

**LONDON BOROUGH OF REDBRIDGE  
RETAIL CAPACITY ASSESSMENT  
APPENDIX 4 - CONVENIENCE GOODS**

LBR 2.34.4



**Table 1: Population Growth, by Zone**

Zone	2013	2015	2020	2025	2030	Change 2015-2020		Change 2015-2025		Change 2015-2030	
						No.	%	No.	%	No.	%
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]
1	66,341	68,038	72,251	76,128	79,403	4,214	6.2	8,091	11.9	11,365	16.7
2	66,588	68,291	72,520	76,412	79,698	4,229	6.2	8,121	11.9	11,407	16.7
3	83,195	85,323	90,607	95,469	99,575	5,284	6.2	10,146	11.9	14,252	16.7
4	77,960	80,296	85,468	89,622	93,140	5,172	6.4	9,326	11.6	12,844	16.0
5	116,977	119,969	127,399	134,235	140,008	7,430	6.2	14,266	11.9	20,039	16.7
6	150,333	154,178	163,726	172,512	179,931	9,549	6.2	18,334	11.9	25,754	16.7
7	113,343	116,739	124,258	130,298	135,412	7,520	6.4	13,559	11.6	18,674	16.0
8	150,525	154,375	163,936	172,732	180,161	9,561	6.2	18,357	11.9	25,786	16.7
9	97,443	99,935	106,124	111,819	116,628	6,189	6.2	11,883	11.9	16,693	16.7
10	66,495	67,916	71,827	75,785	79,550	3,911	5.8	7,869	11.6	11,634	17.1
<b>Total</b>	<b>989,200</b>	<b>1,015,059</b>	<b>1,078,117</b>	<b>1,135,011</b>	<b>1,183,507</b>	<b>63,058</b>	<b>6.2</b>	<b>119,952</b>	<b>11.8</b>	<b>168,448</b>	<b>16.6</b>

**Notes:**

[1] Base population figure derived from Experian Retail Planner Area Profile Report for each zone (2011 Census)

[2],[3],[4],[5] Population projection figures for Zones 1-9 derived from projections published by GLA - 2014 Round Trend-Based population projections: Short term migration scenario

Population projection figures for Zone 10 (which is primarily located outside GLA area) are derived from Experian Retail Planner Area Profile Report for each zone - ONS based projections (2011 Census)

[6] = [3] - [2]

[7] = [6] / [2]

[8] = [4] - [2]

[9] = [8] / [2]

[10] = [5] - [2]

[11] = [10] / [2]



Table 2 - Per Capita Convenience Goods Expenditure, by Zone (£)

Zone	2013	2015	2020	2025	2030
1	1,790	1,731	1,719	1,704	1,695
2	1705	1,649	1,638	1,623	1,615
3	1956	1,892	1,879	1,862	1,853
4	1538	1,488	1,477	1,464	1,457
5	1998	1,933	1,919	1,902	1,892
6	1709	1,653	1,641	1,627	1,619
7	1467	1,419	1,409	1,396	1,389
8	1711	1,655	1,643	1,629	1,621
9	1825	1,765	1,753	1,737	1,728
10	2128	2,058	2,044	2,026	2,015

Table 3 - Total Convenience Goods Expenditure, by Zone (£m)

Zone	Convenience Expenditure					Convenience Growth		
	2013	2015	2020	2025	2030	2015-2020	2015-2025	2015-2030
1	118.8	117.8	124.2	129.7	134.6	6.4	11.9	16.8
2	113.5	112.6	118.8	124.0	128.7	6.1	11.4	16.1
3	162.7	161.4	170.2	177.7	184.5	8.8	16.3	23.0
4	119.9	119.4	126.3	131.2	135.7	6.8	11.8	16.2
5	233.7	231.8	244.5	255.3	264.9	12.6	23.4	33.1
6	256.9	254.9	268.8	280.6	291.2	13.9	25.8	36.4
7	166.3	165.6	175.1	181.9	188.1	9.4	16.3	22.5
8	257.5	255.5	269.4	281.3	292.0	13.9	25.8	36.5
9	177.8	176.4	186.0	194.2	201.6	9.6	17.8	25.2
10	141.5	139.8	146.8	153.5	160.3	7.0	13.7	20.5
<b>Total</b>	<b>1,749</b>	<b>1,735</b>	<b>1,830</b>	<b>1,910</b>	<b>1,982</b>	<b>94.7</b>	<b>174.3</b>	<b>246.3</b>

**Notes**

2013 expenditure taken from Experian Retail Planner Area Profile Reports for each zone (2011 Census)

Comparison goods expenditure growth projected forward from 2013 base using the growth rates in Appendix 3 (Figure 6) of Experian Retail Planner Briefing Note 13 (October 2015).

Forecast growth rates excludes 30% of 'special forms of trading' to reflect the proportion of trading using traditional retail space, as advised by Experian Retail Planner Briefing Note 13 (Appendix 3).

