

**LONDON BOROUGH OF REDBRIDGE
RETAIL CAPACITY ASSESSMENT
APPENDIX 5 - COMPARISON GOODS**

LBR 2.34.5



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
Total	989,200	1,015,059	1,078,117	1,135,011	1,183,507	63,058	6.2	119,952	11.8	168,448	16.6

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 2a - Per Capita Comparison Goods Expenditure, by Category, 2015 (£)

Zone	Expenditure Category									
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Recreatioanl Goods	Chemist Goods	Large Electrical	Small Electrical	DIY & Gardening	Furniture & Floorcoverings
1	819	174	151	284	366	389	43	260	97	223
2	761	158	139	252	325	351	47	235	88	206
3	985	205	149	376	431	478	73	282	123	224
4	710	127	103	200	245	303	61	150	69	166
5	1,026	213	155	376	416	471	80	274	117	224
6	780	141	118	251	277	338	85	181	77	187
7	635	105	94	190	219	270	77	137	63	152
8	810	136	112	223	291	324	69	222	79	187
9	898	153	123	241	327	356	57	264	87	204
10	1,005	229	182	358	512	472	94	378	162	255

Table 2b: Per Capita Comparison Goods Expenditure, by Category, 2020 (£)

Zone	Expenditure Category									
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Recreatioanl Goods	Chemist Goods	Large Electrical	Small Electrical	DIY & Gardening	Furniture & Floorcoverings
1	932	198	172	323	417	443	49	296	110	254
2	866	180	158	286	369	399	53	267	100	234
3	1,121	233	170	428	491	544	84	321	140	254
4	808	144	117	227	278	345	69	171	79	189
5	1,167	242	176	427	473	536	90	312	133	255
6	887	160	134	285	315	385	97	206	88	213
7	723	120	106	216	250	307	88	156	71	173
8	921	155	128	253	331	368	79	252	89	212
9	1,021	174	140	275	372	405	65	300	99	232
10	1,144	261	207	408	583	537	107	430	184	290

Table 2c: Per Capita Comparison Goods Expenditure, by Category, 2025 (£)

Zone	Expenditure Category									
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Recreatioanl Goods	Chemist Goods	Large Electrical	Small Electrical	DIY & Gardening	Furniture & Floorcoverings
1	1,084	230	200	376	484	515	57	345	128	295
2	1,007	209	184	333	429	464	62	311	116	272
3	1,303	271	197	497	570	632	97	373	162	296
4	940	168	136	264	324	401	80	199	92	220
5	1,357	281	205	497	550	623	105	363	155	296
6	1,031	186	156	332	366	448	113	240	102	247
7	840	140	124	251	290	357	102	181	83	201
8	1,071	180	148	294	385	428	92	293	104	247
9	1,188	202	163	319	432	471	75	349	115	270
10	1,330	303	240	474	678	625	125	500	214	337

Table 2d: Per Capita Comparison Goods Expenditure, by Category, 2030 (£)

Zone	Expenditure Category									
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Recreatioanl Goods	Chemist Goods	Large Electrical	Small Electrical	DIY & Gardening	Furniture & Floorcoverings
1	1,269	269	234	440	567	603	67	403	150	345
2	1,179	244	215	390	503	543	73	364	136	318
3	1,525	318	231	582	668	740	114	437	190	346
4	1,100	196	159	309	379	469	94	233	107	258
5	1,588	329	240	582	643	730	123	425	181	347
6	1,207	218	183	388	428	524	132	281	119	290
7	983	163	145	294	340	418	120	212	97	235
8	1,254	210	174	345	451	501	107	343	122	289
9	1,390	236	191	374	506	551	88	408	135	316
10	1,556	355	281	555	793	731	146	586	251	394

Notes

2013 expenditure taken from Experian
Comparison goods expenditure growth projected forward from 2013 base using the growth rates in Appendix 3 of Experian Retail Planner Briefing Note 13 (October 2015).
Forecast growth rates excludes 75% 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 3a - Total Comparison Goods Expenditure, by Category, 2015 (£)

Zone	Expenditure Category										Total Survey Derived Comparison Goods Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical	DIY & Gardening	Furniture & Floorcoverings	
1	55.7	11.8	10.3	19.3	24.9	26.5	2.9	17.7	6.6	15.2	191.0
2	52.0	10.8	9.5	17.2	22.2	23.9	3.2	16.0	6.0	14.0	174.8
3	84.0	17.5	12.7	32.1	36.8	40.8	6.3	24.1	10.5	19.1	283.8
4	57.0	10.2	8.3	16.0	19.6	24.3	4.9	12.1	5.6	13.4	171.4
5	123.1	25.5	18.6	45.1	49.9	56.5	9.5	32.9	14.0	26.9	401.9
6	120.2	21.7	18.2	38.7	42.6	52.2	13.2	27.9	11.9	28.8	375.4
7	74.1	12.3	10.9	22.2	25.6	31.5	9.0	16.0	7.3	17.7	226.7
8	125.0	21.0	17.3	34.4	45.0	50.0	10.7	34.2	12.1	28.8	378.5
9	89.7	15.3	12.3	24.1	32.6	35.5	5.7	26.3	8.7	20.4	270.7
10	68.3	15.6	12.3	24.3	34.8	32.1	6.4	25.7	11.0	17.3	247.8
Total	849.2	161.6	130.4	273.4	334.0	373.4	71.8	233.0	93.7	201.6	2,722

Table 3b: Total Comparison Goods Expenditure, by Category, 2020 (£)

Zone	Expenditure Category										Total Survey Derived Comparison Goods Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical	DIY & Gardening	Furniture & Floorcoverings	
1	67	14	12	23	30	32	4	21	8	18	230.8
2	63	13	11	21	27	29	4	19	7	17	211.2
3	102	21	15	39	44	49	8	29	13	23	342.9
4	69	12	10	19	24	29	6	15	7	16	207.5
5	149	31	22	54	60	68	12	40	17	32	485.6
6	145	26	22	47	52	63	16	34	14	35	453.6
7	90	15	13	27	31	38	11	19	9	21	274.6
8	151	25	21	42	54	60	13	41	15	35	457.3
9	108	18	15	29	39	43	7	32	10	25	327.1
10	82	19	15	29	42	39	8	31	13	21	298.1
Total	1,026.0	195.2	157.5	330.3	403.5	451.1	86.8	281.5	113.2	243.6	3,289

Table 3c: Total Comparison Goods Expenditure, by Category, 2025 (£)

Zone	Expenditure Category										Total Survey Derived Comparison Goods Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical	DIY & Gardening	Furniture & Floorcoverings	
1	83	17	15	29	37	39	4	26	10	22	282.7
2	77	16	14	25	33	35	5	24	9	21	258.7
3	124	26	19	47	54	60	9	36	16	28	420.1
4	84	15	12	24	29	36	7	18	8	20	253.0
5	182	38	27	67	74	84	14	49	21	40	594.8
6	178	32	27	57	63	77	19	41	18	43	555.7
7	109	18	16	33	38	46	13	24	11	26	334.7
8	185	31	26	51	67	74	16	51	18	43	560.2
9	133	23	18	36	48	53	8	39	13	30	400.7
10	101	23	18	36	51	47	9	38	16	26	365.7
Total	1,256.1	239.0	192.9	404.4	494.1	552.3	106.2	344.7	138.6	298.2	4,026

Table 3d: Total Comparison Goods Expenditure, by Category, 2030 (£)

Zone	Expenditure Category										Total Survey Derived Comparison Goods Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical	DIY & Gardening	Furniture & Floorcoverings	
1	101	21	19	35	45	48	5	32	12	27	345.2
2	94	19	17	31	40	43	6	29	11	25	315.9
3	152	32	23	58	66	74	11	44	19	34	512.9
4	102	18	15	29	35	44	9	22	10	24	307.8
5	222	46	34	81	90	102	17	59	25	49	726.2
6	217	39	33	70	77	94	24	51	21	52	678.4
7	133	22	20	40	46	57	16	29	13	32	407.2
8	226	38	31	62	81	90	19	62	22	52	683.9
9	162	28	22	44	59	64	10	48	16	37	489.2
10	124	28	22	44	63	58	12	47	20	31	449.4
Total	1,533.5	291.8	235.5	493.7	603.3	674.3	129.7	421.0	169.2	364.0	4,916

Table 3e: Change in Total Survey Area Available Comparison Expenditure 2015-2030

Change 2015-2020		Change 2015-2025		Change 2015-2030	
£m	%	£m	%	£m	%
566.7	20.8	1,304	47.9	2,194	80.6

Notes:

Total Expenditure = Population for each zone (Table 1) multiplied by per capita expenditure for each zone (Table 2a-2d)

