

**BASILDON RETAIL AND  
LEISURE NEEDS STUDY**

**FINAL REPORT  
VOLUME 2**

Prepared for:

**Basildon Borough  
Council**

February 2024

[lsh.co.uk](http://lsh.co.uk)



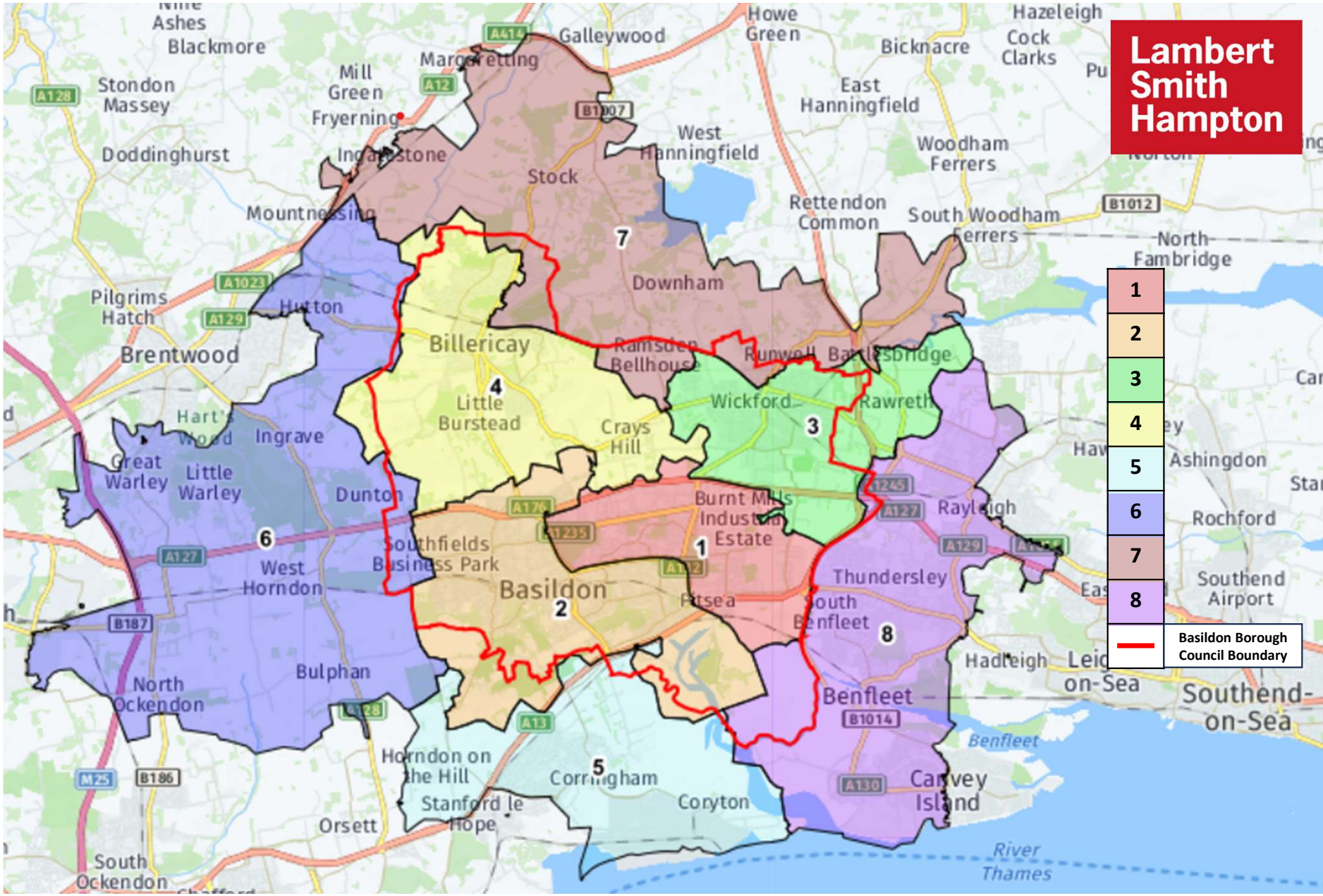
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## **Appendix 1: Defined Catchment Area & Zones**

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# Lambert Smith Hampton



1	Basildon Borough Council Boundary
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**Appendix 2: Population and Expenditure:  
Convenience Goods**

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**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
						EXCLUDING SPECIAL FORMS OF TRADING		
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%
<b>Study Area</b>	<b>337,149</b>	<b>343,945</b>	<b>350,409</b>	<b>356,940</b>	<b>362,599</b>	<b>3.9%</b>	<b>3.5%</b>	<b>7.5%</b>

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)	EXCLUDING SPECIAL FORMS OF TRADING							
<b>EXPERIAN - SPECIAL FORMS OF TRADING (%):</b>		<b>5.6%</b>	<b>6.8%</b>	<b>7.3%</b>	<b>7.7%</b>	<b>7.8%</b>			
<b>REVISED SPECIAL FORMS OF TRADING (%):</b>		<b>2.6%</b>	<b>3.2%</b>	<b>3.4%</b>	<b>3.6%</b>	<b>3.7%</b>			
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			
<b>STUDY AREA AVERAGE:</b>	<b>£2,504</b>	<b>£2,437</b>	<b>£2,423</b>	<b>£2,439</b>	<b>£2,459</b>	<b>£2,477</b>			

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)	EXCLUDING SPECIAL 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%
<b>STUDY AREA:</b>	<b>832.4</b>	<b>810.4</b>	<b>821.8</b>	<b>842.6</b>	<b>865.0</b>	<b>885.1</b>	<b>4.0%</b>	<b>5.0%</b>	<b>9.2%</b>

