

Appendix 7:

Convenience Modelling

BLACK COUNTRY CENTRES STUDY 2009

TABLE 1
SURVEY AREA POPULATION FORECASTS (WM RSS Phase 2)

| Catchment Zone | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | | |
|---------------------------|-----------------------------------|--|------------------------|--------------------------|-------------|---------------------------|-----------|--------------------------|-----------|-------------|-----------|-----------|-------------|----------------------|-------------|---------------|-------------|--------------------|-------------|--------------------------|-------------|-------------|-------------|-------------|-------------|---------|---------------|-------------|----------|-------------|-------------|--------------|--------------------------------------|----------------------|---------------|---------|---------|---------|------------------|---------|-----------|-------------|----------------|------------|----------|------------|----------------|----------|-------------|-------------|-----------|-------------|---------------------|-------------------|------------------|--------------|
| Postcode Sector Groupings | B16 0/8/9, B17 0/8/9, B18 4/5/6/7 | B20 1/2/3, B21 0/8/9, B42 1/2, B44 0/8/9 | B29 4/5/6/7, B30 1/2/3 | B31 1/2/3/4/5, B45 0/8/9 | B32 1/2/3/4 | B38 0/8/9, B47 5/6, B48 7 | B43 5/6/7 | B60 1/2/3/4, B61 0/7/8/9 | B62 0/8/9 | B63 1/2/3/4 | B64 5/6/7 | B65 0/8/9 | B66 1/2/3/4 | B67 5/6/7, B68 0/8/9 | B69 1/2/3/4 | B70 0/6/7/8/9 | B71 1/2/3/4 | B73 5/6, B74 2/3/4 | DY1 1/2/3/4 | DY10 1/2/3/4, DY11 5/6/7 | DY2 0/7/8/9 | DY3 1/2/3/4 | DY4 0/7/8/9 | DY5 1/2/3/4 | DY6 0/7/8/9 | DY7 5/6 | DY8 1/2/3/4/5 | DY9 0/7/8/9 | ST19 5/9 | WS1 1/2/3/4 | WS2 0/7/8/9 | WS10 0/7/8/9 | WS11 0/1/4/5/6/7/8/9, WS12 0/1/2/3/4 | WS13 6/7/8, WS14 0/9 | WS3 1/2/3/4/5 | WS4 1/2 | WS5 3/4 | WS6 6/7 | WS7 0/1/12/3/4/9 | WS8 6/7 | WS9 0/8/9 | WV1 1/2/3/4 | WV10 0/6/7/8/9 | WV11 1/2/3 | WV12 4/5 | WV13 1/2/3 | WV14 0/6/7/8/9 | TF 1 8/9 | WV2 1/2/3/4 | WV3 0/7/8/9 | WV4 4/5/6 | WV5 0/7/8/9 | WV6 0/7/8/9, WV15 5 | WV 7 3, WV8 1/2/5 | | TOTAL |
| 2006 | 57,162 | 118,678 | 67,061 | 77,357 | 37,933 | 34,741 | 28,060 | 53,211 | 26,854 | 31,205 | 15,850 | 22,302 | 21,322 | 54,500 | 29,917 | 24,149 | 27,654 | 49,125 | 32,898 | 65,567 | 31,557 | 34,528 | 40,354 | 41,997 | 29,775 | 7,640 | 47,391 | 31,129 | 13,901 | 22,168 | 35,846 | 46,165 | 75,260 | 47,087 | 50,816 | 17,552 | 18,972 | 16,449 | 23,570 | 15,178 | 31,232 | 13,614 | 51,695 | 38,188 | 25,082 | 22,396 | 44,883 | 13,478 | 14,891 | 31,115 | 34,291 | 11,311 | 46,299 | 30,566 | 1,931,922 | |
| 2009 | 57,157 | 118,667 | 67,055 | 77,350 | 37,930 | 34,738 | 28,057 | 53,206 | 26,852 | 31,202 | 15,849 | 22,300 | 21,320 | 54,495 | 29,914 | 24,147 | 27,652 | 49,121 | 32,895 | 65,561 | 31,554 | 34,525 | 40,350 | 41,993 | 29,772 | 7,639 | 47,387 | 31,126 | 13,900 | 22,166 | 35,843 | 46,161 | 75,253 | 47,083 | 50,811 | 17,550 | 18,970 | 16,448 | 23,568 | 15,177 | 31,229 | 13,613 | 51,690 | 38,185 | 25,080 | 22,394 | 44,879 | 13,477 | 14,890 | 31,112 | 34,288 | 11,310 | 46,295 | 30,563 | 1,931,748 | |
| 2011 | 57,153 | 118,660 | 67,051 | 77,345 | 37,927 | 34,736 | 28,056 | 53,203 | 26,850 | 31,200 | 15,848 | 22,299 | 21,319 | 54,492 | 29,913 | 24,145 | 27,650 | 49,118 | 32,893 | 65,557 | 31,552 | 34,523 | 40,348 | 41,991 | 29,771 | 7,639 | 47,384 | 31,124 | 13,899 | 22,165 | 35,841 | 46,158 | 75,249 | 47,080 | 50,808 | 17,549 | 18,969 | 16,447 | 23,566 | 15,176 | 31,227 | 13,612 | 51,687 | 38,182 | 25,078 | 22,393 | 44,876 | 13,476 | 14,889 | 31,110 | 34,286 | 11,309 | 46,292 | 30,561 | 1,931,632 | |
| 2016 | 56,754 | 113,484 | 66,232 | 78,190 | 37,562 | 34,442 | 27,648 | 50,157 | 26,702 | 30,537 | 16,065 | 22,470 | 21,223 | 50,947 | 30,826 | 24,855 | 27,813 | 50,131 | 32,633 | 65,730 | 31,062 | 33,563 | 41,641 | 43,803 | 28,792 | 7,560 | 46,542 | 29,908 | 13,926 | 21,345 | 36,809 | 46,678 | 75,277 | 45,154 | 52,237 | 18,056 | 18,997 | 17,059 | 24,059 | 15,887 | 31,645 | 14,757 | 52,977 | 37,927 | 25,497 | 23,060 | 47,975 | 15,089 | 15,798 | 30,794 | 34,083 | 11,482 | 46,262 | 31,287 | 1,931,389 | |
| 2021 | 57,435 | 114,846 | 67,027 | 79,128 | 38,013 | 34,855 | 27,980 | 50,759 | 27,022 | 30,903 | 16,258 | 22,740 | 21,478 | 51,558 | 31,196 | 25,153 | 28,147 | 50,733 | 33,025 | 66,519 | 31,435 | 33,966 | 42,141 | 44,329 | 29,138 | 7,651 | 47,100 | 30,267 | 14,093 | 21,601 | 37,251 | 47,238 | 76,180 | 45,696 | 52,864 | 18,273 | 19,225 | 17,264 | 24,348 | 16,078 | 32,025 | 14,934 | 53,613 | 38,382 | 25,803 | 23,337 | 48,551 | 15,270 | 15,988 | 31,164 | 34,492 | 11,620 | 46,817 | 31,662 | 1,954,565 | |
| 2026 | 57,710 | 115,418 | 67,351 | 79,416 | 38,195 | 34,844 | 28,349 | 50,374 | 27,334 | 31,365 | 16,385 | 22,919 | 21,636 | 51,946 | 31,431 | 25,338 | 28,355 | 51,239 | 33,521 | 66,020 | 31,905 | 34,424 | 42,471 | 45,004 | 29,561 | 7,617 | 47,778 | 30,534 | 14,036 | 22,233 | 38,361 | 48,006 | 75,842 | 45,492 | 54,388 | 18,821 | 19,679 | 17,188 | 24,239 | 16,532 | 32,943 | 15,386 | 55,018 | 39,391 | 26,585 | 24,054 | 49,794 | 15,690 | 16,475 | 32,114 | 35,403 | 11,603 | 47,806 | 32,002 | 1,977,521 | |

SOURCE: Mott MacDonald, GVA and JMP, 2009

TABLE 1A
POPULATION GROWTH RATES

| Catchment Zone | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | |
|------------------|------|------|------|-----|------|------|------|------|------|------|-----|-----|------|------|-----|-----|-----|-----|------|------|------|------|-----|-----|------|------|------|------|------|------|-----|-----|------|------|-----|-----|-----|------|------|-----|-----|-----|-----|------|-----|-----|-----|------|-----|------|------|------|------|------------|------------|
| 2009-2011 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 2011-2016 | -0.7 | -4.4 | -1.2 | 1.1 | -1.0 | -0.8 | -1.5 | -5.7 | -0.6 | -2.1 | 1.4 | 0.8 | -0.4 | -6.5 | 3.1 | 2.9 | 0.6 | 2.1 | -0.8 | 0.3 | -1.6 | -2.8 | 3.2 | 4.3 | -3.3 | -1.0 | -1.8 | -3.9 | 0.2 | -3.7 | 2.7 | 1.1 | 0.0 | -4.1 | 2.8 | 2.9 | 0.1 | 3.7 | 2.1 | 4.7 | 1.3 | 8.4 | 2.5 | -0.7 | 1.7 | 3.0 | 6.9 | 12.0 | 6.1 | -1.0 | -0.6 | 1.5 | -0.1 | 2.4 | 0.0 |
| 2016-2021 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | |
| 2021-2026 | 0.5 | 0.5 | 0.5 | 0.4 | 0.5 | 0.0 | 1.3 | -0.8 | 1.2 | 1.5 | 0.8 | 0.8 | 0.7 | 0.8 | 0.8 | 0.7 | 0.7 | 1.0 | 1.5 | -0.7 | 1.5 | 1.3 | 0.8 | 1.5 | 1.5 | -0.4 | 1.4 | 0.9 | -0.4 | 2.9 | 3.0 | 1.6 | -0.4 | -0.4 | 2.9 | 3.0 | 2.4 | -0.4 | -0.4 | 2.8 | 2.9 | 3.0 | 2.6 | 2.6 | 3.0 | 3.1 | 2.6 | 2.8 | 3.0 | 3.0 | 2.6 | -0.1 | 2.1 | 1.1 | 1.2 |

BLACK COUNTRY CENTRES STUDY 2009

WOLVERHAMPTON

TABLE 4
WOLVERHAMPTON CITY CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 4 | 5 | 15 | 17 | 22 | 26 | 27 | 29 | 32 | 42 | 43 | 44 | 45 | 46 | 47 | 49 | 50 | 51 | 52 | 53 | 54 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|------|-----|-----|-----|------|------|------|------|------|------|
| 2009 (%) | 0.8 | 0.9 | 0.9 | 0.9 | 3.6 | 1.0 | 0.8 | 1.9 | 0.4 | 37.3 | 41.9 | 10.7 | 0.8 | 1.8 | 3.7 | 44.1 | 47.4 | 29.0 | 14.6 | 37.8 | 20.0 |
| 2011 (%) | 0.8 | 0.9 | 0.9 | 0.9 | 3.6 | 1.0 | 0.8 | 1.9 | 0.4 | 37.3 | 41.9 | 10.7 | 0.8 | 1.8 | 3.7 | 44.1 | 47.4 | 29.0 | 14.6 | 37.8 | 20.0 |
| 2016 (%) | 0.8 | 0.9 | 0.9 | 0.9 | 3.6 | 1.0 | 0.8 | 1.9 | 0.4 | 37.3 | 41.9 | 10.7 | 0.8 | 1.8 | 3.7 | 44.1 | 47.4 | 29.0 | 14.6 | 37.8 | 20.0 |
| 2021 (%) | 0.8 | 0.9 | 0.9 | 0.9 | 3.6 | 1.0 | 0.8 | 1.9 | 0.4 | 37.3 | 41.9 | 10.7 | 0.8 | 1.8 | 3.7 | 44.1 | 47.4 | 29.0 | 14.6 | 37.8 | 20.0 |
| 2026 (%) | 0.8 | 0.9 | 0.9 | 0.9 | 3.6 | 1.0 | 0.8 | 1.9 | 0.4 | 37.3 | 41.9 | 10.7 | 0.8 | 1.8 | 3.7 | 44.1 | 47.4 | 29.0 | 14.6 | 37.8 | 20.0 |

SOURCE: Household Survey, February 2009

TABLE 4A
WOLVERHAMPTON CITY CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 4 | 5 | 15 | 17 | 22 | 26 | 27 | 29 | 32 | 42 | 43 | 44 | 45 | 46 | 47 | 49 | 50 | 51 | 52 | 53 | 54 | TOTAL |
|----------------|-------|-----|-----|-----|-------|-----|-----|-----|-----|-------|--------|-------|-----|-----|-------|--------|--------|--------|-------|--------|--------|---------|
| 2009 (£000) | 1,030 | 539 | 413 | 383 | 2,011 | 141 | 664 | 469 | 239 | 7,397 | 32,886 | 6,537 | 305 | 617 | 2,534 | 9,907 | 24,702 | 16,499 | 2,943 | 30,306 | 9,754 | 150,276 |
| 2011 (£000) | 1,034 | 542 | 415 | 385 | 2,020 | 142 | 667 | 471 | 240 | 7,433 | 33,043 | 6,568 | 307 | 620 | 2,546 | 9,955 | 24,819 | 16,578 | 2,957 | 30,450 | 9,800 | 150,991 |
| 2016 (£000) | 1,067 | 547 | 436 | 395 | 2,003 | 143 | 668 | 481 | 247 | 8,219 | 34,542 | 6,654 | 318 | 651 | 2,776 | 10,773 | 25,057 | 16,808 | 3,062 | 31,037 | 10,233 | 156,119 |
| 2021 (£000) | 1,134 | 582 | 464 | 420 | 2,131 | 152 | 711 | 512 | 263 | 8,741 | 36,740 | 7,078 | 338 | 692 | 2,953 | 11,459 | 26,651 | 17,877 | 3,257 | 33,011 | 10,884 | 166,052 |
| 2026 (£000) | 1,197 | 615 | 492 | 445 | 2,270 | 160 | 758 | 536 | 281 | 9,465 | 39,626 | 7,634 | 366 | 750 | 3,183 | 12,410 | 28,865 | 19,286 | 3,418 | 35,428 | 11,562 | 178,745 |

SOURCE: Tables 3 & 4

TABLE 5
BILSTON DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 17 | 19 | 21 | 22 | 23 | 31 | 32 | 42 | 43 | 44 | 45 | 46 | 47 | 49 | 50 | 51 | 52 |
|----------------|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|------|------|------|-----|------|-----|
| 2009 (%) | 0.9 | 2.9 | 0.9 | 2.6 | 5.2 | 0.4 | 1.3 | 11.7 | 2.9 | 2.2 | 1.3 | 13.2 | 42.1 | 23.5 | 6.7 | 10.3 | 2.3 |
| 2011 (%) | 0.9 | 2.9 | 0.9 | 2.6 | 5.2 | 0.4 | 1.3 | 11.7 | 2.9 | 2.2 | 1.3 | 13.2 | 42.1 | 23.5 | 6.7 | 10.3 | 2.3 |
| 2016 (%) | 0.9 | 2.9 | 0.9 | 2.6 | 5.2 | 0.4 | 1.3 | 11.7 | 2.9 | 2.2 | 1.3 | 13.2 | 42.1 | 23.5 | 6.7 | 10.3 | 2.3 |
| 2021 (%) | 0.9 | 2.9 | 0.9 | 2.6 | 5.2 | 0.4 | 1.3 | 11.7 | 2.9 | 2.2 | 1.3 | 13.2 | 42.1 | 23.5 | 6.7 | 10.3 | 2.3 |
| 2026 (%) | 0.9 | 2.9 | 0.9 | 2.6 | 5.2 | 0.4 | 1.3 | 11.7 | 2.9 | 2.2 | 1.3 | 13.2 | 42.1 | 23.5 | 6.7 | 10.3 | 2.3 |

SOURCE: Household Survey, February 2009

TABLE 5A
BILSTON DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 17 | 19 | 21 | 22 | 23 | 31 | 32 | 42 | 43 | 44 | 45 | 46 | 47 | 49 | 50 | 51 | 52 | TOTAL |
|----------------|-----|-------|-----|-------|-------|-----|-------|-------|-------|-------|-----|-------|--------|-------|-------|-------|-----|--------|
| 2009 (£000) | 383 | 1,432 | 431 | 1,473 | 3,173 | 193 | 852 | 2,327 | 2,236 | 1,335 | 519 | 4,532 | 29,191 | 5,288 | 3,506 | 5,832 | 470 | 63,173 |
| 2011 (£000) | 385 | 1,439 | 433 | 1,480 | 3,188 | 194 | 856 | 2,338 | 2,246 | 1,341 | 521 | 4,553 | 29,330 | 5,313 | 3,523 | 5,859 | 472 | 63,474 |
| 2016 (£000) | 395 | 1,456 | 435 | 1,467 | 3,355 | 204 | 883 | 2,585 | 2,348 | 1,359 | 540 | 4,783 | 31,981 | 5,750 | 3,557 | 5,941 | 489 | 67,529 |
| 2021 (£000) | 420 | 1,548 | 463 | 1,561 | 3,569 | 217 | 939 | 2,750 | 2,498 | 1,445 | 575 | 5,087 | 34,015 | 6,116 | 3,783 | 6,319 | 520 | 71,825 |
| 2026 (£000) | 445 | 1,652 | 494 | 1,662 | 3,780 | 234 | 1,003 | 2,977 | 2,694 | 1,559 | 622 | 5,511 | 36,666 | 6,624 | 4,097 | 6,816 | 546 | 77,384 |

SOURCE: Tables 3 & 5

BLACK COUNTRY CENTRES STUDY 2009

WOLVERHAMPTON

TABLE 6
WEDNESFIELD DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 31 | 35 | 38 | 40 | 42 | 43 | 44 | 45 | 46 | 47 | 49 | 51 | 52 | 53 |
|----------------|-----|-----|-----|-----|------|-----|------|------|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 1.3 | 0.4 | 0.4 | 1.3 | 15.0 | 6.5 | 52.2 | 11.2 | 3.6 | 1.7 | 1.5 | 0.9 | 1.0 | 1.0 |
| 2011 (%) | 1.3 | 0.4 | 0.4 | 1.3 | 15.0 | 6.5 | 52.2 | 11.2 | 3.6 | 1.7 | 1.5 | 0.9 | 1.0 | 1.0 |
| 2016 (%) | 1.3 | 0.4 | 0.4 | 1.3 | 15.0 | 6.5 | 52.2 | 11.2 | 3.6 | 1.7 | 1.5 | 0.9 | 1.0 | 1.0 |
| 2021 (%) | 1.3 | 0.4 | 0.4 | 1.3 | 15.0 | 6.5 | 52.2 | 11.2 | 3.6 | 1.7 | 1.5 | 0.9 | 1.0 | 1.0 |
| 2026 (%) | 1.3 | 0.4 | 0.4 | 1.3 | 15.0 | 6.5 | 52.2 | 11.2 | 3.6 | 1.7 | 1.5 | 0.9 | 1.0 | 1.0 |

SOURCE: Household Survey, February 2009

TABLE 6A
WEDNESFIELD DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 31 | 35 | 38 | 40 | 42 | 43 | 44 | 45 | 46 | 47 | 49 | 51 | 52 | 53 | TOTAL |
|----------------|-----|-----|-----|-----|-------|-------|--------|-------|-------|-------|-----|-----|-----|-----|--------|
| 2009 (£000) | 658 | 275 | 95 | 306 | 2,972 | 5,079 | 32,025 | 4,536 | 1,225 | 1,198 | 337 | 512 | 197 | 781 | 50,196 |
| 2011 (£000) | 661 | 277 | 95 | 307 | 2,986 | 5,103 | 32,178 | 4,558 | 1,231 | 1,203 | 339 | 514 | 198 | 785 | 50,435 |
| 2016 (£000) | 692 | 290 | 101 | 328 | 3,302 | 5,335 | 32,600 | 4,726 | 1,293 | 1,312 | 367 | 522 | 205 | 800 | 51,872 |
| 2021 (£000) | 736 | 308 | 107 | 349 | 3,512 | 5,674 | 34,674 | 5,027 | 1,375 | 1,395 | 390 | 555 | 218 | 851 | 55,172 |
| 2026 (£000) | 797 | 334 | 112 | 377 | 3,803 | 6,120 | 37,400 | 5,443 | 1,490 | 1,504 | 422 | 599 | 229 | 913 | 59,543 |

SOURCE: Tables 3 & 6

TABLE 7
WOLVERHAMPTON OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 22 | 29 | 42 | 43 | 44 | 47 | 49 | 50 | 51 | 52 | 53 | 54 |
|----------------|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|------|
| 2009 (%) | 2.9 | 3.2 | 2.3 | 8.1 | 0.9 | 0.8 | 2.9 | 12.5 | 12.8 | 3.3 | 6.4 | 26.9 |
| 2011 (%) | 2.9 | 3.2 | 2.3 | 8.1 | 0.9 | 0.8 | 2.9 | 12.5 | 12.8 | 3.3 | 6.4 | 26.9 |
| 2016 (%) | 2.9 | 3.2 | 2.3 | 8.1 | 0.9 | 0.8 | 2.9 | 12.5 | 12.8 | 3.3 | 6.4 | 26.9 |
| 2021 (%) | 2.9 | 3.2 | 2.3 | 8.1 | 0.9 | 0.8 | 2.9 | 12.5 | 12.8 | 3.3 | 6.4 | 26.9 |
| 2026 (%) | 2.9 | 3.2 | 2.3 | 8.1 | 0.9 | 0.8 | 2.9 | 12.5 | 12.8 | 3.3 | 6.4 | 26.9 |

SOURCE: Household Survey, February 2009

TABLE 7A
WOLVERHAMPTON OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 22 | 29 | 42 | 43 | 44 | 47 | 49 | 50 | 51 | 52 | 53 | 54 | TOTAL |
|----------------|-------|-----|-----|-------|-----|-----|-----|-------|-------|-----|-------|--------|--------|
| 2009 (£000) | 1,614 | 800 | 451 | 6,314 | 552 | 573 | 658 | 6,531 | 7,297 | 657 | 5,088 | 13,139 | 43,675 |
| 2011 (£000) | 1,622 | 804 | 454 | 6,345 | 555 | 575 | 661 | 6,562 | 7,331 | 660 | 5,112 | 13,202 | 43,883 |
| 2016 (£000) | 1,608 | 822 | 502 | 6,632 | 562 | 627 | 715 | 6,625 | 7,433 | 684 | 5,210 | 13,785 | 45,206 |
| 2021 (£000) | 1,711 | 874 | 534 | 7,054 | 598 | 667 | 760 | 7,046 | 7,906 | 727 | 5,542 | 14,662 | 48,082 |
| 2026 (£000) | 1,822 | 915 | 578 | 7,609 | 645 | 719 | 824 | 7,631 | 8,529 | 763 | 5,948 | 15,575 | 51,558 |

SOURCE: Tables 3 & 7

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

TABLE 8
WALSALL TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 1 | 7 | 16 | 17 | 23 | 29 | 30 | 31 | 32 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 44 | 45 | 46 | 48 | 51 |
|----------------|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 1.0 | 4.3 | 0.9 | 0.9 | 0.4 | 0.4 | 53.6 | 26.0 | 7.1 | 0.9 | 5.5 | 32.8 | 31.9 | 3.3 | 0.4 | 5.0 | 4.3 | 0.9 | 8.0 | 2.2 | 0.9 | 0.5 |
| 2011 (%) | 1.0 | 4.3 | 0.9 | 0.9 | 0.4 | 0.4 | 53.6 | 26.0 | 7.1 | 0.9 | 5.5 | 32.8 | 31.9 | 3.3 | 0.4 | 5.0 | 4.3 | 0.9 | 8.0 | 2.2 | 0.9 | 0.5 |
| 2016 (%) | 1.0 | 4.3 | 0.9 | 0.9 | 0.4 | 0.4 | 53.6 | 26.0 | 7.1 | 0.9 | 5.5 | 32.8 | 31.9 | 3.3 | 0.4 | 5.0 | 4.3 | 0.9 | 8.0 | 2.2 | 0.9 | 0.5 |
| 2021 (%) | 1.0 | 4.3 | 0.9 | 0.9 | 0.4 | 0.4 | 53.6 | 26.0 | 7.1 | 0.9 | 5.5 | 32.8 | 31.9 | 3.3 | 0.4 | 5.0 | 4.3 | 0.9 | 8.0 | 2.2 | 0.9 | 0.5 |
| 2026 (%) | 1.0 | 4.3 | 0.9 | 0.9 | 0.4 | 0.4 | 53.6 | 26.0 | 7.1 | 0.9 | 5.5 | 32.8 | 31.9 | 3.3 | 0.4 | 5.0 | 4.3 | 0.9 | 8.0 | 2.2 | 0.9 | 0.5 |

SOURCE: Household Survey, February 2009

TABLE 8A
WALSALL TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 1 | 7 | 16 | 17 | 23 | 29 | 30 | 31 | 32 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 44 | 45 | 46 | 48 | 51 | TOTAL |
|----------------|-------|-------|-----|-----|-----|-----|--------|--------|-------|-----|-------|--------|--------|-------|-----|-------|-------|-----|-------|-----|-----|-----|--------|
| 2009 (£000) | 915 | 1,986 | 319 | 383 | 228 | 88 | 17,492 | 13,413 | 4,839 | 751 | 4,306 | 9,537 | 10,435 | 879 | 137 | 1,188 | 2,280 | 552 | 3,234 | 754 | 219 | 256 | 74,190 |
| 2011 (£000) | 919 | 1,995 | 321 | 385 | 229 | 88 | 17,575 | 13,477 | 4,862 | 754 | 4,326 | 9,563 | 10,485 | 883 | 138 | 1,193 | 2,291 | 555 | 3,250 | 757 | 220 | 257 | 74,543 |
| 2016 (£000) | 931 | 2,005 | 337 | 395 | 241 | 90 | 17,262 | 14,117 | 5,015 | 738 | 4,537 | 10,056 | 10,710 | 934 | 143 | 1,274 | 2,368 | 562 | 3,370 | 796 | 251 | 261 | 76,393 |
| 2021 (£000) | 990 | 2,133 | 358 | 420 | 256 | 96 | 18,361 | 15,015 | 5,334 | 785 | 4,825 | 10,696 | 11,391 | 993 | 152 | 1,355 | 2,519 | 598 | 3,584 | 846 | 267 | 277 | 81,253 |
| 2026 (£000) | 1,046 | 2,271 | 379 | 445 | 271 | 100 | 19,862 | 16,251 | 5,697 | 821 | 5,218 | 11,578 | 12,255 | 1,039 | 159 | 1,465 | 2,723 | 645 | 3,881 | 917 | 289 | 299 | 87,613 |

SOURCE: Tables 3 & 8

TABLE 9
BLOXWICH DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 31 | 35 | 36 | 37 | 38 | 41 | 44 | 45 |
|----------------|-----|------|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 7.0 | 40.1 | 0.9 | 0.9 | 6.2 | 0.9 | 3.1 | 8.2 |
| 2011 (%) | 7.0 | 40.1 | 0.9 | 0.9 | 6.2 | 0.9 | 3.1 | 8.2 |
| 2016 (%) | 7.0 | 40.1 | 0.9 | 0.9 | 6.2 | 0.9 | 3.1 | 8.2 |
| 2021 (%) | 7.0 | 40.1 | 0.9 | 0.9 | 6.2 | 0.9 | 3.1 | 8.2 |
| 2026 (%) | 7.0 | 40.1 | 0.9 | 0.9 | 6.2 | 0.9 | 3.1 | 8.2 |

SOURCE: Household Survey, February 2009

TABLE 9A
BLOXWICH DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 31 | 35 | 36 | 37 | 38 | 41 | 44 | 45 | TOTAL |
|----------------|-------|--------|-----|-----|-------|-----|-------|-------|--------|
| 2009 (£000) | 3,585 | 31,557 | 262 | 295 | 1,676 | 480 | 1,687 | 3,336 | 43,079 |
| 2011 (£000) | 3,602 | 31,707 | 263 | 296 | 1,684 | 482 | 1,696 | 3,352 | 43,284 |
| 2016 (£000) | 3,774 | 33,249 | 276 | 302 | 1,782 | 499 | 1,921 | 3,476 | 45,278 |
| 2021 (£000) | 4,014 | 35,364 | 294 | 322 | 1,895 | 530 | 2,044 | 3,697 | 48,159 |
| 2026 (£000) | 4,344 | 38,240 | 318 | 346 | 1,983 | 573 | 2,204 | 4,003 | 52,012 |

SOURCE: Tables 3 & 9

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

TABLE 10
BROWNHILLS DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 3 | 5 | 18 | 31 | 33 | 34 | 35 | 36 | 39 | 40 | 41 | 44 |
|----------------|-----|-----|-----|-----|-----|-----|------|-----|-----|------|------|-----|
| 2009 (%) | 1.2 | 0.4 | 1.3 | 0.9 | 0.9 | 1.8 | 14.9 | 9.9 | 6.1 | 70.9 | 15.2 | 0.9 |
| 2011 (%) | 1.2 | 0.4 | 1.3 | 0.9 | 0.9 | 1.8 | 14.9 | 9.9 | 6.1 | 70.9 | 15.2 | 0.9 |
| 2016 (%) | 1.2 | 0.4 | 1.3 | 0.9 | 0.9 | 1.8 | 14.9 | 9.9 | 6.1 | 70.9 | 15.2 | 0.9 |
| 2021 (%) | 1.2 | 0.4 | 1.3 | 0.9 | 0.9 | 1.8 | 14.9 | 9.9 | 6.1 | 70.9 | 15.2 | 0.9 |
| 2026 (%) | 1.2 | 0.4 | 1.3 | 0.9 | 0.9 | 1.8 | 14.9 | 9.9 | 6.1 | 70.9 | 15.2 | 0.9 |

SOURCE: Household Survey, February 2009

TABLE 10A
BROWNHILLS DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 3 | 5 | 18 | 31 | 33 | 34 | 35 | 36 | 39 | 40 | 41 | 44 | TOTAL |
|----------------|-------|-----|-------|-----|-------|-------|--------|-------|-------|--------|-------|-----|--------|
| 2009 (£000) | 1,225 | 210 | 1,199 | 464 | 1,111 | 1,502 | 11,738 | 2,876 | 2,376 | 17,007 | 8,108 | 552 | 48,367 |
| 2011 (£000) | 1,231 | 211 | 1,205 | 467 | 1,116 | 1,509 | 11,794 | 2,889 | 2,387 | 17,088 | 8,147 | 555 | 48,597 |
| 2016 (£000) | 1,240 | 213 | 1,254 | 489 | 1,139 | 1,476 | 12,367 | 3,032 | 2,485 | 18,245 | 8,421 | 562 | 50,923 |
| 2021 (£000) | 1,319 | 226 | 1,334 | 520 | 1,211 | 1,570 | 13,154 | 3,225 | 2,644 | 19,406 | 8,956 | 598 | 54,162 |
| 2026 (£000) | 1,393 | 239 | 1,416 | 563 | 1,267 | 1,642 | 14,224 | 3,491 | 2,766 | 20,972 | 9,683 | 645 | 58,301 |

SOURCE: Tables 3 & 10

TABLE 11
ALDRIDGE DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 2 | 7 | 18 | 30 | 35 | 36 | 37 | 40 | 41 |
|----------------|-----|-----|-----|-----|-----|------|-----|-----|------|
| 2009 (%) | 1.6 | 2.0 | 5.7 | 0.4 | 2.2 | 27.0 | 4.1 | 0.9 | 47.0 |
| 2011 (%) | 1.6 | 2.0 | 5.7 | 0.4 | 2.2 | 27.0 | 4.1 | 0.9 | 47.0 |
| 2016 (%) | 1.6 | 2.0 | 5.7 | 0.4 | 2.2 | 27.0 | 4.1 | 0.9 | 47.0 |
| 2021 (%) | 1.6 | 2.0 | 5.7 | 0.4 | 2.2 | 27.0 | 4.1 | 0.9 | 47.0 |
| 2026 (%) | 1.6 | 2.0 | 5.7 | 0.4 | 2.2 | 27.0 | 4.1 | 0.9 | 47.0 |

SOURCE: Household Survey, February 2009

TABLE 11A
ALDRIDGE DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 2 | 7 | 18 | 30 | 35 | 36 | 37 | 40 | 41 | TOTAL |
|----------------|-------|-------|-------|-----|-------|-------|-------|-----|--------|--------|
| 2009 (£000) | 2,776 | 946 | 5,256 | 139 | 1,691 | 7,863 | 1,334 | 216 | 25,059 | 45,279 |
| 2011 (£000) | 2,789 | 951 | 5,281 | 139 | 1,699 | 7,900 | 1,340 | 217 | 25,178 | 45,495 |
| 2016 (£000) | 2,721 | 955 | 5,498 | 137 | 1,782 | 8,290 | 1,369 | 232 | 26,023 | 47,007 |
| 2021 (£000) | 2,894 | 1,016 | 5,848 | 146 | 1,895 | 8,818 | 1,456 | 246 | 27,679 | 49,997 |
| 2026 (£000) | 3,057 | 1,082 | 6,207 | 157 | 2,049 | 9,546 | 1,567 | 266 | 29,925 | 53,856 |

SOURCE: Tables 3 & 11

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

TABLE 12
WILLENHALL DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 31 | 36 | 38 | 42 | 43 | 44 | 45 | 46 | 47 |
|----------------|-----|-----|-----|-----|-----|-----|-----|------|-----|
| 2009 (%) | 1.5 | 0.4 | 0.4 | 0.9 | 0.8 | 1.3 | 7.6 | 20.1 | 0.4 |
| 2011 (%) | 1.5 | 0.4 | 0.4 | 0.9 | 0.8 | 1.3 | 7.6 | 20.1 | 0.4 |
| 2016 (%) | 1.5 | 0.4 | 0.4 | 0.9 | 0.8 | 1.3 | 7.6 | 20.1 | 0.4 |
| 2021 (%) | 1.5 | 0.4 | 0.4 | 0.9 | 0.8 | 1.3 | 7.6 | 20.1 | 0.4 |
| 2026 (%) | 1.5 | 0.4 | 0.4 | 0.9 | 0.8 | 1.3 | 7.6 | 20.1 | 0.4 |

SOURCE: Household Survey, February 2009

TABLE 12A
WILLENHALL DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 31 | 36 | 38 | 42 | 43 | 44 | 45 | 46 | 47 | TOTAL |
|----------------|-----|-----|-----|-----|-----|-----|-------|-------|-----|--------|
| 2009 (£000) | 761 | 102 | 95 | 174 | 628 | 783 | 3,072 | 6,879 | 260 | 12,752 |
| 2011 (£000) | 765 | 102 | 95 | 174 | 631 | 786 | 3,086 | 6,912 | 262 | 12,813 |
| 2016 (£000) | 801 | 107 | 101 | 193 | 659 | 797 | 3,200 | 7,260 | 285 | 13,403 |
| 2021 (£000) | 852 | 114 | 107 | 205 | 701 | 847 | 3,404 | 7,722 | 303 | 14,256 |
| 2026 (£000) | 922 | 124 | 112 | 222 | 756 | 914 | 3,686 | 8,365 | 327 | 15,428 |

SOURCE: Tables 3 & 12

TABLE 13
DARLASTON DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 16 | 17 | 30 | 31 | 32 | 42 | 44 | 45 | 46 | 47 | 48 |
|----------------|-----|-----|-----|------|------|-----|-----|------|------|-----|-----|
| 2009 (%) | 0.4 | 1.3 | 0.9 | 11.8 | 30.4 | 2.9 | 3.6 | 11.5 | 16.3 | 5.1 | 0.9 |
| 2011 (%) | 0.4 | 1.3 | 0.9 | 11.8 | 30.4 | 2.9 | 3.6 | 11.5 | 16.3 | 5.1 | 0.9 |
| 2016 (%) | 0.4 | 1.3 | 0.9 | 11.8 | 30.4 | 2.9 | 3.6 | 11.5 | 16.3 | 5.1 | 0.9 |
| 2021 (%) | 0.4 | 1.3 | 0.9 | 11.8 | 30.4 | 2.9 | 3.6 | 11.5 | 16.3 | 5.1 | 0.9 |
| 2026 (%) | 0.4 | 1.3 | 0.9 | 11.8 | 30.4 | 2.9 | 3.6 | 11.5 | 16.3 | 5.1 | 0.9 |

SOURCE: Household Survey, February 2009

TABLE 13A
DARLASTON DISTRICT CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 16 | 17 | 30 | 31 | 32 | 42 | 44 | 45 | 46 | 47 | 48 | TOTAL |
|----------------|-----|-----|-----|-------|--------|-----|-------|-------|-------|-------|-----|--------|
| 2009 (£000) | 151 | 554 | 294 | 6,100 | 20,702 | 580 | 2,210 | 4,668 | 5,594 | 3,540 | 219 | 44,612 |
| 2011 (£000) | 152 | 557 | 295 | 6,129 | 20,800 | 583 | 2,220 | 4,691 | 5,621 | 3,557 | 220 | 44,825 |
| 2016 (£000) | 159 | 571 | 290 | 6,420 | 21,454 | 645 | 2,249 | 4,864 | 5,904 | 3,879 | 251 | 46,686 |
| 2021 (£000) | 169 | 607 | 308 | 6,829 | 22,819 | 686 | 2,392 | 5,173 | 6,279 | 4,126 | 267 | 49,656 |
| 2026 (£000) | 179 | 643 | 333 | 7,391 | 24,373 | 743 | 2,581 | 5,602 | 6,803 | 4,447 | 289 | 53,383 |

SOURCE: Tables 3 & 13

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

TABLE 14
WALSALL OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 2 | 7 | 13 | 16 | 17 | 30 | 31 | 32 | 35 | 36 | 37 | 38 | 41 | 42 | 44 | 45 | 46 | 47 | 51 |
|----------------|-----|-----|-----|-----|-----|------|------|-----|------|-----|------|-----|-----|-----|-----|------|------|-----|-----|
| 2009 (%) | 0.8 | 1.0 | 0.9 | 0.9 | 5.5 | 23.8 | 37.7 | 5.7 | 10.4 | 8.2 | 26.9 | 0.4 | 3.8 | 2.9 | 0.9 | 22.3 | 19.9 | 0.4 | 0.9 |
| 2011 (%) | 0.8 | 1.0 | 0.9 | 0.9 | 5.5 | 23.8 | 37.7 | 5.7 | 10.4 | 8.2 | 26.9 | 0.4 | 3.8 | 2.9 | 0.9 | 22.3 | 19.9 | 0.4 | 0.9 |
| 2016 (%) | 0.8 | 1.0 | 0.9 | 0.9 | 5.5 | 23.8 | 37.7 | 5.7 | 10.4 | 8.2 | 26.9 | 0.4 | 3.8 | 2.9 | 0.9 | 22.3 | 19.9 | 0.4 | 0.9 |
| 2021 (%) | 0.8 | 1.0 | 0.9 | 0.9 | 5.5 | 23.8 | 37.7 | 5.7 | 10.4 | 8.2 | 26.9 | 0.4 | 3.8 | 2.9 | 0.9 | 22.3 | 19.9 | 0.4 | 0.9 |
| 2026 (%) | 0.8 | 1.0 | 0.9 | 0.9 | 5.5 | 23.8 | 37.7 | 5.7 | 10.4 | 8.2 | 26.9 | 0.4 | 3.8 | 2.9 | 0.9 | 22.3 | 19.9 | 0.4 | 0.9 |

SOURCE: Household Survey, February 2009

TABLE 14A
WALSALL OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 2 | 7 | 13 | 16 | 17 | 30 | 31 | 32 | 35 | 36 | 37 | 38 | 41 | 42 | 44 | 45 | 46 | 47 | 51 | TOTAL |
|----------------|-------|-----|-----|-----|-------|-------|--------|-------|-------|-------|--------|-----|-------|-----|-----|--------|-------|-----|-----|--------|
| 2009 (£000) | 1,454 | 456 | 274 | 319 | 2,333 | 7,771 | 19,449 | 3,851 | 8,160 | 2,381 | 8,815 | 95 | 2,000 | 580 | 552 | 9,082 | 6,802 | 260 | 512 | 75,147 |
| 2011 (£000) | 1,461 | 458 | 276 | 321 | 2,344 | 7,808 | 19,541 | 3,869 | 8,198 | 2,392 | 8,857 | 95 | 2,010 | 583 | 555 | 9,126 | 6,834 | 262 | 514 | 75,504 |
| 2016 (£000) | 1,425 | 460 | 280 | 337 | 2,405 | 7,669 | 20,469 | 3,991 | 8,597 | 2,510 | 9,047 | 101 | 2,077 | 645 | 562 | 9,463 | 7,179 | 285 | 522 | 78,023 |
| 2021 (£000) | 1,516 | 489 | 298 | 358 | 2,558 | 8,157 | 21,772 | 4,244 | 9,144 | 2,670 | 9,622 | 107 | 2,210 | 686 | 598 | 10,065 | 7,635 | 303 | 555 | 82,988 |
| 2026 (£000) | 1,601 | 521 | 315 | 379 | 2,708 | 8,824 | 23,564 | 4,534 | 9,888 | 2,890 | 10,352 | 112 | 2,389 | 743 | 645 | 10,899 | 8,271 | 327 | 599 | 89,561 |

SOURCE: Tables 3 & 14

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

TABLE 15
WEST BROMWICH TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 12 | 13 | 14 | 15 | 16 | 17 | 23 | 32 | 37 | 54 |
|----------------|-----|-----|-----|-----|------|------|-----|-----|-----|-----|
| 2009 (%) | 1.3 | 3.9 | 1.0 | 4.0 | 27.0 | 19.2 | 0.4 | 2.2 | 1.9 | 0.4 |
| 2011 (%) | 1.3 | 3.9 | 1.0 | 4.0 | 27.0 | 19.2 | 0.4 | 2.2 | 1.9 | 0.4 |
| 2016 (%) | 1.3 | 3.9 | 1.0 | 4.0 | 27.0 | 19.2 | 0.4 | 2.2 | 1.9 | 0.4 |
| 2021 (%) | 1.3 | 3.9 | 1.0 | 4.0 | 27.0 | 19.2 | 0.4 | 2.2 | 1.9 | 0.4 |
| 2026 (%) | 1.3 | 3.9 | 1.0 | 4.0 | 27.0 | 19.2 | 0.4 | 2.2 | 1.9 | 0.4 |

SOURCE: Household Survey, February 2009

TABLE 15A
WEST BROMWICH TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 12 | 13 | 14 | 15 | 16 | 17 | 23 | 32 | 37 | 54 | TOTAL |
|----------------|-----|-------|-----|-------|--------|-------|-----|-------|-----|-----|--------|
| 2009 (£000) | 451 | 1,189 | 873 | 1,848 | 9,563 | 8,192 | 228 | 1,465 | 614 | 183 | 24,607 |
| 2011 (£000) | 453 | 1,194 | 877 | 1,857 | 9,609 | 8,231 | 229 | 1,472 | 617 | 184 | 24,724 |
| 2016 (£000) | 466 | 1,213 | 837 | 1,952 | 10,089 | 8,444 | 241 | 1,519 | 630 | 192 | 25,582 |
| 2021 (£000) | 495 | 1,290 | 890 | 2,076 | 10,730 | 8,982 | 256 | 1,615 | 670 | 205 | 27,209 |
| 2026 (£000) | 525 | 1,366 | 942 | 2,199 | 11,361 | 9,510 | 271 | 1,725 | 721 | 217 | 28,836 |

SOURCE: Tables 3 & 15

TABLE 16
BLACKHEATH TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 5 | 9 | 10 | 11 | 12 | 14 | 21 |
|----------------|-----|------|------|------|------|-----|-----|
| 2009 (%) | 3.4 | 39.5 | 17.9 | 20.5 | 44.8 | 1.8 | 1.3 |
| 2011 (%) | 3.4 | 39.5 | 17.9 | 20.5 | 44.8 | 1.8 | 1.3 |
| 2016 (%) | 3.4 | 39.5 | 17.9 | 20.5 | 44.8 | 1.8 | 1.3 |
| 2021 (%) | 3.4 | 39.5 | 17.9 | 20.5 | 44.8 | 1.8 | 1.3 |
| 2026 (%) | 3.4 | 39.5 | 17.9 | 20.5 | 44.8 | 1.8 | 1.3 |

SOURCE: Household Survey, February 2009

TABLE 16A
BLACKHEATH TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 5 | 9 | 10 | 11 | 12 | 14 | 21 | TOTAL |
|----------------|-------|--------|--------|-------|--------|-------|-----|--------|
| 2009 (£000) | 2,021 | 18,053 | 9,312 | 5,019 | 15,541 | 1,534 | 611 | 52,092 |
| 2011 (£000) | 2,031 | 18,139 | 9,357 | 5,043 | 15,615 | 1,541 | 614 | 52,340 |
| 2016 (£000) | 2,052 | 18,399 | 9,340 | 5,214 | 16,049 | 1,469 | 616 | 53,140 |
| 2021 (£000) | 2,182 | 19,569 | 9,935 | 5,546 | 17,070 | 1,563 | 656 | 56,521 |
| 2026 (£000) | 2,304 | 20,805 | 10,597 | 5,875 | 18,082 | 1,655 | 699 | 60,018 |

SOURCE: Tables 3 & 16

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

TABLE 17
CRADLEY HEATH TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 3 | 4 | 5 | 9 | 10 | 11 | 12 | 14 | 15 | 19 | 21 | 22 | 24 | 26 | 27 | 28 |
|----------------|-----|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.3 | 0.3 | 0.9 | 0.4 | 14.1 | 37.8 | 3.8 | 0.9 | 1.7 | 1.0 | 9.1 | 1.3 | 3.8 | 2.0 | 0.4 | 1.9 |
| 2011 (%) | 0.3 | 0.3 | 0.9 | 0.4 | 14.1 | 37.8 | 3.8 | 0.9 | 1.7 | 1.0 | 9.1 | 1.3 | 3.8 | 2.0 | 0.4 | 1.9 |
| 2016 (%) | 0.3 | 0.3 | 0.9 | 0.4 | 14.1 | 37.8 | 3.8 | 0.9 | 1.7 | 1.0 | 9.1 | 1.3 | 3.8 | 2.0 | 0.4 | 1.9 |
| 2021 (%) | 0.3 | 0.3 | 0.9 | 0.4 | 14.1 | 37.8 | 3.8 | 0.9 | 1.7 | 1.0 | 9.1 | 1.3 | 3.8 | 2.0 | 0.4 | 1.9 |
| 2026 (%) | 0.3 | 0.3 | 0.9 | 0.4 | 14.1 | 37.8 | 3.8 | 0.9 | 1.7 | 1.0 | 9.1 | 1.3 | 3.8 | 2.0 | 0.4 | 1.9 |

SOURCE: Household Survey, February 2009

TABLE 17A
CRADLEY HEATH TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 3 | 4 | 5 | 9 | 10 | 11 | 12 | 14 | 15 | 19 | 21 | 22 | 24 | 26 | 27 | 28 | TOTAL |
|----------------|-----|-----|-----|-----|-------|--------|-------|-----|-----|-----|-------|-----|-------|-----|-----|-------|--------|
| 2009 (£000) | 346 | 343 | 539 | 172 | 7,330 | 9,254 | 1,301 | 767 | 792 | 490 | 4,348 | 751 | 2,576 | 283 | 282 | 1,016 | 30,589 |
| 2011 (£000) | 348 | 345 | 542 | 172 | 7,365 | 9,299 | 1,307 | 770 | 796 | 492 | 4,369 | 754 | 2,588 | 284 | 283 | 1,021 | 30,734 |
| 2016 (£000) | 351 | 356 | 547 | 175 | 7,352 | 9,614 | 1,343 | 735 | 837 | 498 | 4,387 | 748 | 2,753 | 287 | 284 | 1,000 | 31,265 |
| 2021 (£000) | 373 | 378 | 582 | 186 | 7,820 | 10,226 | 1,429 | 781 | 890 | 530 | 4,666 | 795 | 2,929 | 305 | 302 | 1,064 | 33,254 |
| 2026 (£000) | 394 | 399 | 615 | 198 | 8,341 | 10,831 | 1,514 | 827 | 942 | 565 | 4,977 | 847 | 3,125 | 319 | 322 | 1,128 | 35,344 |

SOURCE: Tables 3 & 17

TABLE 18
GREAT BRIDGE TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 4 | 7 | 9 | 12 | 13 | 14 | 15 | 16 | 17 | 19 | 21 | 22 | 23 | 25 | 32 | 37 | 42 | 46 | 47 | 53 |
|----------------|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.8 | 0.4 | 1.9 | 2.9 | 1.8 | 1.8 | 5.9 | 35.9 | 28.5 | 3.2 | 2.8 | 2.9 | 26.7 | 1.0 | 4.6 | 0.9 | 0.4 | 1.3 | 2.9 | 1.0 |
| 2011 (%) | 0.8 | 0.4 | 1.9 | 2.9 | 1.8 | 1.8 | 5.9 | 35.9 | 28.5 | 3.2 | 2.8 | 2.9 | 26.7 | 1.0 | 4.6 | 0.9 | 0.4 | 1.3 | 2.9 | 1.0 |
| 2016 (%) | 0.8 | 0.4 | 1.9 | 2.9 | 1.8 | 1.8 | 5.9 | 35.9 | 28.5 | 3.2 | 2.8 | 2.9 | 26.7 | 1.0 | 4.6 | 0.9 | 0.4 | 1.3 | 2.9 | 1.0 |
| 2021 (%) | 0.8 | 0.4 | 1.9 | 2.9 | 1.8 | 1.8 | 5.9 | 35.9 | 28.5 | 3.2 | 2.8 | 2.9 | 26.7 | 1.0 | 4.6 | 0.9 | 0.4 | 1.3 | 2.9 | 1.0 |
| 2026 (%) | 0.8 | 0.4 | 1.9 | 2.9 | 1.8 | 1.8 | 5.9 | 35.9 | 28.5 | 3.2 | 2.8 | 2.9 | 26.7 | 1.0 | 4.6 | 0.9 | 0.4 | 1.3 | 2.9 | 1.0 |

SOURCE: Household Survey, February 2009

TABLE 18A
GREAT BRIDGE TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 4 | 7 | 9 | 12 | 13 | 14 | 15 | 16 | 17 | 19 | 21 | 22 | 23 | 25 | 32 | 37 | 42 | 46 | 47 | 53 | TOTAL |
|----------------|-------|-----|-----|-------|-----|-------|-------|--------|--------|-------|-------|-------|--------|-----|-------|-----|-----|-----|-------|-----|--------|
| 2009 (£000) | 1,030 | 199 | 858 | 989 | 549 | 1,534 | 2,709 | 12,739 | 12,123 | 1,620 | 1,330 | 1,614 | 16,182 | 502 | 3,118 | 295 | 84 | 445 | 2,031 | 781 | 60,731 |
| 2011 (£000) | 1,034 | 200 | 862 | 993 | 551 | 1,541 | 2,722 | 12,800 | 12,180 | 1,628 | 1,336 | 1,622 | 16,259 | 505 | 3,133 | 296 | 85 | 448 | 2,040 | 785 | 61,020 |
| 2016 (£000) | 1,067 | 201 | 874 | 1,021 | 560 | 1,469 | 2,861 | 13,439 | 12,496 | 1,647 | 1,341 | 1,608 | 17,114 | 498 | 3,231 | 302 | 94 | 470 | 2,225 | 800 | 63,320 |
| 2021 (£000) | 1,134 | 213 | 930 | 1,086 | 595 | 1,563 | 3,043 | 14,294 | 13,292 | 1,752 | 1,427 | 1,711 | 18,203 | 530 | 3,437 | 322 | 100 | 500 | 2,366 | 851 | 67,348 |
| 2026 (£000) | 1,197 | 227 | 989 | 1,150 | 630 | 1,655 | 3,223 | 15,134 | 14,073 | 1,869 | 1,522 | 1,822 | 19,282 | 565 | 3,671 | 346 | 108 | 542 | 2,550 | 913 | 71,467 |

