

Dorset Retail, Leisure and Town Centre Study Update

Appendix B – Shopping & Leisure Patterns and Retail Capacity Assessment

Prepared for:

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Prepared by:

Christine Reeves

Signed:



For and on behalf of Lambert Smith Hampton

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1. INTRODUCTION

1. This Appendix report provides information on existing retail and leisure activity in the study area and sets out the methodology and results of the economic capacity (“need”) assessments for new retail (convenience and comparison goods) floorspace and leisure provision.
2. The report is structured as follows:
 - **Section 2** provides details of the study area and the expenditure data source;
 - **Section 3** looks at retail and leisure spending patterns in the study area;
 - **Section 4** provides the retail capacity assessment for convenience and comparison floorspace; and
 - **Section 5** provides an assessment of commercial leisure capacity.

2. THE STUDY AREA AND DATA SOURCES

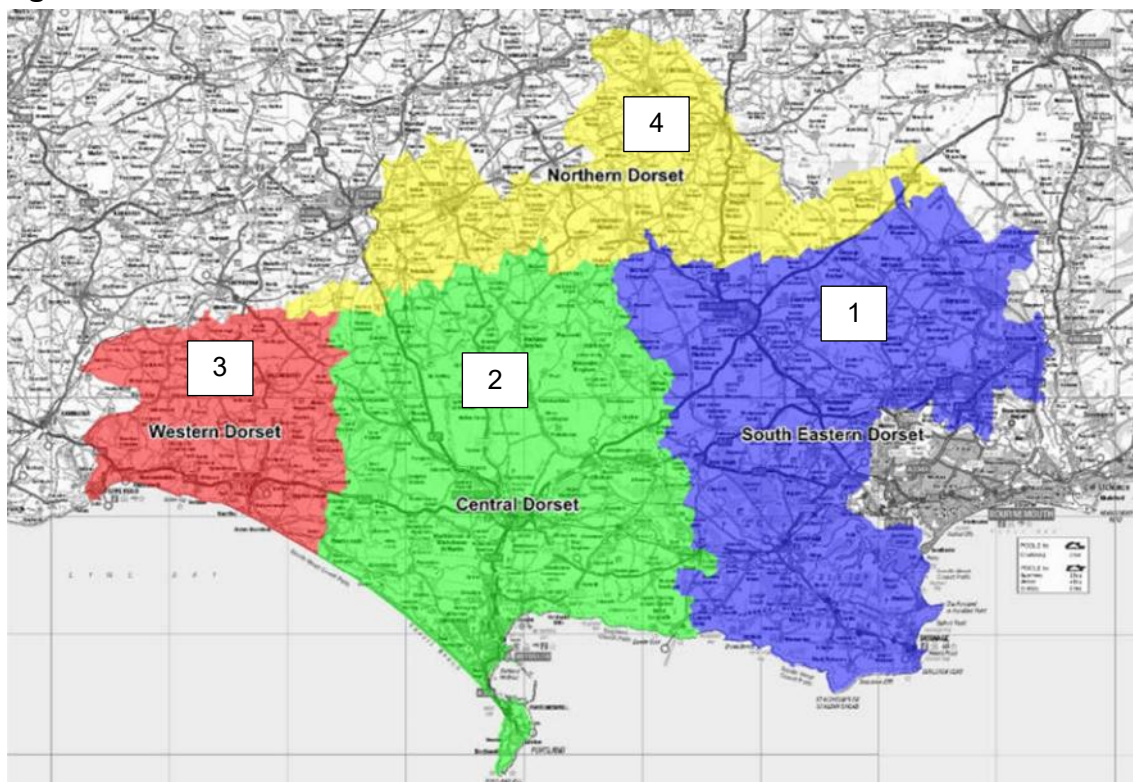
Experian Insights Data

3. To provide the necessary information on expenditure patterns in the adopted Study Area, data has been obtained from Experian Insights as an alternative to undertaking a household survey of a sample of local residents.
4. Experian Insights uses actual transaction data from 4 million customers across the UK. This information can be used to identify how much money is spent in specified locations and the origin of that spend (i.e. customer home location), using different levels of geography and against typical retail and leisure categories. This allows a detailed understanding of actual customer behaviour.
5. For this study, the data has been provided for the following areas and spend categories.

Study Area

6. The study area is focused on the Dorset Council area and divided into four zones based on the Functional Areas:
 - Zone 1 - South Eastern Dorset
 - Zone 2 – Central Dorset
 - Zone 3 – Western Dorset
 - Zone 4 – Northern Dorset

Figure 1: Functional Areas in Dorset Council area



Source: Dorset Council

7. To better understand expenditure inflows and outflows from the Council area, we have also defined two areas covering the adjoining populations and a 'Rest of UK' zone:
- Zone 5 comprises the Unitary Authority areas of Bournemouth, Christchurch and Poole
 - Zone 6 comprises the other postcode areas immediately adjoining the Dorset Council area, namely:
 - BA8 (north of Stalbridge)
 - BA9 9 (Wincanton)
 - BA12 6 (Mere)
 - BA20 1,2 (Yeovil South)
 - BA21 3,4,5 (Yeovil North)
 - BA22 7, 8, 9 (Sparkford / Yeovilton /East & West Coker)
 - BH24 1, 3, 4 (Ringwood & Burley)
 - DT7 (west of Lyme Regis)
 - EX13 5,7,8 (Axminster)
 - SP3 6 (Lower Pertwood)
 - SP5 5 (East of Shaftesbury)
 - SP6 1,2,3 (Fordingbridge)
 - SP7 9 (North of Shaftesbury)
 - TA17 7,8 (Dinnington)
 - TA20 2,4 (Chard South and East); and
 - Zone 7 (Outside the Study area) comprises the rest of the UK.
8. A map showing all the zones is provided at Appendix B1 to this report.

Spend Locations

9. Within each zone the key town centres and out of centre retail and leisure destinations have been identified, with the rest of the spending in a zone grouped as appropriate.
10. The table below sets out the settlements, including town centres (denoted as TC), district centres (DC) and local centres (LC) and other locations identified in the Experian Insights Analysis.

Table 1: Identified Retail & Leisure Spend Locations in Dorset

Zone 1 - South Eastern Dorset	Zone 2 - Central Dorset	Zone 3 - Western Dorset	Zone 4 - Northern Dorset
Blandford Forum - Town Centre	Dorchester - Town Centre	Bridport - Town Centre	Gillingham - Town Centre
Blandford Forum - Stour Park, Blandford St Mary	Dorchester - Queen Mother Square, Poundbury	Bridport - Elsewhere	Gillingham - Kingsmead Business Park
Blandford Forum - Elsewhere	Dorchester - Elsewhere	Lyme Regis - Town Centre	Gillingham - Elsewhere
Ferndown - Town Centre	Weymouth - Town Centre	Lyme Regis - Elsewhere	Sherborne - Town Centre
Ferndown - Elsewhere	Weymouth - Abbotsbury Road, Westham	Beaminster (LC)	Sherborne - Elsewhere
Swanage - Town Centre	Weymouth - Littlemoor Centre	West Bay (LC)	Shaftesbury - Town Centre
Swanage - Elsewhere	Weymouth - Lodmoor Hill	Other Zone 3 'Western'	Shaftesbury - Elsewhere
Verwood - Town Centre	Weymouth - Portland Road, Wyke Regis		Sturminster Newton - Town Centre
Verwood - Elsewhere	Weymouth - Southill Centre		Sturminster Newton - Elsewhere
Wareham - Town Centre	Weymouth - Gateway RP/Mercery Road		Marnhull
Wareham - Elsewhere	Weymouth - Jubilee Close RP		Stalbridge
Wimborne Minster - Town Centre	Portland - Easton Square, Easton (LC)		Other Zone 4 'Northern'
Wimborne Minster - Elsewhere	Portland - Fortuneswell (LC)		
Bere Regis (LC)	Portland - Elsewhere		
Corfe Castle (LC)	Other Zone 2 'Central'		
Corfe Mullen (LC)			
Lytchett Maltravers (LC)			
Upton (DC)			
West Moors (DC)			
West Parley (LC)			
Wool (LC)			
Other Zone 1 'South Eastern'			

11. In addition spend from Zones 1-4 leaking to areas outside of Dorset have also been identified as follows:

- Bournemouth
- Christchurch
- Poole
- Fordingbridge
- Ringwood
- Salisbury
- Wincanton
- Yeovil
- Chard
- Other 'Somerset'
- Other 'Hampshire'
- Other ' Wiltshire'
- Other ' Devon'
- Elsewhere in UK

Expenditure Categories

12. Given the purpose of this study is to determine the capacity / need for additional retail floorspace and other town centre uses/ facilities and to examine commercial leisure trends, the expenditure data provided by Experian Insights relates to the following expenditure categories:

Table 2: Experian Insights Retail and Leisure Food & Beverage Categories

Category Name	Sub Sector Name
Supermarket (Convenience)	Alcoholic Beverages
	Confectionary
	Convenience
	Corner Shops and Newsagents
	Grocery Delivery
	Health and Nutrition
	Non-Alcoholic Beverages