**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 BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
<b>TOWN CENTRE STORES / LOCATIONS</b>									
<b>Basildon Town Centre</b>									
Eastgate Shopping Centre - Asda	14.3%	16.7%	0.9%	1.9%	4.8%	0.2%	1.4%	1.4%	6.3%
Iceland - Market Pavement	1.2%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
B&M - Town Square	0.0%	0.8%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%
All Other Town Centre Floorspace	1.5%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.4%	0.3%
Sub-total	<b>17.0%</b>	<b>19.9%</b>	<b>0.9%</b>	<b>2.4%</b>	<b>5.0%</b>	<b>0.2%</b>	<b>1.4%</b>	<b>1.9%</b>	<b>7.5%</b>
<b>Billericay Town Centre</b>									
Iceland	0.0%	0.3%	0.0%	3.4%	0.0%	0.4%	0.5%	0.0%	0.5%
Waitrose - High Street	0.0%	0.1%	0.3%	19.4%	0.0%	1.8%	11.0%	0.0%	3.1%
Poundland	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Town Centre Floorspace	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.0%	0.1%
Sub-total	<b>0.0%</b>	<b>0.4%</b>	<b>0.3%</b>	<b>23.8%</b>	<b>0.0%</b>	<b>2.2%</b>	<b>11.7%</b>	<b>0.0%</b>	<b>3.7%</b>
<b>Laindon Town Centre</b>									
Lidl - Main Road	1.5%	8.7%	0.0%	2.1%	0.7%	0.4%	1.1%	0.3%	2.5%
Sub-total	<b>1.5%</b>	<b>8.7%</b>	<b>0.0%</b>	<b>2.1%</b>	<b>0.7%</b>	<b>0.4%</b>	<b>1.1%</b>	<b>0.3%</b>	<b>2.5%</b>
<b>Pitsea Town Centre</b>									
Aldi-Northlands Pavement	12.9%	2.9%	1.5%	2.2%	5.4%	0.0%	0.5%	0.3%	3.0%
Farmfoods-Old Market Retail Park-High Road	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.3%
Lidl-Old Market Retail Park-High Road	4.2%	4.2%	0.5%	0.6%	3.4%	0.2%	0.0%	0.3%	1.8%
Poundland-Old Market Retail Park-High Road	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Town Centre Floorspace	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total	<b>19.1%</b>	<b>7.1%</b>	<b>1.9%</b>	<b>2.8%</b>	<b>8.8%</b>	<b>0.2%</b>	<b>0.5%</b>	<b>1.4%</b>	<b>5.2%</b>
<b>Wickford Town Centre</b>									
Aldi-The Broadway	0.0%	0.3%	16.7%	0.5%	0.0%	0.0%	10.8%	0.3%	2.5%
Iceland-High Street	0.0%	0.0%	5.4%	0.2%	0.0%	0.0%	4.5%	0.0%	0.8%
All Other Town Centre Floorspace	0.0%	0.4%	1.1%	0.2%	0.0%	0.0%	0.6%	0.0%	0.2%
Sub-total	<b>0.0%</b>	<b>0.6%</b>	<b>23.3%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>15.9%</b>	<b>0.3%</b>	<b>3.5%</b>
<b>Sub-total: Town Centre Stores / Centres</b>	<b>37.6%</b>	<b>36.8%</b>	<b>26.4%</b>	<b>32.0%</b>	<b>14.5%</b>	<b>2.9%</b>	<b>30.5%</b>	<b>3.9%</b>	<b>22.4%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pippys Hill Retail Park - Asda	2.1%	11.9%	4.2%	11.4%	0.7%	2.5%	2.0%	3.6%	5.7%
Mayflower Retail Park-Tesco Extra	4.4%	5.2%	24.0%	10.9%	0.0%	2.1%	9.7%	2.2%	6.3%
Mayflower Retail Park-M&S Foodhall	1.4%	0.4%	2.8%	0.3%	0.9%	0.7%	1.2%	0.0%	0.7%
Mayflower Retail Park-Home Bargains	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Mayflower Retail Park-Lidl	1.3%	0.7%	0.9%	0.3%	0.0%	0.0%	2.3%	0.0%	0.6%
Cricketers Retail Park-Sainsbury's Superstore	10.9%	1.6%	11.3%	5.9%	0.9%	0.4%	6.2%	0.8%	3.9%
All Other Out-of-Centre Floorspace	2.8%	1.5%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.7%
Sub-total	<b>22.9%</b>	<b>21.5%</b>	<b>43.2%</b>	<b>28.8%</b>	<b>2.5%</b>	<b>5.7%</b>	<b>21.7%</b>	<b>6.8%</b>	<b>18.0%</b>
<b>Billericay</b>									
All Out-of-Centre Floorspace	0.0%	0.6%	0.3%	12.6%	0.0%	0.0%	7.4%	0.3%	2.1%
Sub-total	<b>0.0%</b>	<b>0.6%</b>	<b>0.3%</b>	<b>12.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.4%</b>	<b>0.3%</b>	<b>2.1%</b>
<b>Laindon</b>									
Tesco Superstore, Mandeville Way	0.9%	14.1%	0.0%	3.4%	4.2%	6.6%	0.8%	0.0%	4.4%
All Other Out-of-Centre Floorspace	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	<b>0.9%</b>	<b>14.3%</b>	<b>0.0%</b>	<b>3.4%</b>	<b>4.2%</b>	<b>6.6%</b>	<b>0.8%</b>	<b>0.0%</b>	<b>4.4%</b>
<b>Pitsea</b>									
Tesco Extra	19.3%	8.8%	2.8%	0.8%	19.5%	0.0%	0.0%	9.1%	8.2%
All Other Out-of-Centre Floorspace	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub-total	<b>20.8%</b>	<b>8.8%</b>	<b>2.8%</b>	<b>0.8%</b>	<b>19.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>9.1%</b>	<b>8.3%</b>
<b>Wickford</b>									
All Out-of-Centre Floorspace	0.0%	0.2%	11.4%	0.0%	0.0%	0.0%	1.4%	0.0%	1.1%
Sub-total	<b>0.0%</b>	<b>0.2%</b>	<b>11.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.4%</b>	<b>0.0%</b>	<b>1.1%</b>
<b>Sub-total: All Out of Town Centre Stores / Centres</b>	<b>44.6%</b>	<b>45.5%</b>	<b>57.7%</b>	<b>45.6%</b>	<b>26.2%</b>	<b>12.3%</b>	<b>31.3%</b>	<b>16.2%</b>	<b>34.0%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>82.2%</b>	<b>82.2%</b>	<b>84.0%</b>	<b>77.5%</b>	<b>40.7%</b>	<b>15.2%</b>	<b>61.9%</b>	<b>20.1%</b>	<b>56.4%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	1.4%	0.8%	1.8%	0.4%	1.0%	0.3%	0.0%	25.3%	7.0%
Brentwood	0.0%	0.6%	0.0%	0.0%	0.0%	28.9%	2.1%	0.0%	2.5%
Canvey Island	2.0%	1.1%	1.1%	0.2%	0.8%	0.0%	0.2%	14.5%	4.3%
Chelmsford	0.3%	0.9%	1.6%	5.0%	0.0%	3.5%	7.8%	0.0%	1.7%
Grays	1.4%	0.0%	0.0%	0.8%	0.6%	1.0%	0.4%	0.1%	0.4%
Hornchurch	0.0%	0.9%	0.0%	0.4%	0.0%	4.1%	0.6%	0.0%	0.6%
Leigh-on-Sea	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.2%	1.7%	0.6%
Rayleigh	0.0%	0.3%	3.4%	0.0%	0.0%	0.2%	0.7%	10.6%	3.1%
Romford	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.3%	0.0%	0.3%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0%	0.9%	0.0%	0.0%	0.0%	0.8%	0.0%	0.5%	0.4%
Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.4%
<b>ALL OTHER CENTRES / STORES:</b>	<b>2.4%</b>	<b>1.9%</b>	<b>0.6%</b>	<b>1.5%</b>	<b>45.9%</b>	<b>30.8%</b>	<b>9.3%</b>	<b>15.5%</b>	<b>11.2%</b>
<b>Sub-Total All other Centres / stores</b>	<b>7.5%</b>	<b>7.9%</b>	<b>8.6%</b>	<b>8.3%</b>	<b>48.3%</b>	<b>73.3%</b>	<b>21.6%</b>	<b>69.8%</b>	<b>32.6%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:</b>	<b>10.3%</b>	<b>9.9%</b>	<b>7.4%</b>	<b>14.2%</b>	<b>11.0%</b>	<b>11.5%</b>	<b>16.6%</b>	<b>10.1%</b>	<b>10.9%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
<b>Basildon Town Centre</b>									
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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	16.1%	21.4%	0.0%	1.4%	6.5%	0.0%	2.3%	2.4%	7.8%
<b>Billericay Town Centre</b>									
Iceland	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%
Waitrose - High Street	0.0%	0.0%	0.0%	13.1%	0.0%	2.2%	11.5%	0.0%	2.4%
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%	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%
<b>Laindon Town Centre</b>									
Lidl - Main Road	1.6%	6.4%	0.0%	1.7%	0.6%	0.0%	1.4%	0.0%	1.9%
Sub-total	1.6%	6.4%	0.0%	1.7%	0.6%	0.0%	1.4%	0.0%	1.9%
<b>Pitsea Town Centre</b>									
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%	0.0%	0.0%	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	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%
<b>Wickford Town Centre</b>									
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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	0.0%	0.5%	20.7%	0.0%	0.0%	0.0%	16.5%	0.0%	3.1%
<b>Sub-total: Town Centre Stores / Centres</b>	<b>31.9%</b>	<b>35.0%</b>	<b>23.2%</b>	<b>21.8%</b>	<b>17.0%</b>	<b>2.2%</b>	<b>32.2%</b>	<b>2.9%</b>	<b>20.0%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pippis 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	5.1%	6.1%	32.2%	16.1%	0.0%	3.0%	11.2%	3.5%	8.4%
Mayflower Retail Park-M&S Foodhall	0.5%	0.5%	1.2%	0.0%	0.6%	0.0%	0.0%	0.0%	0.3%
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	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	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub-total	21.5%	19.1%	50.8%	37.1%	2.4%	7.3%	23.6%	9.0%	19.7%
<b>Billericay</b>									
All Out-of-Centre Floorspace	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	1.6%	0.0%	0.4%
Sub-total	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	1.6%	0.0%	0.4%
<b>Laindon</b>									
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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	1.0%	17.0%	0.0%	5.4%	6.2%	8.1%	0.5%	0.0%	5.5%
<b>Pitsea</b>									
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	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total	23.8%	9.9%	2.9%	1.4%	27.7%	0.0%	0.0%	11.0%	10.1%
<b>Wickford</b>									
All Out-of-Centre Floorspace	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub-total	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
<b>Sub-total: All Out of Town Centre Stores / Centres</b>	<b>46.4%</b>	<b>46.0%</b>	<b>55.7%</b>	<b>46.4%</b>	<b>36.3%</b>	<b>15.4%</b>	<b>25.7%</b>	<b>20.0%</b>	<b>35.8%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>78.3%</b>	<b>81.0%</b>	<b>78.9%</b>	<b>68.2%</b>	<b>53.3%</b>	<b>17.6%</b>	<b>57.9%</b>	<b>22.9%</b>	<b>55.8%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	0.5%	1.3%	2.6%	0.0%	1.6%	0.0%	0.0%	23.6%	6.7%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	31.8%	1.7%	0.0%	2.6%
Canvey Island	1.7%	0.0%	1.9%	0.0%	1.4%	0.0%	0.0%	14.0%	4.0%
Chelmsford	0.5%	1.5%	1.8%	7.5%	0.0%	3.7%	9.4%	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.3%
Rayleigh	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	1.0%	9.0%	2.7%
Romford	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.5%	0.0%	0.5%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0%	0.9%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.3%
Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL OTHER CENTRES / STORES:</b>	<b>3.2%</b>	<b>1.1%</b>	<b>0.6%</b>	<b>1.9%</b>	<b>27.0%</b>	<b>22.5%</b>	<b>6.4%</b>	<b>15.6%</b>	<b>9.0%</b>
<b>Sub-Total All other Centres / stores</b>	<b>7.4%</b>	<b>5.9%</b>	<b>11.2%</b>	<b>10.1%</b>	<b>30.0%</b>	<b>69.8%</b>	<b>20.0%</b>	<b>63.3%</b>	<b>29.2%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:</b>	<b>14.3%</b>	<b>13.1%</b>	<b>9.9%</b>	<b>21.8%</b>	<b>16.7%</b>	<b>12.5%</b>	<b>22.1%</b>	<b>13.8%</b>	<b>14.9%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
<b>Basildon Town Centre</b>									
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-total	<b>19.1%</b>	<b>14.2%</b>	<b>3.5%</b>	<b>5.8%</b>	<b>5.8%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.7%</b>
<b>Billericay Town Centre</b>									
Iceland	0.0%	2.0%	0.0%	7.4%	0.0%	2.8%	0.0%	0.0%	1.4%
Waitrose - High Street	0.0%	0.0%	0.9%	20.9%	0.0%	3.2%	14.1%	0.0%	3.6%
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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	<b>0.0%</b>	<b>2.0%</b>	<b>0.9%</b>	<b>28.3%</b>	<b>0.0%</b>	<b>6.0%</b>	<b>14.1%</b>	<b>0.0%</b>	<b>5.0%</b>
<b>Laindon Town Centre</b>									
Lidl - Main Road	0.0%	15.8%	0.0%	7.2%	2.1%	2.4%	0.0%	2.2%	5.1%
Sub-total	<b>0.0%</b>	<b>15.8%</b>	<b>0.0%</b>	<b>7.2%</b>	<b>2.1%</b>	<b>2.4%</b>	<b>0.0%</b>	<b>2.2%</b>	<b>5.1%</b>
<b>Pitsea Town Centre</b>									
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-total	<b>28.1%</b>	<b>9.1%</b>	<b>3.1%</b>	<b>5.0%</b>	<b>17.4%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>3.0%</b>	<b>8.1%</b>
<b>Wickford Town Centre</b>									
Aldi-The Broadway	0.0%	0.0%	14.1%	2.5%	0.0%	0.0%	2.4%	2.2%	2.2%
Iceland-High Street	0.0%	0.0%	8.8%	1.0%	0.0%	0.0%	4.2%	0.0%	1.2%
All Other Town Centre Floorspace	0.0%	2.4%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Sub-total	<b>0.0%</b>	<b>2.4%</b>	<b>25.0%</b>	<b>3.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.6%</b>	<b>2.2%</b>	<b>4.1%</b>
<b>Sub-total: Town Centre Stores / Centres</b>	<b>47.2%</b>	<b>43.6%</b>	<b>32.5%</b>	<b>49.7%</b>	<b>25.4%</b>	<b>10.4%</b>	<b>20.7%</b>	<b>7.5%</b>	<b>29.0%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pippas 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	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	1.1%	0.0%	0.3%
Cricketers Retail Park - Sainsbury's Superstore	14.3%	0.7%	15.2%	10.8%	3.4%	0.0%	7.4%	0.8%	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-total	<b>26.6%</b>	<b>20.9%</b>	<b>52.4%</b>	<b>30.4%</b>	<b>6.4%</b>	<b>6.6%</b>	<b>30.8%</b>	<b>5.4%</b>	<b>20.0%</b>
<b>Billericay</b>									
All Out-of-Centre Floorspace	0.0%	0.7%	1.9%	9.1%	0.0%	0.0%	7.9%	0.0%	1.9%
Sub-total	<b>0.0%</b>	<b>0.7%</b>	<b>1.9%</b>	<b>9.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.9%</b>	<b>0.0%</b>	<b>1.9%</b>
<b>Laindon</b>									
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%	0.0%	0.0%
Sub-total	<b>0.0%</b>	<b>7.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.3%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>2.1%</b>
<b>Pitsea</b>									
Tesco Extra	14.8%	11.5%	3.5%	0.0%	9.5%	0.0%	0.0%	10.8%	7.9%
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	<b>14.8%</b>	<b>11.5%</b>	<b>3.5%</b>	<b>0.0%</b>	<b>9.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>10.8%</b>	<b>7.9%</b>
<b>Wickford</b>									
All Out-of-Centre Floorspace	0.0%	0.7%	4.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.7%
Sub-total	<b>0.0%</b>	<b>0.7%</b>	<b>4.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.6%</b>	<b>0.0%</b>	<b>0.7%</b>
<b>Sub-total: All Out of Town Centre Stores / Centres</b>	<b>41.4%</b>	<b>41.3%</b>	<b>61.9%</b>	<b>39.5%</b>	<b>15.9%</b>	<b>11.9%</b>	<b>42.4%</b>	<b>16.3%</b>	<b>32.5%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>88.6%</b>	<b>84.9%</b>	<b>94.4%</b>	<b>89.2%</b>	<b>41.3%</b>	<b>22.3%</b>	<b>63.1%</b>	<b>23.8%</b>	<b>61.5%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	1.9%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	16.2%	4.5%
Brentwood	0.0%	2.0%	0.0%	0.0%	0.0%	16.2%	3.5%	0.0%	1.9%
Canvey Island	5.1%	2.4%	0.0%	1.0%	0.0%	0.0%	0.0%	17.7%	5.7%
Chelmsford	0.0%	0.0%	0.9%	3.2%	0.0%	6.5%	9.5%	0.0%	1.6%
Grays	0.8%	0.0%	0.0%	1.0%	2.0%	4.3%	2.4%	0.8%	1.1%
Hornchurch	0.0%	0.0%	0.0%	1.0%	0.0%	4.2%	0.0%	0.0%	0.4%
Leigh-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rayleigh	0.0%	1.7%	0.0%	0.0%	0.0%	1.0%	0.0%	7.6%	2.4%
Romford	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%	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%	0.0%	0.0%	7.8%	2.0%
<b>ALL OTHER CENTRES / STORES:</b>	<b>0.8%</b>	<b>1.7%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>52.4%</b>	<b>31.0%</b>	<b>19.2%</b>	<b>19.2%</b>	<b>13.1%</b>
<b>Sub-Total All other Centres / stores</b>	<b>8.7%</b>	<b>8.0%</b>	<b>4.7%</b>	<b>6.4%</b>	<b>54.4%</b>	<b>63.3%</b>	<b>34.5%</b>	<b>69.3%</b>	<b>32.8%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:</b>	<b>2.7%</b>	<b>7.1%</b>	<b>0.9%</b>	<b>4.4%</b>	<b>4.3%</b>	<b>14.4%</b>	<b>2.4%</b>	<b>6.9%</b>	<b>5.7%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
<b>Basildon Town Centre</b>									
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	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total	<b>12.1%</b>	<b>24.0%</b>	<b>0.8%</b>	<b>1.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.8%</b>
<b>Billericay Town Centre</b>									
Iceland	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.7%
Waitrose - High Street	0.0%	0.6%	0.8%	36.1%	0.0%	0.0%	9.0%	0.0%	4.7%
Poundland	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	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-total	<b>0.0%</b>	<b>0.6%</b>	<b>0.8%</b>	<b>45.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>10.4%</b>	<b>0.0%</b>	<b>5.9%</b>
<b>Laindon Town Centre</b>									
Lidl - Main Road	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.8%
Sub-total	<b>0.0%</b>	<b>3.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>0.8%</b>
<b>Pitsea Town Centre</b>									
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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Sub-total	<b>26.6%</b>	<b>3.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>3.8%</b>
<b>Wickford Town Centre</b>									
Aldi-The Broadway	0.0%	0.0%	13.2%	0.7%	0.0%	0.0%	17.4%	0.0%	2.5%
Iceland-High Street	0.0%	0.0%	15.9%	0.0%	0.0%	0.0%	2.7%	0.0%	1.6%
All Other Town Centre Floorspace	0.0%	0.0%	4.0%	1.4%	0.0%	0.0%	1.3%	0.0%	0.6%
Sub-total	<b>0.0%</b>	<b>0.0%</b>	<b>33.1%</b>	<b>2.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>21.4%</b>	<b>0.0%</b>	<b>4.7%</b>
<b>Sub-total: Town Centre Stores / Centres</b>	<b>38.8%</b>	<b>30.8%</b>	<b>34.7%</b>	<b>49.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>35.3%</b>	<b>0.0%</b>	<b>22.0%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pippas 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	11.5%	3.7%	1.6%	2.0%	0.0%	0.0%	1.6%	0.0%	2.6%
All Other Out-of-Centre Floorspace	12.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%
Sub-total	<b>29.9%</b>	<b>29.5%</b>	<b>13.5%</b>	<b>6.9%</b>	<b>0.9%</b>	<b>2.0%</b>	<b>8.0%</b>	<b>1.8%</b>	<b>12.9%</b>
<b>Billericay</b>									
All Out-of-Centre Floorspace	0.0%	3.3%	0.0%	37.1%	0.0%	0.0%	20.3%	1.8%	6.6%
Sub-total	<b>0.0%</b>	<b>3.3%</b>	<b>0.0%</b>	<b>37.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>20.3%</b>	<b>1.8%</b>	<b>6.6%</b>
<b>Laindon</b>									
Tesco Superstore, Mandeville Way	1.7%	18.3%	0.0%	0.0%	3.0%	6.4%	2.2%	0.0%	5.0%
All Other Out-of-Centre Floorspace	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Sub-total	<b>1.7%</b>	<b>19.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.0%</b>	<b>6.4%</b>	<b>2.2%</b>	<b>0.0%</b>	<b>5.3%</b>
<b>Pitsea</b>									
Tesco Extra	10.6%	1.4%	3.5%	0.0%	1.8%	0.0%	0.0%	3.2%	2.8%
All Other Out-of-Centre Floorspace	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Sub-total	<b>13.8%</b>	<b>1.4%</b>	<b>3.5%</b>	<b>0.0%</b>	<b>1.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.2%</b>	<b>3.1%</b>
<b>Wickford</b>									
All Out-of-Centre Floorspace	0.0%	0.6%	46.6%	0.0%	0.0%	0.0%	6.5%	0.0%	4.7%
Sub-total	<b>0.0%</b>	<b>0.6%</b>	<b>46.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.5%</b>	<b>0.0%</b>	<b>4.7%</b>
<b>Sub-total: All Out of Town Centre Stores / Centres</b>	<b>45.4%</b>	<b>54.5%</b>	<b>63.7%</b>	<b>44.0%</b>	<b>5.7%</b>	<b>8.5%</b>	<b>37.0%</b>	<b>6.9%</b>	<b>32.7%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>84.1%</b>	<b>85.3%</b>	<b>98.4%</b>	<b>93.5%</b>	<b>5.7%</b>	<b>8.5%</b>	<b>72.4%</b>	<b>6.9%</b>	<b>54.7%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	2.4%	0.0%	0.0%	2.3%	0.0%	2.0%	0.0%	35.8%	9.8%
Brentwood	0.0%	2.1%	0.0%	0.0%	0.0%	31.8%	0.0%	0.0%	2.9%
Canvey Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.7%	3.7%
Chelmsford	0.0%	0.0%	0.8%	0.0%	0.0%	1.8%	2.2%	0.0%	0.4%
Grays	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Hornchurch	0.0%	1.5%	0.0%	1.7%	0.0%	3.2%	0.0%	0.0%	0.8%
Leigh-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	6.9%	1.9%
Rayleigh	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.7%	18.0%	4.7%
Romford	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%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.6%
<b>ALL OTHER CENTRES / STORES:</b>	<b>2.4%</b>	<b>2.2%</b>	<b>0.0%</b>	<b>2.4%</b>	<b>92.1%</b>	<b>45.1%</b>	<b>9.2%</b>	<b>10.3%</b>	<b>14.4%</b>
<b>Sub-Total All other Centres / stores</b>	<b>7.1%</b>	<b>8.0%</b>	<b>1.6%</b>	<b>6.5%</b>	<b>92.1%</b>	<b>83.9%</b>	<b>13.5%</b>	<b>87.9%</b>	<b>39.8%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:</b>	<b>8.8%</b>	<b>6.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.2%</b>	<b>7.6%</b>	<b>14.1%</b>	<b>5.2%</b>	<b>5.6%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
<b>Basildon Town Centre</b>									
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	0.0%	8.4%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	2.0%
All Other Town Centre Floorspace	10.5%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	4.5%	2.8%
Sub-total	<b>26.4%</b>	<b>13.5%</b>	<b>2.3%</b>	<b>4.5%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.5%</b>	<b>7.9%</b>
<b>Billericay Town Centre</b>									
Iceland	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	5.0%	0.0%	0.8%
Waitrose - High Street	0.0%	0.0%	0.0%	30.2%	0.0%	0.0%	5.9%	0.0%	3.6%
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	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>35.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>10.8%</b>	<b>0.0%</b>	<b>4.6%</b>
<b>Laindon Town Centre</b>									
Lidl - Main Road	5.6%	20.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%
Sub-total	<b>5.6%</b>	<b>20.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.0%</b>
<b>Pitsea Town Centre</b>									
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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	<b>23.6%</b>	<b>12.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.1%</b>	<b>7.0%</b>
<b>Wickford Town Centre</b>									
Aldi-The Broadway	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%	4.2%	0.0%	1.1%
Iceland-High Street	0.0%	0.0%	9.9%	0.0%	0.0%	0.0%	9.4%	0.0%	1.6%
All Other Town Centre Floorspace	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	3.8%	0.0%	0.5%
Sub-total	<b>0.0%</b>	<b>0.0%</b>	<b>21.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>17.4%</b>	<b>0.0%</b>	<b>3.2%</b>
<b>Sub-total: Town Centre Stores / Centres</b>	<b>55.7%</b>	<b>45.9%</b>	<b>23.7%</b>	<b>40.2%</b>	<b>5.4%</b>	<b>0.0%</b>	<b>28.2%</b>	<b>10.5%</b>	<b>27.7%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	5.9%	0.0%	1.1%
Mayflower Retail Park-M&S Foodhall	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	5.0%	0.0%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	<b>15.3%</b>	<b>25.2%</b>	<b>28.7%</b>	<b>8.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>17.6%</b>	<b>3.4%</b>	<b>12.8%</b>
<b>Billericay</b>									
All Out-of-Centre Floorspace	0.0%	0.0%	0.0%	41.5%	0.0%	0.0%	22.2%	0.0%	6.1%
Sub-total	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>41.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>22.2%</b>	<b>0.0%</b>	<b>6.1%</b>
<b>Laindon</b>									
Tesco Superstore, Mandeville Way	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%
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	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.2%</b>
<b>Pitsea</b>									
Tesco Extra	15.3%	9.7%	0.0%	0.0%	11.7%	0.0%	0.0%	3.8%	5.6%
All Other Out-of-Centre Floorspace	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Sub-total	<b>22.1%</b>	<b>9.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>11.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.8%</b>	<b>6.4%</b>
<b>Wickford</b>									
All Out-of-Centre Floorspace	0.0%	0.0%	25.4%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%
Sub-total	<b>0.0%</b>	<b>0.0%</b>	<b>25.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.2%</b>
<b>Sub-total: All Out of Town Centre Stores / Centres</b>	<b>37.5%</b>	<b>34.8%</b>	<b>54.1%</b>	<b>52.0%</b>	<b>11.7%</b>	<b>0.0%</b>	<b>39.8%</b>	<b>7.2%</b>	<b>27.6%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>93.2%</b>	<b>80.7%</b>	<b>77.9%</b>	<b>92.2%</b>	<b>17.1%</b>	<b>0.0%</b>	<b>68.0%</b>	<b>17.7%</b>	<b>55.4%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.3%	9.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	26.2%	5.6%	0.0%	2.4%
Canvey Island	2.0%	7.1%	0.0%	0.0%	0.0%	0.0%	1.8%	12.9%	5.2%
Chelmsford	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	4.2%	0.0%	0.5%
Grays	0.0%	0.0%	0.0%	3.3%	2.7%	0.0%	0.0%	0.0%	0.5%
Hornchurch	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	0.6%
Leigh-on-Sea	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Rayleigh	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	13.7%	4.1%
Romford	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	1.3%
Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL OTHER CENTRES / STORES:</b>	<b>0.0%</b>	<b>6.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>80.2%</b>	<b>58.6%</b>	<b>11.9%</b>	<b>17.1%</b>	<b>16.8%</b>
<b>Sub-Total All other Centres / stores</b>	<b>6.8%</b>	<b>19.3%</b>	<b>9.3%</b>	<b>3.3%</b>	<b>82.9%</b>	<b>92.9%</b>	<b>23.5%</b>	<b>82.3%</b>	<b>41.8%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>12.8%</b>	<b>4.5%</b>	<b>0.0%</b>	<b>7.1%</b>	<b>8.5%</b>	<b>0.0%</b>	<b>2.8%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**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