SOURCE: Tables 3 & 18

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

TABLE 19
OLDBURY TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 1 | 5 | 7 | 9 | 10 | 12 | 13 | 14 | 15 | 16 | 17 | 21 | 23 | 32 | 37 | 44 | 52 |
|----------------|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.4 | 3.1 | 1.0 | 1.3 | 0.9 | 9.1 | 3.2 | 15.7 | 48.7 | 8.6 | 6.8 | 1.3 | 1.8 | 1.8 | 0.9 | 1.8 | 1.0 |
| 2011 (%) | 0.4 | 3.1 | 1.0 | 1.3 | 0.9 | 9.1 | 3.2 | 15.7 | 48.7 | 8.6 | 6.8 | 1.3 | 1.8 | 1.8 | 0.9 | 1.8 | 1.0 |
| 2016 (%) | 0.4 | 3.1 | 1.0 | 1.3 | 0.9 | 9.1 | 3.2 | 15.7 | 48.7 | 8.6 | 6.8 | 1.3 | 1.8 | 1.8 | 0.9 | 1.8 | 1.0 |
| 2021 (%) | 0.4 | 3.1 | 1.0 | 1.3 | 0.9 | 9.1 | 3.2 | 15.7 | 48.7 | 8.6 | 6.8 | 1.3 | 1.8 | 1.8 | 0.9 | 1.8 | 1.0 |
| 2026 (%) | 0.4 | 3.1 | 1.0 | 1.3 | 0.9 | 9.1 | 3.2 | 15.7 | 48.7 | 8.6 | 6.8 | 1.3 | 1.8 | 1.8 | 0.9 | 1.8 | 1.0 |

SOURCE: Household Survey, February 2009

TABLE 19A
OLDBURY TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 1 | 5 | 7 | 9 | 10 | 12 | 13 | 14 | 15 | 16 | 17 | 21 | 23 | 32 | 37 | 44 | 52 | TOTAL |
|----------------|-----|-------|-----|-----|-----|-------|-------|--------|--------|-------|-------|-----|-------|-------|-----|-------|-----|--------|
| 2009 (£000) | 352 | 1,827 | 456 | 583 | 470 | 3,166 | 960 | 13,398 | 22,364 | 3,061 | 2,887 | 611 | 1,093 | 1,227 | 295 | 1,105 | 197 | 54,049 |
| 2011 (£000) | 354 | 1,835 | 458 | 586 | 472 | 3,181 | 965 | 13,462 | 22,470 | 3,075 | 2,901 | 614 | 1,098 | 1,233 | 296 | 1,110 | 198 | 54,306 |
| 2016 (£000) | 358 | 1,854 | 460 | 595 | 471 | 3,269 | 979 | 12,837 | 23,618 | 3,229 | 2,976 | 616 | 1,156 | 1,271 | 302 | 1,125 | 205 | 55,322 |
| 2021 (£000) | 381 | 1,972 | 489 | 632 | 501 | 3,477 | 1,042 | 13,654 | 25,121 | 3,434 | 3,165 | 656 | 1,229 | 1,352 | 322 | 1,196 | 218 | 58,841 |
| 2026 (£000) | 402 | 2,083 | 521 | 672 | 534 | 3,683 | 1,103 | 14,458 | 26,601 | 3,636 | 3,351 | 699 | 1,302 | 1,444 | 346 | 1,290 | 229 | 62,356 |

SOURCE: Tables 3 & 19

TABLE 20
WEDNESBURY TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 7 | 14 | 15 | 16 | 17 | 18 | 23 | 32 | 33 | 37 | 45 | 46 | 49 |
|----------------|-----|-----|-----|-----|------|-----|-----|------|-----|-----|-----|-----|-----|
| 2009 (%) | 3.0 | 0.9 | 0.9 | 7.2 | 13.0 | 1.0 | 4.2 | 25.2 | 1.8 | 1.3 | 2.8 | 1.8 | 3.7 |
| 2011 (%) | 3.0 | 0.9 | 0.9 | 7.2 | 13.0 | 1.0 | 4.2 | 25.2 | 1.8 | 1.3 | 2.8 | 1.8 | 3.7 |
| 2016 (%) | 3.0 | 0.9 | 0.9 | 7.2 | 13.0 | 1.0 | 4.2 | 25.2 | 1.8 | 1.3 | 2.8 | 1.8 | 3.7 |
| 2021 (%) | 3.0 | 0.9 | 0.9 | 7.2 | 13.0 | 1.0 | 4.2 | 25.2 | 1.8 | 1.3 | 2.8 | 1.8 | 3.7 |
| 2026 (%) | 3.0 | 0.9 | 0.9 | 7.2 | 13.0 | 1.0 | 4.2 | 25.2 | 1.8 | 1.3 | 2.8 | 1.8 | 3.7 |

SOURCE: Household Survey, February 2009

TABLE 20A
WEDNESBURY TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 7 | 14 | 15 | 16 | 17 | 18 | 23 | 32 | 33 | 37 | 45 | 46 | 49 | TOTAL |
|----------------|-------|-----|-----|-------|-------|-------|-------|--------|-------|-----|-------|-----|-------|--------|
| 2009 (£000) | 1,402 | 767 | 413 | 2,546 | 5,539 | 899 | 2,520 | 17,175 | 2,190 | 426 | 1,129 | 617 | 820 | 36,443 |
| 2011 (£000) | 1,408 | 770 | 415 | 2,558 | 5,566 | 903 | 2,532 | 17,256 | 2,201 | 428 | 1,134 | 620 | 824 | 36,616 |
| 2016 (£000) | 1,415 | 735 | 436 | 2,686 | 5,710 | 940 | 2,665 | 17,799 | 2,245 | 437 | 1,176 | 651 | 892 | 37,789 |
| 2021 (£000) | 1,506 | 781 | 464 | 2,857 | 6,073 | 1,000 | 2,835 | 18,931 | 2,388 | 465 | 1,251 | 692 | 949 | 40,193 |
| 2026 (£000) | 1,603 | 827 | 492 | 3,025 | 6,430 | 1,062 | 3,003 | 20,220 | 2,499 | 500 | 1,355 | 750 | 1,028 | 42,793 |

SOURCE: Tables 3 & 20

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

TABLE 21

CAPE HILL TOWN CENTRE

CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 1 | 2 | 5 | 9 | 13 | 14 | 17 |
|----------------|-----|-----|-----|-----|------|------|-----|
| 2009 (%) | 9.1 | 0.8 | 2.2 | 1.3 | 44.7 | 21.7 | 0.9 |
| 2011 (%) | 9.1 | 0.8 | 2.2 | 1.3 | 44.7 | 21.7 | 0.9 |
| 2016 (%) | 9.1 | 0.8 | 2.2 | 1.3 | 44.7 | 21.7 | 0.9 |
| 2021 (%) | 9.1 | 0.8 | 2.2 | 1.3 | 44.7 | 21.7 | 0.9 |
| 2026 (%) | 9.1 | 0.8 | 2.2 | 1.3 | 44.7 | 21.7 | 0.9 |

SOURCE: Household Survey, February 2009

TABLE 21A

CAPE HILL TOWN CENTRE

CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 1 | 2 | 5 | 9 | 13 | 14 | 17 | TOTAL |
|----------------|-------|-------|-------|-----|--------|--------|-----|--------|
| 2009 (£000) | 8,492 | 1,454 | 1,288 | 583 | 13,608 | 18,467 | 383 | 44,276 |
| 2011 (£000) | 8,532 | 1,461 | 1,294 | 586 | 13,673 | 18,555 | 385 | 44,487 |
| 2016 (£000) | 8,642 | 1,425 | 1,307 | 595 | 13,883 | 17,694 | 395 | 43,940 |
| 2021 (£000) | 9,191 | 1,516 | 1,390 | 632 | 14,766 | 18,820 | 420 | 46,736 |
| 2026 (£000) | 9,707 | 1,601 | 1,468 | 672 | 15,634 | 19,928 | 445 | 49,455 |

SOURCE: Tables 3 & 21

TABLE 22

BEARWOOD TOWN CENTRE

CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 1 | 13 | 14 | 16 | 17 | 29 |
|----------------|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 4.0 | 7.4 | 4.0 | 0.4 | 0.4 | 0.4 |
| 2011 (%) | 4.0 | 7.4 | 4.0 | 0.4 | 0.4 | 0.4 |
| 2016 (%) | 4.0 | 7.4 | 4.0 | 0.4 | 0.4 | 0.4 |
| 2021 (%) | 4.0 | 7.4 | 4.0 | 0.4 | 0.4 | 0.4 |
| 2026 (%) | 4.0 | 7.4 | 4.0 | 0.4 | 0.4 | 0.4 |

SOURCE: Household Survey, February 2009

TABLE 22A

BEARWOOD TOWN CENTRE

CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 1 | 13 | 14 | 16 | 17 | 29 | TOTAL |
|----------------|-------|-------|-------|-----|-----|-----|--------|
| 2009 (£000) | 3,753 | 2,263 | 3,365 | 151 | 170 | 88 | 9,790 |
| 2011 (£000) | 3,771 | 2,274 | 3,381 | 152 | 171 | 88 | 9,837 |
| 2016 (£000) | 3,820 | 2,309 | 3,225 | 159 | 176 | 90 | 9,777 |
| 2021 (£000) | 4,063 | 2,455 | 3,430 | 169 | 187 | 96 | 10,399 |
| 2026 (£000) | 4,290 | 2,600 | 3,632 | 179 | 198 | 100 | 10,999 |

SOURCE: Tables 3 & 22

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

TABLE 23
SANDWELL OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 1 | 4 | 5 | 6 | 9 | 10 | 11 | 12 | 14 | 15 | 16 | 17 | 19 | 21 | 22 | 23 | 25 | 26 | 31 | 32 | 37 | 47 | 52 |
|----------------|-----|-----|-----|-----|------|-----|-----|------|------|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|------|-----|
| 2009 (%) | 1.9 | 0.8 | 8.9 | 0.4 | 11.1 | 0.9 | 1.4 | 14.6 | 13.6 | 6.9 | 0.9 | 2.7 | 4.7 | 0.9 | 8.5 | 31.2 | 1.0 | 1.0 | 0.9 | 0.4 | 0.4 | 16.0 | 1.0 |
| 2011 (%) | 1.9 | 0.8 | 8.9 | 0.4 | 11.1 | 0.9 | 1.4 | 14.6 | 13.6 | 6.9 | 0.9 | 2.7 | 4.7 | 0.9 | 8.5 | 31.2 | 1.0 | 1.0 | 0.9 | 0.4 | 0.4 | 16.0 | 1.0 |
| 2016 (%) | 1.9 | 0.8 | 8.9 | 0.4 | 11.1 | 0.9 | 1.4 | 14.6 | 13.6 | 6.9 | 0.9 | 2.7 | 4.7 | 0.9 | 8.5 | 31.2 | 1.0 | 1.0 | 0.9 | 0.4 | 0.4 | 16.0 | 1.0 |
| 2021 (%) | 1.9 | 0.8 | 8.9 | 0.4 | 11.1 | 0.9 | 1.4 | 14.6 | 13.6 | 6.9 | 0.9 | 2.7 | 4.7 | 0.9 | 8.5 | 31.2 | 1.0 | 1.0 | 0.9 | 0.4 | 0.4 | 16.0 | 1.0 |
| 2026 (%) | 1.9 | 0.8 | 8.9 | 0.4 | 11.1 | 0.9 | 1.4 | 14.6 | 13.6 | 6.9 | 0.9 | 2.7 | 4.7 | 0.9 | 8.5 | 31.2 | 1.0 | 1.0 | 0.9 | 0.4 | 0.4 | 16.0 | 1.0 |

SOURCE: Household Survey, February 2009

TABLE 23A
SANDWELL OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 1 | 4 | 5 | 6 | 9 | 10 | 11 | 12 | 14 | 15 | 16 | 17 | 19 | 21 | 22 | 23 | 25 | 26 | 31 | 32 | 37 | 47 | 52 | TOTAL |
|----------------|-------|-------|-------|-----|-------|-----|-----|-------|--------|-------|-----|-------|-------|-----|-------|--------|-----|-----|-----|-----|-----|--------|-----|--------|
| 2009 (£000) | 1,759 | 1,030 | 5,346 | 231 | 5,080 | 470 | 343 | 5,065 | 11,566 | 3,157 | 319 | 1,150 | 2,374 | 431 | 4,801 | 18,929 | 502 | 141 | 464 | 239 | 131 | 11,073 | 197 | 74,797 |
| 2011 (£000) | 1,768 | 1,034 | 5,371 | 232 | 5,104 | 472 | 345 | 5,089 | 11,621 | 3,172 | 321 | 1,156 | 2,385 | 433 | 4,824 | 19,019 | 505 | 142 | 467 | 240 | 132 | 11,125 | 198 | 75,153 |
| 2016 (£000) | 1,790 | 1,067 | 5,425 | 234 | 5,177 | 471 | 357 | 5,230 | 11,082 | 3,334 | 337 | 1,186 | 2,413 | 435 | 4,783 | 20,020 | 498 | 143 | 489 | 247 | 134 | 12,131 | 205 | 77,189 |
| 2021 (£000) | 1,904 | 1,134 | 5,771 | 249 | 5,506 | 501 | 379 | 5,563 | 11,787 | 3,546 | 358 | 1,261 | 2,567 | 463 | 5,087 | 21,294 | 530 | 152 | 520 | 263 | 143 | 12,902 | 218 | 82,100 |
| 2026 (£000) | 2,011 | 1,197 | 6,094 | 262 | 5,854 | 534 | 402 | 5,893 | 12,481 | 3,755 | 379 | 1,336 | 2,739 | 494 | 5,419 | 22,555 | 565 | 160 | 563 | 281 | 154 | 13,908 | 229 | 87,262 |

SOURCE: Tables 3 & 23

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

TABLE 24
BRIERLEY HILL/MERRY HILL STRATEGIC CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 3 | 10 | 11 | 12 | 13 | 19 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 50 | 52 |
|----------------|-----|------|------|-----|-----|------|------|-----|-----|------|------|------|------|------|-----|-----|-----|
| 2009 (%) | 0.8 | 11.7 | 10.2 | 1.9 | 0.9 | 22.5 | 33.6 | 7.5 | 1.3 | 57.8 | 28.0 | 18.4 | 17.9 | 49.6 | 7.5 | 1.1 | 2.9 |
| 2011 (%) | 0.8 | 11.7 | 10.2 | 1.9 | 0.9 | 22.5 | 33.6 | 7.5 | 1.3 | 57.8 | 28.0 | 18.4 | 17.9 | 49.6 | 7.5 | 1.1 | 2.9 |
| 2016 (%) | 0.8 | 11.7 | 10.2 | 1.9 | 0.9 | 22.5 | 33.6 | 7.5 | 1.3 | 57.8 | 28.0 | 18.4 | 17.9 | 49.6 | 7.5 | 1.1 | 2.9 |
| 2021 (%) | 0.8 | 11.7 | 10.2 | 1.9 | 0.9 | 22.5 | 33.6 | 7.5 | 1.3 | 57.8 | 28.0 | 18.4 | 17.9 | 49.6 | 7.5 | 1.1 | 2.9 |
| 2026 (%) | 0.8 | 11.7 | 10.2 | 1.9 | 0.9 | 22.5 | 33.6 | 7.5 | 1.3 | 57.8 | 28.0 | 18.4 | 17.9 | 49.6 | 7.5 | 1.1 | 2.9 |

SOURCE: Household Survey, February 2009

TABLE 24A
BRIERLEY HILL/MERRY HILL STRATEGIC CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 3 | 10 | 11 | 12 | 13 | 19 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 50 | 52 | TOTAL |
|----------------|-----|-------|-------|-----|-----|--------|--------|-------|-----|--------|--------|-------|--------|--------|-------|-----|-----|---------|
| 2009 (£000) | 879 | 6,078 | 2,501 | 650 | 274 | 11,317 | 16,099 | 4,248 | 774 | 38,922 | 14,414 | 2,664 | 14,386 | 26,883 | 1,876 | 547 | 576 | 143,089 |
| 2011 (£000) | 883 | 6,107 | 2,512 | 654 | 276 | 11,370 | 16,176 | 4,269 | 778 | 39,107 | 14,483 | 2,677 | 14,454 | 27,011 | 1,884 | 550 | 579 | 143,770 |
| 2016 (£000) | 890 | 6,096 | 2,598 | 672 | 280 | 11,505 | 16,242 | 4,233 | 819 | 41,608 | 14,286 | 2,702 | 14,481 | 26,473 | 1,926 | 555 | 600 | 145,965 |
| 2021 (£000) | 946 | 6,484 | 2,763 | 714 | 298 | 12,237 | 17,275 | 4,502 | 871 | 44,255 | 15,195 | 2,874 | 15,402 | 28,158 | 2,048 | 591 | 638 | 155,252 |
| 2026 (£000) | 999 | 6,916 | 2,927 | 757 | 315 | 13,055 | 18,428 | 4,795 | 922 | 47,221 | 16,202 | 3,007 | 16,421 | 29,855 | 2,144 | 640 | 669 | 165,275 |

SOURCE: Tables 3 & 24

TABLE 25
DUDLEY TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 1 | 9 | 10 | 11 | 12 | 15 | 19 | 21 | 22 | 23 | 24 | 25 | 47 | 51 | 52 |
|----------------|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.4 | 0.4 | 0.9 | 0.4 | 0.4 | 3.8 | 13.6 | 9.9 | 2.3 | 1.1 | 0.7 | 0.4 | 2.1 | 0.5 | 1.0 |
| 2011 (%) | 0.4 | 0.4 | 0.9 | 0.4 | 0.4 | 3.8 | 13.6 | 9.9 | 2.3 | 1.1 | 0.7 | 0.4 | 2.1 | 0.5 | 1.0 |
| 2016 (%) | 0.4 | 0.4 | 0.9 | 0.4 | 0.4 | 3.8 | 13.6 | 9.9 | 2.3 | 1.1 | 0.7 | 0.4 | 2.1 | 0.5 | 1.0 |
| 2021 (%) | 0.4 | 0.4 | 0.9 | 0.4 | 0.4 | 3.8 | 13.6 | 9.9 | 2.3 | 1.1 | 0.7 | 0.4 | 2.1 | 0.5 | 1.0 |
| 2026 (%) | 0.4 | 0.4 | 0.9 | 0.4 | 0.4 | 3.8 | 13.6 | 9.9 | 2.3 | 1.1 | 0.7 | 0.4 | 2.1 | 0.5 | 1.0 |

SOURCE: Household Survey, February 2009

TABLE 25A
DUDLEY TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 1 | 9 | 10 | 11 | 12 | 15 | 19 | 21 | 22 | 23 | 24 | 25 | 47 | 51 | 52 | TOTAL |
|----------------|-----|-----|-----|-----|-----|-------|-------|-------|-------|-----|-----|-----|-------|-----|-----|--------|
| 2009 (£000) | 352 | 172 | 470 | 104 | 139 | 1,757 | 6,833 | 4,732 | 1,303 | 668 | 471 | 193 | 1,458 | 256 | 197 | 19,103 |
| 2011 (£000) | 354 | 172 | 472 | 105 | 139 | 1,765 | 6,865 | 4,754 | 1,309 | 671 | 474 | 194 | 1,465 | 257 | 198 | 19,194 |
| 2016 (£000) | 358 | 175 | 471 | 108 | 143 | 1,855 | 6,947 | 4,774 | 1,298 | 706 | 504 | 192 | 1,597 | 261 | 205 | 19,594 |
| 2021 (£000) | 381 | 186 | 501 | 115 | 152 | 1,973 | 7,389 | 5,077 | 1,381 | 751 | 536 | 204 | 1,699 | 277 | 218 | 20,840 |
| 2026 (£000) | 402 | 198 | 534 | 122 | 161 | 2,089 | 7,882 | 5,416 | 1,471 | 796 | 572 | 217 | 1,831 | 299 | 229 | 22,220 |

SOURCE: Tables 3 & 25

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

TABLE 26
STOURBRIDGE TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 11 | 24 | 25 | 26 | 27 | 28 |
|----------------|-----|-----|-----|-----|------|-----|
| 2009 (%) | 0.4 | 1.1 | 1.4 | 5.9 | 11.0 | 9.5 |
| 2011 (%) | 0.4 | 1.1 | 1.4 | 5.9 | 11.0 | 9.5 |
| 2016 (%) | 0.4 | 1.1 | 1.4 | 5.9 | 11.0 | 9.5 |
| 2021 (%) | 0.4 | 1.1 | 1.4 | 5.9 | 11.0 | 9.5 |
| 2026 (%) | 0.4 | 1.1 | 1.4 | 5.9 | 11.0 | 9.5 |

SOURCE: Household Survey, February 2009

TABLE 26A
STOURBRIDGE TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 11 | 24 | 25 | 26 | 27 | 28 | TOTAL |
|----------------|-----|-----|-----|-----|--------|-------|--------|
| 2009 (£000) | 104 | 707 | 696 | 859 | 8,853 | 5,119 | 16,338 |
| 2011 (£000) | 105 | 710 | 699 | 863 | 8,895 | 5,144 | 16,416 |
| 2016 (£000) | 108 | 756 | 689 | 871 | 8,911 | 5,041 | 16,377 |
| 2021 (£000) | 115 | 804 | 733 | 927 | 9,478 | 5,362 | 17,419 |
| 2026 (£000) | 122 | 858 | 782 | 970 | 10,105 | 5,685 | 18,522 |

SOURCE: Tables 3 & 26

TABLE 27
HALESOWEN TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 4 | 5 | 9 | 10 | 11 | 12 | 14 | 51 |
|----------------|-----|-----|-----|------|-----|-----|-----|-----|
| 2009 (%) | 0.8 | 5.2 | 8.9 | 28.9 | 2.3 | 0.9 | 0.9 | 0.5 |
| 2011 (%) | 0.8 | 5.2 | 8.9 | 28.9 | 2.3 | 0.9 | 0.9 | 0.5 |
| 2016 (%) | 0.8 | 5.2 | 8.9 | 28.9 | 2.3 | 0.9 | 0.9 | 0.5 |
| 2021 (%) | 0.8 | 5.2 | 8.9 | 28.9 | 2.3 | 0.9 | 0.9 | 0.5 |
| 2026 (%) | 0.8 | 5.2 | 8.9 | 28.9 | 2.3 | 0.9 | 0.9 | 0.5 |

SOURCE: Household Survey, February 2009

TABLE 27A
HALESOWEN TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 4 | 5 | 9 | 10 | 11 | 12 | 14 | 51 | TOTAL |
|----------------|-------|-------|-------|--------|-----|-----|-----|-----|--------|
| 2009 (£000) | 1,030 | 3,100 | 4,061 | 15,064 | 552 | 312 | 767 | 256 | 25,141 |
| 2011 (£000) | 1,034 | 3,114 | 4,081 | 15,136 | 554 | 314 | 770 | 257 | 25,261 |
| 2016 (£000) | 1,067 | 3,146 | 4,139 | 15,109 | 573 | 322 | 735 | 261 | 25,352 |
| 2021 (£000) | 1,134 | 3,346 | 4,402 | 16,071 | 609 | 343 | 781 | 277 | 26,965 |
| 2026 (£000) | 1,197 | 3,533 | 4,680 | 17,143 | 646 | 363 | 827 | 299 | 28,689 |

SOURCE: Tables 3 & 27

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

TABLE 28
KINGSWINFORD TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 25 | 26 | 52 |
|----------------|------|-----|-----|
| 2009 (%) | 14.4 | 2.0 | 1.9 |
| 2011 (%) | 14.4 | 2.0 | 1.9 |
| 2016 (%) | 14.4 | 2.0 | 1.9 |
| 2021 (%) | 14.4 | 2.0 | 1.9 |
| 2026 (%) | 14.4 | 2.0 | 1.9 |

SOURCE: Household Survey, February 2009

TABLE 28A
KINGSWINFORD TOWN CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 25 | 26 | 52 | TOTAL |
|----------------|-------|-----|-----|-------|
| 2009 (£000) | 7,433 | 283 | 379 | 8,095 |
| 2011 (£000) | 7,468 | 284 | 381 | 8,133 |
| 2016 (£000) | 7,367 | 287 | 395 | 8,048 |
| 2021 (£000) | 7,835 | 305 | 420 | 8,560 |
| 2026 (£000) | 8,355 | 319 | 440 | 9,114 |

SOURCE: Tables 3 & 28

TABLE 29
LYE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 28 |
|----------------|-----|
| 2009 (%) | 0.4 |
| 2011 (%) | 0.4 |
| 2016 (%) | 0.4 |
| 2021 (%) | 0.4 |
| 2026 (%) | 0.4 |

SOURCE: Household Survey, February 2009

TABLE 29A
LYE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 28 | TOTAL |
|----------------|-----|-------|
| 2009 (£000) | 230 | 230 |
| 2011 (£000) | 231 | 231 |
| 2016 (£000) | 227 | 227 |
| 2021 (£000) | 241 | 241 |
| 2026 (£000) | 256 | 256 |

SOURCE: Tables 3 & 29

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

TABLE 30
SEDGELY
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 3 | 19 | 22 | 47 | 50 | 51 | 52 |
|----------------|-----|-----|------|-----|-----|-----|-----|
| 2009 (%) | 0.3 | 3.6 | 25.5 | 2.0 | 0.4 | 0.5 | 1.4 |
| 2011 (%) | 0.3 | 3.6 | 25.5 | 2.0 | 0.4 | 0.5 | 1.4 |
| 2016 (%) | 0.3 | 3.6 | 25.5 | 2.0 | 0.4 | 0.5 | 1.4 |
| 2021 (%) | 0.3 | 3.6 | 25.5 | 2.0 | 0.4 | 0.5 | 1.4 |
| 2026 (%) | 0.3 | 3.6 | 25.5 | 2.0 | 0.4 | 0.5 | 1.4 |

SOURCE: Household Survey, February 2009

TABLE 30A
SEDGELY
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 3 | 19 | 22 | 47 | 50 | 51 | 52 | TOTAL |
|----------------|-----|-------|--------|-------|-----|-----|-----|--------|
| 2009 (£000) | 346 | 1,796 | 14,459 | 1,354 | 182 | 256 | 288 | 18,681 |
| 2011 (£000) | 348 | 1,805 | 14,527 | 1,360 | 183 | 257 | 290 | 18,770 |
| 2016 (£000) | 351 | 1,826 | 14,405 | 1,483 | 185 | 261 | 300 | 18,811 |
| 2021 (£000) | 373 | 1,942 | 15,322 | 1,577 | 197 | 277 | 319 | 20,007 |
| 2026 (£000) | 394 | 2,072 | 16,320 | 1,700 | 213 | 299 | 335 | 21,334 |

SOURCE: Tables 3 & 30

TABLE 31
DUDLEY OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

| Catchment Zone | 2 | 3 | 10 | 11 | 12 | 14 | 15 | 16 | 17 | 19 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 34 | 37 | 47 | 51 | 52 |
|----------------|-----|-----|-----|-----|-----|-----|------|-----|-----|------|------|------|------|------|------|------|------|-----|-----|-----|-----|-----|------|
| 2009 (%) | 0.8 | 0.8 | 2.2 | 2.0 | 2.9 | 0.9 | 13.8 | 0.9 | 1.8 | 23.1 | 20.2 | 18.9 | 11.9 | 18.1 | 33.1 | 12.3 | 19.1 | 5.7 | 0.4 | 0.9 | 5.8 | 1.8 | 26.3 |
| 2011 (%) | 0.8 | 0.8 | 2.2 | 2.0 | 2.9 | 0.9 | 13.8 | 0.9 | 1.8 | 23.1 | 20.2 | 18.9 | 11.9 | 18.1 | 33.1 | 12.3 | 19.1 | 5.7 | 0.4 | 0.9 | 5.8 | 1.8 | 26.3 |
| 2016 (%) | 0.8 | 0.8 | 2.2 | 2.0 | 2.9 | 0.9 | 13.8 | 0.9 | 1.8 | 23.1 | 20.2 | 18.9 | 11.9 | 18.1 | 33.1 | 12.3 | 19.1 | 5.7 | 0.4 | 0.9 | 5.8 | 1.8 | 26.3 |
| 2021 (%) | 0.8 | 0.8 | 2.2 | 2.0 | 2.9 | 0.9 | 13.8 | 0.9 | 1.8 | 23.1 | 20.2 | 18.9 | 11.9 | 18.1 | 33.1 | 12.3 | 19.1 | 5.7 | 0.4 | 0.9 | 5.8 | 1.8 | 26.3 |
| 2026 (%) | 0.8 | 0.8 | 2.2 | 2.0 | 2.9 | 0.9 | 13.8 | 0.9 | 1.8 | 23.1 | 20.2 | 18.9 | 11.9 | 18.1 | 33.1 | 12.3 | 19.1 | 5.7 | 0.4 | 0.9 | 5.8 | 1.8 | 26.3 |

SOURCE: Household Survey, February 2009

TABLE 31A
DUDLEY OUT OF CENTRE
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2007 PRICES

| Catchment Zone | 2 | 3 | 10 | 11 | 12 | 14 | 15 | 16 | 17 | 19 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 34 | 37 | 47 | 51 | 52 | TOTAL |
|----------------|-------|-----|-------|-----|-------|-----|-------|-----|-----|--------|--------|--------|-------|--------|--------|-------|--------|-------|-----|-----|-------|-------|-------|---------|
| 2009 (£000) | 1,454 | 879 | 1,122 | 478 | 989 | 767 | 6,337 | 319 | 767 | 11,593 | 9,691 | 10,720 | 7,210 | 12,155 | 17,029 | 1,783 | 15,392 | 3,088 | 292 | 295 | 4,044 | 1,024 | 5,309 | 112,737 |
| 2011 (£000) | 1,461 | 883 | 1,127 | 480 | 993 | 770 | 6,367 | 321 | 771 | 11,648 | 9,737 | 10,771 | 7,245 | 12,212 | 17,110 | 1,792 | 15,465 | 3,103 | 293 | 296 | 4,063 | 1,029 | 5,335 | 113,273 |
| 2016 (£000) | 1,425 | 890 | 1,125 | 497 | 1,021 | 735 | 6,693 | 337 | 791 | 11,786 | 9,777 | 10,680 | 7,626 | 12,993 | 16,878 | 1,809 | 15,493 | 3,041 | 287 | 302 | 4,430 | 1,043 | 5,524 | 115,183 |
| 2021 (£000) | 1,516 | 946 | 1,197 | 528 | 1,086 | 781 | 7,118 | 358 | 841 | 12,536 | 10,399 | 11,360 | 8,111 | 13,820 | 17,952 | 1,924 | 16,479 | 3,234 | 305 | 322 | 4,712 | 1,110 | 5,876 | 122,511 |
| 2026 (£000) | 1,601 | 999 | 1,276 | 560 | 1,150 | 827 | 7,538 | 379 | 890 | 13,374 | 11,093 | 12,101 | 8,592 | 14,746 | 19,142 | 2,013 | 17,569 | 3,429 | 319 | 346 | 5,079 | 1,197 | 6,166 | 130,387 |

SOURCE: Tables 3 & 31

BLACK COUNTRY CENTRES STUDY 2009

TABLE 32
BLACK COUNTRY CENTRES: TOTAL CONVENIENCE GOODS SPEND (£)

| | 2009 (£000) | 2011 (£000) | 2016 (£000) | 2021 (£000) | 2026 (£000) |
|----------------------------|------------------|------------------|------------------|------------------|------------------|
| WOLVERHAMPTON | | | | | |
| WOLVERHAMPTON | 150,276 | 150,991 | 156,119 | 166,052 | 178,745 |
| BILSTON | 63,173 | 63,474 | 67,529 | 71,825 | 77,384 |
| WEDNESFIELD | 50,196 | 50,435 | 51,872 | 55,172 | 59,543 |
| SUB-TOTAL | 263,645 | 264,899 | 275,519 | 293,048 | 315,672 |
| OUT-OF-CENTRE | 43,675 | 43,883 | 45,206 | 48,082 | 51,558 |
| TOTAL | 307,320 | 308,782 | 320,725 | 341,130 | 367,230 |
| WALSALL | | | | | |
| WALSALL | 74,190 | 74,543 | 76,393 | 81,253 | 87,613 |
| BLOXWICH | 43,079 | 43,284 | 45,278 | 48,159 | 52,012 |
| BROWNHILLS | 48,367 | 48,597 | 50,923 | 54,162 | 58,301 |
| ALDRIDGE | 45,279 | 45,495 | 47,007 | 49,997 | 53,856 |
| WILLENHALL | 12,752 | 12,813 | 13,403 | 14,256 | 15,428 |
| DARLASTON | 44,612 | 44,825 | 46,686 | 49,656 | 53,383 |
| SUB-TOTAL | 268,280 | 269,557 | 279,689 | 297,484 | 320,592 |
| OUT-OF-CENTRE | 75,147 | 75,504 | 78,023 | 82,988 | 89,561 |
| TOTAL | 343,427 | 345,061 | 357,713 | 380,471 | 410,154 |
| SANDWELL | | | | | |
| WEST BROMWICH | 24,607 | 24,724 | 25,582 | 27,209 | 28,836 |
| BLACKHEATH | 52,092 | 52,340 | 53,140 | 56,521 | 60,018 |
| CRADLEY HEATH | 30,589 | 30,734 | 31,265 | 33,254 | 35,344 |
| GREAT BRIDGE | 60,731 | 61,020 | 63,320 | 67,348 | 71,467 |
| OLDBURY | 54,049 | 54,306 | 55,322 | 58,841 | 62,356 |
| WEDNESBURY | 36,443 | 36,616 | 37,789 | 40,193 | 42,793 |
| CAPE HILL | 44,276 | 44,487 | 43,940 | 46,736 | 49,455 |
| BEARWOOD | 9,790 | 9,837 | 9,777 | 10,399 | 10,999 |
| SUB-TOTAL | 312,578 | 314,065 | 320,135 | 340,503 | 361,269 |
| OUT-OF-CENTRE | 74,797 | 75,153 | 77,189 | 82,100 | 87,262 |
| TOTAL | 387,375 | 389,218 | 397,324 | 422,602 | 448,531 |
| DUDLEY | | | | | |
| MERRY HILL / BRIERLEY HILL | 143,089 | 143,770 | 145,965 | 155,252 | 165,275 |
| DUDLEY | 19,103 | 19,194 | 19,594 | 20,840 | 22,220 |
| STOURBRIDGE | 16,338 | 16,416 | 16,377 | 17,419 | 18,522 |
| HALESOWEN | 25,141 | 25,261 | 25,352 | 26,965 | 28,689 |
| KINGSWINFORD | 8,095 | 8,133 | 8,048 | 8,560 | 9,114 |
| LYE | 230 | 231 | 227 | 241 | 256 |
| SEDGLEY | 18,681 | 18,770 | 18,811 | 20,007 | 21,334 |
| SUB-TOTAL | 230,678 | 231,776 | 234,373 | 249,284 | 265,409 |
| OUT-OF-CENTRE | 112,737 | 113,273 | 115,183 | 122,511 | 130,387 |
| TOTAL | 343,415 | 345,049 | 349,556 | 371,795 | 395,797 |
| BLACK COUNTRY TOTAL | 1,381,536 | 1,388,110 | 1,425,317 | 1,515,999 | 1,621,711 |

BLACK COUNTRY CENTRES STUDY 2009

WOLVERHAMPTON

TABLE 33
WOLVERHAMPTON CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|----------------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Asda, Molineux Way (outside PSA) | 5,276 | 50% | 2,638 | 11,147 | 29,406 |
| Sainsbury's, St George's Parade | 2,429 | 80% | 1,943 | 9,150 | 17,780 |
| Tesco Metro, The Gallery | 1,190 | 100% | 1,190 | 10,873 | 12,939 |
| Other local stores | 5,475 | 100% | 5,475 | 2,000 | 10,950 |
| SUB TOTAL | 14,370 | | 11,246 | 6,320 | 71,075 |

Source: IGD/Experian Goad

TABLE 34
BILSTON CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|--|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Morrisons, Market Street (outside PSA) | 3,585 | 75% | 2,689 | 10,593 | 28,482 |
| Other local stores | 6,421 | 100% | 6,421 | 1,500 | 9,632 |
| SUB TOTAL | 10,006 | | 9,110 | 4,184 | 38,114 |

Source: IGD/Experian Goad

TABLE 35
WEDNESFIELD CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|-----------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Sainsbury's, Rookery Street | 3,626 | 80% | 2,901 | 9,150 | 26,542 |
| Somerfield, High Street | 542 | 100% | 542 | 7,040 | 3,816 |
| Other local stores | 708 | 100% | 708 | 1,500 | 1,062 |
| SUB TOTAL | 4,876 | | 4,151 | 7,570 | 31,420 |

Source: IGD/Experian Goad

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

TABLE 36
WALSALL CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|-----------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Morrisons, Lichfield Street | 2,787 | 75% | 2,090 | 10,593 | 22,142 |
| Asda, George Street | 5,872 | 50% | 2,936 | 11,147 | 32,728 |
| Tesco Metro, Old Square | 3,023 | 100% | 3,023 | 10,873 | 32,869 |
| Other local stores | 1,591 | 100% | 1,591 | 2,000 | 3,182 |
| SUB TOTAL | 13,273 | | 9,640 | 9,431 | 90,921 |

Source: IGD/Experian Goad

TABLE 37
BLOXWICH CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|-----------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Asda, Woodhall Street | 2,444 | 70% | 1,711 | 11,147 | 19,070 |
| SUB TOTAL | 2,444 | | 1,711 | 11,147 | 19,070 |

Source: IGD/Experian Goad

TABLE 38
BROWNHILLS CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|--------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Tesco, High Street | 1,767 | 75% | 1,325 | 10,873 | 14,409 |
| Aldi, High Street | 1,194 | 80% | 955 | 3,682 | 3,517 |
| Other local stores | 2,444 | 100% | 2,444 | 1,500 | 3,666 |
| SUB TOTAL | 5,405 | | 4,724 | 4,571 | 21,592 |

Source: IGD/Experian Goad/Walsall Council

TABLE 39
ALDRIDGE CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Morrisons, Anchor Road | 2,570 | 75% | 1,928 | 10,593 | 20,418 |
| SUB TOTAL | 2,570 | | 1,928 | 10,593 | 20,418 |

Source: IGD/Experian Goad/Walsall Council

TABLE 40
WILLENHALL CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|------------------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Somerfield, New Road (outside PSA) | 934 | 100% | 934 | 7,040 | 6,575 |
| Lidl, New Road (outside PSA) | 1,286 | 80% | 1,029 | 2,837 | 2,919 |
| Other local stores | 691 | 100% | 691 | 1,500 | 1,036 |
| SUB TOTAL | 2,911 | | 2,654 | 3,968 | 10,530 |

Source: IGD/Experian Goad/Walsall Council

TABLE 41
DARLSTON CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|-----------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Asda, St Lawrence Way | 3,623 | 70% | 2,536 | 11,147 | 28,270 |
| Other local stores | 127 | 100% | 127 | 1,500 | 190 |
| SUB TOTAL | 3,750 | | 2,663 | 10,687 | 28,460 |

Source: IGD/Experian Goad

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

TABLE 42
WEST BROMWICH CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|----------------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Tesco Metro, The Sandwell Centre | 1,339 | 100% | 1,339 | 10,873 | 14,559 |
| Other local stores | 4,809 | 100% | 4,809 | 2,000 | 9,617 |
| SUB TOTAL | 6,148 | | 6,148 | 3,933 | 24,176 |

Source: IGD/Experian Goad

TABLE 43
BLACKHEATH CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|-------------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Sainsbury's, Halesowen Street | 3,066 | 80% | 2,453 | 9,150 | 22,443 |
| Other local stores | 4,941 | 100% | 4,941 | 1,500 | 7,412 |
| SUB TOTAL | 8,007 | | 7,394 | 4,038 | 29,855 |

Source: IGD/Experian Goad

TABLE 44
CRADLEY HEATH CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|----------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Tesco Extra, Foxoak Street | 5,587 | 50% | 2,794 | 10,873 | 30,374 |
| Other local stores | 3,340 | 100% | 3,340 | 1,500 | 5,010 |
| SUB TOTAL | 8,927 | | 6,133 | 5,769 | 35,383 |

Source: IGD/Experian Goad

TABLE 45
GREAT BRIDGE CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|---|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Asda, Brickhouse Lane South, Great Bridge Retail Park | 7,440 | 50% | 3,720 | 11,147 | 41,467 |
| SUB TOTAL | 7,440 | | 3,720 | 11,147 | 41,467 |

Source: IGD/Experian Goad

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

TABLE 46
OLDBURY CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|----------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Sainsbury's, Freeth Street | 6,641 | 50% | 3,321 | 9,150 | 30,383 |
| Other local stores | 992 | 100% | 992 | 1,500 | 1,488 |
| SUB TOTAL | 7,633 | | 4,312 | 7,390 | 31,871 |

Source: IGD/Experian Goad

TABLE 47
WEDNESBURY CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|--------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Morrisons, Holyhead Road | 3,252 | 75% | 2,439 | 10,593 | 25,836 |
| Other local stores | 3,756 | 100% | 3,756 | 1,500 | 5,635 |
| SUB TOTAL | 7,008 | | 6,195 | 5,080 | 31,471 |

Source: IGD/Experian Goad

TABLE 48
CAPE HILL CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|---------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Asda, Windmill Lane | 4,509 | 70% | 3,156 | 11,147 | 35,183 |
| Aldi, Cape Hill | 1,248 | 80% | 998 | 3,682 | 3,676 |
| SUB TOTAL | 5,757 | | 4,155 | 9,353 | 38,859 |

Source: IGD/Experian Goad

TABLE 49
BEARWOOD CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|---------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Somerfield, Bearwood Road | 533 | 100% | 533 | 7,040 | 3,752 |
| Other local stores | 4,075 | 100% | 4,075 | 1,500 | 6,112 |
| SUB TOTAL | 4,608 | | 4,608 | 2,141 | 9,865 |

Source: IGD/Experian Goad

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

TABLE 50
MERRY HILL / BRIERLEY HILL CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|------------------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Asda, The Merry Hill Centre | 3,921 | 70% | 2,745 | 11,147 | 30,595 |
| Sainsbury's, The Merry Hill Centre | 2,980 | 80% | 2,384 | 9,150 | 21,814 |
| Asda, Pearson Street | 3,195 | 70% | 2,237 | 11,147 | 24,930 |
| Other local stores | 4,832 | 100% | 4,832 | 2,000 | 9,664 |
| SUB TOTAL | 14,928 | | 12,197 | 7,133 | 87,003 |

Source: IGD/Experian Goad

TABLE 51
DUDLEY CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|------------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Somerfield / Farmfoods | 1,303 | 100% | 1,303 | 7,040 | 9,173 |
| Netto | 774 | 100% | 774 | 6,324 | 4,895 |
| Other local stores | 1,926 | 100% | 1,926 | 1,500 | 2,890 |
| SUB TOTAL | 4,003 | | 4,003 | 4,236 | 16,957 |

Source: IGD/Experian Goad

TABLE 52
STOURBRIDGE CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|---------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Waitrose, Ryemarket | 1,221 | 90% | 1,099 | 9,784 | 10,752 |
| Somerfield | 536 | 100% | 536 | 7,040 | 3,773 |
| Other local stores | 5,071 | 100% | 5,071 | 1,500 | 7,607 |
| SUB TOTAL | 6,828 | | 6,706 | 3,300 | 22,132 |

Source: IGD/Experian Goad

TABLE 53
HALESOWEN CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|----------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Asda, Cornbow Centre | 7,246 | 50% | 3,623 | 11,147 | 40,386 |
| Other local stores | 3,710 | 100% | 3,710 | 1,500 | 5,565 |
| SUB TOTAL | 10,956 | | 7,333 | 6,266 | 45,951 |

Source: IGD/Experian Goad/Egi

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

TABLE 54
KINGSWINFORD CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|--------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Somerfield | 1,230 | 100% | 1,230 | 7,040 | 8,659 |
| Other local stores | 437 | 100% | 437 | 1,500 | 655 |
| SUB TOTAL | 1,667 | | 1,667 | 5,589 | 9,314 |

Source: IGD/Experian Goad

TABLE 55
LYE CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|--------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Local stores | 827 | 100% | 827 | 1,500 | 1,241 |
| SUB TOTAL | 827 | | 827 | 1,500 | 1,241 |

Source: IGD/Experian Goad

TABLE 56
SEDGLEY CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|--------------------|-------------------------|---------------------------------|--|---|--|
| TOWN CENTRE | | | | | |
| Co-op | 1,580 | 80% | 1,264 | 5,314 | 6,717 |
| Somerfield | 557 | 100% | 557 | 7,040 | 3,921 |
| Other local stores | 1,112 | 100% | 1,112 | 1,500 | 1,668 |
| SUB TOTAL | 3,249 | | 2,933 | 4,196 | 12,306 |

Source: IGD/Experian Goad

BLACK COUNTRY CENTRES STUDY 2009

OUT-OF-CENTRE

TABLE 57
BLACK COUNTRY: OUT OF CENTRE CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|---|-------------------------|---------------------------------|--|---|--|
| WOLVERHAMPTON | | | | | |
| Waitrose, Marston Road | 4,004 | 90% | 3,604 | 9,784 | 35,258 |
| Morrisons, Pendeford Park Shopping Centre | 1,813 | 90% | 1,632 | 10,593 | 17,285 |
| SUB TOTAL | 5,817 | | 5,235 | 10,036 | 52,542 |
| WALSALL | | | | | |
| Morrisons, Wallows Lane | 5,017 | 90% | 4,515 | 10,593 | 47,831 |
| Sainsbury's, Reedswood Retail Park | 3,350 | 80% | 2,680 | 9,150 | 24,522 |
| Tesco, Neptune Industrial Estate, Willenhall | 3,530 | 75% | 2,648 | 10,873 | 28,786 |
| SUB TOTAL | 11,897 | | 9,843 | 10,275 | 101,139 |
| SANDWELL | | | | | |
| Asda, Wednesbury Oak Road, Tipton | 3,102 | 70% | 2,171 | 11,147 | 24,205 |
| Asda, Wolverhampton Road, Oldbury | 3,570 | 70% | 2,499 | 11,147 | 27,856 |
| SUB TOTAL | 6,672 | | 4,670 | 11,147 | 52,061 |
| DUDLEY | | | | | |
| Morrisons, Charterfield Shopping Centre, Kingswinford | 2,132 | 75% | 1,599 | 10,593 | 16,938 |
| Sainsbury's, Sandringham Way, Brierley Hill | 3,200 | 80% | 2,560 | 9,150 | 23,424 |
| Tesco, Birmingham Road | 4,125 | 75% | 3,094 | 10,873 | 33,638 |
| SUB TOTAL | 9,457 | | 7,253 | 10,203 | 74,001 |
| BLACK COUNTRY TOTAL | 33,843 | | 27,001 | 10,360 | 279,743 |

Source: IGD/Experian Goad

TABLE 58
BLACK COUNTRY: TOTAL CONVENIENCE GOODS FLOORSPACE

| | Net Floorspace (sqm) | Net Convenience Floorspace (sqm) | Company Average Sales Density (£ per sq m net) | Total Potential Turnover (£000s) |
|---------------|-------------------------|--|---|--|
| Wolverhampton | 35,069 | 29,742 | 6,494 | 193,151 |
| Walsall | 42,249 | 33,162 | 8,809 | 292,130 |
| Sandwell | 62,200 | 47,336 | 6,232 | 295,008 |
| Dudley | 51,915 | 42,919 | 6,265 | 268,904 |
| TOTAL | 191,434 | 153,159 | 6,850 | 1,049,193 |

Source: IGD/Experian Goad

BLACK COUNTRY CENTRES STUDY 2009

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 59
FUTURE SHOP FLOORSPACE CAPACITY: GLOBAL BLACK COUNTRY

| | CONVENIENCE GOODS | | | | |
|---|-------------------|-----------|-----------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover in the Black Country (£000) | 1,381,536 | 1,388,110 | 1,425,317 | 1,515,999 | 1,621,711 |
| Existing Shop Floorspace (sqm net) | 153,159 | 153,159 | 153,159 | 153,159 | 153,159 |
| Sales per sqm net £ | 9,020 | 6,850 | 6,850 | 6,850 | 6,850 |
| Sales from Existing Floorspace (£000) | 1,381,536 | 1,049,193 | 1,049,193 | 1,049,193 | 1,049,193 |
| Residual Spending to Support new shops (£000) | 0 | 338,917 | 376,124 | 466,805 | 572,518 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 33,892 | 37,612 | 46,681 | 57,252 |

BLACK COUNTRY CENTRES STUDY 2009

WOLVERHAMPTON

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 60
FUTURE SHOP FLOORSPACE: WOLVERHAMPTON STRATEGIC CENTRE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 150,276 | 150,991 | 156,119 | 166,052 | 178,745 |
| Existing Shop Floorspace (sqm net) | 11,246 | 11,246 | 11,246 | 11,246 | 11,246 |
| Sales per sqm net £ | 13,362 | 6,320 | 6,320 | 6,320 | 6,320 |
| Sales from Existing Floorspace (£000) | 150,276 | 71,075 | 71,075 | 71,075 | 71,075 |
| Residual Spending to Support new shops (£000) | 0 | 79,916 | 85,044 | 94,976 | 107,670 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 7,992 | 8,504 | 9,498 | 10,767 |

TABLE 60A
FUTURE SHOP FLOORSPACE: WOLVERHAMPTON NON-STRATEGIC CENTRES

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 113,369 | 113,908 | 119,400 | 126,997 | 136,927 |
| Existing Shop Floorspace (sqm net) | 13,261 | 13,261 | 13,261 | 13,261 | 13,261 |
| Sales per sqm net £ | 8,549 | 5,244 | 5,244 | 5,244 | 5,244 |
| Sales from Existing Floorspace (£000) | 113,369 | 69,534 | 69,534 | 69,534 | 69,534 |
| Residual Spending to Support new shops (£000) | 0 | 44,375 | 49,867 | 57,463 | 67,394 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 4,437 | 4,987 | 5,746 | 6,739 |

TABLE 60B
FUTURE SHOP FLOORSPACE: WOLVERHAMPTON OUT OF CENTRE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 43,675 | 43,883 | 45,206 | 48,082 | 51,558 |
| Existing Shop Floorspace (sqm net) | 5,235 | 5,235 | 5,235 | 5,235 | 5,235 |
| Sales per sqm net £ | 8,342 | 10,036 | 10,036 | 10,036 | 10,036 |
| Sales from Existing Floorspace (£000) | 43,675 | 52,542 | 52,542 | 52,542 | 52,542 |
| Residual Spending to Support new shops (£000) | 0 | -8,660 | -7,337 | -4,460 | -985 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -866 | -734 | -446 | -98 |

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 61
FUTURE SHOP FLOORSPACE CAPACITY: WALSALL STRATEGIC CENTRE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 74,190 | 74,543 | 76,393 | 81,253 | 87,613 |
| Existing Shop Floorspace (sqm net) | 9,640 | 9,640 | 9,640 | 9,640 | 9,640 |
| Sales per sqm net £ | 7,696 | 9,431 | 9,431 | 9,431 | 9,431 |
| Sales from Existing Floorspace (£000) | 74,190 | 90,921 | 90,921 | 90,921 | 90,921 |
| Residual Spending to Support new shops (£000) | 0 | -16,377 | -14,528 | -9,668 | -3,308 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -1,638 | -1,453 | -967 | -331 |