**2013 prices**



Table 4: Expenditure Pattern of last main food destination by Zone, 2015

	Zone																				Total Survey Derived Turnover (£m)
	1	2	3	4	5	6	7	8	9	10	%	£m	%	£m	%	£m	%	£m	%	£m	
<b>WITHIN LONDON BOROUGH OF REDBRIDGE</b>																					
<b>Ifford Town Centre</b>	7	3.0	28	11.0			6	2.4			0	0.4	1	0.8	0	0.4	3	2.0			19.9
Sainsbury's, Roden Street	5	2.1	24	9.5			1	0.3			0	0.4	1	0.5	0	0.4	3	2.0			15.1
M&S Foodhall, High Road	1	0.2	3	1.3																	1.8
Iceland, High Road	0	0.2	1	0.2			5	1.9					0	0.3							2.3
Lidl, Ifford High Road	1	0.3																			0.3
Lidl, Cranbrook Road							0	0.2													0.2
Farmfoods, High Road	1	0.2																			0.2
Morrisons M Local, High Road																					
Other																					
<b>South Woodford District Centre</b>	5	2.0	2	0.8	5	2.9	5	2.1	36	29.0	7	6.4	0	0.3	0	0.4			3	1.2	45.1
Sainsbury's, George Lane	4	1.8	1	0.2	3	1.8	3	1.1	26	20.9	5	4.8							1	0.3	31.2
Waitrose, High Road	1	0.2			1	0.7	2	1.0	10	8.1	1	1.2			0	0.4			2	1.0	12.6
M&S Simply Food, George Lane			2	0.6							0	0.4									1.0
Other					1	0.3															0.3
<b>Wanstead District Centre</b>											2	2.1									2.1
Co-op, High Street											2	1.6									1.6
Other											1	0.5									0.5
<b>Gants Hill District Centre</b>			8	3.3			2	0.8	1	0.4											4.6
Sainsbury's Local, Cranbrook Road			8	3.3					1	0.4											3.8
Iceland, Cranbrook Road							2	0.8													0.8
Other																					
<b>Barkingside District Centre</b>	8	3.2	12	4.6	36	20.2					0	0.4							3	1.6	30.0
Sainsbury's, Tanners Lane	2	1.0	1	0.5	11	6.1													3	1.4	9.4
Tesco, Cranbrook Road	5	2.2	10	4.1	24	13.7													1	0.3	20.3
Other					1	0.3															0.3
<b>Chadwell Heath District Centre</b>	1	0.4	1	0.4														8	4.7		5.5
Sainsbury's, High Road	1	0.4																4	2.3		2.7
Tesco Express, High Road			1	0.4														4	2.4		2.8
<b>Goodmayes Local Centre</b>	40	16.6	13	5.2	1	0.3	10	4.0			3	3.1			5	4.6	8	4.8	1	0.4	39.0
Tesco Extra, High Road	40	16.6	13	5.2	1	0.3	10	4.0			3	3.1			5	4.6	8	4.8	1	0.4	39.0
Other																					
<b>Seven Kings Local Centre</b>	5	2.1	1	0.3			2	0.7									5	3.3			6.4
Aldi, High Road	5	2.1	1	0.3			2	0.7									5	3.3			6.4
Other																					
<b>Newbury Park Local Centre</b>	1	0.3	1	0.2	3	1.4													1	0.4	2.3
Aldi, Horns Road, Newbury Retail Park, Newbury	1	0.3	1	0.2	3	1.4													1	0.4	2.3
Other																					
<b>Woodford Broadway/Snakes Lane Local Centre</b>							0	0.2	3	2.3											2.5
Budgens, Snakes Lane							0	0.2	3	2.3											2.3
Sainsbury's Local, The Broadway																					0.2
Other																					
<b>Other</b>	19	8.0	13	5.1	26	14.4	1	0.6	6	4.6	0	0.4					3	1.8	2	0.9	35.7
Sainsbury's, King George Avenue	17	7.1	9	3.5	5	2.6			2	1.9							2	0.9	1	0.4	16.6
Tesco, Southend Road, Woodford Green	2	0.7	1	0.3	10	5.6	0	0.2	1	0.4	0	0.4									7.7
Lidl, Fencepiece Road, Hainault			2	0.6	7	3.8			3	2.3											6.7
Tesco Express, High Road, Woodford Green			1	0.2	1	0.6											1	0.3			1.1
Co-op, Fencepiece Road, Hainault, IG6 2LD					3	1.7															1.7
Other	0	0.2	1	0.4			1	0.4									1	0.5	1	0.4	1.9
<b>LONDON BOROUGH OF REDBRIDGE SUB TOTAL</b>	<b>86</b>	<b>35.6</b>	<b>79</b>	<b>30.9</b>	<b>69</b>	<b>39.2</b>	<b>26</b>	<b>10.9</b>	<b>45</b>	<b>36.4</b>	<b>14</b>	<b>12.7</b>	<b>2</b>	<b>1.0</b>	<b>6</b>	<b>5.4</b>	<b>27</b>	<b>16.5</b>	<b>9</b>	<b>4.6</b>	<b>193.2</b>
<b>OTHER WITHIN SURVEY AREA</b>																					
Stratford (including Westfield Stratford City)			3	1.2			6	2.5			21	18.4	8	4.4			36	22.2			26.5
Dagenham													1	0.6	22	19.7			58	28.2	42.6
Loughton					1	0.6			7	5.9					0	0.4					35.1
Beckton	1	0.3	5	1.8			27	11.2			8	7.5	57	33.1	27	24.1	1	0.9			79.0
Barking	6	2.5	8	3.3	3	1.9	5	2.2					9	5.1	21	18.7	1	0.9			34.5
Chigwell					3	1.7															1.7
Canning Town									6	4.6	1	0.5	6	3.3							3.3
Chingford							7	3.0	1	0.6	28	24.8							1	0.7	5.8
Leytonstone			1	0.3							8	7.2									28.7
East Ham/Upton Park					17	7.1							15	8.5	1	0.6					23.4
Other	1	0.2			4	2.2	3	1.1	23	18.6	3	2.7	0	0.3	1	0.6	5	3.1	3	1.4	30.3
<b>Inside Survey Area Sub-total</b>	<b>94</b>	<b>38.7</b>	<b>95</b>	<b>37.6</b>	<b>81</b>	<b>45.7</b>	<b>91</b>	<b>38.0</b>	<b>81</b>	<b>66.1</b>	<b>83</b>	<b>73.7</b>	<b>97</b>	<b>56.2</b>	<b>78</b>	<b>69.6</b>	<b>71</b>	<b>43.7</b>	<b>71</b>	<b>34.9</b>	<b>504.1</b>
<b>Outside Study Area</b>																					
Romford	2	0.9	1	0.3	2	1.0					1	0.6	0	0.3	1	0.5	10	6.5	5	2.6	12.6
Rainham															10	9.2	5	3.2			12.4
Upminster															2	1.6					1.6
Hornchurch	1	0.2	2	0.6											2	2.2	3	1.8	2	1.1	6.0
Walthamstow					1	0.5			2	2.0	1	1.1							6	3.0	6.5
Chingford							5	4.2									5	2.9			7.1
Leyton					3	1.4	1	0.3			7	6.4									8.1
Other	2	1.0	2	0.8			3	1.4	2	1.4	2	2.1	1	0.7	2	1.6	1	0.5	6	2.9	12.2
<b>Outside Survey Area Sub-total</b>	<b>5</b>	<b>2.1</b>	<b>4</b>	<b>1.7</b>	<b>5</b>	<b>2.8</b>	<b>4</b>	<b>1.7</b>	<b>9</b>	<b>7.5</b>	<b>12</b>	<b>10.3</b>	<b>2</b>	<b>1.0</b>	<b>17</b>	<b>15.1</b>	<b>24</b>	<b>14.9</b>	<b>20</b>	<b>9.5</b>	<b>66.6</b>
Internet / home delivery / Click & Collect	1	0.5	0	0.1	14	8.0	5	2.2	9	7.5	6	5.2	1	0.8	5	4.7	5	3.1	9	4.5	36.7
<b>Total</b>	<b>100</b>	<b>41.2</b>	<b>100</b>	<b>39.4</b>	<b>100</b>	<b>56.5</b>	<b>100</b>	<b>41.8</b>	<b>100</b>	<b>81.1</b>	<b>100</b>	<b>89.2</b>	<b>100</b>	<b>58.0</b>	<b>100</b>	<b>89.4</b>	<b>100</b>	<b>61.7</b>	<b>100</b>	<b>48.9</b>	<b>607.4</b>

Notes:  
Market share figures derived from Question 4 of the Redbridge Household Shoppers Survey undertaken by NEMS in October 2015  
Split between main food and top-up expenditure is assessed to be 70%/30%  
Split between last main food shop and time before last main food shop is assessed to be 50%/50%. Based on answers re: amount of spend identified in Q4 and Q9 of the Redbridge Household Shoppers Survey  
Excludes responses "don't know / don't do / varies"  
Figures may not add due to rounding  
2013 Prices



Table 5: Expenditure Pattern of time before last main food destination by Zone, 2015