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
<b>TOWN CENTRE STORES / LOCATIONS</b>									
<b>Basildon Town Centre</b>									
Eastgate Shopping Centre - Asda	15.9%	18.5%	0.9%	2.3%	5.4%	0.2%	1.6%	1.6%	7.1%
Iceland - Market Pavement	1.3%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
B&M - Town Square	0.0%	0.9%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%
All Other Town Centre Floorspace	1.7%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.5%	0.4%
Sub-total	<b>18.9%</b>	<b>22.1%</b>	<b>0.9%</b>	<b>2.8%</b>	<b>5.7%</b>	<b>0.2%</b>	<b>1.6%</b>	<b>2.1%</b>	<b>8.4%</b>
<b>Billericay Town Centre</b>									
Iceland	0.0%	0.3%	0.0%	4.0%	0.0%	0.5%	0.6%	0.0%	0.6%
Waitrose - High Street	0.0%	0.1%	0.3%	22.6%	0.0%	2.1%	13.1%	0.0%	3.4%
Poundland	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Town Centre Floorspace	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.3%	0.0%	0.1%
Sub-total	<b>0.0%</b>	<b>0.4%</b>	<b>0.3%</b>	<b>27.7%</b>	<b>0.0%</b>	<b>2.5%</b>	<b>14.0%</b>	<b>0.0%</b>	<b>4.1%</b>
<b>Laindon Town Centre</b>									
Lidl - Main Road	1.7%	9.6%	0.0%	2.5%	0.8%	0.4%	1.3%	0.4%	2.8%
Sub-total	<b>1.7%</b>	<b>9.6%</b>	<b>0.0%</b>	<b>2.5%</b>	<b>0.8%</b>	<b>0.4%</b>	<b>1.3%</b>	<b>0.4%</b>	<b>2.8%</b>
<b>Pitsea Town Centre</b>									
Aldi-Northlands Pavement	14.4%	3.2%	1.6%	2.6%	6.0%	0.0%	0.6%	0.3%	3.3%
Farmfoods-Old Market Retail Park-High Road	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.4%
Lidl-Old Market Retail Park-High Road	4.6%	4.7%	0.5%	0.7%	3.8%	0.2%	0.0%	0.3%	2.0%
Poundland-Old Market Retail Park-High Road	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Town Centre Floorspace	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total	<b>21.3%</b>	<b>7.9%</b>	<b>2.1%</b>	<b>3.3%</b>	<b>9.9%</b>	<b>0.2%</b>	<b>0.6%</b>	<b>1.5%</b>	<b>5.8%</b>
<b>Wickford Town Centre</b>									
Aldi-The Broadway	0.0%	0.3%	18.1%	0.6%	0.0%	0.0%	13.0%	0.4%	2.8%
Iceland-High Street	0.0%	0.0%	5.8%	0.2%	0.0%	0.0%	5.3%	0.0%	0.9%
All Other Town Centre Floorspace	0.0%	0.4%	1.2%	0.2%	0.0%	0.0%	0.7%	0.0%	0.3%
Sub-total	<b>0.0%</b>	<b>0.7%</b>	<b>25.1%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>19.0%</b>	<b>0.4%</b>	<b>4.0%</b>
<b>Sub-total: Town Centre Stores / Centres</b>									
	<b>41.9%</b>	<b>40.8%</b>	<b>28.5%</b>	<b>37.2%</b>	<b>16.3%</b>	<b>3.3%</b>	<b>36.6%</b>	<b>4.4%</b>	<b>25.2%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pippos Hill Retail Park - Asda	2.4%	13.2%	4.5%	13.3%	0.8%	2.8%	2.4%	4.0%	6.4%
Mayflower Retail Park-Tesco Extra	4.9%	5.8%	25.9%	12.7%	0.0%	2.4%	11.6%	2.5%	7.1%
Mayflower Retail Park-M&S Foodhall	1.5%	0.4%	3.0%	0.3%	1.0%	0.8%	1.4%	0.0%	0.8%
Mayflower Retail Park-Home Bargains	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Mayflower Retail Park-Lidl	1.4%	0.8%	1.0%	0.4%	0.0%	0.0%	2.7%	0.0%	0.7%
Cricketers Retail Park- Sainsbury's Superstore	12.2%	1.8%	12.2%	6.9%	1.0%	0.4%	7.4%	0.8%	4.4%
All Other Out-of-Centre Floorspace	3.2%	1.6%	0.0%	0.0%	0.0%	0.0%	0.5%	0.3%	0.8%
Sub-total	<b>25.5%</b>	<b>23.9%</b>	<b>46.7%</b>	<b>33.5%</b>	<b>2.8%</b>	<b>6.4%</b>	<b>26.0%</b>	<b>7.6%</b>	<b>20.3%</b>
<b>Billericay</b>									
All Out-of-Centre Floorspace	0.0%	0.7%	0.3%	14.7%	0.0%	0.0%	8.9%	0.3%	2.4%
Sub-total	<b>0.0%</b>	<b>0.7%</b>	<b>0.3%</b>	<b>14.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>8.9%</b>	<b>0.3%</b>	<b>2.4%</b>
<b>Laindon</b>									
Tesco Superstore, Mandeville Way	1.0%	15.6%	0.0%	4.0%	4.7%	7.5%	1.0%	0.0%	4.9%
All Other Out-of-Centre Floorspace	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	<b>1.0%</b>	<b>15.8%</b>	<b>0.0%</b>	<b>4.0%</b>	<b>4.7%</b>	<b>7.5%</b>	<b>1.0%</b>	<b>0.0%</b>	<b>4.9%</b>
<b>Pitsea</b>									
Tesco Extra	21.5%	9.8%	3.0%	1.0%	21.9%	0.0%	0.0%	10.1%	9.2%
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	<b>23.2%</b>	<b>9.8%</b>	<b>3.0%</b>	<b>1.0%</b>	<b>21.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>10.1%</b>	<b>9.3%</b>
<b>Wickford</b>									
All Out-of-Centre Floorspace	0.0%	0.2%	12.3%	0.0%	0.0%	0.0%	1.6%	0.0%	1.3%
Sub-total	<b>0.0%</b>	<b>0.2%</b>	<b>12.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>1.3%</b>
<b>Sub-total: All Out of Town Centre Stores / Centres</b>									
	<b>49.7%</b>	<b>50.5%</b>	<b>62.3%</b>	<b>53.1%</b>	<b>29.4%</b>	<b>13.9%</b>	<b>37.6%</b>	<b>18.0%</b>	<b>38.2%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>									
	<b>91.6%</b>	<b>91.3%</b>	<b>90.7%</b>	<b>90.4%</b>	<b>45.8%</b>	<b>17.2%</b>	<b>74.2%</b>	<b>22.4%</b>	<b>63.4%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brentwood	1.6%	0.9%	2.0%	0.4%	1.1%	0.3%	0.0%	28.1%	7.9%
Canvey Island	0.0%	0.7%	0.0%	0.0%	0.0%	32.7%	2.5%	0.0%	2.8%
Chelmsford	2.2%	1.2%	1.2%	0.2%	0.9%	0.0%	0.2%	16.2%	4.9%
Grays	0.3%	1.0%	1.7%	5.8%	0.0%	3.9%	9.4%	0.0%	2.0%
Hornchurch	1.5%	0.0%	0.0%	1.0%	0.6%	1.1%	0.4%	0.1%	0.5%
Leigh-on-Sea	0.0%	1.0%	0.0%	0.5%	0.0%	4.6%	0.8%	0.0%	0.7%
Rayleigh	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.3%	1.9%	0.6%
Romford	0.0%	0.3%	3.7%	0.0%	0.0%	0.2%	0.8%	11.8%	3.5%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail)	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.4%	0.0%	0.4%
Southend-on-Sea	0.0%	1.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.6%	0.4%
ALL OTHER CENTRES / STORES:	2.7%	2.1%	0.7%	1.8%	51.6%	34.8%	11.1%	17.2%	12.6%
<b>Sub-Total All other Centres / stores</b>									
	<b>8.4%</b>	<b>8.7%</b>	<b>9.3%</b>	<b>9.6%</b>	<b>54.2%</b>	<b>82.8%</b>	<b>25.8%</b>	<b>77.6%</b>	<b>36.6%</b>
<b>TOTAL</b>									
	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
<b>Basildon Town Centre</b>									
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
<b>Billericay Town Centre</b>									
Iceland	£0.0	£0.6	£0.0	£3.5	£0.0	£0.3	£0.4	£0.0	£4.6
Waitrose - High Street	£0.0	£0.2	£0.2	£19.5	£0.0	£1.3	£7.9	£0.0	£27.9
Poundland	£0.0	£0.0	£0.0	£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	£0.0	£0.8	£0.2	£24.0	£0.0	£1.6	£8.4	£0.0	£33.5
<b>Laindon Town Centre</b>									
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
<b>Pitsea Town Centre</b>									
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	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£19.7	£13.7	£1.5	£2.8	£5.8	£0.1	£0.4	£3.1	£47.4
<b>Wickford Town Centre</b>									
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
<b>Sub-total: Town Centre Stores / Centres</b>	<b>£38.8</b>	<b>£71.0</b>	<b>£20.1</b>	<b>£32.2</b>	<b>£9.5</b>	<b>£2.0</b>	<b>£22.1</b>	<b>£9.0</b>	<b>£204.1</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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	£2.9	£2.8	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£6.8
Sub-total	£23.6	£41.6	£33.0	£28.9	£1.7	£4.0	£15.7	£15.7	£164.2
<b>Billericay</b>									
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
<b>Laindon</b>									
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
<b>Pitsea</b>									
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	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Sub-total	£21.5	£17.1	£2.1	£0.8	£12.8	£0.0	£0.0	£20.8	£75.8
<b>Wickford</b>									
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	£0.0	£0.4	£8.7	£0.0	£0.0	£0.0	£1.0	£0.0	£10.3
<b>Sub-total: All Out of Town Centre Stores / Centres</b>	<b>£46.0</b>	<b>£87.8</b>	<b>£44.0</b>	<b>£45.9</b>	<b>£17.2</b>	<b>£8.7</b>	<b>£22.7</b>	<b>£37.1</b>	<b>£309.6</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>£84.8</b>	<b>£158.7</b>	<b>£64.1</b>	<b>£78.0</b>	<b>£26.8</b>	<b>£10.7</b>	<b>£44.8</b>	<b>£46.1</b>	<b>£513.7</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Brentwood	£1.5	£1.5	£1.4	£0.4	£0.6	£0.2	£0.0	£57.9	£64.1
Canvey Island	£0.0	£1.2	£0.0	£0.0	£0.0	£20.4	£1.5	£0.0	£22.9
Chelmsford	£2.1	£2.1	£0.9	£0.2	£0.5	£0.0	£0.1	£33.3	£39.5
Chelmsford	£0.3	£1.8	£1.2	£5.0	£0.0	£2.4	£5.6	£0.0	£15.9
Grays	£1.4	£0.0	£0.0	£0.8	£0.4	£0.7	£0.3	£0.3	£3.8
Hornchurch	£0.0	£1.7	£0.0	£0.4	£0.0	£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)	£0.0	£1.7	£0.0	£0.0	£0.0	£0.5	£0.0	£1.2	£3.4
Southend-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£3.5
<b>ALL OTHER CENTRES / STORES:</b>	<b>£2.5</b>	<b>£3.6</b>	<b>£0.5</b>	<b>£1.5</b>	<b>£30.2</b>	<b>£21.7</b>	<b>£6.7</b>	<b>£35.5</b>	<b>£101.9</b>
<b>Sub-Total All other Centres / stores</b>	<b>£7.7</b>	<b>£15.2</b>	<b>£6.5</b>	<b>£8.3</b>	<b>£31.7</b>	<b>£51.6</b>	<b>£15.6</b>	<b>£159.7</b>	<b>£296.8</b>
<b>TOTAL</b>	<b>£92.5</b>	<b>£173.9</b>	<b>£70.6</b>	<b>£86.4</b>	<b>£58.5</b>	<b>£62.3</b>	<b>£60.4</b>	<b>£205.9</b>	<b>£810.4</b>



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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
<b>Basildon Town Centre</b>									
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	£0.0	£1.7	£0.0	£0.0	£0.2	£0.0	£0.0	0.00	£1.8
All Other Town Centre Floorspace	£1.6	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	1.03	£3.1
Sub-total	<b>£17.8</b>	<b>£39.2</b>	<b>£0.7</b>	<b>£2.4</b>	<b>£3.4</b>	<b>£0.1</b>	<b>£1.0</b>	<b>4.38</b>	<b>£69.2</b>
<b>Billericay Town Centre</b>									
Iceland	£0.0	£0.6	£0.0	£3.5	£0.0	£0.3	£0.4	0.00	£4.6
Waitrose - High Street	£0.0	£0.2	£0.2	£19.7	£0.0	£1.3	£8.0	0.00	£28.3
Poundland	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	0.00	£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	<b>£0.0</b>	<b>£0.8</b>	<b>£0.2</b>	<b>£24.2</b>	<b>£0.0</b>	<b>£1.6</b>	<b>£8.5</b>	<b>0.00</b>	<b>£34.0</b>
<b>Laindon Town Centre</b>									
Lidl - Main Road	£1.6	£17.1	£0.0	£2.1	£0.4	£0.3	£0.8	0.78	£23.2
Sub-total	<b>£1.6</b>	<b>£17.1</b>	<b>£0.0</b>	<b>£2.1</b>	<b>£0.4</b>	<b>£0.3</b>	<b>£0.8</b>	<b>0.78</b>	<b>£23.2</b>
<b>Pitsea Town Centre</b>									
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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	1.82	£3.0
Lidl-Old Market Retail Park-High Road	£4.4	£8.2	£0.4	£0.6	£2.3	£0.1	£0.0	0.65	£16.7
Poundland-Old Market Retail Park-High Road	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.00	£0.2
All Other Town Centre Floorspace	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.00	£0.8
Sub-total	<b>£19.9</b>	<b>£14.0</b>	<b>£1.5</b>	<b>£2.8</b>	<b>£5.9</b>	<b>£0.1</b>	<b>£0.4</b>	<b>3.17</b>	<b>£48.0</b>
<b>Wickford Town Centre</b>									
Aldi-The Broadway	£0.0	£0.5	£12.9	£0.5	£0.0	£0.0	£7.9	0.78	£22.7
Iceland-High Street	£0.0	£0.0	£4.2	£0.2	£0.0	£0.0	£3.3	0.00	£7.6
All Other Town Centre Floorspace	£0.0	£0.7	£0.9	£0.2	£0.0	£0.0	£0.4	0.00	£2.2
Sub-total	<b>£0.0</b>	<b>£1.3</b>	<b>£18.0</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£11.6</b>	<b>0.78</b>	<b>£32.5</b>
<b>Sub-total: Town Centre Stores / Centres</b>	<b>£39.3</b>	<b>£72.3</b>	<b>£20.4</b>	<b>£32.5</b>	<b>£9.8</b>	<b>£2.0</b>	<b>£22.3</b>	<b>9.11</b>	<b>£206.9</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	0.00	£0.5
Mayflower Retail Park-Lidl	£1.4	£1.4	£0.7	£0.4	£0.0	£0.0	£1.7	0.00	£5.4
Cricketers Retail Park- Sainsbury's Superstore	£11.4	£3.1	£8.7	£6.0	£0.6	£0.2	£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	<b>£23.9</b>	<b>£42.4</b>	<b>£33.4</b>	<b>£29.2</b>	<b>£1.7</b>	<b>£4.0</b>	<b>£15.9</b>	<b>15.86</b>	<b>£166.5</b>
<b>Billericay</b>									
All Out-of-Centre Floorspace	£0.0	£1.2	£0.2	£12.8	£0.0	£0.0	£5.4	0.63	£19.6
Sub-total	<b>£0.0</b>	<b>£1.2</b>	<b>£0.2</b>	<b>£12.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£5.4</b>	<b>0.63</b>	<b>£19.6</b>
<b>Laindon</b>									
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	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	0.00	£0.4
Sub-total	<b>£0.9</b>	<b>£28.1</b>	<b>£0.0</b>	<b>£3.5</b>	<b>£2.8</b>	<b>£4.7</b>	<b>£0.6</b>	<b>0.00</b>	<b>£40.6</b>
<b>Pitsea</b>									
Tesco Extra	£20.2	£17.4	£2.2	£0.8	£13.1	£0.0	£0.0	21.12	£75.3
All Other Out-of-Centre Floorspace	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.00	£1.6
Sub-total	<b>£21.7</b>	<b>£17.4</b>	<b>£2.2</b>	<b>£0.8</b>	<b>£13.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>21.12</b>	<b>£76.8</b>
<b>Wickford</b>									
All Out-of-Centre Floorspace	£0.0	£0.4	£8.8	£0.0	£0.0	£0.0	£1.0	0.00	£10.5
Sub-total	<b>£0.0</b>	<b>£0.4</b>	<b>£8.8</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.0</b>	<b>0.00</b>	<b>£10.5</b>
<b>Sub-total: All Out of Town Centre Stores / Centres</b>	<b>£46.6</b>	<b>£89.5</b>	<b>£44.6</b>	<b>£46.3</b>	<b>£17.6</b>	<b>£8.7</b>	<b>£22.9</b>	<b>37.62</b>	<b>£313.9</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>£85.9</b>	<b>£161.8</b>	<b>£65.0</b>	<b>£78.8</b>	<b>£27.4</b>	<b>£10.7</b>	<b>£45.2</b>	<b>46.72</b>	<b>£520.8</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	0.00	£0.0
Brentwood	£1.5	£1.5	£1.4	£0.4	£0.7	£0.2	£0.0	58.65	£65.0
Canvey Island	£0.0	£1.2	£0.0	£0.0	£0.0	£20.4	£1.5	0.00	£23.2
Canvey Island	£2.1	£2.1	£0.9	£0.2	£0.6	£0.0	£0.1	33.70	£40.0
Chelmsford	£0.3	£1.8	£1.2	£5.1	£0.0	£2.4	£5.7	0.00	£16.1
Grays	£1.4	£0.0	£0.0	£0.8	£0.4	£0.7	£0.3	0.28	£3.9
Hornchurch	£0.0	£1.7	£0.0	£0.4	£0.0	£2.9	£0.5	0.00	£5.5
Leigh-on-Sea	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.2	3.91	£5.3
Rayleigh	£0.0	£0.5	£2.7	£0.0	£0.0	£0.1	£0.5	24.65	£28.8
Romford	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.2	0.00	£2.9
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail)	£0.0	£1.7	£0.0	£0.0	£0.0	£0.5	£0.0	1.22	£3.5
Southend-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	3.48	£3.5
<b>ALL OTHER CENTRES / STORES:</b>	<b>£2.5</b>	<b>£3.7</b>	<b>£0.5</b>	<b>£1.6</b>	<b>£30.9</b>	<b>£21.7</b>	<b>£6.8</b>	<b>35.97</b>	<b>£103.3</b>
<b>Sub-Total All other Centres / stores</b>	<b>£7.8</b>	<b>£15.5</b>	<b>£6.6</b>	<b>£8.4</b>	<b>£32.5</b>	<b>£51.7</b>	<b>£15.8</b>	<b>161.86</b>	<b>£300.9</b>
<b>TOTAL</b>	<b>£93.8</b>	<b>£177.3</b>	<b>£71.6</b>	<b>£87.2</b>	<b>£59.9</b>	<b>£62.4</b>	<b>£61.0</b>	<b>208.59</b>	<b>£821.8</b>

