

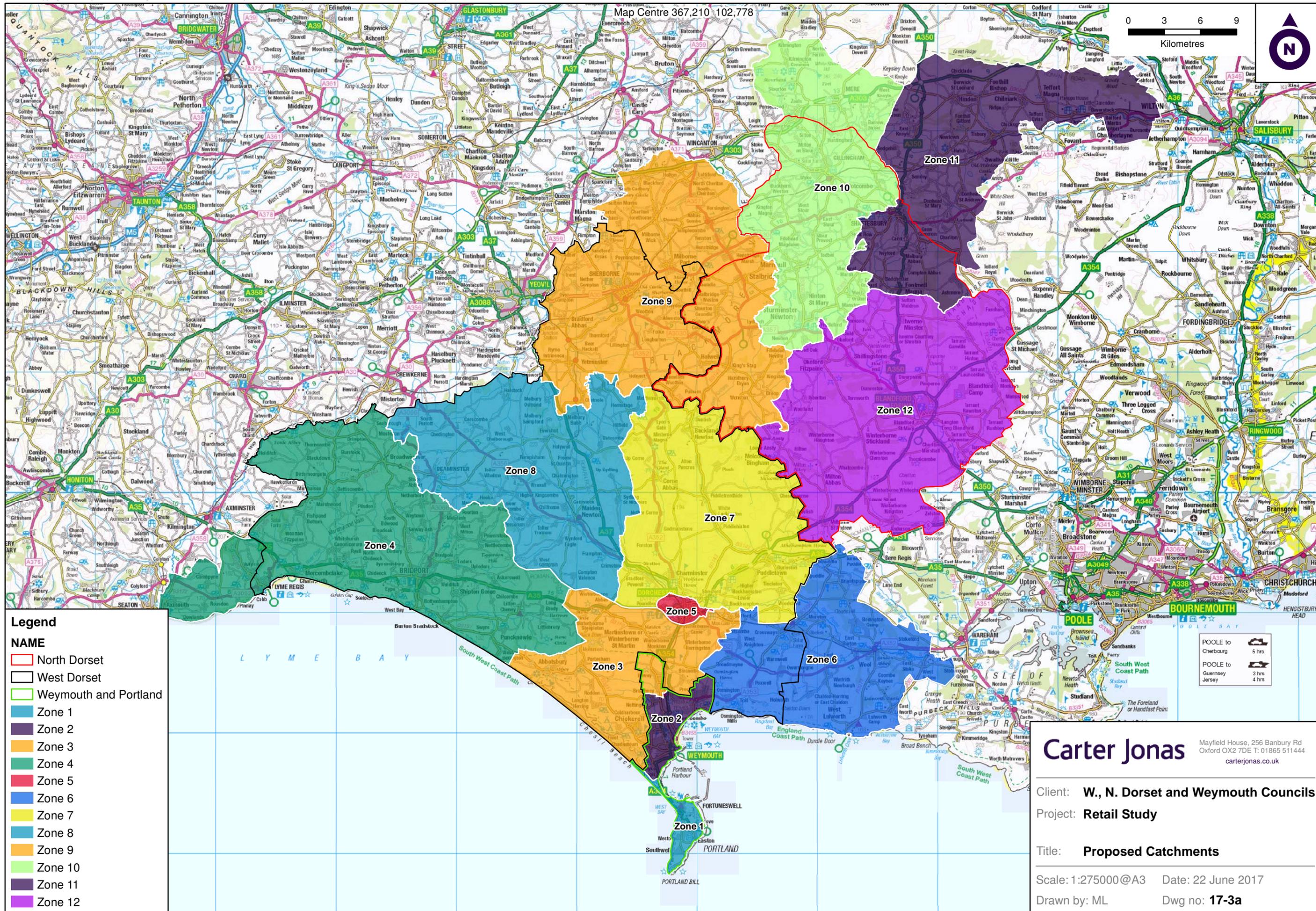
JOINT RETAIL AND COMMERCIAL LEISURE STUDY- 2018

APPENDICES – VOLUME I

For North Dorset District Council, West Dorset District Council, and Weymouth & Portland Borough Council

APPENDIX 1: STUDY AREA & ZONES

Map Centre 367,210 102,778



Legend

NAME

- North Dorset
- West Dorset
- Weymouth and Portland
- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5
- Zone 6
- Zone 7
- Zone 8
- Zone 9
- Zone 10
- Zone 11
- Zone 12

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Client: **W., N. Dorset and Weymouth Councils**

Project: **Retail Study**

Title: **Proposed Catchments**

Scale: 1:275000@A3 Date: 22 June 2017

Drawn by: ML Dwg no: **17-3a**

APPENDIX 2: STUDY AREA POPULATION AND PROJECTIONS

TABLE 1: EXPERIAN - BASE YEAR (2017) POPULATION & PROJECTIONS (to 2036)

ZONE:	2017	2021	2026	2031	2033	2036
Zone 1	13,510	13,604	13,765	13,907	13,972	14,058
Zone 2	49,140	49,342	49,713	50,184	50,267	50,511
Zone 3	12,988	13,263	13,525	13,790	13,888	14,031
Zone 4	32,893	33,563	34,477	35,186	35,419	35,732
Zone 5	19,645	19,959	20,448	21,000	21,175	21,506
Zone 6	13,762	14,148	14,610	14,963	15,080	15,285
Zone 7	10,186	10,421	10,737	10,994	11,095	11,230
Zone 8	10,214	10,460	10,762	11,001	11,074	11,187
Zone 9	30,680	31,278	31,985	32,492	32,691	32,920
Zone 10	28,054	28,441	28,993	29,458	29,615	29,810
Zone 11	20,177	20,567	20,942	21,225	21,356	21,504
Zone 12	31,204	31,769	32,491	33,064	33,258	33,596
Study Area	272,453	276,815	282,448	287,264	288,890	291,370
West Dorset Area (Zones 3-9)	130,368	133,092	136,544	139,426	140,422	141,891
North Dorset Area (Zones 10-12)	79,435	80,777	82,426	83,747	84,229	84,910
Weymouth & Portland Area (Zones 1-2)	62,650	62,946	63,478	64,091	64,239	64,569

GROWTH 2017 - 2036:

%	2017-36
4.1%	548
2.8%	1,371
8.0%	1,043
8.6%	2,839
9.5%	1,861
11.1%	1,523
10.2%	1,044
9.5%	973
7.3%	2,240
6.3%	1,756
6.6%	1,327
7.7%	2,392
6.0%	16,437
8.8%	11,523
6.9%	5,475
3.1%	1,919

Sources: For all zones the population figures have been sourced from Experian's 'Retail Area Planner' Reports using CJs (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model'. The projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: DORSET COUNCIL PARTNERSHIPS - BASE YEAR (2017) POPULATION & PROJECTIONS (to 2036)

ZONE:	2017	2021	2026	2031	2033	2036
Zone 1	12,743	14,025	14,337	14,390	14,525	14,727
Zone 2	49,845	52,600	56,247	57,495	58,096	58,997
Zone 3	13,389	14,793	15,949	16,149	16,623	17,336
Zone 4	part coverage in local authority area only	29,493	30,949	32,405	33,172	33,801
Zone 5		20,682	23,038	24,547	24,833	25,646
Zone 6	part coverage in local authority area only	5,359	6,171	6,939	6,939	7,196
Zone 7		10,409	10,756	10,917	10,917	11,009
Zone 8		10,229	10,707	10,730	10,814	10,916
Zone 9	part coverage in local authority area only	22,591	23,517	23,774	23,813	24,048
Zone 10	part coverage in local authority area only	23,924	25,642	28,304	30,278	31,163
Zone 11	part coverage in local authority area only	11,065	12,175	12,376	12,376	12,596
Zone 12		30,957	31,992	33,136	33,607	34,025
Study Area	240,685	256,364	269,661	274,783	279,644	286,935
West Dorset Area (Zones 3-9)	112,151	119,930	125,261	126,637	129,239	133,143
North Dorset Area (Zones 10-12)	65,946	69,809	73,816	76,261	77,784	80,069
Weymouth & Portland Area (Zones 1-2)	62,588	66,625	70,584	71,885	72,620	73,724

GROWTH 2017 - 2036:

%	2017-36
15.6%	1,984
18.4%	9,152
29.5%	3,947
17.8%	5,251
29.9%	6,184
41.5%	2,222
7.1%	739
8.2%	839
8.0%	1,809
35.8%	8,565
16.8%	1,861
11.9%	3,696
16.2%	38,959
18.7%	20,992
21.4%	14,123
17.8%	11,135

Sources: Dorset Council Partnership (DCP). The population projections for all zones have been derived from DCP's 2015 mid-year projections for each ward within the local authority areas and defined zones. The Councils' policy-led projections take into account forecast housing allocated growth. It should be noted that for some zones the Councils population figures do not provide 100% coverage, as part of the zones extend into neighbouring local authority areas.

TABLE 3: REVISED COMPOSITE BASE YEAR (2017) POPULATION & PROJECTIONS (to 2036)

ZONE:	2017	2021	2026	2031	2033	2036
Zone 1	12,743	14,025	14,337	14,390	14,525	14,727
Zone 2	49,845	52,600	56,247	57,495	58,096	58,997
Zone 3	13,389	14,793	15,949	16,149	16,623	17,336
Zone 4	32,893	34,418	35,969	36,809	37,462	38,437
Zone 5	20,682	23,038	24,547	24,833	25,646	26,866
Zone 6	13,762	14,810	15,860	16,075	16,404	16,914
Zone 7	10,409	10,756	10,917	10,917	11,009	11,147
Zone 8	10,229	10,707	10,730	10,814	10,916	11,069
Zone 9	30,680	31,764	32,208	32,380	32,667	33,080
Zone 10	28,054	29,829	32,572	34,615	35,523	36,878
Zone 11	20,177	21,463	21,833	21,961	22,241	22,638
Zone 12	30,957	31,992	33,136	33,607	34,025	34,653
Study Area	273,820	290,194	304,305	310,046	315,137	322,741
West Dorset Area (Zones 3-9)	132,044	140,285	146,179	147,978	150,728	154,849
North Dorset Area (Zones 10-12)	79,188	83,284	87,542	90,183	91,788	94,169
Weymouth & Portland Area (Zones 1-2)	62,588	66,625	70,584	71,885	72,620	73,724

GROWTH 2017 - 2036:

%	2017-36
15.6%	1,984
18.4%	9,152
29.5%	3,947
16.9%	5,544
29.9%	6,184
22.9%	3,152
7.1%	739
8.2%	839
7.8%	2,400
31.5%	8,824
12.2%	2,461
11.9%	3,696
15.1%	41,317
17.3%	22,806
18.9%	14,981
17.8%	11,135

Sources: Dorset Council Partnership. For Zones 1, 2, 3, 5, 7, 8 and 12 the population projections figures have been derived from the 2015 mid-year projections for each ward within the local authority areas and defined zones. The Councils' policy-led projections take into account forecast housing allocated growth.

Dorset Council Partnerships / Experian Business Strategies. For Zones 4, 6, 9 and 11 the residual population outside the local authority area and projected growth has been sourced from Experian's 'Retail Area Planner' Reports based on CJs (Experian-based) MMG3 Geographic Information System (GIS). The growth in the Experian-based residual population outside each local authority zone has then been added to the population and projected growth within the local authority area.

APPENDIX 3: CONVENIENCE GOODS EXPENDITURE

TABLE 1: REVISED CONVENIENCE EXPENDITURE PER CAPITA FORECASTS @ 2015 PRICES (excluding SFT)

2017		2017	2021	2026	2031	2033	2036
including SFT		Excluding Special Forms of Trading					
EXPERIAN - SPECIAL FORMS OF TRADING (%):		3.2%	3.9%	4.6%	5.1%	5.3%	5.4%
REVISED (SURVEY-BASED) SPECIAL FORMS OF TRADING (%):		1.2%	1.5%	1.8%	2.0%	2.0%	2.1%
Zone 1	£2,055	£2,030	£2,012	£2,017	£2,023	£2,025	£2,031
Zone 2	£2,137	£2,111	£2,092	£2,097	£2,103	£2,106	£2,111
Zone 3	£2,406	£2,376	£2,355	£2,361	£2,368	£2,371	£2,377
Zone 4	£2,507	£2,476	£2,454	£2,460	£2,467	£2,470	£2,477
Zone 5	£2,160	£2,134	£2,115	£2,120	£2,126	£2,129	£2,134
Zone 6	£2,362	£2,333	£2,313	£2,318	£2,325	£2,328	£2,334
Zone 7	£2,525	£2,494	£2,472	£2,478	£2,485	£2,488	£2,495
Zone 8	£2,530	£2,499	£2,477	£2,483	£2,490	£2,493	£2,500
Zone 9	£2,393	£2,363	£2,342	£2,348	£2,355	£2,358	£2,364
Zone 10	£2,328	£2,299	£2,279	£2,284	£2,291	£2,294	£2,300
Zone 11	£2,407	£2,377	£2,356	£2,362	£2,369	£2,372	£2,378
Zone 12	£2,248	£2,220	£2,201	£2,206	£2,213	£2,215	£2,221
STUDY AREA AVERAGE:	£2,338.2	£2,309	£2,289	£2,294	£2,301	£2,304	£2,310

Source: The base year expenditure per capita forecasts are sourced from CJ's in-house Experian MMG3 GIS 'Retail Area Planner' Reports.

The annual expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 15 published by Experian (December 2017; Figures 1a and 1b).

An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) at the base year based on the household survey-derived SFT market shares. The SFT market shares have been adjusted to reflect the proportion of internet sales that are sourced through existing shops/stores and the growth rates as set out in Experian's latest Briefing Note (Appendix 3, Figure 5).

TABLE 2: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2017) TO 2036 (£m)

	2017	2017	2021	2026	2031	2033	2036	GROWTH: 2017-2036	
	including SFT	Excluding Special Forms of Trading						%	£M
Zone 1	£26.2	£25.9	£28.2	£28.9	£29.1	£29.4	£29.9	15.6%	£4.0
Zone 2	£106.5	£105.2	£110.1	£118.0	£120.9	£122.3	£124.6	18.4%	£19.4
Zone 3	£32.2	£31.8	£34.8	£37.6	£38.2	£39.4	£41.2	29.5%	£9.4
Zone 4	£82.5	£81.4	£84.5	£88.5	£90.8	£92.5	£95.2	16.9%	£13.8
Zone 5	£44.7	£44.1	£48.7	£52.0	£52.8	£54.6	£57.3	29.9%	£13.2
Zone 6	£32.5	£32.1	£34.3	£36.8	£37.4	£38.2	£39.5	22.9%	£7.4
Zone 7	£26.3	£26.0	£26.6	£27.0	£27.1	£27.4	£27.8	7.1%	£1.9
Zone 8	£25.9	£25.6	£26.5	£26.6	£26.9	£27.2	£27.7	8.2%	£2.1
Zone 9	£73.4	£72.5	£74.4	£75.6	£76.3	£77.0	£78.2	7.9%	£5.7
Zone 10	£65.3	£64.5	£68.0	£74.4	£79.3	£81.5	£84.8	31.5%	£20.3
Zone 11	£48.6	£48.0	£50.6	£51.6	£52.0	£52.7	£53.8	12.2%	£5.9
Zone 12	£69.6	£68.7	£70.4	£73.1	£74.4	£75.4	£77.0	12.0%	£8.2
STUDY AREA:	£633.6	£625.8	£657.1	£690.2	£705.3	£717.7	£737.0	17.8%	£111.2
West Dorset Area (Zones 3-9)		£313.5	£329.8	£344.2	£349.5	£356.4	£366.9	17.0%	£53.4
North Dorset Area (Zones 10-12)		£181.2	£189.0	£199.1	£205.7	£209.6	£215.6	19.0%	£34.4
Weymouth & Portland Area (Zones 1-2)		£131.1	£138.3	£146.9	£150.0	£151.8	£154.5	17.8%	£23.4

APPENDIX 4: COMPARISON GOODS EXPENDITURE

TABLE 3: REVISED COMPARISON EXPENDITURE PER CAPITA FORECASTS @ 2015 PRICES (excluding SFT)

2017		2017	2021	2026	2031	2033	2036
including SFT		Excluding Special Forms of Trading					
EXPERIAN - SPECIAL FORMS OF TRADING (%):		13.8%	15.6%	16.1%	16.3%	16.4%	16.6%
REVISED (SURVEY-DERIVED) SPECIAL FORMS OF TRADING (%):		16.5%	18.7%	19.3%	19.5%	19.6%	19.9%
Zone 1	£2,680	£2,283	£2,444	£2,840	£3,312	£3,523	£3,867
Zone 2	£3,381	£2,881	£3,083	£3,583	£4,179	£4,445	£4,880
Zone 3	£3,975	£3,387	£3,625	£4,212	£4,913	£5,226	£5,737
Zone 4	£4,196	£3,575	£3,825	£4,446	£5,185	£5,515	£6,055
Zone 5	£3,589	£3,058	£3,272	£3,803	£4,435	£4,718	£5,179
Zone 6	£4,045	£3,447	£3,688	£4,286	£4,999	£5,318	£5,838
Zone 7	£4,445	£3,787	£4,053	£4,710	£5,493	£5,843	£6,414
Zone 8	£4,214	£3,590	£3,842	£4,465	£5,207	£5,539	£6,081
Zone 9	£3,963	£3,376	£3,613	£4,199	£4,897	£5,209	£5,718
Zone 10	£3,773	£3,215	£3,440	£3,998	£4,663	£4,960	£5,445
Zone 11	£4,130	£3,519	£3,766	£4,376	£5,104	£5,429	£5,960
Zone 12	£3,886	£3,311	£3,543	£4,118	£4,803	£5,109	£5,608
STUDY AREA AVERAGE:	£3,856	£3,286	£3,516	£4,086	£4,766	£5,070	£5,565

Source: The base year expenditure per capita forecasts are sourced from CJ's in-house Experian MMG3 GIS 'Retail Area Planner' Reports.

The annual expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 15 published by Experian (December 2017; Figures 1a and 1b).

An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year based on the household survey-derived SFT market shares. The SFT market shares have been adjusted to reflect the proportion of internet sales that are sourced through existing shops/stores and the growth rates as set out in Experian's latest Briefing Note (Appendix 3, Figure 5).

TABLE 4: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2017) TO 2036 (£m) (excluding SFT)

	2017	2017	2021	2026	2031	2033	2036	GROWTH: 2017-2036	
	(incl SFT)	Excluding Special Forms of Trading						%	£M
Zone 1	£34.2	£29.1	£34.3	£40.7	£47.7	£51.2	£57.0	95.7%	£27.9
Zone 2	£168.5	£143.6	£162.2	£201.5	£240.3	£258.2	£287.9	100.5%	£144.3
Zone 3	£53.2	£45.3	£53.6	£67.2	£79.3	£86.9	£99.5	119.3%	£54.1
Zone 4	£138.0	£117.6	£131.7	£159.9	£190.9	£206.6	£232.7	97.9%	£115.1
Zone 5	£74.2	£63.2	£75.4	£93.3	£110.1	£121.0	£139.1	120.0%	£75.9
Zone 6	£55.7	£47.4	£54.6	£68.0	£80.4	£87.2	£98.7	108.2%	£51.3
Zone 7	£46.3	£39.4	£43.6	£51.4	£60.0	£64.3	£71.5	81.4%	£32.1
Zone 8	£43.1	£36.7	£41.1	£47.9	£56.3	£60.5	£67.3	83.3%	£30.6
Zone 9	£121.6	£103.6	£114.8	£135.2	£158.6	£170.2	£189.2	82.6%	£85.6
Zone 10	£105.9	£90.2	£102.6	£130.2	£161.4	£176.2	£200.8	122.6%	£110.6
Zone 11	£83.3	£71.0	£80.8	£95.5	£112.1	£120.7	£134.9	90.0%	£63.9
Zone 12	£120.3	£102.5	£113.4	£136.4	£161.4	£173.8	£194.3	89.6%	£91.8
STUDY AREA:	£1,044.3	£889.7	£1,008.0	£1,227.4	£1,458.3	£1,576.8	£1,772.9	99.3%	£883.2
West Dorset Area (Zones 3-9)		£453.3	£514.8	£623.0	£735.5	£796.7	£898.0	98.1%	£444.7
North Dorset Area (Zones 10-12)		£263.7	£296.8	£362.2	£434.9	£470.8	£530.1	101.0%	£266.4
Weymouth & Portland Area (Zones 1-2)		£172.7	£196.4	£242.2	£287.9	£309.4	£344.8	99.7%	£172.1

APPENDIX 5: CONVENIENCE GOODS MARKET SHARES (INCL SFT)

TABLE 1: ALL CONVENIENCE GOODS - 2017 MARKET SHARE ANALYSIS (E)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	10	11	12	Total Study	WEST DORSET Zones 3 to 9	NORTH DORSET Zones 10, 11, 12	WYMOUTH & PORTLAND Zones 1 & 2
West Dorset (LPA 1)																
Dorchester Main TC	0.3%	1.6%	8.7%	1.0%	29.6%	9.6%	27.8%	9.5%	0.0%	0.0%	0.0%	0.3%	5.0%	9.4%	0.1%	1.4%
Co-op, Trinity Square	0.0%	0.0%	0.0%	0.0%	1.0%	0.7%	1.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%
Island, Trinity Street	0.0%	0.0%	1.4%	0.0%	4.6%	0.4%	0.9%	0.8%	0.0%	0.0%	0.0%	0.3%	0.9%	0.9%	0.1%	0.0%
Marks & Spencer, South Street	0.0%	1.0%	1.3%	0.7%	4.3%	0.3%	1.0%	1.8%	0.0%	0.0%	0.0%	0.0%	1.2%	1.2%	0.0%	0.8%
Waitrose, Tudor Arcade	0.0%	0.7%	5.8%	0.0%	16.1%	6.8%	21.8%	6.4%	0.0%	0.0%	0.0%	0.0%	3.1%	5.9%	0.0%	0.5%
Dorchester - Other	0.3%	0.0%	0.2%	0.3%	3.6%	1.4%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	0.1%
Bridport Smaller TC	0.0%	0.0%	0.5%	14.3%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	2.0%	4.0%	0.0%	0.0%
Waitrose, West Street	0.0%	0.0%	0.5%	10.7%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.5%	2.9%	0.0%	0.0%
Bridport - Other	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.1%	0.0%	0.0%
Sherborne Smaller TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.9%	11.0%	0.0%	0.0%	0.0%	1.3%	2.7%	0.0%	0.0%
Waitrose, Cheap Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	8.2%	0.0%	0.0%	0.0%	1.0%	1.9%	0.0%	0.0%
Sherborne - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%	2.9%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%	0.0%
Lyme Regis Smaller TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
Co-op, Broad Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%
Tesco Express, Broad Street	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Lyme Regis - Other	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Beaminstor Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, The Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beaminstor - Other	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%
West Dorset: Other Smaller Villages/Local Centres	0.0%	0.7%	4.4%	3.8%	5.0%	8.4%	9.2%	5.9%	0.2%	0.0%	0.0%	0.0%	2.2%	4.2%	0.0%	0.6%
Brookmans	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Brookmans - Other	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burton Bradstock	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Cattstock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chariton Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Chiscombe	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Chickerwell	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%
Crossways	0.0%	0.0%	0.2%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%	0.0%
Malden Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Marlston	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Masterton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%
North Alington	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%
Poundbury	0.0%	0.7%	1.7%	0.0%	5.0%	0.6%	3.6%	0.2%	0.0%	0.0%	0.0%	0.0%	0.7%	1.3%	0.0%	0.6%
Rudstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Sturminster	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thorncombe	0.0%	0.0%	0.4%	1.0%	0.0%	0.0%	0.2%	0.8%	0.2%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%
West Dorset - All other smaller villages/local centres	0.0%	0.4%	1.0%	0.0%	0.0%	0.0%	0.2%	0.8%	0.2%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%
West Dorset: Out-of-Centre Foodstores	0.0%	1.5%	10.7%	36.6%	50.0%	29.3%	50.5%	34.7%	18.8%	1.3%	0.7%	4.8%	17.0%	32.0%	2.5%	1.2%
Co-op, Sea Road N, Bridport	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%
Co-op, Westridge Park, Sherborne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, St Andrew Road, Bridport	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	4.0%	0.0%	0.0%
Lidl, The Grove, Dorchester	0.0%	0.6%	1.3%	0.0%	11.2%	6.5%	19.2%	6.5%	4.4%	0.0%	0.0%	0.0%	2.8%	4.6%	1.3%	0.5%
Morrison's, W Bay Road, Bridport	0.0%	0.0%	0.5%	21.2%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	6.3%	0.0%	0.0%
Sainsbury's Local, St Martins Place, Bridport	0.0%	0.0%	1.3%	0.0%	3.6%	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%	0.0%
Sainsbury's, Ludbourne Road, Sherborne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	1.1%	18.2%	1.3%	0.7%	0.3%	2.5%	4.8%	0.8%	0.0%
Tesco, Weymouth Avenue, Dorchester	0.0%	0.0%	0.0%	0.0%	33.1%	0.0%	27.2%	8.4%	0.0%	0.0%	0.0%	0.0%	5.1%	10.7%	0.2%	0.7%
West Dorset - All other OOC stores	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
SUB TOTAL: WEST DORSET MARKET SHARE	0.3%	3.8%	24.3%	62.2%	84.6%	47.4%	88.0%	63.1%	30.6%	1.6%	0.7%	6.2%	28.9%	54.6%	2.7%	3.1%
Weymouth & Portland (LPA 2)																
Weymouth Main TC	5.6%	6.7%	6.3%	0.0%	0.4%	0.3%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	1.7%	6.7%	0.0%	6.0%
Island, St Thomas Street	1.0%	0.8%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.0%	0.0%	1.0%
Marks & Spencer, St Mary Street	0.3%	1.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.3%	1.2%	0.0%	1.2%
Tesco Metro, St Thomas Street	2.6%	1.8%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.0%	2.0%
Weymouth - Other	0.8%	2.6%	3.1%	0.0%	0.4%	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%	0.0%	2.3%
Portland, Easton Local Centre	56.3%	2.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	6.1%	0.0%	12.6%
Co-op, Easton Square, Portland	81.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%
Tesco Superstore, Park Road, Easton, Portland	46.6%	2.1%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.1%	0.0%	10.9%
Easton - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portland, Fortuneswell Local Centre	7.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
Co-op, Fortuneswell, Portland	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
Fortuneswell - Other	1.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Weymouth & Portland: Other Smaller Villages/Local Centres	0.9%	3.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%	0.0%	2.7%
Littlemoor	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weston, Portland	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Wyke-Roag	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%
Weymouth & Portland - All other smaller villages/local centres	0.0%	0.7%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.6%
Weymouth & Portland: Out-of-Centre Foodstores	27.0%	81.6%	68.9%	1.3%	10.2%	8.1%	8.1%	3.2%	0.0%	0.0%	0.0%	0.0%	19.6%	9.5%	0.0%	70.8%
Aldi, Jubilee Retail Park, Weymouth	7.5%	10.2%	4.6%	0.9%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.9%	0.0%	9.7%
Asda, Newbold Road, Weymouth	8.7%	24.6%	15.3%	0.3%	1.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	1.9%	0.0%	21.4%
Bunton Stores (Central Store), Bunton Road, Weymouth	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%
Lidl, Dorchester Road, Weymouth	1.4%	6.0%	4.7%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.6%	0.0%	5.1%
Morrison's, Dorchester Road, Weymouth	4.5%	19.9%	15.4%	0.0%	2.8%	2.0%	1.7%	1.4%	0.0%	0.0%	0.0%	0.0%	4.7%	2.4%	0.0%	17.8%
One Stop, Lynch Road, Weymouth	0.0%	1.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	1.2%
Sainsbury's, Maseley Road, Weymouth	4.2%	16.2%	12.8%	0.0%	5.6%	3.6%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	3.1%	0.0%	13.8%

