% 6.4% 2.2% 2.2% 2.2% 27.6% 55.4% 9.0% 2.4% 5.2% 0.5% 0.5% 0.5% 0.0% 1.3% 4.1% 0.0% 1.3%



Appendix 4: Convenience Goods Turnover (excluding SFT)



TABLE 1: ALL CONVENIENCE GOODS - 2023 MARKET SHARE ANALYSIS (%) Excluding Internet Shopping and other Special Forms of Trading

Common Centre Common Centr										
Part	BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AR
1.50 1.50	TOWN CENTRE STORES / LOCATIONS									
Languar Exprenger Centre - Volder Languar Exprenger Centre - Volder Languar Exprenger Centre - Volder Languar Exprenger Lan	Basildon Town Centre									
March Tomor Capture Propriety Property		15.9%	18.5%	0.9%	2.3%	5.4%	0.2%	1.6%	1.6%	7.1%
Miller From Centrer Fiscongace 1, 7% 0,0% 0										0.7%
Sub-local Bay Sub-local Bay Sub-local Bay Sub-local	·									0.2%
Selection Centre Celond Company Comp										0.4% 8.4%
Corlision		20.570	22.170	0.570	2.070	3.7,0	0.270	2.075	2.270	0.1,0
Namorace right Street	·	0.0%	0.3%	0.0%	4.0%	0.0%	0.5%	0.6%	0.0%	0.6%
Proportion Control C										3.4%
Sub-bottom 0.0% 0.4% 0.3% 22.7% 0.0% 2.5% 1.0% 0.0%										0.0%
Laindon Town Centre Lift: Main Road Soli-total L 17K Soli-total	All Other Town Centre Floorspace		0.0%	0.0%	0.7%	0.0%	0.0%	0.3%	0.0%	0.1%
	Sub-tot	tal 0.0 %	0.4%	0.3%	27.7%	0.0%	2.5%	14.0%	0.0%	4.1%
Sub-total 17% 9.6% 0.9% 2.5% 0.8% 0.4% 1.3% 0.4	Laindon Town Centre									
Pites Town Centre										2.8%
Machine Mach	Sub-tot	tal 1.7%	9.6%	0.0%	2.5%	0.8%	0.4%	1.3%	0.4%	2.8%
Part Control										
Ligh Clight Market Retail Park-High Road										3.3%
Pauditand Old Marker Retail Park-righ Road	=									0.4% 2.0%
All Cither Town Centre Flooripace										0.0%
Sub-total 21.3% 7.9% 2.1% 3.3% 9.9% 0.2% 0.6% 1.5%	9									0.0%
Add-The Broadway 0.0% 0.3% 18.1% 0.6% 0.0% 0.0% 0.0% 13.0% 0.4% 12.0% 0.0%										5.8%
Auth-The Broadway 0.0% 0.3% 18.1% 0.6% 0.0% 0.0% 0.0% 13.0% 0.4% celand-High Street 0.0%	Wickford Town Centre									
Celand-High Street 0.0%		0.0%	0.3%	18.1%	0.6%	0.0%	0.0%	13.0%	0.4%	2.8%
Sub-total: Town Centre Stores / Centres						0.0%				0.9%
Sub-total: Town Centre Stores / Centres 41.9% 40.8% 28.5% 37.2% 16.3% 3.3% 36.6% 4.4%										0.3%
DUT OF TOWN STORES / LOCATIONS	Sub-tot	aı 0.0 %	0.7%	25.1%	1.0%	0.0%	0.0%	19.0%	0.4%	4.0%
Sacision Pages Hill Retail Park - Asda 2.4% 13.2% 4.5% 13.3% 0.8% 2.2% 2.4% 4.0%	Sub-total: Town Centre Stores / Centre	es 41.9%	40.8%	28.5%	37.2%	16.3%	3.3%	36.6%	4.4%	25.2%
Sasificion 2,4% 13,2% 4,5% 13,3% 0,8% 2,2% 2,4% 4,0%	OUT OF TOWN STORES / LOCATIONS									
Pages Hill Retail Park - Agoid 2.4% 13.2% 4.5% 13.3% 0.8% 2.8% 2.4% 4.0% 2.5% 4.0% 4.0% 2.5% 4.0% 4.0% 2.5% 4.0% 4.0% 2.5% 4.0% 4.0% 2.5% 4.0%										
Mayflower Retail Park-Tesco Extra 4,9% 5,8% 25,9% 12,7% 0,0% 2,4% 11,6% 2,5% Mayflower Retail Park-Home Bargains 0,0% 0,		2.40/	12 20/	4.50/	12 20/	0.00/	2.00/	2.40/	4.00/	6.4%
Mayflower Retail Park-M&S Foodhall										7.1%
Mayflower Retail Park-Lidi Mayflower Mayfl										0.8%
12 2% 18% 12 2% 6.9% 1.0% 0.4% 7.4% 0.8% 0.0% 0.		0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Out-of-Centre Floorspace 3.2% 1.6% 0.0% 0.0% 0.0% 0.0% 0.5% 0.3% 0.3% 0.0% 0.0% 0.0% 0.5% 0.3% 0.0%	Mayflower Retail Park-Lidl	1.4%	0.8%	1.0%	0.4%	0.0%	0.0%	2.7%	0.0%	0.7%
Sub-total 25.5% 23.9% 46.7% 33.5% 2.8% 6.4% 26.0% 7.6% 88lifericay NI Out-of-Centre Floorspace Sub-total 0.0% 0.7% 0.3% 14.7% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0										4.4%
Billericay All Out-of-Centre Floorspace Sub-total 0.0% 0.7% 0.3% 14.7% 0.0% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 0.0% 8.9% 0.3% 14.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	·									0.8% 20.3%
All Out-of-Centre Floorspace										
Sub-total 0,0% 0,7% 0,3% 14,7% 0,0% 0,0% 8,9% 0,3% 14,7% 0,0% 0,0% 8,9% 0,3% 1,0% 1,0% 15,6% 0,0% 4,0% 4,7% 7,5% 1,0% 0,0% 0,0% 1,0% 1,0% 15,6% 0,0%		0.0%	0.7%	0.3%	14.7%	0.0%	0.0%	8.9%	0.3%	2.4%
Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total 1.0% 15.6% 0.0% 4.0% 4.7% 7.5% 1.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	·									2.4%
Tesco Superstore, Mandeville Way All Other Out-of-Centre Floorspace Sub-total 1.0% 15.6% 0.0% 4.0% 4.7% 7.5% 1.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Laindan									
All Other Out-of-Centre Floorspace		1.0%	15.6%	0.0%	4.0%	4.7%	7.5%	1.0%	0.0%	4.9%
Pitsea Tesco Extra 21.5% 9.8% 3.0% 1.0% 21.9% 0.0% 0.0% 10.1% All Other Out-of-Centre Floorspace 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 10.1% Wickford All Out-of-Centre Floorspace 0.0% 0.2% 12.3% 0.0% 0.0% 0.0% 10.1% Sub-total 23.2% 9.8% 3.0% 1.0% 21.9% 0.0% 0.0% 10.0% 10.1% Wickford All Out-of-Centre Floorspace 0.0% 0.2% 12.3% 0.0% 0.0% 0.0% 1.6% 0.0% Sub-total 0.0% 0.2% 12.3% 0.0% 0.0% 0.0% 1.6% 0.0% Sub-total: All Out of Town Centre Stores / Centres 49.7% 50.5% 62.3% 53.1% 29.4% 13.9% 37.6% 18.0% BASILDON BOROUGH COUNCIL AREA 91.6% 91.3% 90.7% 90.4% 45.8% 17.2% 74.2% 22.4% OTHER CENTRES/STORES OUTSIDE BBC AREA 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0										0.0%
Tesco Extra 21.5% 9.8% 3.0% 1.0% 21.9% 0.0% 0.0% 10.1% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 10.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 10.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 10.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 10.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 10.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Sub-total: All Out of Town Centre Stores / Centres 49.7% 50.5% 62.3% 53.1% 29.4% 13.9% 37.6% 18.0% Sub-total: All Out of Town Centre Stores / Centres 49.7% 50.5% 62.3% 53.1% 29.4% 13.9% 37.6% 18.0% BASILDON BOROUGH COUNCIL AREA 91.6% 91.3% 90.7% 90.4% 45.8% 17.2% 74.2% 22.4% OTHER CENTRES/STORES OUTSIDE BBC AREA 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Benfleet 1.6% 0.9% 2.0% 0.4% 1.1% 0.3% 0.0% 0.0% 0.0% Canvey Island 0.0% 0.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Canvey Island 2.2% 1.2% 0.2% 0.9% 0.0% 0.2% 16.2% Canvey Island 0.3% 1.0% 1.7% 5.8% 0.0% 3.9% 9.4% 0.0% Canvey Island 0.0% 0.3% 1.0% 1.7% 5.8% 0.0% 0.0% 0.0% 0.0% 0.0% Canvey Island 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Canvey Island 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Canvey Island 0.0% 0.	Sub-tot	tal 1.0%	15.8%	0.0%	4.0%	4.7%	7.5%	1.0%	0.0%	4.9%
Sub-total: All Out of Town Centre Stores / Centres 1.6% 0.9% 0.0	Pitsea									
Sub-total 23.2% 9.8% 3.0% 1.0% 21.9% 0.0% 0.0% 10.1%		21.5%	9.8%	3.0%	1.0%	21.9%	0.0%	0.0%	10.1%	9.2%
Mickford All Out-of-Centre Floorspace 0.0% 0.2% 12.3% 0.0%	·									0.2%
Sub-total All Out-of-Centre Floorspace 0.0% 0.2% 12.3% 0.0% 0.0% 0.0% 0.0% 1.6% 0.0%	Sub-tot	tai 23.2%	9.8%	3.0%	1.0%	21.9%	0.0%	0.0%	10.1%	9.3%
Sub-total 0.0% 0.2% 12.3% 0.0% 0		0.00/	0.20/	12 20/	0.00/	0.00/	0.00/	1 (0/	0.00/	1 20/
BASILDON BOROUGH COUNCIL AREA 91.6% 91.3% 90.7% 90.4% 45.8% 17.2% 74.2% 22.4% DTHER CENTRES/STORES OUTSIDE BBC AREA 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.										1.3% 1.3%
BASILDON BOROUGH COUNCIL AREA 91.6% 91.3% 90.7% 90.4% 45.8% 17.2% 74.2% 22.4% DTHER CENTRES/STORES OUTSIDE BBC AREA 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	Sub-total: All Out of Town Contro Stores / Contro	00 40 79/	E0 E9/	63.39/	E2 10/	20.49/	12 00/	27.69/	10.00/	20 20/
DTHER CENTRES/STORES OUTSIDE BBC AREA 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	Sub-total. All Out of Town Centre Stores / Centre	55 49./%	30.5%	02.3%	33.1%	23.4%	15.9%	37.0%	10.0%	38.2%
Benfleet 1.6% 0.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	BASILDON BOROUGH COUNCIL AREA	91.6%	91.3%	90.7%	90.4%	45.8%	17.2%	74.2%	22.4%	63.4%
Benfleet 1.6% 0.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	OTHER CENTRES/STORES OUTSIDE BBC AREA									
Brentwood 0.0% 0.7% 0.0% 0.0% 0.0% 32.7% 2.5% 0.0% Carvey Island 2.2% 1.2% 1.2% 0.2% 0.9% 0.0% 0.0% 0.2% 16.2% Chelmsford 0.3% 1.0% 1.7% 5.8% 0.0% 3.9% 9.4% 0.0% Grays 1.5% 0.0% 0.0% 0.0% 0.0% 0.6% 1.1% 0.4% 0.1% Chernchurch 0.0% 1.0% 0.0% 0.0% 0.5% 0.0% 4.6% 0.8% 0.0% Leigh-on-Sea 0.0% 0.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%										0.0%
Canvey Island 2.2% 1.2% 1.2% 0.2% 0.9% 0.0% 0.2% 16.2% 16.2% 16.1% 1.2% 1.2% 1.2% 0.2% 0.9% 0.0% 0.2% 16.2% 16.2% 1.2% 1.2% 1.2% 1.2% 1.2% 1.2% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.0% 0.0% 1.1% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 1.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0										7.9%
Chelmsford 0.3% 1.0% 1.7% 5.8% 0.0% 3.9% 9.4% 0.0% 5rays 1.5% 0.0% 0.0% 1.0% 0.6% 1.1% 0.4% 0.1% 1.0% 1.0% 0.0% 0.0% 1.0% 0.0% 0.0										2.8% 4.9%
1.5% 0.0% 0.0% 1.0% 0.6% 1.1% 0.4% 0.1%										4.9% 2.0%
Hornchurch 0.0% 1.0% 0.0% 0.5% 0.0% 4.6% 0.8% 0.0% eligh-on-Sea 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0										0.5%
Rayleigh 0.0% 0.3% 3.7% 0.0% 0.0% 0.2% 0.8% 11.8% Romford 0.0% <td>•</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>0.7%</td>	•									0.7%
Aul Other Centres / Stores: 2.7% 2.1% 0.7% 0.0% <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>0.6%</td></t<>										0.6%
akeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail 0.0% 1.0% 0.0% 0.0% 0.0% 0.9% 0.0% 0.0% 0.6% iouthend-on-Sea 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.7% ALL OTHER CENTRES / STORES: 2.7% 2.1% 0.7% 1.8% 51.6% 34.8% 11.1% 17.2%	• •									3.5%
ALL OTHER CENTRES / STORES: 0.0%										0.4%
ALL OTHER CENTRES / STORES: 2.7% 2.1% 0.7% 1.8% 51.6% 34.8% 11.1% 17.2%	· · · · · · · · · · · · · · · · · · ·									0.4% 0.4%
Sub-Total All other Centres / stores 8.4% 8.7% 9.3% 9.6% 54.2% 82.8% 25.8% 77.6%	ALL OTHER CENTRES / STORES:	2.7%	2.1%	0.7%	1.8%	51.6%	34.8%	11.1%	17.2%	12.6%
	Sub-Total All other Centres / store	es 8.4%	8.7%	9.3%	9.6%	54.2%	82.8%	25.8%	77.6%	36.6%
TOTAL 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%		400.000	400 000	400	400	400	400	400	400 000	100.09



TABLE 2: 2023 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre									
Eastgate Shopping Centre - Asda	£14.7	£32.2	£0.7	£2.0	£3.1	£0.1	£1.0	£3.3	£57.5
Iceland - Market Pavement	£1.2	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.9
B&M - Town Square	£0.0	£1.6	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£1.8
All Other Town Centre Floorspace	£1.6	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£1.0	£3.0
Sub-total	£17.5	£38.5	£0.7	£2.4	£3.3	£0.1	£1.0	£4.3	£68.3
Billericay Town Centre									
Iceland Waitrose - High Street	£0.0 £0.0	£0.6 £0.2	£0.0 £0.2	£3.5 £19.5	£0.0 £0.0	£0.3 £1.3	£0.4 £7.9	£0.0 £0.0	£4.6 £27.9
Poundland	£0.0	£0.2	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.3
All Other Town Centre Floorspace	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.2	£0.0	£0.7
Sub-total Sub-total	£0.0	£0.8	£0.2	£24.0	£0.0	£1.6	£8.4	£0.0	£33.5
Laindon Town Centre									
Lidl - Main Road	£1.6	£16.8	£0.0	£2.1	£0.4	£0.3	£0.8	£0.8	£22.8
Sub-total	£1.6	£16.8	£0.0	£2.1	£0.4	£0.3	£0.8	£0.8	£22.8
Pitsea Town Centre									
Aldi-Northlands Pavement	£13.3	£5.6	£1.1	£2.2	£3.5	£0.0	£0.4	£0.7	£27.0
Farmfoods-Old Market Retail Park-High Road	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£2.9
Lidl-Old Market Retail Park-High Road	£4.3	£8.1	£0.4	£0.6	£2.3	£0.1	£0.0	£0.6	£16.5
Poundland-Old Market Retail Park-High Road All Other Town Centre Floorspace	£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	£0.2 £0.8
All Other Town Centre Floorspace Sub-total	£19.7	£13.7	£1.5	£2.8	£5.8	£0.0	£0.0	£3.1	£47.4
Wickford Town Centre Aldi-The Broadway	£0.0	£0.5	£12.8	£0.5	£0.0	£0.0	£7.8	£0.8	£22.4
Iceland-High Street	£0.0	£0.0	£4.1	£0.2	£0.0	£0.0	£3.2	£0.0	£7.5
All Other Town Centre Floorspace	£0.0	£0.7	£0.9	£0.2	£0.0	£0.0	£0.4	£0.0	£2.2
Sub-total	£0.0	£1.2	£17.7	£0.9	£0.0	£0.0	£11.5	£0.8	£32.0
Sub-total: Town Centre Stores / Centres	£38.8	£71.0	£20.1	£32.2	£9.5	£2.0	£22.1	£9.0	£204.1
OUT OF TOWN STORES / LOCATIONS									
- ".									
Basildon Pipps Hill Retail Park - Asda	£2.2	£23.0	£3.2	£11.5	£0.5	£1.8	£1.4	£8.2	£51.6
Mayflower Retail Park-Tesco Extra	£4.5	£10.1	£18.3	£10.9	£0.0	£1.5	£7.0	£5.1	£57.5
Mayflower Retail Park-M&S Foodhall	£1.4	£0.7	£2.1	£0.3	£0.6	£0.5	£0.8	£0.0	£6.5
Mayflower Retail Park-Home Bargains	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Mayflower Retail Park-Lidl	£1.3	£1.4	£0.7	£0.3	£0.0	£0.0	£1.6	£0.0	£5.3
Cricketers Retail Park- Sainsbury's Superstore	£11.2	£3.1	£8.6	£5.9	£0.6	£0.2	£4.5	£1.7	£35.9
All Other Out-of-Centre Floorspace Sub-total	£2.9 £23.6	£2.8 £41.6	£0.0 £33.0	£0.0 £28.9	£0.0	£0.0	£0.3	£0.7	£6.8 £164.2
Billericay All Out-of-Centre Floorspace	£0.0	£1.2	£0.2	£12.7	£0.0	£0.0	£5.4	£0.6	£19.3
Sub-total	£0.0	£1.2	£0.2	£12.7	£0.0	£0.0	£5.4	£0.6	£19.3
Laindon									
Tesco Superstore, Mandeville Way	£0.9	£27.2	£0.0	£3.4	£2.7	£4.7	£0.6	£0.0	£39.6
All Other Out-of-Centre Floorspace	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Sub-total	£0.9	£27.6	£0.0	£3.4	£2.7	£4.7	£0.6	£0.0	£40.0
Pitsea									
Tesco Extra	£19.9	£17.1	£2.1	£0.8	£12.8	£0.0	£0.0	£20.8	£74.2
All Other Out-of-Centre Floorspace Sub-total	£1.5 £21.5	£0.0 £17.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5 £75.8
Medit at									
Wickford All Out-of-Centre Floorspace	£0.0	£0.4	£8.7	£0.0	£0.0	£0.0	£1.0	£0.0	£10.3
Sub-total Sub-total	£0.0	£0.4	£8.7	£0.0	£0.0	£0.0	£1.0	£0.0	£10.3
Sub-total: All Out of Town Centre Stores / Centres	£46.0	£87.8	£44.0	£45.9	£17.2	£8.7	£22.7	£37.1	£309.6
BASILDON BOROUGH COUNCIL AREA	£84.8	£158.7	£64.1	£78.0	£26.8	£10.7	£44.8	£46.1	£513.7
OTHER CENTRES/STORES OUTSIDE BBC AREA									
C SERVINES/STORES COTSIDE DOC AREA	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Benfleet	£1.5	£1.5	£1.4	£0.4	£0.6	£0.2	£0.0	£57.9	£64.1
Brentwood	£0.0	£1.2	£0.0	£0.0	£0.0	£20.4	£1.5	£0.0	£22.9
Canvey Island	£2.1	£2.1	£0.9	£0.2	£0.5	£0.0	£0.1	£33.3	£39.5
Chelmsford Grays	£0.3 £1.4	£1.8 £0.0	£1.2 £0.0	£5.0 £0.8	£0.0 £0.4	£2.4 £0.7	£5.6 £0.3	£0.0 £0.3	£15.9 £3.8
Hornchurch	£0.0	£1.7	£0.0	£0.4	£0.4	£2.9	£0.5	£0.0	£5.4
Leigh-on-Sea	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.2	£3.9	£5.2
Rayleigh	£0.0	£0.5	£2.6	£0.0	£0.0	£0.1	£0.5	£24.3	£28.4
Romford	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.2	£0.0	£2.9
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Southend-on-Sea		£1.7 £0.0	£0.0	£0.0	£0.0	£0.5	£0.0 £0.0	£1.2	£3.4 £3.5
วงนะและเน-บท-วชส	£0.0	EU.U	£0.0	£0.0	£0.0	£0.0	£U.U	£3.4	13.5
ALL OTHER CENTRES / STORES:	£2.5	£3.6	£0.5	£1.5	£30.2	£21.7	£6.7	£35.5	£101.9
Sub-Total All other Centres / stores	£7.7	£15.2	£6.5	£8.3	£31.7	£51.6	£15.6	£159.7	£296.8
TOTAL	£92.5	£173.9	£70.6	£86.4	£58.5	£62.3	£60.4	£205.9	£810.4