2013 Prices



Table 4: Expenditure Pattern of Clothing & Footwear 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	%	£m	%	£m	%	£m	%	£m	%	£m		
WITHIN LONDON BOROUGH OF REDBRIDGE																						
Iford Town Centre	34	19.2	48	24.8	11	9.3	14	7.7	3	3.4	6	6.6	10	7.3	6	7.4	3	2.8	1	0.5	89.1	10
South Woodford District Centre									1	0.7											0.7	0
Wanstead District Centre	4	2.0									1	0.7									2.7	0
Gants Hill District Centre																						
Barkingside District Centre	1	0.3			4	3.0															3.3	0
Barkingside District Centre Sainsbury's, Tanners Lane Tesco, Cranbrook Road	1	0.3			4	3.0															3.3	0
Chadwell Heath District Centre																	1	0.5			0.5	0
Chadwell Heath District Centre Sainsbury's, High Road																	1	0.5			0.5	0
Goodmayes Local Centre																						
Tesco Extra, High Road Goodmayes Retail Park, High Road Other																						
Seven Kings Local Centre																						
Seven Kings Local Centre Homebase, High Road Aldi, High Road																						
Newbury Park Local Centre	3	1.4			3	2.5									1	0.9					4.8	1
Newbury Park Local Centre Newbury Retail Park, Horns Road	3	1.4			3	2.5									1	0.9					3.4	0
Iford Lane Local Centre	2	0.8	1	0.4			1	0.7											1	0.5	2.5	0
Woodford Bridge Local Centre							1	0.4													0.4	0
Woodford Broadway Local Centre																						
Manford Way Local Centre																						
Other							0	0.3													0.3	0
Chase Lane Retail Park, King George Avenue, Newbury Park Other	0	0.2					0	0.3													0.5	0
	0	0.2																			0.2	0
London Borough Redbridge Sub-total	43	24.2	48	25.2	18	14.8	16	9.1	3	4.1	6	7.4	10	7.3	7	8.3	4	3.4	1	1.0	104.8	12
OTHER WITHIN SURVEY AREA																						
Stratford (including Westfield Stratford City)	24	13.6	16	8.3	37	31.1	34	19.4	47	58.2	56	67.3	30	22.2	2	2.0	9	8.5	15	10.1	240.7	28
Dagenham			1	0.5											1	1.4	3	2.5			4.4	1
Beckton			2	0.9			2	1.2			3	3.7	20	15.1	15	18.6	1	0.7			40.2	5
Barking	4	2.0	1	0.3	1	0.8	5	3.1	1	1.6	2	1.8	5	6.2	3	2.8					18.6	2
East Ham/Upton Park							9	5.3			15	11.1	1	0.9							17.2	2
Walthamstow					2	1.5			2	2.1	1	0.7									4.4	1
Chingford			0	0.2					3	3.5									1	0.4	4.1	0
Loughton					1	0.6			1	0.7									1	0.5	7.9	1
Leytonstone							4	2.3			5	6.4									8.7	1
Other					1	0.8	1	0.4											1	0.9	2.4	0
Inside Survey Area Sub-total	72	39.9	68	35.4	59	49.5	71	40.7	56	68.7	72	87.1	77	57.4	30	37.5	22	19.3	26	18.0	453.4	53
OUTSIDE SURVEY AREA																						
Central London - West End	1	0.3	2	1.2	3	2.8	5	2.6	10	12.6	7	8.9	2	1.3	0	0.5	3	2.3	10	6.8	39.3	5
Bluewater Shopping Centre	3	1.5							1	1.6	0	0.5	2	1.2	1	0.9					5.8	1
Lakeside Shopping Centre/Grays	10	5.8	5	2.8	9	7.6	4	2.4			6	6.7	6	4.6	26	32.5	14	13.0	12	8.1	83.5	10
Romford	6	3.2	6	3.1	17	14.5	0	0.3	1	1.6	0	0.5	3	2.4	19	24.0	52	46.3	13	9.1	105.1	12
Edmonton																						
Rainham															3	3.5					3.5	0
Leyton	2	1.0					1	0.4													1.4	0
Enfield																			1	0.4	0.4	0
Other	0	0.2			4	3.7	6	3.3	12	14.4	1	1.0	2	1.7	9	10.7	3	2.3	19	13.1	50.4	6
Outside Survey Area Sub-total	22	12.1	14	7.1	34	28.6	16	9.0	25	30.2	15	17.7	15	11.2	58	72.1	71	63.9	55	37.5	289.4	34
Internet / Home Delivery / Click & Collect	7	3.7	18	9.5	7	5.9	13	7.4	20	24.2	13	15.4	7	5.5	12	15.4	7	6.5	19	12.8	106.3	13
Total	100	55.7	100	52.0	100	84.0	100	57.0	100	123.1	100	120.2	100	74.1	100	125.0	100	89.7	100	68.3	849.2	100

Notes:

Market share figures derived from Question 14 of the Redbridge Household Shoppers Survey undertaken by NEMS in October 2015
Excludes responses "don't know / don't do / varies"
Figures may not add due to rounding
2013 Prices



Table 5: Expenditure Pattern of Books, CDs, & DVDs by Zone, 2015

	Zone										Total Survey Derived Turnover (£m)	Market Share (%)										
	1 % £m	2 % £m	3 % £m	4 % £m	5 % £m	6 % £m	7 % £m	8 % £m	9 % £m	10 % £m												
WITHIN LONDON BOROUGH OF REDBRIDGE																						
Iford Town Centre	14	1.7	23	2.5	10	1.8	18	1.8	1	0.2	2	0.4			1	0.2	3	0.5	1	0.1	9.3	6
South Woodford District Centre					3	0.6	1	0.1	3	0.8	1	0.2									1.7	1
Wanstead District Centre					1	0.1					1	0.3									0.4	0
Gants Hill District Centre																						
Barkingside District Centre					6	1.1															1.1	1
Barkingside District Centre					6	1.1															1.1	1
Sainsbury's, Tanners Lane																						
Tesco, Cranbrook Road					1	0.2															0.2	0
Chadwell Heath District Centre																	3	0.5			0.5	0
Chadwell Heath District Centre																	3	0.5			0.5	0
Sainsbury's, High Road																						
Goodmayes Local Centre																						
Tesco Extra, High Road																						
Goodmayes Retail Park, High Road																						
Other																						
Seven Kings Local Centre																						
Seven Kings Local Centre																						
Homebase, High Road																						
Aldi, High Road																						
Newbury Park Local Centre	2	0.2			5	0.8															1.0	1
Newbury Park Local Centre	1	0.1			5	0.8															0.9	1
Newbury Retail Park, Horns Road	1	0.1																			0.1	0
Iford Lane Local Centre											1	0.1									0.1	0
Woodford Bridge Local Centre									2	0.4											0.4	0
Woodford Broadway Local Centre									1	0.2											0.2	0
Manford Way Local Centre																						
Other																						
Chase Lane Retail Park, King George Avenue, Newbury Park	1	0.1																			0.1	0
Other					1	0.2			1	0.2											0.4	0
London Borough Redbridge Sub-total	17	2.0	23	2.5	26	4.6	20	2.1	7	1.7	4	0.9	1	0.1	1	0.2	6	0.9	1	0.1	15.2	9
OTHER WITHIN SURVEY AREA																						
Stratford (including Westfield Stratford City)	1	0.1	8	0.9	3	0.5	12	1.2	11	2.8	16	3.4	11	1.4			2	0.3	5	0.8	11.3	7
Dagenham																	2	0.5			2.2	1
Beckton													5	0.6			8	1.7			2.4	1
Barking			1	0.1													5	1.1	1	0.1	1.3	1
East Ham/Upton Park	1	0.1									1	0.2					7	1.4			4.4	3
Walthamstow									1	0.3											0.5	0
Chingford	3	0.3							1	0.3											0.9	1
Loughton									1	0.2											1.9	1
Leytonstone											1	0.2							11	1.7	0.2	0
Other							1	0.1													0.1	0
Inside Survey Area Sub-total	21	2.5	32	3.5	29	5.1	34	3.4	20	5.2	22	4.7	40	4.9	24	4.9	20	3.0	20	3.1	40.4	25
OUTSIDE SURVEY AREA																						
Central London - West End	1	0.1			3	0.5	7	0.7	4	1.1	2	0.5	2	0.2			1	0.2	1	0.1	3.5	2
Bluewater Shopping Centre									1	0.2	1	0.2									0.4	0
Lakeside Shopping Centre/Grays	3	0.3	5	0.5	3	0.6							7	0.8	6	1.4	7	1.0	1	0.2	4.9	3
Romford	6	0.7			5	0.8	1	0.1							13	2.7	23	3.5	7	1.1	8.9	6
Edmonton																						
Rainham													8	1.7							1.7	1
Leyton																						
Enfield	4	0.4	1	0.1	2	0.3	1	0.1	2	0.5	1	0.2	1	0.1	2	0.3	1	0.2	3	0.4	2.7	2
Other																						
Outside Survey Area Sub-total	13	1.5	6	0.6	13	2.3	9	0.9	7	1.8	4	0.8	10	1.2	29	6.1	32	4.9	12	1.8	22.1	14
Internet / Home Delivery / Click & Collect	66	7.8	62	6.7	58	10.1	57	5.9	72	18.5	75	16.2	50	6.2	47	9.9	48	7.3	68	10.7	99.1	61
Total	100	11.8	100	10.8	100	17.5	100	10.2	100	25.5	100	21.7	100	12.3	100	21.0	100	15.3	100	15.6	161.6	100

