

VOLUME B: ASSESSMENT APPENDICES



APPENDIX B1: DEFINED STUDY AREA & ZONES

Sutton TCRS - Proposed Study Area and Zones



Legend

Zone 1 - Sutton Zone
Zone 2 - Cheam and Belmont
Zone 3 - Wandle Valley and St Helier
Zone 4 - Worcester Park and N Cheam
Zone 5 - Carshalton and Wallington North
Zone 6 - Wallington and Carshalton South
Zone 7 - Banstead
Zone 8 - Croydon and Purley
Zone 9 - Epsom Zone
Zone 10 - Morden
LB Sutton Borough Boundary
Local and Unitary Authority

Lambert Smith Hampton



APPENDIX B2: CONVENIENCE GOODS MARKET SHARE INCLUDING SFT

TABLE 1: ALL CONVENIENCE GOODS - 2022 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Sutton	Cheam/ Belmont	St Helier/ Wandle Valley	Worcester Park	Carshalton Central	Wallington South	Banstead	Purley/ West Thornton	Old Malden/ Stoneleigh	Lower Morden	Total Study
Zones:		2	3		5	6		8	9	10	Area
	17.04										
Asda, St Nicholas Way, Sutton M&S, High Street, Sutton	17.0% 6.3%	10.1% 0.9%	9.2% 2.0%	2.9% 1.3%	6.6% 0.8%	5.3% 0.7%	0.0%	1.5% 0.8%	0.3% 0.1%	3.5% 0.4%	5.1% 1.3%
Morrisons, High Street, Sutton	21.6%	11.9%	2.8%	1.5%	6.4%	0.6%	0.6%	0.8%	0.1%	1.5%	4.2%
Sainsbury's Superstore, High Street, Sutton	12.3%	4.3%	3.3%	0.5%	3.1%	0.5%	0.2%	0.0%	0.2%	3.8%	2.8%
Tesco Express, Regent Parade, Brighton Road, Sutton	1.3%	1.5%	1.4%	0.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.4%
Farmfoods, Lodge Place, High Street, Sutton, SM1 4AU	0.2%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lidl, High Street, Sutton, SM1 1PG	4.4%	3.6%	0.2%	0.5%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Local shops, Sutton Town Centre	2.2%	1.2%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Sub-total: Sutton Town Centre	65.4%	33.5%	18.8%	7.0%	21.3%	7.2%	1.4%	2.2%	1.2%	9.5%	15.3%
Co-op, High Street, Carshalton	0.1%	0.0%	0.3%	0.0%	3.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.4%
Sainsbury's Local, High Street, Carshalton	0.0%	0.0%	0.4%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Local shops, Carshalton District Centre	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Carshalton District Centre	0.1%	0.0%	0.7%	0.0%	7.9%	1.1%	0.0%	0.0%	0.0%	0.0%	0.8%
Sainsbury's Local, High Street, Cheam Waitrose (Little), The Broadway, Cheam	2.5% 2.0%	1.7% 7.0%	0.0% 0.0%	0.1%	0.0% 0.0%	0.0% 0.1%	0.0% 0.0%	0.0% 0.0%	1.8% 0.9%	0.0% 0.0%	0.5%
Local shops, Cheam District Centre	0.5%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.9%	0.0%	0.8%
Sub-total: Cheam District Centre	5.1%	9.0%	0.0%	2.1%	0.0%	0.1%	0.0%	0.0%	2.9%	0.0%	1.4%
Lidl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	0.0%	0.1%	1.1%	0.1%	7.5%	3.3%	0.0%	0.0%	0.0%	0.3%	1.0%
Sainsbury's Local, London Road, Hackbridge, Sutton	1.0%	0.0%	0.7%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub-total: Hackbridge District Centre	1.0%	0.1%	1.9%	0.4%	7.7%	3.3%	0.0%	0.0%	0.0%	0.3%	1.2%
Sainsbury's Superstore, London Road, North Cheam	2.1%	10.5%	0.0%	27.6%	0.6%	0.7%	0.3%	0.0%	12.7%	7.3%	5.3%
Londis, London Road, Worcester Park, Sutton, SM3 8JR	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, North Cheam District Centre	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub-total: North Cheam District Centre	2.1%	10.5%	0.0%	29.9%	0.6%	0.7%	0.3%	0.0%	12.7%	7.3%	5.5%
Lidl, Wrythe Lane, Rosehill	2.6%	0.5%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	1.8%
Best One, The Market, Rosehill, SM1 3HE	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Local shops, Rosehill District Centre	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Sub-total: Rosehill District Centre	3.0%	2.1%	14.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	2.0%
Iceland, Woodcote Road, Wallington	0.0%	0.0%	3.4%	0.0%	2.9%	11.9%	0.0%	0.0%	0.0%	0.0%	1.4%
Lidl, Beddington Gardens, Wallington	0.2%	0.1%	1.9%	0.0%	3.2%	5.2%	0.0%	1.8%	0.5%	1.6%	1.4%
Sainsbury's Superstore, Stafford Road, Wallington	0.1%	0.8%	7.9%	0.0%	11.8%	23.4%	1.1%	2.4%	0.4%	0.0%	4.0%
Tesco Express, Woodcote Road, Wallington	0.0% 0.0%	0.0%	1.1%	0.0%	3.7% 0.4%	4.0% 0.6%	0.8% 0.0%	0.0%	0.0%	0.0% 0.0%	0.8%
Local shops, Wallington District Centre Sub-total: Wallington District Centre	0.0%	0.0%	0.2%	0.0%	22.0%	45.1%	1.9%	4.2%	0.0%	1.6%	0.1%
Iceland, Central Road, Worcester Park	0.2%	0.5%	0.0%	3.1%	0.0%	43.1%	0.0%	4.2%	0.9%	0.1%	0.4%
Sainsbury's Local, Central Road, Worcester Park	0.0%	0.2%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%
Waitrose, Stone Place, Worcester Park	0.0%	0.1%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	6.1%	0.1%	1.1%
Local shops, Worcester Park Town Centre	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Sub-total: Worcester Park District Centre	0.0%	0.8%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	7.3%	0.7%	1.6%
Local Centres	5.1%	5.6%	8.6%	14.2%	10.1%	8.6%	3.0%	0.3%	1.9%	10.5%	6.3%
Other Local Shops	2.1%	4.1%	0.0%	0.5%	0.4%	1.5%	0.0%	0.2%	0.0%	0.0%	0.7%
Asda, Marlowe Way, Wallington / Croydon	0.0%	0.0%	7.5%	0.0%	7.2%	3.8%	1.3%	7.6%	0.0%	1.6%	3.2%
Tesco Extra, Oldfields Road, Cheam	7.7%	14.0%	1.0%	16.8%	4.7%	0.3%	0.5%	0.0%	1.2%	4.0%	4.2%
Other out of centre	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Sub-total: Out of Centre	8.0%	14.0%	8.4%	16.8%	12.0%	4.1%	1.8%	7.7%	1.2%	5.6%	7.4%
BOROUGH RETENTION	92.1%	80.6%	67.2%	81.5%	82.0%	71.8%	8.5%	14.6%	28.2%	37.8%	50.0%
Banstead	0.9%	5.3%	0.8%	0.5%	2.3%	4.3%	27.6%	2.6%	2.2%	0.0%	4.7%
Other, Banstead & Reigate	0.0%	1.1%	0.0%	0.6%	0.2%	0.8%	16.7%	0.1%	0.4%	0.0%	2.1%
Sub-total: Banstead & Reigtate	0.9%	6.4%	0.8%	1.1%	2.5%	5.2%	44.3%	2.7%	2.6%	0.0%	6.9%
Croydon	0.0%	0.2%	7.0%	0.0%	1.9%	3.6%	1.6%	17.8%	0.0%	0.0%	4.3%
Purley Purley Way	0.0%	0.0%	0.0%	0.0%	2.2%	1.7%	7.3%	16.4%	0.0%	0.0%	4.0%
Purley Way	0.5% 0.0%	0.0%	12.1% 0.7%	0.0%	4.6% 0.5%	4.9% 2.9%	0.7% 14.5%	21.3% 20.1%	0.0%	1.1% 0.0%	5.8%
Other, Croydon Sub-total: Croydon	0.0%	0.0%	19.8%	0.0%	0.5% 9.2%	13.2%	14.5% 24.0%	20.1% 75.6%	0.0%	1.1%	5.5% 19.6%
545 (5(5), 5) OYUON	0.5%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.2%
Kingston-upon-Thames	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	13.7%	7.1%	2.3%
Kingston-upon-Thames New Malden	0.1%		0.270	1.4%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.3%
New Malden	0.1% 0.0%	0.0%	0.5%				0.0%	0.0%	17.1%	7.1%	2.8%
			0.5%	2.9%	0.0%	0.0%					2.0%
New Malden Other, Kingston	0.0%	0.0%			0.0%	0.0%	5.3%	0.0%	12.8%	0.0%	
New Malden Other, Kingston Sub-total: Kingston-upon-Thames	0.0% 0.1%	0.0% 1.8%	0.7%	2.9%			5.3% 1.0%	0.0% 0.0%	12.8% 13.1%	0.0% 0.0%	1.3%
New Malden Other, Kingston Sub-total: Kingston-upon-Thames Epsom	0.0% 0.1% 0.0%	0.0% 1.8% 2.3%	0.7% 0.0%	2.9% 4.4%	0.0%	0.2%					1.3% 2.1%
New Malden Other, Kingston Sub-total: Kingston-upon-Thames Epsom Ewell	0.0% 0.1% 0.0% 0.0%	0.0% 1.8% 2.3% 0.8%	0.7% 0.0% 0.7%	2.9% 4.4% 0.8%	0.0% 0.0%	0.2% 0.0%	1.0%	0.0%	13.1%	0.0%	
New Malden Other, Kingston Sub-total: Kingston-upon-Thames Epsom Ewell Other, Epsom & Ewell	0.0% 0.1% 0.0% 0.0% 0.0%	0.0% 1.8% 2.3% 0.8% 0.5%	0.7% 0.0% 0.7% 0.0%	2.9% 4.4% 0.8% 0.0%	0.0% 0.0% 0.0%	0.2% 0.0% 0.3%	1.0% 6.8%	0.0% 0.0%	13.1% 17.5%	0.0% 0.1%	2.1%
New Malden Other, Kingston Sub-total: Kingston-upon-Thames Epsom Ewell Other, Epsom & Ewell Sub-total: Epsom & Ewell	0.0% 0.1% 0.0% 0.0% 0.0%	0.0% 1.8% 2.3% 0.8% 0.5% 3.6%	0.7% 0.0% 0.7% 0.0% 0.7%	2.9% 4.4% 0.8% 0.0% 5.2%	0.0% 0.0% 0.0% 0.0%	0.2% 0.0% 0.3% 0.4%	1.0% 6.8% 13.1%	0.0% 0.0% 0.0%	13.1% 17.5% 43.3%	0.0% 0.1% 0.1%	2.1% 5.4%
New Malden Other, Kingston Sub-total: Kingston-upon-Thames Epsom Ewell Other, Epsom & Ewell Sub-total: Epsom & Ewell Merton	0.0% 0.1% 0.0% 0.0% 0.0% 0.0%	0.0% 1.8% 2.3% 0.8% 0.5% 3.6%	0.7% 0.0% 0.7% 0.0% 0.7%	2.9% 4.4% 0.8% 0.0% 5.2% 0.0%	0.0% 0.0% 0.0% 0.0%	0.2% 0.0% 0.3% 0.4%	1.0% 6.8% 13.1% 0.0%	0.0% 0.0% 0.0%	13.1% 17.5% 43.3% 0.0%	0.0% 0.1% 0.1% 0.0%	2.1% 5.4% 0.0%
New Malden Other, Kingston Sub-total: Kingston-upon-Thames Epsom Ewell Other, Epsom & Ewell Sub-total: Epsom & Ewell Merton Mitcham	0.0% 0.1% 0.0% 0.0% 0.0% 0.0%	0.0% 1.8% 2.3% 0.8% 0.5% 3.6% 0.0% 1.0%	0.7% 0.0% 0.7% 0.0% 0.7% 0.0% 1.0%	2.9% 4.4% 0.8% 0.0% 5.2% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.9%	0.2% 0.0% 0.3% 0.4% 0.0% 2.5%	1.0% 6.8% 13.1% 0.0% 0.0%	0.0% 0.0% 0.0% 0.3%	13.1% 17.5% 43.3% 0.0% 0.0%	0.0% 0.1% 0.1% 0.0% 13.1%	2.1% 5.4% 0.0% 2.5%
New Malden Other, Kingston Sub-total: Kingston-upon-Thames Epsom Ewell Other, Epsom & Ewell Sub-total: Epsom & Ewell Merton Mitcham Morden Wimbledon Other, Merton	0.0% 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.8% 2.3% 0.8% 0.5% 3.6% 0.0% 1.0% 0.0% 1.0%	0.7% 0.0% 0.7% 0.0% 0.0% 1.0% 1.8% 0.0% 0.3%	2.9% 4.4% 0.8% 0.0% 5.2% 0.0% 0.0% 2.8%	0.0% 0.0% 0.0% 0.0% 0.0% 0.9%	0.2% 0.0% 0.3% 0.4% 0.0% 2.5% 0.0%	1.0% 6.8% 13.1% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.3% 0.0% 0.0% 0.0%	13.1% 17.5% 43.3% 0.0% 0.0% 0.0% 1.1%	0.0% 0.1% 0.0% 13.1% 18.5% 1.1% 12.3%	2.1% 5.4% 0.0% 2.5% 3.2% 0.2% 2.4%
New Malden Other, Kingston Sub-total: Kingston-upon-Thames Epsom Ewell Other, Epsom & Ewell Sub-total: Epsom & Ewell Merton Mitcham Morden Wimbledon	0.0% 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.8% 2.3% 0.5% 3.6% 0.0% 1.0% 0.0% 1.0% 2.0%	0.7% 0.0% 0.7% 0.0% 0.7% 0.0% 1.0% 1.8% 0.0%	2.9% 4.4% 0.8% 0.0% 5.2% 0.0% 0.0% 2.8% 0.0%	0.0% 0.0% 0.0% 0.0% 0.9% 0.0%	0.2% 0.0% 0.3% 0.4% 0.0% 2.5% 0.0% 0.0% 0.0% 2.5%	1.0% 6.8% 13.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.3% 0.0% 0.0% 0.6% 0.6%	13.1% 17.5% 43.3% 0.0% 0.0% 0.0% 1.1% 1.1%	0.0% 0.1% 0.0% 13.1% 18.5% 1.1% 12.3% 45.1%	2.1% 5.4% 0.0% 2.5% 3.2% 0.2%
New Malden Other, Kingston -upon-Thames Epsom Ewell Other, Epsom & Ewell Sub-total: Epsom & Ewell Merton Mitcham Morden Vimbledon Other, Merton Sub-total: Metton Other	0.0% 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.8% 2.3% 0.8% 0.5% 3.6% 0.0% 1.0% 0.0% 1.0% 2.0% 0.0%	0.7% 0.0% 0.7% 0.0% 0.7% 0.0% 1.0% 1.8% 0.0% 0.3% 3.1% 1.1%	2.9% 4.4% 0.8% 0.0% 5.2% 0.0% 0.0% 2.8% 0.0% 0.7% 3.6% 0.0%	0.0% 0.0% 0.0% 0.0% 0.9% 0.0% 0.0% 1.4% 2.3% 0.7%	0.2% 0.0% 0.3% 0.4% 0.0% 2.5% 0.0% 0.0% 0.0% 2.5% 0.2%	1.0% 6.8% 13.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.4%	0.0% 0.0% 0.0% 0.3% 0.0% 0.0% 0.6% 0.9%	13.1% 17.5% 43.3% 0.0% 0.0% 0.0% 1.1% 1.1% 0.6%	0.0% 0.1% 0.1% 0.0% 13.1% 18.5% 1.1% 12.3% 45.1% 1.1%	2.1% 5.4% 0.0% 2.5% 3.2% 0.2% 2.4% 8.2% 0.8%
New Malden Other, Kingston Sub-total: Kingston-upon-Thames Epsom Ewell Other, Epsom & Ewell Sub-total: Epsom & Ewell Merton Mitcham Morden Wimbledon Other, Merton Sub-total: Merton Other	0.0% 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.8% 2.3% 0.8% 0.5% 3.6% 0.0% 1.0% 0.0% 1.0% 2.0% 0.0% 14.0%	0.7% 0.0% 0.7% 0.0% 1.0% 1.8% 0.0% 0.3% 3.1% 1.1% 26.1%	2.9% 4.4% 0.8% 0.0% 5.2% 0.0% 2.8% 0.0% 0.7% 3.6% 0.0% 12.8%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 2.3% 0.7% 14.7%	0.2% 0.0% 0.3% 0.4% 0.0% 2.5% 0.0% 0.0% 0.0% 2.5% 0.2% 21.4%	1.0% 6.8% 13.1% 0.0% 0.0% 0.0% 0.0% 0.0% 2.4% 83.9%	0.0% 0.0% 0.0% 0.3% 0.0% 0.0% 0.6% 0.9% 80.2%	13.1% 17.5% 43.3% 0.0% 0.0% 0.0% 1.1% 1.1% 0.6% 64.9%	0.0% 0.1% 0.0% 13.1% 18.5% 1.1% 12.3% 45.1% 1.1% 54.5%	2.1% 5.4% 0.0% 2.5% 3.2% 0.2% 2.4% 8.2% 0.8% 43.8%
New Malden Other, Kingston -upon-Thames Epsom Ewell Other, Epsom & Ewell Sub-total: Epsom & Ewell Merton Mitcham Morden Vimbledon Other, Merton Sub-total: Metton Other	0.0% 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 1.8% 2.3% 0.8% 0.5% 3.6% 0.0% 1.0% 0.0% 1.0% 2.0% 0.0%	0.7% 0.0% 0.7% 0.0% 0.7% 0.0% 1.0% 1.8% 0.0% 0.3% 3.1% 1.1%	2.9% 4.4% 0.8% 0.0% 5.2% 0.0% 0.0% 2.8% 0.0% 0.7% 3.6% 0.0%	0.0% 0.0% 0.0% 0.0% 0.9% 0.0% 0.0% 1.4% 2.3% 0.7%	0.2% 0.0% 0.3% 0.4% 0.0% 2.5% 0.0% 0.0% 0.0% 2.5% 0.2%	1.0% 6.8% 13.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.4%	0.0% 0.0% 0.0% 0.3% 0.0% 0.0% 0.6% 0.9%	13.1% 17.5% 43.3% 0.0% 0.0% 0.0% 1.1% 1.1% 0.6%	0.0% 0.1% 0.1% 0.0% 13.1% 18.5% 1.1% 12.3% 45.1% 1.1%	2.1% 5.4% 0.0% 2.5% 3.2% 0.2% 2.4% 8.2% 0.8%

 TABLE 2:
 MAIN FOOD PURCHASES - 2022 MARKET SHARE ANALYSIS (%)

 Including Internet Shopping and other Special Forms of Trading

	Sutton	Cheam/ Belmont	St Helier/ Wandle Valley	Worcester Park	Carshalton Central	Wallington South	Banstead	Purley/ West Thornton	Old Malden/ Stoneleigh	Lower Morden	Total Study
Zones:										10	Area
Asda, St Nicholas Way, Sutton	20.5%	8.9%	11.0%	3.7%	8.4%	6.1%	0.0%	2.9%	0.0%	3.7%	6.3%
M&S, High Street, Sutton	2.1%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%
Morrisons, High Street, Sutton	26.0%	13.4%	3.0%	1.0%	8.9%	0.0%	0.9%	0.0%	1.0%	0.4%	5.0%
Sainsbury's Superstore, High Street, Sutton	15.0%	6.8%	3.7%	0.0%	3.7%	0.7%	0.0%	0.0%	0.0%	7.0%	3.9%
Tesco Express, Regent Parade, Brighton Road, Sutton	1.5%	0.0%	2.7%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Farmfoods, Lodge Place, High Street, Sutton, SM1 4AU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, High Street, Sutton, SM1 1PG Local shops, Sutton Town Centre	4.3% 0.0%	4.6% 2.5%	0.4%	0.0%	2.5% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	1.0% 0.1%
Sub-total: Sutton Town Centre	69.4%	36.1%	24.4%	5.1%	23.5%	6.8%	0.0%	2.9%	1.0%	11.5%	17.3%
Co-op, High Street, Carshalton	0.0%	0.0%	0.4%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.1%
Sainsbury's Local, High Street, Carshalton	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Local shops, Carshalton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Carshalton District Centre	0.0%	0.0%	0.4%	0.0%	1.8%	0.7%	0.0%	0.0%	0.0%	0.0%	0.2%
Sainsbury's Local, High Street, Cheam	0.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%
Waitrose (Little), The Broadway, Cheam	0.0%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Local shops, Cheam District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Cheam District Centre	0.6%	1.3%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%
Lidl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	0.0%	0.0%	1.1%	0.0%	7.5%	5.7%	0.0%	0.0%	0.0%	0.4%	1.2%
Sainsbury's Local, London Road, Hackbridge, Sutton Sub-total: Hackbridge District Centre	0.0%	0.0%	0.4%	0.5%	0.0% 7.5%	0.0% 5.7%	0.0%	0.0%	0.0%	0.0%	0.1%
Sainsbury's Superstore, London Road, North Cheam	2.9%	15.6%	0.0%	34.7%	0.0%	0.0%	0.0%	0.0%	17.3%	10.4%	6.7%
Londis, London Road, Worcester Park, Sutton, SM3 8JR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, North Cheam District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: North Cheam District Centre	2.9%	15.6%	0.0%	34.7%	0.0%	0.0%	0.0%	0.0%	17.3%	10.4%	6.7%
Lidl, Wrythe Lane, Rosehill	2.9%	0.4%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.4%
Best One, The Market, Rosehill, SM1 3HE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Rosehill District Centre	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Sub-total: Rosehill District Centre	2.9%	3.7%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.5%
Iceland, Woodcote Road, Wallington	0.0%	0.0%	0.0%	0.0%	3.0%	6.8%	0.0%	0.0%	0.0%	0.0%	0.7%
Lidl, Beddington Gardens, Wallington	0.0%	0.0%	1.1%	0.0%	3.0%	4.6%	0.0%	0.7%	1.0%	3.3%	1.4%
Sainsbury's Superstore, Stafford Road, Wallington	0.0%	0.0%	12.1%	0.0%	16.2%	31.0%	2.2%	2.6%	0.5%	0.0%	5.3%
Tesco Express, Woodcote Road, Wallington Local shops, Wallington District Centre	0.0% 0.0%	0.0% 0.0%	0.0%	0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Wallington District Centre	0.0%	0.0%	13.2%	0.0%	22.2%	42.4%	2.2%	3.4%	1.5%	3.3%	7.4%
Iceland, Central Road, Worcester Park	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%
Sainsbury's Local, Central Road, Worcester Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, Stone Place, Worcester Park	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	0.0%	0.0%	2.6%	0.4%	0.8%
Local shops, Worcester Park Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Worcester Park District Centre	0.0%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	3.1%	0.4%	1.1%
Local Centres	2.0%	4.1%	7.1%	1.4%	6.8%	2.0%	3.5%	0.0%	0.5%	7.4%	3.4%
Other Local Shops	2.3%	0.8%	0.0%	0.0%	0.7%	2.0%	0.0%	0.4%	0.0%	0.0%	0.6%
Asda, Marlowe Way, Wallington / Croydon	0.0%	0.0%	9.8%	0.0%	9.8%	5.9%	0.0%	11.1%	0.0%	2.9%	4.6%
Tesco Extra, Oldfields Road, Cheam	10.3%	19.9%	0.4%	22.5%	7.4%	0.7%	0.5%	0.0%	2.1%	5.8%	5.7%
Other out of centre Sub-total: Out of Centre	0.6%	0.0%	0.0%	0.0% 22.5%	0.0%	0.0% 6.5%	0.0%	0.0%	0.0% 2.1%	0.0%	0.1%
BOROUGH RETENTION	90.9%	81.6%	67.8%	75.3%	79.7%	65.9%	7.0%	17.8%	26.2%	42.6%	50.1%
Banstead	0.0%	4.8%	0.0%	0.0%	3.7%	5.8%	13.1%	5.2%	0.5%	0.0%	3.3%
Other, Banstead & Reigate	0.0%	0.8%	0.0%	0.9%	0.0%	0.7%	24.5%	0.0%	0.5%	0.0%	2.6%
Sub-total: Banstead & Reigtate	0.0%	5.6%	0.0%	0.9%	3.7%	6.5%	37.6%	5.2%	1.0%	0.0%	5.8%
Croydon	0.0%	0.0%	4.2%	0.0%	0.7%	0.7%	3.2%	13.0%	0.0%	0.0%	3.3%
Purley	0.0%	0.0%	0.0%	0.0%	2.0%	1.7%	11.1%	15.2%	0.0%	0.0%	4.3%
Purley Way	0.3%	0.0%	15.5%	0.0%	7.8%	5.7%	1.3%	20.3%	0.0%	0.8%	6.5%
Other, Croydon	0.0%	0.0%	0.4%	0.0%	0.0%	1.8%	8.6%	18.4%	0.0%	0.0%	4.5%
Sub-total: Croydon	0.3%	0.0%	20.1%	0.0%	10.5%	9.8%	24.3%	66.9%	0.0%	0.8%	18.6%
Kingston-upon-Thames	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
New Malden	0.0%	0.0%	0.4%	1.9%	0.0%	0.0%	0.0%	0.0%	9.2%	7.8%	2.1%
Other, Kingston Sub-total: Kingston-upon-Thames	0.0%	0.0% 2.2%	0.0%	0.9% 2.8%	0.0%	0.0%	0.0%	0.0%	0.5% 9.7%	0.0% 7.8%	0.1% 2.3%
Epsom	0.0%	0.0%	0.4%	5.2%	0.0%	0.0%	7.4%	0.0%	4.3%	0.0%	1.5%
Ewell	0.0%	0.0%	0.0%	1.4%	0.0%	0.3%	0.0%	0.0%	4.5%	0.0%	1.3%
Other, Epsom & Ewell	0.0%	0.4%	0.0%	0.0%	0.0%	0.3%	8.2%	0.0%	30.3%	0.0%	3.1%
Sub-total: Epsom & Ewell	0.0%	0.4%	0.0%	6.6%	0.0%	0.7%	15.6%	0.0%	51.1%	0.0%	5.8%
Merton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mitcham	0.0%	0.0%	1.1%	0.0%	0.0%	4.5%	0.0%	0.4%	0.0%	10.2%	2.1%
Morden	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	2.4%
Wimbledon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.2%
Other, Merton	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	9.2%	1.5%
Sub-total: Merton	0.0%	0.0%	1.1%	3.7%	0.3%	4.5%	0.0%	0.4%	0.0%	34.0%	6.2%
Other	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	2.2%	0.8%	0.0%	0.0%	0.5%
Sub-total: Outside of Borough	0.3%	8.3%	22.8% 9.4%	14.1%	14.6% 5.7%	21.5%	79.7%	73.3%	61.9%	42.7%	39.2%
Online Chenning (incl Dolk and and Clink 9, C. "						12.6%	13.3%	9.0%	11.9%	14.7%	10.7%
Online Shopping (incl Delivery and Click & Collect LEAKAGE	8.8% 9.1%	10.1%	32.2%	24.7%	20.3%	34.1%	93.0%	82.2%	73.8%	57.4%	49.9%

	Sutton	Cheam/ Belmont	St Helier/ Wandle Valley	Worcester Park	Carshalton Central	Wallington South	Banstead	Purley/ West Thornton	Old Malden/ Stoneleigh	Lower Morden	Total S
Zones:										10	Are
Asda, St Nicholas Way, Sutton	20.6%	20.9%	18.1%	3.7%	7.4%	5.6%	0.0%	0.0%	1.7%	6.8%	7.65
M&S, High Street, Sutton	11.5%	0.6%	0.0%	0.6%	2.6%	1.0%	0.0%	0.0%	0.0%	0.6%	1.9
Morrisons, High Street, Sutton	12.7%	3.2%	3.5%	5.2%	6.8%	3.0%	0.0%	0.0%	0.0%	4.2%	3.9
Sainsbury's Superstore, High Street, Sutton	13.1%	3.3%	7.1%	0.6%	5.5%	0.0%	0.7%	0.0%	0.9%	1.2%	3.2
Tesco Express, Regent Parade, Brighton Road, Sutton	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1
Farmfoods, Lodge Place, High Street, Sutton, SM1 4AU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Lidl, High Street, Sutton, SM1 1PG	5.6%	4.6%	0.0%	1.3%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4
Local shops, Sutton Town Centre	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3
Sub-total: Sutton Town Centre	66.3%	32.6%	28.7%	11.5%	26.6%	9.5%	0.7%	0.0%	2.5%	12.8%	18.
Co-op, High Street, Carshalton	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2
Sainsbury's Local, High Street, Carshalton	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2
Local shops, Carshalton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sub-total: Carshalton District Centre	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4
Sainsbury's Local, High Street, Cheam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Waitrose (Little), The Broadway, Cheam	4.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.8
Local shops, Cheam District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sub-total: Cheam District Centre	4.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.8
Lidl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sainsbury's Local, London Road, Hackbridge, Sutton	3.2%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4
Sub-total: Hackbridge District Centre	3.2%	0.0%	0.6%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0
Sainsbury's Superstore, London Road, North Cheam	0.4%	8.3%	0.0%	30.0%	2.9%	3.7%	1.3%	0.0%	12.6%	3.6%	5.0
Londis, London Road, Worcester Park, Sutton, SM3 8JR	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Local shops, North Cheam Local Centre	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4
Sub-total: North Cheam District Centre	0.4%	8.3%	0.0%	34.9%	2.9%	3.7%	1.3%	0.0%	12.6%	3.6%	5.4
Lidl, Wrythe Lane, Rosehill	6.0%	1.3%	12.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	2.
Best One, The Market, Rosehill, SM1 3HE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Local shops, Rosehill Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sub-total: Rosehill District Centre	6.0%	1.3%	12.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	2.
Iceland, Woodcote Road, Wallington	0.0%	0.0%	8.2%	0.0%	0.0%	17.9%	0.0%	0.0%	0.0%	0.0%	2.0
Lidl, Beddington Gardens, Wallington	0.4%	0.6%	1.2%	0.0%	6.4%	9.5%	0.0%	3.1%	0.0%	0.0%	2.0
Sainsbury's Superstore, Stafford Road, Wallington	0.0%	3.4%	3.6%	0.0%	11.6%	10.1%	0.0%	2.3%	0.0%	0.0%	2.6
Tesco Express, Woodcote Road, Wallington	0.0%	0.0%	0.0%	0.0%	2.9%	3.7%	0.0%	0.0%	0.0%	0.0%	0.5
Local shops, Wallington District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sub-total: Wallington District Centre	0.4%	4.0%	13.0%	0.0%	20.9%	41.2%	0.0%	5.4%	0.0%	0.0%	7.0
Iceland, Central Road, Worcester Park	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1
Sainsbury's Local, Central Road, Worcester Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Waitrose, Stone Place, Worcester Park	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	7.7%	0.6%	1.2
Local shops, Worcester Park Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sub-total: Worcester Park District Centre Local Centres	0.0% 5.3%	1.3%	4.7%	7.8% 13.9%	3.8%	0.0%	0.0%	0.0%	7.7% 5.3%	1.2% 7.2%	1.4
Other Local Shops	1.2%	0.6%	4.7%	0.0%	0.5%	2.5%	0.0%	0.0%	0.0%	0.0%	0.4
Asda, Marlowe Way, Wallington / Croydon	0.0%	0.0%	4.7%	0.0%	11.2%	1.4%	6.5%	6.9%	0.0%	0.0%	3.3
Tesco Extra, Oldfields Road, Cheam Other out of centre	6.0% 0.0%	15.9% 0.0%	1.2%	21.2%	3.6% 0.0%	0.0%	1.3% 0.0%	0.0%	0.9%	4.2% 0.0%	4.0
Sub-total: Out of Centre	6.0%	15.9%	5.9%	21.2%	14.8%	1.4%	7.9%	6.9%	0.0%	4.2%	7.8
BOROUGH RETENTION	92.8%	68.7%	65.8%	89.3%	81.6%	59.7%	9.9%	12.3%	29.9%	33.3%	49.
Banstead	1.2%	5.3%	3.0%	1.3%	1.5%	5.8%	26.9%	0.0%	9.2%	0.0%	4.
Other, Banstead & Reigate	0.0%	0.6%	0.0%	0.6%	1.0%	2.5%	12.8%	0.6%	0.9%	0.0%	1.3
Sub-total: Banstead & Reigate	1.2%	5.9%	3.0%	1.9%	2.5%	8.3%	39.7%	0.6%	10.0%	0.0%	6.2
Croydon	0.0%	0.6%	9.7%	0.0%	3.9%	12.8%	0.0%	19.5%	0.0%	0.0%	5.
Purley	0.0%	0.0%	0.0%	0.0%	3.8%	3.9%	3.4%	21.4%	0.0%	0.0%	4.
Purley Way	0.0%	0.0%	12.4%	0.0%	1.0%	4.9%	0.0%	31.2%	0.0%	0.6%	7.
Dther, Croydon	0.0%	0.0%	0.6%	0.0%	0.0%	7.4%	17.4%	11.0%	0.0%	0.0%	4.
Sub-total: Croydon	0.0%	0.6%	22.7%	0.0%	8.7%	29.0%	20.7%	83.0%	0.0%	0.6%	21
Kingston-upon-Thames	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
New Malden	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	25.8%	13.1%	4.
Other, Kingston	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.
Sub-total: Kingston-upon-Thames	0.0%	3.4%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	31.1%	13.1%	4.
	0.0%	8.2%	0.0%	0.6%	0.0%	0.0%	4.0%	0.0%	7.6%	0.0%	1.
Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	3.4%	0.0%	0.
Dther, Epsom & Ewell	0.0%	1.3%	0.0%	0.0%	0.0%	0.5%	9.4%	0.0%	7.0%	0.6%	1.
Sub-total: Epsom & Ewell	0.0%	9.5%	0.0%	0.6%	0.0%	0.5%	18.5%	0.0%	18.1%	0.6%	3.0
Merton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Mitcham	0.0%	5.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	2.2
Morden	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.1%	4.
Wimbledon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.2
Other, Merton	0.0%	5.0%	0.0%	0.6%	5.7%	0.0%	0.0%	0.0%	5.0%	9.6%	2.
Sub-total: Merton	0.0%	10.0%	4.9%	0.6%	5.7%	0.0%	0.0%	0.0%	5.0%	46.2%	9.
Other	0.8%	0.0%	0.6%	0.0%	0.0%	0.0%	5.9%	1.8%	0.9%	5.0%	1.9
Sub-total: Outside of Borough	2.0%	29.4%	31.2%	8.8%	16.9%	37.8%	84.9%	85.4%	65.1%	65.5%	47.
Online Shopping (incl Delivery and Click & Collect	5.2%	1.9%	3.0%	1.9%	1.5%	2.5%	5.2%	2.3%	5.0%	1.2%	2.9
									70.1%		50.
LEAKAGE	7.2%	31.3%	34.2%	10.7%	18.4%	40.3%	90.1%	87.7%		66.7%	