TABLE 3: 2028 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA									
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre									
Eastgate Shopping Centre - Asda	£14.9	£32.8	£0.7	£2.0	£3.2	£0.1	£1.0	3.35	£58.3
Iceland - Market Pavement	£1.2	£4.7	£0.0	£0.0	£0.0	£0.0	£0.0	0.00	£6.0
B&M - Town Square All Other Town Centre Floorspace	£0.0 £1.6	£1.7 £0.0	£0.0 £0.0	£0.0 £0.5	£0.2 £0.0	£0.0 £0.0	£0.0 £0.0	0.00 1.03	£1.8 £3.1
Sub-total		£39.2	£0.0	£2.4	£3.4	£0.0	£1.0	4.38	£69.2
Billericay Town Centre									
Iceland	£0.0	£0.6	£0.0	£3.5	£0.0	£0.3	£0.4	0.00	£4.6
Waitrose - High Street Poundland	£0.0 £0.0	£0.2 £0.0	£0.2 £0.0	£19.7 £0.4	£0.0 £0.0	£1.3 £0.0	£8.0 £0.0	0.00 0.00	£28.3 £0.3
All Other Town Centre Floorspace	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.2	0.00	£0.8
Sub-total	£0.0	£0.8	£0.2	£24.2	£0.0	£1.6	£8.5	0.00	£34.0
Laindon Town Centre	£1.6	C17.1	£0.0	C2 1	£0.4	£0.3	£0.8	0.78	£23.2
Lidl - Main Road Sub-total		£17.1	£0.0	£2.1	£0.4	£0.3	£0.8	0.78	£23.2
	22.0		20.0		2011	20.0	20.0	0.70	223.2
Pitsea Town Centre									
Aldi-Northlands Pavement	£13.5	£5.7	£1.1	£2.2	£3.6	£0.0	£0.4	0.70	£27.4
Farmfoods-Old Market Retail Park-High Road	£1.1 £4.4	£0.0	£0.0 £0.4	£0.0 £0.6	£0.0 £2.3	£0.0 £0.1	£0.0 £0.0	1.82	£3.0 £16.7
Lidl-Old Market Retail Park-High Road Poundland-Old Market Retail Park-High Road	£4.4 £0.2	£8.2 £0.0	£0.4 £0.0	£0.6 £0.0	£2.3 £0.0	£0.1 £0.0	£0.0	0.65 0.00	£16.7 £0.2
All Other Town Centre Floorspace	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.00	£0.2
Sub-total		£14.0	£1.5	£2.8	£5.9	£0.1	£0.4	3.17	£48.0
Wickford Town Centre	CO 0	co =	612.0	co -		£0.0	C7 ^	0.70	C22 7
Aldi-The Broadway Iceland-High Street	£0.0 £0.0	£0.5 £0.0	£12.9 £4.2	£0.5 £0.2	£0.0 £0.0	£0.0 £0.0	£7.9 £3.3	0.78 0.00	£22.7 £7.6
All Other Town Centre Floorspace	£0.0	£0.0	£0.9	£0.2	£0.0	£0.0	£0.4	0.00	£7.6 £2.2
Sub-total		£1.3	£18.0	£0.9	£0.0	£0.0	£11.6	0.78	£32.5
Sub-total: Town Centre Stores / Centres	£39.3	£72.3	£20.4	£32.5	£9.8	£2.0	£22.3	9.11	£206.9
OUT OF TOWN STORES / LOCATIONS									
33. 3. 133.3.2.7.2333.00									
Basildon									
Pipps Hill Retail Park - Asda	£2.2	£23.4	£3.2	£11.6	£0.5	£1.8	£1.5	8.28	£52.4
Mayflower Retail Park-Tesco Extra	£4.6	£10.3	£18.6	£11.0	£0.0	£1.5	£7.1	5.14	£58.3
Mayflower Retail Park-M&S Foodhall	£1.4	£0.8	£2.2	£0.3	£0.6	£0.5	£0.9	0.00	£6.6
Mayflower Retail Park-Home Bargains Mayflower Retail Park-Lidl	£0.0 £1.4	£0.5 £1.4	£0.0 £0.7	£0.0 £0.4	£0.0 £0.0	£0.0 £0.0	£0.0 £1.7	0.00 0.00	£0.5 £5.4
Cricketers Retail Park- Sainsbury's Superstore	£11.4	£3.1	£8.7	£6.0	£0.6	£0.0	£4.5	1.77	£36.4
All Other Out-of-Centre Floorspace	£3.0	£2.9	£0.0	£0.0	£0.0	£0.0	£0.3	0.67	£6.8
Sub-total	£23.9	£42.4	£33.4	£29.2	£1.7	£4.0	£15.9	15.86	£166.5
Billericay		C1 2	£0.2	C12.0	£0.0	£0.0	CF 4	0.63	C10 C
All Out-of-Centre Floorspace Sub-total	£0.0	£1.2	£0.2	£12.8	£0.0	£0.0	£5.4	0.63 0.63	£19.6 £19.6
Laindon									
Tesco Superstore, Mandeville Way	£0.9	£27.7	£0.0	£3.5	£2.8	£4.7	£0.6	0.00	£40.2
All Other Out-of-Centre Floorspace Sub-total	£0.0	£0.4 £28.1	£0.0	£0.0	£0.0	£0.0	£0.0	0.00	£0.4 £40.6
Sub-total	10.9	1.001	20.0	13.5	£2.8	14./		0.00	
-1.							20.0	0.00	140.0
Pitsea							20.0	0.00	140.0
Tesco Extra	£20.2	£17.4	£2.2	£0.8	£13.1	£0.0	£0.0	21.12	£75.3
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TABLE 4: 2033 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre Eastgate Shopping Centre - Asda	£15.3	£33.7	£0.7	£2.0	£3.3	£0.1	£1.0	£3.4	£59.8
Iceland - Market Pavement	£1.3	£4.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.2
B&M - Town Square	£0.0	£1.7	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£1.9
All Other Town Centre Floorspace Sub-total	£1.6 £18.2	£0.0 £40.3	£0.0	£0.5	£0.0	£0.0	£0.0	£1.1 £4.5	£3.2 £71.0
	220.2	2.0.0	20.7		20.5	2012		2.1.5	27210
Billericay Town Centre									
Iceland Waitrose - High Street	£0.0 £0.0	£0.6 £0.2	£0.0 £0.2	£3.6 £20.1	£0.0 £0.0	£0.3 £1.3	£0.4 £8.2	£0.0 £0.0	£4.7 £29.0
Poundland	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
All Other Town Centre Floorspace	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.2	£0.0	£0.8
Sub-total	£0.0	£0.8	£0.2	£24.7	£0.0	£1.6	£8.7	£0.0	£34.9
Laindon Town Centre									
Lidl - Main Road	£1.7	£17.6	£0.0	£2.2	£0.5	£0.3	£0.8	£0.8	£23.7
Sub-total	£1.7	£17.6	£0.0	£2.2	£0.5	£0.3	£0.8	£0.8	£23.7
Pitsea Town Centre									
Aldi-Northlands Pavement	£13.8	£5.9	£1.2	£2.3	£3.7	£0.0	£0.4	£0.7	£28.1
Farmfoods-Old Market Retail Park-High Road	£1.2 £4.5	£0.0 £8.5	£0.0 £0.4	£0.0 £0.6	£0.0 £2.4	£0.0 £0.1	£0.0 £0.0	£1.9 £0.7	£3.0 £17.1
Lidl-Old Market Retail Park-High Road Poundland-Old Market Retail Park-High Road	£4.5 £0.2	£8.5 £0.0	£0.4 £0.0	£0.6 £0.0	£2.4 £0.0	£0.1 £0.0	£0.0	£0.7 £0.0	£17.1 £0.2
All Other Town Centre Floorspace	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sub-total	£20.4	£14.4	£1.5	£2.9	£6.1	£0.1	£0.4	£3.2	£49.2
Wickford Town Centre									
Aldi-The Broadway	£0.0	£0.6	£13.3	£0.5	£0.0	£0.0	£8.1	£0.8	£23.3
Iceland-High Street	£0.0	£0.0	£4.3	£0.2	£0.0	£0.0	£3.3	£0.0	£7.8
All Other Town Centre Floorspace Sub-total	£0.0	£0.7	£0.9	£0.2	£0.0	£0.0	£0.4	£0.0	£2.3
Sub-total	£0.0	£1.3	£18.5	£0.9	£0.0	£0.0	£11.9	£0.8	£33.3
Sub-total: Town Centre Stores / Centres	£40.3	£74.4	£20.9	£33.2	£10.1	£2.1	£22.9	£9.3	£212.2
OUT OF TOWN STORES / LOCATIONS									
Basildon Pipps Hill Retail Park - Asda	£2.3	£24.1	£3.3	£11.8	£0.5	£1.8	£1.5	£8.5	£53.7
Mayflower Retail Park-Tesco Extra	£4.7	£10.5	£19.0	£11.3	£0.0	£1.5	£7.3	£5.3	£59.7
Mayflower Retail Park-M&S Foodhall	£1.5	£0.8	£2.2	£0.3	£0.6	£0.5	£0.9	£0.0	£6.8
Mayflower Retail Park-Home Bargains	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Mayflower Retail Park-Lidl Cricketers Retail Park- Sainsbury's Superstore	£1.4 £11.7	£1.4 £3.2	£0.7 £9.0	£0.4 £6.1	£0.0 £0.6	£0.0 £0.3	£1.7 £4.6	£0.0 £1.8	£5.6 £37.3
All Other Out-of-Centre Floorspace	£3.0	£3.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£7.0
Sub-total	£24.5	£43.6	£34.3	£29.9	£1.8	£4.1	£16.3	£16.3	£170.7
Billericay									
All Out-of-Centre Floorspace	£0.0	£1.2	£0.2	£13.1	£0.0	£0.0	£5.6	£0.7	£20.1
Sub-total	£0.0	£1.2	£0.2	£13.1	£0.0	£0.0	£5.6	£0.7	£20.1
Laindon									
Tesco Superstore, Mandeville Way	£0.9	£28.5	£0.0	£3.5	£2.9	£4.8	£0.6	£0.0	£41.2
All Other Out-of-Centre Floorspace	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Sub-total	£0.9	£28.9	£0.0	£3.5	£2.9	£4.8	£0.6	£0.0	£41.6
Pitsea									
Tesco Extra	£20.7	£17.9	£2.2	£0.9	£13.5	£0.0	£0.0	£21.7	£77.2
All Other Out-of-Centre Floorspace	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Sub-total	£22.3	£17.9	£2.2	£0.9	£13.5	£0.0	£0.0	£21.7	£78.8
Wickford									
All Out-of-Centre Floorspace	£0.0	£0.4	£9.0	£0.0	£0.0	£0.0	£1.0	£0.0	£10.7
	£0.0	£0.4 £0.4	£9.0 £9.0	£0.0	£0.0	£0.0	£1.0	£0.0	£10.7 £10.7
All Out-of-Centre Floorspace									
All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres	£0.0	£0.4	£9.0	£0.0	£0.0	£0.0	£1.0	£0.0	£10.7
All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA	£0.0	£0.4 £92.0	£9.0 £45.8	£0.0 £47.3	£0.0 £18.2	£0.0 £8.8	£1.0 £23.5	£0.0	£10.7 £321.9
All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres	£0.0	£0.4 £92.0	£9.0 £45.8	£0.0 £47.3	£0.0 £18.2	£0.0 £8.8	£1.0 £23.5	£0.0	£10.7 £321.9
All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet	£0.0 £47.8 £88.0 £0.0 £1.5	£0.4 £92.0 £166.4 £0.0 £1.6	£9.0 £45.8 £66.7 £0.0 £1.4	£0.0 £47.3 £80.5	£0.0 £18.2 £28.3 £0.0 £0.7	£0.0 £8.8 £10.9 £0.0 £0.2	£1.0 £23.5 £46.4 £0.0 £0.0	£0.0 £38.6 £47.9 £0.0 £60.1	£10.7 £321.9 £534.0 £0.0 £66.6
All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood	£0.0 £47.8 £88.0 £0.0 £1.5 £0.0	£0.4 £92.0 £166.4 £0.0 £1.6 £1.3	£9.0 £45.8 £66.7 £0.0 £1.4 £0.0	£0.0 £47.3 £80.5 £0.0 £0.4 £0.0	£0.0 £18.2 £28.3 £0.0 £0.7 £0.0	£0.0 £8.8 £10.9 £0.0 £0.2 £20.8	£1.0 £23.5 £46.4 £0.0 £0.0 £1.6	£38.6 £47.9 £0.0 £60.1 £0.0	£321.9 £534.0 £0.0 £66.6 £23.8
All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Canvey Island	£0.0 £47.8 £88.0 £0.0 £1.5	£0.4 £92.0 £166.4 £0.0 £1.6	£9.0 £45.8 £66.7 £0.0 £1.4	£0.0 £47.3 £80.5	£0.0 £18.2 £28.3 £0.0 £0.7	£0.0 £8.8 £10.9 £0.0 £0.2	£1.0 £23.5 £46.4 £0.0 £0.0	£0.0 £38.6 £47.9 £0.0 £60.1	£10.7 £321.9 £534.0 £0.0 £66.6
All Out-of-Centre Floorspace Sub-total Sub-total: All Out of Town Centre Stores / Centres BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood	£0.0 £47.8 £88.0 £0.0 £1.5 £0.0 £2.1	£0.4 £92.0 £166.4 £0.0 £1.6 £1.3 £2.2	£9.0 £45.8 £66.7 £0.0 £1.4 £0.0 £0.9	£0.0 £47.3 £80.5 £0.0 £0.4 £0.0 £0.2	£0.0 £18.2 £28.3 £0.0 £0.7 £0.0 £0.6	£0.0 £8.8 £10.9 £0.0 £0.2 £20.8 £0.0	£1.0 £23.5 £46.4 £0.0 £0.0 £1.6 £0.1	£0.0 £38.6 £47.9 £0.0 £60.1 £0.0 £34.6	£10.7 £321.9 £534.0 £0.0 £66.6 £23.8 £41.0
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TABLE 5: 2038 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA									
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY ARE
TOWN CENTRE STORES / LOCATIONS									
TOWN SERVICE STORES / ESSATISMS									
Basildon Town Centre									
Eastgate Shopping Centre - Asda Iceland - Market Pavement	£15.7 £1.3	£34.8 £5.0	£0.7 £0.0	£2.1 £0.0	£3.4 £0.0	£0.1 £0.0	£1.0 £0.0	£3.5 £0.0	£61.4 £6.3
B&M - Town Square	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
All Other Town Centre Floorspace	£1.7	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£1.1	£3.3
Sub-	total £18.7	£41.6	£0.7	£2.5	£3.6	£0.1	£1.0	£4.6	£72.9
Pillericay Town Contro									
Billericay Town Centre Iceland	£0.0	£0.6	£0.0	£3.6	£0.0	£0.3	£0.4	£0.0	£4.9
Waitrose - High Street	£0.0	£0.2	£0.2	£20.5	£0.0	£1.3	£8.4	£0.0	£29.8
Poundland	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
All Other Town Centre Floorspace	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.2	£0.0	£0.8
Sub-	total £0.0	£0.8	£0.2	£25.1	£0.0	£1.6	£8.9	£0.0	£35.8
Laindon Town Centre									
Lidl - Main Road	£1.7	£18.1	£0.0	£2.2	£0.5	£0.3	£0.9	£0.8	£24.4
Sub-	total £1.7	£18.1	£0.0	£2.2	£0.5	£0.3	£0.9	£0.8	£24.4
Ritson Town Contro									
Pitsea Town Centre Aldi-Northlands Pavement	£14.2	£6.1	£1.2	£2.3	£3.8	£0.0	£0.4	£0.7	£28.8
Farmfoods-Old Market Retail Park-High Road	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£3.1
Lidl-Old Market Retail Park-High Road	£4.6	£8.8	£0.4	£0.6	£2.4	£0.1	£0.0	£0.7	£17.6
Poundland-Old Market Retail Park-High Road	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
All Other Town Centre Floorspace Sub-	£0.8 total £21.0	£0.0 £14.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8 £50.5
Suu-	121.0	114.3	11.0	22.3	20.3	20.1	20.4	13.3	130.3
Wickford Town Centre									
Aldi-The Broadway	£0.0	£0.6	£13.6	£0.5	£0.0	£0.0	£8.3	£0.8	£23.9
Iceland-High Street	£0.0	£0.0	£4.4	£0.2	£0.0	£0.0	£3.4	£0.0	£8.0
All Other Town Centre Floorspace Sub-1	£0.0 total £0.0	£0.8	£0.9 £19.0	£0.2	£0.0	£0.0	£0.4 £12.1	£0.0	£2.3 £34.2
Sub-total: Town Centre Stores / Cen	tres £41.5	£76.8	£21.5	£33.8	£10.4	£2.1	£23.4	£9.6	£217.8
OUT OF TOWN STORES / LOCATIONS									
557 57 75 75 75 75 75 75 75 75 75 75 75									
Basildon									
Pipps Hill Retail Park - Asda	£2.3	£24.8	£3.4	£12.0	£0.5	£1.8	£1.5	£8.7	£55.1
Mayflower Retail Park-Tesco Extra	£4.8 £1.5	£10.9 £0.8	£19.6 £2.3	£11.5 £0.3	£0.0 £0.7	£1.6 £0.5	£7.4 £0.9	£5.4 £0.0	£61.3 £7.0
Mayflower Retail Park-M&S Foodhall Mayflower Retail Park-Home Bargains	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Mayflower Retail Park-Lidl	£1.4	£1.5	£0.8	£0.4	£0.0	£0.0	£1.7	£0.0	£5.7
Cricketers Retail Park- Sainsbury's Superstore	£12.0	£3.3	£9.2	£6.2	£0.6	£0.3	£4.7	£1.9	£38.3
All Other Out-of-Centre Floorspace	£3.1	£3.1	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£7.2
Sub-	total £25.2	£45.0	£35.2	£30.4	£1.8	£4.1	£16.6	£16.7	£175.2
Billericay									
All Out-of-Centre Floorspace	£0.0	£1.3	£0.2	£13.3	£0.0	£0.0	£5.7	£0.7	£20.6
Sub-	total £0.0	£1.3	£0.2	£13.3	£0.0	£0.0	£5.7	£0.7	£20.6
Laindon									
Tesco Superstore, Mandeville Way	£1.0	£29.4	£0.0	£3.6	£3.0	£4.9	£0.6	£0.0	£42.3
All Other Out-of-Centre Floorspace	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Sub-	total £1.0	£29.8	£0.0	£3.6	£3.0	£4.9	£0.6	£0.0	£42.7
Pitsea									
	£21.3	C10 F							
Tesco Extra		£18.5	£2.3	£0.9	£13.9	£0.0	£0.0	£22.2	£79.2
Tesco Extra All Other Out-of-Centre Floorspace	£1.6	£0.0	£2.3 £0.0	£0.9 £0.0	£13.9 £0.0	£0.0 £0.0	£0.0 £0.0	£22.2 £0.0	£79.2 £1.6
All Other Out-of-Centre Floorspace Sub-		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
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All Other Out-of-Centre Floorspace Sub- Wickford All Out-of-Centre Floorspace Sub-	£0.0 total £0.0	£0.0 £18.5 £0.4 £0.4	£0.0 £2.3 £9.2 £9.2	£0.0 £0.9 £0.0	£0.0 £13.9 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £1.1 £1.1	£0.0 £22.2 £0.0 £0.0	£1.6 £80.9 £11.0
All Other Out-of-Centre Floorspace Sub- Wickford All Out-of-Centre Floorspace	£0.0 total £0.0	£0.0 £18.5	£0.0 £2.3	£0.0 £0.9	£0.0 £13.9	£0.0 £0.0	£0.0 £0.0	£0.0 £22.2	£1.6 £80.9
All Other Out-of-Centre Floorspace Sub- Wickford All Out-of-Centre Floorspace Sub- Sub-total: All Out of Town Centre Stores / Cen	£0.0 total £0.0	£0.0 £18.5 £0.4 £0.4	£0.0 £2.3 £9.2 £9.2	£0.0 £0.9 £0.0	£0.0 £13.9 £0.0 £0.0	£0.0 £0.0 £0.0	£0.0 £0.0 £1.1 £1.1	£0.0 £22.2 £0.0 £0.0	£1.6 £80.9 £11.0
All Other Out-of-Centre Floorspace Sub- Wickford All Out-of-Centre Floorspace Sub- Sub-total: All Out of Town Centre Stores / Cen	£0.0 £0.0 total £49.1	£0.0 £18.5 £0.4 £0.4	£9.2 £9.2 £9.2	£0.0 £0.9 £0.0 £0.0	£0.0 £13.9 £0.0 £0.0	£0.0 £0.0 £0.0 £0.0	£0.0 £0.0 £1.1 £1.1	£0.0 £22.2 £0.0 £0.0	£1.6 £80.9 £11.0 £11.0
All Other Out-of-Centre Floorspace Sub- Wickford All Out-of-Centre Floorspace Sub- Sub-total: All Out of Town Centre Stores / Cen	£0.0 £0.0 £49.1 £90.6	£0.0 £18.5 £0.4 £0.4 £95.0	£9.2 £9.2 £9.2 £47.0	£0.0 £0.9 £0.0 £0.0 £48.1	£0.0 £13.9 £0.0 £0.0 £18.7	£0.0 £0.0 £0.0 £0.0 £11.1	£0.0 £0.0 £1.1 £1.1 £24.0	£0.0 £22.2 £0.0 £0.0 £39.6	£11.0 £11.0 £11.0 £330.4
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Aldi-The Broadway Iceland-High Street All Other Town Centre Floorspace Sub-total: Town Centre Stores / Centre OUT OF TOWN STORES / LOCATIONS Basildon Mayflower Retail Park - Asda Mayflower Retail Park-Home Bargains Mayflower Retail Park-Lidl Cricketers Retail Park-Lidl Cricketers Retail Park-Sainsbury's Superstore All Other Out-of-Centre Floorspace Sub-tot: Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way	£0.0 £0.0 £0.0 £0.0 £2.4 £4.9 £1.6 £0.0 £1.5 £12.3 £3.2	£0.0 £0.8 £1.4 £79.0 £25.6 £11.2 £0.8 £0.6 £11.5 £3.4 £3.2	£4.5 £0.9 £19.4 £22.0 £3.5 £20.0 £2.3 £0.0 £0.8 £9.4	£0.2 £0.9 £34.3 £12.2 £11.6 £0.3 £0.0 £0.4	£0.0 £0.0 £0.0 £10.7 £10.7 £0.5 £0.0 £0.7 £0.0 £0.0	£0.0 £0.0 £0.0 £2.2 £1.9 £1.6 £0.5 £0.0	£3.5 £0.5 £12.3 £23.7 £1.5 £7.5 £0.9 £0.0 £1.8	£9.8 £9.8 £8.9 £5.5 £0.0 £0.0	£8.1 £2.4 £35.0 £222.9 £56.4 £62.8 £7.2 £0.6 £5.8
Iceland-High Street All Other Town Centre Floorspace Sub-total: Town Centre Stores / Centre OUT OF TOWN STORES / LOCATIONS Basildon Pipps Hill Retail Park - Asda Mayflower Retail Park-Tesco Extra Mayflower Retail Park-Home Bargains Mayflower Retail Park-Lidl Cricketers Retail Park-Lidl Cricketers Retail Park-Sainsbury's Superstore All Other Out-of-Centre Floorspace Sub-tots Billericay All Out-of-Centre Floorspace Sub-tots Laindon Tesco Superstore, Mandeville Way	£0.0 £0.0 £0.0 £0.0 £2.4 £4.9 £1.6 £0.0 £1.5 £12.3 £3.2	£0.0 £0.8 £1.4 £79.0 £25.6 £11.2 £0.8 £0.6 £11.5 £3.4 £3.2	£4.5 £0.9 £19.4 £22.0 £3.5 £20.0 £2.3 £0.0 £0.8 £9.4	£0.2 £0.9 £34.3 £12.2 £11.6 £0.3 £0.0 £0.4	£0.0 £0.0 £0.0 £10.7 £10.7 £0.5 £0.0 £0.7 £0.0 £0.0	£0.0 £0.0 £0.0 £2.2 £1.9 £1.6 £0.5 £0.0	£3.5 £0.5 £12.3 £23.7 £1.5 £7.5 £0.9 £0.0 £1.8	£9.8 £9.8 £8.9 £5.5 £0.0 £0.0	£8.1 £2.4 £35.0 £222.9 £56.4 £62.8 £7.2 £0.6 £5.8
All Other Town Centre Floorspace Sub-total: Town Centre Stores / Centre OUT OF TOWN STORES / LOCATIONS Basildon Pipps Hill Retail Park - Asda Mayflower Retail Park-Tesco Extra Mayflower Retail Park-M&S Foodhall Mayflower Retail Park-Lidl Cricketers Retail Park-Lidl Cricketers Retail Park-Lidl All Other Out-of-Centre Floorspace Sub-tots Billericay All Out-of-Centre Floorspace Sub-tots Laindon Tesco Superstore, Mandeville Way	£0.0 £0.0 £2.4 £4.9 £1.6 £0.0 £1.5 £12.3 £3.2	£0.8 £1.4 £79.0 £25.6 £11.2 £0.8 £0.6 £1.5 £3.4 £3.2	£0.9 £19.4 £22.0 £3.5 £20.0 £2.3 £0.0 £0.8 £9.4	£0.2 £0.9 £34.3 £12.2 £11.6 £0.3 £0.0 £0.4	£0.0 £0.0 £10.7 £0.5 £0.0 £0.7 £0.0 £0.0	£0.0 £0.0 £2.2 £1.9 £1.6 £0.5 £0.0 £0.0	£0.5 £12.3 £23.7 £1.5 £7.5 £0.9 £0.0 £1.8	£9.8 £9.8 £9.8 £9.8 £9.0 £0.0 £0.0	£2.4 £35.0 £222.9 £56.4 £62.8 £7.2 £0.6 £5.8
Sub-total: Town Centre Stores / Centre OUT OF TOWN STORES / LOCATIONS Basildon Pipps Hill Retail Park - Asda Mayflower Retail Park-M&S Foodhall Mayflower Retail Park-M&S Foodhall Mayflower Retail Park-Home Bargains Mayflower Retail Park-Lidl Cricketers Retail Park-Lidl Cricketers Retail Park-Sainsbury's Superstore All Other Out-of-Centre Floorspace Sub-tot: Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way	£2.4 £42.5 £2.4 £4.9 £1.6 £0.0 £1.5 £12.3 £3.2	£1.4 £79.0 £25.6 £11.2 £0.8 £0.6 £1.5 £3.4 £3.2	£19.4 £22.0 £3.5 £20.0 £2.3 £0.0 £0.8 £9.4	£34.3 £12.2 £11.6 £0.3 £0.0 £0.4	£0.0 £10.7 £0.5 £0.0 £0.7 £0.0 £0.0	£0.0 £2.2 £1.9 £1.6 £0.5 £0.0	£12.3 £23.7 £1.5 £7.5 £0.9 £0.0 £1.8	£9.8 £9.8 £8.9 £5.5 £0.0 £0.0	£35.0 £222.9 £56.4 £62.8 £7.2 £0.6 £5.8
OUT OF TOWN STORES / LOCATIONS Basildon Pipps Hill Retail Park - Asda Mayflower Retail Park-Tesco Extra Mayflower Retail Park-M&S Foodhall Mayflower Retail Park-Mome Bargains Mayflower Retail Park-Lidl Cricketers Retail Park-Lidl Cricketers Retail Park-Sainsbury's Superstore All Other Out-of-Centre Floorspace Sub-tot: Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way	£2.4 £4.9 £1.6 £0.0 £1.5 £12.3 £3.2	£25.6 £11.2 £0.8 £0.6 £1.5 £3.4	£3.5 £20.0 £2.3 £0.0 £0.8 £9.4	£12.2 £11.6 £0.3 £0.0 £0.4	£0.5 £0.0 £0.7 £0.0 £0.0	£1.9 £1.6 £0.5 £0.0	£1.5 £7.5 £0.9 £0.0 £1.8	£8.9 £5.5 £0.0 £0.0	£56.4 £62.8 £7.2 £0.6 £5.8
OUT OF TOWN STORES / LOCATIONS Basildon Pipps Hill Retail Park - Asda Mayflower Retail Park-Tesco Extra Mayflower Retail Park-M&S Foodhall Mayflower Retail Park-Mome Bargains Mayflower Retail Park-Lidl Cricketers Retail Park-Lidl Cricketers Retail Park-Sainsbury's Superstore All Other Out-of-Centre Floorspace Sub-tot: Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way	£2.4 £4.9 £1.6 £0.0 £1.5 £12.3 £3.2	£25.6 £11.2 £0.8 £0.6 £1.5 £3.4	£3.5 £20.0 £2.3 £0.0 £0.8 £9.4	£12.2 £11.6 £0.3 £0.0 £0.4	£0.5 £0.0 £0.7 £0.0 £0.0	£1.9 £1.6 £0.5 £0.0	£1.5 £7.5 £0.9 £0.0 £1.8	£8.9 £5.5 £0.0 £0.0	£56.4 £62.8 £7.2 £0.6 £5.8
Basildon Pipps Hill Retail Park - Asda Mayflower Retail Park-Tesco Extra Mayflower Retail Park-M&S Foodhall Mayflower Retail Park-Mes Foodhall Mayflower Retail Park-Lidl Cricketers Retail Park-Lidl Cricketers Retail Park-Sainsbury's Superstore All Other Out-of-Centre Floorspace Sub-tot: Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way	£4.9 £1.6 £0.0 £1.5 £12.3 £3.2	£11.2 £0.8 £0.6 £1.5 £3.4 £3.2	£20.0 £2.3 £0.0 £0.8 £9.4	£11.6 £0.3 £0.0 £0.4	£0.0 £0.7 £0.0 £0.0	£1.6 £0.5 £0.0 £0.0	£7.5 £0.9 £0.0 £1.8	£5.5 £0.0 £0.0 £0.0	£62.8 £7.2 £0.6 £5.8
Pipps Hill Retail Park - Asda Mayflower Retail Park-M&S Foodhall Mayflower Retail Park-M&S Foodhall Mayflower Retail Park-M&S Foodhall Mayflower Retail Park-Home Bargains Mayflower Retail Park-Lidl Cricketers Retail Park-Sainsbury's Superstore All Other Out-of-Centre Floorspace Sub-tot: Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way	£4.9 £1.6 £0.0 £1.5 £12.3 £3.2	£11.2 £0.8 £0.6 £1.5 £3.4 £3.2	£20.0 £2.3 £0.0 £0.8 £9.4	£11.6 £0.3 £0.0 £0.4	£0.0 £0.7 £0.0 £0.0	£1.6 £0.5 £0.0 £0.0	£7.5 £0.9 £0.0 £1.8	£5.5 £0.0 £0.0 £0.0	£62.8 £7.2 £0.6 £5.8
Mayflower Retail Park-Tesco Extra Mayflower Retail Park-M&S Foodhall Mayflower Retail Park-Home Bargains Mayflower Retail Park-Lidl Cricketers Retail Park-Sainsbury's Superstore All Other Out-of-Centre Floorspace Sub-tot: Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way	£4.9 £1.6 £0.0 £1.5 £12.3 £3.2	£11.2 £0.8 £0.6 £1.5 £3.4 £3.2	£20.0 £2.3 £0.0 £0.8 £9.4	£11.6 £0.3 £0.0 £0.4	£0.0 £0.7 £0.0 £0.0	£1.6 £0.5 £0.0 £0.0	£7.5 £0.9 £0.0 £1.8	£5.5 £0.0 £0.0 £0.0	£62.8 £7.2 £0.6 £5.8
Mayflower Retail Park-M&S Foodhall Mayflower Retail Park-Home Bargains Mayflower Retail Park-Lidl Cricketers Retail Park-Sainsbury's Superstore All Other Out-of-Centre Floorspace Sub-tot: Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way	£1.6 £0.0 £1.5 £12.3 £3.2	£0.8 £0.6 £1.5 £3.4 £3.2	£2.3 £0.0 £0.8 £9.4	£0.3 £0.0 £0.4	£0.7 £0.0 £0.0	£0.5 £0.0 £0.0	£0.9 £0.0 £1.8	£0.0 £0.0 £0.0	£7.2 £0.6 £5.8
Mayflower Retail Park-Home Bargains Mayflower Retail Park-Lidl Cricketers Retail Park-Sainsbury's Superstore All Other Out-of-Centre Floorspace Sub-tot: Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way	£0.0 £1.5 £12.3 £3.2	£0.6 £1.5 £3.4 £3.2	£0.0 £0.8 £9.4	£0.0 £0.4	£0.0 £0.0	£0.0 £0.0	£0.0 £1.8	£0.0 £0.0	£0.6 £5.8
Mayflower Retail Park-Lidl Cricketers Retail Park-Sainsbury's Superstore All Other Out-of-Centre Floorspace Sub-tot: Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way	£1.5 £12.3 £3.2	£1.5 £3.4 £3.2	£0.8 £9.4	£0.4	£0.0	£0.0	£1.8	£0.0	£5.8
All Other Out-of-Centre Floorspace Sub-tot: Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way	£3.2	£3.2		£6.3	£0.6		£4.8	£1.9	£39.2
Sub-tot: Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way					0	£0.3			
Billericay All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way	1 125.9		£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£7.4
All Out-of-Centre Floorspace Sub-tot: Laindon Tesco Superstore, Mandeville Way			£36.0	£30.9	£1.9	£4.2	£16.9	£17.1	£179.3
Sub-tot: Laindon Tesco Superstore, Mandeville Way									
Laindon Tesco Superstore, Mandeville Way	£0.0	£1.3	£0.2	£13.5	£0.0	£0.0	£5.8 £5.8	£0.7	£21.1
Tesco Superstore, Mandeville Way	2010	22.0	20.2	210.0	20.0	20.0	25.0		
All Other Out-of-Centre Floorspace	£1.0 £0.0	£30.2 £0.4	£0.0 £0.0	£3.6 £0.0	£3.1 £0.0	£4.9 £0.0	£0.6 £0.0	£0.0 £0.0	£43.3 £0.4
Sub-tota		£30.7	£0.0	£3.6	£3.1	£4.9	£0.6	£0.0	£43.7
Pitsea	£21.8	£19.0	62.2	£0.9	£14.3	£0.0	£0.0	£22.8	£81.1
Tesco Extra All Other Out-of-Centre Floorspace	£1.7	£0.0	£2.3 £0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£1.7
Sub-tota		£19.0	£2.3	£0.9	£14.3	£0.0	£0.0	£22.8	£82.8
Wickford									
All Out-of-Centre Floorspace	£0.0	£0.4	£9.5	£0.0	£0.0	£0.0	£1.1	£0.0	£11.3
Sub-tota	£0.0	£0.4	£9.5	£0.0	£0.0	£0.0	£1.1	£0.0	£11.3
Sub-total: All Out of Town Centre Stores / Centre	s £50.4	£97.7	£48.1	£48.9	£19.2	£9.1	£24.4	£40.6	£338.1
BASILDON BOROUGH COUNCIL AREA	£92.9	£176.7	£70.0	£83.2	£29.9	£11.3	£48.1	£50.4	£561.0
OTHER CENTRES (CTORES OF TSIDE BDC AREA									
OTHER CENTRES/STORES OUTSIDE BBC AREA	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Benfleet	£1.6	£1.7	£1.5	£0.4	£0.7	£0.2	£0.0	£63.3	£70.0
Brentwood	£0.0	£1.3	£0.0	£0.0	£0.0	£21.5	£1.6	£0.0	£25.0
Canvey Island Chelmsford	£2.3 £0.4	£2.3 £2.0	£0.9 £1.3	£0.2 £5.4	£0.6 £0.0	£0.0 £2.6	£0.1 £6.1	£36.4 £0.0	£43.1 £17.4
Grays	£1.5	£0.0	£0.0	£0.9	£0.0	£0.7	£0.3	£0.0	£17.4 £4.2
Hornchurch	£0.0	£1.9	£0.0	£0.4	£0.0	£3.0	£0.5	£0.0	£5.9
Leigh-on-Sea	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.2	£4.2	£5.7
Rayleigh Romford	£0.0	£0.6	£2.9	£0.0	£0.0	£0.1	£0.5	£26.6	£31.0
Romford Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Reta	£0.0 il £0.0	£0.0 £1.9	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£2.8 £0.6	£0.2 £0.0	£0.0 £1.3	£3.1 £3.8
Southend-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£3.8
ALL OTHER CENTRES / STORES:	£2.7	£4.0	£0.5	£1.6	£33.7	£22.9	£7.2	£38.8	£111.3
		14.0	10.5	11.0					
Sub-Total All other Centres / store	s £8.5							£174.6	£324.1
TOTAL	3 10.3	£16.9	£7.1	£8.9	£35.4	£54.5	£16.8	22/7.0	†



Appendix 5: Convenience Goods Capacity



TABLE 1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m) Excluding SFT & 'Inflow' from outside Study Area

	2023	2028	2033	2038	2042
BASILDON BOROUGH COUNCIL AREA					
Basildon Town Centre	550.2	550.2	674.0	672.0	674.6
	£68.3	£69.2	£71.0	£72.9	£74.6
Billericay Town Centre	£33.5	£34.0	£34.9	£35.8	£36.6
Laindon Town Centre	£22.8	£23.2	£23.7	£24.4	£24.9
Pitsea Town Centre	£47.4	£48.0	£49.2	£50.5	£51.7
Wickford Town Centre	£32.0	£32.5	£33.3	£34.2	£35.0
All Out-of-Centre Locations	£309.6	£313.9	£321.9	£330.4	£338.1
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE BASILDON BOROUGH COUNCIL AREA	£513.7	£520.8	£534.0	£548.2	£561.0

TABLE 2: ALL CONVENIENCE GOODS - TOTAL TURNOVER Including 'Inflow' from outside Study Area

		2023	2028	2033	2038	2042
BASILDON BOROUGH COUNCIL ARE	A					
Basildon Town Centre	0.5%	£68.6	£69.6	£71.3	£73.2	£74.9
Billericay Town Centre	0.5%	£33.7	£34.2	£35.1	£36.0	£36.8
Laindon Town Centre	0.5%	£23.0	£23.3	£23.9	£24.5	£25.1
Pitsea Town Centre	0.5%	£47.6	£48.3	£49.5	£50.8	£52.0
Wickford Town Centre	0.5%	£32.2	£32.7	£33.5	£34.4	£35.2
All Out-of-Centre Locations	0.5%	£311.1	£315.5	£323.5	£332.1	£339.8
TOTAL STUDY AREA - EXPENDIT	URE ALLOCATED TO STORES IN THE BASILDON BOROUGH COUNCIL AREA	£516.2	£523.4	£536.7	£551.0	£563.8

	TABLE 3:	COMMITTED CONVENIENCE GOO	DDS FLOORSPACE								
								FORECA	ST TURNOV	ER (£M)	
	CENTRE	PLANNING REF	LOCATION	Gross Floorspace (sq m)	Net Floorspace (sq m)	2023 Average Sales Density (£ per sqm)	2023	2028	2033	2038	2042
1A	Laindon Town Centre	16/01594/FULL	Laindon Shopping Centre; Laindon Centre; Laindon; Basildon; Essex; SS15 5TH	2,442	1,282	11,000	14.1	14.2	14.4	14.7	15.0
	Laindon Town Centre	16/01594/FULL	Laindon Shopping Centre; Laindon Centre; Laindon; Basildon; Essex; SS15 5TH	2,480	608	8,000	4.9	4.9	5.0	5.1	5.2
2	Nether Mayne Centre - Out of Centre	17/00434/REM	Land At Nether Mayne; Basildon; SS16 5NL	622	152	8,000	1.2	1.2	1.2	1.3	1.3
3	Basildon - Out of Centre	17/01605/FULL	Gilbarco Ltd; Crompton Close; Basildon; Essex; SS14 3BA	1,792	941	11,000	10.3	10.4	10.6	10.8	11.0
4	Wickford -Town Centre	19/00489/FULL	Aldi; The Broadway; Wickford; SS11 7AJ	288	288	11,000	3.2	3.2	3.2	3.3	3.4
5	Wickford -Out of Centre	21/01515/FULL	Land North Of A127 And East Of Nevendon Road; Wickford; Essex	156	109	8,000	0.9	0.9	0.9	0.9	0.9
				BASILDON BO	ROUGH COUNC	L AREA TOTAL	£34.6	£34.7	£35.4	£36.1	£36.7
	Notes			BASILDON BO	KOUGH COUNCI	LAKEA IUTAL	£34.b	£34./	±35.4	136	.1

- 1A 16/01594/FULL -Redevelopment for residential, food store, business, retail, financial & professional service, restaurants/cafés, drinking establishments, hot food takeaways, non-residential institutions & assembly & leisure with associated parking, access, servicing, landscaping & open spaces. Permission comprises a convenience foodstore of 2,442 sqm gross netted down to 1709 sqm net (by applying a gross to net ration 70%) of which it is assumed that 25% is for comparison goods and 75% is for convenience goods.
- 18 16/01594/FULL-Redevelopment for residential, food store, business, retail, financial & professional service, restaurants/cafés, drinking establishments, hot food takeaways, non-residential institutions & assembly & leisure with associated parking, access, servicing, landscaping & open spaces. Permission also comprises other commercial floorspace of 2,480 sqm gross netted down to 1,736sqm net (by applying a gross to net ratio of 70%). Additionally, of the 1,736 sqm net its is assumed that 70% of this will be split evenly for comparison goods (608 sqm net) and convenience goods (608 sqm net) and the remainder 30% (520 sqm net) is for retail services, financial services and food & Beverage.
 - 17/00434/REM Reserved Matters application for Phase 2 of Nethermayne to deliver 192 homes with 622 sqm of local retail space (Use Classes A1, A2, A3, A4 and A5), associated landscaping, car parking and open space, pursuant to Outline Planning Permission 12/01080/OUT. It has been assumed that of the 622 sqm gross of retail floorspace netted down to 435 sqm net (gross to net 70%). Of this space it is assumed that 70% (305 sqm) is evenly split between comparison goods (152 sqm net) and convenience goods (152 sqm net) retail with the remainder 30% (130 sqm net) is for retail services, financial services and Food and Beverage.
- 3 17/01605/FULL Hybrid planning application comprising demolition of existing buildings on site and detailed application for the erection of retail units (Use Class A1), and one employment unit (Use Class B1/B2/B8) with associated parking, access and infrastructure and outline application for new college buildings (Use Class D1) with ancillary student accommodation, infrastructure, parking and landscaping (all matters reserved). Permission comprises a convenience foodstore of 1,792 sqm gross netted down to 1,254sqm net (applying a gross to net ratio 70%) of which it is assumed that 25% (314 sqm net) is for comparison goods and 75% (941 sqm net) is for convenience goods.
- 4 19/00489/FULL Demolish existing ALDI store and construct new contemporary foodstore, featuring a modest extension to the site to deliver a larger and enhanced foodstore and car park. Net additional new floorspace supplied by the Council is some 288 sqm net; all of which is assumed for convenience goods.

21/01515/FULL - Erection of electric vehicle charging station with ancillary uses including retail and food and drink, with associated electric infrastructure, new access, highway works, car parking and landscaping. Net additional new floorspace supplied by the Council is some 156 sqm gross netted down to 106sqm net (by applying a gross to net ratio of 70%); all of which is assumed for covenience goods.



BASILDON BOROUGH COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares TABLE 4:

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£516.2	£523.4	£536.7	£551.0	£563.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£516.2	£518.8	£528.2	£538.9	£547.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£4.6	£8.5	£12.1	£16.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£34.7	£35.4	£36.1	£36.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£30.1	-£26.9	-£24.0	-£20.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	(ii) Net Floorspace Capacity (sq m):		-2,724	-2,388	-2,087	-1,749
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%

(iv) Gross Floorspace Capacity (sq m): -3,891 -3,411 -2,982 -2,498 Notes:

STEP 1: STEP 2:

The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 2). It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 20 (February 2023) and other research evidence.

The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. STEP 4:

The turnover of all known commitments has been derived from Table 3. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2028.