Notes:

Market share figures derived from Question 15 of the Redbridge Household Shoppers Survey undertaken by NEMS in October 2015
Excludes responses "don't know / don't do / varies"
Figures may not add due to rounding
2013 Prices



Table 6: Expenditure Pattern of Furnishings & Household Textiles 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	%	£m	%	£m								
WITHIN LONDON BOROUGH OF REDBRIDGE																						
Iford Town Centre	19	1.9	29	2.8	12	1.5	13	1.1	5	0.9	2	0.3	4	0.4	7	1.2	7	0.8	10.9	8		
South Woodford District Centre					1	0.1	5	0.4	1	0.2	1	0.2							0.9	1		
Wanstead District Centre											3	0.5							0.5	0		
Gants Hill District Centre																						
Barkingside District Centre					1	0.1													0.1	0		
Barkingside District Centre Sainsbury's, Tanners Lane Tesco, Cranbrook Road					1	0.1													0.1	0		
Chadwell Heath District Centre											1	0.1	6	0.8					0.9	1		
Chadwell Heath District Centre Sainsbury's, High Road											1	0.1	6	0.8					0.1	0		
													6	0.8					0.8	1		
Goodmayes Local Centre													2	0.3					0.3	0		
Tesco Extra, High Road Goodmayes Retail Park, High Road Other													2	0.3					0.3	0		
Seven Kings Local Centre	7	0.7			5	0.6	8	0.7									4	0.5	2.5	2		
Seven Kings Local Centre Homebase, High Road Aldi, High Road	7	0.7			5	0.6	4	0.3											0.3	0		
					5	0.6	5	0.4									4	0.5	2.2	2		
Newbury Park Local Centre	2	0.2																	0.2	0		
Newbury Park Local Centre Newbury Retail Park, Horns Road	2	0.2																	0.2	0		
Iford Lane Local Centre	3	0.3	1	0.1	1	0.1													0.5	0		
Woodford Bridge Local Centre																						
Woodford Broadway Local Centre																						
Manford Way Local Centre																						
Other																						
Chase Lane Retail Park, King George Avenue, Newbury Park Other					1	0.1													0.1	0		
London Borough Redbridge Sub-total	30	3.1	30	2.8	21	2.7	27	2.2	6	1.1	6	1.0	4	0.4	7	1.3	15	1.9	4	0.5	16.9	13
OTHER WITHIN SURVEY AREA																						
Stratford (including Westfield Stratford City)	4	0.4	9	0.8	9	1.1	14	1.2	24	4.4	21	3.9	15	1.6	1	0.2	2	0.3	12	1.5	15.3	12
Dagenham	1	0.1					1	0.1					1	0.1	6	1.1	11	1.4			2.7	2
Beckton	15	1.5	11	1.0			10	0.8	1	0.2	1	0.2	36	3.9	16	2.7	3	0.4			10.8	8
Barking							3	0.2			1	0.1	3	0.3	7	1.2					1.9	1
East Ham/Upton Park			1	0.1	1	0.2	12	1.0			1	0.2	3	0.3							1.8	1
Walthamstow					3	0.4					2	0.3					1	0.2			1.0	1
Chingford									1	0.3							1	0.1			0.4	0
Loughton									1	0.1							6	0.8			0.9	1
Leytonstone											4	0.7									0.7	1
Other							1	0.1			1	0.1									0.2	0
Inside Survey Area Sub-total	49	5.1	50	4.8	35	4.4	68	5.6	33	6.1	36	6.6	61	6.7	37	6.5	31	3.9	25	3.0	52.5	40
OUTSIDE SURVEY AREA																						
Central London - West End	2	0.2	4	0.4	3	0.4	5	0.4	6	1.1	10	1.7	2	0.2	1	0.1	1	0.1	2	0.3	4.8	4
Bluewater Shopping Centre									1	0.2	1	0.2			1	0.1	1	0.1			0.5	0
Lakeside Shopping Centre/Grays	23	2.3	10	0.9	8	1.1			9	1.7	10	1.9	28	3.1	35	6.0	7	0.9			17.9	14
Romford	9	0.9	9	0.9	31	4.0	1	0.1	2	0.4			6	1.0	38	4.6	28	3.5			15.4	12
Edmonton	1	0.1	3	0.3	6	0.8	9	0.8	16	2.9	11	2.0	5	0.5	6	0.8	9	1.2			9.3	7
Rainham															4	0.7					0.7	1
Leyton											1	0.2									0.2	0
Enfield					1	0.1			12	2.3							1	0.1			2.6	2
Other	2	0.2	2	0.2	2	0.3			8	1.6	1	0.1			1	0.2	2	0.2	6	0.7	3.5	3
Outside Survey Area Sub-total	36	3.7	29	2.7	52	6.7	16	1.3	53	9.9	34	6.1	35	3.8	47	8.1	55	6.7	48	5.9	55.0	42
Internet / Home Delivery / Click & Collect	14	1.5	21	2.0	13	1.7	17	1.4	14	2.6	30	5.5	4	0.5	16	2.8	14	1.7	27	3.4	22.9	18
Total	100	10.3	100	9.5	100	12.7	100	8.3	100	18.6	100	18.2	100	10.9	100	17.3	100	12.3	100	12.3	130.4	100

Notes:
Market share figures derived from Question 16 of the Redbridge Household Shoppers Survey undertaken by NEMS in October 2015
Excludes responses "don't know / don't do / varies"
Figures may not add due to rounding
2013 Prices



Table 7: Expenditure Pattern of Small Household Goods 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	%	£m	%	£m								
WITHIN LONDON BOROUGH OF REDBRIDGE																						
Iford Town Centre	24	4.7	45	7.8	7	2.1	13	2.1	3	1.1	6	1.4	10	3.5	3	0.8	23.5	9				
South Woodford District Centre																						
Wanstead District Centre							1	0.1	4	1.8	1	0.2					2.3	1				
Gants Hill District Centre											2	0.8					0.9	0				
Barkingside District Centre			1	0.2	6	2.0											3.5	1				
Barkingside District Centre					6	2.0									2	0.5	2.5	1				
Sainsbury's, Tanners Lane			1	0.2											4	0.9	1.1	0				
Tesco, Cranbrook Road					1	0.3											0.3	0				
Chadwell Heath District Centre	1	0.2											1	0.3			0.5	0				
Chadwell Heath District Centre													1	0.3			0.3	0				
Sainsbury's, High Road	1	0.2															0.2	0				
Goodmayes Local Centre	8	1.6													1	0.3	1.9	1				
Tesco Extra, High Road	8	1.6															1.6	1				
Goodmayes Retail Park, High Road													1	0.3			0.3	0				
Other																						
Seven Kings Local Centre	12	2.3	1	0.1													2.3	1				
Seven Kings Local Centre	5	1.0															1.0	0				
Homebase, High Road	6	1.2	1	0.1													1.3	0				
Aldi, High Road																						
Newbury Park Local Centre	2	0.5	1	0.3	2	0.6											1.3	0				
Newbury Park Local Centre			1	0.1	1	0.4											0.5	0				
Newbury Retail Park, Horns Road	2	0.5	1	0.2	1	0.3											0.9	0				
Iford Lane Local Centre			1	0.1													0.1	0				
Woodford Bridge Local Centre							1	0.5									0.5	0				
Woodford Broadway Local Centre					1	0.3	1	0.3									0.6	0				
Manford Way Local Centre					1	0.4											0.4	0				
Other																						
Chase Lane Retail Park, King George Avenue, Newbury Park					2	0.7			4	1.8					1	0.3	3.1	1				
Other			1	0.1									1	0.3			0.1	0				
London Borough Redbridge Sub-total	47	9.2	49	8.5	19	6.1	14	2.2	10	4.4	5	2.1	6	1.4	10	3.5	7	1.7	8	2.0	41.0	15
OTHER WITHIN SURVEY AREA																						
Stratford (including Westfield Stratford City)	8	1.5	5	0.9	10	3.3	12	2.0	19	8.4	25	9.6	12	2.6	1	0.2	1	0.3	13	3.2	32.1	12
Dagenham																					8.9	3
Beckton			5	0.8	1	0.3	13	2.1			4	1.6	18	3.9			15	5.2			14.0	5
Barking	5	1.0	1	0.1			7	1.1					3	0.7			9	3.0	3	0.8	6.9	3
East Ham/Upton Park							8	1.2			1	0.2	36	8.0			1	0.3			9.8	4
Walthamstow					5	1.6			3	1.4	1	0.5									3.5	1
Chingford									3	1.3	1	0.3							1	0.3	1.9	1
Loughton							1	0.1	5	2.1									14	3.5	5.6	2
Leytonstone					1	0.5	7	1.1			18	6.9					1	0.3			8.7	3
Other									1	0.5	1	0.4									0.9	0
Inside Survey Area Sub-total	61	11.7	60	10.3	37	11.7	62	9.9	40	18.0	56	21.8	75	16.6	48	16.6	30	7.3	39	9.4	133.3	49
OUTSIDE SURVEY AREA																						
Central London - West End	1	0.2					6	1.0	5	2.0	3	1.1	2	0.5					2	0.5	5.3	2
Bluewater Shopping Centre					1	0.5			1	0.5					1	0.2			1	0.2	1.8	1
Lakeside Shopping Centre/Grays	14	2.8	9	1.5	5	1.5	3	0.5	1	0.5	13	5.0	9	2.0	13	4.4	14	3.3	3	0.6	22.1	8
Romford	7	1.4	2	0.4	19	6.2	12	1.9	1	0.5			2	0.5	8	2.9	41	9.9	22	5.3	29.0	11
Edmonton	10	1.9	5	0.8	20	6.5	2	0.4	35	15.6	10	3.9	3	0.7	4	1.5	7	1.6	11	2.7	35.5	13
Rainham															11	3.7	4	1.0			4.8	2
Leyton									1	0.5	5	1.9									2.4	1
Enfield					1	0.4			4	1.9											2.3	1
Other	1	0.2			4	1.3	2	0.3	3	1.4	1	0.3	2	0.4	6	2.0			5	1.3	7.2	3
Outside Survey Area Sub-total	34	6.5	16	2.8	51	16.4	25	4.0	51	22.8	31	12.1	18	4.1	43	14.6	68	16.4	43	10.5	110.2	40
Internet / Home Delivery / Click & Collect	6	1.1	24	4.1	12	3.9	13	2.1	10	4.3	12	4.8	7	1.5	9	3.1	2	0.5	18	4.4	29.8	11
Total	100	19.3	100	17.2	100	32.1	100	16.0	100	45.1	100	38.7	100	22.2	100	34.4	100	24.1	100	24.3	273.4	100