TABLE 61A
FUTURE SHOP FLOORSPACE CAPACITY: WALSALL NON-STRATEGIC CENTRES

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 194,090 | 195,013 | 203,297 | 216,231 | 232,980 |
| Existing Shop Floorspace (sqm net) | 13,679 | 13,679 | 13,679 | 13,679 | 13,679 |
| Sales per sqm net £ | 14,189 | 7,316 | 7,316 | 7,316 | 7,316 |
| Sales from Existing Floorspace (£000) | 194,090 | 100,071 | 100,071 | 100,071 | 100,071 |
| Residual Spending to Support new shops (£000) | 0 | 94,942 | 103,226 | 116,160 | 132,909 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 9,494 | 10,323 | 11,616 | 13,291 |

TABLE 61B
FUTURE SHOP FLOORSPACE CAPACITY: WALSALL OUT OF CENTRE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 75,147 | 75,504 | 78,023 | 82,988 | 89,561 |
| Existing Shop Floorspace (sqm net) | 9,843 | 9,843 | 9,843 | 9,843 | 9,843 |
| Sales per sqm net £ | 7,635 | 10,275 | 10,275 | 10,275 | 10,275 |
| Sales from Existing Floorspace (£000) | 75,147 | 101,139 | 101,139 | 101,139 | 101,139 |
| Residual Spending to Support new shops (£000) | 0 | -25,635 | -23,115 | -18,151 | -11,578 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -2,563 | -2,312 | -1,815 | -1,158 |

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 62
FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL - WEST BROMWICH STRATEGIC CENTRE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 24,607 | 24,724 | 25,582 | 27,209 | 28,836 |
| Existing Shop Floorspace (sqm net) | 6,148 | 6,148 | 6,148 | 6,148 | 6,148 |
| Sales per sqm net £ | 4,003 | 3,933 | 3,933 | 3,933 | 3,933 |
| Sales from Existing Floorspace (£000) | 24,607 | 24,176 | 24,176 | 24,176 | 24,176 |
| Residual Spending to Support new shops (£000) | 0 | 547 | 1,405 | 3,033 | 4,660 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 55 | 141 | 303 | 466 |

TABLE 62A
FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL NON-STRATEGIC CENTRES

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 287,971 | 289,341 | 294,553 | 313,293 | 332,433 |
| Existing Shop Floorspace (sqm net) | 36,518 | 36,518 | 36,518 | 36,518 | 36,518 |
| Sales per sqm net £ | 7,886 | 5,991 | 5,991 | 5,991 | 5,991 |
| Sales from Existing Floorspace (£000) | 287,971 | 218,771 | 218,771 | 218,771 | 218,771 |
| Residual Spending to Support new shops (£000) | 0 | 70,571 | 75,782 | 94,522 | 113,662 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 7,057 | 7,578 | 9,452 | 11,366 |

TABLE 62B
FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL OUT OF CENTRE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 74,797 | 75,153 | 77,189 | 82,100 | 87,262 |
| Existing Shop Floorspace (sqm net) | 4,670 | 4,670 | 4,670 | 4,670 | 4,670 |
| Sales per sqm net £ | 16,015 | 11,147 | 11,147 | 11,147 | 11,147 |
| Sales from Existing Floorspace (£000) | 74,797 | 52,061 | 52,061 | 52,061 | 52,061 |
| Residual Spending to Support new shops (£000) | 0 | 23,092 | 25,128 | 30,039 | 35,201 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,309 | 2,513 | 3,004 | 3,520 |

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 63
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY - BRIERLEY HILL STRATEGIC CENTRE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 143,089 | 143,770 | 145,965 | 155,252 | 165,275 |
| Existing Shop Floorspace (sqm net) | 12,197 | 12,197 | 12,197 | 12,197 | 12,197 |
| Sales per sqm net £ | 11,731 | 7,133 | 7,133 | 7,133 | 7,133 |
| Sales from Existing Floorspace (£000) | 143,089 | 87,003 | 87,003 | 87,003 | 87,003 |
| Residual Spending to Support new shops (£000) | 0 | 56,767 | 58,962 | 68,249 | 78,272 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 5,677 | 5,896 | 6,825 | 7,827 |

TABLE 63A
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY NON-STRATEGIC CENTRES

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 87,589 | 88,005 | 88,408 | 94,033 | 100,134 |
| Existing Shop Floorspace (sqm net) | 23,469 | 23,469 | 23,469 | 23,469 | 23,469 |
| Sales per sqm net £ | 3,732 | 4,598 | 4,598 | 4,598 | 4,598 |
| Sales from Existing Floorspace (£000) | 87,589 | 107,901 | 107,901 | 107,901 | 107,901 |
| Residual Spending to Support new shops (£000) | 0 | -19,895 | -19,493 | -13,868 | -7,767 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -1,990 | -1,949 | -1,387 | -777 |

TABLE 63B
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY OUT OF CENTRE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 112,737 | 113,273 | 115,183 | 122,511 | 130,387 |
| Existing Shop Floorspace (sqm net) | 7,253 | 7,253 | 7,253 | 7,253 | 7,253 |
| Sales per sqm net £ | 15,544 | 10,203 | 10,203 | 10,203 | 10,203 |
| Sales from Existing Floorspace (£000) | 112,737 | 74,001 | 74,001 | 74,001 | 74,001 |
| Residual Spending to Support new shops (£000) | 0 | 39,273 | 41,182 | 48,510 | 56,387 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 3,927 | 4,118 | 4,851 | 5,639 |

**BLACK COUNTRY
CENTRES STUDY 2009**

WOLVERHAMPTON

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 64
FUTURE SHOP FLOORSPACE: BILSTON

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 63,173 | 63,474 | 67,529 | 71,825 | 77,384 |
| Existing Shop Floorspace (sqm net) | 9,110 | 9,110 | 9,110 | 9,110 | 9,110 |
| Sales per sqm net £ | 6,935 | 4,184 | 4,184 | 4,184 | 4,184 |
| Sales from Existing Floorspace (£000) | 63,173 | 38,114 | 38,114 | 38,114 | 38,114 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 25,360 | 29,415 | 33,711 | 39,271 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,536 | 2,941 | 3,371 | 3,927 |

TABLE 65
FUTURE SHOP FLOORSPACE: WEDNESFIELD

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 50,196 | 50,435 | 51,872 | 55,172 | 59,543 |
| Existing Shop Floorspace (sqm net) | 4,151 | 4,151 | 4,151 | 4,151 | 4,151 |
| Sales per sqm net £ | 12,093 | 7,570 | 7,570 | 7,570 | 7,570 |
| Sales from Existing Floorspace (£000) | 50,196 | 31,420 | 31,420 | 31,420 | 31,420 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 19,015 | 20,452 | 23,752 | 28,123 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 1,901 | 2,045 | 2,375 | 2,812 |

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 66
FUTURE SHOP FLOORSPACE CAPACITY: ALDRIDGE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 45,279 | 45,495 | 47,007 | 49,997 | 53,856 |
| Existing Shop Floorspace (sqm net) | 1,928 | 1,928 | 1,928 | 1,928 | 1,928 |
| Sales per sqm net £ | 23,491 | 10,593 | 10,593 | 10,593 | 10,593 |
| Sales from Existing Floorspace (£000) | 45,279 | 20,418 | 20,418 | 20,418 | 20,418 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 25,077 | 26,589 | 29,579 | 33,438 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,508 | 2,659 | 2,958 | 3,344 |

TABLE 67
FUTURE SHOP FLOORSPACE CAPACITY: BLOXWICH

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 43,079 | 43,284 | 45,278 | 48,159 | 52,012 |
| Existing Shop Floorspace (sqm net) | 1,711 | 1,711 | 1,711 | 1,711 | 1,711 |
| Sales per sqm net £ | 25,180 | 11,147 | 11,147 | 11,147 | 11,147 |
| Sales from Existing Floorspace (£000) | 43,079 | 19,070 | 19,070 | 19,070 | 19,070 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 24,213 | 26,208 | 29,089 | 32,941 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,421 | 2,621 | 2,909 | 3,294 |

TABLE 68
FUTURE SHOP FLOORSPACE CAPACITY: BROWNHILLS

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 48,367 | 48,597 | 50,923 | 54,162 | 58,301 |
| Existing Shop Floorspace (sqm net) | 4,724 | 4,724 | 4,724 | 4,724 | 4,724 |
| Sales per sqm net £ | 10,238 | 4,571 | 4,571 | 4,571 | 4,571 |
| Sales from Existing Floorspace (£000) | 48,367 | 21,592 | 21,592 | 21,592 | 21,592 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 27,005 | 29,331 | 32,570 | 36,709 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,700 | 2,933 | 3,257 | 3,671 |

**BLACK COUNTRY
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WALSALL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 69
FUTURE SHOP FLOORSPACE CAPACITY: DARLASTON

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 44,612 | 44,825 | 46,686 | 49,656 | 53,383 |
| Existing Shop Floorspace (sqm net) | 2,663 | 2,663 | 2,663 | 2,663 | 2,663 |
| Sales per sqm net £ | 16,753 | 10,687 | 10,687 | 10,687 | 10,687 |
| Sales from Existing Floorspace (£000) | 44,612 | 28,460 | 28,460 | 28,460 | 28,460 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 16,364 | 18,226 | 21,196 | 24,923 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 1,636 | 1,823 | 2,120 | 2,492 |

TABLE 70
FUTURE SHOP FLOORSPACE CAPACITY: WILLENHALL

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 12,752 | 12,813 | 13,403 | 14,256 | 15,428 |
| Existing Shop Floorspace (sqm net) | 2,654 | 2,654 | 2,654 | 2,654 | 2,654 |
| Sales per sqm net £ | 4,806 | 3,968 | 3,968 | 3,968 | 3,968 |
| Sales from Existing Floorspace (£000) | 12,752 | 10,530 | 10,530 | 10,530 | 10,530 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 2,283 | 2,873 | 3,726 | 4,898 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 228 | 287 | 373 | 490 |

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 71
FUTURE SHOP FLOORSPACE CAPACITY: BEARWOOD

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 9,790 | 9,837 | 9,777 | 10,399 | 10,999 |
| Existing Shop Floorspace (sqm net) | 4,608 | 4,608 | 4,608 | 4,608 | 4,608 |
| Sales per sqm net £ | 2,125 | 2,141 | 2,141 | 2,141 | 2,141 |
| Sales from Existing Floorspace (£000) | 9,790 | 9,865 | 9,865 | 9,865 | 9,865 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | -28 | -87 | 535 | 1,134 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -3 | -9 | 53 | 113 |

TABLE 72
FUTURE SHOP FLOORSPACE CAPACITY: BLACKHEATH

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 52,092 | 52,340 | 53,140 | 56,521 | 60,018 |
| Existing Shop Floorspace (sqm net) | 7,394 | 7,394 | 7,394 | 7,394 | 7,394 |
| Sales per sqm net £ | 7,045 | 4,038 | 4,038 | 4,038 | 4,038 |
| Sales from Existing Floorspace (£000) | 52,092 | 29,855 | 29,855 | 29,855 | 29,855 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 22,485 | 23,285 | 26,666 | 30,163 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,249 | 2,328 | 2,667 | 3,016 |

TABLE 73
FUTURE SHOP FLOORSPACE CAPACITY: CAPE HILL

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 44,276 | 44,487 | 43,940 | 46,736 | 49,455 |
| Existing Shop Floorspace (sqm net) | 4,155 | 4,155 | 4,155 | 4,155 | 4,155 |
| Sales per sqm net £ | 10,657 | 9,353 | 9,353 | 9,353 | 9,353 |
| Sales from Existing Floorspace (£000) | 44,276 | 38,859 | 38,859 | 38,859 | 38,859 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 5,627 | 5,081 | 7,877 | 10,596 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 563 | 508 | 788 | 1,060 |

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 74
FUTURE SHOP FLOORSPACE CAPACITY: CRADLEY HEATH

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 30,589 | 30,734 | 31,265 | 33,254 | 35,344 |
| Existing Shop Floorspace (sqm net) | 6,133 | 6,133 | 6,133 | 6,133 | 6,133 |
| Sales per sqm net £ | 4,987 | 5,769 | 5,769 | 5,769 | 5,769 |
| Sales from Existing Floorspace (£000) | 30,589 | 35,383 | 35,383 | 35,383 | 35,383 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | -0 | -4,649 | -4,118 | -2,129 | -39 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -465 | -412 | -213 | -4 |

TABLE 75
FUTURE SHOP FLOORSPACE CAPACITY: GREAT BRIDGE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 60,731 | 61,020 | 63,320 | 67,348 | 71,467 |
| Existing Shop Floorspace (sqm net) | 3,720 | 3,720 | 3,720 | 3,720 | 3,720 |
| Sales per sqm net £ | 16,326 | 11,147 | 11,147 | 11,147 | 11,147 |
| Sales from Existing Floorspace (£000) | 60,731 | 41,467 | 41,467 | 41,467 | 41,467 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 19,553 | 21,853 | 25,882 | 30,000 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 1,955 | 2,185 | 2,588 | 3,000 |

**BLACK COUNTRY
CENTRES STUDY 2009**

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 76
FUTURE SHOP FLOORSPACE CAPACITY: OLDBURY

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 54,049 | 54,306 | 55,322 | 58,841 | 62,356 |
| Existing Shop Floorspace (sqm net) | 4,312 | 4,312 | 4,312 | 4,312 | 4,312 |
| Sales per sqm net £ | 12,533 | 7,390 | 7,390 | 7,390 | 7,390 |
| Sales from Existing Floorspace (£000) | 54,049 | 31,871 | 31,871 | 31,871 | 31,871 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 22,436 | 23,451 | 26,971 | 30,486 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,244 | 2,345 | 2,697 | 3,049 |

TABLE 77
FUTURE SHOP FLOORSPACE CAPACITY: WEDNESBURY

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 36,443 | 36,616 | 37,789 | 40,193 | 42,793 |
| Existing Shop Floorspace (sqm net) | 6,195 | 6,195 | 6,195 | 6,195 | 6,195 |
| Sales per sqm net £ | 5,882 | 5,080 | 5,080 | 5,080 | 5,080 |
| Sales from Existing Floorspace (£000) | 36,443 | 31,471 | 31,471 | 31,471 | 31,471 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 5,145 | 6,318 | 8,722 | 11,322 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 515 | 632 | 872 | 1,132 |

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 78
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 19,103 | 19,194 | 19,594 | 20,840 | 22,220 |
| Existing Shop Floorspace (sqm net) | 4,003 | 4,003 | 4,003 | 4,003 | 4,003 |
| Sales per sqm net £ | 4,772 | 4,236 | 4,236 | 4,236 | 4,236 |
| Sales from Existing Floorspace (£000) | 19,103 | 16,957 | 16,957 | 16,957 | 16,957 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 2,237 | 2,636 | 3,883 | 5,263 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 224 | 264 | 388 | 526 |

TABLE 79
FUTURE SHOP FLOORSPACE CAPACITY: HALESOWEN

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 25,141 | 25,261 | 25,352 | 26,965 | 28,689 |
| Existing Shop Floorspace (sqm net) | 7,333 | 7,333 | 7,333 | 7,333 | 7,333 |
| Sales per sqm net £ | 3,428 | 6,266 | 6,266 | 6,266 | 6,266 |
| Sales from Existing Floorspace (£000) | 25,141 | 45,951 | 45,951 | 45,951 | 45,951 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | -20,690 | -20,599 | -18,986 | -17,262 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -2,069 | -2,060 | -1,899 | -1,726 |

TABLE 80
FUTURE SHOP FLOORSPACE CAPACITY: KINGSWINFORD

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 8,095 | 8,133 | 8,048 | 8,560 | 9,114 |
| Existing Shop Floorspace (sqm net) | 1,667 | 1,667 | 1,667 | 1,667 | 1,667 |
| Sales per sqm net £ | 4,857 | 5,589 | 5,589 | 5,589 | 5,589 |
| Sales from Existing Floorspace (£000) | 8,095 | 9,314 | 9,314 | 9,314 | 9,314 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | -1,181 | -1,266 | -754 | -200 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -118 | -127 | -75 | -20 |

DUDLEY

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 81
FUTURE SHOP FLOORSPACE CAPACITY: LYE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 230 | 231 | 227 | 241 | 256 |
| Existing Shop Floorspace (sqm net) | 827 | 827 | 827 | 827 | 827 |
| Sales per sqm net £ | 278 | 1,500 | 1,500 | 1,500 | 1,500 |
| Sales from Existing Floorspace (£000) | 230 | 1,241 | 1,241 | 1,241 | 1,241 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | -1,010 | -1,014 | -1,000 | -985 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -101 | -101 | -100 | -99 |

TABLE 82
FUTURE SHOP FLOORSPACE CAPACITY: SEDGLEY

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 18,681 | 18,770 | 18,811 | 20,007 | 21,334 |
| Existing Shop Floorspace (sqm net) | 2,933 | 2,933 | 2,933 | 2,933 | 2,933 |
| Sales per sqm net £ | 6,370 | 4,196 | 4,196 | 4,196 | 4,196 |
| Sales from Existing Floorspace (£000) | 18,681 | 12,306 | 12,306 | 12,306 | 12,306 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | 6,465 | 6,505 | 7,702 | 9,028 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 646 | 650 | 770 | 903 |

TABLE 83
FUTURE SHOP FLOORSPACE CAPACITY: STOURBRIDGE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 16,338 | 16,416 | 16,377 | 17,419 | 18,522 |
| Existing Shop Floorspace (sqm net) | 6,706 | 6,706 | 6,706 | 6,706 | 6,706 |
| Sales per sqm net £ | 2,436 | 3,300 | 3,300 | 3,300 | 3,300 |
| Sales from Existing Floorspace (£000) | 16,338 | 22,132 | 22,132 | 22,132 | 22,132 |
| Sales from Committed Floorspace (£000) | 0 | 0 | 0 | 0 | 0 |
| Residual Spending to Support new shops (£000) | 0 | -5,716 | -5,754 | -4,712 | -3,610 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -572 | -575 | -471 | -361 |

BLACK COUNTRY CENTRES STUDY 2009

TABLE 84
RETAIL COMMITMENTS - CONVENIENCE GOODS

| | Net Floorspace (sqm) | Net Convenience Ratio (%) | Net Convenience (sqm) | Company Average Sales (£ per sq m net) | Average Turnover 2009 (£000s) |
|---|----------------------------|---------------------------------|-----------------------------|--|-------------------------------------|
| WOLVERHAMPTON: STRATEGIC CENTRE | | | | | |
| Foodstore at Raglan Street, Wolverhampton | 5,200 | 100% | 5,200 | 12,894 | 67,049 |
| Summer Row, Retail Core Expansion, Wolverhampton | 2,913 | 100% | 2,913 | 4,000 | 11,652 |
| Interchange, Phase One | 81 | 100% | 81 | 4,000 | 324 |
| Royal Hospital, Wolverhampton | 158 | 100% | 158 | 4,000 | 632 |
| Springfield Brewery, Wolverhampton | 673 | 100% | 673 | 4,000 | 2,692 |
| Low Level Station, Wolverhampton | 407 | 100% | 407 | 4,000 | 1,628 |
| WOLVERHAMPTON: NON-STRATEGIC CENTRES | | | | | |
| Bilston Urban Village/ High Street Link | 735 | 100% | 735 | 4,000 | 2,940 |
| Former Mecca Bingo Unit, Bentley Bridge Retail Park, Wednesfield | 1,125 | 100% | 1,125 | 4,000 | 4,500 |
| WOLVERHAMPTON: OTHER | | | | | |
| Lidl, Finchfield | 632 | 100% | 632 | 3,500 | 2,212 |
| WOLVERHAMPTON SUB-TOTAL | 11,924 | | 11,924 | 7,852 | 93,629 |
| WALSALL: STRATEGIC CENTRE | | | | | |
| Tesco Extra, Land at Walsall College of Arts & Technology, and north of Littleton Street West, Walsall | 4,900 | 100% | 4,900 | 12,894 | 63,181 |
| 12 units at Walsall College of Arts & Technology, and north of Littleton Street West, Walsall | 834 | 100% | 834 | 4,000 | 3,336 |
| Waterfront North, Land to the south of Wolverhampton Street, Walsall | 1,741 | 100% | 1,741 | 4,000 | 6,965 |
| Waterfront South, Land between Charles Street and canal | 330 | 100% | 330 | 4,000 | 1,320 |
| Gigaport, Land north of Walsall town centre bounded by Littleton street West, Hatherton Street, Hatherton Road | 146 | 100% | 146 | 4,000 | 582 |
| WALSALL: NON-STRATEGIC CENTRES | | | | | |
| Morrisons, Land between Wood Street, Upper Lichfield Street and Lower Lichfield Street, extending to Walsall Street, Willenhall | 3,297 | 70% | 2,308 | 11,173 | 25,786 |
| WALSALL: OTHER | | | | | |
| Extension to Aldi, Burns Road, Moxley, Wednesbury | 91 | 100% | 91 | 3,500 | 319 |
| WALSALL SUB-TOTAL | 11,339 | | 10,350 | 9,806 | 101,489 |
| SANDWELL - WEST BROMWICH STRATEGIC CENTRE | | | | | |
| Tesco foodstore, West Bromwich Ringway development (2006 scheme) | 8,450 | 55% | 4,648 | 12,894 | 59,925 |
| SANDWELL: NON-STRATEGIC CENTRES | | | | | |
| Extension to Sainsbury's, Halesowen Street, Blackheath | 1,030 | 100% | 1,030 | 9,744 | 10,039 |
| New Lidl store, Cradley Heath | 1,063 | 100% | 1,063 | 3,500 | 3,721 |
| Great Bridge Business Park mixed use development, Great Bridge | 727 | 50% | 363 | 4,000 | 1,453 |
| SANDWELL: OTHER | | | | | |
| Netto development, Hagley Road West/Kings Highway | 617 | 100% | 617 | 3,500 | 2,159 |
| Tesco Express, Oldbury Road/Throne Road | 248 | 100% | 248 | 12,894 | 3,193 |
| SANDWELL SUB-TOTAL | 12,134 | | 7,969 | 46,532 | 80,490 |
| DUDLEY: BRIERLEY HILL STRATEGIC CENTRE | | | | | |
| None | | | | | |
| DUDLEY: NOT STRATEGIC CENTRES | | | | | |
| New foodstore in Crown Centre redevelopment, Stourbridge | 3,043 | 100% | 3,043 | 4,000 | 12,173 |
| New Aldi store at former B&Q, Stourbridge | 1,486 | 100% | 1,486 | 3,500 | 5,202 |
| DUDLEY: OTHER | | | | | |
| New Aldi store at former Kwiksave, Netherton (net additional floorspace) | 373 | 100% | 373 | 4,000 | 1,492 |
| Redevelopment of Tesco, Town Gate Retail Park, Dudley | 1,743 | 100% | 1,743 | 12,894 | 22,474 |
| DUDLEY SUB-TOTAL | 6,646 | | 6,646 | 6,221 | 41,342 |
| BLACK COUNTRY TOTAL | 42,043 | | 36,888 | 8,592 | 316,949 |

Source: Black Country Councils, 2009

BLACK COUNTRY CENTRES STUDY 2009

TABLE 85
RETAIL PIPELINE - CONVENIENCE GOODS

| | Net Flsp (sqm) | Net Convenience Ratio (%) | Net Convenience (sqm) | Company Average Sales (£ per sqm net) | Total Turnover 2009 (£000s) |
|--|----------------------|---------------------------------|-----------------------------|---|-----------------------------------|
| WOLVERHAMPTON: STRATEGIC CENTRE | | | | | |
| Interchange | 1,450 | 100% | 1,450 | 4,000 | 5,800 |
| Piper's Row | 233 | 100% | 233 | 4,000 | 932 |
| Goodyear | 265 | 100% | 265 | 4,000 | 1,060 |
| WOLVERHAMPTON SUB-TOTAL | 1,948 | | 1,948 | 4,000 | 7,792 |
| WALSALL | | | | | |
| None | | | | | |
| SANDWELL: STRATEGIC CENTRE | | | | | |
| Tesco foodstore, West Bromwich Ringway development (2009 scheme) | 250 | 55% | 138 | 12,894 | 1,773 |
| SANDWELL SUB-TOTAL | 250 | | 138 | 12,894 | 1,773 |
| DUDLEY: NON-STRATEGIC CENTRES | | | | | |
| None | | | | | |
| BLACK COUNTRY TOTAL | 2,198 | | 2,086 | 16,894 | 9,565 |

Source: Black Country Councils, 2009

*net additional floorspace over and above 2006 consented scheme

BLACK COUNTRY CENTRES STUDY 2009

TABLE 86
RETAIL ALLOCATIONS - CONVENIENCE GOODS

| | Net Fisp (sqm) | Net Convenience Ratio (%) | Net Convenience (sqm) | Company Average Sales (£ per sqm net) | Total Turnover 2009 (£000s) |
|---|----------------|---------------------------|-----------------------|---------------------------------------|-----------------------------|
| WOLVERHAMPTON: STRATEGIC CENTRE | | | | | |
| CC9(ii) Worcester Street/Church Street/Temple Street | 228 | 50% | 114 | 4,000 | 455 |
| CC(iv) School Street | 483 | 50% | 241 | 4,000 | 966 |
| WOLVERHAMPTON: OTHER | | | | | |
| Policy B14 All Saints and Blakenhall Community Development Area - Warehouse Quarter | 260 | 50% | 130 | 4,000 | 520 |
| WOLVERHAMPTON SUB-TOTAL | 970 | | 485 | 4,000 | 1,941 |
| WALSALL: STRATEGIC CENTRE | | | | | |
| WA10 Lower Hall Lane / Digbeth / Old Square | -1,023 | 100% | -1,023 | 4,000 | -4,092 |
| WALSALL: NON-STRATEGIC CENTRES | | | | | |
| AL4 The Precinct & AL5 Land at High Street / Little Aston Road | 302 | 100% | 302 | 4,000 | 1,208 |
| BX6II Asda extension | 598 | 100% | 598 | 11,147 | 6,662 |
| BR8I, & 8II Tesco Expansion | 660 | 100% | 660 | 7,000 | 4,622 |
| WALSALL SUB-TOTAL | 537 | | 537 | 15,649 | 8,399 |
| SANDWELL: NON-STRATEGIC CENTRES | | | | | |
| BHPr5, 11 & 14 Blackheath | 650 | 30% | 195 | 4,000 | 780 |
| GBPr1, 7 & 8 Great Bridge | 1,157 | 30% | 347 | 4,000 | 1,388 |
| OLPr3 & 4 Oldbury | 910 | 30% | 273 | 4,000 | 1,092 |
| SANDWELL SUB-TOTAL | 2,717 | | 815 | 4,000 | 3,260 |
| DUDLEY: STRATEGIC CENTRE | | | | | |
| Brierley Hill Town Centre* (inc. extension to Asda Brierley Hill High St) | 11,400 | 100% | 11,400 | 5,000 | 57,000 |
| DUDLEY: NON-STRATEGIC CENTRES | | | | | |
| Dudley Town Centre (King Street/Flood Street area) | 5,200 | 100% | 5,200 | 5,000 | 26,000 |
| Stourbridge Town Centre | 4,550 | 100% | 4,550 | 4,000 | 18,200 |
| Lye District Centre | 650 | 100% | 650 | 4,000 | 2,600 |
| DUDLEY SUB-TOTAL | 21,800 | | 21,800 | 4,761 | 103,800 |
| BLACK COUNTRY TOTAL | 26,024 | | 23,637 | | 117,401 |

Source: Black Country Councils, 2009

BLACK COUNTRY CENTRES STUDY 2009

CAPACITY PROJECTIONS: CONVENIENCE GOODS

TABLE 87
FUTURE SHOP FLOORSPACE CAPACITY: GLOBAL BLACK COUNTRY (INCLUDING COMMITMENTS)

| | CONVENIENCE GOODS | | | | |
|---|-------------------|-----------|-----------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover in the Black Country (E000) | 1,381,536 | 1,388,110 | 1,425,317 | 1,515,999 | 1,621,711 |
| Existing Shop Floorspace (sqm net) | 153,159 | 153,159 | 153,159 | 153,159 | 153,159 |
| Sales per sqm net £ | 9,020 | 6,850 | 6,850 | 6,850 | 6,850 |
| Sales from Existing Floorspace (E000) | 1,381,536 | 1,049,193 | 1,049,193 | 1,049,193 | 1,049,193 |
| Residual Spending to Support new shops (E000) | 0 | 338,917 | 376,124 | 466,805 | 572,518 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 33,892 | 37,612 | 46,681 | 57,252 |
| Committed Floorspace (sqm net) | 0 | 0 | 36,888 | 36,888 | 36,888 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 33,892 | 724 | 9,792 | 20,364 |

BLACK COUNTRY CENTRES STUDY 2009

WOLVERHAMPTON

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 88
FUTURE SHOP FLOORSPACE: WOLVERHAMPTON STRATEGIC CENTRE (INCLUDING COMMITMENTS)

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 150,276 | 150,991 | 156,119 | 166,052 | 178,745 |
| Existing Shop Floorspace (sqm net) | 11,246 | 11,246 | 11,246 | 11,246 | 11,246 |
| Sales per sqm net £ | 13,362 | 6,320 | 6,320 | 6,320 | 6,320 |
| Sales from Existing Floorspace (£000) | 150,276 | 71,075 | 71,075 | 71,075 | 71,075 |
| Residual Spending to Support new shops (£000) | 0 | 79,916 | 85,044 | 94,976 | 107,670 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 7,992 | 8,504 | 9,498 | 10,767 |
| Committed Floorspace (sqm net) | 0 | 0 | 9,432 | 9,432 | 9,432 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 7,992 | -928 | 66 | 1,335 |

TABLE 88A
FUTURE SHOP FLOORSPACE: WOLVERHAMPTON NON-STRATEGIC CENTRES (INCLUDING COMMITMENTS)

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 113,369 | 113,908 | 119,400 | 126,997 | 136,927 |
| Existing Shop Floorspace (sqm net) | 13,261 | 13,261 | 13,261 | 13,261 | 13,261 |
| Sales per sqm net £ | 8,549 | 5,244 | 5,244 | 5,244 | 5,244 |
| Sales from Existing Floorspace (£000) | 113,369 | 69,534 | 69,534 | 69,534 | 69,534 |
| Residual Spending to Support new shops (£000) | 0 | 44,375 | 49,867 | 57,463 | 67,394 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 4,437 | 4,987 | 5,746 | 6,739 |
| Committed Floorspace (sqm net) | 0 | 0 | 1,860 | 1,860 | 1,860 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 4,437 | 3,127 | 3,886 | 4,879 |

TABLE 88B
FUTURE SHOP FLOORSPACE: WOLVERHAMPTON OUT OF CENTRE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 43,675 | 43,883 | 45,206 | 48,082 | 51,558 |
| Existing Shop Floorspace (sqm net) | 5,235 | 5,235 | 5,235 | 5,235 | 5,235 |
| Sales per sqm net £ | 8,342 | 10,036 | 10,036 | 10,036 | 10,036 |
| Sales from Existing Floorspace (£000) | 43,675 | 52,542 | 52,542 | 52,542 | 52,542 |
| Residual Spending to Support new shops (£000) | 0 | -8,660 | -7,337 | -4,460 | -985 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -866 | -734 | -446 | -98 |
| Committed Floorspace (sqm net) | 0 | 0 | 632 | 632 | 632 |
| Residual Capacity for New Floorspace (sqm net) | 0 | -866 | -1,366 | -1,078 | -730 |

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 89
FUTURE SHOP FLOORSPACE CAPACITY: WALSALL STRATEGIC CENTRE (INCLUDING COMMITMENTS)

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 74,190 | 74,543 | 76,393 | 81,253 | 87,613 |
| Existing Shop Floorspace (sqm net) | 9,640 | 9,640 | 9,640 | 9,640 | 9,640 |
| Sales per sqm net £ | 7,696 | 9,431 | 9,431 | 9,431 | 9,431 |
| Sales from Existing Floorspace (£000) | 74,190 | 90,921 | 90,921 | 90,921 | 90,921 |
| Residual Spending to Support new shops (£000) | 0 | -16,377 | -14,528 | -9,668 | -3,308 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -1,638 | -1,453 | -967 | -331 |
| Committed Floorspace (sqm net) | 0 | 0 | 7,951 | 7,951 | 7,951 |
| Residual Capacity for New Floorspace (sqm net) | 0 | -1,638 | -9,404 | -8,918 | -8,282 |

TABLE 89A
FUTURE SHOP FLOORSPACE CAPACITY: WALSALL NON-STRATEGIC CENTRES (INCLUDING COMMITMENTS)

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 194,090 | 195,013 | 203,297 | 216,231 | 232,980 |
| Existing Shop Floorspace (sqm net) | 13,679 | 13,679 | 13,679 | 13,679 | 13,679 |
| Sales per sqm net £ | 14,189 | 7,316 | 7,316 | 7,316 | 7,316 |
| Sales from Existing Floorspace (£000) | 194,090 | 100,071 | 100,071 | 100,071 | 100,071 |
| Residual Spending to Support new shops (£000) | 0 | 94,942 | 103,226 | 116,160 | 132,909 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 9,494 | 10,323 | 11,616 | 13,291 |
| Committed Floorspace (sqm net) | 0 | 0 | 2,308 | 2,308 | 2,308 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 9,494 | 8,015 | 9,308 | 10,983 |

TABLE 89B
FUTURE SHOP FLOORSPACE CAPACITY: WALSALL OUT OF CENTRE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 75,147 | 75,504 | 78,023 | 82,988 | 89,561 |
| Existing Shop Floorspace (sqm net) | 9,843 | 9,843 | 9,843 | 9,843 | 9,843 |
| Sales per sqm net £ | 7,635 | 10,275 | 10,275 | 10,275 | 10,275 |
| Sales from Existing Floorspace (£000) | 75,147 | 101,139 | 101,139 | 101,139 | 101,139 |
| Residual Spending to Support new shops (£000) | 0 | -25,635 | -23,115 | -18,151 | -11,578 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -2,563 | -2,312 | -1,815 | -1,158 |
| Committed Floorspace (sqm net) | 0 | 0 | 91 | 91 | 91 |
| Residual Capacity for New Floorspace (sqm net) | 0 | -2,563 | -2,403 | -1,906 | -1,249 |

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 90

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL - WEST BROMWICH STRATEGIC CENTRE (INCLUDING COMMITMENTS)

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 24,607 | 24,724 | 25,582 | 27,209 | 28,836 |
| Existing Shop Floorspace (sqm net) | 6,148 | 6,148 | 6,148 | 6,148 | 6,148 |
| Sales per sqm net £ | 4,003 | 3,933 | 3,933 | 3,933 | 3,933 |
| Sales from Existing Floorspace (£000) | 24,607 | 24,176 | 24,176 | 24,176 | 24,176 |
| Residual Spending to Support new shops (£000) | 0 | 547 | 1,405 | 3,033 | 4,660 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 55 | 141 | 303 | 466 |
| Committed Floorspace (sqm net) | 0 | 0 | 4,648 | 4,648 | 4,648 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 55 | -4,507 | -4,344 | -4,182 |

TABLE 90A

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL NON-STRATEGIC CENTRES (INCLUDING COMMITMENTS)

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 287,971 | 289,341 | 294,553 | 313,293 | 332,433 |
| Existing Shop Floorspace (sqm net) | 36,518 | 36,518 | 36,518 | 36,518 | 36,518 |
| Sales per sqm net £ | 7,886 | 5,991 | 5,991 | 5,991 | 5,991 |
| Sales from Existing Floorspace (£000) | 287,971 | 218,771 | 218,771 | 218,771 | 218,771 |
| Residual Spending to Support new shops (£000) | 0 | 70,571 | 75,782 | 94,522 | 113,662 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 7,057 | 7,578 | 9,452 | 11,366 |
| Committed Floorspace (sqm net) | 0 | 0 | 2,457 | 2,457 | 2,457 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 7,057 | 5,122 | 6,996 | 8,910 |

TABLE 90B

FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL OUT OF CENTRE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 74,797 | 75,153 | 77,189 | 82,100 | 87,262 |
| Existing Shop Floorspace (sqm net) | 4,670 | 4,670 | 4,670 | 4,670 | 4,670 |
| Sales per sqm net £ | 16,015 | 11,147 | 11,147 | 11,147 | 11,147 |
| Sales from Existing Floorspace (£000) | 74,797 | 52,061 | 52,061 | 52,061 | 52,061 |
| Residual Spending to Support new shops (£000) | 0 | 23,092 | 25,128 | 30,039 | 35,201 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,309 | 2,513 | 3,004 | 3,520 |
| Committed Floorspace (sqm net) | 0 | 0 | 865 | 865 | 865 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 2,309 | 1,648 | 2,139 | 2,656 |

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 91
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY - BRIERLEY HILL STRATEGIC CENTRE (INCLUDING COMMITMENTS)

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 143,089 | 143,770 | 145,965 | 155,252 | 165,275 |
| Existing Shop Floorspace (sqm net) | 12,197 | 12,197 | 12,197 | 12,197 | 12,197 |
| Sales per sqm net £ | 11,731 | 7,133 | 7,133 | 7,133 | 7,133 |
| Sales from Existing Floorspace (£000) | 143,089 | 87,003 | 87,003 | 87,003 | 87,003 |
| Residual Spending to Support new shops (£000) | 0 | 56,767 | 58,962 | 68,249 | 78,272 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 5,677 | 5,896 | 6,825 | 7,827 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 5,677 | 5,896 | 6,825 | 7,827 |

TABLE 91A
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY NON-STRATEGIC CENTRES (INCLUDING COMMITMENTS)

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 87,589 | 88,005 | 88,408 | 94,033 | 100,134 |
| Existing Shop Floorspace (sqm net) | 23,469 | 23,469 | 23,469 | 23,469 | 23,469 |
| Sales per sqm net £ | 3,732 | 4,598 | 4,598 | 4,598 | 4,598 |
| Sales from Existing Floorspace (£000) | 87,589 | 107,901 | 107,901 | 107,901 | 107,901 |
| Residual Spending to Support new shops (£000) | 0 | -19,895 | -19,493 | -13,868 | -7,767 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -1,990 | -1,949 | -1,387 | -777 |
| Committed Floorspace (sqm net) | 0 | 0 | 4,530 | 4,530 | 4,530 |
| Residual Capacity for New Floorspace (sqm net) | 0 | -1,990 | -6,479 | -5,916 | -5,306 |

TABLE 91B
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY OUT OF CENTRE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 112,737 | 113,273 | 115,183 | 122,511 | 130,387 |
| Existing Shop Floorspace (sqm net) | 7,253 | 7,253 | 7,253 | 7,253 | 7,253 |
| Sales per sqm net £ | 15,544 | 10,203 | 10,203 | 10,203 | 10,203 |
| Sales from Existing Floorspace (£000) | 112,737 | 74,001 | 74,001 | 74,001 | 74,001 |
| Residual Spending to Support new shops (£000) | 0 | 39,273 | 41,182 | 48,510 | 56,387 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 3,927 | 4,118 | 4,851 | 5,639 |
| Committed Floorspace (sqm net) | 0 | 0 | 2,116 | 2,116 | 2,116 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 3,927 | 2,002 | 2,735 | 3,523 |

**BLACK COUNTRY
CENTRES STUDY 2009**

WOLVERHAMPTON

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 92
FUTURE SHOP FLOORSPACE: BILSTON

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 63,173 | 63,474 | 67,529 | 71,825 | 77,384 |
| Existing Shop Floorspace (sqm net) | 9,110 | 9,110 | 9,110 | 9,110 | 9,110 |
| Sales per sqm net £ | 6,935 | 4,184 | 4,184 | 4,184 | 4,184 |
| Sales from Existing Floorspace (£000) | 63,173 | 38,114 | 38,114 | 38,114 | 38,114 |
| Residual Spending to Support new shops (£000) | 0 | 25,360 | 29,415 | 33,711 | 39,271 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,536 | 2,941 | 3,371 | 3,927 |
| Committed Floorspace (sqm net) | 0 | 0 | 735 | 735 | 735 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 2,536 | 2,206 | 2,636 | 3,192 |

TABLE 93
FUTURE SHOP FLOORSPACE: WEDNESFIELD

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 50,196 | 50,435 | 51,872 | 55,172 | 59,543 |
| Existing Shop Floorspace (sqm net) | 4,151 | 4,151 | 4,151 | 4,151 | 4,151 |
| Sales per sqm net £ | 12,093 | 7,570 | 7,570 | 7,570 | 7,570 |
| Sales from Existing Floorspace (£000) | 50,196 | 31,420 | 31,420 | 31,420 | 31,420 |
| Residual Spending to Support new shops (£000) | 0 | 19,015 | 20,452 | 23,752 | 28,123 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 1,901 | 2,045 | 2,375 | 2,812 |
| Committed Floorspace (sqm net) | 0 | 0 | 1,125 | 1,125 | 1,125 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 1,901 | 920 | 1,250 | 1,687 |

BLACK COUNTRY CENTRES STUDY 2009

WALSALL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 94

FUTURE SHOP FLOORSPACE CAPACITY: ALDRIDGE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 45,279 | 45,495 | 47,007 | 49,997 | 53,856 |
| Existing Shop Floorspace (sqm net) | 1,928 | 1,928 | 1,928 | 1,928 | 1,928 |
| Sales per sqm net £ | 23,491 | 10,593 | 10,593 | 10,593 | 10,593 |
| Sales from Existing Floorspace (£000) | 45,279 | 20,418 | 20,418 | 20,418 | 20,418 |
| Residual Spending to Support new shops (£000) | 0 | 25,077 | 26,589 | 29,579 | 33,438 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,508 | 2,659 | 2,958 | 3,344 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 2,508 | 2,659 | 2,958 | 3,344 |

TABLE 95

FUTURE SHOP FLOORSPACE CAPACITY: BLOXWICH

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 43,079 | 43,284 | 45,278 | 48,159 | 52,012 |
| Existing Shop Floorspace (sqm net) | 1,711 | 1,711 | 1,711 | 1,711 | 1,711 |
| Sales per sqm net £ | 25,180 | 11,147 | 11,147 | 11,147 | 11,147 |
| Sales from Existing Floorspace (£000) | 43,079 | 19,070 | 19,070 | 19,070 | 19,070 |
| Residual Spending to Support new shops (£000) | 0 | 24,213 | 26,208 | 29,089 | 32,941 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,421 | 2,621 | 2,909 | 3,294 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 2,421 | 2,621 | 2,909 | 3,294 |

TABLE 96

FUTURE SHOP FLOORSPACE CAPACITY: BROWNHILLS

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 48,367 | 48,597 | 50,923 | 54,162 | 58,301 |
| Existing Shop Floorspace (sqm net) | 4,724 | 4,724 | 4,724 | 4,724 | 4,724 |
| Sales per sqm net £ | 10,238 | 4,571 | 4,571 | 4,571 | 4,571 |
| Sales from Existing Floorspace (£000) | 48,367 | 21,592 | 21,592 | 21,592 | 21,592 |
| Residual Spending to Support new shops (£000) | 0 | 27,005 | 29,331 | 32,570 | 36,709 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,700 | 2,933 | 3,257 | 3,671 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 2,700 | 2,933 | 3,257 | 3,671 |

**BLACK COUNTRY
CENTRES STUDY 2009**

WALSALL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 97
FUTURE SHOP FLOORSPACE CAPACITY: DARLASTON

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 44,612 | 44,825 | 46,686 | 49,656 | 53,383 |
| Existing Shop Floorspace (sqm net) | 2,663 | 2,663 | 2,663 | 2,663 | 2,663 |
| Sales per sqm net £ | 16,753 | 10,687 | 10,687 | 10,687 | 10,687 |
| Sales from Existing Floorspace (£000) | 44,612 | 28,460 | 28,460 | 28,460 | 28,460 |
| Residual Spending to Support new shops (£000) | 0 | 16,364 | 18,226 | 21,196 | 24,923 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 1,636 | 1,823 | 2,120 | 2,492 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 1,636 | 1,823 | 2,120 | 2,492 |

TABLE 98
FUTURE SHOP FLOORSPACE CAPACITY: WILLENHALL

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 12,752 | 12,813 | 13,403 | 14,256 | 15,428 |
| Existing Shop Floorspace (sqm net) | 2,654 | 2,654 | 2,654 | 2,654 | 2,654 |
| Sales per sqm net £ | 4,806 | 3,968 | 3,968 | 3,968 | 3,968 |
| Sales from Existing Floorspace (£000) | 12,752 | 10,530 | 10,530 | 10,530 | 10,530 |
| Residual Spending to Support new shops (£000) | 0 | 2,283 | 2,873 | 3,726 | 4,898 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 228 | 287 | 373 | 490 |
| Committed Floorspace (sqm net) | 0 | 0 | 2,308 | 2,308 | 2,308 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 228 | -2,021 | -1,935 | -1,818 |

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 99
FUTURE SHOP FLOORSPACE CAPACITY: BEARWOOD

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 9,790 | 9,837 | 9,777 | 10,399 | 10,999 |
| Existing Shop Floorspace (sqm net) | 4,608 | 4,608 | 4,608 | 4,608 | 4,608 |
| Sales per sqm net £ | 2,125 | 2,141 | 2,141 | 2,141 | 2,141 |
| Sales from Existing Floorspace (£000) | 9,790 | 9,865 | 9,865 | 9,865 | 9,865 |
| Residual Spending to Support new shops (£000) | 0 | -28 | -67 | 535 | 1,134 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -3 | -9 | 53 | 113 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | -3 | -9 | 53 | 113 |

TABLE 100
FUTURE SHOP FLOORSPACE CAPACITY: BLACKHEATH

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 52,092 | 52,340 | 53,140 | 56,521 | 60,018 |
| Existing Shop Floorspace (sqm net) | 7,394 | 7,394 | 7,394 | 7,394 | 7,394 |
| Sales per sqm net £ | 7,045 | 4,038 | 4,038 | 4,038 | 4,038 |
| Sales from Existing Floorspace (£000) | 52,092 | 29,855 | 29,855 | 29,855 | 29,855 |
| Residual Spending to Support new shops (£000) | 0 | 22,485 | 23,285 | 26,666 | 30,163 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,249 | 2,328 | 2,667 | 3,016 |
| Committed Floorspace (sqm net) | 0 | 0 | 1,030 | 1,030 | 1,030 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 2,249 | 1,298 | 1,636 | 1,986 |

TABLE 101
FUTURE SHOP FLOORSPACE CAPACITY: CAPE HILL

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 44,276 | 44,487 | 43,940 | 46,736 | 49,455 |
| Existing Shop Floorspace (sqm net) | 4,155 | 4,155 | 4,155 | 4,155 | 4,155 |
| Sales per sqm net £ | 10,657 | 9,353 | 9,353 | 9,353 | 9,353 |
| Sales from Existing Floorspace (£000) | 44,276 | 38,859 | 38,859 | 38,859 | 38,859 |
| Residual Spending to Support new shops (£000) | 0 | 5,627 | 5,081 | 7,877 | 10,596 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 563 | 508 | 788 | 1,060 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 563 | 508 | 788 | 1,060 |

BLACK COUNTRY CENTRES STUDY 2009

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 102

FUTURE SHOP FLOORSPACE CAPACITY: CRADLEY HEATH

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 30,589 | 30,734 | 31,265 | 33,254 | 35,344 |
| Existing Shop Floorspace (sqm net) | 6,133 | 6,133 | 6,133 | 6,133 | 6,133 |
| Sales per sqm net £ | 4,987 | 5,769 | 5,769 | 5,769 | 5,769 |
| Sales from Existing Floorspace (£000) | 30,589 | 35,383 | 35,383 | 35,383 | 35,383 |
| Residual Spending to Support new shops (£000) | 0 | -4,649 | -4,118 | -2,129 | -39 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -465 | -412 | -213 | -4 |
| Committed Floorspace (sqm net) | 0 | 0 | 1,063 | 1,063 | 1,063 |
| Residual Capacity for New Floorspace (sqm net) | 0 | -465 | -1,475 | -1,276 | -1,067 |

TABLE 103

FUTURE SHOP FLOORSPACE CAPACITY: GREAT BRIDGE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 60,731 | 61,020 | 63,320 | 67,348 | 71,467 |
| Existing Shop Floorspace (sqm net) | 3,720 | 3,720 | 3,720 | 3,720 | 3,720 |
| Sales per sqm net £ | 16,326 | 11,147 | 11,147 | 11,147 | 11,147 |
| Sales from Existing Floorspace (£000) | 60,731 | 41,467 | 41,467 | 41,467 | 41,467 |
| Residual Spending to Support new shops (£000) | 0 | 19,553 | 21,853 | 25,882 | 30,000 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 1,955 | 2,185 | 2,588 | 3,000 |
| Committed Floorspace (sqm net) | 0 | 0 | 363 | 363 | 363 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 1,955 | 1,822 | 2,225 | 2,637 |

**BLACK COUNTRY
CENTRES STUDY 2009**

SANDWELL

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 104
FUTURE SHOP FLOORSPACE CAPACITY: OLDBURY

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 54,049 | 54,306 | 55,322 | 58,841 | 62,356 |
| Existing Shop Floorspace (sqm net) | 4,312 | 4,312 | 4,312 | 4,312 | 4,312 |
| Sales per sqm net £ | 12,533 | 7,390 | 7,390 | 7,390 | 7,390 |
| Sales from Existing Floorspace (£000) | 54,049 | 31,871 | 31,871 | 31,871 | 31,871 |
| Residual Spending to Support new shops (£000) | 0 | 22,436 | 23,451 | 26,971 | 30,486 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 2,244 | 2,345 | 2,697 | 3,049 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 2,244 | 2,345 | 2,697 | 3,049 |

TABLE 105
FUTURE SHOP FLOORSPACE CAPACITY: WEDNESBURY

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 36,443 | 36,616 | 37,789 | 40,193 | 42,793 |
| Existing Shop Floorspace (sqm net) | 6,195 | 6,195 | 6,195 | 6,195 | 6,195 |
| Sales per sqm net £ | 5,882 | 5,080 | 5,080 | 5,080 | 5,080 |
| Sales from Existing Floorspace (£000) | 36,443 | 31,471 | 31,471 | 31,471 | 31,471 |
| Residual Spending to Support new shops (£000) | 0 | 5,145 | 6,318 | 8,722 | 11,322 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 515 | 632 | 872 | 1,132 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 515 | 632 | 872 | 1,132 |

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 106
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 19,103 | 19,194 | 19,594 | 20,840 | 22,220 |
| Existing Shop Floorspace (sqm net) | 4,003 | 4,003 | 4,003 | 4,003 | 4,003 |
| Sales per sqm net £ | 4,772 | 4,236 | 4,236 | 4,236 | 4,236 |
| Sales from Existing Floorspace (£000) | 19,103 | 16,957 | 16,957 | 16,957 | 16,957 |
| Residual Spending to Support new shops (£000) | 0 | 2,237 | 2,636 | 3,883 | 5,263 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 224 | 264 | 388 | 526 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 224 | 264 | 388 | 526 |

TABLE 107
FUTURE SHOP FLOORSPACE CAPACITY: HALESOWEN

| | CONVENIENCE GOODS | | | | |
|---|-------------------|---------|---------|---------|---------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 25,141 | 25,261 | 25,352 | 26,965 | 28,689 |
| Existing Shop Floorspace (sqm net) | 7,333 | 7,333 | 7,333 | 7,333 | 7,333 |
| Sales per sqm net £ | 3,428 | 6,266 | 6,266 | 6,266 | 6,266 |
| Sales from Existing Floorspace (£000) | 25,141 | 45,951 | 45,951 | 45,951 | 45,951 |
| Residual Spending to Support new shops (£000) | 0 | -20,690 | -20,599 | -18,986 | -17,262 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -2,069 | -2,060 | -1,899 | -1,726 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | -2,069 | -2,060 | -1,899 | -1,726 |