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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
<b>Basildon Town Centre</b>									
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	£1.6	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£1.1	£3.2
Sub-total	<b>£18.2</b>	<b>£40.3</b>	<b>£0.7</b>	<b>£2.5</b>	<b>£3.5</b>	<b>£0.1</b>	<b>£1.0</b>	<b>£4.5</b>	<b>£71.0</b>
<b>Billericay Town Centre</b>									
Iceland	£0.0	£0.6	£0.0	£3.6	£0.0	£0.3	£0.4	£0.0	£4.7
Waitrose - High Street	£0.0	£0.2	£0.2	£20.1	£0.0	£1.3	£8.2	£0.0	£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	<b>£0.0</b>	<b>£0.8</b>	<b>£0.2</b>	<b>£24.7</b>	<b>£0.0</b>	<b>£1.6</b>	<b>£8.7</b>	<b>£0.0</b>	<b>£34.9</b>
<b>Laindon Town Centre</b>									
Lidl - Main Road	£1.7	£17.6	£0.0	£2.2	£0.5	£0.3	£0.8	£0.8	£23.7
Sub-total	<b>£1.7</b>	<b>£17.6</b>	<b>£0.0</b>	<b>£2.2</b>	<b>£0.5</b>	<b>£0.3</b>	<b>£0.8</b>	<b>£0.8</b>	<b>£23.7</b>
<b>Pitsea Town Centre</b>									
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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£3.0
Lidl-Old Market Retail Park-High Road	£4.5	£8.5	£0.4	£0.6	£2.4	£0.1	£0.0	£0.7	£17.1
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	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sub-total	<b>£20.4</b>	<b>£14.4</b>	<b>£1.5</b>	<b>£2.9</b>	<b>£6.1</b>	<b>£0.1</b>	<b>£0.4</b>	<b>£3.2</b>	<b>£49.2</b>
<b>Wickford Town Centre</b>									
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	£0.0	£0.7	£0.9	£0.2	£0.0	£0.0	£0.4	£0.0	£2.3
Sub-total	<b>£0.0</b>	<b>£1.3</b>	<b>£18.5</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£11.9</b>	<b>£0.8</b>	<b>£33.3</b>
<b>Sub-total: Town Centre Stores / Centres</b>	<b>£40.3</b>	<b>£74.4</b>	<b>£20.9</b>	<b>£33.2</b>	<b>£10.1</b>	<b>£2.1</b>	<b>£22.9</b>	<b>£9.3</b>	<b>£212.2</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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	£1.4	£1.4	£0.7	£0.4	£0.0	£0.0	£1.7	£0.0	£5.6
Cricketers Retail Park- Sainsbury's Superstore	£11.7	£3.2	£9.0	£6.1	£0.6	£0.3	£4.6	£1.8	£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	<b>£24.5</b>	<b>£43.6</b>	<b>£34.3</b>	<b>£29.9</b>	<b>£1.8</b>	<b>£4.1</b>	<b>£16.3</b>	<b>£16.3</b>	<b>£170.7</b>
<b>Billericay</b>									
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	<b>£0.0</b>	<b>£1.2</b>	<b>£0.2</b>	<b>£13.1</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£5.6</b>	<b>£0.7</b>	<b>£20.1</b>
<b>Laindon</b>									
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	<b>£0.9</b>	<b>£28.9</b>	<b>£0.0</b>	<b>£3.5</b>	<b>£2.9</b>	<b>£4.8</b>	<b>£0.6</b>	<b>£0.0</b>	<b>£41.6</b>
<b>Pitsea</b>									
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	<b>£22.3</b>	<b>£17.9</b>	<b>£2.2</b>	<b>£0.9</b>	<b>£13.5</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£21.7</b>	<b>£78.8</b>
<b>Wickford</b>									
All Out-of-Centre Floorspace	£0.0	£0.4	£9.0	£0.0	£0.0	£0.0	£1.0	£0.0	£10.7
Sub-total	<b>£0.0</b>	<b>£0.4</b>	<b>£9.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.0</b>	<b>£0.0</b>	<b>£10.7</b>
<b>Sub-total: All Out of Town Centre Stores / Centres</b>	<b>£47.8</b>	<b>£92.0</b>	<b>£45.8</b>	<b>£47.3</b>	<b>£18.2</b>	<b>£8.8</b>	<b>£23.5</b>	<b>£38.6</b>	<b>£321.9</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>£88.0</b>	<b>£166.4</b>	<b>£66.7</b>	<b>£80.5</b>	<b>£28.3</b>	<b>£10.9</b>	<b>£46.4</b>	<b>£47.9</b>	<b>£534.0</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Brentwood	£1.5	£1.6	£1.4	£0.4	£0.7	£0.2	£0.0	£60.1	£66.6
Canvey Island	£0.0	£1.3	£0.0	£0.0	£0.0	£20.8	£1.6	£0.0	£23.8
Chelmsford	£2.1	£2.2	£0.9	£0.2	£0.6	£0.0	£0.1	£34.6	£41.0
Grays	£0.3	£1.8	£1.2	£5.2	£0.0	£2.5	£5.8	£0.0	£16.5
Hornchurch	£1.4	£0.0	£0.0	£0.9	£0.4	£0.7	£0.3	£0.3	£4.0
Leigh-on-Sea	£0.0	£1.8	£0.0	£0.4	£0.0	£2.9	£0.5	£0.0	£5.6
Rayleigh	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.2	£4.0	£5.4
Romford	£0.0	£0.5	£2.7	£0.0	£0.0	£0.1	£0.5	£25.3	£29.5
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail)	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£0.2	£0.0	£3.0
Southend-on-Sea	£0.0	£1.8	£0.0	£0.0	£0.0	£0.5	£0.0	£1.3	£3.6
All Other Centres / Stores:	£2.6	£3.8	£0.5	£1.6	£31.9	£22.1	£6.9	£36.9	£105.9
<b>Sub-Total All other Centres / stores</b>	<b>£8.0</b>	<b>£15.9</b>	<b>£6.8</b>	<b>£8.6</b>	<b>£33.5</b>	<b>£52.6</b>	<b>£16.2</b>	<b>£165.9</b>	<b>£308.6</b>
<b>TOTAL</b>	<b>£96.1</b>	<b>£182.3</b>	<b>£73.5</b>	<b>£89.1</b>	<b>£61.8</b>	<b>£63.5</b>	<b>£62.5</b>	<b>£213.8</b>	<b>£842.6</b>

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 AREA
<b>TOWN CENTRE STORES / LOCATIONS</b>									
<b>Basildon Town Centre</b>									
Eastgate Shopping Centre - Asda	£15.7	£34.8	£0.7	£2.1	£3.4	£0.1	£1.0	£3.5	£61.4
Iceland - Market Pavement	£1.3	£5.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.3
B&M - Town Square	£0.0	£1.8	£0.0	£0.0	£0.2	£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	<b>£18.7</b>	<b>£41.6</b>	<b>£0.7</b>	<b>£2.5</b>	<b>£3.6</b>	<b>£0.1</b>	<b>£1.0</b>	<b>£4.6</b>	<b>£72.9</b>
<b>Billericay Town Centre</b>									
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	<b>£0.0</b>	<b>£0.8</b>	<b>£0.2</b>	<b>£25.1</b>	<b>£0.0</b>	<b>£1.6</b>	<b>£8.9</b>	<b>£0.0</b>	<b>£35.8</b>
<b>Laindon Town Centre</b>									
Lidl - Main Road	£1.7	£18.1	£0.0	£2.2	£0.5	£0.3	£0.9	£0.8	£24.4
Sub-total	<b>£1.7</b>	<b>£18.1</b>	<b>£0.0</b>	<b>£2.2</b>	<b>£0.5</b>	<b>£0.3</b>	<b>£0.9</b>	<b>£0.8</b>	<b>£24.4</b>
<b>Pitsea Town Centre</b>									
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	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sub-total	<b>£21.0</b>	<b>£14.9</b>	<b>£1.6</b>	<b>£2.9</b>	<b>£6.3</b>	<b>£0.1</b>	<b>£0.4</b>	<b>£3.3</b>	<b>£50.5</b>
<b>Wickford Town Centre</b>									
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	£0.0	£0.8	£0.9	£0.2	£0.0	£0.0	£0.4	£0.0	£2.3
Sub-total	<b>£0.0</b>	<b>£1.3</b>	<b>£19.0</b>	<b>£0.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£12.1</b>	<b>£0.8</b>	<b>£34.2</b>
<b>Sub-total: Town Centre Stores / Centres</b>	<b>£41.5</b>	<b>£76.8</b>	<b>£21.5</b>	<b>£33.8</b>	<b>£10.4</b>	<b>£2.1</b>	<b>£23.4</b>	<b>£9.6</b>	<b>£217.8</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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	£10.9	£19.6	£11.5	£0.0	£1.6	£7.4	£5.4	£61.3
Mayflower Retail Park-M&S Foodhall	£1.5	£0.8	£2.3	£0.3	£0.7	£0.5	£0.9	£0.0	£7.0
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	<b>£25.2</b>	<b>£45.0</b>	<b>£35.2</b>	<b>£30.4</b>	<b>£1.8</b>	<b>£4.1</b>	<b>£16.6</b>	<b>£16.7</b>	<b>£175.2</b>
<b>Billericay</b>									
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	<b>£0.0</b>	<b>£1.3</b>	<b>£0.2</b>	<b>£13.3</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£5.7</b>	<b>£0.7</b>	<b>£20.6</b>
<b>Laindon</b>									
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	<b>£1.0</b>	<b>£29.8</b>	<b>£0.0</b>	<b>£3.6</b>	<b>£3.0</b>	<b>£4.9</b>	<b>£0.6</b>	<b>£0.0</b>	<b>£42.7</b>
<b>Pitsea</b>									
Tesco Extra	£21.3	£18.5	£2.3	£0.9	£13.9	£0.0	£0.0	£22.2	£79.2
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	<b>£22.9</b>	<b>£18.5</b>	<b>£2.3</b>	<b>£0.9</b>	<b>£13.9</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£22.2</b>	<b>£80.9</b>
<b>Wickford</b>									
All Out-of-Centre Floorspace	£0.0	£0.4	£9.2	£0.0	£0.0	£0.0	£1.1	£0.0	£11.0
Sub-total	<b>£0.0</b>	<b>£0.4</b>	<b>£9.2</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£0.0</b>	<b>£1.1</b>	<b>£0.0</b>	<b>£11.0</b>
<b>Sub-total: All Out of Town Centre Stores / Centres</b>	<b>£49.1</b>	<b>£95.0</b>	<b>£47.0</b>	<b>£48.1</b>	<b>£18.7</b>	<b>£9.0</b>	<b>£24.0</b>	<b>£39.6</b>	<b>£330.4</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>£90.6</b>	<b>£171.8</b>	<b>£68.5</b>	<b>£81.9</b>	<b>£29.1</b>	<b>£11.1</b>	<b>£47.3</b>	<b>£49.2</b>	<b>£548.2</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Brentwood	£1.6	£1.6	£1.5	£0.4	£0.7	£0.2	£0.0	£61.8	£68.4
Canvey Island	£0.0	£1.3	£0.0	£0.0	£0.0	£21.2	£1.6	£0.0	£24.4
Chelmsford	£2.2	£2.2	£0.9	£0.2	£0.6	£0.0	£0.1	£35.5	£42.1
Grays	£0.3	£1.9	£1.3	£5.3	£0.0	£2.5	£6.0	£0.0	£17.0
Hornchurch	£1.5	£0.0	£0.0	£0.9	£0.4	£0.7	£0.3	£0.3	£4.1
Leigh-on-Sea	£0.0	£1.9	£0.0	£0.4	£0.0	£3.0	£0.5	£0.0	£5.8
Rayleigh	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.2	£4.1	£5.6
Romford	£0.0	£0.5	£2.8	£0.0	£0.0	£0.1	£0.5	£26.0	£30.3
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail)	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.2	£0.0	£3.0
Southend-on-Sea	£0.0	£1.8	£0.0	£0.0	£0.0	£0.6	£0.0	£1.3	£3.7
All Other Centres / Stores:	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£3.7
<b>Sub-Total All other Centres / stores</b>	<b>£8.3</b>	<b>£16.4</b>	<b>£7.0</b>	<b>£8.7</b>	<b>£34.5</b>	<b>£53.6</b>	<b>£16.5</b>	<b>£170.5</b>	<b>£316.8</b>
<b>TOTAL</b>	<b>£98.9</b>	<b>£188.2</b>	<b>£75.5</b>	<b>£90.6</b>	<b>£63.6</b>	<b>£64.7</b>	<b>£63.8</b>	<b>£219.7</b>	<b>£865.0</b>