Notes:
Market share figures derived from Question 17 of the Redbridge Household Shoppers Survey undertaken by NEMS in October 2015
Excludes responses "don't know / don't do / varies"
Figures may not add due to rounding
2013 Prices



Table 8: Expenditure Pattern of Recreational Goods 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	%	£m	%	£m								
WITHIN LONDON BOROUGH OF REDBRIDGE																						
Iford Town Centre	23	5.7	30	6.7	10	3.6	9	1.8	4	2.0			1	0.2	6	2.8			1	0.5	23.4	7
South Woodford District Centre							1	0.2	3	1.6											1.7	1
Wanstead District Centre							1	0.3			8	3.5									3.8	1
Gants Hill District Centre																						
Barkingside District Centre			1	0.2	4	1.3					1	0.4									1.9	1
Barkingside District Centre					4	1.3					1	0.4									1.7	1
Sainsbury's, Tanners Lane			1	0.2																	0.2	0
Tesco, Cranbrook Road																						
Chadwell Heath District Centre	1	0.2	6	1.4											13	4.2					5.9	2
Chadwell Heath District Centre	1	0.2	6	1.4											5	1.7					3.3	1
Sainsbury's, High Road															8	2.5					2.5	1
Goodmayes Local Centre	3	0.7																			0.7	0
Tesco Extra, High Road	1	0.3																			0.3	0
Goodmayes Retail Park, High Road	2	0.4																			0.4	0
Other																						
Seven Kings Local Centre															4	1.3					1.3	0
Seven Kings Local Centre															4	1.3					1.3	0
Homebase, High Road																						
Aldi, High Road																						
Newbury Park Local Centre	13	3.3	10	2.3	20	7.2	3	0.7	2	0.8	7	3.1	4	1.1	1	0.3	4	1.3	4	1.4	21.5	6
Newbury Park Local Centre			2	0.5											1	0.3					0.7	0
Newbury Retail Park, Horns Road	13	3.3	8	1.8	20	7.2	3	0.7	2	0.8	7	3.1	4	1.1			4	1.3	4	1.4	20.7	6
Iford Lane Local Centre			1	0.3																	0.3	0
Woodford Bridge Local Centre					4	1.4															1.4	0
Woodford Broadway Local Centre																						
Manford Way Local Centre					1	0.4															0.4	0
Other																						
Chase Lane Retail Park, King George Avenue, Newbury Park																						
Other																						
London Borough Redbridge Sub-total	40	10.0	49	11.0	38	13.9	15	2.9	9	4.3	16	7.0	5	1.3	7	3.1	21	6.8	5	1.9	62.2	19
OTHER WITHIN SURVEY AREA																						
Stratford (including Westfield Stratford City)			5	1.0	7	2.5	14	2.7	9	4.3	42	18.0	7	1.8			1	0.3	2	0.8	31.4	9
Dagenham															24	10.7	5	1.7			12.4	4
Beckton	6	1.6	5	1.0			19	3.7			6	2.5	49	12.6	4	1.3					31.9	10
Barking	4	1.1	1	0.2			3	0.7	10	4.9			3	0.7	14	6.1	5	1.6	4	1.4	16.7	5
East Ham/Upton Park							12	2.3					10	2.6							4.9	1
Walthamstow					5	1.8															1.8	1
Chingford					14	5.3			10	5.2	1	0.6							2	0.6	11.6	3
Loughton																			15	5.2	5.2	2
Leytonstone											10	4.1									4.1	1
Other	1	0.3			2	0.6	2	0.3	2	1.2							2	0.5	5	1.6	4.4	1
Inside Survey Area Sub-total	52	12.9	60	13.2	66	24.1	64	12.6	40	19.9	75	32.2	74	19.0	65	29.2	38	12.3	33	11.5	186.8	56
OUTSIDE SURVEY AREA																						
Central London - West End	3	0.8			1	0.4	4	0.8	1	0.6											2.6	1
Bluewater Shopping Centre																						
Lakeside Shopping Centre/Grays	12	2.9	8	1.8	5	1.8	3	0.7					7	1.8	13	5.8	14	4.6			19.4	6
Romford	6	1.5	8	1.7	4	1.4	5	1.0	2	0.8			4	0.9	6	2.6	24	7.8	5	1.6	19.3	6
Edmonton							1	0.2											2	0.6	0.8	0
Rainham															5	2.1					2.1	1
Leyton											2	0.9									0.9	0
Enfield											1	0.6							7	2.3	3.0	1
Other	7	1.8			1	0.2	3	1.6	3	1.6	5	2.1	2	0.4					9	3.0	9.1	3
Outside Survey Area Sub-total	28	6.9	16	3.5	10	3.6	15	2.9	6	3.0	8	3.6	13	3.2	23	10.5	38	12.4	21	7.5	57.1	17
Internet / Home Delivery / Click & Collect	21	5.1	24	5.4	25	9.1	21	4.2	54	27.0	16	6.9	13	3.4	12	5.4	24	8.0	46	15.8	90.2	27
Total	100	24.9	100	22.2	100	36.8	100	19.6	100	49.9	100	42.6	100	25.6	100	45.0	100	32.6	100	34.8	334.0	100

Notes:
Market share figures derived from Question 18 of the Redbridge Household Shoppers Survey undertaken by NEMS in October 2015
Excludes responses "don't know / don't do / varies"
Figures may not add due to rounding
2013 Prices