TABLE 4: TOP UP FOOD PURCHASES - 2022 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Sutton	Belmont	St Helier/ Wandle Valley	Worcester Park	Carshalton Central	South	Banstead	Purley/ West Thornton	Old Malden/ Stoneleigh	Lower Morden	Total S
Z	ones: 1									10	Are
Asda, St Nicholas Way, Sutton	7.7%	7.5%	0.5%	0.6%	2.5%	5.8%	0.0%	0.0%	0.0%	0.6%	2.2
M&S, High Street, Sutton	9.8%	2.6%	1.0%	1.8%	0.4%	0.8%	0.0%	0.0%	0.0%	0.6%	1.8
Morrisons, High Street, Sutton	27.3%	20.1%	2.9%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1
Sainsbury's Superstore, High Street, Sutton	4.2%	1.0%	0.0%	0.0%	0.4%	0.0%	0.6%	0.0%	0.0%	0.6%	0.8
Tesco Express, Regent Parade, Brighton Road, Sutton	1.8%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6
Farmfoods, Lodge Place, High Street, Sutton, SM1 4AU	0.4%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2
Lidl, High Street, Sutton, SM1 1PG	5.8%	0.5%	0.0%	0.6%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4
Local shops, Sutton Town Centre Sub-total: Sutton Town Centre	4.1%	0.0% 38.5%	0.0%	0.0%	0.0%	0.0% 6.6%	0.0%	0.0%	0.0%	0.0%	0.5
Co-op, High Street, Carshalton	0.7%	0.0%	0.5%	0.0%	6.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.9
Sainsbury's Local, High Street, Carshalton	0.0%	0.0%	0.0%	0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9
Local shops, Carshalton Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sub-total: Carshalton District Centre	0.7%	0.0%	0.5%	0.0%	16.4%	4.0%	0.0%	0.0%	0.0%	0.0%	1.8
Sainsbury's Local, High Street, Cheam	6.5%	3.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	1.4
Waitrose (Little), The Broadway, Cheam	5.2%	20.3%	0.0%	1.2%	0.0%	0.4%	0.0%	0.0%	3.2%	0.0%	2.2
Local shops, Cheam District Centre	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.4
Sub-total: Cheam District Centre	14.4%	23.3%	0.0%	1.8%	0.0%	0.4%	0.0%	0.0%	8.9%	0.0%	4.0
idl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	0.0%	0.0%	2.0%	0.6%	5.1%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7
Sainsbury's Local, London Road, Hackbridge, Sutton	0.0%	0.0%	1.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3
Sub-total: Hackbridge District Centre	0.0%	0.0%	3.0%	0.6%	6.3%	0.0%	0.0%	0.0%	0.0%	0.6%	0.9
Sainsbury's Superstore, London Road, North Cheam	2.1%	1.5%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	6.8%	3.8%	2.3
Londis, London Road, Worcester Park, Sutton, SM3 8JR Local shops, North Cheam Local Centre	0.0%	0.0%	0.0%	0.6% 5.3%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sub-total: North Cheam District Centre	2.1%	1.5%	0.0%	5.3% 17.0%	0.0%	0.0%	0.0%	0.0%	6.8%	3.8%	2.7
Lidl, Wrythe Lane, Rosehill	0.0%	0.0%	18.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	2.
Best One, The Market, Rosehill, SM1 3HE	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.:
local shops, Rosehill Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sub-total: Rosehill District Centre	2.1%	0.0%	19.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	2.8
celand, Woodcote Road, Wallington	0.0%	0.0%	7.8%	0.0%	6.5%	13.7%	0.0%	0.0%	0.0%	0.0%	2.3
idl, Beddington Gardens, Wallington	0.0%	0.0%	2.6%	0.0%	0.8%	4.2%	0.0%	3.9%	0.0%	0.0%	1.3
Sainsbury's Superstore, Stafford Road, Wallington	0.4%	0.0%	4.5%	0.0%	6.2%	24.8%	0.0%	0.5%	0.7%	0.0%	2.9
Tesco Express, Woodcote Road, Wallington	0.0%	0.0%	0.0%	0.0%	9.0%	10.6%	0.0%	0.0%	0.0%	0.0%	1.
Local shops, Wallington District Centre	0.0%	0.0%	1.0%	0.0%	2.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.3
Sub-total: Wallington District Centre	0.4%	0.0%	15.9%	0.0%	24.8%	53.7%	0.0%	4.5%	0.7%	0.0%	8.
celand, Central Road, Worcester Park Sainsbury's Local, Central Road, Worcester Park	0.0%	0.0% 0.0%	0.0% 0.0%	5.9% 2.5%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	1.3% 0.7%	0.0% 0.6%	0.5
Waitrose, Stone Place, Worcester Park	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.6%	1.1
Local shops, Worcester Park Town Centre	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.1
Sub-total: Worcester Park District Centre	0.0%	0.0%	0.0%	15.0%	0.0%	0.0%	0.0%	0.0%	12.3%	1.1%	2.
Local Centres	9.3%	12.5%	16.6%	39.5%	25.4%	29.7%	6.4%	1.1%	0.0%	18.5%	14.
Other Local Shops	3.5%	15.5%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.
Asda, Marlowe Way, Wallington / Croydon	0.0%	0.0%	6.4%	0.0%	0.4%	0.0%	0.0%	3.2%	0.0%	0.6%	1.2
Tesco Extra, Oldfields Road, Cheam	3.8%	4.6%	2.6%	6.6%	1.7%	0.0%	0.0%	0.0%	0.0%	1.1%	1.1
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sub-total: Out of Centre	3.8%	4.6%	9.0%	6.6%	2.1%	0.0%	0.0%	3.2%	0.0%	1.7%	2.9
BOROUGH RETENTION	97.1%	95.9%	68.7%	86.0%	90.4%	94.4%	7.0%	8.7%	28.7%	33.8%	53.
Banstead	0.7%	1.0%	1.0%	1.2%	0.8%	1.2%	59.6%	0.0%	0.0%	0.0%	6.
Other, Banstead & Reigate	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.9
Sub-total: Banstead & Reigtate	0.7%	3.6% 0.0%	1.0% 6.9%	0.0%	0.8%	0.0%	66.6% 0.0%	0.0% 23.8%	0.0%	0.0%	7.4
Purley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	23.8% 17.9%	0.0%	0.0%	3.5
Purley Way	0.0%	0.0%	5.4%	0.0%	2.5%	2.2%	4.3%	16.6%	0.0%	2.9%	4.
Dther, Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	19.1%	27.7%	0.0%	0.0%	6.1
Sub-total: Croydon	0.0%	0.0%	12.3%	0.0%	2.5%	4.3%	23.6%	85.9%	0.0%	2.9%	19.
Cingston-upon-Thames	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0
New Malden	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	14.5%	2.7%	1.0
Other, Kingston	0.0%	0.0%	2.6%	1.2%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.5
Sub-total: Kingston-upon-Thames	0.0%	0.0%	2.6%	1.8%	0.0%	0.0%	0.0%	0.0%	17.2%	2.7%	2.:
psom	0.0%	0.5%	0.0%	5.0%	0.0%	0.0%	2.2%	0.0%	30.7%	0.0%	2.9
well	0.0%	0.0%	3.4%	0.6%	0.0%	0.0%	0.0%	0.0%	17.0%	0.0%	1.0
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.3
Sub-total: Epsom & Ewell	0.0%	0.5%	3.4%	5.6%	0.0%	0.0%	2.2%	0.0%	52.2%	0.0%	4.9
Merton Mitcham	0.0%	0.0%	0.0%	0.0%	0.0% 2.2%	0.0%	0.0%	0.0%	0.0%	0.0% 16.0%	0.0
vitcnam Morden	0.0%	0.0%	0.5%	4.2%	2.2%	0.0%	0.0%	0.5%	0.0%	16.0% 19.9%	3.3
vioraen Wimbledon	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	19.9%	0.1
Wimbledon Other, Merton	0.0%	0.0%	0.5%	1.2%	0.0%	0.0%	0.0%	3.2%	0.0%	22.5%	4.2
Sub-total: Merton	0.0%	0.0%	4.9%	5.4%	2.2%	0.0%	0.0%	3.7%	0.7%	59.5%	11.
	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.6%	0.5%	1.3%	0.6%	0.6
Other	0.0%										+
Other Sub-total: Outside of Borough	0.0%	4.1%	24.3%	14.0%	9.2%	5.6%	93.0%	90.2%	71.3%	65.7%	44.
			24.3% 7.0%	14.0% 0.0%	9.2% 0.4%	5.6% 0.0%	93.0% 0.0%	90.2% 1.1%	71.3% 0.0%	65.7% 0.6%	44.

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2022 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Sutton	Belmont	Wandle Valley		Central	South	Banstead	Thornton	Stoneleigh	Morden	Total S
	Zones: 1	2						8		10	Are
sda, St Nicholas Way, Sutton	10.8%	0.0%	0.0%	1.7%	4.2%	0.0%	0.0%	0.0%	0.0%	1.7%	2.2
A&S, High Street, Sutton	10.1%	2.0%	0.0%	8.3%	1.7%	3.8%	0.0%	8.0%	1.1%	0.0%	4.2
Norrisons, High Street, Sutton	6.3%	5.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%	4.9%	2.1
ainsbury's Superstore, High Street, Sutton	13.5%	0.0%	0.0%	3.3%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	2.3
esco Express, Regent Parade, Brighton Road, Sutton	0.7%	1.0%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.9
armfoods, Lodge Place, High Street, Sutton, SM1 4AU	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2
idl, High Street, Sutton, SM1 1PG	0.0%	3.0%	0.0%	1.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4
Local shops, Sutton Town Centre	9.3%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	1.7%	2.0
Sub-total: Sutton Town Centre	52.2%	11.9%	0.0%	15.0%	11.7%	5.7%	7.3%	8.0%	2.2%	8.2%	14.
Co-op, High Street, Carshalton	0.0%	0.0%	0.0%	0.0%	17.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6
Sainsbury's Local, High Street, Carshalton	0.0%	0.0%	3.8%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9
Local shops, Carshalton Town Centre	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1
Sub-total: Carshalton District Centre	0.0%	0.0%	3.8%	0.0%	26.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6
ainsbury's Local, High Street, Cheam	9.4%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	2.4
Naitrose (Little), The Broadway, Cheam	2.1%	15.3%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	2.:
ocal shops, Cheam District Centre	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2
ub-total: Cheam District Centre	11.4%	27.4%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	4.7
idl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	0.0%	1.0%	1.9%	0.0%	13.2%	5.0%	0.0%	0.0%	0.0%	0.0%	1.7
ainsbury's Local, London Road, Hackbridge, Sutton	4.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7
Sub-total: Hackbridge District Centre	4.0%	1.0%	3.8%	0.0%	13.2%	5.0%	0.0%	0.0%	0.0%	0.0%	2.4
ainsbury's Superstore, London Road, North Cheam	1.4%	7.2%	0.0%	20.4%	0.0%	0.0%	0.0%	0.0%	2.2%	6.5%	2.8
ondis, London Road, Worcester Park, Sutton, SM3 8JR	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.:
ocal shops, North Cheam Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sub-total: North Cheam District Centre	1.4%	7.2%	0.0%	22.1%	0.0%	0.0%	0.0%	0.0%	2.2%	6.5%	2.9
idl, Wrythe Lane, Rosehill	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.:
Best One, The Market, Rosehill, SM1 3HE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
ocal shops, Rosehill Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sub-total: Rosehill District Centre	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.:
celand, Woodcote Road, Wallington	0.0%	0.0%	1.9%	0.0%	0.9%	21.7%	0.0%	0.0%	0.0%	0.0%	1.
idl, Beddington Gardens, Wallington	0.7%	0.0%	5.7%	0.0%	1.7%	1.9%	0.0%	0.0%	0.0%	0.0%	0.1
ainsbury's Superstore, Stafford Road, Wallington	0.0%	1.0%	1.9%	0.0%	1.7%	9.3%	0.0%	5.4%	0.0%	0.0%	2.0
lesco Express, Woodcote Road, Wallington	0.0%	0.0%	11.0%	0.0%	13.5%	11.5%	8.3%	0.0%	0.0%	0.0%	3.5
ocal shops, Wallington District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	0.4
Sub-total: Wallington District Centre	0.7%	1.0%	20.5%	0.0%	17.8%	49.6%	8.3%	5.4%	0.0%	0.0%	8.3
celand, Central Road, Worcester Park	0.0%	5.3%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.8
ainsbury's Local, Central Road, Worcester Park	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.:
Naitrose, Stone Place, Worcester Park	0.0%	1.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	1.8
ocal shops, Worcester Park Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sub-total: Worcester Park District Centre	0.0%	8.3%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%	17.1%	0.0%	2.8
local Centres	11.4%		7.7%	28.1%	8.4%	14.1%	0.0%	1.0%	5.7%	16.2%	8.6
Other Local Shops	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2
Asda, Marlowe Way, Wallington / Croydon	0.0%	0.0%	3.8%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0
Fesco Extra, Oldfields Road, Cheam	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.3
ub-total: Out of Centre	5.4%	0.0%	3.8%	0.0%	0.0%	5.6%	0.0%	1.0%	0.0%	0.0%	1.
SOROUGH RETENTION	86.4%		63.5%	88.2%	77.9%	79.9%	15.7%	15.4%	33.6%	30.9%	49.
Banstead	5.3%	16.5%	0.0%	0.0%	0.0%	0.0%	37.5%	0.0%	1.1%	0.0%	6.3
Other, Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0
ub-total: Banstead & Reigtate	5.3%	16.5%	0.0%	0.0%	0.0%	0.0%	42.8%	0.0%	1.1%	0.0%	6.8
roydon	0.0%	1.0%	15.7%	0.0%	7.4%	7.5%	0.0%	26.9%	0.0%	0.0%	7.3
Purley	0.0%	0.0%	0.0%	0.0%	4.4%	1.0%	1.1%	9.2%	0.0%	0.0%	2.4
Purley Way	3.6%	0.0%	7.6%	0.0%	0.0%	6.9%	0.0%	15.4%	0.0%	0.0%	4.4
Dther, Croydon	0.0%	0.0%	3.8%	0.0%	4.9%	1.0%	28.9%	31.9%	0.0%	0.0%	10.
ub-total: Croydon	3.6%	1.0%	27.1%	0.0%	16.8%	16.3%	29.9%	83.5%	0.0%	0.0%	24.
Kingston-upon-Thames	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	0.1
New Malden	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	1.:
Dther, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.1
ub-total: Kingston-upon-Thames	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.0%	0.0%	2.
psom	0.0%	5.9%	0.0%	6.8%	0.0%	0.0%	3.2%	0.0%	29.7%	0.0%	4.:
well	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	1.2
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	1.0
ub-total: Epsom & Ewell	0.0%	13.6%	0.0%	6.8%	0.0%	0.0%	11.5%	0.0%	37.2%	0.0%	6.3
Merton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Mitcham	0.0%	0.0%	0.0%	0.0%	4.4%	1.9%	0.0%	0.0%	0.0%	25.8%	3.5
Morden	0.0%	0.0%	3.8%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	30.3%	3.8
Nimbledon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Dther, Merton	0.0%	0.0%	1.9%	3.4%	0.9%	0.0%	0.0%	0.0%	0.0%	13.0%	1.9
ub-total: Merton	0.0%	0.0%	5.7%	5.1%	5.3%	1.9%	0.0%	0.0%	0.0%	69.1%	9.2
Other	0.0%	0.0%	3.8%	0.0%	0.0%	1.9%	0.0%	1.0%	2.1%	0.0%	0.7
Sub-total: Outside of Borough	9.6%	31.2%	36.5%	11.8%	22.1%	20.1%	84.3%	84.6%	66.4%	69.1%	50.
Online Shopping (incl Delivery and Click & Collect	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0



	LB Sutton Zones 1-6
	8.9%
	2.3%
	8.1%
	4.5%
	0.7%
	0.1%
	2.1%
	0.7% 27.4%
	0.8%
	0.8%
	0.0%
	1.6%
	0.8% 1.6%
	0.2%
•••••	2.5%
	2.0%
	0.4%
	2.4%
	6.5% 0.0%
	0.3%
	6.9%
	3.1%
	0.1%
	0.0%
	0.2% 3.4%
	3.0%
	1.7%
	2.3%
	1.4%
	0.2%
	13.4% 0.6%
	0.1%
	1.2%
	0.0%
	1.9%
	8.7%
	1.3% 3.1%
	5.6%
	0.1%
	10.3%
	79.9%
	2.1%
	0.4% 2.5%
	2.1%
	0.6%
	3.7%
	0.7%
	7.1% 0.2%
	0.2%
	0.3%
	0.8%
	1.0%
	0.3%
	0.1%
	1.5% 0.0%
	0.8%
	0.8%
	0.0%
	0.5%
	2.1%
	0.4%
	14 4%
	14.4% 5.7%
	14.4% 5.7% 20.1%



LB Sutton 20083 1-5 20083 1-5 200
1.1% 9.4% 5.5% 0.0% 2.0% 0.3% 0.3% 0.3% 0.3% 0.3% 0.3% 0.3% 0
9.4% 5.5% 0.9% 0.2% 2.0% 0.2% 0.2% 0.2% 0.2% 0.2% 0.2
5.5% 0.9% 2.0% 2.0% 0.2% 0.2% 0.2% 0.2% 0.2% 0.2
0.0% 2.0% 0.3% 0.2% 0.3% 0.5% 0.3% 0.3% 0.3% 0.3% 0.3% 0.3% 0.3% 0.3
2.0% 0.3% 0.2% 0.3% 0.0% 0.5% 0.0% 0.4% 2.3% 0.0% 0.4% 2.3% 0.0% 0.4% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.4% 1.6% 1.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0
0.3% 0.2% 0.2% 0.2% 0.2% 0.2% 0.4% 0.4% 0.4% 2.3% 0.4% 0.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.4% 3.0% 0.4% 3.0% 0.4% 0.0%
0.2% 0.3% 0.3% 0.5% 0.3% 0.3% 0.3% 0.3% 0.3% 0.3% 0.3% 0.3
0.3% 0.2% 0.2% 0.2% 0.3% 0.0% 0.3% 0.3% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.4% 0.0% 0.0% 0.4% 0.0% 0.0% 0.4% 0.0% 0.0
0.0% 0.5% 0.2% 0.3% 0.0% 2.3% 2.3% 2.5% 8.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.4% 3.0% 1.6% 1.6% 1.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0
0.2% 0.3% 0.0% 2.3% 0.1% 2.5% 8.3% 2.6% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0
0.3% 0.0% 2.3% 0.1% 2.5% 8.3% 0.0% 8.3% 2.6% 0.0% 0.4% 3.0% 0.4% 3.0% 0.4% 3.0% 0.0% 0.4% 3.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0
0.0% 0.4% 2.3% 0.4% 2.5% 8.3% 0.0%
2.3% 0.1% 2.5% 8.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0
0.1% 2.5% 8.3% 0.0% 8.3% 2.6% 0.0% 0.4% 3.0% 1.6% 1.4% 0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 0.0% 1.4% 0.0% 0.0% 1.4% 0.0% 0.0% 1.27% 0.5% 0.0% 0.1% 1.2%
8.3% 0.0% 0.0% 2.6% 0.0% 0.0% 1.6% 1.6% 1.6% 1.6% 1.6% 1.6% 1.6% 1.6
0.0% 0.0% 8.3% 2.6% 0.0% 0.0% 0.0% 1.4% 0.0% 0.0% 1.4% 0.0% 1.4% 0.0% 1.27% 0.5% 0.0% 1.3% 1.4% 0.5% 0.0% 1.3% 1.2% 2.4% 0.4% 0.4% 0.3% 6.8% 0.3%
0.0% 8.3% 2.6% 0.0% 0.4% 3.0% 1.6% 1.4% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 0.0% 1.3% 0.0% 1.3% 0.0% 1.7% 3.8% 1.0% 1.7% 3.8% 1.0% 1.7% 3.8% 1.0% 0.4% 0.4% 0.4% 0.3% 6.8% 0.2%
2.6% 0.0% 0.0% 1.6% 1.4% 0.0% 0.0% 0.0% 0.0% 1.27% 0.5% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0
0.0% 0.0% 3.0% 3.0% 1.6% 1.4% 0.0% 0.5% 0.0% 1.27% 0.5% 0.0% 1.3% 3.8% 0.0% 1.3% 3.8% 0.0% 1.3% 1.2% 4.2% 9.8% 0.1% 1.41% 0.4% 0.4% 0.4% 0.3% 6.8% 0.3%
0.0% 0.4% 3.0% 1.6% 0.0% 0.0% 12.7% 0.5% 0.0% 1.3% 1.2% 0.5% 0.0% 1.3% 1.7% 1.3% 1.7% 1.3% 1.0% 1.7% 1.3% 1.0% 1.4.1% 7.5% 0.4% 0.4% 0.4% 0.3% 6.8% 0.3%
3.0% 1.6% 1.4% 0.0% 0.0% 0.0% 1.27% 0.0% 1.3% 0.1% 1.4% 0.3% 0.2% 0.3% 0.2% 0.3% 0.2% 0.3% 0.2% 0.2% 0.3% 0.2%
1.6% 1.4% 0.0% 0.0% 12.7% 0.5% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 1.3% 0.0% 1.3% 0.2%
1.4% 0.0% 0.0% 12.7% 0.5% 0.0% 1.3% 3.8% 1.0% 4.2% 9.8% 0.1% 14.1% 77.5% 2.3% 0.4% 0.4% 0.3% 6.8% 0.3%
0.0% 0.0% 12.7% 0.5% 0.0% 1.3% 0.0% 1.3% 1.3% 1.3% 1.0% 4.2% 9.8% 0.3% 7.75% 2.1% 0.4% 0.4% 0.4% 0.3% 6.8% 0.3%
0.0% 12.7% 0.5% 0.0% 1.3% 0.0% 1.3% 1.3% 1.3% 0.0% 1.2% 9.8% 0.3% 1.4.1% 77.5% 0.4% 0.4% 0.3% 6.8% 0.3% 0.3% 0.6% 4.9% 0.3% 0.3% 0.6% 0.3% 0.6% 0.3% 0.3% 0.3% 0.4% 0.4% 0.4% 0.4% 0.4% 0.4% 0.4% 0.4% 0.5% 0.5% 0.5% 0.5% 0.0% 0.
12.7% 0.5% 0.0% 1.3% 0.0% 1.7% 3.8% 1.0% 4.2% 9.8% 0.1% 14.1% 77.5% 2.3% 0.4% 0.4% 0.3% 6.8% 0.3% 6.8% 0.2%
0.0% 1.3% 0.0% 1.7% 3.8% 1.0% 4.2% 9.8% 0.1% 14.1% 77.5% 2.1% 0.4% 0.4% 0.4% 0.3% 6.8% 0.3% 6.8% 0.2%
1.3% 0.0% 1.7% 3.8% 1.0% 4.2% 9.8% 0.3% 77.5% 2.1% 0.4% 2.4% 0.9% 0.6% 4.9% 0.3% 6.8% 0.2%
1.7% 3.8% 1.0% 4.2% 9.8% 0.1% 14.1% 77.5% 2.1% 0.4% 2.4% 0.9% 0.3% 6.8% 0.3% 6.8% 0.2%
3.8% 1.0% 4.2% 9.8% 0.1% 14.1% 77.5% 2.1% 0.4% 0.4% 0.6% 0.3% 6.8% 0.3% 6.8% 0.2%
1.0% 4.2% 9.8% 0.1% 14.1% 77.5% 2.1% 0.4% 2.4% 0.9% 0.6% 4.9% 0.3% 6.8% 0.2%
9.8% 0.1% 14.1% 77.5% 2.1% 0.4% 2.4% 0.9% 0.6% 4.9% 0.3% 6.8% 0.2% 0.4% 0.2%
0.1% 14.1% 77.5% 2.1% 0.4% 2.4% 0.9% 0.6% 4.9% 0.3% 6.8% 0.2% 0.4% 0.2%
14.1% 77.5% 2.1% 0.4% 2.4% 0.9% 0.6% 4.9% 0.3% 6.8% 0.2% 0.2%
2.1% 0.4% 2.4% 0.9% 0.6% 4.9% 0.3% 6.8% 0.2% 0.4% 0.2%
0.4% 2.4% 0.9% 0.6% 4.9% 0.3% 6.8% 0.2% 0.4% 0.2%
2.4% 0.9% 0.6% 4.9% 0.3% 6.8% 0.2% 0.4% 0.2%
0.6% 4.9% 0.3% 6.8% 0.2% 0.4% 0.2%
0.3% 6.8% 0.2% 0.4% 0.2%
6.8% 0.2% 0.4% 0.2%
0.2% 0.4% 0.2%
0.4% 0.2%
0.8%
0.9%
0.2%
0.1%
0.0%
0.9%
0.6%
0.0%
1.6%
0.2%
13.1% 9.4%