TABLE 6: 2042 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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
<b>Basildon Town Centre</b>									
Eastgate Shopping Centre - Asda	£16.1	£35.8	£0.7	£2.1	£3.5	£0.1	£1.1	£3.6	£62.8
Iceland - Market Pavement	£1.3	£5.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.5
B&M - Town Square	£0.0	£1.8	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£2.0
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	£19.2	£42.8	£0.7	£2.6	£3.7	£0.1	£1.1	£4.7	£74.6
<b>Billericay Town Centre</b>									
Iceland	£0.0	£0.7	£0.0	£3.7	£0.0	£0.3	£0.4	£0.0	£5.0
Waitrose - High Street	£0.0	£0.2	£0.2	£20.8	£0.0	£1.3	£8.5	£0.0	£30.5
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	£0.9	£0.2	£25.5	£0.0	£1.7	£9.1	£0.0	£36.6
<b>Laindon Town Centre</b>									
Lidl - Main Road	£1.7	£18.7	£0.0	£2.3	£0.5	£0.3	£0.9	£0.8	£24.9
Sub-total	£1.7	£18.7	£0.0	£2.3	£0.5	£0.3	£0.9	£0.8	£24.9
<b>Pitsea Town Centre</b>									
Aldi-Northlands Pavement	£14.6	£6.3	£1.2	£2.4	£3.9	£0.0	£0.4	£0.8	£29.5
Farmfoods-Old Market Retail Park-High Road	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£3.2
Lidl-Old Market Retail Park-High Road	£4.7	£9.0	£0.4	£0.6	£2.5	£0.1	£0.0	£0.7	£18.0
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	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Sub-total	£21.6	£15.3	£1.6	£3.0	£6.5	£0.1	£0.4	£3.4	£51.7
<b>Wickford Town Centre</b>									
Aldi-The Broadway	£0.0	£0.6	£14.0	£0.5	£0.0	£0.0	£8.4	£0.8	£24.4
Iceland-High Street	£0.0	£0.0	£4.5	£0.2	£0.0	£0.0	£3.5	£0.0	£8.1
All Other Town Centre Floorspace	£0.0	£0.8	£0.9	£0.2	£0.0	£0.0	£0.5	£0.0	£2.4
Sub-total	£0.0	£1.4	£19.4	£0.9	£0.0	£0.0	£12.3	£0.8	£35.0
<b>Sub-total: Town Centre Stores / Centres</b>	<b>£42.5</b>	<b>£79.0</b>	<b>£22.0</b>	<b>£34.3</b>	<b>£10.7</b>	<b>£2.2</b>	<b>£23.7</b>	<b>£9.8</b>	<b>£222.9</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pipps Hill Retail Park - Asda	£2.4	£25.6	£3.5	£12.2	£0.5	£1.9	£1.5	£8.9	£56.4
Mayflower Retail Park-Tesco Extra	£4.9	£11.2	£20.0	£11.6	£0.0	£1.6	£7.5	£5.5	£62.8
Mayflower Retail Park-M&S Foodhall	£1.6	£0.8	£2.3	£0.3	£0.7	£0.5	£0.9	£0.0	£7.2
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	£1.5	£1.5	£0.8	£0.4	£0.0	£0.0	£1.8	£0.0	£5.8
Cricketers Retail Park- Sainsbury's Superstore	£12.3	£3.4	£9.4	£6.3	£0.6	£0.3	£4.8	£1.9	£39.2
All Other Out-of-Centre Floorspace	£3.2	£3.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£7.4
Sub-total	£25.9	£46.3	£36.0	£30.9	£1.9	£4.2	£16.9	£17.1	£179.3
<b>Billericay</b>									
All Out-of-Centre Floorspace	£0.0	£1.3	£0.2	£13.5	£0.0	£0.0	£5.8	£0.7	£21.1
Sub-total	£0.0	£1.3	£0.2	£13.5	£0.0	£0.0	£5.8	£0.7	£21.1
<b>Laindon</b>									
Tesco Superstore, Mandeville Way	£1.0	£30.2	£0.0	£3.6	£3.1	£4.9	£0.6	£0.0	£43.3
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	£30.7	£0.0	£3.6	£3.1	£4.9	£0.6	£0.0	£43.7
<b>Pitsea</b>									
Tesco Extra	£21.8	£19.0	£2.3	£0.9	£14.3	£0.0	£0.0	£22.8	£81.1
All Other Out-of-Centre Floorspace	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Sub-total	£23.5	£19.0	£2.3	£0.9	£14.3	£0.0	£0.0	£22.8	£82.8
<b>Wickford</b>									
All Out-of-Centre Floorspace	£0.0	£0.4	£9.5	£0.0	£0.0	£0.0	£1.1	£0.0	£11.3
Sub-total	£0.0	£0.4	£9.5	£0.0	£0.0	£0.0	£1.1	£0.0	£11.3
<b>Sub-total: All Out of Town Centre Stores / Centres</b>	<b>£50.4</b>	<b>£97.7</b>	<b>£48.1</b>	<b>£48.9</b>	<b>£19.2</b>	<b>£9.1</b>	<b>£24.4</b>	<b>£40.6</b>	<b>£338.1</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>£92.9</b>	<b>£176.7</b>	<b>£70.0</b>	<b>£83.2</b>	<b>£29.9</b>	<b>£11.3</b>	<b>£48.1</b>	<b>£50.4</b>	<b>£561.0</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Brentwood	£1.6	£1.7	£1.5	£0.4	£0.7	£0.2	£0.0	£63.3	£70.0
Canvey Island	£0.0	£1.3	£0.0	£0.0	£0.0	£21.5	£1.6	£0.0	£25.0
Chelmsford	£2.3	£2.3	£0.9	£0.2	£0.6	£0.0	£0.1	£36.4	£43.1
Grays	£0.4	£2.0	£1.3	£5.4	£0.0	£2.6	£6.1	£0.0	£17.4
Hornchurch	£1.5	£0.0	£0.0	£0.9	£0.4	£0.7	£0.3	£0.3	£4.2
Leigh-on-Sea	£0.0	£1.9	£0.0	£0.4	£0.0	£3.0	£0.5	£0.0	£5.9
Rayleigh	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.2	£4.2	£5.7
Romford	£0.0	£0.6	£2.9	£0.0	£0.0	£0.1	£0.5	£26.6	£31.0
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail)	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.2	£0.0	£3.1
Southend-on-Sea	£0.0	£1.9	£0.0	£0.0	£0.0	£0.6	£0.0	£1.3	£3.8
Sub-total	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£3.8
<b>ALL OTHER CENTRES / STORES:</b>	<b>£2.7</b>	<b>£4.0</b>	<b>£0.5</b>	<b>£1.6</b>	<b>£33.7</b>	<b>£22.9</b>	<b>£7.2</b>	<b>£38.8</b>	<b>£111.3</b>
<b>Sub-Total All other Centres / stores</b>	<b>£8.5</b>	<b>£16.9</b>	<b>£7.1</b>	<b>£8.9</b>	<b>£35.4</b>	<b>£54.5</b>	<b>£16.8</b>	<b>£174.6</b>	<b>£324.1</b>
<b>TOTAL</b>	<b>£101.4</b>	<b>£193.6</b>	<b>£77.2</b>	<b>£92.1</b>	<b>£65.3</b>	<b>£65.8</b>	<b>£64.9</b>	<b>£225.0</b>	<b>£885.1</b>

## **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
<b>BASILDON BOROUGH COUNCIL AREA</b>					
Basildon Town Centre	£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
<b>TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE BASILDON BOROUGH COUNCIL AREA</b>	<b>£513.7</b>	<b>£520.8</b>	<b>£534.0</b>	<b>£548.2</b>	<b>£561.0</b>

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

		2023	2028	2033	2038	2042
<b>BASILDON BOROUGH COUNCIL AREA</b>						
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
<b>TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE BASILDON BOROUGH COUNCIL AREA</b>		<b>£516.2</b>	<b>£523.4</b>	<b>£536.7</b>	<b>£551.0</b>	<b>£563.8</b>

TABLE 3: COMMITTED CONVENIENCE GOODS FLOORSPACE

	CENTRE	PLANNING REF	LOCATION	Gross Floorspace (sq m)	Net Floorspace (sq m)	2023 Average Sales Density (£ per sqm)	FORECAST TURNOVER (£M)				
							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
1B	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
<b>BASILDON BOROUGH COUNCIL AREA TOTAL</b>							<b>£34.6</b>	<b>£34.7</b>	<b>£35.4</b>	<b>£36.1</b>	<b>£36.7</b>

Notes

- 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 ratio of 70%) of which it is assumed that 25% is for comparison goods and 75% is for convenience goods.
- 1B 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 it 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.
- 2 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.
- 5 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 convenience goods.

TABLE 4: BASILDON BOROUGH COUNCIL AREA - 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):	£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 COMMITTED FLOORSPACE (£m)	-	£34.7	£35.4	£36.1	£36.7
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£30.1</b>	<b>-£26.9</b>	<b>-£24.0</b>	<b>-£20.4</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-2,724</b>	<b>-2,388</b>	<b>-2,087</b>	<b>-1,749</b>
	(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: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 2).  
STEP 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' growth rates informed by the latest Experian Retail Planner Briefing Note 20 (February 2023) and other research evidence.
- STEP 3: 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: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).  
STEP 6: 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.

TABLE 5: BASILDON 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):	£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 COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£0.6</b>	<b>£1.1</b>	<b>£1.6</b>	<b>£2.2</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>56</b>	<b>100</b>	<b>140</b>	<b>185</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		80	143	200	265

TABLE 6: BILLERICAY 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):	£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:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£0.3</b>	<b>£0.6</b>	<b>£0.8</b>	<b>£1.1</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>27</b>	<b>49</b>	<b>69</b>	<b>91</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		39	70	99	130



TABLE 7: LAINDON 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):	£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 COMMITTED FLOORSPACE (£m)	-	£19.1	£19.4	£19.8	£20.1
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£18.9</b>	<b>-£19.0</b>	<b>-£19.3</b>	<b>-£19.4</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,705</b>	<b>-1,690</b>	<b>-1,677</b>	<b>-1,662</b>
	(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 COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£0.4</b>	<b>£0.8</b>	<b>£1.1</b>	<b>£1.5</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>39</b>	<b>70</b>	<b>97</b>	<b>129</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		55	99	139	184

TABLE 9: WICKFORD 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):	£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 COMMITTED FLOORSPACE (£m)	-	£3.2	£3.2	£3.3	£3.4
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£2.9</b>	<b>-£2.7</b>	<b>-£2.6</b>	<b>-£2.3</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-262</b>	<b>-241</b>	<b>-222</b>	<b>-201</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-374	-344	-317	-287

TABLE 10: ALL OUT-OF-CENTRE FLOORSPACE IN THE BASILDON BOROUGH COUNCIL AREA - 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):	£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 COMMITTED FLOORSPACE (£m)	-	£12.5	£12.7	£13.0	£13.2
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£9.7</b>	<b>-£7.6</b>	<b>-£5.7</b>	<b>-£3.4</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£11,000	£11,055	£11,255	£11,482	£11,667
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-878</b>	<b>-676</b>	<b>-495</b>	<b>-291</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,255	-966	-707	-415

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
<b>GRAND TOTAL: BASILDON BOROUGH COUNCIL AREA</b>	<b>-2,724</b>	<b>-2,388</b>	<b>-2,087</b>	<b>-1,749</b>

**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	GROWTH 2023 to 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%
<b>Study Area</b>	<b>337,149</b>	<b>343,945</b>	<b>350,409</b>	<b>356,940</b>	<b>362,599</b>	<b>3.9%</b>	<b>3.5%</b>	<b>7.5%</b>

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	GROWTH 2023 to 2042 (%)		
	(incl SFT)	EXCLUDING SPECIAL FORMS OF TRADING							
EXPERIAN - SPECIAL FORMS 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			
<b>STUDY AREA AVERAGE:</b>	<b>£3,809</b>	<b>£2,713</b>	<b>£2,862</b>	<b>£3,223</b>	<b>£3,681</b>	<b>£4,122</b>			

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	GROWTH 2023 to 2042 (%)		
	(incl SFT)	EXCLUDING SPECIAL 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%
<b>STUDY AREA:</b>	<b>1,252.7</b>	<b>892.3</b>	<b>959.9</b>	<b>1,100.9</b>	<b>1,280.3</b>	<b>1,455.9</b>	<b>23.4%</b>	<b>32.2%</b>	<b>63.2%</b>

**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

BASILDON BOROUGH COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	STUDY AREA
<b>TOWN CENTRE STORES / LOCATIONS</b>									
Basildon Town Centre	16.2%	21.8%	2.7%	2.8%	7.3%	1.4%	2.4%	5.1%	8.8%
Billericay Town Centre	0.0%	0.1%	0.0%	12.7%	0.0%	0.4%	5.9%	0.0%	1.9%
Laindon Town Centre	0.3%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%
Pitsea Town Centre	6.2%	1.5%	0.8%	0.4%	2.5%	0.0%	0.2%	0.9%	1.5%
Wickford Town Centre	0.0%	0.5%	16.7%	0.2%	0.0%	0.0%	8.7%	0.1%	2.4%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>22.8%</b>	<b>24.5%</b>	<b>20.2%</b>	<b>16.1%</b>	<b>10.1%</b>	<b>1.8%</b>	<b>17.2%</b>	<b>6.1%</b>	<b>14.7%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pipps Hill Retail Park	14.6%	12.1%	10.7%	16.3%	4.9%	3.8%	11.4%	3.6%	9.2%
Mayflower Retail Park	3.7%	3.6%	10.5%	7.1%	3.1%	0.8%	6.3%	2.2%	4.2%
Cricketers Retail Park	4.0%	1.6%	2.1%	1.2%	0.1%	0.0%	0.5%	0.2%	1.2%
Yardley Business Park	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	1.4%	0.9%	0.8%	0.0%	3.9%	0.1%	0.1%	0.2%	0.7%
Sub-total	23.6%	18.3%	24.1%	24.5%	12.2%	4.7%	18.3%	6.2%	15.4%
<b>Billericay</b>									
Whitesbridge Farm Industrial Estate, Crays Hill	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
All Other Out-of-Centre Floorspace	0.0%	0.1%	0.2%	0.7%	0.2%	0.0%	0.2%	0.0%	0.2%
Sub-total	0.2%	0.1%	0.2%	0.7%	0.2%	0.0%	0.4%	0.0%	0.2%
<b>Laindon</b>									
Westmayne Industrial Park, Bramston Way	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	0.3%	1.6%	0.0%	0.4%	0.5%	1.3%	0.1%	0.0%	0.5%
Sub-total	0.4%	1.6%	0.0%	0.4%	0.5%	1.3%	0.1%	0.0%	0.6%
<b>Pitsea</b>									
Bluehouse Farm Retail Centre, London Road	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Floorspace	7.0%	2.3%	0.2%	0.1%	4.6%	0.0%	0.0%	2.1%	2.1%
Sub-total	7.1%	2.3%	0.2%	0.1%	4.7%	0.0%	0.0%	2.1%	2.1%
<b>Wickford</b>									
All Out-of-Centre Floorspace	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.1%
Sub-total	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.1%
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>31.3%</b>	<b>22.3%</b>	<b>24.8%</b>	<b>26.0%</b>	<b>17.5%</b>	<b>6.0%</b>	<b>19.0%</b>	<b>8.4%</b>	<b>18.3%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>54.1%</b>	<b>46.7%</b>	<b>44.9%</b>	<b>42.2%</b>	<b>27.6%</b>	<b>7.8%</b>	<b>36.2%</b>	<b>14.4%</b>	<b>33.1%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	0.0%	0.1%	0.1%	0.0%	0.0%	0.3%	0.0%	1.4%	0.4%
Brentwood	0.0%	0.3%	0.0%	0.6%	0.1%	13.5%	1.2%	0.2%	1.3%
Bluewater	0.0%	0.0%	0.1%	1.4%	1.1%	1.3%	1.0%	0.4%	0.5%
Canvey Island	0.2%	0.3%	0.0%	0.0%	0.3%	0.0%	0.0%	4.1%	1.2%
Chelmsford	0.4%	0.2%	2.4%	6.6%	0.4%	4.8%	8.1%	1.4%	2.5%
Grays	0.0%	0.3%	0.0%	0.1%	0.5%	0.3%	0.0%	0.0%	0.1%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	5.2%	7.2%	6.2%	4.8%	23.0%	16.1%	5.1%	8.5%	8.7%
London	0.2%	0.4%	0.7%	0.3%	0.3%	0.6%	1.2%	0.0%	0.4%
Rayleigh	0.4%	0.5%	4.3%	0.4%	0.4%	0.3%	0.9%	10.0%	3.3%
Romford	0.0%	0.2%	0.0%	1.2%	0.4%	7.1%	0.3%	0.5%	0.9%
Southend-on-Sea	0.3%	0.1%	0.3%	0.1%	0.6%	0.2%	0.2%	4.2%	1.3%
Stratford	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.5%	0.0%	0.1%
<b>ALL OTHER CENTRES / STORES</b>	<b>2.9%</b>	<b>1.2%</b>	<b>1.5%</b>	<b>1.4%</b>	<b>14.9%</b>	<b>14.2%</b>	<b>4.3%</b>	<b>5.1%</b>	<b>4.7%</b>
<b>Sub-Total All other Centres / stores</b>	<b>9.6%</b>	<b>10.9%</b>	<b>15.8%</b>	<b>16.7%</b>	<b>42.2%</b>	<b>58.8%</b>	<b>22.9%</b>	<b>35.9%</b>	<b>25.4%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING</b>	<b>36.3%</b>	<b>42.4%</b>	<b>39.3%</b>	<b>41.1%</b>	<b>30.2%</b>	<b>33.4%</b>	<b>40.9%</b>	<b>49.7%</b>	<b>41.5%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>22.3%</b>	<b>31.3%</b>	<b>16.2%</b>	<b>7.7%</b>	<b>12.3%</b>	<b>3.2%</b>	<b>14.1%</b>	<b>16.1%</b>	<b>17.7%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pipps Hill Retail Park	2.5%	1.9%	0.6%	1.9%	0.0%	0.0%	4.1%	0.0%	1.2%
Mayflower Retail Park	6.7%	3.8%	11.8%	12.8%	6.2%	1.4%	9.6%	2.6%	5.9%
Cricketers Retail Park	5.1%	3.0%	2.5%	3.8%	0.0%	0.0%	0.0%	0.5%	2.0%
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	14.3%	8.7%	14.9%	18.5%	6.2%	1.4%	13.7%	3.1%	9.1%
<b>Billericay</b>									
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%
<b>Laindon</b>									
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	0.6%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.3%
Sub-total	0.6%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.3%
<b>Pitsea</b>									
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	4.8%	2.4%	0.0%	0.0%	3.9%	0.0%	0.0%	2.7%	2.0%
<b>Wickford</b>									
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%
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>19.7%</b>	<b>11.1%</b>	<b>14.9%</b>	<b>20.3%</b>	<b>10.1%</b>	<b>1.4%</b>	<b>13.7%</b>	<b>5.8%</b>	<b>11.4%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>41.9%</b>	<b>42.4%</b>	<b>31.1%</b>	<b>28.0%</b>	<b>22.4%</b>	<b>4.6%</b>	<b>27.8%</b>	<b>21.9%</b>	<b>29.1%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
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; Lakeside Retail Park; Thurrock Shopping Park)	10.5%	15.5%	12.2%	7.0%	36.1%	23.2%	4.6%	10.2%	13.7%
London	0.6%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Rayleigh	0.0%	0.0%	2.6%	0.0%	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%
<b>ALL OTHER CENTRES / STORES</b>	<b>2.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.6%</b>	<b>0.6%</b>	<b>9.1%</b>	<b>1.8%</b>	<b>3.9%</b>	<b>2.2%</b>
<b>Sub-Total All other Centres / stores</b>	<b>15.0%</b>	<b>16.7%</b>	<b>22.7%</b>	<b>19.1%</b>	<b>40.5%</b>	<b>49.1%</b>	<b>23.8%</b>	<b>29.8%</b>	<b>25.4%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING</b>	<b>43.0%</b>	<b>40.9%</b>	<b>46.2%</b>	<b>52.9%</b>	<b>37.1%</b>	<b>46.3%</b>	<b>48.4%</b>	<b>48.3%</b>	<b>45.5%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>26.8%</b>	<b>18.4%</b>	<b>13.5%</b>	<b>19.4%</b>	<b>6.0%</b>	<b>0.0%</b>	<b>9.6%</b>	<b>5.5%</b>	<b>12.5%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pipps Hill Retail Park	4.6%	3.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	1.2%
Mayflower Retail Park	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	3.0%	3.1%	1.3%
Cricketers Retail Park	0.0%	0.0%	1.6%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	4.6%	3.4%	1.6%	1.9%	0.0%	0.0%	4.2%	3.1%	2.7%
<b>Billericay</b>									
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%
<b>Laindon</b>									
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%
<b>Pitsea</b>									
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%
<b>Wickford</b>									
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%
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>4.6%</b>	<b>6.4%</b>	<b>1.6%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.2%</b>	<b>3.1%</b>	<b>3.2%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>31.4%</b>	<b>24.7%</b>	<b>15.1%</b>	<b>21.3%</b>	<b>6.0%</b>	<b>0.0%</b>	<b>13.8%</b>	<b>8.6%</b>	<b>15.7%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
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%	0.2%
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%
<b>ALL OTHER CENTRES / STORES</b>	<b>3.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.0%</b>	<b>2.8%</b>	<b>6.0%</b>	<b>3.6%</b>	<b>2.2%</b>
<b>Sub-Total All other Centres / stores</b>	<b>3.8%</b>	<b>4.0%</b>	<b>10.1%</b>	<b>3.8%</b>	<b>12.8%</b>	<b>22.7%</b>	<b>17.6%</b>	<b>11.2%</b>	<b>9.5%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING</b>	<b>64.8%</b>	<b>71.2%</b>	<b>74.8%</b>	<b>74.9%</b>	<b>81.2%</b>	<b>77.3%</b>	<b>68.5%</b>	<b>80.2%</b>	<b>74.7%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