TABLE 2: MAIN FOOD PURCHASES - 2017 MARKET SHARE ANALYSIS (€) Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	10	11	12	Total Study	West Dorset Zones 9 & 10	North Dorset Zones 10, 11, 12	Weymouth & Portland Zones 1 & 2
West Dorset (LPA 1)																
Dorchester Main TC	0.0%	0.0%	7.2%	0.9%	21.6%	11.3%	25.5%	10.8%	0.0%	0.0%	0.0%	0.0%	4.2%	8.1%	0.0%	0.0%
Co-op, Trinity Square	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Island, Trinity Street	0.0%	0.0%	2.1%	0.0%	4.3%	0.6%	0.6%	1.4%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%	0.0%	0.0%
Marks & Spencer, South Street	0.0%	0.0%	0.6%	0.9%	1.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.4%	0.6%	0.0%	0.0%
Waitrose, Tudor Arcade	0.0%	0.0%	4.5%	0.0%	13.2%	10.7%	23.7%	7.5%	0.0%	0.0%	0.0%	0.0%	3.0%	6.0%	0.0%	0.0%
Dorchester - Other	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.3%	0.0%	0.0%
Bridport Smaller TC	0.0%	0.0%	0.0%	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	3.0%	0.0%	0.0%
Waitrose, West Street	0.0%	0.0%	0.0%	10.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	1.3%	2.7%	0.0%	0.0%
Bridport - Other	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.0%
Sherborne Smaller TC	0.0%	1.1%	4.5%	0.0%	0.0%	0.0%	0.6%	1.1%	0.0%	0.0%						
Waitrose, Cheap Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.4%	0.9%	0.0%	0.0%
Sherborne - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%
Lyme Regis Smaller TC	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%	0.0%	0.0%
Co-op, Broad Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Broad Street	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%	0.0%	0.0%
Lyme Regis - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beaminster Local Centre	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%								
Co-op, The Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%
Beaminster - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
West Dorset: Other Smaller Villages/Local Centres	0.0%	0.0%	0.0%	0.0%	2.9%	2.4%	2.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadmayne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadwinton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burnton Bradstock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Catstock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charlton Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chickerell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crossways	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mablethorpe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marlston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Mosterton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Alton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poundbury	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%	0.0%
Puddeston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thomcombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Dorset: All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
West Dorset: Out-of-Centre Foodstores	0.0%	1.6%	8.9%	44.8%	87.3%	38.3%	56.9%	38.6%	22.2%	1.4%	0.0%	7.2%	19.4%	37.5%	3.2%	0.0%
Co-op, Sea Road N, Bridport	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%
Co-op, Westgate Park, Sherborne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, St Andrews Road, Bridport	0.0%	0.0%	0.0%	14.8%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	2.3%	4.4%	0.0%	0.0%
Lidl, The Grove, Dorchester	0.0%	1.0%	1.4%	0.0%	11.8%	7.0%	23.4%	4.5%	0.7%	0.0%	0.0%	5.5%	3.3%	5.0%	2.1%	0.8%
Morrison's, W Bay Road, Bridport	0.0%	0.0%	0.0%	28.0%	0.0%	0.0%	0.0%	13.5%	0.0%	0.0%	0.0%	0.0%	4.2%	8.4%	0.0%	0.0%
Sainsbury's Local, St Martins Place, Bridport Road, Dorchester	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%
Sainsbury's Ludbourne Road, Sherborne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.7%	21.5%	1.4%	0.0%	0.0%	2.9%	5.4%	0.0%	0.0%
Tesco, Weymouth Avenue, Dorchester	0.0%	0.0%	0.0%	43.7%	0.0%	0.0%	28.7%	7.9%	0.0%	0.0%	0.0%	0.0%	61.3%	10.0%	0.0%	0.0%
West Dorset: All other OOC stores	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: WEST DORSET MARKET SHARE	0.0%	1.6%	17.6%	58.7%	82.2%	82.0%	84.4%	56.7%	26.7%	1.4%	0.0%	7.2%	27.1%	51.7%	3.2%	1.3%
Weymouth & Portland (LPA 2)																
Weymouth Main TC	6.4%	1.8%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	2.6%
Island, St Thomas Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.4%
Marks & Spencer, St Mary Street	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.3%
Tesco Metro, St Thomas Street	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%
Weymouth - Other	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Portland, Easton Local Centre	58.9%	3.4%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	14.4%						
Co-op, Easton Square, Portland	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.5%
Tesco Superstore, Park Road, Easton, Portland	56.2%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	13.9%
Easton - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portland, Fortuneswell Local Centre	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%							
Co-op, Fortuneswell, Portland	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Fortuneswell - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weymouth & Portland: Other Smaller Villages/Local Centres	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%						
Litemoor	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weston, Portland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hyde Regis	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.8%
Weymouth & Portland: All other smaller villages/local centres	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.5%
Weymouth & Portland: Out-of-Centre Foodstores	30.1%	88.1%	67.1%	1.8%	11.4%	7.7%	10.4%	4.7%	0.0%	0.0%	0.0%	0.0%	21.5%	10.9%	0.0%	76.7%
Aldi, Jubilee Retail Park, Weymouth	7.5%	10.5%	4.6%	1.6%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	1.1%	0.0%	9.9%
Aldi, Newstead Road, Weymouth	10.0%	30.4%	22.3%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	26.5%
Bunton Stores (Central Store), Bunton Road, Weymouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Dorchester Road, Weymouth	1.6%	5.1%	4.2%	0.0%	0.0%	1.3%	0.0%									

TABLE 4: TOP UP FOOD PURCHASES - 2017 MARKET SHARE ANALYSIS (E)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	10	11	12	Total Study	West Dorset Zones 8 & 9	North Dorset Zones 10, 11, 12	Weymouth & Portland Zones 1 & 2
West Dorset (LPA 1)																
Dorchester Main TC	0.0%	1.2%	15.9%	1.4%	45.1%	6.4%	32.7%	3.5%	0.0%	0.0%	0.0%	0.0%	6.1%	11.9%	0.0%	1.0%
Co-op, Trinity Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Island, Trinity Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, South Street	0.0%	1.2%	2.2%	1.4%	8.7%	1.1%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.3%	2.1%	0.0%	1.0%
Waitrose, Tudor Arcade	0.0%	0.0%	12.1%	0.0%	27.6%	0.0%	20.4%	1.9%	0.0%	0.0%	0.0%	0.0%	3.0%	0.8%	0.0%	0.0%
Dorchester - Other	0.0%	0.0%	1.6%	0.0%	14.8%	4.3%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	3.5%	0.0%	0.0%
Bridport Smaller TC	0.0%	0.0%	0.0%	17.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	2.4%	4.7%	0.0%	0.0%
Waitrose, West Street	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.6%	0.0%	0.0%
Bridport - Other	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	1.6%	3.1%	0.0%	0.0%
Sherborne Smaller TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	1.8%	28.1%	0.0%	0.0%	0.0%	2.5%	5.0%	0.0%	0.0%
Waitrose, Cheap Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sherborne - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0%	0.0%	1.4%	2.8%	0.0%	0.0%
Lyme Regis Smaller TC	0.0%	0.0%	0.0%	21.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	5.6%	0.0%	0.0%
Co-op, Broad Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Broad Street	0.0%	0.0%	0.0%	18.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	4.8%	0.0%	0.0%
Lyme Regis - Other	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%
Beaminster Local Centre	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	28.5%	0.0%	1.4%	0.0%	0.0%	1.5%	2.9%	0.0%	0.0%
Co-op, The Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.4%	0.0%	1.4%	0.0%	0.0%	1.0%	1.7%	0.0%	0.0%
Beaminster - Other	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	8.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.1%	0.0%	0.0%
West Dorset: Other Smaller Villages/Local Centres	0.0%	1.2%	17.1%	11.8%	10.3%	28.5%	38.3%	30.9%	1.4%	0.0%	0.0%	0.0%	7.3%	15.2%	0.0%	1.0%
Broadmayne	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%
Broadwindsor	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Burton Bradstock	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%
Cattstock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%
Charlton Down	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.9%	0.0%	0.0%
Charmouth	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.2%	0.0%	0.0%
Chilcote	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Crosswell	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	21.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.4%	0.0%	0.0%
Maiden Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.1%	0.0%	0.0%	0.0%	0.0%	0.5%	1.1%	0.0%	0.0%
Marinton	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%	0.0%
Mosterton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%
North Alington	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%	0.0%
Poundbury	0.0%	1.2%	5.7%	0.0%	10.3%	1.5%	11.7%	1.0%	0.0%	0.0%	0.0%	0.0%	1.8%	3.2%	0.0%	1.0%
Puddletown	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%
Thorncombe	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.0%
West Dorset: All other smaller villages/local centres	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	10.8%	5.2%	1.4%	0.0%	0.0%	0.0%	0.9%	1.8%	0.0%	0.0%
West Dorset: Out-of-Centre Foodstores	0.0%	1.6%	6.0%	23.9%	36.1%	8.8%	24.7%	16.5%	11.7%	1.9%	0.0%	0.0%	9.9%	18.9%	0.7%	1.3%
Co-op, Sea Road N. Bridport	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%
Co-op, Westridge Park, Sherborne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%
Lot, St Andrews Road, Bridport	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.8%	1.6%	0.0%	0.0%
Lot, The Grove, Dorchester	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%	10.6%	11.9%	0.0%	0.0%	0.0%	0.0%	1.5%	2.9%	0.0%	0.0%
Morrison, W Bay Road, Bridport	0.0%	0.0%	2.2%	17.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%	0.0%	0.0%
Sainsbury's Local, St Martins Place, Bridport Road, Dorchester	0.0%	0.0%	0.0%	10.2%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.6%	0.0%	0.0%
Sainsbury's, Lulworth Road, Sherborne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	2.8%	0.0%	0.0%
Tesco, Weymouth Avenue, Dorchester	0.0%	1.6%	3.8%	0.0%	8.4%	8.8%	12.8%	1.4%	0.0%	0.0%	0.0%	0.0%	2.1%	3.6%	0.0%	1.3%
West Dorset: All other OOC stores	0.0%	0.0%	0.0%	0.0%	9.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.4%	0.0%	0.0%
SUB TOTAL: WEST DORSET MARKET SHARE	0.0%	4.0%	38.9%	77.9%	91.6%	42.7%	97.6%	84.8%	33.2%	3.3%	0.0%	0.0%	33.1%	64.0%	1.2%	3.2%
Weymouth & Portland (LPA 2)																
Weymouth Main TC	1.7%	17.8%	23.6%	0.0%	0.0%	1.1%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	4.5%	2.8%	0.0%	14.8%
Island, St Thomas Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, St Mary Street	0.0%	1.2%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	1.0%
Tesco Metro, St Thomas Street	0.0%	6.4%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.3%	0.0%	5.1%
Weymouth - Other	1.7%	10.2%	16.2%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	1.8%	0.0%	8.5%
Portland, Easton Local Centre	77.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	15.4%
Co-op, Easton Square, Portland	19.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	3.8%
Tesco Superstore, Park Road, Easton, Portland	58.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	11.6%
Easton - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portland, Fortuneswell Local Centre	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	2.1%
Co-op, Fortuneswell, Portland	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	2.1%
Fortuneswell - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weymouth & Portland: Other Smaller Villages/Local Centres	4.8%	12.3%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.3%	0.0%	10.8%
Littlesmoor	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weston, Portland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Wyle Regis	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	7.9%
Weymouth & Portland: All other smaller villages/local centres	0.0%	2.4%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.3%	0.0%	1.9%
Weymouth & Portland: Out-of-Centre Foodstores	1.1%	64.3%	32.6%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	3.6%	0.0%	81.8%
Ald, Jubilee Retail Park, Weymouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Westwood Road, Weymouth	0.0%	24.3%	1.6%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.5%	0.0%	19.3%
Burton Stores (Central Store), Burton Road, Weymouth	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.7%
Lot, Dorchester Road, Weymouth	0.0%	3.3%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%	0.0%	2.7%
Morrison, Dorchester Road, Weymouth	1.1%	5.7%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.5%	0.0%	4.8%
One Stop, Lynch Road, Weymouth	0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.8%	0.0%	8.3%
Sainsbury's, Mercury Road, Weymouth	0.0%	13.7%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	11.6%
Tesco Express (East), Lanehouse Road, Weymouth	0.0%	3.2%	1.0%	0.0%	0.0%	0.0%	0.0%	16.8%	0.0%	0.0%	0.0%	0.0%	1.7%			

APPENDIX 6: COMPARISON GOODS MARKET SHARES (INCL SFT)

TABLE 1: ALL COMPARISON GOODS - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	STUDY AREA	West Dorset Zones 3-9	North Dorset Zones 10-12	Weymouth & Portland Zones 1-2
West Dorset (LPA 1)																
Dorchester Main TC	5.0%	7.9%	17.9%	7.1%	51.3%	24.8%	45.9%	21.0%	1.3%	0.5%	0.1%	1.6%	11.6%	19.4%	0.8%	7.4%
Bridport Smaller TC	0.0%	0.0%	0.3%	30.9%	0.1%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	0.0%	4.6%	8.9%	0.0%	0.0%
Lyme Regis Smaller TC	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%
Sherborne Smaller TC	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.5%	16.1%	0.3%	0.1%	0.4%	2.1%	3.9%	0.3%	0.0%
Beaminstor Local Centre	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%
West Dorset- Other smaller villages/local centres	0.0%	0.1%	0.8%	0.5%	0.4%	0.4%	0.7%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.1%
Charmouth	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Chickerell	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Crossways	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maiden Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portesham	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poundbury	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
West Dorset- Out of Centre (LPA 1)	0.0%	0.4%	1.9%	1.2%	5.5%	4.4%	4.0%	1.0%	0.0%	0.0%	0.1%	0.2%	1.2%	2.2%	0.1%	0.3%
Outside Bridport - Morrisons West Bay Road	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Outside Bridport - Other	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Outside Dorchester - Weymouth Avenue Retail Park	0.0%	0.4%	1.9%	0.3%	4.7%	3.4%	3.6%	0.7%	0.0%	0.0%	0.1%	0.1%	0.9%	1.6%	0.1%	0.3%
Outside Dorchester- Tesco Superstore, Weymouth Avenue	0.0%	0.0%	0.0%	0.0%	0.8%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Other OOC West Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	5.1%	8.4%	21.0%	42.9%	57.4%	29.5%	51.8%	38.2%	17.5%	0.8%	0.3%	2.2%	20.2%	35.9%	1.2%	7.8%
Weymouth & Portland (LPA 2)																
Weymouth Main TC	48.5%	48.9%	31.6%	0.2%	5.1%	2.4%	4.1%	1.1%	0.2%	0.0%	0.0%	0.1%	11.9%	4.7%	0.0%	48.8%
Portland, Easton	10.9%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	2.0%
Portland, Fortuneswell	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Weymouth & Portland - Other smaller villages/local centres	0.4%	1.9%	0.7%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%	0.1%	0.0%	1.6%
Grove, Weston	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Littlemoor	0.0%	1.0%	0.6%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.8%
Portland, Weston	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westham	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Wyke Regis	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.3%
All other smaller villages/local centres	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%
Weymouth & Portland- Out of Centre (LPA 2)	1.6%	10.9%	10.9%	0.1%	1.9%	1.6%	3.5%	0.1%	0.0%	0.0%	0.0%	0.0%	2.8%	1.9%	0.0%	9.3%
Outside Weymouth - Asda Newstead Road	0.0%	1.7%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	1.4%
Outside Weymouth - Jubilee Retail Park	1.2%	8.2%	8.7%	0.1%	1.7%	1.5%	1.0%	0.1%	0.0%	0.0%	0.0%	0.0%	2.1%	1.4%	0.0%	7.0%
Outside Weymouth - Sainsburys Mercery Road	0.0%	0.4%	0.2%	0.0%	0.0%	0.1%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.3%
Outside Weymouth- Wessex Pharmacy, Lanehouse Rocks Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC Weymouth & Portland	0.5%	0.6%	0.9%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.6%
SUB TOTAL: MARKET SHARE:	62.0%	61.9%	43.2%	0.2%	7.2%	4.1%	7.7%	1.2%	0.2%	0.0%	0.0%	0.1%	15.4%	6.6%	0.1%	62.0%
North Dorset (LPA 3)																
Blandford Forum TC	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.5%	0.0%	1.0%	2.7%	0.6%	34.7%	4.5%	0.3%	14.5%	0.0%
Gillingham TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	12.9%	3.7%	0.3%	1.8%	0.4%	5.5%	0.0%
Shaftesbury TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	4.1%	28.9%	1.0%	2.9%	0.1%	9.6%	0.0%
Sturminster Newton TC	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	1.6%	6.9%	0.2%	1.2%	1.1%	0.4%	2.9%	0.0%
Stalbridge Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%
North Dorset - Other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Child Okeford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Marnhull	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Dorset- Out of Centre (LPA 3)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	1.8%	0.3%	0.0%	1.2%	0.0%
Outside Blandford Forum - Stour Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.9%	0.1%	0.0%	0.4%	0.0%
Outside Blandford Forum - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.8%	0.1%	0.0%	0.4%	0.0%
Outside Gillingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%
Outside Shaftesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%
Outside Sturminster Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%
Other OOC N Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	0.0%	0.0%	0.0%	0.2%	0.2%	0.1%	0.5%	0.0%	6.2%	27.7%	34.1%	39.2%	10.8%	1.6%	33.9%	0.0%
Locations Outside of the LPA areas																
Axminster	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.2%	0.0%	0.0%
Bath	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.4%	0.4%	0.0%	2.1%	0.5%	0.1%	0.4%	0.2%	0.9%	0.0%
Bournemouth	1.4%	0.5%	3.1%	0.2%	0.8%	2.2%	1.4%	0.7%	1.2%	2.3%	1.9%	2.7%	1.4%	1.2%	2.4%	0.6%
Bristol	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.5%	1.2%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%	0.0%
Chard	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%	0.0%
Christchurch	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crewkerne	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	1.7%	0.1%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%
Exeter	0.0%	0.0%	0.0%	12.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	3.2%	0.0%	0.0%
Glastonbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%
Poole	4.0%	3.7%	5.4%	1.0%	5.3%	26.9%	4.7%	1.1%	2.3%	13.1%	5.9%	26.0%	8.3%	5.4%	16.2%	3.7%
Portsmouth	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%
Salisbury	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.8%	0.0%	0.7%	6.0%	19.7%	3.8%	2.8%	0.3%	8.8%	0.2%
Southampton	1.9%	0.4%	0.5%	0.0%	1.3%	0.8%	2.2%	0.9%	0.6%	1.3%	1.8%	0.3%	0.8%	0.7%	1.0%	0.7%
Swanage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Taunton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.1%	0.0%	0.0%	0.0%	0.1%	0.3%</		

TABLE 2: CLOTHING & FOOTWEAR - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	STUDY AREA	West Dorset	North Dorset	Weymouth & Portland
West Dorset (LPA 1)																
Dorchester Main TC	14.5%	11.0%	23.8%	5.3%	48.1%	20.3%	36.4%	19.3%	2.4%	0.9%	0.0%	3.1%	11.8%	17.9%	1.5%	11.6%
Bridport Smaller TC	0.0%	0.0%	1.1%	16.4%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	2.4%	4.6%	0.0%	0.0%
Lyme Regis Smaller TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sherborne Smaller TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	8.3%	0.0%	0.0%	1.3%	1.2%	2.0%	0.5%	0.0%
Beaminstor Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
West Dorset- Other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chickerell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crossways	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maiden Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poundbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Dorset- Out of Centre (LPA 1)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Bridport - Morrisons West Bay Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Bridport - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester - Weymouth Avenue Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester - Tesco Superstore, Weymouth Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC West Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	14.5%	11.0%	24.9%	21.7%	48.1%	20.3%	37.5%	24.4%	10.7%	0.9%	0.0%	4.4%	15.4%	24.6%	2.0%	11.6%
Weymouth & Portland (LPA 2)																
Weymouth Main TC	55.5%	45.7%	29.7%	0.0%	7.9%	5.8%	7.2%	1.0%	0.0%	0.0%	0.0%	0.0%	12.0%	5.4%	0.0%	47.3%
Portland, Easton	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Portland, Fortuneswell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weymouth & Portland - Other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Grove, Weston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlemoor	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Portland, Weston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyke Regis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weymouth & Portland- Out of Centre (LPA 2)	0.0%	3.7%	2.3%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.8%	0.0%	3.1%
Outside Weymouth - Asda Newstead Road	0.0%	0.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.6%
Outside Weymouth - Jubilee Retail Park	0.0%	3.0%	1.5%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.2%	0.0%	2.5%
Outside Weymouth - Sainsbury's Mercery Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%	0.0%
Outside Weymouth - Wessex Pharmacy, Lanehouse Rocks Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC Weymouth & Portland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	56.1%	49.4%	32.0%	0.0%	8.5%	5.8%	13.8%	1.0%	0.0%	0.0%	0.0%	0.0%	13.1%	6.3%	0.0%	50.5%
North Dorset (LPA 3)																
Blandford Forum TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.2%	1.2%	0.0%	4.0%	0.0%
Gillingham TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.7%	0.0%	0.6%	0.0%	2.0%	0.0%
Shaftesbury TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	3.2%	14.7%	3.0%	1.9%	0.2%	6.1%	0.0%
Sturminster Newton TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.8%	0.0%	0.0%	0.3%	0.2%	0.6%	0.0%
Stalbridge Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Dorset - Other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Child Okeford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marnhull	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Dorset- Out of Centre (LPA 3)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%
Outside Blandford Forum - Stour Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Blandford Forum - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Gillingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Shaftesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Sturminster Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%
Other OOC N Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	0.0%	1.4%	11.0%	15.4%	13.1%	4.0%	0.3%	13.0%	0.0%							
Locations Outside of the LPA areas	13.2%	14.3%	16.3%	48.0%	12.1%	39.4%	17.4%	48.9%	61.1%	69.1%	57.5%	53.3%	40.4%	39.2%	59.8%	14.1%
Axminster	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Bath	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.7%	0.0%	7.5%	0.7%	0.0%	1.1%	0.6%	2.7%	0.0%
Bournemouth	1.2%	1.2%	7.1%	0.7%	1.5%	3.8%	4.6%	1.4%	2.4%	4.1%	2.8%	6.4%	2.9%	2.6%	4.7%	1.2%
Bristol	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.0%
Chard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Christchurch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crewkerne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%
Exeter	0.0%	0.0%	0.0%	27.5%	0.9%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	7.3%	0.0%	0.0%
Glastonbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole	4.8%	4.1%	4.3%	1.3%	4.6%	33.0%	4.6%	0.0%	0.0%	16.3%	13.0%	34.9%	10.3%	5.4%	22.7%	4.2%
Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.1%	0.0%	0.2%	0.0%
Salisbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.7%	9.1%	31.5%	9.0%	4.7%	0.5%	15.0%	0.0%
Southampton	5.5%	0.0%	0.6%	0.0%	1.0%	0.6%	1.1%	1.0%	1.1%	0.6%	0.					

TABLE 4: AUDIO VISUAL- 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	STUDY AREA	West Dorset	North Dorset	Weymouth & Portland
West Dorset (LPA 1)																
Dorchester Main TC	1.1%	3.0%	6.1%	13.3%	32.7%	6.7%	39.8%	20.8%	0.0%	0.0%	0.0%	2.5%	8.2%	14.6%	1.0%	2.7%
Bridport Smaller TC	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	1.5%	3.0%	0.0%	0.0%
Lyme Regis Smaller TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sherborne Smaller TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.2%	21.3%	0.0%	1.0%	0.0%	2.6%	5.1%	0.3%	0.0%
Beaminster Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%
West Dorset- Other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Charmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chickereil	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crossways	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maiden Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poundbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Dorset- Out of Centre (LPA 1)	0.0%	0.7%	6.5%	2.5%	14.2%	15.1%	6.3%	1.2%	0.0%	0.0%	0.0%	0.9%	3.0%	5.6%	0.4%	0.6%
Outside Bridport - Morrisons West Bay Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Bridport - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester - Weymouth Avenue Retail Park	0.0%	0.7%	6.5%	2.5%	14.2%	15.1%	6.3%	1.2%	0.0%	0.0%	0.0%	0.9%	3.0%	5.6%	0.4%	0.6%
Outside Dorchester- Tesco Superstore, Weymouth Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC West Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	1.1%	3.7%	12.6%	26.9%	46.9%	22.6%	48.0%	32.0%	21.3%	0.0%	1.0%	3.4%	15.7%	28.9%	1.6%	3.3%
Weymouth & Portland (LPA 2)																
Weymouth Main TC	31.9%	21.6%	15.0%	2.1%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	5.9%	2.3%	0.0%	23.4%
Portland, Easton	14.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%	0.0%	2.5%
Portland, Fortuneswell	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Weymouth & Portland - Other smaller villages/local centres	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.3%	0.0%	0.4%	1.2%
Grove, Weston	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.6%
Littlemoor	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.6%
Portland, Weston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyke Regis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.1%	0.0%	0.4%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weymouth & Portland- Out of Centre (LPA 2)	2.9%	23.8%	30.7%	0.0%	4.3%	3.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	4.1%	0.0%	20.1%
Outside Weymouth - Asda Newstead Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Weymouth - Jubilee Retail Park	2.9%	23.8%	30.7%	0.0%	4.3%	3.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	4.1%	0.0%	20.1%
Outside Weymouth - Sainsburys Mercery Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Weymouth - Wessex Pharmacy, Lanehouse Rocks Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC Weymouth & Portland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	49.7%	46.9%	47.1%	2.1%	4.3%	3.6%	1.0%	2.7%	0.0%	0.0%	0.0%	0.9%	12.9%	6.5%	0.4%	47.4%
North Dorset (LPA 3)																
Blandford Forum TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	11.1%	1.3%	0.1%	4.3%	0.0%
Gillingham TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	4.8%	0.0%	0.5%	0.0%	1.8%	0.0%
Shaftesbury TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	10.0%	0.0%	1.0%	0.0%	3.2%	0.0%
Sturminster Newton TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	9.0%	1.8%	4.8%	1.9%	1.9%	0.6%	5.4%	0.0%
Stalbridge Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Dorset- Other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Child Okeford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marnhull	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Dorset- Out of Centre (LPA 3)	0.0%	1.1%	0.0%	2.8%	0.4%	0.0%	1.5%	0.0%								
Outside Blandford Forum - Stour Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.1%	0.0%	0.4%	0.0%
Outside Blandford Forum - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.1%	0.0%	0.4%	0.0%
Outside Gillingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Shaftesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.1%	0.0%	0.4%	0.0%
Outside Sturminster Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.1%	0.0%	0.4%	0.0%
Other OOC N Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.7%	13.3%	16.6%	18.6%	5.1%	0.7%	16.3%	0.0%
Locations Outside of the LPA areas																
Axminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.9%	0.1%	0.1%	0.4%	0.0%
Bournemouth	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	1.5%	0.0%	4.2%	1.7%	0.9%	0.5%	1.8%	0.7%
Bristol	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Chard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Christchurch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crewkerne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Exeter	0.0%	0.0%	0.0%	14.5%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.9%	0.0%	0.0%
Glastonbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole	0.0%	3.3%	6.0%	0.0%	6.6%	25.9%	4.8%	9.9%	10.2%	14.3%	1.8%	34.4%	9.6%	7.0%	18.8%	2.7%
Portsmouth	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%
Salisbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	35.2%	0.9%	3.3%	0.0%	11.0%	0.0%
Southampton	1.5%	0.7%	2.5%	0.0%	1.1%	0.8%	1.0%	1.2%	0.0%	0.0%	1.0%	0.0%	0.6%	0.7%	0.3%	0.9%
Swanage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Taunton	0.0%	0.0%	0.													