	Zone																				Total Survey Derived Turnover (£m)
	1	2	3	4	5	6	7	8	9	10	%	£m	%	£m	%	£m	%	£m	%	£m	
<b>WITHIN LONDON BOROUGH OF REDBRIDGE</b>																					
<b>Ifford Town Centre</b>	10	4.2	27	10.7	8	4.6	6	2.6										4	2.4		24.5
Sainsbury's, Roden Street	8	3.4	19	7.5	1	0.4	5	2.2										2	1.5		15.0
M&S Foodhall, High Road			1	0.6	6	3.5	0	0.2													4.2
Iceland, High Road	1	0.3	2	0.8	1	0.7															1.8
Lidl, Ifford High Road	1	0.2	1	0.4			0	0.2										2	0.9		1.8
Lidl, Cranbrook Road				2																	0.9
Farmfoods, High Road	1	0.2	1	0.3																	0.5
Morrisons M Local, High Road			1	0.3																	0.3
Other																					
<b>South Woodford District Centre</b>	3	1.4	4	1.5	7	4.1	5	2.2	29	23.9	9	8.5	2	1.3					3	1.5	44.3
Sainsbury's, George Lane	1	0.4	1	0.2	5	2.9	1	0.6	19	15.5	6	5.0							1	0.3	24.9
Waitrose, High Road	2	0.9	3	1.1	2	0.9	4	1.6	9	7.3	4	3.5							3	1.2	16.5
M&S Simply Food, George Lane			0	0.1	1	0.4			1	1.1			2	1.3							2.5
Other																					0.4
<b>Wanstead District Centre</b>												3	3.0								3.0
Co-op, High Street												2	1.6								1.6
Other												2	1.4								1.4
<b>Gants Hill District Centre</b>			4	1.5	1	0.4	1	0.3	2	1.4											3.6
Sainsbury's Local, Cranbrook Road			4	1.5	1	0.4	1	0.3	2	1.4											3.6
Iceland, Cranbrook Road																					
Other																					
<b>Barkingside District Centre</b>	8	3.4	11	4.2	28	15.7					0	0.4			0	0.4			3	1.5	25.5
Sainsbury's, Tanners Lane	2	0.8	3	1.0	15	8.6					0	0.4			0	0.4			2	1.2	12.4
Tesco, Cranbrook Road	5	2.1	8	3.2	12	6.7													1	0.3	12.3
Other	1	0.4			1	0.4															0.8
<b>Chadwell Heath District Centre</b>	1	0.3	1	0.3											2	1.6	11	6.7	1	0.5	9.4
Sainsbury's, High Road	1	0.3													2	1.6	9	5.8			7.8
Tesco Express, High Road			1	0.3													2	1.0	1	0.5	1.7
<b>Goodmayes Local Centre</b>	30	12.2	10	4.0	1	0.4	8	3.2			4	3.2			3	2.3	2	0.9			26.2
Tesco Extra, High Road	30	12.2	10	4.0	1	0.4	8	3.2			4	3.2			3	2.3	2	0.9			26.2
Other																					
<b>Seven Kings Local Centre</b>	8	3.2	3	1.3			1	0.4							1	1.0	5	3.3	1	0.4	9.6
Aldi, High Road	8	3.2	3	1.3			1	0.4							1	1.0	5	3.3	1	0.4	9.6
Other																					
<b>Newbury Park Local Centre</b>	1	0.3	1	0.2	1	0.8															1.3
Aldi, Horns Road, Newbury Retail Park, Newbury	1	0.3	1	0.2	1	0.8															1.3
Other																					
<b>Woodford Broadway/Snakes Lane Local Centre</b>					1	0.4	0	0.2	2	2.0											2.5
Budgens, Snakes Lane					1	0.4	0	0.2	2	2.0											2.3
Sainsbury's Local, The Broadway							0	0.2													0.2
Other																					
<b>Other</b>	16	6.4	15	6.0	20	11.3	1	0.4	13	10.8	0	0.4			2	2.0	4	2.6	3	1.6	41.4
Sainsbury's, King George Avenue	13	5.2	13	5.3	3	2.0			2	2.0					0	0.4	3	1.8			16.5
Tesco, Southend Road, Woodford Green	2	0.8	1	0.5	7	3.7	1	0.4	8	6.5									1	0.4	12.2
Lidl, Fencepiece Road, Hainault	1	0.2			6	3.5			1	0.6									2	1.2	5.6
Tesco Express, High Road, Woodford Green					2	1.1			2	1.3					2	1.6					4.0
Co-op, Fencepiece Road, Hainault, IG6 2LD					1	0.4															0.4
Other	1	0.2	1	0.2	1	0.6			1	0.5	0	0.4					1	0.8			2.7
<b>LONDON BOROUGH OF REDBRIDGE SUB TOTAL</b>	<b>76</b>	<b>31.4</b>	<b>75</b>	<b>29.7</b>	<b>67</b>	<b>37.6</b>	<b>22</b>	<b>9.2</b>	<b>47</b>	<b>38.0</b>	<b>17</b>	<b>15.4</b>	<b>2</b>	<b>1.3</b>	<b>8</b>	<b>7.3</b>	<b>26</b>	<b>16.0</b>	<b>11</b>	<b>5.4</b>	<b>191.4</b>
<b>OTHER WITHIN SURVEY AREA</b>																					
Stratford (including Westfield Stratford City)			3	1.3			10	4.1			16	13.9	8	4.7							24.0
Dagenham	3	1.4	1	0.2											20	17.7	46	28.6			47.9
Loughton					3	1.5	1	0.3	4	3.6					1	1.0			56	27.2	33.5
Beckton	1	0.5	4	1.6	21	8.8	21	8.8			5	4.4	59	34.3	16	14.4	1	0.6	1	0.4	64.9
Barking	11	4.6	13	5.3	5	2.6	10	4.2					1	0.7	28	24.9	1	0.3			42.7
Chigwell					2	1.1															1.1
Canning Town													6	3.5							3.5
Chingford					1	0.7	0	0.2	8	6.1											7.0
Leytonstone					5	2.2	1	0.6	25	22.3											25.1
East Ham/Upton Park	0	0.2			17	7.0	11	9.9			15	8.5	1	0.6	1	0.6	1	0.3			26.5
Other	2	0.7			3	1.6	6	2.3	22	17.8	3	2.4	1	0.7	0	0.4	1	0.5	3	1.2	27.7
<b>Inside Survey Area Sub-total</b>	<b>94</b>	<b>38.7</b>	<b>97</b>	<b>38.1</b>	<b>80</b>	<b>45.1</b>	<b>91</b>	<b>38.2</b>	<b>82</b>	<b>66.2</b>	<b>77</b>	<b>68.4</b>	<b>93</b>	<b>53.7</b>	<b>74</b>	<b>66.3</b>	<b>75</b>	<b>46.4</b>	<b>70</b>	<b>34.3</b>	<b>495.4</b>
<b>Outside Study Area</b>																					
Romford	2	0.9	1	0.4	5	2.7	0	0.2			1	0.6			2	1.8	7	4.6	6	2.7	14.0
Rainham															15	13.1	5	2.8			15.9
Upminster													1	0.4	2	2.0					2.4
Hornchurch	1	0.2	2	0.7											1	1.3	4	2.3			4.5
Walthamstow									4	3.2	1	0.5							6	3.2	6.9
Chingford									6	4.6	0	0.4					5	2.9	1	0.4	8.2
Leyton							1	0.5	1	0.6	11	10.2									11.3
Other	2	0.8	0	0.1	1	0.8	1	0.4	2	1.3	2	2.2	4	2.1	2	1.7	2	1.2	11	5.6	16.1
<b>Outside Survey Area Sub-total</b>	<b>5</b>	<b>1.9</b>	<b>3</b>	<b>1.2</b>	<b>6</b>	<b>3.5</b>	<b>3</b>	<b>1.1</b>	<b>12</b>	<b>9.7</b>	<b>16</b>	<b>13.9</b>	<b>4</b>	<b>2.5</b>	<b>22</b>	<b>19.8</b>	<b>22</b>	<b>13.8</b>	<b>24</b>	<b>11.9</b>	<b>79.4</b>
Internet / home delivery / Click & Collect	1	0.5	0	0.1	14	7.9	6	2.5	6	5.2	8	6.9	3	1.8	4	3.3	2	1.5	6	2.8	32.6
<b>Total</b>	<b>100</b>	<b>41.2</b>	<b>100</b>	<b>39.4</b>	<b>100</b>	<b>56.5</b>	<b>100</b>	<b>41.8</b>	<b>100</b>	<b>81.1</b>	<b>100</b>	<b>89.2</b>	<b>100</b>	<b>58.0</b>	<b>100</b>	<b>89.4</b>	<b>100</b>	<b>61.7</b>	<b>100</b>	<b>48.9</b>	<b>607.4</b>

Notes:  
Market share figures derived from Question 4 of the Redbridge Household Shoppers Survey undertaken by NEMS in October 2015  
Split between main food and top-up expenditure is assessed to be 70%/30%  
Split between last main food shop and time before last main food shop is assessed to be 50%/50%. Based on answers re: amount of spend identified in Q4 and Q9 of the Redbridge Household Shoppers Survey  
Excludes responses "don't know / don't do / varies"  
Figures may not add due to rounding  
2013 Prices