STEP 5: STEP 6: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, $Asda, Sainsbury's, Waitrose, Morrisons \ and \ Marks \ \& \ Spencer) \ and \ supermarket \ and \ Limited \ Assortment \ Discount \ (LAD) \ operators.$

BASILDON TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT TABLE 5:

Assume Equilibrium at Base Year and Constant Market Shares

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£68.6	£69.6	£71.3	£73.2	£74.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£68.6	£69.0	£70.2	£71.6	£72.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.1	£1.6	£2.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.6	£1.1	£1.6	£2.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	(ii) Net Floorspace Capacity (sq m):		56	100	140	185
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		80	143	200	265

BILLERICAY TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT TABLE 6: Assume Equilibrium at Base Year and Constant Market Shares

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£33.7	£34.2	£35.1	£36.0	£36.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£33.7	£33.9	£34.5	£35.2	£35.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.6	£0.8	£1.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.3	£0.6	£0.8	£1.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	(ii) Net Floorspace Capacity (sq m):	-	27	49	69	91
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		39	70	99	130



LAINDON TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares TABLE 7:

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£23.0	£23.3	£23.9	£24.5	£25.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£23.0	£23.1	£23.5	£24.0	£24.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.4	£0.5	£0.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£19.1	£19.4	£19.8	£20.1
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£18.9	-£19.0	-£19.3	-£19.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	(ii) Net Floorspace Capacity (sq m):	-	-1,705	-1,690	-1,677	-1,662
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2,436	-2,415	-2,396	-2,374

TABLE 8: PITSEA TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£47.6	£48.3	£49.5	£50.8	£52.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£47.6	£47.8	£48.7	£49.7	£50.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.4	£0.8	£1.1	£1.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		£0.4	£0.8	£1.1	£1.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	(ii) Net Floorspace Capacity (sq m):		39	70	97	129
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		55	99	139	184

WICKFORD TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares TABLE 9:

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£32.2	£32.7	£33.5	£34.4	£35.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£32.2	£32.4	£32.9	£33.6	£34.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.5	£0.8	£1.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£3.2	£3.2	£3.3	£3.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£2.9	-£2.7	-£2.6	-£2.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	(ii) Net Floorspace Capacity (sq m):	-	-262	-241	-222	-201
1	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-374	-344	-317	-287

ALL OUT-OF-CENTRE FLOORSPACE IN THE BASILDON BOROUGH COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares TABLE 10:

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£311.1	£315.5	£323.5	£332.1	£339.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£311.1	£312.7	£318.4	£324.8	£330.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.8	£5.1	£7.3	£9.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£12.5	£12.7	£13.0	£13.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£9.7	-£7.6	-£5.7	-£3.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	(ii) Net Floorspace Capacity (sq m):	-	-878	-676	-495	-291
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,255	-966	-707	-415

${\bf SUMMARY\,TABLe\,-\,CONVENIENCe\,GOODS\,CAPACITY\,ASSESSMENT\,FOR\,NEW\,FLOORSPACE\,(NET\,SQ\,M)}$

	2028	2033	2038	2042
Basildon Town Centre	56	100	140	185
Billericay Town Centre	27	49	69	91
Laindon Town Centre	-1,705	-1,690	-1,677	-1,662
Pitsea Town Centre	39	70	97	129
Wickford Town Centre	-262	-241	-222	-201
All Out-of-Centre Locations	-878	-676	-495	-291
GRAND TOTAL: BASILDON BOROUGH COUNCIL AREA	-2,724	-2,388	-2,087	-1,749



Appendix 6: Population and Expenditure:

Comparison Goods



TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2023) POPULATION & PROJECTIONS (to 2042)

GROWTH 2023 to 2042 (%)

ZONE:	2023	2028	2033	2038	2042	2023-2033	2033-2042	2023-2042
Zone 1	41,671	42,470	43,233	44,129	44,906	3.7%	3.9%	7.8%
Zone 2	76,036	77,948	79,653	81,581	83,258	4.8%	4.5%	9.5%
Zone 3	29,525	30,130	30,715	31,287	31,762	4.0%	3.4%	7.6%
Zone 4	33,040	33,576	34,063	34,380	34,659	3.1%	1.7%	4.9%
Zone 5	25,862	26,645	27,291	27,867	28,395	5.5%	4.0%	9.8%
Zone 6	23,816	23,985	24,258	24,525	24,738	1.9%	2.0%	3.9%
Zone 7	22,549	22,916	23,330	23,624	23,832	3.5%	2.2%	5.7%
Zone 8	84,650	86,275	87,866	89,547	91,049	3.8%	3.6%	7.6%
Study Area	337,149	343,945	350,409	356,940	362,599	3.9%	3.5%	7.5%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2023) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GiS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2023	2023	2028	2033	2038	2042
	(incl SFT)	E	XCLUDING SPI	CIAL FORMS	OF TRADING	
EXPERIAN - SPECIAL FOR	MS OF TRADING (%):	26.5%	29.6%	31.1%	32.0%	32.3%
REVISED SPECIAL FORMS	OF TRADING (%):	28.8%	32.1%	33.8%	34.7%	35.1%
Zone 1	£3,055	£2,176	£2,295	£2,584	£2,952	£3,306
Zone 2	£3,329	£2,371	£2,501	£2,817	£3,217	£3,603
Zone 3	£3,916	£2,790	£2,943	£3,313	£3,784	£4,238
Zone 4	£4,239	£3,019	£3,185	£3,586	£4,096	£4,587
Zone 5	£3,503	£2,495	£2,632	£2,963	£3,385	£3,790
Zone 6	£4,143	£2,951	£3,113	£3,505	£4,003	£4,483
Zone 7	£4,419	£3,148	£3,320	£3,739	£4,270	£4,782
Zone 8	£3,871	£2,758	£2,909	£3,275	£3,741	£4,189
STUDY AREA AVERAGE:	£3,809	£2,713	£2,862	£3,223	£3,681	£4,122

Source: Average spend per capita estimates (2020 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 20 published by Experian Business Strategies (February 2023).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the Retail Planner Briefing Note 20 (February 2023).

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2023) TO 2042 (£m)

GROWTH 2023 to 2042 (%)

	2023	2023	2028	2033	2038	2042	2023-2033	2033-2042	2023-2042
	(incl SFT)		EXCLUDING SP	ECIAL FORMS	OF TRADING				
Zone 1	127.3	90.7	97.5	111.7	130.3	148.4	23.2%	32.9%	63.7%
Zone 2	253.1	180.3	195.0	224.3	262.4	300.0	24.4%	33.7%	66.3%
Zone 3	115.6	82.4	88.7	101.8	118.4	134.6	23.6%	32.3%	63.4%
Zone 4	140.0	99.8	106.9	122.1	140.8	159.0	22.4%	30.1%	59.4%
Zone 5	90.6	64.5	70.1	80.9	94.3	107.6	25.3%	33.1%	66.8%
Zone 6	98.7	70.3	74.7	85.0	98.2	110.9	21.0%	30.4%	57.8%
Zone 7	99.6	71.0	76.1	87.2	100.9	114.0	22.9%	30.7%	60.6%
Zone 8	327.7	233.4	250.9	287.8	335.0	381.4	23.3%	32.5%	63.4%
STUDY AREA:	1,252.7	892.3	959.9	1,100.9	1,280.3	1,455.9	23.4%	32.2%	63.2%



Appendix 7: Comparison Goods Market Shares (including SFT)



TABLE 1: ALL COMPARISON GOODS - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

TOWN CENTRE STORES / LOCATIONS Basildon Town Centre 16.2% 21.8% 2.7% 2.8% 7.3% 1.4% 2.4% 5.1%	% 1.9% % 0.2% % 1.5% % 2.4% % 14.7% % 9.2% % 4.2% % 1.2% % 0.0% % 0.7%	0.0% 0.0% 0.9% 0.1% 6.1% 3.6% 2.2% 0.2% 0.0%	5.9% 0.0% 0.2% 8.7% 17.2%	0.4% 0.0% 0.0% 0.0% 1.8%	0.0% 0.2% 2.5% 0.0%	12.7% 0.0% 0.4% 0.2%	0.0% 0.0% 0.8% 16.7%	0.1% 0.5% 1.5%	0.0% 0.3% 6.2%	n Town Centre ay Town Centre n Town Centre Iown Centre
Billericay Town Centre 0.0% 0.1% 0.0% 12.7% 0.0% 0.4% 5.9% 0.0% 0.0% 12.7% 0.0% 0	% 1.9% % 0.2% % 1.5% % 2.4% % 14.7% % 9.2% % 4.2% % 1.2% % 0.0% % 0.7%	0.0% 0.0% 0.9% 0.1% 6.1% 3.6% 2.2% 0.2% 0.0%	5.9% 0.0% 0.2% 8.7% 17.2%	0.4% 0.0% 0.0% 0.0% 1.8%	0.0% 0.2% 2.5% 0.0%	12.7% 0.0% 0.4% 0.2%	0.0% 0.0% 0.8% 16.7%	0.1% 0.5% 1.5%	0.0% 0.3% 6.2%	ay Town Centre n Town Centre Town Centre
Laindon Town Centre 0.3% 0.5% 0.0% 0.0% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0	% 0.2% % 1.5% % 2.4% % 14.7% % 9.2% % 4.2% % 1.2% % 0.0% % 0.7%	0.0% 0.9% 0.1% 6.1%	0.0% 0.2% 8.7% 17.2%	0.0% 0.0% 0.0% 1.8%	0.2% 2.5% 0.0%	0.0% 0.4% 0.2%	0.0% 0.8% 16.7%	0.5%	0.3%	n Town Centre Fown Centre
Pitsea Town Centre 6.2% 1.5% 0.8% 0.4% 2.5% 0.0% 0.2% 0.9% Wickford Town Centre 0.0% 0.5% 16.7% 0.2% 0.0% 0.0% 8.7% 0.1% SUB-TOTAL: TOWN CENTRE 22.8% 24.5% 20.2% 16.1% 10.1% 1.8% 17.2% 6.1% OUT OF TOWN STORES / LOCATIONS Basildon Pipps Hill Retail Park 14.6% 12.1% 10.7% 16.3% 4.9% 3.8% 11.4% 3.6% Mayflower Retail Park 3.7% 3.6% 10.5% 7.1% 3.1% 0.8% 6.3% 2.2% Cricketers Retail Park 4.0% 1.6% 21.9% 12.9% 10.9% 0.0% 0.5% 0.2% Yardley Business Park 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	% 1.5% % 2.4% % 14.7% % 9.2% % 4.2% % 1.2% % 0.0% % 0.7%	0.9% 0.1% 6.1% 3.6% 2.2% 0.2% 0.0%	0.2% 8.7% 17.2% 11.4% 6.3% 0.5%	0.0% 0.0% 1.8%	2.5%	0.4%	0.8%	1.5%	6.2%	Fown Centre
Sub-total: Town Centre 0.0% 0.5% 16.7% 0.2% 0.0% 0.0% 8.7% 0.1%	% 2.4% % 14.7% % 9.2% % 4.2% % 1.2% % 0.0% % 0.7%	0.1% 6.1% 3.6% 2.2% 0.2% 0.0%	8.7% 17.2% 11.4% 6.3% 0.5%	0.0% 1.8%	0.0%	0.2%	16.7%			
SUB-TOTAL:TOWN CENTRE 22.8% 24.5% 20.2% 16.1% 10.1% 1.8% 17.2% 6.1%	% 9.2% % 4.2% % 1.2% % 0.0% % 0.7%	3.6% 2.2% 0.2% 0.0%	17.2% 11.4% 6.3% 0.5%	1.8%				0.5%	0.0%	rd Town Centre
Basidon Basi	% 9.2% % 4.2% % 1.2% % 0.0% % 0.7%	3.6% 2.2% 0.2% 0.0%	11.4% 6.3% 0.5%	3.8%	10.1%	16.1%	20.2%			
Pagaildon	% 4.2% % 1.2% % 0.0% % 0.7%	2.2% 0.2% 0.0%	6.3% 0.5%					24.5%	22.8%	SUB-TOTAL: TOWN CENTR
Pipps Hill Retail Park	% 4.2% % 1.2% % 0.0% % 0.7%	2.2% 0.2% 0.0%	6.3% 0.5%							FTOWN STORES / LOCATIONS
Mayflower Retail Park 3.7% 3.6% 10.5% 7.1% 3.1% 0.8% 6.3% 2.2%	% 4.2% % 1.2% % 0.0% % 0.7%	2.2% 0.2% 0.0%	6.3% 0.5%							
Cricketers Retail Park 4.0% 1.6% 2.1% 1.2% 0.1% 0.0% 0.2% 0.2% 0.0	% 1.2% % 0.0% % 0.7%	0.2% 0.0%	0.5%							
Yardley Business Park 0.0% 0.0% 0.0% 0.0% 0.1% 0.1% 0.0%	% 0.0% % 0.7%	0.0%								
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Billericay Whitesbridge Farm Industrial Estate, Crays Hill 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.2% 0.0% 0.0% 0.0% 0.2% 0.0% 0.0% 0.2% 0.0%	/6 13.4/6									
Whitesbridge Farm Industrial Estate, Crays Hill 0.2% 0.0%		0.276	10.570	4.770	12.2/0	24.370	24.176	10.570	23.0%	
All Other Out-of-Centre Floorspace 0.0% 0.1% 0.2% 0.7% 0.2% 0.0% 0.2% 0.0%	% 0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	
Laindon		0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.40/	
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All Other Out-of-Centre Floorspace 0.3% 1.6% 0.0% 0.4% 0.5% 1.3% 0.1% 0.0%									0.0	
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Pitsea										Sub-tota
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nest Cont		Z.170		0.0%	4.7%					use Farm Retail Centre, London Road er Out-of-Centre Floorspace
Wickford All Out-of-Centre Floorspace 0.0% 0.0% 0.3% 0.3% 0.0% 0.0% 0.2% 0.0%		Z.170		0.0%	4.7%		0.2%	2.3%	7.0%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota
	¥ 0.1%		0.0%			0.1%	0.2%	2.3%	7.0% 7.1%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd
		0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	2.3%	7.0% 7.1% 0.0%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd of-Centre Floorspace
, which will be start with the start will be			0.0%			0.1%	0.2%	2.3%	7.0% 7.1%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd
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	% 0.1% % 18.3%	0.0% 0.0% 8.4%	0.0% 0.2% 0.2% 19.0%	0.0% 0.0% 6.0%	0.0% 0.0% 17.5%	0.1% 0.3% 0.3% 26.0%	0.2% 0.2% 0.3% 0.3% 24.8%	2.3% 2.3% 0.0% 0.0%	7.0% 7.1% 0.0% 0.0% 31.3%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd of-Centre Floorspace Sub-tota SUB-TOTAL: OUT-OF- TOWN CENTR
SUB-TOTAL: OUT-OF- TOWN CENTRE 31.3% 22.3% 24.8% 26.0% 17.5% 6.0% 19.0% 8.4%	% 0.1% % 18.3%	0.0% 0.0% 8.4%	0.0% 0.2% 0.2% 19.0%	0.0% 0.0% 6.0%	0.0% 0.0% 17.5%	0.1% 0.3% 0.3% 26.0%	0.2% 0.2% 0.3% 0.3% 24.8%	2.3% 2.3% 0.0% 0.0%	7.0% 7.1% 0.0% 0.0% 31.3%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd of-Centre Floorspace Sub-tota SUB-TOTAL: OUT-OF- TOWN CENTR
SUB-TOTAL: OUT-OF-TOWN CENTRE 31.3% 22.3% 24.8% 26.0% 17.5% 6.0% 19.0% 8.4% BASILDON BOROUGH COUNCIL AREA 54.1% 46.7% 44.9% 42.2% 27.6% 7.8% 36.2% 14.4%	% 0.1% % 18.3% 1% 33.1%	0.0% 0.0% 8.4%	0.0% 0.2% 0.2% 19.0%	0.0% 0.0% 6.0% 7.8%	0.0% 0.0% 17.5% 27.6%	0.1% 0.3% 0.3% 26.0%	0.2% 0.2% 0.3% 0.3% 24.8%	2.3% 2.3% 0.0% 0.0% 22.3%	7.0% 7.1% 0.0% 0.0% 31.3%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd of-Centre Floorspace Sub-tota SUB-TOTAL: OUT-OF- TOWN CENTR ON BOROUGH COUNCIL AREA CENTRES/STORES OUTSIDE BBC AREA
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SUB-TOTAL: OUT-OF-TOWN CENTRE 31.3% 22.3% 24.8% 26.0% 17.5% 6.0% 19.0% 8.4%	% 0.1% 18.3% 18.3% 33.1% % 0.4% % 1.3% % 0.5% % 1.2% % 0.1% % 8.7% % 0.4%	0.0% 0.0% 8.4% 14.4% 1.4% 0.2% 0.4% 1.4% 0.0% 8.5%	0.0% 0.2% 0.2% 19.0% 36.2% 0.0% 1.2% 1.0% 0.0% 8.1% 0.0% 5.1% 1.2%	0.0% 0.0% 6.0% 7.8% 0.3% 13.5% 1.3% 0.0% 4.8% 0.3% 16.1%	0.0% 0.0% 17.5% 27.6% 0.0% 0.1% 1.1% 0.3% 0.4% 0.5% 23.0%	0.1% 0.3% 0.3% 26.0% 42.2% 0.0% 0.6% 1.4% 0.0% 6.6% 0.1% 4.8% 0.3%	0.2% 0.2% 0.3% 0.3% 24.8% 44.9% 0.1% 0.0% 2.4% 0.0% 6.2% 0.7%	2.3% 2.3% 0.0% 0.0% 22.3% 46.7% 0.1% 0.3% 0.0% 0.3% 0.2% 0.3% 7.2%	7.0% 7.1% 0.0% 0.0% 31.3% 54.1% 0.0% 0.0% 0.2% 0.4% 0.0% 5.2% 0.2%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd of-Centre Floorspace Sub-tota SUB-TOTAL: OUT-OF- TOWN CENTR ON BOROUGH COUNCIL AREA CENTRES/STORES OUTSIDE BBC AREA et ood ter Island ford e (Includes Shopping Centre, West Thurrock Retail Park; e Retail Park; Thurrock Shopping Park)
SUB-TOTAL: OUT-OF-TOWN CENTRE 31.3% 22.3% 24.8% 26.0% 17.5% 6.0% 19.0% 8.4%	% 0.1% % 18.3% % 0.4% % 1.3% % 0.5% % 0.5% % 1.2% % 0.5% % 0.4% % 3.3%	0.0% 0.0% 8.4% 14.4% 1.4% 0.2% 0.4% 4.1% 1.4% 0.0% 8.5% 0.0% 10.0%	0.0% 0.2% 0.2% 19.0% 36.2% 0.0% 1.2% 1.0% 0.0% 5.1% 1.2% 0.9%	0.0% 0.0% 6.0% 7.8% 0.3% 13.5% 0.0% 4.8% 0.3% 16.1% 0.6% 0.3%	0.0% 0.0% 17.5% 27.6% 0.0% 0.1% 1.1% 0.3% 0.4% 0.5% 23.0% 0.3% 0.4%	0.1% 0.3% 0.3% 26.0% 42.2% 0.0% 0.6% 1.4% 0.0% 6.6% 0.1% 4.8% 0.3% 0.4%	0.2% 0.2% 0.3% 0.3% 24.8% 44.9% 0.1% 0.0% 0.1% 0.0% 6.2% 0.0% 6.2%	2.3% 2.3% 0.0% 0.0% 22.3% 46.7% 0.1% 0.3% 0.0% 0.3% 0.2% 0.3% 7.2% 0.4%	7.0% 7.1% 0.0% 0.0% 31.3% 54.1% 0.0% 0.0% 0.0% 0.2% 0.4% 0.0% 5.2% 0.4% 0.4%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd of-Centre Floorspace Sub-tota SUB-TOTAL: OUT-OF- TOWN CENTR ON BOROUGH COUNCIL AREA CENTRES/STORES OUTSIDE BBC AREA et ood ter Island ford e (Includes Shopping Centre, West Thurrock Retail Park; e Retail Park; Thurrock Shopping Park)
SUB-TOTAL: OUT-OF-TOWN CENTRE 31.3% 22.3% 24.8% 26.0% 17.5% 6.0% 19.0% 8.4%	% 0.1% % 18.3% % 0.4% % 1.3% % 0.5% % 0.5% % 0.5% % 0.5% % 0.5% % 0.5% % 0.5% % 0.5% % 0.5%	0.0% 0.0% 8.4% 14.4% 1.4% 0.2% 0.4,1% 1.4% 0.0% 8.5% 0.0%	0.0% 0.2% 0.2% 19.0% 36.2% 0.0% 1.2% 0.0% 8.1% 0.0% 8.1% 0.0% 5.1% 0.9% 0.3%	0.0% 0.0% 6.0% 7.8% 0.3% 13.5% 1.3% 0.0% 4.8% 0.3% 16.1% 0.6% 0.3% 7.1%	0.0% 0.0% 17.5% 27.6% 0.0% 0.1% 1.1% 0.3% 0.4% 0.5% 23.0% 0.4% 0.4%	0.1% 0.3% 0.3% 26.0% 42.2% 0.0% 0.6% 1.4% 0.0% 6.6% 0.1% 4.8% 0.3% 0.4% 1.2%	0.2% 0.3% 0.3% 0.3% 24.8% 44.9% 0.1% 0.0% 0.1% 0.0% 6.2% 0.7% 4.3% 0.0%	2.3% 2.3% 0.0% 0.0% 22.3% 46.7% 0.1% 0.3% 0.0% 0.3% 0.2% 0.2% 0.4% 0.5%	7.0% 7.1% 0.0% 0.0% 31.3% 54.1% 0.0% 0.0% 0.0% 0.2% 0.0% 0.0% 0.0%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd of-Centre Floorspace Sub-tota SUB-TOTAL: OUT-OF- TOWN CENTR ON BOROUGH COUNCIL AREA CENTRES/STORES OUTSIDE BBC AREA et cood ter lsiand ford e (Includes Shopping Centre, West Thurrock Retail Park; e Retail Park; Thurrock Shopping Park) h d
SUB-TOTAL: OUT-OF-TOWN CENTRE 31.3% 22.3% 24.8% 26.0% 17.5% 6.0% 19.0% 8.4%	% 0.1% 18.3% 18.3% 33.1% % 0.4% % 1.3% % 0.5% % 1.2% % 0.1% % 0.4% % 3.3% % 0.4% % 1.3% % 0.4% % 1.3%	0.0% 0.0% 8.4% 14.4% 1.4% 0.2% 0.4% 4.1% 0.0% 8.5% 0.0% 10.0% 0.5% 4.2%	0.0% 0.2% 0.2% 19.0% 36.2% 0.0% 1.2% 1.0% 0.0% 5.1% 1.2% 0.9% 0.3% 0.2%	0.0% 0.0% 6.0% 7.8% 0.3% 13.5% 1.3% 0.0% 4.8% 0.3% 16.1% 0.6% 0.3% 7.1%	0.0% 0.0% 17.5% 27.6% 0.1% 0.1% 0.3% 0.4% 0.5% 0.3% 0.4% 0.5% 0.4%	0.3% 0.3% 26.0% 42.2% 0.0% 0.6% 0.1% 4.8% 0.3% 0.4% 0.4% 0.1%	0.2% 0.2% 0.3% 0.3% 24.8% 44.9% 0.1% 0.0% 6.2% 0.0% 6.2% 0.7% 4.3%	2.3% 0.0% 0.0% 0.0% 22.3% 46.7% 0.1% 0.3% 0.0% 0.3% 0.2% 0.3% 0.2% 0.4% 0.5%	7.0% 7.1% 0.0% 0.0% 31.3% 54.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd of-Centre Floorspace Sub-tota SUB-TOTAL: OUT-OF- TOWN CENTR ON BOROUGH COUNCIL AREA CENTRES/STORES OUTSIDE BBC AREA et ood ter Island ford e (Includes Shopping Centre, West Thurrock Retail Park; e Retail Park; Thurrock Shopping Park) h dd dnd-on-Sea
SUB-TOTAL: OUT-OF-TOWN CENTRE 31.3% 22.3% 24.8% 26.0% 17.5% 6.0% 19.0% 8.4%	% 0.1% 18.3% 18.3% 0.4% % 1.3% 1.3% 0.5% % 0.1% 4.2% 6.1% 6.4% 8.7% 6.4% 8.7% 6.9% 9.9% 1.3% 1.3% 1.3%	0.0% 0.0% 8.4% 14.4% 1.4% 0.2% 0.4% 4.1% 1.4% 0.0% 8.5% 0.0% 10.0% 0.5% 4.2% 0.0%	0.0% 0.2% 0.2% 19.0% 36.2% 0.0% 1.2% 1.0% 0.0% 8.1% 0.0% 5.1% 1.2% 0.9% 0.3% 0.2% 0.5%	0.0% 0.0% 6.0% 7.8% 0.3% 13.5% 1.3% 0.0% 0.3% 16.1% 0.3% 0.3% 0.3%	0.0% 0.0% 17.5% 27.6% 0.0% 0.1% 1.1% 0.5% 23.0% 0.4% 0.4% 0.4% 0.6%	0.3% 0.3% 0.3% 26.0% 42.2% 0.0% 0.6% 0.1% 0.3% 0.4% 1.2% 0.1% 0.0%	0.2% 0.2% 0.3% 0.3% 24.8% 44.9% 0.1% 0.0% 2.4% 0.0% 4.3% 0.0% 0.2%	2.3% 2.3% 0.0% 0.0% 46.7% 0.1% 0.3% 0.2% 0.3% 0.2% 0.3% 0.2% 0.3% 0.2% 0.3% 0.2% 0.3% 0.0%	7.0% 7.1% 0.0% 0.0% 31.3% 54.1% 0.0% 0.0% 0.2% 0.4% 0.4% 0.2% 0.4% 0.2% 0.2% 0.2%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd of-Centre Floorspace Sub-tota SUB-TOTAL: OUT-OF- TOWN CENTR ON BOROUGH COUNCIL AREA CENTRES/STORES OUTSIDE BBC AREA et ood ter Island ford e (Includes Shopping Centre, West Thurrock Retail Park; e Retail Park; Thurrock Shopping Park) h d nd-on-Sea
SUB-TOTAL: OUT-OF-TOWN CENTRE 31.3% 22.3% 24.8% 26.0% 17.5% 6.0% 19.0% 8.4%	% 0.1% ** 18.3% ** 18.3% ** 0.4% ** 1.3% ** 0.5% ** 0.5% ** 0.1% ** 0.4% **	0.0% 0.0% 8.4% 14.4% 1.4% 0.2% 0.4% 4.1% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 1.4% 0.0% 1.4% 1.0% 1.5% 1.6%	0.0% 0.2% 0.2% 19.0% 1.2% 1.0% 8.1% 0.0% 8.1% 0.0% 0.3% 0.3% 0.2% 4.3%	0.0% 0.0% 6.0% 7.8% 0.3% 1.3% 0.0% 4.8% 0.3% 16.1% 0.3% 16.19% 0.3% 14.2%	0.0% 0.0% 17.5% 27.6% 0.0% 0.1% 1.1% 0.3% 0.4% 0.4% 0.4% 0.4% 0.4% 0.6% 0.6% 0.0%	0.1% 0.3% 0.3% 26.0% 42.2% 0.0% 0.6% 1.4% 0.0% 4.8% 0.3% 0.4% 1.2% 0.1% 0.1% 0.1% 0.1%	0.2% 0.2% 0.3% 0.3% 44.9% 44.9% 0.1% 0.0% 0.0% 0.0% 0.0% 4.3% 0.0% 1.5%	2.3% 2.3% 0.0% 0.0% 22.3% 46.7% 0.1% 0.3% 0.2% 0.3% 0.2% 0.3% 0.2% 0.5% 0.2% 0.1%	7.0% 7.1% 0.0% 31.3% 54.1% 0.0% 0.0% 0.0% 0.2% 0.4% 0.0% 0.2% 0.4% 0.0% 0.2%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd of-Centre Floorspace Sub-tota SUB-TOTAL: OUT-OF- TOWN CENTR ON BOROUGH COUNCIL AREA CENTRES/STORES OUTSIDE BBC AREA et cood ter Island ford e (Includes Shopping Centre, West Thurrock Retail Park; e Retail Park; Thurrock Shopping Park) h dd nd-on-Sea rd HER CENTRES / STORES
SUB-TOTAL: OUT-OF-TOWN CENTRE 31.3% 22.3% 24.8% 26.0% 17.5% 6.0% 19.0% 8.4%	% 0.1% ** 18.3% ** 18.3% ** 0.4% ** 1.3% ** 0.5% ** 0.5% ** 0.1% ** 0.4% **	0.0% 0.0% 8.4% 14.4% 1.4% 0.2% 0.4% 4.1% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 1.4% 0.0% 1.4% 1.0% 1.5% 1.6%	0.0% 0.2% 0.2% 19.0% 1.2% 1.0% 8.1% 0.0% 8.1% 0.0% 0.3% 0.3% 0.2% 4.3%	0.0% 0.0% 6.0% 7.8% 0.3% 1.3% 0.0% 4.8% 0.3% 16.1% 0.3% 16.19% 0.3% 14.2%	0.0% 0.0% 17.5% 27.6% 0.0% 0.1% 1.1% 0.3% 0.4% 0.4% 0.4% 0.4% 0.4% 0.6% 0.6% 0.0%	0.1% 0.3% 0.3% 26.0% 42.2% 0.0% 0.6% 1.4% 0.0% 4.8% 0.3% 0.4% 1.2% 0.1% 0.1% 0.1% 0.1%	0.2% 0.2% 0.3% 0.3% 44.9% 44.9% 0.1% 0.0% 0.0% 0.0% 0.0% 4.3% 0.0% 1.5%	2.3% 2.3% 0.0% 0.0% 22.3% 46.7% 0.1% 0.3% 0.2% 0.3% 0.2% 0.3% 0.2% 0.5% 0.2% 0.1%	7.0% 7.1% 0.0% 31.3% 54.1% 0.0% 0.0% 0.0% 0.2% 0.4% 0.0% 0.2% 0.4% 0.0% 0.2%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd of-Centre Floorspace Sub-tota SUB-TOTAL: OUT-OF- TOWN CENTR ON BOROUGH COUNCIL AREA CENTRES/STORES OUTSIDE BBC AREA et cood ter Island ford e (Includes Shopping Centre, West Thurrock Retail Park; e Retail Park; Thurrock Shopping Park) h dd nd-on-Sea rd HER CENTRES / STORES
SUB-TOTAL: OUT-OF-TOWN CENTRE 31.3% 22.3% 24.8% 26.0% 17.5% 6.0% 19.0% 8.4%	% 0.1% 18.3% 18.3% 33.1% % 0.4% % 1.3% % 0.5% % 1.28 % 0.1% % 0.1% % 0.4% 3.3% 0.9% 0.9% 1.3% 4.7% 4.7%	0.0% 0.0% 8.4% 14.4% 1.4% 0.2% 4.1% 1.4% 0.0% 8.5% 0.0% 0.0% 5.1%	0.0% 0.2% 0.2% 19.0% 36.2% 0.0% 8.1% 0.0% 8.1% 0.0% 8.1% 0.0% 4.3% 4.3%	0.0% 0.0% 7.8% 0.3% 13.5% 1.3% 0.0% 0.3% 16.1% 0.6% 0.3% 16.1% 0.2% 0.1% 14.2%	0.0% 0.0% 17.5% 27.6% 0.0% 0.1% 1.1% 0.5% 23.0% 0.4% 0.4% 0.6% 0.0% 14.9%	0.1% 0.3% 0.3% 26.0% 42.2% 0.0% 0.6% 1.4% 4.8% 0.1% 0.1% 0.1% 0.1% 1.2% 0.1% 0.1% 1.2%	0.2% 0.2% 0.3% 0.3% 24.8% 44.9% 44.9% 4.0% 0.0% 0.0% 0.0% 6.2% 0.7% 4.3% 0.2% 1.5%	2.3% 0.0% 0.0% 0.0% 46.7% 46.7% 46.7% 46.7% 0.3% 0.3% 0.2% 0.2% 0.2% 0.2% 0.2% 0.2% 0.2% 0.2% 1.	7.0% 7.1% 0.0% 0.0% 31.3% 54.1% 0.0% 0.0% 0.0% 0.2% 0.4% 0.0% 5.2% 0.4% 0.0% 0.2% 0.4% 0.0%	use Farm Retail Centre, London Road er Out-of-Centre Floorspace Sub-tota rd of-Centre Floorspace Sub-tota SUB-TOTAL: OUT-OF- TOWN CENTR ON BOROUGH COUNCIL AREA CENTRES/STORES OUTSIDE BBC AREA et ood ter Island ford ee (Includes Shopping Centre, West Thurrock Retail Park; e Retail Park; Thurrock Shopping Park) h d d dn-on-Sea rd HER CENTRES / STORES tal All other Centres / stores



TABLE 2: CLOTHING & FOOTWEAR - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	19.0%	31.3%	5.6%	6.2%	12.3%	3.2%	4.5%	16.1%	15.6%
Billericay Town Centre	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	3.3%	0.0%	0.4%
Laindon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea Town Centre	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Wickford Town Centre	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	6.3%	0.0%	1.4%
SUB-TOTAL: TOWN CENTRE	22.3%	31.3%	16.2%	7.7%	12.3%	3.2%	14.1%	16.1%	17.7%
OUT OF TOWN STORES / LOCATIONS									
Basildon	2.5%	1.9%	0.6%	1.9%	0.0%	0.0%	4.1%	0.0%	1.2%
Pipps Hill Retail Park									
Mayflower Retail Park	6.7% 5.1%	3.8%	11.8% 2.5%	12.8% 3.8%	6.2% 0.0%	1.4%	9.6% 0.0%	2.6% 0.5%	5.9% 2.0%
Cricketers Retail Park									
Yardley Business Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	0.0%			0.0%	0.0%		0.0%		
Sub-total	14.3%	8.7%	14.9%	18.5%	6.2%	1.4%	13.7%	3.1%	9.1%
Billericay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitesbridge Farm Industrial Estate, Crays Hill									
All Other Out-of-Centre Floorspace Sub-total	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%
Laindon									
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westmayne Industrial Park, Bramston Way	0.6%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace Sub-total		0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.3%
Sub-total	0.076	0.076	0.076	1.0/0	0.0%	0.076	0.076	0.076	0.370
Pitsea									
Bluehouse Farm Retail Centre, London Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	4.8%	2.4%	0.0%	0.0%	3.9%	0.0%	0.0%	2.7%	2.0%
Sub-total		2.4%	0.0%	0.0%	3.9%	0.0%	0.0%	2.7%	2.0%
545 (6)(4)	4.070	2.470	0.070	0.070	3.570	0.070	0.070	2.770	2.070
Wickford									
All Out-of-Centre Floorspace	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%
	0.070	0.070	0.070	0.070	0.070	0.070	0.070	0.070	0.070
SUB-TOTAL: OUT-OF- TOWN CENTRE	19.7%	11.1%	14.9%	20.3%	10.1%	1.4%	13.7%	5.8%	11.4%
BASILDON BOROUGH COUNCIL AREA	41.9%	42.4%	31.1%	28.0%	22.4%	4.6%	27.8%	21.9%	29.1%
OTHER CENTRES/STORES OUTSIDE BBC AREA									
Benfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brentwood	0.0%	0.0%	0.0%	1.5%	0.6%	12.0%	0.0%	0.0%	1.1%
Bluewater	0.0%	0.0%	0.6%	2.1%	2.0%	1.4%	4.1%	1.2%	1.1%
Canvey Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.3%
Chelmsford	1.2%	0.0%	3.5%	7.1%	0.0%	2.7%	11.6%	1.7%	2.7%
Grays	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park;	10.5%	15.5%	12.2%	7.0%	36.1%	23.2%	4.6%	10.2%	13.7%
Lakeside Retail Park; Thurrock Shopping Park)	0.601	0.00/	2.501	0.001			0.001	0.00/	0.20/
London	0.6%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Rayleigh	0.0%	0.0%					0.0%	1.1%	0.5%
Romford	0.0%	0.0%	0.0%	0.6%	0.6%	0.7%	0.0%	0.0%	0.2%
Southend-on-Sea	0.0%	0.0%	0.6%	0.0%	0.6%	0.0%	0.0%	10.7%	2.8%
Stratford	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	1.8%	0.0%	0.2%
ALL OTHER CENTRES / STORES	2.8%	0.0%	0.0%	0.6%	0.6%	9.1%	1.8%	3.9%	2.2%
Sub-Total All other Centres / stores	15.0%	16.7%	22.7%	19.1%	40.5%	49.1%	23.8%	29.8%	25.4%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	43.0%	40.9%	46.2%	52.9%	37.1%	46.3%	48.4%	48.3%	45.5%
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL	100.070								