12.8% 3.3% 6.3% 5.5% 0.1% 0.0% 2.7% 0.4% 0.4% 0.4% 0.4% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.0% 1.3% 2.0% 0.0% 0.3% 2.0% 0.0% 1.3% 2.9% 4.3% 2.9% 4.3% 2.9% 4.5% 1.1% 0.0% 1.3% 2.9% 4.5% 1.1% 0.0% 1.3% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 0.0% 1.3% 0.0% 0.0% 1.3% 0.0% 0.0% 1.3% 0.0% 0.0% 1.3% 0.0%	LB Sutton Zones 1-6
6.3% 5.5% 0.1% 0.0% 2.7% 0.5% 31.2% 0.4% 0.4% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.0% 3.7% 0.0% 0.8% 8.0% 3.7% 0.0% 0.0% 0.0% 1.1% 0.0% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.3% 2.9% 4.3% 2.9% 4.3% 2.9% 4.3% 2.9% 4.3% 1.1% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.2% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 0.0% 1.3% 0.0% 0.0% 1.3% 0.0% 0.0% 0.0% 1.3% 0.2% 0.0% 0.0% 1.3% 0.2% 0.0% 0.0% 1.3% 0.2% 0.0% 0.0% 1.3% 0.2% 0.0% 0.0% 0.0% 1.3% 0.2% 0.0% 0.0% 1.3% 0.2% 0.0%	12.8%
5.5% 0.1% 0.0% 2.7% 0.5% 31.2% 0.4% 0.0% 0.8% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.8% 2.0% 7.2% 0.0% 3.7% 0.8% 3.7% 0.8% 3.7% 0.0% 3.7% 0.0% 3.7% 0.0% 3.7% 0.0% 1.1% 0.0% 1.1% 0.2% 0.0% 1.1% 0.2% 0.0% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	3.3%
0.1% 0.0% 2.7% 0.5% 31.2% 0.4% 0.4% 0.0% 1.4% 1.1% 0.8% 2.0% 7.2% 0.0% 3.7% 0.0% 3.7% 0.0% 3.7% 0.0% 3.7% 0.0% 3.7% 0.0% 3.7% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.3% 5.4% 0.0% 1.3% 5.4% 0.0% 1.3% 5.5% 4.3% 2.9% 0.0% 1.3% 5.5% 4.3% 2.9% 0.0% 1.3% 5.4% 0.0% 0.0% 1.3% 5.4% 0.0% 0.0% 1.3% 5.4% 0.0% 0.0% 1.3% 5.4% 0.0% 0.0% 1.3% 0.0% 0.0% 1.3% 0.0% 0.0% 1.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	
0.0% 2.7% 0.5% 31.2% 0.4% 0.4% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 2.0% 7.2% 0.0% 0.8% 8.6% 3.7% 0.0% 0.8% 8.6% 3.7% 0.0% 0.0% 0.0% 1.28% 0.0% 1.28% 0.0% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	
2.7% 0.5% 31.2% 0.4% 0.4% 0.0% 0.8% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.0% 0.8% 8.0% 7.2% 0.0% 0.8% 8.0% 3.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.1% 0.0% 1.3% 2.9% 4.5% 1.1% 0.0% 1.3% 2.9% 4.5% 1.1% 0.0% 1.3% 2.9% 4.5% 1.1% 0.0% 1.3% 2.9% 4.5% 1.1% 0.0% 1.3% 2.9% 4.5% 1.1% 0.0% 1.3% 2.9% 4.5% 1.1% 0.0% 1.3% 2.9% 4.5% 1.1% 0.0% 1.3% 0.0% 1.3% 1.0% 0.0% 1.3% 0.4% 0.3% 0.4% 0.3% 0.4% 0.3% 0.0% 0.0% 0.2% 1.3% 1.0% 0.4% 0.3% 0.6% 1.3% 1.0% 0.4% 0.3% 0.6% 1.3% 1.0% 0.9% 0.5% 0.0% 0.3% 0.0% 0.5% 0.0% 0.5% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.0	
0.5% 31.2% 0.4% 0.0% 0.8% 0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.8% 2.0% 0.8% 8.0% 3.7% 0.0% 3.7% 0.0% 0.0% 3.7% 0.0% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.3% 1.1% 0.0% 1.3% 1.1% 0.0% 1.3% 1.3% 1.3% 1.3% 1.3% 0.0% 0.4% 0.3% 0.4% 0.3% 0.6% 1.3% 1.3% 1.0% 0.6% 1.3% 1.0% 0.6% 1.3% 1.0% 0.6% 1.3% 1.0% 0.6% 1.3% 1.0% 0.0% 0.5% 0.0% 0.0% 0.5% 0.0% 0.5% 0.0% 0.5% 0.0% 0.0% 0.0% 0.2% 0.0% 0.0% 0.0% 0.5% 0.0%	
31.2% 0.4% 0.4% 0.6% 1.4% 0.6% 1.4% 0.6% 1.4% 0.6% 1.4% 0.6% 1.4% 0.6% 1.4% 0.6% 1.4% 0.6% 1.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.28% 0.0% 1.3% 0.0% 1.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.0	
0.4% 0.4% 0.0% 1.4% 0.0% 1.4% 1.1% 0.8% 2.0% 7.2% 0.0% 0.8% 8.6% 3.7% 0.0% 0.0% 3.7% 4.3% 2.0% 4.5% 1.1% 0.0% 1.2.8% 0.0% 1.2.8% 0.0% 1.3% 5.4% 0.0% 1.3% 7.8% 2.9% 0.0% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	
0.4% 0.0% 0.8% 0.0% 1.4% 0.0% 1.4% 0.8% 2.0% 7.2% 0.0% 0.8% 8.0% 3.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	
0.8% 0.0% 1.4% 0.0% 1.4% 1.1% 0.8% 2.0% 7.2% 0.0% 0.8% 8.8% 3.7% 0.0% 0.3% 0.0% 3.7% 4.3% 2.9% 4.5% 1.1% 0.0% 1.2.8% 0.0% 1.2.8% 0.0% 1.3% 0.0% 1.3% 0.0% 1.3% 0.0% 0.0% 1.3% 0.0% 0.0% 1.3% 0.6% 1.3%	
0.0% 1.4% 0.0% 1.4% 0.0% 1.4% 0.0% 0.8% 2.0% 7.2% 0.0% 0.8% 8.0% 3.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	0.0%
1.4% 0.0% 1.4% 1.4% 0.8% 2.0% 7.2% 0.0% 0.8% 8.0% 3.7% 0.0% 0.0% 0.0% 0.0% 3.7% 4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.2% 0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 1.3% 2.8% 0.0% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	0.8%
0.0% 1.4% 1.1% 0.8% 2.0% 7.2% 0.0% 0.8% 8.0% 3.7% 0.0% 0.0% 3.7% 4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.0% 1.1% 0.0% 1.3% 5.4% 0.2% 0.0% 1.3% 5.4% 0.7% 5.4% 5.4% 5.4% 5.4% 5.4% 5.4% 5.4% 5.4	0.0%
1.4% 1.1% 0.8% 2.0% 7.2% 0.0% 0.8% 8.0% 3.7% 0.0% 0.0% 3.7% 4.3% 2.9% 4.5% 1.1% 0.0% 1.2.8% 0.0% 1.3% 5.4% 0.2% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 1.3% 1.3% 1.0% 0.6% 1.3% 1.0% 0.6% 1.3% 1.0% 0.6% 1.3%	
1.1% 0.8% 2.0% 7.2% 0.0% 0.8% 8.0% 3.7% 0.0% 0.0% 4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.2% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 10.4% 77.8% 2.8% 0.0% 10.4% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	
0.8% 2.0% 7.2% 0.0% 0.8% 8.0% 3.7% 0.0% 0.0% 0.0% 4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.2% 0.0% 1.3% 5.4% 0.2% 0.0% 1.3% 2.9% 0.0% 1.3% 2.8% 0.0% 1.3% 2.8% 0.0% 1.3% 1.6% 1.6% 1.3% 1.6% 1.3% 1.6% 1.3% 1.6% 1.6% 1.3% 1.6% 1.3% 1.6% 1.6% 1.3% 1.6% 1.3% 1.6% 1.3% 1.6% 1.3% 1.6% 1.3% 1.6% 1.3% 1.6% 1.6% 1.3% 1.6% 1.3% 1.6% 1.6% 1.3% 1.6% 1.6% 1.5% 1.5% 1.6% 1.5% 1.6% 1.6% 1.5% 1.6% 1.6% 1.6% 1.5% 1.6% 1.6% 1.5% 1.6% 1.5% 1.6% 1.6% 1.5% 1.6% 1.6% 1.5% 1.6% 1.6% 1.5% 1.6% 1.6% 1.5% 1.5% 1.5% 1.5% 1.5% 1.6% 1.5%	
2.0% 7.2% 0.0% 0.8% 8.0% 3.7% 0.0% 0.0% 0.0% 3.7% 4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.0% 1.3% 5.4% 0.2% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 1.3% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 10.0% 0.4% 0.3% 10.4% 0.3% 0.6% 1.3% 1.0% 0.4% 0.3% 10.0% 0.2% 1.2% 0.0% 1.6% 0.3%	
7.2% 0.0% 0.8% 8.0% 3.7% 0.0% 0.0% 4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.2% 0.0% 1.3% 5.4% 0.2% 0.0% 1.3% 5.4% 0.8% 2.8% 0.0% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	
0.0% 0.8% 8.0% 3.7% 0.0% 0.0% 3.7% 4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.2% 0.2% 0.0% 1.1% 0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 10.4% 77.8% 2.8% 0.0% 10.4% 77.8% 2.8% 0.0% 10.4% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	
0.8% 8.0% 3.7% 0.0% 0.0% 0.0% 3.7% 4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.2% 0.0% 1.3% 5.4% 0.2% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 1.3% 77.8% 2.8% 0.0% 10.4% 77.8% 2.8% 0.0% 10.4% 1.2% 3.1% 1.3% 1.0% 0.4% 0.4% 0.3% 0.6% 1.3% 1.0% 0.6% 1.3% 1.0% 0.6% 1.3% 1.0% 0.7% 0.2% 1.6% 3.0%	
8.0% 3.7% 0.0% 0.0% 3.7% 4.3% 4.3% 4.3% 4.5% 1.1% 0.0% 12.8% 0.0% 1.3% 5.4% 0.2% 0.0% 1.3% 5.4% 0.3% 2.9% 0.0% 1.3% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.2% 3.1% 1.3% 10.0% 0.4% 0.3% 0.6% 1.3% 1.0% 0.4% 0.3% 0.6% 1.3% 1.0% 0.5% 0.0% 0.5% 0.0% 1.6% 3.0%	
3.7% 0.0% 0.0% 3.7% 4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.2% 0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.8% 0.7% 3.6% 2.8% 0.7% 3.1% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3	
0.0% 0.0% 0.0% 3.7% 4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.2% 0.0% 1.1% 0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 10.4% 77.8% 2.8% 0.0% 0.0% 10.4% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 1.3% 0.6% 1.3% 0.6% 1.3% 0.0% 0.0% 0.2% 1.6% 1.6% 1.6% 1.6% 1.6%	
0.0% 0.0% 3.7% 4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.2% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 1.3% 77.8% 2.8% 0.0% 10.4% 77.8% 2.8% 0.0% 1.3% 1.6% 1.3% 1.6% 1.3% 1.6% 1.6% 1.3% 1.6% 1.6% 1.3% 1.6% 1.	
3.7% 4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.2% 0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 10.4% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 0.0% 0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.5% 0.0% 1.6% 3.0% 0.5% 0.0% 1.6% 3.0% 0.5% 0.0% 1.6%	
4.3% 2.9% 4.5% 1.1% 0.0% 12.8% 0.2% 0.0% 1.1% 0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 0.0% 10.4% 77.8% 2.8% 0.0% 10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 1.3% 1.3% 1.3% 0.6% 1.3% 1.0% 0.0% 0.2% 1.6% 1.6% 3.0% 0.5% 0.3%	0.0%
2.9% 4.5% 0.0% 12.8% 0.2% 0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 0.0% 0.0% 10.4% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 1.3% 1.3% 1.3% 0.6% 1.3% 0.6% 1.3% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.0	3.7%
4.5% 1.1% 0.0% 12.8% 0.2% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 0.0% 10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 10.0% 0.4% 0.3% 0.6% 1.3% 1.3% 1.0% 0.6% 1.3% 1.6% 3.0% 0.5% 0.0% 1.6% 3.0% 0.3%	4.3%
1.1% 0.0% 12.8% 0.2% 0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 10.4% 77.8% 77.8% 77.8% 77.8% 77.8% 77.8% 77.8% 77.8% 77.8% 77.8% 0.0% 0.3% 0.6% 1.3% 1.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.5% 0.0% 1.6% 1.6% 5.30%	2.9%
0.0% 12.8% 0.2% 0.2% 0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 0.0% 10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 10.0% 0.4% 0.3% 0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.2% 1.2% 0.0% 0.9% 0.5% 0.0% 1.6% 3.0%	4.5%
12.8% 0.2% 0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 0.0% 0.0% 10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 1.3% 1.3% 1.3% 0.6% 1.3% 0.6% 1.3% 0.0% 0.2% 0.0% 0.2% 1.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.2% 0.0% 0.0	
0.2% 0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.2% 3.1% 1.3% 0.6% 0.4% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 1.6% 3.0%	
0.0% 1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 0.0% 10.4% 77.8% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 1.3% 0.6% 0.3% 0.6% 1.3% 0.0% 0.5% 0.0% 0.5% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	
1.1% 0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 1.3% 1.3% 1.3% 1.3% 0.6% 1.3% 0.6% 1.3% 0.0% 0.0% 0.9% 0.5% 0.0%	
0.0% 1.3% 5.4% 0.8% 2.9% 0.0% 0.0% 10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 10.0% 0.4% 0.3% 0.6% 1.3% 1.0% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.5% 0.0% 1.6% 3.0%	
1.3% 5.4% 0.8% 2.9% 0.0% 10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 10.0% 0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 0.2% 0.0% 0.5% 0.0% 0.5% 0.0% 0.3% 0.5% 0.0% 0.3% 0.5% 0.0% 0.6% 0.3% 0.0% 0.3	
5.4% 0.8% 2.9% 0.0% 10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 0.4% 0.4% 0.4% 0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.5% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	
2.9% 0.0% 0.0% 10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 0.4% 0.4% 0.4% 0.4% 0.6% 1.3% 1.0% 0.6% 0.0% 0.2% 1.2% 0.0% 0.5% 0.0%	
0.0% 0.0% 10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 0.6% 0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.5% 0.0% 1.6% 3.0%	0.8%
0.0% 10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 10.0% 0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.5% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	2.9%
10.4% 77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 10.0% 0.4% 0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.5% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	0.0%
77.8% 2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 0.0% 0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.3% 0.5% 0.9% 0.5% 0.0% 1.6% 3.0% 0.3%	0.0%
2.8% 0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 0.0% 0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.5% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	
0.7% 3.5% 4.4% 1.2% 3.1% 1.3% 0.0% 0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.5% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	
3.5% 4.4% 1.2% 3.1% 1.3% 0.4% 0.3% 0.6% 1.3% 0.0% 0.2% 1.2% 0.0% 0.2% 1.2% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	
4.4% 1.2% 3.1% 1.3% 0.4% 0.3% 0.6% 1.3% 1.0% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.5% 0.9% 0.5% 0.9% 0.5% 0.0% 1.6% 3.0% 0.3%	
1.2% 3.1% 1.3% 10.0% 0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	
3.1% 1.3% 0.0% 0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	
1.3% 0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	
10.0% 0.4% 0.5% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.3% 0.5% 0.0% 1.6% 3.0%	
0.4% 0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 0.0% 0.2% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	
0.3% 0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.5% 0.5% 0.5% 0.0% 1.6% 3.0%	
0.6% 1.3% 1.0% 0.0% 0.2% 1.2% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	
1.0% 0.0% 0.2% 1.2% 0.0% 0.9% 0.9% 0.9% 0.0% 1.6% 3.0% 0.3%	
0.0% 0.2% 1.2% 0.0% 0.5% 0.0% 1.6% 3.0% 0.3%	1.3%
0.2% 1.2% 0.0% 0.9% 0.5% 0.0% 1.6% 3.0% 0.3%	1.0%
1.2% 0.0% 0.9% 0.5% 0.0% 1.6% 3.0% 0.3%	
0.0% 0.9% 0.5% 0.0% 1.6% 3.0% 0.3%	
0.9% 0.5% 0.0% 1.6% 3.0% 0.3%	
0.5% 0.0% 1.6% 3.0% 0.3%	
0.0% 1.6% 3.0% 0.3%	
1.6% 3.0% 0.3%	
3.0% 0.3%	
0.3%	
	5.670
2.9%	
22.2%	2.9%
22.2%	22.2%
100.0%	100.0%



L Z	B Sutton ones 1-6
	4.1%
	3.2%
	9.4%
	1.1%
	1.2%
	0.5%
	2.6%
	0.9% 22.8%
	1.9%
	1.5%
	0.0%
	3.6%
	1.9%
	3.7%
	0.6%
	6.2%
	1.3% 0.4%
	1.6%
	2.5%
	0.1%
	0.9%
	3.5%
	3.2%
	0.5%
	0.1%
	0.0%
	3.7%
	4.6% 1.3%
	5.8%
	3.2%
	0.6%
	15.4%
	1.0%
	0.4%
	1.0%
	0.1%
	2.5% 21.9%
	2.9%
	1.2%
	3.2%
	0.0%
	4.4%
	88.7%
	1.0%
	0.3%
	1.3%
	0.0%
	1.7%
	0.3%
	3.2%
	0.0%
	0.1%
	0.7%
	0.8%
	0.9%
	0.7%
	0.0%
	1.6% 0.0%
	0.0%
	1.4%
	0.0%
	0.3%
	2.1%
	0.6%
	9.5%
	9.5% 1.8%



	LB Sutton Zones 1-6
	3.4%
	3.4% 4.8%
	2.1%
	3.9%
	0.3%
	0.3%
	0.8%
	2.9%
	18.4%
	2.9% 2.0%
	0.1%
	5.0%
-	3.1%
	4.4%
	0.3%
_	7.8%
	3.4% 1.2%
	4.6%
	4.6%
	0.3%
	0.0%
	4.9%
	4.1%
	0.0%
	0.0%
	0.0% 4.1%
-	3.9%
	1.7%
	2.2%
	5.9%
	0.8%
	14.6%
	1.1% 0.2%
	1.3%
	0.0%
	2.6%
	13.2%
_	0.4%
	1.5%
	1.2% 0.0%
	2.7%
	78.4%
	3.0%
	0.0%
_	3.0%
	5.2% 0.9%
	3.2%
	1.6%
	10.9%
	0.0%
	0.2%
	0.0%
	0.2%
	1.8%
	0.9%
	0.0% 2.7%
-	0.0%
	1.0%
	0.9%
	0.0%
	1.0%
	3.0%
	0.9%
	20.7%
_	
	0.9%



APPENDIX B3: COMPARISON GOODS MARKET SHARE INCLUDING SFT



TABLE 1: ALL COMPARISON GOODS - 2022 MARKET SHARE ANALYSIS (%)

	Sutton	Cheam/ Belmont	St Helier/ Wandle Valley	Worcester Park	Carshalton Central	Wallington South	Banstead	Purley/ West Thornton	Old Malden/ Stoneleigh	Lower Morden	Total Study	LB Sutton
Zo	nes: 1		3	4				8		10	Area	Zones 1-6
Sutton Town Centre	45.4%	23.8%	25.2%	14.9%	19.5%	10.0%	5.8%	3.1%	5.4%	12.7%	15.1%	24.2%
Carshalton District Centre	0.1%	0.2%	1.4%	0.0%	4.5%	0.5%	0.0%	0.0%	0.0%	0.5%	0.6%	1.1%
Cheam District Centre	1.4%	6.6%	0.0%	0.8%	0.4%	0.2%	0.1%	0.0%	1.5%	0.0%	0.8%	1.4%
Hackbridge District Centre	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
North Cheam District Centre	0.1%	2.1%	0.1%	8.7%	0.0%	0.0%	0.0%	0.0%	3.9%	3.4%	1.7%	1.8%
Rosehill District Centre	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.4%	0.1%	0.0%
Wallington District Centre	1.4%	0.7%	6.0%	0.0%	11.3%	24.9%	0.5%	1.6%	0.1%	2.3%	4.1%	7.2%
Worcester Park District Centre	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	3.6%	0.2%	0.9%	1.1%
Local Centres	1.1%	0.8%	1.3%	0.7%	0.8%	1.0%	0.1%	0.0%	0.0%	2.2%	0.8%	1.0%
Out of Centre	5.2%	8.6%	5.9%	5.5%	7.7%	6.3%	4.0%	1.2%	0.8%	4.0%	4.4%	6.4%
OROUGH RETENTION	54.9%	42.9%	40.7%	36.7%	44.3%	43.0%	10.5%	6.1%	15.3%	25.8%	28.5%	44.3%
Banstead	0%	2%	0%	0%	0%	1%	9%	0%	1%	0%	1%	0%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	0.1%	0.3%	0.0%	0.1%	4.8%	0.1%	0.1%	0.0%	0.7%	0.1%
Sub-total: Banstead & Reigtate	0.2%	2.1%	0.4%	0.3%	0.0%	1.0%	13.7%	0.1%	1.0%	0.0%	2.2%	0.6%
Croydon	0%	0%	2%	0%	1%	3%	1%	19%	0%	1%	4%	1%
Purley Way / Valley Retail Park	10%	7%	16%	3%	10%	10%	10%	25%	2%	6%	11%	9%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	1%	5%	0%	0%	1%	0%
Other, Croydon	0.4%	0.1%	1.6%	0.0%	0.7%	1.2%	6.6%	8.1%	0.0%	0.0%	2.5%	0.7%
Sub-total: Croydon	10.4%	7.9%	19.2%	3.0%	12.4%	14.2%	18.4%	56.2%	2.4%	7.3%	18.2%	11.1%
Kingston-upon-Thames	2%	5%	1%	9%	5%	2%	3%	1%	16%	3%	4%	4%
New Malden	0%	0%	0%	0%	0%	0%	0%	0%	2%	1%	0%	0%
Out of Centre, Kingston	0.5%	0.9%	0.1%	4.4%	0.0%	0.0%	0.1%	0.0%	7.4%	6.3%	2.0%	1.0%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	3%	6%	1%	13%	5%	2%	3%	1%	26%	11%	7%	5%
Epsom	0%	0%	0%	0%	0%	0%	3%	0%	6%	0%	1%	0%
Ewell	0%	2%	0%	2%	0%	1%	4%	0%	10%	0%	2%	1%
Out of Centre, Epsom & Ewell	0%	0%	0%	1%	0%	0%	1%	0%	4%	0%	1%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.1%	2.1%	0.1%	3.0%	0.1%	0.6%	7.6%	0.0%	20.5%	0.4%	3.3%	0.9%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wimbledon	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Other. Merton	1.2%	0.5%	1.5%	3.1%	1.5%	0.6%	0.0%	0.0%	1.0%	16.9%	3.2%	1.5%
Sub-total: Merton	1.6%	0.5%	1.9%	3.1%	1.9%	0.6%	0.0%	0.0%	1.0%	21.0%	3.9%	1.7%
Other	2%	2%	2%	3.4%	1.9%	1%	5%	9%	5%	4%	3.9%	2%
OUTSIDE BOROUGH	17%	2%	2%	26%	20%	20%	48%	9%	56%	4%	38%	2%
	27.9%	36.0%	34.0%	37.8%	35.6%	37.5%	48%	28.1%	28.6%	43%	33.3%	34.4%
SFT (incl online shopping, mail order, catalogue)	45.1%	36.0% 57.1%	34.0% 59.3%	37.8% 63.3%	35.6% 55.7%	37.5% 57.0%	41.5% 89.5%	28.1% 93.9%	28.6% 84.7%	31.0% 74.2%	33.3% 71.5%	34.4% 55.7%
OTAL MARKET SHARE	45.1%	57.1%	59.3% 100.0%	63.3% 100.0%	55.7% 100.0%	57.0%	89.5%	93.9%	84.7% 100.0%	100.0%	100.0%	100.0%

TABLE 2: CLOTHING & FOOTWEAR - MAIN CHOICE - 2022 MARKET SHARE ANALYSIS (%)

	Sutton	Cheam/	St Heller/ Wandle	Worcester	Carshalton	Wallington South	Banstead		Old Malden/	Lower		
Zones		Belmont 2	3	Park 4	Central 5			Thornton 8	Stoneleigh 9	Morden 10	Total Study Area	LB Sutton Zones 1-6
Sutton Town Centre	56%	37%	43%	18%	30%	23%	14%	7%	10%	24%	25%	36%
Carshalton District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cheam District Centre	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Hackbridge District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	1%	0%	8%	0%	0%	0%	0%	5%	1%	1%	2%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wallington District Centre	0%	0%	4%	0%	9%	17%	0%	0%	0%	3%	3%	5%
Worcester Park District Centre	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	1%
Local Centres	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	1%	1%	3%	1%	1%	5%	0%	0%	0%	1%	1%	2%
DROUGH RETENTION	57.1%	39.8%	51.2%	32.1%	40.0%	45.1%	14.2%	7.8%	14.7%	30.2%	30.9%	45.1%
Banstead	0%	4%	0%	0%	0%	0%	5%	0%	0%	0%	1%	0%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.6%	0.0%	0.3%	0.0%
Sub-total: Banstead & Reigtate	0.0%	3.6%	0.4%	0.0%	0.0%	0.0%	7.7%	0.0%	0.6%	0.0%	1.0%	0.5%
Croydon	0%	0%	4%	0%	0%	7%	1%	31%	0%	3%	7%	2%
Purley Way / Valley Retail Park	0%	0%	2%	0%	0%	1%	4%	4%	0%	1%	2%	0%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Other, Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	2.9%	0.0%	0.0%	0.6%	0.0%
Sub-total: Croydon	0.0%	0.5%	5.3%	0.0%	0.8%	7.4%	5.5%	38.7%	0.0%	4.3%	9.5%	2.3%
Kingston-upon-Thames	1%	10%	1%	22%	6%	5%	4%	3%	34%	7%	8%	7%
New Malden	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.0%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	1%	10%	2%	22%	6%	5%	4%	3%	34%	7%	8%	7%
Epsom	0%	0%	0%	0%	0%	0%	4%	0%	8%	0%	1%	0%
Ewell	0%	0%	0%	0%	0%	2%	6%	0%	14%	1%	2%	0%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.3%	0.5%	0.0%	0.0%	0.0%	1.7%	9.8%	0.0%	22.0%	0.9%	2.9%	0.4%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wimbledon	0%	0%	0%	0%	1%	0%	0%	0%	0%	4%	1%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	1.6%	0.5%	1.2%	5.8%	0.4%	0.0%	0.0%	0.0%	0.6%	14.3%	3.0%	1.7%
Sub-total: Merton	1.6%	0.5%	1.6%	5.8%	1.1%	0.0%	0.0%	0.0%	0.6%	18.7%	3.8%	1.9%
Other	8%	5%	6%	2%	1%	1%	8%	18%	2%	2%	7%	4%
OUTSIDE BOROUGH	10%	20%	15%	29%	9%	15%	34%	59%	59%	33%	31%	16%
SFT (incl online shopping, mail order, catalogue)	32.8%	39.9%	34.2%	38.6%	50.9%	40.3%	51.4%	33.3%	25.9%	36.4%	37.6%	39.0%
EAKAGE	42.9%	60.2%	48.8%	67.9%	60.0%	54.9%	85.8%	92.2%	85.3%	69.8%	69.1%	54.9%
OTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 3: RECORDED MEDIA, ETC - 2022 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Su		Cheam/ Belmont	St Helier/ Wandle	Worcester Park	Carshalton Central	Wallington South	Banstead	Purley/ West Thornton	Old Malden/ Stoneleigh	Lower Morden	Total Study	LB Sutto
	Zones:			3	4				8		10	Area	Zones 1-
Sutton Town Centre	3	8%	9%	7%	7%	4%	3%	1%	0%	0%	17%	10%	13%
Carshalton District Centre	c	0%	0%	0%	0%	8%	3%	0%	0%	0%	0%	1%	2%
Cheam District Centre	8	3%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%
Hackbridge District Centre	c	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	c	0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%
Rosehill District Centre	c	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre	c	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	1%
Worcester Park District Centre	c	0%	0%	0%	10%	0%	0%	0%	0%	0%	0%	1%	2%
Local Centres	c	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	c	0%	3%	1%	3%	3%	0%	0%	2%	0%	0%	1%	2%
ROUGH RETENTION	45	.4%	11.8%	10.1%	22.1%	15.3%	9.1%	1.4%	2.4%	0.0%	17.0%	13.6%	21.6%
Banstead	0)%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Banstead & Reigate	c	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.	.0%	0.0%	2.8%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.9%	0.4%
Sub-total: Banstead & Reigtate	0.	.0%	0.0%	2.8%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.9%	0.4%
Croydon	0)%	0%	0%	0%	0%	1%	0%	7%	0%	0%	1%	0%
Purley Way / Valley Retail Park	c	0%	0%	3%	0%	0%	1%	0%	4%	0%	0%	1%	1%
Out of Centre, Croydon		0%	0%	0%	0%	0%	0%	1%	6%	0%	0%	1%	0%
Other, Croydon	0.	.0%	0.0%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.4%
Sub-total: Croydon	0.	.0%	0.0%	2.8%	0.0%	8.2%	2.6%	1.4%	17.1%	0.0%	0.0%	4.5%	2.2%
Kingston-upon-Thames	C	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	0%
New Malden		0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Kingston	0.	.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Kingston	0.	.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	C	0%	0%	1%	0%	0%	0%	1%	1%	0%	0%	1%	0%
Epsom		0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Ewell		0%	11%	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%
Out of Centre, Epsom & Ewell	c	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.	0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.	.0%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.8%	1.4%
Merton	0	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wimbledon	0	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Merton	c	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	0.	.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.8%	0.3%
Sub-total: Merton	0.	.0%	0.0%	0.0%	1.7%	1.4%	0.0%	0.0%	0.0%	0.0%	3.7%	0.9%	0.6%
Other	0	0%	11%	1%	0%	0%	10%	0%	0%	4%	4%	2%	3%
OUTSIDE BOROUGH)%	24%	8%	2%	10%	13%	10%	18%	6%	7%	10%	8%
SFT (incl online shopping, mail order, catalogue)		4.6%	64.6%	81.5%	76.2%	75.1%	78.3%	88.8%	79.3%	94.2%	75.5%	76.5%	70.6%
AKAGE		.6%	88.2%	89.9%	77.9%	84.7%	90.9%	98.6%	97.6%	100.0%	83.0%	86.4%	78.4%
DTAL MARKET SHARE			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: AUDIO VISUAL, COMPUTERS, ETC - 2022 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

Sutton	Cheam/ Belmont	St Helier/ Wandle	Worcester Park	Carshalton Central	Wallington South	Banstead	Purley/ West Thornton	Old Malden/ Stoneleigh	Lower Morden	Total Study	LB Sutto
		3	4				8		10	Area	Zones 1-6
9%	9%	0%	2%	4%	0%	0%	0%	3%	0%	2%	4%
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	3%	0%	0%	0%	0%	0%	0%	0%
0%	1%	4%	2%	0%	0%	0%	0%	4%	5%	2%	1%
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	1%	3%	0%	4%	8%	1%	0%	0%	0%	1%	3%
0%	1%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	1%	3%	3%	0%	0%	0%	0%	0%	0%	1%	1%
10.2%	12.6%	10.0%	7.4%	12.1%	9.1%	0.6%	0.0%	7.6%	4.7%	6.0%	10.1%
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.3%	0.1%
0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.3%	0.1%
0%	0%	3%	0%	0%	0%	1%	0%	0%	0%	0%	0%
18%	5%	20%	3%	24%	28%	31%	47%	1%	7%	22%	17%
0%	1%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	3.1%	0.0%	0.0%	0.7%	0.0%
17.7%	5.7%	22.9%	3.1%	25.1%	27.8%	33.4%	50.3%	1.2%	7.4%	23.1%	17.4%
3%	12%	2%	10%	9%	3%	7%	1%	16%	7%	6%	6%
0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%
1.4%	5.7%	0.0%	16.1%	0.0%	0.0%	0.6%	0.0%	21.8%	4.3%	4.2%	3.6%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
4%	18%	2%	26%	9%	3%	7%	1%	38%	13%	10%	10%
0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
0%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	2.3%	0.0%	0.3%	0.1%
2%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	1%
0%	0%	0%	1%	0%	0%	0%	0%	0%	1%	0%	0%
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
9.6%	1.7%	7.8%	10.3%	4.4%	0.0%	0.0%	2.7%	0.6%	32.2%	8.1%	6.1%
12.5%	1.7%	8.3%	10.9%	4.4%	0.0%	0.0%	2.7%	0.6%	34.6%	8.8%	7.0%
0%	4%	0%	0%	0%	0%	11%	7%	1%	1%	3%	1%
35%	30%	34%	40%	38%	30%	55%	61%	43%	56%	46%	35%
54.9%	57.5%	56.4%	52.6%	49.6%	60.4%	44.6%	39.3%	49.5%	39.3%	48.0%	55.1%
89.8%	87.4%	90.0%	92.6%	87.9%	90.9%	99.4%	100.0%	92.4%	95.3%	94.0%	89.9%
	1 9% 0%	Sutton Belmont 1 2 9% 9% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 1% 0% 1% 0% 1% 0% 1% 0% 1% 0% 0% 0%	Sutton Cheanny Lemmont Wandle Volume 1 2 3 9% 9% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 1% 0% 0% 0% 1% 3% 10.2% 12.6% 10.2% 12.6% 10.0% 0% 0% 0% 0% 0% 0% 0.5% 0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0% 0% 0.0% 0.0% 0.6% 1.7% 1.7% 2.3% </td <td>Sutton Cheanny Wandle Workstee 1 2 3 4 9% 9% 0% 0% 2% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 1% 3% 0% 0% 0% 1% 3% 3% 3% 0% 0% 0% 0% 0% 0% 0% 0% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%</td> <td>Sutton Unable (maint) Wandle (wicksife) Worksife (wicksife) Califord (wicksife) 1 2 3 4 5 9% 9% 0% 2% 4% 5 9% 9% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 1% 3% 3% 0%</td> <td>Sutton Chât Min Wandle Wardle Carlval Wallington South 1 2 3 4 5 6 9% 9% 0% 2% 4% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 1% 3% 0% 0% 0% 0% 0% 0% 1% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%<</td> <td>Sutton Usandie Wandle Usandie Vallington South Bank 1 2 3 4 5 6 7 9% 9% 0% 2% 4% 0% 0% 0% 0% <td< td=""><td>Sutton Cheany Park Park Park Central Park Park Park Central Park Park Park Central Park Park Park Park Park<</td><td>Sutton Utability Wantle Voltage of Laboration Validation validation Validation validation 1 2 3 4 5 6 7 8 9 9% 9% 0%</td><td>state Wandle Wandle Vordex Carbailor Wallington South Bankead Direct Wall User 1 2 3 4 5 6 7 8 9 10 9% 9% 0% 2% 4% 0% <td< td=""><td>Sutton Usardie Wardee Value (2) Value (2) Value (2) Value (2) United (2) Total Study 1 2 3 4 5 6 7 8 9 10 Area 9% 9% 0%</td></td<></td></td<></td>	Sutton Cheanny Wandle Workstee 1 2 3 4 9% 9% 0% 0% 2% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 1% 3% 0% 0% 0% 1% 3% 3% 3% 0% 0% 0% 0% 0% 0% 0% 0% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	Sutton Unable (maint) Wandle (wicksife) Worksife (wicksife) Califord (wicksife) 1 2 3 4 5 9% 9% 0% 2% 4% 5 9% 9% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 1% 3% 3% 0%	Sutton Chât Min Wandle Wardle Carlval Wallington South 1 2 3 4 5 6 9% 9% 0% 2% 4% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 1% 3% 0% 0% 0% 0% 0% 0% 1% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0% 0%<	Sutton Usandie Wandle Usandie Vallington South Bank 1 2 3 4 5 6 7 9% 9% 0% 2% 4% 0% 0% 0% 0% <td< td=""><td>Sutton Cheany Park Park Park Central Park Park Park Central Park Park Park Central Park Park Park Park Park<</td><td>Sutton Utability Wantle Voltage of Laboration Validation validation Validation validation 1 2 3 4 5 6 7 8 9 9% 9% 0%</td><td>state Wandle Wandle Vordex Carbailor Wallington South Bankead Direct Wall User 1 2 3 4 5 6 7 8 9 10 9% 9% 0% 2% 4% 0% <td< td=""><td>Sutton Usardie Wardee Value (2) Value (2) Value (2) Value (2) United (2) Total Study 1 2 3 4 5 6 7 8 9 10 Area 9% 9% 0%</td></td<></td></td<>	Sutton Cheany Park Park Park Central Park Park Park Central Park Park Park Central Park Park Park Park Park<	Sutton Utability Wantle Voltage of Laboration Validation validation Validation validation 1 2 3 4 5 6 7 8 9 9% 9% 0%	state Wandle Wandle Vordex Carbailor Wallington South Bankead Direct Wall User 1 2 3 4 5 6 7 8 9 10 9% 9% 0% 2% 4% 0% <td< td=""><td>Sutton Usardie Wardee Value (2) Value (2) Value (2) Value (2) United (2) Total Study 1 2 3 4 5 6 7 8 9 10 Area 9% 9% 0%</td></td<>	Sutton Usardie Wardee Value (2) Value (2) Value (2) Value (2) United (2) Total Study 1 2 3 4 5 6 7 8 9 10 Area 9% 9% 0%



TABLE 5: DOMESTIC APPLIANCES - 2022 MARKET SHARE ANALYSIS (%)