TABLE 7: PETS, SPORTS, HOBBIES, BIKES - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	STUDY AREA	West Dorset	North Dorset	Weymouth & Portland
West Dorset (LPA 1)																
Dorchester Main TC	0.0%	4.4%	10.4%	6.9%	47.6%	22.4%	51.3%	27.2%	0.0%	0.0%	0.0%	0.0%	10.1%	18.7%	0.0%	3.6%
Bridport Smaller TC	0.0%	0.0%	0.0%	41.4%	0.9%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.0%	6.1%	12.2%	0.0%	0.0%
Lyme Regis Smaller TC	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%	0.0%
Sherborne Smaller TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	14.2%	0.9%	0.0%	0.0%	1.7%	3.3%	0.3%	0.0%
Beaminstor Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%
West Dorset- Other smaller villages/local centres	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.8%
Charmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chickerell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crossways	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maiden Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poundbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other smaller villages/local centres	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.8%
West Dorset- Out of Centre (LPA 1)	0.0%	2.2%	7.2%	1.2%	3.6%	11.1%	15.0%	1.2%	0.0%	0.0%	0.0%	0.0%	2.5%	4.1%	0.0%	1.9%
Outside Bridport - Morrisons West Bay Road	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%
Outside Bridport - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester - Other	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.0%
Outside Dorchester - Weymouth Avenue Retail Park	0.0%	2.2%	7.2%	0.0%	3.6%	6.9%	15.0%	1.2%	0.0%	0.0%	0.0%	0.0%	2.1%	3.4%	0.0%	1.9%
Outside Dorchester- Tesco Superstore, Weymouth Avenue	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Other OOC West Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	0.0%	7.5%	17.6%	53.2%	52.1%	33.5%	66.3%	54.5%	14.2%	0.9%	0.0%	0.0%	21.4%	39.8%	0.3%	6.2%
Weymouth & Portland (LPA 2)																
Weymouth Main TC	45.7%	52.0%	30.1%	0.0%	3.8%	0.9%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	12.4%	4.3%	0.0%	50.9%
Portland, Easton	10.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.9%
Portland, Fortuneswell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weymouth & Portland - Other smaller villages/local centres	1.4%	1.7%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.0%	1.6%
Grove, Weston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlemoor	0.0%	1.7%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.0%	1.4%
Portland, Weston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westham	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Wyke Regis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weymouth & Portland- Out of Centre (LPA 2)	2.9%	7.3%	7.8%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.9%	0.0%	6.6%
Outside Weymouth - Asda Newstead Road	0.0%	2.7%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.0%	2.2%
Outside Weymouth - Jubilee Retail Park	0.0%	4.7%	4.7%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.6%	0.0%	3.9%
Outside Weymouth - Sainsburys Mercery Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Weymouth - Wessex Pharmacy, Lanehouse Rocks Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC Weymouth & Portland	2.9%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.5%
SUB TOTAL: MARKET SHARE:	60.9%	61.0%	39.6%	0.0%	3.8%	2.1%	6.9%	0.0%	0.0%	0.0%	0.0%	0.0%	15.0%	5.4%	0.0%	61.0%
North Dorset (LPA 3)																
Blandford Forum TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	32.1%	3.7%	0.0%	12.6%	0.0%
Gillingham TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.5%	8.4%	2.0%	2.5%	0.0%	8.3%	0.0%
Shaftesbury TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	32.2%	1.1%	3.5%	0.0%	11.8%	0.0%
Sturminster Newton TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.3%	0.0%	1.1%	0.0%
Stalbridge Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.0%
North Dorset - Other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Child Okeford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marnhull	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Dorset- Out of Centre (LPA 3)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.3%	0.0%	0.9%	0.0%
Outside Blandford Forum - Stour Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.1%	0.0%	0.4%	0.0%
Outside Blandford Forum - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.1%	0.0%	0.4%	0.0%
Outside Gillingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Shaftesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Sturminster Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC N Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	0.0%	1.3%	27.2%	40.7%	37.5%	10.4%	0.3%	34.8%	0.0%							
Locations Outside of the LPA areas																
Axminster	0.0%	0.0%	0.0%	14.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.7%	0.0%	0.0%
Bath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bournemouth	0.0%	0.0%	0.0%	0.0%	2.8%	3.1%	0.0%	1.2%	0.0%	0.9%	1.0%	2.0%	0.8%	0.8%	1.4%	0.0%
Bristol	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chard	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%
Christchurch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crewkerne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Exeter	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%
Glastonbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.3%	0.0%	0.9%	0.0%
Poole	0.0%	3.0%	0.9%	1.2%	4.5%	23.0%	1.2%	3.6%	4.5%	8.5%	0.0%	25.4%	6.8%	4.9%	12.9%	2.5%
Portsmouth	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Salisbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	6.8%	11.2%	2.0%	1.9%	0.1%	6.1%	0.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swanage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Taunton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wareham	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0									

TABLE 10: PERSONAL CARE - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	STUDY AREA	West Dorset	North Dorset	Weymouth & Portland
West Dorset (LPA 1)																
Dorchester Main TC	1.2%	3.6%	19.8%	1.7%	77.6%	37.9%	76.6%	29.3%	1.7%	0.9%	0.7%	1.1%	14.5%	27.0%	0.9%	3.2%
Bridport Smaller TC	0.0%	0.0%	0.0%	51.0%	0.0%	0.0%	0.0%	23.0%	0.0%	0.0%	0.0%	0.0%	7.5%	14.9%	0.0%	0.0%
Lyme Regis Smaller TC	0.0%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.1%	0.0%	0.0%
Sherborne Smaller TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.9%	25.0%	0.7%	0.0%	0.0%	3.1%	6.0%	0.2%	0.0%
Beaminster Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
West Dorset- Other smaller villages/local centres	0.0%	0.0%	0.6%	0.7%	0.0%	0.9%	0.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%	0.0%
Charmouth	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Chickerell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crossways	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Maiden Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Portesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poundbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
West Dorset- Out of Centre (LPA 1)	0.0%	0.0%	0.0%	5.7%	6.3%	3.4%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	3.1%	0.3%	0.0%
Outside Bridport - Morrisons West Bay Road	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.5%	0.0%	0.0%
Outside Bridport - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester - Weymouth Avenue Retail Park	0.0%	0.0%	0.0%	0.0%	1.8%	1.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.4%	0.5%	0.3%	0.0%
Outside Dorchester- Tesco Superstore, Weymouth Avenue	0.0%	0.0%	0.0%	0.0%	4.4%	1.6%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.1%	0.0%	0.0%
Other OOC West Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	1.2%	3.6%	20.4%	67.3%	83.9%	42.1%	82.8%	58.2%	26.7%	1.6%	0.7%	1.9%	28.2%	53.8%	1.5%	3.2%
Weymouth & Portland (LPA 2)																
Weymouth Main TC	60.0%	74.2%	62.5%	0.0%	5.2%	1.6%	1.2%	1.1%	0.0%	0.0%	0.0%	0.8%	18.4%	7.5%	0.3%	71.8%
Portland, Easton	22.2%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	4.7%
Portland, Fortuneswell	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Weymouth & Portland - Other smaller villages/local centres	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	2.6%
Grove, Weston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlemoor	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.5%
Portland, Weston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyke Regis	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.5%
All other smaller villages/local centres	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.5%
Weymouth & Portland- Out of Centre (LPA 2)	0.0%	8.8%	8.0%	0.0%	1.2%	0.7%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	1.5%	0.0%	7.3%
Outside Weymouth - Asda Newstead Road	0.0%	5.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.3%	0.0%	4.2%
Outside Weymouth - Jubilee Retail Park	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	1.1%
Outside Weymouth - Sainsburys Mercery Road	0.0%	2.5%	1.5%	0.0%	0.0%	0.7%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.7%	0.0%	2.1%
Outside Weymouth - Wessex Pharmacy, Lanehouse Rocks Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC Weymouth & Portland	0.0%	0.0%	3.6%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	83.1%	87.3%	70.5%	0.0%	6.4%	2.3%	6.9%	1.1%	0.0%	0.0%	0.0%	0.8%	22.2%	9.0%	0.3%	86.6%
North Dorset (LPA 3)																
Blandford Forum TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.7%	8.5%	0.0%	67.9%	8.8%	0.2%	29.5%	0.0%
Gillingham TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	29.9%	5.7%	0.0%	4.2%	1.6%	11.7%	0.0%
Shaftesbury TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	59.8%	0.0%	5.6%	0.0%	18.9%	0.0%
Sturminster Newton TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	12.6%	0.0%	2.1%	1.8%	0.6%	5.1%	0.0%
Stalbridge Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%	0.0%
North Dorset- Other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Child Okeford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marnhull	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Dorset- Out of Centre (LPA 3)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	4.2%	0.6%	0.0%	2.2%	0.0%
Outside Blandford Forum - Stour Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Blandford Forum - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.5%	0.0%	1.6%	0.0%
Outside Gillingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Shaftesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.2%	0.0%	0.6%	0.0%
Outside Sturminster Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC N Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	12.6%	60.0%	67.6%	74.2%	21.3%	2.9%	67.6%	0.0%
Locations Outside of the LPA areas																
Axminster	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.2%	0.0%	0.0%
Bath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.0%	0.0%	0.0%	1.4%	0.3%	0.3%	0.6%	0.0%
Bristol	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%
Chard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Christchurch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crewkerne	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.9%	1.8%	0.0%	0.0%
Exeter	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.2%	0.0%	0.0%
Glastonbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole	1.6%	1.8%	0.0%	0.0%	0.0%	19.1%	1.6%	0.0%	0.0%	0.9%	0.0%	8.9%	2.5%	2.1%	3.8%	1.7%
Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Salisbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	13.6%	1.4%	1.6%	0.0%	5.5%	0.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swanage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%	0.0%	0.2%	0.0%
Taunton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wareham	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%								

TABLE 11: MEDICAL GOODS - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	STUDY AREA	West Dorset	North Dorset	Weymouth & Portland
West Dorset (LPA 1)																
Dorchester Main TC	0.0%	0.7%	20.2%	1.1%	84.8%	40.5%	84.3%	28.7%	0.7%	0.0%	0.7%	1.1%	14.4%	27.7%	0.6%	0.6%
Bridport Smaller TC	0.9%	0.0%	0.0%	46.3%	0.0%	0.0%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	6.6%	12.9%	0.0%	0.1%
Lyme Regis Smaller TC	0.0%	0.0%	0.0%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	5.1%	0.0%	0.0%
Sherborne Smaller TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	3.1%	34.3%	0.0%	0.0%	0.0%	4.3%	8.4%	0.0%	0.0%
Beaminstor Local Centre	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	27.8%	0.0%	0.0%	0.0%	0.0%	1.4%	2.7%	0.0%	0.0%
West Dorset - Other smaller villages/local centres	0.0%	0.0%	11.7%	8.4%	6.3%	3.2%	4.8%	4.2%	0.0%	0.0%	0.0%	0.0%	2.7%	5.3%	0.0%	0.0%
Charmouth	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.2%	0.0%	0.0%
Chickerell	0.0%	0.0%	10.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.1%	0.0%	0.0%
Crossways	0.0%	0.0%	0.0%	0.0%	0.7%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%
Maiden Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%
Portesham	0.0%	0.0%	0.6%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%
Poundbury	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%	0.0%
West Dorset - Out of Centre (LPA 1)	0.0%	0.0%	0.0%	0.0%	4.2%	2.3%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%	0.0%	0.0%
Outside Bridport - Morrisons West Bay Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Bridport - Other	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.0%
Outside Dorchester - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester - Weymouth Avenue Retail Park	0.0%	0.0%	0.0%	0.0%	1.8%	1.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%
Outside Dorchester - Tesco Superstore, Weymouth Avenue	0.0%	0.0%	0.0%	0.0%	2.5%	1.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%
Other OOC West Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	0.9%	0.7%	31.8%	77.4%	95.3%	46.0%	93.1%	72.4%	35.0%	0.0%	0.7%	1.1%	32.6%	63.2%	0.6%	0.7%
Weymouth & Portland (LPA 2)																
Weymouth Main TC	37.2%	76.7%	51.6%	0.0%	0.9%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.2%	5.6%	0.0%	70.7%
Portland, Easton	45.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	7.1%
Portland, Fortuneswell	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.5%
Weymouth & Portland - Other smaller villages/local centres	0.0%	11.4%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.8%	0.0%	9.7%
Grove, Weston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlemoor	0.0%	3.5%	6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.6%	0.0%	2.9%
Portland, Weston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westham	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Wyke Regis	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	3.4%
All other smaller villages/local centres	0.0%	3.9%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	0.0%	3.3%
Weymouth & Portland - Out of Centre (LPA 2)	0.0%	9.5%	3.5%	0.0%	0.0%	0.6%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	1.0%	0.0%	8.0%
Outside Weymouth - Asda Newstead Road	0.0%	3.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.0%	2.7%
Outside Weymouth - Jubilee Retail Park	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.6%
Outside Weymouth - Sainsburys Mercery Road	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.5%	0.0%	6.6%
Outside Weymouth - Wessex Pharmacy, Lanehouse Rocks Road	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Other OOC Weymouth & Portland	0.0%	5.0%	1.8%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.2%	0.0%	4.2%
SUB TOTAL: MARKET SHARE:	92.8%	97.7%	62.4%	0.0%	0.9%	2.4%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	22.1%	7.3%	0.0%	96.9%
North Dorset (LPA 3)																
Blandford Forum TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	77.9%	9.0%	0.1%	30.0%	0.0%
Gillingham TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	33.2%	1.9%	0.0%	4.6%	2.1%	11.7%	0.0%
Shaftesbury TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	69.2%	0.8%	6.6%	0.0%	22.1%	0.0%
Sturminster Newton TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	26.8%	0.0%	2.0%	3.4%	0.9%	9.7%	0.0%
Stalbridge Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.0%	0.7%	0.0%	0.0%	1.7%	3.3%	0.2%	0.0%
North Dorset - Other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	2.5%	0.7%	0.0%	2.5%	0.0%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.1%	0.0%	0.4%	0.0%
Child Okeford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.2%	0.0%	0.5%	0.0%
Marnhull	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.5%	0.0%	1.5%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Dorset - Out of Centre (LPA 3)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%	0.3%	0.0%
Outside Blandford Forum - Stour Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Blandford Forum - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%	0.3%	0.0%
Outside Gillingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Shaftesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Sturminster Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC N Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	27.0%	72.4%	71.1%	83.9%	26.2%	6.4%	76.5%	0.0%
Locations Outside of the LPA areas																
Axminster	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.0%	0.0%	0.0%
Bath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bournemouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bristol	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%
Chard	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.3%	0.3%	0.0%
Christchurch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crewkerne	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	1.2%	2.3%	0.0%	0.0%
Exeter	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Glastonbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole	0.9%	0.9%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	2.5%	0.0%	0.0%	6.0%	1.8%	1.8%	2.3%	0.9%
Portsmouth	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Salisbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.8%	0.8%	0.0%	2.5%	0.0%
Southampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Swanage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Taunton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wareham	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0%	0.								

TABLE 11: ALL OTHER COMPARISON GOODS - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	STUDY AREA	West Dorset	North Dorset	Weymouth & Portland
West Dorset (LPA 1)																
Dorchester Main TC	3.7%	14.3%	25.3%	18.3%	60.6%	34.8%	40.1%	17.0%	2.6%	1.5%	0.0%	2.8%	15.9%	25.4%	1.6%	12.7%
Bridport Smaller TC	0.0%	0.0%	0.0%	41.6%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	5.6%	10.9%	0.0%	0.0%
Lyme Regis Smaller TC	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%
Sherborne Smaller TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.9%	23.6%	0.0%	0.0%	0.0%	2.9%	5.7%	0.0%	0.0%
Beaminstor Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Dorset- Other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chickerell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crossways	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Maiden Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poundbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Dorset- Out of Centre (LPA 1)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Bridport - Morrisons West Bay Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Bridport - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester - Weymouth Avenue Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Dorchester- Tesco Superstore, Weymouth Avenue	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC West Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	3.7%	14.3%	25.3%	61.1%	60.6%	34.8%	41.6%	24.9%	26.3%	1.5%	0.0%	2.8%	24.5%	42.3%	1.6%	12.7%
Weymouth & Portland (LPA 2)																
Weymouth Main TC	65.9%	67.4%	30.8%	0.0%	3.4%	1.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	3.7%	0.0%	67.1%
Portland, Easton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portland, Fortuneswell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weymouth & Portland - Other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grove, Weston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Littlemoor	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portland, Weston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyke Regis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weymouth & Portland- Out of Centre (LPA 2)	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.9%
Outside Weymouth - Asda Newstead Road	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.9%
Outside Weymouth - Jubilee Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Weymouth - Sainsburys Mercery Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Weymouth - Wessex Pharmacy, Lanehouse Rocks Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC Weymouth & Portland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	65.9%	69.6%	30.8%	0.0%	3.4%	1.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	14.8%	3.7%	0.0%	69.0%
North Dorset (LPA 3)																
Blandford Forum TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	35.2%	4.4%	0.0%	14.4%	0.0%
Gillingham TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	8.0%	0.0%	0.0%	1.0%	0.5%	2.6%	0.0%
Shaftesbury TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.1%	24.8%	0.0%	2.4%	0.3%	7.4%	0.0%
Sturminster Newton TC	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	1.5%	6.8%	0.0%	0.0%	1.0%	0.7%	2.2%	0.0%
Stalbridge Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Dorset - Other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Child Okeford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marnhull	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All other smaller villages/local centres	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Dorset- Out of Centre (LPA 3)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.2%	0.0%	0.5%	0.0%
Outside Blandford Forum - Stour Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.2%	0.0%	0.5%	0.0%
Outside Blandford Forum - Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Gillingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Shaftesbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Outside Sturminster Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other OOC N Dorset	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL: MARKET SHARE:	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	5.0%	18.1%	24.8%	36.6%	8.9%	1.5%	27.2%	0.0%
Locations Outside of the LPA areas																
Axminster	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%	0.0%
Bath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.2%	0.0%	0.5%	0.0%
Bournemouth	0.0%	1.7%	2.0%	0.0%	0.0%	1.8%	0.0%	1.4%	1.5%	12.5%	1.3%	1.9%	2.3%	0.8%	5.2%	1.4%
Bristol	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%
Chard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Christchurch	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crewkerne	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%
Exeter	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	2.8%	0.0%	0.0%
Glastonbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ilminster	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Poole	4.2%	1.7%	2.0%	0.0%	1.3%	17.8%	0.0%	0.0%	2.0%	10.1%	4.7%	33.3%	7.1%	2.8%	17.6%	2.1%
Portsmouth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Salisbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	12.2%	22.2%	0.0%	3.3%	0.3%	10.3%	0.0%
Southampton	0.0%	0.0%	2.7%	0.0%	1.7%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	3.8%	0.8%	0.7%	1.5%	0.0%
Swanage	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Taunton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%
Wareham	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%									

APPENDIX 7: NORTH DORSET CENTRES - HEALTH CHECK SUMMARY TABLES

CENTRE: Blandford Forum

DATE OF SITE VISIT: 31/05/2017

POSITION IN RETAIL HIERARCHY: Town Centre

(refer to adopted development plan)

SOURCES: Experian Goad Category Report (March, 2015), Experian Goad Category Report (March, 2017)

Table 1: Centre Rankings

Centre	2007/08	2009/10	2014/15	2016/17
Dorchester	259	267	253	217
Weymouth	210	193	211	232
Gillingham	-	1654	1531	1325
Blandford Forum	740	818	824	968
Shaftesbury	990	878	1531	1696

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the mega-malls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

Table 2: Current Retail and Service Offer - Floorspace

Category	Floorspace (sqm) 2015	% of Total Outlets (2015)	Floorspace (sqm) 2017	% of Total Outlets (2017)	UK (%)	Index (2017)
Comparison	8,120	29.6%	7,051	25.2%	35.0%	72
Convenience	4,980	18.1%	5,026	18.0%	15.2%	119
Retail Service	2,304	8.4%	2,165	7.7%	6.8%	114
Leisure Services	7,795	28.4%	7,906	28.2%	25.0%	113
Financial & Business Service	2,703	9.8%	2,834	10.1%	7.7%	131
Vacant Retail & Service Outlets	1,570	5.7%	3,010	10.8%	9.7%	111
TOTAL:	27,472	100.0%	27,992	100.0%	99.4%	660

Source: Experian Goad Category Report (2015), Experian Goad Category Report (2017)

Notes: The floorspace figures are derived from the relevant Goad Plan. They are based on the footprint floorspace and the site area without the building lines. They should not therefore be read as a definitive report of floorspace. Notwithstanding this, they do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

Table 3: Retailer Requirements

Retailer	Class	From (sqm)	To (sqm)
Toolstation	B8	348	465
Cats Protection (South West)	A1	46	186
Aldi (South Wales & South West)	A1	929	-
Superdrug	A1	232	511
Travelodge (S.West)	C1	929	3,716
Premier Inn	C1	2,323	4,645

Table 4: Prime Zone A Rents in Blandford Forum and Similar Centres

Town	Prime Zone A Rents at 2016

Table 5: Out of Centre Provision

	Unit	Tenant	sqm
Shaftesbury Lane - Lidl	-	Lidl	2,756
Stour Park	-	Tesco Homebase	-

CENTRE: Gillingham

DATE OF SITE VISIT: 31/05/2017

POSITION IN RETAIL HIERARCHY: Town Centre

(refer to adopted development plan)

SOURCES: Experian Goad Category Report (November, 2014), Experian Goad Category Report (October, 2016)

Table 1: Centre Rankings

Centre	2007/08	2009/10	2014/15	2016/17
Dorchester	259	267	253	217
Weymouth	210	193	211	232
Gillingham	-	1654	1531	1325
Blandford Forum	740	818	824	968
Shaftesbury	990	878	1531	1696

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the mega-malls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

Table 2: Current Retail and Service Offer - Floorspace

Category	Floorspace (sqm) 2014	% of Total Outlets (2014)	Floorspace (sqm) 2016	% of Total Outlets (2016)	UK (%)	Index (2016)
Comparison	3,205	17.1%	4,524	20.0%	35.0%	57
Convenience	7,079	37.9%	7,711	34.2%	15.2%	225
Retail Service	1,849	9.9%	1,970	8.7%	6.8%	129
Leisure Services	2,453	13.1%	3,177	14.1%	25.0%	57
Financial & Business Service	1,867	10.0%	3,112	13.8%	7.7%	177
Vacant Retail & Service Outlets	2,239	12.0%	2,081	9.2%	9.7%	98
TOTAL:	18,692	100.0%	22,575	100.0%	99.4%	743

Source: Experian Goad Category Report (2014), Experian Goad Category Report (2016)

Notes: The floorspace figures are derived from the relevant Goad Plan. They are based on the footprint floorspace and the site area without the building lines. They should not therefore be read as a definitive report of floorspace. Notwithstanding this, they do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

Table 3: Retailer Requirements

Retailer	Class	From (sqm)	To (sqm)
Sussex Beds	A1	279	465
Savers	A1	186	325
Lidl	A1	929	2787

Table 4: Prime Zone A Rents in Gillingham and Similar Centres

Town	Prime Zone A Rents at 2016

CENTRE: Shaftesbury

DATE OF SITE VISIT: 31/05/2017

POSITION IN RETAIL HIERARCHY: Town Centre

(refer to adopted development plan)

SOURCES: Experian Goad Category Report (March, 2016)

Table 1: Centre Rankings

Centre	2007/08	2009/10	2014/15	2016/17
Dorchester	259	267	253	217
Weymouth	210	193	211	232
Gillingham	-	1654	1531	1325
Blandford Forum	740	818	824	968
Shaftesbury	990	878	1531	1696

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the mega-malls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

Table 2: Current Retail and Service Offer - Floorspace

Category	Floorspace (sqm)	% of Total Outlets	UK (%)	Index
Comparison	6,791	29.3%	35.0%	83
Convenience	6,011	26.0%	15.2%	171
Retail Service	2,703	11.7%	6.8%	173
Leisure Services	3,976	17.2%	25.0%	70
Financial & Business Service	2,973	12.8%	7.7%	164
Vacant Retail & Service Outlets	669	2.9%	9.7%	31
TOTAL:	23,123	99.8%	99.4%	692

Source: Experian Goad Category Report (2016)

Notes: The floorspace figures are derived from the relevant Goad Plan. They are based on the footprint floorspace and the site area without the building lines. They should not therefore be read as a definitive report of floorspace. Notwithstanding this, they do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

Table 3: Retailer Requirements

Retailer	Class	From (sqm) ²	To (sqm)
TOFS	A1	325	1,394
Lidl (South West)	A1	929	2,787
Marstons (South West & South Wales)	A4	465	836
Aldi (South Wales & South West)	A1	929	-
Vets4Pets (South West/ South Wales)	D1	111	186
Travelodge (S.West)	C1	929	3,716

Table 4: Prime Zone A Rents in Shaftesbury and Similar Centres

Town	Prime Zone A Rents at 2016

CENTRE: Sturminster Newton

DATE OF SITE VISIT: 31/05/2017

POSITION IN RETAIL HIERARCHY: Town Centre

(refer to adopted development plan)

SOURCES: Experian Goad Category Report (September, 2015)

Table 1: Centre Rankings

Centre	2007/08	2009/10	2014/15	2016/17
Sturminster Newton	-	-	-	-
Dorchester	259	267	253	217
Weymouth	210	193	211	232
Gillingham	-	1654	1531	1325
Blandford Forum	740	818	824	968
Shaftesbury	990	878	1531	1696

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the mega-malls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

Table 2: Current Retail and Service Offer - Floorspace

Category	Floorspace (sqm)	% of Total Outlets	UK (%)	Index
Comparison	2,964	32.9%	35.0%	93
Convenience	1,709	19.0%	15.2%	125
Retail Service	920	10.2%	6.8%	151
Leisure Services	1,171	13.0%	25.0%	53
Financial & Business Service	1,524	16.9%	7.7%	216
Vacant Retail & Service Outlets	715	8.0%	9.7%	85
TOTAL:	9,003	100.0%	99.4%	723

Source: Experian Goad Category Report (2015)

Notes: The floorspace figures are derived from the relevant Goad Plan. They are based on the footprint floorspace and the site area without the building lines. They should not therefore be read as a definitive report of floorspace. Notwithstanding this, they do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

Table 3: Prime Zone A Rents in Blandford Forum and Similar Centres

Town	Prime Zone A Rents at 2016

CENTRE: Stalbridge

DATE OF SITE VISIT: 31/05/2017

POSITION IN RETAIL HIERARCHY: Small Town

(refer to adopted development plan)

SOURCES: CJ Site Visit (May, 2017), Google Maps (July, 2016)

Table 1: Centre Rankings

Centre	2007/08	2009/10	2014/15	2016/17
Stalbridge	-	-	-	-
Dorchester	259	267	253	217
Weymouth	210	193	211	232
Gillingham	-	1654	1531	1325
Blandford Forum	740	818	824	968
Shaftesbury	990	878	1531	1696

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the mega-malls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

Table 2: Prime Zone A Rents in Stalbridge and Similar Centres

Town	Prime Zone A Rents at 2016

APPENDIX 8: WEYMOUTH & PORTLAND CENTRES - HEALTH CHECK SUMMARY TABLES

CENTRE: Weymouth

DATE OF SITE VISIT: 30/05/2017

POSITION IN RETAIL HIERARCHY: Main Town Centre

(refer to adopted development plan)

SOURCES: Experian Goad Category Report (March, 2017)

Table 1: Centre Rankings

Centre	2007/08	2009/10	2014/15	2016/17
Dorchester	259	267	253	217
Weymouth	210	193	211	232
Gillingham	-	1654	1531	1325
Blandford Forum	740	818	824	968
Shaftesbury	990	878	1531	1696

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the mega-malls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

Table 2: Current Retail and Service Offer - Floorspace

Category	Floorspace (sqm)	% of Total Outlets	UK (%)	Index
Comparison	24,183	36.9%	35.0%	106
Convenience	3,038	4.6%	15.2%	31
Retail Service	3,800	5.8%	6.8%	85
Leisure Services	23,997	36.6%	25.0%	147
Financial & Business Service	4,125	6.3%	7.7%	81
Vacant Retail & Service Outlets	6,382	9.7%	9.7%	100
TOTAL:	65,525	99.9%	99.4%	550