	Specialist Grocery Supermarkets
Comparison Retail	Baby and Childrenswear Bags and Accessories Beauty Products Books and Stationery Cards and Gifts Department Stores Discount Retailers DIY and Interior Design Electronics and Appliances Florists Furniture Garden Healthcare Providers High Street Household Products Jewellery and Watches Lingerie Luxury Fashion Menswear Other - General Retail Pets Shoes Sports Equipment & Clubs Sportswear Toys and Gaming Unisex Womenswear
Leisure Food & Drink	Cafes and Coffee Shops Fast Food Chains Food Delivery Services Mid-Tier Restaurants Pubs and Bars Restaurants
Entertainment Leisure	Attractions and Experiences Entertainment - Other Live Shows and Events

13. Experian Insights transaction data is provided for a 12-month period ending 31st December 2024. As such, the data provides a good baseline for understanding how residents and visitors spend money on retail goods and leisure activities, taking account of variances that typically occur over a given year (e.g. seasonal activity).
14. The base data is provided in Appendix B2 as follows:
- Table B2.1 Convenience Spend
 - Table B2.2 Comparison Spend
 - Table B2.3 Leisure Food & Drink Spend

- Table B2.4 Leisure Entertainment Spend

3. RETAIL AND LEISURE SPENDING PATTERNS

15. To inform our understanding of spending patterns in the area the Experian data has been used to provide the market shares for the centres and zones, providing information both on where residents in a zone spend their money and how reliant a particular centre is on local or visitor trade. The information is presented in Appendix B3 and discussed below in more detail.

Convenience Retail Spending

16. Spending on convenience goods is usually undertaken on a fairly localised basis with 'convenience to home' being a key determinant in the choice of shopping location.
17. The spending patterns in Dorset are set out in Tables B3.1 and B3.2 and are consistent with this finding, with 52.6% of Zone 1 spend going to outlets in the 'home' zone (ie Zone 1); 71.3% of Zone 2 being retained in its zone and 56.9% and 54.3% of trade retained in Zones 3 and 4 respectively. In practice these figures are likely to be higher than this with much of the 17.4% of spend made online in Dorset being supplied from these local shops.
18. In terms of the key destinations, Ferndown is the most popular destination in Zone 1 (South Eastern) with 9.8% of available spend going to the out of town stores in the town and 4.3% to the town centre. The out of centre stores in Verwood (7.0%) and Blandford (6.4%) are also popular. There is also relatively high leakage from the area with 9.2% of spend going to Poole reflecting the good foodstore provision in this area close to the south eastern Dorset border.
19. In Zone 2 (Central) the main spend is also going to out of centre locations including Dorchester (17.1%) and Weymouth, Mercery Road (13.2%), although Dorchester town centre (Waitrose) attracts 5.5% of spend. Given the location of the zone there is relatively little leakage of trade to other Dorset zones or areas outside.
20. In Zone 3 (Western) stores in Bridport are the main convenience shopping destinations attracting 48.7% of the available spend. There is also some leakage to shops in Somerset and Devon.
21. In Zone 4 (Northern) Shaftesbury and Gillingham town centres are the most popular destinations attracting 14.0% and 12.2% of available spend. Sherborne is also an important destination, with 13.1% of spend going to in and out of centre locations combined. The independent convenience store in Stalbridge also attracts 2.7% of overall spend.
22. There is also some leakage from this area to Yeovil and Wincanton.
23. Information on where a convenience destination's trade comes from is provided in Table B3.2, with most centres relying primarily on trade from the Dorset area. However significant inflows are seen in the following locations:
 - Ferndown - Elsewhere which draws trade from the adjoining local authority areas and from visitors ('Rest of UK'). This is likely to reflect the town's location on the border of Dorset and close to the strategic road network

- Swanage Town Centre where nearly a third of convenience spend comes from visitors
- Wimborne (Town Centre and out of centre) which get around a fifth of their trade from the adjoining local authority area (Bournemouth/ Poole/ Christchurch)
- Corfe Mullen, Upton and West Parley all of which draw significant amounts of trade from the Bournemouth/ Poole/ Christchurch area
- Corfe Castle which receives over half of its spend (53.3%) from visitors
- Weymouth town centre attracts around a third of trade from visitors (34.6%). Visitor spend is also important for Portland destinations
- West Bay and Lyme Regis town centre are also very reliant on visitor spend which accounts for 57.8% and 49.0% of spend respectively. Visitor spend is also important for all the other convenience destinations in Zone 3 (Western Dorset)
- The location of Gillingham means the town centre attracts around a fifth of its trade from the adjoining local authority areas, with a further 10% coming from visitors.
- Trade inflows from the adjoining local authority areas is also important for Gillingham – Kingsmead Business Park, Sherborne town centre, Shaftesbury and Stalbridge
- Visitor trade is also important for Sherborne and Shaftesbury.

Comparison Retail Spending

24. Spending on non-food items tends to be more varied reflecting the greater range of the types of goods that may be purchased, the frequency of purchase and their value. The information for Dorset, presented in Table B3.3 shows the importance of on-line sales, with an average 43.5% of all comparison spend going online. Concentrations of comparison stores and larger town centres also tend to have a more extensive catchment than is seen for food stores.
25. In Dorset key destinations for comparison spend are:
- Zone 1 (South Eastern)
 - Wimborne Town Centre (2.1%)
 - Blandford Elsewhere (2.0%)
 - Zone 2 (Central)
 - Dorchester Town Centre (8.6%)
 - Dorchester Elsewhere (7.7%)
 - Weymouth Town Centre (6.5%)
 - Zone 3 (Western)
 - Bridport - 10.8% to Elsewhere and 8.7% to the town centre
 - Zone 4 (Northern)
 - Sherborne – 3.7% to the town centre and 2.1% to Elsewhere
 - Gillingham – 4.3% to Elsewhere and 2.6% to the town centre
 - Shaftesbury – 2.4% to the town centre and 1.7% to Elsewhere
 - Sturminster Newton -2.7% to Elsewhere

26. However there is also a noticeable degree of leakage from the area, particularly from Zone 1 (South Eastern) going to Bournemouth (8.3%) and Poole (8.4%). Trade is also going to Yeovil from Zone 4 (6.4%) and Zone 3 (2.1%).
27. In terms of the importance of comparison trade inflows for Dorset (Table B3.4), the following locations benefit most:
- Visitor Spend
 - Lyme Regis Town Centre (67.5%)
 - West Bay (62.2%)
 - Swanage Town Centre (53.8%)
 - Corfe Castle (39.0%)
 - Weymouth Town Centre (30.5%)
 - Beaminster (30.5%)
 - Stalbridge (27.7%)
 - Bridport Town Centre (23.1%)
 - Dorchester Town Centre (17.1%)
 - Spend from adjoining areas (Zones 5 & 6)
 - Corfe Mullen (44.6%)
 - West Parley (41.0%)
 - Spending from both visitors and adjoining areas;
 - Gillingham (10.6% & 20.3%)
 - Shaftesbury (18.0% & 19.0%)
 - Sherborne (24.9% & 16.0%)
 - Verwood (12.1% & 24.1%)
 - Wimborne (11.0% & 29.9%).

Leisure Food & Drink Spend

28. Spending on food and drink encompasses a range of activities from purchasing takeaways for consumption in the home to dining out. As a result any individual is likely to spend money in a large number of outlets, including some when on holiday or away from home. This is reflected in the Dorset data (Table B3.5) which shows nearly 20% of all Dorset spend being made in more distant parts of the UK, in addition to spend online.
29. The nature of the spend also means that much of the spend is likely to be made outside of defined centres, as possible destinations include pubs, many of which are free-standing. Destinations will also include cafes and takeaways in small parades of shops and cafes and restaurants linked to transport termini etc.
30. Again this is reflected in the Dorset data with 'Elsewhere' locations in the zones attracting significant proportions of spend.
31. Centres attracting a higher proportion of spend (more than 1% of total Dorset spend) include:
- Weymouth (3.5%)
 - Dorchester (3.3%)
 - Wimborne (1.9%)
 - Blandford (1.4%)

- Sherborne (1.1%)
- Bridport (1.0%)
- Shaftesbury (1.0%)
- Swanage (1.0%)

32. For many centres however, local trade represents just part of their overall business with visitor spend in some areas exceeding that from residents. This is reflected in Table B3.6, with the centres the most reliant on trade from outside of Dorset being:

- Lyme Regis (84.3%)
- Corfe Castle (76.2%)
- Swanage (72.1%)
- West Bay (68.7%)
- Weymouth (56.0%)
- Sherborne (49.6%)
- Upton (49.2%)
- Wimborne (47.2%)
- Wareham (39.5%)

Leisure Entertainment

33. The Experian data on entertainment spend is of more limited assistance in understanding the use of leisure facilities within Dorset, as nearly two-thirds of recorded spend is now made online (67.6% across Dorset), reflecting the way most cinema, theatre and live music tickets are now sold (Table B3.7). As with Food & Drink spend, much of the spend is also likely to be linked to holiday or vacation spend and as such will be spent 'Elsewhere in the UK' by Dorset residents.