TABLE 108
FUTURE SHOP FLOORSPACE CAPACITY: KINGSWINFORD

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 8,095 | 8,133 | 8,048 | 8,560 | 9,114 |
| Existing Shop Floorspace (sqm net) | 1,667 | 1,667 | 1,667 | 1,667 | 1,667 |
| Sales per sqm net £ | 4,857 | 5,589 | 5,589 | 5,589 | 5,589 |
| Sales from Existing Floorspace (£000) | 8,095 | 9,314 | 9,314 | 9,314 | 9,314 |
| Residual Spending to Support new shops (£000) | 0 | -1,181 | -1,266 | -754 | -200 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -118 | -127 | -75 | -20 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | -118 | -127 | -75 | -20 |

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

CAPACITY PROJECTIONS: CONVENIENCE GOODS (INCLUDING COMMITMENTS)

TABLE 109
FUTURE SHOP FLOORSPACE CAPACITY: LYE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 230 | 231 | 227 | 241 | 256 |
| Existing Shop Floorspace (sqm net) | 827 | 827 | 827 | 827 | 827 |
| Sales per sqm net £ | 278 | 1,500 | 1,500 | 1,500 | 1,500 |
| Sales from Existing Floorspace (£000) | 230 | 1,241 | 1,241 | 1,241 | 1,241 |
| Residual Spending to Support new shops (£000) | 0 | -1,010 | -1,014 | -1,000 | -985 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -101 | -101 | -100 | -99 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | -101 | -101 | -100 | -99 |

TABLE 110
FUTURE SHOP FLOORSPACE CAPACITY: SEDGLEY

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 18,681 | 18,770 | 18,811 | 20,007 | 21,334 |
| Existing Shop Floorspace (sqm net) | 2,933 | 2,933 | 2,933 | 2,933 | 2,933 |
| Sales per sqm net £ | 6,370 | 4,196 | 4,196 | 4,196 | 4,196 |
| Sales from Existing Floorspace (£000) | 18,681 | 12,306 | 12,306 | 12,306 | 12,306 |
| Residual Spending to Support new shops (£000) | 0 | 6,465 | 6,505 | 7,702 | 9,028 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | 646 | 650 | 770 | 903 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 646 | 650 | 770 | 903 |

TABLE 111
FUTURE SHOP FLOORSPACE CAPACITY: STOURBRIDGE

| | CONVENIENCE GOODS | | | | |
|---|-------------------|--------|--------|--------|--------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Convenience Goods Turnover (£000) | 16,338 | 16,416 | 16,377 | 17,419 | 18,522 |
| Existing Shop Floorspace (sqm net) | 6,706 | 6,706 | 6,706 | 6,706 | 6,706 |
| Sales per sqm net £ | 2,436 | 3,300 | 3,300 | 3,300 | 3,300 |
| Sales from Existing Floorspace (£000) | 16,338 | 22,132 | 22,132 | 22,132 | 22,132 |
| Residual Spending to Support new shops (£000) | 0 | -5,716 | -5,754 | -4,712 | -3,610 |
| Sales per sqm net in new shops (£) Based on large store format | 10,000 | 10,000 | 10,000 | 10,000 | 10,000 |
| Capacity for new floorspace (sqm net) | 0 | -572 | -575 | -471 | -361 |
| Committed Floorspace (sqm net) | 0 | 0 | 4,530 | 4,530 | 4,530 |
| Residual Capacity for New Floorspace (sqm net) | 0 | -572 | -5,105 | -5,001 | -4,891 |

Appendix 8:

Comparison Modelling

**BLACK COUNTRY
CENTRES STUDY 2009**

**TABLE 1
SURVEY AREA POPULATION FORECASTS (WM RSS Phase 2)**

| Catchment Zone | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | TOTAL |
|---------------------------|-----------------------------------|--|------------------------|--------------------------|-------------|---------------------------|-----------|--------------------------|-----------|-------------|-----------|-----------|-------------|----------------------|-------------|---------------|-------------|--------------------|-------------|--------------------------|-------------|-------------|-------------|-------------|-------------|---------|---------------|-------------|----------|-------------|-------------|--------------|--------------------------------------|----------------------|---------------|---------|---------|---------|-----------------|---------|-----------|-------------|----------------|------------|----------|------------|----------------|----------|-------------|-------------|-----------|-------------|---------------------|-------------------|------------------|
| Postcode Sector Groupings | B16 0/8/9, B17 0/8/9, B18 4/5/6/7 | B20 1/2/3, B21 0/8/9, B42 1/2, B44 0/8/9 | B29 4/5/6/7, B30 1/2/3 | B31 1/2/3/4/5, B45 0/8/9 | B32 1/2/3/4 | B38 0/8/9, B47 5/6, B48 7 | B43 5/6/7 | B60 1/2/3/4, B61 0/7/8/9 | B62 0/8/9 | B63 1/2/3/4 | B64 5/6/7 | B65 0/8/9 | B66 1/2/3/4 | B67 5/6/7, B88 0/8/9 | B69 1/2/3/4 | B70 0/6/7/8/9 | B71 1/2/3/4 | B73 5/6, B74 2/3/4 | DY1 1/2/3/4 | DY10 1/2/3/4, DY11 5/6/7 | DY2 0/7/8/9 | DY3 1/2/3/4 | DY4 0/7/8/9 | DY5 1/2/3/4 | DY6 0/7/8/9 | DY7 5/6 | DY8 1/2/3/4/5 | DY9 0/7/8/9 | ST19 5/9 | WS1 1/2/3/4 | WS2 0/7/8/9 | WS10 0/7/8/9 | WS11 0/1/4/5/6/7/8/9, WS12 0/1/2/3/4 | WS13 6/7/8, WS14 0/9 | WS3 1/2/3/4/5 | WS4 1/2 | WS5 3/4 | WS6 6/7 | WS7 0/1/2/3/4/9 | WS8 6/7 | WS9 0/8/9 | WV1 1/2/3/4 | WV10 0/6/7/8/9 | WV11 1/2/3 | WV12 4/5 | WV13 1/2/3 | WV14 0/6/7/8/9 | TF 1 8/9 | WV2 1/2/3/4 | WV3 0/7/8/9 | WV4 4/5/6 | WV5 0/7/8/9 | WV6 0/7/8/9, WV15 5 | WV 7 3, WV8 1/2/5 | |
| 2006 | 57,162 | 118,678 | 67,061 | 77,357 | 37,933 | 34,741 | 28,060 | 53,211 | 26,854 | 31,205 | 15,850 | 22,302 | 21,322 | 54,500 | 29,917 | 24,149 | 27,654 | 49,125 | 32,898 | 65,567 | 31,557 | 34,528 | 40,354 | 41,997 | 29,775 | 7,640 | 47,391 | 31,129 | 13,901 | 22,168 | 35,846 | 46,165 | 75,260 | 47,087 | 50,816 | 17,552 | 18,972 | 16,449 | 23,570 | 15,178 | 31,232 | 13,614 | 51,695 | 38,188 | 25,082 | 22,396 | 44,883 | 13,478 | 14,891 | 31,115 | 34,291 | 11,311 | 46,299 | 30,566 | 1,931,922 |
| 2009 | 57,157 | 118,667 | 67,055 | 77,350 | 37,930 | 34,738 | 28,057 | 53,206 | 26,852 | 31,202 | 15,849 | 22,300 | 21,320 | 54,495 | 29,914 | 24,147 | 27,652 | 49,121 | 32,895 | 65,561 | 31,554 | 34,525 | 40,350 | 41,993 | 29,772 | 7,639 | 47,387 | 31,126 | 13,900 | 22,166 | 35,843 | 46,161 | 75,253 | 47,083 | 50,811 | 17,550 | 18,970 | 16,448 | 23,568 | 15,177 | 31,229 | 13,613 | 51,690 | 38,185 | 25,080 | 22,394 | 44,879 | 13,477 | 14,890 | 31,112 | 34,288 | 11,310 | 46,295 | 30,563 | 1,931,748 |
| 2011 | 57,153 | 118,660 | 67,051 | 77,345 | 37,927 | 34,736 | 28,056 | 53,203 | 26,850 | 31,200 | 15,848 | 22,299 | 21,319 | 54,492 | 29,913 | 24,145 | 27,650 | 49,118 | 32,893 | 65,557 | 31,552 | 34,523 | 40,348 | 41,991 | 29,771 | 7,639 | 47,384 | 31,124 | 13,899 | 22,165 | 35,841 | 46,158 | 75,249 | 47,080 | 50,808 | 17,549 | 18,969 | 16,447 | 23,566 | 15,176 | 31,227 | 13,612 | 51,687 | 38,182 | 25,078 | 22,393 | 44,876 | 13,476 | 14,889 | 31,110 | 34,286 | 11,309 | 46,292 | 30,561 | 1,931,632 |
| 2016 | 56,754 | 113,484 | 66,232 | 78,190 | 37,562 | 34,442 | 27,648 | 50,157 | 26,702 | 30,537 | 16,065 | 22,470 | 21,223 | 50,947 | 30,826 | 24,855 | 27,813 | 50,131 | 32,633 | 65,730 | 31,062 | 33,563 | 41,641 | 43,803 | 28,792 | 7,560 | 46,542 | 29,908 | 13,926 | 21,345 | 36,809 | 46,678 | 75,277 | 45,154 | 52,237 | 18,056 | 18,997 | 17,059 | 24,059 | 15,887 | 31,645 | 14,757 | 52,977 | 37,927 | 25,497 | 23,060 | 47,975 | 15,089 | 15,798 | 30,794 | 34,083 | 11,482 | 46,262 | 31,287 | 1,931,389 |
| 2021 | 57,435 | 114,846 | 67,027 | 79,128 | 38,013 | 34,855 | 27,980 | 50,759 | 27,022 | 30,903 | 16,258 | 22,740 | 21,478 | 51,558 | 31,196 | 25,153 | 28,147 | 50,733 | 33,025 | 66,519 | 31,435 | 33,966 | 42,141 | 44,329 | 29,138 | 7,651 | 47,100 | 30,267 | 14,093 | 21,601 | 37,251 | 47,238 | 76,180 | 45,696 | 52,864 | 18,273 | 19,225 | 17,264 | 24,348 | 16,078 | 32,025 | 14,934 | 53,613 | 38,382 | 25,803 | 23,337 | 48,551 | 15,270 | 15,988 | 31,164 | 34,492 | 11,620 | 46,817 | 31,662 | 1,954,565 |
| 2026 | 57,710 | 115,418 | 67,351 | 79,416 | 38,195 | 34,844 | 28,349 | 50,374 | 27,334 | 31,365 | 16,385 | 22,919 | 21,636 | 51,946 | 31,431 | 25,338 | 28,355 | 51,239 | 33,521 | 66,020 | 31,905 | 34,424 | 42,471 | 45,004 | 29,561 | 7,617 | 47,778 | 30,534 | 14,036 | 22,233 | 38,361 | 48,006 | 75,842 | 45,492 | 54,388 | 18,821 | 19,679 | 17,188 | 24,239 | 16,532 | 32,943 | 15,386 | 55,018 | 39,391 | 26,585 | 24,054 | 49,794 | 15,690 | 16,475 | 32,114 | 35,403 | 11,603 | 47,806 | 32,002 | 1,977,521 |

SOURCE: Mott MacDonald, GVA and JMP, 2009

**TABLE 1A
POPULATION GROWTH RATES**

| Catchment Zone | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | TOTAL | |
|------------------|------|------|------|-----|------|------|------|------|------|------|-----|-----|------|------|-----|-----|-----|-----|------|------|------|------|-----|-----|------|------|------|------|------|------|-----|-----|------|------|-----|-----|-----|------|------|-----|-----|-----|-----|------|-----|-----|-----|------|-----|------|------|------|------|-----|------------|------------|
| 2009-2011 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 2011-2016 | -0.7 | -4.4 | -1.2 | 1.1 | -1.0 | -0.8 | -1.5 | -5.7 | -0.6 | -2.1 | 1.4 | 0.8 | -0.4 | -6.5 | 3.1 | 2.9 | 0.6 | 2.1 | -0.8 | 0.3 | -1.6 | -2.8 | 3.2 | 4.3 | -3.3 | -1.0 | -1.8 | -3.9 | 0.2 | -3.7 | 2.7 | 1.1 | 0.0 | -4.1 | 2.8 | 2.9 | 0.1 | 3.7 | 2.1 | 4.7 | 1.3 | 8.4 | 2.5 | -0.7 | 1.7 | 3.0 | 6.9 | 12.0 | 6.1 | -1.0 | -0.6 | 1.5 | -0.1 | 2.4 | 0.0 | |
| 2016-2021 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | |
| 2021-2026 | 0.5 | 0.5 | 0.5 | 0.4 | 0.5 | 0.0 | 1.3 | -0.8 | 1.2 | 1.5 | 0.8 | 0.8 | 0.7 | 0.8 | 0.8 | 0.7 | 0.7 | 1.0 | 1.5 | -0.7 | 1.5 | 1.3 | 0.8 | 1.5 | 1.5 | -0.4 | 1.4 | 0.9 | -0.4 | 2.9 | 3.0 | 1.6 | -0.4 | -0.4 | 2.9 | 3.0 | 2.4 | -0.4 | -0.4 | 2.8 | 2.9 | 3.0 | 2.6 | 2.6 | 3.0 | 3.1 | 2.6 | 2.8 | 3.0 | 3.0 | 2.6 | -0.1 | 2.1 | 1.1 | 1.2 | |

BLACK COUNTRY CENTRES STUDY 2009

TABLE 2
COMPARISON GOODS RETAIL EXPENDITURE FORECASTS PER CAPITA (2007 PRICES)

| Catchment Zone | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 |
|---------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 2007 | 2,644 | 2,278 | 2,664 | 2,516 | 2,388 | 2,681 | 2,720 | 2,950 | 2,863 | 2,731 | 2,377 | 2,387 | 2,187 | 2,476 | 2,365 | 2,169 | 2,337 | 3,290 | 2,357 | 2,802 | 2,301 | 2,627 | 2,288 | 2,555 | 2,933 | 3,328 | 2,854 | 2,918 | 3,078 | 2,336 | 2,118 | 2,172 | 2,682 | 3,027 | 2,334 | 2,683 | 2,874 | 2,742 | 2,780 | 2,506 | 2,843 | 2,182 | 2,294 | 2,496 | 2,585 | 2,342 | 2,331 | 3,078 | 2,205 | 2,758 | 2,680 | 3,033 | 2,916 | 2,624 |
| minus SFT at 8% | 2,432 | 2,096 | 2,451 | 2,315 | 2,197 | 2,467 | 2,502 | 2,714 | 2,634 | 2,513 | 2,187 | 2,198 | 2,012 | 2,278 | 2,176 | 1,995 | 2,150 | 3,027 | 2,168 | 2,578 | 2,117 | 2,417 | 2,105 | 2,351 | 2,698 | 3,062 | 2,626 | 2,685 | 2,832 | 2,149 | 1,949 | 1,998 | 2,467 | 2,785 | 2,147 | 2,468 | 2,644 | 2,523 | 2,558 | 2,306 | 2,616 | 2,007 | 2,110 | 2,296 | 2,378 | 2,155 | 2,145 | 2,832 | 2,029 | 2,537 | 2,466 | 2,790 | 2,683 | 2,414 |
| 2009 | 2,810 | 2,421 | 2,832 | 2,674 | 2,538 | 2,850 | 2,891 | 3,136 | 3,043 | 2,903 | 2,527 | 2,537 | 2,325 | 2,632 | 2,514 | 2,305 | 2,484 | 3,497 | 2,505 | 2,978 | 2,446 | 2,792 | 2,432 | 2,716 | 3,118 | 3,537 | 3,034 | 3,102 | 3,272 | 2,483 | 2,251 | 2,309 | 2,851 | 3,217 | 2,481 | 2,852 | 3,055 | 2,915 | 2,955 | 2,664 | 3,022 | 2,319 | 2,438 | 2,653 | 2,748 | 2,489 | 2,478 | 3,272 | 2,344 | 2,932 | 2,849 | 3,224 | 3,099 | 2,789 |
| minus SFT at 10% | 2,529 | 2,179 | 2,548 | 2,407 | 2,284 | 2,565 | 2,602 | 2,822 | 2,739 | 2,613 | 2,274 | 2,283 | 2,092 | 2,369 | 2,262 | 2,075 | 2,236 | 3,147 | 2,255 | 2,680 | 2,201 | 2,513 | 2,189 | 2,444 | 2,806 | 3,184 | 2,730 | 2,791 | 2,945 | 2,235 | 2,026 | 2,078 | 2,566 | 2,896 | 2,233 | 2,567 | 2,749 | 2,623 | 2,659 | 2,397 | 2,720 | 2,087 | 2,195 | 2,388 | 2,473 | 2,240 | 2,230 | 2,945 | 2,109 | 2,638 | 2,564 | 2,901 | 2,790 | 2,510 |
| 2011 | 2,953 | 2,544 | 2,975 | 2,810 | 2,667 | 2,994 | 3,038 | 3,294 | 3,197 | 3,050 | 2,654 | 2,666 | 2,442 | 2,765 | 2,641 | 2,422 | 2,610 | 3,674 | 2,632 | 3,129 | 2,570 | 2,934 | 2,555 | 2,853 | 3,275 | 3,716 | 3,187 | 3,259 | 3,437 | 2,609 | 2,365 | 2,426 | 2,995 | 3,380 | 2,606 | 2,996 | 3,209 | 3,062 | 3,105 | 2,799 | 3,175 | 2,437 | 2,562 | 2,787 | 2,887 | 2,615 | 2,603 | 3,437 | 2,462 | 3,080 | 2,993 | 3,387 | 3,256 | 2,930 |
| minus SFT at 11.26% | 2,620 | 2,257 | 2,640 | 2,493 | 2,366 | 2,657 | 2,695 | 2,923 | 2,837 | 2,706 | 2,356 | 2,365 | 2,167 | 2,454 | 2,344 | 2,149 | 2,316 | 3,260 | 2,336 | 2,777 | 2,280 | 2,603 | 2,267 | 2,532 | 2,907 | 3,298 | 2,828 | 2,892 | 3,050 | 2,315 | 2,099 | 2,152 | 2,658 | 3,000 | 2,313 | 2,859 | 2,848 | 2,717 | 2,755 | 2,483 | 2,817 | 2,162 | 2,273 | 2,474 | 2,562 | 2,321 | 2,310 | 3,050 | 2,185 | 2,733 | 2,656 | 3,006 | 2,890 | 2,600 |
| 2016 | 3,341 | 2,878 | 3,366 | 3,179 | 3,017 | 3,387 | 3,437 | 3,727 | 3,617 | 3,451 | 3,003 | 3,016 | 2,763 | 3,128 | 2,988 | 2,740 | 2,953 | 4,157 | 2,978 | 3,540 | 2,907 | 3,319 | 2,891 | 3,228 | 3,706 | 4,205 | 3,606 | 3,687 | 3,889 | 2,951 | 2,676 | 2,744 | 3,389 | 3,825 | 2,949 | 3,390 | 3,631 | 3,464 | 3,512 | 3,166 | 3,592 | 2,757 | 2,898 | 3,154 | 3,266 | 2,959 | 2,945 | 3,889 | 2,786 | 3,485 | 3,386 | 3,832 | 3,684 | 3,315 |
| minus SFT at 12.5% | 2,923 | 2,518 | 2,945 | 2,782 | 2,640 | 2,964 | 3,007 | 3,261 | 3,165 | 3,019 | 2,628 | 2,639 | 2,418 | 2,737 | 2,615 | 2,398 | 2,584 | 3,637 | 2,606 | 3,098 | 2,544 | 2,904 | 2,529 | 2,825 | 3,243 | 3,679 | 3,155 | 3,226 | 3,403 | 2,583 | 2,342 | 2,401 | 2,965 | 3,346 | 2,580 | 2,966 | 3,177 | 3,031 | 3,073 | 2,771 | 3,143 | 2,412 | 2,536 | 2,759 | 2,858 | 2,589 | 2,577 | 3,403 | 2,438 | 3,049 | 2,963 | 3,353 | 3,224 | 2,901 |
| 2021 | 4,264 | 3,673 | 4,296 | 4,057 | 3,851 | 4,323 | 4,386 | 4,757 | 4,617 | 4,404 | 3,833 | 3,849 | 3,527 | 3,993 | 3,814 | 3,498 | 3,769 | 5,305 | 3,801 | 4,518 | 3,711 | 4,236 | 3,690 | 4,120 | 4,730 | 5,367 | 4,602 | 4,705 | 4,963 | 3,767 | 3,415 | 3,502 | 4,325 | 4,881 | 3,764 | 4,327 | 4,635 | 4,422 | 4,483 | 4,041 | 4,585 | 3,519 | 3,699 | 4,025 | 4,168 | 3,777 | 3,759 | 4,963 | 3,556 | 4,447 | 4,322 | 4,891 | 4,702 | 4,231 |
| minus SFT at 12.5% | 3,731 | 3,214 | 3,759 | 3,550 | 3,369 | 3,783 | 3,838 | 4,162 | 4,040 | 3,853 | 3,354 | 3,368 | 3,086 | 3,494 | 3,337 | 3,060 | 3,297 | 4,642 | 3,326 | 3,954 | 3,247 | 3,707 | 3,228 | 3,605 | 4,138 | 4,696 | 4,027 | 4,117 | 4,343 | 3,296 | 2,988 | 3,065 | 3,784 | 4,271 | 3,293 | 3,786 | 4,055 | 3,869 | 3,923 | 3,536 | 4,011 | 3,079 | 3,237 | 3,522 | 3,647 | 3,305 | 3,289 | 4,343 | 3,111 | 3,892 | 3,781 | 4,280 | 4,114 | 3,702 |
| 2026 | 5,442 | 4,688 | 5,483 | 5,178 | 4,915 | 5,518 | 5,598 | 6,071 | 5,892 | 5,621 | 4,892 | 4,913 | 4,501 | 5,096 | 4,867 | 4,464 | 4,810 | 6,771 | 4,851 | 5,767 | 4,736 | 5,407 | 4,709 | 5,258 | 6,036 | 6,849 | 5,874 | 6,005 | 6,335 | 4,808 | 4,359 | 4,470 | 5,520 | 6,230 | 4,804 | 5,522 | 5,915 | 5,643 | 5,721 | 5,158 | 5,851 | 4,491 | 4,721 | 5,137 | 5,320 | 4,820 | 4,797 | 6,335 | 4,538 | 5,676 | 5,516 | 6,242 | 6,001 | 5,400 |
| minus SFT at 12.5% | 4,761 | 4,102 | 4,797 | 4,531 | 4,300 | 4,828 | 4,898 | 5,312 | 5,156 | 4,918 | 4,281 | 4,299 | 3,938 | 4,459 | 4,259 | 3,906 | 4,209 | 5,925 | 4,245 | 5,046 | 4,144 | 4,731 | 4,120 | 4,601 | 5,282 | 5,993 | 5,140 | 5,255 | 5,543 | 4,207 | 3,814 | 3,911 | 4,830 | 5,451 | 4,203 | 4,832 | 5,176 | 4,938 | 5,006 | 4,513 | 5,120 | 3,929 | 4,131 | 4,495 | 4,655 | 4,218 | 4,198 | 5,543 | 3,971 | 4,967 | 4,826 | 5,462 | 5,251 | 4,725 |

Source: Experian Business Strategies and Expenditure Data, April 2008
GROWTH IN PER CAPITA RETAIL EXPENDITURE (%pa): 3.7% pa 2007-2008 / 2.5% pa 2008-2016 / 5% pa 2016 onwards

TABLE 3
SURVEY AREA COMPARISON GOODS RETAIL EXPENDITURE FORECASTS

| Catchment Zone | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | TOTAL |
|----------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|--------|--------|---------|---------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|---------|---------|--------|--------|---------|---------|---------|---------|---------|--------|---------|--------|---------|--------|---------|--------|---------|---------|---------|---------|---------|--------|--------|---------|---------|--------|---------|---------|------------------|
| 2009 (€000) | 144,569 | 258,601 | 170,887 | 186,173 | 86,648 | 89,093 | 73,007 | 150,151 | 73,542 | 81,518 | 36,038 | 50,922 | 44,605 | 129,078 | 67,679 | 50,103 | 61,819 | 154,598 | 74,171 | 175,735 | 69,457 | 86,764 | 88,318 | 102,640 | 83,535 | 24,321 | 129,377 | 86,887 | 40,928 | 49,534 | 72,623 | 95,913 | 193,076 | 136,339 | 113,451 | 45,046 | 52,156 | 43,143 | 62,677 | 36,383 | 84,934 | 28,415 | 113,435 | 91,175 | 62,020 | 50,172 | 100,076 | 39,683 | 31,408 | 82,086 | 87,906 | 32,816 | 129,141 | 76,720 | 4,781,495 |
| 2011 (€000) | 149,752 | 267,873 | 177,015 | 192,848 | 89,754 | 92,288 | 75,624 | 155,535 | 76,179 | 84,440 | 37,330 | 52,747 | 46,204 | 133,706 | 70,106 | 51,900 | 64,036 | 160,141 | 76,831 | 182,036 | 71,948 | 89,874 | 91,484 | 106,320 | 86,530 | 25,193 | 134,015 | 90,003 | 42,395 | 51,310 | 75,227 | 99,352 | 199,999 | 141,227 | 117,518 | 46,661 | 54,026 | 44,690 | 64,925 | 37,688 | 87,979 | 29,434 | 117,502 | 94,444 | 64,243 | 51,971 | 103,664 | 41,105 | 32,534 | 85,029 | 91,058 | 33,992 | 133,772 | 79,471 | 4,952,931 |
| 2016 (€000) | 165,896 | 285,803 | 195,065 | 217,490 | 99,166 | 102,085 | 83,140 | 163,580 | 84,517 | 92,199 | 42,217 | 59,297 | 51,314 | 139,459 | 80,598 | 59,601 | 71,860 | 182,339 | 85,034 | 203,615 | 79,018 | 97,476 | 105,331 | 123,729 | 93,360 | 27,815 | 146,851 | 96,483 | 47,388 | 55,125 | 86,190 | 112,086 | 223,202 | 151,108 | 134,790 | 53,557 | 60,360 | 51,713 | 73,944 | 44,015 | 99,463 | 35,598 | 134,366 | 104,658 | 72,866 | 59,707 | 123,633 | 51,346 | 38,511 | 93,894 | 100,983 | 38,501 | 149,138 | 90,762 | 5,521,233 |
| 2021 (€000) | 214,271 | 369,142 | 251,946 | 280,910 | 128,082 | 131,853 | 107,383 | 211,280 | 109,162 | 119,084 | 54,527 | 76,588 | 66,277 | 180,125 | 104,101 | 76,980 | 92,814 | 235,509 | 109,830 | 262,988 | 102,059 | 125,900 | 136,045 | 159,808 | 120,584 | 35,926 | 189,672 | 124,617 | 61,207 | 71,199 | 111,323 | 144,769 | 288,287 | 195,170 | 174,094 | 69,175 | 77,961 | 66,792 | 95,505 | 56,850 | 128,466 | 45,979 | 173,534 | 135,175 | 94,114 | 77,117 | 159,684 | 66,318 | 49,741 | 121,273 | 130,430 | 49,727 | 192,627 | 117,228 | 7,131,207 |
| 2026 (€000) | 274,779 | 473,476 | 323,109 | 359,823 | 164,252 | 168,227 | 138,860 | 267,608 | 140,927 | 154,254 | 70,137 | 98,519 | 85,211 | 231,619 | 133,863 | 98,970 | 119,333 | 303,576 | 142,281 | 333,130 | 132,204 | 162,852 | 174,992 | 207,068 | 156,136 | 45,650 | 245,557 | 160,450 | 77,801 | 93,528 | 146,314 | 187,770 | 366,302 | 247,981 | 228,599 | 90,936 | 101,850 | 84,872 | 121,347 | 74,607 | 168,659 | 60,458 | 227,284 | 177,057 | 123,756 | 101,448 | 209,021 | 86,969 | 65,419 | 159,500 | 170,862 | 63,374 | 251,039 | 151,221 | 9,204,836 |

Source: Tables 1&2

**BLACK COUNTRY
CENTRES STUDY 2009**

WOLVERHAMPTON

TABLE 4
WOLVERHAMPTON CITY CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 1-33)

| Catchment Zone | 3 | 12 | 14 | 15 | 16 | 17 | 19 | 20 | 21 | 22 | 23 | 25 | 26 | 27 | 29 | 30 | 31 | 32 | 33 |
|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.9 | 0.3 | 0.5 | 3.7 | 1.2 | 3.1 | 7.4 | 1.7 | 0.5 | 22.2 | 3.6 | 1.8 | 3.2 | 0.1 | 9.5 | 0.5 | 4.5 | 4.2 | 2.4 |
| 2011 (%) | 0.9 | 0.3 | 0.5 | 3.7 | 1.2 | 3.1 | 7.4 | 1.7 | 0.5 | 22.2 | 3.6 | 1.8 | 3.2 | 0.1 | 9.5 | 0.5 | 4.5 | 4.2 | 2.4 |
| 2016 (%) | 0.9 | 0.3 | 0.5 | 3.7 | 1.2 | 3.1 | 7.4 | 1.7 | 0.5 | 22.2 | 3.6 | 1.8 | 3.2 | 0.1 | 9.5 | 0.5 | 4.5 | 4.2 | 2.4 |
| 2021 (%) | 0.9 | 0.3 | 0.5 | 3.7 | 1.2 | 3.1 | 7.4 | 1.7 | 0.5 | 22.2 | 3.6 | 1.8 | 3.2 | 0.1 | 9.5 | 0.5 | 4.5 | 4.2 | 2.4 |
| 2026 (%) | 0.9 | 0.3 | 0.5 | 3.7 | 1.2 | 3.1 | 7.4 | 1.7 | 0.5 | 22.2 | 3.6 | 1.8 | 3.2 | 0.1 | 9.5 | 0.5 | 4.5 | 4.2 | 2.4 |

TABLE 4A
WOLVERHAMPTON CITY CENTRE
COMPARISON GOODS SPEND (£) (ZONES 1-33)

| Catchment Zone | 3 | 12 | 14 | 15 | 16 | 17 | 19 | 20 | 21 | 22 | 23 | 25 | 26 | 27 | 29 | 30 | 31 | 32 | 33 |
|--------------------|-------|-----|-------|-------|-------|-------|--------|-------|-----|--------|-------|-------|-------|-----|-------|-----|-------|-------|-------|
| 2009 (£000) | 1,608 | 176 | 607 | 2,510 | 591 | 1,934 | 5,476 | 2,915 | 362 | 19,288 | 3,175 | 1,496 | 771 | 84 | 3,874 | 271 | 3,235 | 4,040 | 4,669 |
| 2011 (£000) | 1,666 | 183 | 629 | 2,600 | 612 | 2,003 | 5,672 | 3,020 | 375 | 19,980 | 3,289 | 1,550 | 799 | 87 | 4,012 | 281 | 3,351 | 4,184 | 4,836 |
| 2016 (£000) | 1,836 | 205 | 656 | 2,989 | 703 | 2,248 | 6,278 | 3,378 | 411 | 21,670 | 3,787 | 1,672 | 882 | 95 | 4,485 | 302 | 3,839 | 4,721 | 5,397 |
| 2021 (£000) | 2,371 | 265 | 848 | 3,861 | 908 | 2,903 | 8,108 | 4,363 | 531 | 27,988 | 4,891 | 2,160 | 1,139 | 123 | 5,793 | 390 | 4,958 | 6,097 | 6,971 |
| 2026 (£000) | 3,041 | 341 | 1,090 | 4,965 | 1,167 | 3,733 | 10,504 | 5,527 | 688 | 36,203 | 6,291 | 2,796 | 1,448 | 159 | 7,363 | 512 | 6,517 | 7,908 | 8,858 |

TABLE 4B
WOLVERHAMPTON CITY CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 35-54)

| Catchment Zone | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 |
|-----------------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|------|-----|------|------|------|------|------|------|
| 2009 (%) | 3.1 | 0.7 | 0.3 | 9.1 | 1.9 | 1.3 | 0.4 | 59.9 | 61.4 | 47.7 | 20.6 | 35.1 | 35.2 | 2.1 | 68.1 | 76.1 | 70.0 | 46.1 | 64.8 | 57.7 |
| 2011 (%) | 3.1 | 0.7 | 0.3 | 9.1 | 1.9 | 1.3 | 0.4 | 59.9 | 61.4 | 47.7 | 20.6 | 35.1 | 35.2 | 2.1 | 68.1 | 76.1 | 70.0 | 46.1 | 64.8 | 57.7 |
| 2016 (%) | 3.1 | 0.7 | 0.3 | 9.1 | 1.9 | 1.3 | 0.4 | 59.9 | 61.4 | 47.7 | 20.6 | 35.1 | 35.2 | 2.1 | 68.1 | 76.1 | 70.0 | 46.1 | 64.8 | 57.7 |
| 2021 (%) | 3.1 | 0.7 | 0.3 | 9.1 | 1.9 | 1.3 | 0.4 | 59.9 | 61.4 | 47.7 | 20.6 | 35.1 | 35.2 | 2.1 | 68.1 | 76.1 | 70.0 | 46.1 | 64.8 | 57.7 |
| 2026 (%) | 3.1 | 0.7 | 0.3 | 9.1 | 1.9 | 1.3 | 0.4 | 59.9 | 61.4 | 47.7 | 20.6 | 35.1 | 35.2 | 2.1 | 68.1 | 76.1 | 70.0 | 46.1 | 64.8 | 57.7 |

TABLE 4C
WOLVERHAMPTON CITY CENTRE
COMPARISON GOODS SPEND (£) (ZONES 35-54)

| Catchment Zone | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | TOTAL |
|--------------------|-------|-----|-----|-------|-------|-----|-----|--------|---------|--------|--------|--------|--------|-------|--------|---------|---------|--------|---------|--------|------------------|
| 2009 (£000) | 3,499 | 337 | 177 | 3,934 | 1,189 | 467 | 352 | 17,016 | 69,638 | 43,498 | 12,801 | 17,627 | 35,270 | 852 | 21,403 | 62,443 | 61,527 | 15,114 | 83,718 | 44,268 | 552,211 |
| 2011 (£000) | 3,624 | 349 | 183 | 4,075 | 1,232 | 483 | 365 | 17,626 | 72,135 | 45,058 | 13,260 | 18,259 | 36,535 | 883 | 22,170 | 64,682 | 63,733 | 15,656 | 86,719 | 45,856 | 572,010 |
| 2016 (£000) | 4,157 | 401 | 205 | 4,715 | 1,403 | 564 | 413 | 21,318 | 82,481 | 49,930 | 15,039 | 20,977 | 43,572 | 1,103 | 26,244 | 71,425 | 70,680 | 17,732 | 96,681 | 52,371 | 646,964 |
| 2021 (£000) | 5,369 | 518 | 264 | 6,090 | 1,812 | 729 | 533 | 27,534 | 106,532 | 64,489 | 19,425 | 27,094 | 56,278 | 1,424 | 33,896 | 92,252 | 91,290 | 22,903 | 124,873 | 67,642 | 835,617 |
| 2026 (£000) | 7,050 | 681 | 345 | 7,738 | 2,302 | 957 | 700 | 36,205 | 139,529 | 84,470 | 25,543 | 35,643 | 73,666 | 1,868 | 44,580 | 121,331 | 119,589 | 29,188 | 162,739 | 87,256 | 1,090,490 |

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WOLVERHAMPTON

TABLE 5
BILSTON DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 2-30)

| Catchment Zone | 2 | 7 | 9 | 11 | 12 | 15 | 16 | 17 | 18 | 19 | 22 | 23 | 25 | 28 | 29 | 30 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.1 | 0.3 | 0.3 | 0.2 | 0.4 | 0.5 | 0.6 | 0.6 | 0.2 | 1.3 | 2.4 | 3.3 | 0.3 | 0.4 | 0.2 | 0.4 |
| 2011 (%) | 0.1 | 0.3 | 0.3 | 0.2 | 0.4 | 0.5 | 0.6 | 0.6 | 0.2 | 1.3 | 2.4 | 3.3 | 0.3 | 0.4 | 0.2 | 0.4 |
| 2016 (%) | 0.1 | 0.3 | 0.3 | 0.2 | 0.4 | 0.5 | 0.6 | 0.6 | 0.2 | 1.3 | 2.4 | 3.3 | 0.3 | 0.4 | 0.2 | 0.4 |
| 2021 (%) | 0.1 | 0.3 | 0.3 | 0.2 | 0.4 | 0.5 | 0.6 | 0.6 | 0.2 | 1.3 | 2.4 | 3.3 | 0.3 | 0.4 | 0.2 | 0.4 |
| 2026 (%) | 0.1 | 0.3 | 0.3 | 0.2 | 0.4 | 0.5 | 0.6 | 0.6 | 0.2 | 1.3 | 2.4 | 3.3 | 0.3 | 0.4 | 0.2 | 0.4 |

TABLE 5A
BILSTON DISTRICT CENTRE
COMPARISON GOODS SPEND (£) (ZONES 2-30)

| Catchment Zone | 2 | 7 | 9 | 11 | 12 | 15 | 16 | 17 | 18 | 19 | 22 | 23 | 25 | 28 | 29 | 30 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|-----|-----|-----|-----|
| 2009 (£000) | 338 | 238 | 240 | 82 | 183 | 354 | 321 | 371 | 252 | 976 | 2,079 | 2,898 | 292 | 312 | 71 | 185 |
| 2011 (£000) | 350 | 247 | 249 | 85 | 190 | 366 | 333 | 384 | 262 | 1,012 | 2,153 | 3,002 | 303 | 323 | 74 | 191 |
| 2016 (£000) | 373 | 272 | 276 | 97 | 213 | 421 | 382 | 431 | 298 | 1,120 | 2,335 | 3,456 | 327 | 347 | 83 | 206 |
| 2021 (£000) | 482 | 351 | 357 | 125 | 275 | 544 | 494 | 556 | 385 | 1,446 | 3,016 | 4,464 | 422 | 448 | 107 | 266 |
| 2026 (£000) | 619 | 454 | 460 | 160 | 354 | 700 | 635 | 715 | 496 | 1,873 | 3,902 | 5,742 | 546 | 576 | 136 | 349 |

TABLE 5B
BILSTON DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 32-54)

| Catchment Zone | 32 | 36 | 37 | 38 | 42 | 43 | 44 | 45 | 46 | 47 | 49 | 50 | 51 | 52 | 53 | 54 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 1.1 | 0.3 | 0.3 | 0.2 | 5.0 | 0.9 | 1.4 | 1.5 | 2.4 | 16.4 | 4.3 | 1.1 | 1.2 | 1.2 | 0.4 | 0.6 |
| 2011 (%) | 1.1 | 0.3 | 0.3 | 0.2 | 5.0 | 0.9 | 1.4 | 1.5 | 2.4 | 16.4 | 4.3 | 1.1 | 1.2 | 1.2 | 0.4 | 0.6 |
| 2016 (%) | 1.1 | 0.3 | 0.3 | 0.2 | 5.0 | 0.9 | 1.4 | 1.5 | 2.4 | 16.4 | 4.3 | 1.1 | 1.2 | 1.2 | 0.4 | 0.6 |
| 2021 (%) | 1.1 | 0.3 | 0.3 | 0.2 | 5.0 | 0.9 | 1.4 | 1.5 | 2.4 | 16.4 | 4.3 | 1.1 | 1.2 | 1.2 | 0.4 | 0.6 |
| 2026 (%) | 1.1 | 0.3 | 0.3 | 0.2 | 5.0 | 0.9 | 1.4 | 1.5 | 2.4 | 16.4 | 4.3 | 1.1 | 1.2 | 1.2 | 0.4 | 0.6 |

TABLE 5C
BILSTON DISTRICT CENTRE
COMPARISON GOODS SPEND (£) (ZONES 32-54)

| Catchment Zone | 32 | 36 | 37 | 38 | 42 | 43 | 44 | 45 | 46 | 47 | 49 | 50 | 51 | 52 | 53 | 54 | TOTAL |
|----------------|-------|-----|-----|-----|-------|-------|-------|-------|-------|--------|-------|-------|-------|-----|-------|-----|--------|
| 2009 (£000) | 1,099 | 142 | 170 | 70 | 1,429 | 990 | 1,238 | 911 | 1,225 | 16,454 | 1,337 | 937 | 1,040 | 394 | 547 | 475 | 37,654 |
| 2011 (£000) | 1,138 | 147 | 176 | 73 | 1,481 | 1,026 | 1,283 | 943 | 1,269 | 17,044 | 1,385 | 970 | 1,077 | 408 | 567 | 492 | 39,004 |
| 2016 (£000) | 1,284 | 169 | 197 | 84 | 1,791 | 1,173 | 1,421 | 1,070 | 1,457 | 20,328 | 1,639 | 1,072 | 1,195 | 462 | 632 | 562 | 45,172 |
| 2021 (£000) | 1,659 | 218 | 255 | 109 | 2,313 | 1,515 | 1,836 | 1,382 | 1,882 | 26,255 | 2,117 | 1,384 | 1,543 | 597 | 816 | 726 | 58,344 |
| 2026 (£000) | 2,151 | 287 | 333 | 139 | 3,041 | 1,984 | 2,404 | 1,817 | 2,476 | 34,367 | 2,784 | 1,820 | 2,022 | 761 | 1,064 | 937 | 76,104 |

**BLACK COUNTRY
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WOLVERHAMPTON

TABLE 6
WEDNESFIELD DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 14 | 17 | 31 | 32 | 42 | 43 | 44 | 45 | 46 |
|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.8 | 0.2 | 0.1 | 0.2 | 1.0 | 0.2 | 4.1 | 0.5 | 0.5 |
| 2011 (%) | 0.8 | 0.2 | 0.1 | 0.2 | 1.0 | 0.2 | 4.1 | 0.5 | 0.5 |
| 2016 (%) | 0.8 | 0.2 | 0.1 | 0.2 | 1.0 | 0.2 | 4.1 | 0.5 | 0.5 |
| 2021 (%) | 0.8 | 0.2 | 0.1 | 0.2 | 1.0 | 0.2 | 4.1 | 0.5 | 0.5 |
| 2026 (%) | 0.8 | 0.2 | 0.1 | 0.2 | 1.0 | 0.2 | 4.1 | 0.5 | 0.5 |

TABLE 6A
WEDNESFIELD DISTRICT CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 14 | 17 | 31 | 32 | 42 | 43 | 44 | 45 | 46 | TOTAL |
|--------------------|-------|-----|-----|-----|-----|-----|-------|-----|-----|---------------|
| 2009 (£000) | 1,032 | 140 | 106 | 157 | 273 | 283 | 3,707 | 289 | 264 | 6,250 |
| 2011 (£000) | 1,069 | 145 | 109 | 162 | 283 | 293 | 3,840 | 299 | 274 | 6,475 |
| 2016 (£000) | 1,115 | 163 | 125 | 183 | 342 | 335 | 4,255 | 339 | 314 | 7,172 |
| 2021 (£000) | 1,440 | 210 | 162 | 236 | 442 | 433 | 5,496 | 438 | 406 | 9,264 |
| 2026 (£000) | 1,852 | 270 | 213 | 306 | 581 | 567 | 7,199 | 576 | 534 | 12,099 |

**BLACK COUNTRY
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WOLVERHAMPTON

**TABLE 7
WOLVERHAMPTON: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 1-32)**

| Catchment Zone | 1 | 4 | 12 | 15 | 16 | 17 | 18 | 19 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.4 | 0.1 | 0.2 | 0.1 | 0.2 | 0.9 | 0.7 | 2.9 | 0.3 | 3.7 | 2.1 | 0.1 | 0.4 | 0.4 | 0.1 | 0.2 | 0.2 | 0.2 | 0.8 | 1.3 |
| 2011 (%) | 0.4 | 0.1 | 0.2 | 0.1 | 0.2 | 0.9 | 0.7 | 2.9 | 0.3 | 3.7 | 2.1 | 0.1 | 0.4 | 0.4 | 0.1 | 0.2 | 0.2 | 0.2 | 0.8 | 1.3 |
| 2016 (%) | 0.4 | 0.1 | 0.2 | 0.1 | 0.2 | 0.9 | 0.7 | 2.9 | 0.3 | 3.7 | 2.1 | 0.1 | 0.4 | 0.4 | 0.1 | 0.2 | 0.2 | 0.2 | 0.8 | 1.3 |
| 2021 (%) | 0.4 | 0.1 | 0.2 | 0.1 | 0.2 | 0.9 | 0.7 | 2.9 | 0.3 | 3.7 | 2.1 | 0.1 | 0.4 | 0.4 | 0.1 | 0.2 | 0.2 | 0.2 | 0.8 | 1.3 |
| 2026 (%) | 0.4 | 0.1 | 0.2 | 0.1 | 0.2 | 0.9 | 0.7 | 2.9 | 0.3 | 3.7 | 2.1 | 0.1 | 0.4 | 0.4 | 0.1 | 0.2 | 0.2 | 0.2 | 0.8 | 1.3 |

**TABLE 7A
WOLVERHAMPTON: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 1-32)**

| Catchment Zone | 1 | 4 | 12 | 15 | 16 | 17 | 18 | 19 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 |
|----------------|-------|-----|-----|-----|-----|-------|-------|-------|-----|-------|-------|-----|-----|-----|-----|-----|-----|-----|-------|-------|
| 2009 (£000) | 540 | 243 | 94 | 51 | 84 | 542 | 1,057 | 2,140 | 226 | 3,180 | 1,835 | 72 | 315 | 89 | 84 | 153 | 95 | 87 | 596 | 1,245 |
| 2011 (£000) | 559 | 252 | 98 | 53 | 87 | 562 | 1,095 | 2,217 | 234 | 3,294 | 1,900 | 74 | 326 | 92 | 87 | 158 | 98 | 90 | 618 | 1,289 |
| 2016 (£000) | 619 | 284 | 110 | 61 | 100 | 630 | 1,247 | 2,453 | 257 | 3,573 | 2,188 | 87 | 352 | 102 | 95 | 170 | 110 | 97 | 708 | 1,455 |
| 2021 (£000) | 800 | 367 | 142 | 78 | 129 | 814 | 1,611 | 3,169 | 332 | 4,615 | 2,826 | 112 | 455 | 132 | 123 | 219 | 142 | 125 | 914 | 1,879 |
| 2026 (£000) | 1,025 | 470 | 182 | 101 | 165 | 1,047 | 2,076 | 4,105 | 430 | 5,969 | 3,635 | 145 | 589 | 167 | 159 | 282 | 180 | 164 | 1,202 | 2,437 |

**TABLE 7B
WOLVERHAMPTON: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 35-54)**

| Catchment Zone | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 49 | 50 | 51 | 52 | 53 | 54 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.7 | 1.0 | 0.7 | 0.1 | 0.1 | 0.3 | 0.2 | 6.4 | 5.9 | 11.2 | 3.4 | 4.6 | 5.7 | 4.5 | 2.7 | 4.2 | 2.4 | 3.6 | 1.2 |
| 2011 (%) | 0.7 | 1.0 | 0.7 | 0.1 | 0.1 | 0.3 | 0.2 | 6.4 | 5.9 | 11.2 | 3.4 | 4.6 | 5.7 | 4.5 | 2.7 | 4.2 | 2.4 | 3.6 | 1.2 |
| 2016 (%) | 0.7 | 1.0 | 0.7 | 0.1 | 0.1 | 0.3 | 0.2 | 6.4 | 5.9 | 11.2 | 3.4 | 4.6 | 5.7 | 4.5 | 2.7 | 4.2 | 2.4 | 3.6 | 1.2 |
| 2021 (%) | 0.7 | 1.0 | 0.7 | 0.1 | 0.1 | 0.3 | 0.2 | 6.4 | 5.9 | 11.2 | 3.4 | 4.6 | 5.7 | 4.5 | 2.7 | 4.2 | 2.4 | 3.6 | 1.2 |
| 2026 (%) | 0.7 | 1.0 | 0.7 | 0.1 | 0.1 | 0.3 | 0.2 | 6.4 | 5.9 | 11.2 | 3.4 | 4.6 | 5.7 | 4.5 | 2.7 | 4.2 | 2.4 | 3.6 | 1.2 |

**TABLE 7C
WOLVERHAMPTON: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 35-54)**

| Catchment Zone | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 49 | 50 | 51 | 52 | 53 | 54 | TOTAL |
|----------------|-------|-----|-----|-----|----|-----|-----|-------|--------|--------|-------|-------|--------|-------|-------|-------|-------|-------|-------|---------|
| 2009 (£000) | 804 | 434 | 374 | 58 | 47 | 126 | 174 | 1,806 | 6,709 | 10,241 | 2,106 | 2,328 | 5,699 | 1,407 | 2,191 | 3,713 | 796 | 4,636 | 907 | 57,282 |
| 2011 (£000) | 833 | 449 | 387 | 60 | 49 | 131 | 180 | 1,871 | 6,950 | 10,608 | 2,181 | 2,411 | 5,903 | 1,458 | 2,269 | 3,847 | 824 | 4,802 | 939 | 59,336 |
| 2016 (£000) | 955 | 516 | 432 | 70 | 56 | 153 | 204 | 2,263 | 7,947 | 11,755 | 2,474 | 2,770 | 7,040 | 1,726 | 2,506 | 4,266 | 934 | 5,354 | 1,073 | 67,187 |
| 2021 (£000) | 1,234 | 666 | 559 | 90 | 72 | 197 | 263 | 2,923 | 10,264 | 15,183 | 3,196 | 3,578 | 9,093 | 2,229 | 3,236 | 5,510 | 1,206 | 6,915 | 1,385 | 86,779 |
| 2026 (£000) | 1,620 | 875 | 730 | 114 | 91 | 259 | 345 | 3,843 | 13,443 | 19,888 | 4,202 | 4,706 | 11,902 | 2,931 | 4,257 | 7,218 | 1,537 | 9,012 | 1,787 | 113,291 |

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TABLE 8
WALSALL TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 2-32)

| Catchment Zone | 2 | 4 | 5 | 7 | 11 | 15 | 16 | 17 | 18 | 19 | 21 | 22 | 23 | 24 | 30 | 31 | 32 |
|----------------|-----|-----|-----|------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|------|------|------|
| 2009 (%) | 2.2 | 0.4 | 0.2 | 11.4 | 0.2 | 0.5 | 4.8 | 11.8 | 3.7 | 0.5 | 0.2 | 0.3 | 1.3 | 1.0 | 44.9 | 52.0 | 30.8 |
| 2011 (%) | 2.2 | 0.4 | 0.2 | 11.4 | 0.2 | 0.5 | 4.8 | 11.8 | 3.7 | 0.5 | 0.2 | 0.3 | 1.3 | 1.0 | 44.9 | 52.0 | 30.8 |
| 2016 (%) | 2.2 | 0.4 | 0.2 | 11.4 | 0.2 | 0.5 | 4.8 | 11.8 | 3.7 | 0.5 | 0.2 | 0.3 | 1.3 | 1.0 | 44.9 | 52.0 | 30.8 |
| 2021 (%) | 2.2 | 0.4 | 0.2 | 11.4 | 0.2 | 0.5 | 4.8 | 11.8 | 3.7 | 0.5 | 0.2 | 0.3 | 1.3 | 1.0 | 44.9 | 52.0 | 30.8 |
| 2026 (%) | 2.2 | 0.4 | 0.2 | 11.4 | 0.2 | 0.5 | 4.8 | 11.8 | 3.7 | 0.5 | 0.2 | 0.3 | 1.3 | 1.0 | 44.9 | 52.0 | 30.8 |