Table 9: Expenditure Pattern of Chemist/Health & Beauty Goods 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	%	£m	%	£m								
WITHIN LONDON BOROUGH OF REDBRIDGE																						
Iford Town Centre	34	9.1	77	18.4	21	8.4	8	2.0	2	1.2	1	0.5	4	1.2	3	1.5	4	1.3	1	0.2	43.9	12
South Woodford District Centre					12	4.8	1	0.1	41	23.3	0	0.2							1	0.3	28.8	8
Wanstead District Centre							3	0.7			16	8.6									9.2	2
Gants Hill District Centre	2	0.4																			0.4	0
Barkingside District Centre	4	1.0	1	0.1	20	8.1							4	1.9							11.1	3
Barkingside District Centre	3	0.8	1	0.1	20	8.1							4	1.9							11.0	3
Sainsbury's, Tanners Lane	0	0.1																			0.1	0
Tesco, Cranbrook Road	2	0.6			2	0.7															1.4	0
Chadwell Heath District Centre	0	0.1											0	0.2	6	2.3					2.6	1
Chadwell Heath District Centre	0	0.1											0	0.2	6	2.0					2.3	1
Sainsbury's, High Road													1	0.3							0.3	0
Goodmayes Local Centre	17	4.6	1	0.2									4	1.9	7	2.4					9.1	2
Tesco Extra, High Road	15	4.0	1	0.1											1	0.4					4.5	1
Goodmayes Retail Park, High Road	1	0.2											0	0.2	1	0.4					0.7	0
Other	2	0.4	0	0.1									3	1.7	5	1.6					3.9	1
Seven Kings Local Centre	3	0.9													3	0.9					1.8	0
Seven Kings Local Centre	3	0.7																			0.7	0
Homebase, High Road																						
Aldi, High Road	1	0.2													3	0.9					1.1	0
Newbury Park Local Centre	2	0.6	1	0.3																	0.9	0
Newbury Park Local Centre			0	0.1																	0.1	0
Newbury Retail Park, Horns Road	2	0.6	1	0.3																	0.8	0
Iford Lane Local Centre	3	0.8	5	1.3			1	0.2													2.3	1
Woodford Bridge Local Centre							1	0.1													0.1	0
Woodford Broadway Local Centre					5	1.8			1	0.8	0	0.2									2.9	1
Manford Way Local Centre					3	1.4													4	1.2	2.6	1
Other																						
Chase Lane Retail Park, King George Avenue, Newbury Park	3	0.9	1	0.2			1	0.1							1	0.3					1.5	0
Other					7	2.8			1	0.3											3.1	1
London Borough Redbridge Sub-total	69	18.3	86	20.7	67	27.3	14	3.4	45	25.6	18	9.5	4	1.2	11	5.6	20	7.2	6	1.8	120.6	32
OTHER WITHIN SURVEY AREA																						
Stratford (including Westfield Stratford City)	5	1.2	2	0.5	9	3.6	19	4.6	10	5.8	25	13.0	10	3.3					3	1.0	33.0	9
Dagenham															16	8.0	29	10.4			18.4	5
Beckton			1	0.1	1	0.3	5	1.3					28	8.9	12	5.9					16.5	4
Barking	1	0.3			1	0.4	1	0.2					1	0.3	19	9.6	1	0.2			11.0	3
East Ham/Upton Park			1	0.2			29	7.2			13	6.6	36	11.4	1	0.6					25.9	7
Walthamstow									5	2.6	1	0.3							5	1.7	4.6	1
Chingford					1	0.3			9	5.0									9	2.8	8.1	2
Loughton					1	0.3			5	2.8									47	15.1	18.1	5
Leytonstone							1	0.2			22	11.4									11.6	3
Other	1	0.2			4	1.8	9	2.3	9	5.1	3	1.4	9	3.0					8	2.5	16.1	4
Inside Survey Area Sub-total	76	20.0	90	21.5	83	33.8	78	19.1	83	46.9	81	42.3	89	28.0	59	29.7	50	17.9	77	24.7	283.9	76
OUTSIDE SURVEY AREA																						
Central London - West End	7	1.9	2	0.4	5	2.1	5	1.1	7	4.2	10	5.1	1	0.2	1	0.3	12	4.1	2	0.7	20.1	5
Bluewater Shopping Centre	2	0.5																			0.5	0
Lakeside Shopping Centre/Grays					3	1.1	3	0.6	1	0.6			6	1.9	8	4.1	5	1.9	4	1.1	11.4	3
Romford	7	1.9	5	1.2	7	3.0	4	0.9							8	4.0	27	9.5	6	2.1	22.6	6
Edmonton									1	0.5											0.5	0
Rainham															9	4.3	2	0.6			4.9	1
Leyton											3	1.4									1.4	0
Enfield																						
Other	1	0.3			1	0.4			4	2.5	2	1.1	3	0.8	6	2.9	1	0.5	6	1.8	10.4	3
Outside Survey Area Sub-total	18	4.7	7	1.6	16	6.6	11	2.6	14	7.8	15	7.6	9	3.0	31	15.7	47	16.6	18	5.7	71.9	19
Internet / Home Delivery / Click & Collect	7	1.8	3	0.8	1	0.4	11	2.6	3	1.8	4	2.3	2	0.6	9	4.6	3	1.1	5	1.7	17.6	5
Total	100	26.5	100	23.9	100	40.8	100	24.3	100	56.5	100	52.2	100	31.5	100	50.0	100	35.5	100	32.1	373.4	100

Notes:
Market share figures derived from Question 19 of the Redbridge Household Shoppers Survey undertaken by NEMS in October 2015
Excludes responses "don't know / don't do / varies"
Figures may not add due to rounding
2013 Prices



Table 10: Expenditure Pattern of Large Electrical Goods 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	%	£m	%	£m										
WITHIN LONDON BOROUGH OF REDBRIDGE																								
Iford Town Centre	12	0.4	17	0.6	3	0.2	1	0.1			1	0.1	2	0.2	5	0.5			2	0.2	2.2	3		
South Woodford District Centre																								
Wanstead District Centre																								
Gants Hill District Centre	1	0.0			1	0.0															0.1	0		
Barkingside District Centre					1	0.0															0.0	0		
Barkingside District Centre Sainsbury's, Tanners Lane Tesco, Cranbrook Road					1	0.0															0.0	0		
Chadwell Heath District Centre	1	0.0	2	0.1											5	0.3					0.4	0		
Chadwell Heath District Centre Sainsbury's, High Road	1	0.0	2	0.1											5	0.3					0.4	0		
Goodmayes Local Centre	19	0.6	6	0.2	1	0.0									2	0.2	12	0.7			1.7	2		
Tesco Extra, High Road	1	0.0	1	0.0																	0.1	0		
Goodmayes Retail Park, High Road	18	0.5	4	0.1	1	0.0									1	0.1	7	0.4			1.2	2		
Other	0	0.0	1	0.0											1	0.1	5	0.3			0.4	1		
Seven Kings Local Centre			1	0.0	1	0.1															0.1	0		
Seven Kings Local Centre Homebase, High Road Aldi, High Road			1	0.0	1	0.1															0.1	0		
Newbury Park Local Centre	6	0.2	2	0.1	2	0.1	5	0.2					1	0.1					1	0.0	3	0.2	0.9	1
Newbury Park Local Centre Newbury Retail Park, Horns Road	6	0.2	2	0.1	1	0.1	5	0.2					1	0.1					1	0.0	3	0.2	0.3	0
Iford Lane Local Centre			2	0.1																			0.1	0
Woodford Bridge Local Centre																							0.6	1
Woodford Broadway Local Centre					4	0.2			3	0.2														
Manford Way Local Centre																								
Other					3	0.2									1	0.0							0.3	0
Chase Lane Retail Park, King George Avenue, Newbury Park Other					3	0.2									1	0.0							0.3	0
London Borough Redbridge Sub-total	39	1.1	30	1.0	15	1.0	6	0.3	8	0.8	2	0.2	3	0.3	6	0.7	19	1.1	10	0.6	7.0	10		
OTHER WITHIN SURVEY AREA																								
Stratford (including Westfield Stratford City)	5	0.1	11	0.4	16	1.0	11	0.5	22	2.1	13	1.7	9	0.8	5	0.5	2	0.1	14	0.9	8.2	11		
Dagenham					1	0.1									16	1.8	5	0.3			2.1	3		
Beckton	11	0.3	4	0.1	9	0.6	34	1.6			5	0.7	50	4.5	14	1.5	5	0.3	1	0.1	9.8	14		
Barking			1	0.0			2	0.1			1	0.2	3	0.3	3	0.3	1	0.0			0.9	1		
East Ham/Upton Park							2	0.1					4	0.4							0.5	1		
Walthamstow					1	0.0			2	0.2	3	0.3									0.5	1		
Chingford	2	0.1			6	0.4	1	0.0	19	1.8							1	0.0	12	0.8	3.1	4		
Loughton									3	0.3									12	0.8	1.1	1		
Leytonstone					1	0.1					9	1.1									1.2	2		
Other	1	0.0					3	0.2	7	0.6	1	0.1							3	0.2	1.1	1		
Inside Survey Area Sub-total	58	1.7	46	1.5	50	3.1	58	2.8	61	5.8	33	4.4	69	6.2	45	4.8	32	1.8	52	3.4	35.6	50		
OUTSIDE SURVEY AREA																								
Central London - West End	2	0.1	1	0.0	2	0.2	2	0.1	3	0.3	3	0.4			1	0.1			4	0.2	1.5	2		
Bluewater Shopping Centre															1	0.1					0.1	0		
Lakeside Shopping Centre/Grays	3	0.1			7	0.4	2	0.1					1	0.1	19	2.1	6	0.3	1	0.1	3.2	4		
Romford	5	0.1	9	0.3	10	0.6	7	0.3							3	0.4	19	1.1	10	0.6	3.7	5		
Edmonton					1	0.1							1	0.1					1	0.1	0.6	1		
Rainham																					0.1	0		
Leyton	2	0.1							1	0.1	10	1.3			1	0.1	1	0.1	1	0.1	1.5	2		
Enfield																			2	0.1	0.1	0		
Other					3	0.2	1	0.1	2	0.2	12	1.5			1	0.1	1	0.0	4	0.3	2.4	3		
Outside Survey Area Sub-total	12	0.4	10	0.3	23	1.4	13	0.6	6	0.6	29	3.8	1	0.1	26	2.8	27	1.5	24	1.5	13.2	18		
Internet / Home Delivery / Click & Collect	30	0.9	44	1.4	27	1.7	29	1.4	33	3.2	37	4.9	29	2.7	29	3.1	41	2.3	24	1.5	23.1	32		
Total	100	2.9	100	3.2	100	6.3	100	4.9	100	9.5	100	13.2	100	9.0	100	10.7	100	5.7	100	6.4	71.8	100		

Notes:
Market share figures derived from Question 20 of the Redbridge Household Shoppers Survey undertaken by NEMS in October 2015
Excludes responses "don't know / don't do / varies"
Figures may not add due to rounding
2013 Prices