34. Key findings from the data however include:

- Zone 1 residents are more likely to go to Christchurch (2.4% of spend), Bournemouth (2.2%) or Poole (1.6%) for leisure entertainment than visit locations in the Dorset Council area. Within the Zone Wimborne Town Centre is most used visited location (1.4%)
- Weymouth Town Centre is the most important entertainment location for Zone 2 residents (3.6% of spend)
- Zone 3 residents spend most in Bridport Town Centre (4.1%) and 'Other Zone 3' (7.1%)
- Zone 4 spend most in Sherborne Elsewhere (3.8%) and Sturminster Newton Town Centre (2.4%). They are also likely to visit locations in Somerset and Wiltshire
- Weymouth attracts the highest proportion of Dorset's town centre spend overall (1.2%) .

35. As with leisure spend on Food & Drink, spending by visitors and residents of adjoining authorities is of equal or greater importance for some Dorset town centres. In terms of entertainment spend centres drawing more than half their turnover from outside the Dorset Council area are:

- West Moors (90.9%) – likely to reflect the draw of Moors Valley Country Park
- Swanage (83.1%) – tourist destination with theatre and host to many events
- Lytchett Matravers (62.6%) – attracting trade from the Bournemouth/ Christchurch/ Poole area
- Weymouth (53.9%) – reflecting the cultural and entertainment offer in the town
- West Bay (53.1%) – reflecting arts and cultural venues in the centre
- Sherborne (52.9%) – reflecting the events and festivals held in the town.

4. RETAIL CAPACITY ASSESSMENTS

36. Having used the Experian Insights transaction data to inform our understanding of shopping spending across the Study Area, the next stage is to undertake the economic retail capacity ('need') assessment for new retail (convenience and comparison goods) floorspace in Dorset.
37. Aligned with the NPPF and PPG the capacity forecasts take account of the lifetime of the plan starting from 2025 (base year) up to 2043. Whilst the study will assess outputs up to 2043, any findings beyond 2035 should be treated with caution on the basis that forecasts become less reliable after a 10-year period.
38. The detailed economic capacity tabulations for convenience and comparison floorspace are set out in Appendices B5 and B6 respectively, with the base population and expenditure figures provided in Appendix B4. These forecasts update and supersede the findings of the Council's previous evidence-based studies.

The CREAT^e Model

39. The assessment utilises the CREAT^e economic model which has been specifically designed, developed and tested by the LSH team over more than 25 years to assess the capacity for and impact of new retail (convenience and comparison goods) floorspace development. The evidence-based model has helped to inform and guide plan-making and decision-taking at the local, sub-regional and regional level throughout this period. In brief, the CREAT^e (Excel-based) model adopts a transparent 'step-by-step' approach in which all the key assumptions and forecasts can be easily tested.
40. The Experian Insights data provides the basis for the retail capacity assessment which uses the CREAT^e model to forecast actual capacity for convenience and comparison goods.
41. At the outset it has been assumed for the purpose of the capacity assessment that the local retail market in Dorset is in 'equilibrium' at the base year. In other words, all existing centres/stores are broadly assumed to be trading in line with expected average ('benchmark') turnover levels. This is a reasonable approach as it reflects the impact of the economic downturn and the significant growth in online sales on the trading levels and performance of retailers and stores across the UK. As a result any latent demand could normally be expected to have been met by the occupation of available vacant floorspace.
42. In simple terms, this means that any residual expenditure available to support new retail floorspace over the forecast period will be generated by the difference between the forecast growth in 'current' (study-derived) expenditure levels and the growth in 'benchmark' turnovers of existing floorspace, based on applying robust year-on-year 'productivity' ('turnover efficiency') growth rates to all existing and new retail floorspace.
43. It is important to restate that medium to long term forecasts should be treated with caution, as they will be influenced by the dynamic changes in economic,

demographic and market trends. Whilst the NPPF states that local planning authorities should meet the need for retail and town centre uses “looking at least ten years ahead”, the Planning Practice Guidance recognises the uncertainty in forecasting long-term retail trends and consumer behaviour, concluding that assessments “may need to focus on a limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly reviewed”. Therefore, whilst this study assesses retail capacity up to 2043, greater weight should be placed on forecasts over the next five (to 2030) to ten-year period (to 2035). Due to the unreliability of assumptions on expenditure growth and other adjustments over the period beyond 2035 very limited weight should be applied to forecasts for 2040 and 2043, which should be treated as highly indicative.

44. The updated capacity forecasts set out in this section provide the Council with a broad indication of the (quantitative) need for new retail (comparison and convenience goods) floorspace in Dorset and the four Functional Areas. In turn, this will inform whether there is a need to identify and allocate sites to meet any forecast need, in accordance with the advice set out in the NPPF (paragraph 86).
45. The key steps in the retail capacity assessment, and the main assumptions and forecasts underpinning the CREAT^e Model are described below.

Base Year Population And Projections

46. The population estimates and projections for Dorset over the study period (to 2043) are based on the most recent information available from Experian Location Analyst. These provide a base year estimate for 2023 and these are projected forward by Experian using ONS data.
47. The resulting population levels for the Study Zones are set out in Table B4.1 and shows that the total Study Area population is forecast to increase by over around 11,000 persons (+2.9%) between 2025 and 2035 and by 18,700 (+4.8%) over the whole study period from 2025 to 2043.
48. It should be noted that this approach is based on past trends and as such does not reflect the new housing provision that will be planned for in the emerging Local Plan. Once the preferred locations for development and phasing are known, it is recommended that the population figures used in this analysis are reviewed. Should there be any major discrepancies between the planned figures and those used, then the capacity assessments should be updated.

Expenditure Per Capita Levels And Forecasts

49. The baseline expenditure per capita ('per person') figures and forecasts are presented in Tables B4.2 for convenience goods and Table B4.5 for comparison goods. The baseline average expenditure per capita figures derived from our in-house Experian Location Analyst GIS are 2023 based and all expenditure and turnover figures are expressed in 2023 prices.
50. The growth in the expenditure per capita figures by zone is informed by the forecasts published in the latest Experian Retail Planner Briefing Note 22 (RPBN22), released in March 2025. Experian is currently forecasting more limited year-on-year growth in retail expenditure than in previous years reflecting the

impact of long-term economic and market trends, which have been further accelerated by the impact of the pandemic.

Special Forms Of Trading and other Adjustments

51. Special Forms of Trading (SFT) is deducted from the forecast retail (convenience and comparison) expenditure levels over the forecast period to reflect that proportion of retail spend that is not available to physical shops.
52. The base rate for 2024 is informed by the proportions of spend recorded by the Experian Insights data which relates to that year. This has then been adjusted to reflect the fact that a proportion of online convenience and comparison retail sales are sourced from traditional ('physical') stores rather than from dedicated ('dot com') warehouses. Experian assume 25% of SFT's market share for comparison goods and 70% for convenience goods are sales sourced from "physical" stores.
53. The expected growth in online sales/SFT is then applied to the forecast expenditure per head for future years, in line with the RPN22 figures.
54. The available spend per head has also been adjusted to reflect that not all convenience spend is spent in foodstores or comparison purchases made in non-food stores.

Available Expenditure

55. The resulting expenditure per head is then presented in Tables B4.3 (convenience) and B4.6 (comparison), with the total expenditure figures presented in Tables B4.4 and B4.7 respectively. These show that over the study period available convenience spend will decrease marginally but that comparison spend is expected to increase by around 20% between 2025 and 2035 and (indicatively) by around 45% between 2025 and 2043.
56. The difference in expenditure growth between convenience and comparison goods should be viewed in the context of the fluctuating levels of spend over the past 5 years. For example, comparison retail spend dipped significantly in the first year of the Covid pandemic before recovering in 2021 as restrictions eased. However, this was followed by a three-year decline in spend to 2024 as consumers held back on spending due to the cost-of-living crisis. Growth in comparison sales is only expected to occur from 2025 (+0.1%) before stabilising at 2.5% per annum from 2027 and at 2.6% per annum from 2032.

Market Shares and Centre Turnover Analysis

57. The next stage in the capacity assessment involves allocating the available spend to the transaction-based market shares identified from the Experian Insights data. From this we can identify the expected turnover of centres in the Study Area and the monetary value of Study Area and zonal expenditure diverted to competing centres.
58. The market share information for convenience and comparison spend is set out in Tables B3.1 and B3.2 (Appendix B3) using Zones 1-4 which together cover the Dorset area. The inflow of trade from outside Dorset has also been calculated from the Experian Insights data.

59. For the retail capacity assessment, and in line with accepted approaches, the market shares has then been adjusted for both convenience goods and comparison goods to exclude SFT. The adjusted market shares are set out in Table B5.1 convenience (Appendix B5) and Table B6.1 for comparison (Appendix B6).
60. Forecast turnover for retail centres and destinations in 2025 – 2043 is then provided in Tables B5.2 – B5.6 for convenience and Tables B6.2 – B6.6 for comparison, with the results summarised in Tables B5.7 and B6.7 respectively.
61. These forecast turnovers are based on constant market shares, i.e. assuming no change in where people currently shop. This ‘constant market share approach’ is standard practice for strategic retail capacity assessments. This approach does not take account of the potential impact that new retail investment and development (both within and outside the study area) or variances in visitor numbers may have on market shares and turnover performance over time.