Table 6: Expenditure Pattern of Main Convenience Goods Shopping by Zone, 2015

	1		2		3		4		5		6		7		8		9		10		Total Survey Derived Turnover (£m)	Market Share (%)
	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m		
<b>WITHIN LONDON BOROUGH OF REDBRIDGE</b>																						
<b>Iford Town Centre</b>	<b>9</b>	<b>7.2</b>	<b>28</b>	<b>21.7</b>	<b>4</b>	<b>4.6</b>	<b>6</b>	<b>5.0</b>			<b>0</b>	<b>0.4</b>	<b>1</b>	<b>0.8</b>	<b>0</b>	<b>0.4</b>	<b>4</b>	<b>4.4</b>			<b>44.3</b>	<b>4</b>
Sainsbury's, Roden Street	7	5.5	22	17.0	0	0.4	3	2.5			0	0.4	0	0.5	0	0.4	3	3.5			30.1	2
M&S Foodhall, High Road	0	0.2	2	1.8	3	3.5	0	0.2													6.0	0
Iceland, High Road	1	0.5	1	1.0	1	0.7	2	1.9													4.1	0
Lidl, Iford High Road	1	0.5	1	0.4			0	0.2									1	0.9			2.0	0
Lidl, Cranbrook Road							0	0.2													1.1	0
Farmfoods, High Road	1	0.5																			0.7	0
Morrisons M Local, High Road																					0.3	0
Other																						
<b>South Woodford District Centre</b>	<b>4</b>	<b>3.4</b>	<b>3</b>	<b>2.3</b>	<b>6</b>	<b>7.0</b>	<b>5</b>	<b>4.3</b>	<b>33</b>	<b>52.9</b>	<b>8</b>	<b>14.9</b>	<b>1</b>	<b>1.6</b>	<b>0</b>	<b>0.4</b>			<b>3</b>	<b>2.7</b>	<b>89.4</b>	<b>7</b>
Sainsbury's, George Lane	3	2.2	1	0.4	4	4.7	2	1.7	22	36.4	6	9.8	0	0.3					1	0.5	56.1	5
Waitrose, High Road	1	1.2	1	1.1	1	1.6	3	2.6	9	15.4	3	4.7							2	2.2	29.1	2
M&S Simply Food, George Lane			1	0.8					1	1.1	0	0.4	1	1.3							3.5	0
Other					1	0.7															0.7	0
<b>Wanstead District Centre</b>											<b>3</b>	<b>5.1</b>									<b>5.1</b>	<b>0</b>
Co-op, High Street											2	3.2									3.2	0
Other											1	1.9									1.9	0
<b>Gants Hill District Centre</b>			<b>6</b>	<b>4.8</b>	<b>0</b>	<b>0.4</b>	<b>1</b>	<b>1.1</b>	<b>1</b>	<b>1.8</b>											<b>8.1</b>	<b>1</b>
Sainsbury's Local, Cranbrook Road			6	4.8	0	0.4	0	0.3	1	1.8											7.3	1
Iceland, Cranbrook Road							1	0.8													0.8	0
Other																						
<b>Barkingside District Centre</b>	<b>8</b>	<b>6.5</b>	<b>11</b>	<b>8.9</b>	<b>32</b>	<b>35.9</b>					<b>0</b>	<b>0.7</b>			<b>0</b>	<b>0.4</b>			<b>3</b>	<b>3.1</b>	<b>55.5</b>	<b>5</b>
Sainsbury's, Tanners Lane	2	1.8	2	1.6	13	14.7					0	0.7			0	0.4			3	2.6	21.8	2
Tesco, Cranbrook Road	5	4.3	9	7.3	18	20.4													1	0.5	32.6	3
Other	1	0.4			1	0.7															1.1	0
<b>Chadwell Heath District Centre</b>	<b>1</b>	<b>0.8</b>	<b>1</b>	<b>0.6</b>											<b>1</b>	<b>1.6</b>	<b>9</b>	<b>11.4</b>	<b>0</b>	<b>0.5</b>	<b>15.0</b>	<b>1</b>
Sainsbury's, High Road	1	0.8													1	1.6	7	8.1			10.5	1
Tesco Express, High Road			1	0.6													3	3.4	0	0.5	4.5	0
<b>Goodmayes Local Centre</b>	<b>35</b>	<b>28.8</b>	<b>12</b>	<b>9.2</b>	<b>1</b>	<b>0.7</b>	<b>9</b>	<b>7.2</b>			<b>4</b>	<b>6.3</b>			<b>4</b>	<b>6.9</b>	<b>5</b>	<b>5.7</b>	<b>0</b>	<b>0.4</b>	<b>65.2</b>	<b>5</b>
Tesco Extra, High Road	35	28.8	12	9.2	1	0.7	9	7.2			4	6.3			4	6.9	5	5.7	0	0.4	65.2	5
Other																						
<b>Seven Kings Local Centre</b>	<b>6</b>	<b>5.3</b>	<b>2</b>	<b>1.6</b>			<b>1</b>	<b>1.1</b>							<b>1</b>	<b>1.0</b>	<b>5</b>	<b>6.7</b>	<b>0</b>	<b>0.4</b>	<b>16.0</b>	<b>1</b>
Aldi, High Road	6	5.3	2	1.6			1	1.1							1	1.0	5	6.7	0	0.4	16.0	1
Other																						