Table 11: Expenditure Pattern of Small Electrical Goods 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	%	£m	%	£m								
WITHIN LONDON BOROUGH OF REDBRIDGE																						
Iford Town Centre	7	1.2	19	3.1	9	2.3	9	1.0	1	0.2			2	0.3	1	0.2	1	0.2	1	0.3	8.8	4
South Woodford District Centre									2	0.6	1	0.2									0.8	0
Wanstead District Centre																						
Gants Hill District Centre																						
Barkingside District Centre					2	0.5															0.5	0
Barkingside District Centre					1	0.3															0.3	0
Sainsbury's, Tanners Lane					1	0.2															0.2	0
Tesco, Cranbrook Road	2	0.4							1	0.2											0.6	0
Chadwell Heath District Centre																						
Chadwell Heath District Centre																						
Sainsbury's, High Road																						
Goodmayes Local Centre	13	2.2	4	0.7									2	0.5	11	2.8					6.3	3
Tesco Extra, High Road	2	0.3													1	0.2					0.5	0
Goodmayes Retail Park, High Road	11	2.0	4	0.7									2	0.5	7	1.8					5.0	2
Other															3	0.8					0.8	0
Seven Kings Local Centre	3	0.5	2	0.3	1	0.2									3	0.8					1.9	1
Seven Kings Local Centre	2	0.4	2	0.3	1	0.2									3	0.8					1.8	1
Homebase, High Road	1	0.1																			0.1	0
Aldi, High Road																						
Newbury Park Local Centre			0	0.1	1	0.4					1	0.2									0.6	0
Newbury Park Local Centre					1	0.2															0.2	0
Newbury Retail Park, Horns Road			0	0.1	1	0.2					1	0.2									0.5	0
Iford Lane Local Centre	1	0.2	0	0.1							1	0.2									0.4	0
Woodford Bridge Local Centre																						
Woodford Broadway Local Centre					2	0.6															0.6	0
Manford Way Local Centre																						
Other															1	0.3					2.0	1
Chase Lane Retail Park, King George Avenue, Newbury Park	1	0.2			6	1.5																
Other																						
London Borough Redbridge Sub-total	24	4.3	26	4.2	23	5.4	9	1.0	3	0.8	1	0.2	4	0.7	2	0.7	16	4.1	1	0.3	21.7	9
OTHER WITHIN SURVEY AREA																						
Stratford (including Westfield Stratford City)	9	1.7	12	1.9	19	4.5	19	2.3	18	5.9	36	9.9	7	1.1	3	1.0	2	0.5	19	4.9	33.6	14
Dagenham															9	3.1	11	3.0			6.1	3
Beckton	5	0.8	3	0.5	1	0.2	17	2.0	6	1.9	3	0.7	41	6.6	24	8.1	6	1.5			22.3	10
Barking							1	0.1					2	0.3	17	5.9					6.3	3
East Ham/Upton Park							7	0.8					14	2.3							3.1	1
Walthamstow	1	0.2							1	0.2									1	0.4	0.8	0
Chingford					1	0.2			13	4.2	1	0.2					6	1.6	9	2.3	8.4	4
Loughton							1	0.1	3	1.0									16	4.2	5.2	2
Leytonstone											2	0.5									0.5	0
Other					1	0.1	1	0.4													0.5	0
Inside Survey Area Sub-total	39	6.9	41	6.5	43	10.3	53	6.4	44	14.5	41	11.5	69	11.0	55	18.8	40	10.6	47	12.0	108.6	47
OUTSIDE SURVEY AREA																						
Central London - West End	7	1.2	0	0.1	1	0.2	3	0.3	9	3.0	6	1.6	3	0.5	1	0.2	3	0.8	3	0.8	8.8	4
Bluewater Shopping Centre	2	0.4					1	0.1	1	0.3	1	0.2					1	0.2	1	0.2	1.3	1
Lakeside Shopping Centre/Grays	9	1.5	3	0.5	6	1.6	1	0.1			5	1.5	1	0.1	14	4.8	18	4.8	2	0.6	15.4	7
Romford	10	1.9	4	0.7	8	2.0							8	2.7	22	5.8	12	3.1			16.1	7
Edmonton					1	0.2			5	1.6	1	0.3					1	0.4			2.6	1
Rainham															3	1.1	2	0.5			1.5	1
Leyton									5	1.6	3	0.9									2.5	1
Enfield					2	0.4													2	0.6	1.0	0
Other	1	0.1			8	2.0	2	0.2	1	0.3			3	1.1	1	0.2	4	1.0			4.8	2
Outside Survey Area Sub-total	29	5.1	8	1.3	26	6.3	6	0.7	21	6.9	16	4.5	4	0.6	29	9.9	46	12.1	26	6.7	54.0	23
Internet / Home Delivery / Click & Collect	32	5.7	52	8.3	31	7.5	41	5.0	35	11.5	43	11.9	27	4.4	16	5.5	14	3.6	27	7.0	70.4	30
Total	100	17.7	100	16.0	100	24.1	100	12.1	100	32.9	100	27.9	100	16.0	100	34.2	100	26.3	100	25.7	233.0	100

Notes:
Market share figures derived from Question 21 of the Redbridge Household Shoppers Survey undertaken by NEMS in October 2015
Excludes responses "don't know / don't do / varies"
Figures may not add due to rounding
2013 Prices



Table 12: Expenditure Pattern of DIY & Gardening Products 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	%	£m	%	£m								
WITHIN LONDON BOROUGH OF REDBRIDGE																						
Iford Town Centre	8	0.5	16	0.9	2	0.2							1	0.1	1	0.1	1.8	2				
South Woodford District Centre																	0.7	1				
Wanstead District Centre																	0.3	0				
Gants Hill District Centre																						
Barkingside District Centre			2	0.1	8	0.8											0.9	1				
Barkingside District Centre			2	0.1	8	0.8											0.9	1				
Sainsbury's, Tanners Lane																						
Tesco, Cranbrook Road																						
Chadwell Heath District Centre													1	0.1			0.1	0				
Chadwell Heath District Centre													1	0.1			0.1	0				
Sainsbury's, High Road																						
Goodmayes Local Centre	16	1.1	1	0.1									5	0.6	13	1.1	2.8	3				
Tesco Extra, High Road													5	0.6	11	0.9	2.6	3				
Goodmayes Retail Park, High Road	15	1.0	1	0.1											2	0.2	0.2	0				
Other	1	0.0																				
Seven Kings Local Centre	30	2.0	13	0.8	4	0.4	6	0.3			1	0.1			7	0.6	3	0.4	4.6	5		
Seven Kings Local Centre	3	0.2	6	0.3			5	0.3							5	0.4			1.2	1		
Homebase, High Road	28	1.8	7	0.4	4	0.4	1	0.0			1	0.1			2	0.2	3	0.4	3.4	4		
Aldi, High Road																						
Newbury Park Local Centre	18	1.2	36	2.1	44	4.7	6	0.3	5	0.7	1	0.1	1	0.1	3	0.2	6	0.7	10.2	11		
Newbury Park Local Centre			6	0.4	5	0.6									1	0.1			1.0	1		
Newbury Retail Park, Horns Road	18	1.2	30	1.8	39	4.1	6	0.3	5	0.7	1	0.1	1	0.1	2	0.2	6	0.7	9.2	10		
Iford Lane Local Centre			0	0.0	1	0.1									1	0.1			0.2	0		
Woodford Bridge Local Centre					1	0.1									7	0.6			0.7	1		
Woodford Broadway Local Centre					1	0.1													0.1	0		
Manford Way Local Centre											1	0.1							0.1	0		
Other																						
Chase Lane Retail Park, King George Avenue, Newbury Park	1	0.0																	0.0	0		
Other			1	0.1															0.1	0		
London Borough Redbridge Sub-total	73	4.8	69	4.2	60	6.3	12	0.7	9	1.2	7	0.8	1	0.1	5	0.6	32	2.8	11	1.2	22.7	24
OTHER WITHIN SURVEY AREA																						
Stratford (including Westfield Stratford City)			6	0.4			2	0.1			1	0.1			1	0.1			0.7	1		
Dagenham															14	1.7	13	1.1	2.9	3		
Beckton	5	0.3	8	0.5	1	0.1	33	1.8			24	2.8	75	5.5	16	1.9	5	0.4	13.5	14		
Barking	2	0.1	7	0.4	1	0.1	17	1.0			5	0.6	8	0.6	27	3.3	1	0.1	6.5	7		
East Ham/Upton Park							15	0.9			2	0.2	5	0.4					1.4	2		
Walthamstow					14	1.4	7	0.4	54	7.6	26	3.1					4	0.4	13.0	14		
Chingford			1	0.1	4	0.4			19	2.6	1	0.1					2	0.3	3.4	4		
Loughton					2	0.2			6	0.9							52	5.7	6.8	7		
Leytonstone											1	0.1	1	0.1					0.2	0		
Other	4	0.3			1	0.1	2	0.1	3	0.5	2	0.2	6	0.4					1.7	2		
Inside Survey Area Sub-total	84	5.6	92	5.5	84	8.8	89	5.0	91	12.7	68	8.1	96	7.0	63	7.6	53	4.6	72	7.9	72.7	78
OUTSIDE SURVEY AREA																						
Central London - West End									1	0.1	1	0.1							0.3	0		
Bluewater Shopping Centre																						
Lakeside Shopping Centre/Grays	1	0.1	0	0.0	3	0.3	5	0.3	1	0.1			10	1.2	5	0.4			2.4	3		
Romford	6	0.4	2	0.1	10	1.1	1	0.0	1	0.1			1	0.1	15	1.8	39	3.4	8.4	9		
Edmonton									1	0.1					4	0.5	3	0.3	1.0	1		
Rainham															0	0.1			0.1	0		
Leyton							2	0.1			22	2.7							2.8	3		
Enfield									2	0.2							1	0.1	0.3	0		
Other	4	0.3			2	0.2			3	0.4	2	0.3	1	0.1	4	0.4	3	0.3	11	1.2	3.1	3
Outside Survey Area Sub-total	11	0.7	3	0.2	15	1.6	8	0.4	9	1.2	26	3.1	1	0.1	33	4.0	47	4.1	27	3.0	18.4	20
Internet / Home Delivery / Click & Collect	4	0.3	6	0.3	1	0.1	3	0.1	1	0.1	7	0.8	2	0.2	4	0.5			1	0.1	2.6	3
Total	100	6.6	100	6.0	100	10.5	100	5.6	100	14.0	100	11.9	100	7.3	100	12.1	100	8.7	100	11.0	93.7	100