TABLE 8A
WALSALL TOWN CENTRE
COMPARISON GOODS SPEND (£) (ZONES 2-32)

| Catchment Zone | 2 | 4 | 5 | 7 | 11 | 15 | 16 | 17 | 18 | 19 | 21 | 22 | 23 | 24 | 30 | 31 | 32 |
|----------------|--------|-------|-----|--------|-----|-----|-------|--------|--------|-----|-----|-----|-------|-------|--------|--------|--------|
| 2009 (£000) | 5,665 | 678 | 196 | 8,337 | 82 | 333 | 2,420 | 7,285 | 5,790 | 349 | 147 | 301 | 1,135 | 1,017 | 22,225 | 37,784 | 29,530 |
| 2011 (£000) | 5,868 | 702 | 203 | 8,636 | 85 | 344 | 2,507 | 7,546 | 5,997 | 361 | 152 | 311 | 1,176 | 1,054 | 23,021 | 39,139 | 30,589 |
| 2016 (£000) | 6,261 | 792 | 225 | 9,495 | 97 | 396 | 2,879 | 8,468 | 6,829 | 400 | 167 | 338 | 1,354 | 1,226 | 24,733 | 44,843 | 34,510 |
| 2021 (£000) | 8,086 | 1,022 | 290 | 12,263 | 125 | 512 | 3,718 | 10,938 | 8,820 | 517 | 216 | 436 | 1,749 | 1,584 | 31,945 | 57,919 | 44,572 |
| 2026 (£000) | 10,372 | 1,310 | 372 | 15,858 | 160 | 658 | 4,780 | 14,063 | 11,369 | 669 | 280 | 564 | 2,249 | 2,053 | 41,963 | 76,125 | 57,812 |

TABLE 8B
WALSALL TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 33-51)

| Catchment Zone | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 43 | 44 | 45 | 46 | 47 | 49 | 50 | 51 |
|----------------|-----|-----|------|------|------|------|-----|------|------|-----|-----|------|------|-----|-----|-----|-----|
| 2009 (%) | 4.5 | 1.0 | 40.0 | 45.1 | 34.6 | 21.0 | 8.0 | 28.1 | 24.8 | 0.6 | 2.5 | 29.3 | 15.1 | 0.8 | 1.4 | 0.2 | 0.2 |
| 2011 (%) | 4.5 | 1.0 | 40.0 | 45.1 | 34.6 | 21.0 | 8.0 | 28.1 | 24.8 | 0.6 | 2.5 | 29.3 | 15.1 | 0.8 | 1.4 | 0.2 | 0.2 |
| 2016 (%) | 4.5 | 1.0 | 40.0 | 45.1 | 34.6 | 21.0 | 8.0 | 28.1 | 24.8 | 0.6 | 2.5 | 29.3 | 15.1 | 0.8 | 1.4 | 0.2 | 0.2 |
| 2021 (%) | 4.5 | 1.0 | 40.0 | 45.1 | 34.6 | 21.0 | 8.0 | 28.1 | 24.8 | 0.6 | 2.5 | 29.3 | 15.1 | 0.8 | 1.4 | 0.2 | 0.2 |
| 2026 (%) | 4.5 | 1.0 | 40.0 | 45.1 | 34.6 | 21.0 | 8.0 | 28.1 | 24.8 | 0.6 | 2.5 | 29.3 | 15.1 | 0.8 | 1.4 | 0.2 | 0.2 |

TABLE 8C
WALSALL TOWN CENTRE
COMPARISON GOODS SPEND (£) (ZONES 33-51)

| Catchment Zone | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 43 | 44 | 45 | 46 | 47 | 49 | 50 | 51 | TOTAL |
|----------------|--------|-------|--------|--------|--------|--------|-------|--------|--------|-------|-------|--------|--------|-------|-----|-----|-----|---------|
| 2009 (£000) | 8,679 | 1,402 | 45,427 | 20,320 | 18,038 | 9,071 | 5,042 | 10,231 | 21,025 | 637 | 2,305 | 18,181 | 7,552 | 837 | 433 | 161 | 153 | 292,767 |
| 2011 (£000) | 8,990 | 1,452 | 47,055 | 21,048 | 18,684 | 9,396 | 5,223 | 10,597 | 21,779 | 660 | 2,387 | 18,833 | 7,823 | 867 | 449 | 167 | 159 | 303,264 |
| 2016 (£000) | 10,033 | 1,554 | 53,971 | 24,159 | 20,875 | 10,872 | 5,948 | 12,377 | 24,621 | 754 | 2,645 | 21,361 | 8,988 | 1,034 | 531 | 194 | 176 | 343,096 |
| 2021 (£000) | 12,959 | 2,007 | 69,709 | 31,204 | 26,962 | 14,043 | 7,683 | 15,986 | 31,801 | 974 | 3,417 | 27,590 | 11,608 | 1,335 | 686 | 238 | 227 | 443,141 |
| 2026 (£000) | 16,466 | 2,550 | 91,533 | 41,020 | 35,224 | 17,844 | 9,761 | 20,979 | 41,751 | 1,276 | 4,475 | 36,280 | 15,271 | 1,748 | 902 | 313 | 298 | 578,347 |

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TABLE 9
BLOXWICH DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 8 | 18 | 31 | 35 | 38 | 39 | 44 | 45 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.1 | 0.2 | 1.3 | 4.8 | 1.2 | 0.2 | 0.2 | 0.7 |
| 2011 (%) | 0.1 | 0.2 | 1.3 | 4.8 | 1.2 | 0.2 | 0.2 | 0.7 |
| 2016 (%) | 0.1 | 0.2 | 1.3 | 4.8 | 1.2 | 0.2 | 0.2 | 0.7 |
| 2021 (%) | 0.1 | 0.2 | 1.3 | 4.8 | 1.2 | 0.2 | 0.2 | 0.7 |
| 2026 (%) | 0.1 | 0.2 | 1.3 | 4.8 | 1.2 | 0.2 | 0.2 | 0.7 |

TABLE 9A
BLOXWICH DISTRICT CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 8 | 18 | 31 | 35 | 38 | 39 | 44 | 45 | TOTAL |
|----------------|-----|-----|-------|--------|-------|-----|-----|-----|--------|
| 2009 (£000) | 105 | 350 | 922 | 5,446 | 512 | 110 | 193 | 430 | 8,069 |
| 2011 (£000) | 109 | 363 | 955 | 5,641 | 530 | 114 | 200 | 446 | 8,358 |
| 2016 (£000) | 115 | 413 | 1,094 | 6,471 | 614 | 130 | 221 | 506 | 9,563 |
| 2021 (£000) | 148 | 534 | 1,413 | 8,357 | 793 | 168 | 286 | 653 | 12,352 |
| 2026 (£000) | 187 | 688 | 1,857 | 10,974 | 1,007 | 213 | 375 | 859 | 16,160 |

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TABLE 10
BROWNHILLS DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 34 | 35 | 36 | 39 | 40 | 41 |
|----------------|-----|-----|-----|-----|------|-----|
| 2009 (%) | 0.3 | 0.6 | 0.9 | 0.7 | 13.4 | 1.2 |
| 2011 (%) | 0.3 | 0.6 | 0.9 | 0.7 | 13.4 | 1.2 |
| 2016 (%) | 0.3 | 0.6 | 0.9 | 0.7 | 13.4 | 1.2 |
| 2021 (%) | 0.3 | 0.6 | 0.9 | 0.7 | 13.4 | 1.2 |
| 2026 (%) | 0.3 | 0.6 | 0.9 | 0.7 | 13.4 | 1.2 |

TABLE 10A
BROWNHILLS DISTRICT CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 34 | 35 | 36 | 39 | 40 | 41 | TOTAL |
|----------------|-----|-------|-----|-----|--------|-------|--------|
| 2009 (£000) | 412 | 733 | 426 | 433 | 4,887 | 1,021 | 7,913 |
| 2011 (£000) | 427 | 759 | 442 | 449 | 5,062 | 1,058 | 8,197 |
| 2016 (£000) | 456 | 871 | 507 | 511 | 5,912 | 1,196 | 9,454 |
| 2021 (£000) | 590 | 1,125 | 655 | 660 | 7,636 | 1,545 | 12,211 |
| 2026 (£000) | 749 | 1,477 | 861 | 839 | 10,022 | 2,028 | 15,976 |

TABLE 11
ALDRIDGE DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 7 | 16 | 17 | 18 | 31 | 32 | 35 | 36 | 37 | 40 | 41 | 45 | 54 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 1.0 | 0.3 | 0.1 | 0.3 | 0.1 | 0.3 | 0.3 | 2.1 | 1.3 | 1.5 | 9.6 | 0.3 | 0.2 |
| 2011 (%) | 1.0 | 0.3 | 0.1 | 0.3 | 0.1 | 0.3 | 0.3 | 2.1 | 1.3 | 1.5 | 9.6 | 0.3 | 0.2 |
| 2016 (%) | 1.0 | 0.3 | 0.1 | 0.3 | 0.1 | 0.3 | 0.3 | 2.1 | 1.3 | 1.5 | 9.6 | 0.3 | 0.2 |
| 2021 (%) | 1.0 | 0.3 | 0.1 | 0.3 | 0.1 | 0.3 | 0.3 | 2.1 | 1.3 | 1.5 | 9.6 | 0.3 | 0.2 |
| 2026 (%) | 1.0 | 0.3 | 0.1 | 0.3 | 0.1 | 0.3 | 0.3 | 2.1 | 1.3 | 1.5 | 9.6 | 0.3 | 0.2 |

TABLE 11A
ALDRIDGE DISTRICT CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 7 | 16 | 17 | 18 | 31 | 32 | 35 | 36 | 37 | 40 | 41 | 45 | 54 | TOTAL |
|----------------|-------|-----|----|-----|-----|-----|-----|-------|-------|-------|--------|-----|-----|--------|
| 2009 (£000) | 759 | 131 | 47 | 477 | 51 | 324 | 326 | 929 | 685 | 533 | 8,148 | 198 | 134 | 12,741 |
| 2011 (£000) | 787 | 136 | 48 | 494 | 53 | 335 | 337 | 962 | 710 | 552 | 8,440 | 205 | 138 | 13,198 |
| 2016 (£000) | 865 | 156 | 54 | 563 | 60 | 378 | 387 | 1,104 | 793 | 645 | 9,541 | 233 | 158 | 14,938 |
| 2021 (£000) | 1,117 | 202 | 70 | 727 | 78 | 489 | 500 | 1,426 | 1,024 | 833 | 12,324 | 301 | 204 | 19,294 |
| 2026 (£000) | 1,444 | 259 | 90 | 937 | 102 | 634 | 656 | 1,875 | 1,338 | 1,093 | 16,179 | 396 | 263 | 25,268 |

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TABLE 12
WILLENHALL DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 31 | 35 | 36 | 38 | 40 | 41 | 42 | 44 | 45 | 46 | 47 | 49 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.6 | 0.4 | 0.8 | 0.2 | 0.1 | 0.2 | 1.4 | 1.0 | 4.7 | 6.8 | 0.6 | 0.3 |
| 2011 (%) | 0.6 | 0.4 | 0.8 | 0.2 | 0.1 | 0.2 | 1.4 | 1.0 | 4.7 | 6.8 | 0.6 | 0.3 |
| 2016 (%) | 0.6 | 0.4 | 0.8 | 0.2 | 0.1 | 0.2 | 1.4 | 1.0 | 4.7 | 6.8 | 0.6 | 0.3 |
| 2021 (%) | 0.6 | 0.4 | 0.8 | 0.2 | 0.1 | 0.2 | 1.4 | 1.0 | 4.7 | 6.8 | 0.6 | 0.3 |
| 2026 (%) | 0.6 | 0.4 | 0.8 | 0.2 | 0.1 | 0.2 | 1.4 | 1.0 | 4.7 | 6.8 | 0.6 | 0.3 |

TABLE 12A
WILLENHALL DISTRICT CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 31 | 35 | 36 | 38 | 40 | 41 | 42 | 44 | 45 | 46 | 47 | 49 | TOTAL |
|----------------|-----|-----|-----|-----|-----|-----|-----|-------|-------|-------|-------|-----|--------|
| 2009 (£000) | 440 | 439 | 345 | 70 | 53 | 197 | 401 | 949 | 2,923 | 3,405 | 572 | 91 | 9,884 |
| 2011 (£000) | 456 | 455 | 358 | 73 | 55 | 204 | 415 | 983 | 3,027 | 3,527 | 592 | 94 | 10,239 |
| 2016 (£000) | 522 | 522 | 410 | 84 | 64 | 230 | 502 | 1,090 | 3,434 | 4,052 | 706 | 111 | 11,728 |
| 2021 (£000) | 674 | 674 | 530 | 109 | 83 | 297 | 648 | 1,407 | 4,435 | 5,234 | 912 | 144 | 15,148 |
| 2026 (£000) | 886 | 885 | 697 | 139 | 108 | 391 | 852 | 1,843 | 5,832 | 6,885 | 1,194 | 189 | 19,902 |

TABLE 13
DARLASTON DISTRICT CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 22 | 31 | 32 | 33 | 39 | 42 | 45 | 46 | 47 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.2 | 0.5 | 2.0 | 0.2 | 0.2 | 0.6 | 0.6 | 2.0 | 1.2 |
| 2011 (%) | 0.2 | 0.5 | 2.0 | 0.2 | 0.2 | 0.6 | 0.6 | 2.0 | 1.2 |
| 2016 (%) | 0.2 | 0.5 | 2.0 | 0.2 | 0.2 | 0.6 | 0.6 | 2.0 | 1.2 |
| 2021 (%) | 0.2 | 0.5 | 2.0 | 0.2 | 0.2 | 0.6 | 0.6 | 2.0 | 1.2 |
| 2026 (%) | 0.2 | 0.5 | 2.0 | 0.2 | 0.2 | 0.6 | 0.6 | 2.0 | 1.2 |

TABLE 13A
DALASTON DISTRICT CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 22 | 31 | 32 | 33 | 39 | 42 | 45 | 46 | 47 | TOTAL |
|----------------|-----|-----|-------|-----|-----|-----|-----|-------|-------|--------|
| 2009 (£000) | 142 | 363 | 1,872 | 379 | 96 | 167 | 376 | 991 | 1,197 | 5,584 |
| 2011 (£000) | 147 | 376 | 1,940 | 393 | 99 | 173 | 390 | 1,027 | 1,240 | 5,784 |
| 2016 (£000) | 159 | 431 | 2,188 | 438 | 113 | 209 | 442 | 1,179 | 1,479 | 6,639 |
| 2021 (£000) | 206 | 557 | 2,826 | 566 | 146 | 270 | 571 | 1,523 | 1,910 | 8,575 |
| 2026 (£000) | 266 | 731 | 3,666 | 720 | 185 | 356 | 751 | 2,004 | 2,500 | 11,178 |

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TABLE 14
WALSALL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 4-35)

| Catchment Zone | 4 | 7 | 13 | 14 | 15 | 17 | 18 | 22 | 23 | 25 | 27 | 30 | 31 | 32 | 33 | 34 | 35 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|
| 2009 (%) | 0.0 | 1.8 | 0.6 | 0.2 | 0.4 | 2.0 | 0.5 | 0.7 | 0.6 | 0.1 | 0.2 | 10.7 | 6.5 | 3.8 | 0.0 | 0.4 | 3.6 |
| 2011 (%) | 0.0 | 1.8 | 0.6 | 0.2 | 0.4 | 2.0 | 0.5 | 0.7 | 0.6 | 0.1 | 0.2 | 10.7 | 6.5 | 3.8 | 0.0 | 0.4 | 3.6 |
| 2016 (%) | 0.0 | 1.8 | 0.6 | 0.2 | 0.4 | 2.0 | 0.5 | 0.7 | 0.6 | 0.1 | 0.2 | 10.7 | 6.5 | 3.8 | 0.0 | 0.4 | 3.6 |
| 2021 (%) | 0.0 | 1.8 | 0.6 | 0.2 | 0.4 | 2.0 | 0.5 | 0.7 | 0.6 | 0.1 | 0.2 | 10.7 | 6.5 | 3.8 | 0.0 | 0.4 | 3.6 |
| 2026 (%) | 0.0 | 1.8 | 0.6 | 0.2 | 0.4 | 2.0 | 0.5 | 0.7 | 0.6 | 0.1 | 0.2 | 10.7 | 6.5 | 3.8 | 0.0 | 0.4 | 3.6 |

TABLE 14A
WALSALL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 4-35)

| Catchment Zone | 4 | 7 | 13 | 14 | 15 | 17 | 18 | 22 | 23 | 25 | 27 | 30 | 31 | 32 | 33 | 34 | 35 |
|----------------|---|-------|-----|-----|-----|-------|-------|-------|-----|-----|-----|-------|-------|-------|----|-----|-------|
| 2009 (£000) | 0 | 1,310 | 254 | 273 | 253 | 1,263 | 721 | 578 | 500 | 63 | 225 | 5,295 | 4,698 | 3,660 | 0 | 549 | 4,134 |
| 2011 (£000) | 0 | 1,357 | 263 | 283 | 262 | 1,308 | 747 | 599 | 518 | 65 | 233 | 5,484 | 4,867 | 3,791 | 0 | 568 | 4,282 |
| 2016 (£000) | 0 | 1,492 | 292 | 295 | 301 | 1,468 | 851 | 650 | 596 | 70 | 256 | 5,892 | 5,576 | 4,277 | 0 | 608 | 4,911 |
| 2021 (£000) | 0 | 1,927 | 377 | 381 | 388 | 1,896 | 1,099 | 839 | 770 | 91 | 330 | 7,610 | 7,202 | 5,524 | 0 | 785 | 6,344 |
| 2026 (£000) | 0 | 2,492 | 485 | 490 | 500 | 2,437 | 1,417 | 1,085 | 990 | 118 | 428 | 9,997 | 9,465 | 7,165 | 0 | 998 | 8,330 |

TABLE 14B
WALSALL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 36-54)

| Catchment Zone | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 52 | 53 | 54 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 4.5 | 8.4 | 1.5 | 1.4 | 3.5 | 7.0 | 1.1 | 0.9 | 1.7 | 3.4 | 3.2 | 0.6 | 0.2 | 0.3 | 0.2 | 0.2 |
| 2011 (%) | 4.5 | 8.4 | 1.5 | 1.4 | 3.5 | 7.0 | 1.1 | 0.9 | 1.7 | 3.4 | 3.2 | 0.6 | 0.2 | 0.3 | 0.2 | 0.2 |
| 2016 (%) | 4.5 | 8.4 | 1.5 | 1.4 | 3.5 | 7.0 | 1.1 | 0.9 | 1.7 | 3.4 | 3.2 | 0.6 | 0.2 | 0.3 | 0.2 | 0.2 |
| 2021 (%) | 4.5 | 8.4 | 1.5 | 1.4 | 3.5 | 7.0 | 1.1 | 0.9 | 1.7 | 3.4 | 3.2 | 0.6 | 0.2 | 0.3 | 0.2 | 0.2 |
| 2026 (%) | 4.5 | 8.4 | 1.5 | 1.4 | 3.5 | 7.0 | 1.1 | 0.9 | 1.7 | 3.4 | 3.2 | 0.6 | 0.2 | 0.3 | 0.2 | 0.2 |

TABLE 14C
WALSALL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 36-54)

| Catchment Zone | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 52 | 53 | 54 | TOTAL |
|----------------|-------|-------|-------|-------|-------|--------|-----|-------|-------|-------|-------|-------|-----|-----|-----|-----|--------|
| 2009 (£000) | 2,018 | 4,372 | 637 | 867 | 1,289 | 5,909 | 322 | 990 | 1,530 | 2,087 | 1,628 | 634 | 60 | 87 | 225 | 134 | 46,564 |
| 2011 (£000) | 2,090 | 4,529 | 660 | 898 | 1,336 | 6,121 | 334 | 1,026 | 1,585 | 2,162 | 1,686 | 657 | 63 | 90 | 233 | 138 | 48,234 |
| 2016 (£000) | 2,399 | 5,060 | 763 | 1,023 | 1,560 | 6,919 | 404 | 1,173 | 1,756 | 2,452 | 1,937 | 783 | 78 | 102 | 260 | 158 | 54,362 |
| 2021 (£000) | 3,098 | 6,535 | 986 | 1,321 | 2,015 | 8,937 | 521 | 1,515 | 2,268 | 3,167 | 2,502 | 1,012 | 101 | 131 | 336 | 204 | 70,214 |
| 2026 (£000) | 4,073 | 8,538 | 1,253 | 1,678 | 2,644 | 11,733 | 686 | 1,984 | 2,971 | 4,165 | 3,292 | 1,325 | 133 | 167 | 437 | 263 | 91,738 |

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TABLE 15
WEST BROMWICH TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 1 | 2 | 5 | 7 | 9 | 10 | 12 | 13 | 14 | 15 | 16 | 17 | 21 | 23 | 31 | 32 | 37 | 54 |
|----------------|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|------|------|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.2 | 2.1 | 0.3 | 3.3 | 0.2 | 0.9 | 4.3 | 18.5 | 8.2 | 8.1 | 27.6 | 14.8 | 0.2 | 5.2 | 0.2 | 3.9 | 2.2 | 0.2 |
| 2011 (%) | 0.2 | 2.1 | 0.3 | 3.3 | 0.2 | 0.9 | 4.3 | 18.5 | 8.2 | 8.1 | 27.6 | 14.8 | 0.2 | 5.2 | 0.2 | 3.9 | 2.2 | 0.2 |
| 2016 (%) | 0.2 | 2.1 | 0.3 | 3.3 | 0.2 | 0.9 | 4.3 | 18.5 | 8.2 | 8.1 | 27.6 | 14.8 | 0.2 | 5.2 | 0.2 | 3.9 | 2.2 | 0.2 |
| 2021 (%) | 0.2 | 2.1 | 0.3 | 3.3 | 0.2 | 0.9 | 4.3 | 18.5 | 8.2 | 8.1 | 27.6 | 14.8 | 0.2 | 5.2 | 0.2 | 3.9 | 2.2 | 0.2 |
| 2026 (%) | 0.2 | 2.1 | 0.3 | 3.3 | 0.2 | 0.9 | 4.3 | 18.5 | 8.2 | 8.1 | 27.6 | 14.8 | 0.2 | 5.2 | 0.2 | 3.9 | 2.2 | 0.2 |

TABLE 15A
WEST BROMWICH TOWN CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 1 | 2 | 5 | 7 | 9 | 10 | 12 | 13 | 14 | 15 | 16 | 17 | 21 | 23 | 31 | 32 | 37 | 54 | TOTAL |
|----------------|-----|--------|-----|-------|-----|-------|-------|--------|--------|--------|--------|--------|-----|-------|-----|-------|-------|-----|---------|
| 2009 (£000) | 252 | 5,548 | 294 | 2,414 | 138 | 743 | 2,182 | 8,249 | 10,608 | 5,456 | 13,851 | 9,145 | 147 | 4,612 | 119 | 3,761 | 1,136 | 134 | 68,787 |
| 2011 (£000) | 261 | 5,746 | 304 | 2,500 | 143 | 770 | 2,260 | 8,545 | 10,988 | 5,652 | 14,348 | 9,473 | 152 | 4,777 | 123 | 3,896 | 1,176 | 138 | 71,254 |
| 2016 (£000) | 289 | 6,131 | 336 | 2,749 | 159 | 841 | 2,541 | 9,490 | 11,461 | 6,498 | 16,477 | 10,630 | 167 | 5,500 | 141 | 4,396 | 1,314 | 158 | 79,277 |
| 2021 (£000) | 373 | 7,919 | 434 | 3,551 | 206 | 1,086 | 3,282 | 12,257 | 14,803 | 8,393 | 21,281 | 13,730 | 216 | 7,104 | 182 | 5,677 | 1,698 | 204 | 102,394 |
| 2026 (£000) | 479 | 10,157 | 557 | 4,591 | 265 | 1,406 | 4,221 | 15,758 | 19,034 | 10,792 | 27,360 | 17,653 | 280 | 9,138 | 239 | 7,364 | 2,218 | 263 | 131,776 |

TABLE 16
BLACKHEATH TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 5 | 9 | 10 | 11 | 12 | 14 | 15 | 21 | 24 | 36 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.3 | 3.7 | 0.3 | 1.9 | 7.5 | 0.9 | 1.4 | 0.2 | 0.5 | 0.2 |
| 2011 (%) | 0.3 | 3.7 | 0.3 | 1.9 | 7.5 | 0.9 | 1.4 | 0.2 | 0.5 | 0.2 |
| 2016 (%) | 0.3 | 3.7 | 0.3 | 1.9 | 7.5 | 0.9 | 1.4 | 0.2 | 0.5 | 0.2 |
| 2021 (%) | 0.3 | 3.7 | 0.3 | 1.9 | 7.5 | 0.9 | 1.4 | 0.2 | 0.5 | 0.2 |
| 2026 (%) | 0.3 | 3.7 | 0.3 | 1.9 | 7.5 | 0.9 | 1.4 | 0.2 | 0.5 | 0.2 |

TABLE 16A
BLACKHEATH TOWN CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 5 | 9 | 10 | 11 | 12 | 14 | 15 | 21 | 24 | 36 | TOTAL |
|----------------|-----|-------|-----|-------|-------|-------|-------|-----|-------|-----|--------|
| 2009 (£000) | 275 | 2,751 | 257 | 701 | 3,829 | 1,142 | 955 | 157 | 555 | 79 | 10,700 |
| 2011 (£000) | 285 | 2,849 | 267 | 726 | 3,966 | 1,183 | 989 | 163 | 575 | 82 | 11,084 |
| 2016 (£000) | 315 | 3,161 | 291 | 821 | 4,458 | 1,234 | 1,137 | 179 | 669 | 94 | 12,358 |
| 2021 (£000) | 406 | 4,083 | 376 | 1,060 | 5,758 | 1,594 | 1,468 | 231 | 864 | 122 | 15,962 |
| 2026 (£000) | 521 | 5,271 | 487 | 1,364 | 7,407 | 2,050 | 1,888 | 299 | 1,119 | 160 | 20,566 |

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TABLE 17
CRADLEY HEATH TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 7 | 9 | 10 | 11 | 12 | 14 | 15 | 21 | 22 | 24 | 26 | 28 | 44 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.2 | 2.2 | 1.2 | 9.1 | 1.8 | 0.5 | 1.1 | 2.8 | 0.4 | 0.3 | 0.2 | 0.4 | 0.2 |
| 2011 (%) | 0.2 | 2.2 | 1.2 | 9.1 | 1.8 | 0.5 | 1.1 | 2.8 | 0.4 | 0.3 | 0.2 | 0.4 | 0.2 |
| 2016 (%) | 0.2 | 2.2 | 1.2 | 9.1 | 1.8 | 0.5 | 1.1 | 2.8 | 0.4 | 0.3 | 0.2 | 0.4 | 0.2 |
| 2021 (%) | 0.2 | 2.2 | 1.2 | 9.1 | 1.8 | 0.5 | 1.1 | 2.8 | 0.4 | 0.3 | 0.2 | 0.4 | 0.2 |
| 2026 (%) | 0.2 | 2.2 | 1.2 | 9.1 | 1.8 | 0.5 | 1.1 | 2.8 | 0.4 | 0.3 | 0.2 | 0.4 | 0.2 |

TABLE 17A
CRADLEY HEATH TOWN CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 7 | 9 | 10 | 11 | 12 | 14 | 15 | 21 | 22 | 24 | 26 | 28 | 44 | TOTAL |
|----------------|-----|-------|-------|-------|-------|-------|-------|-------|-----|-----|-----|-----|-----|--------|
| 2009 (£000) | 119 | 1,604 | 1,003 | 3,269 | 928 | 607 | 771 | 1,966 | 351 | 320 | 59 | 358 | 149 | 11,504 |
| 2011 (£000) | 124 | 1,661 | 1,039 | 3,387 | 961 | 629 | 799 | 2,036 | 364 | 331 | 61 | 371 | 154 | 11,917 |
| 2016 (£000) | 136 | 1,843 | 1,134 | 3,830 | 1,081 | 656 | 918 | 2,236 | 395 | 386 | 67 | 397 | 171 | 13,250 |
| 2021 (£000) | 175 | 2,380 | 1,465 | 4,947 | 1,396 | 848 | 1,186 | 2,888 | 510 | 498 | 87 | 513 | 221 | 17,114 |
| 2026 (£000) | 227 | 3,073 | 1,898 | 6,363 | 1,796 | 1,090 | 1,525 | 3,741 | 659 | 646 | 110 | 661 | 289 | 22,078 |

TABLE 18
GREAT BRIDGE TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 1 | 4 | 7 | 13 | 14 | 15 | 16 | 17 | 23 | 32 | 42 | 52 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.4 | 0.3 | 0.8 | 0.5 | 1.0 | 0.4 | 4.9 | 2.4 | 4.5 | 0.5 | 0.4 | 0.4 |
| 2011 (%) | 0.4 | 0.3 | 0.8 | 0.5 | 1.0 | 0.4 | 4.9 | 2.4 | 4.5 | 0.5 | 0.4 | 0.4 |
| 2016 (%) | 0.4 | 0.3 | 0.8 | 0.5 | 1.0 | 0.4 | 4.9 | 2.4 | 4.5 | 0.5 | 0.4 | 0.4 |
| 2021 (%) | 0.4 | 0.3 | 0.8 | 0.5 | 1.0 | 0.4 | 4.9 | 2.4 | 4.5 | 0.5 | 0.4 | 0.4 |
| 2026 (%) | 0.4 | 0.3 | 0.8 | 0.5 | 1.0 | 0.4 | 4.9 | 2.4 | 4.5 | 0.5 | 0.4 | 0.4 |

TABLE 18A
GREAT BRIDGE TOWN CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 1 | 4 | 7 | 13 | 14 | 15 | 16 | 17 | 23 | 32 | 42 | 52 | TOTAL |
|----------------|-------|-------|-------|-----|-------|-----|-------|-------|-------|-----|-----|-----|--------|
| 2009 (£000) | 540 | 596 | 585 | 236 | 1,272 | 283 | 2,465 | 1,476 | 3,946 | 479 | 106 | 141 | 12,124 |
| 2011 (£000) | 559 | 617 | 606 | 245 | 1,317 | 293 | 2,553 | 1,529 | 4,087 | 497 | 110 | 146 | 12,559 |
| 2016 (£000) | 619 | 696 | 666 | 272 | 1,374 | 337 | 2,932 | 1,716 | 4,706 | 560 | 133 | 166 | 14,176 |
| 2021 (£000) | 800 | 899 | 860 | 351 | 1,775 | 435 | 3,787 | 2,217 | 6,078 | 724 | 172 | 214 | 18,310 |
| 2026 (£000) | 1,025 | 1,151 | 1,113 | 451 | 2,282 | 559 | 4,869 | 2,850 | 7,818 | 939 | 226 | 273 | 23,555 |

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TABLE 19
OLDBURY TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 1 | 2 | 3 | 5 | 7 | 9 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 21 | 22 | 23 | 24 | 27 | 28 | 30 | 37 | 47 |
|-----------------|-----|-----|-----|-----|-----|-----|-----|------|------|------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 1.3 | 0.2 | 0.5 | 2.4 | 0.7 | 2.4 | 1.7 | 13.0 | 10.8 | 14.5 | 27.6 | 11.6 | 5.2 | 0.1 | 0.8 | 1.2 | 0.5 | 6.0 | 0.3 | 0.2 | 0.2 | 0.2 | 0.3 | 0.5 |
| 2011 (%) | 1.3 | 0.2 | 0.5 | 2.4 | 0.7 | 2.4 | 1.7 | 13.0 | 10.8 | 14.5 | 27.6 | 11.6 | 5.2 | 0.1 | 0.8 | 1.2 | 0.5 | 6.0 | 0.3 | 0.2 | 0.2 | 0.2 | 0.3 | 0.5 |
| 2016 (%) | 1.3 | 0.2 | 0.5 | 2.4 | 0.7 | 2.4 | 1.7 | 13.0 | 10.8 | 14.5 | 27.6 | 11.6 | 5.2 | 0.1 | 0.8 | 1.2 | 0.5 | 6.0 | 0.3 | 0.2 | 0.2 | 0.2 | 0.3 | 0.5 |
| 2021 (%) | 1.3 | 0.2 | 0.5 | 2.4 | 0.7 | 2.4 | 1.7 | 13.0 | 10.8 | 14.5 | 27.6 | 11.6 | 5.2 | 0.1 | 0.8 | 1.2 | 0.5 | 6.0 | 0.3 | 0.2 | 0.2 | 0.2 | 0.3 | 0.5 |
| 2026 (%) | 1.3 | 0.2 | 0.5 | 2.4 | 0.7 | 2.4 | 1.7 | 13.0 | 10.8 | 14.5 | 27.6 | 11.6 | 5.2 | 0.1 | 0.8 | 1.2 | 0.5 | 6.0 | 0.3 | 0.2 | 0.2 | 0.2 | 0.3 | 0.5 |

TABLE 19A
OLDBURY TOWN CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 1 | 2 | 3 | 5 | 7 | 9 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 21 | 22 | 23 | 24 | 27 | 28 | 30 | 37 | 47 | TOTAL |
|--------------------|-------|-----|-------|-------|-----|-------|-------|--------|-------|--------|--------|--------|-------|-----|-------|-------|-----|--------|-----|-----|-----|-----|-----|-------|----------------|
| 2009 (£000) | 1,924 | 491 | 807 | 2,058 | 477 | 1,736 | 601 | 6,610 | 4,822 | 18,726 | 18,673 | 5,822 | 3,230 | 108 | 610 | 843 | 425 | 5,261 | 356 | 309 | 151 | 86 | 131 | 523 | 74,780 |
| 2011 (£000) | 1,993 | 509 | 836 | 2,132 | 494 | 1,799 | 623 | 6,847 | 4,995 | 19,397 | 19,343 | 6,031 | 3,346 | 112 | 631 | 873 | 440 | 5,449 | 368 | 320 | 157 | 89 | 136 | 542 | 77,461 |
| 2016 (£000) | 2,207 | 543 | 921 | 2,355 | 543 | 1,996 | 704 | 7,697 | 5,547 | 20,232 | 22,238 | 6,926 | 3,755 | 128 | 699 | 959 | 478 | 6,274 | 429 | 351 | 168 | 96 | 152 | 646 | 86,042 |
| 2021 (£000) | 2,851 | 701 | 1,190 | 3,042 | 701 | 2,577 | 910 | 9,941 | 7,165 | 26,131 | 28,722 | 8,945 | 4,849 | 165 | 903 | 1,239 | 617 | 8,103 | 554 | 453 | 217 | 124 | 196 | 835 | 111,131 |
| 2026 (£000) | 3,656 | 899 | 1,526 | 3,901 | 907 | 3,327 | 1,170 | 12,788 | 9,211 | 33,602 | 36,933 | 11,501 | 6,235 | 213 | 1,169 | 1,604 | 798 | 10,423 | 718 | 586 | 279 | 163 | 256 | 1,093 | 142,960 |

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TABLE 20
WEDNESBURY TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 1-28)

| Catchment Zone | 2 | 4 | 5 | 7 | 8 | 9 | 10 | 13 | 14 | 15 | 16 | 17 | 18 | 22 | 23 | 24 | 25 | 28 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.8 | 0.5 | 0.3 | 0.3 | 0.4 | 0.4 | 0.6 | 0.4 | 0.6 | 0.2 | 4.2 | 3.7 | 0.4 | 0.3 | 3.6 | 0.3 | 0.4 | 0.2 |
| 2011 (%) | 0.8 | 0.5 | 0.3 | 0.3 | 0.4 | 0.4 | 0.6 | 0.4 | 0.6 | 0.2 | 4.2 | 3.7 | 0.4 | 0.3 | 3.6 | 0.3 | 0.4 | 0.2 |
| 2016 (%) | 0.8 | 0.5 | 0.3 | 0.3 | 0.4 | 0.4 | 0.6 | 0.4 | 0.6 | 0.2 | 4.2 | 3.7 | 0.4 | 0.3 | 3.6 | 0.3 | 0.4 | 0.2 |
| 2021 (%) | 0.8 | 0.5 | 0.3 | 0.3 | 0.0 | 0.3 | 0.4 | 0.4 | 0.6 | 0.2 | 4.2 | 3.7 | 0.4 | 0.3 | 3.6 | 0.3 | 0.4 | 0.2 |
| 2026 (%) | 0.8 | 0.5 | 0.3 | 0.3 | 0.4 | 0.4 | 0.6 | 0.4 | 0.6 | 0.2 | 4.2 | 3.7 | 0.4 | 0.3 | 3.6 | 0.3 | 0.4 | 0.2 |

TABLE 20A
WEDNESBURY TOWN CENTRE
COMPARISON GOODS SPEND (£) (ZONES 1-28)

| Catchment Zone | 2 | 4 | 5 | 7 | 8 | 9 | 10 | 13 | 14 | 15 | 16 | 17 | 18 | 22 | 23 | 24 | 25 | 28 |
|----------------|-------|-------|-----|-----|-------|-----|-----|-----|-------|-----|-------|-------|-------|-----|-------|-----|-----|-----|
| 2009 (£000) | 2,125 | 892 | 245 | 193 | 589 | 316 | 506 | 166 | 711 | 118 | 2,102 | 2,315 | 575 | 283 | 3,189 | 346 | 336 | 151 |
| 2011 (£000) | 2,201 | 924 | 254 | 199 | 610 | 328 | 524 | 172 | 736 | 122 | 2,177 | 2,398 | 596 | 294 | 3,303 | 359 | 348 | 157 |
| 2016 (£000) | 2,348 | 1,042 | 281 | 219 | 641 | 363 | 572 | 191 | 768 | 140 | 2,500 | 2,691 | 678 | 318 | 3,803 | 418 | 376 | 168 |
| 2021 (£000) | 3,033 | 1,345 | 363 | 304 | 0 | 288 | 467 | 247 | 992 | 181 | 3,230 | 3,476 | 876 | 411 | 4,912 | 539 | 485 | 217 |
| 2026 (£000) | 3,891 | 1,723 | 465 | 366 | 1,049 | 606 | 957 | 318 | 1,275 | 233 | 4,152 | 4,469 | 1,129 | 532 | 6,318 | 699 | 628 | 279 |

TABLE 20B
WEDNESBURY TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 30-54)

| Catchment Zone | 30 | 31 | 32 | 34 | 35 | 36 | 37 | 38 | 40 | 42 | 43 | 44 | 45 | 46 | 47 | 51 | 54 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 2.7 | 5.0 | 8.8 | 0.3 | 4.6 | 2.1 | 2.5 | 0.5 | 1.3 | 0.3 | 0.6 | 0.3 | 4.1 | 1.4 | 0.3 | 0.8 | 1.2 |
| 2011 (%) | 2.7 | 5.0 | 8.8 | 0.3 | 4.6 | 2.1 | 2.5 | 0.5 | 1.3 | 0.3 | 0.6 | 0.3 | 4.1 | 1.4 | 0.3 | 0.8 | 1.2 |
| 2016 (%) | 2.7 | 5.0 | 8.8 | 0.3 | 4.6 | 2.1 | 2.5 | 0.5 | 1.3 | 0.3 | 0.6 | 0.3 | 4.1 | 1.4 | 0.3 | 0.8 | 1.2 |
| 2021 (%) | 2.7 | 5.0 | 8.8 | 0.3 | 4.6 | 2.1 | 2.5 | 0.5 | 1.3 | 0.3 | 0.6 | 0.3 | 4.1 | 1.4 | 0.3 | 0.8 | 1.2 |
| 2026 (%) | 2.7 | 5.0 | 8.8 | 0.3 | 4.6 | 2.1 | 2.5 | 0.5 | 1.3 | 0.3 | 0.6 | 0.3 | 4.1 | 1.4 | 0.3 | 0.8 | 1.2 |

TABLE 20C
WEDNESBURY TOWN CENTRE
COMPARISON GOODS SPEND (£) (ZONES 30-54)

| Catchment Zone | 30 | 31 | 32 | 34 | 35 | 36 | 37 | 38 | 40 | 42 | 43 | 44 | 45 | 46 | 47 | 51 | 54 | TOTAL |
|----------------|-------|-------|--------|-----|--------|-------|-------|-----|-----|-----|-------|-----|-------|-------|-----|-------|-------|--------|
| 2009 (£000) | 1,344 | 3,663 | 8,414 | 462 | 5,213 | 944 | 1,326 | 226 | 474 | 78 | 669 | 308 | 2,525 | 695 | 316 | 703 | 926 | 43,445 |
| 2011 (£000) | 1,392 | 3,795 | 8,716 | 479 | 5,400 | 978 | 1,374 | 234 | 491 | 81 | 693 | 319 | 2,616 | 720 | 327 | 728 | 959 | 45,003 |
| 2016 (£000) | 1,495 | 4,348 | 9,833 | 512 | 6,193 | 1,122 | 1,535 | 271 | 574 | 98 | 793 | 353 | 2,967 | 827 | 390 | 807 | 1,095 | 50,733 |
| 2021 (£000) | 1,931 | 5,615 | 12,700 | 662 | 7,999 | 1,450 | 1,983 | 350 | 741 | 126 | 1,024 | 456 | 3,832 | 1,068 | 504 | 1,043 | 1,415 | 64,266 |
| 2026 (£000) | 2,537 | 7,380 | 16,473 | 841 | 10,503 | 1,906 | 2,590 | 445 | 972 | 166 | 1,341 | 597 | 5,039 | 1,405 | 660 | 1,366 | 1,825 | 85,137 |

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TABLE 21
CAPE HILL TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 1 | 2 | 5 | 13 | 14 | 16 | 18 |
|----------------|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.4 | 0.5 | 0.1 | 5.9 | 1.4 | 0.4 | 0.2 |
| 2011 (%) | 0.4 | 0.5 | 0.1 | 5.9 | 1.4 | 0.4 | 0.2 |
| 2016 (%) | 0.4 | 0.5 | 0.1 | 5.9 | 1.4 | 0.4 | 0.2 |
| 2021 (%) | 0.4 | 0.5 | 0.1 | 5.9 | 1.4 | 0.4 | 0.2 |
| 2026 (%) | 0.4 | 0.5 | 0.1 | 5.9 | 1.4 | 0.4 | 0.2 |

TABLE 21A
CAPE HILL TOWN CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 1 | 2 | 5 | 13 | 14 | 16 | 18 | TOTAL |
|----------------|-------|-------|-----|-------|-------|-----|-----|---------------|
| 2009 (£000) | 540 | 1,291 | 123 | 2,631 | 1,800 | 187 | 252 | 6,824 |
| 2011 (£000) | 559 | 1,337 | 127 | 2,726 | 1,865 | 194 | 262 | 7,069 |
| 2016 (£000) | 619 | 1,427 | 140 | 3,027 | 1,945 | 222 | 298 | 7,679 |
| 2021 (£000) | 800 | 1,843 | 181 | 3,910 | 2,512 | 287 | 385 | 9,918 |
| 2026 (£000) | 1,025 | 2,364 | 232 | 5,027 | 3,230 | 369 | 496 | 12,744 |

TABLE 22
BEARWOOD TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 1 | 2 | 3 | 5 | 7 | 10 | 12 | 13 | 14 | 15 | 16 | 17 |
|----------------|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|
| 2009 (%) | 7.1 | 0.6 | 0.2 | 3.4 | 0.2 | 0.8 | 0.1 | 11.6 | 8.0 | 0.6 | 0.2 | 0.9 |
| 2011 (%) | 7.1 | 0.6 | 0.2 | 3.4 | 0.2 | 0.8 | 0.1 | 11.6 | 8.0 | 0.6 | 0.2 | 0.9 |
| 2016 (%) | 7.1 | 0.6 | 0.2 | 3.4 | 0.2 | 0.8 | 0.1 | 11.6 | 8.0 | 0.6 | 0.2 | 0.9 |
| 2021 (%) | 7.1 | 0.6 | 0.2 | 3.4 | 0.2 | 0.8 | 0.1 | 11.6 | 8.0 | 0.6 | 0.2 | 0.9 |
| 2026 (%) | 7.1 | 0.6 | 0.2 | 3.4 | 0.2 | 0.8 | 0.1 | 11.6 | 8.0 | 0.6 | 0.2 | 0.9 |

TABLE 22A
BEARWOOD TOWN CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 1 | 2 | 3 | 5 | 7 | 10 | 12 | 13 | 14 | 15 | 16 | 17 | TOTAL |
|----------------|--------|-------|-----|-------|-----|-------|----|-------|--------|-----|-----|-------|---------------|
| 2009 (£000) | 10,336 | 1,438 | 257 | 2,930 | 137 | 617 | 38 | 5,154 | 10,319 | 393 | 93 | 560 | 32,273 |
| 2011 (£000) | 10,707 | 1,490 | 267 | 3,035 | 142 | 639 | 40 | 5,338 | 10,689 | 407 | 96 | 581 | 33,430 |
| 2016 (£000) | 11,861 | 1,589 | 294 | 3,353 | 157 | 698 | 45 | 5,929 | 11,149 | 468 | 110 | 651 | 36,304 |
| 2021 (£000) | 15,320 | 2,053 | 380 | 4,330 | 202 | 901 | 58 | 7,658 | 14,400 | 605 | 142 | 841 | 46,890 |
| 2026 (£000) | 19,646 | 2,633 | 487 | 5,553 | 261 | 1,167 | 74 | 9,845 | 18,517 | 777 | 183 | 1,082 | 60,227 |

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TABLE 23
SANDWELL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 1-28)

| Catchment Zone | 1 | 2 | 3 | 4 | 5 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 21 | 22 | 23 | 24 | 26 | 27 | 28 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 1.4 | 1.6 | 0.5 | 0.2 | 0.6 | 9.5 | 0.7 | 0.4 | 0.3 | 0.5 | 0.0 | 1.3 | 2.1 | 0.9 | 8.6 | 15.0 | 2.4 | 2.6 | 0.1 | 0.2 | 8.5 | 0.2 | 0.3 | 0.3 | 0.0 |
| 2011 (%) | 1.4 | 1.6 | 0.5 | 0.2 | 0.6 | 9.5 | 0.7 | 0.4 | 0.3 | 0.5 | 0.0 | 1.3 | 2.1 | 0.9 | 8.6 | 15.0 | 2.4 | 2.6 | 0.1 | 0.2 | 8.5 | 0.2 | 0.3 | 0.3 | 0.0 |
| 2016 (%) | 1.4 | 1.6 | 0.5 | 0.2 | 0.6 | 9.5 | 0.7 | 0.4 | 0.3 | 0.5 | 0.0 | 1.3 | 2.1 | 0.9 | 8.6 | 15.0 | 2.4 | 2.6 | 0.1 | 0.2 | 8.5 | 0.2 | 0.3 | 0.3 | 0.0 |
| 2021 (%) | 1.4 | 1.6 | 0.5 | 0.2 | 0.6 | 9.5 | 0.7 | 0.4 | 0.3 | 0.5 | 0.0 | 1.3 | 2.1 | 0.9 | 8.6 | 15.0 | 2.4 | 2.6 | 0.1 | 0.2 | 8.5 | 0.2 | 0.3 | 0.3 | 0.0 |
| 2026 (%) | 1.4 | 1.6 | 0.5 | 0.2 | 0.6 | 9.5 | 0.7 | 0.4 | 0.3 | 0.5 | 0.0 | 1.3 | 2.1 | 0.9 | 8.6 | 15.0 | 2.4 | 2.6 | 0.1 | 0.2 | 8.5 | 0.2 | 0.3 | 0.3 | 0.0 |

TABLE 23A
SANDWELL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 1-28)

| Catchment Zone | 1 | 2 | 3 | 4 | 5 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 21 | 22 | 23 | 24 | 26 | 27 | 28 |
|----------------|-------|-------|-------|-----|-----|--------|-------|-----|-----|-----|----|-------|-------|-------|-------|--------|-------|-------|-----|-----|--------|-----|-----|-----|----|
| 2009 (£000) | 2,080 | 4,026 | 800 | 284 | 481 | 6,955 | 984 | 298 | 257 | 165 | 0 | 567 | 2,668 | 624 | 4,312 | 9,261 | 3,778 | 1,946 | 52 | 142 | 7,480 | 179 | 79 | 451 | 0 |
| 2011 (£000) | 2,154 | 4,170 | 829 | 294 | 498 | 7,204 | 1,019 | 309 | 267 | 171 | 0 | 587 | 2,764 | 646 | 4,466 | 9,593 | 3,914 | 2,016 | 54 | 147 | 7,748 | 185 | 82 | 467 | 0 |
| 2016 (£000) | 2,387 | 4,450 | 913 | 332 | 551 | 7,920 | 1,072 | 342 | 291 | 193 | 0 | 652 | 2,883 | 743 | 5,129 | 10,765 | 4,456 | 2,231 | 60 | 159 | 8,921 | 216 | 91 | 512 | 0 |
| 2021 (£000) | 3,083 | 5,747 | 1,179 | 428 | 711 | 10,229 | 1,384 | 442 | 376 | 249 | 0 | 843 | 3,723 | 960 | 6,624 | 13,904 | 5,755 | 2,881 | 77 | 206 | 11,522 | 278 | 117 | 661 | 0 |
| 2026 (£000) | 3,953 | 7,371 | 1,513 | 548 | 912 | 13,228 | 1,753 | 571 | 487 | 321 | 0 | 1,083 | 4,788 | 1,234 | 8,517 | 17,877 | 7,419 | 3,733 | 100 | 266 | 14,821 | 361 | 149 | 856 | 0 |

TABLE 23B
SANDWELL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 29-54)

| Catchment Zone | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 49 | 50 | 51 | 52 | 53 | 54 |
|----------------|-----|------|-----|------|-----|-----|-----|------|------|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.2 | 13.5 | 9.8 | 25.3 | 0.7 | 0.6 | 5.9 | 12.3 | 12.7 | 0.2 | 0.2 | 1.9 | 5.9 | 2.8 | 1.7 | 4.3 | 11.2 | 9.8 | 3.0 | 2.9 | 0.8 | 0.2 | 0.3 | 1.1 | 0.9 |
| 2011 (%) | 0.2 | 13.5 | 9.8 | 25.3 | 0.7 | 0.6 | 5.9 | 12.3 | 12.7 | 0.2 | 0.2 | 1.9 | 5.9 | 2.8 | 1.7 | 4.3 | 11.2 | 9.8 | 3.0 | 2.9 | 0.8 | 0.2 | 0.3 | 1.1 | 0.9 |
| 2016 (%) | 0.2 | 13.5 | 9.8 | 25.3 | 0.7 | 0.6 | 5.9 | 12.3 | 12.7 | 0.2 | 0.2 | 1.9 | 5.9 | 2.8 | 1.7 | 4.3 | 11.2 | 9.8 | 3.0 | 2.9 | 0.8 | 0.2 | 0.3 | 1.1 | 0.9 |
| 2021 (%) | 0.2 | 13.5 | 9.8 | 25.3 | 0.7 | 0.6 | 5.9 | 12.3 | 12.7 | 0.2 | 0.2 | 1.9 | 5.9 | 2.8 | 1.7 | 4.3 | 11.2 | 9.8 | 3.0 | 2.9 | 0.8 | 0.2 | 0.3 | 1.1 | 0.9 |
| 2026 (%) | 0.2 | 13.5 | 9.8 | 25.3 | 0.7 | 0.6 | 5.9 | 12.3 | 12.7 | 0.2 | 0.2 | 1.9 | 5.9 | 2.8 | 1.7 | 4.3 | 11.2 | 9.8 | 3.0 | 2.9 | 0.8 | 0.2 | 0.3 | 1.1 | 0.9 |