<b>Newbury Park Local Centre</b>	<b>1</b>	<b>0.6</b>	<b>1</b>	<b>0.4</b>	<b>2</b>	<b>2.2</b>													<b>0</b>	<b>0.4</b>	<b>3.7</b>	<b>0</b>
Aldi, Horns Road, Newbury Retail Park, Newbury	1	0.6	1	0.4	2	2.2													0	0.4	3.7	0
Other																						
<b>Woodford Broadway/Snakes Lane Local Centre</b>					<b>0</b>	<b>0.4</b>	<b>0</b>	<b>0.4</b>	<b>3</b>	<b>4.3</b>											<b>5.1</b>	<b>0</b>
Budgens, Snakes Lane					0	0.4			3	4.3											4.7	0
Sainsbury's Local, The Broadway																					0.4	0
Other																						
<b>Other</b>	<b>17</b>	<b>14.4</b>	<b>14</b>	<b>11.1</b>	<b>23</b>	<b>25.7</b>	<b>1</b>	<b>0.9</b>	<b>9</b>	<b>15.4</b>	<b>0</b>	<b>0.7</b>			<b>1</b>	<b>2.0</b>	<b>4</b>	<b>4.4</b>	<b>3</b>	<b>2.5</b>	<b>77.2</b>	<b>6</b>
Sainsbury's, King George Avenue	15	12.3	11	8.8	4	4.6			2	3.9					0	0.4	2	2.7	0	0.4	33.1	3
Tesco, Southend Road, Woodford Green	2	1.5	1	0.8	8	9.4	1	0.6	4	6.9	0	0.4							0	0.4	19.9	2
Lidl, Fencepiece Road, Hainault	0	0.2	1	0.6	7	7.4			2	2.9									1	1.2	12.3	1
Tesco Express, High Road, Woodford Green			0	0.2	1	1.7			1	1.3					1	1.6	0	0.3			5.1	0
Co-op, Fencepiece Road, Hainault, IG6 2LD					2	2.1															2.1	0
Other	0	0.4	1	0.7	1	0.6	0	0.4	0	0.5	0	0.4					1	1.3	0	0.4	4.6	0
<b>LONDON BOROUGH OF REDBRIDGE SUB TOTAL</b>	<b>81</b>	<b>67.1</b>	<b>77</b>	<b>60.7</b>	<b>68</b>	<b>76.8</b>	<b>24</b>	<b>20.1</b>	<b>46</b>	<b>74.4</b>	<b>16</b>	<b>28.1</b>	<b>2</b>	<b>2.3</b>	<b>7</b>	<b>12.6</b>	<b>26</b>	<b>32.6</b>	<b>10</b>	<b>10.0</b>	<b>384.6</b>	<b>32</b>
<b>OTHER WITHIN SURVEY AREA</b>																						
Stratford (including Westfield Stratford City)			3	2.5			8	6.6			18	32.3	8	9.0			21	37.4	41	50.8		
Dagenham	2	1.4	0	0.2									0	0.6							50.4	4
Loughton					2	2.1	0	0.3	6	9.5					1	1.4					90.4	7
Beckton	1	0.8	4	3.4			24	20.0			7	11.9	58	67.4	22	38.5	1	1.5	0	0.4	68.7	6
Barking	9	7.2	11	8.6	4	4.5	8	6.4					5	5.8	24	43.7	1	1.3			143.9	12
Chigwell					3	2.9															77.3	6
Canning Town													6	6.8							2.9	0
Chingford					1	0.7	0	0.2	7	10.7	0	0.5							1	0.7	6.8	1
Leytonstone			0	0.3			6	5.1	1	1.2	26	47.1									12.8	1
East Ham/Upton Park	0	0.2					17	14.1	10	17.1			15	17.0	1	1.3	0	0.3			53.8	4
Other	1	0.9			3	3.8	4	3.5	22	36.4	3	5.1	1	1.0	1	1.0	3	3.6	3	2.7	49.9	4
Other																					58.0	5
<b>Inside Survey Area Sub-total</b>	<b>94</b>	<b>77.4</b>	<b>96</b>	<b>75.7</b>	<b>80</b>	<b>90.8</b>	<b>91</b>	<b>76.1</b>	<b>82</b>	<b>132.3</b>	<b>80</b>	<b>142.1</b>	<b>95</b>	<b>109.9</b>	<b>76</b>	<b>135.9</b>	<b>73</b>	<b>90.1</b>	<b>71</b>	<b>69.1</b>	<b>999</b>	<b>82</b>
<b>Outside Study Area</b>																						
Romford	2	1.8	1	0.7	3	3.7	0	0.2			1	1.3	0	0.3	1	2.3	9	11.1	5	5.3	26.5	2
Rainham															12	22.3	5	6.0			28.3	2
Upminster													0	0.4	2	3.6					4.0	0
Hornchurch	1	0.5	2	1.3											2	3.5	3	4.1	1	1.1	10.5	1
Walthamstow					0	0.5			3	5.2	1	1.7							6	6.1	13.4	1
Chingford									5	8.8	0	0.4					5	5.8	0	0.4	15.4	1
Leyton					1	1.4	1	0.8	0	0.6	9	16.6									19.4	2
Other	2	1.7	1	0.9	1	0.8	2	1.9	2	2.6	2	4.3	2	2.7	2	3.3	1	1.7	9	8.5	28.4	2
<b>Outside Survey Area Sub-total</b>	<b>5</b>	<b>4.0</b>	<b>4</b>	<b>2.9</b>	<b>6</b>	<b>6.3</b>	<b>3</b>	<b>2.8</b>	<b>11</b>	<b>17.2</b>	<b>14</b>	<b>24.2</b>	<b>3</b>	<b>3.4</b>	<b>20</b>	<b>34.9</b>	<b>23</b>	<b>28.7</b>	<b></b>			