Notes:

Market share figures derived from Question 22 of the Redbridge Household Shoppers Survey undertaken by NEMS in October 2015
Excludes responses "don't know / don't do / varies"
Figures may not add due to rounding
2013 Prices



Table 13: Expenditure Pattern of Furniture, Carpets & Floor Covering Products 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	%	£m	%	£m								
WITHIN LONDON BOROUGH OF REDBRIDGE																						
Iford Town Centre	13	2.0	24	3.3	1	0.2			1	0.3	3	0.8			1	0.2	1	0.2	7.1	4		
South Woodford District Centre			1	0.2					13	3.5	1	0.4					2	0.3	4.4	2		
Wanstead District Centre																						
Gants Hill District Centre																						
Barkingside District Centre	1	0.2			11	2.0	2	0.3			2	0.5							3.1	2		
Barkingside District Centre	1	0.2			11	2.0	2	0.3			2	0.5							3.1	2		
Sainsbury's, Tanners Lane																						
Tesco, Cranbrook Road																						
Chadwell Heath District Centre																						
Chadwell Heath District Centre																						
Sainsbury's, High Road																						
Goodmayes Local Centre	7	1.0	1	0.1	5	0.9							8	2.3	5	1.0	1	0.2	5.5	3		
Tesco Extra, High Road																						
Goodmayes Retail Park, High Road	7	1.0	1	0.1	5	0.9							7	2.0	3	0.6	1	0.2	4.8	2		
Other													1	0.2	2	0.4			0.7	0		
Seven Kings Local Centre	9	1.4	3	0.5			1	0.2					1	0.2	5	1.1			3.3	2		
Seven Kings Local Centre	9	1.4	3	0.5			1	0.2							5	1.1			3.1	2		
Homebase, High Road													1	0.2					0.2	0		
Aldi, High Road																						
Newbury Park Local Centre	3	0.4	8	1.1	2	0.3					2	0.3					5	0.9	3.1	2		
Newbury Park Local Centre	1	0.2	7	1.0															1.2	1		
Newbury Retail Park, Horns Road	1	0.2	1	0.1	2	0.3					2	0.3					5	0.9	1.9	1		
Iford Lane Local Centre			7	0.9							2	0.3							1.2	1		
Woodford Bridge Local Centre					8	1.5	1	0.1											1.9	1		
Woodford Broadway Local Centre					2	0.3													0.3	0		
Manford Way Local Centre					1	0.2													0.2	0		
Other																						
Chase Lane Retail Park, King George Avenue, Newbury Park	4	0.6			1	0.3			1	0.4					1	0.2			1.5	1		
Other																						
London Borough Redbridge Sub-total	37	5.6	44	6.1	30	5.8	5	0.7	15	4.1	6	1.7	4	0.6	10	2.8	12	2.5	10	1.7	31.6	16
OTHER WITHIN SURVEY AREA																						
Stratford (including Westfield Stratford City)	3	0.4	8	1.1	2	0.4	3	0.3	11	3.0	14	4.2	3	0.6					4	0.6	10.6	5
Dagenham	1	0.2							1	0.3					10	3.0	21	4.4			7.8	4
Beckton	14	2.2	3	0.4	10	1.9	27	3.6			16	4.6	30	5.3	27	7.7	7	1.5	5	0.9	28.0	14
Barking			1	0.1			8	1.0	1	0.3			21	3.7	11	3.0					8.2	4
East Ham/Upton Park							11	1.4			14	4.1	17	3.0							8.5	4
Walthamstow					2	0.3			4	1.1	2	0.5							2	0.3	2.3	1
Chingford					1	0.2			14	3.8									3	0.5	4.6	2
Loughton									2	0.5	1	0.4							25	4.4	5.2	3
Leytonstone									2	0.6	2	0.6	2	0.3							0.9	0
Other					3	0.6	6	0.8	1	0.4			1	0.2					5	0.8	2.9	1
Inside Survey Area Sub-total	55	8.4	55	7.7	49	9.3	58	7.8	50	13.5	56	16.1	77	13.7	57	16.5	41	8.4	54	9.3	110.7	55
OUTSIDE SURVEY AREA																						
Central London - West End	4	0.6			2	0.3	1	0.1	7	1.8	4	1.1			1	0.2	2	0.3	3	0.5	4.7	2
Bluewater Shopping Centre																					0.3	0
Lakeside Shopping Centre/Grays	11	1.7	1	0.2	9	1.7			1	0.4	11	3.1	5	0.9	18	5.1	16	3.3			16.4	8
Romford	10	1.5	4	0.6	11	2.1	15	2.0					2	0.3	15	4.5	27	5.6	15	2.6	19.2	10
Edmonton			1	0.2	20	3.9	2	0.2	15	4.0	4	1.3							4	0.8	10.3	5
Rainham															5	1.4	5	1.1			2.4	1
Leyton											2	0.5									0.5	0
Enfield					2	0.3			11	3.0									7	1.2	4.5	2
Other	3	0.4	8	1.1	2	0.5	1	0.1	8	2.0	10	2.7	1	0.2	1	0.2	2	0.4	12	2.1	9.9	5
Outside Survey Area Sub-total	28	4.2	15	2.1	47	8.9	19	2.6	42	11.2	30	8.7	8	1.5	40	11.5	52	10.7	41	7.1	68.4	34
Internet / Home Delivery / Click & Collect	17	2.5	30	4.3	5	0.9	22	3.0	8	2.1	14	4.0	14	2.6	3	0.8	7	1.4	5	0.9	22.4	11
Total	100	15.2	100	14.0	100	19.1	100	13.4	100	26.9	100	28.8	100	17.7	100	28.8	100	20.4	100	17.3	201.6	100

Notes:
Market share figures derived from Question 23 of the Redbridge Household Shoppers Survey undertaken by NEMS in October 2015
Excludes responses "don't know / don't do / varies"
Figures may not add due to rounding
2013 Prices