TABLE 3: RECORDING MEDIA - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	19.5%	15.4%	5.0%	10.0%	6.0%	0.0%	5.7%	5.5%	9.0%
Billericay Town Centre	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.6%
Laindon Town Centre	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Pitsea Town Centre	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Wickford Town Centre	0.0%	0.0%	8.5%	4.1%	0.0%	0.0%	3.9%	0.0%	1.6%
SUB-TOTAL: TOWN CENTRE	26.8%	18.4%	13.5%	19.4%	6.0%	0.0%	9.6%	5.5%	12.5%
OUT OF TOWN STORES / LOCATIONS									
Basildon	4.6%	3.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.2%
Pipps Hill Retail Park	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	3.0%	3.1%	1.3%
Mayflower Retail Park	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Cricketers Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Yardley Business Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	0.0,.	0.07.	0.07.						
Sub-total	4.6%	3.4%	1.6%	1.9%	0.0%	0.0%	4.2%	3.1%	2.7%
Billericay									
Whitesbridge Farm Industrial Estate, Crays Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	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%
Laindon									
Westmayne Industrial Park, Bramston Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	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%
Pitsea									
Bluehouse Farm Retail Centre, London Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Sub-total	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%
Wickford									
All Out-of-Centre Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL: OUT-OF- TOWN CENTRE	4.6%	6.4%	1.6%	1.9%	0.0%	0.0%	4.2%	3.1%	3.2%
BASILDON BOROUGH COUNCIL AREA	31.4%	24.7%	15.1%	21.3%	6.0%	0.0%	13.8%	8.6%	15.7%
OTHER CENTRES/STORES OUTSIDE BBC AREA									
Destination	0.000	0.000	0.000	0.001	0.000	0.000	0.5-1	0.651	0.07
Benfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bluewater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.1%
Canvey Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	3.4%	3.8%	0.0%	2.8%	4.2%	0.0%	1.3%
Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0%	4.0%	5.0%	0.0%	9.8%	10.5%	3.5%	4.9%	4.4%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rayleigh	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	2.7%	2.7%	1.4%
Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL OTHER CENTRES / STORES	3.8%	0.0%	0.0%	0.0%	3.0%	2.8%	6.0%	3.6%	2.2%
		,							
Sub-Total All other Centres / stores	3.8%	4.0%	10.1%	3.8%	12.8%	22.7%	17.6%	11.2%	9.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	64.8%	71.2%	74.8%	74.9%	81.2%	77.3%	68.5%	80.2%	74.7%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 4: DOMESTIC ELECTRICAL - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AR
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	5.4%	13.7%	0.0%	1.6%	3.5%	0.7%	0.5%	0.0%	3.7%
Billericay Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Laindon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea Town Centre	2.7%	1.1%	0.7%	0.0%	1.3%	0.0%	0.0%	0.0%	0.6%
Wickford Town Centre	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
SUB-TOTAL: TOWN CENTRE		14.7%	1.3%	1.6%	4.8%	0.7%	0.5%	0.0%	4.4%
OUT OF TOWN STORES / LOCATIONS	CION	241770	21070	21070	41070	01170	0.570	0.070	41470
Basildon									
Pipps Hill Retail Park	30.8%	24.8%	32.1%	30.3%	7.0%	8.2%	15.4%	9.1%	19.1%
Mayflower Retail Park	3.4%	0.0%	2.7%	2.7%	1.4%	0.7%	5.2%	0.0%	1.5%
Cricketers Retail Park	3.2%	3.0%	2.0%	0.0%	1.4%	0.0%	0.5%	0.0%	1.2%
Yardley Business Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total		27.8%	36.8%	33.0%	9.9%	8.9%	21.2%	9.1%	21.8%
Billericay									
Whitesbridge Farm Industrial Estate, Crays Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	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%
Laindon									
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westmayne Industrial Park, Bramston Way	0.6%	1.1%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.4%
All Other Out-of-Centre Floorspace Sub-total		1.1%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.4%
All Other Out-of-Centre Floorspace Sub-total	9.5% I 9.5%	3.0%	0.0%	0.0%	2.5%	0.0%	0.0%	2.0%	2.3% 2.3%
Wickford									
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Out-of-Centre Floorspace Sub-total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	0.070	0.070	0.070	0.070	0.070	0.070	0.070	0.070	0.070
Sub-total									
SUB-TOTAL: OUT-OF- TOWN CENTRE	47.4%	31.9%	36.8%	33.0%	12.4%	8.9%	22.7%	11.1%	24.4%
SUB-TOTAL: OUT-OF- TOWN CENTRE	55.5%	31.9% 46.6%	36.8%	33.0% 34.6%	17.2%	9.6%	22.7%	11.1%	
SUB-TOTAL: OUT-OF- TOWN CENTRE									
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA			38.1% 1.3%	34.6% 0.0%	17.2% 0.7%	9.6%	23.3% 0.0%		
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet	55.5%	46.6%	38.1%	34.6%	17.2%	9.6%	23.3%	11.1%	28.8%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	38.1% 1.3% 0.7% 0.0%	0.0% 0.0% 0.7%	0.7% 0.0% 2.2%	9.6% 0.0% 15.0% 0.0%	0.0% 0.5% 0.0%	1.3% 0.0% 0.0%	0.5% 1.3% 0.2%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Frentwood Bluewater Canvey Island	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	1.3% 0.7% 0.0% 0.0%	0.0% 0.0% 0.7% 0.0%	0.7% 0.0% 2.2% 0.0%	9.6% 0.0% 15.0% 0.0% 0.0%	0.0% 0.5% 0.0% 0.0%	1.3% 0.0% 0.0% 4.3%	0.5% 1.3% 0.2% 1.1%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Frentwood Bluewater Canvey Island	0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	1.3% 0.7% 0.0% 0.0% 2.0%	0.0% 0.0% 0.7% 0.0% 6.3%	0.7% 0.0% 2.2% 0.0% 0.0%	9.6% 0.0% 15.0% 0.0% 0.0% 0.7%	0.0% 0.5% 0.0% 0.0% 7.2%	11.1% 1.3% 0.0% 0.0% 4.3% 1.3%	28.8% 0.5% 1.3% 0.2% 1.1% 1.9%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Sernitwood Sluewater anvey Island Chelmsford Trays	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	1.3% 0.7% 0.0% 0.0%	0.0% 0.0% 0.7% 0.0%	0.7% 0.0% 2.2% 0.0%	9.6% 0.0% 15.0% 0.0% 0.0%	0.0% 0.5% 0.0% 0.0%	1.3% 0.0% 0.0% 4.3%	0.5% 1.3% 0.2% 1.1%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Anney Island Chelmsford Granvey Island Shelmsford Stanvey Island Shelmsford Shelmsford Stanvey Island Shelmsford Shel	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% 0.7% 0.0% 0.0% 2.0% 0.0%	0.0% 0.0% 0.7% 0.0% 6.3% 0.0%	0.7% 0.0% 2.2% 0.0% 0.0%	9.6% 0.0% 15.0% 0.0% 0.0% 0.7% 0.0%	0.0% 0.5% 0.0% 0.0% 7.2% 0.0%	1.1% 1.3% 0.0% 0.0% 4.3% 1.3% 0.0%	0.5% 1.3% 0.2% 1.1% 1.9% 0.0%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Forntwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.7%	1.3% 0.7% 0.0% 0.0% 2.0% 0.0%	0.0% 0.0% 0.7% 0.0% 6.3% 0.0%	0.7% 0.0% 2.2% 0.0% 0.0% 0.0%	9.6% 0.0% 15.0% 0.0% 0.0% 0.7% 0.0% 18.2%	0.0% 0.5% 0.0% 0.0% 7.2% 0.0%	11.1% 1.3% 0.0% 0.0% 4.3% 1.3% 0.0% 1.9%	28.8% 0.5% 1.3% 0.2% 1.1% 1.9% 0.0% 4.2%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA DTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet 3rentwood Bluewater Canvey Island Chelmsford Grays Cakeside (Includes Shopping Centre, West Thurrock Retail Park; Cakeside Retail Park; Chedon	0.0% 0.0% 0.0% 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% 0.7% 0.0% 0.0% 2.0% 0.0% 2.8% 0.0%	0.0% 0.0% 0.0% 0.7% 0.0% 6.3% 0.0% 1.4%	0.7% 0.0% 2.2% 0.0% 0.0% 0.0% 0.0%	9.6% 0.0% 15.0% 0.0% 0.0% 0.7% 0.0% 18.2% 0.0%	0.0% 0.5% 0.0% 0.0% 7.2% 0.0% 0.0%	11.1% 1.3% 0.0% 0.0% 4.3% 1.3% 0.0% 1.9%	28.8% 0.5% 1.3% 0.2% 1.1% 1.9% 0.0% 4.2% 0.0%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh	0.0% 0.0% 0.0% 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%	1.3% 0.7% 0.0% 2.0% 0.0% 2.8% 0.0% 2.2%	0.0% 0.0% 0.0% 0.7% 0.0% 6.3% 0.0% 1.4% 0.0% 0.0%	0.7% 0.0% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0%	9.6% 0.0% 15.0% 0.0% 0.0% 0.7% 0.0% 18.2% 0.0% 0.0%	23.3% 0.0% 0.5% 0.0% 0.0% 7.2% 0.0% 0.0% 0.0%	11.1% 1.3% 0.0% 0.0% 4.3% 1.3% 0.0% 1.9% 0.0% 4.1%	28.8% 0.5% 1.3% 0.2% 1.1% 1.9% 0.0% 4.2% 0.0%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA DTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet B	0.0% 0.0% 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%	1.3% 0.7% 0.0% 0.0% 2.0% 0.0% 2.8% 0.0% 2.2% 0.7%	0.0% 0.0% 0.0% 0.7% 0.0% 6.3% 0.0% 1.4% 0.0% 0.0%	0.7% 0.0% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	9.6% 0.0% 15.0% 0.0% 0.0% 0.7% 0.0% 18.2% 0.0% 0.0% 4.6%	23.3% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.5% 0.5%	11.1% 1.3% 0.0% 0.0% 4.3% 1.3% 0.0% 1.9% 0.0% 4.1% 2.9%	28.8% 0.5% 1.3% 0.2% 1.1% 1.9% 0.0% 4.2% 0.0% 1.3% 1.7%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea	0.0% 0.0% 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% 1.4% 0.0%	1.3% 0.7% 0.0% 0.0% 2.0% 0.0% 2.8% 0.0% 2.2% 0.7% 0.0%	0.0% 0.0% 0.0% 0.7% 0.0% 6.3% 0.0% 1.4% 0.0% 0.0%	0.7% 0.0% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	9.6% 0.0% 15.0% 0.0% 0.7% 0.0% 18.2% 0.0% 4.6% 0.0%	23.3% 0.0% 0.5% 0.0% 0.0% 7.2% 0.0% 0.0% 0.5% 1.3%	11.1% 1.3% 0.0% 0.0% 4.3% 1.3% 0.0% 1.9% 0.0% 4.1% 2.9% 1.7%	28.8% 0.5% 1.3% 0.2% 1.1% 1.9% 0.0% 4.2% 0.0% 1.3% 1.7% 0.6%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Romford Southend-on-Sea Stratford	0.0% 0.0% 0.0% 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% 1.4% 0.0%	1.3% 0.7% 0.0% 2.0% 0.0% 2.8% 0.0% 2.2% 0.7% 0.0%	0.0% 0.0% 0.0% 0.7% 0.0% 6.3% 0.0% 1.4% 0.0% 0.0% 0.0%	0.7% 0.0% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	9.6% 0.0% 15.0% 0.0% 0.7% 0.0% 18.2% 0.0% 0.0% 4.6% 0.0% 0.0%	0.0% 0.5% 0.0% 0.0% 7.2% 0.0% 0.0% 0.5% 0.5% 1.3% 0.0%	11.1% 1.3% 0.0% 0.0% 4.3% 1.3% 0.0% 1.9% 0.0% 4.1% 2.9% 1.7% 0.0%	28.8% 0.5% 1.3% 0.2% 1.19% 0.0% 4.2% 0.0% 1.3% 0.0% 0.0%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Romford Southend-on-Sea Stratford	0.0% 0.0% 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% 1.4% 0.0%	1.3% 0.7% 0.0% 0.0% 2.0% 0.0% 2.8% 0.0% 2.2% 0.7% 0.0%	0.0% 0.0% 0.0% 0.7% 0.0% 6.3% 0.0% 1.4% 0.0% 0.0%	0.7% 0.0% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	9.6% 0.0% 15.0% 0.0% 0.7% 0.0% 18.2% 0.0% 4.6% 0.0%	23.3% 0.0% 0.5% 0.0% 0.0% 7.2% 0.0% 0.0% 0.5% 1.3%	11.1% 1.3% 0.0% 0.0% 4.3% 1.3% 0.0% 1.9% 0.0% 4.1% 2.9% 1.7%	28.8% 0.5% 1.3% 0.2% 1.1% 1.9% 0.0% 4.2% 0.0% 1.3% 1.7% 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% 1.7% 0.0% 0.0% 1.4% 0.0%	1.3% 0.7% 0.0% 2.0% 0.0% 2.8% 0.0% 2.2% 0.7% 0.0%	0.0% 0.0% 0.0% 0.7% 0.0% 6.3% 0.0% 1.4% 0.0% 0.0% 0.0%	0.7% 0.0% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	9.6% 0.0% 15.0% 0.0% 0.7% 0.0% 18.2% 0.0% 0.0% 4.6% 0.0% 0.0%	0.0% 0.5% 0.0% 0.0% 7.2% 0.0% 0.0% 0.5% 0.5% 1.3% 0.0%	11.1% 1.3% 0.0% 0.0% 4.3% 1.3% 0.0% 1.9% 0.0% 4.1% 2.9% 1.7% 0.0%	28.8% 0.5% 1.3% 0.2% 1.19% 0.0% 4.2% 0.0% 1.3% 0.0% 0.0%
SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA DTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Frentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) Ondon Angleigh Romford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES	55.5% 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% 1.7% 0.0% 1.4% 0.0% 0.0%	1.3% 0.7% 0.0% 0.0% 2.0% 0.0% 2.8% 0.0% 2.2% 0.7% 0.0% 0.0%	0.0% 0.0% 0.0% 0.7% 0.0% 6.3% 0.0% 1.4% 0.0% 0.0% 0.0%	0.7% 0.0% 2.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	9.6% 0.0% 15.0% 0.0% 0.7% 0.0% 18.2% 0.0% 4.6% 0.0% 9.1%	0.0% 0.5% 0.0% 0.0% 0.0% 0.0% 0.5% 0.5%	11.1% 1.3% 0.0% 0.0% 4.3% 1.3% 0.0% 1.9% 0.0% 4.1% 0.0% 5.7%	28.8% 0.5% 1.3% 0.2% 1.19% 1.9% 0.0% 4.2% 0.0% 1.3% 1.7% 0.6% 0.0% 4.1%



TABLE 5: AUDIO VISUAL, PHOTOGRAPHIC & COMPUTER ITEMS - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
DAJIEDON DONOGOM COONCIL ANEX	Zone I	Zone Z	Zone 3	Zone 4	Zone 3	Zone o	Zone 7	Zone o	STODT AIRE
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	3.6%	6.4%	0.7%	1.6%	5.7%	0.0%	0.0%	0.0%	2.3%
Billericay Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Laindon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea Town Centre	0.6%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.3%
Wickford Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
SUB-TOTAL: TOWN CENTRE	4.3%	6.4%	0.7%	3.8%	5.7%	0.0%	0.5%	0.0%	2.7%
OUT OF TOWN STORES / LOCATIONS									
Basildon	42.1%	29.5%	33.1%	32.1%	15.6%	7.6%	24.5%	11.9%	23.7%
Pipps Hill Retail Park	1.3%	3.2%	3.9%	2.7%	4.2%	1.5%	24.5%	0.6%	23.7%
Mayflower Retail Park	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.6%	0.3%
Cricketers Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.3%
Yardley Business Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace									
Sub-total	43.4%	33.9%	37.0%	34.7%	19.7%	9.1%	27.4%	12.5%	26.2%
Billericay									
Whitesbridge Farm Industrial Estate, Crays Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	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%
Laindon									
Westmayne Industrial Park, Bramston Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Pitsea									
Bluehouse Farm Retail Centre, London Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	8.4%	1.8%	0.0%	0.0%	2.1%	0.0%	0.0%	1.3%	1.6%
Sub-total	8.4%	1.8%	0.0%	0.0%	2.1%	0.0%	0.0%	1.3%	1.6%
Wickford									
All Out-of-Centre Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL: OUT-OF- TOWN CENTRE	51.8%	36.2%	37.0%	34.7%	21.8%	9.1%	27.4%	13.8%	28.0%
BASILDON BOROUGH COUNCIL AREA	56.1%	42.6%	37.7%	38.5%	27.5%	9.1%	27.9%	13.8%	30.6%
OTHER CENTRES/STORES OUTSIDE BBC AREA									
Benfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.5%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	1.8%	1.9%	1.4%
Bluewater	0.0%	0.5%	0.0%	1.3%	3.8%	3.2%	0.0%	0.0%	0.8%
Canvey Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%
Chelmsford	0.0%	0.0%	3.7%	6.2%	0.0%	0.8%	6.4%	1.8%	2.2%
Grays	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.5%	0.0%	0.1%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park;									
Lakeside Retail Park; Thurrock Shopping Park)	2.0%	2.2%	3.1%	1.4%	29.3%	25.3%	2.7%	4.9%	6.6%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.8%	0.0%	0.2%
Rayleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.8%	0.5%
Romford	0.0%	1.2%	0.0%	1.6%	1.5%	8.8%	0.0%	4.4%	2.4%
Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	1.0%
Stratford	0.0%	0.0%	0.7%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%
ALL OTHER CENTRES / STORES	1.8%	0.0%	0.0%	0.0%	0.0%	3.8%	2.8%	0.0%	0.7%
Sub-Total All other Centres / stores	3.8%	3.9%	7.5%	11.2%	34.7%	52.9%	16.5%	21.3%	16.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	40.1%	53.5%	54.8%	50.3%	37.8%	38.0%	55.5%	65.0%	52.7%
TOTAL	100.00/	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 6: BOOKS, STATIONERY & DRAWING MATERIALS - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AR
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	28.4%	21.9%	1.6%	0.8%	9.7%	0.0%	1.8%	1.4%	8.2%
Billericay Town Centre	0.0%	0.0%	0.0%	23.4%	0.0%	2.2%	8.8%	0.0%	3.8%
Laindon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea Town Centre	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Wickford Town Centre	0.0%	0.7%	26.6%	0.8%	0.0%	0.0%	16.1%	1.4%	4.4%
SUB-TOTAL: TOWN CENTRE	35.8%	22.6%	28.2%	25.0%	9.7%	2.2%		2.8%	17.1%
OUT OF TOWN STORES / LOCATIONS	33.676	22.0%	28.2%	25.0%	3.776	2.2/6	26.7%	2.0/6	17.1/6
Basildon									
Pipps Hill Retail Park	1.7%	0.0%	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.3%
Mayflower Retail Park	0.8%	4.7%	4.9%	0.8%	5.3%	0.0%	2.2%	0.0%	2.1%
Cricketers Retail Park	2.3%	0.0%	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.4%
Yardley Business Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub-total		4.7%	6.3%	2.3%	5.3%	0.0%	2.2%	0.0%	2.9%
Billericay									
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitesbridge Farm Industrial Estate, Crays Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace Sub-total		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Laindon	0.00/	0.00/	0.0%	0.0%	0.0%	0.0%	0.00/	0.00/	0.00/
Westmayne Industrial Park, Bramston Way	0.0%	0.0%					0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace Sub-total	0.8%	5.8%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	1.5%
All Other Out-of-Centre Floorspace Sub-total	9.7%	3.1%	0.0%	0.0%	8.2% 8.2%	0.0%	0.0%	3.5%	3.0%
Wickford									
All Out-of-Centre Floorspace Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub total	0.070	0.070	0.070	0.070	0.070	0.070	0.070	0.070	0.070
SUB-TOTAL: OUT-OF- TOWN CENTRE	17.0%	13.7%	6.3%	2.3%	13.5%	3.4%	2.2%	3.5%	7.4%
BASILDON BOROUGH COUNCIL AREA	52.8%	36.3%	34.6%	27.3%	23.2%	5.6%	28.9%	6.3%	24.5%
OTHER CENTRES/STORES OUTSIDE BBC AREA									
Benfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Benfleet Brentwood	0.0%	0.0%	0.0%	4.8%	0.0%	24.3%	0.7%	0.0%	2.8%
Benfleet Brentwood Bluewater	0.0%	0.0%	0.0% 0.0%	4.8% 0.8%	0.0%	24.3% 0.0%	0.7% 0.7%	0.0%	2.8% 0.2%
Benfleet Brentwood Bluewater Canvey Island	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	4.8% 0.8% 0.0%	0.0% 0.0% 0.0%	24.3% 0.0% 0.0%	0.7% 0.7% 0.0%	0.0% 0.0% 6.3%	2.8% 0.2% 1.6%
genfleet Brentwood Bluewater Canvey Island Chelmsford	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.5%	4.8% 0.8% 0.0% 8.4%	0.0% 0.0% 0.0% 0.0%	24.3% 0.0% 0.0% 2.7%	0.7% 0.7% 0.0% 7.4%	0.0% 0.0% 6.3% 2.2%	2.8% 0.2% 1.6% 2.6%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	4.8% 0.8% 0.0%	0.0% 0.0% 0.0%	24.3% 0.0% 0.0%	0.7% 0.7% 0.0%	0.0% 0.0% 6.3%	2.8% 0.2% 1.6%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays akeside (Includes Shopping Centre, West Thurrock Retail Park;	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.5%	4.8% 0.8% 0.0% 8.4%	0.0% 0.0% 0.0% 0.0%	24.3% 0.0% 0.0% 2.7%	0.7% 0.7% 0.0% 7.4%	0.0% 0.0% 6.3% 2.2%	2.8% 0.2% 1.6% 2.6%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 1.5% 0.0%	4.8% 0.8% 0.0% 8.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	24.3% 0.0% 0.0% 2.7% 1.7%	0.7% 0.7% 0.0% 7.4% 0.0%	0.0% 0.0% 6.3% 2.2% 0.0%	2.8% 0.2% 1.6% 2.6% 0.1%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London	0.0% 0.0% 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% 4.1%	4.8% 0.8% 0.0% 8.4% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 18.8%	24.3% 0.0% 0.0% 2.7% 1.7% 6.7%	0.7% 0.7% 0.0% 7.4% 0.0% 0.7%	0.0% 0.0% 6.3% 2.2% 0.0%	2.8% 0.2% 1.6% 2.6% 0.1%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 0.7%	0.0% 0.0% 0.0% 1.5% 0.0% 4.1% 0.0% 1.5%	4.8% 0.8% 0.0% 8.4% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 18.8% 0.9% 0.0%	24.3% 0.0% 0.0% 2.7% 1.7% 6.7% 0.0%	0.7% 0.7% 0.0% 7.4% 0.0% 0.7% 2.1% 0.7%	0.0% 0.0% 6.3% 2.2% 0.0% 0.7% 0.0% 5.1%	2.8% 0.2% 1.6% 2.6% 0.1% 2.7% 0.3% 1.8%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Romford	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.7% 0.7% 0.0%	0.0% 0.0% 0.0% 1.5% 0.0% 4.1% 0.0% 1.5% 0.0%	4.8% 0.8% 0.0% 8.4% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 18.8% 0.9% 0.0%	24.3% 0.0% 0.0% 2.7% 1.7% 6.7% 0.0% 3.0%	0.7% 0.7% 0.0% 7.4% 0.0% 0.7% 2.1% 0.7% 1.6%	0.0% 0.0% 6.3% 2.2% 0.0% 0.7% 0.0% 5.1% 0.0%	2.8% 0.2% 1.6% 2.6% 0.1% 2.7% 0.3% 1.8% 0.4%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 0.7%	0.0% 0.0% 0.0% 1.5% 0.0% 4.1% 0.0% 1.5%	4.8% 0.8% 0.0% 8.4% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 18.8% 0.9% 0.0%	24.3% 0.0% 0.0% 2.7% 1.7% 6.7% 0.0%	0.7% 0.7% 0.0% 7.4% 0.0% 0.7% 2.1% 0.7%	0.0% 0.0% 6.3% 2.2% 0.0% 0.7% 0.0% 5.1%	2.8% 0.2% 1.6% 2.6% 0.1% 2.7% 0.3% 1.8%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Retail Park; Thurrock Shopping Park) London Romford Romford Romford Romford Romford Romford Romford Southend-on-Sea	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 1.7% 0.0% 2.0%	0.0% 0.0% 0.0% 1.5% 0.0% 4.1% 0.0% 1.5% 0.0% 0.0%	4.8% 0.8% 0.0% 8.4% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 18.8% 0.9% 0.0% 0.0%	24.3% 0.0% 0.0% 2.7% 1.7% 6.7% 0.0% 3.0% 0.0%	0.7% 0.7% 0.0% 7.4% 0.0% 0.7% 2.1% 0.7% 1.6% 0.0%	0.0% 0.0% 6.3% 2.2% 0.0% 0.7% 0.0% 5.1% 0.0% 5.9%	2.8% 0.2% 1.6% 2.6% 0.1% 2.7% 0.3% 1.8% 0.4% 2.0%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 1.7% 0.0% 2.0% 0.0%	0.0% 0.0% 0.0% 1.5% 0.0% 4.1% 0.0% 1.5% 0.0% 0.0% 0.0%	4.8% 0.8% 0.0% 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% 0.9% 0.0% 0.9% 0.0%	24.3% 0.0% 0.0% 2.7% 1.7% 6.7% 0.0% 0.0% 0.0% 0.0% 6.4%	0.7% 0.7% 0.0% 7.4% 0.0% 0.7% 2.1% 0.7% 1.6% 0.0%	0.0% 0.0% 6.3% 2.2% 0.0% 0.7% 0.0% 5.1% 0.0% 5.9% 0.0%	2.8% 0.2% 1.6% 2.6% 0.1% 2.7% 0.3% 1.8% 0.0% 2.0%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES Sub-Total All other Centres / stores	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 1.7% 0.0% 2.0% 0.0%	0.0% 0.0% 0.0% 1.5% 0.0% 4.1% 0.0% 1.5% 0.0% 0.0% 0.0%	4.8% 0.8% 0.0% 8.4% 0.0% 0.0% 0.0% 0.0% 0.0% 1.7%	0.0% 0.0% 0.0% 0.0% 0.0% 18.8% 0.9% 0.0% 0.0% 0.0% 12.2%	24.3% 0.0% 0.0% 2.7% 1.7% 6.7% 0.0% 0.0% 0.0% 6.4%	0.7% 0.7% 0.0% 7.4% 0.0% 0.7% 2.1% 0.7% 1.6% 0.0% 1.6%	0.0% 0.0% 6.3% 2.2% 0.0% 0.7% 0.0% 5.1% 0.0% 5.9% 0.0% 1.4%	2.8% 0.2% 1.6% 2.6% 0.1% 0.3% 1.8% 0.4% 2.0% 0.0% 2.5%
Benfleet Srentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London London Romford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 1.7% 0.0% 2.0% 0.0%	0.0% 0.0% 0.0% 1.5% 0.0% 4.1% 0.0% 1.5% 0.0% 0.0% 0.0% 57.6%	4.8% 0.8% 0.0% 8.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.7%	0.0% 0.0% 0.0% 0.0% 0.0% 18.8% 0.0% 0.0% 0.09% 0.0% 12.2% 44.1%	24.3% 0.0% 0.0% 2.7% 1.7% 6.7% 0.0% 0.0% 0.0% 0.0% 6.4%	0.7% 0.7% 0.0% 7.4% 0.0% 0.7% 2.1% 0.7% 1.6% 0.0% 1.6% 55.8%	0.0% 0.0% 6.3% 2.2% 0.0% 0.7% 0.0% 5.1% 0.0% 5.9% 0.0% 1.4% 71.9%	2.8% 0.2% 1.6% 2.6% 0.1% 2.7% 0.3% 0.4% 2.0% 0.0% 2.5%