TABLE 4: DOMESTIC ELECTRICAL - 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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>8.0%</b>	<b>14.7%</b>	<b>1.3%</b>	<b>1.6%</b>	<b>4.8%</b>	<b>0.7%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>4.4%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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	37.4%	27.8%	36.8%	33.0%	9.9%	8.9%	21.2%	9.1%	21.8%
<b>Billericay</b>									
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%
<b>Laindon</b>									
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	0.6%	1.1%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.4%
Sub-total	0.6%	1.1%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.4%
<b>Pitsea</b>									
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	9.5%	3.0%	0.0%	0.0%	2.5%	0.0%	2.0%	2.0%	2.3%
Sub-total	9.5%	3.0%	0.0%	0.0%	2.5%	0.0%	2.0%	2.0%	2.3%
<b>Wickford</b>									
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%
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>47.4%</b>	<b>31.9%</b>	<b>36.8%</b>	<b>33.0%</b>	<b>12.4%</b>	<b>8.9%</b>	<b>22.7%</b>	<b>11.1%</b>	<b>24.4%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>55.5%</b>	<b>46.6%</b>	<b>38.1%</b>	<b>34.6%</b>	<b>17.2%</b>	<b>9.6%</b>	<b>23.3%</b>	<b>11.1%</b>	<b>28.8%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	0.0%	0.0%	1.3%	0.0%	0.7%	0.0%	0.0%	1.3%	0.5%
Brentwood	0.0%	0.0%	0.7%	0.0%	0.0%	15.0%	0.5%	0.0%	1.3%
Bluewater	0.0%	0.0%	0.0%	0.7%	2.2%	0.0%	0.0%	0.0%	0.2%
Canvey Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	1.1%
Chelmsford	0.0%	0.0%	2.0%	6.3%	0.0%	0.7%	7.2%	1.3%	1.9%
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%	1.7%	2.8%	1.4%	20.5%	18.2%	0.0%	1.9%	4.2%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rayleigh	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.5%	4.1%	1.3%
Romford	0.0%	1.4%	0.7%	1.6%	0.7%	4.6%	0.5%	2.9%	1.7%
Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.7%	0.6%
Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL OTHER CENTRES / STORES</b>	<b>3.1%</b>	<b>0.0%</b>	<b>1.3%</b>	<b>0.0%</b>	<b>16.7%</b>	<b>9.1%</b>	<b>1.9%</b>	<b>5.7%</b>	<b>4.1%</b>
<b>Sub-Total All other Centres / stores</b>	<b>3.1%</b>	<b>3.0%</b>	<b>10.8%</b>	<b>10.0%</b>	<b>40.7%</b>	<b>47.6%</b>	<b>12.0%</b>	<b>23.0%</b>	<b>17.0%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING</b>	<b>41.4%</b>	<b>50.3%</b>	<b>51.1%</b>	<b>55.4%</b>	<b>42.1%</b>	<b>42.8%</b>	<b>64.7%</b>	<b>65.9%</b>	<b>54.2%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>4.3%</b>	<b>6.4%</b>	<b>0.7%</b>	<b>3.8%</b>	<b>5.7%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>0.0%</b>	<b>2.7%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pipps Hill Retail Park	42.1%	29.5%	33.1%	32.1%	15.6%	7.6%	24.5%	11.9%	23.7%
Mayflower Retail Park	1.3%	3.2%	3.9%	2.7%	4.2%	1.5%	2.4%	0.6%	2.2%
Cricketers Retail Park	0.0%	1.2%	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	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	43.4%	33.9%	37.0%	34.7%	19.7%	9.1%	27.4%	12.5%	26.2%
<b>Billericay</b>									
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%
<b>Laindon</b>									
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%
<b>Pitsea</b>									
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%
<b>Wickford</b>									
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%
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>51.8%</b>	<b>36.2%</b>	<b>37.0%</b>	<b>34.7%</b>	<b>21.8%</b>	<b>9.1%</b>	<b>27.4%</b>	<b>13.8%</b>	<b>28.0%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>56.1%</b>	<b>42.6%</b>	<b>37.7%</b>	<b>38.5%</b>	<b>27.5%</b>	<b>9.1%</b>	<b>27.9%</b>	<b>13.8%</b>	<b>30.6%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
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%	0.2%
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%
<b>ALL OTHER CENTRES / STORES</b>	<b>1.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.8%</b>	<b>2.8%</b>	<b>0.0%</b>	<b>0.7%</b>
<b>Sub-Total All other Centres / stores</b>	<b>3.8%</b>	<b>3.9%</b>	<b>7.5%</b>	<b>11.2%</b>	<b>34.7%</b>	<b>52.9%</b>	<b>16.5%</b>	<b>21.3%</b>	<b>16.7%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING</b>	<b>40.1%</b>	<b>53.5%</b>	<b>54.8%</b>	<b>50.3%</b>	<b>37.8%</b>	<b>38.0%</b>	<b>55.5%</b>	<b>65.0%</b>	<b>52.7%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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 AREA
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>35.8%</b>	<b>22.6%</b>	<b>28.2%</b>	<b>25.0%</b>	<b>9.7%</b>	<b>2.2%</b>	<b>26.7%</b>	<b>2.8%</b>	<b>17.1%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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	6.5%	4.7%	6.3%	2.3%	5.3%	0.0%	2.2%	0.0%	2.9%
<b>Billericay</b>									
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%
<b>Laindon</b>									
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	0.8%	5.8%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	1.5%
Sub-total	0.8%	5.8%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	1.5%
<b>Pitsea</b>									
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	9.7%	3.1%	0.0%	0.0%	8.2%	0.0%	0.0%	3.5%	3.0%
Sub-total	9.7%	3.1%	0.0%	0.0%	8.2%	0.0%	0.0%	3.5%	3.0%
<b>Wickford</b>									
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%
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>17.0%</b>	<b>13.7%</b>	<b>6.3%</b>	<b>2.3%</b>	<b>13.5%</b>	<b>3.4%</b>	<b>2.2%</b>	<b>3.5%</b>	<b>7.4%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>52.8%</b>	<b>36.3%</b>	<b>34.6%</b>	<b>27.3%</b>	<b>23.2%</b>	<b>5.6%</b>	<b>28.9%</b>	<b>6.3%</b>	<b>24.5%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
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%	4.8%	0.0%	24.3%	0.7%	0.0%	2.8%
Bluewater	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.7%	0.0%	0.2%
Canvey Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	1.6%
Chelmsford	0.0%	0.0%	1.5%	8.4%	0.0%	2.7%	7.4%	2.2%	2.6%
Grays	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.1%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0%	0.7%	4.1%	0.0%	18.8%	6.7%	0.7%	0.7%	2.7%
London	0.8%	0.0%	0.0%	0.0%	0.9%	0.0%	2.1%	0.0%	0.3%
Rayleigh	0.0%	1.7%	1.5%	0.0%	0.0%	0.0%	0.7%	5.1%	1.8%
Romford	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	1.6%	0.0%	0.4%
Southend-on-Sea	0.0%	2.0%	0.0%	0.0%	0.9%	0.0%	0.0%	5.9%	2.0%
Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL OTHER CENTRES / STORES</b>	<b>3.1%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>1.7%</b>	<b>12.2%</b>	<b>6.4%</b>	<b>1.6%</b>	<b>1.4%</b>	<b>2.5%</b>
<b>Sub-Total All other Centres / stores</b>	<b>3.9%</b>	<b>4.4%</b>	<b>7.8%</b>	<b>15.7%</b>	<b>32.7%</b>	<b>44.7%</b>	<b>15.3%</b>	<b>21.7%</b>	<b>17.1%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING</b>	<b>43.3%</b>	<b>59.3%</b>	<b>57.6%</b>	<b>56.9%</b>	<b>44.1%</b>	<b>49.7%</b>	<b>55.8%</b>	<b>71.9%</b>	<b>58.4%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>23.8%</b>	<b>31.1%</b>	<b>13.1%</b>	<b>15.9%</b>	<b>20.7%</b>	<b>3.0%</b>	<b>13.8%</b>	<b>2.9%</b>	<b>15.4%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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%	1.6%	0.0%	0.0%	0.0%	0.7%	0.0%	0.7%
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	13.4%	6.4%	14.6%	14.0%	2.6%	3.3%	17.5%	2.8%	8.2%
<b>Billericay</b>									
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%
<b>Laindon</b>									
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%	1.4%	0.0%	0.0%	1.9%	2.1%	0.0%	0.0%	0.6%
Sub-total	0.0%	1.4%	0.0%	0.0%	1.9%	2.1%	0.0%	0.0%	0.6%
<b>Pitsea</b>									
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%
<b>Wickford</b>									
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%
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>22.1%</b>	<b>10.7%</b>	<b>14.6%</b>	<b>16.8%</b>	<b>8.3%</b>	<b>5.4%</b>	<b>18.9%</b>	<b>5.9%</b>	<b>11.8%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>45.9%</b>	<b>41.8%</b>	<b>27.7%</b>	<b>32.6%</b>	<b>29.0%</b>	<b>8.4%</b>	<b>32.7%</b>	<b>8.8%</b>	<b>27.3%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.8%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	15.5%	0.0%	0.0%	1.2%
Bluewater	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.3%
Canvey Island	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	2.5%	0.8%
Chelmsford	0.7%	0.0%	0.0%	9.1%	0.9%	4.1%	4.3%	0.0%	1.8%
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)	1.9%	2.7%	2.5%	0.8%	13.3%	10.9%	5.8%	1.6%	3.8%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.2%
Rayleigh	1.6%	2.1%	11.7%	2.9%	2.0%	2.4%	0.7%	19.7%	7.4%
Romford	0.0%	0.0%	0.0%	0.0%	0.9%	14.8%	0.0%	0.0%	1.2%
Southend-on-Sea	1.6%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	1.6%	0.8%
Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL OTHER CENTRES / STORES</b>	<b>1.9%</b>	<b>2.2%</b>	<b>0.0%</b>	<b>0.8%</b>	<b>5.6%</b>	<b>5.3%</b>	<b>5.7%</b>	<b>2.4%</b>	<b>2.7%</b>
<b>Sub-Total All other Centres / stores</b>	<b>7.8%</b>	<b>6.9%</b>	<b>14.2%</b>	<b>16.4%</b>	<b>28.0%</b>	<b>53.0%</b>	<b>18.7%</b>	<b>30.9%</b>	<b>20.9%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING</b>	<b>46.3%</b>	<b>51.2%</b>	<b>58.1%</b>	<b>51.0%</b>	<b>43.0%</b>	<b>38.6%</b>	<b>48.6%</b>	<b>60.3%</b>	<b>51.8%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 8: FURNITURE, CARPETS, OTHER FLOOR COVERINGS AND HOUSEHOLD TEXTILES - 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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
Basildon Town Centre	4.0%	6.9%	2.6%	0.8%	2.9%	0.0%	2.9%	3.8%	3.5%
Billericay Town Centre	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%	8.1%	0.0%	1.9%
Laindon Town Centre	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%
Pitsea Town Centre	7.6%	2.8%	0.0%	0.8%	2.3%	0.0%	0.0%	0.0%	1.5%
Wickford Town Centre	0.0%	0.7%	28.6%	0.0%	0.0%	0.0%	11.4%	0.0%	3.8%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>11.6%</b>	<b>10.4%</b>	<b>31.2%</b>	<b>13.0%</b>	<b>6.1%</b>	<b>0.0%</b>	<b>22.4%</b>	<b>3.8%</b>	<b>10.8%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pipps Hill Retail Park	27.7%	19.3%	14.7%	18.6%	9.1%	5.7%	13.9%	3.5%	13.0%
Mayflower Retail Park	6.6%	2.8%	11.4%	10.4%	4.7%	0.9%	0.0%	2.5%	4.5%
Cricketers Retail Park	0.0%	2.0%	0.0%	0.0%	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	0.9%	2.3%	2.7%	0.0%	5.1%	0.0%	0.0%	0.0%	1.2%
Sub-total	35.2%	26.4%	28.8%	29.0%	18.9%	6.6%	13.9%	5.9%	19.1%
<b>Billericay</b>									
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%
<b>Laindon</b>									
Westmayne Industrial Park, Bramston Way	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
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	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
<b>Pitsea</b>									
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	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub-total	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
<b>Wickford</b>									
All Out-of-Centre Floorspace	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.3%
Sub-total	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.3%
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>38.2%</b>	<b>26.4%</b>	<b>28.8%</b>	<b>31.3%</b>	<b>18.9%</b>	<b>6.6%</b>	<b>13.9%</b>	<b>5.9%</b>	<b>19.7%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>49.9%</b>	<b>36.7%</b>	<b>60.0%</b>	<b>44.3%</b>	<b>25.0%</b>	<b>6.6%</b>	<b>36.2%</b>	<b>9.7%</b>	<b>30.5%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	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%	2.8%	4.4%	0.0%	0.6%
Bluewater	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.2%
Canvey Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.9%
Chelmsford	0.0%	0.0%	3.4%	8.0%	0.0%	16.4%	7.9%	2.2%	3.7%
Grays	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.2%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	7.6%	14.8%	10.7%	13.2%	33.2%	16.4%	11.3%	20.6%	16.4%
London	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.2%
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%	4.8%	0.0%	5.0%	0.0%	0.0%	0.9%
Southend-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	1.0%
Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL OTHER CENTRES / STORES</b>	<b>5.0%</b>	<b>2.3%</b>	<b>0.0%</b>	<b>3.6%</b>	<b>20.0%</b>	<b>28.4%</b>	<b>11.5%</b>	<b>0.0%</b>	<b>6.0%</b>
<b>Sub-Total All other Centres / stores</b>	<b>12.5%</b>	<b>17.9%</b>	<b>16.9%</b>	<b>31.1%</b>	<b>56.2%</b>	<b>74.0%</b>	<b>37.0%</b>	<b>39.3%</b>	<b>33.4%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING</b>	<b>37.6%</b>	<b>45.4%</b>	<b>23.1%</b>	<b>24.5%</b>	<b>18.9%</b>	<b>19.4%</b>	<b>26.7%</b>	<b>51.0%</b>	<b>36.2%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 9: DIY GOODS, DECORATING SUPPLIES AND GARDEN PRODUCTS - 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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
Basildon Town Centre	5.2%	8.8%	0.0%	0.7%	0.0%	0.0%	1.5%	0.0%	2.3%
Billericay Town Centre	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.2%	0.0%	0.2%
Laindon Town Centre	2.9%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.3%
Pitsea Town Centre	10.4%	0.0%	0.7%	0.0%	0.8%	0.0%	0.0%	1.4%	1.4%
Wickford Town Centre	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.7%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>18.5%</b>	<b>8.8%</b>	<b>5.7%</b>	<b>1.4%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>5.6%</b>	<b>1.4%</b>	<b>5.0%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pipps Hill Retail Park	40.8%	51.6%	52.1%	79.3%	18.0%	17.8%	47.6%	18.3%	39.4%
Mayflower Retail Park	2.7%	2.2%	2.2%	3.7%	1.7%	0.7%	1.5%	0.0%	1.6%
Cricketers Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Yardley Business Park	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.2%
All Other Out-of-Centre Floorspace	17.9%	8.6%	4.7%	0.0%	43.6%	2.0%	1.2%	2.8%	7.9%
Sub-total	61.4%	62.4%	59.0%	82.9%	65.4%	20.5%	50.4%	21.1%	49.1%
<b>Billericay</b>									
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%	1.4%	2.9%	0.7%	2.6%	0.0%	0.6%	0.6%	1.0%
Sub-total	0.0%	1.4%	2.9%	0.7%	2.6%	0.0%	0.6%	0.6%	1.0%
<b>Laindon</b>									
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%
<b>Pitsea</b>									
Bluehouse Farm Retail Centre, London Road	0.7%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%
All Other Out-of-Centre Floorspace	1.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.2%
Sub-total	2.1%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.3%
<b>Wickford</b>									
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%
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>64.2%</b>	<b>63.8%</b>	<b>63.4%</b>	<b>83.6%</b>	<b>69.6%</b>	<b>20.5%</b>	<b>53.3%</b>	<b>22.4%</b>	<b>51.0%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>82.6%</b>	<b>72.6%</b>	<b>69.1%</b>	<b>85.0%</b>	<b>71.1%</b>	<b>20.5%</b>	<b>58.8%</b>	<b>23.8%</b>	<b>56.0%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.6%
Brentwood	0.0%	0.0%	0.0%	0.7%	0.0%	12.2%	1.9%	0.0%	1.3%
Bluewater	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%	5.8%	1.5%
Chelmsford	0.0%	3.5%	0.7%	5.6%	0.0%	2.3%	7.0%	0.6%	2.4%
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)	0.7%	1.6%	0.0%	1.9%	9.3%	12.3%	3.4%	2.1%	3.2%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
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%	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%	1.3%	3.1%	0.9%
Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.2%
<b>ALL OTHER CENTRES / STORES</b>	<b>1.9%</b>	<b>3.2%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>14.6%</b>	<b>11.2%</b>	<b>2.4%</b>	<b>2.5%</b>	<b>3.8%</b>
<b>Sub-Total All other Centres / stores</b>	<b>4.7%</b>	<b>8.3%</b>	<b>18.2%</b>	<b>10.5%</b>	<b>25.5%</b>	<b>69.8%</b>	<b>23.1%</b>	<b>55.3%</b>	<b>29.4%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING</b>	<b>12.6%</b>	<b>19.1%</b>	<b>12.7%</b>	<b>4.6%</b>	<b>3.4%</b>	<b>9.8%</b>	<b>18.1%</b>	<b>20.9%</b>	<b>14.6%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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 AREA
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>39.7%</b>	<b>36.7%</b>	<b>34.5%</b>	<b>47.4%</b>	<b>9.6%</b>	<b>3.2%</b>	<b>35.8%</b>	<b>4.0%</b>	<b>24.8%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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%
<b>Billericay</b>									
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%	0.7%	0.0%	0.0%	1.8%	0.0%	0.2%
Sub-total	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.8%	0.0%	0.2%
<b>Laindon</b>									
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	0.6%	8.9%	0.0%	0.0%	1.4%	6.4%	0.0%	0.0%	2.5%
Sub-total	0.6%	8.9%	0.0%	0.0%	1.4%	6.4%	0.0%	0.0%	2.5%
<b>Pitsea</b>									
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%
<b>Wickford</b>									
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%
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>39.6%</b>	<b>30.8%</b>	<b>29.6%</b>	<b>20.7%</b>	<b>20.9%</b>	<b>6.4%</b>	<b>24.6%</b>	<b>9.1%</b>	<b>22.0%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>79.3%</b>	<b>67.5%</b>	<b>64.1%</b>	<b>68.1%</b>	<b>30.5%</b>	<b>9.6%</b>	<b>60.4%</b>	<b>13.1%</b>	<b>46.8%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.6%
Brentwood	0.0%	1.7%	0.0%	0.0%	0.0%	28.9%	1.7%	0.0%	2.5%
Bluewater	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canvey Island	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	3.1%
Chelmsford	0.0%	0.0%	0.0%	1.4%	2.1%	2.8%	7.8%	1.3%	1.4%
Grays	0.0%	0.5%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.2%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.0%	0.5%	0.0%	0.0%	5.3%	2.8%	1.5%	1.9%	1.3%
London	0.0%	2.8%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Rayleigh	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.6%	13.2%	3.8%
Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.6%	0.0%	0.1%
Southend-on-Sea	0.0%	0.0%	0.7%	1.4%	0.0%	1.4%	0.0%	1.2%	0.6%
Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL OTHER CENTRES / STORES</b>	<b>2.2%</b>	<b>0.0%</b>	<b>2.7%</b>	<b>2.3%</b>	<b>45.5%</b>	<b>26.8%</b>	<b>3.2%</b>	<b>18.1%</b>	<b>11.0%</b>
<b>Sub-Total All other Centres / stores</b>	<b>2.2%</b>	<b>8.7%</b>	<b>7.0%</b>	<b>5.0%</b>	<b>52.9%</b>	<b>64.8%</b>	<b>15.4%</b>	<b>47.3%</b>	<b>25.4%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING</b>	<b>18.5%</b>	<b>23.8%</b>	<b>28.9%</b>	<b>26.9%</b>	<b>16.6%</b>	<b>25.5%</b>	<b>24.2%</b>	<b>39.6%</b>	<b>27.8%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