	Sutton	Cheam/ Belmont	Wandle	Worcester Park	Carshalton Central	Wallington South	Banstead	Purley/ West Thornton	Old Malden/ Stoneleigh	Lower Morden	Total Study	LB Sutton
z	ones: 1	2	3	4	5			8	9	10	Area	Zones 1-6
Sutton Town Centre	19%	3%	6%	1%	9%	1%	1%	0%	1%	0%	4%	7%
Carshalton District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cheam District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Hackbridge District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	2%	0%	4%	0%	0%	0%	0%	0%	2%	1%	1%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre	3%	5%	5%	0%	10%	13%	2%	5%	0%	3%	4%	6%
Worcester Park District Centre	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Local Centres	0%	2%	0%	3%	0%	0%	1%	0%	0%	4%	1%	1%
Out of Centre	6%	1%	0%	1%	2%	1%	1%	0%	1%	1%	1%	2%
DROUGH RETENTION	27.9%	14.0%	11.7%	9.3%	21.9%	14.6%	3.6%	5.1%	1.1%	11.1%	11.5%	17.3%
Banstead	1%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%	0%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	0.5%	0.0%	0.0%	1.0%	0.1%
Sub-total: Banstead & Reigtate	1.1%	0.5%	0.0%	0.0%	0.0%	0.0%	10.0%	0.5%	0.0%	0.0%	1.2%	0.3%
Croydon	0%	3%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Purley Way / Valley Retail Park	14%	9%	26%	1%	30%	20%	13%	46%	1%	13%	20%	17%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	2%	4%	0%	0%	1%	0%
Other, Croydon	0.0%	0.5%	0.0%	0.0%	0.0%	2.9%	1.6%	0.5%	0.0%	0.0%	0.5%	0.5%
Sub-total: Croydon	14.7%	13.1%	25.7%	0.6%	30.7%	22.8%	17.3%	50.9%	1.1%	13.1%	21.6%	17.6%
Kingston-upon-Thames	5%	8%	3%	7%	8%	2%	3%	0%	17%	1%	4%	5%
New Malden	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Out of Centre, Kingston	1.1%	2.9%	0.0%	18.7%	0.0%	0.0%	0.5%	0.0%	24.4%	8.1%	5.1%	3.9%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	6%	11%	3%	25%	8%	2%	4%	0%	43%	10%	10%	9%
Epsom	0%	0%	0%	0%	0%	0%	3%	0%	2%	0%	0%	0%
Ewell	0%	1%	0%	1%	0%	0%	2%	0%	2%	0%	0%	0%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	1.0%	0.0%	1.1%	0.4%	0.0%	4.2%	0.0%	4.4%	0.0%	0.9%	0.4%
Merton	2%	0%	0%	0%	0%	0%	0%	0%	0%	5%	1%	0%
Wimbledon	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Merton	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Other. Merton	5.2%	1.0%	6.4%	2.7%	0.4%	5.1%	0.0%	0.0%	0.6%	13.2%	4.0%	3.6%
Sub-total: Merton	7.1%	1.0%	6.9%	3.3%	0.9%	5.1%	0.0%	0.0%	0.6%	17.9%	5.1%	4.3%
Other	0%	0%	0%	2%	0%	0%	4%	5%	2%	4%	2%	1%
OUTSIDE BOROUGH	29%	27%	36%	32%	40%	31%	39%	57%	51%	45%	41%	32%
SFT (incl online shopping, mail order, catalogue)	43.2%		52.6%	58.3%	38.2%	54.8%	57.1%	37.8%	47.8%	43.9%	47.4%	50.3%
AKAGE	72.1%	86.0%	88.3%	90.7%	78.1%	85.4%	96.4%	94.9%	98.9%	88.9%	88.5%	82.7%
DTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 6: BOOKS & STATIONARY - 2022 MARKET SHARE ANALYSIS (%)

		Sutton	Cheam/ Belmont	St Helier/ Wandle		Carshalton Central	Wallington South	Banstead	Purley/ West	Old Malden/ Stoneleigh	Lower		
	Zones:		2 2	Wandle 3	Park 4	5			Thornton 8	Stoneleign 9	Morden 10	Total Study Area	LB Sutto Zones 1-
Sutton Town Centre		61%	41%	34%	21%	39%	15%	16%	5%	6%	28%	25%	36%
Carshalton District Centre		0%	0%	0%	0%	5%	0%	0%	0%	0%	0%	0%	1%
Cheam District Centre		0%	9%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%
Hackbridge District Centre		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre		0%	0%	0%	5%	0%	0%	0%	0%	4%	2%	1%	1%
Rosehill District Centre		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre		3%	0%	9%	0%	7%	43%	1%	4%	0%	0%	5%	10%
Worcester Park District Centre		0%	0%	0%	12%	0%	0%	0%	0%	7%	0%	2%	2%
Local Centres		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre		1%	1%	1%	0%	5%	3%	0%	1%	0%	1%	1%	2%
ROUGH RETENTION		65.2%	52.4%	44.9%	38.4%	56.3%	61.5%	16.1%	9.3%	18.9%	31.4%	36.0%	53.8%
Banstead		0%	0%	0%	0%	0%	0%	10%	0%	0%	0%	1%	0%
Out of Centre, Banstead & Reigate		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate		0.0%	0.0%	1.0%	0.0%	0.0%	2.2%	9.4%	0.0%	0.0%	0.0%	1.2%	0.5%
Sub-total: Banstead & Reigtate		0.4%	0.5%	1.0%	0.0%	0.4%	2.2%	19.2%	0.0%	0.0%	0.0%	2.4%	0.7%
Croydon		0%	0%	1%	0%	3%	1%	1%	22%	0%	0%	5%	1%
Purley Way / Valley Retail Park		0%	0%	4%	0%	0%	0%	0%	4%	0%	0%	1%	1%
Out of Centre, Croydon		0%	0%	0%	0%	0%	0%	5%	5%	0%	0%	1%	0%
Other, Croydon		0.0%	0.0%	2.9%	0.0%	0.0%	3.3%	4.1%	4.5%	0.0%	0.0%	1.7%	1.0%
Sub-total: Croydon		0.0%	0.0%	8.7%	0.0%	3.1%	4.6%	9.7%	34.9%	0.0%	0.0%	8.7%	2.5%
Kingston-upon-Thames		0%	0%	0%	1%	0%	0%	1%	0%	9%	0%	1%	0%
New Malden		0%	0%	0%	0%	0%	0%	0%	0%	8%	1%	1%	0%
Out of Centre, Kingston		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Kingston		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames		0%	0%	0%	1%	0%	0%	1%	0%	17%	1%	2%	0%
Epsom		0%	0%	0%	0%	0%	0%	1%	0%	6%	0%	1%	0%
Ewell		0%	4%	0%	0%	0%	0%	7%	0%	17%	0%	2%	0%
Out of Centre, Epsom & Ewell		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell		0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	22.5%	0.0%	3.0%	0.5%
Merton		0%	0%	0%	0%	0%	0%	0%	0%	0%	5%	1%	0%
Wimbledon		0%	0%	0%	3%	2%	0%	0%	0%	0%	3%	1%	1%
Out of Centre, Merton		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton		0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	1.2%	0.1%
Sub-total: Merton		0.0%	0.0%	1.0%	3.3%	2.1%	0.0%	0.0%	0.0%	0.0%	17.1%	2.7%	1.1%
Other		1%	2%	4%	1%	3%	1%	5%	6%	5%	7%	4%	2%
OUTSIDE BOROUGH		1%	6%	15%	6%	8%	8%	43%	41%	44%	25%	22%	7%
SFT (incl online shopping, mail order, catalogue)		33.7%	41.1%	40.0%	56.0%	35.4%	30.4%	40.7%	50.0%	37.5%	44.1%	41.7%	39.2%
AKAGE		34.8%	47.6%	55.1%	61.6%	43.7%	38.5%	83.9%	90.7%	81.1%	68.6%	64.0%	46.2%
TAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 7: TOYS, GAMES, SPORTS, BIKES, PETS & PET PRODUCTS, CAMPING EQUIPMENT ETC- 2022 MARKET SHARE ANALYSIS (%)

	Sutton	Belmont	St Heller/ Wandle	Worcester Park	Central	Wallington South	Banstead	Purley/ West Thornton	Stoneleigh	Lower Morden	Total Study	LB Sutton
z	ones: 1	2	3	4	5	6		8	9	10	Area	Zones 1-6
Sutton Town Centre	49%	15%	21%	9%	12%	12%	6%	0%	6%	8%	13%	20%
Carshalton District Centre	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Cheam District Centre	0%	4%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%
Hackbridge District Centre	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	4%	1%	6%	0%	0%	0%	0%	7%	8%	3%	2%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wallington District Centre	0%	0%	2%	0%	5%	9%	0%	1%	0%	0%	1%	2%
Worcester Park District Centre	0%	0%	0%	1%	0%	0%	0%	0%	1%	0%	0%	0%
Local Centres	0%	0%	5%	0%	1%	0%	0%	0%	0%	1%	1%	1%
Out of Centre	0%	7%	1%	4%	12%	2%	0%	0%	0%	4%	3%	4%
DROUGH RETENTION	49.5%	29.9%	30.3%	20.3%	29.8%	23.8%	7.2%	1.3%	16.7%	21.7%	21.3%	30.9%
Banstead	0%	5%	0%	0%	0%	0%	1%	0%	1%	0%	0%	1%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.6%	0.0%
Sub-total: Banstead & Reigtate	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	6.3%	0.0%	1.4%	0.0%	1.1%	0.6%
Croydon	0%	0%	0%	0%	0%	3%	3%	16%	0%	0%	3%	1%
Purley Way / Valley Retail Park	11%	0%	20%	1%	11%	13%	11%	48%	1%	4%	15%	10%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
Other, Croydon	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.7%	0.6%	0.0%	0.0%	0.4%	0.2%
Sub-total: Croydon	11.2%	6 0.0%	21.3%	1.5%	11.0%	16.2%	15.8%	67.0%	1.4%	4.3%	19.0%	10.3%
Kingston-upon-Thames	3%	1%	0%	3%	1%	1%	0%	0%	9%	0%	1%	1%
New Malden	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Out of Centre, Kingston	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.2%	0.4%	0.2%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	3%	1%	0%	3%	1%	1%	0%	0%	12%	1%	2%	2%
Epsom	0%	0%	0%	0%	0%	0%	6%	0%	5%	0%	1%	0%
Ewell	0%	5%	0%	2%	0%	1%	7%	0%	13%	0%	2%	1%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	4.8%	0.0%	1.5%	0.0%	1.0%	12.3%	0.0%	18.1%	0.0%	3.3%	1.1%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wimbledon	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	0.0%	0.0%	1.1%	5.9%	6.4%	0.0%	0.0%	0.0%	0.7%	21.1%	4.6%	2.3%
Sub-total: Merton	0.4%	0.0%	1.7%	5.9%	6.4%	0.0%	0.0%	0.0%	0.7%	21.7%	4.8%	2.5%
Other	2%	0%	1%	0%	0%	0%	4%	3%	0%	3%	2%	1%
OUTSIDE BOROUGH	17%	11%	24%	12%	18%	19%	38%	70%	33%	30%	32%	17%
SFT (incl online shopping, mail order, catalogue)	33.7	% 59.4%	45.7%	67.7%	52.3%	57.6%	54.6%	28.4%	50.0%	48.3%	46.9%	52.4%
AKAGE	50.5%	6 70.1%	69.7%	79.7%	70.2%	76.2%	92.8%	98.7%	83.3%	78.3%	78.7%	69.1%
DTAL MARKET SHARE	100.0	6 100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 8: FURNITURE, FLOORING AND CARPETS, HOUSEHOLD TEXTILES AND FURNISHINGS - 2022 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading

	Sutton	Cheam/ Belmont	St Helier/ Wandle	Worcester Park	Carshalton Central	Wallington South	Banstead	Purley/ West Thornton	Old Malden/ Stoneleigh	Lower Morden	Total Study	LB Sutto
zo	ones: 1	2	3	4	5			8	9	10	Area	Zones 1-
Sutton Town Centre	6%	6%	8%	16%	3%	0%	3%	0%	1%	2%	4%	7%
Carshalton District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cheam District Centre	1%	9%	0%	0%	3%	1%	0%	0%	2%	0%	1%	2%
Hackbridge District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	1%	0%	3%	0%	0%	0%	0%	2%	1%	1%	1%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wallington District Centre	3%	1%	2%	0%	15%	23%	1%	0%	0%	4%	4%	7%
Worcester Park District Centre	0%	0%	0%	9%	0%	0%	0%	0%	4%	1%	1%	2%
Local Centres	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	0%	1%	0%	0%	0%	3%	0%	0%	0%	4%	1%	0%
OROUGH RETENTION	10.3%	16.6%	10.4%	29.3%	21.5%	26.6%	3.9%	0.0%	9.3%	12.9%	11.9%	19.3%
Banstead	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Banstead & Reigtate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%
Croydon	0%	0%	0%	0%	4%	3%	1%	6%	0%	0%	2%	1%
Purley Way / Valley Retail Park	47%	39%	50%	17%	29%	27%	26%	55%	12%	23%	35%	35%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%	1%	0%
Other, Croydon	2.8%	0.0%	0.0%	0.0%	2.9%	3.0%	5.7%	5.0%	0.0%	0.0%	2.3%	1.6%
Sub-total: Croydon	50.2%	39.4%	50.1%	16.6%	36.2%	33.2%	32.4%	69.1%	11.8%	22.9%	39.5%	37.2%
Kingston-upon-Thames	2%	8%	2%	9%	7%	3%	12%	0%	25%	3%	6%	5%
New Malden	0%	0%	0%	1%	0%	0%	0%	0%	2%	0%	0%	0%
Out of Centre, Kingston	1.9%	3.5%	0.6%	8.6%	0.0%	0.0%	0.0%	0.0%	14.8%	21.2%	5.4%	2.6%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	5%	12%	3%	19%	7%	3%	12%	0%	41%	24%	12%	8%
Epsom	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%
Ewell	0%	1%	0%	5%	0%	0%	3%	0%	7%	1%	1%	1%
Out of Centre, Epsom & Ewell	0%	0%	1%	2%	0%	0%	0%	0%	7%	0%	1%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	0.6%	0.6%	6.3%	0.0%	0.0%	3.9%	0.0%	13.9%	1.3%	2.1%	1.4%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wimbledon	0%	0%	1%	0%	0%	0%	0%	0%	0%	5%	1%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	0.5%	0.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	4.0%	5.8%	1.3%	0.3%
Sub-total: Merton	0.5%	0.6%	1.2%	0.9%	0.0%	0.0%	0.0%	0.0%	4.0%	11.2%	2.3%	0.5%
Other	1%	1%	1%	3%	0%	0%	7%	10%	11%	7%	5%	1%
OUTSIDE BOROUGH	56%	53%	56%	45%	44%	36%	56%	79%	82%	66%	61%	48%
SFT (incl online shopping, mail order, catalogue)	33.2%	30.7%	33.3%	25.4%	34.9%	37.1%	40.0%	20.6%	9.1%	20.8%	27.6%	32.3%
AKAGE	89.7%	83.4%	89.6%	70.7%	78.5%	73.4%	96.1%	100.0%	90.7%	87.1%	88.1%	80.7%
DTAL MARKET SHARE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.09



TABLE 9: DIY & GARDENING PRODUCTS - 2022 MARKET SHARE ANALYSIS (%)

		Sutton	Cheam/ Belmont	Wandle	Worcester Park	Carshalton Central	Wallington South	Banstead	Purley/ West Thornton	Old Malden/	Lower Morden	Total Churd	10.0.0
	Zones:	1	Beimont 2	3	Рагк 4	Central 5	6	7	Inormton 8	Stoneleigh 9	Morden 10	Total Study Area	LB Suttor Zones 1-6
							Ť		, end			Alea	Zones 1-
Sutton Town Centre		16%	0%	7%	6%	7%	1%	4%	1%	0%	2%	4%	7%
Carshalton District Centre		0%	0%	1%	0%	6%	0%	1%	0%	0%	0%	1%	1%
Cheam District Centre		2%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	1%
Hackbridge District Centre		2%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Rosehill District Centre		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre		0%	0%	0%	0%	2%	6%	0%	0%	0%	0%	1%	1%
Worcester Park District Centre		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Local Centres		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre		70%	81%	62%	48%	72%	63%	53%	9%	10%	32%	45%	66%
ROUGH RETENTION		90.5%	83.3%	70.0%	53.3%	87.4%	70.3%	57.1%	10.2%	10.3%	34.1%	50.9%	75.9%
Banstead		0%	1%	0%	0%	0%	3%	2%	0%	0%	0%	0%	1%
Out of Centre, Banstead & Reigate		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Banstead & Reigtate		0.0%	1.0%	0.0%	0.0%	0.0%	2.5%	1.6%	0.0%	0.0%	0.0%	0.4%	0.6%
Croydon		0%	0%	0%	0%	3%	0%	0%	6%	0%	0%	1%	0%
Purley Way / Valley Retail Park		0%	4%	23%	0%	6%	23%	13%	66%	0%	10%	20%	9%
Out of Centre, Croydon		0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%	0%
Other, Croydon		0.0%	0.0%	2.7%	0.0%	0.0%	2.4%	6.9%	5.8%	0.0%	0.0%	2.2%	0.8%
Sub-total: Croydon		0.4%	3.8%	26.3%	0.0%	8.7%	25.2%	19.4%	79.9%	0.0%	10.1%	23.9%	10.1%
Kingston-upon-Thames		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
New Malden		0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Out of Centre, Kingston		0.0%	1.0%	0.9%	10.0%	0.0%	0.0%	0.0%	0.0%	30.9%	38.2%	8.5%	2.1%
Other, Kingston		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames		0%	1%	1%	10%	0%	0%	0%	0%	31%	40%	9%	2%
Epsom		0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Ewell		0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Epsom & Ewell		0%	1%	1%	18%	0%	1%	15%	0%	49%	0%	7%	4%
Other, Epson & Ewell		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell		0.0%	1.5%	0.9%	18.2%	0.4%	0.8%	14.6%	0.0%	51.3%	0.0%	7.2%	3.8%
Merton		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wimbledon		1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre, Merton		0%	0%	0%	1%	0%	0%	0%	0%	0%	3%	0%	0%
Other, Merton		0.4%	2.4%	0.5%	6.4%	0.0%	0.0%	0.0%	0.0%	1.2%	7.0%	1.7%	1.6%
Sub-total: Merton		1.2%	2.4%	0.5%	7.0%	0.0%	0.0%	0.0%	0.0%	1.2%	10.1%	2.3%	1.9%
Other		0%	0%	0.3%	6%	0.0%	0.0%	2%	2%	2%	4%	2:3%	1.5%
OUTSIDE BOROUGH		2%	10%	29%	42%	9%	29%	37%	82%	85%	4%	44%	20%
SFT (incl online shopping, mail order, catalogue)		7.9%	6.7%	1.4%	42% 5.1%	3.5%	1.2%	5.6%	8.0%	4.4%	1.3%	44%	4.4%
AKAGE		9.5%	16.7%	30.0%	46.7%	3.5% 12.6%	29.7%	42.9%	89.8%	4.4% 89.7%	65.9%	4.8%	24.1%
TAL MARKET SHARE		9.5%	100.0%	100.0%	46.7%	100.0%	100.0%	42.9%	100.0%	100.0%	100.0%	49.1%	100.0%

TABLE 10: PERSONAL GOODS AND APPLIANCES, AND COSMETICS ETC - 2022 MARKET SHARE ANALYSIS (%)

	Sutton	Cheam/ Belmont	St Helier/ Wandle	Worcester Park	Carshalton Central	Wallington South	Banstead		Old Malden/	Lower		
	Zones: 1	Beimont 2	wandle 3	Рагк 4	Central 5	6	7	Thornton 8	Stoneleigh 9	Morden 10	Total Study	LB Sutto Zones 1-
	201103. 1	-	Ĩ.	- T	Ĩ	, v		•		10	Area	Zones 1-
Sutton Town Centre	79%	48%	29%	30%	42%	9%	4%	4%	5%	11%	24%	40%
Carshalton District Centre	0%	0%	3%	0%	0%	0%	0%	0%	0%	3%	1%	0%
Cheam District Centre	1%	1%	0%	0%	0%	0%	0%	0%	2%	0%	0%	0%
Hackbridge District Centre	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	1%	2%	0%	14%	0%	0%	0%	0%	5%	6%	3%	3%
Rosehill District Centre	0%	0%	6%	0%	2%	0%	0%	0%	0%	0%	1%	1%
Wallington District Centre	0%	0%	12%	0%	18%	47%	1%	2%	2%	4%	7%	13%
Worcester Park District Centre	0%	0%	0%	9%	0%	0%	0%	0%	15%	0%	2%	2%
Local Centres	2%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	6%	10%	6%	10%	9%	5%	1%	6%	1%	10%	6%	8%
DROUGH RETENTION	88.6%	62.7%	58.0%	62.0%	72.4%	61.9%	6.5%	12.1%	29.3%	33.3%	43.4%	68.5%
Banstead	0%	0%	1%	1%	1%	3%	22%	2%	1%	0%	3%	1%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.9%	0.0%	1.0%	0.0%	1.9%	10.5%	0.0%	0.5%	0.0%	1.4%	0.6%
Sub-total: Banstead & Reigtate	0.0%	0.9%	0.8%	1.9%	0.8%	4.5%	32.2%	2.1%	1.1%	0.0%	4.5%	1.5%
Croydon	0%	0%	8%	0%	0%	4%	0%	38%	0%	0%	8%	2%
Purley Way / Valley Retail Park	0%	0%	6%	0%	3%	4%	0%	7%	0%	1%	3%	2%
Out of Centre, Croydon	0%	0%	3%	0%	0%	3%	8%	12%	0%	0%	4%	1%
Other, Croydon	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	15.0%	12.9%	0.0%	0.0%	4.1%	0.2%
Sub-total: Croydon	0.3%	0.0%	17.3%	1.0%	3.6%	11.1%	22.7%	70.4%	0.0%	1.4%	18.5%	5.3%
Kingston-upon-Thames	0%	1%	0%	4%	3%	1%	0%	0%	9%	0%	1%	1%
New Malden	0%	0%	0%	1%	0%	0%	0%	0%	4%	9%	2%	0%
Out of Centre, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	0%	1%	0%	5%	3%	1%	0%	0%	14%	9%	3%	2%
Epsom	0%	0%	0%	0%	0%	0%	7%	0%	16%	0%	2%	0%
Ewell	0%	5%	0%	1%	0%	0%	9%	0%	17%	0%	3%	1%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	5.3%	0.0%	1.5%	0.0%	0.4%	15.9%	0.0%	33.2%	0.0%	4.6%	1.1%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wimbledon	0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Merton	0.0%	0.0%	3.3%	0.0%	2.9%	0.0%	0.0%	0.0%	0.5%	31.0%	5.4%	0.9%
Sub-total: Merton	0.0%	0.0%	3.3%	0.0%	2.9%	0.0%	0.0%	0.0%	0.5%	34.2%	5.9%	0.9%
Other	1%	0.0%	3%	4%	0%	0%	4%	4%	4%	3%	3%	1%
OUTSIDE BOROUGH	1%	8%	25%	13%	10%	17%	74%	77%	53%	48%	39%	12%
SFT (incl online shopping, mail order, catalogue)	10.5		17.1%	24.8%	17.7%	21.4%	19.1%	11.2%	17.6%	18.2%	17.2%	19.7%
AKAGE	10.5	37.3%	42.0%	38.0%	27.6%	38.1%	93.5%	87.9%	70.7%	66.7%	56.6%	31.5%
DTAL MARKET SHARE	11.4%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



		Sutton	Cheam/ Belmont	St Helier/ Wandle	Worcester Park	Carshalton Central	Wallington South	Banstead	Purley/ West Thornton	Old Malden/ Stoneleigh	Lower Morden	Total Study	LB Sutto
	Zones:			3	4				8		10	Area	Zones 1-
Sutton Town Centre		82%	47%	36%	23%	30%	8%	2%	2%	9%	11%	23%	40%
Carshalton District Centre		1%	1%	7%	0%	24%	2%	0%	0%	0%	3%	3%	6%
Cheam District Centre		3%	28%	0%	5%	0%	0%	0%	0%	2%	0%	2%	5%
Hackbridge District Centre		0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre		0%	4%	0%	30%	0%	0%	0%	0%	5%	9%	4%	5%
Rosehill District Centre		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre		2%	0%	17%	0%	26%	67%	1%	5%	1%	3%	10%	19%
Worcester Park District Centre		0%	0%	0%	16%	0%	0%	0%	0%	17%	0%	2%	3%
Local Centres		7%	4%	4%	2%	4%	7%	0%	0%	0%	10%	4%	5%
Out of Centre		1%	11%	7%	7%	8%	0%	0%	2%	1%	2%	3%	5%
ROUGH RETENTION		96.4%	96.1%	74.7%	83.8%	91.9%	84.0%	2.9%	9.2%	33.7%	38.1%	52.7%	87.8%
Banstead		0%	0%	0%	0%	0%	4%	43%	0%	5%	0%	5%	1%
Out of Centre, Banstead & Reigate		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate		0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	1.1%	0.2%
Sub-total: Banstead & Reigtate		0.0%	0.0%	0.0%	1.0%	0.0%	4.0%	53.7%	0.0%	5.0%	0.0%	5.9%	0.8%
Croydon		0%	0%	3%	0%	0%	0%	0%	26%	0%	0%	5%	1%
Purley Way / Valley Retail Park		0%	0%	9%	0%	0%	4%	0%	13%	0%	0%	4%	2%
Out of Centre, Croydon		0%	0%	0%	0%	0%	1%	4%	12%	0%	0%	3%	0%
Other, Croydon		0.0%	0.0%	7.1%	0.0%	0.0%	0.3%	27.9%	32.5%	0.0%	0.0%	9.7%	1.3%
Sub-total: Croydon		0.0%	0.0%	19.3%	0.0%	0.8%	5.0%	32.1%	83.1%	0.0%	0.5%	21.5%	4.3%
Kingston-upon-Thames		0%	0%	0%	0%	2%	0%	0%	0%	2%	0%	0%	0%
New Malden		2%	0%	0%	0%	0%	0%	0%	0%	8%	5%	2%	0%
Out of Centre, Kingston		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Kingston		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.1%	0.0%
Sub-total: Kingston-upon-Thames		2%	0%	0%	0%	2%	0%	0%	0%	12%	5%	2%	1%
Epsom		0%	3%	0%	0%	0%	0%	1%	0%	14%	0%	1%	0%
Ewell		0%	0%	0%	4%	0%	0%	4%	0%	16%	0%	2%	1%
Out of Centre, Epsom & Ewell		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell		0.0%	3.0%	0.0%	4.1%	0.0%	0.0%	5.2%	0.0%	30.7%	0.0%	3.1%	1.0%
Merton		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wimbledon		0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	0%	0%
Out of Centre, Merton		0%	0%	0%	0%	0%	0%	0%	0%	0%	3%	0%	0%
Other, Merton		0.0%	0.0%	0.8%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	42.0%	7.0%	0.7%
Sub-total: Merton		0.0%	0.0%	0.8%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	47.3%	7.8%	0.7%
Other		0%	0%	0%	5%	0%	0%	1%	1%	12%	0%	2%	1%
OUTSIDE BOROUGH		2%	3%	21%	10%	7%	9%	92%	84%	60%	53%	42%	8%
SFT (incl online shopping, mail order, catalogue)		1.9%	0.9%	4.8%	6.1%	1.5%	7.0%	5.1%	6.5%	6.7%	9.3%	5.5%	3.7%
AKAGE		3.6%	3.9%	25.3%	16.2%	8.1%	16.0%	97.1%	90.8%	66.3%	61.9%	47.3%	12.29
OTAL MARKET SHARE		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100

Note: Figures are rounded to the nearest decimal point and may not sum.

TABLE 12: OTHER GOODS INCLUDING JEWELLERY & WATCHES, GLASSWARE, CHINA, TABLEWARE & KITCHEN UTENSIL GOODS, ETC - 2022 MARKET SHARE ANALYSIS (%)

	Sutton	Cheam/ Belmont	Wandle	Worcester C Park	Carshalton Central	Wallington South	Banstead	Purley/ West Thornton	Old Malden/ Stoneleigh	Lower Morden	Total Study	LB Suttor
Zor	nes: <u>1</u>		3	4				8		10	Area	Zones 1-6
Sutton Town Centre	57%	26%	19%	27%	32%	11%	0%	6%	9%	24%	20%	31%
Carshalton District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Cheam District Centre	4%	3%	0%	1%	0%	0%	0%	0%	6%	0%	1%	2%
Hackbridge District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
North Cheam District Centre	0%	2%	0%	3%	0%	0%	0%	0%	10%	4%	2%	1%
Rosehill District Centre	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Wallington District Centre	3%	0%	3%	0%	6%	17%	0%	0%	0%	1%	2%	5%
Worcester Park District Centre	0%	0%	0%	1%	0%	0%	0%	0%	2%	1%	0%	0%
Local Centres	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Out of Centre	1%	0%	2%	8%	4%	4%	0%	0%	0%	2%	2%	3%
DROUGH RETENTION	64.5%	31.1%	23.4%	38.9%	41.6%	32.6%	0.0%	6.4%	25.8%	31.4%	27.3%	41.2%
Banstead	0%	8%	2%	0%	0%	1%	4%	0%	0%	0%	1%	1%
Out of Centre, Banstead & Reigate	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Banstead & Reigate	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.6%	0.3%
Sub-total: Banstead & Reigtate	0.0%	7.6%	1.7%	1.8%	0.0%	0.7%	7.1%	0.0%	0.0%	0.0%	1.6%	1.7%
Croydon	4%	0%	2%	0%	4%	1%	1%	22%	0%	2%	5%	2%
Purley Way / Valley Retail Park	2%	5%	3%	1%	2%	1%	14%	4%	5%	3%	4%	2%
Out of Centre, Croydon	0%	0%	0%	0%	0%	0%	1%	8%	0%	0%	2%	0%
Other, Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	6.0%	2.5%	0.0%	0.0%	1.3%	0.2%
Sub-total: Croydon	5.8%	5.4%	4.4%	0.9%	5.4%	3.5%	21.5%	36.9%	5.2%	4.9%	12.5%	4.3%
Kingston-upon-Thames	6%	11%	2%	12%	15%	3%	4%	2%	12%	19%	8%	8%
New Malden	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%
Out of Centre, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Kingston-upon-Thames	6%	11%	2%	12%	15%	3%	4%	2%	13%	19%	8%	8%
Epsom	0%	0%	0%	0%	0%	0%	3%	0%	10%	0%	1%	0%
Ewell	0%	0%	0%	0%	0%	0%	1%	0%	10%	0%	1%	0%
Out of Centre, Epsom & Ewell	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total: Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	20.5%	0.0%	2.4%	0.0%
Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Wimbledon	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Out of Centre, Merton	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other. Merton	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.3%	0.2%
Sub-total: Merton	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.6%	0.2%
Other	1%	3%	3%	4%	5%	4%	7%	14%	11%	8%	7%	3%
OUTSIDE BOROUGH	13%	27%	10%	20%	25%	11%	43%	53%	50%	36%	32%	17%
SFT (incl online shopping, mail order, catalogue)	22.8%	42.1%	66.1%	40.7%	33.0%	56.2%	56.5%	40.9%	23.8%	32.7%	40.4%	41.5%
AKAGE	35.5%	68.9%	76.6%	61.1%	58.4%	67.4%	100.0%	93.6%	74.2%	68.6%	72.7%	58.8%
DTAL MARKET SHARE	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



APPENDIX B4: POPULATION & EXPENDITURE ANALYSIS



	2022	2027	2032	2037	2042
		2027	2002	2007	2012
Zone 1 Sutton	47,185	48,580	49,864	51,069	52,113
Zone 2 Cheam/ Belmont	22,131	22,662	23,119	23,645	24,082
Zone : St Helier/ Wandle Valley	37,777	39,051	40,110	41,276	42,362
Zone 4 Worcester Park	36,298	37,233	38,097	39,055	39,912
Zone ! Carshalton Central	34,960	36,074	37,074	38,055	38,792
Zone & Wallington South	33,886	34,691	35,519	36,467	37,416
Zone 7 Banstead	45,354	46,098	46,648	47,367	48,033
Zone E Purley / West Thornton	84,225	84,905	85,641	86,691	88,229
Zone S Old Malden / Stoneleigh	30,814	31,294	31,525	31,658	31,849
Zone 1 Lower Morden	73,136	72,918	73,222	73,997	74,980
Total Study Area:	445,766	453,506	460,818	469,278	477,767
LB Sutton:	212,237	218,291	223,782	229,565	234,677

Source: LB Sutten Council; Experian Business Strategies - MMG3 Geographic Information System (GIS) / Retail Area Planner Population & Expenditure Datasets'
Notes Population projections (2021 to 2042) for Zones 1 to 6 are based on housing supply forecasts for London Borough of Sutton. Population projections for Zones 7 to 10 are derived from Experian and based on ONS 2018-based Sub-National
Population Projections (research in June 2020).