TABLE 7: PET PRODUCTS, HOBBY ITEMS, SPORTSWEAR, CAMPING, CYCLING & MUSICAL INSTRUMENTS - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	16.0%	25.8%	2.5%	5.0%	10.3%	2.0%	2.3%	0.0%	8.8%
Billericay Town Centre	0.0%	0.0%	0.0%	10.9%	0.0%	1.0%	3.0%	0.0%	1.5%
Laindon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea Town Centre	7.8%	4.7%	2.5%	0.0%	10.4%	0.0%	1.4%	2.9%	3.6%
Wickford Town Centre	0.0%	0.7%	8.2%	0.0%	0.0%	0.0%	7.1%	0.0%	1.5%
SUB-TOTAL: TOWN CENTRE	23.8%	31.1%	13.1%	15.9%	20.7%	3.0%	13.8%	2.9%	15.4%
OUT OF TOWN STORES / LOCATIONS									
Basildon									
Pipps Hill Retail Park	7.8%	4.3%	1.9%	12.3%	2.6%	3.3%	9.2%	0.0%	4.4%
Mayflower Retail Park	0.7%	2.2%	11.1%	1.7%	0.0%	0.0%	7.6%	2.8%	3.1%
Cricketers Retail Park	4.9% 0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7% 0.0%
Yardley Business Park			0.0%	0.0%					
All Other Out-of-Centre Floorspace Sub-total	0.0%	0.0% 6.4%	0.0%	0.0%	2.6%	0.0% 3.3%	0.0% 17.5%	0.0% 2.8%	0.0% 8.2%
Sub-total	13.470	0.476	14.6%	14.076	2.070	3.370	17.370	2.0/0	0.270
Billericay									
Whitesbridge Farm Industrial Estate, Crays Hill	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.3%
All Other Out-of-Centre Floorspace	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.3%
Sub-total	1.5%	0.0%	0.0%	2.8%	0.0%	0.0%	1.4%	0.0%	0.6%
ata dan									
Laindon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westmayne Industrial Park, Bramston Way	0.0%		0.0%	0.0%			0.0%		0.6%
All Other Out-of-Centre Floorspace Sub-total		1.4%	0.0%	0.0%	1.9%	2.1%	0.0%	0.0%	0.6%
Sub total	0.070	1.470	0.070	0.070	1.570	2.170	0.070	0.070	0.070
Pitsea									
Bluehouse Farm Retail Centre, London Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	7.2%	2.9%	0.0%	0.0%	3.8%	0.0%	0.0%	3.1%	2.4%
Sub-total	7.2%	2.9%	0.0%	0.0%	3.8%	0.0%	0.0%	3.1%	2.4%
Wickford									
All Out-of-Centre Floorspace Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL: OUT-OF- TOWN CENTRE	22.1%	10.7%	14.6%	16.8%	8.3%	5.4%	18.9%	5.9%	11.8%
BASILDON BOROUGH COUNCIL AREA									
DASIEDON DONOUGH COUNCIL AREA	45.9%	41.8%	27.7%	32.6%	29.0%	8.4%	32.7%	8.8%	27.3%
	45.9%	41.8%	27.7%	32.6%	29.0%	8.4%	32.7%	8.8%	27.3%
OTHER CENTRES/STORES OUTSIDE BBC AREA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.8%
OTHER CENTRES/STORES OUTSIDE BBC AREA						0.0% 15.5%	0.0% 0.0%	3.1% 0.0%	0.8% 1.2%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood	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% 15.5% 0.0%	0.0% 0.0% 0.0%	3.1% 0.0% 0.0%	0.8% 1.2% 0.3%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island	0.0% 0.0% 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% 2.2%	0.0% 15.5% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	3.1% 0.0% 0.0% 2.5%	0.8% 1.2% 0.3% 0.8%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford	0.0% 0.0% 0.0% 0.0% 0.7%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 2.8% 0.0% 9.1%	0.0% 0.0% 0.0% 2.2% 0.9%	0.0% 15.5% 0.0% 0.0% 4.1%	0.0% 0.0% 0.0% 0.0% 4.3%	3.1% 0.0% 0.0% 2.5% 0.0%	0.8% 1.2% 0.3% 0.8% 1.8%
DTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Grentwood Bluewater Canvey Island Chelmsford Grays	0.0% 0.0% 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% 2.2%	0.0% 15.5% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	3.1% 0.0% 0.0% 2.5%	0.8% 1.2% 0.3% 0.8%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Frentwood Bluewater Canvey Island Chelmsford Grays Akeside (Includes Shopping Centre, West Thurrock Retail Park;	0.0% 0.0% 0.0% 0.0% 0.7% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 2.8% 0.0% 9.1%	0.0% 0.0% 0.0% 2.2% 0.9% 0.0%	0.0% 15.5% 0.0% 0.0% 4.1%	0.0% 0.0% 0.0% 0.0% 4.3% 0.0%	3.1% 0.0% 0.0% 2.5% 0.0% 0.0%	0.8% 1.2% 0.3% 0.8% 1.8%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0% 0.0% 0.0% 0.0% 0.7% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 2.8% 0.0% 9.1% 0.0%	0.0% 0.0% 0.0% 2.2% 0.9% 0.0%	0.0% 15.5% 0.0% 0.0% 4.1% 0.0%	0.0% 0.0% 0.0% 0.0% 4.3% 0.0%	3.1% 0.0% 0.0% 2.5% 0.0% 0.0%	0.8% 1.2% 0.3% 0.8% 1.8% 0.0%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Berentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London	0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 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%	0.0% 0.0% 2.8% 0.0% 9.1% 0.0% 0.8%	0.0% 0.0% 0.0% 2.2% 0.9% 0.0% 13.3%	0.0% 15.5% 0.0% 0.0% 4.1% 0.0% 10.9%	0.0% 0.0% 0.0% 0.0% 4.3% 0.0% 5.8%	3.1% 0.0% 0.0% 2.5% 0.0% 0.0% 1.6%	0.8% 1.2% 0.3% 0.8% 1.8% 0.0% 3.8%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh	0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 1.9% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.7% 0.0% 2.1%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 0.0% 11.7%	0.0% 0.0% 2.8% 0.0% 9.1% 0.0% 0.8% 0.0% 2.9%	0.0% 0.0% 0.0% 2.2% 0.9% 0.0% 13.3% 0.0% 2.0%	0.0% 15.5% 0.0% 0.0% 4.1% 0.0% 10.9% 0.0% 2.4%	0.0% 0.0% 0.0% 0.0% 4.3% 0.0% 5.8% 2.2% 0.7%	3.1% 0.0% 0.0% 2.5% 0.0% 0.0% 1.6% 0.0%	0.8% 1.2% 0.3% 0.8% 1.8% 0.0% 3.8% 0.2% 7.4%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Romford Romford Romford	0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 1.9% 0.0% 1.6% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.7% 0.0% 2.1% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 0.0% 11.7% 0.0%	0.0% 0.0% 2.8% 0.0% 9.1% 0.0% 0.8% 0.0% 2.9% 0.0%	0.0% 0.0% 0.0% 2.2% 0.9% 0.0% 13.3% 0.0% 2.0% 0.9%	0.0% 15.5% 0.0% 0.0% 4.1% 0.0% 10.9% 0.0% 2.4% 14.8%	0.0% 0.0% 0.0% 0.0% 4.3% 0.0% 5.8% 2.2% 0.7% 0.0%	3.1% 0.0% 0.0% 2.5% 0.0% 0.0% 1.6% 0.0% 19.7% 0.0%	0.8% 1.2% 0.3% 0.8% 1.8% 0.0% 3.8% 0.2% 7.4% 1.2%
DTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea	0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 1.9% 0.0% 1.6% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.7% 0.0% 2.1% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 0.0% 11.7% 0.0% 0.0%	0.0% 0.0% 2.8% 0.0% 9.1% 0.0% 0.8% 0.0% 2.9% 0.0%	0.0% 0.0% 0.0% 2.2% 0.9% 0.0% 13.3% 0.0% 2.0% 0.9% 3.1%	0.0% 15.5% 0.0% 0.0% 4.1% 0.0% 10.9% 0.0% 2.4% 14.8% 0.0%	0.0% 0.0% 0.0% 0.0% 4.3% 0.0% 5.8% 2.2% 0.7% 0.0%	3.1% 0.0% 0.0% 2.5% 0.0% 1.6% 0.0% 19.7% 0.0% 1.6%	0.8% 1.2% 0.3% 0.8% 1.8% 0.0% 3.8% 0.2% 7.4%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Bentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford	0.0% 0.0% 0.0% 0.07% 0.0% 1.9% 0.0% 1.66% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.7% 0.0% 2.14 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 0.0% 11.7% 0.0% 0.0%	0.0% 0.0% 2.8% 0.0% 9.1% 0.0% 0.8% 0.0% 2.9% 0.0% 0.0%	0.0% 0.0% 0.0% 2.2% 0.9% 0.0% 13.3% 0.0% 2.0% 0.9% 3.1% 0.0%	0.0% 15.5% 0.0% 0.0% 4.1% 0.0% 10.9% 0.0% 2.4% 14.8% 0.0%	0.0% 0.0% 0.0% 0.0% 4.3% 0.0% 5.8% 2.2% 0.7% 0.0% 0.0%	3.1% 0.0% 0.0% 2.5% 0.0% 1.6% 0.0% 19.7% 0.0% 1.6% 0.0%	0.8% 1.2% 0.3% 0.8% 1.8% 0.0% 3.8% 0.2% 7.4% 1.2% 0.8%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Bentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES	0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 1.9% 0.0% 1.6% 0.0% 1.9%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.7% 0.0% 2.1% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 0.0% 11.7% 0.0% 0.0%	0.0% 0.0% 2.8% 0.0% 9.1% 0.0% 0.8% 0.0% 2.9% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 2.2% 0.9% 0.0% 13.3% 0.0% 2.0% 0.9% 3.1% 0.0%	0.0% 15.5% 0.0% 4.1% 0.0% 10.9% 0.0% 2.4% 14.8% 0.0% 5.3%	0.0% 0.0% 0.0% 0.0% 4.3% 0.0% 5.8% 2.2% 0.7% 0.0% 0.0% 5.7%	3.1% 0.0% 0.0% 2.5% 0.0% 1.6% 0.0% 19.7% 0.0% 1.6% 0.0%	0.8% 1.2% 0.3% 0.8% 1.8% 0.0% 3.8% 0.2% 7.4% 1.2% 0.0%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Bentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford	0.0% 0.0% 0.0% 0.07% 0.0% 1.9% 0.0% 1.66% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.7% 0.0% 2.14 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 0.0% 11.7% 0.0% 0.0%	0.0% 0.0% 2.8% 0.0% 9.1% 0.0% 0.8% 0.0% 2.9% 0.0% 0.0%	0.0% 0.0% 0.0% 2.2% 0.9% 0.0% 13.3% 0.0% 2.0% 0.9% 3.1% 0.0%	0.0% 15.5% 0.0% 0.0% 4.1% 0.0% 10.9% 0.0% 2.4% 14.8% 0.0%	0.0% 0.0% 0.0% 0.0% 4.3% 0.0% 5.8% 2.2% 0.7% 0.0% 0.0%	3.1% 0.0% 0.0% 2.5% 0.0% 1.6% 0.0% 19.7% 0.0% 1.6% 0.0%	0.8% 1.2% 0.3% 0.8% 1.8% 0.0% 3.8% 0.2% 7.4% 1.2% 0.8%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES	0.0% 0.0% 0.0% 0.0% 0.7% 0.0% 1.9% 0.0% 1.6% 0.0% 1.9%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.7% 0.0% 2.1% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.5% 0.0% 11.7% 0.0% 0.0%	0.0% 0.0% 2.8% 0.0% 9.1% 0.0% 0.8% 0.0% 2.9% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 2.2% 0.9% 0.0% 13.3% 0.0% 2.0% 0.9% 3.1% 0.0%	0.0% 15.5% 0.0% 4.1% 0.0% 10.9% 0.0% 2.4% 14.8% 0.0% 5.3%	0.0% 0.0% 0.0% 0.0% 4.3% 0.0% 5.8% 2.2% 0.7% 0.0% 0.0% 5.7%	3.1% 0.0% 0.0% 2.5% 0.0% 1.6% 0.0% 19.7% 0.0% 1.6% 0.0%	0.8% 1.2% 0.3% 0.8% 1.8% 0.0% 3.8% 0.2% 7.4% 1.2% 0.8% 0.0%



TABLE 8: FURNITURE, CARPETS, OTHER FLOOR COVERINGS AND HOUSEHOLD TEXTILES - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

Balleficary Town Centre		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AF
Billericay Town Centre 0.0% 0.0% 0.0% 1.1.4% 0.0% 0.0% 0.0% 0.0% 1.1.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	TOWN CENTRE STORES / LOCATIONS									
Laindon Town Centre 0 0% 0 0% 0 0% 0 0% 0 0% 0 0% 0 0% 0	Basildon Town Centre	4.0%	6.9%	2.6%	0.8%	2.9%	0.0%	2.9%	3.8%	3.5%
Pitsea Town Centre 7, 6% 2,8% 0,0% 0,8% 2,3% 0,0% 0,0% 0,0% 0,0% 0,0% 0,0% 0,0% 0	Billericay Town Centre	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%	8.1%	0.0%	1.9%
SUB-TOTAL:TOWN CENTRE 1.6% 10.4% 31.2% 13.0% 6.1% 0.0% 2.24% 3.8% 10.8%	Laindon Town Centre	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%
SUB-TOTAL: TOWN CENTRE	Pitsea Town Centre	7.6%	2.8%	0.0%	0.8%	2.3%	0.0%	0.0%	0.0%	1.5%
Billericay Whitesbridge Farm Industrial Estate, Crays Hill 0.0%	Wickford Town Centre	0.0%	0.7%	28.6%	0.0%	0.0%	0.0%	11.4%	0.0%	3.8%
Basildon	SUB-TOTAL: TOWN CENTRE	11.6%	10.4%	31.2%	13.0%	6.1%	0.0%	22.4%	3.8%	10.8%
Pages Hall Park	OUT OF TOWN STORES / LOCATIONS									
Mayflower Retail Park										
Cricketers Patall Park Cricketers Retail Centre Floorspace Cricketers Retail Park Cricketers Retail Retail Centre, Undon Road Cricketers Retail Centre, Condon Road Cricketers Retail Centre Retail Centre, Cricketers Retail Retail Centre, Cricketers Retail Retail Centre, Cricketers Retail										
Vardley Business Park All Other Out-of-Centre Floorspace	Mayflower Retail Park									
All Other Out-of-Centre Floorspace	Cricketers Retail Park									
Sub-total 35.2% 26.4% 28.8% 29.0% 18.9% 6.6% 13.9% 5.9% 19.1%	Yardley Business Park									
Billericay Whitesbridge Farm Industrial Estate, Crays Hill 0.0%										
Whitesbridge Farm Industrial Estate, Crays Hill 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	Sub-total	35.2%	26.4%	28.8%	29.0%	18.9%	6.6%	13.9%	5.9%	19.1%
Whitesbridge Farm Industrial Estate, Crays Hill	Dilloria									
All Other Out-of-Centre Floorspace		0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/
Sub-total 0.0% 0.										
Laindon Westmayne Industrial Park, Bramston Way All Other Out-of-Centre Floorspace O.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%										
Westmayne Industrial Park, Bramston Way 0.9% 0.0%	Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westmayne Industrial Park, Bramston Way 0.9% 0.0%	Laindon									
All Other Out-of-Centre Floorspace		0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total 0.9% 0.0% 0.										
Pitsaa Bluehouse Farm Retail Centre, London Road 0.0% 0.0										
Mickford All Out-of-Centre Floorspace 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0										
All Out-of-Centre Floorspace		2.170	0.070	0.070	0.070	0.070	0.070	0.070	0.070	0.270
Sub-total 0.0% 0.0% 0.0% 2.3% 0.0% 0.	Wickford									
SUB-TOTAL: OUT-OF-TOWN CENTRE 38.2% 26.4% 28.8% 31.3% 18.9% 6.6% 13.9% 5.9% 19.7% 30.5% 25.0% 66.0% 44.3% 25.0% 6.6% 36.2% 9.7% 30.5% OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.2% 0.0% 0.8% 0.4% Brentwood 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.8% 4.4% 0.0% 0.6% Bluewater 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	All Out of Contro Floorenses									
Benfleet 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0			0.0%		2.3%	0.0%	0.0%	0.0%	0.00/	0.3%
Denfleet		0.0%		0.0%			0.070		0.076	
Description Content	Sub-total				31.3%			13.9%		19.7%
Brentwood 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.8% 4.4% 0.0% 0.6% 8lluewater 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Sub-total SUB-TOTAL: OUT-OF- TOWN CENTRE	38.2%	26.4%	28.8%		18.9%	6.6%		5.9%	
Brentwood 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.8% 4.4% 0.0% 0.6% 8lluewater 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Sub-total: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA	38.2%	26.4%	28.8%		18.9%	6.6%		5.9%	
Bluewater 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Sub-total: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA	38.2% 49.9%	26.4%	28.8%	44.3%	18.9%	6.6%	36.2%	5.9% 9.7%	30.5%
Canvey Island 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	Sub-total: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet	38.2% 49.9%	26.4% 36.7%	28.8% 60.0%	44.3% 0.0%	18.9% 25.0%	6.6%	36.2%	5.9% 9.7% 0.8%	30.5%
Chelmsford 0.0% 0.0% 3.4% 8.0% 0.0% 16.4% 7.9% 2.2% 3.7% 5rays 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Senfleet Frentwood	38.2% 49.9% 0.0% 0.0%	26.4% 36.7% 0.0% 0.0%	28.8% 60.0% 0.0% 0.0%	0.0% 0.0%	18.9% 25.0% 0.0% 0.0%	6.6% 6.6% 2.2% 2.8%	36.2% 0.0% 4.4%	5.9% 9.7% 0.8% 0.0%	0.4% 0.6%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; 7.6% 14.8% 10.7% 13.2% 33.2% 16.4% 11.3% 20.6% 16.4% Lakeside Retail Park; Thurrock Shopping Park) 0.0% 0.0% 0.0% 1.7% 0.0% <td< td=""><td>Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA DTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater</td><td>38.2% 49.9% 0.0% 0.0% 0.0%</td><td>26.4% 36.7% 0.0% 0.0% 0.0%</td><td>28.8% 60.0% 0.0% 0.0% 0.0%</td><td>0.0% 0.0% 0.0%</td><td>18.9% 25.0% 0.0% 0.0% 0.0%</td><td>6.6% 6.6% 2.2% 2.8% 2.8%</td><td>0.0% 4.4% 0.0%</td><td>5.9% 9.7% 0.8% 0.0% 0.0%</td><td>0.4% 0.6% 0.2%</td></td<>	Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA DTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater	38.2% 49.9% 0.0% 0.0% 0.0%	26.4% 36.7% 0.0% 0.0% 0.0%	28.8% 60.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	18.9% 25.0% 0.0% 0.0% 0.0%	6.6% 6.6% 2.2% 2.8% 2.8%	0.0% 4.4% 0.0%	5.9% 9.7% 0.8% 0.0% 0.0%	0.4% 0.6% 0.2%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; 7.6% 14.8% 10.7% 13.2% 33.2% 16.4% 11.3% 20.6% 16.4% Lakeside Retail Park; Thurrock Shopping Park) 0.0% 0.0% 0.0% 1.7% 0.0% <td< td=""><td>Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA DTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Benfleet Benfleet Bentleet Bent</td><td>38.2% 49.9% 0.0% 0.0% 0.0% 0.0%</td><td>26.4% 36.7% 0.0% 0.0% 0.0% 0.0%</td><td>28.8% 60.0% 0.0% 0.0% 0.0% 0.0%</td><td>0.0% 0.0% 0.0% 0.0% 0.0%</td><td>18.9% 25.0% 0.0% 0.0% 0.0% 0.0%</td><td>6.6% 6.6% 2.2% 2.8% 2.8% 0.0%</td><td>0.0% 4.4% 0.0% 0.0%</td><td>5.9% 9.7% 0.8% 0.0% 0.0% 3.2%</td><td>0.4% 0.6% 0.2% 0.9%</td></td<>	Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA DTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Benfleet Benfleet Bentleet Bent	38.2% 49.9% 0.0% 0.0% 0.0% 0.0%	26.4% 36.7% 0.0% 0.0% 0.0% 0.0%	28.8% 60.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	18.9% 25.0% 0.0% 0.0% 0.0% 0.0%	6.6% 6.6% 2.2% 2.8% 2.8% 0.0%	0.0% 4.4% 0.0% 0.0%	5.9% 9.7% 0.8% 0.0% 0.0% 3.2%	0.4% 0.6% 0.2% 0.9%
.ondon 0.0% 0.0% 0.0% 0.7% 2.8% 0.0%	Sub-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Senfleet frentwood Bluewater Canvey Island Chelmsford	38.2% 49.9% 0.0% 0.0% 0.0% 0.0% 0.0%	26.4% 36.7% 0.0% 0.0% 0.0% 0.0% 0.0%	28.8% 60.0% 0.0% 0.0% 0.0% 0.0% 3.4%	0.0% 0.0% 0.0% 0.0% 0.0% 8.0%	18.9% 25.0% 0.0% 0.0% 0.0% 0.0% 0.0%	6.6% 6.6% 2.2% 2.8% 2.8% 0.0% 16.4%	0.0% 4.4% 0.0% 0.0% 7.9%	5.9% 9.7% 0.8% 0.0% 0.0% 3.2% 2.2%	0.4% 0.6% 0.2% 0.9% 3.7%
Rayleigh 0.0% 0.7% 2.8% 0.0% 0.0% 0.0% 1.9% 8.8% 2.9% Romford 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA DTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Benfleet Benfleet Benfleet Brentwood Bluewater Banvey Island Chelmsford Grays Brays Bray	38.2% 49.9% 0.0% 0.0% 0.0% 0.0% 0.0%	26.4% 36.7% 0.0% 0.0% 0.0% 0.0% 0.0%	28.8% 60.0% 0.0% 0.0% 0.0% 0.0% 3.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 8.0% 0.0%	18.9% 25.0% 0.0% 0.0% 0.0% 0.0% 0.0% 3.0%	6.6% 6.6% 2.2% 2.8% 2.8% 0.0% 16.4% 0.0%	0.0% 4.4% 0.0% 0.0% 7.9% 0.0%	5.9% 9.7% 0.8% 0.0% 0.0% 3.2% 2.2% 0.0%	0.4% 0.6% 0.2% 0.9% 3.7% 0.2%
Romford 0.0% 0.0% 0.0% 4.8% 0.0% 5.0% 0.0% 0.0% 0.9% Southend-on-Sea 0.0%	Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA DTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Srentwood Bluewater Canvey Island ChelemSford Grayls Cakeside Retail Park; Akeside Retail Park; Akeside Retail Park; Thurrock Shopping Park)	38.2% 49.9% 0.0% 0.0% 0.0% 0.0% 0.0% 7.6%	26.4% 36.7% 0.0% 0.0% 0.0% 0.0% 0.0% 14.8%	28.8% 60.0% 0.0% 0.0% 0.0% 0.0% 3.4% 0.0% 10.7%	0.0% 0.0% 0.0% 0.0% 0.0% 8.0% 0.0%	18.9% 25.0% 0.0% 0.0% 0.0% 0.0% 3.0% 33.2%	6.6% 6.6% 2.2% 2.8% 2.8% 0.0% 16.4% 16.4%	0.0% 4.4% 0.0% 0.0% 7.9% 0.0% 11.3%	5.9% 9.7% 0.8% 0.0% 0.0% 3.2% 2.2% 0.0% 20.6%	0.4% 0.6% 0.2% 0.9% 3.7% 0.2%
Southend-on-Sea 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Sub-total SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Frentwood Bluewater Canvey Island Chelmsford Trays Carry (Saland Chelmsford) C	38.2% 49.9% 0.0% 0.0% 0.0% 0.0% 0.0% 7.6%	26.4% 36.7% 0.0% 0.0% 0.0% 0.0% 0.0% 14.8% 0.0%	28.8% 60.0% 0.0% 0.0% 0.0% 0.0% 0.0% 10.7% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 8.0% 0.0% 13.2%	18.9% 25.0% 0.0% 0.0% 0.0% 0.0% 3.0% 33.2% 0.0%	6.6% 6.6% 2.2% 2.8% 0.0% 16.4% 0.0%	0.0% 4.4% 0.0% 0.0% 7.9% 0.0% 11.3%	5.9% 9.7% 0.8% 0.0% 0.0% 3.2% 2.2% 0.0% 20.6% 0.0%	0.4% 0.6% 0.2% 0.9% 3.7% 0.2% 16.4%
Stratford 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Granvey Island Chelmsford Granve (Includes Shopping Centre, West Thurrock Retail Park; Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh	38.2% 49.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	26.4% 36.7% 0.0% 0.0% 0.0% 0.0% 0.0% 14.8% 0.0% 0.7%	28.8% 60.0% 0.0% 0.0% 0.0% 0.0% 3.4% 0.0% 10.7% 0.0% 2.8%	0.0% 0.0% 0.0% 0.0% 0.0% 8.0% 0.0% 13.2% 1.7% 0.0%	18.9% 25.0% 0.0% 0.0% 0.0% 0.0% 0.0% 3.0% 33.2% 0.0% 0.0%	6.6% 6.6% 2.2% 2.8% 0.0% 16.4% 0.0% 0.0%	0.0% 4.4% 0.0% 0.0% 7.9% 0.0% 11.3% 0.0% 1.9%	5.9% 9.7% 0.8% 0.0% 0.0% 3.2% 2.2% 0.0% 20.6% 0.0% 8.8%	0.4% 0.6% 0.2% 0.9% 3.7% 0.2% 16.4% 2.9%
ALL OTHER CENTRES 5.0% 2.3% 0.0% 3.6% 20.0% 28.4% 11.5% 0.0% 6.0% Sub-Total All other Centres / stores 12.5% 17.9% 16.9% 31.1% 56.2% 74.0% 37.0% 39.3% 33.4% 3	Sub-total SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford	38.2% 49.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	26.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	28.8% 60.0% 0.0% 0.0% 0.0% 0.0% 10.7% 0.0% 2.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 13.2% 1.7% 0.0% 4.8%	18.9% 0.0% 0.0% 0.0% 0.0% 0.0% 3.0% 33.2% 0.0% 0.0% 0.0%	6.6% 2.2% 2.8% 2.8% 0.0% 16.4% 0.0% 16.4% 0.0% 5.0%	0.0% 4.4% 0.0% 0.0% 0.0% 11.3% 0.0% 1.9% 0.0%	5.9% 9.7% 0.8% 0.0% 0.0% 3.2% 2.2% 0.0% 20.6% 0.0% 8.8% 0.0%	30.5% 0.4% 0.6% 0.2% 0.9% 3.7% 0.2% 16.4% 0.2% 2.9% 0.9%
Sub-Total All other Centres / stores 12.5% 17.9% 16.9% 31.1% 56.2% 74.0% 37.0% 39.3% 33.4%	Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmisford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea	38.2% 49.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	26.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	28.8% 0.0% 0.0% 0.0% 0.0% 0.0% 10.7% 0.0% 2.8% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 13.2% 1.7% 0.0% 4.8% 0.0%	18.9% 0.0% 0.0% 0.0% 0.0% 0.0% 3.0% 33.2% 0.0% 0.0% 0.0%	6.6% 2.2% 2.8% 2.8% 0.0% 16.4% 0.0% 16.4% 0.0% 5.0% 0.0%	0.0% 4.4% 0.0% 0.0% 7.9% 0.0% 11.3% 0.0% 1.9% 0.0% 0.0%	5.9% 9.7% 0.8% 0.0% 0.0% 3.2% 2.2% 0.0% 20.6% 0.0% 8.8%	30.5% 0.4% 0.6% 0.2% 0.9% 3.7% 0.2% 16.4% 0.2% 2.9% 1.0%
	Sub-total SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford	38.2% 49.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	26.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	28.8% 0.0% 0.0% 0.0% 0.0% 10.7% 0.0% 2.8% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 13.2% 1.7% 0.0% 4.8% 0.0%	18.9% 0.0% 0.0% 0.0% 0.0% 0.0% 3.0% 0.0% 0.	6.6% 2.2% 2.8% 2.8% 0.0% 16.4% 0.0% 0.0% 0.0% 0.0%	0.0% 4.4% 0.0% 0.0% 7.9% 0.0% 11.3% 0.0% 1.9% 0.0% 0.0%	5.9% 9.7% 0.8% 0.0% 0.0% 3.2% 2.2% 20.6% 0.0% 3.8% 0.0%	30.5% 0.4% 0.6% 0.2% 0.9% 3.7% 0.2% 16.4% 0.2% 2.9% 0.9% 1.0%
37.0% 45.4% 25.1% 24.5% 18.9% 19.4% 26.7% 51.0% 36.2%	Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES	38.2% 49.9% 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%	26.4% 36.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	28.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 8.0% 0.0% 13.2% 1.7% 0.0% 4.8% 0.0% 0.0%	18.9% 25.0% 0.0% 0.0% 0.0% 3.0% 33.2% 0.0% 0.0% 0.0% 0.0% 20.0%	6.6% 2.2% 2.8% 2.8% 0.0% 16.4% 0.0% 0.0% 0.0% 0.0% 0.0% 28.4%	0.0% 4.4% 0.0% 0.0% 0.0% 11.3% 0.0% 1.9% 0.0% 0.0% 0.0%	5.9% 9.7% 0.8% 0.0% 0.0% 3.2% 0.0% 20.6% 0.0% 8.8% 0.0% 0.0% 0.0%	30.5% 0.4% 0.6% 0.2% 0.9% 3.7% 0.2% 16.4% 0.29% 0.9% 6.0%
	Sub-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES	38.2% 49.9% 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%	26.4% 36.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	28.8% 60.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.	0.0% 0.0% 0.0% 0.0% 0.0% 13.2% 1.7% 0.0% 4.8% 0.0% 3.6%	18.9% 25.0% 0.0% 0.0% 0.0% 0.0% 3.0% 33.2% 0.0% 0.0% 0.0% 56.2%	6.6% 2.2% 2.8% 2.8% 0.0% 0.0% 16.4% 0.0% 0.0% 5.0% 0.0% 28.4%	36.2% 0.0% 4.4% 0.0% 0.0% 7.9% 0.0% 11.3% 0.0% 1.9% 0.0% 0.0% 1.5%	5.9% 9.7% 0.8% 0.0% 0.0% 3.2% 2.2% 0.0% 20.6% 0.0% 3.8% 0.0% 3.8% 0.0% 3.8% 0.0%	30.5% 0.4% 0.6% 0.2% 0.9% 3.7% 0.2% 16.4% 0.9% 0.9% 1.0% 0.0% 6.0%