TABLE 11: MEDICAL 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 AREA
<b>TOWN CENTRE STORES / LOCATIONS</b>									
Basildon Town Centre	30.1%	34.3%	3.1%	0.0%	3.9%	2.7%	2.6%	0.6%	10.6%
Billericay Town Centre	0.0%	2.0%	0.0%	67.0%	0.0%	2.0%	25.4%	0.0%	10.4%
Laindon Town Centre	2.5%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Pitsea Town Centre	17.8%	4.3%	0.0%	0.0%	1.5%	0.0%	0.0%	3.8%	3.6%
Wickford Town Centre	0.0%	1.8%	48.8%	1.3%	0.0%	0.0%	27.0%	0.0%	7.4%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>50.4%</b>	<b>51.3%</b>	<b>51.8%</b>	<b>68.3%</b>	<b>5.4%</b>	<b>4.7%</b>	<b>55.0%</b>	<b>4.5%</b>	<b>34.1%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pipps Hill Retail Park	3.2%	5.5%	0.6%	6.2%	2.0%	0.0%	0.0%	3.4%	3.2%
Mayflower Retail Park	0.6%	6.1%	17.0%	8.0%	4.2%	0.7%	10.0%	2.8%	5.8%
Cricketers Retail Park	6.7%	1.3%	3.4%	4.2%	0.0%	0.0%	2.3%	2.2%	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	1.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Sub-total	12.3%	13.9%	21.0%	18.3%	6.2%	0.7%	12.3%	8.4%	11.7%
<b>Billericay</b>									
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%	4.0%	0.0%	0.0%	0.5%	0.0%	0.5%
Sub-total	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.5%	0.0%	0.5%
<b>Laindon</b>									
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	0.6%	5.0%	0.0%	0.0%	1.4%	5.4%	0.0%	0.0%	1.6%
Sub-total	0.6%	5.0%	0.0%	0.0%	1.4%	5.4%	0.0%	0.0%	1.6%
<b>Pitsea</b>									
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	13.9%	6.9%	0.0%	0.0%	6.8%	0.0%	0.0%	3.2%	4.0%
Sub-total	13.9%	6.9%	0.0%	0.0%	6.8%	0.0%	0.0%	3.2%	4.0%
<b>Wickford</b>									
All Out-of-Centre Floorspace	0.0%	0.0%	3.5%	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%	0.3%
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>26.8%</b>	<b>25.9%</b>	<b>24.5%</b>	<b>22.3%</b>	<b>14.3%</b>	<b>6.1%</b>	<b>12.8%</b>	<b>11.6%</b>	<b>18.1%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>77.2%</b>	<b>77.2%</b>	<b>76.3%</b>	<b>90.6%</b>	<b>19.8%</b>	<b>10.8%</b>	<b>67.8%</b>	<b>16.1%</b>	<b>52.2%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
Benfleet	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	1.8%
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%	0.0%
Canvey Island	3.4%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	15.2%	4.7%
Chelmsford	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%	2.2%	0.0%	0.0%	0.2%
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail Park; Thurrock Shopping Park)	0.6%	1.8%	0.0%	0.0%	1.3%	1.5%	0.0%	3.7%	1.6%
London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.1%
Rayleigh	0.0%	1.3%	1.4%	0.0%	0.0%	0.0%	0.5%	12.1%	3.6%
Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.5%	0.0%	0.1%
Southend-on-Sea	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.2%
Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL OTHER CENTRES / STORES</b>	<b>3.7%</b>	<b>2.3%</b>	<b>12.5%</b>	<b>1.5%</b>	<b>67.8%</b>	<b>35.5%</b>	<b>4.2%</b>	<b>24.5%</b>	<b>16.7%</b>
<b>Sub-Total All other Centres / stores</b>	<b>8.2%</b>	<b>10.4%</b>	<b>15.9%</b>	<b>2.1%</b>	<b>71.2%</b>	<b>66.9%</b>	<b>14.3%</b>	<b>63.9%</b>	<b>33.2%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING</b>	<b>14.6%</b>	<b>12.4%</b>	<b>7.7%</b>	<b>7.3%</b>	<b>9.0%</b>	<b>22.3%</b>	<b>17.9%</b>	<b>20.0%</b>	<b>14.6%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 12: ALL OTHER GOODS (JEWELLERY, 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 AREA
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>31.1%</b>	<b>24.0%</b>	<b>22.8%</b>	<b>6.3%</b>	<b>13.4%</b>	<b>0.0%</b>	<b>10.8%</b>	<b>8.6%</b>	<b>14.7%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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%
<b>Billericay</b>									
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%
<b>Laindon</b>									
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%
<b>Pitsea</b>									
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%
<b>Wickford</b>									
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%
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>17.5%</b>	<b>9.4%</b>	<b>17.8%</b>	<b>6.6%</b>	<b>8.5%</b>	<b>1.4%</b>	<b>8.0%</b>	<b>5.5%</b>	<b>8.8%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>48.5%</b>	<b>33.4%</b>	<b>40.6%</b>	<b>12.9%</b>	<b>21.8%</b>	<b>1.4%</b>	<b>18.8%</b>	<b>14.1%</b>	<b>23.4%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
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%	10.5%	0.0%	0.0%	0.8%
Bluewater	0.0%	0.0%	0.0%	4.1%	4.3%	3.0%	1.8%	1.8%	1.7%
Canvey Island	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	1.1%
Chelmsford	0.0%	0.0%	5.7%	9.4%	0.0%	5.7%	14.0%	1.8%	3.7%
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)	15.5%	5.3%	10.6%	10.4%	32.3%	28.7%	11.4%	21.9%	15.9%
London	0.0%	1.7%	0.0%	0.0%	4.3%	7.5%	7.4%	0.0%	1.8%
Rayleigh	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	1.6%
Romford	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.4%
Southend-on-Sea	1.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
<b>ALL OTHER CENTRES / STORES</b>	<b>3.1%</b>	<b>2.6%</b>	<b>4.6%</b>	<b>2.7%</b>	<b>3.9%</b>	<b>12.9%</b>	<b>1.8%</b>	<b>4.1%</b>	<b>4.1%</b>
<b>Sub-Total All other Centres / stores</b>	<b>19.8%</b>	<b>9.5%</b>	<b>22.1%</b>	<b>26.6%</b>	<b>44.7%</b>	<b>73.5%</b>	<b>36.4%</b>	<b>39.9%</b>	<b>31.4%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING</b>	<b>31.7%</b>	<b>57.0%</b>	<b>37.4%</b>	<b>60.6%</b>	<b>33.4%</b>	<b>25.1%</b>	<b>44.8%</b>	<b>46.0%</b>	<b>45.2%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Appendix 8: Comparison Goods Turnover  
(excluding SFT)**

TABLE 1: ALL COMPARISON GOODS - 2023 MARKET SHARE ANALYSIS (%)  
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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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%
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>35.8%</b>	<b>42.4%</b>	<b>33.2%</b>	<b>27.4%</b>	<b>14.5%</b>	<b>2.7%</b>	<b>29.1%</b>	<b>12.1%</b>	<b>25.2%</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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	37.0%	31.7%	39.6%	41.6%	17.4%	7.1%	31.0%	12.4%	26.3%
<b>Billericay</b>									
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%
<b>Laindon</b>									
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%
<b>Pitsea</b>									
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	11.1%	4.0%	0.3%	0.1%	6.6%	0.0%	0.0%	4.1%	3.6%
Sub-total	11.1%	4.0%	0.3%	0.1%	6.7%	0.0%	0.0%	4.1%	3.6%
<b>Wickford</b>									
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%
<b>SUB-TOTAL: OUT-OF- TOWN CENTRE</b>	<b>49.2%</b>	<b>38.6%</b>	<b>40.8%</b>	<b>44.2%</b>	<b>25.1%</b>	<b>9.0%</b>	<b>32.2%</b>	<b>16.7%</b>	<b>31.3%</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>85.0%</b>	<b>81.1%</b>	<b>74.0%</b>	<b>71.6%</b>	<b>39.5%</b>	<b>11.7%</b>	<b>61.3%</b>	<b>28.7%</b>	<b>56.6%</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
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 Park; Thurrock Shopping Park)	8.2%	12.6%	10.2%	8.1%	32.9%	24.2%	8.6%	16.9%	14.8%
London	0.3%	0.7%	1.1%	0.4%	0.5%	0.9%	2.1%	0.0%	0.6%
Rayleigh	0.6%	0.9%	7.0%	0.7%	0.6%	0.5%	1.5%	19.9%	5.7%
Romford	0.0%	0.3%	0.1%	2.0%	0.6%	10.6%	0.4%	1.0%	1.6%
Southend-on-Sea	0.5%	0.1%	0.5%	0.2%	0.9%	0.3%	0.4%	8.3%	2.2%
Stratford	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%	0.8%	0.0%	0.1%
<b>ALL OTHER CENTRES / STORES</b>	<b>4.5%</b>	<b>2.0%</b>	<b>2.4%</b>	<b>2.4%</b>	<b>21.3%</b>	<b>21.3%</b>	<b>7.4%</b>	<b>10.2%</b>	<b>8.1%</b>
<b>Sub-Total All other Centres / stores</b>	<b>15.0%</b>	<b>18.9%</b>	<b>26.0%</b>	<b>28.4%</b>	<b>60.5%</b>	<b>88.3%</b>	<b>38.7%</b>	<b>71.3%</b>	<b>43.4%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