TABLE 23C
SANDWELL: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 29-54)

| Catchment Zone | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 49 | 50 | 51 | 52 | 53 | 54 | TOTAL |
|----------------|-----|--------|--------|--------|-------|-------|--------|--------|--------|-----|-----|-------|-------|-------|-------|-------|--------|-------|-------|-------|-------|-----|-----|-------|-------|---------|
| 2009 (£000) | 99 | 6,677 | 7,089 | 24,258 | 1,380 | 771 | 6,717 | 5,529 | 6,644 | 70 | 96 | 688 | 5,032 | 791 | 1,964 | 3,935 | 6,942 | 4,919 | 2,968 | 895 | 638 | 153 | 107 | 1,377 | 689 | 138,296 |
| 2011 (£000) | 102 | 6,917 | 7,344 | 25,128 | 1,429 | 799 | 6,958 | 5,727 | 6,882 | 73 | 99 | 712 | 5,212 | 819 | 2,034 | 4,076 | 7,191 | 5,095 | 3,075 | 927 | 661 | 159 | 111 | 1,426 | 713 | 143,255 |
| 2016 (£000) | 115 | 7,431 | 8,414 | 28,348 | 1,595 | 855 | 7,980 | 6,574 | 7,689 | 84 | 113 | 832 | 5,893 | 991 | 2,326 | 4,517 | 8,156 | 5,854 | 3,667 | 1,098 | 730 | 176 | 126 | 1,590 | 815 | 161,233 |
| 2021 (£000) | 148 | 9,598 | 10,867 | 36,615 | 2,060 | 1,104 | 10,307 | 8,490 | 9,931 | 109 | 146 | 1,074 | 7,611 | 1,279 | 3,004 | 5,834 | 10,534 | 7,561 | 4,737 | 1,418 | 942 | 227 | 162 | 2,053 | 1,052 | 208,248 |
| 2026 (£000) | 188 | 12,608 | 14,283 | 47,490 | 2,618 | 1,403 | 13,534 | 11,161 | 12,974 | 139 | 185 | 1,410 | 9,992 | 1,682 | 3,935 | 7,641 | 13,852 | 9,946 | 6,200 | 1,865 | 1,239 | 298 | 207 | 2,676 | 1,357 | 270,745 |

**BLACK COUNTRY
CENTRES STUDY 2009**

DUDLEY

TABLE 24
BRIERLEY HILL STRATEGIC CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 1-26)

| Catchment Zone | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
|-----------------|-----|-----|-----|------|------|-----|-----|------|------|------|------|------|-----|------|------|-----|-----|-----|------|------|------|------|------|------|------|------|
| 2009 (%) | 5.1 | 1.9 | 2.3 | 10.0 | 22.9 | 1.2 | 1.2 | 17.4 | 43.0 | 47.9 | 55.0 | 43.4 | 3.8 | 14.9 | 20.9 | 7.9 | 8.7 | 0.3 | 48.7 | 13.1 | 63.3 | 34.6 | 25.4 | 75.8 | 59.5 | 43.7 |
| 2011 (%) | 5.1 | 1.9 | 2.3 | 10.0 | 22.9 | 1.2 | 1.2 | 17.4 | 43.0 | 47.9 | 55.0 | 43.4 | 3.8 | 14.9 | 20.9 | 7.9 | 8.7 | 0.3 | 48.7 | 13.1 | 63.3 | 34.6 | 25.4 | 75.8 | 59.5 | 43.7 |
| 2016 (%) | 5.1 | 1.9 | 2.3 | 10.0 | 22.9 | 1.2 | 1.2 | 17.4 | 43.0 | 47.9 | 55.0 | 43.4 | 3.8 | 14.9 | 20.9 | 7.9 | 8.7 | 0.3 | 48.7 | 13.1 | 63.3 | 34.6 | 25.4 | 75.8 | 59.5 | 43.7 |
| 2021 (%) | 5.1 | 1.9 | 2.3 | 10.0 | 22.9 | 1.2 | 1.2 | 17.4 | 43.0 | 47.9 | 55.0 | 43.4 | 3.8 | 14.9 | 20.9 | 7.9 | 8.7 | 0.3 | 48.7 | 13.1 | 63.3 | 34.6 | 25.4 | 75.8 | 59.5 | 43.7 |
| 2026 (%) | 5.1 | 1.9 | 2.3 | 10.0 | 22.9 | 1.2 | 1.2 | 17.4 | 43.0 | 47.9 | 55.0 | 43.4 | 3.8 | 14.9 | 20.9 | 7.9 | 8.7 | 0.3 | 48.7 | 13.1 | 63.3 | 34.6 | 25.4 | 75.8 | 59.5 | 43.7 |

TABLE 24A
BRIERLEY HILL STRATEGIC CENTRE
COMPARISON GOODS SPEND (£) (ZONES 1-26)

| Catchment Zone | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 |
|--------------------|--------|-------|-------|--------|--------|-------|-------|--------|--------|--------|--------|--------|-------|--------|--------|-------|--------|-----|--------|--------|--------|--------|--------|---------|--------|--------|
| 2009 (£000) | 7,323 | 4,972 | 3,912 | 18,661 | 19,855 | 1,037 | 892 | 26,086 | 31,606 | 39,074 | 19,838 | 22,083 | 1,690 | 19,227 | 14,177 | 3,941 | 5,364 | 495 | 36,104 | 23,011 | 43,942 | 30,014 | 22,466 | 77,851 | 49,683 | 10,631 |
| 2011 (£000) | 7,585 | 5,151 | 4,053 | 19,331 | 20,567 | 1,074 | 924 | 27,021 | 32,739 | 40,475 | 20,550 | 22,875 | 1,751 | 19,917 | 14,686 | 4,082 | 5,556 | 512 | 37,398 | 23,836 | 45,517 | 31,090 | 23,271 | 80,642 | 51,464 | 11,013 |
| 2016 (£000) | 8,403 | 5,495 | 4,466 | 21,801 | 22,723 | 1,188 | 1,016 | 28,419 | 36,322 | 44,194 | 23,240 | 25,715 | 1,944 | 20,774 | 16,884 | 4,688 | 6,235 | 583 | 41,392 | 26,662 | 49,990 | 33,720 | 26,793 | 93,847 | 55,526 | 12,159 |
| 2021 (£000) | 10,853 | 7,098 | 5,768 | 28,158 | 29,349 | 1,534 | 1,313 | 36,706 | 46,914 | 57,081 | 30,016 | 33,213 | 2,511 | 26,831 | 21,807 | 6,055 | 8,053 | 753 | 53,461 | 34,437 | 64,567 | 43,552 | 34,606 | 121,213 | 71,718 | 15,704 |
| 2026 (£000) | 13,918 | 9,104 | 7,398 | 36,068 | 37,637 | 1,957 | 1,697 | 46,492 | 60,566 | 73,940 | 38,609 | 42,724 | 3,228 | 34,502 | 28,041 | 7,784 | 10,354 | 971 | 69,257 | 43,621 | 83,638 | 56,335 | 44,514 | 157,058 | 92,862 | 19,955 |

TABLE 24B
BRIERLEY HILL STRATEGIC CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 27-54)

| Catchment Zone | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 35 | 36 | 37 | 38 | 40 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 |
|-----------------|------|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|------|-----|-----|
| 2009 (%) | 56.2 | 57.3 | 1.4 | 0.9 | 0.3 | 4.2 | 1.2 | 1.6 | 0.5 | 1.3 | 1.1 | 2.0 | 2.3 | 1.2 | 1.3 | 3.1 | 1.7 | 12.9 | 0.5 | 3.6 | 3.7 | 4.5 | 20.9 | 1.7 | 1.1 |
| 2011 (%) | 56.2 | 57.3 | 1.4 | 0.9 | 0.3 | 4.2 | 1.2 | 1.6 | 0.5 | 1.3 | 1.1 | 2.0 | 2.3 | 1.2 | 1.3 | 3.1 | 1.7 | 12.9 | 0.5 | 3.6 | 3.7 | 4.5 | 20.9 | 1.7 | 1.1 |
| 2016 (%) | 56.2 | 57.3 | 1.4 | 0.9 | 0.3 | 4.2 | 1.2 | 1.6 | 0.5 | 1.3 | 1.1 | 2.0 | 2.3 | 1.2 | 1.3 | 3.1 | 1.7 | 12.9 | 0.5 | 3.6 | 3.7 | 4.5 | 20.9 | 1.7 | 1.1 |
| 2021 (%) | 56.2 | 57.3 | 1.4 | 0.9 | 0.3 | 4.2 | 1.2 | 1.6 | 0.5 | 1.3 | 1.1 | 2.0 | 2.3 | 1.2 | 1.3 | 3.1 | 1.7 | 12.9 | 0.5 | 3.6 | 3.7 | 4.5 | 20.9 | 1.7 | 1.1 |
| 2026 (%) | 56.2 | 57.3 | 1.4 | 0.9 | 0.3 | 4.2 | 1.2 | 1.6 | 0.5 | 1.3 | 1.1 | 2.0 | 2.3 | 1.2 | 1.3 | 3.1 | 1.7 | 12.9 | 0.5 | 3.6 | 3.7 | 4.5 | 20.9 | 1.7 | 1.1 |

TABLE 24C
BRIERLEY HILL STRATEGIC CENTRE
COMPARISON GOODS SPEND (£) (ZONES 27-54)

| Catchment Zone | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 35 | 36 | 37 | 38 | 40 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | TOTAL |
|--------------------|---------|--------|-------|-----|-----|-------|-------|-------|-----|-------|-----|-------|-------|-------|-------|-------|-------|--------|-----|-------|-------|-------|--------|-------|-------|------------------|
| 2009 (£000) | 72,705 | 49,795 | 563 | 443 | 252 | 3,989 | 2,309 | 1,824 | 212 | 655 | 491 | 721 | 652 | 1,414 | 1,228 | 1,905 | 849 | 12,883 | 198 | 1,146 | 3,000 | 3,985 | 6,870 | 2,195 | 810 | 705,027 |
| 2011 (£000) | 75,311 | 51,580 | 583 | 459 | 261 | 4,132 | 2,391 | 1,889 | 220 | 679 | 508 | 746 | 676 | 1,464 | 1,272 | 1,974 | 880 | 13,345 | 205 | 1,187 | 3,107 | 4,128 | 7,117 | 2,273 | 839 | 730,305 |
| 2016 (£000) | 82,524 | 55,294 | 651 | 493 | 299 | 4,661 | 2,669 | 2,167 | 252 | 758 | 588 | 872 | 817 | 1,674 | 1,409 | 2,238 | 1,011 | 15,916 | 257 | 1,405 | 3,431 | 4,578 | 8,060 | 2,535 | 958 | 809,697 |
| 2021 (£000) | 106,588 | 71,418 | 841 | 636 | 386 | 6,021 | 3,447 | 2,798 | 325 | 979 | 759 | 1,126 | 1,056 | 2,163 | 1,820 | 2,891 | 1,306 | 20,557 | 332 | 1,814 | 4,432 | 5,913 | 10,411 | 3,274 | 1,237 | 1,045,802 |
| 2026 (£000) | 137,994 | 91,954 | 1,069 | 836 | 507 | 7,809 | 4,380 | 3,675 | 428 | 1,279 | 965 | 1,478 | 1,388 | 2,833 | 2,384 | 3,802 | 1,717 | 26,908 | 435 | 2,386 | 5,829 | 7,746 | 13,288 | 4,266 | 1,596 | 1,349,162 |

**BLACK COUNTRY
CENTRES STUDY 2009**

DUDLEY

**TABLE 25
DUDLEY TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 1-21)**

| Catchment Zone | 1 | 2 | 5 | 6 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 19 | 20 | 21 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|-----|------|
| 2009 (%) | 0.6 | 0.3 | 0.4 | 0.2 | 0.2 | 0.3 | 1.2 | 2.4 | 2.4 | 0.1 | 1.6 | 9.9 | 1.0 | 0.9 | 17.6 | 0.2 | 12.8 |
| 2011 (%) | 0.6 | 0.3 | 0.4 | 0.2 | 0.2 | 0.3 | 1.2 | 2.4 | 2.4 | 0.1 | 1.6 | 9.9 | 1.0 | 0.9 | 17.6 | 0.2 | 12.8 |
| 2016 (%) | 0.6 | 0.3 | 0.4 | 0.2 | 0.2 | 0.3 | 1.2 | 2.4 | 2.4 | 0.1 | 1.6 | 9.9 | 1.0 | 0.9 | 17.6 | 0.2 | 12.8 |
| 2021 (%) | 0.6 | 0.3 | 0.4 | 0.2 | 0.2 | 0.3 | 1.2 | 2.4 | 2.4 | 0.1 | 1.6 | 9.9 | 1.0 | 0.9 | 17.6 | 0.2 | 12.8 |
| 2026 (%) | 0.6 | 0.3 | 0.4 | 0.2 | 0.2 | 0.3 | 1.2 | 2.4 | 2.4 | 0.1 | 1.6 | 9.9 | 1.0 | 0.9 | 17.6 | 0.2 | 12.8 |

**TABLE 25A
DUDLEY TOWN CENTRE
COMPARISON GOODS SPEND (£) (ZONES 1-21)**

| Catchment Zone | 1 | 2 | 5 | 6 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 19 | 20 | 21 |
|----------------|-------|-------|-----|-----|-----|-----|-------|-------|-------|----|-------|--------|-----|-------|--------|-----|--------|
| 2009 (£000) | 900 | 758 | 375 | 155 | 294 | 240 | 957 | 861 | 1,247 | 36 | 2,123 | 6,728 | 503 | 554 | 13,084 | 306 | 8,886 |
| 2011 (£000) | 933 | 785 | 388 | 161 | 305 | 249 | 992 | 892 | 1,291 | 37 | 2,199 | 6,970 | 521 | 574 | 13,553 | 317 | 9,205 |
| 2016 (£000) | 1,033 | 838 | 429 | 178 | 321 | 276 | 1,083 | 1,009 | 1,452 | 41 | 2,293 | 8,013 | 599 | 644 | 15,000 | 355 | 10,110 |
| 2021 (£000) | 1,334 | 1,082 | 554 | 230 | 414 | 357 | 1,398 | 1,303 | 1,875 | 54 | 2,962 | 10,349 | 773 | 831 | 19,374 | 458 | 13,057 |
| 2026 (£000) | 1,711 | 1,388 | 711 | 293 | 524 | 460 | 1,811 | 1,677 | 2,412 | 69 | 3,809 | 13,308 | 994 | 1,069 | 25,098 | 580 | 16,914 |

**TABLE 25B
DUDLEY TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%) (ZONES 22-52)**

| Catchment Zone | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 32 | 36 | 38 | 41 | 42 | 47 | 49 | 50 | 51 | 52 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 7.4 | 7.6 | 1.1 | 4.2 | 0.6 | 0.8 | 0.5 | 0.7 | 0.2 | 0.3 | 0.4 | 1.2 | 2.7 | 2.1 | 0.6 | 0.9 | 1.7 |
| 2011 (%) | 7.4 | 7.6 | 1.1 | 4.2 | 0.6 | 0.8 | 0.5 | 0.7 | 0.2 | 0.3 | 0.4 | 1.2 | 2.7 | 2.1 | 0.6 | 0.9 | 1.7 |
| 2016 (%) | 7.4 | 7.6 | 1.1 | 4.2 | 0.6 | 0.8 | 0.5 | 0.7 | 0.2 | 0.3 | 0.4 | 1.2 | 2.7 | 2.1 | 0.6 | 0.9 | 1.7 |
| 2021 (%) | 7.4 | 7.6 | 1.1 | 4.2 | 0.6 | 0.8 | 0.5 | 0.7 | 0.2 | 0.3 | 0.4 | 1.2 | 2.7 | 2.1 | 0.6 | 0.9 | 1.7 |
| 2026 (%) | 7.4 | 7.6 | 1.1 | 4.2 | 0.6 | 0.8 | 0.5 | 0.7 | 0.2 | 0.3 | 0.4 | 1.2 | 2.7 | 2.1 | 0.6 | 0.9 | 1.7 |

**TABLE 25C
DUDLEY TOWN CENTRE
COMPARISON GOODS SPEND (£) (ZONES 22-52)**

| Catchment Zone | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 32 | 36 | 38 | 41 | 42 | 47 | 49 | 50 | 51 | 52 | TOTAL |
|----------------|--------|--------|-------|-------|-----|-------|-----|-------|-----|-----|-----|-----|-------|-------|-------|-------|-------|---------|
| 2009 (£000) | 6,462 | 6,691 | 1,152 | 3,490 | 141 | 1,090 | 431 | 647 | 69 | 138 | 352 | 329 | 2,735 | 667 | 520 | 752 | 547 | 64,221 |
| 2011 (£000) | 6,694 | 6,931 | 1,193 | 3,615 | 146 | 1,129 | 446 | 670 | 71 | 143 | 365 | 341 | 2,833 | 691 | 539 | 779 | 566 | 66,523 |
| 2016 (£000) | 7,260 | 7,980 | 1,389 | 3,901 | 162 | 1,237 | 478 | 756 | 82 | 165 | 413 | 412 | 3,379 | 818 | 595 | 864 | 642 | 74,202 |
| 2021 (£000) | 9,377 | 10,306 | 1,793 | 5,038 | 209 | 1,598 | 618 | 976 | 105 | 214 | 533 | 532 | 4,364 | 1,057 | 769 | 1,116 | 829 | 95,839 |
| 2026 (£000) | 12,129 | 13,257 | 2,324 | 6,523 | 265 | 2,069 | 795 | 1,266 | 139 | 271 | 700 | 700 | 5,712 | 1,390 | 1,011 | 1,461 | 1,056 | 123,897 |

BLACK COUNTRY CENTRES STUDY 2009

DUDLEY

TABLE 26
STOURBRIDGE TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 1 | 11 | 15 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 42 | 52 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|------|-----|-----|-----|
| 2009 (%) | 0.2 | 1.0 | 0.4 | 0.4 | 0.2 | 0.2 | 1.7 | 0.2 | 2.7 | 2.7 | 12.7 | 15.7 | 8.8 | 0.4 | 1.4 |
| 2011 (%) | 0.2 | 1.0 | 0.4 | 0.4 | 0.2 | 0.2 | 1.7 | 0.2 | 2.7 | 2.7 | 12.7 | 15.7 | 8.8 | 0.4 | 1.4 |
| 2016 (%) | 0.2 | 1.0 | 0.4 | 0.4 | 0.2 | 0.2 | 1.7 | 0.2 | 2.7 | 2.7 | 12.7 | 15.7 | 8.8 | 0.4 | 1.4 |
| 2021 (%) | 0.2 | 1.0 | 0.4 | 0.4 | 0.2 | 0.2 | 1.7 | 0.2 | 2.7 | 2.7 | 12.7 | 15.7 | 8.8 | 0.4 | 1.4 |
| 2026 (%) | 0.2 | 1.0 | 0.4 | 0.4 | 0.2 | 0.2 | 1.7 | 0.2 | 2.7 | 2.7 | 12.7 | 15.7 | 8.8 | 0.4 | 1.4 |

TABLE 26A
STOURBRIDGE TOWN CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 1 | 11 | 15 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 42 | 52 | TOTAL |
|----------------|-----|-----|-----|-----|-----|-----|-------|-----|-------|-------|-------|--------|--------|-----|-----|--------|
| 2009 (£000) | 252 | 367 | 283 | 298 | 398 | 147 | 1,501 | 155 | 2,806 | 2,296 | 3,094 | 20,320 | 7,648 | 126 | 448 | 40,139 |
| 2011 (£000) | 261 | 381 | 293 | 309 | 413 | 152 | 1,554 | 161 | 2,906 | 2,379 | 3,205 | 21,048 | 7,922 | 131 | 464 | 41,578 |
| 2016 (£000) | 289 | 430 | 337 | 342 | 462 | 167 | 1,686 | 185 | 3,382 | 2,566 | 3,539 | 23,064 | 8,492 | 158 | 526 | 45,625 |
| 2021 (£000) | 373 | 556 | 435 | 441 | 596 | 216 | 2,178 | 239 | 4,369 | 3,315 | 4,571 | 29,789 | 10,969 | 205 | 679 | 58,929 |
| 2026 (£000) | 479 | 715 | 559 | 572 | 755 | 280 | 2,817 | 308 | 5,661 | 4,292 | 5,808 | 38,567 | 14,123 | 269 | 865 | 76,067 |

TABLE 27
HALESOWEN TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 1 | 3 | 4 | 5 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 21 | 23 | 24 | 27 | 28 | 38 |
|----------------|-----|-----|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.4 | 0.6 | 1.9 | 2.7 | 9.1 | 18.8 | 3.3 | 1.6 | 0.1 | 1.1 | 0.8 | 0.1 | 0.3 | 0.4 | 0.1 | 0.7 | 0.2 | 0.1 |
| 2011 (%) | 0.4 | 0.6 | 1.9 | 2.7 | 9.1 | 18.8 | 3.3 | 1.6 | 0.1 | 1.1 | 0.8 | 0.1 | 0.3 | 0.4 | 0.1 | 0.7 | 0.2 | 0.1 |
| 2016 (%) | 0.4 | 0.6 | 1.9 | 2.7 | 9.1 | 18.8 | 3.3 | 1.6 | 0.1 | 1.1 | 0.8 | 0.1 | 0.3 | 0.4 | 0.1 | 0.7 | 0.2 | 0.1 |
| 2021 (%) | 0.4 | 0.6 | 1.9 | 2.7 | 9.1 | 18.8 | 3.3 | 1.6 | 0.1 | 1.1 | 0.8 | 0.1 | 0.3 | 0.4 | 0.1 | 0.7 | 0.2 | 0.1 |
| 2026 (%) | 0.4 | 0.6 | 1.9 | 2.7 | 9.1 | 18.8 | 3.3 | 1.6 | 0.1 | 1.1 | 0.8 | 0.1 | 0.3 | 0.4 | 0.1 | 0.7 | 0.2 | 0.1 |

TABLE 27A
HALESOWEN TOWN CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 1 | 3 | 4 | 5 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 21 | 23 | 24 | 27 | 28 | 38 | TOTAL |
|----------------|-------|-------|-------|-------|--------|--------|-------|-------|----|-------|-------|----|-----|-----|-----|-------|-----|----|--------|
| 2009 (£000) | 649 | 996 | 3,580 | 2,349 | 6,707 | 15,290 | 1,198 | 798 | 36 | 1,425 | 542 | 43 | 192 | 355 | 72 | 856 | 214 | 30 | 35,333 |
| 2011 (£000) | 672 | 1,032 | 3,709 | 2,433 | 6,948 | 15,838 | 1,241 | 827 | 37 | 1,476 | 561 | 45 | 199 | 368 | 74 | 887 | 221 | 31 | 36,600 |
| 2016 (£000) | 744 | 1,137 | 4,183 | 2,688 | 7,708 | 17,294 | 1,403 | 929 | 41 | 1,540 | 645 | 51 | 218 | 424 | 87 | 972 | 237 | 36 | 40,339 |
| 2021 (£000) | 961 | 1,468 | 5,402 | 3,472 | 9,956 | 22,336 | 1,813 | 1,200 | 54 | 1,989 | 833 | 66 | 282 | 547 | 112 | 1,255 | 306 | 47 | 52,101 |
| 2026 (£000) | 1,233 | 1,883 | 6,920 | 4,453 | 12,853 | 28,933 | 2,332 | 1,544 | 69 | 2,557 | 1,072 | 85 | 365 | 704 | 145 | 1,625 | 394 | 59 | 67,227 |

**BLACK COUNTRY
CENTRES STUDY 2009**

DUDLEY

TABLE 28
KINGSWINFORD TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 4 | 6 | 19 | 22 | 24 | 25 | 26 | 27 | 51 | 52 |
|----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.2 | 0.8 | 0.7 | 0.8 | 0.2 | 6.5 | 1.5 | 0.1 | 0.2 | 1.3 |
| 2011 (%) | 0.2 | 0.8 | 0.7 | 0.8 | 0.2 | 6.5 | 1.5 | 0.1 | 0.2 | 1.3 |
| 2016 (%) | 0.2 | 0.8 | 0.7 | 0.8 | 0.2 | 6.5 | 1.5 | 0.1 | 0.2 | 1.3 |
| 2021 (%) | 0.2 | 0.8 | 0.7 | 0.8 | 0.2 | 6.5 | 1.5 | 0.1 | 0.2 | 1.3 |
| 2026 (%) | 0.2 | 0.8 | 0.7 | 0.8 | 0.2 | 6.5 | 1.5 | 0.1 | 0.2 | 1.3 |

TABLE 28A
KINGSWINFORD TOWN CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 4 | 6 | 19 | 22 | 24 | 25 | 26 | 27 | 51 | 52 | TOTAL |
|----------------|-----|-------|-----|-------|-----|--------|-----|-----|-----|-----|--------|
| 2009 (£000) | 414 | 728 | 515 | 692 | 216 | 5,458 | 362 | 167 | 186 | 424 | 9,162 |
| 2011 (£000) | 429 | 754 | 534 | 717 | 223 | 5,654 | 375 | 173 | 193 | 440 | 9,491 |
| 2016 (£000) | 484 | 834 | 591 | 777 | 260 | 6,100 | 414 | 190 | 214 | 498 | 10,361 |
| 2021 (£000) | 625 | 1,077 | 763 | 1,004 | 336 | 7,878 | 534 | 245 | 276 | 643 | 13,382 |
| 2026 (£000) | 800 | 1,374 | 989 | 1,299 | 435 | 10,201 | 679 | 317 | 361 | 820 | 17,276 |

TABLE 29
LYE TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 9 | 11 | 26 | 28 |
|----------------|-----|-----|-----|-----|
| 2009 (%) | 0.2 | 0.1 | 0.2 | 0.3 |
| 2011 (%) | 0.2 | 0.1 | 0.2 | 0.3 |
| 2016 (%) | 0.2 | 0.1 | 0.2 | 0.3 |
| 2021 (%) | 0.2 | 0.1 | 0.2 | 0.3 |
| 2026 (%) | 0.2 | 0.1 | 0.2 | 0.3 |

TABLE 29A
LYE TOWN CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 9 | 11 | 26 | 28 | TOTAL |
|----------------|-----|----|----|-----|-------|
| 2009 (£000) | 138 | 33 | 40 | 294 | 506 |
| 2011 (£000) | 143 | 34 | 41 | 305 | 524 |
| 2016 (£000) | 159 | 39 | 45 | 327 | 570 |
| 2021 (£000) | 206 | 50 | 59 | 422 | 737 |
| 2026 (£000) | 265 | 64 | 75 | 544 | 948 |

**BLACK COUNTRY
CENTRES STUDY 2009**

DUDLEY

TABLE 30
SEDGLEY TOWN CENTRE
COMPARISON GOODS MARKET SHARE (%)

| Catchment Zone | 3 | 14 | 19 | 22 | 23 | 28 | 47 | 49 | 51 | 52 |
|----------------|-----|-----|-----|------|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 0.1 | 0.2 | 2.5 | 10.4 | 0.2 | 0.1 | 3.7 | 0.7 | 0.6 | 0.2 |
| 2011 (%) | 0.1 | 0.2 | 2.5 | 10.4 | 0.2 | 0.1 | 3.7 | 0.7 | 0.6 | 0.2 |
| 2016 (%) | 0.1 | 0.2 | 2.5 | 10.4 | 0.2 | 0.1 | 3.7 | 0.7 | 0.6 | 0.2 |
| 2021 (%) | 0.1 | 0.2 | 2.5 | 10.4 | 0.2 | 0.1 | 3.7 | 0.7 | 0.6 | 0.2 |
| 2026 (%) | 0.1 | 0.2 | 2.5 | 10.4 | 0.2 | 0.1 | 3.7 | 0.7 | 0.6 | 0.2 |

TABLE 30A
SEDGLEY TOWN CENTRE
COMPARISON GOODS SPEND (£)

| Catchment Zone | 3 | 14 | 19 | 22 | 23 | 28 | 47 | 49 | 51 | 52 | TOTAL |
|----------------|-----|-----|-------|--------|-----|-----|-------|-----|-----|-----|--------|
| 2009 (£000) | 120 | 227 | 1,859 | 9,050 | 144 | 61 | 3,679 | 224 | 495 | 62 | 15,920 |
| 2011 (£000) | 124 | 235 | 1,926 | 9,375 | 149 | 63 | 3,811 | 232 | 513 | 64 | 16,491 |
| 2016 (£000) | 137 | 245 | 2,131 | 10,168 | 172 | 68 | 4,545 | 274 | 569 | 72 | 18,381 |
| 2021 (£000) | 176 | 317 | 2,753 | 13,133 | 222 | 87 | 5,871 | 354 | 734 | 94 | 23,740 |
| 2026 (£000) | 226 | 407 | 3,566 | 16,987 | 286 | 112 | 7,684 | 466 | 962 | 119 | 30,816 |

**BLACK COUNTRY
CENTRES STUDY 2009**

DUDLEY

**TABLE 31
DUDLEY: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 1- 17)**

| Catchment Zone | 1 | 2 | 3 | 4 | 5 | 6 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 1.7 | 0.2 | 0.3 | 1.6 | 4.0 | 0.1 | 5.4 | 4.6 | 4.9 | 4.2 | 0.7 | 3.2 | 1.0 | 0.1 | 0.2 |
| 2011 (%) | 1.7 | 0.2 | 0.3 | 1.6 | 4.0 | 0.1 | 5.4 | 4.6 | 4.9 | 4.2 | 0.7 | 3.2 | 1.0 | 0.1 | 0.2 |
| 2016 (%) | 1.7 | 0.2 | 0.3 | 1.6 | 4.0 | 0.1 | 5.4 | 4.6 | 4.9 | 4.2 | 0.7 | 3.2 | 1.0 | 0.1 | 0.2 |
| 2021 (%) | 1.7 | 0.2 | 0.3 | 1.6 | 4.0 | 0.1 | 5.4 | 4.6 | 4.9 | 4.2 | 0.7 | 3.2 | 1.0 | 0.1 | 0.2 |
| 2026 (%) | 1.7 | 0.2 | 0.3 | 1.6 | 4.0 | 0.1 | 5.4 | 4.6 | 4.9 | 4.2 | 0.7 | 3.2 | 1.0 | 0.1 | 0.2 |

**TABLE 31A
DUDLEY: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 1- 17)**

| Catchment Zone | 1 | 2 | 3 | 4 | 5 | 6 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 |
|--------------------|-------|-----|-------|-------|-------|-----|-------|-------|-------|-------|-----|-------|-------|----|-----|
| 2009 (£000) | 2,468 | 491 | 580 | 3,030 | 3,492 | 67 | 3,981 | 3,734 | 1,754 | 2,131 | 333 | 4,155 | 685 | 43 | 93 |
| 2011 (£000) | 2,557 | 509 | 601 | 3,138 | 3,617 | 70 | 4,124 | 3,868 | 1,817 | 2,207 | 345 | 4,304 | 710 | 45 | 97 |
| 2016 (£000) | 2,832 | 543 | 662 | 3,539 | 3,997 | 77 | 4,576 | 4,224 | 2,055 | 2,482 | 383 | 4,489 | 816 | 51 | 108 |
| 2021 (£000) | 3,658 | 701 | 855 | 4,571 | 5,162 | 99 | 5,910 | 5,455 | 2,654 | 3,205 | 495 | 5,798 | 1,054 | 66 | 140 |
| 2026 (£000) | 4,691 | 899 | 1,096 | 5,855 | 6,620 | 127 | 7,629 | 7,066 | 3,414 | 4,123 | 636 | 7,455 | 1,355 | 85 | 180 |

**TABLE 31B
DUDLEY: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS MARKET SHARE (%) (ZONES 19- 52)**

| Catchment Zone | 19 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 38 | 39 | 40 | 47 | 52 |
|-----------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 2009 (%) | 1.2 | 3.3 | 0.2 | 0.6 | 3.7 | 0.9 | 1.5 | 2.6 | 3.0 | 0.2 | 0.1 | 0.0 | 0.2 | 0.2 |
| 2011 (%) | 1.2 | 3.3 | 0.2 | 0.6 | 3.7 | 0.9 | 1.5 | 2.6 | 3.0 | 0.2 | 0.1 | 0.0 | 0.2 | 0.2 |
| 2016 (%) | 1.2 | 3.3 | 0.2 | 0.6 | 3.7 | 0.9 | 1.5 | 2.6 | 3.0 | 0.2 | 0.1 | 0.0 | 0.2 | 0.2 |
| 2021 (%) | 1.2 | 3.3 | 0.2 | 0.6 | 3.7 | 0.9 | 1.5 | 2.6 | 3.0 | 0.2 | 0.1 | 0.0 | 0.2 | 0.2 |
| 2026 (%) | 1.2 | 3.3 | 0.2 | 0.6 | 3.7 | 0.9 | 1.5 | 2.6 | 3.0 | 0.2 | 0.1 | 0.0 | 0.2 | 0.2 |

**TABLE 31C
DUDLEY: OUT-OF-TOWN RETAIL WAREHOUSING
COMPARISON GOODS SPEND (£) (ZONES 19- 52)**

| Catchment Zone | 19 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 38 | 39 | 40 | 47 | 52 | TOTAL |
|--------------------|-------|-------|-----|-------|-------|-------|-----|-------|-------|-----|----|----|-----|-----|---------------|
| 2009 (£000) | 919 | 2,312 | 131 | 545 | 3,844 | 712 | 354 | 3,393 | 2,613 | 101 | 47 | 0 | 163 | 72 | 42,245 |
| 2011 (£000) | 952 | 2,395 | 136 | 565 | 3,982 | 738 | 366 | 3,515 | 2,706 | 104 | 49 | 0 | 169 | 75 | 43,760 |
| 2016 (£000) | 1,054 | 2,630 | 147 | 650 | 4,634 | 796 | 404 | 3,852 | 2,901 | 121 | 56 | 0 | 202 | 85 | 48,365 |
| 2021 (£000) | 1,361 | 3,397 | 190 | 840 | 5,985 | 1,028 | 522 | 4,975 | 3,747 | 156 | 72 | 0 | 261 | 110 | 62,468 |
| 2026 (£000) | 1,764 | 4,400 | 246 | 1,080 | 7,755 | 1,331 | 664 | 6,440 | 4,825 | 198 | 91 | 0 | 341 | 140 | 80,509 |

BLACK COUNTRY CENTRES STUDY 2009

TABLE 32
BLACK COUNTRY CENTRES: TOTAL COMPARISON GOODS SPEND (£)

| | | | | | | | | | | | | | | | | GVA STUDY (AUGUST 2005) | | | | | | |
|----------------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------------|------------------|------------------|------------------|------------------|------------------|--|
| | | | | | | | | | | | | | | | | (2007 prices) | | | (2002 prices) | | | |
| | 2009 (£000) | INFLOW (£000) | TOTAL (£000) | 2011 (£000) | INFLOW (£000) | TOTAL (£000) | 2016 (£000) | INFLOW (£000) | TOTAL (£000) | 2021 (£000) | INFLOW (£000) | TOTAL (£000) | 2026 (£000) | INFLOW (£000) | TOTAL (£000) | 2004 (£000) | INFLOW (£000) | TOTAL (£000) | 2004 (£000) | INFLOW (£000) | TOTAL (£000) | |
| WOLVERHAMPTON | | | | | | | | | | | | | | | | | | | | | | |
| WOLVERHAMPTON | 552,211 | 48,018 | 600,229 | 572,010 | 49,740 | 621,750 | 646,964 | 56,258 | 703,222 | 835,617 | 72,662 | 908,279 | 1,090,490 | 94,825 | 1,185,316 | 445,878 | 35,667 | 481,545 | 495,420 | 39,630 | 535,060 | |
| BILSTON | 37,654 | 0 | 37,654 | 39,004 | 0 | 39,004 | 45,172 | 0 | 45,172 | 58,344 | 0 | 58,344 | 76,104 | 0 | 76,104 | 39,780 | 0 | 39,780 | 44,200 | 0 | 44,200 | |
| WEDNESFIELD | 6,250 | 0 | 6,250 | 6,475 | 0 | 6,475 | 7,172 | 0 | 7,172 | 9,264 | 0 | 9,264 | 12,099 | 0 | 12,099 | 11,934 | 0 | 11,934 | 13,260 | 0 | 13,260 | |
| SUB-TOTAL | 596,115 | 48,018 | 644,133 | 617,488 | 49,740 | 667,228 | 699,309 | 56,258 | 755,567 | 903,225 | 72,662 | 975,887 | 1,178,694 | 94,825 | 1,273,519 | 497,592 | 35,667 | 533,259 | 552,880 | 39,630 | 592,520 | |
| OUT-OF-CENTRE | 57,282 | 0 | 57,282 | 59,336 | 0 | 59,336 | 67,187 | 0 | 67,187 | 86,779 | 0 | 86,779 | 113,291 | 0 | 113,291 | 44,505 | 0 | 44,505 | 49,450 | 0 | 49,450 | |
| TOTAL | 653,397 | 48,018 | 701,415 | 676,824 | 49,740 | 726,564 | 766,496 | 56,258 | 822,754 | 990,004 | 72,662 | 1,062,666 | 1,291,985 | 94,825 | 1,386,810 | 542,097 | 35,667 | 577,764 | 602,330 | 39,630 | 641,970 | |
| WALSALL | | | | | | | | | | | | | | | | | | | | | | |
| WALSALL | 292,767 | 15,409 | 308,176 | 303,264 | 15,961 | 319,225 | 343,096 | 18,058 | 361,153 | 443,141 | 23,323 | 466,464 | 578,347 | 30,439 | 608,787 | 299,781 | 14,985 | 314,766 | 333,090 | 16,650 | 349,740 | |
| BLOXWICH | 8,069 | 0 | 8,069 | 8,358 | 0 | 8,358 | 9,563 | 0 | 9,563 | 12,352 | 0 | 12,352 | 16,160 | 0 | 16,160 | 6,075 | 0 | 6,075 | 6,750 | 0 | 6,750 | |
| BROWNHILLS | 7,913 | 0 | 7,913 | 8,197 | 0 | 8,197 | 9,454 | 0 | 9,454 | 12,211 | 0 | 12,211 | 15,976 | 0 | 15,976 | 5,751 | 0 | 5,751 | 6,390 | 0 | 6,390 | |
| ALDRIDGE | 12,741 | 0 | 12,741 | 13,198 | 0 | 13,198 | 14,938 | 0 | 14,938 | 19,294 | 0 | 19,294 | 25,268 | 0 | 25,268 | 15,660 | 0 | 15,660 | 17,400 | 0 | 17,400 | |
| WILLENHALL | 9,884 | 0 | 9,884 | 10,239 | 0 | 10,239 | 11,728 | 0 | 11,728 | 15,148 | 0 | 15,148 | 19,902 | 0 | 19,902 | 10,269 | 0 | 10,269 | 11,410 | 0 | 11,410 | |
| DARLASTON | 5,584 | 0 | 5,584 | 5,784 | 0 | 5,784 | 6,639 | 0 | 6,639 | 8,575 | 0 | 8,575 | 11,178 | 0 | 11,178 | 8,541 | 0 | 8,541 | 9,490 | 0 | 9,490 | |
| SUB-TOTAL | 336,959 | 15,409 | 352,368 | 349,040 | 15,961 | 365,001 | 395,418 | 18,058 | 413,476 | 510,721 | 23,323 | 534,044 | 666,831 | 30,439 | 697,271 | 346,077 | 14,985 | 361,062 | 384,530 | 16,650 | 401,180 | |
| OUT-OF-CENTRE | 115,712 | 0 | 115,712 | 119,861 | 0 | 119,861 | 134,979 | 0 | 134,979 | 174,338 | 0 | 174,338 | 227,111 | 0 | 227,111 | 13,518 | 0 | 13,518 | 15,020 | 0 | 15,020 | |
| TOTAL | 452,671 | 15,409 | 468,080 | 468,901 | 15,961 | 484,863 | 530,397 | 18,058 | 548,455 | 685,059 | 23,323 | 708,383 | 893,942 | 30,439 | 924,382 | 359,595 | 14,985 | 374,580 | 399,550 | 16,650 | 416,200 | |
| SANDWELL | | | | | | | | | | | | | | | | | | | | | | |
| WEST BROMWICH | 68,787 | 5,982 | 74,769 | 71,254 | 6,196 | 77,450 | 79,277 | 6,894 | 86,170 | 102,394 | 8,904 | 111,298 | 131,776 | 11,459 | 143,235 | 118,116 | 9,450 | 127,566 | 131,240 | 10,500 | 141,740 | |
| BLACKHEATH | 10,700 | 0 | 10,700 | 11,084 | 0 | 11,084 | 12,358 | 0 | 12,358 | 15,962 | 0 | 15,962 | 20,566 | 0 | 20,566 | 15,417 | 0 | 15,417 | 17,130 | 0 | 17,130 | |
| CRADLEY HEATH | 11,504 | 0 | 11,504 | 11,917 | 0 | 11,917 | 13,250 | 0 | 13,250 | 17,114 | 0 | 17,114 | 22,078 | 0 | 22,078 | 6,012 | 0 | 6,012 | 6,680 | 0 | 6,680 | |
| GREAT BRIDGE | 12,124 | 0 | 12,124 | 12,559 | 0 | 12,559 | 14,176 | 0 | 14,176 | 18,310 | 0 | 18,310 | 23,555 | 0 | 23,555 | | | | | | | |
| OLDBURY | 74,780 | 0 | 74,780 | 77,461 | 0 | 77,461 | 86,042 | 0 | 86,042 | 111,131 | 0 | 111,131 | 142,960 | 0 | 142,960 | 33,624 | 0 | 33,624 | 37,360 | 0 | 37,360 | |
| WEDNESBURY | 43,445 | 0 | 43,445 | 45,003 | 0 | 45,003 | 50,733 | 0 | 50,733 | 64,266 | 0 | 64,266 | 85,137 | 0 | 85,137 | 49,302 | 0 | 49,302 | 54,780 | 0 | 54,780 | |
| CAPE HILL | 6,824 | 0 | 6,824 | 7,069 | 0 | 7,069 | 7,679 | 0 | 7,679 | 9,918 | 0 | 9,918 | 12,744 | 0 | 12,744 | 2,538 | 0 | 2,538 | 2,820 | 0 | 2,820 | |
| BEARWOOD | 32,273 | 0 | 32,273 | 33,430 | 0 | 33,430 | 36,304 | 0 | 36,304 | 46,890 | 0 | 46,890 | 46,890 | 0 | 46,890 | 11,160 | 0 | 11,160 | 12,400 | 0 | 12,400 | |
| SUB-TOTAL | 260,438 | 5,982 | 266,420 | 269,776 | 6,196 | 275,972 | 299,820 | 6,894 | 306,713 | 385,985 | 8,904 | 394,889 | 485,706 | 11,459 | 497,165 | 236,169 | 9,450 | 245,619 | 262,410 | 10,500 | 272,910 | |
| OUT-OF-CENTRE | 69,148 | 0 | 69,148 | 71,627 | 0 | 71,627 | 80,617 | 0 | 80,617 | 104,124 | 0 | 104,124 | 135,373 | 0 | 135,373 | 46,314 | 0 | 46,314 | 51,460 | 0 | 51,460 | |
| TOTAL | 329,586 | 5,982 | 335,568 | 341,403 | 6,196 | 347,599 | 380,436 | 6,894 | 387,330 | 490,109 | 8,904 | 499,013 | 621,079 | 11,459 | 632,538 | 282,483 | 9,450 | 291,933 | 313,870 | 10,500 | 324,370 | |
| DUDLEY | | | | | | | | | | | | | | | | | | | | | | |
| MERRY HILL / BRIERLEY HILL | 705,027 | 124,417 | 829,444 | 730,305 | 128,877 | 859,183 | 809,697 | 142,888 | 952,584 | 1,045,802 | 184,553 | 1,230,355 | 1,349,162 | 238,087 | 1,587,249 | 558,486 | 81,117 | 639,603 | 620,540 | 90,130 | 710,670 | |
| DUDLEY | 64,221 | 3,380 | 67,601 | 66,523 | 3,501 | 70,025 | 74,202 | 3,905 | 78,108 | 95,839 | 5,044 | 100,883 | 123,897 | 6,521 | 130,418 | 121,644 | 6,084 | 127,728 | 135,160 | 6,760 | 141,920 | |
| STOURBRIDGE | 40,139 | 0 | 40,139 | 41,578 | 0 | 41,578 | 45,625 | 0 | 45,625 | 58,929 | 0 | 58,929 | 76,067 | 0 | 76,067 | 44,217 | 0 | 44,217 | 49,130 | 0 | 49,130 | |
| KINGSOWEN | 35,333 | 0 | 35,333 | 36,600 | 0 | 36,600 | 40,339 | 0 | 40,339 | 52,101 | 0 | 52,101 | 67,227 | 0 | 67,227 | 45,234 | 0 | 45,234 | 50,260 | 0 | 50,260 | |
| HALESWINDFORD | 9,162 | 0 | 9,162 | 9,491 | 0 | 9,491 | 10,361 | 0 | 10,361 | 13,382 | 0 | 13,382 | 17,276 | 0 | 17,276 | 10,404 | 0 | 10,404 | 11,560 | 0 | 11,560 | |
| LYE | 506 | 0 | 506 | 524 | 0 | 524 | 570 | 0 | 570 | 737 | 0 | 737 | 948 | 0 | 948 | 828 | 0 | 828 | 920 | 0 | 920 | |
| SEDGLEY* | 5,083 | 0 | 5,083 | 16,491 | 0 | 16,491 | 18,381 | 0 | 18,381 | 23,740 | 0 | 23,740 | 30,816 | 0 | 30,816 | 8,433 | 0 | 8,433 | 9,370 | 0 | 9,370 | |
| SUB-TOTAL | 859,470 | 127,797 | 987,267 | 901,512 | 132,379 | 1,033,891 | 999,174 | 146,793 | 1,145,967 | 1,290,530 | 189,597 | 1,480,128 | 1,665,393 | 244,608 | 1,910,001 | 789,246 | 87,201 | 876,447 | 876,940 | 96,890 | 973,830 | |
| OUT-OF-CENTRE | 42,245 | 0 | 42,245 | 43,760 | 0 | 43,760 | 48,365 | 0 | 48,365 | 62,468 | 0 | 62,468 | 80,509 | 0 | 80,509 | 26,955 | 0 | 26,955 | 29,950 | 0 | 29,950 | |
| TOTAL | 901,715 | 127,797 | 1,029,512 | 945,272 | 132,379 | 1,077,650 | 1,047,539 | 146,793 | 1,194,332 | 1,352,998 | 189,597 | 1,542,595 | 1,745,902 | 244,608 | 1,990,510 | 816,201 | 87,201 | 903,402 | 906,890 | 96,890 | 1,003,780 | |
| BLACK COUNTRY TOTAL | 2,337,370 | 197,205 | 2,534,575 | 2,432,400 | 204,276 | 2,636,676 | 2,724,868 | 228,002 | 2,952,871 | 3,518,170 | 294,487 | 3,812,657 | 4,552,908 | 381,332 | 4,914,140 | 2,000,376 | 147,303 | 2,147,679 | 2,222,640 | 163,670 | 2,386,320 | |

*turnover based on bench-mark sales density of £3,000 per sqm net

BLACK COUNTRY CENTRES STUDY 2009

TABLE 33
BLACK COUNTRY CENTRES COMPARISON GOODS FLOORSPACE

| | Net Floorspace (sqm) |
|--------------------------------------|-------------------------|
| STRATEGIC CENTRES | |
| Merry Hill* / Brierley Hill | 120,611 |
| Wolverhampton | 62,203 |
| Walsall | 55,008 |
| West Bromwich | 23,279 |
| SUB TOTAL | 261,102 |
| TOWN / LARGE DISTRICT CENTRES | |
| Bilston | 9,689 |
| Wednesfield | 2,530 |
| Bloxwich | 8,475 |
| Brownhills | 6,283 |
| Aldridge | 4,545 |
| Willenhall | 5,197 |
| Darlaston | 2,745 |
| Blackheath | 5,205 |
| Cradley Heath | 6,090 |
| Great Bridge | 10,722 |
| Oldbury | 13,328 |
| Wednesbury | 7,259 |
| Cape Hill | 12,242 |
| Bearwood | 8,689 |
| Dudley | 24,791 |
| Stourbridge | 17,701 |
| Halesowen | 12,138 |
| Kingswinford | 3,059 |
| Lye | 2,118 |
| Sedgley | 1,694 |
| SUB TOTAL | 164,497 |
| BLACK COUNTRY CENTRES TOTAL | 425,599 |

Source: Experian Goad/Black Country Councils

*includes Merry Hill shopping centre and retail parks

BLACK COUNTRY CENTRES STUDY 2009

TABLE 34
RETAIL WAREHOUSE FLOORSPACE

| | Net Floorspace (sqm) | Sales Density (£ per sqm) | Turnover (£000s) |
|--|-------------------------|------------------------------|---------------------|
| WOLVERHAMPTON | | | |
| Bentley Bridge Retail Park, Wednesfield | | | |
| Argos Extra | 938 | 21,375 | 20,050 |
| Laura Ashley | 537 | 5,691 | 3,058 |
| Burton/Dorothy Perkins | 4,174 | 5,046 | 21,062 |
| Sports World | 1,116 | 2,239 | 2,498 |
| Boots | 746 | 8,777 | 6,545 |
| Peacocks | 538 | 2,213 | 1,190 |
| Au naturale | 586 | 1,922 | 1,127 |
| Home Bargains | 538 | 2,548 | 1,370 |
| Hobbycraft | 818 | | |
| Dreams | 561 | 1,749 | 981 |
| Sub Total | 10,551 | | 57,881 |
| Bilston Road Retail Park | | | |
| Dunelm Mill | 2,995 | 2,548 | 7,631 |
| Sleepmasters | 595 | 1,749 | 1,040 |
| Allied Carpets | 1,115 | 1,353 | 1,508 |
| Sub Total | 4,704 | | 10,179 |
| Mitre Retail Park | | | |
| Carpet Right | 904 | 1,341 | 1,213 |
| Harveys | 471 | 3,256 | 1,533 |
| Sub Total | 1,375 | | 2,746 |
| The Peel Centre Retail Park | | | |
| JJB Sports | 2,357 | 2,239 | 5,277 |
| Fabric Warehouse/Bensons | 676 | 2,548 | 1,721 |
| United Carpet Mill | 567 | 1,353 | 767 |
| Focus | 2,304 | 1,132 | 2,608 |
| Sub Total | 5,903 | | 10,373 |
| Stand-alone Units | | | |
| Wickes, West Street, Wolverhampton | 3,041 | 2,445 | 7,435 |
| Focus, Lichfield Road, Wednesfield | 1,364 | 1,132 | 1,544 |
| B&Q, Spring Vale Business Park, Bilston | 6,064 | 1,960 | 11,885 |
| Sub Total | 10,469 | | 20,864 |

BLACK COUNTRY CENTRES STUDY 2009

TABLE 34A
RETAIL WAREHOUSE FLOORSPACE

| | Net Floorspace (sqm) | Sales Density (£ per sqm) | Turnover (£000s) |
|---|-------------------------|------------------------------|---------------------|
| WALSALL | | | |
| Broadwalk Retail Park | | | |
| Au Naturale | 776 | 1,922 | 1,492 |
| Carpetright | 753 | 1,341 | 1,009 |
| Comet | 752 | 7,690 | 5,780 |
| Halfords | 747 | 2,494 | 1,863 |
| Pets at Home | 595 | 2,538 | 1,511 |
| Matalan | 2,775 | 2,213 | 6,140 |
| Sub Total | 6,397 | | 17,795 |
| Junction 10 Retail Park | | | |
| Boundary Mill Stores / Marks & Spencer Outlet | 6,094 | 5,547 | 33,805 |
| Sub Total | 6,094 | | 33,805 |
| Reedswood Retail Park | | | |
| Matalan | 3,011 | 2,213 | 6,662 |
| Focus | 2,267 | 1,132 | 2,566 |
| Dreams | 574 | 1,749 | 1,005 |
| Dunelm Mill | 1,672 | 2,548 | 4,261 |
| The Carphone Warehouse | 156 | | |
| Sub Total | 7,680 | | 14,494 |
| Stand-alone Units | | | |
| Focus, Coppice Lane, Aldridge | 2,731 | 1,132 | 3,092 |
| Focus, Ferrie Grove, Brownhills | 1,933 | 1,132 | 2,188 |
| Comet, Walsall Lane, Willenhall | 1,956 | 7,690 | 15,041 |
| Sub Total | 6,620 | | 20,321 |