Retail Capacity Assessment

62. The final stage is to assess the retail capacity in the area going forward looking at how much of the increased expenditure (if present) is likely to be available to support new floorspace.

Floorspace Productivity

63. A key input to this is the application of a year-on-year floorspace ‘*productivity*’ growth rate to all existing and new retail floorspace. This represents the expected increase in store turnover over and above inflation that existing retailers will need to achieve to cover their increasing costs (including, for example, rising rents, business rates and wages). Achieving these higher annual ‘*productivity*’ growth rates is essential if businesses are to remain profitable and viable over the short, medium and long term. This is particularly the case as the competition from online retailing increases, a trend that has been significantly accelerated by the impact of the pandemic.
64. Experian provides forecasts for productivity growth rates in the form of expected changes to retail sales densities (RPBN22, Figures 3 and 4), with two scenarios tested, assuming (i) constant floorspace and (ii) changing floorspace. For the purposes of assessing capacity we have used the ‘constant’ floorspace assumptions.

Convenience Capacity

65. The convenience capacity assessment for Dorset is set out in Table B5.8 with separate capacity assessments for the four Functional Areas provided in Tables B5.9-B5.12. The findings are summarised in Table B5.13 which is reproduced below.

Table 3: Convenience Goods Capacity Summary (sqm net)

Convenience Goods Capacity (sqm net)		2030	2035	2040	2043
Zone 1	South Eastern Dorset	-528	-901	-1,208	-1,209
Zone 2	Central Dorset	-328	-478	-560	-472
Zone 3	Western Dorset	-40	-75	-134	-138
Zone 4	Northern Dorset	-310	-510	-663	-676
Total Convenience Goods Floorspace Capacity Dorset (sqm net)		-1,206	-1,964	-2,565	-2,494

Source: Appendix B5, Table B5.13

66. As would be expected given the forecast decline in available convenience expenditure, the capacity assessment indicates that there is currently a small oversupply of convenience floorspace in Dorset, as demonstrated by the negative figures. This will increase during the period to 2043.
67. The overall quantum of surplus spend and estimated floorspace is however small in the context of the area as a whole and is likely to result in an incremental changes to the quantum of convenience floorspace provided in a variety of outlets, or a number of stores failing to achieve the anticipated levels of productivity growth. Whilst store closures cannot be ruled out, these would be more likely to be as a result of company trading decisions than local store performance, given the amount of surplus space in any single location will be very small.

Comparison Capacity

68. The comparison capacity assessment for Dorset is set out in Table B6.8 with separate capacity assessments for the four Functional Areas provided in Tables B6.9-B6.12. The findings are summarised in Table B6.13 which is reproduced below.

Table 4: Comparison Capacity Summary (sqm net)

Comparison Goods Capacity (sqm net)		2030	2035	2040	2043
Zone 1	South Eastern Dorset	-1,100	-1,914	-2,895	-2,554
Zone 2	Central Dorset	-1,310	-2,161	-3,262	-2,677
Zone 3	Western Dorset	-203	-367	-635	-548
Zone 4	Northern Dorset	-775	-1,313	-1,929	-1,729
Total Comparison Goods Floorspace Capacity Dorset (sqm net)		-3,387	-5,755	-8,721	-7,507

Source: Appendix B6, Table B6.13

69. For comparison floorspace, the assessment is again indicating an over supply of floorspace in Dorset in the future (negative figures), with the uplift in expenditure per head and population increases insufficient to support the existing quantum of floorspace in the Council area as a whole or the individual Functional Areas.
70. However, again the over-supply of space is the equivalent of the loss of a single small or medium-sized retail warehouse unit in each area. Alternatively if the existing quantum of floorspace were to be retained, existing businesses would be expected to see a slightly slower improvement in floorspace productivity.

Committed Retail Floorspace

71. It is also important to note that the convenience and comparison capacity assessments do not make any allowance for committed developments, which have been granted planning permission but which were not trading during 2024 when the Experian Insights expenditure data was collected.
72. This would suggest that there is no quantitative need for the approved schemes, although this is not a consideration when planning permission is being sought.
73. In practice however, whatever the overall assessment of need indicates in a local planning authority area, there is likely to be a continuing demand for new provision either as a result of identified gaps in retail provision, or commercial operator requirements. There will therefore remain qualitative or localised requirements for additional retail provision.
74. Within Dorset the following major retail commitments have been identified:
- **Weymouth, New Look site, Mercery Way** – Planning permission granted in February 2025 for a retail unit of 3,223 sqm net store for mixed convenience and comparison use. No more than 1,817 sqm of floorspace to be used for comparison sales and 1,406 sqm for convenience (Application Ref: P/FUL/2023/06930). It is intended that the unit will be occupied by Marks & Spencer and work has started on site with completion expected in 2027;
 - **Sandford, Sandford Road** – Planning permission granted in December 2024 for a 1,411 sqm net foodstore (Application Ref: P/FUL/2022/06012). The intended occupier is Lidl and the store is expected to open in early 2027;
 - **Marnhull, land off Church Hill** – Planning permission granted in May 2025 for a foodstore of 814 sqm net, café and five units of 99-100 sqm gross each (Application Ref: P/OUT/2023/02644);
 - **Weymouth, Brewers Quay** – Planning permission granted for mixed use development including up to 505 sqm for retail/restaurant uses (Application Ref: P/VOC/2023/00314);
 - **Weymouth, Jubilee Retail Park** – Planning permission granted to vary conditions restricting the use of an existing unit to allow its occupation by Sports Direct. The variation increases the net retail floorspace of the unit from 1,006 sqm to 1,629 sqm (Application Ref: P/VOC/2024/06458 & 06459);
 - **Canford Bottom, near Wimborne** – Planning permission granted for a discount food retailer of up to 1315 sqm net retail sales area (Application Ref: P/FUL/2024/04629). The unit is intended to be occupied by Aldi.
75. Perhaps not surprisingly, these primarily relate to comparison floorspace provision in the largest town (Weymouth) or are supermarket or supermarket-led schemes.
76. In practice it is not possible to provide a definitive list of such commitments, which would be expected to be numerous because:
- Development proposals for sites within town centres are not required to submit as much detail regarding the retail and town centre uses elements of a scheme and therefore the exact quantum of retail floorspace may not be specified;

- Since the introduction of the 2020 Use Classes Order and specifically Class E, it is not necessary to specify the retail floorspace that will be included within a development;
- Even where a scheme is explicit in terms of the retail floorspace to be provided, it is not usually clear how much is likely to be for convenience uses and how much for comparison; and
- Permissions are usually valid for 3 years but not all will be implemented, whilst other older permissions may be partially implemented and therefore extant, but without the commercial elements completed.

Retail Capacity Summary

77. The NPPF (paragraph 86d) is clear that local planning authorities should plan to meet the need for new retail and town centre uses by “looking at least ten years ahead”. The PPG also states that given the uncertainty in forecasting long-term retail trends and consumer behaviour, assessments “...may need to focus on a limited period (such as the next five years) but will also need to take the lifetime of the plan into account and be regularly reviewed”. Notwithstanding this, to help inform the Council’s longer-term plan-making and strategies we have assessed the potential capacity for new retail floorspace over the lifetime of the plan, up to 2043.
78. The assessment shows there is no need/capacity for new convenience goods and comparison goods retail floorspace over the entire assessment period, even before allowance is made for existing committed developments. As such there is no requirement to allocate development sites to accommodate future retail developments.
79. However, where market demand presents an opportunity to improve the retail offer then this should not be discounted on the basis that there is no or limited identified quantitative need. Where demand for new retail floorspace should arise over the plan period, then this should be directed to existing centres in accordance with the “town centre first” (sequential) approach detailed in national and local plan policy and guidance. Consideration should be given to opportunities to repurpose vacant town centre floorspace, particularly in prime retail pitches or as part of redevelopment opportunities.

5. COMMERCIAL LEISURE CAPACITY

80. Forecasting the need for new leisure uses is more difficult than for retailing, as the sector is highly complex and dynamic. The demand for existing and new leisure uses and facilities is particularly sensitive to changes in economic, demographic, lifestyle and fashion trends and those in the business are often unable to look more than a few months ahead.
81. From a planning policy perspective therefore the key to meeting future, as yet unknown needs, will be the development of policies that can accommodate the changing needs of the sector and can operate in the real world. This includes recognising that for many leisure uses the level for entering a new market will be relatively high and, unlike retail outlets where store size can vary significantly, incremental development is unlikely if only small increases in market growth are identified. For instance, a new cinema or bowling alley will need a certain number of screens or alleys to be commercially viable.
82. It is also the case that the recent changes to the Use Classes Order mean that the main commercial leisure sector in terms of spend – Food and Beverage (F&B) encompasses both Class E and Sui Generis uses. As a result, any changing demand for restaurant and café uses is likely to be met by changing uses within the existing or committed town centre floorspace. This trend was already apparent before 2020 with many developments seeking permission for flexible A1/A3 uses but now, given that planning permission is not required to change between these uses.
83. Information on national trends and spending in the sector is provided in Appendix A to this report. The expected spending on the most relevant leisure sectors in Dorset, are provided in Appendix B7, namely:
- Food & Beverage (F&B);
 - Cultural services;
 - Personal grooming; and
 - Leisure class uses.
84. The expected changes in population and spending per head means leisure expenditure is forecast to increase by 9.4% between 2025 and 2035 and by 17.7% between 2025 and 2043. However, the value of this increase varies significantly across the sectors.
85. As has been shown by the Experian Insights data for the leisure spend categories, the proportion of that spend made locally also varies considerably and therefore the significance of these increases for the different sectors is considered in more detail below.