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2022 - 2042) - ONS Projections

	2022	2027	2032	2037	2042
	2022	2027	2032	2037	2042
Zone 1 Sutton	45,827	46,664	47,190	47,564	48,065
Zone 2 Cheam/ Belmont	21,494	21,768	21,879	22,022	22,211
Zone : St Helier/ Wandle Valley	36,690	37,511	37,959	38,443	39,070
Zone 4 Worcester Park	35,254	35,764	36,054	36,375	36,811
one ! Carshalton Central	33,954	34,651	35,086	35,443	35,778
Zone & Wallington South	32,911	33,323	33,614	33,964	34,509
Zone 7 Banstead	45,354	46,098	46,648	47,367	48,033
Zone E Purley / West Thornton	84,225	84,905	85,641	86,691	88,229
Zone S Old Malden / Stoneleigh	30,814	31,294	31,525	31,658	31,849
Zone 1 Lower Morden	73,136	72,918	73,222	73,997	74,980
Total Study Area:	439,659	444,896	448,818	453,524	459,535
LB Sutton:	206,130	209,681	211,782	213,811	216,444

Sourc Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

Notes Population projections (2022 to 2040) derived from Experian and based on ONS 2018-based Sub-National Population Projections (released in June 2020).

	Including SFT		Excluding Sp	ecial Forms of	Trading (SFT)	
	2022	2022	2027	2032	2037	2042
Experian-based SFT Market Shares (%):	19.1%	5.7%	6.8%	7.2%	7.5%	7.7%
Survey-based SFT Market Shares (%):	6.3%	1.9%	2.2%	2.4%	2.5%	2.5%
Zone 1 Sutton	£2,648	£2,599	£2,602	£2,611	£2,622	£2,633
Zone 2 Cheam/ Belmont	£2,801	£2,749	£2,752	£2,762	£2,773	£2,785
Zone : St Helier/ Wandle Valley	£2,513	£2,465	£2,469	£2,478	£2,488	£2,498
Zone 4 Worcester Park	£2,603	£2,554	£2,557	£2,567	£2,577	£2,588
Zone 5 Carshalton Central	£2,596	£2,547	£2,550	£2,560	£2,570	£2,581
Zone & Wallington South	£2,622	£2,573	£2,576	£2,586	£2,596	£2,607
Zone 7 Banstead	£2,877	£2,823	£2,827	£2,837	£2,848	£2,861
Zone E Purley / West Thornton	£2,412	£2,367	£2,370	£2,379	£2,388	£2,399
Zone S Old Malden / Stoneleigh	£2,788	£2,736	£2,740	£2,750	£2,761	£2,773
Zone 1 Lower Morden	£2,442	£2,396	£2,399	£2,408	£2,417	£2,428
Study Area Average:	£2,651	£2,601	£2,605	£2,614	£2,625	£2,636
LB Sutton Average:	£2,585	£2,536	£2,585	£2,594	£2,604	£2,616

Source: Average spend per capita estimates (2020 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 19 published by Experian Business Strategies (January 2022).

Notes: At the Base Year (2022) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 19 (January 2022).

	Including SFT	Excluding Special Forms of Trading (SFT)							
	2022	2022	2027	2032	2037	2042			
Zone 1 Sutton	£125.0	£122.6	£126.4	£130.2	£133.9	£137.			
Zone 2 Cheam/ Belmont	£62.0	£60.8	£62.4	£63.9	£65.6	£67.1			
Zone : St Helier/ Wandle Valley	£94.9	£93.1	£96.4	£99.4	£102.7	£105.			
Zone 4 Worcester Park	£94.5	£92.7	£95.2	£97.8	£100.6	£103.			
Zone 5 Carshalton Central	£90.7	£89.0	£92.0	£94.9	£97.8	£100.			
Zone & Wallington South	£88.8	£87.2	£89.4	£91.8	£94.7	£97.6			
Zone 7 Banstead	£130.5	£128.0	£130.3	£132.3	£134.9	£137.			
Zone & Purley / West Thornton	£203.2	£199.4	£201.2	£203.7	£207.1	£211.			
Zone Sold Malden / Stoneleigh	£85.9	£84.3	£85.7	£86.7	£87.4	£88.3			
Zone 1 Lower Morden	£178.6	£175.2	£174.9	£176.3	£178.9	£182.			
Total Study Area:	£1,154.1	£1,132.5	£1,154.0	£1,177.0	£1,203.5	£1,230			
LB Sutton:	£555.9	£545.5	£561.8	£578.0	£595.3	£611.			

Growth 20	22 to 2032:		Growth	2022 to 2043
%	No.		%	No.
6.2%	£7.6		11.9%	£14.6
5.0%	£3.0		10.3%	£6.2
6.7%	£6.2		13.6%	£12.3
5.5%	£5.1		11.4%	£10.6
6.6%	£5.9		12.4%	£11.:
5.3%	£4.7		11.9%	£10.4
3.4%	£4.3		7.3%	£9.4
2.2%	£4.4		6.2%	£12.3
2.8%	£2.4		4.7%	£4.0
0.6%	£1.1		3.9%	£6.8
3.9%	£44.6	1	8.7%	£98.0
6.0%	£32.5	1	12.0%	£65.6

TABLE 4: COMPARISON GOODS EXPENDITU	IRE PER CAPITA FORE	CASTS (exclud	ling Special For	ms of Trading) (2022 to 204	2)
	Including SFT		Excluding Sp	ecial Forms of	Trading (SFT)	
	2022	2022	2027	2032	2037	2040
Experian-based SFT Market Shares (%):	31.9%	23.9%	27.2%	28.9%	29.8%	30.3%
Survey-based SFT Market Shares (%):	33.3%	25.0%	28.4%	30.2%	31.2%	31.7%
Zone 1 Sutton	£3,967	£2,976	£3,259	£3,549	£4,020	£4,580
Zone 2 Cheam/ Belmont	£4,803	£3,603	£3,946	£4,298	£4,868	£5,546
Zone : St Helier/ Wandle Valley	£3,534	£2,651	£2,903	£3,162	£3,581	£4,080
Zone 4 Worcester Park	£4,178	£3,134	£3,433	£3,738	£4,234	£4,824
Zone 5 Carshalton Central	£3,994	£2,996	£3,281	£3,573	£4,047	£4,611
Zone & Wallington South	£4,134	£3,101	£3,396	£3,699	£4,189	£4,773
Zone 7 Banstead	£5,197	£3,898	£4,269	£4,650	£5,266	£6,000
Zone & Purley / West Thornton	£3,514	£2,636	£2,887	£3,144	£3,561	£4,057
Zone 5 Old Malden / Stoneleigh	£5,024	£3,769	£4,128	£4,495	£5,091	£5,801
Zone 1 Lower Morden	£3,560	£2,671	£2,925	£3,185	£3,608	£4,111
Study Area Average:	£4,260	£3,196	£3,500	£3,812	£4,317	£4,919
LB Sutton Average:	£4,017	£3,013	£3,278	£3,570	£4,043	£4,607

Source: Average spend per capita estimates (2020 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 19 published by Experian Business Strategies (February 2022).

Notes: At the Base Year (2022) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) drawing on the results of the household survey-derived market shares for SFT.



Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 19 (February 2022).

BLE 5: TOTAL AVAILABLE COMPARISON	I GOODS EXPENDITUR	E (£million) (2	022 to 2042)			
	Including SFT		Excluding Sp	ecial Forms of	Trading (SFT)	
	2022	2022	2027	2032	2037	2042
Zone 1 Sutton	£187.2	£140.4	£158.3	£177.0	£205.3	£238.7
Zone 2 Cheam/ Belmont	£106.3	£79.7	£89.4	£99.4	£115.1	£133.6
Zone : St Helier/ Wandle Valley	£133.5	£100.1	£113.4	£126.8	£147.8	£172.8
Zone 4 Worcester Park	£151.7	£113.8	£127.8	£142.4	£165.4	£192.5
Zone ! Carshalton Central	£139.6	£104.7	£118.4	£132.5	£154.0	£178.9
Zone & Wallington South	£140.1	£105.1	£117.8	£131.4	£152.8	£178.6
Zone 7 Banstead	£235.7	£176.8	£196.8	£216.9	£249.4	£288.2
Zone & Purley / West Thornton	£296.0	£222.0	£245.1	£269.3	£308.7	£357.9
Zone S Old Malden / Stoneleigh	£154.8	£116.1	£129.2	£141.7	£161.2	£184.7
Zone 1 Lower Morden	£260.4	£195.3	£213.3	£233.2	£267.0	£308.3
Total Study Area:	£1,805.2	£1,354.1	£1,509.5	£1,670.5	£1,926.6	£2,234
LB Sutton:	£858.3	£643.8	£725.1	£809.4	£940.3	£1,095.

Growth 202	22 to 2032:	
%	No.	
26.1%	£36.6	
24.6%	£19.6	
26.6%	£26.7	
25.2%	£28.7	
26.5%	£27.7	
25.0%	£26.3	
22.7%	£40.1	
21.3%	£47.3	
22.0%	£25.6	
19.4%	£37.9	
23.4%	£316.4	
25.7%	£165.6	

No.

£98.3 £53.8 £72.7 £78.8 £74.1 £73.5 £111.4 £135.9 £68.6 £112.9 £880.0

£451.2



APPENDIX B5: CONVENIENCE GOODS MARKET SHARE EXCLUDING SFT



TABLE 1: ALL CONVENIENCE GOODS - 2022 MARKET SHARE ANALYSIS (%)

Excluding Internet Shopping and other Special Forms of Trading

Zones:	1	2	3	4	5	6	7	8	9	10	TOTAL ST ARE/
Asda, St Nicholas Way, Sutton	11.3%	0.0%	0.0%	1.7%	4.2%	0.0%	0.0%	0.0%	0.0%	1.7%	1.99
И&S, High Street, Sutton	10.5%	2.0%	0.0%	8.3%	1.7%	3.8%	0.0%	8.0%	1.1%	0.0%	3.8
Norrisons, High Street, Sutton	6.6%	5.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%	4.9%	2.0
ainsbury's Superstore, High Street, Sutton	14.1%	0.0%	0.0%	3.3%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	1.9
esco Express, Regent Parade, Brighton Road, Sutton armfoods, Lodge Place, High Street, Sutton, SM1 4AU	0.7% 1.4%	1.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	6.3% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.8
idl, High Street, Sutton, SM1 1PG	0.0%	3.0%	0.0%	1.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4
ocal shops, Sutton Town Centre	9.7%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	1.7%	1.7
ub-total: Sutton Town Centre	54.3%	11.9%	0.0%	15.0%	11.7%	5.7%	7.3%	8.0%	2.2%	8.2%	12.
Co-op, High Street, Carshalton	0.0%	0.0%	0.0%	0.0%	17.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4
ainsbury's Local, High Street, Carshalton	0.0%	0.0%	3.8%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0
ocal shops, Carshalton Town Centre	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1
ub-total: Carshalton District Centre	0.0% 9.8%	0.0%	3.8%	0.0%	26.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4
iainsbury's Local, High Street, Cheam Vaitrose (Little), The Broadway, Cheam	9.8% 2.1%	9.1% 15.3%	0.0% 0.0%	0.0% 13.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	5.4% 1.1%	0.0% 0.0%	1.9 2.2
ocal shops, Cheam District Centre	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2
ub-total: Cheam District Centre	11.9%	27.4%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	4.3
idl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	0.0%	1.0%	1.9%	0.0%	13.2%	5.0%	0.0%	0.0%	0.0%	0.0%	1.6
ainsbury's Local, London Road, Hackbridge, Sutton	4.2%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6
ub-total: Hackbridge District Centre	4.2%	1.0%	3.8%	0.0%	13.2%	5.0%	0.0%	0.0%	0.0%	0.0%	2.2
ainsbury's Superstore, London Road, North Cheam	1.4%	7.2%	0.0%	20.4%	0.0%	0.0%	0.0%	0.0%	2.2%	6.5%	3.4
ondis, London Road, Worcester Park, Sutton, SM3 8JR	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1
ocal shops, North Cheam Local Centre ub-total: North Cheam District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
ub-total: North Cheam District Centre idl, Wrythe Lane, Rosehill	1.4% 0.0%	7.2%	0.0%	22.1%	0.0%	0.0%	0.0%	0.0%	2.2%	6.5% 0.0%	3.5
lest One, The Market, Rosehill, SM1 3HE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
ocal shops, Rosehill Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
ub-total: Rosehill District Centre	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0
celand, Woodcote Road, Wallington	0.0%	0.0%	1.9%	0.0%	0.9%	21.7%	0.0%	0.0%	0.0%	0.0%	1.9
idl, Beddington Gardens, Wallington	0.7%	0.0%	5.7%	0.0%	1.7%	1.9%	0.0%	0.0%	0.0%	0.0%	0.8
ainsbury's Superstore, Stafford Road, Wallington	0.0%	1.0%	1.9%	0.0%	1.7%	9.3%	0.0%	5.4%	0.0%	0.0%	2.0
esco Express, Woodcote Road, Wallington	0.0%	0.0%	11.0%	0.0%	13.5%	11.5%	8.3%	0.0%	0.0%	0.0%	3.8 0.4
ocal shops, Wallington District Centre ub-total: Wallington District Centre	0.0%	0.0%	0.0% 20.5%	0.0%	0.0%	5.0% 49.6%	0.0%	0.0%	0.0%	0.0%	9.0
celand, Central Road, Worcester Park	0.0%	5.3%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.8
ainsbury's Local, Central Road, Worcester Park	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1
Vaitrose, Stone Place, Worcester Park	0.0%	1.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	1.6
ocal shops, Worcester Park Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
ub-total: Worcester Park District Centre	0.0%	8.3%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%	17.1%	0.0%	2.5
ocal Centres	11.9%	8.0%	7.7%	28.1%	8.4%	14.1%	0.0%	1.0%	5.7%	16.2%	9.5
Other Local Shops	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2
sda, Marlowe Way, Wallington / Croydon esco Extra, Oldfields Road, Cheam	0.0% 5.6%	0.0% 0.0%	3.8% 0.0%	0.0% 0.0%	0.0% 0.0%	5.6% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.7
Other out of centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0
ub-total: Out of Centre	5.6%	0.0%	3.8%	0.0%	0.0%	5.6%	0.0%	1.0%	0.0%	0.0%	1.5
OROUGH RETENTION	90.0%	68.8%	63.5%	88.2%	77.9%	79.9%	15.7%	15.4%	33.6%	30.9%	49.
anstead	5.5%	16.5%	0.0%	0.0%	0.0%	0.0%	37.5%	0.0%	1.1%	0.0%	5.8
ther, Banstead & Reigate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.6
ub-total: Banstead & Reigtate	5.5%	16.5%	0.0%	0.0%	0.0%	0.0%	42.8%	0.0%	1.1%	0.0%	6.4
roydon	0.0%	1.0%	15.7%	0.0%	7.4%	7.5%	0.0%	26.9%	0.0%	0.0%	7.3
urley Way	0.0% 3.7%	0.0% 0.0%	0.0% 7.6%	0.0% 0.0%	4.4% 0.0%	1.0% 6.9%	1.1% 0.0%	9.2% 15.4%	0.0% 0.0%	0.0% 0.0%	2.2
urley Way)ther, Croydon	3.7% 0.0%	0.0%	7.6%	0.0%	0.0% 4.9%	6.9% 1.0%	0.0% 28.9%	15.4% 31.9%	0.0%	0.0%	4.3
ub-total: Croydon	3.7%	1.0%	3.8%	0.0%	4.9%	16.3%	28.9%	83.5%	0.0%	0.0%	23.
ingston-upon-Thames	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	0.6
lew Malden	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.8
)ther, Kingston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.6
ub-total: Kingston-upon-Thames	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	26.0%	0.0%	2.0
psom	0.0%	5.9%	0.0%	6.8%	0.0%	0.0%	3.2%	0.0%	29.7%	0.0%	3.5
well	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	1.0
Ither, Epsom & Ewell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.9
ub-total: Epsom & Ewell	0.0%	13.6% 0.0%	0.0%	6.8% 0.0%	0.0%	0.0%	11.5% 0.0%	0.0%	37.2%	0.0%	5.4
/lerton /litcham	0.0%	0.0%	0.0%	0.0%	4.4%	1.9%	0.0%	0.0%	0.0%	25.8%	4.5
Norden	0.0%	0.0%	3.8%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	30.3%	5.2
Vimbledon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Other, Merton	0.0%	0.0%	1.9%	3.4%	0.9%	0.0%	0.0%	0.0%	0.0%	13.0%	2.5
ub-total: Merton	0.0%	0.0%	5.7%	5.1%	5.3%	1.9%	0.0%	0.0%	0.0%	69.1%	12.
			0.00/	0.00/	0.00/	4.00/	0.00/	4.00/	2.40/	0.00/	0.8
Other	0.0%	0.0%	3.8%	0.0%	0.0%	1.9%	0.0%	1.0%	2.1%	0.0%	0.0



 TABLE 2:
 2022 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)

 ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

 Excluding Internet Shopping and other Special Forms of Trading

Zone	: 1	2	3	4	5	6	7	8	9	10	TOTAL S ARE
Total Available Spend (excluding SFT		£60.8	£93.1	£92.7	£89.0	£87.2	£128.0	£199.4	£84.3	£175.2	£1,13
isda, St Nicholas Way, Sutton	£13.81	£0.0	£0.0	£1.6	£3.8	£0.0	£0.0	£0.0	£0.0	£2.9	£22
1&S, High Street, Sutton	£12.9	£1.2	£0.0	£7.7	£1.5	£3.3	£0.0	£15.9	£0.9	£0.0	£43
Norrisons, High Street, Sutton	£8.1	£3.6	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.9	£8.6	£22
ainsbury's Superstore, High Street, Sutton	£17.3	£0.0	£0.0	£3.1	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£22
esco Express, Regent Parade, Brighton Road, Sutton	£0.9	£0.6	£0.0	£0.0	£0.0	£0.0	£8.0	£0.0	£0.0	£0.0	£9
armfoods, Lodge Place, High Street, Sutton, SM1 4AU	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1
idl, High Street, Sutton, SM1 1PG	£0.0	£1.8	£0.0	£1.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£4
ocal shops, Sutton Town Centre	£11.9	£0.0	£0.0	£0.0	£4.4	£0.0	£0.0	£0.0	£0.0	£2.9	£19
ub-total: Sutton Town Centre	£66.6	£7.2	£0.0	£13.9	£10.4	£5.0	£9.4	£15.9	£1.8	£14.3	£14
Co-op, High Street, Carshalton	£0.0	£0.0	£0.0	£0.0	£15.8	£0.0	£0.0	£0.0	£0.0	£0.0	£15
ainsbury's Local, High Street, Carshalton	£0.0	£0.0	£3.5	£0.0	£7.4	£0.0	£0.0	£0.0	£0.0	£0.0	£10
ocal shops, Carshalton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0
ub-total: Carshalton District Centre	£0.0	£0.0	£3.5	£0.0	£23.9	£0.0	£0.0	£0.0	£0.0	£0.0	£2
ainsbury's Local, High Street, Cheam	£12.0	£5.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£0.0	£22
Vaitrose (Little), The Broadway, Cheam	£2.6	£9.3	£0.0	£12.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£24
ocal shops, Cheam District Centre	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1
ub-total: Cheam District Centre	£14.6 £0.0	£16.7 £0.6	£0.0 £1.8	£12.0 £0.0	£0.0 £11.8	£0.0 £4.4	£0.0 £0.0	£0.0 £0.0	£5.5 £0.0	£0.0 £0.0	£48 £18
idl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	£0.0 £5.1	£0.6 £0.0	£1.8 £1.8	£0.0 £0.0	£11.8 £0.0	£4.4 £0.0	£0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£10
ainsbury's Local, London Road, Hackbridge, Sutton					£0.0 £11.8			£0.0 £0.0	£0.0		£5
ub-total: Hackbridge District Centre ainsbury's Superstore, London Road, North Cheam	£5.1	£0.6	£3.6	£0.0		£4.4	£0.0			£0.0	
	£1.7	£4.4	£0.0	£18.9	£0.0	£0.0	£0.0	£0.0	£1.8	£11.4	£3
ondis, London Road, Worcester Park, Sutton, SM3 8JR	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1
ocal shops, North Cheam Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
ub-total: North Cheam District Centre	£1.7	£4.4	£0.0	£20.5	£0.0	£0.0	£0.0	£0.0	£1.8	£11.4	£39
idl, Wrythe Lane, Rosehill	£0.0	£0.0	£22.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23
est One, The Market, Rosehill, SM1 3HE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
ostcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
ocal shops, Rosehill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
ub-total: Rosehill District Centre	£0.0	£0.0	£22.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2
celand, Woodcote Road, Wallington	£0.0	£0.0	£1.8	£0.0	£0.8	£19.0	£0.0	£0.0	£0.0	£0.0	£2:
idl, Beddington Gardens, Wallington	£0.9	£0.0	£5.3	£0.0	£1.5	£1.7	£0.0	£0.0	£0.0	£0.0	£9
ainsbury's Superstore, Stafford Road, Wallington	£0.0	£0.6	£1.8	£0.0	£1.5	£8.1	£0.0	£10.7	£0.0	£0.0	£22
esco Express, Woodcote Road, Wallington	£0.0	£0.0	£10.3	£0.0	£12.1	£10.1	£10.7	£0.0	£0.0	£0.0	£43
ocal shops, Wallington District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£0.0	£0.0	£0.0	£0.0	£4
ub-total: Wallington District Centre	£0.9	£0.6	£19.1	£0.0	£15.8	£43.2	£10.7	£10.7	£0.0	£0.0	£10
celand, Central Road, Worcester Park	£0.0	£3.2	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£2.7	£0.0	£9
ainsbury's Local, Central Road, Worcester Park	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1
Vaitrose, Stone Place, Worcester Park	£0.0	£0.6	£0.0	£6.3	£0.0	£0.0	£0.0	£0.0	£11.7	£0.0	£1
ocal shops, Worcester Park Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
ub-total: Worcester Park District Centre	£0.0	£5.0	£0.0	£9.3	£0.0	£0.0	£0.0	£0.0	£14.4	£0.0	£28
ocal Centres	£14.58	£4.9	£7.1	£26.0	£7.4	£12.3	£0.0	£2.1	£4.8	£28.4	£10
Other Local Shops	£0.0	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2
sda, Marlowe Way, Wallington / Croydon	£0.0	£0.0	£3.5	£0.0	£0.0	£4.9	£0.0	£0.0	£0.0	£0.0	£8
esco Extra, Oldfields Road, Cheam	£6.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6
ther out of centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£2
ub-total: Out of Centre	£6.8	£0.0	£3.5	£0.0	£0.0	£4.9	£0.0	£2.1	£0.0	£0.0	£1
OROUGH RETENTION	£110.3	£41.9	£59.2	£81.8	£69.4	£69.7	£20.1	£30.8	£28.3	£54.2	£56
anstead	£6.8	£10.0	£0.0	£0.0	£0.0	£0.0	£48.0	£0.0	£0.9	£0.0	£6!
ther, Banstead & Reigate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.8	£0.0	£0.0	£0.0	£6
ub-total: Banstead & Reigtate	£6.8	£10.0	£0.0	£0.0	£0.0	£0.0	£54.9	£0.0	£0.9	£0.0	£7:
roydon	£0.0	£0.6	£14.6	£0.0	£6.6	£6.5	£0.0	£53.7	£0.0	£0.0	£83
urley	£0.0	£0.0	£0.0	£0.0	£4.0	£0.8	£1.4	£18.4	£0.0	£0.0	£24
urley Way	£4.6	£0.0	£7.1	£0.0	£0.0	£6.0	£0.0	£30.8	£0.0	£0.0	£4
ither, Croydon	£0.0	£0.0	£3.5	£0.0	£4.4	£0.8	£37.0	£63.7	£0.0	£0.0	£10
ub-total: Croydon	£4.6	£0.6	£25.2	£0.0	£15.0	£14.2	£38.3	£166.5	£0.0	£0.0	£26
ingston-upon-Thames	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.1	£0.0	£7
lew Malden	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£0.0	£9
Ither, Kingston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.4	£0.0	£6
ub-total: Kingston-upon-Thames	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£21.9	£0.0	£2
psom	£0.9	£0.0 £3.6	£0.0	£6.3	£0.0	£0.0	£0.0 £4.1	£0.0	£21.9 £25.0	£0.0	£38
well	£0.0	£3.0 £4.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.4	£0.0	£11
weii Ither, Epsom & Ewell	£0.0 £0.0	£4.7 £0.0						£0.0 £0.0			
· · ·			£0.0	£0.0	£0.0	£0.0	£10.7		£0.0	£0.0	£10
ub-total: Epsom & Ewell	£0.0	£8.3	£0.0	£6.3	£0.0	£0.0	£14.8	£0.0	£31.4	£0.0	£6
1erton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
litcham	£0.0	£0.0	£0.0	£0.0	£4.0	£1.6	£0.0	£0.0	£0.0	£45.1	£50
lorden	£0.0	£0.0	£3.5	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£53.1	£5
Vimbledon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
)ther, Merton	£0.0	£0.0	£1.8	£3.1	£0.8	£0.0	£0.0	£0.0	£0.0	£22.8	£2
ub-total: Merton	£0.0	£0.0	£5.3	£4.7	£4.7	£1.6	£0.0	£0.0	£0.0	£121.0	£13
ther	£0.0	£0.0	£3.5	£0.0	£0.0	£1.6	£0.0	£2.1	£1.8	£0.0	£9



 TABLE 3:
 2027 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)

 ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

 Excluding Internet Shopping and other Special Forms of Trading

Zone:	1	2	3	4	5	6	7	8	9	10	TOTAL ST AREA
Total Available Spend (excluding SFT):	£126.4	£62.4	£96.4	£95.2	£92.0	£89.4	£130.3	£201.2	£85.7	£174.9	£1,154
Asda, St Nicholas Way, Sutton	£14.2	£0.0	£0.0	£1.6	£3.9	£0.0	£0.0	£0.0	£0.0	£2.9	£22
M&S, High Street, Sutton	£13.3	£1.2	£0.0	£7.9	£1.5	£3.4	£0.0	£16.1	£0.9	£0.0	£44
Morrisons, High Street, Sutton	£8.3	£3.7	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.9	£8.5	£22
ainsbury's Superstore, High Street, Sutton	£17.8	£0.0	£0.0	£3.2	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£22
Fesco Express, Regent Parade, Brighton Road, Sutton	£0.9	£0.6	£0.0	£0.0	£0.0	£0.0	£8.2	£0.0	£0.0	£0.0	£9.
armfoods, Lodge Place, High Street, Sutton, SM1 4AU	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.
idl, High Street, Sutton, SM1 1PG	£0.0	£1.9	£0.0	£1.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£4.
ocal shops, Sutton Town Centre	£12.3	£0.0	£0.0	£0.0	£4.5	£0.0	£0.0	£0.0	£0.0	£2.9	£19
Sub-total: Sutton Town Centre	£68.7	£7.4	£0.0	£14.3	£10.8	£5.1	£9.6	£16.1	£1.9	£14.3	£14
Co-op, High Street, Carshalton	£0.0	£0.0	£0.0	£0.0	£16.3	£0.0	£0.0	£0.0	£0.0	£0.0	£16
ainsbury's Local, High Street, Carshalton	£0.0	£0.0	£3.6	£0.0	£7.6	£0.0	£0.0	£0.0	£0.0	£0.0	£11
ocal shops, Carshalton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0
Sub-total: Carshalton District Centre	£0.0	£0.0	£3.6	£0.0	£24.7	£0.0	£0.0	£0.0	£0.0	£0.0	£28
ainsbury's Local, High Street, Cheam	£12.3	£5.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.0	£22
Naitrose (Little), The Broadway, Cheam	£2.7	£9.5	£0.0	£12.4	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£25
Local shops, Cheam District Centre	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.
Sub-total: Cheam District Centre	£15.0	£17.1	£0.0	£12.4	£0.0	£0.0	£0.0	£0.0	£5.5	£0.0	£50
idl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	£0.0	£0.6	£1.8	£0.0	£12.1	£4.5	£0.0	£0.0	£0.0	£0.0	£19
Sainsbury's Local, London Road, Hackbridge, Sutton	£5.3	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.
Sub-total: Hackbridge District Centre	£5.3	£0.6	£3.7	£0.0	£12.1	£4.5	£0.0	£0.0	£0.0	£0.0	£26
Sainsbury's Superstore, London Road, North Cheam	£1.8	£4.5	£0.0	£19.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£39
	£0.0	£0.0	£0.0	£19.4 £1.6	£0.0	£0.0	£0.0	£0.0 £0.0	£1.9 £0.0	£0.0	£1
ondis, London Road, Worcester Park, Sutton, SM3 8JR	£0.0	£0.0 £0.0	£0.0 £0.0	£1.6 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£1 £0
ocal shops, North Cheam Local Centre											
ub-total: North Cheam District Centre	£1.8	£4.5	£0.0	£21.0	£0.0	£0.0	£0.0	£0.0	£1.9	£11.4	£40
idl, Wrythe Lane, Rosehill	£0.0	£0.0	£23.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23
Best One, The Market, Rosehill, SM1 3HE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
.ocal shops, Rosehill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
ub-total: Rosehill District Centre	£0.0	£0.0	£23.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23
celand, Woodcote Road, Wallington	£0.0	£0.0	£1.8	£0.0	£0.8	£19.4	£0.0	£0.0	£0.0	£0.0	£22
idl, Beddington Gardens, Wallington	£0.9	£0.0	£5.5	£0.0	£1.6	£1.7	£0.0	£0.0	£0.0	£0.0	£9
ainsbury's Superstore, Stafford Road, Wallington	£0.0	£0.6	£1.8	£0.0	£1.5	£8.4	£0.0	£10.8	£0.0	£0.0	£23
Fesco Express, Woodcote Road, Wallington	£0.0	£0.0	£10.7	£0.0	£12.5	£10.3	£10.9	£0.0	£0.0	£0.0	£44
ocal shops, Wallington District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£0.0	£0.0	£0.0	£0.0	£4
Sub-total: Wallington District Centre	£0.9	£0.6	£19.8	£0.0	£16.4	£44.3	£10.9	£10.8	£0.0	£0.0	£10
celand, Central Road, Worcester Park	£0.0	£3.3	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£9
ainsbury's Local, Central Road, Worcester Park	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1
Naitrose, Stone Place, Worcester Park	£0.0	£0.6	£0.0	£6.4	£0.0	£0.0	£0.0	£0.0	£11.9	£0.0	£18
ocal shops, Worcester Park Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
Sub-total: Worcester Park District Centre	£0.0	£5.1	£0.0	£9.6	£0.0	£0.0	£0.0	£0.0	£14.6	£0.0	£29
.ocal Centres	£15.0	£5.0	£7.4	£26.8	£7.7	£12.6	£0.0	£2.1	£4.9	£28.4	£10
Other Local Shops	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2
Asda, Marlowe Way, Wallington / Croydon	£0.0	£0.0	£3.6	£0.0	£0.0	£5.0	£0.0	£0.0	£0.0	£0.0	£8
	£7.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7
esco Extra, Oldfields Road, Cheam											
Other out of centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£2
Sub-total: Out of Centre	£7.1	£0.0	£3.6	£0.0	£0.0	£5.0	£0.0	£2.1	£0.0	£0.0	£17
BOROUGH RETENTION	£113.7	£42.9	£61.2	£84.0	£71.7	£71.4	£20.4	£31.1	£28.8	£54.1	£57
Banstead	£7.0	£10.3	£0.0	£0.0	£0.0	£0.0	£48.9	£0.0	£0.9	£0.0	£67
Other, Banstead & Reigate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.0	£0.0	£0.0	£0.0	£7
ub-total: Banstead & Reigtate	£7.0	£10.3	£0.0	£0.0	£0.0	£0.0	£55.8	£0.0	£0.9	£0.0	£74
Croydon	£0.0	£0.6	£15.1	£0.0	£6.8	£6.7	£0.0	£54.2	£0.0	£0.0	£83
lurley	£0.0	£0.0	£0.0	£0.0	£4.1	£0.9	£1.4	£18.6	£0.0	£0.0	£24
Purley Way	£4.7	£0.0	£7.4	£0.0	£0.0	£6.2	£0.0	£31.1	£0.0	£0.0	£49
Other, Croydon	£0.0	£0.0	£3.6	£0.0	£4.5	£0.9	£37.6	£64.2	£0.0	£0.0	£11
ub-total: Croydon	£4.7	£0.6	£26.1	£0.0	£15.5	£14.6	£39.0	£168.1	£0.0	£0.0	£26
ingston-upon-Thames	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.2	£0.0	£7
lew Malden	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6	£0.0	£9
Other, Kingston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.5	£0.0	£6
ub-total: Kingston-upon-Thames	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.3	£0.0	£23
psom	£0.0	£3.7	£0.0	£6.4	£0.0	£0.0	£4.2	£0.0	£25.4	£0.0	£39
well	£0.0	£4.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.5	£0.0	£11
Other, Epsom & Ewell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.9	£0.0	£0.0	£0.0	£10
jub-total: Epsom & Ewell	£0.0	£8.5	£0.0	£6.4	£0.0	£0.0	£15.0	£0.0	£31.9	£0.0	£61
Aerton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
Aitcham	£0.0	£0.0	£0.0	£0.0	£0.0 £4.1	£0.0 £1.7	£0.0	£0.0	£0.0	£45.1	£50
Norden	£0.0	£0.0	£3.6	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£53.0	£58
Vimbledon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
Other, Merton	£0.0	£0.0	£1.8	£3.2	£0.8	£0.0	£0.0	£0.0	£0.0	£22.7	£28
ub-total: Merton	£0.0	£0.0	£5.5	£4.8	£4.9	£1.7	£0.0	£0.0	£0.0	£120.8	£13
Dther	£0.0	£0.0	£3.6	£0.0	£0.0	£1.7	£0.0	£2.1	£1.8	£0.0	£9
	£12.7	£19.4	£35.2								