Source: Experian Goad Category Report (2017)

Notes: The floorspace figures are derived from the relevant Goad Plan. They are based on the footprint floorspace and the site area without the building lines. They should not therefore be read as a definitive report of floorspace. Notwithstanding this, they do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

Table 3: Retailer Requirements

Retailer	Class	From (sqm)	To (sqm)
Buyology	A1	1,394	3,716
Financial Services User	A2	92.903	186
Imo Car Wash	B1	-	-
Revital	A1	74	102
Cats Protection (South West)	A1	46	186
Snap Fitness (South West)	D2	372	929
Lidl (South West)	A1	929	2,787
Paddy Power	A2	93	1,486
Select	A1	167	279
Marstons (South West & South Wales)	A4	465	836
Farmfoods	A1	557	743
Pizza Hut Delivery	A5	79	93
Tapi Carpets	A1	465	929
National Tyres and Autocare	B2	232	465
Taco Bell (Caskade Group)	A3, A5	70	167

Savers	A1	186	325
Poundworld	A1	465	1,858
Kaspas	A1	139	279
Formula One Autocentres	B2	409	650
Maplin	A1	139	465
Premier Inn	C1	2,323	4,645
McDonalds (South East)	A3, A5	334	-
Travelodge (S.West)	C1	929	3,716
E Cigarette Direct	A1	14	46

Table 4: Prime Zone A Rents in Weymouth and Similar Centres

Town	Prime Zone A Rents at 2016

Table 5: Out of Centre Provision

	Unit	Tenant	sqm
Dorchester Road- Morrisons		-	3,252
Newstead Road- Asda		-	4,839
Dorchester Road- Lidl		-	1,799
Jubilee Sidings- Aldi		-	650
Mercery Road- Sainsburys		-	N/A
Radipole Drive- Jubilee Retail Park		-	7,170

APPENDIX 9: WEST DORSET CENTRES - HEALTH CHECK SUMMARY TABLES

CENTRE: Dorchester

DATE OF SITE VISIT: 30/05/2017

POSITION IN RETAIL HIERARCHY: Main Town Centre

(refer to adopted development plan)

SOURCES: Experian Goad Category Report (April, 2017)

Table 1: Centre Rankings

Centre	2007/08	2009/10	2014/15	2016/17
Dorchester	259	267	253	217
Weymouth	210	193	211	232
Gillingham	-	1654	1531	1325
Blandford Forum	740	818	824	968
Shaftesbury	990	878	1531	1696

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the mega-malls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

Table 2: Current Retail and Service Offer - Floorspace

Category	Floorspace (sqm)	% of Total Outlets	UK (%)	Index
Comparison	21,405	38.2%	35.0%	109
Convenience	5,658	10.1%	15.2%	67
Retail Service	5,073	9.1%	6.8%	133
Leisure Services	10,953	19.6%	25.0%	78
Financial & Business Service	6,615	11.8%	7.7%	153
Vacant Retail & Service Outlets	6,299	11.3%	9.7%	116
TOTAL:	56,003	100.0%	99.4%	656

Source: Experian Goad Category Report (2017)

Notes: The floorspace figures are derived from the relevant Goad Plan. They are based on the footprint floorspace and the site area without the building lines. They should not therefore be read as a definitive report of floorspace. Notwithstanding this, they do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

Table 3: Retailer Requirements

Retailer	Class	From (sqm)	To (sqm)
Buyology	A1	1,394	3,716
Between The Lines	A1	111	163
British Heart Foundation	A1	74	139
Cat Protection (South West)	A1	46	186
Snap Fitness (South West)	D2	372	929
Lidl (South West)	A1	929	2,787
Bonmarche	A1	167	465
Marstons (South West & South Wales)	A4	465	836
Aldi (South Wales & South West)	A1	929	-
BP Oil UK	Sui Generis	-	-
KFC (South West)	A3	167	325
Farmfoods	A1	557	743
Taco Bell (Cascade Group)	A3, A5	70	167
Savers	A1	186	325
Poundworld	A1	465	1,858
Pets Corner	A1	111	23
Jigsaw	A1	37	93
Mind	A1	79	139
Fone World	A1	23	74
Forever England	A1	74	186
Warren James	A1	65	139
Halfords Autocentres	B2	325	557
JoJo Maman Bebe	A1	74	139
Travelodge (S.West)	C1	929	3,716
Matalan	A1	1,858	3,252

Table 4: Prime Zone A Rents in Dorchester and Similar Centres

Town	Prime Zone A Rents at 2016

Table 5: Out of Centre Provision

	Unit	Tenant	sqm
Dorchester Retail Park, Weymouth Road		Halfords	607
		Dreams	700
		Currys	743
Weymouth Road - Tesco Superstore		Tesco	-
The Grove - Lidl		-	-

CENTRE: Bridport

DATE OF SITE VISIT: 12/12/17

POSITION IN RETAIL HIERARCHY: Town Centre

(refer to adopted development plan)

SOURCES: Experian Goad Category Report (April, 2016)

Table 1: Centre Rankings

Centre	2007/08	2009/10	2014/15	2016/17
Bridport	740	677	768	592
Dorchester	259	267	253	217
Weymouth	210	193	211	232
Gillingham	-	1654	1531	1325
Blandford Forum	740	818	824	968
Shaftesbury	990	878	1531	1696

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the mega-malls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

Table 2: Current Retail and Service Offer - Floorspace

Category	Floorspace (sqm)	% of Total Outlets	UK (%)	Index
Comparison	14,130	36.7%	35.0%	103
Convenience	3,632	9.4%	15.2%	62
Retail Service	3,605	9.4%	6.8%	139
Leisure Services	11,037	28.6%	25.0%	116
Financial & Business Service	5,583	14.5%	7.7%	185
Vacant Retail & Service Outlets	548	1.4%	9.7%	15
TOTAL:	38,536	100.0%	99.4%	620

Source: Experian Goad Category Report (2016)

Notes: The floorspace figures are derived from the relevant Goad Plan. They are based on the footprint floorspace and the site area without the building lines. They should not therefore be read as a definitive report of floorspace. Notwithstanding this, they do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

Table 3: Retailer Requirements

Retailer	Class	From (sqm)	To (sqm)
British Heart Foundation	A1	74	139
TOFS	A1	325	1,394
Snap Fitness	D2	372	929
Lidl (South West)	A1	929	2,787
Pets Corner	A1	111	232
Age UK	A1	74	232
Vets4Pets (South West/ South Wales)	D1	111	186
Cotton Traders	A1	186	279
Loungers	A3	186	372
Premier Inn	C1	2,323	4,645

Table 4: Prime Zone A Rents in Bridport and Similar Centres

Town	Prime Zone A Rents at 2016

Table 5: Out of Centre Provision

	Unit	Tenant	sqm
West Bay Road - Morrisons		Morrisons	-
St Andrew's Road - Lidl		Lidl	-
St Andrew's Road - Co-op		Co-op	-

CENTRE: Sherborne

DATE OF SITE VISIT: 08/01/18

POSITION IN RETAIL HIERARCHY: Town Centre

(refer to adopted development plan)

SOURCES: Experian Goad Category Report (February, 2016)

Table 1: Centre Rankings

Centre	2007/08	2009/10	2014/15	2016/17
Sherborne	990	1062	693	-
Dorchester	259	267	253	217
Weymouth	210	193	211	232
Gillingham	-	1654	1531	1325
Blandford Forum	740	818	824	968
Shaftesbury	990	878	1531	1696

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the megamalls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

Table 2: Current Retail and Service Offer - Floorspace

Category	Floorspace (sqm)	% of Total Outlets	UK (%)	Index
Comparison	9,300	35.5%	35.0%	100
Convenience	5,007	19.1%	15.2%	126
Retail Service	2,462	9.4%	6.8%	139
Leisure Services	4,803	18.4%	25.0%	74
Financial & Business Service	3,400	13.0%	7.7%	165
Vacant Retail & Service Outlets	1,208	4.6%	9.7%	49
TOTAL:	17,810	100.0%	99.4%	653

Source: Experian Goad Category Report (2016)

Notes: The floorspace figures are derived from the relevant Goad Plan. They are based on the footprint floorspace and the site area without the building lines. They should not therefore be read as a definitive report of floorspace. Notwithstanding this, they do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

Table 3: Retailer Requirements

Retailer	Class	From (sqm)	To (sqm)
Steamer Trading Cookshop	A1	70	93
Between The Lines	A1	111	163
Lidl (South West)	A1	929	2,787
Marstons (Scotland & North East)	A4	465	836
Superdrug	A1	232	511
Barkers	A1	93	139
Jigsaw	A1	37	93
Vets4Pets (South West/ South Wales)	D1	111	186
Mind	A1	79	139

Table 4: Prime Zone A Rents in Sherborne and Similar Centres

Town	Prime Zone A Rents at 2016

Table 5: Out of Centre Provision

	Unit	Tenant	sqm
Peel Shopping Park		Includes: Boots Next Matalan Argos Brantano	109,000

CENTRE: Lyme Regis

DATE OF SITE VISIT: 12/12/17

POSITION IN RETAIL HIERARCHY: Town Centre

(refer to adopted development plan)

SOURCES: Experian Goad Category Report (October, 2015)

Table 1: Centre Rankings

Centre	2007/08	2009/10	2014/15	2016/17
Lyme Regis	-	-	2010	1559
Dorchester	259	267	253	217
Weymouth	210	193	211	232
Gillingham	-	1654	1531	1325
Blandford Forum	740	818	824	968
Shaftesbury	990	878	1531	1696

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the mega-malls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

Table 2: Current Retail and Service Offer - Floorspace

Category	Floorspace (sqm)	% of Total Outlets	UK (%)	Index
Comparison	5,416	30.7%	35.0%	87
Convenience	1,756	9.9%	15.2%	65
Retail Service	836	4.7%	6.8%	70
Leisure Services	8,398	47.6%	25.0%	193
Financial & Business Service	799	4.5%	7.7%	58
Vacant Retail & Service Outlets	455	2.6%	9.7%	28
TOTAL:	17, 205	100.0%	99.4%	501

Source: Experian Goad Category Report (2015)

Notes: The floorspace figures are derived from the relevant Goad Plan. They are based on the footprint floorspace and the site area without the building lines. They should not therefore be read as a definitive report of floorspace. Notwithstanding this, they do provide a useful means of comparison between centres, as all outlets are measured in a consistent manner.

Table 3: Retailer Requirements

Retailer	Class	From (sqm)	To (sqm)
TOFS	A1	325	1,394
Superdrug	A1	232.2575	511
Pets Corner	A1	111	232
Forever England	A1	74	186

Table 4: Prime Zone A Rents in Lyme Regis and Similar Centres

Town	Prime Zone A Rents at 2016

CENTRE: Poundbury

DATE OF SITE VISIT: 30/05/2017

POSITION IN RETAIL HIERARCHY: Urban Extension/future District Centre

(refer to adopted development plan)

SOURCES: CJ Site Visit (May, 2017), West Dorset District Council (2016)

Table 1: Centre Rankings

Centre	2007/08	2009/10	2014/15	2016/17
Poundbury	-	-	-	-
Dorchester	259	267	253	217
Weymouth	210	193	211	232
Gillingham	-	1654	1531	1325
Blandford Forum	740	818	824	968
Shaftesbury	990	878	1531	1696

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the mega-malls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

Table 2: Prime Zone A Rents in Poundbury and Similar Centres

Town	Prime Zone A Rents at 2016

CENTRE: Beaminster

DATE OF SITE VISIT: 08/01/18

POSITION IN RETAIL HIERARCHY: Local Centre

(refer to adopted development plan)

SOURCES: Google Maps (July, 2016)

Table 1: Centre Rankings

Centre	2007/08	2009/10	2014/15	2016/17
Beaminster	-	-	-	3133
Dorchester	259	267	253	217
Weymouth	210	193	211	232
Gillingham	-	1654	1531	1325
Blandford Forum	740	818	824	968
Shaftesbury	990	878	1531	1696

Sources: VENUESCORE - UK Shopping Venue Rankings

Notes: VENUESCORE is Javelin Group's annual ranking of the UK's retail venues (including town centres, standalone malls, retail warehouse parks and factory outlet centres). VENUESCORE evaluates each venue in terms of its provision of multiple retailers – including anchor stores, fashion operators, and non-fashion multiples. The sectors covered include foodservice, which in recent years has become increasingly integrated in helping to define and differentiate successful retail offers, as well as all comparison and convenience-based product sectors. The score attached to each operator is weighted to reflect its overall impact on shopping patterns. For example, anchor stores (e.g. John Lewis, Marks & Spencer, Selfridges) receive a higher score than unit stores. The resulting aggregate score for each venue is called its VENUESCORE. The resulting VENUESCORE rankings generally correlate closely with the actual market sizes of these shopping venues (in terms of consumer spending). However, there are some notable exceptions. For example, the mega-malls such as Trafford Centre, Bluewater and Meadowhall will tend to generate spending levels that are well in excess of their relative VENUESCORE. The same is true of several London venues, with Oxford Street and the two Westfield schemes the most notable outliers to this rule.

Table 4: Prime Zone A Rents in Beaminster and Similar Centres

Town	Prime Zone A Rents at 2016

APPENDIX 10: CONVENIENCE GOODS TURNOVER, 2017-2036

TABLE 1:

ALL CONVENIENCE GOODS - 2017 MARKET SHARE ANALYSIS (%)
 Excluding internet shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	10	11	12	Total Study Area	West Dorset Zones 3 to 9	North Dorset Zones 10, 11, 12	Weymouth & Portland Zones 1 & 2
West Dorset (LPA 1)																
Dorchester Main TC	0.3%	1.7%	9.5%	1.1%	30.8%	10.7%	28.8%	10.3%	0.0%	0.0%	0.0%	0.4%	5.3%	10.0%	0.1%	1.4%
Co-op, Trinity Square	0.0%	0.0%	0.0%	0.0%	1.0%	0.8%	1.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%
Island, Trinity Street	0.0%	0.0%	1.5%	0.0%	4.7%	0.4%	0.5%	0.9%	0.0%	0.0%	0.0%	0.4%	0.5%	1.0%	0.1%	0.0%
Marks & Spencer, South Street	0.0%	1.0%	1.4%	0.8%	4.5%	0.4%	1.1%	1.9%	0.0%	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%	0.8%
Waitrose, Tudor Arcade	0.0%	0.7%	6.3%	0.0%	16.6%	7.6%	22.5%	7.0%	0.0%	0.0%	0.0%	0.0%	3.2%	6.2%	0.0%	6.8%
Dorchester- Other	0.3%	0.0%	0.3%	0.0%	3.1%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%
Bridport Smaller TC	0.0%	0.0%	0.6%	15.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	4.2%	0.0%	0.0%
Waitrose, West Street	0.0%	0.0%	0.6%	11.3%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	3.1%	0.0%	0.0%
Bridport- Other	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.1%	0.0%	0.0%
Sherborne Smaller TC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.8%	11.7%	0.0%	0.0%	0.0%	1.4%	2.8%	0.0%	0.0%
Waitrose, Cheap Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sherborne- Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%	3.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%
Lyme Regis Smaller TC	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.6%	0.0%	0.0%
Co-op, Broad Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Broad Street	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.5%	0.0%	0.0%
Lyme Regis- Other	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%
Beaminster Local Centre	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	10.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.1%	0.0%
Co-op, The Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	0.1%	0.0%
Beaminster- Other	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%
West Dorset: Other Smaller Villages/Local Centres	0.0%	0.7%	4.9%	3.8%	6.2%	9.3%	9.8%	6.4%	6.2%	0.0%	0.0%	0.0%	2.4%	4.0%	0.0%	0.0%
Broadwayne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Broadwindsor	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Burton Bradstock	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Cattistock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chilton Down	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%
Charmouth	0.0%	0.0%	1.4%	0.0%	11.6%	7.2%	19.8%	7.1%	0.6%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%
Chickerell	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%
Crossways	0.0%	0.0%	0.3%	0.0%	0.0%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%
Malden Newton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.0%
Martinistown	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Moatstow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Allington	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	0.0%
Poundbury	0.0%	0.7%	1.9%	0.0%	5.2%	0.7%	3.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%	0.6%
Puddletown	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Thorncombe	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
West Dorset- All other smaller villages/local centres	0.0%	0.0%	0.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.5%	0.0%	0.0%
West Dorset: Out-of-Centre Foodstores	0.0%	1.6%	11.8%	38.8%	61.6%	32.2%	52.2%	37.7%	19.9%	1.4%	0.7%	6.2%	17.9%	34.0%	2.6%	1.2%
Co-op, Sea Road N, Bridport	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.4%	0.9%	0.0%	0.0%
Co-op, Westbridge Park, Sherborne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Lidl, St Andrew's Road, Bridport	0.0%	0.0%	0.0%	14.4%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.4%	2.1%	4.2%	0.2%	0.0%
Lidl, The Green, Dorchester	0.0%	0.0%	1.4%	0.0%	11.6%	7.2%	19.8%	7.1%	0.6%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%
Morrisons, W Bay Road, Bridport	0.0%	0.0%	0.5%	22.3%	0.0%	0.0%	10.2%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	6.7%	0.0%	0.0%
Sainsbury's Local, St Martins Place, Bridport Road, Dorchester	0.0%	0.0%	1.4%	0.0%	3.7%	0.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.8%	0.0%	0.0%
Sainsbury's, Ludbourne Road, Sherborne	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	1.2%	19.2%	1.4%	0.7%	0.4%	2.7%	4.9%	0.0%	0.0%
Tesco, Weymouth Avenue, Dorchester	0.0%	0.0%	8.4%	0.0%	34.7%	24.8%	28.1%	9.1%	0.0%	0.0%	0.0%	0.6%	5.9%	11.4%	0.2%	0.7%
West Dorset- All other OOC stores	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%
SUB TOTAL: WEST DORSET MARKET SHARE	0.3%	4.6%	26.7%	65.4%	87.2%	52.6%	91.1%	68.6%	31.7%	1.6%	0.7%	5.9%	30.4%	58.1%	2.6%	3.2%
Weymouth & Portland (LPA 2)																
Weymouth Main TC	5.8%	6.8%	5.8%	0.0%	0.4%	0.4%	0.4%	0.6%	0.0%	0.0%	0.0%	0.0%	1.8%	0.7%	0.6%	6.6%
Island, St Thomas Street	1.9%	0.8%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	1.0%
Marks & Spencer, St Mary Street	0.3%	1.5%	1.2%	0.0%	0.0%	0.2%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.0%	1.3%
Tesco Metro, St Thomas Street	2.7%	1.9%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.0%	2.0%
Weymouth- Other	0.8%	2.7%	3.4%	0.0%	0.4%	0.2%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%	0.0%	0.3%
Portland, Easton Local Centre	56.6%	2.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.1%	0.0%	12.9%
Co-op, Easton Square, Portland	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.8%
Tesco Superstore, Park Road, Easton, Portland	47.7%	2.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.1%	0.0%	11.2%
Easton- Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Portland, Fortuneswell Local Centre	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Fortuneswell, Portland	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	1.3%
Fortuneswell- Other	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Weymouth & Portland: Other Smaller Villages/Local Centres	0.9%	3.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.7%	0.1%	0.0%	2.8%
Littlesmoor	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Weston, Portland	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Wyle Regis	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	2.0%
Weymouth & Portland- All other smaller villages/local centres	0.0%	0.7%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.6%
Weymouth & Portland: Out-of-Centre Foodstores	27.6%	83.9%	64.6%	1.3%	10.8%	9.0%	8.4%	3.8%	0.0%	0.0%	0.0%	0.0%	20.6%	10.1%	0.0%	72.7%
Aldi, Jubilee Retail Park, Weymouth	7.6%	10.5%	5.0%	1.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.9%	0.0%	9.9%
Aldi, Newcastle Road, Weymouth	8.0%	25.3%	16.8%	0.0%	1.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	2.0%	0.0%	20.0%
Bunton Stores (Central Store), Bunton Road, Weymouth	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%
Lidl, Dorchester Road, Weymouth	1.4%	6.2%	5.2%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.6%	0.0%	5.2%
Morrisons, Dorchester Road, Weymouth	4.6%	20.4%	16.9%	0.0%	2.9%	2.2%	1.7%	1.6%	0.0%	0.0%	0.0%	0.0%	5.0%	2.8%	0.0%	17.3%
One Stop, Lynton Road, Weymouth	0.0%	1.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	1.3%
Sainsbury's, Meneay Road, Weymouth	4.4%	19.7%	14.1%	0.0%	5.8%	4.0%	4.7%	1.9%	0.0%	0.0%	0.0%	0.0%	4.7%	2.3%	0.0%	14.2%
Tesco Express (Esso), Lamehouse Rocks Road, Weymouth	0.4%	0.5%														

TABLE 2:

ALL CONVENIENCE GOODS - 2017 MARKET SHARE ANALYSIS (£m)
Excluding internet shopping and other Special Forms of Trading

	Total Study Area												West Dorset	North Dorset	Weymouth & Portland	
	1	2	3	4	5	6	7	8	9	10	11	12	Zones 3 to 9	Zones 10, 11, 12	Zones 1 & 2	
	25.9	105.2	31.8	81.4	44.1	32.1	26.0	25.6	72.5	64.5	48.0	68.7	313.5	181.2	131.1	
West Dorset (LPA 1)																
Dorchester Main TC	0.1	1.8	3.0	0.9	13.5	3.4	7.5	2.6	0.0	0.0	0.0	0.2	33.0	30.9	0.2	1.9
Co-op, Trinity Square	0.0	0.0	0.0	0.0	0.4	0.3	0.4	0.1	0.0	0.0	0.0	0.0	1.2	1.2	0.0	0.0
Iceland, Trinity Street	0.0	0.0	0.5	0.0	2.1	0.1	0.1	0.2	0.0	0.0	0.0	0.2	3.3	3.1	0.2	0.0
Marks & Spencer, South Street	0.0	1.1	0.4	0.6	2.0	0.1	0.3	0.5	0.0	0.0	0.0	0.0	4.0	4.0	0.0	1.1
Waitrose, Tudor Arcade	0.0	0.7	2.0	0.0	7.3	2.4	5.9	1.8	0.0	0.0	0.0	0.0	20.1	19.4	0.0	0.7
Dorchester- Other	0.1	0.0	0.1	0.2	1.2	0.5	0.8	0.0	0.0	0.0	0.0	0.0	5.7	2.3	0.0	0.1
Bridport Smaller TC	0.0	0.0	0.2	12.2	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	13.1	15.1	0.0	0.0
Waitrose, West Street	0.0	0.0	0.2	9.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	9.6	9.6	0.0	0.0
Bridport- Other	0.0	0.0	0.0	3.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	3.5	5.5	0.0	0.0
Sherborne Smaller TC	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	8.5	0.0	0.0	0.0	8.9	8.9	0.0	0.0
Waitrose, Cheap Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	8.4	0.0	0.0
Sherborne- Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	2.2	0.0	0.0	0.0	2.5	2.5	0.0	0.0
Lyme Regis Smaller TC	0.0	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	5.1	0.0	0.0
Co-op, Broad Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Broad Street	0.0	0.0	0.0	4.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	4.7	0.0	0.0
Lyme Regis- Other	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0
Beaminster Local Centre	0.0	0.0	0.0	0.6	0.0	0.0	0.0	2.6	0.0	0.1	0.0	0.0	3.4	3.2	0.1	0.0
Co-op, The Square	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.1	0.0	0.0	1.3	1.2	0.1	0.0
Beaminster- Other	0.0	0.0	0.0	0.6	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	2.0	2.0	0.0	0.0
West Dorset: Other Smaller Villages/Local Centres	0.0	0.7	1.6	3.1	2.3	3.0	2.5	1.6	0.2	0.0	0.0	0.0	14.9	14.2	0.0	0.7
Broadwayne	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0
Broadwindsor	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Burton Bradstock	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Cattistock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Chilton Down	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0
Charmouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.0
Chickerell	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0
Crossways	0.0	0.0	0.1	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	2.6	2.6	0.0	0.0
Malden Newton	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.0	0.0
Martinstown	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0
Mottisfont	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0
North Allington	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.2	0.0	0.0
Poundbury	0.0	0.7	0.6	0.0	2.3	0.2	1.0	0.0	0.0	0.0	0.0	0.0	4.9	4.1	0.0	0.7
Puddletown	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Thorncombe	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
West Dorset- All other smaller villages/local centres	0.0	0.0	0.1	0.9	0.0	0.0	0.8	0.2	0.0	0.0	0.0	0.0	2.1	2.1	0.0	0.0
West Dorset: Out-of-Centre Foodstores	0.0	1.6	3.7	31.4	22.7	10.4	13.6	9.6	14.4	0.9	0.4	3.5	112.3	105.9	4.8	1.5
Co-op, Sea Road N, Bridport	0.0	0.0	0.0	1.5	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	2.7	2.7	0.0	0.0
Co-op, Westbridge Park, Sherborne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Lidl, St Andrews Road, Bridport	0.0	0.0	0.0	11.7	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.3	13.4	13.1	0.3	0.0
Lidl, The Grove, Dorchester	0.0	0.7	0.5	0.0	5.1	2.3	5.1	1.8	0.3	2.6	0.0	2.6	18.4	15.2	0.7	0.7
Morrisons, W Bay Road, Bridport	0.0	0.0	0.2	18.2	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	20.9	20.9	0.0	0.0
Sainsbury's Local, St Martins Place, Bridport Road, Dorchester	0.0	0.0	0.5	0.0	1.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	2.4	2.4	0.0	0.0
Sainsbury's, Ludbourne Road, Sherborne	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.3	13.9	0.9	0.4	0.2	16.7	15.2	1.5	0.0
Tesco, Weymouth Avenue, Dorchester	0.0	1.0	2.7	0.0	15.3	0.0	7.3	2.3	0.0	0.0	0.0	0.4	37.0	35.6	0.4	1.0
West Dorset- All other ODC stores	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.0	0.0
SUB TOTAL: WEST DORSET MARKET SHARE	0.1	4.2	8.5	53.2	38.5	16.9	23.6	17.5	23.0	1.0	0.4	3.8	190.7	181.3	5.2	4.2
Weymouth & Portland (LPA 2)																
Weymouth Main TC	1.5	7.2	1.8	0.0	0.2	0.1	0.1	0.2	0.0	0.0	0.0	0.0	11.1	2.4	0.0	8.7
Iceland, St Thomas Street	0.5	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.1	0.0	1.4
Marks & Spencer, St Mary Street	0.1	1.6	0.4	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	2.2	0.6	0.0	1.6
Tesco Metro, St Thomas Street	0.7	2.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.3	0.0	2.6
Weymouth- Other	0.2	2.8	1.1	0.0	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	4.4	1.4	0.0	3.0
Portland, Easton Local Centre	14.6	2.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.2	0.4	0.0	16.8
Co-op, Easton Square, Portland	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	2.3
Tesco Superstore, Park Road, Easton, Portland	12.3	2.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.9	0.4	0.0	14.6
Easton- Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portland, Fortuneswell Local Centre	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	2.8
Co-op, Fortuneswell, Portland	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	1.7
Fortuneswell- Other	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
Weymouth & Portland: Other Smaller Villages/Local Centres	0.2	3.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.4	0.0	3.6
Littlesmoor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weston, Portland	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2
Wylke Regis	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	2.6
Weymouth & Portland- All other smaller villages/local centres	0.0	0.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.4	0.0	0.8
Weymouth & Portland: Out-of-Centre Foodstores	7.1	88.2	20.6	1.1	4.7	2.9	2.2	0.9	0.0	0.0	0.0	0.0	127.6	32.3	0.0	95.4
Aldi, Jubilee Retail Park, Weymouth	2.0	11.1	1.6	0.8	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	16.0	2.9	0.0	13.0
Aldi, Heatedale Road, Weymouth	2.3	26.6	5.3	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	34.4	6.4	0.0	28.0
Burton Stores (Central Store), Burton Road, Weymouth	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
Lidl, Dorchester Road, Weymouth	0.4	6.5	1.7	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	8.8	1.9	0.0	6.9
Morrisons, Dorchester Road, Weymouth	1.2	21.5	5.4	0.0	1.3	0.7	0.4	0.4	0.0	0.0	0.0	0.0	30.9	8.2	0.0	22.7
One Stop, Lynn Road, Weymouth	0.0	1.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.2	0.0	1.7
Sainsbury's, Menery Road, Weymouth	1.1	17.6	4.5	0.0	2.5	1.3	1.7	0.								