Food & Beverage (F&B)

86. Spending on F&B including in restaurants, cafes, pubs and on takeaways is expected to increase by around £69m between 2025 and 2035 (Table B7.4) but the exact split between the different types of F&B purchases and where they will be made is unknown.

87. It would be expected that an increasing proportion of spend is likely to go online, given the current 15.0% (Table B3.5) reflects the relatively recent popularity of delivery services. Existing businesses will also be expected to take some of the additional spend to improve their productivity performance and retain/improve their profitability in the face of rising operational costs.
88. It would also be expected that a significant proportion of residents' spend will be made outside of Dorset (currently 37.9%) reflecting the increased propensity for such spending when on holiday or visits. However, certain centres will continue to benefit from spend by visitors to the area.
89. What this is likely to mean for Dorset overall is that the area will see an increased spend on F&B during the next 10 years and beyond to 2043, but that the spend will not equate to the £69m increase that is forecast, nor will it necessarily generate a corresponding requirement for new floorspace.
90. It is however likely that those centres with a strong F&B offer, whether this is aimed at residents and/or visitors, are likely to see the greatest demand from new occupiers. It is also likely that the demand for cafes and takeaways to serve local communities will continue.

Cultural Services

91. The increase in available spend on Cultural Services in Dorset is expected to be around £17.66m between 2025 and 2035 and an indicative £33.45m by 2043 (Table B7.6). However, much of this spend is expected to go to existing theatres, cinemas and music venues, given the high costs involved in providing such services and the lack of expected investment in new facilities.
92. In Dorset, the mainly rural nature of the area means existing residents' spend on entertainment (Table B3.7) is relatively limited, although the reliance on online booking limits the information available. However, the data does show more spend going outside of the Council area than being retained (14.3% compared with 18.1% going elsewhere), reflecting the draw in the larger settlements of Bournemouth and Poole, and, to a lesser extent Yeovil.
93. However, at the same time the Experian Insights data for certain centres, shows the importance of visitor spend for the local entertainment provision (Table B3.8).
94. The overall effect of the likely continued leakage of resident spend on cultural services and continuing demand from visitors to the area will be that any new investment in facilities within Dorset over the next 10-15 years will be limited. Specialist provision to cater primarily for visitors may be seen in the main tourist centres, but otherwise only the largest centres such as Weymouth and Dorchester likely to have sufficiently large catchment populations to attract new investment. Instead national multiple operators are more likely to look to investment opportunities in Poole, Bournemouth, Yeovil and Exeter.

Personal Grooming

95. The increase in Personal Grooming is expected to be around £5m between 2025 and 2035, rising to £9.4m in the period to 2043 (Table B7.8). This will be

distributed across the Dorset area, with very limited growth anticipated in any single area.

96. This, combined with the very high proportion of independents operating in this market, means that any increase in demands from businesses from new premises are likely to be met by the re-occupation of existing vacant space. As such, there is no requirement to allocate sites to accommodate such uses in the future.

Leisure Classes

97. The anticipated spend on Leisure Classes is also likely to be limited, with an increase of just £3.21m forecast over the 10 year period 2025 – 2035 and just over £6.0m in the period to 2043 (Table B7.8). Whilst this represents just a small proportion of total spend on recreational and sporting services, this exemplifies the types of leisure most likely to be suitable for a town centre location.
98. This, combined with the rural nature of the area and the relatively dispersed population suggests that any demand for new space is likely to be aimed at smaller local markets and come from smaller or independent operators. As such support for the change of use of appropriate buildings is more likely to be the appropriate way to meet any emerging need rather than the allocation of new sites for development.

Appendices:

B1: DEFINED STUDY AREA & ZONES

B2: EXPERIAN INSIGHTS BASE DATA

B3: MARKET SHARES AND EXPENDITURE INFLOWS

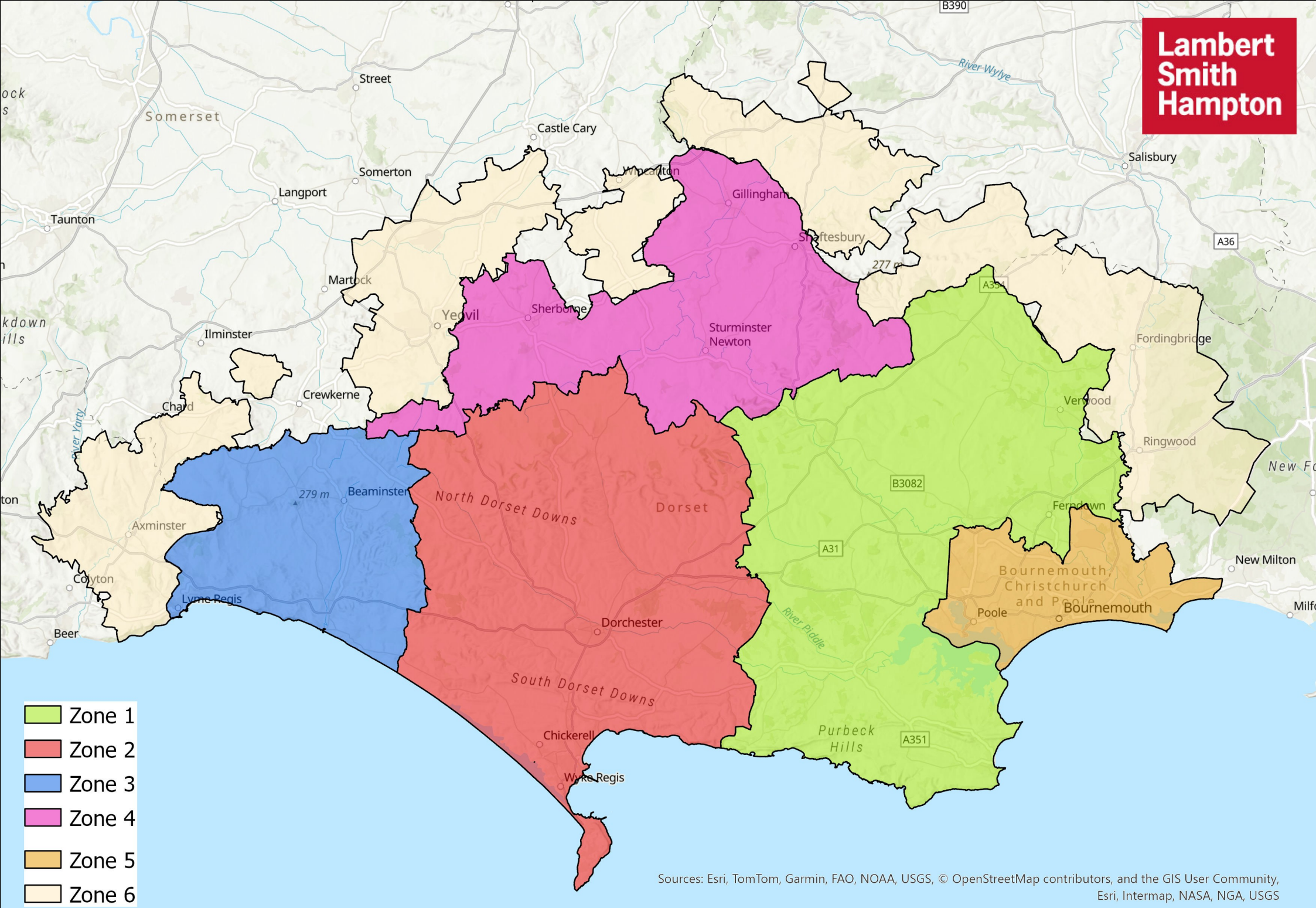
B4: POPULATION AND RETAIL EXPENDITURE

B5: CONVENIENCE CAPACITY TABLES

B6: COMPARISON CAPACITY TABLES

B7: LEISURE SPEND

APPENDIX B1: DEFINED STUDY AREA & ZONES



- Zone 1
- Zone 2
- Zone 3
- Zone 4
- Zone 5
- Zone 6

APPENDIX B2: EXPERIAN INSIGHTS BASE DATA

TABLE B2.1 EXPERIAN INSIGHTS BASE DATA FOR 2024 - SUPERMARKET (CONVENIENCE) SPEND

Merchant Zone	Retail Location	Customer Zone										Grand Total
		Zone 1	Zone 2	Zone 3	Zone 4	Dorset (Zones 1 - 4)	Zone 5	Zone 6	Outside Study Area	Outside of Dorset		
Zone 1	Blandford Forum - Town Centre	699,803	39,121	624	110,457	850,005	19,253	3,635	38,388	61,276	911,281	
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	2,389,404	291,354	5,653	550,764	3,237,175	64,287	35,690	181,825	281,801	3,518,977	
Zone 1	Blandford Forum - Elsewhere	1,457,443	162,264	1,668	462,206	2,083,581	32,638	34,610	78,827	146,076	2,229,656	
Zone 1	Ferndown - Town Centre	1,597,878	5,822	226	2,850	1,606,775	197,342	35,569	65,401	298,321	1,905,097	
Zone 1	Ferndown - Elsewhere	3,640,789	32,276	3,678	15,871	3,692,614	568,776	288,120	355,518	1,212,424	4,905,038	
Zone 1	Swanage - Town Centre	612,600	5,417	743	1,885	620,644	21,778	7,709	298,123	327,610	948,254	
Zone 1	Swanage - Elsewhere	135,828	1,068	91	440	137,427	3,510	942	40,535	44,987	182,414	
Zone 1	Verwood - Town Centre	167,303	267	21	2,898	170,489	10,111	6,209	9,569	25,889	196,378	
Zone 1	Verwood - Elsewhere	2,616,549	3,387	220	13,206	2,633,363	152,604	206,989	139,534	499,127	3,132,490	
Zone 1	Wareham - Town Centre	878,555	36,817	475	7,373	923,219	30,710	1,895	168,825	201,430	1,124,650	
Zone 1	Wareham - Elsewhere	83,661	4,168	316	238	88,383	3,350	298	7,768	11,417	99,799	
Zone 1	Wimborne Minster - Town Centre	362,101	4,251	237	4,588	371,178	97,360	2,923	27,224	127,507	498,685	
Zone 1	Wimborne Minster - Elsewhere	1,396,339	14,720	954	32,748	1,444,761	432,958	15,399	85,662	534,019	1,978,780	
Zone 1	Bere Regis (LC)	93,408	19,927	160	987	114,483	3,486	379	5,835	9,700	124,183	
Zone 1	Corfe Castle (LC)	17,245	556	110	111	18,022	2,066	568	23,547	26,181	44,203	
Zone 1	Corfe Mullen (LC)	597,824	5,544	559	3,594	607,521	675,047	6,755	46,489	728,291	1,335,812	
Zone 1	Lytchett Matravers (LC)	119,613	795	16	276	120,700	15,766	310	7,442	21,518	142,218	
Zone 1	Upton (TC)	1,126,197	11,935	264	4,590	1,142,986	368,276	1,992	67,216	437,484	1,580,470	
Zone 1	West Moors (DC)	225,980	1,572	365	5,402	233,319	24,477	4,924	57,394	86,794	320,113	
Zone 1	West Parley (LC)	392,012	2,968	345	1,628	396,953	468,271	3,823	33,614	505,708	902,661	
Zone 1	Wool (LC)	215,517	46,188	656	27,091	289,452	6,992	6,223	38,405	51,620	341,072	
Zone 1	Other Zone 1 'South Eastern'	801,462	64,841	4,858	38,786	909,947	171,852	64,428	393,902	630,183	1,540,130	
Zone 1	Total	19,627,510	755,257	22,239	1,287,991	21,692,997	3,368,921	729,398	2,171,044	6,269,364	27,962,361	
Zone 2	Dorchester - Town Centre	123,444	1,520,871	37,020	26,590	1,707,925	11,897	118,546	145,246	1,851,171		
Zone 2	Dorchester - Queen Mother Square, Poundbury	22,345	656,453	30,894	12,398	722,089	7,299	7,226	73,752	88,277		
Zone 2	Dorchester - Elsewhere	315,182	4,742,116	132,534	88,377	5,278,208	56,385	52,165	332,220	440,770		
Zone 2	Weymouth - Town Centre	14,052	367,086	4,481	3,071	388,690	10,756	10,730	217,049	238,534		
Zone 2	Weymouth - Abbotsbury Road, Westham	1,084	144,119	393	47	145,643	550	148	4,979	5,677		
Zone 2	Weymouth - Littlemoor Centre (LC)	944	72,494	484	347	74,268	1,299	1,881	11,209	14,389		
Zone 2	Weymouth - Lodmoor Hill	475	116,582	414	135	117,605	2,009	420	13,370	15,799		
Zone 2	Weymouth - Portland Road, Wyke Regis	753	194,170	318	312	195,553	1,221	858	24,065	26,144		
Zone 2	Weymouth - Southill Centre	245	38,145	70	11	38,471	124	33	494	652		
Zone 2	Weymouth - Gateway RP/Mercery Road	137,297	3,673,696	54,623	23,215	3,888,831	15,412	19,906	318,284	353,602		
Zone 2	Weymouth - Jubilee Close RP	5,169	177,533	6,371	661	189,733	630	1,199	11,047	12,876		
Zone 2	Portland - Easton Square, Easton (LC)	3,248	1,021,201	1,986	377	1,026,811	2,266	848	71,625	74,739		
Zone 2	Portland - Fortuneswell (LC)	264	63,994	189	131	64,578	199	55	13,626	13,881		
Zone 2	Portland - Elsewhere	11,477	547,817	1,950	3,813	565,056	24,465	5,765	165,445	195,675		
Zone 2	Other Zone 2 'Central'	193,957	6,454,891	73,155	34,935	6,756,938	69,907	41,778	910,615	1,022,300		
Zone 2	Total	829,934	19,791,167	344,881	194,418	21,160,399	206,325	154,908	2,646,561	23,806,960		
Zone 3	Bridport - Town Centre	4,264	77,332	1,033,727	3,708	1,119,031	4,794	51,385	209,333	265,532		
Zone 3	Bridport - Elsewhere	33,363	238,419	3,002,485	13,366	3,287,633	30,355	107,026	644,948	782,329		
Zone 3	Lyme Regis - Town Centre	2,237	3,588	160,534	938	167,296	3,881	51,868	214,073	269,822		
Zone 3	Lyme Regis - Elsewhere	428	1,708	31,258	285	33,679	492	6,816	28,553	35,860		
Zone 3	Beaminstor (LC)	4,273	16,154	244,122	3,554	268,103	1,021	7,937	39,770	48,728		
Zone 3	West Bay (LC)	243	899	2,815	416	4,373	121	1,093	7,657	8,872		
Zone 3	Other Zone 3 'Western'	7,141	19,945	238,230	3,601	268,916	7,425	28,520	201,403	237,349		
Zone 3	Total	51,949	358,046	4,713,171	25,866	5,149,032	48,090	254,646	1,345,757	6,797,525		
Zone 4	Gillingham - Town Centre	21,130	11,664	857	2,153,811	2,187,462	8,652	602,507	307,616	918,776		
Zone 4	Gillingham - Kingsmead Business Park	8,913	4,006	115	677,641	690,674	2,824	177,219	56,954	236,997		
Zone 4	Gillingham - Elsewhere	1,219	1,296	62	180,846	183,423	934	13,989	13,845	28,767		
Zone 4	Sherborne - Town Centre	3,979	114,300	8,990	777,364	904,633	2,107	229,299	315,856	547,261		
Zone 4	Sherborne - Elsewhere	6,595	287,356	14,161	1,531,386	1,839,498	2,520	241,936	381,706	626,161		
Zone 4	Shaftesbury - Town Centre	86,934	21,629	2,111	2,464,061	2,574,735	29,494	632,771	455,500	1,117,765		
Zone 4	Shaftesbury - Elsewhere	18,760	9,138	336	358,389	386,623	15,433	72,313	101,305	189,051		
Zone 4	Sturminster Newton - Town Centre	8,881	13,946	193	322,665	345,686	2,862	10,404	15,251	28,517		
Zone 4	Sturminster Newton - Elsewhere	49	0	0	1,753	1,802	0	7	18	25		
Zone 4	Marnhull	432	1,915	243	95,138	97,727	193	2,093	3,553	5,839		
Zone 4	Stalbridge	6,785	21,318	535	468,298	496,396	2,430	115,958	43,160	161,548		
Zone 4	Other Zone 4 'Northern'	63,130	61,746	7,636	547,930	680,442	16,359	118,703	154,041	289,103		
Zone 4	Total	226,805	548,315	35,240	9,579,282	10,389,642	83,809	2,217,197	1,848,804	4,149,809		
Out of Area	Bournemouth	1,308,499	88,033	6,507	51,933	1,454,972	28,864,344	352,101	29,216,445	29,216,445		
Out of Area	Christchurch	121,989	7,850	713	9,600	140,152	7,349,408	120,452	7,469,860	7,469,860		
Out of Area	Poole	3,446,089	165,540	6,447	82,997	3,701,073	9,691,571	32,350	9,723,921	9,723,921		
Out of Area	Fordingbridge	37,620	1,169	106	1,300	40,195	13,452	521,308	534,760	534,760		
Out of Area	Ringwood	876,369	7,606	742	9,228	893,941	316,301	2,474,185	2,790,486	2,790,486		
Out of Area	Salisbury	125,640	9,235	2,316	110,263	247,453	192,241	557,864	750,104	750,104		
Out of Area	Wincanton	5,825	15,714	2,755	485,278	509,572	3,896	2,289,224	2,293,120	2,293,120		
Out of Area	Yeovil	23,728	447,000	182,854	1,378,761	2,032,345	26,984	11,597,005	11,623,989	11,623,989		
Out of Area	Chard	1,986	7,606	106,574	5,539	121,705	1,595	1,235,745	1,237,340	1,237,340		
Out of Area	Other 'Somerset'	63,407	124,692	295,918	321,400	805,417	100,182	1,832,530	1,932,712	1,932,712		
Out of Area	Other 'Hampshire'	247,778	88,788	69,086	66,745	472,397	1,172,488	370,822	1,543,310	1,543,310		
Out of Area	Other 'Wiltshire'	67,415	45,104	9,265	171,188	292,972	68,266	696,916	765,182	765,182		
Out of Area	Other 'Devon'	106,807	101,105	839,323	73,270	1,120,506	121,997	2,610,936	2,732,933	2,732,933		
Out of Area	Elsewhere in UK	2,970,369	945,216	301,782	715,445	4,932,812	14,817,479	1,313,793	16,131,271	16,131,271		
Out of Area	Total	9,403,518	2,054,659	1,824,389	3,482,946	16,765,511	62,740,203	26,005,231	0	88,745,433		
Online Expenditure	Total	7,180,113	4,267,594	1,345,734	3,086,399	15,879,840	13,153,476	6,198,137	0	19,351,613		
Zone Total		37,319,828	27,775,038	8,285,654	17,656,902	91,037,423	79,599,824	35,559,516	7,651,932	122,811,273		