TABLE 9: DIY GOODS, DECORATING SUPPLIES AND GARDEN PRODUCTS - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

Sealidon Town Centre	BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AF
Billericay Town Centre	TOWN CENTRE STORES / LOCATIONS									
Laindon Town Centre 10.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	Basildon Town Centre	5.2%	8.8%	0.0%	0.7%	0.0%	0.0%	1.5%	0.0%	2.3%
Price Town Centre	Billericay Town Centre	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.2%	0.0%	0.2%
SUB-TOTAL:TOWN CENTRE 18.5% 8.8% 5.7% 1.4% 1.6% 0.0% 2.8% 0.0% 0.7% 0.0	Laindon Town Centre	2.9%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%
SUB-TOTAL:TOWN CENTRE	Pitsea Town Centre	10.4%	0.0%	0.7%	0.0%	0.8%	0.0%	0.0%	1.4%	1.4%
Basildon Pipos Hill Retail Park 40.8% 51.6% 52.1% 79.3% 18.0% 17.8% 47.6% 18.3% 39.4%	Wickford Town Centre	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.7%
Paper Marcial Park 40.8% 51.6% 52.1% 79.3% 18.0% 17.8% 47.6% 18.3% 39.3% 18.0% 17.8% 47.6%	SUB-TOTAL: TOWN CENTRE	18.5%	8.8%	5.7%	1.4%	1.6%	0.0%	5.6%	1.4%	5.0%
Page	OUT OF TOWN STORES / LOCATIONS									
Mayflower Retail Park	Basildon									
Cricketers Retail Park	Pipps Hill Retail Park									39.4%
VarIdley Business Park All Other Out-of-Centre Floorspace Sub-total Sub-tota	Mayflower Retail Park									
Sub-total 61.4% 62.4% 59.0% 8.6% 4.7% 6.0% 63.4% 62.0% 62.4% 62.5% 63.4% 63.5% 63.4% 63.5% 63.4% 63.5% 63.4% 63.5% 63.5% 63.4% 63.	Cricketers Retail Park									
Sub-total 61.4% 62.4% 59.0% 82.9% 65.4% 20.5% 50.4% 21.1% 49.1%	Yardley Business Park									
Billericay Whitesbridge Farm Industrial Estate, Crays Hill 0.0%	All Other Out-of-Centre Floorspace									
Whitesbridge Farm Industrial Estate, Crays Hill 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	Sub-total	61.4%	62.4%	59.0%	82.9%	65.4%	20.5%	50.4%	21.1%	49.1%
All Other Out-of-Centre Floorspace	Billericay									
Sub-total 0,0% 1,4% 2,9% 0,7% 2,6% 0,0% 0,6% 0,6% 1,0%										
Laindon Westmayne Industrial Park, Bramston Way 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0										
New New Striagne Industrial Park, Bramston Way	Sub-total	0.0%	1.4%	2.9%	0.7%	2.6%	0.0%	0.6%	0.6%	1.0%
All Other Out-of-Centre Floorspace	Laindon									
All Other Out-of-Centre Floorspace	Westmayne Industrial Park. Bramston Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total 0.0% 0.										
Bluehouse Farm Retail Centre, London Road 0.7% 0.0%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bluehouse Farm Retail Centre, London Road 0.7% 0.0%										
All Other Out-of-Centre Floorspace 1.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	Pitsea									
Sub-total 2.1% 0.0% 0.6% 0.		0.7%								
Wickford All Out-of-Centre Floorspace 0.7% 0.0% 1.5% 0.0% 0.0% 0.0% 2.4% 0.6% 0.6% 0.6% Sub-total 0.7% 0.0% 1.5% 0.0% 0.0% 0.0% 2.4% 0.6% 0.6% 0.6% SUB-TOTAL: OUT-OF-TOWN CENTRE 64.2% 63.8% 63.4% 83.6% 69.6% 20.5% 53.3% 22.4% 51.0% BASILDON BOROUGH COUNCIL AREA 82.6% 72.6% 69.1% 85.0% 71.1% 20.5% 58.8% 23.8% 56.0% OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0										
All Out-of-Centre Floorspace 0.7% 0.0% 1.5% 0.0% 0.0% 0.0% 2.4% 0.6% 0.6% Sub-total 0.7% 0.0% 1.5% 0.0% 0.0% 0.0% 2.4% 0.6% 0.6% SUB-TOTAL: OUT-OF-TOWN CENTRE 64.2% 63.8% 63.4% 83.6% 69.6% 20.5% 53.3% 22.4% 51.0% BASILDON BOROUGH COUNCIL AREA 82.6% 72.6% 69.1% 85.0% 71.1% 20.5% 58.8% 23.8% 56.0% DTHER CENTRES/STORES OUTSIDE BBC AREA 88.6% 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,-	
Sub-total 0.7% 0.0% 1.5% 0.0% 0.0% 0.0% 2.4% 0.6% 0.6%			0.0,.	0.0,.		0.0,.		0.0	0.0,-	
SUB-TOTAL: OUT-OF-TOWN CENTRE 64.2% 63.8% 63.4% 83.6% 69.6% 20.5% 53.3% 22.4% 51.0% BASILDON BOROUGH COUNCIL AREA 82.6% 72.6% 69.1% 85.0% 71.1% 20.5% 58.8% 23.8% 56.0% OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	All Other Out-of-Centre Floorspace Sub-total Wickford		0.0,.	0.0,.		0.0,.		0.0	0.0,-	
BASILDON BOROUGH COUNCIL AREA 82.6% 72.6% 69.1% 85.0% 71.1% 20.5% 58.8% 23.8% 56.0% OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet 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%	1.6%	0.0%	0.0%	0.0%	0.3%
## DOTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet	Sub-total Wickford All Out-of-Centre Floorspace	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.6%	0.3%
Berfletet 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Sub-total Wickford All Out-of-Centre Floorspace Sub-total	2.1% 0.7% 0.7%	0.0%	0.0% 1.5% 1.5%	0.0%	0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 2.4% 2.4%	0.0% 0.6% 0.6%	0.3%
Brentwood 0.0% 0.0% 0.0% 0.7% 0.0% 12.2% 1.9% 0.0% 1.3% Bluewater 0.0%<	Sub-total Wickford All Out-of-Centre Floorspace Sub-total	2.1% 0.7% 0.7% 64.2%	0.0% 0.0% 0.0% 63.8%	0.0% 1.5% 1.5% 63.4%	0.0% 0.0% 0.0% 83.6%	0.0% 0.0% 69.6%	0.0% 0.0% 0.0% 20.5%	0.0% 2.4% 2.4% 53.3%	0.6% 0.6% 0.6%	0.6% 0.6%
Brentwood 0.0% 0.0% 0.0% 0.7% 0.0% 12.2% 1.9% 0.0% 1.3% Bluewater 0.0%<	Sub-total Wickford All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA	2.1% 0.7% 0.7% 64.2%	0.0% 0.0% 0.0% 63.8%	0.0% 1.5% 1.5% 63.4%	0.0% 0.0% 0.0% 83.6%	0.0% 0.0% 69.6%	0.0% 0.0% 0.0% 20.5%	0.0% 2.4% 2.4% 53.3%	0.6% 0.6% 0.6%	0.6% 0.6% 51.0%
Bluewater 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Sub-total Wickford All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA	2.1% 0.7% 0.7% 64.2%	0.0% 0.0% 0.0% 63.8%	0.0% 1.5% 1.5% 63.4%	0.0% 0.0% 0.0% 83.6%	1.6% 0.0% 0.0% 69.6%	0.0% 0.0% 0.0% 20.5%	0.0% 2.4% 2.4% 53.3%	0.0% 0.6% 0.6% 22.4% 23.8%	0.3% 0.6% 0.6% 51.0%
Canvey Island 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Sub-total Wickford All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet	2.1% 0.7% 0.7% 64.2% 82.6%	0.0% 0.0% 0.0% 63.8% 72.6%	0.0% 1.5% 1.5% 63.4% 69.1%	0.0% 0.0% 0.0% 83.6% 85.0%	0.0% 0.0% 69.6% 71.1%	0.0% 0.0% 0.0% 20.5%	0.0% 2.4% 2.4% 53.3% 58.8%	0.0% 0.6% 0.6% 22.4% 23.8%	0.3% 0.6% 0.6% 51.0% 56.0%
Chelmsford 0.0% 3.5% 0.7% 5.6% 0.0% 2.3% 7.0% 0.6% 2.4% Grays 0.0%	Sub-total Mickford All Out-of-Centre Floorspace SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Genfleet	2.1% 0.7% 0.7% 64.2% 82.6% 0.0% 0.0%	0.0% 0.0% 0.0% 63.8% 72.6%	0.0% 1.5% 1.5% 63.4% 69.1%	0.0% 0.0% 0.0% 83.6% 85.0%	1.6% 0.0% 0.0% 69.6% 71.1%	0.0% 0.0% 0.0% 20.5% 20.5%	0.0% 2.4% 2.4% 53.3% 58.8%	0.0% 0.6% 0.6% 22.4% 23.8%	0.3% 0.6% 0.6% 51.0% 56.0% 0.6% 1.3%
Grays 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Sub-total Wickford All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Berntwood Bluewater	2.1% 0.7% 0.7% 64.2% 82.6% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 63.8% 72.6%	0.0% 1.5% 1.5% 63.4% 69.1% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 83.6% 85.0% 0.0% 0.7% 0.0%	1.6% 0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0%	0.0% 2.4% 2.4% 53.3% 58.8% 0.0% 1.9% 0.0%	0.0% 0.6% 0.6% 22.4% 23.8% 2.1% 0.0% 0.0%	0.3% 0.6% 0.6% 51.0% 56.0% 0.6% 1.3% 0.0%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) 1.6% 0.0% 1.9% 9.3% 12.3% 3.4% 2.1% 3.2% Lakeside Retail Park; Thurrock Shopping Park) 1.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	Sub-total Wickford All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island	2.1% 0.7% 0.7% 64.2% 82.6% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 63.8% 72.6% 0.0% 0.0% 0.0% 0.0%	0.0% 1.5% 1.5% 63.4% 69.1% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 83.6% 85.0% 0.0% 0.7% 0.0% 0.0%	1.6% 0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0% 0.0%	0.0% 2.4% 2.4% 53.3% 58.8% 0.0% 1.9% 0.0% 0.0%	0.0% 0.6% 0.6% 22.4% 23.8% 2.1% 0.0% 0.0% 5.8%	0.3% 0.6% 0.6% 51.0% 56.0% 0.6% 1.3% 0.0% 1.5%
Lakeside Retail Park; Thurrock Shopping Park) Lakeside Retail Park; Thurrock Shopping Park) London L	Sub-total Mickford All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Benfleet Granvey Island Chelmsford	2.1% 0.7% 0.7% 64.2% 82.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 63.8% 72.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.5% 1.5% 63.4% 69.1% 0.0% 0.0% 0.0% 0.0% 0.7%	0.0% 0.0% 0.0% 83.6% 85.0% 0.0% 0.7% 0.0% 0.0% 5.6%	1.6% 0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0% 0.0% 2.3%	0.0% 2.4% 2.4% 53.3% 58.8% 0.0% 1.9% 0.0% 0.0% 7.0%	0.0% 0.6% 0.6% 22.4% 23.8% 2.1% 0.0% 0.0% 5.8% 0.6%	0.3% 0.6% 0.6% 51.0% 56.0% 0.6% 1.3% 0.0% 1.5% 2.4%
D.ONG Rayleigh D.C. 22% D.ONG 16.8% D.ONG 1.7% D.ONG 31.7% 12.2% D.ONG	Sub-total Mickford All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Benetwood Bluewater Canvey Island Chelmsford Trays	2.1% 0.7% 0.7% 64.2% 82.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 63.8% 72.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.5% 1.5% 63.4% 69.1% 0.0% 0.0% 0.0% 0.0% 0.7%	0.0% 0.0% 0.0% 83.6% 85.0% 0.0% 0.7% 0.0% 0.0% 5.6%	1.6% 0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0% 0.0% 2.3%	0.0% 2.4% 2.4% 53.3% 58.8% 0.0% 1.9% 0.0% 0.0% 7.0%	0.0% 0.6% 0.6% 22.4% 23.8% 2.1% 0.0% 0.0% 5.8% 0.6%	0.3% 0.6% 0.6% 51.0% 56.0% 0.6% 1.3% 0.0% 1.5% 2.4%
Rayleigh 2.2% 0.0% 16.8% 0.0% 1.7% 0.0% 4.1% 39.1% 12.4% Romford 0.0% 0.0% 0.0% 0.0% 1.6% 0.0% 31.7% 1.2% 0.0% 3.1% Southend-on-Sea 0.0% 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	Sub-total Wickford All Out-of-Centre Floorspace SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Granvey Island Chelmsford Chelmsf	2.1% 0.7% 0.7% 64.2% 82.6% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 63.8% 72.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.5% 1.5% 63.4% 69.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 83.6% 85.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0% 0.0% 2.3% 0.0%	0.0% 2.4% 2.4% 53.3% 58.8% 0.0% 1.9% 0.0% 0.0% 7.0% 0.0%	0.0% 0.6% 0.6% 22.4% 23.8% 2.1% 0.0% 0.0% 5.8% 0.6% 0.0%	0.3% 0.6% 0.6% 51.0% 56.0% 0.6% 1.3% 0.0% 1.5% 2.4% 0.0%
Romford 0.0% 0.0% 0.0% 1.6% 0.0% 31.7% 1.2% 0.0% 3.1% Southend-on-Sea 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.8% 0.0% 1.8% 0.0% 0.0% 0.0% 0.0% 1.8% 0.0% 0.2% ALL OTHER CENTRES / STORES 1.9% 3.2% 0.7% 0.7% 1.46% 11.2% 2.4% 2.5% 3.8% Sub-Total All other Centres / stores 4.7% 8.3% 18.2% 10.5% 25.5% 69.8% 23.1% 55.3% 29.4% SPECIAL FORMS OF TRADING/INTERNET SHOPPING 12.6% 19.1% 12.7% 4.6% 3.4% 9.8% 18.1% 20.9% 14.6%	Sub-total Wickford All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	2.1% 0.7% 0.7% 64.2% 82.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 63.8% 72.6% 0.0% 0.0% 0.0% 0.0% 0.0% 1.6%	0.0% 1.5% 1.5% 63.4% 69.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 83.6% 85.0% 0.0% 0.0% 0.0% 0.0% 1.9%	0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 9.3%	0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0% 0.0% 2.3% 0.0% 12.3%	0.0% 2.4% 2.4% 53.3% 58.8% 0.0% 1.9% 0.0% 7.0% 0.0% 3.4%	0.0% 0.6% 0.6% 22.4% 23.8% 2.1% 0.0% 0.0% 5.8% 0.6% 0.0% 2.1%	0.3% 0.6% 0.6% 51.0% 56.0% 0.6% 1.3% 0.0% 1.5% 2.4% 0.0% 3.2%
Southend-on-Sea 0.0%	Sub-total Wickford All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Bentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London	2.1% 0.7% 0.7% 64.2% 82.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 63.8% 72.6% 0.0% 0.0% 0.0% 0.0% 1.6% 0.0%	0.0% 1.5% 1.5% 63.4% 69.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 83.6% 85.0% 0.0% 0.0% 0.0% 1.9% 0.0%	0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0% 2.3% 0.0% 12.3% 0.0%	0.0% 2.4% 2.4% 53.3% 58.8% 0.0% 1.9% 0.0% 7.0% 0.0% 3.4% 0.0%	0.0% 0.6% 0.6% 22.4% 23.8% 2.1% 0.0% 0.0% 5.8% 0.6% 0.0% 2.1% 0.0%	0.3% 0.6% 0.6% 51.0% 56.0% 0.6% 1.3% 0.0% 1.5% 2.4% 0.0% 3.2% 0.0%
Stratford 0.0%	Sub-total Wickford All Out-of-Centre Floorspace SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh	2.1% 0.7% 0.7% 64.2% 82.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 63.8% 72.6% 0.0% 0.0% 0.0% 0.0% 1.6% 0.0% 0.0%	0.0% 1.5% 1.5% 63.4% 69.1% 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% 83.6% 85.0% 0.0% 0.0% 0.0% 5.6% 0.0% 1.9% 0.0% 0.0%	1.6% 0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.7%	0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0% 2.3% 0.0% 12.3% 0.0% 0.0%	0.0% 2.4% 2.4% 53.3% 58.8% 0.0% 1.9% 0.0% 7.0% 0.0% 3.4% 0.0% 4.1%	0.0% 0.6% 0.6% 22.4% 23.8% 2.1% 0.0% 0.0% 5.8% 0.6% 2.1% 0.0% 39.1%	0.3% 0.6% 0.6% 51.0% 0.6% 1.3% 0.0% 1.5% 2.4% 0.0% 3.2% 0.0% 12.4%
Sub-Total All other Centres / stores 4.7% 8.3% 18.2% 10.5% 25.5% 69.8% 23.1% 55.3% 29.4% SPECIAL FORMS OF TRADING/INTERNET SHOPPING 12.6% 19.1% 12.7% 4.6% 3.4% 9.8% 18.1% 20.9% 14.6%	Sub-total Wickford All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Romford Romford Romford Romford Romford Romford Romford	2.1% 0.7% 0.7% 64.2% 82.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 63.8% 72.6% 0.0% 0.0% 0.0% 0.0% 1.6% 0.0% 0.0% 0.0%	0.0% 1.5% 1.5% 63.4% 69.1% 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% 83.6% 85.0% 0.0% 0.0% 0.0% 0.0% 1.9% 0.0% 0.0% 1.9%	1.6% 0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0% 0.0% 1.7% 0.0% 0.0%	0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0% 0.0% 2.3% 0.0% 0.0% 12.3%	0.0% 2.4% 2.4% 53.3% 58.8% 0.0% 1.9% 0.0% 0.0% 7.0% 0.0% 3.4% 0.0% 4.1% 1.2%	0.0% 0.6% 0.6% 22.4% 23.8% 2.1% 0.0% 5.8% 0.6% 0.0% 2.1% 0.0% 2.1% 0.0% 0.0%	0.3% 0.6% 51.0% 56.0% 0.6% 1.3% 0.0% 1.5% 2.4% 0.0% 3.2% 0.0% 12.4% 3.1%
Sub-Total All other Centres / stores 4.7% 8.3% 18.2% 10.5% 25.5% 69.8% 23.1% 55.3% 29.4% SPECIAL FORMS OF TRADING/INTERNET SHOPPING 12.6% 19.1% 12.7% 4.6% 3.4% 9.8% 18.1% 20.9% 14.6%	Sub-total Wickford All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Benetwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea	2.1% 0.7% 0.7% 64.2% 82.6% 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% 63.8% 72.6% 0.0% 0.0% 0.0% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.5% 63.4% 69.1% 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% 83.6% 85.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	1.6% 0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0% 1.7% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0% 0.0% 12.3% 0.0% 0.0% 12.3% 0.0%	0.0% 2.4% 2.4% 53.3% 58.8% 0.0% 0.0% 0.0% 0.0% 3.4% 0.0% 4.1% 1.2% 1.2% 1.3%	0.0% 0.6% 0.6% 22.4% 23.8% 2.1% 0.0% 0.0% 5.8% 0.0% 2.1% 0.0% 39.1% 0.0% 39.1%	0.3% 0.6% 0.6% 51.0% 56.0% 0.6% 1.3% 0.0% 2.4% 0.0% 3.2% 0.0% 1.5.4% 0.0% 1.5.4% 0.9%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING 12.6% 19.1% 12.7% 4.6% 3.4% 9.8% 18.1% 20.9% 14.6%	Sub-total Wickford All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford	2.1% 0.7% 0.7% 64.2% 82.6% 0.0%	0.0% 0.0% 0.0% 0.0% 63.8% 72.6% 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% 1.5% 1.5% 63.4% 69.1% 0.0% 0.0% 0.0% 0.0% 1.6.8% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 83.6% 85.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	1.6% 0.0% 0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0% 0.0% 12.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 2.4% 2.4% 53.3% 58.8% 0.0% 0.0% 0.0% 0.0% 4.1% 1.2% 1.3% 1.8%	0.0% 0.6% 0.6% 22.4% 23.8% 2.1% 0.0% 0.0% 0.0% 2.1% 0.0% 0.0% 2.1% 0.0%	0.3% 0.6% 0.6% 51.0% 56.0% 0.6% 1.3%
	Sub-total Wickford All Out-of-Centre Floorspace SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES	2.1% 0.7% 0.7% 64.2% 82.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 63.8% 72.6% 0.0%	0.0% 1.5% 1.5% 63.4% 69.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 0.0% 83.6% 85.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.7% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0% 0.0% 12.3% 0.0% 0.0% 12.3% 0.0% 12.3% 12.3% 12.3%	2.4% 2.4% 53.3% 58.8% 0.0% 0.0% 0.0% 4.1% 1.2% 1.2% 2.4%	0.0% 0.6% 0.6% 22.4% 23.8% 2.1% 0.0% 0.0% 0.0% 2.1% 0.0% 3.1% 0.0% 3.1% 0.0% 3.1% 0.0%	0.3% 0.6% 0.6% 51.0% 56.0% 0.6% 1.3% 0.0% 2.4% 0.0% 3.2% 0.0% 3.1% 0.9% 0.2% 3.8%
TOTAL 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%	Sub-total Wickford All Out-of-Centre Floorspace SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES	0.7% 0.7% 0.7% 64.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 0.0% 0.0% 63.8% 72.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0% 1.5% 1.5% 63.4% 69.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 16.8% 0.0% 0.0% 0.0% 18.2%	0.0% 0.0% 0.0% 83.6% 85.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 69.6% 71.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 20.5% 20.5% 0.0% 12.2% 0.0% 12.3% 0.0% 12.3% 0.0% 12.3% 0.0% 12.3% 0.0% 12.3	0.0% 2.4% 2.4% 53.3% 58.8% 0.0% 1.9% 0.0% 0.0% 4.1% 1.2% 1.3% 1.8% 2.4%	0.0% 0.6% 0.6% 22.4% 23.8% 21.8% 0.0% 0.0% 0.0% 39.1% 0.0% 39.1% 0.0% 55.3%	0.3% 0.6% 0.6% 51.0% 56.0% 0.6% 1.3% 0.0% 1.5% 2.4% 2.4% 0.0% 0.0% 3.2% 3.2% 3.3% 3.2% 3.3% 3.2%



TABLE 10: PERSONAL CARE PRODUCTS AND GOODS - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY ARE
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	31.8%	33.2%	2.0%	0.7%	7.5%	2.6%	1.2%	2.1%	12.2%
Billericay Town Centre	0.0%	0.0%	0.0%	45.4%	0.0%	0.7%	15.6%	0.0%	5.8%
Laindon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea Town Centre	7.9%	1.2%	0.0%	0.7%	2.1%	0.0%	0.0%	1.3%	1.7%
Wickford Town Centre	0.0%	2.2%	32.5%	0.7%	0.0%	0.0%	19.0%	0.6%	5.1%
SUB-TOTAL: TOWN CENTRE	39.7%	36.7%	34.5%	47.4%	9.6%	3.2%	35.8%	4.0%	24.8%
OUT OF TOWN STORES / LOCATIONS									
Basildon									
Pipps Hill Retail Park	4.5%	6.7%	2.1%	8.2%	1.4%	0.0%	4.6%	1.7%	3.8%
Mayflower Retail Park	5.1%	10.3%	19.8%	10.4%	0.0%	0.0%	15.9%	4.8%	8.1%
Cricketers Retail Park	12.1%	1.2%	5.6%	0.7%	0.6%	0.0%	2.3%	0.0%	2.4%
Yardley Business Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	21.8%	18.2%	27.5%	19.3%	2.0%	0.0%	22.8%	6.5%	14.3%
Billericay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Whitesbridge Farm Industrial Estate, Crays Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%
All Other Out-of-Centre Floorspace Sub-total		0.0%	0.0%	0.7%	0.0%	0.0%	1.8%	0.0%	0.2%
Laindon									
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westmayne Industrial Park, Bramston Way	0.6%	8.9%	0.0%	0.0%	1.4%	6.4%	0.0%	0.0%	2.5%
All Other Out-of-Centre Floorspace Sub-total		8.9%	0.0%	0.0%	1.4%	6.4%	0.0%	0.0%	2.5%
Pitsea									
Bluehouse Farm Retail Centre, London Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	17.2%	3.8%	2.1%	0.7%	17.6%	0.0%	0.0%	2.6%	4.9%
Sub-total	17.2%	3.8%	2.1%	0.7%	17.6%	0.0%	0.0%	2.6%	4.9%
Wickford									
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Out-of-Centre Floorspace	0.0%								
SUB-TOTAL: OUT-OF- TOWN CENTRE	0.0% 39.6%	0.0% 30.8%	0.0% 29.6 %	0.0%	0.0%	0.0% 6.4%	0.0% 24.6%	9.1%	0.0%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 22.0%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA	0.0% 39.6% 79.3%	0.0% 30.8% 67.5%	0.0% 29.6% 64.1%	0.0% 20.7% 68.1%	0.0% 20.9% 30.5%	0.0% 6.4% 9.6%	0.0% 24.6% 60.4%	9.1% 13.1%	0.0% 22.0% 46.8%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet	0.0% 39.6% 79.3%	0.0% 30.8% 67.5%	0.0% 29.6% 64.1%	0.0% 20.7% 68.1%	0.0% 20.9% 30.5%	0.0% 6.4% 9.6%	0.0% 24.6% 60.4%	0.0% 9.1% 13.1%	0.0% 22.0% 46.8%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood	0.0% 39.6% 79.3% 0.0% 0.0%	0.0% 30.8% 67.5% 1.4% 1.7%	0.0% 29.6% 64.1% 0.0% 0.0%	0.0% 20.7% 68.1% 0.0% 0.0%	0.0% 20.9% 30.5% 0.0% 0.0%	0.0% 6.4% 9.6% 0.0% 28.9%	0.0% 24.6% 60.4% 0.0% 1.7%	0.0% 9.1% 13.1% 1.2% 0.0%	0.0% 22.0% 46.8% 0.6% 2.5%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Bentwood Bluewater	0.0% 39.6% 79.3% 0.0% 0.0% 0.0%	0.0% 30.8% 67.5% 1.4% 1.7% 0.0%	0.0% 29.6% 64.1% 0.0% 0.0% 0.0%	0.0% 20.7% 68.1% 0.0% 0.0% 0.0%	0.0% 20.9% 30.5% 0.0% 0.0% 0.0%	0.0% 6.4% 9.6% 0.0% 28.9% 0.0%	0.0% 24.6% 60.4% 0.0% 1.7% 0.0%	0.0% 9.1% 13.1% 1.2% 0.0% 0.0%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island	0.0% 39.6% 79.3% 0.0% 0.0% 0.0% 0.0%	0.0% 30.8% 67.5% 1.4% 1.7% 0.0% 1.7%	0.0% 29.6% 64.1% 0.0% 0.0% 0.0% 0.0%	0.0% 20.7% 68.1% 0.0% 0.0% 0.0% 0.0%	0.0% 20.9% 30.5% 0.0% 0.0% 0.0% 0.0%	0.0% 6.4% 9.6% 0.0% 28.9% 0.0% 0.0%	0.0% 24.6% 60.4% 0.0% 1.7% 0.0% 0.0%	0.0% 9.1% 13.1% 1.2% 0.0% 0.0% 10.3%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0% 3.1%
Sub-total SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA DTHER CENTRES/STORES OUTSIDE BBC AREA Senfleet Brentwood Bluewater Canvey Island Chelmsford	0.0% 39.6% 79.3% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 30.8% 67.5% 1.4% 1.7% 0.0% 1.7% 0.0%	0.0% 29.6% 64.1% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 20.7% 68.1% 0.0% 0.0% 0.0% 0.0% 1.4%	0.0% 20.9% 30.5% 0.0% 0.0% 0.0% 2.1%	0.0% 6.4% 9.6% 0.0% 28.9% 0.0% 0.0% 2.8%	0.0% 24.6% 60.4% 0.0% 1.7% 0.0% 0.0% 7.8%	0.0% 9.1% 13.1% 1.2% 0.0% 0.0% 10.3% 1.3%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0% 3.1% 1.4%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Frentwood Bluewater Canvey Island Chelmsford Grays	0.0% 39.6% 79.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 30.8% 67.5% 1.4% 1.7% 0.0% 1.7% 0.0% 0.5%	0.0% 29.6% 64.1% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 68.1% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0%	0.0% 20.9% 30.5% 0.0% 0.0% 0.0% 2.1% 0.0%	0.0% 6.4% 9.6% 0.0% 28.9% 0.0% 0.0% 2.8% 1.4%	0.0% 24.6% 60.4% 0.0% 1.7% 0.0% 0.0% 7.8% 0.0%	0.0% 9.1% 13.1% 1.2% 0.0% 0.0% 10.3% 1.3% 0.0%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0% 3.1% 1.4% 0.2%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0% 39.6% 79.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 30.8% 67.5% 1.4% 1.7% 0.0% 1.7% 0.0% 0.5%	0.0% 29.6% 64.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 20.7% 68.1% 0.0% 0.0% 0.0% 1.4% 0.0% 0.0%	0.0% 20.9% 30.5% 0.0% 0.0% 0.0% 2.1% 0.0% 5.3%	0.0% 6.4% 9.6% 0.0% 28.9% 0.0% 0.0% 2.8% 1.4%	0.0% 24.6% 60.4% 0.0% 1.7% 0.0% 0.0% 7.8% 0.0% 1.5%	0.0% 9.1% 13.1% 1.2% 0.0% 0.0% 10.3% 1.3% 0.0% 1.9%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0% 3.1% 1.4% 0.2%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London	0.0% 39.6% 79.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 30.8% 67.5% 1.4% 1.7% 0.0% 1.7% 0.5% 0.5% 2.8%	0.0% 29.6% 64.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4%	0.0% 68.1% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 0.0% 0.0%	0.0% 20.9% 30.5% 0.0% 0.0% 0.0% 2.1% 0.0% 5.3%	0.0% 6.4% 9.6% 0.0% 28.9% 0.0% 0.0% 2.8% 1.4% 0.0%	0.0% 24.6% 60.4% 0.0% 1.7% 0.0% 0.0% 7.8% 0.0% 1.5% 0.0%	0.0% 9.1% 13.1% 1.2% 0.0% 0.0% 10.3% 1.3% 0.0% 1.9% 0.0%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0% 3.1% 1.4% 0.2% 1.3% 0.7%
Sub-total SUB-TOTAL: OUT-OF- TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh	0.0% 39.6% 79.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 30.8% 67.5% 1.4% 1.7% 0.0% 1.7% 0.5% 0.5% 2.8% 0.0%	0.0% 29.6% 64.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 2.2%	0.0% 68.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 20.9% 30.5% 0.0% 0.0% 0.0% 2.1% 0.0% 5.3% 0.0% 0.0%	0.0% 6.4% 9.6% 0.0% 28.9% 0.0% 0.0% 1.4% 2.8% 0.0% 0.0%	0.0% 24.6% 60.4% 0.0% 1.7% 0.0% 0.0% 7.8% 0.0% 1.5% 0.0% 0.6%	0.0% 9.1% 13.1% 1.2% 0.0% 10.3% 1.3% 0.0% 1.9% 0.0% 1.9%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0% 3.1% 1.4% 0.2% 1.3% 0.7% 3.8%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA DTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Romford Romford Romford	0.0% 39.6% 79.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 30.8% 67.5% 1.4% 1.7% 0.0% 0.5% 0.5% 2.8% 0.0% 0.0%	0.0% 29.6% 64.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 68.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 20.9% 30.5% 0.0% 0.0% 0.0% 2.1% 0.0% 5.3% 0.0% 0.0% 0.0%	0.0% 6.4% 9.6% 0.0% 28.9% 0.0% 2.8% 1.4% 2.8% 0.0% 0.0% 0.0%	0.0% 24.6% 60.4% 0.0% 1.7% 0.0% 0.0% 7.8% 0.0% 1.5% 0.0% 0.6%	0.0% 9.1% 13.1% 1.2% 0.0% 0.0% 10.3% 1.3% 0.0% 1.9% 0.0% 0.0%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0% 3.1% 1.4% 0.2% 1.3% 0.7% 3.8% 0.1%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Bayleigh Romford Southend-on-Sea	0.0% 39.6% 79.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 30.8% 67.5% 1.4% 1.7% 0.0% 1.7% 0.5% 0.5% 2.8% 0.0%	0.0% 29.6% 64.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 2.2%	0.0% 68.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 20.9% 30.5% 0.0% 0.0% 0.0% 2.1% 0.0% 5.3% 0.0% 0.0%	0.0% 6.4% 9.6% 0.0% 28.9% 0.0% 0.0% 1.4% 2.8% 0.0% 0.0%	0.0% 24.6% 60.4% 0.0% 1.7% 0.0% 0.0% 7.8% 0.0% 1.5% 0.0% 0.6%	0.0% 9.1% 13.1% 1.2% 0.0% 10.3% 1.3% 0.0% 1.9% 0.0% 1.9%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0% 3.1% 1.4% 0.2% 1.3% 0.7% 3.8%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Bentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford	0.0% 39.6% 79.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 30.8% 67.5% 1.4% 1.7% 0.0% 1.7% 0.0% 0.5% 0.5% 2.8% 0.0% 0.0% 0.0% 0.0%	0.0% 29.6% 64.1% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 2.2% 0.0% 0.0%	0.0% 68.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 20.9% 30.5% 0.0% 0.0% 0.0% 2.1% 0.0% 5.3% 0.0% 0.0% 0.0% 0.0%	0.0% 6.4% 9.6% 0.0% 28.9% 0.0% 2.8% 1.4% 2.8% 0.0% 0.0% 0.0%	0.0% 24.6% 60.4% 0.0% 1.7% 0.0% 0.0% 7.8% 0.0% 1.5% 0.6% 0.6% 0.0%	0.0% 9.1% 13.1% 1.2% 0.0% 10.3% 1.3% 0.0% 1.9% 0.0% 1.9% 0.0% 1.2% 0.0%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0% 3.1% 0.2% 1.3% 0.7% 3.8% 0.1% 0.6% 0.0%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES	0.0% 79.3% 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% 30.8% 67.5% 1.4% 1.7% 0.0% 0.5% 0.5% 2.8% 0.0% 0.0% 0.0% 0.0%	0.0% 64.1% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 0.0% 0.0% 2.2% 0.0%	0.0% 68.1% 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% 20.9% 30.5% 0.0% 0.0% 0.0% 2.1% 0.0%	0.0% 9.6% 0.0% 28.9% 0.0% 0.0% 2.8% 1.4% 2.8% 0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 0.0% 2.8%	0.0% 0.0% 60.4% 0.0% 1.7% 0.0% 0.0% 0.0% 1.5% 0.0%	0.0% 9.1% 13.1% 1.2% 0.0% 0.0% 10.3% 1.3% 0.0% 1.9% 0.0% 13.2% 0.0% 1.2% 0.0% 13.2% 1.2% 1.2%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0% 3.1% 1.4% 0.2% 1.3% 0.7% 3.8% 0.1% 0.6% 0.1% 0.6%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Bentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford	0.0% 39.6% 79.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 30.8% 67.5% 1.4% 1.7% 0.0% 1.7% 0.0% 0.5% 0.5% 2.8% 0.0% 0.0% 0.0% 0.0%	0.0% 29.6% 64.1% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 2.2% 0.0% 0.0%	0.0% 68.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 20.9% 30.5% 0.0% 0.0% 0.0% 2.1% 0.0% 5.3% 0.0% 0.0% 0.0% 0.0%	0.0% 6.4% 9.6% 0.0% 28.9% 0.0% 2.8% 1.4% 2.8% 0.0% 0.0% 0.0%	0.0% 24.6% 60.4% 0.0% 1.7% 0.0% 0.0% 7.8% 0.0% 1.5% 0.6% 0.6% 0.0%	0.0% 9.1% 13.1% 1.2% 0.0% 10.3% 1.3% 0.0% 1.9% 0.0% 1.9% 0.0% 1.2% 0.0%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0% 3.1% 1.4% 0.2% 0.7% 3.8% 0.1% 0.6% 0.0%
All Out-of-Centre Floorspace Sub-total SUB-TOTAL: OUT-OF-TOWN CENTRE BASILDON BOROUGH COUNCIL AREA OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Romford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES	0.0% 79.3% 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% 30.8% 67.5% 1.4% 1.7% 0.0% 0.5% 0.5% 2.8% 0.0% 0.0% 0.0% 0.0%	0.0% 64.1% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 0.0% 0.0% 2.2% 0.0%	0.0% 68.1% 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% 20.9% 30.5% 0.0% 0.0% 0.0% 2.1% 0.0%	0.0% 9.6% 0.0% 28.9% 0.0% 0.0% 2.8% 1.4% 2.8% 0.0% 0.0% 0.7% 0.0% 0.7% 0.0% 0.0% 0.0% 0.0% 2.8%	0.0% 0.0% 60.4% 0.0% 1.7% 0.0% 0.0% 0.0% 1.5% 0.0%	0.0% 9.1% 13.1% 1.2% 0.0% 0.0% 10.3% 1.3% 0.0% 1.9% 0.0% 13.2% 0.0% 1.2% 0.0% 13.2% 1.2% 1.2%	0.0% 22.0% 46.8% 0.6% 2.5% 0.0% 3.1% 1.4% 0.2% 1.3% 0.7% 3.8% 0.1% 0.6% 0.6% 1.10%