BLACK COUNTRY CENTRES STUDY 2009

TABLE 34B
RETAIL WAREHOUSE FLOORSPACE

| | Net Floorspace (sqm) | Sales Density (£ per sqm) | Turnover (£000s) |
|------------------------------|-------------------------|------------------------------|---------------------|
| SANDWELL | | | |
| Gallagher Retail Park | | | |
| B&Q Warehouse | 7,607 | 1,960 | 14,909 |
| Furniture Village | 757 | 3,256 | 2,464 |
| Next | 1,859 | 5,691 | 10,581 |
| ScS | 757 | 2,074 | 1,570 |
| Currys | 4,483 | 6,754 | 30,278 |
| PC World | 2,267 | 7,146 | 16,198 |
| Ikea, Wednesbury Park Lane* | 13,749 | 3,693 | 50,776 |
| Sub Total | 31,478 | | 126,775 |

*Located in Walsall Borough

BLACK COUNTRY CENTRES STUDY 2009

TABLE 34C
RETAIL WAREHOUSE FLOORSPACE

| | Net Floorspace (sqm) | Sales Density (£ per sqm) | Turnover (£000s) |
|--|-------------------------|------------------------------|---------------------|
| DUDLEY | | | |
| Oak Retail Park | | | |
| Fabric Warehouse | 748 | 2,548 | 1,905 |
| Wickes | 1,933 | 2,445 | 4,725 |
| Sub Total | 2,680 | | 6,630 |
| Port West | | | |
| Dreams | 569 | 1,749 | 995 |
| Bathstore.com | 329 | 1,599 | 527 |
| Floors-2-Go | 232 | 1,353 | 314 |
| Sub Total | 1,130 | | 1,836 |
| Towngate Retail Park | | | |
| Wickes | 2,229 | 2,445 | 5,449 |
| Dixons Warehouse | 903 | 12,847 | 11,595 |
| Sub Total | 3,131 | | 17,044 |
| Stand-alone Units | | | |
| B&Q unit, Mucklow Lane, Halesowen | 6,867 | 1,960 | 13,460 |
| Wickes, Prospect Road, Halesowen | 2,378 | 2,445 | 5,815 |
| Comet, Dudley Road, Halesowen | 718 | 7,690 | 5,524 |
| Focus, Dudley Road, Kingswinford | 1,734 | 1,132 | 1,963 |
| B&Q, New Road, Stourbridge | 1,744 | 1,960 | 3,418 |
| Sub Total | 13,442 | | 30,180 |
| BLACK COUNTRY TOTAL OUT OF CENTRE | 111,656 | | 370,922 |

Source: Trevor Wood Database

**BLACK COUNTRY
CENTRES STUDY 2009**

WOLVERHAMPTON

CAPACITY PROJECTIONS: COMPARISON GOODS

**TABLE 35
FUTURE SHOP FLOORSPACE CAPACITY: WOLVERHAMPTON STRATEGIC CENTRE**

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | |
|---|------------------|-----------|-------------|-----------|-----------|--|-------------|--|
| | COMPARISON GOODS | | | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | |
| Market Share from Survey Area (%) | 11.3 | 11.3 | 11.3 | 11.3 | 11.3 | | | |
| Survey Area Residents Spending (£000) | 540,303 | 559,675 | 623,892 | 805,817 | 1,040,134 | | | |
| Inflow from beyond survey area (£000) | 48,018 | 49,740 | 56,258 | 72,662 | 94,825 | | | |
| Total Strategic Centre Comparison Turnover (£000) | 588,321 | 609,415 | 680,150 | 878,479 | 1,134,959 | | | |
| Existing Shop Floorspace (sqm net) | 62,203 | 62,203 | 62,203 | 62,203 | 62,203 | | | |
| Sales per sqm net (£) | 8,759 | 8,935 | 9,391 | 10,625 | 12,021 | | | |
| Sales from Existing Floorspace (£000) | 544,824 | 555,775 | 584,125 | 660,884 | 747,729 | | | |
| Residual Spending to Support new shops (£000) | 43,497 | 53,640 | 96,025 | 217,595 | 387,230 | | | |
| Sales per sqm net in new shops (£) | 5,000 | 5,101 | 5,361 | 6,065 | 6,862 | | | |
| Capacity for new floorspace (sqm net) | 8,699 | 10,517 | 17,913 | 35,877 | 56,430 | | | |

**TABLE 35A
FUTURE SHOP FLOORSPACE CAPACITY: WOLVERHAMPTON NON STRATEGIC CENTRES**

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | |
|---|------------------|-----------|-------------|-----------|-----------|--|-------------|--|
| | COMPARISON GOODS | | | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | |
| Market Share from Survey Area (%) | 0.9 | 0.9 | 0.9 | 0.9 | 1.0 | | | |
| Survey Area Residents Spending (£000) | 43,904 | 45,478 | 52,345 | 67,608 | 88,203 | | | |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 | | | |
| Total Non-Strategic Centre Comparison Turnover (£000) | 43,904 | 45,478 | 52,345 | 67,608 | 88,203 | | | |
| Existing Shop Floorspace (sqm net) | 12,219 | 12,219 | 12,219 | 12,219 | 12,219 | | | |
| Sales per sqm net (£) | 3,593 | 3,665 | 3,852 | 4,359 | 4,931 | | | |
| Sales from Existing Floorspace (£000) | 43,904 | 44,786 | 47,071 | 53,257 | 60,255 | | | |
| Residual Spending to Support new shops (£000) | 0 | 692 | 5,274 | 14,352 | 27,949 | | | |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 | | | |
| Capacity for new floorspace (sqm net) | 0 | 226 | 1,640 | 3,944 | 6,788 | | | |

**TABLE 35B
FUTURE SHOP FLOORSPACE CAPACITY: WOLVERHAMPTON OTHER RETAIL PROVISION**

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | |
|---|------------------|-----------|-------------|-----------|-----------|--|-------------|--|
| | COMPARISON GOODS | | | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | |
| Market Share from Survey Area (%) | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 | | | |
| Survey Area Residents Spending (£000) | 57,282 | 59,336 | 67,187 | 86,779 | 113,291 | | | |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 | | | |
| Total Other Comparison Turnover (£000) | 57,282 | 59,336 | 67,187 | 86,779 | 113,291 | | | |
| Existing Shop Floorspace (sqm net) | 33,002 | 33,002 | 33,002 | 33,002 | 33,002 | | | |
| Sales per sqm net (£) | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | | | |
| Sales from Existing Floorspace (£000) | 82,505 | 82,505 | 82,505 | 82,505 | 82,505 | | | |
| Residual Spending to Support new shops (£000) | 0 | -23,169 | -15,318 | 4,274 | 30,787 | | | |
| Sales per sqm net in new shops (£) | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | | | |
| Capacity for new floorspace (sqm net) | 0 | -9,267 | -6,127 | 1,710 | 12,315 | | | |

**BLACK COUNTRY
CENTRES STUDY 2009**

WALSALL

CAPACITY PROJECTIONS: COMPARISON GOODS

**TABLE 36
FUTURE SHOP FLOORSPACE CAPACITY: WALSALL STRATEGIC CENTRE**

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 7.6 | 7.6 | 7.6 | 7.6 | 7.6 |
| Survey Area Residents Spending | 363,266 | 376,291 | 419,467 | 541,782 | 699,322 |
| Inflow from beyond survey area (£000) | 15,409 | 15,961 | 18,058 | 23,323 | 30,439 |
| Total Strategic Centre Comparison Turnover (£000) | 378,675 | 392,252 | 437,524 | 565,105 | 729,762 |
| Existing Shop Floorspace (sqm net) | 55,008 | 55,008 | 55,008 | 55,008 | 55,008 |
| Sales per sqm net £ | 6,474 | 6,604 | 6,941 | 7,853 | 8,885 |
| Sales from Existing Floorspace (£000) | 356,129 | 363,287 | 381,818 | 431,992 | 488,760 |
| Residual Spending to Support new shops (£000) | 22,546 | 28,965 | 55,706 | 133,113 | 241,002 |
| Sales per sqm net in new shops (£) | 5,000 | 5,101 | 5,361 | 6,065 | 6,862 |
| Capacity for new floorspace (sqm net) | 4,509 | 5,679 | 10,392 | 21,947 | 35,121 |

**TABLE 36A
FUTURE SHOP FLOORSPACE CAPACITY: WALSALL NON STRATEGIC CENTRES**

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.9 | 0.9 | 0.9 | 0.9 | 1.0 |
| Survey Area Residents Spending | 44,192 | 45,776 | 52,323 | 67,580 | 88,484 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 44,192 | 45,776 | 52,323 | 67,580 | 88,484 |
| Existing Shop Floorspace (sqm net) | 27,245 | 27,245 | 27,245 | 27,245 | 27,245 |
| Sales per sqm net £ | 1,622 | 1,655 | 1,739 | 1,968 | 2,226 |
| Sales from Existing Floorspace (£000) | 44,192 | 45,080 | 47,379 | 53,605 | 60,650 |
| Residual Spending to Support new shops (£000) | 0 | 696 | 4,943 | 13,974 | 27,834 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 227 | 1,537 | 3,840 | 6,760 |

**TABLE 36B
FUTURE SHOP FLOORSPACE CAPACITY: WALSALL OTHER RETAIL PROVISION**

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 2.4 | 2.4 | 2.4 | 2.4 | 2.5 |
| Survey Area Residents Spending | 115,712 | 119,861 | 134,979 | 174,338 | 227,111 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Other Comparison Turnover (£000) | 115,712 | 119,861 | 134,979 | 174,338 | 227,111 |
| Existing Shop Floorspace (sqm net) | 42,531 | 42,531 | 42,531 | 42,531 | 42,531 |
| Sales per sqm net £ | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 |
| Sales from Existing Floorspace (£000) | 106,327 | 106,327 | 106,327 | 106,327 | 106,327 |
| Residual Spending to Support new shops (£000) | 0 | 13,534 | 28,652 | 68,011 | 120,783 |
| Sales per sqm net in new shops (£) | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 |
| Capacity for new floorspace (sqm net) | 0 | 5,413 | 11,461 | 27,204 | 48,313 |

**BLACK COUNTRY
CENTRES STUDY 2009**

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS

**TABLE 37
FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL - WEST BROMWICH STRATEGIC CENTRE**

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | |
|---|------------------|-----------|-------------|-----------|-----------|--|-------------|--|
| | COMPARISON GOODS | | | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | |
| Market Share from Survey Area | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 | | | |
| Survey Area Residents Spending | 143,130 | 148,261 | 165,273 | 213,466 | 275,538 | | | |
| Inflow from beyond survey area (£000) | 5,982 | 6,196 | 6,894 | 8,904 | 11,459 | | | |
| Total Strategic Centre Comparison Turnover (£000) | 149,111 | 154,457 | 172,167 | 222,370 | 286,997 | | | |
| Existing Shop Floorspace (sqm net) | 23,279 | 23,279 | 23,279 | 23,279 | 23,279 | | | |
| Sales per sqm net £ | 6,200 | 6,325 | 6,647 | 7,521 | 8,509 | | | |
| Sales from Existing Floorspace (£000) | 144,329 | 147,230 | 154,740 | 175,075 | 198,081 | | | |
| Residual Spending to Support new shops (£000) | 4,782 | 7,227 | 17,426 | 47,295 | 88,916 | | | |
| Sales per sqm net in new shops (£) | 5,000 | 5,101 | 5,361 | 6,065 | 6,862 | | | |
| Capacity for new floorspace (sqm net) | 956 | 1,417 | 3,251 | 7,798 | 12,958 | | | |

**TABLE 37A
FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL NON STRATEGIC CENTRE**

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | |
|---|------------------|-----------|-------------|-----------|-----------|--|-------------|--|
| | COMPARISON GOODS | | | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | |
| Market Share from Survey Area | 4.0 | 4.0 | 4.0 | 4.0 | 3.8 | | | |
| Survey Area Residents Spending | 191,651 | 198,522 | 220,543 | 283,591 | 353,930 | | | |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 | | | |
| Total Non-Strategic Centre Comparison Turnover (£000) | 191,651 | 198,522 | 220,543 | 283,591 | 353,930 | | | |
| Existing Shop Floorspace (sqm net) | 63,533 | 63,533 | 63,533 | 63,533 | 63,533 | | | |
| Sales per sqm net £ | 3,017 | 3,077 | 3,234 | 3,659 | 4,140 | | | |
| Sales from Existing Floorspace (£000) | 191,651 | 195,503 | 205,476 | 232,477 | 263,026 | | | |
| Residual Spending to Support new shops (£000) | 0 | 3,019 | 15,067 | 51,114 | 90,904 | | | |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 | | | |
| Capacity for new floorspace (sqm net) | 0 | 987 | 4,684 | 14,046 | 22,079 | | | |

**TABLE 37B
FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL OTHER RETAIL PROVISION**

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | |
|---|------------------|-----------|-------------|-----------|-----------|--|-------------|--|
| | COMPARISON GOODS | | | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | |
| Market Share from Survey Area | 1.4 | 1.4 | 1.5 | 1.5 | 1.5 | | | |
| Survey Area Residents Spending | 69,148 | 71,627 | 80,617 | 104,124 | 135,373 | | | |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 | | | |
| Total Other Comparison Turnover (£000) | 69,148 | 71,627 | 80,617 | 104,124 | 135,373 | | | |
| Existing Shop Floorspace (sqm net) | 15,739 | 15,739 | 15,739 | 15,739 | 15,739 | | | |
| Sales per sqm net £ | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | | | |
| Sales from Existing Floorspace (£000) | 39,348 | 39,348 | 39,348 | 39,348 | 39,348 | | | |
| Residual Spending to Support new shops (£000) | 0 | 32,280 | 41,269 | 64,776 | 96,025 | | | |
| Sales per sqm net in new shops (£) | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | | | |
| Capacity for new floorspace (sqm net) | 0 | 12,912 | 16,508 | 25,911 | 38,410 | | | |

**BLACK COUNTRY
CENTRES STUDY 2009**

DUDLEY

CAPACITY PROJECTIONS: COMPARISON GOODS

**TABLE 38
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY - BRIERLEY HILL STRATEGIC CENTRE**

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | | |
|--|-----------|-----------|-------------|-----------|-----------|------------------|-------------|--|--|
| | 2009 | 2011 | 2016 | 2021 | 2026 | COMPARISON GOODS | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | | |
| Market Share from Survey Area | 14.2 | 14.2 | 14.2 | 14.2 | 14.2 | | | | |
| Survey Area Residents Spending | 676,758 | 701,022 | 781,458 | 1,009,329 | 1,302,823 | | | | |
| Inflow from beyond survey area (£000) | 124,417 | 128,877 | 142,888 | 184,553 | 238,087 | | | | |
| Total Strategic Centre Comparison Turnover (£000) | 801,174 | 829,900 | 924,346 | 1,193,882 | 1,540,911 | | | | |
| Existing Shop Floorspace (sqm net) | 120,611 | 120,611 | 120,611 | 120,611 | 120,611 | | | | |
| Sales per sqm net £ | 6,000 | 6,120 | 6,433 | 7,278 | 8,234 | | | | |
| Sales from Existing Floorspace (£000) | 723,652 | 738,197 | 775,853 | 877,806 | 993,157 | | | | |
| Residual Spending to Support new shops (£000) | 77,522 | 91,702 | 148,493 | 316,075 | 547,753 | | | | |
| Sales per sqm net in new shops (£) Based on large store format | 5,000 | 5,101 | 5,361 | 6,065 | 6,862 | | | | |
| Capacity for new floorspace (sqm net) | 15,504 | 17,979 | 27,700 | 52,114 | 79,823 | | | | |

**TABLE 38A
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY NON STRATEGIC CENTRES**

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | | |
|--|-----------|-----------|-------------|-----------|-----------|------------------|-------------|--|--|
| | 2009 | 2011 | 2016 | 2021 | 2026 | COMPARISON GOODS | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | | |
| Market Share from Survey Area | 3.2 | 3.5 | 3.4 | 3.4 | 3.4 | | | | |
| Survey Area Residents Spending | 154,443 | 171,207 | 189,478 | 244,729 | 316,231 | | | | |
| Inflow from beyond survey area (£000) | 3,380 | 3,501 | 3,905 | 5,044 | 6,521 | | | | |
| Total Non-Strategic Centre Comparison Turnover (£000) | 157,823 | 174,708 | 193,383 | 249,773 | 322,752 | | | | |
| Existing Shop Floorspace (sqm net) | 61,501 | 61,501 | 61,501 | 61,501 | 61,501 | | | | |
| Sales per sqm net £ | 2,566 | 2,618 | 2,751 | 3,113 | 3,522 | | | | |
| Sales from Existing Floorspace (£000) | 157,823 | 160,996 | 169,208 | 191,443 | 216,600 | | | | |
| Residual Spending to Support new shops (£000) | 0 | 13,712 | 24,175 | 58,330 | 106,151 | | | | |
| Sales per sqm net in new shops (£) Based on large store format | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 | | | | |
| Capacity for new floorspace (sqm net) | 0 | 4,481 | 7,516 | 16,029 | 25,782 | | | | |

**TABLE 38B
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY OTHER RETAIL PROVISION**

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | | |
|--|-----------|-----------|-------------|-----------|-----------|------------------|-------------|--|--|
| | 2009 | 2011 | 2016 | 2021 | 2026 | COMPARISON GOODS | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | | |
| Market Share from Survey Area | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | | | | |
| Survey Area Residents Spending | 42,245 | 43,760 | 48,365 | 62,468 | 80,509 | | | | |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 | | | | |
| Total Other Comparison Turnover (£000) | 42,245 | 43,760 | 48,365 | 62,468 | 80,509 | | | | |
| Existing Shop Floorspace (sqm net) | 20,384 | 20,384 | 20,384 | 20,384 | 20,384 | | | | |
| Sales per sqm net £ | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | | | | |
| Sales from Existing Floorspace (£000) | 50,960 | 50,960 | 50,960 | 50,960 | 50,960 | | | | |
| Residual Spending to Support new shops (£000) | 0 | -7,200 | -2,595 | 11,507 | 29,549 | | | | |
| Sales per sqm net in new shops (£) Based on large store format | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | | | | |
| Capacity for new floorspace (sqm net) | 0 | -2,880 | -1,038 | 4,603 | 11,820 | | | | |

**BLACK COUNTRY
CENTRES STUDY 2009**

WOLVERHAMPTON

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 39
FUTURE SHOP FLOORSPACE CAPACITY: BILSTON DISTRICT CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area (%) | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 |
| Survey Area Residents Spending (£000) | 37,654 | 39,004 | 45,172 | 58,344 | 76,104 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 37,654 | 39,004 | 45,172 | 58,344 | 76,104 |
| Existing Shop Floorspace (sqm net) | 9,689 | 9,689 | 9,689 | 9,689 | 9,689 |
| Sales per sqm net (£) | 3,886 | 3,964 | 4,167 | 4,714 | 5,334 |
| Sales from Existing Floorspace (£000) | 37,654 | 38,410 | 40,370 | 45,675 | 51,677 |
| Residual Spending to Support new shops (£000) | 0 | 593 | 4,802 | 12,670 | 24,428 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 194 | 1,493 | 3,482 | 5,933 |

TABLE 40
FUTURE SHOP FLOORSPACE CAPACITY: WEDNESFIELD DISTRICT CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area (%) | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Survey Area Residents Spending (£000) | 6,250 | 6,475 | 7,172 | 9,264 | 12,099 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 6,250 | 6,475 | 7,172 | 9,264 | 12,099 |
| Existing Shop Floorspace (sqm net) | 2,530 | 2,530 | 2,530 | 2,530 | 2,530 |
| Sales per sqm net (£) | 2,471 | 2,521 | 2,649 | 2,997 | 3,391 |
| Sales from Existing Floorspace (£000) | 6,250 | 6,376 | 6,701 | 7,582 | 8,578 |
| Residual Spending to Support new shops (£000) | 0 | 98 | 471 | 1,682 | 3,521 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 32 | 146 | 462 | 855 |

**BLACK COUNTRY
CENTRES STUDY 2009**

WALSALL

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 41
FUTURE SHOP FLOORSPACE CAPACITY: BLOXWICH TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
|---|-----------|-------------|-----------|-------------|-----------|
| COMPARISON GOODS | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure (€000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area (%) | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Survey Area Residents Spending (€000) | 8,069 | 8,358 | 9,563 | 12,352 | 16,160 |
| Inflow from beyond survey area (€000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (€000) | 8,069 | 8,358 | 9,563 | 12,352 | 16,160 |
| Existing Shop Floorspace (sqm net) | 8,475 | 8,475 | 8,475 | 8,475 | 8,475 |
| Sales per sqm net (£) | 952 | 971 | 1,021 | 1,155 | 1,307 |
| Sales from Existing Floorspace (€000) | 8,069 | 8,231 | 8,651 | 9,788 | 11,074 |
| Residual Spending to Support new shops (€000) | 0 | 127 | 912 | 2,564 | 5,086 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 42 | 284 | 705 | 1,235 |

TABLE 42
FUTURE SHOP FLOORSPACE CAPACITY: BROWNHILLS TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
|---|-----------|-------------|-----------|-------------|-----------|
| COMPARISON GOODS | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Survey Area Residents Spending | 7,913 | 8,197 | 9,454 | 12,211 | 15,976 |
| Inflow from beyond survey area (€000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (€000) | 7,913 | 8,197 | 9,454 | 12,211 | 15,976 |
| Existing Shop Floorspace (sqm net) | 6,283 | 6,283 | 6,283 | 6,283 | 6,283 |
| Sales per sqm net (£) | 1,260 | 1,285 | 1,350 | 1,528 | 1,729 |
| Sales from Existing Floorspace (€000) | 7,913 | 8,072 | 8,484 | 9,599 | 10,860 |
| Residual Spending to Support new shops (€000) | 0 | 125 | 970 | 2,612 | 5,115 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 41 | 302 | 718 | 1,242 |

TABLE 43
FUTURE SHOP FLOORSPACE CAPACITY: ALDRIDGE TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
|---|-----------|-------------|-----------|-------------|-----------|
| COMPARISON GOODS | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| Survey Area Residents Spending | 12,741 | 13,198 | 14,938 | 19,294 | 25,268 |
| Inflow from beyond survey area (€000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (€000) | 12,741 | 13,198 | 14,938 | 19,294 | 25,268 |
| Existing Shop Floorspace (sqm net) | 4,545 | 4,545 | 4,545 | 4,545 | 4,545 |
| Sales per sqm net (£) | 2,803 | 2,860 | 3,005 | 3,400 | 3,847 |
| Sales from Existing Floorspace (€000) | 12,741 | 12,997 | 13,660 | 15,456 | 17,487 |
| Residual Spending to Support new shops (€000) | 0 | 201 | 1,278 | 3,838 | 7,781 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 66 | 397 | 1,055 | 1,890 |

**BLACK COUNTRY
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WALSALL

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 44
FUTURE SHOP FLOORSPACE CAPACITY: WILLENHALL TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
|---|-----------|-------------|-----------|-------------|-----------|
| COMPARISON GOODS | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Survey Area Residents Spending | 9,884 | 10,239 | 11,728 | 15,148 | 19,902 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 9,884 | 10,239 | 11,728 | 15,148 | 19,902 |
| Existing Shop Floorspace (sqm net) | 5,197 | 5,197 | 5,197 | 5,197 | 5,197 |
| Sales per sqm net £ | 1,902 | 1,940 | 2,039 | 2,307 | 2,610 |
| Sales from Existing Floorspace (£000) | 9,884 | 10,083 | 10,597 | 11,990 | 13,566 |
| Residual Spending to Support new shops (£000) | 0 | 156 | 1,131 | 3,158 | 6,336 |
| Sales per sqm net in new shops (£) Based on large store format | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 51 | 352 | 868 | 1,539 |

TABLE 45
FUTURE SHOP FLOORSPACE CAPACITY: DARLASTON TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
|---|-----------|-------------|-----------|-------------|-----------|
| COMPARISON GOODS | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Survey Area Residents Spending | 5,584 | 5,784 | 6,639 | 8,575 | 11,178 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 5,584 | 5,784 | 6,639 | 8,575 | 11,178 |
| Existing Shop Floorspace (sqm net) | 2,745 | 2,745 | 2,745 | 2,745 | 2,745 |
| Sales per sqm net £ | 2,034 | 2,075 | 2,181 | 2,467 | 2,791 |
| Sales from Existing Floorspace (£000) | 5,584 | 5,696 | 5,986 | 6,773 | 7,663 |
| Residual Spending to Support new shops (£000) | 0 | 88 | 653 | 1,802 | 3,515 |
| Sales per sqm net in new shops (£) Based on large store format | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 29 | 203 | 495 | 854 |

**BLACK COUNTRY
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SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 46

FUTURE SHOP FLOORSPACE CAPACITY: BLACKHEATH TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Survey Area Residents Spending | 10,700 | 11,084 | 12,358 | 15,962 | 20,566 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 10,700 | 11,084 | 12,358 | 15,962 | 20,566 |
| Existing Shop Floorspace (sqm net) | 5,205 | 5,205 | 5,205 | 5,205 | 5,205 |
| Sales per sqm net £ | 2,056 | 2,097 | 2,204 | 2,494 | 2,822 |
| Sales from Existing Floorspace (£000) | 10,700 | 10,915 | 11,472 | 12,979 | 14,685 |
| Residual Spending to Support new shops (£000) | 0 | 169 | 887 | 2,983 | 5,881 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 55 | 276 | 820 | 1,428 |

TABLE 47

FUTURE SHOP FLOORSPACE CAPACITY: CRADLEY HEATH TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Survey Area Residents Spending | 11,504 | 11,917 | 13,250 | 17,114 | 22,078 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 11,504 | 11,917 | 13,250 | 17,114 | 22,078 |
| Existing Shop Floorspace (sqm net) | 6,090 | 6,090 | 6,090 | 6,090 | 6,090 |
| Sales per sqm net £ | 1,889 | 1,927 | 2,025 | 2,292 | 2,593 |
| Sales from Existing Floorspace (£000) | 11,504 | 11,735 | 12,334 | 13,955 | 15,789 |
| Residual Spending to Support new shops (£000) | 0 | 181 | 916 | 3,159 | 6,289 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 59 | 285 | 868 | 1,527 |

TABLE 48

FUTURE SHOP FLOORSPACE CAPACITY: GREAT BRIDGE TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| Survey Area Residents Spending | 12,124 | 12,559 | 14,176 | 18,310 | 23,555 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 12,124 | 12,559 | 14,176 | 18,310 | 23,555 |
| Existing Shop Floorspace (sqm net) | 10,722 | 10,722 | 10,722 | 10,722 | 10,722 |
| Sales per sqm net £ | 1,131 | 1,154 | 1,212 | 1,372 | 1,552 |
| Sales from Existing Floorspace (£000) | 12,124 | 12,368 | 12,999 | 14,707 | 16,640 |
| Residual Spending to Support new shops (£000) | 0 | 191 | 1,177 | 3,603 | 6,916 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 62 | 366 | 990 | 1,680 |

**BLACK COUNTRY
CENTRES STUDY 2009**

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 49
FUTURE SHOP FLOORSPACE CAPACITY: OLDBURY TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 1.6 | 1.6 | 1.6 | 1.6 | 1.6 |
| Survey Area Residents Spending | 74,780 | 77,461 | 86,042 | 111,131 | 142,960 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 74,780 | 77,461 | 86,042 | 111,131 | 142,960 |
| Existing Shop Floorspace (sqm net) | 13,328 | 13,328 | 13,328 | 13,328 | 13,328 |
| Sales per sqm net £ | 5,611 | 5,724 | 6,016 | 6,806 | 7,700 |
| Sales from Existing Floorspace (£000) | 74,780 | 76,283 | 80,174 | 90,710 | 102,630 |
| Residual Spending to Support new shops (£000) | 0 | 1,178 | 5,868 | 20,422 | 40,330 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 385 | 1,824 | 5,612 | 9,795 |

TABLE 50
FUTURE SHOP FLOORSPACE CAPACITY: WEDNESBURY TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 |
| Survey Area Residents Spending | 43,445 | 45,003 | 50,733 | 64,266 | 85,137 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 43,445 | 45,003 | 50,733 | 64,266 | 85,137 |
| Existing Shop Floorspace (sqm net) | 7,259 | 7,259 | 7,259 | 7,259 | 7,259 |
| Sales per sqm net £ | 5,985 | 6,106 | 6,417 | 7,260 | 8,214 |
| Sales from Existing Floorspace (£000) | 43,445 | 44,318 | 46,579 | 52,700 | 59,625 |
| Residual Spending to Support new shops (£000) | 0 | 684 | 4,154 | 11,566 | 25,513 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 224 | 1,292 | 3,178 | 6,196 |

**BLACK COUNTRY
CENTRES STUDY 2009**

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 51
FUTURE SHOP FLOORSPACE CAPACITY: CAPE HILL TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Survey Area Residents Spending | 6,824 | 7,069 | 7,679 | 9,918 | 12,744 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 6,824 | 7,069 | 7,679 | 9,918 | 12,744 |
| Existing Shop Floorspace (sqm net) | 12,242 | 12,242 | 12,242 | 12,242 | 12,242 |
| Sales per sqm net £ | 557 | 569 | 598 | 676 | 765 |
| Sales from Existing Floorspace (£000) | 6,824 | 6,961 | 7,316 | 8,278 | 9,366 |
| Residual Spending to Support new shops (£000) | 0 | 108 | 362 | 1,640 | 3,378 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 35 | 113 | 451 | 820 |

TABLE 52
FUTURE SHOP FLOORSPACE CAPACITY: BEARWOOD TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.7 | 0.7 | 0.7 | 0.7 | 0.5 |
| Survey Area Residents Spending | 32,273 | 33,430 | 36,304 | 46,890 | 46,890 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 32,273 | 33,430 | 36,304 | 46,890 | 46,890 |
| Existing Shop Floorspace (sqm net) | 8,689 | 8,689 | 8,689 | 8,689 | 8,689 |
| Sales per sqm net £ | 3,714 | 3,789 | 3,982 | 4,506 | 5,098 |
| Sales from Existing Floorspace (£000) | 32,273 | 32,922 | 34,601 | 39,148 | 44,293 |
| Residual Spending to Support new shops (£000) | 0 | 508 | 1,703 | 7,742 | 2,597 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 166 | 529 | 2,127 | 631 |

**BLACK COUNTRY
CENTRES STUDY 2009**

DUDLEY

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 53
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 1.3 | 1.3 | 1.3 | 1.3 | 1.3 |
| Survey Area Residents Spending | 64,221 | 66,523 | 74,202 | 95,839 | 123,897 |
| Inflow from beyond survey area (£000) | 3,380 | 3,501 | 3,905 | 5,044 | 6,521 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 67,601 | 70,025 | 78,108 | 100,883 | 130,418 |
| Existing Shop Floorspace (sqm net) | 24,791 | 24,791 | 24,791 | 24,791 | 24,791 |
| Sales per sqm net £ | 2,727 | 2,782 | 2,924 | 3,308 | 3,742 |
| Sales from Existing Floorspace (£000) | 67,601 | 68,960 | 72,477 | 82,001 | 92,777 |
| Residual Spending to Support new shops (£000) | 0 | 1,065 | 5,630 | 18,882 | 37,641 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 348 | 1,750 | 5,189 | 9,142 |

TABLE 54
FUTURE SHOP FLOORSPACE CAPACITY: STOURBRIDGE TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 |
| Survey Area Residents Spending | 40,139 | 41,578 | 45,625 | 58,929 | 76,067 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 40,139 | 41,578 | 45,625 | 58,929 | 76,067 |
| Existing Shop Floorspace (sqm net) | 17,701 | 17,701 | 17,701 | 17,701 | 17,701 |
| Sales per sqm net £ | 2,268 | 2,313 | 2,431 | 2,751 | 3,112 |
| Sales from Existing Floorspace (£000) | 40,139 | 40,946 | 43,034 | 48,690 | 55,088 |
| Residual Spending to Support new shops (£000) | 0 | 632 | 2,591 | 10,240 | 20,979 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 207 | 805 | 2,814 | 5,095 |

TABLE 55
FUTURE SHOP FLOORSPACE CAPACITY: HALESOWEN TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 |
| Survey Area Residents Spending | 35,333 | 36,600 | 40,339 | 52,101 | 67,227 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 35,333 | 36,600 | 40,339 | 52,101 | 67,227 |
| Existing Shop Floorspace (sqm net) | 12,138 | 12,138 | 12,138 | 12,138 | 12,138 |
| Sales per sqm net £ | 2,911 | 2,969 | 3,121 | 3,531 | 3,995 |
| Sales from Existing Floorspace (£000) | 35,333 | 36,043 | 37,881 | 42,859 | 48,492 |
| Residual Spending to Support new shops (£000) | 0 | 557 | 2,457 | 9,242 | 18,735 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 182 | 764 | 2,540 | 4,550 |

**BLACK COUNTRY
CENTRES STUDY 2009**

DUDLEY

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 56
FUTURE SHOP FLOORSPACE CAPACITY: KINGSWINFORD TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Survey Area Residents Spending | 9,162 | 9,491 | 10,361 | 13,382 | 17,276 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 9,162 | 9,491 | 10,361 | 13,382 | 17,276 |
| Existing Shop Floorspace (sqm net) | 3,059 | 3,059 | 3,059 | 3,059 | 3,059 |
| Sales per sqm net £ | 2,996 | 3,056 | 3,212 | 3,634 | 4,111 |
| Sales from Existing Floorspace (£000) | 9,162 | 9,346 | 9,823 | 11,114 | 12,575 |
| Residual Spending to Support new shops (£000) | 0 | 144 | 538 | 2,268 | 4,702 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 47 | 167 | 623 | 1,142 |

TABLE 57
FUTURE SHOP FLOORSPACE CAPACITY: LYE TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Survey Area Residents Spending | 506 | 524 | 570 | 737 | 948 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 506 | 524 | 570 | 737 | 948 |
| Existing Shop Floorspace (sqm net) | 2,118 | 2,118 | 2,118 | 2,118 | 2,118 |
| Sales per sqm net £ | 239 | 244 | 256 | 290 | 328 |
| Sales from Existing Floorspace (£000) | 506 | 516 | 542 | 613 | 694 |
| Residual Spending to Support new shops (£000) | 0 | 8 | 28 | 123 | 254 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 3 | 9 | 34 | 62 |

TABLE 58
FUTURE SHOP FLOORSPACE CAPACITY: SEDGLEY TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.1 | 0.3 | 0.3 | 0.3 | 0.3 |
| Survey Area Residents Spending | 5,083 | 16,491 | 18,381 | 23,740 | 30,816 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 5,083 | 16,491 | 18,381 | 23,740 | 30,816 |
| Existing Shop Floorspace (sqm net) | 1,694 | 1,694 | 1,694 | 1,694 | 1,694 |
| Sales per sqm net £ | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Sales from Existing Floorspace (£000) | 5,083 | 5,185 | 5,449 | 6,165 | 6,976 |
| Residual Spending to Support new shops (£000) | 0 | 11,306 | 12,931 | 17,575 | 23,840 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 3,694 | 4,020 | 4,829 | 5,790 |

BLACK COUNTRY CENTRES STUDY 2009

TABLE 59
RETAIL COMMITMENTS - COMPARISON GOODS

| | Net Floorspace (sqm) |
|--|----------------------------|
| WOLVERHAMPTON: STRATEGIC CENTRE | |
| Foodstore at Raglan Street, Wolverhampton | 3,570 |
| Summer Row, Retail Core Expansion, Wolverhampton | 30,773 |
| Interchange, Phase One | 450 |
| Royal Hospital, Wolverhampton | 122 |
| Springfield Brewery, Wolverhampton | 518 |
| Low Level Station, Wolverhampton | 313 |
| Little Brickkiln Street/ Worcester Street Triangle, Wolverhampton | 218 |
| WOLVERHAMPTON: NON-STRATEGIC CENTRES | |
| Bilston Urban Village / High Street Link | 848 |
| Former Mecca Bingo, Bentley Bridge Retail Park, Wednesfield | 453 |
| WOLVERHAMPTON: OTHER | |
| Peel Centre, Stafford Street, Wolverhampton | 1,874 |
| Lidl, Finchfield | 158 |
| WOLVERHAMPTON SUB-TOTAL | 39,297 |
| WALSALL: STRATEGIC CENTRE | |
| Tesco Extra, Land at Walsall College of Arts & Technology, and north of Littleton Street West, Walsall | 3,100 |
| Gigaport, Land north of Walsall town centre bounded by Littleton street West, Hatherton Street, Hatherton Road | 72 |
| WALSALL: NON-STRATEGIC CENTRES | |
| Morrisons, Land between Wood Street, Upper Lichfield Street and Lower Lichfield Street, extending to Walsall Street, Willenhall | 1,630 |
| Retail Units, Land between Wood Street, Upper Lichfield Street and Lower Lichfield Street, extending to Walsall Street, Willenhall | 600 |
| WALSALL SUB-TOTAL | 5,402 |
| SANDWELL: STRATEGIC CENTRE | |
| Tesco development, West Bromwich (2006 scheme) | 16,052 |
| Queens Square Extension, West Bromwich | 9,090 |
| SANDWELL: NON-STRATEGIC CENTRES | |
| Great Bridge Business Park mixed-use development, Great Bridge | 419 |
| Retail units at Great Bridge Retail Park, Great Bridge | 244 |
| Oldbury Junction | 19,168 |
| SANDWELL SUB-TOTAL | 44,973 |
| DUDLEY: NON-STRATEGIC CENTRES | |
| Crown Centre redevelopment, Stourbridge | 1,589 |
| DUDLEY SUB-TOTAL | 1,589 |
| TOTAL | 91,261 |

Source: Black Country Authorities, 2009

BLACK COUNTRY CENTRES STUDY 2009

TABLE 60
RETAIL PIPELINE - COMPARISON GOODS

| | Net Flsp (sqm) |
|---|----------------------|
| WOLVERHAMPTON: STRATEGIC CENTRE | |
| Pipers Row, Wolverhampton | 628 |
| Interchange, Phase Two, Wolverhampton | 3,671 |
| WOLVERHAMPTON SUB-TOTAL | 4,299 |
| WALSALL | |
| None | |
| SANDWELL | |
| Phase 1 & 2 Tesco development, West Bromwich (2009 scheme)* | 11,548 |
| SANDWELL SUB-TOTAL | 11,548 |
| DUDLEY | |
| None | |
| TOTAL | 15,847 |

Source: Black Country Authorities, 2009 *Net additional floorspace over and above 2006 scheme

BLACK COUNTRY CENTRES STUDY 2009

TABLE 61
RETAIL ALLOCATIONS - COMPARISON GOODS

| | Net Flsp (sqm) |
|---|----------------------|
| WOLVERHAMPTON: STRATEGIC CENTRE | |
| CC6(a(ii)) Darlington Street | 375 |
| CC9(ii) Worcester Street/Church Street/Temple Street | 131 |
| CC(iv) School Street | 279 |
| WOLVERHAMPTON: OTHER | |
| Policy B14 All Saints and Blakenhall Community Development Area - Warehouse Quarter | 150 |
| SUB-TOTAL | 935 |
| WALSALL: STRATEGIC CENTRE | |
| WA10 Lower Hall Lane / Digbeth / Old Square | 9,998 |
| WALSALL: NON-STRATEGIC CENTRES | |
| AL4 The Precinct & AL5 Land at High Street / Little Aston Road | 736 |
| BX6II Asda extension | 690 |
| BR8I, & 8II Tesco Expansion and potential Lidl | 1,235 |
| SUB-TOTAL | 12,658 |
| SANDWELL: NON-STRATEGIC CENTRES | |
| BHPr5, 11 & 14 Blackheath | 525 |
| GBPr1, 7 & 8 Great Bridge | 935 |
| OLPr3 & 4 Oldbury | 735 |
| SUB-TOTAL | 2,195 |
| DUDLEY: STRATEGIC CENTRE | |
| Brierley Hill Town Centre (Phase 2) | 48,750 |
| DUDLEY: NON-STRATEGIC CENTRES | |
| Dudley Town Centre (King Street/Flood Street area) | 11,250 |
| Halesowen Town Centre | 2,197 |
| Stourbridge Town Centre | 3,375 |
| SUB-TOTAL | 65,572 |
| TOTAL | 81,360 |

Source: Black Country Authorities, 2009

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CENTRES STUDY 2009**

WOLVERHAMPTON

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

**TABLE 62
FUTURE SHOP FLOORSPACE CAPACITY: WOLVERHAMPTON STRATEGIC CENTRE**

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-------------------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | |
| | COMPARISON GOODS | | | | |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area (%) | 11.3 | 11.3 | 11.3 | 11.3 | 11.3 |
| Survey Area Residents Spending (£000) | 540,303 | 559,675 | 623,892 | 805,817 | 1,040,134 |
| Inflow from beyond survey area (£000) | 48,018 | 49,740 | 56,258 | 72,662 | 94,825 |
| Total Strategic Centre Comparison Turnover (£000) | 588,321 | 609,415 | 680,150 | 878,479 | 1,134,959 |
| Existing Shop Floorspace (sqm net) | 62,203 | 62,203 | 62,203 | 62,203 | 62,203 |
| Sales per sqm net (£) | 8,759 | 8,935 | 9,391 | 10,625 | 12,021 |
| Sales from Existing Floorspace (£000) | 544,824 | 555,775 | 584,125 | 660,884 | 747,729 |
| Residual Spending to Support new shops (£000) | 43,497 | 53,640 | 96,025 | 217,595 | 387,230 |
| Sales per sqm net in new shops (£) | 5,000 | 5,101 | 5,361 | 6,065 | 6,862 |
| Capacity for new floorspace (sqm net) | 8,699 | 10,517 | 17,913 | 35,877 | 56,430 |
| Committed Floorspace (sqm net) | 0 | 0 | 35,964 | 35,964 | 35,964 |
| Residual Capacity for New Floorspace (sqm net) | 8,699 | 10,517 | -18,051 | -87 | 20,466 |

**TABLE 62A
FUTURE SHOP FLOORSPACE CAPACITY: WOLVERHAMPTON NON STRATEGIC CENTRES**

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-------------------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | |
| | COMPARISON GOODS | | | | |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area (%) | 0.9 | 0.9 | 0.9 | 0.9 | 1.0 |
| Survey Area Residents Spending (£000) | 43,904 | 45,478 | 52,345 | 67,608 | 88,203 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 43,904 | 45,478 | 52,345 | 67,608 | 88,203 |
| Existing Shop Floorspace (sqm net) | 12,219 | 12,219 | 12,219 | 12,219 | 12,219 |
| Sales per sqm net (£) | 3,593 | 3,665 | 3,852 | 4,359 | 4,931 |
| Sales from Existing Floorspace (£000) | 43,904 | 44,786 | 47,071 | 53,257 | 60,255 |
| Residual Spending to Support new shops (£000) | 0 | 692 | 5,274 | 14,352 | 27,949 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 226 | 1,640 | 3,944 | 6,788 |
| Committed Floorspace (sqm net) | 0 | 0 | 1,301 | 1,301 | 1,301 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 226 | 339 | 2,643 | 5,487 |

**TABLE 62B
FUTURE SHOP FLOORSPACE CAPACITY: WOLVERHAMPTON OTHER RETAIL PROVISION**

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|--|-------------------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | |
| | COMPARISON GOODS | | | | |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area (%) | 1.2 | 1.2 | 1.2 | 1.2 | 1.2 |
| Survey Area Residents Spending (£000) | 57,282 | 59,336 | 67,187 | 86,779 | 113,291 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Other Comparison Turnover (£000) | 57,282 | 59,336 | 67,187 | 86,779 | 113,291 |
| Existing Shop Floorspace (sqm net) | 33,002 | 33,002 | 33,002 | 33,002 | 33,002 |
| Sales per sqm net (£) | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 |
| Sales from Existing Floorspace (£000) | 82,505 | 82,505 | 82,505 | 82,505 | 82,505 |
| Residual Spending to Support new shops (£000) | 0 | -23,169 | -15,318 | 4,274 | 30,787 |
| Sales per sqm net in new shops (£) | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 |
| Capacity for new floorspace (sqm net) | 0 | -9,267 | -6,127 | 1,710 | 12,315 |
| Committed Floorspace (sqm net) | 0 | 0 | 2,032 | 2,032 | 2,032 |
| Residual Capacity for New Floorspace (sqm net) | 0 | -9,267 | -8,159 | -322 | 10,283 |

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WALSALL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

**TABLE 63
FUTURE SHOP FLOORSPACE CAPACITY: WALSALL STRATEGIC CENTRE**

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | | |
|---|------------------|-----------|-------------|-----------|-----------|--|-------------|--|--|
| | COMPARISON GOODS | | | | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | | |
| Market Share from Survey Area | 7.6 | 7.6 | 7.6 | 7.6 | 7.6 | | | | |
| Survey Area Residents Spending | 363,266 | 376,291 | 419,467 | 541,782 | 699,322 | | | | |
| Inflow from beyond survey area (£000) | 15,409 | 15,961 | 18,058 | 23,323 | 30,439 | | | | |
| Total Strategic Centre Comparison Turnover (£000) | 378,675 | 392,252 | 437,524 | 565,105 | 729,762 | | | | |
| Existing Shop Floorspace (sqm net) | 55,008 | 55,008 | 55,008 | 55,008 | 55,008 | | | | |
| Sales per sqm net £ | 6,474 | 6,604 | 6,941 | 7,853 | 8,885 | | | | |
| Sales from Existing Floorspace (£000) | 356,129 | 363,287 | 381,818 | 431,992 | 488,760 | | | | |
| Residual Spending to Support new shops (£000) | 22,546 | 28,965 | 55,706 | 133,113 | 241,002 | | | | |
| Sales per sqm net in new shops (£) | 5,000 | 5,101 | 5,361 | 6,065 | 6,862 | | | | |
| Capacity for new floorspace (sqm net) | 4,509 | 5,679 | 10,392 | 21,947 | 35,121 | | | | |
| Committed Floorspace (sqm net) | 0 | 0 | 3,172 | 3,172 | 3,172 | | | | |
| Residual Capacity for New Floorspace (sqm net) | 4,509 | 5,679 | 7,220 | 18,775 | 31,949 | | | | |

**TABLE 63A
FUTURE SHOP FLOORSPACE CAPACITY: WALSALL NON STRATEGIC CENTRES**

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | | |
|---|------------------|-----------|-------------|-----------|-----------|--|-------------|--|--|
| | COMPARISON GOODS | | | | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | | |
| Market Share from Survey Area | 0.9 | 0.9 | 0.9 | 0.9 | 1.0 | | | | |
| Survey Area Residents Spending | 44,192 | 45,776 | 52,323 | 67,580 | 88,484 | | | | |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 | | | | |
| Total Non-Strategic Centre Comparison Turnover (£000) | 44,192 | 45,776 | 52,323 | 67,580 | 88,484 | | | | |
| Existing Shop Floorspace (sqm net) | 27,245 | 27,245 | 27,245 | 27,245 | 27,245 | | | | |
| Sales per sqm net £ | 1,622 | 1,655 | 1,739 | 1,968 | 2,226 | | | | |
| Sales from Existing Floorspace (£000) | 44,192 | 45,080 | 47,379 | 53,605 | 60,650 | | | | |
| Residual Spending to Support new shops (£000) | 0 | 696 | 4,943 | 13,974 | 27,834 | | | | |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 | | | | |
| Capacity for new floorspace (sqm net) | 0 | 227 | 1,537 | 3,840 | 6,760 | | | | |
| Committed Floorspace (sqm net) | 0 | 0 | 2,230 | 2,230 | 2,230 | | | | |
| Residual Capacity for New Floorspace (sqm net) | 0 | 227 | -693 | 1,610 | 4,530 | | | | |

**TABLE 63B
FUTURE SHOP FLOORSPACE CAPACITY: WALSALL OTHER RETAIL PROVISION**

| | COMPARISON GOODS | | | | |
|--|------------------|-----------|-----------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 2.4 | 2.4 | 2.4 | 2.4 | 2.5 |
| Survey Area Residents Spending | 115,712 | 119,861 | 134,979 | 174,338 | 227,111 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Other Comparison Turnover (£000) | 115,712 | 119,861 | 134,979 | 174,338 | 227,111 |
| Existing Shop Floorspace (sqm net) | 42,531 | 42,531 | 42,531 | 42,531 | 42,531 |
| Sales per sqm net £ | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 |
| Sales from Existing Floorspace (£000) | 106,327 | 106,327 | 106,327 | 106,327 | 106,327 |
| Residual Spending to Support new shops (£000) | 0 | 13,534 | 28,652 | 68,011 | 120,783 |
| Sales per sqm net in new shops (£) | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 |
| Capacity for new floorspace (sqm net) | 0 | 5,413 | 11,461 | 27,204 | 48,313 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 5,413 | 11,461 | 27,204 | 48,313 |

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SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 64
FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL - WEST BROMWICH STRATEGIC CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 3.0 | 3.0 | 3.0 | 3.0 | 3.0 |
| Survey Area Residents Spending | 143,130 | 148,261 | 165,273 | 213,466 | 275,538 |
| Inflow from beyond survey area (£000) | 5,982 | 6,196 | 6,894 | 8,904 | 11,459 |
| Total Strategic Centre Comparison Turnover (£000) | 149,111 | 154,457 | 172,167 | 222,370 | 286,997 |
| Existing Shop Floorspace (sqm net) | 23,279 | 23,279 | 23,279 | 23,279 | 23,279 |
| Sales per sqm net £ | 6,200 | 6,325 | 6,647 | 7,521 | 8,509 |
| Sales from Existing Floorspace (£000) | 144,329 | 147,230 | 154,740 | 175,075 | 198,081 |
| Residual Spending to Support new shops (£000) | 4,782 | 7,227 | 17,426 | 47,295 | 88,916 |
| Sales per sqm net in new shops (£) | 5,000 | 5,101 | 5,361 | 6,065 | 6,862 |
| Capacity for new floorspace (sqm net) | 956 | 1,417 | 3,251 | 7,798 | 12,958 |
| Committed Floorspace (sqm net) | 0 | 0 | 25,142 | 25,142 | 25,142 |
| Residual Capacity for New Floorspace (sqm net) | 956 | 1,417 | -21,891 | -17,344 | -12,184 |

TABLE 64A
FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL NON STRATEGIC CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 4.0 | 4.0 | 4.0 | 4.0 | 3.8 |
| Survey Area Residents Spending | 191,651 | 198,522 | 220,543 | 283,591 | 353,930 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 191,651 | 198,522 | 220,543 | 283,591 | 353,930 |
| Existing Shop Floorspace (sqm net) | 63,533 | 63,533 | 63,533 | 63,533 | 63,533 |
| Sales per sqm net £ | 3,017 | 3,077 | 3,234 | 3,659 | 4,140 |
| Sales from Existing Floorspace (£000) | 191,651 | 195,503 | 205,476 | 232,477 | 263,026 |
| Residual Spending to Support new shops (£000) | 0 | 3,019 | 15,067 | 51,114 | 90,904 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 987 | 4,684 | 14,046 | 22,079 |
| Committed Floorspace (sqm net) | 0 | 0 | 19,831 | 19,831 | 19,831 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 987 | -15,146 | -5,785 | 2,248 |

TABLE 64B
FUTURE SHOP FLOORSPACE CAPACITY: SANDWELL OTHER RETAIL PROVISION

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|--|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 1.4 | 1.4 | 1.5 | 1.5 | 1.5 |
| Survey Area Residents Spending | 69,148 | 71,627 | 80,617 | 104,124 | 135,373 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Other Comparison Turnover (£000) | 69,148 | 71,627 | 80,617 | 104,124 | 135,373 |
| Existing Shop Floorspace (sqm net) | 15,739 | 15,739 | 15,739 | 15,739 | 15,739 |
| Sales per sqm net £ | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 |
| Sales from Existing Floorspace (£000) | 39,348 | 39,348 | 39,348 | 39,348 | 39,348 |
| Residual Spending to Support new shops (£000) | 0 | 32,280 | 41,269 | 64,776 | 96,025 |
| Sales per sqm net in new shops (£) | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 |
| Capacity for new floorspace (sqm net) | 0 | 12,912 | 16,508 | 25,911 | 38,410 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 12,912 | 16,508 | 25,911 | 38,410 |