Table 14: Expenditure Pattern of Comparison Goods 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	%	£m	%	£m	%	£m	%	£m	%	£m		
WITHIN LONDON BOROUGH OF REDBRIDGE																						
Iford Town Centre	24	46.4	41	71.0	10	29.7	10	17.8	2	8.1	3	9.8	5	11.0	5	17.6	3	6.8	1	1.9	220.0	8
South Woodford District Centre			0	0.2	2	5.6	0	0.8	8	33.5	0	1.7							0	1.1	42.8	2
Wanstead District Centre	1	2.0			1	1.2			4	14.9											18.0	1
Gants Hill District Centre	0	0.5			0	0.0															0.5	0
Barkingside District Centre	1	1.5	0	0.6	7	19.0	0	0.3			0	0.9			1	1.9			1	1.4	25.6	1
Barkingside District Centre	1	1.4	0	0.3	7	18.8	0	0.3			0	0.9			1	1.9			0	0.5	24.0	1
Sainsbury's, Tanners Lane	0	0.1	0	0.4	0	0.2													0	0.9	1.6	0
Tesco, Cranbrook Road	1	1.1			0	1.2			0	0.2											2.5	0
Chadwell Heath District Centre	0	0.5	1	1.5											0	0.3	3	9.0			11.3	0
Chadwell Heath District Centre	0	0.3	1	1.5											0	0.3	2	5.4			7.5	0
Sainsbury's, High Road	0	0.2															1	3.6			3.8	0
Goodmayes Local Centre	6	11.7	1	1.3	0	0.9									1	5.5	3	8.6	0	0.2	28.3	1
Tesco Extra, High Road	3	6.1	0	0.2													0	0.6			6.9	0
Goodmayes Retail Park, High Road	3	5.1	1	1.0	0	0.9									1	3.5	2	4.7	0	0.2	15.4	1
Other	0	0.5	0	0.1											1	2.1	1	3.3			6.0	0
Seven Kings Local Centre	4	7.7	1	1.6	0	1.3	1	1.2			0	0.1			0	0.2	2	4.7	0	0.8	17.8	1
Seven Kings Local Centre	2	3.7	1	1.1	0	0.3	0	0.8									1	3.6			9.5	0
Homebase, High Road	2	3.8	0	0.5	0	1.0	0	0.4			0	0.1			0	0.2	0	0.2	0	0.8	7.1	0
Aldi, High Road	0	0.2													0	0.9					1.1	0
Newbury Park Local Centre	4	7.9	4	6.3	6	16.6	1	1.2	0	1.5	1	3.2	1	1.8	0	1.2	1	1.6	1	3.2	44.5	2
Newbury Park Local Centre	0	0.3	1	2.0	2	4.4	0	0.2							0	1.2	0	0.1			8.2	0
Newbury Retail Park, Horns Road	4	7.6	2	4.3	4	12.2	1	1.0	0	1.5	1	3.2	1	1.8			1	1.5	1	3.2	36.3	1
Iford Lane Local Centre	1	2.1	2	3.3	0	0.2	1	1.0					0	0.6			0	0.1	0	0.5	7.7	0
Woodford Bridge Local Centre					1	3.0	0	0.7	0	0.9					0	0.6			0	0.3	5.4	0
Woodford Broadway Local Centre					1	3.3			0	1.6	0	0.2							0	0.1	5.2	0
Manford Way Local Centre					1	2.4			0	0.1									1	1.2	3.7	0
Other							0	0.3													0.3	0
Chase Lane Retail Park, King George Avenue, Newbury Park	1	1.4	0	0.2	1	2.4	0	0.4	0	1.8					0	0.9	0	0.3			7.5	0
Other	0	0.9	0	0.2	1	3.4			0	0.9					0	0.2					5.6	0
London Borough Redbridge Sub-total	43	82.5	49	86.1	31	87.8	14	24.5	12	48.2	8	30.9	6	13.4	7	26.8	12	32.5	4	11.1	443.9	16
OTHER WITHIN SURVEY AREA																						
Stratford (including Westfield Stratford City)	10	19.1	9	16.2	17	48.1	20	34.4	24	94.9	35	131.0	16	35.3	1	3.9	4	10.2	10	23.8	417.0	15
Dagenham	0	0.3	0	0.5	0	0.1	0	0.1	0	0.3			0	0.1	9	35.8	11	30.8			67.8	2
Beckton	4	6.8	3	5.3	1	3.3	11	18.1	1	2.1	4	16.9	30	66.9	17	62.8	2	6.1	0	1.1	189.4	7
Barking	2	4.6	1	1.3	0	1.3	4	7.4	1	5.2	1	2.5	4	8.8	11	39.8	2	5.8	1	1.6	78.1	3
East Ham/Upton Park	0	0.1	0	0.3	0	0.2	12	20.2	3	11.5	19	42.2	1	3.1							77.6	3
Walthamstow	0	0.2			3	7.2	0	0.4	4	15.5	2	5.9							1	3.2	32.4	1
Chingford	0	0.4	0	0.3	2	6.7	0	0.0	7	28.0	0	1.2					1	1.7	3	8.3	46.6	2
Loughton					0	1.1	0	0.2	2	8.4	0	0.4					0	0.5	19	47.4	57.9	2
Leytonstone					0	0.5	2	3.6	9	32.1	0	0.4							0	0.3	36.9	1
Other	0	0.7			1	3.9	3	4.3	2	8.6	1	2.2	2	3.6			1	1.4	2	5.5	30.3	1
Inside Survey Area Sub-total	60	114.7	63	109.9	56	160.1	66	113.2	53	211.3	62	234.6	75	170.6	45	172.2	33	88.9	41	102.3	1477.9	54
OUTSIDE SURVEY AREA																						
Central London - West End	3	5.4	1	2.1	2	6.9	4	7.2	7	26.8	6	20.7	1	2.9	0	1.5	3	7.6	4	9.8	90.9	3
Bluewater Shopping Centre	1	2.5			0	0.5	0	0.1	1	2.7	0	1.1	1	1.2	0	1.1	0	1.0	0	0.6	10.7	0
Lakeside Shopping Centre/Grays	9	17.5	5	8.3	6	17.8	3	4.6	1	3.3	5	18.2	7	15.4	18	67.4	12	33.5	4	10.8	196.7	7
Romford	7	13.6	5	9.1	13	35.7	4	6.7	1	3.4	0	0.7	2	4.3	12	46.6	36	97.4	12	30.3	247.8	9
Edmonton	1	2.0	1	1.3	4	11.5	1	1.6	6	24.7	2	7.8	1	1.3	1	2.0	1	2.4	2	5.9	60.6	2
Rainham															5	18.7	1	3.2			21.9	1
Leyton	1	1.1					0	0.5	1	2.2	3	9.7							0	0.1	13.5	0
Enfield					0	1.2			2	7.4	0	0.6							2	4.9	14.2	1
Other	2	3.9	1	1.4	3	8.8	3	4.4	6	24.8	3	9.4	2	3.7	5	18.0	2	4.2	10	25.0	103.5	4
Outside Survey Area Sub-total	24	45.9	13	22.2	29	82.4	15	25.1	24	95.4	18	68.2	13	28.7	41	155.2	55	149.4	35	87.3	759.7	28
Internet / Home Delivery / Click & Collect	16	30.4	24	42.7	15	41.3	19	33.1	24	95.2	19	72.7	12	27.4	14	51.1	12	32.4	23	58.2	484.5	18
Total	100	191.0	100	174.8	100	283.8	100	171.4	100	401.9	100	375.4	100	226.7	100	378.5	100	270.7	100	247.8	2,722	100

Notes:
Derived from Tables 4-13
Figures may not add due to rounding
2013 Prices

**LONDON BOROUGH OF REDBRIDGE
RETAIL CAPACITY ASSESSMENT
APPENDIX 5 - COMPARISON GOODS**



Table 15: Turnover of Comparison Goods Retail Commitments, 2015

App No	Commitment	Floorspace (sq m net)	Sales density (£/sq m)	Turnover (£m)
1971/10	Mixed use Commercial/Residential development, 226-244 High Road, Ilford	820	4,000	3.3
2702/11	Mixed Use Commercial/residential development, 288 Ilford Lane, Ilford	550	4,000	2.2
0302/13	Extension to provide new retail floorspace, The White Hart, 692-694 Chigwell Road, Woodford Green	900	4,000	3.6
3427/13	Erection of new retail floorspace, Goodmayes Retail Park	584	4,000	2.3
1912/14	Mezzanine Floor, Unit 1B, Goodmayes Retail Park	855	4,000	3.4
3782/14	Mixed Use Commercial/residential development, Valentines House, Ilford	2,142	4,000	8.6

Notes:

Information on retail commitments provided by Council

Sales density assumed to be £4,000/sq m - which is considered to be average of what retailers could achieve in Redbridge

2013 PRICES

**LONDON BOROUGH OF REDBRIDGE
RETAIL CAPACITY ASSESSMENT
APPENDIX 5 - COMPARISON GOODS**



Table 16: Comparison Goods Floorspace Capacity - Redbridge

	2015	2020	2025	2030
Total Available Expenditure within the Survey Area (£m)	2,722	3,289	4,026	4,916
Actual Turnover of facilities in Redbridge Borough (£m)	443.9	512.3	564.6	623.3
Market Share - Redbridge Borough (%)	16	16	16	16
Turnover Potential based on Market Share - Total (£m)	443.9	536.3	656.5	801.6
Expenditure Capacity before commitments (£m)	-	23.9	92.0	178.3
Minimum Floorspace Capacity Requirements before Commitments (sq m net)	-	4,784	16,696	29,314
Maximum Floorspace Capacity Requirements before Commitments (sq m net)	-	7,974	27,827	48,856
Commitments	23.4	27.0	29.8	32.9
Expenditure Capacity after Commitments (£m)	-	-3.1	62.2	145.5
Minimum Floorspace Capacity Requirements after Commitments (sq m net)	-	-618	11,293	23,911
Maximum Floorspace Capacity Requirements after Commitments (sq m net)	-	-1,031	18,822	39,851

Notes:
 Minimum Floorspace Capacity - Average sales density assumed to be £5,000/sq m which WYG consider to be towards the higher end of what could be achieved in Redbridge Borough
 Maximum Floorspace Capacity - Average sales density assumed to be £3,000/sq m which WYG consider to be towards the lower end of what could be achieved in Redbridge Borough
 Turnover of commitments taken from Table 15
 Allows for increased turnover efficiency as set out in Figure 4b, Experian Retail Planner Briefing Note 13 (Oct 2015)
 Assumes constant market share claimed by Redbridge Borough at 16%
 Figures may not add due to rounding

2013 PRICES