TABLE 4: ALL CONVENIENCE GOODS - 2026 MARKET SHARE ANALYSIS (€m)
Excluding Internet Shopping and other Special Forms of Trading

	Total Study Area												West Dorset	North Dorset	Weymouth & Portland	
	1	2	3	4	5	6	7	8	9	10	11	12	690.2	Zones 3 to 9	Zones 10, 11, 12	Zones 1 & 2
	28.9	118.0	37.6	88.5	52.0	36.8	27.0	26.6	75.6	74.4	51.6	73.1		344.2	199.1	146.9
West Dorset (LPA 1)																
Dorchester Main TC	0.1	2.0	3.6	1.0	16.9	3.9	7.8	2.7	0.0	0.0	0.0	0.3	37.2	34.9	0.3	2.1
Co-op, Trinity Square	0.0	0.0	0.0	0.0	0.5	0.3	0.4	0.1	0.0	0.0	0.0	0.0	1.4	1.4	0.0	0.0
Island, Trinity Street	0.0	0.0	0.6	0.0	2.4	0.2	0.1	0.2	0.0	0.0	0.0	0.3	3.8	3.6	0.3	0.0
Marks & Spencer, South Street	0.0	1.2	0.5	0.7	2.3	0.7	0.3	0.6	0.0	0.0	0.0	0.0	2.5	2.5	0.0	1.2
Warpole, Tudor Arcade	0.0	0.8	0.8	0.4	8.6	2.8	6.1	1.9	0.0	0.0	0.0	0.0	22.2	21.8	0.0	0.8
Dorchester-Other	0.1	0.0	0.1	0.3	2.0	0.6	0.8	0.0	0.0	0.0	0.0	0.0	3.8	3.7	0.0	0.1
Bridport Smaller TC	0.0	0.0	0.2	13.3	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	14.2	14.2	0.0	0.0
Waltrose, West Street	0.0	0.0	0.2	10.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	10.4	10.4	0.0	0.0
Bridport-Other	0.0	0.0	0.0	3.3	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	3.8	3.8	0.0	0.0
Sherborne Smaller TC	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	8.8	0.0	0.0	0.0	9.3	9.3	0.0	0.0
Waltrose, Cheap Street	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.0	6.7	6.7	0.0	0.0
Sherborne-Other	0.0	0.0	0.0	0.0	0.0	0.0	0.2	2.3	0.0	0.0	0.0	0.0	2.6	2.6	0.0	0.0
Lyme Regis Smaller TC	0.0	0.0	0.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	5.5	0.0	0.0
Co-op, Broad Street	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Broad Street	0.0	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	5.1	0.0	0.0
Lyme Regis-Other	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0
Beaminster Local Centre	0.0	0.0	0.0	6.6	0.0	0.0	0.0	2.7	0.0	0.2	0.0	0.0	3.6	3.4	0.2	0.0
Co-op, The Square	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	1.4	1.2	0.2	0.0
Beaminster-Other	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	2.1	0.0	0.0
West Dorset: Other Smaller Villages/Local Centres	0.0	0.8	1.8	3.4	2.7	3.4	2.6	1.7	0.2	0.0	0.0	0.0	16.6	16.8	0.0	0.8
Broadwayne	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Brookwindsor	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Burton Bradstock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cattstock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Chariton Down	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.0	0.0
Chamouth	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.0
Chiclerel	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.0	0.0
Crossways	0.0	0.0	0.1	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	3.0	3.0	0.0	0.0
Maiden Newton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.8	0.8	0.0	0.0
Marlinton	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0
Moserton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.4	0.0	0.0
North Allington	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	1.3	0.0	0.0
Poundbury	0.0	0.8	0.7	0.0	2.7	0.2	1.0	0.0	0.0	0.0	0.0	0.0	5.5	4.7	0.8	0.8
Puddistown	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Thorncombe	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
West Dorset: All other smaller villages/local centres	0.0	0.0	0.2	0.9	0.0	0.0	0.8	0.2	0.2	0.0	0.0	0.0	2.3	2.3	0.0	0.0
West Dorset: Out-of-Centre Foodstores	0.0	1.8	4.4	34.1	26.8	12.0	14.1	19.1	15.0	1.0	0.4	3.8	123.6	116.6	5.2	1.8
Co-op, Sea Road N, Bridport	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Westbridge Park, Sherborne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.2	0.0	0.0
Lidl, St Andrews Road, Bridport	0.0	0.0	0.0	12.7	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	14.5	14.2	0.3	0.0
Lidl, The Grove, Dorchester	0.0	0.8	0.5	6.0	2.6	6.4	1.9	0.3	0.0	0.0	0.0	0.0	23.7	21.6	2.7	0.8
Morrisons, W Bay Road, Bridport	0.0	0.0	0.2	19.7	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	22.6	22.6	0.0	0.0
Sainsbury's Local, St Martins Place, Bridport Road, Dorchester	0.0	0.0	0.5	0.0	1.9	0.2	0.1	0.0	0.0	0.0	0.0	0.0	2.8	2.8	0.0	0.0
Sainsbury's, Ludbourne Road, Sherborne	0.0	0.0	0.0	0.0	0.0	1.0	0.3	14.5	1.0	0.4	0.3	0.0	17.5	15.9	1.7	0.6
Tesco, Weymouth Avenue, Dorchester	0.0	1.1	3.2	0.0	18.1	9.1	7.6	2.4	0.0	0.0	0.0	0.4	41.9	40.4	0.4	1.1
West Dorset: All other OOC stores	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.8	0.0	0.0
SUB TOTAL: WEST DORSET MARKET SHARE	0.1	4.7	16.1	87.8	45.4	19.3	24.6	18.3	24.0	1.2	0.4	4.0	209.9	199.5	5.6	4.8
Weymouth & Portland (LPA 2)																
Weymouth Main TC	1.7	8.1	2.2	0.0	0.2	0.1	0.1	0.2	0.0	0.0	0.0	0.0	12.5	2.9	0.0	8.7
Island, St Thomas Street	0.6	1.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.2	0.0	1.5
Marks & Spencer, St Mary Street	0.1	1.7	0.4	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	2.5	0.7	0.0	1.8
Tesco Metro, St Thomas Street	0.8	2.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.3	0.0	3.0
Weymouth-Other	0.2	3.2	1.3	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	3.2	1.6	1.4	0.2
Portland, Easton Local Centre	16.4	2.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.3	0.4	0.0	18.9
Co-op, Easton Square, Portland	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	2.6
Tesco Superstore, Park Road, Easton, Portland	13.8	2.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	0.4	0.0	16.3
Easton-Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portland, Fortuneswell Local Centre	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	2.2
Co-op, Fortuneswell, Portland	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0	1.9
Fortuneswell-Other	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
Weymouth & Portland: Other Smaller Villages/Local Centres	0.3	3.8	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6	0.5	0.0	4.1
Littlenoor	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weston, Portland	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
Wyke Regis	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	2.9
Weymouth & Portland: All other smaller villages/local centres	0.0	0.9	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.5	0.0	0.8
Weymouth & Portland: Out-of-Centre Foodstores	0.0	18.9	24.3	1.2	5.5	3.3	2.3	0.9	0.0	0.0	0.0	0.0	14.4	37.5	6.3	105.3
Aldi, Jubilee Retail Park, Weymouth	2.2	12.4	1.9	0.9	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	18.0	3.4	0.0	14.6
Asda, Newstead Road, Weymouth	2.6	29.8	6.3	0.3	0.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	39.9	7.5	0.0	32.4
Bunton Stores (Central Store), Bunton Road, Weymouth	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4
Lidl, Dorchester Road, Weymouth	0.4	7.3	2.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	10.0	2.3	0.0	7.7
Morrisons, Dorchester Road, Weymouth	1.3	24.1	6.3	0.0	1.5	0.8	0.5	0.4	0.0	0.0	0.0	0.0	34.9	9.5	0.0	25.4
One Stop, Lynch Road, Weymouth	0.0	1.9	0.3													

TABLE 7: ALL CONVENIENCE GOODS - 2036 MARKET SHARE ANALYSIS (£m)
Excluding Internet Shopping and other Special Forms of Trading

	Total Study Area												West Dorset	North Dorset	Weymouth & Portland
	1	2	3	4	5	6	7	8	9	10	11	12	Zones 3 to 9	Zones 10, 11, 12	Zones 1 & 2
West Dorset (LPA 1)	28.9	124.6	41.2	95.2	57.3	39.5	27.8	27.7	78.2	84.8	53.8	77.0	366.9	215.6	154.5
Dorchester Main TC	0.1	2.1	3.9	1.0	17.5	4.2	8.0	2.8	0.0	0.0	0.0	0.3	37.6	0.3	2.2
Co-op, Trinity Square	0.0	0.0	0.0	0.0	0.6	0.3	0.4	0.1	0.0	0.0	0.0	0.0	1.5	0.0	0.0
Island, Trinity Street	0.0	0.0	0.6	0.0	2.7	0.2	0.1	0.2	0.0	0.0	0.0	0.3	4.2	0.0	0.0
Marks & Spencer, South Street	0.0	1.2	0.6	0.7	2.6	0.1	0.1	0.3	0.0	0.0	0.0	0.1	4.9	0.0	1.2
Waitrose, Tudor Arcade	0.0	0.9	2.6	0.0	9.5	3.0	8.3	1.9	0.0	0.0	0.0	0.0	23.3	0.0	0.9
Dorchester- Other	0.1	0.0	0.1	0.3	2.2	0.6	0.9	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.1
Bridport Smaller TC	0.0	0.0	0.2	14.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.3	0.0	0.0
Waitrose, West Street	0.0	0.0	0.2	10.7	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	11.2	0.0	0.0
Bridport- Other	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	4.0	0.0	0.0
Sherborne Smaller TC	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	8.1	0.0	0.0	0.0	8.6	0.0	0.0
Waitrose, Cheap Street	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	8.1	0.0	0.0	0.0	8.6	0.0	0.0
Sherborne- Other	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	2.4	0.0	0.0	0.0	2.7	0.0	0.0
Lyme Regis Smaller TC	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0	0.0
Co-op, Broad Street	0.0	0.0	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9	0.0	0.0
Tesco Express, Broad Street	0.0	0.0	0.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.0	0.0
Lyme Regis- Other	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Beaminster Local Centre	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	2.8	0.0	0.2	0.0	3.7	0.0	0.0
Co-op, The Square	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.2	0.0	3.7	0.0	0.0
Beaminster- Other	0.0	0.0	0.0	0.7	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	2.3	0.0	0.0
West Dorset: Other Smaller Villages/Local Centres	0.0	0.9	2.6	3.6	3.0	3.7	2.6	1.8	0.2	0.0	0.0	0.0	17.7	0.0	0.0
Broadwayne	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Broadwindsor	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Burton Bradstock	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Cattstock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Charlton Down	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Chamouth	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Chiswell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crossways	0.0	0.0	0.1	0.0	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0
Maiden Newton	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Marlinton	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Mortimer	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Allington	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Poundbury	0.0	0.9	0.8	0.0	3.0	0.3	1.0	0.0	0.0	0.0	0.0	0.0	5.1	0.0	0.9
Puddstone	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Thorncombe	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
West Dorset- All other smaller villages/local centres	0.0	0.0	0.2	1.0	0.0	0.0	0.8	0.2	0.2	0.0	0.0	0.0	2.4	0.0	0.0
West Dorset: Out-of-Centre Foodstores	0.0	1.9	4.9	36.7	29.5	15.4	14.5	19.4	15.5	1.2	0.4	0.0	154.9	8.5	1.9
Co-op, Sea Road N, Bridport	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0
Co-op, Westbridge Park, Sherborne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2	0.0	0.0
Lidl, St Andrews Road, Bridport	0.0	0.0	0.0	13.7	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.3	15.5	0.0	0.0
Lidl, The Green, Dorchester	0.0	0.0	0.0	6.0	2.8	5.5	2.0	0.3	2.9	0.0	0.0	0.0	21.9	2.9	0.0
Morrisons, W Bay Road, Bridport	0.0	0.0	0.2	21.2	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0	24.2	0.0	0.0
Sainsbury's Local, St Martins Place, Bridport Road, Dorchester	0.0	0.0	0.6	0.0	2.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0
Sainsbury's Local, Ludbourne Road, Sherborne	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.1	15.0	1.2	0.4	18.4	1.8	0.0
Tesco, Weymouth Avenue, Dorchester	0.0	1.1	3.5	0.0	19.9	9.8	7.8	2.5	0.0	0.0	0.0	0.0	43.5	0.5	1.1
West Dorset- All other OOC stores	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
SUB TOTAL: WEST DORSET MARKET SHARE	0.1	4.9	11.0	62.2	60.0	20.8	25.3	19.0	24.8	1.4	0.4	4.2	224.2	213.1	6.0
Weymouth & Portland (LPA 2)	1.7	8.5	2.4	0.0	0.2	8.1	8.1	0.2	0.0	0.0	0.0	0.0	13.3	3.0	0.0
Weymouth Main TC	0.6	1.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0
Island, St Thomas Street	0.1	1.8	0.5	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	2.7	0.0	0.0
Marks & Spencer, St Mary Street	0.8	2.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0
Tesco Metro, St Thomas Street	0.2	3.3	1.4	0.0	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0
Weymouth- Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portland, Easton Local Centre	16.9	2.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.5	0.5	0.0
Co-op, Easton Square, Portland	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0
Tesco Superstore, Park Road, Easton, Portland	14.3	2.6	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.4	0.5	0.0
Easton- Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Portland, Fortuneswell Local Centre	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0
Co-op, Fortuneswell, Portland	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0
Fortuneswell- Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weymouth & Portland: Other Smaller Villages/Local Centres	0.3	4.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.5	0.0
Littleson	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Weston, Portland	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Wyle Regis	0.0	3.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0
Weymouth & Portland- All other smaller villages/local centres	0.0	0.9	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0
Weymouth & Portland: Out-of-Centre Foodstores	8.3	154.4	25.6	1.3	6.0	3.6	2.3	1.9	0.0	0.0	0.0	0.0	103.5	48.0	0.0
Aldi, Jubilee Retail Park, Weymouth	2.3	13.1	2.1	0.9	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	19.1	3.7	0.0
Aldi, Newstead Road, Weymouth	2.7	31.5	6.9	0.3	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	42.3	8.2	0.0
Buxton Stores (Central Store), Buxton Road, Weymouth	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4
Lidl, Dorchester Road, Weymouth	0.4	7.7	2.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	8.6	2.5	0.0
Morrisons, Dorchester Road, Weymouth	1.4	25.4	6.9	0.0	1.6	0.9	0.5	0.4	0.0	0.0	0.0	0.0	37.2	10.4	0.0
One Stop, Lynch Road, Weymouth	0.0	2.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.3	2.0
Sainsbury's, Mercury Road, Weymouth	1.3	20.8	5.8	0.0	3.3	1.6	1.9	0.5	0.0	0.0	0.0	0.0	35.1	13.1	0.0
Tesco Express (Esso), Lanehouse Rocks Road, Weymouth	0.1	0.6	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	1.4	0.0
Tesco Express, Dorchester Road, Weymouth	0.1	3.0	1.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4		

APPENDIX 11: COMPARISON GOODS TURNOVER, 2017-2036

TABLE 2: 2017 SURVEY-DERIVED MARKET SHARE ANALYSIS (€M)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	STUDY AREA												
	1	2	3	4	5	6	7	8	9	10	11	12	
TOTAL AVAILABLE SPEND (excluding SFT):	29.1	143.6	45.3	117.6	63.2	47.4	39.4	36.7	103.6	90.2	71.0	102.5	889.7
West Dorset (LPA 1)													
Dorchester Main TC	£1.9	£14.4	£10.7	£10.6	£43.2	£16.3	£24.6	£9.6	£1.9	£0.6	£0.1	£2.2	£134.5
Bridport Smaller TC	£0.0	£0.0	£0.2	£46.3	£0.1	£0.0	£0.0	£4.8	£0.0	£0.0	£0.0	£0.0	£53.0
Lyme Regis Smaller TC	£0.0	£0.0	£0.0	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8
Sherborne Smaller TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.7	£23.0	£0.3	£0.1	£0.5	£24.2
Beaminstor Local Centre	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£1.9
West Dorset - Other smaller villages/local centres	£0.0	£0.3	£0.5	£0.7	£0.4	£0.2	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£2.7
Charmouth	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Chickerell	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Crossways	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Maiden Newton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2
Portesham	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Poundbury	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
All other smaller villages/local centres	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
West Dorset - Out of Centre (LPA 1)	£0.0	£0.7	£1.1	£1.8	£4.6	£2.9	£2.1	£0.5	£0.0	£0.0	£0.1	£0.3	£13.8
Outside Bridport - Morrisons West Bay Road	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Outside Bridport - Other	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Outside Dorchester - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.6
Outside Dorchester - Weymouth Avenue Retail Park	£0.0	£0.7	£1.1	£0.4	£4.0	£2.3	£1.9	£0.3	£0.0	£0.0	£0.1	£0.2	£10.8
Outside Dorchester - Tesco Superstore, Weymouth Avenue	£0.0	£0.0	£0.0	£0.0	£0.6	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Other OOC West Dorset	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB TOTAL: MARKET SHARE:	£1.9	£15.4	£12.5	£64.3	£48.3	£19.4	£27.8	£17.4	£24.8	£0.9	£0.3	£2.9	£234.9
Weymouth & Portland (LPA 2)													
Weymouth Main TC	£18.5	£89.6	£18.9	£0.2	£4.3	£1.6	£2.2	£0.5	£0.3	£0.0	£0.0	£0.1	£138.1
Portland, Easton	£4.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6
Portland, Fortuneswell	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Weymouth & Portland - Other smaller villages/local centres	£0.1	£3.5	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£4.4
Grove, Weston	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Littlemoor	£0.0	£1.8	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
Portland, Weston	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Westham	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Wyke Regis	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.8
All other smaller villages/local centres	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Weymouth & Portland - Out of Centre (LPA 2)	£0.6	£20.0	£6.5	£0.1	£1.6	£1.1	£1.9	£0.1	£0.0	£0.0	£0.0	£0.0	£32.1
Outside Weymouth - Asda Newstead Road	£0.0	£3.1	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8
Outside Weymouth - Jubilee Retail Park	£0.4	£15.0	£5.2	£0.1	£1.4	£1.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£24.0
Outside Weymouth - Sainsburys Mercery Road	£0.0	£0.7	£0.1	£0.0	£0.0	£0.1	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
Outside Weymouth - Wessex Pharmacy, Lanehouse Rocks Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other OOC Weymouth & Portland	£0.2	£1.2	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
SUB TOTAL: MARKET SHARE:	£23.7	£113.5	£25.9	£0.3	£6.1	£2.7	£4.1	£0.5	£0.3	£0.0	£0.0	£0.2	£179.6
North Dorset (LPA 3)													
Blandford Forum TC	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.3	£0.0	£1.4	£3.1	£0.6	£45.8	£52.0
Gillingham TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£14.8	£3.6	£0.4	£21.4
Shaftesbury TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£4.7	£28.0	£1.3	£33.5
Sturminster Newton TC	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£2.2	£8.0	£0.2	£1.6	£12.5
Stalbridge Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£2.3
North Dorset - Other smaller villages/local centres	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.2	£0.5
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Child Okeford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Marnhull	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.3
All other smaller villages/local centres	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Dorset - Out of Centre (LPA 3)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.7	£2.4	£4.0
Outside Blandford Forum - Stour Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.2	£1.4
Outside Blandford Forum - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£1.1	£1.4
Outside Gillingham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.4
Outside Shaftesbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.3
Outside Sturminster Newton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.1	£0.4
Other OOC N Dorset	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB TOTAL: MARKET SHARE:	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.3	£0.0	£8.9	£31.8	£33.0	£51.7	£126.2
Locations Outside of the LPA areas	£3.5	£14.7	£6.9	£52.6	£8.7	£25.3	£7.2	£18.8	£69.6	£57.5	£37.8	£47.6	£349.0
Axminster	£0.0	£0.0	£0.0	£6.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.0
Bath	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.2	£0.2	£0.1	£2.4	£0.4	£0.1	£4.3
Bournemouth	£0.5	£0.9	£1.9	£0.3	£0.7	£1.4	£0.7	£0.3	£1.7	£2.7	£1.9	£3.6	£16.5
Bristol	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.2	£1.6	£0.0	£0.0	£0.1	£2.7
Chard	£0.0	£0.0	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£4.3
Christchurch	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Crewkerne	£0.0	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£0.8	£0.2	£0.0	£0.0	£0.0	£3.6
Exeter	£0.0	£0.0	£0.0	£18.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.8
Glastonbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ilminster	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.5
Poole	£1.5	£6.8	£3.2	£1.6	£4.4	£17.7	£2.5	£0.5	£3.3	£15.0	£5.7	£34.4	£96.2
Portsmouth	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.4
Salisbury	£0.0	£0.4	£0.0	£0.0	£0.2	£0.0	£0.4	£0.0	£1.0	£6.9	£19.0	£5.0	£32.4
Southampton	£0.7	£0.8	£0.3	£0.0	£1.1	£0.6	£1.2	£0.4	£0.8	£1.4	£1.7	£0.4	£9.3
Swanage	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
Taunton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.5	£0.0	£0.0	£0.0	£1.7
Wareham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Wincanton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£1.3	£0.1	£0.0	£3.9
Yeovil	£0.5	£4.3	£0.4	£13.6	£1.9	£0.1	£1.1	£15.4	£55.0	£23.6	£2.4	£0.5	£118.2
Other Locations Outside of the LPA areas	£0.2	£1.5	£0.8	£4.0	£0.2								

TABLE 3: 2021 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	STUDY AREA												
	1	2	3	4	5	6	7	8	9	10	11	12	
TOTAL AVAILABLE SPEND (excluding SFT):	34.3	162.2	53.6	131.7	75.4	54.6	43.6	41.1	114.8	102.6	80.8	113.4	1008.0
West Dorset (LPA 1)													
Dorchester Main TC	£2.2	£16.3	£12.7	£11.9	£51.5	£18.7	£27.2	£10.7	£2.1	£0.7	£0.1	£2.4	£152.4
Bridport Smaller TC	£0.0	£0.0	£0.2	£51.9	£0.1	£0.0	£0.0	£5.4	£0.0	£0.0	£0.0	£0.0	£60.0
Lyme Regis Smaller TC	£0.0	£0.0	£0.0	£5.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4
Sherborne Smaller TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.8	£25.4	£0.3	£0.1	£0.6	£27.4
Beaminster Local Centre	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£2.1
West Dorset- Other smaller villages/local centres	£0.0	£0.3	£0.6	£0.8	£0.4	£0.3	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£3.1
Charmouth	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Chickerell	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Crossways	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Maiden Newton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2
Portesham	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Poundbury	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
All other smaller villages/local centres	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
West Dorset- Out of Centre (LPA 1)	£0.0	£0.8	£1.3	£2.0	£5.5	£3.3	£2.4	£0.5	£0.0	£0.0	£0.1	£0.3	£15.6
Outside Bridport - Marrisons West Bay Road	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Outside Bridport - Other	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Outside Dorchester - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.6
Outside Dorchester - Weymouth Avenue Retail Park	£0.0	£0.8	£1.3	£0.5	£4.7	£2.6	£2.1	£0.3	£0.0	£0.0	£0.1	£0.2	£12.2
Outside Dorchester- Tesco Superstore, Weymouth Avenue	£0.0	£0.0	£0.0	£0.0	£0.8	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Other OOC West Dorset	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB TOTAL: MARKET SHARE:	£2.3	£17.4	£14.8	£72.0	£57.6	£22.3	£30.7	£19.4	£27.5	£1.0	£0.3	£3.3	£266.1
Weymouth & Portland (LPA 2)													
Weymouth Main TC	£21.8	£101.2	£22.3	£0.3	£5.1	£1.8	£2.4	£0.5	£0.3	£0.0	£0.0	£0.1	£156.5
Portland, Easton	£4.9	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3
Portland, Fortuneswell	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Weymouth & Portland - Other smaller villages/local centres	£0.2	£3.9	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£5.0
Grove, Weston	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Littlemoor	£0.0	£2.0	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Portland, Weston	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Westham	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Wyke Regis	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0
All other smaller villages/local centres	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Weymouth & Portland- Out of Centre (LPA 2)	£0.7	£22.6	£7.7	£0.1	£1.9	£1.2	£2.1	£0.1	£0.0	£0.0	£0.0	£0.0	£36.4
Outside Weymouth - Asda Newstead Road	£0.0	£3.5	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3
Outside Weymouth - Jubilee Retail Park	£0.5	£16.9	£6.2	£0.1	£1.7	£1.2	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£27.2
Outside Weymouth - Sainsburys Mercery Road	£0.0	£0.8	£0.1	£0.0	£0.0	£0.1	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Outside Weymouth- Wessex Pharmacy, Lanehouse Rocks Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other OOC Weymouth & Portland	£0.2	£1.3	£0.6	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4
SUB TOTAL: MARKET SHARE:	£27.9	£128.2	£30.6	£0.4	£7.2	£3.1	£4.6	£0.6	£0.3	£0.0	£0.0	£0.2	£203.4
North Dorset (LPA 3)													
Blandford Forum TC	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.3	£0.0	£1.6	£3.5	£0.6	£50.6	£59.0
Gillingham TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£16.8	£4.1	£0.4	£24.2
Shaftesbury TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£5.3	£31.8	£1.5	£38.0
Sturminster Newton TC	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£2.5	£9.1	£0.2	£1.8	£14.2
Stalbridge Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£0.0	£0.0	£0.0	£2.6
North Dorset - Other smaller villages/local centres	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.2	£0.6
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Child Okeford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Marnhull	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.4
All other smaller villages/local centres	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Dorset- Out of Centre (LPA 3)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.8	£2.7	£4.6	£0.0
Outside Blandford Forum - Stour Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.4	£1.6
Outside Blandford Forum - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£1.2	£1.6
Outside Gillingham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.5
Outside Shaftesbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.4
Outside Sturminster Newton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.1	£0.5
Other OOC N Dorset	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB TOTAL: MARKET SHARE:	£0.0	£0.0	£0.0	£0.4	£0.2	£0.1	£0.3	£0.0	£9.8	£36.2	£37.5	£57.2	£143.0
Locations Outside of the LPA areas	£4.1	£16.6	£8.2	£58.9	£10.4	£29.1	£8.0	£21.1	£77.1	£65.4	£43.0	£52.7	£395.4
Axminster	£0.0	£0.0	£0.0	£7.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.9
Bath	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.3	£0.2	£0.1	£2.7	£0.5	£0.1	£4.9
Bournemouth	£0.6	£1.0	£2.2	£0.3	£0.8	£1.7	£0.8	£0.4	£1.9	£3.1	£2.1	£4.0	£18.7
Bristol	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.3	£1.8	£0.0	£0.0	£0.1	£3.1
Chard	£0.0	£0.0	£0.0	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£4.9
Christchurch	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Crewkerne	£0.0	£0.0	£0.0	£2.9	£0.0	£0.0	£0.0	£0.8	£0.2	£0.0	£0.0	£0.0	£4.1
Exeter	£0.0	£0.0	£0.0	£20.1	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£21.3
Glastonbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ilminster	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.5
Poole	£1.8	£7.6	£3.8	£1.7	£5.3	£20.3	£2.8	£0.5	£3.6	£17.1	£6.5	£38.0	£109.0
Portsmouth	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.5
Salisbury	£0.0	£0.5	£0.0	£0.0	£0.2	£0.0	£0.4	£0.0	£1.1	£7.9	£21.7	£5.5	£36.7
Southampton	£0.9	£0.9	£0.4	£0.0	£1.3	£0.6	£1.3	£0.4	£0.9	£1.6	£2.0	£0.4	£10.6
Swanage	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
Taunton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£1.7	£0.0	£0.0	£0.0	£1.9
Wareham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7
Wincanton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£1.5	£0.1	£0.0	£4.4
Yeovil	£0.5	£4.9	£0.5	£15.3	£2.3	£0.1	£1.3	£17.3	£61.0	£26.8	£2.7	£0.5	£133.9
Other Locations Outside of the LPA areas	£0.3	£1.7	£1.0	£4.5	£0.2</								