Table 7: Expenditure Pattern of Top-up Convenience Goods Shopping by Zone, 2015

	Zone																				Total Survey Derived Turnover (£m)	Market Share (%)
	1	2	3	4	5	6	7	8	9	10	%	£m	%	£m	%	£m	%	£m	%	£m		
<b>WITHIN LONDON BOROUGH OF REDBRIDGE</b>																						
<b>Ifford Town Centre</b>	<b>24</b>	<b>8.3</b>	<b>42</b>	<b>14.2</b>	<b>1</b>	<b>0.7</b>	<b>3</b>	<b>1.2</b>	<b>1</b>	<b>0.7</b>			<b>1</b>	<b>0.7</b>	<b>7</b>	<b>5.1</b>	<b>4</b>	<b>2.3</b>	<b>1</b>	<b>0.4</b>	<b>33.8</b>	<b>6</b>
Sainsbury's, Roden Street	1	0.4	19	6.4			1	0.5					1	1.1			1	0.4			8.9	2
M&S Foodhall, High Road			3	0.9	1	0.3							1	0.4							1.7	0
Iceland, High Road	1	0.4	4	1.3			1	0.5													2.2	0
Lidl, Ifford High Road	2	0.6	5	1.8																	2.4	0
Lidl, Cranbrook Road			5	1.8			1	0.3													2.1	0
Farmfoods, High Road	4	1.5																			1.5	0
Morrisons M Local, High Road	1	0.2	1	0.2															1	0.4	0.9	0
Other	15	5.2	5	1.9	1	0.3			1	0.7			1	0.7	5	3.6	4	1.9			14.2	3
<b>South Woodford District Centre</b>	<b>0</b>	<b>0.2</b>			<b>9</b>	<b>4.1</b>	<b>2</b>	<b>0.6</b>	<b>20</b>	<b>13.9</b>	<b>2</b>	<b>1.3</b>			<b>1</b>	<b>0.7</b>					<b>20.9</b>	<b>4</b>
Sainsbury's, George Lane	0	0.2							10	7.1	1	0.7			1	0.7					8.8	2
Waitrose, High Road					7	3.3	2	0.6	5	3.5	1	0.6									8.1	2
M&S Simply Food, George Lane					2	0.8			4	2.8											3.6	1
Other									1	0.5											0.5	0
<b>Wanstead District Centre</b>							<b>2</b>	<b>0.6</b>			<b>13</b>	<b>9.6</b>									<b>10.2</b>	<b>2</b>
Co-op, High Street											8	6.2									6.2	1
Other							2	0.6			4	3.3									4.0	1
<b>Gants Hill District Centre</b>	<b>2</b>	<b>0.8</b>	<b>20</b>	<b>6.7</b>	<b>2</b>	<b>1.0</b>	<b>1</b>	<b>0.3</b>													<b>8.7</b>	<b>2</b>
Sainsbury's Local, Cranbrook Road	2	0.8	10	3.5	1	0.6	1	0.3													5.1	1
Iceland, Cranbrook Road			10	3.3																	3.3	1
Other					1	0.3															0.3	0
<b>Barkingside District Centre</b>	<b>10</b>	<b>3.6</b>	<b>1</b>	<b>0.4</b>	<b>22</b>	<b>10.7</b>	<b>3</b>	<b>1.2</b>			<b>1</b>	<b>0.6</b>									<b>16.5</b>	<b>3</b>
Sainsbury's, Tanners Lane					8	4.0					1	0.6									4.6	1
Tesco, Cranbrook Road	10	3.6	1	0.4	5	2.5	3	1.2													7.7	1
Other					9	4.2															4.2	1
<b>Chadwell Heath District Centre</b>															<b>1</b>	<b>0.4</b>	<b>8</b>	<b>4.3</b>			<b>4.7</b>	<b>1</b>
Sainsbury's, High Road															1	0.4	4	2.3			2.8	1
Tesco Express, High Road																	4	1.9			1.9	0
<b>Goodmayes Local Centre</b>	<b>14</b>	<b>5.0</b>	<b>4</b>	<b>1.5</b>											<b>6</b>	<b>4.3</b>	<b>6</b>	<b>3.3</b>			<b>14.0</b>	<b>3</b>
Tesco Extra, High Road	14	5.0	4	1.5											6	4.3	3	1.4			12.1	2
Other																	4	1.9			1.9	0
<b>Seven Kings Local Centre</b>	<b>12</b>	<b>4.1</b>	<b>2</b>	<b>0.7</b>													<b>4</b>	<b>1.9</b>			<b>6.8</b>	<b>1</b>
Aldi, High Road	10	3.7	2	0.7													4	1.9			6.3	1
Other	1	0.5																			0.5	0
<b>Newbury Park Local Centre</b>	<b>8</b>	<b>3.0</b>	<b>3</b>	<b>1.0</b>	<b>3</b>	<b>1.4</b>															<b>5.5</b>	<b>1</b>
Aldi, Horns Road, Newbury Retail Park, Newbury			3	1.0	3	1.4															2.5	0
Other	8	3.0																			3.0	1
<b>Woodford Broadway/Snakes Lane Local Centre</b>					<b>13</b>	<b>6.3</b>			<b>11</b>	<b>7.6</b>									<b>3</b>	<b>1.4</b>	<b>15.3</b>	<b>3</b>
Budgens, Snakes Lane					2	1.1			6	4.0											5.1	1
Sainsbury's Local, The Broadway					10	4.7			5	3.7									3	1.4	9.8	2
Other					1	0.5															0.5	0
<b>Other</b>	<b>17</b>	<b>6.0</b>	<b>17</b>	<b>5.9</b>	<b>27</b>	<b>13.1</b>	<b>14</b>	<b>5.1</b>	<b>23</b>	<b>16.3</b>					<b>1</b>	<b>0.4</b>	<b>3</b>	<b>1.4</b>	<b>4</b>	<b>1.5</b>	<b>49.7</b>	<b>10</b>
Sainsbury's, King George Avenue	4	1.6			2	0.8															2.3	0
Tesco, Southend Road, Woodford Green					5	2.6			7	5.1											7.7	1
Lidl, Fencepiece Road, Hainault					5	2.2													1	0.5	2.8	1
Tesco Express, High Road, Woodford Green									7	4.8											4.8	1
Co-op, Fencepiece Road, Hainault, IG6 2LD					8	3.9													1	0.4	4.3	1
Other	12	4.4	17	5.9	7	3.6	14	5.1	9	6.3					1	0.4	3	1.4	1	0.5	27.7	5
<b>LONDON BOROUGH OF REDBRIDGE SUB TOTAL</b>	<b>88</b>	<b>31.0</b>	<b>90</b>	<b>30.5</b>	<b>77</b>	<b>37.3</b>	<b>25</b>	<b>9.1</b>	<b>55</b>	<b>38.6</b>	<b>15</b>	<b>11.5</b>	<b>1</b>	<b>0.7</b>	<b>14</b>	<b>11.0</b>	<b>25</b>	<b>13.1</b>	<b>8</b>	<b>3.3</b>	<b>186.1</b>	<b>36</b>
<b>OTHER WITHIN SURVEY AREA</b>																						
Stratford (including Westfield Stratford City)	1	0.4			1	0.6	10	3.5			17	12.6	2	1.1	23	17.7	1	0.4	54	28.8	1	0.5
Dagenham			1	0.2	1	0.5			2	1.6					19	9.6	8	6.1	59	24.6	26.9	5
Loughton											3	2.3	1	0.6	31	24.1	1	0.4			18.0	3
Beckton					2	1.0															29.3	6
Barking	5	1.7	4	1.5	11	5.6															9.3	2
Chigwell																					9.3	2
Canning Town									9	6.3	2	1.9	11	5.4							5.4	1
Chingford											20	15.2									11.5	2
Leytonstone					1	0.4					11	8.7									15.6	3
East Ham/Upton Park	1	0.2			31	11.1			28	10.1	25	17.6	20	15.6	48	24.0	3	2.4	1	0.6	46.5	9
Other			1	0.4	1	0.5			28	10.1	25	17.6	20	15.6	14	7.1	1	0.6	1	0.6	53.1	10
<b>Inside Survey Area Sub-total</b>	<b>94</b>	<b>33.4</b>	<b>97</b>	<b>32.7</b>	<b>94</b>	<b>45.5</b>	<b>95</b>	<b>34.2</b>	<b>92</b>	<b>64.1</b>	<b>89</b>	<b>67.9</b>	<b>99</b>	<b>49.3</b>	<b>81</b>	<b>62.0</b>	<b>82</b>	<b>43.4</b>	<b>86</b>	<b>36.1</b>	<b>468.3</b>	<b>90</b>
<b>Outside Study Area</b>																						
Romford	0	0.2			1	0.3	2	0.8					1	0.4	3	2.7	14	7.3	5	2.0	13.7	3
Rainham															13	9.8	2	1.0			10.8	2
Upminster															1	0.4					0.4	0
Hornchurch															2	1.8	1	0.4			2.3	0
Walthamstow									7	4.8									6	2.7	7.5	1
Chingford									1	0.7											0.7	0
Leyton					1	0.3					6	4.2							1	0.4	4.9	1
Other	5	1.8	3	1.0	5	2.6	2	0.5			6	4.3							1	0.8	11.8	2
<b>Outside Survey Area Sub-total</b>	<b>6</b>	<b>2.0</b>	<b>3</b>	<b>1.0</b>	<b>6</b>	<b>3.0</b>	<b>5</b>	<b>1.7</b>	<b>8</b>	<b>5.5</b>	<b>11</b>	<b>8.6</b>	<b>1</b>	<b>0.4</b>	<b>19</b>	<b>14.7</b>	<b>18</b>	<b>9.5</b>	<b>14</b>	<b>5.9</b>	<b>52.1</b>	<b>10</b>
Internet / home delivery / Click & Collect			1	0.2																	0.2	0
<b>Total</b>	<b>100</b>	<b>35.3</b>	<b>100</b>	<b>33.8</b>	<b>100</b>	<b>48.4</b>	<b>100</b>	<b>35.8</b>	<b>100</b>	<b>69.6</b>	<b>100</b>	<b>76.5</b>	<b>100</b>	<b>49.7</b>	<b>100</b>	<b>76.6</b>	<b>100</b>	<b>52.9</b>	<b>100</b>	<b>41.9</b>	<b>520.6</b>	<b>100</b>

Notes:  
Split between main food and top-up expenditure is assessed to be 70%/30%

Excludes responses "don't know / don't do / varies"  
Figures may not add due to rounding

2013 Prices



Table 8: Expenditure Pattern of Convenience Goods Shopping by Zone, 2015 (Combined Main & Top-up)