TABLE B2.2 EXPERIAN INSIGHTS BASE DATA FOR 2024 - COMPARISON SPEND

Merchant Zone	Retail Location	Customer Zone									
		Zone 1	Zone 2	Zone 3	Zone 4	Dorset (Zones 1 - 4)	Zone 5	Zone 6	Outside Study Area	Outside of Dorset	Grand Total
Zone 1	Blandford Forum - Town Centre	352,929	23,896	309	96,065	473,199	12,472	8,707	35,848	57,027	530,226
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	80	0	0	86	117	0	0	0	0	117
Zone 1	Blandford Forum - Elsewhere	654,158	91,795	2,337	236,338	984,627	70,359	11,614	39,116	121,089	1,105,717
Zone 1	Ferndown - Town Centre	274,326	5,113	70	662	280,170	37,008	13,924	10,023	60,955	341,125
Zone 1	Ferndown - Elsewhere	514,682	14,130	178	6,795	535,785	236,782	42,877	361,319	640,978	1,176,763
Zone 1	Swanage - Town Centre	193,205	9,048	1,070	3,912	207,235	36,165	5,254	289,416	330,835	538,071
Zone 1	Swanage - Elsewhere	108,758	4,835	71	3,066	116,730	5,180	317	29,270	34,767	151,497
Zone 1	Verwood - Town Centre	117,594	50	0	1,286	118,930	21,374	23,399	22,559	67,332	186,262
Zone 1	Verwood - Elsewhere	144,158	2,892	821	1,450	149,322	28,504	14,809	13,752	57,065	206,387
Zone 1	Wareham - Town Centre	260,315	17,468	114	2,195	280,092	14,637	304	23,791	38,732	318,824
Zone 1	Wareham - Elsewhere	217,873	6,309	172	679	225,033	20,195	2,150	26,563	48,907	273,940
Zone 1	Wimborne Minster - Town Centre	716,076	14,840	647	24,718	756,281	367,563	15,060	141,138	523,761	1,280,042
Zone 1	Wimborne Minster - Elsewhere	221,839	9,505	297	5,549	237,190	189,817	10,842	26,775	227,435	464,625
Zone 1	Bere Regis (LC)	17,820	6,567	0	300	24,687	134	0	125	258	24,945
Zone 1	Corfe Castle (LC)	4,536	6,845	16	25	11,423	1,339	96	8,217	9,652	21,075
Zone 1	Corfe Mullen (LC)	128,125	1,741	66	1,082	131,015	110,547	2,588	3,798	116,933	247,948
Zone 1	Lytchett Matravers (LC)	1,631	240	0	0	1,871	651	0	9,248	9,900	11,770
Zone 1	Upton (TC)	70,131	1,314	12	1,193	72,651	71,312	140	3,797	75,249	147,900
Zone 1	West Moors (DC)	56,713	215	25	357	57,310	7,932	1,266	3,460	12,658	69,968
Zone 1	West Parley (LC)	28,763	0	0	78	28,841	21,507	1,835	326	23,668	52,509
Zone 1	Wool (LC)	34,029	7,421	18	7	41,476	770	65	2,918	3,753	45,229
Zone 1	Other Zone 1 'South Eastern'	1,618,293	12,507	6,928	101,287	1,839,565	1,141,299	189,788	1,657,038	2,992,125	4,831,690
Zone 1	Total	5,726,026	326,732	13,151	487,631	6,573,550	2,395,546	349,034	2,708,499	5,453,078	12,026,628
Zone 2	Dorchester - Town Centre	226,009	2,000,189	128,984	100,521	2,455,703	71,853	61,143	535,417	668,413	3,124,116
Zone 2	Dorchester - Queen Mother Square, Poundbury	22,914	246,099	15,900	7,176	292,089	11,290	6,957	37,050	55,297	347,386
Zone 2	Dorchester - Elsewhere	144,221	1,793,982	129,506	96,848	2,164,556	24,287	73,405	123,471	221,163	2,385,720
Zone 2	Weymouth - Town Centre	62,915	1,524,399	64,075	27,298	1,678,687	39,707	46,436	174,938	861,080	2,539,767
Zone 2	Weymouth - Abbotsbury Road, Westham	420	25,596	46	0	26,062	50	26	1,163	1,238	27,300
Zone 2	Weymouth - Littlemoor Centre (LC)	23,320	555,174	15,669	8,455	602,618	4,652	15,177	48,792	68,622	671,240
Zone 2	Weymouth - Lodmoor Hill	0	3,227	49	0	3,276	0	0	65	65	3,341
Zone 2	Weymouth - Portland Road, Wyke Regis	2,179	87,045	679	706	90,609	225	745	17,028	17,998	108,607
Zone 2	Weymouth - Southill Centre	29	44,752	0	0	44,781	4,884	0	1,413	6,297	51,078
Zone 2	Weymouth - Gateway RP/Mercery Road	31,839	534,274	26,827	10,195	603,135	3,706	7,319	49,209	60,234	663,369
Zone 2	Weymouth - Jubilee Close RP	19,185	787,994	27,312	3,818	838,309	5,012	6,969	79,570	91,550	929,859
Zone 2	Portland - Easton Square, Easton (LC)	26	59,258	73	0	59,356	83	21	1,193	1,298	60,654
Zone 2	Portland - Fortuneswell (LC)	0	227	0	0	227	0	0	0	0	227
Zone 2	Portland - Elsewhere	2,374	40,760	1,282	196	44,612	2,291	4,462	45,543	52,296	96,908
Zone 2	Other Zone 2 'Central'	250,185	1,486,426	38,952	40,987	1,816,551	39,354	27,244	253,889	320,487	2,137,038
Zone 2	Total	785,615	9,189,402	449,355	296,200	10,720,572	207,393	249,904	1,968,740	2,426,037	13,146,609
Zone 3	Bridport - Town Centre	7,278	59,092	613,297	5,869	685,535	6,303	42,424	220,497	269,224	954,758
Zone 3	Bridport - Elsewhere	7,038	90,838	759,742	5,608	863,226	3,669	46,662	124,810	175,140	1,038,366
Zone 3	Lyme Regis - Town Centre	3,523	6,994	27,491	2,081	35,088	5,404	55,200	304,052	365,676	450,764
Zone 3	Lyme Regis - Elsewhere	1,157	2,390	37,014	942	41,103	2,192	34,084	107,070	143,346	184,850
Zone 3	Beaminstrey (LC)	951	9,117	62,851	1,918	74,838	799	5,013	35,452	41,264	116,102
Zone 3	West Bay (LC)	1,857	4,915	20,393	1,403	28,568	1,236	4,014	55,644	60,894	89,462
Zone 3	Other Zone 3 'Western'	3,808	22,621	96,143	4,414	126,986	3,364	25,597	188,850	217,812	344,797
Zone 3	Total	25,611	195,968	1,661,930	22,235	1,905,744	22,966	214,015	1,036,375	1,273,355	3,179,099
Zone 4	Gillingham - Town Centre	4,289	2,548	585	398,095	405,518	1,581	117,029	62,181	180,792	586,310
Zone 4	Gillingham - Kingsmead Business Park	15,197	4,435	364	512,288	532,284	4,178	145,482	76,024	225,683	757,968
Zone 4	Gillingham - Elsewhere	987	969	0	151,705	153,661	1,216	45,447	21,921	68,585	222,246
Zone 4	Sherborne - Town Centre	9,794	80,997	13,529	568,148	672,469	5,443	175,594	282,443	463,480	1,135,949
Zone 4	Sherborne - Elsewhere	2,950	55,597	3,539	329,341	392,426	477	120,265	147,086	267,828	660,254
Zone 4	Shaftesbury - Town Centre	23,386	5,802	238	368,600	398,205	7,859	112,400	113,622	233,881	631,906
Zone 4	Shaftesbury - Elsewhere	18,892	904	44	268,362	288,202	3,420	95,151	64,361	162,932	451,135
Zone 4	Sturminster Newton - Town Centre	8,107	7,858	73	119,386	135,424	939	4,658	6,872	12,469	147,893
Zone 4	Sturminster Newton - Elsewhere	45,955	39,641	945	417,808	504,349	7,231	44,741	60,800	112,772	617,121
Zone 4	Marnhull	472	225	41	984	1,722	142	223	2,975	3,339	5,061
Zone 4	Stalbridge	158	1,038	52	25,179	26,428	831	2,605	11,442	14,878	41,306
Zone 4	Other Zone 4 'Northern'	43,250	191,881	49,225	869,143	1,153,498	13,395	1,042,754	697,758	1,753,906	2,907,405
Zone 4	Total	173,437	392,895	68,635	4,029,040	4,664,007	46,714	1,906,348	1,547,484	3,500,546	8,164,553
Out of Area	Bournemouth	2,798,310	328,210	37,109	344,013	3,307,642	15,990,904	564,465	16,555,369	16,555,369	33,110,738
Out of Area	Christchurch	274,565	11,696	5,398	10,722	302,382	4,380,138	195,369	4,575,407	4,575,407	9,150,814
Out of Area	Poole	2,819,271	472,270	24,826	197,378	3,513,745	6,124,544	104,695	6,219,239	6,219,239	12,438,478
Out of Area	Fordingbridge	53,111	179	184	1,214	54,688	10,579	162,920	173,500	173,500	347,000
Out of Area	Ringwood	605,821	13,179	855	14,411	634,266	295,574	846,024	1,141,598	1,141,598	2,283,196
Out of Area	Salisbury	278,422	41,135	8,363	352,447	680,368	111,130	657,339	768,469	768,469	1,536,938
Out of Area	Wincanton	943	352	733	70,153	72,182	990	295,386	296,375	296,375	592,750
Out of Area	Yeovil	19,759	273,219	150,302	1,006,446	1,443,726	9,738	4,744,081	4,753,819	4,753,819	9,507,638
Out of Area	Chard	1,062	4,917	30,216	3,344	39,539	1,020	364,193	365,212	365,212	730,424
Out of Area	Other 'Somerset'	85,732	183,977	200,687	445,710	916,106	92,781	1,919,328	2,012,109	2,012,109	4,024,218
Out of Area	Other 'Hampshire'	452,815	106,187	35,311	71,764	666,078	982,853	372,275	1,355,128	1,355,128	2,710,256
Out of Area	Other 'Wiltshire'	78,884	24,519	7,204	254,857	365,465	64,430	412,983	477,414	477,414	954,828
Out of Area	Other 'Devon'	89,841	158,189	513,542	1,04,586	866,158	156,166	1,347,965	1,504,131	1,504,131	3,008,262
Out of Area	Elsewhere in UK	4,366,044	1,861,683	570,772	1,372,487	8,170,986	10,750,436	3,126,122	13,876,559	13,876,559	27,753,118
Out of Area	Total	11,924,581	3,479,712	1,585,503	4,043,533	21,033,329	38,971,285	15,113,044	0	54,086,329	54,086,329
Online Expenditure	Total	14,900,984	9,754,606	3,244,159	6,676,294	34,576,042	29,793,718	13,093,119	42,886,837	42,886,837	85,773,675
Zone Total		33,546,264	23,349,316	7,022,733	15,554,931	79,473,244	71,437,622	30,925,464	7,261,097	109,624,183	36,516,890