**BLACK COUNTRY
CENTRES STUDY 2009**

DUDLEY

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 65
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY - BRIERLEY HILL STRATEGIC CENTRE

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | |
|--|-----------|-----------|-------------|-----------|-----------|--|-------------|--|
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | |
| COMPARISON GOODS | | | | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | |
| Market Share from Survey Area | 14.2 | 14.2 | 14.2 | 14.2 | 14.2 | | | |
| Survey Area Residents Spending | 676,758 | 701,022 | 781,458 | 1,009,329 | 1,302,823 | | | |
| Inflow from beyond survey area (£000) | 124,417 | 128,877 | 142,888 | 184,553 | 238,087 | | | |
| Total Strategic Centre Comparison Turnover (£000) | 801,174 | 829,900 | 924,346 | 1,193,882 | 1,540,911 | | | |
| Existing Shop Floorspace (sqm net) | 120,611 | 120,611 | 120,611 | 120,611 | 120,611 | | | |
| Sales per sqm net £ | 6,000 | 6,120 | 6,433 | 7,278 | 8,234 | | | |
| Sales from Existing Floorspace (£000) | 723,652 | 738,197 | 775,853 | 877,806 | 993,157 | | | |
| Residual Spending to Support new shops (£000) | 77,522 | 91,702 | 148,493 | 316,075 | 547,753 | | | |
| Sales per sqm net in new shops (£) Based on large store format | 5,000 | 5,101 | 5,361 | 6,065 | 6,862 | | | |
| Capacity for new floorspace (sqm net) | 15,504 | 17,979 | 27,700 | 52,114 | 79,823 | | | |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 | | | |
| Residual Capacity for New Floorspace (sqm net) | 15,504 | 17,979 | 27,700 | 52,114 | 79,823 | | | |

TABLE 65A
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY NON STRATEGIC CENTRES

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | |
|--|-----------|-----------|-------------|-----------|-----------|--|-------------|--|
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | |
| COMPARISON GOODS | | | | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | |
| Market Share from Survey Area | 3.2 | 3.5 | 3.4 | 3.4 | 3.4 | | | |
| Survey Area Residents Spending | 154,443 | 171,207 | 189,478 | 244,729 | 316,231 | | | |
| Inflow from beyond survey area (£000) | 3,380 | 3,501 | 3,905 | 5,044 | 6,521 | | | |
| Total Non-Strategic Centre Comparison Turnover (£000) | 157,823 | 174,708 | 193,383 | 249,773 | 322,752 | | | |
| Existing Shop Floorspace (sqm net) | 61,501 | 61,501 | 61,501 | 61,501 | 61,501 | | | |
| Sales per sqm net £ | 2,566 | 2,618 | 2,751 | 3,113 | 3,522 | | | |
| Sales from Existing Floorspace (£000) | 157,823 | 160,996 | 169,208 | 191,443 | 216,600 | | | |
| Residual Spending to Support new shops (£000) | 0 | 13,712 | 24,175 | 58,330 | 106,151 | | | |
| Sales per sqm net in new shops (£) Based on large store format | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 | | | |
| Capacity for new floorspace (sqm net) | 0 | 4,481 | 7,516 | 16,029 | 25,782 | | | |
| Committed Floorspace (sqm net) | 0 | 0 | 1,589 | 1,589 | 1,589 | | | |
| Residual Capacity for New Floorspace (sqm net) | 0 | 4,481 | 5,927 | 14,440 | 24,193 | | | |

TABLE 65B
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY OTHER RETAIL PROVISION

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | |
|--|-----------|-----------|-------------|-----------|-----------|--|-------------|--|
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | |
| COMPARISON GOODS | | | | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | |
| Market Share from Survey Area | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 | | | |
| Survey Area Residents Spending | 42,245 | 43,760 | 48,365 | 62,468 | 80,509 | | | |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 | | | |
| Total Other Comparison Turnover (£000) | 42,245 | 43,760 | 48,365 | 62,468 | 80,509 | | | |
| Existing Shop Floorspace (sqm net) | 20,384 | 20,384 | 20,384 | 20,384 | 20,384 | | | |
| Sales per sqm net £ | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | | | |
| Sales from Existing Floorspace (£000) | 50,960 | 50,960 | 50,960 | 50,960 | 50,960 | | | |
| Residual Spending to Support new shops (£000) | 0 | -7,200 | -2,595 | 11,507 | 29,549 | | | |
| Sales per sqm net in new shops (£) Based on large store format | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 | | | |
| Capacity for new floorspace (sqm net) | 0 | -2,880 | -1,038 | 4,603 | 11,820 | | | |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 | | | |
| Residual Capacity for New Floorspace (sqm net) | 0 | -2,880 | -1,038 | 4,603 | 11,820 | | | |

**BLACK COUNTRY
TOWN CENTRES STUDY 2009**

CAPACITY PROJECTIONS: COMPARISON GOODS

TABLE 66
FUTURE SHOP FLOORSPACE CAPACITY: GLOBAL STRATEGIC CENTRES

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area (%) | 36.0 | 36.0 | 36.0 | 36.0 | 36.0 |
| Survey Area Residents Spending (£000) | 1,723,456 | 1,785,249 | 1,990,089 | 2,570,393 | 3,317,818 |
| Inflow from beyond survey area (£000) | 193,825 | 200,775 | 224,097 | 289,443 | 374,811 |
| Total Strategic Centre Comparison Turnover (£000) | 1,917,281 | 1,986,024 | 2,214,186 | 2,859,836 | 3,692,629 |
| Existing Shop Floorspace (sqm net) | 261,102 | 261,102 | 261,102 | 261,102 | 261,102 |
| Sales per sqm net (£) | 6,775 | 6,911 | 7,264 | 8,218 | 9,298 |
| Sales from Existing Floorspace (£000) | 1,768,934 | 1,804,490 | 1,896,537 | 2,145,757 | 2,427,727 |
| Residual Spending to Support new shops (£000) | 148,347 | 181,534 | 317,649 | 714,078 | 1,264,902 |
| Sales per sqm net in new shops (£) | 5,000 | 5,101 | 5,361 | 6,065 | 6,862 |
| Capacity for new floorspace (sqm net) | 29,669 | 35,591 | 59,255 | 117,735 | 184,331 |
| Committed Floorspace (sqm net) | 0 | 0 | 64,278 | 64,278 | 64,278 |
| Residual Capacity for New Floorspace (sqm net) | 29,669 | 35,591 | -5,023 | 53,457 | 120,053 |

TABLE66A
FUTURE SHOP FLOORSPACE CAPACITY: NON-STRATEGIC CENTRES

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area (%) | 9.1 | 9.3 | 9.3 | 9.3 | 9.2 |
| Survey Area Residents Spending (£000) | 434,190 | 460,983 | 514,687 | 663,508 | 846,848 |
| Inflow from beyond survey area (£000) | 3,380 | 3,501 | 3,905 | 5,044 | 6,521 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 437,570 | 464,484 | 518,593 | 668,552 | 853,369 |
| Existing Shop Floorspace (sqm net) | 164,497 | 164,497 | 164,497 | 164,497 | 164,497 |
| Sales per sqm net (£) | 2,660 | 2,714 | 2,852 | 3,227 | 3,651 |
| Sales from Existing Floorspace (£000) | 437,570 | 446,365 | 469,134 | 530,782 | 600,531 |
| Residual Spending to Support new shops (£000) | 0 | 18,120 | 49,459 | 137,770 | 252,838 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 5,921 | 15,377 | 37,859 | 61,409 |
| Committed Floorspace (sqm net) | 0 | 0 | 24,951 | 24,951 | 24,951 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 5,921 | -9,574 | 12,907 | 36,458 |

TABLE 66B
FUTURE SHOP FLOORSPACE CAPACITY: OTHER RETAIL PROVISION

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|--|------------------|-------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-'16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area (%) | 5.9 | 5.9 | 6.0 | 6.0 | 6.0 |
| Survey Area Residents Spending (£000) | 284,388 | 294,584 | 331,147 | 427,709 | 556,284 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Other Comparison Turnover (£000) | 284,388 | 294,584 | 331,147 | 427,709 | 556,284 |
| Existing Shop Floorspace (sqm net) | 111,656 | 111,656 | 111,656 | 111,656 | 111,656 |
| Sales per sqm net (£) | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 |
| Sales from Existing Floorspace (£000) | 279,140 | 279,140 | 279,140 | 279,140 | 279,140 |
| Residual Spending to Support new shops (£000) | 0 | 15,444 | 52,007 | 148,569 | 277,144 |
| Sales per sqm net in new shops (£) | 2,500 | 2,500 | 2,500 | 2,500 | 2,500 |
| Capacity for new floorspace (sqm net) | 0 | 6,178 | 20,803 | 59,428 | 110,857 |
| Committed Floorspace (sqm net) | 0 | 0 | 2,032 | 2,032 | 2,032 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 6,178 | 18,771 | 57,396 | 108,825 |

**BLACK COUNTRY
CENTRES STUDY 2009**

WOLVERHAMPTON

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 67
FUTURE SHOP FLOORSPACE CAPACITY: BILSTON DISTRICT CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-16 | | 2.5 %pa '16-'26 | | |
|---|----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area (%) | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 |
| Survey Area Residents Spending (£000) | 37,654 | 39,004 | 45,172 | 58,344 | 76,104 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 37,654 | 39,004 | 45,172 | 58,344 | 76,104 |
| Existing Shop Floorspace (sqm net) | 9,689 | 9,689 | 9,689 | 9,689 | 9,689 |
| Sales per sqm net (£) | 3,886 | 3,964 | 4,167 | 4,714 | 5,334 |
| Sales from Existing Floorspace (£000) | 37,654 | 38,410 | 40,370 | 45,675 | 51,677 |
| Residual Spending to Support new shops (£000) | 0 | 593 | 4,802 | 12,670 | 24,428 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 194 | 1,493 | 3,482 | 5,933 |
| Committed Floorspace (sqm net) | 0 | 0 | 848 | 848 | 848 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 194 | 645 | 2,634 | 5,085 |

TABLE 68
FUTURE SHOP FLOORSPACE CAPACITY: WEDNESFIELD DISTRICT CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-16 | | 2.5 %pa '16-'26 | | |
|---|----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure (£000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area (%) | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Survey Area Residents Spending (£000) | 6,250 | 6,475 | 7,172 | 9,264 | 12,099 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 6,250 | 6,475 | 7,172 | 9,264 | 12,099 |
| Existing Shop Floorspace (sqm net) | 2,530 | 2,530 | 2,530 | 2,530 | 2,530 |
| Sales per sqm net (£) | 2,471 | 2,521 | 2,649 | 2,997 | 3,391 |
| Sales from Existing Floorspace (£000) | 6,250 | 6,376 | 6,701 | 7,582 | 8,578 |
| Residual Spending to Support new shops (£000) | 0 | 98 | 471 | 1,682 | 3,521 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 32 | 146 | 462 | 855 |
| Committed Floorspace (sqm net) | 0 | 0 | 453 | 453 | 453 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 32 | -307 | 9 | 402 |

**BLACK COUNTRY
CENTRES STUDY 2009**

WALSALL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 69
FUTURE SHOP FLOORSPACE CAPACITY: BLOXWICH TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | |
|---|------------------|-----------|-------------|-----------|-----------|--|-------------|--|
| | COMPARISON GOODS | | | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | |
| Total Available Expenditure (E000) | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | |
| Market Share from Survey Area (%) | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | | | |
| Survey Area Residents Spending (E000) | 8,069 | 8,358 | 9,563 | 12,352 | 16,160 | | | |
| Inflow from beyond survey area (E000) | 0 | 0 | 0 | 0 | 0 | | | |
| Total Non-Strategic Centre Comparison Turnover (E000) | 8,069 | 8,358 | 9,563 | 12,352 | 16,160 | | | |
| Existing Shop Floorspace (sqm net) | 8,475 | 8,475 | 8,475 | 8,475 | 8,475 | | | |
| Sales per sqm net (£) | 952 | 971 | 1,021 | 1,155 | 1,307 | | | |
| Sales from Existing Floorspace (E000) | 8,069 | 8,231 | 8,651 | 9,788 | 11,074 | | | |
| Residual Spending to Support new shops (E000) | 0 | 127 | 912 | 2,564 | 5,086 | | | |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 | | | |
| Capacity for new floorspace (sqm net) | 0 | 42 | 284 | 705 | 1,235 | | | |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 | | | |
| Residual Capacity for New Floorspace (sqm net) | 0 | 42 | 284 | 705 | 1,235 | | | |

TABLE 70
FUTURE SHOP FLOORSPACE CAPACITY: BROWNHILLS TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | |
|---|------------------|-----------|-------------|-----------|-----------|--|-------------|--|
| | COMPARISON GOODS | | | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | |
| Market Share from Survey Area | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | | | |
| Survey Area Residents Spending | 7,913 | 8,197 | 9,454 | 12,211 | 15,976 | | | |
| Inflow from beyond survey area (E000) | 0 | 0 | 0 | 0 | 0 | | | |
| Total Non-Strategic Centre Comparison Turnover (E000) | 7,913 | 8,197 | 9,454 | 12,211 | 15,976 | | | |
| Existing Shop Floorspace (sqm net) | 6,283 | 6,283 | 6,283 | 6,283 | 6,283 | | | |
| Sales per sqm net (£) | 1,260 | 1,285 | 1,350 | 1,528 | 1,729 | | | |
| Sales from Existing Floorspace (E000) | 7,913 | 8,072 | 8,484 | 9,599 | 10,860 | | | |
| Residual Spending to Support new shops (E000) | 0 | 125 | 970 | 2,612 | 5,115 | | | |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 | | | |
| Capacity for new floorspace (sqm net) | 0 | 41 | 302 | 718 | 1,242 | | | |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 | | | |
| Residual Capacity for New Floorspace (sqm net) | 0 | 41 | 302 | 718 | 1,242 | | | |

TABLE 71
FUTURE SHOP FLOORSPACE CAPACITY: ALDRIDGE TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 | | %pa '09-'16 | | 2.5 | | %pa '16-'26 | |
|---|------------------|-----------|-------------|-----------|-----------|--|-------------|--|
| | COMPARISON GOODS | | | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 | | | |
| Market Share from Survey Area | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 | | | |
| Survey Area Residents Spending | 12,741 | 13,198 | 14,938 | 19,294 | 25,268 | | | |
| Inflow from beyond survey area (E000) | 0 | 0 | 0 | 0 | 0 | | | |
| Total Non-Strategic Centre Comparison Turnover (E000) | 12,741 | 13,198 | 14,938 | 19,294 | 25,268 | | | |
| Existing Shop Floorspace (sqm net) | 4,545 | 4,545 | 4,545 | 4,545 | 4,545 | | | |
| Sales per sqm net (£) | 2,803 | 2,860 | 3,005 | 3,400 | 3,847 | | | |
| Sales from Existing Floorspace (E000) | 12,741 | 12,997 | 13,660 | 15,456 | 17,487 | | | |
| Residual Spending to Support new shops (E000) | 0 | 201 | 1,278 | 3,838 | 7,781 | | | |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 | | | |
| Capacity for new floorspace (sqm net) | 0 | 66 | 397 | 1,055 | 1,890 | | | |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 | | | |
| Residual Capacity for New Floorspace (sqm net) | 0 | 66 | 397 | 1,055 | 1,890 | | | |

**BLACK COUNTRY
CENTRES STUDY 2009**

WALSALL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 72
FUTURE SHOP FLOORSPACE CAPACITY: WILLENHALL TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|------------|-----------|------------|-----------|
| | 1.0 | %pa '09-16 | 2.5 | %pa '16-26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Survey Area Residents Spending | 9,884 | 10,239 | 11,728 | 15,148 | 19,902 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 9,884 | 10,239 | 11,728 | 15,148 | 19,902 |
| Existing Shop Floorspace (sqm net) | 5,197 | 5,197 | 5,197 | 5,197 | 5,197 |
| Sales per sqm net £ | 1,902 | 1,940 | 2,039 | 2,307 | 2,610 |
| Sales from Existing Floorspace (£000) | 9,884 | 10,083 | 10,597 | 11,990 | 13,566 |
| Residual Spending to Support new shops (£000) | 0 | 156 | 1,131 | 3,158 | 6,336 |
| Sales per sqm net in new shops (£) Based on large store format | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 51 | 352 | 868 | 1,539 |
| Committed Floorspace (sqm net) | 0 | 0 | 2,230 | 2,230 | 2,230 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 51 | -1,879 | -1,363 | -691 |

TABLE 73
FUTURE SHOP FLOORSPACE CAPACITY: DARLASTON TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|------------|-----------|------------|-----------|
| | 1.0 | %pa '09-16 | 2.5 | %pa '16-26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Survey Area Residents Spending | 5,584 | 5,784 | 6,639 | 8,575 | 11,178 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 5,584 | 5,784 | 6,639 | 8,575 | 11,178 |
| Existing Shop Floorspace (sqm net) | 2,745 | 2,745 | 2,745 | 2,745 | 2,745 |
| Sales per sqm net £ | 2,034 | 2,075 | 2,181 | 2,467 | 2,791 |
| Sales from Existing Floorspace (£000) | 5,584 | 5,696 | 5,986 | 6,773 | 7,663 |
| Residual Spending to Support new shops (£000) | 0 | 88 | 653 | 1,802 | 3,515 |
| Sales per sqm net in new shops (£) Based on large store format | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 29 | 203 | 495 | 854 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 29 | 203 | 495 | 854 |

**BLACK COUNTRY
CENTRES STUDY 2009**

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 74
FUTURE SHOP FLOORSPACE CAPACITY: BLACKHEATH TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Survey Area Residents Spending | 10,700 | 11,084 | 12,358 | 15,962 | 20,566 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 10,700 | 11,084 | 12,358 | 15,962 | 20,566 |
| Existing Shop Floorspace (sqm net) | 5,205 | 5,205 | 5,205 | 5,205 | 5,205 |
| Sales per sqm net £ | 2,056 | 2,097 | 2,204 | 2,494 | 2,822 |
| Sales from Existing Floorspace (£000) | 10,700 | 10,915 | 11,472 | 12,979 | 14,685 |
| Residual Spending to Support new shops (£000) | 0 | 169 | 887 | 2,983 | 5,881 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 55 | 276 | 820 | 1,428 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 55 | 276 | 820 | 1,428 |

TABLE 75
FUTURE SHOP FLOORSPACE CAPACITY: CRADLEY HEATH TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Survey Area Residents Spending | 11,504 | 11,917 | 13,250 | 17,114 | 22,078 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 11,504 | 11,917 | 13,250 | 17,114 | 22,078 |
| Existing Shop Floorspace (sqm net) | 6,090 | 6,090 | 6,090 | 6,090 | 6,090 |
| Sales per sqm net £ | 1,889 | 1,927 | 2,025 | 2,292 | 2,593 |
| Sales from Existing Floorspace (£000) | 11,504 | 11,735 | 12,334 | 13,955 | 15,789 |
| Residual Spending to Support new shops (£000) | 0 | 181 | 916 | 3,159 | 6,289 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 59 | 285 | 868 | 1,527 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 59 | 285 | 868 | 1,527 |

TABLE 76
FUTURE SHOP FLOORSPACE CAPACITY: GREAT BRIDGE TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.3 | 0.3 | 0.3 | 0.3 | 0.3 |
| Survey Area Residents Spending | 12,124 | 12,559 | 14,176 | 18,310 | 23,555 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 12,124 | 12,559 | 14,176 | 18,310 | 23,555 |
| Existing Shop Floorspace (sqm net) | 10,722 | 10,722 | 10,722 | 10,722 | 10,722 |
| Sales per sqm net £ | 1,131 | 1,154 | 1,212 | 1,372 | 1,552 |
| Sales from Existing Floorspace (£000) | 12,124 | 12,368 | 12,999 | 14,707 | 16,640 |
| Residual Spending to Support new shops (£000) | 0 | 191 | 1,177 | 3,603 | 6,916 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 62 | 366 | 990 | 1,680 |
| Committed Floorspace (sqm net) | 0 | 0 | 663 | 663 | 663 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 62 | -297 | 327 | 1,017 |

**BLACK COUNTRY
CENTRES STUDY 2009**

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 77
FUTURE SHOP FLOORSPACE CAPACITY: OLDBURY TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 1.6 | 1.6 | 1.6 | 1.6 | 1.6 |
| Survey Area Residents Spending | 74,780 | 77,461 | 86,042 | 111,131 | 142,960 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 74,780 | 77,461 | 86,042 | 111,131 | 142,960 |
| Existing Shop Floorspace (sqm net) | 13,328 | 13,328 | 13,328 | 13,328 | 13,328 |
| Sales per sqm net £ | 5,611 | 5,724 | 6,016 | 6,806 | 7,700 |
| Sales from Existing Floorspace (£000) | 74,780 | 76,283 | 80,174 | 90,710 | 102,630 |
| Residual Spending to Support new shops (£000) | 0 | 1,178 | 5,868 | 20,422 | 40,330 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 385 | 1,824 | 5,612 | 9,795 |
| Committed Floorspace (sqm net) | 0 | 0 | 19,168 | 19,168 | 19,168 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 385 | -17,343 | -13,556 | -9,372 |

TABLE 78
FUTURE SHOP FLOORSPACE CAPACITY: WEDNESBURY TOWN CENTRE

| GROWTH IN SALES PER SQ M | COMPARISON GOODS | | | | |
|---|------------------|------------|-----------|-------------|-----------|
| | 1.0 | %pa '09-16 | 2.5 | %pa '16-'26 | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.9 | 0.9 | 0.9 | 0.9 | 0.9 |
| Survey Area Residents Spending | 43,445 | 45,003 | 50,733 | 64,266 | 85,137 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 43,445 | 45,003 | 50,733 | 64,266 | 85,137 |
| Existing Shop Floorspace (sqm net) | 7,259 | 7,259 | 7,259 | 7,259 | 7,259 |
| Sales per sqm net £ | 5,985 | 6,106 | 6,417 | 7,260 | 8,214 |
| Sales from Existing Floorspace (£000) | 43,445 | 44,318 | 46,579 | 52,700 | 59,625 |
| Residual Spending to Support new shops (£000) | 0 | 684 | 4,154 | 11,566 | 25,513 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 224 | 1,292 | 3,178 | 6,196 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 224 | 1,292 | 3,178 | 6,196 |

**BLACK COUNTRY
CENTRES STUDY 2009**

SANDWELL

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 79
FUTURE SHOP FLOORSPACE CAPACITY: CAPE HILL TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 | %pa '09-16 | 2.5 | %pa '16-26 | |
|---|-----------|------------|-----------|------------|-----------|
| COMPARISON GOODS | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| Survey Area Residents Spending | 6,824 | 7,069 | 7,679 | 9,918 | 12,744 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 6,824 | 7,069 | 7,679 | 9,918 | 12,744 |
| Existing Shop Floorspace (sqm net) | 12,242 | 12,242 | 12,242 | 12,242 | 12,242 |
| Sales per sqm net £ | 557 | 569 | 598 | 676 | 765 |
| Sales from Existing Floorspace (£000) | 6,824 | 6,961 | 7,316 | 8,278 | 9,366 |
| Residual Spending to Support new shops (£000) | 0 | 108 | 362 | 1,640 | 3,378 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 35 | 113 | 451 | 820 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 35 | 113 | 451 | 820 |

TABLE 80
FUTURE SHOP FLOORSPACE CAPACITY: BEARWOOD TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 | %pa '09-16 | 2.5 | %pa '16-26 | |
|---|-----------|------------|-----------|------------|-----------|
| COMPARISON GOODS | | | | | |
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.7 | 0.7 | 0.7 | 0.7 | 0.5 |
| Survey Area Residents Spending | 32,273 | 33,430 | 36,304 | 46,890 | 46,890 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 32,273 | 33,430 | 36,304 | 46,890 | 46,890 |
| Existing Shop Floorspace (sqm net) | 8,689 | 8,689 | 8,689 | 8,689 | 8,689 |
| Sales per sqm net £ | 3,714 | 3,789 | 3,982 | 4,506 | 5,098 |
| Sales from Existing Floorspace (£000) | 32,273 | 32,922 | 34,601 | 39,148 | 44,293 |
| Residual Spending to Support new shops (£000) | 0 | 508 | 1,703 | 7,742 | 2,597 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 166 | 529 | 2,127 | 631 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 166 | 529 | 2,127 | 631 |

**BLACK COUNTRY
CENTRES STUDY 2009**

DUDLEY

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 81
FUTURE SHOP FLOORSPACE CAPACITY: DUDLEY TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 1.3 | 1.3 | 1.3 | 1.3 | 1.3 |
| Survey Area Residents Spending | 64,221 | 66,523 | 74,202 | 95,839 | 123,897 |
| Inflow from beyond survey area (£000) | 3,380 | 3,501 | 3,905 | 5,044 | 6,521 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 67,601 | 70,025 | 78,108 | 100,883 | 130,418 |
| Existing Shop Floorspace (sqm net) | 24,791 | 24,791 | 24,791 | 24,791 | 24,791 |
| Sales per sqm net £ | 2,727 | 2,782 | 2,924 | 3,308 | 3,742 |
| Sales from Existing Floorspace (£000) | 67,601 | 68,960 | 72,477 | 82,001 | 92,777 |
| Residual Spending to Support new shops (£000) | 0 | 1,065 | 5,630 | 18,882 | 37,641 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 348 | 1,750 | 5,189 | 9,142 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 348 | 1,750 | 5,189 | 9,142 |

TABLE 82
FUTURE SHOP FLOORSPACE CAPACITY: STOURBRIDGE TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 |
| Survey Area Residents Spending | 40,139 | 41,578 | 45,625 | 58,929 | 76,067 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 40,139 | 41,578 | 45,625 | 58,929 | 76,067 |
| Existing Shop Floorspace (sqm net) | 17,701 | 17,701 | 17,701 | 17,701 | 17,701 |
| Sales per sqm net £ | 2,268 | 2,313 | 2,431 | 2,751 | 3,112 |
| Sales from Existing Floorspace (£000) | 40,139 | 40,946 | 43,034 | 48,690 | 55,088 |
| Residual Spending to Support new shops (£000) | 0 | 632 | 2,591 | 10,240 | 20,979 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 207 | 805 | 2,814 | 5,095 |
| Committed Floorspace (sqm net) | 0 | 0 | 1,589 | 1,589 | 1,589 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 207 | -784 | 1,225 | 3,506 |

TABLE 83
FUTURE SHOP FLOORSPACE CAPACITY: HALESOWEN TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.7 | 0.7 | 0.7 | 0.7 | 0.7 |
| Survey Area Residents Spending | 35,333 | 36,600 | 40,339 | 52,101 | 67,227 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 35,333 | 36,600 | 40,339 | 52,101 | 67,227 |
| Existing Shop Floorspace (sqm net) | 12,138 | 12,138 | 12,138 | 12,138 | 12,138 |
| Sales per sqm net £ | 2,911 | 2,969 | 3,121 | 3,531 | 3,995 |
| Sales from Existing Floorspace (£000) | 35,333 | 36,043 | 37,881 | 42,859 | 48,492 |
| Residual Spending to Support new shops (£000) | 0 | 557 | 2,457 | 9,242 | 18,735 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 182 | 764 | 2,540 | 4,550 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 182 | 764 | 2,540 | 4,550 |

**BLACK COUNTRY
CENTRES STUDY 2009**

DUDLEY

CAPACITY PROJECTIONS: COMPARISON GOODS (WITH COMMITMENTS)

TABLE 84
FUTURE SHOP FLOORSPACE CAPACITY: KINGSWINFORD TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 |
| Survey Area Residents Spending | 9,162 | 9,491 | 10,361 | 13,382 | 17,276 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 9,162 | 9,491 | 10,361 | 13,382 | 17,276 |
| Existing Shop Floorspace (sqm net) | 3,059 | 3,059 | 3,059 | 3,059 | 3,059 |
| Sales per sqm net £ | 2,996 | 3,056 | 3,212 | 3,634 | 4,111 |
| Sales from Existing Floorspace (£000) | 9,162 | 9,346 | 9,823 | 11,114 | 12,575 |
| Residual Spending to Support new shops (£000) | 0 | 144 | 538 | 2,268 | 4,702 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 47 | 167 | 623 | 1,142 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 47 | 167 | 623 | 1,142 |

TABLE 85
FUTURE SHOP FLOORSPACE CAPACITY: LYE TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Survey Area Residents Spending | 506 | 524 | 570 | 737 | 948 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 506 | 524 | 570 | 737 | 948 |
| Existing Shop Floorspace (sqm net) | 2,118 | 2,118 | 2,118 | 2,118 | 2,118 |
| Sales per sqm net £ | 239 | 244 | 256 | 290 | 328 |
| Sales from Existing Floorspace (£000) | 506 | 516 | 542 | 613 | 694 |
| Residual Spending to Support new shops (£000) | 0 | 8 | 28 | 123 | 254 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 3 | 9 | 34 | 62 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 3 | 9 | 34 | 62 |

TABLE 86
FUTURE SHOP FLOORSPACE CAPACITY: SEDGLEY TOWN CENTRE

| GROWTH IN SALES PER SQ M | 1.0 %pa '09-'16 | | 2.5 %pa '16-'26 | | |
|---|-----------------|-----------|-----------------|-----------|-----------|
| | 2009 | 2011 | 2016 | 2021 | 2026 |
| COMPARISON GOODS | | | | | |
| Total Available Expenditure | 4,781,495 | 4,952,931 | 5,521,233 | 7,131,207 | 9,204,836 |
| Market Share from Survey Area | 0.1 | 0.3 | 0.3 | 0.3 | 0.3 |
| Survey Area Residents Spending | 5,083 | 16,491 | 18,381 | 23,740 | 30,816 |
| Inflow from beyond survey area (£000) | 0 | 0 | 0 | 0 | 0 |
| Total Non-Strategic Centre Comparison Turnover (£000) | 5,083 | 16,491 | 18,381 | 23,740 | 30,816 |
| Existing Shop Floorspace (sqm net) | 1,694 | 1,694 | 1,694 | 1,694 | 1,694 |
| Sales per sqm net £ | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Sales from Existing Floorspace (£000) | 5,083 | 5,185 | 5,449 | 6,165 | 6,976 |
| Residual Spending to Support new shops (£000) | 0 | 11,306 | 12,931 | 17,575 | 23,840 |
| Sales per sqm net in new shops (£) | 3,000 | 3,060 | 3,216 | 3,639 | 4,117 |
| Capacity for new floorspace (sqm net) | 0 | 3,694 | 4,020 | 4,829 | 5,790 |
| Committed Floorspace (sqm net) | 0 | 0 | 0 | 0 | 0 |
| Residual Capacity for New Floorspace (sqm net) | 0 | 3,694 | 4,020 | 4,829 | 5,790 |

Appendix 9:

Impact Modelling

**BLACK COUNTRY
CENTRES STUDY 2009
IMPACT ASSESSMENT**

TABLE 2: COMPARISON GOODS EXPENDITURE IN WEST BROMWICH'S CATCHMENT AREA (£000) (2009) (NO NEW DEVELOPMENT)

| Centre / Zone | ZONE 1 | ZONE 2 | ZONE 5 | ZONE 7 | ZONE 9 | ZONE 10 | ZONE 12 | ZONE 13 | ZONE 14 | ZONE 15 | ZONE 16 | ZONE 17 | ZONE 21 | ZONE 23 | ZONE 31 | ZONE 32 | ZONE 37 | ZONE 54 | SUB-TOTAL | OTHER ZONES | TOTAL |
|----------------------|----------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|------------------|------------------|------------------|
| West Bromwich | 252 | 5,548 | 294 | 2,414 | 138 | 743 | 2,182 | 8,249 | 10,608 | 5,456 | 13,851 | 9,145 | 147 | 4,612 | 119 | 3,761 | 1,136 | 134 | 68,787 | 0 | 68,787 |
| Oldbury | 1,879 | 517 | 2,080 | 511 | 1,765 | 0 | 6,620 | 4,817 | 18,716 | 18,679 | 5,812 | 3,215 | 833 | 5,299 | 0 | 0 | 156 | 0 | 70,901 | 3,879 | 74,780 |
| Walsall | 0 | 5,689 | 173 | 8,323 | 0 | 0 | 0 | 0 | 0 | 338 | 2,405 | 7,295 | 139 | 1,148 | 37,764 | 29,541 | 18,046 | 0 | 110,861 | 181,906 | 292,767 |
| Brierley Hill | 7,373 | 4,913 | 19,842 | 876 | 31,623 | 39,047 | 22,100 | 1,695 | 19,233 | 14,145 | 3,958 | 5,378 | 43,967 | 22,433 | 218 | 4,028 | 678 | 844 | 242,351 | 462,676 | 705,027 |
| Sandwell 'Other' | 2,024 | 4,138 | 520 | 6,936 | 294 | 245 | 0 | 580 | 2,711 | 609 | 4,309 | 9,273 | 69 | 7,507 | 7,117 | 24,266 | 6,624 | 690 | 77,911 | 6,579 | 84,490 |
| Wednesbury | 0 | 2,069 | 260 | 219 | 294 | 489 | 0 | 178 | 774 | 135 | 2,104 | 2,287 | 0 | 3,179 | 3,631 | 8,440 | 1,304 | 921 | 26,286 | 17,158 | 43,445 |
| Great Bridge | 578 | 0 | 0 | 584 | 0 | 0 | 0 | 223 | 1,291 | 271 | 2,455 | 1,484 | 0 | 3,974 | 0 | 480 | 0 | 0 | 11,339 | 785 | 12,124 |
| Bearwood | 10,336 | 1,438 | 2,930 | 137 | 0 | 617 | 38 | 5,154 | 10,319 | 393 | 93 | 560 | 0 | 0 | 0 | 0 | 0 | 0 | 32,016 | 257 | 32,273 |
| Wolverhampton | 0 | 0 | 0 | 0 | 0 | 0 | 176 | 0 | 607 | 2,510 | 591 | 1,934 | 362 | 3,175 | 3,235 | 4,040 | 177 | 44,268 | 61,075 | 491,136 | 552,211 |
| Birmingham | 61,428 | 84,779 | 22,012 | 17,058 | 7,807 | 3,825 | 2,651 | 11,470 | 31,020 | 4,492 | 3,379 | 6,264 | 1,335 | 3,919 | 3,712 | 2,008 | 8,130 | 1,015 | 276,304 | 255,979 | 532,283 |
| Varies | 14,023 | 29,222 | 7,018 | 7,082 | 8,899 | 7,663 | 5,754 | 4,282 | 9,294 | 8,392 | 8,968 | 9,149 | 7,015 | 16,515 | 8,061 | 10,263 | 5,841 | 12,122 | 179,564 | 387,289 | 566,853 |
| SUB-TOTAL | 97,894 | 138,312 | 55,129 | 44,139 | 50,820 | 52,628 | 39,522 | 36,648 | 104,573 | 55,422 | 47,925 | 55,983 | 53,867 | 71,763 | 63,856 | 86,827 | 42,092 | 59,994 | 1,157,397 | 1,807,644 | 2,965,041 |
| OTHER | 46,674 | 120,288 | 31,519 | 28,867 | 22,722 | 28,889 | 11,400 | 7,956 | 24,506 | 12,257 | 2,178 | 5,836 | 15,590 | 16,555 | 8,767 | 9,086 | 10,064 | 16,726 | 419,881 | 1,396,573 | 1,816,454 |
| TOTAL | 144,569 | 258,601 | 86,648 | 73,007 | 73,542 | 81,518 | 50,922 | 44,605 | 129,078 | 67,679 | 50,103 | 61,819 | 69,457 | 88,318 | 72,623 | 95,913 | 52,156 | 76,720 | 1,577,278 | 3,204,217 | 4,781,495 |

**BLACK COUNTRY
CENTRES STUDY 2009
IMPACT ASSESSMENT**

TABLE 3: COMPARISON GOODS EXPENDITURE IN WEST BROMWICH'S CATCHMENT AREA (£000) (2016) (NO NEW DEVELOPMENT)

| Centre | ZONE 1 | ZONE 2 | ZONE 5 | ZONE 7 | ZONE 9 | ZONE 10 | ZONE 12 | ZONE 13 | ZONE 14 | ZONE 15 | ZONE 16 | ZONE 17 | ZONE 21 | ZONE 23 | ZONE 31 | ZONE 32 | ZONE 37 | ZONE 54 | TOTAL | OTHER ZONES | TOTAL |
|----------------------|----------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|---------------|---------------|---------------|---------------|----------------|---------------|----------------|---------------|---------------|------------------|------------------|------------------|
| West Bromwich | 289 | 6,131 | 336 | 2,749 | 159 | 841 | 2,541 | 9,490 | 11,461 | 6,498 | 16,477 | 10,630 | 167 | 5,500 | 141 | 4,396 | 1,314 | 158 | 79,277 | 0 | 79,277 |
| Oldbury | 2,157 | 572 | 2,380 | 582 | 2,028 | 0 | 7,709 | 5,542 | 20,222 | 22,245 | 6,914 | 3,737 | 948 | 6,320 | 0 | 0 | 181 | 0 | 81,535 | 4,507 | 86,042 |
| Walsall | 0 | 6,288 | 198 | 9,478 | 0 | 0 | 0 | 0 | 0 | 403 | 2,861 | 8,479 | 158 | 1,369 | 44,819 | 34,522 | 20,885 | 0 | 129,460 | 213,635 | 343,096 |
| Brierley Hill | 8,461 | 5,430 | 22,709 | 998 | 36,342 | 44,163 | 25,735 | 1,950 | 20,779 | 16,845 | 4,708 | 6,252 | 50,018 | 26,754 | 259 | 4,708 | 785 | 998 | 277,894 | 531,803 | 809,697 |
| Sandwell 'Other' | 2,323 | 4,573 | 595 | 7,898 | 338 | 277 | 0 | 667 | 2,929 | 725 | 5,126 | 10,779 | 79 | 8,953 | 8,447 | 28,358 | 7,666 | 817 | 90,548 | 6,181 | 96,729 |
| Wednesbury | 0 | 2,286 | 297 | 249 | 338 | 553 | 0 | 205 | 837 | 161 | 2,503 | 2,659 | 0 | 3,792 | 4,310 | 9,864 | 1,509 | 1,089 | 30,653 | 20,080 | 50,733 |
| Great Bridge | 664 | 0 | 0 | 665 | 0 | 0 | 0 | 257 | 1,395 | 322 | 2,920 | 1,725 | 0 | 4,740 | 0 | 560 | 0 | 0 | 13,248 | 929 | 14,176 |
| Bearwood | 11,861 | 1,589 | 3,353 | 157 | 0 | 698 | 45 | 5,929 | 11,149 | 468 | 110 | 651 | 0 | 0 | 0 | 0 | 0 | 0 | 36,010 | 294 | 36,304 |
| Wolverhampton | 0 | 0 | 0 | 0 | 0 | 0 | 205 | 0 | 656 | 2,989 | 703 | 2,248 | 411 | 3,787 | 3,839 | 4,721 | 205 | 52,371 | 72,135 | 574,829 | 646,964 |
| Birmingham | 70,490 | 93,696 | 25,192 | 19,425 | 8,972 | 4,326 | 3,088 | 13,195 | 33,515 | 5,350 | 4,019 | 7,281 | 1,519 | 4,675 | 4,405 | 2,347 | 9,409 | 1,201 | 312,104 | 295,486 | 607,591 |
| Varies | 16,092 | 32,296 | 8,032 | 8,065 | 10,227 | 8,667 | 6,701 | 4,926 | 10,041 | 9,994 | 10,669 | 10,635 | 7,981 | 19,697 | 9,567 | 11,993 | 6,760 | 14,340 | 206,682 | 448,266 | 654,948 |
| SUB-TOTAL | 112,336 | 152,861 | 63,093 | 50,266 | 58,404 | 59,524 | 46,023 | 42,161 | 112,983 | 66,002 | 57,010 | 65,076 | 61,282 | 85,587 | 75,785 | 101,468 | 48,713 | 70,975 | 1,329,547 | 2,096,010 | 3,425,557 |
| OTHER | 53,560 | 132,941 | 36,073 | 32,874 | 26,112 | 32,675 | 13,274 | 9,153 | 26,476 | 14,597 | 2,591 | 6,784 | 17,736 | 19,744 | 10,405 | 10,618 | 11,647 | 19,787 | 477,048 | 1,618,628 | 2,095,676 |
| TOTAL | 165,896 | 285,803 | 99,166 | 83,140 | 84,517 | 92,199 | 59,297 | 51,314 | 139,459 | 80,598 | 59,601 | 71,860 | 79,018 | 105,331 | 86,190 | 112,086 | 60,360 | 90,762 | 1,806,595 | 3,714,638 | 5,521,233 |

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TABLE 4: THE PROPOSALS

| Proposal | Net Floorspace (sqm) | Average Sale Density (£ per sqm) | Average Turnover (£000s) |
|--|----------------------|----------------------------------|--------------------------|
| West Bromwich Town Centre Regeneration | 36,690 | 5,000 | 183,450 |
| Oldbury Junction | 19,168 | 5,000 | 95,839 |

TABLE 5: WEST BROMWICH TOWN CENTRE REGENERATION ESTIMATED TRADE DRAW (2016)

| | ZONE 1 | ZONE 2 | ZONE 5 | ZONE 7 | ZONE 9 | ZONE 10 | ZONE 12 | ZONE 13 | ZONE 14 | ZONE 15 | ZONE 16 | ZONE 17 | ZONE 21 | ZONE 23 | ZONE 31 | ZONE 32 | ZONE 37 | ZONE 54 | TOTAL |
|-------------------------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| DRAW FROM ZONES (%) | 0.4 | 7.7 | 0.4 | 3.5 | 0.2 | 1.1 | 3.2 | 12.0 | 14.5 | 8.2 | 20.8 | 13.4 | 0.2 | 6.9 | 0.2 | 5.5 | 1.7 | 0.2 | 100 |
| ADJUSTED (%) | 0.4 | 9.7 | 0.4 | 4.3 | 0.2 | 1.1 | 3.2 | 13.3 | 14.5 | 10.2 | 10.0 | 16.8 | 0.2 | 8.2 | 0.2 | 5.5 | 1.7 | 0.2 | 100 |
| DRAW FROM ZONES (£m) | 704 | 17,734 | 778 | 7,951 | 368 | 1,945 | 5,879 | 24,399 | 26,521 | 18,795 | 18,361 | 30,748 | 387 | 14,974 | 326 | 10,172 | 3,041 | 366 | 183,450 |
| MARKET SHARE UPLIFT (%) | 0.4 | 6.2 | 0.8 | 9.6 | 0.4 | 2.1 | 9.9 | 47.5 | 19.0 | 23.3 | 30.8 | 42.8 | 0.5 | 14.2 | 0.4 | 9.1 | 5.0 | 0.4 | |

TABLE 6: OLDBURY JUNCTION ESTIMATED TRADE DRAW (2016)

| | ZONE 1 | ZONE 2 | ZONE 5 | ZONE 7 | ZONE 9 | ZONE 10 | ZONE 12 | ZONE 13 | ZONE 14 | ZONE 15 | ZONE 16 | ZONE 17 | ZONE 21 | ZONE 23 | ZONE 31 | ZONE 32 | ZONE 37 | ZONE 54 | TOTAL |
|-------------------------|--------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|--------|
| DRAW FROM ZONES (%) | 2.6 | 0.7 | 2.9 | 0.7 | 2.5 | 0.0 | 9.5 | 6.8 | 24.8 | 27.3 | 8.5 | 4.6 | 1.2 | 7.8 | 0.0 | 0.0 | 0.2 | 0.0 | 100 |
| ADJUSTED (%) | 2.8 | 0.7 | 2.9 | 0.7 | 2.9 | 0.0 | 11.8 | 6.8 | 31.0 | 19.8 | 6.8 | 4.6 | 1.2 | 7.8 | 0.0 | 0.0 | 0.2 | 0.0 | 100 |
| DRAW FROM ZONES (£m) | 2,668 | 672 | 2,797 | 684 | 2,805 | 0 | 11,326 | 6,514 | 29,711 | 19,011 | 6,501 | 4,392 | 1,115 | 7,429 | 0 | 0 | 213 | 0 | 95,839 |
| MARKET SHARE UPLIFT (%) | 1.6 | 0.2 | 2.8 | 0.8 | 3.3 | 0.0 | 19.1 | 12.7 | 21.3 | 23.6 | 10.9 | 6.1 | 1.4 | 7.1 | 0.0 | 0.0 | 0.4 | 0.0 | |

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TABLE 8: COMPARISON GOODS EXPENDITURE IN WEST BROMWICH'S CATCHMENT AREA (£000) (2016) (WITH DEVELOPMENT IN WEST BROMWICH & OLDBURY)

| Centre / Zone | ZONE 1 | ZONE 2 | ZONE 5 | ZONE 7 | ZONE 9 | ZONE 10 | ZONE 12 | ZONE 13 | ZONE 14 | ZONE 15 | ZONE 16 | ZONE 17 | ZONE 21 | ZONE 23 | ZONE 31 | ZONE 32 | ZONE 37 | ZONE 54 | TOTAL | OTHER ZONES | TOTAL |
|------------------|----------------|----------------|---------------|---------------|---------------|---------------|---------------|---------------|----------------|---------------|---------------|---------------|---------------|----------------|---------------|----------------|---------------|---------------|------------------|------------------|------------------|
| West Bromwich | 993 | 23,866 | 1,114 | 10,700 | 527 | 2,785 | 7,234 | 32,863 | 34,495 | 22,875 | 34,659 | 41,379 | 554 | 19,948 | 466 | 14,567 | 4,356 | 524 | 253,905 | 0 | 253,905 |
| Oldbury | 4,825 | 1,243 | 5,177 | 1,266 | 4,833 | 0 | 19,035 | 8,464 | 49,933 | 40,853 | 9,720 | 5,183 | 2,063 | 12,695 | 0 | 0 | 394 | 0 | 165,684 | 4,507 | 170,191 |
| Walsall | 0 | 5,144 | 198 | 8,896 | 0 | 0 | 0 | 0 | 0 | 161 | 477 | 4,527 | 158 | 1,369 | 44,647 | 31,944 | 20,402 | 0 | 117,924 | 213,635 | 331,559 |
| Brierley Hill | 7,963 | 4,287 | 20,577 | 333 | 35,793 | 44,071 | 15,061 | 154 | 4,742 | 1,128 | 596 | 144 | 48,833 | 17,274 | 259 | 3,587 | 785 | 998 | 206,584 | 531,803 | 738,387 |
| Sandwell 'Other' | 2,323 | 4,573 | 595 | 6,734 | 338 | 277 | 0 | 51 | 837 | 161 | 358 | 2,156 | 79 | 7,373 | 8,360 | 23,314 | 6,157 | 545 | 64,230 | 6,181 | 70,411 |
| Wednesbury | 0 | 2,286 | 297 | 249 | 338 | 553 | 0 | 180 | 837 | 161 | 1,907 | 2,515 | 0 | 3,792 | 4,310 | 9,639 | 1,509 | 1,089 | 29,663 | 20,080 | 49,744 |
| Great Bridge | 664 | 0 | 0 | 665 | 0 | 0 | 0 | 231 | 1,395 | 322 | 2,622 | 1,653 | 0 | 4,740 | 0 | 560 | 0 | 0 | 12,852 | 929 | 13,781 |
| Bearwood | 11,861 | 1,589 | 3,353 | 157 | 0 | 698 | 45 | 4,903 | 11,149 | 468 | 110 | 651 | 0 | 0 | 0 | 0 | 0 | 0 | 34,984 | 294 | 35,278 |
| Wolverhampton | 0 | 0 | 0 | 0 | 0 | 0 | 205 | 0 | 656 | 249 | 107 | 236 | 411 | 1,891 | 3,839 | 4,384 | 205 | 52,371 | 64,554 | 574,829 | 639,384 |
| Birmingham | 68,583 | 78,406 | 24,052 | 13,356 | 6,690 | 2,943 | 419 | 521 | 2,136 | 514 | 264 | 382 | 1,519 | 988 | 4,405 | 1,786 | 8,322 | 1,201 | 216,488 | 295,486 | 511,974 |
| Varies | 15,179 | 31,581 | 7,735 | 7,898 | 10,184 | 8,390 | 4,625 | 462 | 8,228 | 4,352 | 7,986 | 8,408 | 7,823 | 17,590 | 9,481 | 11,769 | 6,640 | 14,295 | 182,627 | 448,266 | 630,894 |
| SUB-TOTAL | 112,390 | 152,976 | 63,098 | 50,255 | 58,704 | 59,717 | 46,625 | 47,828 | 114,407 | 71,246 | 58,806 | 67,233 | 61,440 | 87,660 | 75,766 | 101,551 | 48,768 | 71,023 | 1,349,495 | 2,096,010 | 3,445,506 |
| OTHER | 53,560 | 132,941 | 36,073 | 32,874 | 25,859 | 32,490 | 12,682 | 3,509 | 25,082 | 9,358 | 803 | 4,628 | 17,578 | 17,637 | 10,405 | 10,506 | 11,587 | 19,742 | 457,313 | 1,618,414 | 2,075,727 |
| TOTAL | 165,950 | 285,918 | 99,171 | 83,129 | 84,563 | 92,208 | 59,307 | 51,336 | 139,489 | 80,604 | 59,609 | 71,861 | 79,018 | 105,298 | 86,171 | 112,057 | 60,355 | 90,765 | 1,806,808 | 3,714,425 | 5,521,233 |

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TABLE 9: IMPACT OF DEVELOPMENTS IN WEST BROMWICH AND OLDBURY ON TRADE DRAW

| | | TOTAL TURNOVER FROM SURVEY AREA (BEFORE INFLOW) 2009 (£000) BASE POSITION | FORECAST TURNOVER FROM SURVEY AREA 2016 (£000) NO NEW DEVELOPMENT | FORECAST TURNOVER FROM SURVEY AREA 2016 (£000) WITH WEST BROMWICH & OLDBURY JUNCTION | IMPACT OF WEST BROMWICH REDEVELOPMENT & OLDBURY JUNCTION ON TURNOVER 2016 (£000) | |
|----|-------------------------|--|--|--|--|--------------|
| | | | | | £000 | % |
| 1 | West Bromwich | 68,787 | 79,277 | 253,905 | 174,628 | 220.3 |
| 2 | Oldbury | 74,780 | 86,042 | 170,191 | 84,149 | 97.8 |
| 3 | Walsall | 292,767 | 343,096 | 331,559 | -11,537 | -3.4 |
| 4 | Brierley Hill | 705,027 | 809,697 | 738,387 | -71,310 | -8.8 |
| 5 | Sandwell 'Other' | 138,296 | 96,729 | 70,411 | -26,318 | -27.2 |
| 6 | Wednesbury | 43,445 | 50,733 | 49,744 | -990 | -2.0 |
| 7 | Great Bridge | 12,124 | 14,176 | 13,781 | -396 | -2.8 |
| 8 | Bearwood | 32,273 | 36,304 | 35,278 | -1,026 | -2.8 |
| 9 | Wolverhampton | 552,211 | 646,964 | 639,384 | -7,581 | -1.2 |
| 10 | Birmingham | 532,283 | 607,591 | 511,974 | -95,617 | -15.7 |
| 11 | Varies | 566,853 | 654,948 | 630,894 | -24,055 | -3.7 |
| | SUB-TOTAL | 3,018,847 | 3,425,557 | 3,445,506 | - | - |
| 12 | OTHER | 1,762,648 | 2,095,676 | 2,075,727 | -19,949 | -1.0 |
| | TOTAL | 4,781,495 | 5,521,233 | 5,521,233 | - | - |