 TABLE 4:
 2032 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)

 ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

 Excluding Internet Shopping and other Special Forms of Trading

Total Acay billes (spend (acadally SPT) 1310 1320 <th></th> <th></th> <th></th> <th>-</th> <th></th> <th>_</th> <th>-</th> <th>_</th> <th></th> <th></th> <th></th> <th>TOTAL ST AREA</th>				-		_	-	_				TOTAL ST AREA
Adds S. Markaller, Surfan L4.2 D0.0 L0.0 L4.6 L4.0 L0.0 L0.0 Menrisons, High Street, Sutton L4.6 L2.7 L0.0 L0.0 <td< th=""><th>Zone:</th><th>1</th><th>2</th><th>3</th><th>4</th><th>5</th><th>6</th><th>7</th><th>8</th><th>9</th><th>10</th><th>64.477</th></td<>	Zone:	1	2	3	4	5	6	7	8	9	10	64.477
MAGE, High Street, Suttorn11.711.30000.111.61.600.000.001.411.400.0airabary's Supersione, High Street, Suttorn11.411.40000.01											£176.3 £2.9	£1,17
dermion, high-Street, shutonE6E700	-										£2.9 £0.0	£45.
ainabory's Generation with Supervisor114.416.060.0 </td <td></td> <td>£8.6</td> <td>£23.</td>											£8.6	£23.
Figs: C Sperier, Segent Parales, Englishen Root, Stat Aufind <thfind< th="">find<thfind< th="">fin</thfind<></thfind<>											£0.0	£23
anthodo, Subi Carge Piper, Main Series, Subi Co. Subi Carge Piper,											£0.0	£9.
nord 13.06 10.0 10.0 14.1 15.2 10.0 <t< td=""><td>armfoods, Lodge Place, High Street, Sutton, SM1 4AU</td><td>£1.8</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£1.</td></t<>	armfoods, Lodge Place, High Street, Sutton, SM1 4AU	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.
Disk bolisCPAP76P76P76P160P14.4P11.1P52P37P16.0P30	idl, High Street, Sutton, SM1 1PG	£0.0	£1.9	£0.0	£1.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£4.
Coop, High Street, Carbinton 60.0 <	ocal shops, Sutton Town Centre	£12.6	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	£0.0	£0.0	£2.9	£20
ainaburyIcal, High Street, CarabalanFio <td>Sub-total: Sutton Town Centre</td> <td>£70.7</td> <td>£7.6</td> <td>£0.0</td> <td>£14.7</td> <td>£11.1</td> <td>£5.2</td> <td>£9.7</td> <td>£16.3</td> <td>£1.9</td> <td>£14.4</td> <td>£151</td>	Sub-total: Sutton Town Centre	£70.7	£7.6	£0.0	£14.7	£11.1	£5.2	£9.7	£16.3	£1.9	£14.4	£151
acid shops, carbailton Town centre(0.0(0.0(0.0(0.0(0.0)(0.											£0.0	£16
Babbai Babbai Control EAS Fib Fib< Fib< <ith<fib<< th=""> Fib<</ith<fib<<>											£0.0	£11
Sambaly, Local, High Street, Cheam E12.7 E53.8 E60.0 E60.7 E60.0											£0.0	£0.
Natrone (Inthe), The Broadway, OpeanF2.8F3.8F5.0F1.7F1.00F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0F1.00F0.0											£0.0	£29
ood shops, Cheam District Centre(F10)(F12)(F10)(F12)(F10)(£0.0 £0.0	£23 £26
Jab 103 C17.5 62.0 62.2 70.0 62.0 62.6 63.6 Lig Soming Ward Way Labdridge, Sutton 65.4 60.0 61.0 61.0 61.0 61.0 60.0											£0.0	£20 £1.
idi, Sonning Wheel Way, Haddinge, Sutton E34 E00 f1.9 E00 F1.3 E00 F1.3 E00 F1.0 F100	······										£0.0	£51
ainabury: burdet: burdet: burdet: burdet: burdet: burdet: burdet: burdet: burdet: burdet: burdet: burdet: burdet: burdet: burdet: burdet: burdet: burdet: 											£0.0	£19
ub-total Hackbridge District Centre 63.4 60.6 61.3 60.0 61.0 60.0											£0.0	£7.
Jainbary Superstore, London Road, North Cheam E1.8 E4.6 E0.0 E0											£0.0	£27
andis, London Road, Wardester Park, Sutton, SM3 SIR£0.0 <td>-</td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td></td> <td>£11.5</td> <td>£39</td>	-										£11.5	£39
cal shops, North Cheam Laci Centre(10) <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>£0.0</td><td>£1.</td></t<>											£0.0	£1.
jdj, Wyrphe Lane, Rosehill, SHE £00		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
less One, The Marker, Rosehill, SM1 3HE fD0 fD0 <thd0< th=""> fD0 fD0</thd0<>	ub-total: North Cheam District Centre	£1.8	£4.6	£0.0	£21.6	£0.0	£0.0	£0.0	£0.0	£1.9	£11.5	£41
Distructer, Wrythe Lane, Roschill, Sutton, SM5 1AG fD0 fD0 <thd0< th=""> fD0 fD0 fD0<</thd0<>	idl, Wrythe Lane, Rosehill	£0.0	£0.0	£23.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£23
ccal shops, Rosehil local Centre £00 £16 £80 £10 £00 £00 £00 £16 £80 £10 £00 £00 £00 £10 £10 £10 £00 £00 £00 £10 £10 £10 £10 £10 £10 £00 £10 <th< td=""><td>Best One, The Market, Rosehill, SM1 3HE</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.0</td><td>£0.</td></th<>	Best One, The Market, Rosehill, SM1 3HE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
bub-total: Rosehill District Centre £0.0 £0.0 £1.9 £0.0	Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
celand, Woodcote Road, Wallington £0.0 £0.0 £1.0 £0.0 £1.6 £1.8 £0.0 £0.0 £0.0 £1.6 £1.8 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £1.6 £1.8 £0.0											£0.0	£0.
idl, Beddington Gardens, Wallingtonf0.9f0.0f0.6f1.0f1.0f1.6f1.8f1.8f0.0f1.0f0.0 <thf0.0< th="">f0.0f0.0<t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>£0.0</td><td>£23</td></t<></thf0.0<>											£0.0	£23
ainsbury's Supersore, Stafford Road, Wallington f0.0 f0.6 f1.9 f0.0 f1.6 f8.6 f0.0 f1.10 f0.0 f1.6 f8.6 f0.0 f1.0 f0.0 f0.0 <th< td=""><td>· · · · · · · · · · · · · · · · · · ·</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>£0.0</td><td>£22</td></th<>	· · · · · · · · · · · · · · · · · · ·										£0.0	£22
Esco Express, Woodcote Road, Wallington ÉD.0 ÉD.0 <td></td> <td>£0.0</td> <td>£10</td>											£0.0	£10
bccal shops, Wallington District Centre £0.0 <td></td> <td>£0.0</td> <td>£23</td>											£0.0	£23
bib-total: Wallington District Centre £0.9 £0.6 £20.4 £0.0 £16.9 £45.5 £11.0 £11.0 £0.0 celand, Central Road, Worcester Park £0.0 £3.4 £0.0 <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>£0.0 £0.0</td><td>£45</td></t<>											£0.0 £0.0	£45
celand, Central Road, Worcester Park £0.0 £3.4 £0.0 £3.2 £0.0 £0.0 £0.0 £2.8 alinsbury's Local, Central Road, Worcester Park £0.0 £1.3 £0.0											£0.0	£4. £106
ainsbury's Local, Central Road, Worcester Park£0.0£1.0£0.0 <th< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>£0.0</td><td>£9.</td></th<>											£0.0	£9.
Naitrose, Stone Place, Worcester Park ED0											£0.0	£1.
bodd shops, Worcester Park Town Centre £0.0											£0.0	£19
bub-total: Worcester Park District Centre £0.0 £5.3 £0.0 £9.8 £0.0 £0.0 £0.0 £14.8 ocal Centres £15.5 £5.1 £7.6 £7.5 £7.9 £1.2 £0.0											£0.0	£0.
Dther Local Shops £0.0 £2.6 £0.0 £1.1 £0.0 <td></td> <td>£0.0</td> <td>£5.3</td> <td>£0.0</td> <td>£9.8</td> <td>£0.0</td> <td>£0.0</td> <td>£0.0</td> <td>£0.0</td> <td>£14.8</td> <td>£0.0</td> <td>£29</td>		£0.0	£5.3	£0.0	£9.8	£0.0	£0.0	£0.0	£0.0	£14.8	£0.0	£29
Asda, Marlowe Way, Wallington / Croydon £0.0 £0.0 £3.7 £0.0	.ocal Centres	£15.5	£5.1	£7.6	£27.5	£7.9	£12.9	£0.0	£2.1	£4.9	£28.6	£11
Fesco Extra, Oldfields Road, Cheam f7.3 f0.0	Other Local Shops	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.
Dther out of centre £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £2.1 £0.0 bub-total: Out of Centre £7.3 £0.0 £3.7 £0.0 £0.0 £5.1 £0.0 £2.1 £0.0 Banstead £7.2 £10.5 £0.0	Asda, Marlowe Way, Wallington / Croydon	£0.0	£0.0	£3.7	£0.0	£0.0	£5.1	£0.0	£0.0	£0.0	£0.0	£8.
Sub-total: Out of Centre £7.3 £0.0 £3.7 £0.0 £5.1 £0.0 £2.1 £0.0 SDROUGH RETENTION £117.2 £44.0 £63.1 £86.2 £73.9 £73.4 £20.7 £31.4 £29.1 SDROUGH RETENTION £10.7 £10.7 £10.0 £0.0	Fesco Extra, Oldfields Road, Cheam	£7.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.
SOROUGH RETENTION £117.2 £44.0 £63.1 £86.2 £73.4 £20.7 £31.4 £29.1 Janstead £7.2 £10.5 £0.0 £0.0 £0.0 £0.0 £49.6 £0.0	Other out of centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£2.
banstead £7.2 £10.5 £0.0 £0.0 £0.0 £49.6 £0.0											£0.0	£18
Dther, Banstead & Reigate £0.0	SOROUGH RETENTION										£54.6	£593
bub-total: Banstead & Reigtate £7.2 £10.5 £0.0 £0.0 £0.0 £5.7 £0.0 £0.9 troydon £0.0 £0.6 £15.6 £0.0 £7.1 £6.8 £0.0 £5.4 £0.0 burley £0.0 £0.0 £0.0 £0.0 £6.0 £7.1 £6.8 £0.0 £5.4 £0.0 burley £0.0 £0.0 £0.0 £6.0 £6.0 £6.4 £0.0 £6.0											£0.0	£68
froydon f0.0 f0.6 f1.5 f0.0 f7.1 f6.8 f0.0 f5.4 f0.0 burley f0.0 f0.0 f0.0 f0.0 f0.0 f0.0 f0.0 f0.0 f1.4 f1.8.8 f0.0 burley f0.0 f0.0 f2.6 f0.0 f0.0 <td></td> <td>£0.0</td> <td>£7.</td>											£0.0	£7.
burdey f0.0 <	-										£0.0	£75
Fundey Way É4.9 £0.0 £7.6 £0.0 £0.0 £6.4 £0.0 £3.1.4 £0.0 bther, Croydon £0.0 £0.0 £3.7 £0.0 £4.7 £0.9 £3.8.2 £65.0 £0.0 bub-total: Croydon £4.9 £0.6 £26.9 £0.0 £15.0 £3.6.5 £17.0.2 £0.0 kingston-upon-Thames £0.0											£0.0 £0.0	£85
bit f0.0 f0.0 <thf< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>£0.0 £0.0</td><td>£25 £50</td></thf<>											£0.0 £0.0	£25 £50
kub-total: Croydon £4.9 £0.6 £26.9 £0.0 £16.0 £15.0 £39.6 £17.2 £0.0 Gingston-upon-Thames £0.0											£0.0	£112
Kingston-upon-Thames £0.0<											£0.0	£273
New Malden £0.9 £0.0											£0.0	£7.
Dther, Kingston £0.0											£0.0	£9.
ub-total: Kingston-upon-Thames £0.9 £0.0		£0.0									£0.0	£6
well £0.0 £5.0 £0.0 £11.0 £0.0 £0.0 ub-total: Epsom & Ewell £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £1.0 £0.0 £23.3 Aerton £0.0		£0.9									£0.0	£23
bther, Epsom & Ewell £0.0 £0.0 £0.0 £0.0 £0.0 £0.0 £1.0 £0.0 £0.0 ub-total: Epsom & Ewell £0.0 £8.7 £0.0 £6.6 £0.0 £0.0 £15.3 £0.0 £32.3 Aerton £0.0	psom	£0.0	£3.7	£0.0	£6.6	£0.0	£0.0	£4.2	£0.0	£25.7	£0.0	£40
ub-total: Epsom & Ewell £0.0 £8.7 £0.0 £6.6 £0.0 £15.3 £0.0 £32.3 Aerton £0.0 £	well	£0.0	£5.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.6	£0.0	£11
Arrton £0.0 <	Other, Epsom & Ewell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.0	£0.0	£0.0	£0.0	£11
Mitcham £0.0 £0.0 £0.0 £0.0 £4.2 £1.7 £0.0 £0.0 £0.0 Morden £0.0 £0.0 £3.7 £1.6 £0.0 <	ub-total: Epsom & Ewell		£8.7	£0.0	£6.6		£0.0	£15.3	£0.0	£32.3	£0.0	£62
Morden £0.0 £0.0 £3.7 £1.6 £0.0 <	/lerton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
Wimbledon £0.0		£0.0	£0.0	£0.0	£0.0	£4.2	£1.7	£0.0	£0.0	£0.0	£45.4	£51
20.0 £0.0 £1.9 £3.3 £0.8 £0.0 £0.0 £0.0 £0.0											£53.4	£58
											£0.0	£0.
											£22.9	£28
	Sub-total: Merton	£0.0	£0.0	£5.6	£5.0	£5.0	£1.7	£0.0	£0.0	£0.0	£121.7	£139
É0.0 £0.0 £3.7 £0.0 £1.7 £0.0 £2.1 £1.9 sub-total: Outside of Borough £13.0 £19.9 £36.2 £11.6 £21.0 £13.6 £17.6 £11.6 £17.2.3 £57.6 £11.6 £1.7 £1.6 £1.7 £1.6 £1.7 £1.6 £1.7 £1.6 £1.7 £1.6 £1.7 £1.6 £1.7 £1.6 £1.7 £1.6 £1.7 £1.6 £1.7 £1.6											£0.0 £121.7	£9. £583



 TABLE 5:
 2037 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)

 ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

 Excluding Internet Shopping and other Special Forms of Trading

Zc	one: 1	2	3	4	5	6	7	8	9	10	TOTAL ST ARE
Total Available Spend (excluding S		£65.6	£102.7	£100.6	£97.8	£94.7	£134.9	£207.1	£87.4	£178.9	£1,20
Asda, St Nicholas Way, Sutton	£15.1	£0.0	£0.0	£1.7	£4.1	£0.0	£0.0	£0.0	£0.0	£3.0	£23
/&S, High Street, Sutton	£14.1	£1.3	£0.0	£8.4	£1.6	£3.6	£0.0	£16.5	£1.0	£0.0	£46
Aorrisons, High Street, Sutton	£8.8	£3.8	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£1.0	£8.7	£23
ainsbury's Superstore, High Street, Sutton	£18.9	£0.0	£0.0	£3.3	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£24
esco Express, Regent Parade, Brighton Road, Sutton	£1.0	£0.7	£0.0	£0.0	£0.0	£0.0	£8.4	£0.0	£0.0	£0.0	£10
armfoods, Lodge Place, High Street, Sutton, SM1 4AU	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.
idl, High Street, Sutton, SM1 1PG	£0.0	£2.0	£0.0	£1.7	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£4.
.ocal shops, Sutton Town Centre	£13.0	£0.0	£0.0	£0.0	£4.8	£0.0	£0.0	£0.0	£0.0	£3.0	£20
ub-total: Sutton Town Centre	£72.7	£7.8	£0.0	£15.1	£11.4	£5.4	£9.9	£16.5	£1.9	£14.6	£15
Co-op, High Street, Carshalton	£0.0	£0.0	£0.0	£0.0	£17.3	£0.0	£0.0	£0.0	£0.0	£0.0	£17
ainsbury's Local, High Street, Carshalton	£0.0	£0.0	£3.9	£0.0	£8.1	£0.0	£0.0	£0.0	£0.0	£0.0	£12
ocal shops, Carshalton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
ub-total: Carshalton District Centre	£0.0	£0.0	£3.9	£0.0	£26.3	£0.0	£0.0	£0.0	£0.0	£0.0	£30
ainsbury's Local, High Street, Cheam	£13.1	£6.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£23
Vaitrose (Little), The Broadway, Cheam	£2.9	£10.0	£0.0	£13.1	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£26
ocal shops, Cheam District Centre	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.
ub-total: Cheam District Centre	£15.9	£18.0	£0.0	£13.1	£0.0	£0.0	£0.0	£0.0	£5.7	£0.0	£52
idl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS	£0.0	£0.7	£2.0	£0.0	£12.9	£4.7	£0.0	£0.0	£0.0	£0.0	£20
ainsbury's Local, London Road, Hackbridge, Sutton	£5.6	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.
ub-total: Hackbridge District Centre	£5.6	£0.7	£3.9	£0.0	£12.9	£4.7	£0.0	£0.0	£0.0	£0.0	£27
ainsbury's Superstore, London Road, North Cheam	£1.9	£4.7	£0.0	£20.5	£0.0	£0.0	£0.0	£0.0	£1.9	£11.7	£40
ondis, London Road, Worcester Park, Sutton, SM3 8JR	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1
ocal shops, North Cheam Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
ub-total: North Cheam District Centre	£1.9	£4.7	£0.0	£22.2	£0.0	£0.0	£0.0	£0.0	£1.9	£11.7	£42
idl, Wrythe Lane, Rosehill	£0.0	£0.0	£24.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24
est One, The Market, Rosehill, SM1 3HE	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
ocal shops, Rosehill Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
ub-total: Rosehill District Centre	£0.0	£0.0	£24.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24
celand, Woodcote Road, Wallington	£0.0	£0.0	£2.0	£0.0	£0.8	£20.6	£0.0	£0.0	£0.0	£0.0	£23
idl, Beddington Gardens, Wallington	£1.0	£0.0	£5.8	£0.0	£1.7	£1.8	£0.0	£0.0	£0.0	£0.0	£10
ainsbury's Superstore, Stafford Road, Wallington	£0.0	£0.7	£2.0	£0.0	£1.6	£8.8	£0.0	£11.1	£0.0	£0.0	£24
esco Express, Woodcote Road, Wallington	£0.0	£0.0	£11.3	£0.0	£13.2	£10.9	£11.2	£0.0	£0.0	£0.0	£46
ocal shops, Wallington District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	£0.0	£0.0	£4.
ub-total: Wallington District Centre	£1.0	£0.7	£21.1	£0.0	£17.4	£46.9	£11.2	£11.1	£0.0	£0.0	£10
celand, Central Road, Worcester Park	£0.0	£3.4	£0.0	£3.3	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£9
ainsbury's Local, Central Road, Worcester Park	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1
Vairsoury's Local, Central Road, Worcester Park	£0.0	£0.7	£0.0	£6.8	£0.0	£0.0	£0.0	£0.0	£12.1	£0.0	£19
ocal shops, Worcester Park Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
ub-total: Worcester Park District Centre	£0.0	£5.4	£0.0	£10.1	£0.0	£0.0	£0.0	£0.0	£14.9	£0.0	£30
ocal Centres	£15.9	£5.3	£0.0	£28.3	£8.2	£13.3	£0.0	£0.0 £2.1	£4.9	£29.0	£11
Other Local Shops	£0.0		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2
		£2.6									<u> </u>
Isda, Marlowe Way, Wallington / Croydon	£0.0	£0.0	£3.9	£0.0	£0.0	£5.3	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£9
esco Extra, Oldfields Road, Cheam Other out of centre	£7.5 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £0.0	£0.0	£0.0 £2.1	£0.0 £0.0	£0.0 £0.0	£7. £2.
											£18
ub-total: Out of Centre	£7.5 £120.5	£0.0 £45.1	£3.9 £65.2	£0.0 £88.8	£0.0 £76.2	£5.3	£0.0 £21.2	£2.1 £32.0	£0.0 £29.3	£0.0 £55.4	£18
OROUGH RETENTION						£75.6					
anstead	£7.4	£10.8	£0.0	£0.0	£0.0	£0.0	£50.6	£0.0	£1.0	£0.0	£69
Other, Banstead & Reigate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.2	£0.0	£0.0	£0.0	£7.
ub-total: Banstead & Reigtate	£7.4	£10.8	£0.0	£0.0	£0.0	£0.0	£57.8	£0.0	£1.0	£0.0	£77
roydon	£0.0	£0.7	£16.1	£0.0	£7.3	£7.1	£0.0	£55.8	£0.0	£0.0	£86
urley	£0.0	£0.0	£0.0	£0.0	£4.3	£0.9	£1.5	£19.1	£0.0	£0.0	£25
urley Way	£5.0	£0.0	£7.9	£0.0	£0.0	£6.6	£0.0	£32.0	£0.0	£0.0	£51
Other, Croydon	£0.0	£0.0	£3.9	£0.0	£4.8	£0.9	£38.9	£66.1	£0.0	£0.0	£11
ub-total: Croydon	£5.0	£0.7	£27.8	£0.0	£16.4	£15.4	£40.4	£172.9	£0.0	£0.0	£27
ingston-upon-Thames	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3	£0.0	£7.
lew Malden	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.8	£0.0	£9
Other, Kingston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.6	£0.0	£6.
ub-total: Kingston-upon-Thames	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.7	£0.0	£23
psom	£0.0	£3.8	£0.0	£6.8	£0.0	£0.0	£4.3	£0.0	£25.9	£0.0	£40
well	£0.0	£5.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.6	£0.0	£11
Other, Epsom & Ewell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.2	£0.0	£0.0	£0.0	£11
ub-total: Epsom & Ewell	£0.0	£8.9	£0.0	£6.8	£0.0	£0.0	£15.6	£0.0	£32.5	£0.0	£63
Nerton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
Лitcham	£0.0	£0.0	£0.0	£0.0	£4.3	£1.8	£0.0	£0.0	£0.0	£46.1	£52
Norden	£0.0	£0.0	£3.9	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£54.2	£59
Vimbledon	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
Other, Merton	£0.0	£0.0	£2.0	£3.4	£0.8	£0.0	£0.0	£0.0	£0.0	£23.3	£29
ub-total: Merton	£0.0	£0.0	£5.8	£5.1	£5.2	£1.8	£0.0	£0.0	£0.0	£123.5	£14
Ither	£0.0	£0.0	£3.9	£0.0	£0.0	£1.8	£0.0	£2.1	£1.9	£0.0	£9



 TABLE 6:
 2042 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)

 ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

 Excluding Internet Shopping and other Special Forms of Trading

a	one:	1	2	3	4	5	6	7	8	9	10	TOTAL ST ARE
- Total Available Spend (excluding S		£137.2	£67.1	£105.8	£103.3	£100.1	£97.6	£137.4	£211.6	£88.3	£182.0	£1,23
Asda, St Nicholas Way, Sutton		£15.5	£0.0	£0.0	£1.7	£4.2	£0.0	£0.0	£0.0	£0.0	£3.0	£24
/&S, High Street, Sutton		£14.4	£1.3	£0.0	£8.6	£1.7	£3.7	£0.0	£16.9	£1.0	£0.0	£47
Aorrisons, High Street, Sutton		£9.1	£3.9	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£1.0	£8.9	£24
ainsbury's Superstore, High Street, Sutton		£19.4	£0.0	£0.0	£3.4	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£24
esco Express, Regent Parade, Brighton Road, Sutton		£1.0	£0.7	£0.0	£0.0	£0.0	£0.0	£8.6	£0.0	£0.0	£0.0	£10
armfoods, Lodge Place, High Street, Sutton, SM1 4AU		£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.
idl, High Street, Sutton, SM1 1PG		£0.0	£2.0	£0.0	£1.7	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£4.
ocal shops, Sutton Town Centre		£13.3	£0.0	£0.0	£0.0	£4.9	£0.0	£0.0	£0.0	£0.0	£3.0	£21
ub-total: Sutton Town Centre		£74.6	£7.9	£0.0	£15.5	£11.7	£5.6	£10.1	£16.9	£1.9	£14.9	£15
Co-op, High Street, Carshalton		£0.0	£0.0	£0.0	£0.0	£17.7	£0.0	£0.0	£0.0	£0.0	£0.0	£17
ainsbury's Local, High Street, Carshalton		£0.0	£0.0	£4.0	£0.0	£8.3	£0.0	£0.0	£0.0	£0.0	£0.0	£12
ocal shops, Carshalton Town Centre		£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
ub-total: Carshalton District Centre		£0.0	£0.0	£4.0	£0.0	£26.9	£0.0	£0.0	£0.0	£0.0	£0.0	£30
ainsbury's Local, High Street, Cheam		£13.4	£6.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£24
Vaitrose (Little), The Broadway, Cheam		£2.9	£10.3	£0.0	£13.4	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£27
ocal shops, Cheam District Centre		£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.
ub-total: Cheam District Centre		£16.3	£18.4	£0.0	£13.4	£0.0	£0.0	£0.0	£0.0	£5.7	£0.0	£53
idl, Spinning Wheel Way, Hackbridge, Wallington, SM6 7DS		£0.0	£0.7	£2.0	£0.0	£13.2	£4.9	£0.0	£0.0	£0.0	£0.0	£20
ainsbury's Local, London Road, Hackbridge, Sutton		£5.7	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.
ub-total: Hackbridge District Centre		£5.7	£0.7	£4.1	£0.0	£13.2	£4.9	£0.0	£0.0	£0.0	£0.0	£28
ainsbury's Superstore, London Road, North Cheam		£1.9	£4.9	£0.0	£21.0	£0.0	£0.0	£0.0	£0.0	£1.9	£11.9	£41
ondis, London Road, Worcester Park, Sutton, SM3 8JR		£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1
ocal shops, North Cheam Local Centre		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
ub-total: North Cheam District Centre		£1.9	£4.9	£0.0	£22.8	£0.0	£0.0	£0.0	£0.0	£1.9	£11.9	£43
idl, Wrythe Lane, Rosehill		£0.0	£0.0	£25.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£25
est One, The Market, Rosehill, SM1 3HE		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
Costcutter, Wrythe Lane, Rosehill, Sutton, SM5 1AG		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
ocal shops, Rosehill Local Centre		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
ub-total: Rosehill District Centre		£0.0	£0.0	£25.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£25
celand, Woodcote Road, Wallington		£0.0	£0.0	£2.0	£0.0	£0.9	£21.2	£0.0	£0.0	£0.0	£0.0	£24
idl, Beddington Gardens, Wallington		£1.0	£0.0	£6.0	£0.0	£1.7	£1.9	£0.0	£0.0	£0.0	£0.0	£10
ainsbury's Superstore, Stafford Road, Wallington		£0.0	£0.7	£2.0	£0.0	£1.7	£9.1	£0.0	£11.4	£0.0	£0.0	£24
esco Express, Woodcote Road, Wallington		£0.0	£0.0	£11.7	£0.0	£13.6	£11.2	£11.4	£0.0	£0.0	£0.0	£48
ocal shops, Wallington District Centre		£0.0	£0.0	£0.0	£0.0	£0.0	£4.9	£0.0	£0.0	£0.0	£0.0	£4
ub-total: Wallington District Centre		£1.0	£0.7	£21.7	£0.0	£17.8	£48.3	£11.4	£11.4	£0.0	£0.0	£113
celand, Central Road, Worcester Park		£0.0	£3.5	£0.0	£3.4	£0.0	£0.0	£0.0	£0.0	£2.9	£0.0	£9
ainsbury's Local, Central Road, Worcester Park		£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.
Vaitrose, Stone Place, Worcester Park		£0.0	£0.7	£0.0	£7.0	£0.0	£0.0	£0.0	£0.0	£12.2	£0.0	£19
ocal shops, Worcester Park Town Centre		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
ub-total: Worcester Park District Centre		£0.0	£5.5	£0.0	£10.4	£0.0	£0.0	£0.0	£0.0	£15.1	£0.0	£31
ocal Centres		£16.3	£5.4	£8.1	£29.0	£8.4	£13.7	£0.0	£2.2	£5.0	£29.5	£11
Other Local Shops		£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.
Asda, Marlowe Way, Wallington / Croydon		£0.0	£0.0	£4.0	£0.0	£0.0	£5.4	£0.0	£0.0	£0.0	£0.0	£9
esco Extra, Oldfields Road, Cheam		£7.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.
Other out of centre		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£2.
ub-total: Out of Centre		£7.7	£0.0	£4.0	£0.0	£0.0	£5.4	£0.0	£2.2	£0.0	£0.0	£19
OROUGH RETENTION		£123.5	£46.2	£67.2	£91.1	£78.0	£78.0	£21.5	£32.7	£29.6	£56.3	£62
Janstead		£7.6	£11.1	£0.0	£0.0	£0.0	£0.0	£51.5	£0.0	£1.0	£0.0	£71
Other, Banstead & Reigate		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3	£0.0	£0.0	£0.0	£7.
ub-total: Banstead & Reighte		£7.6	£11.1	£0.0	£0.0	£0.0	£0.0	£58.9	£0.0	£1.0	£0.0	£78
roydon		£0.0	£0.7	£16.6	£0.0	£7.4	£7.3	£0.0	£57.0	£0.0	£0.0	£89
urley		£0.0	£0.0	£0.0	£0.0	£4.4	£0.9	£1.5	£19.5	£0.0	£0.0	£26
urley Way		£5.1	£0.0	£8.1	£0.0	£0.0	£6.8	£0.0	£32.7	£0.0	£0.0	£52
oney way Other, Croydon		£0.0	£0.0	£4.0	£0.0	£4.9	£0.9	£39.7	£67.6	£0.0	£0.0	£11
ub-total: Croydon		£5.1	£0.7	£28.6	£0.0	£16.8	£15.9	£41.1	£176.8	£0.0	£0.0	£28
ingston-upon-Thames		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.4	£0.0	£7.
lew Malden		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.9	£0.0	£9.
Dther, Kingston		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.7	£0.0	£6
ub-total: Kingston-upon-Thames		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.9	£0.0	£23
psom		£0.0	£3.9	£0.0	£7.0	£0.0	£0.0	£0.0 £4.4	£0.0	£26.2	£0.0	£41
psom well		£0.0 £0.0	£5.2	£0.0 £0.0	£7.0 £0.0	£0.0	£0.0	£4.4 £0.0	£0.0 £0.0	£26.2 £6.7	£0.0	£41 £11
		£0.0	£5.2 £0.0	£0.0 £0.0	£0.0	£0.0 £0.0	£0.0 £0.0	£0.0 £11.4	£0.0 £0.0	£0.0	£0.0	£11 £11
other, Epsom & Ewell												
ub-total: Epsom & Ewell		£0.0	£9.1	£0.0	£7.0	£0.0	£0.0	£15.9	£0.0	£32.9	£0.0	£64
Aerton .		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
Aitcham		£0.0	£0.0	£0.0	£0.0	£4.4	£1.8	£0.0	£0.0	£0.0	£46.9	£53
Norden		£0.0	£0.0	£4.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£55.2	£60
Vimbledon		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0
				£2.0	£3.5	£0.9	£0.0	£0.0	£0.0	£0.0	£23.7	£30
Other, Merton		£0.0	£0.0									
		£0.0 £0.0 £0.0	£0.0 £0.0	£6.0 £4.0	£5.2 £0.0	£5.3 £0.0	£1.8 £1.8	£0.0 £0.0	£0.0 £2.2	£0.0 £1.9	£125.7 £0.0	£14 £9