TABLE 4: 2026 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	STUDY AREA												
	1	2	3	4	5	6	7	8	9	10	11	12	
TOTAL AVAILABLE SPEND (excluding SFT):	40.7	201.5	67.2	159.9	93.3	68.0	51.4	47.9	135.2	130.2	95.5	136.4	1227.4
West Dorset (LPA 1)													
Dorchester Main TC	£2.7	£20.2	£15.9	£14.4	£63.8	£23.3	£32.1	£12.5	£2.4	£0.9	£0.2	£2.9	£185.6
Bridport Smaller TC	£0.0	£0.0	£0.3	£63.0	£0.2	£0.0	£0.0	£6.3	£0.0	£0.0	£0.0	£0.0	£73.1
Lyme Regis Smaller TC	£0.0	£0.0	£0.0	£6.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.6
Sherborne Smaller TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.9	£30.0	£0.4	£0.1	£0.7	£33.3
Beaminster Local Centre	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£2.6
West Dorset- Other smaller villages/local centres	£0.0	£0.4	£0.7	£1.0	£0.5	£0.4	£0.5	£0.3	£0.0	£0.0	£0.0	£0.0	£3.8
Charmouth	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Chickerell	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Crossways	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Maiden Newton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3
Portesham	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Poundbury	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
All other smaller villages/local centres	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
West Dorset- Out of Centre (LPA 1)	£0.0	£1.0	£1.7	£2.4	£6.8	£4.1	£2.8	£0.6	£0.0	£0.0	£0.1	£0.3	£19.1
Outside Bridport - Marrisons West Bay Road	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
Outside Bridport - Other	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Outside Dorchester - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.8
Outside Dorchester - Weymouth Avenue Retail Park	£0.0	£1.0	£1.7	£0.6	£5.9	£3.2	£2.5	£0.4	£0.0	£0.0	£0.1	£0.3	£14.8
Outside Dorchester- Tesco Superstore, Weymouth Avenue	£0.0	£0.0	£0.0	£0.0	£0.9	£0.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6
Other OOC West Dorset	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB TOTAL: MARKET SHARE:	£2.7	£21.6	£18.6	£87.4	£71.3	£27.8	£36.3	£22.7	£32.4	£1.3	£0.4	£3.9	£324.0
Weymouth & Portland (LPA 2)													
Weymouth Main TC	£25.9	£125.8	£28.0	£0.3	£6.3	£2.3	£2.9	£0.6	£0.4	£0.0	£0.0	£0.2	£190.6
Portland, Easton	£5.8	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.4
Portland, Fortuneswell	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Weymouth & Portland - Other smaller villages/local centres	£0.2	£4.9	£0.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£6.1
Grove, Weston	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Littlemoor	£0.0	£2.5	£0.5	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2
Portland, Weston	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Westham	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Wyke Regis	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.2
All other smaller villages/local centres	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1
Weymouth & Portland- Out of Centre (LPA 2)	£0.9	£28.0	£9.6	£0.1	£2.3	£1.5	£2.5	£0.1	£0.0	£0.0	£0.0	£0.0	£44.3
Outside Weymouth - Asda Newstead Road	£0.0	£4.3	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.2
Outside Weymouth - Jubilee Retail Park	£0.6	£21.0	£7.7	£0.1	£2.1	£1.4	£0.7	£0.1	£0.0	£0.0	£0.0	£0.0	£33.1
Outside Weymouth - Sainsburys Mercery Road	£0.0	£1.0	£0.2	£0.0	£0.0	£0.1	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0
Outside Weymouth- Wessex Pharmacy, Lanehouse Rocks Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other OOC Weymouth & Portland	£0.2	£1.7	£0.8	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.9
SUB TOTAL: MARKET SHARE:	£33.1	£159.3	£38.3	£0.4	£9.0	£3.9	£5.4	£0.7	£0.4	£0.0	£0.0	£0.3	£247.7
North Dorset (LPA 3)													
Blandford Forum TC	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.4	£0.0	£1.9	£4.4	£0.8	£60.9	£71.8
Gillingham TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£21.4	£4.9	£0.5	£29.5
Shaftesbury TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£6.8	£37.6	£1.8	£46.2
Sturminster Newton TC	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£2.9	£11.5	£0.2	£2.2	£17.3
Stalbridge Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.1	£0.0	£0.0	£3.1
North Dorset - Other smaller villages/local centres	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.2	£0.7
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Child Okeford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Marnhull	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.5
All other smaller villages/local centres	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Dorset- Out of Centre (LPA 3)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.9	£3.2	£5.6	£0.0
Outside Blandford Forum - Stour Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£1.7	£2.0	£0.0
Outside Blandford Forum - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£1.4	£2.0
Outside Gillingham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.6
Outside Shaftesbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.5
Outside Sturminster Newton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.1	£0.6	£0.0
Other OOC N Dorset	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB TOTAL: MARKET SHARE:	£0.0	£0.0	£0.0	£0.5	£0.2	£0.1	£0.4	£0.0	£11.6	£45.9	£44.3	£68.8	£174.2
Locations Outside of the LPA areas	£4.9	£20.6	£10.3	£71.6	£12.9	£36.2	£9.4	£24.6	£90.8	£83.0	£50.8	£63.4	£481.5
Axminster	£0.0	£0.0	£0.0	£9.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.6
Bath	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.3	£0.2	£0.1	£3.5	£0.6	£0.1	£5.9
Bournemouth	£0.8	£1.2	£2.8	£0.4	£1.0	£2.1	£0.9	£0.4	£2.2	£3.9	£2.5	£4.8	£22.8
Bristol	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.3	£2.2	£0.0	£0.0	£0.1	£3.8
Chard	£0.0	£0.0	£0.0	£5.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£6.0
Christchurch	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Crewkerne	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	£0.0	£1.0	£0.3	£0.0	£0.0	£0.0	£5.0
Exeter	£0.0	£0.0	£0.0	£24.4	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£25.9
Glastonbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Ilminster	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.6
Poole	£2.1	£9.5	£4.8	£2.1	£6.5	£25.3	£3.3	£0.6	£4.2	£21.7	£7.7	£45.7	£132.7
Portsmouth	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.6
Salisbury	£0.0	£0.6	£0.0	£0.0	£0.2	£0.0	£0.5	£0.0	£1.3	£10.0	£25.6	£6.6	£44.7
Southampton	£1.0	£1.1	£0.5	£0.0	£1.6	£0.8	£1.6	£0.5	£1.1	£2.1	£2.3	£0.5	£12.9
Swanage	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.1
Taunton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£2.0	£0.0	£0.0	£0.0	£2.3
Wareham	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Wincanton	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£3.3	£1.9	£0.1	£0.0	£5.3
Yeovil	£0.6	£6.1	£0.6	£18.5	£2.8	£0.1	£1.5	£20.1	£71.9	£34.0	£3.2	£0.6	£163.1
Other Locations Outside of the LPA areas	£0.3	£2.2	£1.2	£5.4	£								

TABLE 5: 2031 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	STUDY AREA												
	1	2	3	4	5	6	7	8	9	10	11	12	
TOTAL AVAILABLE SPEND (excluding SFT):	47.7	240.3	79.3	190.9	110.1	80.4	60.0	56.3	158.6	161.4	112.1	161.4	1458.3
West Dorset (LPA 1)													
Dorchester Main TC	£3.1	£24.1	£18.8	£17.2	£75.2	£27.6	£37.5	£14.7	£2.9	£1.1	£0.2	£3.4	£220.5
Bridport Smaller TC	£0.0	£0.0	£0.4	£75.2	£0.2	£0.0	£0.0	£7.4	£0.0	£0.0	£0.0	£0.0	£86.9
Lyme Regis Smaller TC	£0.0	£0.0	£0.0	£7.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.8
Sherborne Smaller TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£1.0	£35.1	£0.5	£0.2	£0.8	£39.6
Beaminstor Local Centre	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£3.1
West Dorset- Other smaller villages/local centres	£0.0	£0.5	£0.8	£1.2	£0.6	£0.4	£0.6	£0.3	£0.0	£0.0	£0.0	£0.0	£4.5
Charmouth	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Chickerell	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Crossways	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Maiden Newton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3
Portesham	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Poundbury	£0.0	£0.0	£0.0	£0.0	£0.6	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2
All other smaller villages/local centres	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
West Dorset- Out of Centre (LPA 1)	£0.0	£1.2	£2.0	£2.9	£8.1	£4.9	£3.3	£0.7	£0.0	£0.0	£0.1	£0.4	£22.6
Outside Bridport - Marrisons West Bay Road	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1
Outside Bridport - Other	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Outside Dorchester - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.9
Outside Dorchester - Weymouth Avenue Retail Park	£0.0	£1.2	£1.9	£0.7	£6.9	£3.8	£2.9	£0.5	£0.0	£0.0	£0.1	£0.3	£17.6
Outside Dorchester- Tesco Superstore, Weymouth Avenue	£0.0	£0.0	£0.0	£0.0	£1.1	£0.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8
Other OOC West Dorset	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB TOTAL: MARKET SHARE:	£3.2	£25.7	£22.0	£104.3	£84.2	£32.9	£42.3	£26.6	£38.0	£1.6	£0.4	£4.6	£385.0
Weymouth & Portland (LPA 2)													
Weymouth Main TC	£30.3	£150.0	£33.1	£0.4	£7.5	£2.7	£3.4	£0.7	£0.5	£0.0	£0.0	£0.2	£226.4
Portland, Easton	£6.8	£0.7	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.6
Portland, Fortuneswell	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Weymouth & Portland - Other smaller villages/local centres	£0.2	£5.8	£0.7	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£7.3
Grove, Weston	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Littlemoor	£0.0	£2.9	£0.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8
Portland, Weston	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Westham	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Wyke Regis	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.4
All other smaller villages/local centres	£0.0	£1.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
Weymouth & Portland- Out of Centre (LPA 2)	£1.0	£33.4	£11.4	£0.2	£2.8	£1.8	£2.9	£0.1	£0.0	£0.0	£0.0	£0.0	£52.6
Outside Weymouth - Asda Newstead Road	£0.0	£5.2	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.2
Outside Weymouth - Jubilee Retail Park	£0.7	£25.1	£9.1	£0.2	£2.5	£1.7	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£39.3
Outside Weymouth - Sainsburys Mercery Road	£0.0	£1.2	£0.2	£0.0	£0.0	£0.1	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6
Outside Weymouth- Wessex Pharmacy, Lanehouse Rocks Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other OOC Weymouth & Portland	£0.3	£2.0	£1.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5
SUB TOTAL: MARKET SHARE:	£38.8	£190.0	£45.3	£0.5	£10.6	£4.6	£6.3	£0.8	£0.5	£0.0	£0.0	£0.3	£294.3
North Dorset (LPA 3)													
Blandford Forum TC	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.4	£0.0	£2.2	£5.5	£0.9	£72.1	£85.3
Gillingham TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£26.5	£5.7	£0.6	£35.0
Shaftesbury TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£8.4	£44.1	£2.1	£54.9
Sturminster Newton TC	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£3.4	£14.3	£0.3	£2.6	£20.5
Stalbridge Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£0.1	£0.0	£0.0	£3.7
North Dorset - Other smaller villages/local centres	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.2	£0.8
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Child Okeford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Marnhull	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.6
All other smaller villages/local centres	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Dorset- Out of Centre (LPA 3)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.1	£3.8	£6.6	£6.6
Outside Blandford Forum - Stour Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£2.0	£2.3	£2.3
Outside Blandford Forum - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£1.7	£2.4
Outside Gillingham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£0.0	£0.7
Outside Shaftesbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.4	£0.0	£0.5
Outside Sturminster Newton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.2	£0.7
Other OOC N Dorset	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB TOTAL: MARKET SHARE:	£0.0	£0.0	£0.0	£0.6	£0.2	£0.1	£0.4	£0.0	£13.6	£56.9	£52.0	£81.4	£206.9
Locations Outside of the LPA areas	£5.7	£24.6	£12.1	£85.4	£15.2	£42.8	£11.0	£28.9	£106.5	£102.9	£59.6	£75.0	£572.1
Axminster	£0.0	£0.0	£0.0	£11.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.4
Bath	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.4	£0.3	£0.1	£4.3	£0.7	£0.1	£7.1
Bournemouth	£0.9	£1.4	£3.3	£0.5	£1.2	£2.5	£1.1	£0.5	£2.6	£4.8	£3.0	£5.7	£27.1
Bristol	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.4	£2.5	£0.0	£0.0	£0.1	£4.5
Chard	£0.0	£0.0	£0.0	£6.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£7.1
Christchurch	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Crewkerne	£0.0	£0.0	£0.0	£4.2	£0.0	£0.0	£0.0	£1.2	£0.3	£0.0	£0.0	£0.0	£5.9
Exeter	£0.0	£0.0	£0.0	£29.2	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£30.8
Glastonbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Ilminster	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.8
Poole	£2.5	£11.3	£5.6	£2.5	£7.7	£29.9	£3.9	£0.7	£5.0	£26.9	£9.0	£54.1	£157.6
Portsmouth	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.7
Salisbury	£0.0	£0.7	£0.0	£0.0	£0.3	£0.0	£0.6	£0.0	£1.6	£12.3	£30.0	£7.8	£53.1
Southampton	£1.2	£1.3	£0.6	£0.0	£1.8	£0.9	£1.8	£0.6	£1.3	£2.6	£2.7	£0.6	£15.3
Swanage	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
Taunton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£2.3	£0.0	£0.0	£0.0	£2.8
Wareham	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5
Wincanton	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£3.8	£2.4	£0.1	£0.0	£6.3
Yeovil	£0.7	£7.2	£0.7	£22.1	£3.4	£0.1	£1.7	£23.7	£84.3	£42.2	£3.8	£0.7	£193.7
Other Locations Outside of the LPA areas	£0.4	£2.6	£1.4										

TABLE 6: 2033 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	STUDY AREA
	TOTAL AVAILABLE SPEND (excluding SFT):												
West Dorset (LPA 1)	51.2	258.2	86.9	206.6	121.0	87.2	64.3	60.5	170.2	176.2	120.7	173.8	1576.8
Dorchester Main TC	£3.3	£25.9	£20.6	£18.7	£82.6	£29.9	£40.2	£15.7	£3.1	£1.2	£0.2	£3.7	£238.4
Bridport Smaller TC	£0.0	£0.0	£0.4	£81.4	£0.2	£0.0	£0.0	£7.9	£0.0	£0.0	£0.0	£0.0	£93.9
Lyme Regis Smaller TC	£0.0	£0.0	£0.0	£8.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.4
Sherborne Smaller TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.1	£37.7	£0.6	£0.2	£0.9	£42.8
Beamster Local Centre	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£3.4
West Dorset- Other smaller villages/local centres	£0.0	£0.5	£0.9	£1.3	£0.7	£0.5	£0.7	£0.4	£0.0	£0.0	£0.0	£0.0	£4.9
Charmouth	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Chickerell	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7
Crossways	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Maiden Newton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.4
Portesham	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Poundbury	£0.0	£0.0	£0.0	£0.0	£0.7	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3
All other smaller villages/local centres	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
West Dorset- Out of Centre (LPA 1)	£0.0	£1.3	£2.2	£3.1	£8.9	£5.3	£3.5	£0.7	£0.0	£0.0	£0.1	£0.4	£24.5
Outside Bridport - Marrisons West Bay Road	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3
Outside Bridport - Other	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Outside Dorchester - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£1.0
Outside Dorchester - Weymouth Avenue Retail Park	£0.0	£1.3	£2.1	£0.8	£7.6	£4.1	£3.2	£0.5	£0.0	£0.0	£0.1	£0.3	£19.1
Outside Dorchester- Tesco Superstore, Weymouth Avenue	£0.0	£0.0	£0.0	£0.0	£1.2	£0.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0
Other OOC West Dorset	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB TOTAL: MARKET SHARE:	£3.4	£27.7	£24.0	£112.9	£92.4	£35.7	£45.4	£28.6	£40.8	£1.7	£0.5	£5.0	£416.3
Weymouth & Portland (LPA 2)													
Weymouth Main TC	£32.5	£161.2	£36.2	£0.4	£8.2	£2.9	£3.6	£0.8	£0.5	£0.0	£0.0	£0.2	£244.8
Portland, Easton	£7.3	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.2
Portland, Fortuneswell	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Weymouth & Portland - Other smaller villages/local centres	£0.2	£6.3	£0.8	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£7.9
Grove, Weston	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Littlemoor	£0.0	£3.2	£0.6	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2
Portland, Weston	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Westham	£0.2	£0.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Wyke Regis	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.5
All other smaller villages/local centres	£0.0	£1.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4
Weymouth & Portland- Out of Centre (LPA 2)	£1.1	£35.9	£12.5	£0.2	£3.0	£2.0	£3.1	£0.1	£0.0	£0.0	£0.0	£0.0	£56.9
Outside Weymouth - Asda Newstead Road	£0.0	£5.6	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.7
Outside Weymouth - Jubilee Retail Park	£0.8	£27.0	£10.0	£0.2	£2.7	£1.8	£0.9	£0.1	£0.0	£0.0	£0.0	£0.0	£42.5
Outside Weymouth - Sainsburys Mercery Road	£0.0	£1.3	£0.2	£0.0	£0.0	£0.1	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9
Outside Weymouth- Wessex Pharmacy, Lanehouse Rocks Road	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Other OOC Weymouth & Portland	£0.3	£2.1	£1.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7
SUB TOTAL: MARKET SHARE:	£41.6	£204.2	£49.6	£0.6	£11.6	£4.9	£6.7	£0.9	£0.5	£0.0	£0.0	£0.3	£318.3
North Dorset (LPA 3)													
Blandford Forum TC	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.5	£0.0	£2.4	£6.0	£1.0	£77.6	£92.2
Gillingham TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£28.9	£6.1	£0.7	£37.9
Shaftesbury TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£9.2	£47.5	£2.3	£59.4
Sturminster Newton TC	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£3.7	£15.6	£0.3	£2.8	£22.2
Stalbridge Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£0.1	£0.0	£0.0	£4.0
North Dorset - Other smaller villages/local centres	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.3	£0.9
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Child Okeford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2
Marnhull	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.6
All other smaller villages/local centres	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Dorset- Out of Centre (LPA 3)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£1.1	£4.1	£7.1
Outside Blandford Forum - Stour Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£2.1	£2.5
Outside Blandford Forum - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£1.8	£2.6
Outside Gillingham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£0.0	£0.0	£0.7
Outside Shaftesbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£0.0	£0.0	£0.6
Outside Sturminster Newton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.2	£0.8	£0.8
Other OOC N Dorset	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB TOTAL: MARKET SHARE:	£0.0	£0.0	£0.0	£0.6	£0.3	£0.1	£0.5	£0.0	£14.6	£62.1	£56.0	£87.7	£223.8
Locations Outside of the LPA areas	£6.2	£26.4	£13.3	£92.5	£16.7	£46.5	£11.8	£31.0	£114.3	£112.4	£64.2	£80.8	£618.6
Axminster	£0.0	£0.0	£0.0	£11.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.3
Bath	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.4	£0.3	£0.1	£4.7	£0.7	£0.1	£7.6
Bournemouth	£0.9	£1.6	£3.6	£0.5	£1.3	£2.7	£1.2	£0.5	£2.8	£5.2	£3.2	£6.1	£29.3
Bristol	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.4	£2.7	£0.0	£0.0	£0.1	£4.9
Chard	£0.0	£0.0	£0.0	£7.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£7.7
Christchurch	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Crewkerne	£0.0	£0.0	£0.0	£4.5	£0.0	£0.0	£0.0	£1.2	£0.3	£0.0	£0.0	£0.0	£6.4
Exeter	£0.0	£0.0	£0.0	£31.6	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£33.3
Glastonbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Ilminster	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.8
Poole	£2.7	£12.1	£6.1	£2.7	£8.5	£32.5	£4.1	£0.8	£5.3	£29.3	£9.7	£58.3	£170.4
Portsmouth	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.8
Salisbury	£0.0	£0.7	£0.0	£0.0	£0.3	£0.0	£0.7	£0.0	£1.7	£13.5	£32.4	£8.4	£57.4
Southampton	£1.3	£1.4	£0.6	£0.0	£2.0	£1.0	£2.0	£0.7	£1.3	£2.8	£3.0	£0.7	£16.5
Swanage	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1
Taunton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£2.5	£0.0	£0.0	£0.0	£3.0
Wareham	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7
Wincanton	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£4.1	£2.6	£0.1	£0.0	£6.9
Yeovil	£0.8	£7.8	£0.8	£23.9	£3.7	£0.1	£1.9	£25.4	£90.4	£46.1	£4.1	£0.8	£209.5
Other Locations Outside of the LPA areas	£0.4	£2.8	£1.6	£7.0	£0.4	£7.0	£1.6	£1.2	£3.0	£8.1			

TABLE 7: 2036 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	STUDY AREA												
	1	2	3	4	5	6	7	8	9	10	11	12	
TOTAL AVAILABLE SPEND (excluding SFT):	57.0	287.9	99.5	232.7	139.1	98.7	71.5	67.3	189.2	200.8	134.9	194.3	1772.9
West Dorset (LPA 1)													
Dorchester Main TC	£3.7	£28.9	£23.5	£21.0	£95.0	£33.9	£44.7	£17.5	£3.4	£1.3	£0.2	£4.1	£268.1
Bridport Smaller TC	£0.0	£0.0	£0.4	£91.7	£0.3	£0.0	£0.0	£8.8	£0.0	£0.0	£0.0	£0.0	£105.6
Lyme Regis Smaller TC	£0.0	£0.0	£0.0	£9.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.5
Sherborne Smaller TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.2	£41.9	£0.6	£0.2	£1.0	£48.1
Beamster Local Centre	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£3.8
West Dorset - Other smaller villages/local centres	£0.0	£0.5	£1.1	£1.5	£0.8	£0.5	£0.7	£0.4	£0.0	£0.0	£0.0	£0.0	£5.5
Charmouth	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0
Chickerell	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Crossways	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Maiden Newton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4
Portesham	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4
Poundbury	£0.0	£0.0	£0.0	£0.0	£0.8	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4
All other smaller villages/local centres	£0.0	£0.5	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
West Dorset - Out of Centre (LPA 1)	£0.0	£1.4	£2.5	£3.5	£10.2	£6.0	£3.9	£0.8	£0.0	£0.0	£0.1	£0.5	£27.5
Outside Bridport - Marrisons West Bay Road	£0.0	£0.0	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6
Outside Bridport - Other	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Outside Dorchester - Other	£0.0	£0.0	£0.0	£0.0	£0.1	£0.6	£0.0	£0.3	£0.0	£0.0	£0.0	£0.1	£1.1
Outside Dorchester - Weymouth Avenue Retail Park	£0.0	£1.4	£2.4	£0.9	£8.7	£4.7	£3.5	£0.6	£0.0	£0.0	£0.1	£0.4	£21.4
Outside Dorchester - Tesco Superstore, Weymouth Avenue	£0.0	£0.0	£0.0	£0.0	£1.4	£0.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
Other OOC West Dorset	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB TOTAL: MARKET SHARE:	£3.8	£30.8	£27.5	£127.2	£106.3	£40.4	£50.4	£31.8	£45.3	£2.0	£0.5	£5.6	£468.1
Weymouth & Portland (LPA 2)													
Weymouth Main TC	£36.2	£179.7	£41.4	£0.4	£9.4	£3.3	£4.0	£0.9	£0.6	£0.0	£0.0	£0.2	£275.3
Portland, Easton	£8.1	£0.9	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.2
Portland, Fortuneswell	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5
Weymouth & Portland - Other smaller villages/local centres	£0.3	£7.0	£0.9	£0.0	£0.4	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£8.9
Grove, Weston	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3
Littlemoor	£0.0	£3.5	£0.7	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7
Portland, Weston	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Westham	£0.2	£0.2	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6
Wyke Regis	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.7
All other smaller villages/local centres	£0.0	£1.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5
Weymouth & Portland - Out of Centre (LPA 2)	£1.2	£40.0	£14.3	£0.2	£3.5	£2.2	£3.4	£0.1	£0.0	£0.0	£0.0	£0.0	£64.0
Outside Weymouth - Asda Newstead Road	£0.0	£6.2	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.6
Outside Weymouth - Jubilee Retail Park	£0.9	£30.0	£11.4	£0.2	£3.1	£2.1	£1.0	£0.1	£0.0	£0.0	£0.0	£0.0	£47.8
Outside Weymouth - Sainsburys Mercery Road	£0.0	£1.4	£0.2	£0.0	£0.0	£0.1	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3
Outside Weymouth - Wessex Pharmacy, Lanehouse Rocks Road	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Other OOC Weymouth & Portland	£0.3	£2.4	£1.2	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2
SUB TOTAL: MARKET SHARE:	£46.3	£227.6	£56.7	£0.7	£13.4	£5.6	£7.5	£1.0	£0.6	£0.0	£0.0	£0.4	£357.8
North Dorset (LPA 3)													
Blandford Forum TC	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.5	£0.0	£2.6	£6.8	£1.1	£86.8	£103.7
Gillingham TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3	£32.9	£6.9	£0.8	£42.6
Shaftesbury TC	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£10.4	£53.1	£2.5	£66.8
Sturminster Newton TC	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£4.1	£17.7	£0.3	£3.1	£24.9
Stalbridge Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3	£0.1	£0.0	£0.0	£4.5
North Dorset - Other smaller villages/local centres	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.3	£1.0
Milborne Port	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Child Okeford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Marnhull	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.7
All other smaller villages/local centres	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
North Dorset - Out of Centre (LPA 3)	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£1.3	£4.6	£8.0
Outside Blandford Forum - Stour Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£2.4	£2.8
Outside Blandford Forum - Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£2.0	£2.9
Outside Gillingham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5	£0.0	£0.0	£0.8
Outside Shaftesbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.0	£0.7
Outside Sturminster Newton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.2	£0.9
Other OOC N Dorset	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
SUB TOTAL: MARKET SHARE:	£0.0	£0.0	£0.0	£0.7	£0.3	£0.1	£0.5	£0.0	£16.2	£70.8	£62.6	£98.1	£251.6
Locations Outside of the LPA areas	£6.8	£29.4	£15.2	£104.2	£19.2	£52.6	£13.1	£34.5	£127.0	£128.1	£71.8	£90.3	£695.5
Axminster	£0.0	£0.0	£0.0	£13.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.9
Bath	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£0.4	£0.3	£0.1	£5.4	£0.8	£0.1	£8.6
Bournemouth	£1.1	£1.7	£4.1	£0.6	£1.6	£3.0	£1.3	£0.6	£3.1	£6.0	£3.6	£6.8	£32.9
Bristol	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.4	£3.0	£0.0	£0.0	£0.1	£5.5
Chard	£0.0	£0.0	£0.0	£8.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£8.6
Christchurch	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Crewkerne	£0.0	£0.0	£0.0	£5.1	£0.0	£0.0	£0.0	£1.4	£0.4	£0.0	£0.0	£0.0	£7.2
Exeter	£0.0	£0.0	£0.0	£35.6	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£37.4
Glastonbury	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1
Ilminster	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.9
Poole	£3.0	£13.5	£7.0	£3.1	£9.7	£36.8	£4.6	£0.9	£5.9	£33.4	£10.9	£65.1	£191.6
Portsmouth	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.9
Salisbury	£0.0	£0.8	£0.0	£0.0	£0.4	£0.0	£0.7	£0.0	£1.9	£15.4	£36.2	£9.4	£64.6
Southampton	£1.4	£1.6	£0.7	£0.0	£2.3	£1.1	£2.2	£0.7	£1.5	£3.2	£3.3	£0.7	£18.6
Swanage	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2
Taunton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£2.7	£0.0	£0.0	£0.0	£3.4
Wareham	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1
Wincanton	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£4.6	£2.9	£0.1	£0.0	£7.7
Yeovil	£0.9	£8.7	£0.9	£27.0	£4.2	£0.1	£2.1	£28.3	£100.5	£52.5	£4.5	£0.9	£235.5
Other Locations Outside of the LPA areas	£0.5	£3.1	£1.8	£7.9									

APPENDIX 12: WEST DORSET CONVENIENCE GOODS CAPACITY

TABLE 1: WEST DORSET LOCAL AUTHORITY AREA - REVISED CONVENIENCE GOODS TURNOVER ESTIMATES (£M)
ALLOW FOR ESTIMATED 'INFLOW' ('TRADE DRAW') FROM OUTSIDE DEFINED STUDY AREA

		Estimated 'Inflow' from Outside Study Area	2017	2021	2026	2031	2033	2036
MAIN CENTRES:								
	Dorchester	3%	£34.1	£36.5	£38.4	£38.9	£39.8	£41.3
	Bridport	3%	£13.5	£14.0	£14.7	£15.0	£15.3	£15.8
	Lyme Regis	2%	£5.2	£5.4	£5.6	£5.8	£5.9	£6.1
	Sherborne	5%	£9.3	£9.6	£9.7	£9.8	£9.9	£10.1
	Beaminster	2%	£3.4	£3.6	£3.6	£3.7	£3.7	£3.8
TOWN CENTRE - TOTAL			£65.5	£69.0	£72.1	£73.2	£74.7	£77.0
OTHER SMALLER VILLAGES / LOCAL CENTRES								
VILLAGE/ LOCAL CENTRES - TOTAL			0%	£14.9	£15.8	£16.6	£16.9	£17.2
OUT-OF-CENTRE STORES & SHOPPING FACILITIES:								
Dorchester	Lidl, The Grove, Dorchester	1%	£18.6	£19.6	£20.5	£20.8	£21.2	£21.8
	Sainsbury's Local, St Martins Place, Dorchester	0%	£2.4	£2.6	£2.8	£2.8	£2.9	£3.0
	Tesco, Weymouth Avenue, Dorchester	3%	£38.1	£40.9	£43.2	£43.8	£44.8	£46.5
Bridport	Co-op, Sea Road N, Bridport	0%	£2.7	£2.8	£2.9	£3.0	£3.0	£3.1
	Lidl, St Andrews Road, Bridport	1%	£13.6	£14.1	£14.7	£15.0	£15.3	£15.7
	Morrisons, W Bay Road, Bridport	3%	£21.6	£22.4	£23.3	£23.9	£24.3	£25.0
Sherborne	Co-op, Westbridge Park, Sherborne	0%	£0.2	£0.2	£0.2	£0.2	£0.2	£0.2
	Sainsburys, Ludbourne Road, Sherborne	3%	£17.2	£17.7	£18.1	£18.3	£18.5	£18.8
All Other Out-of-Centre West Dorset		0%	£0.7	£0.7	£0.8	£0.8	£0.8	£0.9
OUT OF CENTRE - TOTAL			£114.9	£121.0	£126.4	£128.5	£131.0	£135.0
WEST DORSET LPA AREA			£195.4	£205.8	£215.0	£218.5	£222.9	£229.7

Notes: Estimated "inflow" of comparison goods expenditure from outside the defined study area is based on judgements as to the likely contribution of business, visitor and tourist spend on the total turnover of the main centres, stores and shopping facilities.