	Zone																				Total Survey Derived Turnover (£m)	Market Share (%)			
	1		2		3		4		5		6		7		8		9		10						
	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%	£m	%					
<b>WITHIN LONDON BOROUGH OF REDBRIDGE</b>	<b>15.5</b>	<b>13</b>	<b>35.9</b>	<b>32</b>	<b>5.3</b>	<b>3</b>	<b>6.2</b>	<b>5</b>	<b>0.7</b>	<b>0</b>	<b>0.4</b>	<b>0</b>	<b>1.5</b>	<b>1</b>	<b>5.5</b>	<b>2</b>	<b>6.7</b>	<b>4</b>	<b>0.4</b>	<b>0</b>	<b>78.1</b>	<b>5</b>			
<b>Iford Town Centre</b>																									
Sainsbury's, Roden Street	5.9	5	23.4	21	0.4	0	3.0	3			0.4	0	0.5	0	1.5	1	3.9	2			38.9	2			
M&S Foodhall, High Road	0.2	0	2.7	2	3.8	2	0.2	0					0.3	0	0.4	0					7.7	0			
Iceland, High Road	0.9	1	2.3	2	0.7	0	2.4	2													6.3	0			
Lidl, Iford High Road	1.1	1	2.2	2			0.2	0									0.9	1			4.4	0			
Lidl, Cranbrook Road			2.8	2			0.5	0													3.2	0			
Farmfoods, High Road	2.0	2	0.3	0																	2.2	0			
Morrisons M Local, High Road	0.2	0	0.4	0																	1.1	0			
Other	5.2	4	1.9	2	0.3	0			0.7	0			0.7	0	3.6	1	1.9	1	0.4	0	14.2	1			
<b>South Woodford District Centre</b>	<b>3.5</b>	<b>3</b>	<b>2.3</b>	<b>2</b>	<b>11.1</b>	<b>7</b>	<b>5.0</b>	<b>4</b>	<b>66.8</b>	<b>29</b>	<b>16.2</b>	<b>6</b>	<b>1.6</b>	<b>1</b>	<b>1.1</b>	<b>0</b>					<b>2.7</b>	<b>2</b>	<b>110.4</b>	<b>6</b>	
Sainsbury's, George Lane	2.4	2	0.4	0	4.7	3	1.7	1	43.6	19	10.6	4	0.3	0	0.7	0					0.5	0	64.9	4	
Waitrose, High Road	1.2	1	1.1	1	4.9	3	3.3	3	18.9	8	5.3	2			0.4	0					2.2	2	37.2	2	
M&S Simply Food, George Lane			0.8	1	0.8	0			3.9	2	0.4	0	1.3	1									7.1	0	
Other					0.7	0			0.5	0													1.2	0	
<b>Wanstead District Centre</b>							<b>0.6</b>	<b>1</b>			<b>14.7</b>	<b>6</b>										<b>15.3</b>	<b>1</b>		
Co-op, High Street							0.6	1			9.5	4										9.5	1		
Other											5.2	2										5.9	0		
<b>Gants Hill District Centre</b>	<b>0.8</b>	<b>1</b>	<b>11.6</b>	<b>10</b>	<b>1.3</b>	<b>1</b>	<b>1.4</b>	<b>1</b>	<b>1.8</b>	<b>1</b>													<b>16.9</b>	<b>1</b>	
Sainsbury's Local, Cranbrook Road	0.8	1	8.3	7	1.0	1	0.6	0	1.8	1													12.4	1	
Iceland, Cranbrook Road			3.3	3			0.8	1															4.1	0	
Other					0.3	0																	0.3	0	
<b>Barkingside District Centre</b>	<b>10.2</b>	<b>9</b>	<b>9.3</b>	<b>8</b>	<b>46.5</b>	<b>29</b>	<b>1.2</b>	<b>1</b>			<b>1.3</b>	<b>1</b>			<b>0.4</b>	<b>0</b>						<b>3.1</b>	<b>2</b>	<b>72.0</b>	<b>4</b>
Sainsbury's, Tanners Lane	1.8	2	1.6	1	18.7	12					1.3	1			0.4	0							2.6	2	
Tesco, Cranbrook Road	8.0	7	7.7	7	22.9	14	1.2	1														0.5	0	40.3	2
Other	0.4	0			4.9	3																		5.3	0
<b>Chadwell Heath District Centre</b>	<b>0.8</b>	<b>1</b>	<b>0.6</b>	<b>1</b>											<b>2.0</b>	<b>1</b>	<b>15.7</b>	<b>9</b>	<b>0.5</b>	<b>0</b>			<b>19.7</b>	<b>1</b>	
Sainsbury's, High Road	0.8	1													2.0	1	10.4	6					13.2	1	
Tesco Express, High Road			0.6	1													5.3	3	0.5	0			6.4	0	
<b>Goodmayes Local Centre</b>	<b>33.8</b>	<b>29</b>	<b>10.7</b>	<b>10</b>	<b>0.7</b>	<b>0</b>	<b>7.2</b>	<b>6</b>			<b>6.3</b>	<b>2</b>			<b>11.2</b>	<b>4</b>	<b>9.0</b>	<b>5</b>	<b>0.4</b>	<b>0</b>			<b>79.2</b>	<b>5</b>	
Tesco Extra, High Road	33.8	29	10.7	10	0.7	0	7.2	6			6.3	2			11.2	4	7.1	4	0.4	0			77.3	4	
Other																	1.9	1					1.9	0	
<b>Seven Kings Local Centre</b>	<b>9.5</b>	<b>8</b>	<b>2.3</b>	<b>2</b>			<b>1.1</b>	<b>1</b>							<b>1.0</b>	<b>0</b>	<b>8.6</b>	<b>5</b>	<b>0.4</b>	<b>0</b>			<b>22.8</b>	<b>1</b>	
Aldi, High Road	9.0	8	2.3	2			1.1	1							1.0	0	8.6	5	0.4	0			22.3	1	
Other	0.5	0																					0.5	0	
<b>Newbury Park Local Centre</b>	<b>3.6</b>	<b>3</b>	<b>1.4</b>	<b>1</b>	<b>3.7</b>	<b>2</b>																<b>0.4</b>	<b>0</b>	<b>9.1</b>	<b>1</b>
Aldi, Horns Road, Newbury Retail Park, Newbury	0.6	0	1.4	1	3.7	2																0.4	0	6.1	0
Other	3.0	3																						3.0	0
<b>Woodford Broadway/Snakes Lane Local Centre</b>					<b>6.7</b>	<b>4</b>	<b>0.4</b>	<b>0</b>	<b>12.0</b>	<b>5</b>												<b>1.4</b>	<b>1</b>	<b>20.4</b>	<b>1</b>
Budgens, Snakes Lane					1.5	1			8.3	4														9.7	1
Sainsbury's Local, The Broadway					4.7	3	0.4	0	3.7	2												1.4	1	10.1	1
Other					0.5	0																		0.5	0
<b>Other</b>	<b>20.4</b>	<b>17</b>	<b>17.0</b>	<b>15</b>	<b>38.9</b>	<b>24</b>	<b>6.1</b>	<b>5</b>	<b>31.7</b>	<b>14</b>	<b>0.7</b>	<b>0</b>			<b>2.4</b>	<b>1</b>	<b>5.7</b>	<b>3</b>	<b>4.0</b>	<b>3</b>			<b>126.9</b>	<b>7</b>	
Sainsbury's, King George Avenue	13.9	12	8.8	8	5.4	3			3.9	2					0.4	0	2.7	2	0.4	0			35.5	2	
Tesco, Southend Road, Woodford Green	1.5	1	0.8	1	12.0	7	0.6	0	12.0	5	0.4	0											0.4	0	
Lidl, Fencepiece Road, Hainault	0.2	0	0.6	1	9.6	6			2.9	1													1.7	1	
Tesco Express, High Road, Woodford Green			0.2	0	1.7	1			6.1	3					1.6	1	0.3	0					10.0	1	
Co-op, Fencepiece Road, Hainault, IG6 2LD					6.0	4																	0.4	0	
Other	4.8	4	6.5	6	4.2	3	5.5	5	6.8	3	0.4	0			0.4	0	2.7	2	1.0	1			32.3	2	
<b>LONDON BOROUGH OF REDBRIDGE SUB TOTAL</b>	<b>98.1</b>	<b>83</b>	<b>91.2</b>	<b>81</b>	<b>114.1</b>	<b>71</b>	<b>29.2</b>	<b>24</b>	<b>112.9</b>	<b>49</b>	<b>39.6</b>	<b>16</b>	<b>3.0</b>	<b>2</b>	<b>23.6</b>	<b>9</b>	<b>45.7</b>	<b>26</b>	<b>13.3</b>	<b>10</b>			<b>570.7</b>	<b>33</b>	
<b>OTHER WITHIN SURVEY AREA</b>																									
Stratford (including Westfield Stratford City)			2.5	2	0.6	0	10.1	8			44.9	18	10.1	6			0.4	0					68.7	4	
Dagenham	1.8	2	0.2	0									1.4	1	55.2	22	79.7	45	0.5	0			138.8	8	
Loughton			0.2	0	2.6	2	0.3	0	11.2	5					1.4	1			80.0	57			95.6	6	
Beckton	0.8	1	3.4	3			20.0	17			14.2	6	77.0	46	44.7	17	1.5	1	0.4	0			161.9	9	
Barking	8.8	7	10.1	9	5.5	3	6.4	5					6.3	4	67.8	27	1.7	1					106.6	6	
Chigwell					8.4	5																3.8	3	12.2	1
Canning Town													12.2	7										12.2	1
Chingford					0.7	0	0.2	0	17.0	7	2.4	1							4.0	3			24.3	1	
Leytonstone			0.3	0			5.5	5	1.2	1	62.3	24												69.4	4
East Ham/Upton Park	0.4	0					25.1	21			25.8	10	41.0	25	3.7	1	0.3	0					96.4	6	
Other	0.9	1	0.4	0	4.3	3	13.6	11	54.0	23	20.7	8	8.1	5	1.6	1	4.2	2	3.2	2			111.0	6	
<b>Inside Survey Area Sub-total</b>	<b>110.8</b>	<b>94</b>	<b>108.3</b>	<b>96</b>	<b>136.3</b>	<b>84</b>	<b>110.3</b>	<b>92</b>	<b>196.3</b>	<b>85</b>	<b>210.0</b>	<b>82</b>	<b>159.2</b>	<b>96</b>	<b>197.9</b>	<b>77</b>	<b>133.6</b>	<b>76</b>	<b>105.2</b>	<b>75</b>			<b>1,468</b>		