APPENDIX B6: COMPARISON GOODS MARKET SHARE EXCLUDING SFT



TABLE 1: ALL COMPARISON GOODS - MARKET SHARE 2022 (%)

	Zones:		2	3	4	5	6		8	9	10	Total Stu Area
Sutton Town Centre		63.0%	37.2%	38.1%	24.0%	30.2%	16.0%	10.0%	4.3%	7.5%	18.4%	22.6%
Carshalton District Centre		0.1%	0.3%	2.1%	0.0%	7.1%	0.8%	0.1%	0.0%	0.0%	0.7%	0.9%
Cheam District Centre		2.0%	10.3%	0.0%	1.3%	0.6%	0.4%	0.2%	0.0%	2.1%	0.0%	1.2%
Hackbridge District Centre		0.2%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.19
North Cheam District Centre		0.1%	3.3%	0.2%	14.0%	0.0%	0.0%	0.0%	0.0%	5.5%	5.0%	2.69
Rosehill District Centre		0.0%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.6%	0.19
Wallington District Centre		2.0%	1.1%	9.1%	0.0%	17.6%	39.8%	0.8%	2.3%	0.2%	3.4%	6.29
Worcester Park District Centre		0.0%	0.1%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	5.1%	0.3%	1.39
Local Centres		1.6%	1.2%	2.0%	1.1%	1.2%	1.7%	0.1%	0.0%	0.0%	3.2%	1.29
Out of Centre		7.2%	13.5%	9.0%	8.8%	12.0%	10.1%	6.8%	1.7%	1.1%	5.8%	6.69
BOROUGH RETENTION		76.2%	67.0%	61.6%	59.0%	68.8%	68.7%	17.9%	8.4%	21.4%	37.3%	42.7
Banstead		0.1%	3.2%	0.3%	0.0%	0.0%	1.4%	15.2%	0.1%	1.1%	0.0%	2.29
Out of Centre, Banstead & Reigate		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Other, Banstead & Reigate		0.1%	0.0%	0.2%	0.4%	0.0%	0.2%	8.2%	0.1%	0.2%	0.0%	1.0
Sub-total: Banstead & Reigtate		0.2%	3.2%	0.5%	0.5%	0.0%	1.6%	23.5%	0.1%	1.3%	0.0%	3.2
Croydon		0.4%	0.7%	2.7%	0.0%	2.0%	4.3%	1.8%	26.2%	0.0%	1.5%	5.8
Purley Way / Valley Retail Park		13.4%	11.5%	23.8%	4.8%	16.0%	16.2%	16.3%	34.3%	3.4%	9.1%	16.2
Out of Centre, Croydon		0.1%	0.1%	0.2%	0.0%	0.1%	0.3%	2.2%	6.5%	0.0%	0.0%	1.5
Other, Croydon		0.5%	0.1%	2.4%	0.0%	1.2%	1.9%	11.4%	11.2%	0.0%	0.0%	3.8
Sub-total: Croydon		14.4%	12.4%	29.2%	4.8%	19.3%	22.7%	31.5%	78.2%	3.4%	10.6%	27.2
Kingston-upon-Thames		2.5%	8.4%	1.7%	14.1%	7.9%	3.3%	5.8%	1.3%	22.7%	5.0%	6.5
New Malden		0.5%	0.1%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	3.0%	1.7%	0.6
Out of Centre, Kingston		0.7%	1.5%	0.2%	7.0%	0.0%	0.0%	0.1%	0.0%	10.3%	9.2%	3.1
Other, Kingston		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0
Sub-total: Kingston-upon-Thames		3.6%	10.0%	2.1%	21.3%	7.9%	3.3%	5.9%	1.3%	36.4%	15.8%	10.2
Epsom		0.0%	0.7%	0.0%	0.0%	0.1%	0.0%	4.3%	0.0%	8.5%	0.0%	1.3
Ewell		0.1%	2.4%	0.0%	2.7%	0.0%	0.8%	6.8%	0.0%	14.1%	0.6%	2.6
Out of Centre, Epsom & Ewell		0.0%	0.1%	0.2%	2.1%	0.0%	0.1%	1.8%	0.0%	6.1%	0.0%	1.0
Other, Epsom & Ewell		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sub-total: Epsom & Ewell		0.1%	3.2%	0.2%	4.8%	0.1%	0.9%	12.9%	0.0%	28.7%	0.6%	4.9
Merton		0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.3
Wimbledon		0.1%	0.0%	0.3%	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	3.5%	0.6
Out of Centre, Merton		0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.2
Other, Merton		1.7%	0.7%	2.3%	5.0%	2.3%	1.0%	0.0%	0.0%	1.4%	24.5%	4.8
Sub-total: Merton		2.2%	0.7%	2.9%	5.4%	2.9%	1.0%	0.0%	0.0%	1.4%	30.4%	5.9
Other		3.2%	3.4%	3.5%	4.2%	0.9%	1.7%	8.2%	11.9%	7.3%	5.2%	5.8
OUTSIDE BOROUGH		23.8%	33.0%	38.4%	41.0%	31.2%	31.3%	82.1%	91.6%	78.6%	62.7%	57.3

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 2: 2022 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

	Zones:		2	3	4	5	6		8	9	10	Total Stud Area
		£140.4	£79.7	£100.1	£113.8	£104.7	£105.1	£176.8	£222.0	£116.1	£195.3	£1,354.
Sutton Town Centre		£88.5	£29.7	£38.2	£27.3	£31.7	£16.8	£17.6	£9.6	£8.7	£35.9	£304.0
Carshalton District Centre		£0.2	£0.2	£2.1	£0.0	£7.4	£0.8	£0.1	£0.0	£0.0	£1.3	£12.2
Cheam District Centre		£2.8	£8.2	£0.0	£1.5	£0.7	£0.4	£0.4	£0.0	£2.4	£0.0	£16.4
Hackbridge District Centre		£0.3	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
North Cheam District Centre		£0.1	£2.6	£0.2	£15.9	£0.0	£0.0	£0.0	£0.0	£6.4	£9.7	£35.0
Rosehill District Centre		£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£1.2	£1.9
Wallington District Centre		£2.8	£0.9	£9.2	£0.0	£18.4	£41.8	£1.4	£5.1	£0.2	£6.6	£86.4
Worcester Park District Centre		£0.0	£0.0	£0.0	£11.2	£0.0	£0.0	£0.0	£0.0	£5.9	£0.7	£17.8
Local Centres		£2.2	£1.0	£2.0	£1.3	£1.3	£1.8	£0.2	£0.0	£0.0	£6.2	£15.9
Out of Centre		£10.1	£10.7	£9.0	£10.0	£12.6	£10.6	£12.0	£3.7	£1.3	£11.3	£91.3
BOROUGH RETENTION		£107.0	£53.4	£61.7	£67.1	£72.1	£72.2	£31.7	£18.7	£24.9	£72.9	£581.
Banstead		£0.2	£2.5	£0.3	£0.0	£0.0	£1.5	£26.9	£0.1	£1.3	£0.0	£33.1
Out of Centre, Banstead & Reigate		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Banstead & Reigate		£0.1	£0.0	£0.2	£0.5	£0.0	£0.2	£14.5	£0.2	£0.2	£0.0	£16.0
Sub-total: Banstead & Reigtate		£0.3	£2.6	£0.5	£0.5	£0.0	£1.7	£41.5	£0.3	£1.6	£0.0	£49.0
Croydon		£0.6	£0.6	£2.8	£0.0	£2.1	£4.5	£3.1	£58.1	£0.0	£2.9	£74.5
Purley Way / Valley Retail Park		£18.8	£9.2	£23.9	£5.4	£16.8	£17.0	£28.8	£76.1	£3.9	£17.8	£217.3
Out of Centre, Croydon		£0.1	£0.1	£0.2	£0.0	£0.1	£0.3	£3.8	£14.5	£0.0	£0.0	£19.0
Other, Croydon		£0.8	£0.1	£2.4	£0.0	£1.2	£2.0	£20.1	£24.9	£0.0	£0.0	£51.5
Sub-total: Croydon		£20.2	£9.9	£29.2	£5.5	£20.2	£23.9	£55.8	£173.6	£3.9	£20.6	£362.
Kingston-upon-Thames		£3.4	£6.7	£1.7	£16.0	£8.3	£3.5	£10.2	£2.9	£26.4	£9.8	£88.8
New Malden		£0.7	£0.1	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£3.5	£3.2	£8.0
Out of Centre, Kingston		£1.0	£1.2	£0.2	£8.0	£0.0	£0.0	£0.2	£0.0	£12.0	£18.0	£40.5
Other, Kingston		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5
Sub-total: Kingston-upon-Thames		£5.1	£7.9	£2.1	£24.3	£8.3	£3.5	£10.4	£2.9	£42.3	£31.0	£137.
Epsom		£0.0	£0.6	£0.0	£0.0	£0.1	£0.0	£7.7	£0.0	£9.9	£0.0	£18.3
Ewell		£0.2	£1.9	£0.0	£3.1	£0.0	£0.9	£12.0	£0.0	£16.4	£1.3	£35.6
Out of Centre, Epsom & Ewell		£0.0	£0.1	£0.2	£2.4	£0.0	£0.1	£3.2	£0.0	£7.1	£0.0	£13.1
Other, Epsom & Ewell		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Epsom & Ewell		£0.2	£2.6	£0.2	£5.5	£0.1	£1.0	£22.9	£0.0	£33.4	£1.3	£67.0
Merton		£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£3.6
Wimbledon		£0.2	£0.0	£0.3	£0.3	£0.6	£0.0	£0.0	£0.0	£0.0	£6.8	£8.2
Out of Centre, Merton		£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£2.1
Other, Merton		£2.4	£0.6	£2.3	£5.7	£2.4	£1.0	£0.0	£0.1	£1.6	£47.8	£63.9
Sub-total: Merton		£3.1	£0.6	£2.9	£6.1	£3.0	£1.0	£0.0	£0.1	£1.6	£59.3	£77.7
Other		£4.6	£2.7	£3.5	£4.8	£1.0	£1.8	£14.6	£26.5	£8.5	£10.2	£78.0
OUTSIDE BOROUGH		£33.4	£26.3	£38.4	£46.7	£32.7	£32.9	£145.1	£203.3	£91.2	£122.4	£772.

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.



TABLE 3: 2027 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

												Total S Are
	Zones:	1	2	3	4	5	6		8	9	10	
		£158.3	£89.4	£113.4	£127.8	£118.4	£117.8	£196.8	£245.1	£129.2	£213.3	£1,5
Sutton Town Centre		£99.8	£33.3	£43.2	£30.7	£35.8	£18.8	£19.6	£10.6	£9.7	£39.2	£34
Carshalton District Centre		£0.2	£0.3	£2.4	£0.0	£8.4	£0.9	£0.1	£0.0	£0.0	£1.5	£1
Cheam District Centre		£3.1	£9.2	£0.0	£1.7	£0.7	£0.4	£0.5	£0.0	£2.7	£0.0	£1
Hackbridge District Centre		£0.3	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1
North Cheam District Centre		£0.1	£3.0	£0.3	£17.8	£0.0	£0.0	£0.0	£0.0	£7.1	£10.6	£3
Rosehill District Centre		£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£1.3	£2
Wallington District Centre		£3.2	£1.0	£10.4	£0.0	£20.8	£46.9	£1.6	£5.6	£0.2	£7.3	£9
Norcester Park District Centre		£0.0	£0.0	£0.0	£12.6	£0.0	£0.0	£0.0	£0.0	£6.6	£0.7	£1
Local Centres		£2.5	£1.1	£2.3	£1.4	£1.5	£2.0	£0.2	£0.0	£0.0	£6.8	£1
Dut of Centre		£11.4	£12.1	£10.2	£11.2	£14.2	£11.9	£13.3	£4.1	£1.4	£12.4	£10
BOROUGH RETENTION		£120.7	£59.9	£69.9	£75.4	£81.5	£81.0	£35.3	£20.7	£27.7	£79.6	£65
Banstead		£0.2	£2.9	£0.4	£0.0	£0.1	£1.7	£30.0	£0.1	£1.5	£0.0	£3
Out of Centre, Banstead & Reigate		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£C
Other, Banstead & Reigate		£0.1	£0.0	£0.2	£0.5	£0.0	£0.3	£16.2	£0.2	£0.3	£0.0	£1
Sub-total: Banstead & Reigtate		£0.3	£2.9	£0.6	£0.6	£0.1	£1.9	£46.2	£0.3	£1.7	£0.0	£5
Croydon		£0.6	£0.6	£3.1	£0.0	£2.4	£5.1	£3.5	£64.1	£0.0	£3.1	£8
Purley Way / Valley Retail Park		£21.2	£10.3	£27.0	£6.1	£18.9	£19.1	£32.0	£84.1	£4.4	£19.4	£24
Dut of Centre, Croydon		£0.1	£0.1	£0.2	£0.0	£0.1	£0.3	£4.3	£16.0	£0.0	£0.0	£2
Other, Croydon		£0.9	£0.1	£2.8	£0.0	£1.4	£2.3	£22.3	£27.5	£0.0	£0.0	£5
Sub-total: Croydon		£22.8	£11.1	£33.1	£6.1	£22.8	£26.8	£62.1	£191.6	£4.4	£22.5	£40
Kingston-upon-Thames		£3.9	£7.5	£1.9	£18.0	£9.3	£3.9	£11.4	£3.1	£29.3	£10.6	£9
New Malden		£0.8	£0.1	£0.3	£0.3	£0.0	£0.0	£0.0	£0.0	£3.9	£3.5	££
Out of Centre, Kingston		£1.1	£1.3	£0.2	£9.0	£0.0	£0.0	£0.2	£0.0	£13.3	£19.6	£4
Other, Kingston		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£
Sub-total: Kingston-upon-Thames		£5.7	£8.9	£2.4	£27.3	£9.3	£3.9	£11.6	£3.1	£47.1	£33.8	£15
Epsom		£0.0	£0.6	£0.0	£0.0	£0.1	£0.0	£8.6	£0.0	£11.0	£0.0	£2
well		£0.2	£2.1	£0.0	£3.4	£0.0	£1.0	£13.3	£0.0	£18.2	£1.4	£3
Out of Centre, Epsom & Ewell		£0.0	£0.1	£0.2	£2.7	£0.0	£0.1	£3.6	£0.0	£7.9	£0.0	£1
Other, Epsom & Ewell		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£
Sub-total: Epsom & Ewell		£0.2	£2.9	£0.2	£6.2	£0.1	£1.1	£25.5	£0.0	£37.1	£1.4	£7
Verton		£0.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£3
Vimbledon		£0.2	£0.0	£0.4	£0.3	£0.7	£0.0	£0.0	£0.0	£0.0	£7.4	£
Out of Centre, Merton		£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£2
Other, Merton		£2.7	£0.7	£2.6	£6.4	£2.7	£1.1	£0.0	£0.1	£1.8	£52.2	£7
Sub-total: Merton		£3.4	£0.7	£3.3	£6.9	£3.4	£1.1	£0.0	£0.1	£1.8	£64.8	£8
Other		£5.1	£3.1	£4.0	£5.4	£1.1	£2.0	£16.2	£29.2	£9.4	£11.1	£8
		£37.6	£29.5	£43.5	£52.4	£36.9	£36.8	£161.5	£224.4	£101.5	£133.6	£85
TOTAL MARKET SHARE EXCL SFT		£158.3	£89.4	£113.4	£127.8	£118.4	£117.8	£196.8	£24.4	£101.5	£155.0 £213.3	£1.5

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.

TABLE 4: 2032 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

	Zones:	1	2	3	4	5	6	7	8	9	10	Total Stud Area
	Lones.	£177.0	£99.4	£126.8	£142.4	£132.5	£131.4	£216.9	£269.3	£141.7	£233.2	£1,670.5
Sutton Town Centre		£111.6	£37.0	£48.3	£34.2	£40.0	£21.0	£21.6	£11.7	£10.6	£42.9	£378.9
Carshalton District Centre		£0.2	£0.3	£2.7	£0.0	£9.4	£1.0	£0.1	£0.0	£0.0	£1.6	£15.3
Cheam District Centre		£3.5	£10.3	£0.0	£1.9	£0.8	£0.5	£0.5	£0.0	£2.9	£0.0	£20.4
Hackbridge District Centre		£0.3	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4
North Cheam District Centre		£0.2	£3.3	£0.3	£19.9	£0.0	£0.0	£0.0	£0.0	£7.8	£11.6	£43.0
Rosehill District Centre		£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£1.4	£2.3
Wallington District Centre		£3.5	£1.1	£11.6	£0.0	£23.3	£52.3	£1.7	£6.1	£0.2	£7.9	£107.8
Worcester Park District Centre		£0.0	£0.1	£0.0	£14.0	£0.0	£0.0	£0.0	£0.0	£7.2	£0.8	£22.1
Local Centres		£2.8	£1.2	£2.5	£1.6	£1.6	£2.2	£0.2	£0.0	£0.0	£7.4	£19.6
Out of Centre		£12.8	£13.4	£11.4	£12.5	£15.9	£13.3	£14.7	£4.5	£1.6	£13.5	£113.5
BOROUGH RETENTION		£134.9	£66.6	£78.1	£84.0	£91.2	£90.3	£38.9	£22.7	£30.4	£87.1	£724.2
Banstead		£0.3	£3.2	£0.4	£0.0	£0.1	£1.8	£33.1	£0.2	£1.6	£0.0	£40.6
Out of Centre, Banstead & Reigate		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Banstead & Reigate		£0.1	£0.0	£0.3	£0.6	£0.0	£0.3	£17.8	£0.2	£0.3	£0.0	£19.6
Sub-total: Banstead & Reigtate		£0.4	£3.2	£0.7	£0.7	£0.1	£2.1	£50.9	£0.4	£1.9	£0.0	£60.3
Croydon		£0.7	£0.7	£3.5	£0.0	£2.7	£5.7	£3.8	£70.4	£0.0	£3.4	£90.9
Purley Way / Valley Retail Park		£23.7	£11.5	£30.2	£6.8	£21.2	£21.3	£35.3	£92.3	£4.8	£21.2	£268.3
Out of Centre, Croydon		£0.1	£0.1	£0.2	£0.0	£0.1	£0.4	£4.7	£17.5	£0.0	£0.0	£23.1
Other, Croydon		£1.0	£0.1	£3.1	£0.0	£1.5	£2.5	£24.6	£30.2	£0.0	£0.0	£63.1
Sub-total: Croydon		£25.5	£12.3	£37.0	£6.8	£25.5	£29.8	£68.4	£210.5	£4.8	£24.6	£445.4
Kingston-upon-Thames		£4.3	£8.3	£2.1	£20.0	£10.5	£4.4	£12.5	£3.5	£32.2	£11.6	£109.
New Malden		£0.9	£0.1	£0.3	£0.4	£0.0	£0.0	£0.0	£0.0	£4.3	£3.9	£9.8
Out of Centre, Kingston		£1.2	£1.5	£0.3	£10.0	£0.0	£0.0	£0.2	£0.0	£14.6	£21.4	£49.2
Other, Kingston		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.6
Sub-total: Kingston-upon-Thames		£6.4	£9.9	£2.7	£30.4	£10.5	£4.4	£12.8	£3.5	£51.6	£37.0	£169.0
Epsom		£0.0	£0.7	£0.0	£0.0	£0.1	£0.0	£9.4	£0.0	£12.1	£0.0	£22.4
Ewell		£0.2	£2.4	£0.0	£3.8	£0.0	£1.1	£14.7	£0.0	£20.0	£1.5	£43.7
Out of Centre, Epsom & Ewell		£0.0	£0.1	£0.3	£3.0	£0.0	£0.1	£3.9	£0.0	£8.6	£0.0	£16.1
Other, Epsom & Ewell		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Epsom & Ewell		£0.2	£3.2	£0.3	£6.9	£0.2	£1.2	£28.1	£0.0	£40.7	£1.5	£82.2
Merton		£0.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£4.3
Wimbledon		£0.2	£0.0	£0.4	£0.3	£0.8	£0.0	£0.0	£0.0	£0.0	£8.1	£9.8
Out of Centre, Merton		£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.5
Other, Merton		£3.0	£0.7	£2.9	£7.1	£3.1	£1.3	£0.0	£0.1	£2.0	£57.1	£77.2
Sub-total: Merton		£3.9	£0.7	£3.6	£7.7	£3.8	£1.3	£0.0	£0.1	£2.0	£70.9	£93.9
Other		£5.8	£3.4	£4.4	£6.0	£1.2	£2.2	£17.9	£32.1	£10.3	£12.2	£95.5
OUTSIDE BOROUGH		£42.1	£32.8	£48.7	£58.4	£41.3	£41.1	£178.0	£246.5	£111.4	£146.1	£946.3
TOTAL MARKET SHARE EXCL SFT		£177.0	£99.4	£126.8	£142.4	£132.5	£131.4	£216.9	£269.3	£141.7	£233.2	£1,670.

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.



TABLE 5: 2037 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

	Zones:	1	2	3	4	5	6	7	8	9	10	Total Stu Area
	Lones.	£205.3	£115.1	£147.8	£165.4	£154.0	£152.8	£249.4	8 £308.7	£161.2	£267.0	£1,926.
Sutton Town Centre		£129.4	£42.8	£56.3	£39.7	£46.6	£24.4	£24.9	£13.4	£12.1	£49.1	£438.
Carshalton District Centre		£0.3	£0.4	£3.1	£0.0	£10.9	£1.2	£0.2	£0.0	£0.0	£1.8	£17.8
Cheam District Centre		£4.1	£11.9	£0.0	£2.2	£1.0	£0.6	£0.6	£0.0	£3.3	£0.0	£23.
Hackbridge District Centre		£0.4	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
North Cheam District Centre		£0.2	£3.8	£0.3	£23.1	£0.0	£0.0	£0.0	£0.0	£8.9	£13.3	£49.
Rosehill District Centre		£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£1.6	£2.6
Wallington District Centre		£4.1	£1.3	£13.5	£0.0	£27.1	£60.8	£2.0	£7.0	£0.2	£9.1	£125
Worcester Park District Centre		£0.0	£0.1	£0.0	£16.3	£0.0	£0.0	£0.0	£0.0	£8.2	£0.9	£25.
Local Centres		£3.2	£1.4	£3.0	£1.8	£1.9	£2.6	£0.3	£0.0	£0.0	£8.5	£22.
Out of Centre		£14.8	£15.5	£13.3	£14.5	£18.5	£15.4	£16.9	£5.2	£1.8	£15.5	£131
BOROUGH RETENTION		£156.5	£77.1	£91.1	£97.5	£106.0	£105.0	£44.8	£26.1	£34.5	£99.7	£838
Banstead		£0.3	£3.7	£0.5	£0.0	£0.1	£2.1	£38.0	£0.2	£1.9	£0.0	£46.
Out of Centre, Banstead & Reigate		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Banstead & Reigate		£0.1	£0.0	£0.3	£0.7	£0.0	£0.3	£20.5	£0.2	£0.3	£0.0	£22
Sub-total: Banstead & Reigtate		£0.4	£3.7	£0.8	£0.8	£0.1	£2.5	£58.5	£0.4	£2.2	£0.0	£69
Croydon		£0.8	£0.8	£4.1	£0.0	£3.1	£6.6	£4.4	£80.7	£0.0	£3.9	£104
Purley Way / Valley Retail Park		£27.5	£13.3	£35.2	£7.9	£24.7	£24.8	£40.6	£105.9	£5.5	£24.3	£309
Out of Centre, Croydon		£0.1	£0.1	£0.2	£0.0	£0.2	£0.4	£5.4	£20.1	£0.0	£0.0	£26
Other, Croydon		£1.1	£0.1	£3.6	£0.0	£1.8	£2.9	£28.3	£34.6	£0.0	£0.0	£72.
Sub-total: Croydon		£29.6	£14.3	£43.1	£7.9	£29.7	£34.7	£78.7	£241.3	£5.5	£28.2	£513
Kingston-upon-Thames		£5.0	£9.7	£2.4	£23.3	£12.2	£5.1	£14.4	£4.0	£36.6	£13.3	£126
New Malden		£1.0	£0.1	£0.4	£0.4	£0.0	£0.0	£0.0	£0.0	£4.8	£4.4	£11.
Out of Centre, Kingston		£1.4	£1.7	£0.3	£11.6	£0.0	£0.0	£0.3	£0.0	£16.6	£24.6	£56
Other, Kingston		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.
Sub-total: Kingston-upon-Thames		£7.4	£11.5	£3.1	£35.3	£12.2	£5.1	£14.7	£4.0	£58.7	£42.3	£194
Epsom		£0.0	£0.8	£0.0	£0.0	£0.1	£0.0	£10.8	£0.0	£13.8	£0.0	£25
Ewell		£0.2	£2.8	£0.0	£4.4	£0.0	£1.3	£16.9	£0.0	£22.7	£1.7	£50
Out of Centre, Epsom & Ewell		£0.0	£0.2	£0.3	£3.5	£0.1	£0.1	£4.5	£0.0	£9.8	£0.0	£18
Other, Epsom & Ewell		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.
Sub-total: Epsom & Ewell		£0.2	£3.7	£0.3	£8.0	£0.2	£1.4	£32.3	£0.0	£46.3	£1.7	£94
Merton		£0.7	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£5.
Wimbledon		£0.3	£0.0	£0.5	£0.4	£0.9	£0.0	£0.0	£0.0	£0.0	£9.3	£11
Out of Centre, Merton		£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£2.
Other, Merton		£3.5	£0.9	£3.4	£8.3	£3.6	£1.5	£0.0	£0.1	£2.2	£65.3	£88
Sub-total: Merton		£4.5	£0.9	£4.2	£8.9	£4.5	£1.5	£0.0	£0.1	£2.2	£81.1	£107
Other		£6.7	£3.9	£5.2	£6.9	£1.4	£2.6	£20.5	£36.8	£11.7	£13.9	£109
OUTSIDE BOROUGH		£48.8	£38.0	£56.7	£67.8	£48.0	£47.8	£204.7	£282.6	£126.6	£167.3	£1,08
TOTAL MARKET SHARE EXCL SFT		£205.3	£115.1	£147.8	£165.4	£154.0	£152.8	£249.4	£308.7	£161.2	£267.0	£1,92

TABLE 6: 2042 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M) - ALL COMPARISON GOODS

	Zones:	1	2	3	4	5		7		9	10	Total Stu Area
	Zones:	1 £238.7	2 £133.6	3 £172.8	4 £192.5	5 £178.9	6 £178.6	/ £288.2	8 £357.9	9 £184.7	10 £308.2	£2,234
Sutton Town Centre		£150.4	£49.7	£65.9	£46.2	£54.1	£28.6	£28.7	£15.5	£13.9	£56.6	£509.
Carshalton District Centre		£0.3	£0.4	£3.6	£0.0	£12.6	£1.4	£0.2	£0.0	£0.0	£2.1	£20.
Cheam District Centre		£4.7	£13.8	£0.0	£2.5	£1.1	£0.7	£0.2	£0.0	£3.8	£0.0	£27.
Hackbridge District Centre		£0.4	£0.0	£1.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9
North Cheam District Centre		£0.2	£4.4	£0.4	£26.9	£0.0	£0.0	£0.0	£0.0	£10.2	£15.3	£57.
Rosehill District Centre		£0.0	£0.0	£0.5	£0.0	£0.1	£0.0	£0.0	£0.6	£0.0	£1.8	£3.0
Wallington District Centre		£4.8	£1.5	£15.8	£0.0	£31.4	£71.1	£2.3	£8.1	£0.3	£10.5	£145
Worcester Park District Centre		£0.0	£0.1	£0.0	£18.9	£0.0	£0.0	£0.0	£0.0	£9.4	£1.1	£29.
Local Centres		£3.8	£1.6	£3.5	£2.1	£2.2	£3.0	£0.3	£0.0	£0.0	£9.8	£26.
Out of Centre		£17.2	£18.0	£15.5	£16.9	£21.5	£18.0	£19.5	£6.0	£2.1	£17.9	£152
BOROUGH RETENTION		£181.9	£89.5	£106.5	£113.6	£123.1	£122.7	£51.7	£30.2	£39.6	£115.1	£973
Banstead		£0.3	£4.3	£0.6	£0.1	£0.1	£2.5	£43.9	£0.2	£2.1	£0.0	£54.
Out of Centre, Banstead & Reigate		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other, Banstead & Reigate		£0.2	£0.0	£0.3	£0.8	£0.0	£0.4	£23.7	£0.3	£0.4	£0.0	£26.
Sub-total: Banstead & Reigtate		£0.5	£4.3	£0.9	£0.9	£0.1	£2.9	£67.6	£0.5	£2.5	£0.0	£80.
Croydon		£1.0	£0.9	£4.8	£0.0	£3.6	£7.7	£5.1	£93.6	£0.0	£4.5	£121
Purley Way / Valley Retail Park		£32.0	£15.4	£41.2	£9.2	£28.6	£29.0	£46.9	£122.7	£6.3	£28.0	£359
Out of Centre, Croydon		£0.1	£0.1	£0.3	£0.0	£0.2	£0.5	£6.2	£23.3	£0.0	£0.0	£30.
Other, Croydon		£1.3	£0.1	£4.2	£0.1	£2.1	£3.4	£32.7	£40.2	£0.0	£0.0	£84.
Sub-total: Croydon		£34.4	£16.6	£50.4	£9.2	£34.5	£40.6	£90.9	£279.8	£6.3	£32.6	£595
Kingston-upon-Thames		£5.9	£11.2	£2.9	£27.1	£14.1	£5.9	£16.6	£4.6	£42.0	£15.4	£145
New Malden		£1.2	£0.1	£0.4	£0.5	£0.0	£0.0	£0.0	£0.0	£5.6	£5.1	£12.
Out of Centre, Kingston		£1.6	£2.0	£0.4	£13.5	£0.0	£0.0	£0.3	£0.0	£19.0	£28.3	£65.
Other, Kingston		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.7
Sub-total: Kingston-upon-Thames		£8.7	£13.3	£3.6	£41.1	£14.1	£5.9	£17.0	£4.6	£67.3	£48.8	£224
Epsom		£0.0	£0.9	£0.0	£0.0	£0.2	£0.0	£12.5	£0.0	£15.8	£0.0	£29.
Ewell		£0.3	£3.2	£0.0	£5.2	£0.0	£1.5	£19.5	£0.0	£26.1	£2.0	£57.
Out of Centre, Epsom & Ewell		£0.0	£0.2	£0.4	£4.1	£0.1	£0.1	£5.2	£0.0	£11.2	£0.0	£21.
Other, Epsom & Ewell		£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sub-total: Epsom & Ewell		£0.3	£4.3	£0.4	£9.3	£0.2	£1.6	£37.3	£0.0	£53.1	£2.0	£108
Merton		£0.8	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£5.8
Wimbledon		£0.3	£0.0	£0.6	£0.4	£1.0	£0.0	£0.0	£0.0	£0.0	£10.7	£13.
Out of Centre, Merton		£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£3.4
Other, Merton		£4.1	£1.0	£3.9	£9.6	£4.1	£1.7	£0.0	£0.1	£2.6	£75.4	£102
Sub-total: Merton		£5.2	£1.0	£5.0	£10.4	£5.2	£1.7	£0.0	£0.1	£2.6	£93.7	£124
Other		£7.8	£4.6	£6.1	£8.1	£1.7	£3.0	£23.7	£42.7	£13.5	£16.1	£127
OUTSIDE BOROUGH		£56.7	£44.1	£66.3	£79.0	£55.8	£55.8	£236.5	£327.7	£145.2	£193.1	£1,26

Note: Excludes Internet Shopping and other Special Forms of Trading. Figures are rounded to the nearest decimal point and may not sum.