TABLE 2: WEST DORSET LOCAL AUTHORITY AREA - COMMITTED CONVENIENCE FLOORSPACE

Centre	Scheme	Planning Ref	Gross Space (sqm)	Net Sales (sqm)	Sales Density 2017 (£/sqm)	Turnover (£m)					
						2017	2021	2026	2031	2033	2036
Chickerell ⁽¹⁾	Land at Chickerell Link Road for Aldi Stores	WD/D/16/001603	1,804	928	£10,775	£10.0	£10.0	£10.0	£10.0	£10.1	£10.1
Chickerell ⁽²⁾	Charlestown Garage, Chickerell Road	WD/D/16/002733	n/a	279	£6,000	£1.7	£1.7	£1.7	£1.7	£1.7	£1.7
Bradford Abbas ⁽³⁾	Land adj. Unit 4, Peel Centre, Babylon Hill, Bradford Abbas	WD/D/16/000486	2,230	569	£7,500	£4.3	£4.3	£4.3	£4.3	£4.3	£4.3
TOTAL			1,775			£15.9	£15.9	£15.9	£16.0	£16.0	£16.1

- NOTES:**
- (1) The permission is for an Aldi store of 1,804 sqm gross (1,254 sqm net). Of this net floorspace, it is assumed 70% will be for convenience goods and 30% for comparison goods. In addition the application also proposes 500 sqm gross for A1-A5 use. For the purposes of this assessment it is assumed that two-thirds of this floorspace will be taken up by comparison goods retail and will have a net floorspace of 250 sq m (netted down by 75%). We have therefore assumed that the total amount of comparison goods floorspace proposed as part of this application will be 626 sq m net. We have also allowed for 50 sqm net of additional convenience goods retail sales. The average sales density for Aldi has been informed by the 2017 Mintel UK Retail Rankings.
 - (2) Part demolition of, and alterations and extensions to the existing petrol filling station/car workshop/retail unit to provide a convenience retail store (Class A1), a second retail unit (Class A1) and a takeaway (Class A5) together with the provision of car parking, a service area and associated development. The application comprises a 279 sqm net Co-op convenience store, 102 sqm net comparison store and 112 sqm Use Class A5 unit. [Out-of-Centre Location]
 - (3) Total of 2,230sqm gross (1,895 sqm net) unrestricted A1 retail use (to include up to 30% for food) in an out-of-centre location.
 - (4) Average sales densities are informed by the company trading averages of a mix of Open A1 retailers based on Mintel's 'UK Retail Rankings' and other sources.
 - (5) The assumed growth in the base year (2017) turnovers of the committed new floorspace to 2036 is informed by the floorspace 'productivity' (turnover 'efficiency') annual growth rates published by Experian Business Strategies in the latest Retail Planner Briefing Note (Figure 4b) and adjusted, where necessary, to take account of local circumstances.

TABLE 3: WEST DORSET LPA AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£195.4	£205.8	£215.0	£218.5	£222.9	£229.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£195.4	£194.8	£195.2	£196.2	£196.6	£197.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£11.0	£19.8	£22.3	£26.3	£32.5
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£15.9	£15.9	£16.0	£16.0	£16.1
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£4.9	£3.9	£6.3	£10.3	£16.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	-411	325	527	852	1,354
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):			465	753	1,218	1,935
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,500	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	-656	521	843	1,364	2,167
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-937	744	1,204	1,948	3,096

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

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 15 (December 2017) and other research/market evidence.

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

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions by 2021.

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

STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of the top 6 grocers (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of smaller supermarket and discount operators (e.g. Aldi, Lidl, Co-Op, Londis, Iceland, Budgens and Spar). These average sales levels have been informed by the latest Mintel UK Retail Rankings.

TABLE 4: DORCHESTER TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£34.1	£36.5	£38.4	£38.9	£39.8	£41.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£34.1	£34.0	£34.0	£34.2	£34.3	£34.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.5	£4.4	£4.7	£5.6	£6.9
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£2.5	£4.4	£4.7	£5.6	£6.9
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	209	365	391	461	570
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):			521	558	659	814
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	335	584	625	738	911
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		479	834	894	1,054	1,302

TABLE 5: BRIDPORT TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£13.5	£14.0	£14.7	£15.0	£15.3	£15.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£13.5	£13.5	£13.5	£13.6	£13.6	£13.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.6	£1.2	£1.5	£1.7	£2.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.6	£1.2	£1.5	£1.7	£2.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	46	97	122	143	175
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):			139	174	204	250
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	74	156	195	229	280
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		106	222	279	327	400

TABLE 6: LYME REGIS TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£5.2	£5.4	£5.6	£5.8	£5.9	£6.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£5.2	£5.2	£5.2	£5.2	£5.2	£5.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.5	£0.6	£0.7	£0.8
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.2	£0.5	£0.6	£0.7	£0.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	17	38	48	56	68
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):			54	68	80	98
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	28	60	76	89	109
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		40	86	109	128	156

TABLE 7: SHERBORNE TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.3	£9.6	£9.7	£9.8	£9.9	£10.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£9.3	£9.3	£9.3	£9.4	£9.4	£9.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.4	£0.4	£0.5	£0.6
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.3	£0.4	£0.4	£0.5	£0.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	23	34	37	44	54
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):			49	53	62	77
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	37	55	59	70	86
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		53	78	85	100	123

TABLE 8: BEAMINSTER TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.4	£3.6	£3.6	£3.7	£3.7	£3.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£3.4	£3.4	£3.4	£3.4	£3.5	£3.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.2	£0.2	£0.3	£0.3
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.1	£0.2	£0.2	£0.3	£0.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	12	16	19	23	28
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):			23	28	32	40
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	19	26	31	36	45
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		27	36	44	52	64

TABLE 9: ALL OTHER SMALLER VILLAGE & LOCAL CENTRES ACROSS WEST DORSET LPA AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£14.9	£15.8	£16.6	£16.9	£17.2	£17.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£14.9	£14.9	£14.9	£15.0	£15.0	£15.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.9	£1.7	£1.9	£2.2	£2.7
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.9	£1.7	£1.9	£2.2	£2.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	76	140	155	181	221
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):			200	222	259	316
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	121	224	248	290	354
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		173	320	355	414	505

TABLE 10: ALL OUT-OF-CENTRE FLOORSPACE ACROSS WEST DORSET LPA AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£114.9	£121.0	£126.4	£128.5	£131.0	£135.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£114.9	£114.6	£114.8	£115.4	£115.6	£116.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£6.4	£11.5	£13.0	£15.4	£19.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£15.9	£15.9	£16.0	£16.0	£16.1
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£9.5	-£4.4	-£3.0	-£0.7	£2.9
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	-795	-365	-245	-55	239
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):			-521	-351	-79	341
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	-1,272	-584	-393	-88	382
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,818	-834	-561	-126	546

TABLE 11: WEST DORSET: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M)
Assume Equilibrium at Base Year and Constant Market Shares

	2021	2026	2031	2033	2036
Dorchester	209	365	391	461	570
Bridport	46	97	122	143	175
Lyme Regis	17	38	48	56	68
Sherborne	23	34	37	44	54
Beaminster	12	16	19	23	28
All smaller villages/local centres	76	140	155	181	221
All Out-of-Centre	-795	-365	-245	-55	239
TOTAL WEST DORSET LPA - CONVENIENCE GOODS CAPACITY	-411	325	527	852	1,354

TABLE 12: WEST DORSET: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE (NET SQ M)
Assume Equilibrium at Base Year and Constant Market Shares

	2021	2026	2031	2033	2036
Dorchester	335	584	625	738	911
Bridport	74	156	195	229	280
Lyme Regis	28	60	76	89	109
Sherborne	37	55	59	70	86
Beaminster	19	26	31	36	45
All smaller villages/local centres	121	224	248	290	354
All Out-of-Centre	-1,272	-584	-393	-88	382
TOTAL WEST DORSET LPA - CONVENIENCE GOODS CAPACITY	-658	521	843	1,364	2,167

APPENDIX 13: WEST DORSET COMPARISON GOODS CAPACITY

TABLE 1: WEST DORSET LOCAL AUTHORITY AREA - REVISED COMPARISON GOODS TURNOVER ESTIMATES (£M)
ALLOW FOR ESTIMATED 'INFLOW' ('TRADE DRAW') FROM OUTSIDE DEFINED STUDY AREA

	Estimated 'Inflow' from Outside Study Area	2017	2021	2026	2031	2033	2036
MAIN CENTRES:							
Dorchester	5%	141.6	160.4	195.4	232.1	251.0	282.2
Bridport	5%	55.8	63.2	77.0	91.4	98.9	111.2
Lyme Regis	5%	5.0	5.7	6.9	8.2	8.9	10.0
Sherborne	5%	25.4	28.8	35.1	41.7	45.1	50.7
Beaminster	5%	2.0	2.3	2.8	3.3	3.5	4.0
	Subtotal	229.8	260.4	317.1	376.7	407.3	458.0
OTHER SMALLER VILLAGES / LOCAL CENTRES:							
Charmouth	0%	0.5	0.5	0.7	0.8	0.9	1.0
Chickerell	0%	0.4	0.4	0.5	0.6	0.7	0.8
Crossways	0%	0.2	0.2	0.2	0.3	0.3	0.4
Maiden Newton	0%	0.2	0.2	0.3	0.3	0.4	0.4
Portesham	0%	0.2	0.2	0.3	0.4	0.4	0.4
Poundbury	5%	0.8	0.9	1.1	1.3	1.4	1.5
All other smaller villages/local centres	0%	0.5	0.5	0.6	0.8	0.8	0.9
	Subtotal	2.7	3.1	3.7	4.4	4.8	5.4
OUT-OF-CENTRE STORES & SHOPPING FACILITIES:							
Bridport - Morrisons West Bay Road	0%	1.3	1.5	1.8	2.1	2.3	2.6
Bridport - Other	0%	0.2	0.2	0.2	0.3	0.3	0.3
Dorchester - Weymouth Avenue Retail Park	3%	11.1	12.6	15.3	18.2	19.7	22.1
Dorchester- Tesco Superstore, Weymouth Avenue	0%	1.1	1.3	1.6	1.8	2.0	2.2
Dorchester - Other	0%	0.6	0.6	0.8	0.9	1.0	1.1
All Other Out-of-Centre	0%	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal	14.2	16.1	19.6	23.3	25.2	28.3
WEST DORSET LPA AREA		246.7	279.6	340.4	404.4	437.3	491.7

Notes: Estimated "inflow" of comparison goods expenditure from outside the defined study area is based on judgements as to the likely contribution of business, visitor and tourist spend on the total turnover of the main centres, stores and shopping facilities.

TABLE 2: WEST DORSET LOCAL AUTHORITY AREA - COMMITTED COMPARISON GOODS FLOORSPACE

Centre	Scheme	Planning Ref	Gross Area (sqm)	Net Sales Area (sqm)	Sales Density (£/sqm) ⁽⁵⁾	Turnover (£m) ⁽⁶⁾					
						2017	2021	2026	2031	2033	2036
Bradford Abbas ⁽¹⁾	Land adj. Unit 4, Peel Centre, Babylon Hill	WD/D/16/000486	2,230	1,326	£6,000	£8.0	£8.6	£9.6	£10.8	£11.4	£12.3
Chickerell ⁽²⁾	Land at Chickerell Link Road for Aldi Stores Ltd	WD/D/16/001603	1,804	526	£7,500	£3.9	£4.2	£4.8	£5.4	£5.6	£6.1
Chickerell ⁽³⁾	Charlestown Garage, Chickerell Road	WD/D/16/002733	n/a	102	£6,000	£0.6	£0.7	£0.7	£0.8	£0.9	£0.9
Dorchester ⁽⁴⁾	Land to rear of South Terrace, South Street	WD/D/15/000473	100	75	£6,000	£0.5	£0.5	£0.5	£0.6	£0.6	£0.7
TOTAL				2,029		£13.0	£13.9	£15.6	£17.6	£18.5	£20.0

- NOTES:**
- (1) Total of 2,230sqm gross (1,895 sqm net) unrestricted A1 retail use (to include up to 30% for food) in an out-of-centre location.
- (2) The Aldi store is in an out-of-centre location and the permission allows for 1,804 sqm gross (1,254 sqm net) of total A1 floorspace. It is assumed that 70% of the total sales area will be for convenience goods and 30% for comparison goods. In addition the application also proposes 500 sqm gross for A1-A5 use and it is assumed for the purpose of this assessment some 150 sqm will be for comparison goods sales. Therefore the total amount of comparison goods floorspace proposed as part of this application will be 526 sqm net. The average sales level of the non-food floorspace has been informed by Mintel's 2017 UK Retail Rankings.
- (3) Part demolition of, and alterations and extensions to the existing petrol filling station/car workshop/retail unit to provide a convenience retail store (Class A1), a second retail unit (Class A1) and a takeaway (Class A5) together with the provision of car parking, a service area and associated development. The application comprises a 279 sqm net Co-op convenience store, 102 sqm net comparison store and 112 sqm Use Class A5 unit. [Out-of-Centre Location]
- (4) it has been assumed for the purpose of the retail capacity assessment that all the new floorspace will be set aside for A1 (non-food) and will have a net/gross ratio of 75%.
- (5) Average sales densities are informed by the company trading averages of a mix of Open A1 retailers based on Mintel's 'UK Retail Rankings' and other sources.
- (6) The assumed growth in the base year (2017) turnovers of the committed new floorspace to 2036 is informed by the floorspace 'productivity' (turnover 'efficiency') annual growth rates published by Experian Business Strategies in the latest Retail Planner Briefing Note (Figure 4b) and adjusted, where necessary, to take account of local circumstances.

TABLE 3: WEST DORSET LOCAL AUTHORITY AREA - TOTAL COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£246.7	£279.6	£340.4	£404.4	£437.3	£491.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£246.7	£265.2	£297.8	£335.9	£352.9	£380.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£14.3	£42.6	£68.5	£84.4	£111.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£13.9	£15.6	£17.6	£18.5	£20.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.4	£27.0	£50.9	£65.9	£91.7
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	58	3,728	6,231	7,675	9,920
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		83	5,326	8,901	10,964	14,172

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
- STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 15 (December 2017) and other research/market evidence.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions by 2021.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of a mix of non-food retailers as informed by the latest Mintel UK Retail Rankings. Please note that the average company sales levels will vary depending on the retailer, range of goods sold and the scale and format of the retail floorspace.

TABLE 4: DORCHESTER TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£141.6	£160.4	£195.4	£232.1	£251.0	£282.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£141.6	£152.2	£170.9	£192.8	£202.6	£218.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£8.2	£24.5	£39.3	£48.4	£64.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.5	£0.5	£0.6	£0.6	£0.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£7.7	£23.9	£38.7	£47.8	£63.4
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	1,199	3,305	4,741	5,570	6,859
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		1,712	4,721	6,773	7,957	9,798

TABLE 5: BRIDPORT TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£55.8	£63.2	£77.0	£91.4	£98.9	£111.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£55.8	£60.0	£67.3	£75.9	£79.8	£85.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£3.2	£9.6	£15.5	£19.1	£25.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0	£0	£0	£0	£0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£3.2	£9.6	£15.5	£19.1	£25.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	502	1,331	1,897	2,224	2,731
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		717	1,902	2,710	3,176	3,902

TABLE 6: LYME REGIS TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£5.0	£5.7	£6.9	£8.2	£8.9	£10.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£5.0	£5.4	£6.0	£6.8	£7.2	£7.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.9	£1.4	£1.7	£2.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0	£0	£0	£0	£0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.3	£0.9	£1.4	£1.7	£2.3
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	45	119	170	199	245
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		64	171	243	285	350

TABLE 7: SHERBORNE TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£25.4	£28.8	£35.1	£41.7	£45.1	£50.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£25.4	£27.3	£30.7	£34.6	£36.4	£39.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.5	£4.4	£7.1	£8.7	£11.5
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0	£0	£0	£0	£0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£1.5	£4.4	£7.1	£8.7	£11.5
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	229	607	865	1,013	1,245
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		327	867	1,235	1,448	1,778

TABLE 8: BEAMINSTER TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.0	£2.3	£2.8	£3.3	£3.5	£4.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.0	£2.1	£2.4	£2.7	£2.9	£3.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.3	£0.6	£0.7	£0.9
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0	£0	£0	£0	£0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.1	£0.3	£0.6	£0.7	£0.9
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	18	48	68	79	98
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		26	68	97	114	139

TABLE 9: ALL OTHER SMALLER VILLAGE & LOCAL CENTRES ACROSS WEST DORSET LPA AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.7	£3.1	£3.7	£4.4	£4.8	£5.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.7	£2.9	£3.3	£3.7	£3.9	£4.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.5	£0.7	£0.9	£1.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0	£0	£0	£0	£0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.2	£0.5	£0.7	£0.9	£1.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	24	64	92	107	132
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		35	92	131	154	189

TABLE 10: ALL OUT-OF-CENTRE FLOORSPACE ACROSS WEST DORSET LPA AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£14.2	£16.1	£19.6	£23.3	£25.2	£28.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£14.2	£15.3	£17.2	£19.4	£20.3	£21.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.8	£2.5	£4.0	£4.9	£6.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£13.5	£15.1	£17.0	£17.9	£19.3
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£12.6	-£12.6	-£13.1	-£13.0	-£12.8
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	-1,958	-1,746	-1,602	-1,519	-1,389
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,797	-2,495	-2,289	-2,170	-1,985

TABLE 11: WEST DORSET: SUMMARY TABLE - COMPARISON GOODS CAPACITY FORECASTS (NET SQ M)
Assume Equilibrium at Base Year and Constant Market Shares

	2021	2026	2031	2033	2036
Dorchester	1,199	3,305	4,741	5,570	6,859
Bridport	502	1,331	1,897	2,224	2,731
Lyme Regis	45	119	170	199	245
Sherborne	229	607	865	1,013	1,245
Beaminster	18	48	68	79	98
All smaller villages/local centres	24	64	92	107	132
All Out-of-Centre	-1,958	-1,746	-1,602	-1,519	-1,389
TOTAL WEST DORSET LPA AREA WIDE COMPARISON GOODS CAPACITY	58	3,728	6,231	7,675	9,920

APPENDIX 14: WEYMOUTH & PORTLAND CONVENIENCE GOODS CAPACITY

TABLE 1: WEYMOUTH & PORTLAND LOCAL AUTHORITY AREA - REVISED CONVENIENCE GOODS TURNOVER ESTIMATES (£m)
ALLOW FOR ESTIMATED 'INFLOW' ('TRADE DRAW') FROM OUTSIDE DEFINED STUDY AREA

	Estimated 'Inflow' from Outside Study Area	2017	2021	2026	2031	2033	2036
MAIN CENTRES:							
Weymouth	5%	£11.6	£12.4	£13.2	£13.4	£13.6	£14.0
Portland, Easton - Local Centre	0%	£17.2	£18.7	£19.3	£19.5	£19.7	£20.0
Portland, Fortuneswell - Local Centre	0%	£2.0	£2.2	£2.2	£2.2	£2.3	£2.3
TOWN CENTRE - TOTAL		£30.9	£33.2	£34.7	£35.1	£35.6	£36.3
OTHER SMALLER VILLAGES / LOCAL CENTRES							
VILLAGE/ LOCAL CENTRES - TOTAL	0%	£4.0	£4.3	£4.6	£4.7	£4.7	£4.8
OUT-OF-CENTRE							
Aldi, Jubilee Retail Park, Weymouth	1%	£16.2	£17.1	£18.2	£18.6	£18.9	£19.3
Asda, Newstead Road, Weymouth	3%	£36.3	£38.4	£41.1	£42.0	£42.6	£43.6
Buxton Stores (Central Store), Buxton Road, Weymouth	0%	£0.3	£0.4	£0.4	£0.4	£0.4	£0.4
Lidl, Dorchester Road, Weymouth	1%	£8.9	£9.4	£10.1	£10.3	£10.4	£10.7
Morrisons, Dorchester Road, Weymouth	3%	£31.8	£33.7	£36.0	£36.8	£37.4	£38.3
One Stop, Lynch Road, Weymouth	0%	£1.9	£2.0	£2.2	£2.2	£2.2	£2.3
Sainsburys, Mercery Road, Weymouth	3%	£30.1	£31.9	£34.0	£34.7	£35.3	£36.2
Tesco Express (Esso), Lanehouse Rocks Road, Weymouth	0%	£1.7	£1.8	£2.0	£2.0	£2.1	£2.1
Tesco Express, Dorchester Road, Weymouth	0%	£3.6	£3.8	£4.1	£4.2	£4.3	£4.4
OUT OF CENTRE - TOTAL:		£130.8	£138.5	£148.0	£151.2	£153.6	£157.3
WEST DORSET LPA AREA		£165.7	£175.9	£187.2	£191.0	£193.9	£198.4

Notes: Estimated "inflow" of comparison goods expenditure from outside the defined study area is based on judgements as to the likely contribution of business, visitor and tourist spend on the total turnover of the main centres, stores and shopping facilities.

TABLE 2: WEYMOUTH & PORTLAND LOCAL AUTHORITY AREA - COMMITTED CONVENIENCE FLOORSPACE

Centre	Scheme	Planning Ref	Gross Space (sqm)	Net Sales (sqm)	Sales Density 2017 (£/sqm)	Turnover (£m)					
						2017	2021	2026	2031	2033	2036
Portland-Fortuneswell ⁽¹⁾	Royal Victoria Lodge, Victoria Square	WP/15/00638/FUL	n/a	328	£7,500	£2.5	£2.5	£2.5	£2.5	£2.5	£2.5
Weymouth ⁽²⁾	Curtis Fields, Land South of Chickerell Road	WP/12/00907/OUT	485	372	£7,500	£2.8	£2.8	£2.8	£2.8	£2.8	£2.8
TOTAL			700			£5.3	£5.2	£5.2	£5.3	£5.3	£5.3

NOTES: (1) Fortuneswell, Portland (WP/15/00638/FUL): permission for change of use for Royal Victoria Lodge, Victoria Square, from Class A4 (drinking establishment) to Class A1 (retail shop) on ground floor and to include an external ATM, external refrigeration and air conditioning plant area and 5 apartments at first floor. It is assumed that the permitted scheme will include a 328 sqm (net) convenience store. [In-Centre Location]

(2) Chickerell (WP/12/00907/OUT): permission for the demolition of existing derelict farm buildings off Chickerell Road, Curtis Fields to provide a Class A1 retail unit (convenience store circa 372 sqm) with 7 flats above the store, a Class B1 commercial unit (office circa 196sqm) with 12 flats over and 64 residential dwelling units (Outline). The permission also allows for provision of new vehicular and pedestrian access. [Out-of-Centre Location]

TABLE 3: WEYMOUTH & PORTLAND LPA AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£165.7	£175.9	£187.2	£191.0	£193.9	£198.4
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£165.7	£165.2	£165.5	£166.4	£166.7	£167.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£10.7	£21.7	£24.6	£27.2	£31.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£5.2	£5.2	£5.3	£5.3	£5.3
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£5.5	£16.4	£19.4	£21.9	£25.9
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
(ii) Net Floorspace Capacity (sq m):	-	460	1,371	1,606	1,816	2,142
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			1,959	2,295	2,594	3,061
STEP 7: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
(ii) Net Floorspace Capacity (sq m):	-	736	2,194	2,570	2,905	3,428
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		1,051	3,134	3,671	4,150	4,897

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

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 15 (December 2017) and other research/market evidence.

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

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions by 2021.

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

STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of the top 6 grocers (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of smaller supermarket and discount operators (e.g. Aldi, Lidl, Co-Op, Londis, Iceland, Budgensand Spar). These average sales levels have been informed by the latest Mintel UK Retail Rankings.