**LONDON BOROUGH OF REDBRIDGE  
RETAIL CAPACITY ASSESSMENT  
APPENDIX 4 - CONVENIENCE GOODS**



**Table 9: Turnover of Convenience Retail Commitments, 2015**

App No	Commitment	Floorspace (sq m net)	Sales density (£/sq m)	Turnover (£m)
1091/12	Foodstore, 250-260, Fencepiece Road, Ilford	1,284	13,956	17.9

**Notes:**

Commitments details provided by the Council

Sales density assumed to be £13,956/sq m based on average sales density of the leading four supermarkets as identified in Verdict 2014

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**LONDON BOROUGH OF REDBRIDGE  
RETAIL CAPACITY ASSESSMENT  
APPENDIX 4 - CONVENIENCE GOODS**

**TABLE 10 - Survey Derived Performance of Stores in Redbridge Compared to Expected Benchmark Performance, 2015**

Foodstores	Gross Floorspace (sq m)	Net Floorspace (sq m)	Net Convenience Floorspace (sq m)	Sales Density (£/sq m)	Benchmark Convenience Goods Turnover (£m)	Survey Derived Convenience Goods Turnover (£m)	Overtrading (£m)
<b>Ilford Town Centre</b>							
Sainsbury's, Roden Street	5,466	3,826	3,252	12,692	41.3	38.9	-2.3
M&S Foodhall, High Road	1,606	1,124	1,124	11,218	12.6	7.7	-4.9
Iceland, High Road	1,391	1,043	1,043	7,111	7.4	6.3	-1.1
Lidl, Ilford High Road	1,300	975	829	3,522	2.9	4.4	1.5
Lidl, Cranbrook Road	1,000	750	638	3,522	2.2	3.2	1.0
Farmfoods, High Road	509	331	331	7,500	2.5	2.2	-0.3
Morrisons M Local, High Road	642	289	289	12,112	3.5	1.1	-2.4
Other	-	-	-	-	14.2	14.2	
<b>South Woodford District Centre</b>							
Sainsbury's, George Lane	5,211	3,648	3,101	12,692	39.4	64.9	25.5
Waitrose, High Road	4,297	3,008	2,858	13,876	39.7	37.2	-2.4
M&S Simply Food, George Lane	1,016	762	762	11,218	8.5	7.1	-1.5
Other	-	-	-	-	1.2	1.2	
<b>Wanstead District Centre</b>							
Co-op, High Street	633	475	475	8,525	4.0	9.5	5.4
Other	-	-	-	-	5.9	5.9	
<b>Gants Hill District Centre</b>							
Sainsbury's Local, Cranbrook Road	686	515	515	12,692	6.5	12.4	5.9
Iceland, Cranbrook Road	573	430	430	7,111	3.1	4.1	1.0
Other	-	-	-	-	0.3	0.3	
<b>Barkingside District Centre</b>							
Sainsbury's, Tanners Lane	4,390	3,073	2,458	12,692	31.2	26.4	-4.8
Tesco, Cranbrook Road	4,730	3,311	2,649	13,466	35.7	40.3	4.6
Other	-	-	-	-	5.3	5.3	
<b>Chadwell Heath District Centre</b>							
Sainsbury's, High Road	4,957	3,470	2,776	12,692	35.2	13.2	-22.0
Tesco Express, High Road	450	255	255	13,466	3.4	6.4	3.0
<b>Goodmayes Local Centre</b>							
Tesco Extra, High Road	9,545	6,682	4,677	13,466	63.0	77.3	14.4
Other	-	-	-	-	1.9	1.9	
<b>Seven Kings Local Centre</b>							
Aldi, High Road	1,394	1,185	1,007	11,748	11.8	22.3	10.5
Other	-	-	-	-	0.5	0.5	
<b>Newbury Park Local Centre</b>							
Aldi, Horns Road, Newbury Retail Park, Newbury	1,844	1,567	1,332	11,748	15.7	6.1	-9.5
Other	-	-	-	-	3.0	3.0	
<b>Woodford Broadway/Snakes Lane Local Centre</b>							
Budgens, Snakes Lane	1,102	827	744	7,500	5.6	9.7	4.2
Sainsbury's Local, The Broadways	373	167	167	12,692	2.1	10.1	8.0
Other	-	-	-	-	0.5	0.5	
<b>Other</b>							
Sainsbury's, King George Avenue	7,530	5,271	3,690	12,692	46.8	35.5	-11.3
Tesco, Southend Road, Woodford Green	3,368	2,358	1,886	13,466	25.4	27.6	2.2
Lidl, Fencepiece Road, Hainault	1,335	1,068	854	3,522	3.0	15.1	12.1
Tesco Express, High Road, Woodford Green	366	256	256	13,466	3.4	10.0	6.5
Co-op, Fencepiece Road, Hainault	487	262	262	8,525	2.2	6.4	4.2
Other	-	-	-	-	32.3	32.3	
<b>Redbridge Total</b>					<b>523.3</b>	<b>570.7</b>	<b>47.4</b>

**Notes:**

Gross and net floorspace figures derived from ORC Storepoint Database 2015

2013 Prices



**Table 11a: Estimated 'Capacity' for Convenience Goods Facilities in Redbridge**

Year	Turnover (£m)	Expenditure Available (£m)	Surplus Expenditure (£m)
2015	523.3	570.7	47.4
2020	517.6	601.9	84.3
2025	516.5	628.1	111.5
2030	516.5	651.8	135.2
<b>Market Share (%)</b>		33	

**Notes:**

Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner Briefing Note 13 (Oct 2015)  
Assumes constant market share claimed by Redbridge Borough at 33%

**2013 PRICES**

**Table 11b: Quantitative Need for Additional Convenience Goods Floorspace in Redbridge**

Year	£m	Floorspace Requirement (sq m net)	
		Min	Max
2015	47.4	3,399	6,778
2020	84.3	6,109	12,180
2025	111.5	8,121	16,191
2030	135.2	9,846	19,631

**Notes:**

Minimum Floorspace Capacity - Average sales density assumed to be £13,956/sq m based on average sales density of the leading four supermarkets as identified in Verdict 2015

Maximum Floorspace Capacity - Average sales density assumed to be £7,000/sq m which is based on WYG's knowledge of discount operators  
Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner Briefing Note 13 (Oct 2015)

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**Table 11c: Net Quantitative Need for Additional Convenience Goods Floorspace in Redbridge**

Year	Surplus (£m)	Extant (£m)	Residual (£m)	Floorspace Requirement (sq m net)	
				Min	Max
2015	47.4	17.9	29.5	2,115	4,218
2020	84.3	17.7	66.6	4,825	9,620
2025	111.5	17.6	93.9	6,837	13,631
2030	135.2	17.6	117.6	8,562	17,071

**Notes:**

Minimum Floorspace Capacity - Average sales density assumed to be £13,956/sq m based on average sales density of the leading four supermarkets as identified in Verdict 2015

Maximum Floorspace Capacity - Average sales density assumed to be £7,000/sq m which is based on WYG's knowledge of discount operators  
Residual calculated by subtracting turnover of commitments (Table 9) from surplus expenditure (Table 11a)

Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner Briefing Note 13 (Oct 2015)

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