APPENDIX B7: TURNOVER OF COMMITTED RETAIL FLOORSPACE
FORECAST TURNOVER OF COMMITTED RETAIL FLOORSPACE IN LONDON BOROUGH OF SUTTON - 2022 TO 2042

(i.e. with planning permission or under construction at the time of preparing the capacity assessment)

	Description of Committed Scheme	Address	Location	Planning Ref	Town Centre	Gross	Assumed	Retail	Net Sales	t Sales Density 2022		Turnover (y Turnover (£m)			
	Description of Committee Scheme	Address	Location	Planning Rer	Use	Floorspace (sqm)	Retail Type	Floorspace (sqm)	(sqm)	(£ per sqm)	2022	2027	2032	2037	2042		
1	Partial demolition of existing buildings, involving the retention of the front facade onto the High Street, and erection of a part 3, part 4 storey building comprising retail (Class E) on the ground floor and 10 dwellings on the upper floors with associated cycle parking and refuse storage.	1-3 High Street Sutton SM1 1DF,	Sutton Town Centre	DM2020/00217	Flexible Class E	429	100% Convenience	429	300	£10,500	£3.2	£3.2	£3.2	£3.3	£3.3		
2	Demolition of the existing public house and the erection of a 6 storey mixed use development with commercial floor space at ground floor level (Class E use), 30 residential dwellings on the upper floors and car and cycle parking in the basement. Erection of extensions to the rear of the existing development at 324-340 High Street, to facilitate the consolidation of the ground floor units to a single Class E retail unit. Changes and allocation of car parking with spaces to be allocated for the proposed store at 324-340 High Street as well as Sovereign Apartments as well as the ground floor commercial unit and disabled spaces for the new residential at 342-346 High Street.	The Prince Regent 324 - 346 High Street Sutton,	Sutton Town Centre	DM2020/00532	Flexible Class E	1100	100% Convenience	1,100	770	£10,500	£8.1	£8.2	£8.3	£8.4	£8.5		
Sub	Sub-Total Committed Comparison Goods Turnover:									£11.2	£11.4	£11.6	£11.7	£11.8			
то	TAL COMMITTED RETAIL TURNOVER										£11.2	£11.4	£11.6	£11.7	£11.8		

General Notes:

Where the exact convenience floorspace has not been specified by planning permission, LSH estimated the likely figure.

It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2027.

Notes on permitted schemes:

1) 1-3 High Street, Sutton Town Centre - development has yet to commence. Given the site's prominent location it is expected that interest from Use Class E operators is most likely to come from the convenience sector. Therefore, it is assumed that the 429 sqm gross unit will be occupied by a local format foodstore or another convenience retailer. A sales density of £10,500/sqm is applied to the base year (2022) reflects a typical sales density for local format foodstore retailers.

2) Regents Quarter 324 - 346 High Street, Sutton Town Centre - development is almost complete based on external observations of the site. Residential units are currently on the market. Marketing material from Mizen Group (developer) state that the ground floor commercial space forms a single unit. This is likely to appeal to a foodstore retailer, particularly given the urban location and passing trade. Therefore, a sales density of £10,500/sqm has been applied.



APPENDIX B8: RETAIL CAPACITY ASSESSMENT



B8.1 CONVENIENCE GOODS RETAIL CAPACITY FORECAST TABLES:

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

	2022	2027	2032	2037	2042
Sutton Town Centre	£144.6	£148.0	£151.6	£155.4	£159.1
Carshalton District Centre	£27.4	£28.3	£29.2	£30.1	£30.9
Cheam District Centre	£48.7	£50.0	£51.3	£52.6	£53.8
Hackbridge District Centre	£25.4	£26.2	£27.0	£27.8	£28.5
North Cheam District Centre	£39.9	£40.6	£41.5	£42.4	£43.4
Rosehill District Centre	£22.4	£23.1	£23.9	£24.6	£25.4
Wallington District Centre	£101.1	£103.7	£106.4	£109.4	£112.4
Worcester Park District Centre	£28.8	£29.4	£29.9	£30.5	£31.0
Local Centres and Local Shops	£110.1	£112.3	£114.8	£117.6	£120.4
Edge and Out of Centre	£17.3	£17.7	£18.2	£18.7	£19.3
TOTAL CONVENIENCE TURNOVER OF BOROUGH STORES/CENTRES:	£565.5	£579.4	£593.7	£609.3	£624.1

Notes:

Excludes SFT & 'Inflow' from outside Study Area

Assume constant market shares over forecast period.

TABLE 2: ESTIMATION OF INFLOW/ VISITOR EXPENDITURE

	Assumed Inflow	2022	2027	2032	2037	2042
Sutton Town Centre	15.0%	£170.1	£174.1	£178.3	£182.8	£187.1
Carshalton District Centre	2.5%	£28.1	£29.0	£30.0	£30.9	£31.6
Cheam District Centre	2.5%	£50.0	£51.3	£52.6	£54.0	£55.2
Hackbridge District Centre	2.5%	£26.1	£26.9	£27.7	£28.5	£29.3
North Cheam District Centre	5.0%	£42.0	£42.7	£43.6	£44.7	£45.7
Rosehill District Centre	2.5%	£22.9	£23.7	£24.5	£25.3	£26.1
Wallington District Centre	2.5%	£103.7	£106.4	£109.1	£112.2	£115.3
Worcester Park District Centre	3.0%	£29.6	£30.3	£30.8	£31.4	£32.0
Local Centres and Local Shops	0.0%	£110.1	£112.3	£114.8	£117.6	£120.4
Edge and Out of Centre	5.0%	£18.2	£18.7	£19.2	£19.7	£20.3
TOTAL		£600.7	£615.4	£630.6	£647.1	£662.9

Notes: See Section 6, Volume A Report

TABLE 3: COMMITTED CONVENIENCE GOODS FLOORSPACE

	2022	2027	2032	2037	2042
Sutton Town Centre	£11.2	£11.4	£11.6	£11.7	£11.8
Carshalton District Centre					
Cheam District Centre		-	-	-	-
Hackbridge District Centre		-	-	-	-
North Cheam District Centre		-	-	-	-
Rosehill District Centre		-	-	-	-
Wallington District Centre		-	-	-	-
Worcester Park District Centre		-	-	-	-
Local Centres and Local Shops		-	-	-	-
Edge and Out of Centre		-	-	-	-
TOTAL COMMITTED CONVENIENCE GOODS TURNOVER	£11.2	£11.4	£11.6	£11.7	£11.8
Source: Appendix B7					

TABLE 4: LB SUTTON - CONVENIENCE GOODS CAPACITY

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£600.7	£615.4	£630.6	£647.1	£662.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£600.7	£609.2	£618.4	£627.7	£637.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£6.2	£12.2	£19.4	£25.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£11.4	£11.6	£11.7	£11.8
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£5.2	£0.6	£7.7	£13.9
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
	(ii) Net Floorspace Capacity (sq m):	-	-509	63	733	1,307
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-727	89	1,047	1,867

Notes:

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the Borough's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the surveyderived 'current' turnover levels). The growth in the base year (2022) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2027.

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

STEPS 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, and Morrisons), supermarket (e.g. Co-op, Waitrose, Marks & Spencer, etc) and limited assortment discount (LAD) operators (e.g. Aldi and Lidl).



TABLE 5: SUTTON TOWN CENTRE - CONVENIENCE GOODS CAPACITY

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£170.1	£174.1	£178.3	£182.8	£187.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£170.1	£172.5	£175.1	£177.7	£180.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.6	£3.2	£5.1	£6.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		£11.4	£11.6	£11.7	£11.8
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£9.8	-£8.3	-£6.7	-£5.2
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
	(ii) Net Floorspace Capacity (sq m):	-	-964	-809	-637	-486
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,377	-1,155	-910	-694

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 6: CARSHALTON DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

'AL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m): 'AL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m): ' RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): RNOVER OF ALL COMMITED FLOORSPACE (£m)	£28.1 £28.1 -	£29.0 £28.5 £0.5	£30.0 £28.9 £1.0	£30.9 £29.4	£31.6 £29.8
RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):					£29.8
	-	£0.5	£1.0		
RNOVER OF ALL COMMITED FLOORSPACE (fm)				£1.5	£1.8
RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.5	£1.0	£1.5	£1.8
ACITY FOR CONVENIENCE FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
(ii) Net Floorspace Capacity (sq m):	-	54	100	145	173
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		77	142	207	247
	ACITY FOR CONVENIENCE FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	ACITY FOR CONVENIENCE FLOORSPACE: £10,000 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £10,000 (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	ACITY FOR CONVENIENCE FLOORSPACE: £10,000 £10,141 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £10,000 £10,141 (ii) Net Floorspace Capacity (sq m): 54 (iii) Assumed Net / Gross Floorspace Ratio: 70%	ACITY FOR CONVENIENCE FLOORSPACE: £10,000 £10,141 £10,294 (ii) Estimated Average Sales Density of New Floorspace (£ per sq m): £10,000 £10,141 £10,294 (iii) Net Floorspace Capacity (sq m): 54 100 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70%	ACITY FOR CONVENIENCE FLOORSPACE: £10,000 £10,141 £10,294 £10,499 (ii) Estimated Average Sales Density of New Floorspace (£ per sq m): £10,000 £10,141 £10,294 £10,499 (iii) Net Floorspace Capacity (sq m): 54 100 145 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70% 70%

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 7: CHEAM DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£50.0	£51.3	£52.6	£54.0	£55.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£50.0	£50.7	£51.5	£52.2	£53.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.1	£1.7	£2.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-				
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.6	£1.1	£1.7	£2.2
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
	(ii) Net Floorspace Capacity (sq m):	-	61	111	165	206
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		87	159	236	294
Note: Assume	es Equilibrium at Base Year (2022) and Constant Market Shares					

Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 8: HACKBRIDGE DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£26.1	£26.9	£27.7	£28.5	£29.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (fm):	£26.1	£26.4	£26.8	£27.2	£27.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£0.9	£1.3	£1.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-				
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.5	£0.9	£1.3	£1.6
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
	(ii) Net Floorspace Capacity (sq m):	-	45	84	125	154
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		64	120	178	221

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares



TABLE 9: NORTH CHEAM DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£42.0	£42.7	£43.6	£44.7	£45.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£42.0	£42.6	£43.2	£43.9	£44.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.4	£0.8	£1.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-				
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.2	£0.4	£0.8	£1.2
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
	(ii) Net Floorspace Capacity (sq m):	-	18	41	77	110
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		25	58	111	157

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 10: ROSEHILL DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£22.9	£23.7	£24.5	£25.3	£26.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£22.9	£23.3	£23.6	£24.0	£24.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£0.9	£1.3	£1.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-				
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.5	£0.9	£1.3	£1.7
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
	(ii) Net Floorspace Capacity (sq m):	-	47	84	126	164
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		68	120	180	234
Note: Assume	es Equilibrium at Base Year (2022) and Constant Market Shares					

TABLE 11: WALLINGTON DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£103.7	£106.4	£109.1	£112.2	£115.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£103.7	£105.1	£106.7	£108.3	£110.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.2	£2.4	£3.9	£5.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-				
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£1.2	£2.4	£3.9	£5.3
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
	(ii) Net Floorspace Capacity (sq m):	-	120	233	373	502
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		172	333	533	717

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 12: WORCESTER PARK DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£29.6	£30.3	£30.8	£31.4	£32.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£29.6	£30.1	£30.5	£31.0	£31.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (fm):	-	£0.2	£0.3	£0.4	£0.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-				
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.2	£0.3	£0.4	£0.5
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
	(ii) Net Floorspace Capacity (sq m):	-	22	32	42	50
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		32	46	60	72

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares



TABLE 13: LOCAL CENTRES & LOCAL STORES - CONVENIENCE GOODS CAPACITY

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£110.1	£112.3	£114.8	£117.6	£120.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£110.1	£111.6	£113.3	£115.0	£116.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.4	£2.6	£3.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-				
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.6	£1.4	£2.6	£3.6
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
	(ii) Net Floorspace Capacity (sq m):	-	64	140	245	340
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		91	200	350	485
Noto: Accumo	es Equilibrium at Base Vear (2022) and Constant Market Shares					

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares

TABLE 14: EDGE & OUT OF CENTRE - CONVENIENCE GOODS CAPACITY

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£18.2	£18.7	£19.2	£19.7	£20.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£18.2	£18.4	£18.7	£19.0	£19.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.5	£0.7	£1.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-				
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.2	£0.5	£0.7	£1.0
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£10,141	£10,294	£10,449	£10,607
	(ii) Net Floorspace Capacity (sq m):		24	47	71	94
	(ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio:	-	24 70%	47 70%	71 70%	94 70%
		-				

TABLE 15: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)

	2027	2032	2037	2042
Sutton Town Centre	-964	-809	-637	-486
Carshalton District Centre	54	100	145	173
Cheam District Centre	61	111	165	206
Hackbridge District Centre	45	84	125	154
North Cheam District Centre	18	41	77	110
Rosehill District Centre	47	84	126	164
Wallington District Centre	120	233	373	502
Worcester Park District Centre	22	32	42	50
Local Centres and Local Shops	64	140	245	340
Edge and Out of Centre	24	47	71	94
Total Convenience Goods Floorspace Capacity	-509	63	733	1,307

Note: Assumes Equilibrium at Base Year (2022) and Constant Market Shares



B8.2 COMPARISON GOODS RETAIL CAPACITY FORECAST TABLES:

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

Excluding SFF & Inflow from outside Study Area					
	2022	2027	2032	2037	2042
Sutton Town Centre	£304.0	£340.7	£378.9	£438.6	£509.6
Carshalton District Centre	£12.2	£13.7	£15.3	£17.8	£20.7
Cheam District Centre	£16.4	£18.4	£20.4	£23.6	£27.3
Hackbridge District Centre	£1.1	£1.2	£1.4	£1.6	£1.9
North Cheam District Centre	£35.0	£38.9	£43.0	£49.5	£57.4
Rosehill District Centre	£1.9	£2.0	£2.3	£2.6	£3.0
Wallington District Centre	£86.4	£96.8	£107.8	£125.1	£145.8
Worcester Park District Centre	£17.8	£19.9	£22.1	£25.5	£29.5
Local Centres	£15.9	£17.7	£19.6	£22.6	£26.2
Out of Centre	£91.3	£102.2	£113.5	£131.3	£152.5
TOTAL DISTRICT COMPARISON GOODS TURNOVER	£581.8	£651.6	£724.2	£838.2	£973.9

Notes: Assume constant market shares over forecast period.

TABLE 2: ESTIMATION OF INFLOW/ VISITOR EXPENDITURE

	Assumed Distribution of District Visitor Expenditure	2022	2027	2032	2037	2042
Sutton Town Centre	15.0%	£357.60	£400.85	£445.76	£516.05	£599.54
Carshalton District Centre	2.5%	£12.52	£14.09	£15.72	£18.25	£21.22
heam District Centre	2.5%	£16.79	£18.83	£20.91	£24.17	£28.0
lackbridge District Centre	2.5%	£1.12	£1.27	£1.42	£1.65	£1.9
North Cheam District Centre	5.0%	£36.80	£40.95	£45.26	£52.15	£60.4
Rosehill District Centre	2.5%	£1.91	£2.10	£2.31	£2.66	£3.0
Wallington District Centre	2.5%	£88.57	£99.29	£110.57	£128.30	£149.5
Norcester Park District Centre	3.0%	£18.38	£20.55	£22.77	£26.25	£30.4
ocal Centres	0.0%	£15.86	£17.65	£19.55	£22.59	£26.2
Out of Centre	5.0%	£96.13	£107.57	£119.46	£138.24	£160.5
DISTRICT COMPARISON GOODS VISITOR EXI	PENDITURE/TURNOVER:	£645.68	£723.16	£803.74	£930.30	£1,080.8

Notes:

TABLE 3: LB SUTTON - COMPARISON GOODS CAPACITY ASSESSMENT

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£645.7	£723.2	£803.7	£930.3	£1,080.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£645.7	£725.6	£833.0	£961.0	£1,108.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£2.4	-£29.2	-£30.7	-£27.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£2.4	-£29.2	-£30.7	-£27.7
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
	(ii) Net Floorspace Capacity (sq m):	-	-387	-4,120	-3,746	-2,937
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-553	-5,885	-5,351	-4,196
TED 1.	The (survey-derived) 'current' (or 'notential') turnovers assume constant market shares over th	e forecast period	(derived from	m Table 1)		

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

STEP 2: It has been assumed for the purpose of this assessment that the Borough's comparison goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) anuary 2022) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: No committed comparison goods retail floorspace has been identified in the Borough.

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

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on average sales performance of comparison goods retailers.



TABLE 4: SUTTON TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£357.6	£400.8	£445.8	£516.0	£599.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£357.6	£401.8	£461.3	£532.2	£614.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.0	-£15.6	-£16.2	-£14.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£1.0	-£15.6	-£16.2	-£14.5
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
	(ii) Net Floorspace Capacity (sq m):	-	-161	-2,195	-1,976	-1,532
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-230	-3,136	-2,823	-2,188

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 6: CARSHALTON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£12.5	£14.1	£15.7	£18.2	£21.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£12.5	£14.1	£16.2	£18.6	£21.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (fm):	-	£0.0	-£0.4	-£0.4	-£0.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.0	-£0.4	-£0.4	-£0.3
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
	(ii) Net Floorspace Capacity (sq m):	-	3	-61	-47	-30
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		5	-87	-67	-42

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 7: CHEAM DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£16.8	£18.8	£20.9	£24.2	£28.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£16.8	£18.9	£21.7	£25.0	£28.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.7	-£0.8	-£0.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£0.0	-£0.7	-£0.8	-£0.8
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
	(ii) Net Floorspace Capacity (sq m):	-	-6	-105	-99	-85
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-8	-150	-142	-121

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 8: HACKBRIDGE DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.1	£1.3	£1.4	£1.7	£1.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1.1	£1.3	£1.4	£1.7	£1.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.0	£0.0	£0.0	£0.0
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
	(ii) Net Floorspace Capacity (sq m):	-	1	-4	-2	0
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2	-6	-3	0

Note: Assumes equilibrium at the base year (2022) and constant market shares



TABLE 9: NORTH CHEAM DISTRICT CENTRE - COMPARISON GOODS CA	PACITY ASSESSMENT

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£36.8	£40.9	£45.3	£52.1	£60.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£36.8	£41.4	£47.5	£54.8	£63.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.4	-£2.2	-£2.6	-£2.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.4	-£2.2	-£2.6	-£2.8
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
	(ii) Net Floorspace Capacity (sq m):	-	-66	-313	-321	-296
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-95	-447	-459	-423
ote: Assum	es equilibrium at the base year (2022) and constant market shares					

TABLE 10: ROSEHILL DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

	2022	2027	2032	2037	2042
FOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1.9	£2.1	£2.3	£2.7	£3.1
TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1.9	£2.1	£2.5	£2.8	£3.3
NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	-£0.2	-£0.2	-£0.2
FURNOVER OF ALL COMMITED FLOORSPACE (£m)					
NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£0.0	-£0.2	-£0.2	-£0.2
CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
(ii) Net Floorspace Capacity (sq m):	-	-7	-21	-23	-21
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-10	-30	-32	-30
	OTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m): HET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): 'URNOVER OF ALL COMMITED FLOORSPACE (£m) HET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m): APACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m): (ii) Net Floorspace Capacity (sq m): (iii) Assumed Net / Gross Floorspace Ratio: (iv) Gross Floorspace Capacity (sq m):	OTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m): £1.9 LET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): £0.0 UURNOVER OF ALL COMMITED FLOORSPACE (£m) £0.0 LET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m): £0.0 MAACITY FOR NEW COMPARISON GOODS FLOORSPACE: £5,500 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £5,500 (ii) Net Floorspace Capacity (sq m): 6 (iii) Assumed Net / Gross Floorspace Ratio: £1.9	OTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (Em): £1.9 £2.1 LET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (Em): £0.0 £0.0 UURNOVER OF ALL COMMITED FLOORSPACE (Em) £0.0 £0.0 LET RESIDUAL EXPENDITURE AFTER COMMITMENTS (Em): £0.0 £0.0 VER RESIDUAL EXPENDITURE AFTER COMMITMENTS (Em): £0.0 £0.0 COMPARISON GOODS FLOORSPACE: £0.0 £0.0 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £5,500 £6,180 (ii) Net Floorspace Capacity (sq m): - -7 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70% (iv) Gross Floorspace Capacity (sq m): -10 -10	OTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m): £1.9 £2.1 £2.5 LET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): £0.0 £0.0 -£0.2 UURNOVER OF ALL COMMITED FLOORSPACE (£m) £0.0 -£0.2 VET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m): £0.0 £0.0 -£0.2 VET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m): £0.0 £0.0 -£0.2 VARACITY FOR NEW COMPARISON GOODS FLOORSPACE: £5,500 £6,180 £7,095 (ii) Estimated Average Sales Density of New Floorspace (£ per sq m): £5,500 £6,180 £7,095 (iii) Net Floorspace Capacity (sq m): - -7 -21 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70% (iv) Gross Floorspace Capacity (sq m): -10 -30	OTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m): £1.9 £2.1 £2.5 £2.8 HET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): £0.0 £0.0 -£0.2 -£0.2 URNOVER OF ALL COMMITED FLOORSPACE (£m) £0.0 £0.0 -£0.2 -£0.2 VET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m): £0.0 -£0.2 -£0.2 VET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m): £0.0 -£0.2 -£0.2 VET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m): £0.0 -£0.2 -£0.2 VAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: £7,095 £8,186 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £5,500 £6,180 £7,095 £8,186 (ii) Net Floorspace Capacity (sq m): - -7 -21 -23 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70% 70% 30 -32 (iv) Gross Floorspace Capacity (sq m): -10 -30 -32 -32

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 11: WALLINGTON DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (fm):	£88.6	£99.3	£110.6	£128.3	£149.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (fm):	£88.6	£99.5	£114.3	£131.8	£152.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	-£3.7	-£3.5	-£2.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.2	-£3.7	-£3.5	-£2.6
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
	(ii) Net Floorspace Capacity (sq m):	-	-37	-520	-429	-271
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-53	-742	-613	-388

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 12: WORCESTER DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£18.4	£20.6	£22.8	£26.3	£30.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (fm):	£18.4	£20.6	£23.7	£27.3	£31.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.1	-£0.9	-£1.1	-£1.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.1	-£0.9	-£1.1	-£1.1
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
	(ii) Net Floorspace Capacity (sq m):	-	-15	-132	-134	-122
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-22	-188	-191	-174

Note: Assumes equilibrium at the base year (2022) and constant market shares



TABLE 13: LOCAL CENTRES & LOCAL STORES - COMPARISON GOODS CAPACITY ASSESSMENT

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£15.9	£17.7	£19.6	£22.6	£26.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£15.9	£17.8	£20.5	£23.6	£27.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	-£0.2	-£0.9	-£1.0	-£1.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.2	-£0.9	-£1.0	-£1.0
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
	(ii) Net Floorspace Capacity (sq m):	-	-28	-128	-125	-107
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-39	-183	-178	-153
lote: Assum	es equilibrium at the base year (2022) and constant market shares					

TABLE 14: EDGE & OUT OF CENTRE - COMPARISON GOODS CAPACITY

		2022	2027	2032	2037	2042
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£96.1	£107.6	£119.5	£138.2	£160.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£96.1	£108.0	£124.0	£143.1	£165.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (fm):	£0.0	-£0.4	-£4.6	-£4.8	-£4.5
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		-£0.4	-£4.6	-£4.8	-£4.5
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£5,500	£6,180	£7,095	£8,186	£9,443
	(ii) Net Floorspace Capacity (sq m):	-	-72	-641	-590	-474
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-104	-916	-843	-677

Note: Assumes equilibrium at the base year (2022) and constant market shares

TABLE 11: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)

	2027	2032	2037	2042		
Sutton Town Centre	-161	-2,195	-1,976	-1,532		
Carshalton District Centre	3	-61	-47	-30		
Cheam District Centre	-6	-105	-99	-85		
Hackbridge District Centre	1	-4	-2	0		
North Cheam District Centre	-66	-313	-321	-296		
Rosehill District Centre	-7	-21	-23	-21		
Wallington District Centre	-37	-520	-429	-271		
Worcester Park District Centre	-15	-132	-134	-122		
Local Centres	-28	-128	-125	-107		
Out of Centre	-72	-641	-590	-474		
Total Comparison Goods Floorspace Capacity:	-387	-4,120	-3,746	-2,937		

Note: Assumes equilibrium at the base year (2022) and constant market shares



APPENDIX B9: LEISURE EXPENDITURE ANALYSIS

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2022 - 2042)

		2022	2027	2032	2037	2042
Zone 1	Sutton	47,185	48,580	49,864	51,069	52,113
Zone 2	Cheam/ Belmont	22,131	22,662	23,119	23,645	24,082
Zone 3	St Helier/ Wandle Valley	37,777	39,051	40,110	41,276	42,362
Zone 4	Worcester Park	36,298	37,233	38,097	39,055	39,912
Zone 5	Carshalton Central	34,960	36,074	37,074	38,055	38,792
Zone 6	Wallington South	33,886	34,691	35,519	36,467	37,416
Zone 7	Banstead	45,354	46,098	46,648	47,367	48,033
Zone 8	Purley / West Thornton	84,225	84,905	85,641	86,691	88,229
Zone 9	Old Malden / Stoneleigh	30,814	31,294	31,525	31,658	31,849
Zone 10	Lower Morden	73,136	72,918	73,222	73,997	74,980
Total Stu	idy Area:	445,766	453,506	460,818	469,278	477,767
Total LB	Sutton:	212,237	218,291	223,782	229,565	234,677
Source:	LB Sutton Council; Experian Business Strate	gies - MMG3 Geographic In	formation Syster	n (GIS) ' Retail A	rea Planner Pop	ulation &

Expenditure Datasets'

Notes: Population projections (2022 to 2042) for Zones 1 to 6 are based on housing supply forecasts for London Borough Sutton. Population projections for Zones 7 to 10 are derived from Experian and based on ONS 2018-based Sub-National Population Projections (released in June 2020).

TABLE 2: LEISURE EXPENDITURE PER HEAD (2020 prices)

		Hotels, B&Bs, etc	Culture	Games of chance	Personal Grooming	Recreation & sport	Restaurants, cafes etc	Total
Zone 1	Sutton	£167	£230	£170	£72	£148	£1,179	£1,967
Zone 2	Cheam/ Belmont	£193	£292	£168	£103	£211	£1,324	£2,291
Zone 3	St Helier/ Wandle Valley	£107	£203	£200	£58	£111	£904	£1,583
Zone 4	Worcester Park	£165	£243	£173	£87	£171	£1,076	£1,916
Zone 5	Carshalton Central	£157	£230	£178	£77	£155	£1,073	£1,871
Zone 6	Wallington South	£153	£245	£181	£86	£164	£1,089	£1,918
Zone 7	Banstead	£209	£306	£205	£114	£245	£1,238	£2,318
Zone 8	Purley / West Thornton	£120	£205	£153	£60	£132	£1,025	£1,695
Zone 9	Old Malden / Stoneleigh	£210	£291	£199	£110	£250	£1,197	£2,257
Zone 10	Lower Morden	£123	£204	£164	£58	£129	£956	£1,634
Study Are	ea Average:	£161	£245	£179	£83	£172	£1,106	£1,945
LB Suttor	n Average:	£157	£241	£178	£80	£160	£1,108	£1,924

TABLE 3: TOTAL AVAILABLE LEISURE EXPENDITURE - 2022 to 2042

	2022	2027	2032	2037	2042	Growth 2022-2032		Growth 2022-2042	
Zone 1 Sutton	£140.4	£152.5	£164.0	£175.7	£187.5	£23.7	16.8%	£47.1	33.6%
Zone 2 Cheam/ Belmont	£76.7	£82.9	£88.6	£94.8	£101.0	£11.9	15.5%	£24.2	31.6%
Zone 3 St Helier/ Wandle Valley	£90.5	£98.7	£106.2	£114.3	£122.7	£15.7	17.4%	£32.2	35.6%
Zone 4 Worcester Park	£105.2	£113.8	£122.1	£130.9	£139.9	£16.9	16.0%	£34.7	33.0%
Zone 5 Carshalton Central	£99.0	£107.7	£116.0	£124.6	£132.8	£17.1	17.3%	£33.8	34.2%
Zone 6 Wallington South	£98.3	£106.2	£113.9	£122.3	£131.3	£15.6	15.9%	£33.0	33.5%
Zone 7 Banstead	£159.0	£170.6	£180.9	£192.1	£203.7	£21.8	13.7%	£44.7	28.1%
Zone 8 Purley / West Thornton	£216.0	£229.7	£242.8	£257.1	£273.6	£26.8	12.4%	£57.6	26.7%
Zone 9 Old Malden / Stoneleigh	£105.2	£112.7	£119.0	£125.0	£131.5	£13.8	13.1%	£26.3	25.0%
Zone 10 Lower Morden	£180.8	£190.2	£200.1	£211.5	£224.1	£19.3	10.7%	£43.4	24.0%
Total Study Area:	£1,271.0	£1,365.1	£1,453.7	£1,548.2	£1,648.0	£182.7	14.4%	£377.0	29.7%
Total LB Sutton:	£617.8	£670.5	£720.3	£772.7	£826.2	£102.5	16.6%	£208.3	33.7%

TABLE 4: STUDY AREA LEISURE EXPENDITURE GROWTH BY LEISURE CATEGORY - 2022 to 2042

				2027	2042	Growt	h (£m):
	2022	2027	2032	2037	2042	2022-2032	2022-2042
Accommodation services (hotels, guesthouses, B&Bs)	£104.96	£112.7	£120.0	£127.8	£136.1	£15.1	£31.1
Cultural services (cinema, theatre, concerts, etc)	£160.1	£171.9	£183.1	£195.0	£207.5	£23.0	£47.5
Games of chance (bingo, casino, betting)	£116.9	£125.6	£133.7	£142.4	£151.6	£16.8	£34.7
Personal grooming (hairdressers, barbers, etc)	£53.9	£57.9	£61.7	£65.7	£69.9	£7.8	£16.0
Recreational and sporting services (gym, fitness, etc)	£112.2	£120.6	£128.4	£136.7	£145.5	£16.1	£33.3
Restaurants, cafes, bars, etc	£722.9	£776.4	£826.8	£880.5	£937.27	£103.9	£214.4
Total Study Area Leisure Expenditure:	£1,271.0	£1,365.1	£1,453.7	£1,548.2	£1,648.0	£182.7	£377.0

TABLE 5: TOTAL FORECAST AVAILABLE EXPENDITURE FOR FOOD & BEVERAGE BY ZONE - 2022 to 2042 (£m) 2022-2032 2022-2042 £91.4 £98.4 Zone 1 Sutton £84.2 £105.3 £112.4 £14.2 £28.3 Zone 2 Cheam/ Belmont £44.3 £47.9 £51.2 £54.8 £58.3 £6.9 £14.0 Zone 3 St Helier/ Wandle Valley £51.6 £56.3 £60.6 £65.3 £70.0 £9.0 £18.4 Zone 4 Worcester Park £59.1 £64.0 £68.6 £73.5 £78.6 £9.5 £19.5 Zone 5 Carshalton Central £56.8 £61.8 £66.6 £71.5 £76.2 £9.8 £19.4 Zone 6 Wallington South £55.8 £60.3 £64.7 £69.5 £74.5 £8.9 £18.7 Zone 7 Banstead £85.0 £91.1 £96.6 £102.6 £108.8 £11.7 £23.9 Zone 8 Purley / West Thornton £130.6 £138.9 £146.8 £155.4 £165.4 £16.2 £34.8 Zone 9 Old Malden / Stoneleigh £55.8 £59.8 £63.1 £66.3 £69.7 £7.3 £13.9 Zone 10 Lower Morden £105.7 £111.2 £117.0 £123.7 £131.1 £11.3 £25.4 £216.3 Total Study Area: £728.9 £782.8 £833.6 £887.8 £945.2 £104.7 Total LB Sutton: £355.6 £385.9 £414.6 £444.8 £475.5 £59.0 £119.9

	2022	2027	2032	2037	2042
Total Borough Area Available Expenditure for restaurant, cafes, bars, etc (£m)	£355.6	£385.9	£414.6	£444.8	£475.5
Borough Retention rate for restaurants, cafes, bars, etc.	71%	71%	71%	71%	71%
Current retained turnover for cafes, restaurants, bars, etc (£m)	£254.1	£275.8	£296.3	£317.9	£339.8
Benchmark turnover* (£m)	£254.1	£269.8	£283.5	£298.0	£313.2
Net Residual Expenditure (£m)		£6.0	£12.8	£19.9	£26.6
Assumed sales density* (£/gross sqm)		£1,839	£1,933	£2,032	£2,135
Forecast capacity for new café/ restaurant/ bar floorspace (sqm gross):		3,282	6,598	9,782	12,475