TABLE 11: MEDICAL GOODS - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

Basildon Town Centre	Billericay Town Centre	BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AR
Billefriday Town Centre	Billeficiary Town Centre	TOWN CENTRE STORES / LOCATIONS									
Laindon Town Centre	Laindon Town Centre 17.8% 4.3% 0.0% 0.0% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 3.8% 3.66 Wickford Town Centre 17.8% 4.3% 0.0% 0.0% 1.5% 0.0% 0.0% 0.0% 3.8% 3.66 Wickford Town Centre 0.0% 1.8% 48.8% 1.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 7.4 SUB-TOTAL: TOWN CENTRE 50.4% 51.3% 51.3% 68.3% 5.4% 4.7% 55.0% 4.5% 34.1 SUB-TOTAL: TOWN CENTRE 50.4% 51.3% 51.3% 68.3% 5.4% 4.7% 55.0% 4.5% 34.1 SUB-TOTAL: TOWN STORES / LOCATIONS Basildon Wipps Hill Retail Park 0.6% 5.5% 0.6% 6.2% 2.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 3.4% 3.27 Manyflower Retail Park 0.6% 5.5% 0.6% 6.2% 2.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	Basildon Town Centre	30.1%	34.3%	3.1%	0.0%	3.9%	2.7%	2.6%	0.6%	10.6%
Pites Town Centre	Pitesa Town Centre	Billericay Town Centre	0.0%	2.0%	0.0%	67.0%	0.0%	2.0%	25.4%	0.0%	10.4%
Pites Town Centre	Pitesa Town Centre	Laindon Town Centre	2.5%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
SUB-TOTAL:TOWN CENTRE	SUB-TOTAL: TOWN CENTRE		17.8%	4.3%	0.0%	0.0%	1.5%	0.0%	0.0%	3.8%	
Basildon Pipos Hill Reali Park 3.2% 5.5% 0.6% 6.2% 2.0% 0.0% 0.0% 3.4% 3.2% 5.5% 0.6% 6.2% 2.0% 0.0% 0.0% 3.4% 3.2% 5.5% 0.6% 6.2% 2.0% 0.0% 0.0% 2.8% 2.5% 5.5% 0.6% 6.2% 0.0% 0.0% 0.0% 0.0% 2.8% 5.5% 5.5% 0.0%	Basildon Pipps Hill Retail Park 3.2% 5.5% 0.6% 6.2% 2.0% 0.0% 0.0% 3.4% 3.2% 5.6% 6.1% 17.0% 8.0% 4.2% 0.0% 0.0% 2.8% 5.8% 6.1% 17.0% 8.0% 4.2% 0.0%	Wickford Town Centre	0.0%	1.8%	48.8%	1.3%	0.0%	0.0%	27.0%	0.0%	7.4%
Basildon Pipos Hill Reali Park 3.2% 5.5% 0.6% 6.2% 2.0% 0.0% 0.0% 3.4% 3.2% 5.6% 0.6% 6.2% 2.0% 0.0% 0.0% 2.8% 2.5% 5.6% 0.6% 6.2% 2.0% 0.0% 0.0% 2.8% 5.6% 5.6% 0.6% 0.0%	Billeficary Whitesbridge Farm Industrial Estate, Crays Hill 0.0%	SUB-TOTAL: TOWN CENTRE	50.4%	51.3%	51.8%	68.3%	5.4%	4.7%	55.0%	4.5%	34.1%
Pigos Fill Retail Park	Pipps Hill Retail Park	OUT OF TOWN STORES / LOCATIONS									
Mayflower Retail Park	Mayflower Retail Park										
Cricketers Retail Park	Cricketers Petall Park	Pipps Hill Retail Park									
Var elley Business Park All Other Out-of-Centre Floorspace 1,3	Vardley Business Park All Other Out-of-Centre Floorspace 1.8% 1.15 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0										
Sub-total 1.39% 1.19% 0.09%	All Other Out-of-Centre Floorspace 1.8% 1.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0										
Sub-total 12.3% 13.9% 21.0% 18.3% 6.2% 0.7% 12.3% 8.4% 11.7%	Sub-total 12.3% 13.9% 21.0% 18.3% 6.2% 0.7% 12.3% 8.4% 11.7	Yardley Business Park		0.0%					0.0%	0.0%	
Sub-total 12.3% 13.9% 21.0% 18.3% 6.2% 0.7% 12.3% 8.4% 11.7% Billericay Whitesbridge Farm Industrial Estate, Crays Hill 1.00% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	Sub-total 12.3% 13.9% 21.0% 18.3% 6.2% 0.7% 12.3% 8.4% 11.7							0.0,.			
Whitesbridge Farm Industrial Estate, Crays Hill 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Whitesbridge Farm Industrial Estate, Crays Hill	Sub-total	12.3%	13.9%	21.0%	18.3%	6.2%	0.7%	12.3%	8.4%	11.7%
All Other Out-of-Centre Floorspace	All Other Out-of-Centre Floorspace										
Sub-total 0.0% 0.	Sub-total 0.0% 0.	Whitesbridge Farm Industrial Estate, Crays Hill									
Laindon Westmayne Industrial Park, Bramston Way 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Laindon Westmayne Industrial Park, Bramston Way All Other Out-of-Centre Floorspace Sub-total O.6% S.0% O.0% O.0% O.0% I.4% S.4% O.0% O.0% I.69 Pitsea Bluehouse Farm Retail Centre, London Road All Other Out-of-Centre Floorspace 13.9% 6.9% O.0% O.0% O.0% O.0% O.0% O.0% O.0% O.0		0.0	0.0					0.5%	0.0%	0.5%
Nestmayne Industrial Park, Bramston Way	Nestmayne Industrial Park, Bramston Way	Sub-total	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Sub-total 0.6% 5.0% 0.0% 0.0% 1.4% 5.4% 0.0% 0.0% 0.0% 1.6%	Sub-total 0.6% 5.0% 0.0% 0.0% 1.4% 5.4% 0.0% 0.0% 0.0% 1.69	Laindon									
All Other Out-of-Centre Floorspace	All Other Out-of-Centre Floorspace	Westmayne Industrial Park, Bramston Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total 0.6% 5.0% 0.0% 0.0% 1.4% 5.4% 0.0% 0.0% 0.0% 1.6%	Sub-total 0.6% 5.0% 0.0% 0.0% 1.4% 5.4% 0.0% 0.0% 0.0% 1.69		0.6%	5.0%	0.0%	0.0%	1.4%	5.4%	0.0%	0.0%	1.6%
Bluehouse Farm Retail Centre, London Road 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Bluehouse Farm Retail Centre, London Road 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0		0.6%	5.0%	0.0%		1.4%	5.4%	0.0%	0.0%	1.6%
Sub-total 0.0% 0.0% 3.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.3%	Sub-total 0.0% 0.0% 3.5% 0.0% 0.	All Other Out-of-Centre Floorspace	13.9%	6.9%	0.0%	0.0%	6.8%	0.0%	0.0%	3.2%	4.0%
Sub-total 0.0% 0.0% 3.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.3%	Sub-total 0.0% 0.0% 3.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.3%	Wickford									
SUB-TOTAL: OUT-OF-TOWN CENTRE 26.8% 25.9% 24.5% 22.3% 14.3% 6.1% 12.8% 11.6% 18.1% 25.2% 25.9% 24.5% 22.3% 14.3% 6.1% 12.8% 11.6% 18.1% 25.2% 25	SUB-TOTAL: OUT-OF-TOWN CENTRE 26.8% 25.9% 24.5% 22.3% 14.3% 6.1% 12.8% 11.6% 18.1 BASILDON BOROUGH COUNCIL AREA 77.2% 77.2% 76.3% 90.6% 19.8% 10.8% 67.8% 16.1% 52.2 OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	All Out-of-Centre Floorspace	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
BASILDON BOROUGH COUNCIL AREA 77.2% 77.2% 76.3% 90.6% 19.8% 10.8% 67.8% 16.1% 52.2% OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	Benfleet	Sub-total	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
DTHER CENTRES/STORES OUTSIDE BBC AREA 3 enfleet 3 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	DTHER CENTRES/STORES OUTSIDE BBC AREA 3.6 enfleet 3.6 % 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	SUB-TOTAL: OUT-OF- TOWN CENTRE	26.8%	25.9%	24.5%	22.3%	14.3%	6.1%	12.8%	11.6%	18.1%
Benfleet 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	Benfleet 0.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	BASILDON BOROUGH COUNCIL AREA	77.2%	77.2%	76.3%	90.6%	19.8%	10.8%	67.8%	16.1%	52.2%
Brentwood 0.0% 3.3% 0.0% 0.0% 0.0% 26.9% 1.1% 0.0% 2.9% Bluewater 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Brentwood 0.0% 3.3% 0.0% 0.0% 0.0% 26.9% 1.1% 0.0% 2.99 Bluewater 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	OTHER CENTRES/STORES OUTSIDE BBC AREA									
Bluewater 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Bluewater 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0										
Canvey Island 3.4% 1.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 15.2% 4.7% Chelmsford 0.0% 0.0% 0.0% 1.4% 0.6% 2.2% 0.0% 6.4% 1.4% 1.3% Grays 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Canvey Island 3.4% 1.8% 0.0% 0.0% 0.0% 0.0% 0.0% 15.2% 4.79 Chelmsford 0.0% 0.0% 0.0% 1.4% 0.6% 2.2% 0.0% 6.4% 1.4% 1.39 Grays 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0										
Chelmsford 0.0% 0.0% 1.4% 0.6% 2.2% 0.0% 6.4% 1.4% 1.3% 5rays 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Chelmsford 0.0% 0.0% 1.4% 0.6% 2.2% 0.0% 6.4% 1.4% 1.39 Grays 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0										
Grays Grays 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Grays Carays										
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; akeside (Includes Shopping Centre, West Thurrock Retail Park; 1 1.6% akeside Retail Park; Thurrock Shopping Park) O.6% 1.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.00 0.0% 0.0	Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) 1.69 2.akeside Retail Park; Thurrock Shopping Park) 1.60 2.0% 1.8% 1.8% 1.0% 1										
Lakeside Retail Park; Thurrock Shopping Park)	Lakeside Retail Park; Thurrock Shopping Park) 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0		0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.2%
London 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.1% 0.1% Layleigh 0.0%	London 0.0%		0.6%	1.8%	0.0%	0.0%	1.3%	1.5%	0.0%	3.7%	1.6%
Nayleigh 0.0% 1.3% 1.4% 0.0% 0.0% 0.0% 0.0% 0.5% 12.1% 3.6% Nomford 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.5% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Navjetigh 0.0% 1.3% 1.4% 0.0% 0.0% 0.0% 0.5% 1.2.1% 3.69 Nomford 0.0% </td <td></td> <td>0.0%</td> <td>0.0%</td> <td>0.0%</td> <td>0.0%</td> <td>0.0%</td> <td>0.0%</td> <td>1.5%</td> <td>0.0%</td> <td>0.1%</td>		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.1%
Romford 0.0%	Romford 0.0%										
Southend-on-Sea 0.0% 0.0% 0.6% 0.0%	Southend-on-Sea 0.0% 0.0% 0.6% 0.0%										
Stratford 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	Stratford 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0										
Sub-Total All other Centres / stores 8.2% 10.4% 15.9% 2.1% 71.2% 66.9% 14.3% 63.9% 33.2% SPECIAL FORMS OF TRADING/INTERNET SHOPPING 14.6% 12.4% 7.7% 7.3% 9.0% 22.3% 17.9% 20.0% 14.6%	Sub-Total All other Centres / stores 8.2% 10.4% 15.9% 2.1% 71.2% 66.9% 14.3% 63.9% 33.2 SPECIAL FORMS OF TRADING/INTERNET SHOPPING 14.6% 12.4% 7.7% 7.3% 9.0% 22.3% 17.9% 20.0% 14.6										
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING 14.6% 12.4% 7.7% 7.3% 9.0% 22.3% 17.9% 20.0% 14.6%	SPECIAL FORMS OF TRADING/ INTERNET SHOPPING 14.6% 12.4% 7.7% 7.3% 9.0% 22.3% 17.9% 20.0% 14.6	ALL OTHER CENTRES / STORES	3.7%	2.3%	12.5%	1.5%	67.8%	35.5%	4.2%	24.5%	16.7%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING 14.6% 12.4% 7.7% 7.3% 9.0% 22.3% 17.9% 20.0% 14.6%	SPECIAL FORMS OF TRADING/ INTERNET SHOPPING 14.6% 12.4% 7.7% 7.3% 9.0% 22.3% 17.9% 20.0% 14.6	Sub-Total All other Centres / stores	8.2%	10.4%	15.9%	2.1%	71.2%	66.9%	14.3%	63.9%	33.2%
	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%										
	TUTAL 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%										



TABLE 12: ALL OTHER GOODS (JEWLLERY, GLASSWARE, TABLEWARE HOUSEHOLD UTENSILS) - 2023 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AR
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	27.7%	24.0%	2.3%	1.3%	9.8%	0.0%	2.0%	8.6%	10.9%
Billericay Town Centre	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	3.5%	0.0%	0.9%
Laindon Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea Town Centre	3.4%	0.0%	4.7%	0.0%	3.6%	0.0%	0.0%	0.0%	1.0%
Wickford Town Centre	0.0%	0.0%	15.8%	0.0%	0.0%	0.0%	5.3%	0.0%	1.9%
SUB-TOTAL: TOWN CENTRE	31.1%	24.0%	22.8%	6.3%	13.4%	0.0%	10.8%	8.6%	14.7%
OUT OF TOWN STORES / LOCATIONS									
Basildon									
Pipps Hill Retail Park	6.3%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Mayflower Retail Park	0.0%	2.2%	12.2%	6.6%	0.0%	1.4%	8.0%	1.8%	3.6%
Cricketers Retail Park	3.7%	2.2%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Yardley Business Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	10.0%	7.8%	17.8%	6.6%	0.0%	1.4%	8.0%	1.8%	6.2%
Billericay									
Whitesbridge Farm Industrial Estate, Crays Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	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%
aindon									
Nestmayne Industrial Park, Bramston Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	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%
Pitsea									
Bluehouse Farm Retail Centre, London Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	7.5%	1.6%	0.0%	0.0%	8.5%	0.0%	0.0%	3.7%	2.6%
Sub-total	7.5%	1.6%	0.0%	0.0%	8.5%	0.0%	0.0%	3.7%	2.6%
Wickford									
All Out-of-Centre Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB-TOTAL: OUT-OF- TOWN CENTRE	17.5%	9.4%	17.8%	6.6%	8.5%	1.4%	8.0%	5.5%	8.8%
BASILDON BOROUGH COUNCIL AREA	48.5%	33.4%	40.6%	12.9%	21.8%	1.4%	18.8%	14.1%	23.4%
OTHER CENTRES/STORES OUTSIDE BBC AREA									
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Benfleet	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.8%
Benfleet Brentwood	0.0%	0.0%	0.0%	0.0% 4.1%	0.0% 4.3%	10.5% 3.0%	0.0% 1.8%	0.0% 1.8%	0.8% 1.7%
Benfleet Brentwood Bluewater	0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 4.1% 0.0%	0.0% 4.3% 0.0%	10.5% 3.0% 0.0%	0.0% 1.8% 0.0%	0.0% 1.8% 4.1%	0.8% 1.7% 1.1%
penfleet Brentwood Bluewater Canvey Island Chelmsford	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 5.7%	0.0% 4.1% 0.0% 9.4%	0.0% 4.3% 0.0% 0.0%	10.5% 3.0% 0.0% 5.7%	0.0% 1.8% 0.0% 14.0%	0.0% 1.8% 4.1% 1.8%	0.8% 1.7% 1.1% 3.7%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays	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% 4.3% 0.0%	10.5% 3.0% 0.0%	0.0% 1.8% 0.0%	0.0% 1.8% 4.1%	0.8% 1.7% 1.1%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Tarys Cakeside (Includes Shopping Centre, West Thurrock Retail Park;	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 5.7%	0.0% 4.1% 0.0% 9.4%	0.0% 4.3% 0.0% 0.0%	10.5% 3.0% 0.0% 5.7%	0.0% 1.8% 0.0% 14.0%	0.0% 1.8% 4.1% 1.8%	0.8% 1.7% 1.1% 3.7% 0.0%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Akeside (Includes Shopping Centre, West Thurrock Retail Park; Akeside Retail Park; Thurrock Shopping Park)	0.0% 0.0% 0.0% 0.0% 0.0% 15.5%	0.0% 0.0% 0.0% 0.0% 0.0% 5.3%	0.0% 0.0% 0.0% 5.7% 0.0% 10.6%	0.0% 4.1% 0.0% 9.4% 0.0% 10.4%	0.0% 4.3% 0.0% 0.0% 0.0% 32.3%	10.5% 3.0% 0.0% 5.7% 0.0% 28.7%	0.0% 1.8% 0.0% 14.0% 0.0% 11.4%	0.0% 1.8% 4.1% 1.8% 0.0% 21.9%	0.8% 1.7% 1.1% 3.7% 0.0% 15.9%
Benfleet Brentwood Bluewater Zanvey Island Chelmsford Grays Zakeside (Includes Shopping Centre, West Thurrock Retail Park; Zakeside Retail Park; Thurrock Shopping Park) Ondon	0.0% 0.0% 0.0% 0.0% 0.0% 15.5%	0.0% 0.0% 0.0% 0.0% 0.0% 5.3%	0.0% 0.0% 0.0% 5.7% 0.0% 10.6%	0.0% 4.1% 0.0% 9.4% 0.0% 10.4% 0.0%	0.0% 4.3% 0.0% 0.0% 0.0% 32.3% 4.3%	10.5% 3.0% 0.0% 5.7% 0.0% 28.7% 7.5%	0.0% 1.8% 0.0% 14.0% 0.0% 11.4% 7.4%	0.0% 1.8% 4.1% 1.8% 0.0% 21.9% 0.0%	0.8% 1.7% 1.1% 3.7% 0.0% 15.9%
Senfleet Srentwood Bluewater Canvey Island Chelmsford Grays Akeside (Includes Shopping Centre, West Thurrock Retail Park; Akeside Retail Park; Thurrock Shopping Park) ond	0.0% 0.0% 0.0% 0.0% 0.0% 15.5% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 5.3% 1.7% 0.0%	0.0% 0.0% 0.0% 5.7% 0.0% 10.6% 0.0%	0.0% 4.1% 0.0% 9.4% 0.0% 10.4% 0.0%	0.0% 4.3% 0.0% 0.0% 0.0% 32.3% 4.3% 0.0%	10.5% 3.0% 0.0% 5.7% 0.0% 28.7% 7.5% 0.0%	0.0% 1.8% 0.0% 14.0% 0.0% 11.4% 7.4% 0.0%	0.0% 1.8% 4.1% 1.8% 0.0% 21.9% 0.0% 6.1%	0.8% 1.7% 1.1% 3.7% 0.0% 15.9% 1.8% 1.6%
Benfleet Brentwood Bluewater Canvey Island -Helmsford Grays Akeside (Includes Shopping Centre, West Thurrock Retail Park; Akeside Retail Park; Thurrock Shopping Park) ondon Rayleigh	0.0% 0.0% 0.0% 0.0% 0.0% 15.5% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 5.3% 1.7% 0.0%	0.0% 0.0% 0.0% 5.7% 0.0% 10.6% 0.0% 0.0%	0.0% 4.1% 0.0% 9.4% 0.0% 10.4% 0.0% 0.0%	0.0% 4.3% 0.0% 0.0% 0.0% 32.3% 4.3% 0.0%	10.5% 3.0% 0.0% 5.7% 0.0% 28.7% 7.5% 0.0% 5.3%	0.0% 1.8% 0.0% 14.0% 0.0% 11.4% 7.4% 0.0%	0.0% 1.8% 4.1% 1.8% 0.0% 21.9% 0.0% 6.1% 0.0%	0.8% 1.7% 1.1% 3.7% 0.0% 15.9% 1.8% 1.6% 0.4%
Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Cakeside (Includes Shopping Centre, West Thurrock Retail Park; Cakeside Retail Park; Thurrock Shopping Park) Condon Rayleigh Romford Southend-on-Sea	0.0% 0.0% 0.0% 0.0% 0.0% 15.5% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 5.3% 1.7% 0.0%	0.0% 0.0% 0.0% 5.7% 0.0% 10.6% 0.0%	0.0% 4.1% 0.0% 9.4% 0.0% 10.4% 0.0%	0.0% 4.3% 0.0% 0.0% 0.0% 32.3% 4.3% 0.0%	10.5% 3.0% 0.0% 5.7% 0.0% 28.7% 7.5% 0.0%	0.0% 1.8% 0.0% 14.0% 0.0% 11.4% 7.4% 0.0%	0.0% 1.8% 4.1% 1.8% 0.0% 21.9% 0.0% 6.1%	0.8% 1.7% 1.1% 3.7% 0.0% 15.9% 1.8% 1.6%
Benfleet Srentwood Bluewater Sanvey Island Chelmsford Grays Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Rayleigh Somford Southend-on-Sea	0.0% 0.0% 0.0% 0.0% 0.0% 15.5% 0.0% 0.0% 1.1%	0.0% 0.0% 0.0% 0.0% 0.0% 5.3% 1.7% 0.0% 0.0%	0.0% 0.0% 0.0% 5.7% 0.0% 10.6% 0.0% 0.0% 1.1%	0.0% 4.1% 0.0% 9.4% 0.0% 10.4% 0.0% 0.0% 0.0%	0.0% 4.3% 0.0% 0.0% 0.0% 32.3% 4.3% 0.0% 0.0%	10.5% 3.0% 0.0% 5.7% 0.0% 28.7% 7.5% 0.0% 5.3% 0.0%	0.0% 1.8% 0.0% 14.0% 0.0% 11.4% 7.4% 0.0% 0.0% 0.0%	0.0% 1.8% 4.1% 1.8% 0.0% 21.9% 0.0% 6.1% 0.0% 0.0%	0.8% 1.7% 1.1% 3.7% 0.0% 15.9% 1.8% 0.4% 0.2%
Benfleet Srentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Condon C	0.0% 0.0% 0.0% 0.0% 0.0% 15.5% 0.0% 0.0% 1.1% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 5.3% 1.7% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 5.7% 0.0% 10.6% 0.0% 0.0% 1.1% 0.0%	0.0% 4.1% 0.0% 9.4% 0.0% 10.4% 0.0% 0.0% 0.0% 0.0%	0.0% 4.3% 0.0% 0.0% 0.0% 32.3% 4.3% 0.0% 0.0% 0.0% 0.0%	10.5% 3.0% 0.0% 5.7% 0.0% 28.7% 7.5% 0.0% 5.3% 0.0% 0.0%	0.0% 1.8% 0.0% 14.0% 0.0% 11.4% 7.4% 0.0% 0.0% 0.0%	0.0% 1.8% 4.1% 1.8% 0.0% 21.9% 0.0% 6.1% 0.0% 0.0% 4.1%	0.8% 1.7% 1.1% 3.7% 0.0% 15.9% 1.8% 0.4% 0.2% 0.0%
OTHER CENTRES/STORES OUTSIDE BBC AREA Benfleet Brentwood Bluewater Canvey Island Chelmsford Grays Aukeside (Includes Shopping Centre, West Thurrock Retail Park; Aukeside (Includes Shopping Centre, West Thurrock Retail Park; Aukeside Retail Park; Thurrock Shopping Park) Ondon Bayleigh Bomford Southend-on-Sea Stratford ALL OTHER CENTRES / STORES Sub-Total All other Centres / stores SPECIAL FORMS OF TRADING / INTERNET SHOPPING	0.0% 0.0% 0.0% 0.0% 0.0% 15.5% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 5.3% 1.7% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 5.7% 0.0% 10.6% 0.0% 0.0% 0.0% 1.1% 0.0%	0.0% 4.1% 0.0% 9.4% 0.0% 10.4% 0.0% 0.0% 0.0% 0.0%	0.0% 4.3% 0.0% 0.0% 0.0% 32.3% 4.3% 0.0% 0.0% 0.0%	10.5% 3.0% 0.0% 5.7% 0.0% 28.7% 7.5% 0.0% 5.3% 0.0% 0.0%	0.0% 1.8% 0.0% 14.0% 0.0% 11.4% 7.4% 0.0% 0.0% 0.0%	0.0% 1.8% 4.1% 1.8% 0.0% 21.9% 0.0% 6.1% 0.0% 0.0%	0.8% 1.7% 1.1% 3.7% 0.0% 15.9% 1.8% 0.4% 0.2% 0.0%
Benfleet Srentwood Bluewater Canvey Island Chelmsford Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park) London Condon C	0.0% 0.0% 0.0% 0.0% 0.0% 15.5% 0.0% 0.0% 1.1% 0.0% 3.1%	0.0% 0.0% 0.0% 0.0% 0.0% 5.3% 1.7% 0.0% 0.0% 0.0% 2.6%	0.0% 0.0% 0.0% 5.7% 0.0% 10.6% 0.0% 0.0% 1.1% 0.0% 4.6%	0.0% 4.1% 0.0% 9.4% 0.0% 10.4% 0.0% 0.0% 0.0% 0.0% 2.7%	0.0% 4.3% 0.0% 0.0% 32.3% 4.3% 0.0% 0.0% 0.0% 3.9%	10.5% 3.0% 0.0% 5.7% 0.0% 28.7% 7.5% 0.0% 5.3% 0.0% 0.0% 12.9%	0.0% 1.8% 0.0% 14.0% 0.0% 11.4% 7.4% 0.0% 0.0% 0.0% 1.8%	0.0% 1.8% 4.1% 1.8% 0.0% 21.9% 0.0% 6.1% 0.0% 0.0% 0.0% 4.1%	0.8% 1.7% 1.1% 3.7% 0.0% 15.9% 1.6% 0.2% 0.0% 4.1%



Appendix 8: Comparison Goods Turnover (excluding SFT)



TABLE 1: ALL COMPARISON GOODS - 2023 MARKET SHARE ANALYSIS (%)

 ${\it Excluding\ Internet\ Shopping\ and\ other\ Special\ Forms\ of\ Trading}$

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	25.5%	37.8%	4.5%	4.7%	10.5%	2.1%	4.1%	10.1%	15.0%
Billericay Town Centre	0.0%	0.2%	0.0%	21.6%	0.0%	0.6%	9.9%	0.0%	3.3%
Laindon Town Centre	0.5%	0.9%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%
Pitsea Town Centre	9.8%	2.6%	1.3%	0.7%	3.6%	0.0%	0.4%	1.7%	2.5%
Wickford Town Centre	0.0%	0.9%	27.4%	0.4%	0.0%	0.0%	14.7%	0.2%	4.1%
SUB-TOTAL: TOWN CENTRE	35.8%	42.4%	33.2%	27.4%	14.5%	2.7%	29.1%	12.1%	25.2%
OUT OF TOWN STORES / LOCATIONS									
Basildon									
Pipps Hill Retail Park	22.9%	20.9%	17.7%	27.6%	7.1%	5.7%	19.3%	7.2%	15.8%
Mayflower Retail Park	5.7%	6.3%	17.3%	12.0%	4.4%	1.2%	10.7%	4.4%	7.3%
Cricketers Retail Park	6.2%	2.8%	3.4%	2.0%	0.2%	0.0%	0.9%	0.5%	2.0%
Yardley Business Park	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	2.2%	1.6%	1.2%	0.0%	5.5%	0.2%	0.2%	0.4%	1.3%
Sub-total Sub-total	37.0%	31.7%	39.6%	41.6%	17.4%	7.1%	31.0%	12.4%	26.3%
Billericay									
Whitesbridge Farm Industrial Estate, Crays Hill	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.1%
All Other Out-of-Centre Floorspace	0.0%	0.2%	0.3%	1.2%	0.3%	0.0%	0.4%	0.1%	0.3%
Sub-total	0.4%	0.2%	0.3%	1.2%	0.3%	0.0%	0.7%	0.1%	0.3%
Laindon									
Westmayne Industrial Park, Bramston Way	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	0.4%	2.8%	0.0%	0.7%	0.7%	1.9%	0.1%	0.0%	0.9%
Sub-total	0.7%	2.8%	0.0%	0.7%	0.7%	1.9%	0.1%	0.0%	0.9%
Pitsea	0.40/	0.00/	0.00/	0.00/	0.40/	0.00/	0.00/	0.00/	0.00/
Bluehouse Farm Retail Centre, London Road	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace Sub-total	11.1% 11.1%	4.0%	0.3%	0.1%	6.6%	0.0%	0.0%	4.1%	3.6%
Sub-total	11.1/0	4.076	0.376	0.176	0.776	0.078	0.076	4.1/0	3.076
Wickford									
All Out-of-Centre Floorspace	0.1%	0.0%	0.5%	0.6%	0.0%	0.0%	0.3%	0.1%	0.2%
Sub-total	0.1%	0.0%	0.5%	0.6%	0.0%	0.0%	0.3%	0.1%	0.2%
SUB-TOTAL: OUT-OF- TOWN CENTRE	49.2%	38.6%	40.8%	44.2%	25.1%	9.0%	32.2%	16.7%	31.3%
BASILDON BOROUGH COUNCIL AREA	85.0%	81.1%	74.0%	71.6%	39.5%	11.7%	61.3%	28.7%	56.6%
OTHER CENTRES/STORES OUTSIDE BBC AREA									
Benfleet	0.0%	0.2%	0.1%	0.0%	0.1%	0.5%	0.0%	2.9%	0.8%
Brentwood	0.0%	0.6%	0.1%	1.0%	0.2%	20.2%	2.1%	0.3%	2.3%
Bluewater	0.0%	0.1%	0.2%	2.3%	1.6%	1.9%	1.7%	0.8%	0.9%
Canvey Island	0.3%	0.4%	0.0%	0.0%	0.5%	0.0%	0.0%	8.2%	2.0%
Chelmsford	0.6%	0.4%	4.0%	11.2%	0.6%	7.2%	13.7%	2.8%	4.2%
Grays	0.0%	0.6%	0.0%	0.1%	0.7%	0.5%	0.1%	0.0%	0.2%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail	8.2%	12.6%	10.2%	8.1%	32.9%	24.2%	8.6%	16.9%	14.8%
Park; Thurrock Shopping Park)									
London Payleigh	0.3% 0.6%	0.7%	1.1% 7.0%	0.4%	0.5% 0.6%	0.9%	2.1% 1.5%	0.0%	0.6% 5.7%
Rayleigh Romford	0.6%	0.9% 0.3%	0.1%	0.7% 2.0%	0.6%	0.5% 10.6%	0.4%	19.9% 1.0%	1.6%
Southend-on-Sea									
Southend-on-Sea Stratford	0.5% 0.0%	0.1% 0.0%	0.5% 0.3%	0.2%	0.9% 0.0%	0.3% 0.1%	0.4% 0.8%	8.3% 0.0%	2.2% 0.1%
	0.070	0.070	0.570	0.073	0.0,0	0.170	0.070	0.070	0.270
ALL OTHER CENTRES / STORES	4.5%	2.0%	2.4%	2.4%	21.3%	21.3%	7.4%	10.2%	8.1%
Sub-Total All other Centres / stores	15.0%	18.9%	26.0%	28.4%	60.5%	88.3%	38.7%	71.3%	43.4%
TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 2: 2023 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em) ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	£23.1	£68.1	£3.7	£4.7	£6.8	£1.5	£2.9	£23.7	£134.1
Billericay Town Centre	£0.0	£0.4	£0.0	£21.6	£0.0	£0.4	£7.0	£0.0	£29.7
Laindon Town Centre	£0.4	£1.7	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£2.4
Pitsea Town Centre	£8.9	£4.7	£1.0	£0.7	£2.3	£0.0	£0.3	£4.0	£22.5
Wickford Town Centre	£0.0	£1.7	£22.6	£0.4	£0.0	£0.0	£10.4	£0.5	£36.5
SUB-TOTAL: TOWN CENTRE	£32.4	£76.5	£27.4	£27.3	£9.3	£1.9	£20.6	£28.1	£225.1
OUT OF TOWN STORES / LOCATIONS									
Basildon Pipps Hill Retail Park	£20.8	£37.7	£14.6	£27.6	£4.6	£4.0	£13.7	£16.7	£140.9
Mayflower Retail Park	£5.2	£11.4	£14.3	£12.0	£2.9	£0.9	£7.6	£10.2	£64.7
Cricketers Retail Park	£5.6	£5.0	£2.8	£2.0	£0.1	£0.0	£0.6	£1.1	£17.7
Yardley Business Park	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2
All Other Out-of-Centre Floorspace	£2.0	£2.9	£1.0	£0.0	£3.6	£0.2	£0.1	£0.9	£11.4
Sub-total	£33.6	£57.1	£32.6	£41.5	£11.3	£5.0	£22.0	£28.9	£234.9
Billericay									
Whitesbridge Farm Industrial Estate, Crays Hill	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.6
All Other Out-of-Centre Floorspace	£0.0	£0.3	£0.3	£1.2	£0.2	£0.0	£0.3	£0.2	£2.4
Sub-total	£0.3	£0.3	£0.3	£1.2	£0.2	£0.0	£0.5	£0.2	£3.1
Laindon									
Westmayne Industrial Park, Bramston Way	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
All Other Out-of-Centre Floorspace	£0.4	£5.1	£0.0	£0.7	£0.4	£1.3	£0.1	£0.0	£8.2
Sub-total	£0.6	£5.1	£0.0	£0.7	£0.4	£1.3	£0.1	£0.0	£8.4
Pitsea									
Bluehouse Farm Retail Centre, London Road	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
All Other Out-of-Centre Floorspace	£10.0	£7.2	£0.3	£0.1	£4.3	£0.0	£0.0	£9.6	£31.7
Sub-total	£10.1	£7.2	£0.3	£0.1	£4.3	£0.0	£0.0	£9.6	£31.8
NAC-I-CI									
Wickford All Out of Contro Floorspace	£0.1	£0.0	£0.4	£0.6	£0.0	£0.0	£0.2	£0.2	£1.5
All Out-of-Centre Floorspace Sub-total	£0.1	£0.0	£0.4	£0.6	£0.0	£0.0	£0.2	£0.2	£1.5
Sub total	10.1	10.0	10.4	10.0	10.0	10.0	10.2	10.2	11.5
SUB-TOTAL: OUT-OF- TOWN CENTRE	£44.6	£69.7	£33.6	£44.1	£16.2	£6.4	£22.8	£38.9	£279.7
BASILDON BOROUGH COUNCIL AREA	£77.1	£146.2	£60.9	£71.4	£25.5	£8.2	£43.5	£67.0	£504.8
OTHER CENTRES/STORES OUTSIDE BBC AREA									
Benfleet	£0.0	£0.4	£0.1	£0.0	£0.0	£0.3	£0.0	£6.7	£6.7
Brentwood	£0.0	£1.1	£0.0	£1.0	£0.1	£14.2	£1.5	£0.7	£20.6
Bluewater	£0.0	£0.1	£0.2	£2.3	£1.0	£1.3	£1.2	£1.8	£8.2
Canvey Island	£0.2	£0.8	£0.0	£0.0	£0.3	£0.0	£0.0	£19.1	£17.9
Chelmsford	£0.6	£0.7	£3.3	£11.2	£0.4	£5.0	£9.7	£6.5	£37.6
Grays	£0.0	£1.1	£0.0	£0.1	£0.5	£0.3	£0.1	£0.0	£2.1
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	£7.4	£22.7	£8.4	£8.1	£21.2	£17.0	£6.1	£39.4	£132.1
London	£0.2	£1.2	£0.9	£0.4	£0.3	£0.7	£1.5	£0.0	£5.4
Rayleigh	£0.6	£1.7	£5.8	£0.7	£0.4	£0.4	£1.1	£46.4	£50.9
Romford	£0.0	£0.5	£0.0	£2.0	£0.4	£7.4	£0.3	£2.4	£13.9
Southend-on-Sea	£0.5	£0.2	£0.4	£0.2	£0.6	£0.2	£0.3	£19.4	£19.3
Stratford	£0.0	£0.0	£0.3	£0.0	£0.0	£0.1	£0.6	£0.0	£1.0
ALL OTHER CENTRES / STORES	£4.1	£3.7	£2.0	£2.4	£13.8	£15.0	£5.2	£23.9	£71.9
Sub-Total All other Centres / stores	£13.6	£34.1	£21.4	£28.3	£39.0	£62.0	£27.5	£166.4	£387.5
TOTAL	£90.7	£180.3	£82.4	£99.8	£64.5	£70.3	£71.0	£233.4	£892.3
	E3U./	TT00'2	L02.4	F32.0	104.3	170.5	1/1.0	1433.4	1032.3