TABLE 2: 2023 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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>£32.4</b>	<b>£76.5</b>	<b>£27.4</b>	<b>£27.3</b>	<b>£9.3</b>	<b>£1.9</b>	<b>£20.6</b>	<b>£28.1</b>	<b>£225.1</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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
<b>Billericay</b>									
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
<b>Laindon</b>									
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
<b>Pitsea</b>									
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
<b>Wickford</b>									
All Out-of-Centre Floorspace	£0.1	£0.0	£0.4	£0.6	£0.0	£0.0	£0.2	£0.2	£1.5
Sub-total	£0.1	£0.0	£0.4	£0.6	£0.0	£0.0	£0.2	£0.2	£1.5
<b>SUB-TOTAL: OUT-OF- TOWN CENTRE</b>	<b>£44.6</b>	<b>£69.7</b>	<b>£33.6</b>	<b>£44.1</b>	<b>£16.2</b>	<b>£6.4</b>	<b>£22.8</b>	<b>£38.9</b>	<b>£279.7</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>£77.1</b>	<b>£146.2</b>	<b>£60.9</b>	<b>£71.4</b>	<b>£25.5</b>	<b>£8.2</b>	<b>£43.5</b>	<b>£67.0</b>	<b>£504.8</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
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
<b>ALL OTHER CENTRES / STORES</b>	<b>£4.1</b>	<b>£3.7</b>	<b>£2.0</b>	<b>£2.4</b>	<b>£13.8</b>	<b>£15.0</b>	<b>£5.2</b>	<b>£23.9</b>	<b>£71.9</b>
<b>Sub-Total All other Centres / stores</b>	<b>£13.6</b>	<b>£34.1</b>	<b>£21.4</b>	<b>£28.3</b>	<b>£39.0</b>	<b>£62.0</b>	<b>£27.5</b>	<b>£166.4</b>	<b>£387.5</b>
<b>TOTAL</b>	<b>£90.7</b>	<b>£180.3</b>	<b>£82.4</b>	<b>£99.8</b>	<b>£64.5</b>	<b>£70.3</b>	<b>£71.0</b>	<b>£233.4</b>	<b>£892.3</b>

TABLE 3: 2028 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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>£34.9</b>	<b>£82.8</b>	<b>£29.5</b>	<b>£29.3</b>	<b>£10.1</b>	<b>£2.0</b>	<b>£22.1</b>	<b>£30.2</b>	<b>£242.1</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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
<b>Billericay</b>									
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
<b>Laindon</b>									
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
<b>Pitsea</b>									
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
<b>Wickford</b>									
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	£0.1	£0.0	£0.5	£0.6	£0.0	£0.0	£0.2	£0.2	£1.6
<b>SUB-TOTAL: OUT-OF- TOWN CENTRE</b>	<b>£48.0</b>	<b>£75.3</b>	<b>£36.1</b>	<b>£47.3</b>	<b>£17.6</b>	<b>£6.7</b>	<b>£24.5</b>	<b>£41.8</b>	<b>£300.9</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>£82.8</b>	<b>£158.1</b>	<b>£65.6</b>	<b>£76.5</b>	<b>£27.7</b>	<b>£8.8</b>	<b>£46.6</b>	<b>£72.1</b>	<b>£543.0</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
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	£0.0	£1.1	£0.0	£0.1	£0.5	£0.4	£0.1	£0.0	£2.3
Lakeside (Includes Shopping Centre, West Thurrock Retail Park; Lakeside Retail 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
<b>ALL OTHER CENTRES / STORES</b>	<b>£4.4</b>	<b>£4.0</b>	<b>£2.2</b>	<b>£2.5</b>	<b>£15.0</b>	<b>£15.9</b>	<b>£5.6</b>	<b>£25.7</b>	<b>£77.3</b>
<b>Sub-Total All other Centres / stores</b>	<b>£14.6</b>	<b>£36.9</b>	<b>£23.1</b>	<b>£30.4</b>	<b>£42.4</b>	<b>£65.9</b>	<b>£29.5</b>	<b>£178.9</b>	<b>£416.9</b>
<b>TOTAL</b>	<b>£97.5</b>	<b>£195.0</b>	<b>£88.7</b>	<b>£106.9</b>	<b>£70.1</b>	<b>£74.7</b>	<b>£76.1</b>	<b>£250.9</b>	<b>£959.9</b>

TABLE 4: 2023 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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>£40.0</b>	<b>£95.2</b>	<b>£33.8</b>	<b>£33.5</b>	<b>£11.7</b>	<b>£2.3</b>	<b>£25.4</b>	<b>£34.7</b>	<b>£277.7</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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
<b>Billericay</b>									
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
<b>Laindon</b>									
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
<b>Pitsea</b>									
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
<b>Wickford</b>									
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
<b>SUB-TOTAL: OUT-OF- TOWN CENTRE</b>	<b>£55.0</b>	<b>£86.7</b>	<b>£41.5</b>	<b>£54.0</b>	<b>£20.3</b>	<b>£7.7</b>	<b>£28.1</b>	<b>£48.0</b>	<b>£345.1</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>£95.0</b>	<b>£181.9</b>	<b>£75.3</b>	<b>£87.4</b>	<b>£32.0</b>	<b>£10.0</b>	<b>£53.4</b>	<b>£82.6</b>	<b>£622.8</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
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 Park; Thurrock Shopping Park)	£9.1	£28.2	£10.4	£9.9	£26.6	£20.6	£7.5	£48.6	£163.0
London	£0.3	£1.5	£1.2	£0.5	£0.4	£0.8	£1.8	£0.0	£6.7
Rayleigh	£0.7	£2.1	£7.2	£0.8	£0.5	£0.4	£1.3	£57.3	£62.8
Romford	£0.0	£0.7	£0.1	£2.5	£0.5	£9.0	£0.4	£3.0	£17.2
Southend-on-Sea	£0.6	£0.3	£0.5	£0.2	£0.7	£0.3	£0.3	£23.9	£23.8
Stratford	£0.0	£0.0	£0.3	£0.0	£0.0	£0.1	£0.7	£0.0	£1.2
<b>ALL OTHER CENTRES / STORES</b>	<b>£5.1</b>	<b>£4.6</b>	<b>£2.5</b>	<b>£2.9</b>	<b>£17.3</b>	<b>£18.1</b>	<b>£6.4</b>	<b>£29.4</b>	<b>£88.7</b>
<b>Sub-Total All other Centres / stores</b>	<b>£16.8</b>	<b>£42.5</b>	<b>£26.5</b>	<b>£34.7</b>	<b>£48.9</b>	<b>£75.0</b>	<b>£33.8</b>	<b>£205.1</b>	<b>£478.1</b>
<b>TOTAL</b>	<b>£111.7</b>	<b>£224.3</b>	<b>£101.8</b>	<b>£122.1</b>	<b>£80.9</b>	<b>£85.0</b>	<b>£87.2</b>	<b>£287.8</b>	<b>£1,100.9</b>

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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>£46.6</b>	<b>£111.4</b>	<b>£39.3</b>	<b>£38.6</b>	<b>£13.6</b>	<b>£2.6</b>	<b>£29.3</b>	<b>£40.4</b>	<b>£323.0</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
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	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2
All Other Out-of-Centre Floorspace	£2.8	£4.3	£1.5	£0.0	£5.2	£0.2	£0.2	£1.3	£16.3
Sub-total	£48.2	£83.1	£46.9	£58.6	£16.5	£7.0	£31.3	£41.5	£337.0
<b>Billericay</b>									
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
<b>Laindon</b>									
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
<b>Pitsea</b>									
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
<b>Wickford</b>									
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	£0.1	£0.0	£0.6	£0.8	£0.0	£0.0	£0.3	£0.3	£2.1
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>£64.1</b>	<b>£101.4</b>	<b>£48.3</b>	<b>£62.2</b>	<b>£23.7</b>	<b>£8.9</b>	<b>£32.5</b>	<b>£55.8</b>	<b>£401.3</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>£110.7</b>	<b>£212.8</b>	<b>£87.6</b>	<b>£100.8</b>	<b>£37.3</b>	<b>£11.5</b>	<b>£61.8</b>	<b>£96.2</b>	<b>£724.3</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
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
<b>ALL OTHER CENTRES / STORES</b>	<b>£5.9</b>	<b>£5.3</b>	<b>£2.9</b>	<b>£3.3</b>	<b>£20.1</b>	<b>£20.9</b>	<b>£7.4</b>	<b>£34.3</b>	<b>£103.1</b>
<b>Sub-Total All other Centres / stores</b>	<b>£19.6</b>	<b>£49.7</b>	<b>£30.8</b>	<b>£40.0</b>	<b>£57.0</b>	<b>£86.7</b>	<b>£39.1</b>	<b>£238.8</b>	<b>£556.0</b>
<b>TOTAL</b>	<b>£130.3</b>	<b>£262.4</b>	<b>£118.4</b>	<b>£140.8</b>	<b>£94.3</b>	<b>£98.2</b>	<b>£100.9</b>	<b>£335.0</b>	<b>£1,280.3</b>



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
<b>TOWN CENTRE STORES / LOCATIONS</b>									
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
<b>SUB-TOTAL: TOWN CENTRE</b>	<b>£53.1</b>	<b>£127.3</b>	<b>£44.7</b>	<b>£43.5</b>	<b>£15.6</b>	<b>£3.0</b>	<b>£33.1</b>	<b>£46.0</b>	<b>£367.3</b>
<b>OUT OF TOWN STORES / LOCATIONS</b>									
<b>Basildon</b>									
Pippis 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	£55.0	£95.0	£53.3	£66.1	£18.8	£7.9	£35.3	£47.3	£383.3
<b>Billericay</b>									
Whitesbridge Farm Industrial Estate, Crays Hill	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£1.0
All Other Out-of-Centre Floorspace	£0.0	£0.5	£0.4	£2.0	£0.3	£0.0	£0.4	£0.3	£4.0
Sub-total	£0.5	£0.5	£0.4	£2.0	£0.3	£0.0	£0.9	£0.3	£5.0
<b>Laindon</b>									
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
<b>Pitsea</b>									
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
<b>Wickford</b>									
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
<b>SUB-TOTAL: OUT-OF-TOWN CENTRE</b>	<b>£73.1</b>	<b>£115.9</b>	<b>£54.9</b>	<b>£70.3</b>	<b>£27.0</b>	<b>£10.0</b>	<b>£36.7</b>	<b>£63.6</b>	<b>£456.4</b>
<b>BASILDON BOROUGH COUNCIL AREA</b>	<b>£126.2</b>	<b>£243.2</b>	<b>£99.6</b>	<b>£113.8</b>	<b>£42.6</b>	<b>£13.0</b>	<b>£69.8</b>	<b>£109.5</b>	<b>£823.6</b>
<b>OTHER CENTRES/STORES OUTSIDE BBC AREA</b>									
	£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 Park; Thurrock Shopping Park)	£12.1	£37.7	£13.7	£12.8	£35.4	£26.9	£9.8	£64.4	£215.5
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
<b>ALL OTHER CENTRES / STORES</b>	<b>£6.7</b>	<b>£6.1</b>	<b>£3.3</b>	<b>£3.8</b>	<b>£23.0</b>	<b>£23.6</b>	<b>£8.4</b>	<b>£39.0</b>	<b>£117.3</b>
<b>Sub-Total All other Centres / stores</b>	<b>£22.3</b>	<b>£56.8</b>	<b>£35.0</b>	<b>£45.2</b>	<b>£65.1</b>	<b>£97.9</b>	<b>£44.2</b>	<b>£271.9</b>	<b>£632.3</b>
<b>TOTAL</b>	<b>£148.4</b>	<b>£300.0</b>	<b>£134.6</b>	<b>£159.0</b>	<b>£107.6</b>	<b>£110.9</b>	<b>£114.0</b>	<b>£381.4</b>	<b>£1,455.9</b>

## **Appendix 9: Comparison Goods Capacity**

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

	2023	2028	2033	2038	2042
<b>BASILDON BOROUGH COUNCIL AREA</b>					
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
<b>TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE BASILDON BOROUGH COUNCIL AREA</b>	<b>£504.8</b>	<b>£543.0</b>	<b>£622.8</b>	<b>£724.3</b>	<b>£823.6</b>

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

		2023	2028	2033	2038	2042
<b>BASILDON BOROUGH COUNCIL AREA</b>						
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
<b>TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE BASILDON BOROUGH COUNCIL AREA</b>		<b>£511.1</b>	<b>£549.7</b>	<b>£630.5</b>	<b>£733.2</b>	<b>£833.8</b>

TABLE 3: COMMITTED COMPARISON GOODS FLOORSPACE

CENTRE	PLANNING REF	LOCATION	Gross Floorpace (sq m)	Net Floorpace (sq m)	2023 Average Sales Density (£ per sqm)	FORECAST TURNOVER (£M)					
						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
3A	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
3B	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
<b>BASILDON BOROUGH COUNCIL AREA TOTAL</b>							<b>£22.4</b>	<b>£24.2</b>	<b>£27.8</b>	<b>£32.2</b>	<b>£36.3</b>

Notes

- 1A 16/01594/FULL - Redevelopment for residential, food store, business, retail, financial & professional service, restaurants/café, 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 ratio of 70%) of which it is assumed that 25% is for comparison goods and 75% is for convenience goods.
- 1B 16/01594/FULL - Redevelopment for residential, food store, business, retail, financial & professional service, restaurants/café, 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 it 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.
- 2 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/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 of 70%) of which it is assumed that 25% (314 sqm net) is for comparison goods and 75% (941 sqm net) is for convenience goods.
- 3B 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 comparison goods retail.
- 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.

TABLE 4: 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	£833.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£511.1	£553.1	£635.6	£736.9	£829.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£3.4	£5.1	£3.6	£4.5
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£24.2	£27.8	£32.2	£36.3
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£27.6</b>	<b>£32.9</b>	<b>£35.9</b>	<b>£31.8</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorpace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,737
	(ii) <b>Net Floorpace Capacity (sq m):</b>	-	<b>-4,249</b>	<b>-4,415</b>	<b>-4,147</b>	<b>-3,267</b>
	(iii) Assumed Net / Gross Floorpace Ratio:	-	70%	70%	70%	70%
	(iv) <b>Gross Floorpace Capacity (sq m):</b>	-	<b>-6,070</b>	<b>-6,307</b>	<b>-5,924</b>	<b>-4,668</b>

Notes:

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 2).
- STEP 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' growth rates informed by the latest Experian Retail Planner Briefing Note 20 (February 2023) and other research evidence.
- STEP 3: 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: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorpace 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.

TABLE 5: BASILDON 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):	£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 COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£0.9</b>	<b>-£1.4</b>	<b>-£1.0</b>	<b>-£1.2</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,737
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-140</b>	<b>-184</b>	<b>-112</b>	<b>123</b>
	(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 COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£0.2</b>	<b>-£0.3</b>	<b>-£0.2</b>	<b>£0.3</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,737
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-31</b>	<b>-40</b>	<b>-25</b>	<b>27</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-44	-58	-35	38

TABLE 7: LAINDON 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):	£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 COMMITTED FLOORSPACE (£m)	-	£6.7	£7.7	£9.0	£10.1
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£6.7</b>	<b>-£7.7</b>	<b>-£9.0</b>	<b>-£10.1</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,737
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,037</b>	<b>-1,038</b>	<b>-1,037</b>	<b>-1,033</b>
	(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  
Assume Equilibrium at Base Year and Constant Market Shares

		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 COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£0.1</b>	<b>-£0.2</b>	<b>-£0.2</b>	<b>£0.2</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,737
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-23</b>	<b>-30</b>	<b>-19</b>	<b>20</b>
	(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 COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£0.2</b>	<b>-£0.4</b>	<b>-£0.3</b>	<b>£0.3</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,737
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-38</b>	<b>-50</b>	<b>-30</b>	<b>33</b>
	(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  
Assume Equilibrium at Base Year and Constant Market Shares

		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 COMMITTED FLOORSPACE (£m)	-	£17.5	£20.1	£23.3	£26.2
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£19.4</b>	<b>-£22.9</b>	<b>-£25.3</b>	<b>-£23.7</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,494	£7,463	£8,651	£9,737
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-2,980</b>	<b>-3,072</b>	<b>-2,924</b>	<b>-2,438</b>
	(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
Basildon Town Centre	-140	-184	-112	123
Billericay Town Centre	-31	-40	-25	27
Laindon Town Centre	-1,037	-1,038	-1,037	-1,033
Pitsea Town Centre	-23	-30	-19	20
Wickford Town Centre	-38	-50	-30	33
All Out-of-Centre Locations	-2,980	-3,072	-2,924	-2,438
<b>GRAND TOTAL: BASILDON BOROUGH COUNCIL AREA</b>	<b>-4,249</b>	<b>-4,415</b>	<b>-4,147</b>	<b>-3,267</b>