TABLE 4: WEYMOUTH TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£11.6	£12.4	£13.2	£13.4	£13.6	£14.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£11.6	£11.6	£11.6	£11.7	£11.7	£11.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.7	£1.5	£1.7	£1.9	£2.2
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.7	£1.5	£1.7	£1.9	£2.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	62	128	145	159	182
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):			182	206	228	260
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	100	204	231	255	292
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		143	292	330	364	417

TABLE 5: PORTLAND, EASTON TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£17.2	£18.7	£19.3	£19.5	£19.7	£20.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£17.2	£17.2	£17.2	£17.3	£17.3	£17.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.5	£2.1	£2.2	£2.4	£2.6
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£1.5	£2.1	£2.2	£2.4	£2.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	127	173	180	195	218
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):			248	257	279	312
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	203	277	288	312	349
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		290	396	412	446	499

TABLE 6: PORTLAND, FORTUNESWELL TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.0	£2.2	£2.2	£2.2	£2.3	£2.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£2.0	£2.0	£2.0	£2.0	£2.0	£2.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.2	£0.2	£0.3	£0.3
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£2.5	£2.5	£2.5	£2.5	£2.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£2.3	-£2.2	-£2.2	-£2.2	-£2.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	-189	-185	-185	-183	-181
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):			-265	-264	-262	-258
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	-303	-297	-296	-294	-290
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-433	-424	-423	-419	-414

TABLE 7: ALL OTHER SMALLER VILLAGE & LOCAL CENTRES ACROSS WEYMOUTH & PORTLAND LPA AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.0	£4.3	£4.6	£4.7	£4.7	£4.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£4.0	£4.0	£4.0	£4.1	£4.1	£4.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.5	£0.6	£0.7	£0.7
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.2	£0.5	£0.6	£0.7	£0.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	19	43	50	55	62
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		62	71	71	78	88
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	31	69	80	87	98
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		44	99	114	125	141

TABLE 8: ALL OUT-OF-CENTRE FLOORSPACE IN WEYMOUTH & PORTLAND LPA AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£130.8	£138.5	£148.0	£151.2	£153.6	£157.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£130.8	£130.4	£130.7	£131.3	£131.6	£132.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£8.1	£17.3	£19.9	£22.0	£25.4
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£2.8	£2.8	£2.8	£2.8	£2.8
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£5.3	£14.5	£17.1	£19.2	£22.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	441	1,213	1,416	1,590	1,861
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,732	2,024	2,024	2,272	2,659
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	705	1,940	2,266	2,545	2,978
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,008	2,772	3,238	3,635	4,254

TABLE 9: WEYMOUTH & PORTLAND: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M)

Assume Equilibrium at Base Year and Constant Market Shares

	2021	2026	2031	2033	2036
Weymouth	62	128	145	159	182
Portland, Easton	127	173	180	195	218
Portland, Fortuneswell	-189	-185	-185	-183	-181
All smaller villages/local centres	19	43	50	55	62
All Out-of-Centre	441	1,213	1,416	1,590	1,861
TOTAL WEYMOUTH & PORTLAND LPA - CONVENIENCE GOODS CAPACITY	460	1,371	1,606	1,816	2,142

TABLE 10: WEYMOUTH & PORTLAND: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE (NET SQ M)

Assume Equilibrium at Base Year and Constant Market Shares

	2021	2026	2031	2033	2036
Weymouth	100	204	231	255	292
Portland, Easton	203	277	288	312	349
Portland, Fortuneswell	-303	-297	-296	-294	-290
All smaller villages/local centres	31	69	80	87	98
All Out-of-Centre	705	1,940	2,266	2,545	2,978
TOTAL WEYMOUTH & PORTLAND LPA - CONVENIENCE GOODS CAPACITY	736	2,194	2,570	2,905	3,428

APPENDIX 15: WEYMOUTH & PORTLAND COMPARISON GOODS CAPACITY

**TABLE 1: WEYMOUTH & PORTLAND LOCAL AUTHORITY AREA - REVISED FORECAST COMPARISON GOODS TURNOVER (£m)
ALLOW FOR ESTIMATED 'INFLOW' ('TRADE DRAW') FROM OUTSIDE DEFINED STUDY AREA**

		Estimated 'Inflow' from Outside Study Area	2017	2021	2026	2031	2033	2036
TOWN CENTRE								
	Weymouth	10%	153.5	173.9	211.7	251.6	272.0	305.8
	Portland, Easton	3%	4.8	5.4	6.6	7.8	8.5	9.5
	Portland, Fortuneswell	2%	0.3	0.3	0.3	0.4	0.4	0.5
	Subtotal		158.5	179.6	218.7	259.8	280.9	315.9
OTHER SMALLER VILLAGES / LOCAL CENTRES								
	Grove, Weston	0%	0.2	0.2	0.2	0.3	0.3	0.3
	Littlemoor	0%	2.3	2.7	3.2	3.8	4.2	4.7
	Portland, Weston	0%	0.0	0.0	0.1	0.1	0.1	0.1
	Westham	0%	0.3	0.3	0.4	0.5	0.5	0.6
	Wyke Regis	0%	0.8	1.0	1.2	1.4	1.5	1.7
	All other smaller villages/local centres	0%	0.8	0.9	1.1	1.3	1.4	1.5
	Subtotal		4.4	5.0	6.1	7.3	7.9	8.9
OUT-OF-CENTRE								
	Weymouth - Asda Newstead Road	0%	3.8	4.3	5.2	6.2	6.7	7.6
	Weymouth - Jubilee Retail Park	2%	24.5	27.7	33.8	40.1	43.4	48.8
	Weymouth - Sainsburys Mercery Road	0%	2.2	2.5	3.0	3.6	3.9	4.3
	Weymouth- Wessex Pharmacy, Lanehouse Rocks Road	0%	0.0	0.0	0.0	0.0	0.0	0.1
	All Other Out-of-Centre	0%	2.1	2.4	2.9	3.5	3.7	4.2
	Subtotal		32.6	36.9	45.0	53.4	57.8	64.9
WEYMOUTH & PORTLAND LPA AREA			195.6	221.6	269.8	320.5	346.6	389.7

Notes: Estimated "inflow" of comparison goods expenditure from outside the defined study area is based on judgements as to the likely contribution of business, visitor and tourist spend on the total turnover of the main centres, stores and shopping facilities.

TABLE 2: WEYMOUTH & PORTLAND LOCAL AUTHORITY AREA - COMMITTED COMPARISON GOODS FLOORSPACE

Centre	Scheme	Planning Ref	Gross Space (sqm)	Net Sales Area (sqm)	Sales Density 2017 (£ per sqm)	Turnover (£m)					
						2017	2021	2026	2031	2033	2036
Weymouth ⁽¹⁾	Brewers Quay, Hope Square, Weymouth	WP/14/01064/FUL	334	125	£6,000	£0.8	£0.8	£0.9	£1.0	£1.1	£1.2
Weymouth ⁽²⁾	Colwell Shopping Centre, Weymouth	WP/15/000137/OUT	94	71	£6,000	£0.4	£0.5	£0.5	£0.6	£0.6	£0.7
TOTAL			334	125		£1.2	£1.3	£1.4	£1.6	£1.7	£1.8

NOTES: (1) Permission for 4 Class A1/A3 retail units in the town centre. For the purpose of this assessment we have assumed a A1 (comparison) will account for up to half of the total permitted floorspace.

(2) It is assumed for the purpose of the retail capacity assessment that all the floorspace proposed is for A1 non-food.

**TABLE 3: WEYMOUTH & PORTLAND LPA AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares**

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£195.6	£221.6	£269.8	£320.5	£346.6	£389.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£195.6	£210.2	£236.0	£266.2	£279.7	£301.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£11.3	£33.8	£54.3	£66.9	£88.5
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£1.3	£1.4	£1.6	£1.7	£1.8
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£10.1	£32.4	£52.7	£65.2	£86.7
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
	(ii) Net Floorspace Capacity (sq m):	-	1,563	4,472	6,455	7,599	9,379
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2,233	6,388	9,221	10,856	13,398

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

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 15 (December 2017) and other research/market evidence.

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

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions by 2021.

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

STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of a mix of non-food retailers as informed by the latest Mintel UK Retail Rankings. Please note that the average company sales levels will vary depending on the retailer, range of goods sold and the scale and format of the retail floorspace.

TABLE 4: WEYMOUTH TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£153.5	£173.9	£211.7	£251.6	£272.0	£305.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£153.5	£165.0	£185.2	£208.9	£219.5	£236.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£8.9	£26.5	£42.6	£52.5	£69.4
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£1.3	£1.4	£1.6	£1.7	£1.8
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£7.6	£25.1	£41.0	£50.8	£67.6
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	1,185	3,467	5,024	5,922	7,319
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		1,692	4,954	7,177	8,460	10,455

TABLE 5: PORTLAND, EASTON TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.8	£5.4	£6.6	£7.8	£8.5	£9.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£4.8	£5.1	£5.8	£6.5	£6.8	£7.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.8	£1.3	£1.6	£2.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.3	£0.8	£1.3	£1.6	£2.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	43	114	163	191	234
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		61	163	232	272	335

TABLE 6: PORTLAND, FORTUNESWELL TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£0.3	£0.3	£0.3	£0.4	£0.4	£0.5
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£0.3	£0.3	£0.3	£0.3	£0.4	£0.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.1	£0.1	£0.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	£0.0	£0.1	£0.1	£0.1
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	2	6	9	10	12
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		3	9	12	14	18

TABLE 7: ALL OTHER SMALLER VILLAGE & LOCAL CENTRES ACROSS WEYMOUTH & PORTLAND LPA AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.4	£5.0	£6.1	£7.3	£7.9	£8.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£4.4	£4.8	£5.4	£6.1	£6.4	£6.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.3	£0.8	£1.2	£1.5	£2.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.3	£0.8	£1.2	£1.5	£2.0
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	40	106	151	177	218
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		57	152	216	253	311

TABLE 8: ALL OUT-OF-CENTRE FLOORSPACE ACROSS WEYMOUTH & PORTLAND LPA AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£32.6	£36.9	£45.0	£53.4	£57.8	£64.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£32.6	£35.0	£39.3	£44.4	£46.6	£50.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.9	£5.6	£9.1	£11.1	£14.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£1.9	£5.6	£9.1	£11.1	£14.7
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	293	778	1,108	1,299	1,595
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		419	1,111	1,583	1,856	2,279

TABLE 9: WEYMOUTH & PORTLAND: SUMMARY TABLE - COMPARISON GOODS CAPACITY FORECASTS (NET SQ M)
Assume Equilibrium at Base Year and Constant Market Shares

	2021	2026	2031	2033	2036
Weymouth	1,185	3,467	5,024	5,922	7,319
Portland, Easton	43	114	163	191	234
Portland, Fortuneswell	2	6	9	10	12
All smaller villages/local centres	40	106	151	177	218
All Out-of-Centre	293	778	1,108	1,299	1,595
TOTAL WEYMOUTH & PORTLAND BOROUGH-WIDE COMPARISON GOODS CAPACITY	1,563	4,472	6,455	7,599	9,379

APPENDIX 16: NORTH DORSET CONVENIENCE GOODS CAPACITY

TABLE 1: NORTH DORSET LOCAL AUTHORITY AREA - REVISED FORECAST CONVENIENCE GOODS TURNOVER ESTIMATES (£m)
ALLOW FOR ESTIMATED 'INFLOW' ('TRADE DRAW') FROM OUTSIDE DEFINED STUDY AREA

		Estimated 'Inflow' from Outside Study Area	2017	2021	2026	2031	2033	2036
MAIN CENTRES:								
Blandford Forum		2%	£23.1	£23.8	£24.7	£25.2	£25.6	£26.1
Gillingham		5%	£62.5	£65.6	£69.9	£73.0	£74.6	£77.1
Shaftesbury		3%	£29.9	£31.4	£32.3	£32.8	£33.3	£34.1
Sturminster Newton		0%	£10.4	£10.9	£11.8	£12.4	£12.7	£13.2
Stalbridge		0%	£7.1	£7.3	£7.4	£7.5	£7.6	£7.8
TOWN CENTRE - TOTAL			£133.0	£138.9	£146.1	£151.0	£153.9	£158.3
OTHER SMALLER VILLAGES / LOCAL CENTRES								
VILLAGE/ LOCAL CENTRES - TOTAL			0%	£2.5	£2.6	£2.7	£2.7	£2.8
OUT-OF-CENTRE STORES & SHOPPING FACILITIES:								
Gillingham	Co-op, Lodbourne Green Parade, Gillingham	0%	£0.5	£0.5	£0.6	£0.6	£0.6	£0.6
	One Stop, Broad Robin, Gillingham	0%	£0.3	£0.3	£0.3	£0.4	£0.4	£0.4
Blandford Forum	Co-op, Salisbury Road, Blandford Forum	0%	£1.5	£1.6	£1.7	£1.7	£1.7	£1.7
	One Stop, Salisbury Road, Blandford Forum	0%	£0.4	£0.5	£0.5	£0.5	£0.5	£0.5
	Tesco Superstore, Stour Park, Blandford St Mary, Blandford Forum	5%	£42.5	£43.9	£46.0	£47.3	£48.0	£49.3
Shaftesbury	Co-op, Beaufoy Close, The Sycamores, Shaftesbury	0%	£1.8	£1.9	£2.0	£2.0	£2.0	£2.0
OUT OF CENTRE - TOTAL			£47.1	£48.6	£51.0	£52.3	£53.2	£54.6
NORTH DORSET LPA AREA			£182.6	£190.1	£199.8	£206.0	£209.8	£215.6

TABLE 2: NORTH DORSET LOCAL AUTHORITY AREA - COMMITTED CONVENIENCE FLOORSPACE

Centre	Scheme	Planning Ref	Gross Space (sqm)	Net Sales (sqm)	Sales Density 2017 (£/sqm)	Turnover (£m)					
						2017	2021	2026	2031	2033	2036
Blandford Forum ⁽¹⁾	Lidl at Shaftesbury Lane, Blandford Forum	2/2016/0325/FUL	n/a	1,114	£7,760	£8.6	£8.6	£8.6	£8.7	£8.7	£8.7
TOTAL				1,114		£8.6	£8.6	£8.6	£8.7	£8.7	£8.7

NOTES: (1) Lidl store has permission for 1,114 sqm net of convenience goods floorspace and up to 575 sqm net of comparison retail. The average company sales density estimate has been informed by the latest UK Retail Rankings published by Mintel. (defined as being out of centre in retail planning terms)

TABLE 3: NORTH DORSET LOCAL AUTHORITY AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£182.6	£190.1	£199.8	£206.0	£209.8	£215.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£182.6	£182.1	£182.4	£183.3	£183.7	£184.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£8.1	£17.3	£22.7	£26.1	£31.4
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£8.6	£8.6	£8.7	£8.7	£8.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.6	£8.7	£14.0	£17.4	£22.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	-47	725	1,164	1,443	1,870
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):			1,036	1,662	2,061	2,671
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	-75	1,160	1,862	2,309	2,992
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-107	1,657	2,660	3,298	4,274

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

STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 15 (December 2017) and other research/market evidence.

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

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions by 2021.

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

STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of the top 6 grocers (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of smaller supermarket and discount operators (e.g. Aldi, Lidl, Co-Op, Londis, Iceland, Budgensand Spar). These average sales levels have been informed by the latest Mintel UK Retail Rankings.

TABLE 4: BLANDFORD FORUM TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036	
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£23.1	£23.8	£24.7	£25.2	£25.6	£26.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£23.1	£23.1	£23.1	£23.2	£23.3	£23.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.7	£1.6	£2.0	£2.3	£2.8
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.7	£1.6	£2.0	£2.3	£2.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	58	135	165	191	232
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	83	192	235	273	331
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	93	215	264	305	371
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	133	308	377	436	530

TABLE 5: GILLINGHAM FORUM TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036	
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£62.5	£65.6	£69.9	£73.0	£74.6	£77.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£62.5	£62.4	£62.5	£62.8	£62.9	£63.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£3.2	£7.4	£10.2	£11.7	£13.9
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£3.2	£7.4	£10.2	£11.7	£13.9
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	271	617	846	967	1,151
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	387	881	1,209	1,382	1,645
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	433	986	1,354	1,548	1,842
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	619	1,409	1,934	2,211	2,631

TABLE 6: SHAFTESBURY TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036	
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£29.9	£31.4	£32.3	£32.8	£33.3	£34.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£29.9	£29.8	£29.8	£30.0	£30.0	£30.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.6	£2.5	£2.9	£3.3	£4.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£1.6	£2.5	£2.9	£3.3	£4.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	136	206	237	274	329
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	195	295	339	391	470
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	217	330	379	438	526
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	311	472	542	626	752

TABLE 7: STURMINSTER NEWTON TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036	
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£10.4	£10.9	£11.8	£12.4	£12.7	£13.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£10.4	£10.4	£10.4	£10.5	£10.5	£10.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.5	£1.4	£2.0	£2.2	£2.7
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.5	£1.4	£2.0	£2.2	£2.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
	(ii) Net Floorspace Capacity (sq m):	-	44	115	163	186	221
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	63	164	233	266	316
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
	(ii) Net Floorspace Capacity (sq m):	-	71	183	261	298	354
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	102	262	373	425	505

TABLE 8: STALBRIDGE TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£7.1	£7.3	£7.4	£7.5	£7.6	£7.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£7.1	£7.0	£7.1	£7.1	£7.1	£7.1
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.4	£0.4	£0.5	£0.6
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.2	£0.4	£0.4	£0.5	£0.6
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
(ii) Net Floorspace Capacity (sq m):	-	19	31	37	43	52
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			45	53	61	75
STEP 7: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
(ii) Net Floorspace Capacity (sq m):	-	30	50	59	69	84
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		43	72	84	98	119

TABLE 9: ALL OTHER SMALLER VILLAGE & LOCAL CENTRES ACROSS NORTH DORSET LPA AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.5	£2.6	£2.7	£2.7	£2.7	£2.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£2.5	£2.5	£2.5	£2.5	£2.5	£2.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.2	£0.2	£0.3	£0.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.1	£0.2	£0.2	£0.3	£0.3
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
(ii) Net Floorspace Capacity (sq m):	-	7	15	18	21	26
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			21	26	30	37
STEP 7: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
(ii) Net Floorspace Capacity (sq m):	-	11	24	29	34	41
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		16	34	42	48	58

TABLE 10: ALL OUT-OF-CENTRE FLOORSPACE ACROSS NORTH DORSET LOCAL AUTHORITY AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£47.1	£48.6	£51.0	£52.3	£53.2	£54.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£47.1	£47.0	£47.1	£47.3	£47.4	£47.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.7	£3.9	£5.0	£5.8	£7.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£8.6	£8.6	£8.7	£8.7	£8.7
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£-7.0	£-4.7	£-3.7	£-2.9	£-1.7
STEP 6: FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,000	£11,964	£11,988	£12,048	£12,072	£12,108
(ii) Net Floorspace Capacity (sq m):	-	-582	-394	-303	-239	-141
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):			-562	-433	-342	-201
STEP 7: FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,492	£7,530	£7,545	£7,568
(ii) Net Floorspace Capacity (sq m):	-	-931	-630	-485	-383	-225
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-1,330	-900	-693	-547	-322

TABLE 11: NORTH DORSET: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M)
Assume Equilibrium at Base Year and Constant Market Shares

	2021	2026	2031	2033	2036
Blandford Forum	58	135	165	191	232
Gillingham	271	617	846	967	1,151
Shaftesbury	136	206	237	274	329
Sturminster Newton	44	115	163	186	221
Stalbridge	19	31	37	43	52
All smaller villages/local centres	7	15	18	21	26
All Out-of-Centre	-582	-394	-303	-239	-141
TOTAL NORTH DORSET LPA - CONVENIENCE GOODS CAPACITY	-47	725	1,164	1,443	1,870

TABLE 12: NORTH DORSET: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE (NET SQ M)
Assume Equilibrium at Base Year and Constant Market Shares

	2021	2026	2031	2033	2036
Blandford Forum	93	215	264	305	371
Gillingham	433	986	1,354	1,548	1,842
Shaftesbury	217	330	379	438	526
Sturminster Newton	71	183	261	298	354
Stalbridge	30	50	59	69	84
All smaller villages/local centres	11	24	29	34	41
All Out-of-Centre	-931	-630	-485	-383	-225
TOTAL NORTH DORSET LPA - CONVENIENCE GOODS CAPACITY	-75	1,160	1,862	2,309	2,992

APPENDIX 17: NORTH DORSET COMPARISON GOODS CAPACITY

**TABLE 1: NORTH DORSET LOCAL AUTHORITY AREA - REVISED FORECAST COMPARISON GOODS TURNOVER (£m)
ALLOW FOR ESTIMATED 'INFLOW' ('TRADE DRAW') FROM OUTSIDE DEFINED STUDY AREA**

		Estimated 'Inflow' from Outside Study Area	2017	2021	2026	2031	2033	2036
TOWN CENTRE								
	Blandford Forum	5%	54.8	62.1	75.6	89.8	97.1	109.2
	Gillingham	5%	22.5	25.5	31.0	36.9	39.9	44.8
	Shaftesbury	5%	35.3	40.0	48.7	57.8	62.5	70.3
	Sturminster Newton	5%	13.2	14.9	18.2	21.6	23.3	26.3
	Stalbridge	5%	2.4	2.7	3.3	3.9	4.2	4.8
	Subtotal		128.1	145.2	176.7	210.0	227.1	255.3
OTHER SMALLER VILLAGES / LOCAL CENTRES								
	Milborne Port	0%	0.1	0.1	0.1	0.1	0.1	0.1
	Child Okeford	0%	0.1	0.1	0.1	0.1	0.2	0.2
	Marnhull	0%	0.3	0.4	0.5	0.6	0.6	0.7
	All other smaller villages/local centres	0%	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal		0.5	0.6	0.7	0.8	0.9	1.0
OUT-OF-CENTRE								
	Blandford Forum - Stour Retail Park	0%	1.4	1.6	2.0	2.3	2.5	2.8
	Blandford Forum - Other	0%	1.4	1.6	2.0	2.4	2.6	2.9
	Gillingham	0%	0.4	0.5	0.6	0.7	0.7	0.8
	Shaftesbury	0%	0.3	0.4	0.5	0.5	0.6	0.7
	Sturminster Newton	0%	0.4	0.5	0.6	0.7	0.8	0.9
	All Other Out-of-Centre	0%	0.0	0.0	0.0	0.0	0.0	0.0
	Subtotal		4.0	4.6	5.6	6.6	7.1	8.0
NORTH DORSET LPA AREA			132.7	150.3	183.0	217.4	235.1	264.3

TABLE 2: NORTH DORSET LOCAL AUTHORITY AREA - COMMITTED COMPARISON GOODS FLOORSPACE

Centre	Scheme	Planning Ref	Gross Area (sqm)	Net Sales Area (sqm)	Sales Density 2017 (£/sqm)	Turnover (£m)					
						2017	2021	2026	2031	2033	2036
Blandford Forum (OOC)	Lidl at Shaftesbury Lane, Blandford Forum	2/2016/0325/FUL	n/a	575	£6,000	£3.5	£3.7	£4.2	£4.7	£4.9	£5.3
Gillingham (OOC)	Orchard Park Garden Centre, Shaftesbury, Gillingham	2/2014/1590/FUL	n/a	2,392	£3,500	£8.4	£9.0	£10.1	£11.4	£12.0	£12.9
TOTAL			0.00	2967.00		£11.8	£12.7	£14.3	£16.1	£16.9	£18.2

NOTES: (1) Lidl store has permission for up to 575 sqm net of comparison goods floorspace and 1,114 sqm net of convenience retail.

**TABLE 3: NORTH DORSET LPA AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares**

		2017	2021	2026	2031	2033	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£132.7	£150.3	£183.0	£217.4	£235.1	£264.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£132.7	£142.6	£160.1	£180.6	£189.7	£204.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£7.7	£22.9	£36.8	£45.4	£60.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£12.7	£14.3	£16.1	£16.9	£18.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£5.0	£8.7	£20.8	£28.5	£41.8
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
	(ii) Net Floorspace Capacity (sq m):	-	-777	1,196	2,541	3,317	4,524
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,110	1,708	3,630	4,739	6,464

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
- STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 15 (December 2017) and other research/market evidence.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened by 2019 and will have reached 'mature' trading conditions by 2021.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of a mix of non-food retailers as informed by the latest Mintel UK Retail Rankings. Please note that the average company sales levels will vary depending on the retailer, range of goods sold and the scale and format of the retail floorspace.

TABLE 4: BLANDFORD FORUM TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£54.8	£62.1	£75.6	£89.8	£97.1	£109.2
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£54.8	£58.9	£66.1	£74.6	£78.3	£84.4
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£3.2	£9.5	£15.2	£18.7	£24.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£3.2	£9.5	£15.2	£18.7	£24.8
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	493	1,307	1,863	2,183	2,682
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		704	1,868	2,661	3,119	3,831

TABLE 5: GILLINGHAM TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£22.5	£25.5	£31.0	£36.9	£39.9	£44.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£22.5	£24.2	£27.1	£30.6	£32.2	£34.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£1.3	£3.9	£6.2	£7.7	£10.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£1.3	£3.9	£6.2	£7.7	£10.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	202	537	765	897	1,102
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		289	767	1,093	1,281	1,574

TABLE 6: SHAFTESBURY TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£35.3	£40.0	£48.7	£57.8	£62.5	£70.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£35.3	£37.9	£42.6	£48.0	£50.5	£54.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£2.0	£6.1	£9.8	£12.1	£16.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£2.0	£6.1	£9.8	£12.1	£16.0
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	317	842	1,200	1,406	1,727
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		453	1,203	1,714	2,009	2,467

TABLE 7: STURMINSTER NEWTON TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£13.2	£14.9	£18.2	£21.6	£23.3	£26.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£13.2	£14.2	£15.9	£17.9	£18.8	£20.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.8	£2.3	£3.7	£4.5	£6.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.8	£2.3	£3.7	£4.5	£6.0
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	118	314	448	525	645
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		169	449	640	750	921

TABLE 8: STALBRIDGE TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.4	£2.7	£3.3	£3.9	£4.2	£4.8
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.4	£2.6	£2.9	£3.3	£3.4	£3.7
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.1	£0.4	£0.7	£0.8	£1.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.1	£0.4	£0.7	£0.8	£1.1
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	22	57	81	95	117
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		31	82	116	136	167

TABLE 9: ALL OTHER SMALLER VILLAGE & LOCAL CENTRES ACROSS NORTH DORSET LPA AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£0.5	£0.6	£0.7	£0.8	£0.9	£1.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£0.5	£0.5	£0.6	£0.7	£0.7	£0.8
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	£0.1	£0.2	£0.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	£0.1	£0.1	£0.2	£0.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	5	12	17	20	25
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		7	17	25	29	35

TABLE 10: ALL OUT-OF-CENTRE FLOORSPACE ACROSS NORTH DORSET LPA AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2017	2021	2026	2031	2033	2036
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.0	£4.6	£5.6	£6.6	£7.1	£8.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£4.0	£4.3	£4.9	£5.5	£5.8	£6.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.2	£0.7	£1.1	£1.4	£1.8
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£12.7	£14.3	£16.1	£16.9	£18.2
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£12.5	-£13.6	-£15.0	-£15.5	-£16.4
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,450	£7,240	£8,168	£8,582	£9,241
(ii) Net Floorspace Capacity (sq m):	-	-1,934	-1,874	-1,833	-1,810	-1,773
(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-2,763	-2,677	-2,619	-2,585	-2,533

TABLE 11: NORTH DORSET: SUMMARY TABLE - COMPARISON GOODS CAPACITY FORECASTS (NET SQ M)
Assume Equilibrium at Base Year and Constant Market Shares

	2021	2026	2031	2033	2036
Blandford Forum	493	1,307	1,863	2,183	2,682
Gillingham	202	537	765	897	1,102
Shaftesbury	317	842	1,200	1,406	1,727
Sturminster Newton	118	314	448	525	645
Stalbridge	22	57	81	95	117
All smaller villages/local centres	5	12	17	20	25
All Out-of-Centre	-1,934	-1,874	-1,833	-1,810	-1,773
TOTAL NORTH DORSET LPA AREA WIDE COMPARISON GOODS CAPACITY	-777	1,196	2,541	3,317	4,524