TABLE 3: 2028 SURVEY-DERIVED MARKET SHARE ANALYSIS (Em) ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	£24.9	£73.7	£4.0	£5.1	£7.4	£1.6	£3.1	£25.4	£144.2
Billericay Town Centre	£0.0	£0.4	£0.0	£23.1	£0.0	£0.5	£7.5	£0.0	£31.9
Laindon Town Centre	£0.5	£1.8	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£2.6
Pitsea Town Centre	£9.5	£5.1	£1.1	£0.7	£2.6	£0.0	£0.3	£4.3	£24.2
Wickford Town Centre	£0.0	£1.8	£24.3	£0.4	£0.0	£0.0	£11.2	£0.5	£39.2
SUB-TOTAL: TOWN CENTRE	£34.9	£82.8	£29.5	£29.3	£10.1	£2.0	£22.1	£30.2	£242.1
OUT OF TOWN STORES / LOCATIONS									
Basildon Pipps Hill Retail Park	£22.3	£40.8	£15.7	£29.5	£5.0	£4.2	£14.7	£18.0	£151.6
Mayflower Retail Park	£5.6	£12.3	£15.4	£12.9	£3.1	£0.9	£8.2	£11.0	£69.6
Cricketers Retail Park	£6.1	£5.4	£3.0	£2.1	£0.1	£0.0	£0.6	£1.2	£19.0
Yardley Business Park	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2
All Other Out-of-Centre Floorspace	£2.1	£3.2	£1.1	£0.0	£3.9	£0.2	£0.1	£0.9	£12.2
Sub-total	£36.1	£61.8	£35.1	£44.5	£12.2	£5.3	£23.6	£31.1	£252.7
Billericay									
Whitesbridge Farm Industrial Estate, Crays Hill	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.7
All Other Out-of-Centre Floorspace	£0.0	£0.3	£0.3	£1.3	£0.2	£0.0	£0.3	£0.2	£2.6
Sub-total	£0.3	£0.3	£0.3	£1.3	£0.2	£0.0	£0.6	£0.2	£3.3
I alia da a									
Laindon Westmayne Industrial Park, Bramston Way	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
All Other Out-of-Centre Floorspace	£0.4	£5.5	£0.0	£0.7	£0.5	£1.4	£0.1	£0.0	£8.8
Sub-total	£0.6	£5.5	£0.0	£0.7	£0.5	£1.4	£0.1	£0.0	£9.1
Sub total	10.0	13.3	10.0	10.7	10.5	L1T	10.1	10.0	
Pitsea									
Bluehouse Farm Retail Centre, London Road	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1
All Other Out-of-Centre Floorspace	£10.8	£7.8	£0.3	£0.1	£4.6	£0.0	£0.0	£10.3	£34.1
Sub-total	£10.8	£7.8	£0.3	£0.1	£4.7	£0.0	£0.0	£10.3	£34.2
Wickford									
All Out-of-Centre Floorspace	£0.1	£0.0	£0.5	£0.6	£0.0	£0.0	£0.2	£0.2	£1.6
Sub-total Sub-total	£0.1	£0.0	£0.5	£0.6	£0.0	£0.0	£0.2	£0.2	£1.6
SUB-TOTAL: OUT-OF- TOWN CENTRE	£48.0	£75.3	£36.1	£47.3	£17.6	£6.7	£24.5	£41.8	£300.9
BASILDON BOROUGH COUNCIL AREA	£82.8	£158.1	£65.6	£76.5	£27.7	£8.8	£46.6	£72.1	£543.0
OTHER CENTRES/STORES OUTSIDE BBC AREA									
Benfleet	£0.0	£0.5	£0.1	£0.0	£0.0	£0.4	£0.0	£7.2	£7.2
Brentwood	£0.0	£1.1	£0.0	£1.0	£0.1	£15.1	£1.6	£0.8	£22.1
Bluewater	£0.0	£0.1	£0.2	£2.5	£1.1	£1.4	£1.3	£1.9	£8.8
Canvey Island	£0.3	£0.9	£0.0	£0.0	£0.3	£0.0	£0.0	£20.6	£19.2
Chelmsford	£0.6	£0.7	£3.5	£12.0	£0.4	£5.3	£10.4	£7.0	£40.5
Grays Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail	£0.0	£1.1	£0.0	£0.1	£0.5	£0.4	£0.1	£0.0	£2.3
Park; Thurrock Shopping Park)	£7.9	£24.5	£9.0	£8.6	£23.1	£18.1	£6.5	£42.4	£142.1
London	£0.3	£1.3	£1.0	£0.5	£0.3	£0.7	£1.6	£0.0	£5.8
Rayleigh	£0.6	£1.8	£6.2	£0.7	£0.4	£0.4	£1.1	£49.9	£54.7
Romford	£0.0	£0.6	£0.0	£2.2	£0.4	£7.9	£0.3	£2.6	£15.0
Southend-on-Sea	£0.5	£0.2	£0.5	£0.2	£0.6	£0.2	£0.3	£20.9	£20.7
Stratford	£0.0	£0.0	£0.3	£0.0	£0.0	£0.1	£0.6	£0.0	£1.0
ALL OTHER CENTRES / STORES	£4.4	£4.0	£2.2	£2.5	£15.0	£15.9	£5.6	£25.7	£77.3
Sub-Total All other Centres / stores	£14.6	£36.9	£23.1	£30.4	£42.4	£65.9	£29.5	£178.9	£416.9
Sub-rotal All Other Centres / Stores	114.0	130.3	1.63.1	130.4	142.4	103.3	123.3	11/0.3	1410.3
TOTAL	£97.5	£195.0	£88.7	£106.9	£70.1	£74.7	£76.1	£250.9	£959.9



TABLE 4: 2033 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	£28.5	£84.8	£4.6	£5.8	£8.5	£1.8	£3.6	£29.2	£165.4
Billericay Town Centre	£0.0	£0.4	£0.0	£26.4	£0.0	£0.5	£8.7	£0.0	£36.6
Laindon Town Centre	£0.5	£2.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£2.9
Pitsea Town Centre	£10.9	£5.8	£1.3	£0.8	£2.9	£0.0	£0.3	£4.9	£27.7
Wickford Town Centre	£0.0	£2.1	£27.9	£0.5	£0.0	£0.0	£12.8	£0.6	£45.0
SUB-TOTAL: TOWN CENTRE	£40.0	£95.2	£33.8	£33.5	£11.7	£2.3	£25.4	£34.7	£277.7
OUT OF TOWN STORES / LOCATIONS	210.0	23312	255.0	255.5		2210	22314	20111	
Basildon									
Pipps Hill Retail Park	£25.6	£47.0	£18.0	£33.7	£5.7	£4.8	£16.8	£20.6	£173.9
Mayflower Retail Park	£6.4	£14.2	£17.6	£14.7	£3.6	£1.0	£9.4	£12.6	£79.8
Cricketers Retail Park	£6.9	£6.3	£3.4	£2.4	£0.2	£0.0	£0.7	£1.4	£21.8
Yardley Business Park	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2
All Other Out-of-Centre Floorspace	£2.4	£3.6	£1.3	£0.0	£4.5	£0.2	£0.1	£1.1	£14.0
Sub-total	£41.4	£71.1	£40.3	£50.8	£14.1	£6.1	£27.0	£35.7	£289.8
Billericay									
Whitesbridge Farm Industrial Estate, Crays Hill	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.8
All Other Out-of-Centre Floorspace	£0.0	£0.3	£0.3	£1.5	£0.2	£0.0	£0.3	£0.3	£3.0
Sub-total	£0.4	£0.3	£0.3	£1.5	£0.2	£0.0	£0.7	£0.3	£3.8
Laindon									
Westmayne Industrial Park, Bramston Way	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
All Other Out-of-Centre Floorspace	£0.5	£6.3	£0.0	£0.8	£0.5	£1.6	£0.1	£0.0	£10.1
Sub-total	£0.7	£6.3	£0.0	£0.8	£0.5	£1.6	£0.1	£0.0	£10.4
Pitsea									
Bluehouse Farm Retail Centre, London Road	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2
All Other Out-of-Centre Floorspace	£12.4	£9.0	£0.3	£0.1	£5.4	£0.0	£0.0	£11.8	£39.1
Sub-total	£12.4	£9.0	£0.3	£0.1	£5.4	£0.0	£0.0	£11.8	£39.3
Wickford									
All Out-of-Centre Floorspace	£0.1	£0.0	£0.5	£0.7	£0.0	£0.0	£0.3	£0.3	£1.8
Sub-total	£0.1	£0.0	£0.5	£0.7	£0.0	£0.0	£0.3	£0.3	£1.8
SUB-TOTAL: OUT-OF- TOWN CENTRE	£55.0	£86.7	£41.5	£54.0	£20.3	£7.7	£28.1	£48.0	£345.1
BASILDON BOROUGH COUNCIL AREA	£95.0	£181.9	£75.3	£87.4	£32.0	£10.0	£53.4	£82.6	£622.8
OTHER CENTRES/STORES OUTSIDE BBC AREA									
Benfleet	£0.1	£0.5	£0.1	£0.0	£0.0	£0.4	£0.0	£8.2	£8.3
Brentwood	£0.0	£1.3	£0.1	£1.2	£0.2	£17.2	£1.8	£0.9	£25.4
Bluewater	£0.0	£0.2	£0.2	£2.8	£1.3	£1.6	£1.5	£2.2	£10.1
Canvey Island	£0.3	£1.0	£0.0	£0.0	£0.4	£0.0	£0.0	£23.6	£22.1
Chelmsford	£0.7	£0.9	£4.0	£13.7	£0.5	£6.1	£12.0	£8.0	£46.4
Grays	£0.0	£1.3	£0.0	£0.1	£0.6	£0.4	£0.1	£0.0	£2.6
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail	£9.1	£28.2	£10.4	£9.9	£26.6	£20.6	£7.5	£48.6	£163.0
Park; Thurrock Shopping Park)									
London Payloidh	£0.3	£1.5	£1.2	£0.5	£0.4	£0.8	£1.8	£0.0	£6.7
Rayleigh Romford	£0.7 £0.0	£2.1 £0.7	£7.2 £0.1	£0.8 £2.5	£0.5 £0.5	£0.4 £9.0	£1.3 £0.4	£57.3 £3.0	£62.8 £17.2
Southend-on-Sea	£0.6	£0.7	£0.5	£0.2	£0.7	£0.3	£0.4	£23.9	£23.8
Stratford	£0.0	£0.5	£0.3	£0.2	£0.7	£0.3	£0.5	£0.0	£1.2
ALL OTHER CENTRES / STORES	£5.1	£4.6	£2.5	£2.9	£17.3	£18.1	£6.4	£29.4	£88.7
Sub-Total All other Centres / stores	£16.8	£42.5	£26.5	£34.7	£48.9	£75.0	£33.8	£205.1	£478.1
TOTAL	£111.7	£224.3	£101.8	£122.1	£80.9	£85.0	£87.2	£287.8	£1,100.9



TABLE 5: 2038 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m) ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	£33.2	£99.2	£5.4	£6.7	£9.9	£2.0	£4.1	£33.9	£192.4
Billericay Town Centre	£0.0	£0.5	£0.0	£30.4	£0.0	£0.6	£10.0	£0.0	£42.6
Laindon Town Centre	£0.6	£2.5	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£3.4
Pitsea Town Centre	£12.7	£6.8	£1.5	£0.9	£3.4	£0.0	£0.4	£5.7	£32.3
Wickford Town Centre	£0.0	£2.4	£32.5	£0.6	£0.0	£0.0	£14.8	£0.7	£52.3
SUB-TOTAL: TOWN CENTRE	£46.6	£111.4	£39.3	£38.6	£13.6	£2.6	£29.3	£40.4	£323.0
OUT OF TOWN STORES / LOCATIONS									
Basildon									
Pipps Hill Retail Park	£29.8	£54.9	£20.9	£38.9	£6.7	£5.6	£19.4	£24.0	£202.2
Mayflower Retail Park	£7.5	£16.6	£20.5	£16.9	£4.2	£1.2	£10.8	£14.6	£92.9
Cricketers Retail Park	£8.1	£7.3	£4.0	£2.8	£0.2	£0.0	£0.9	£1.6	£25.4
Yardley Business Park All Other Out-of-Centre Floorspace	£0.0 £2.8	£0.0 £4.3	£0.0 £1.5	£0.0 £0.0	£0.2 £5.2	£0.0 £0.2	£0.0 £0.2	£0.0 £1.3	£0.2 £16.3
Sub-total	£48.2	£83.1	£46.9	£58.6	£16.5	£7.0	£31.3	£41.5	£337.0
345 (544)	140.2	103.1	140.5	130.0	110.5	17.0	131.3	141.5	1337.0
Billericay									
Whitesbridge Farm Industrial Estate, Crays Hill	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.9
All Other Out-of-Centre Floorspace	£0.0	£0.4	£0.4	£1.8	£0.2	£0.0	£0.4	£0.3	£3.5
Sub-total	£0.5	£0.4	£0.4	£1.8	£0.2	£0.0	£0.8	£0.3	£4.4
Laindon									
Westmayne Industrial Park, Bramston Way	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
All Other Out-of-Centre Floorspace	£0.6	£7.4	£0.0	£0.9	£0.6	£1.9	£0.1	£0.0	£11.8
Sub-total	£0.8	£7.4	£0.0	£0.9	£0.6	£1.9	£0.1	£0.0	£12.1
Pitsea									
Bluehouse Farm Retail Centre, London Road	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2
All Other Out-of-Centre Floorspace	£14.4	£10.5	£0.4	£0.1	£6.2	£0.0	£0.0	£13.7	£45.5
Sub-total	£14.5	£10.5	£0.4	£0.1	£6.3	£0.0	£0.0	£13.7	£45.7
Wickford									
All Out-of-Centre Floorspace	£0.1	£0.0	£0.6	£0.8	£0.0	£0.0	£0.3	£0.3	£2.1
Sub-total Sub-total	£0.1	£0.0	£0.6	£0.8	£0.0	£0.0	£0.3	£0.3	£2.1
SUB-TOTAL: OUT-OF- TOWN CENTRE	£64.1	£101.4	£48.3	£62.2	£23.7	£8.9	£32.5	£55.8	£401.3
BASILDON BOROUGH COUNCIL AREA	£110.7	£212.8	£87.6	£100.8	£37.3	£11.5	£61.8	£96.2	£724.3
	222017	LLILIO	20710	2200.0	207.0	222.0	202.0	250.2	2,2,10
OTHER CENTRES/STORES OUTSIDE BBC AREA									
Benfleet	£0.1	£0.6	£0.1	£0.0	£0.0	£0.5	£0.0	£9.6	£9.7
Brentwood	£0.0	£1.5	£0.1	£1.4	£0.2	£19.9	£2.1	£1.1	£29.5
Bluewater	£0.0	£0.2	£0.3	£3.3	£1.5	£1.8	£1.7	£2.6	£11.7
Canvey Island	£0.4	£1.2	£0.0	£0.0	£0.4	£0.0	£0.0	£27.5	£25.7
Chelmsford	£0.8	£1.0	£4.7	£15.8	£0.6	£7.0	£13.8	£9.3	£54.0
Grays	£0.0	£1.5	£0.0	£0.1	£0.7	£0.5	£0.1	£0.0	£3.1
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	£10.6	£33.0	£12.1	£11.4	£31.1	£23.8	£8.7	£56.6	£189.5
London	£0.3	£1.7	£1.3	£0.6	£0.4	£0.9	£2.1	£0.0	£7.8
Rayleigh	£0.8	£2.5	£8.3	£1.0	£0.5	£0.5	£1.5	£66.7	£73.0
Romford	£0.0	£0.8	£0.1	£2.9	£0.6	£10.4	£0.4	£3.4	£20.0
Southend-on-Sea	£0.7	£0.3	£0.6	£0.3	£0.8	£0.3	£0.4	£27.9	£27.6
Stratford	£0.0	£0.0	£0.4	£0.0	£0.0	£0.1	£0.8	£0.0	£1.4
ALL OTHER CENTRES / STORES	£5.9	£5.3	£2.9	£3.3	£20.1	£20.9	£7.4	£34.3	£103.1
Sub-Total All other Centres / stores	£19.6	£49.7	£30.8	£40.0	£57.0	£86.7	£39.1	£238.8	£556.0
TOTAL	£130.3	£262.4	£118.4	£140.8	£94.3	£98.2	£100.9	£335.0	£1,280.3



TABLE 6: 2042 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m) ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA Excluding Internet Shopping and other Special Forms of Trading

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
TOWN CENTRE STORES / LOCATIONS									
Basildon Town Centre	£37.9	£113.3	£6.1	£7.5	£11.3	£2.3	£4.7	£38.7	£218.8
Billericay Town Centre	£0.0	£0.6	£0.0	£34.4	£0.0	£0.7	£11.3	£0.0	£48.4
Laindon Town Centre	£0.7	£2.8	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£3.9
Pitsea Town Centre	£14.5	£7.8	£1.7	£1.0	£3.9	£0.0	£0.4	£6.5	£36.7
Wickford Town Centre	£0.0	£2.8	£36.9	£0.6	£0.0	£0.0	£16.7	£0.8	£59.5
SUB-TOTAL: TOWN CENTRE	£53.1	£127.3	£44.7	£43.5	£15.6	£3.0	£33.1	£46.0	£367.3
OUT OF TOWN STORES / LOCATIONS									
Basildon									
Pipps Hill Retail Park	£34.0	£62.8	£23.8	£43.9	£7.6	£6.3	£22.0	£27.3	£230.0
Mayflower Retail Park	£8.5	£19.0	£23.3	£19.1	£4.8	£1.4	£12.2	£16.7	£105.6
Cricketers Retail Park	£9.2	£8.4	£4.5	£3.1	£0.2	£0.0	£1.0	£1.9	£28.9
Yardley Business Park	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3
All Other Out-of-Centre Floorspace	£3.2	£4.9	£1.7	£0.0	£5.9	£0.2	£0.2	£1.4	£18.6
Sub-total Sub-total	£55.0	£95.0	£53.3	£66.1	£18.8	£7.9	£35.3	£47.3	£383.3
Billericay									
Whitesbridge Farm Industrial Estate, Crays Hill	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£1.0
	£0.0	£0.5	£0.4	£2.0	£0.3	£0.0	£0.4	£0.3	£4.0
All Other Out-of-Centre Floorspace Sub-total	£0.5	£0.5	£0.4	£2.0	£0.3	£0.0	£0.9	£0.3	£5.0
Sub total	10.5	10.5	10.4	12.0	10.5	10.0	10.5	10.3	13.0
Laindon									
Westmayne Industrial Park, Bramston Way	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
All Other Out-of-Centre Floorspace	£0.7	£8.4	£0.0	£1.0	£0.7	£2.1	£0.2	£0.0	£13.4
Sub-total	£1.0	£8.4	£0.0	£1.0	£0.7	£2.1	£0.2	£0.0	£13.8
PM									
Pitsea									
Bluehouse Farm Retail Centre, London Road	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2
All Other Out-of-Centre Floorspace	£16.4	£12.0	£0.4	£0.2	£7.1	£0.0	£0.0	£15.6	£51.7
Sub-total	£16.5	£12.0	£0.4	£0.2	£7.2	£0.0	£0.0	£15.6	£51.9
Wickford									
All Out-of-Centre Floorspace	£0.1	£0.0	£0.7	£0.9	£0.0	£0.0	£0.3	£0.3	£2.4
Sub-total	£0.1	£0.0	£0.7	£0.9	£0.0	£0.0	£0.3	£0.3	£2.4
SUB-TOTAL: OUT-OF- TOWN CENTRE	£73.1	£115.9	£54.9	£70.3	£27.0	£10.0	£36.7	£63.6	£456.4
BASILDON BOROUGH COUNCIL AREA	£126.2	£243.2	£99.6	£113.8	£42.6	£13.0	£69.8	£109.5	£823.6
OTHER CENTRES/STORES OUTSIDE BBC AREA									
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Benfleet	£0.1	£0.7	£0.1	£0.0	£0.1	£0.5	£0.0	£10.9	£11.0
Brentwood	£0.0	£1.8	£0.1	£1.6	£0.2	£22.4	£2.4	£1.2	£33.6
Bluewater	£0.0	£0.2	£0.3	£3.7	£1.7	£2.1	£2.0	£2.9	£13.3
Canvey Island	£0.4	£1.3	£0.0	£0.0	£0.5	£0.0	£0.0	£31.3	£29.2
Chelmsford	£0.9	£1.2	£5.3	£17.9	£0.7	£7.9	£15.6	£10.6	£61.4
Grays	£0.0	£1.7	£0.0	£0.2	£0.8	£0.5	£0.1	£0.0	£3.5
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail	£12.1	£37.7	£13.7	£12.8	£35.4	£26.9	£9.8	£64.4	£215.5
Park; Thurrock Shopping Park)									
London	£0.4	£2.0	£1.5	£0.7	£0.5	£1.0	£2.3	£0.0	£8.8
Rayleigh	£0.9	£2.8	£9.5	£1.1	£0.6	£0.6	£1.7	£75.9	£83.0
Romford	£0.0	£0.9	£0.1	£3.2	£0.6	£11.8	£0.5	£3.9	£22.7
Southend-on-Sea	£0.8	£0.4	£0.7	£0.3	£0.9	£0.4	£0.4	£31.7	£31.4
Stratford	£0.0	£0.0	£0.4	£0.0	£0.0	£0.1	£1.0	£0.0	£1.6
ALL OTHER CENTRES / STORES	£6.7	£6.1	£3.3	£3.8	£23.0	£23.6	£8.4	£39.0	£117.3
Sub-Total All other Centres / stores	£22.3	£56.8	£35.0	£45.2	£65.1	£97.9	£44.2	£271.9	£632.3
TOTAL	£149.4	6200.0	6124.6	6150.0	6107.C	6110.0	6114.0	C201 4	C1 AEE O
TOTAL	£148.4	£300.0	£134.6	£159.0	£107.6	£110.9	£114.0	£381.4	£1,455.9



Appendix 9: Comparison Goods Capacity



TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

	2023	2028	2033	2038	2042
BASILDON BOROUGH COUNCIL AREA					
Basildon Town Centre	£134.1	£144.2	£165.4	£192.4	£218.8
Billericay Town Centre	£29.7	£31.9	£36.6	£42.6	£48.4
Laindon Town Centre	£2.4	£2.6	£2.9	£3.4	£3.9
Pitsea Town Centre	£22.5	£24.2	£27.7	£32.3	£36.7
Wickford Town Centre	£36.5	£39.2	£45.0	£52.3	£59.5
All Out-of-Centre Locations	£279.7	£300.9	£345.1	£401.3	£456.4
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE BASILDON BOROUGH COUNCIL AREA	£504.8	£543.0	£622.8	£724.3	£823.6

ALL COMPARISON GOODS - TOTAL TURNOVER Including 'Inflow' from outside Study Area TABLE 2:

		2023	2028	2033	2038	2042
BASILDON BOROUGH COUNCIL AR	EA					
Basildon Town Centre	2.0%	£136.8	£147.1	£168.7	£196.2	£223.1
Billericay Town Centre	1.0%	£30.0	£32.2	£37.0	£43.0	£48.9
Laindon Town Centre	0.0%	£2.4	£2.6	£2.9	£3.4	£3.9
Pitsea Town Centre	0.5%	£22.6	£24.3	£27.9	£32.4	£36.9
Wickford Town Centre	1.0%	£36.8	£39.6	£45.4	£52.8	£60.1
All Out-of-Centre Locations	1.0%	£282.5	£303.9	£348.5	£405.3	£460.9
TOTAL STUDY AREA - EXPENDIT	TURE ALLOCATED TO STORES IN THE BASILDON BOROUGH COUNCIL AREA	£511.1	£549.7	£630.5	£733.2	£833.8

TABLE 3: COMMITTED COMPARISON GOODS FLOORSPACE

	IABLE 3:	COMMITTED COMPARISON GOO	DD3 FLOOKSPACE								
							FORECAST TURNOVER (£M)				
	CENTRE	PLANNING REF	LOCATION	Gross Floorspace (sq m)	Net Floorspace (sq m)	2023 Average Sales Density (£ per sqm)	2023	2028	2033	2038	2042
1A	Laindon Town Centre	16/01594/FULL	Laindon Shopping Centre; Laindon Centre; Laindon; Basildon; Essex; SS15 5TH	2,442	427	6,000	2.6	2.8	3.2	3.7	4.2
1B	Laindon Town Centre	16/01594/FULL	Laindon Shopping Centre; Laindon Centre; Laindon; Basildon; Essex; SS15 5TH	2,480	608	6,000	3.6	3.9	4.5	5.3	5.9
- 2	Nether Mayne Centre - Out of Centre	17/00434/REM	Land At Nether Mayne; Basildon; SS16 5NL	622	152	6,000	0.9	1.0	1.1	1.3	1.5
за	Basildon - Out of Centre	17/01605/FULL	Gilbarco Ltd; Crompton Close; Basildon; Essex; SS14 3BA	1,792	314	6,000	1.9	2.0	2.3	2.7	3.1
3В	Basildon - Out of Centre	17/01605/FULL	Gilbarco Ltd; Crompton Close; Basildon; Essex; SS14 3BA	2,924	2,047	6,000	12.3	13.3	15.3	17.7	19.9
4	Basildon - Out of Centre	20/01539/FULL	Basildon Garden Centre; Nevendon Road; Basildon; Essex; SS13 1BS	179	179	6,000	1.1	1.2	1.3	1.5	1.7
				BASILDON BOR	ROUGH COUNCI	L AREA TOTAL	£22.4	£24.2	£27.8	£32.2	£36.3

STEP 6:

- 16/01594/FIIII Redevelopment for residential. food store. business. retail. financial & professional service, restaurants/cafés, drinking establishments, hot food takeaways, non-residential institutions & assembly & Lagoussy-Procurs According to Substitution (as a Substitution of Substitution
- 16/01594/FULL -Redevelopment for residential, food store, business, retail, financial & professional service, restaurants/cafés, drinking establishments, hot food takeaways, non-residential institutions & assembly & 1B leisure with associated parking, access, servicing, landscaping & open spaces. Permission also comprises other commercial floorspace of 2,480 sqm gross netted down to 1,736 sqm net (by applying a gross to net ratio of 70%). Additionally, of the 1,736 sqm net its is assumed that 70% of this will be split evenly for comparison goods (608 sqm net) and convenience goods (608 sqm net) and the remainder 30% (520 sqm net) is for retail services, financial services and Food & Beverage.
 - 17/00434/REM Reserved Matters application for Phase 2 of Nethermayne to deliver 192 homes with 622 sqm of local retail space (Use Classes A1, A2, A3, A4 and A5), associated landscaping, car parking and open space, pursuant to Outline Planning Permission 12/01080/OUT. It has been assumed that of the 622 sqm gross of retail floorspace netted down to 435 sqm net (gross to net 70%). Of this space it is assumed that 70% (305 sqm) is evenly split between comparison goods (152 sqm net) and convenience goods (152 sqm net) retail with the remainder 30% (130 sqm net) is for retail services, financial services and food and Beverage.

 3A 17/01605/PULL Hybrid planning application comprising demolition of existing buildings on site and detailed pication for the erection of retail units (Use Class A1), and one employment unit (Use Class B1/82/88) with associated parking, access and infrastructure and outline application for new college buildings (Use Class D1) with ancillary student accommodation, infrastructure, parking and landscaping (all matters
 - reserved). Permission comprises a convenience foodstore of 1,792 sqm gross netted down to 1,254 sqm net (applying a gross to net ration 70%) of which it is assumed that 25% (314 sqm net) is for comparison goods
 - and 75% (941 sqm net) is for convenience goods.

 38 17/01605/FULL Hybrid planning application comprising demolition of existing buildings on site and detailed application for the erection of retail units (Use Class A1), and one employment unit (Use Class B1/B2/B8) with associated parking, access and infrastructure and outline application for new college buildings (Use Class D1) with ancillary student accommodation, infrastructure, parking and landscaping (all matters reserved). Permission also comprises other commercial floorspace totalling some of 2,924sqm gross netted down to 2,047 sqm net (assume gross to net ratio of 70%). It is assumed that all of this floorspace will be for
 - 4 20/01539/FULL Demolition of existing buildings & erection of a building for use as a builders' merchant (sui generis) for display, sale and storage of building supplies, plant and tool hire, with mezzanine floor, ancillary kitchen showroom, outside display and storage with racking, revised access arrangements, car parking, servicing, means of enclosure and associated works (amended plans). Net additional new floorspace supplied by the Council is some 179sqm net; all of which is assumed for comparison goods

BASILDON BOROUGH COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£511.1	£549.7	£630.5	£733.2	£833.
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£511.1	£553.1	£635.6	£736.9	£829.
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£3.4	-£5.1	-£3.6	£4.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£24.2	£27.8	£32.2	£36.3
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£27.6	-£32.9	-£35.9	-£31.
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,73
	(ii) Net Floorspace Capacity (sq m):		-4,249	-4,415	-4,147	-3,267
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-6,070	-6,307	-5,924	-4,668
Notes:						
CTED 1.	The (current derived) 'current' (or 'notantial') turnovers accume constant market charge over the forecast period	(dariyad from Table 2)				

In the survey-derived current (or potential) full moves assume tonstant market sines over the orders period derived into Habe 2). It has been assumed for the purpose of this assessment that the LPA's comparison retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 20 (February 2023) and other research evidence. STEP 2: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

The turnover of all known commitments has been derived from Table 3. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached STEP 3: STEP 4: 'mature' trading conditions by 2028. STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and supermarket and Limited Assortment Discount (LAD) operators.



BASILDON TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares TABLE 5:

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£136.8	£147.1	£168.7	£196.2	£223.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£136.8	£148.0	£170.1	£197.2	£221.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.9	-£1.4	-£1.0	£1.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.9	-£1.4	-£1.0	£1.2
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,737
	(ii) Net Floorspace Capacity (sq m):	-	-140	-184	-112	123
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-200	-263	-161	176

TABLE 6: BILLERICAY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£30.0	£32.2	£37.0	£43.0	£48.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£30.0	£32.4	£37.3	£43.2	£48.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.3	-£0.2	£0.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.3	-£0.2	£0.3
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,737
	(ii) Net Floorspace Capacity (sq m):	-	-31	-40	-25	27
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-44	-58	-35	38

LAINDON TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares TABLE 7:

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.4	£2.6	£2.9	£3.4	£3.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.4	£2.6	£3.0	£3.4	£3.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£6.7	£7.7	£9.0	£10.1
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£6.7	-£7.7	-£9.0	-£10.1
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,737
	(ii) Net Floorspace Capacity (sq m):	-	-1,037	-1,038	-1,037	-1,033
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,482	-1,483	-1,481	-1,475

TABLE 8: PITSEA TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£22.6	£24.3	£27.9	£32.4	£36.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£22.6	£24.5	£28.1	£32.6	£36.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	-£0.2	£0.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.1	-£0.2	-£0.2	£0.2
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,73
	(ii) Net Floorspace Capacity (sq m):	•	-23	-30	-19	20
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-33	-43	-27	29

TABLE 9: WICKFORD TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£36.8	£39.6	£45.4	£52.8	£60.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£36.8	£39.9	£45.8	£53.1	£59.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.4	-£0.3	£0.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£0.2	-£0.4	-£0.3	£0.3
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,737
	(ii) Net Floorspace Capacity (sq m):		-38	-50	-30	33
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-54	-71	-43	47

TABLE 10: ALL OUT-OF-CENTRE FLOORSPACE IN THE BASILDON BOROUGH COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT

		2023	2028	2033	2038	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£282.5	£303.9	£348.5	£405.3	£460.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£282.5	£305.8	£351.4	£407.3	£458.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.9	-£2.8	-£2.0	£2.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£17.5	£20.1	£23.3	£26.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-£19.4	-£22.9	-£25.3	-£23.7
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,737
	(ii) Net Floorspace Capacity (sq m):	-	-2,980	-3,072	-2,924	-2,438
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-4,258	-4,389	-4,177	-3,483

SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT FOR NEW FLOORSPACE (NET SQ M)

2028	2033	2038	2042
-140	-184	-112	123
-31	-40	-25	27
-1,037	-1,038	-1,037	-1,033
-23	-30	-19	20
-38	-50	-30	33
-2,980	-3,072	-2,924	-2,438
-4,249	-4,415	-4,147	-3,267
	-140 -31 -1,037 -23 -38 -2,980	-140 -184 -31 -40 -1,037 -1,038 -23 -30 -38 -50 -2,980 -3,072	-140 -184 -112 -31 -40 -25 -1,037 -1,038 -1,037 -23 -30 -19 -38 -50 -30 -2,980 -3,072 -2,924