TABLE B2.3 EXPERIAN INSIGHTS BASE DATA FOR 2024 - FOOD & DRINK LEISURE SPEND

Merchant Zone	Retail Location	Customer Zone									Grand Total
		Zone 1	Zone 2	Zone 3	Zone 4	Dorset (Zones 1 - 4)	Zone 5	Zone 6	Outside Study Area	Outside of Dorset	
Zone 1	Blandford Forum - Town Centre	328,807	24,959	2,730	57,929	414,425	25,018	6,085	90,645	121,748	536,173
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	0	0	0	0	0	0	0	0	0	0
Zone 1	Blandford Forum - Elsewhere	140,490	9,515	646	19,873	170,523	15,575	4,067	127,223	146,864	317,387
Zone 1	Ferndown - Town Centre	138,799	1,285	86	331	140,502	40,464	3,010	16,212	59,686	200,188
Zone 1	Ferndown - Elsewhere	330,436	10,968	2,381	6,454	350,239	210,100	21,931	147,643	379,675	729,913
Zone 1	Swanage - Town Centre	276,367	20,679	2,679	11,826	311,551	95,024	12,510	695,760	803,295	1,114,846
Zone 1	Swanage - Elsewhere	66,728	3,451	415	984	71,577	7,924	1,262	101,765	110,951	182,528
Zone 1	Verwood - Town Centre	75,268	380	0	540	76,188	4,660	2,444	7,863	14,967	91,155
Zone 1	Verwood - Elsewhere	140,303	675	154	883	142,015	10,531	5,062	25,337	40,930	182,945
Zone 1	Wareham - Town Centre	198,799	17,500	1,380	4,085	221,763	30,593	1,923	112,518	145,034	366,797
Zone 1	Wareham - Elsewhere	128,258	16,704	1,447	3,108	149,517	44,360	1,994	103,668	150,021	299,538
Zone 1	Wimborne Minster - Town Centre	538,383	13,573	1,624	16,057	569,636	309,074	11,010	189,886	509,970	1,079,606
Zone 1	Wimborne Minster - Elsewhere	96,174	2,046	106	1,501	99,827	59,488	1,814	48,296	109,597	209,425
Zone 1	Bere Regis (LC)	17,302	1,881	6	118	19,307	550	214	4,347	5,110	24,417
Zone 1	Corfe Castle (LC)	59,179	5,939	1,130	1,434	67,682	29,475	2,572	184,644	216,691	284,373
Zone 1	Corfe Mullen (LC)	75,446	643	23	164	76,276	32,972	670	8,234	41,876	118,152
Zone 1	Lytchett Matravers (LC)	20,864	2,760	62	60	23,746	6,741	276	8,572	15,590	39,336
Zone 1	Upton (TC)	41,932	873	94	169	43,068	31,167	497	10,016	41,680	84,748
Zone 1	West Moors (DC)	82,455	644	140	615	83,854	18,554	3,188	29,287	51,029	134,884
Zone 1	West Parley (LC)	12,780	144	0	20	12,944	8,786	81	1,797	10,664	23,608
Zone 1	Wool (LC)	60,862	14,924	283	910	76,979	7,766	1,096	39,381	48,243	125,223
Zone 1	Other Zone 1 'South Eastern'	1,437,783	154,389	17,659	95,348	1,705,179	902,313	88,300	1,710,725	2,701,337	4,406,517
Zone 1	Total	4,267,414	303,931	33,046	222,408	4,826,799	1,891,131	170,006	3,663,821	5,724,959	10,551,757
Zone 2	Dorchester - Town Centre	91,163	821,514	44,851	38,332	995,860	43,197	41,966	238,603	323,766	1,319,626
Zone 2	Dorchester - Queen Mother Square, Poundbury	13,436	131,318	7,755	11,823	164,331	10,526	7,336	47,261	65,123	229,554
Zone 2	Dorchester - Elsewhere	43,162	494,642	25,694	17,055	580,554	19,100	19,910	143,948	182,959	763,512
Zone 2	Weymouth - Town Centre	50,464	963,004	19,781	31,617	1,064,865	54,258	76,028	1,227,696	1,357,982	2,422,848
Zone 2	Weymouth - Abbotsbury Road, Westham	75	9,170	11	21	9,276	50	64	1,314	1,428	10,704
Zone 2	Weymouth - Littlemoor Centre (LC)	1,270	32,865	416	295	34,846	219	857	6,103	7,179	42,025
Zone 2	Weymouth - Lodmoor Hill	3,246	66,734	1,284	639	71,903	3,282	2,428	7,604	13,314	85,217
Zone 2	Weymouth - Portland Road, Wyke Regis	501	46,432	36	72	47,041	189	237	7,735	8,161	55,202
Zone 2	Weymouth - Southill Centre	527	68,257	183	51	69,018	893	254	7,100	8,247	67,265
Zone 2	Weymouth - Gateway RP/Mercery Road	9,522	217,682	6,267	2,537	236,007	3,000	3,217	36,185	42,402	278,409
Zone 2	Weymouth - Jubilee Close RP	7,732	173,066	8,242	3,533	192,573	6,224	8,104	45,979	60,306	252,879
Zone 2	Portland - Easton Square, Easton (LC)	185	38,759	34	53	39,302	164	99	8,470	8,733	47,765
Zone 2	Portland - Fortuneswell (LC)	0	532	13	0	545	0	0	377	377	922
Zone 2	Portland - Elsewhere	2,439	156,994	6,840	1,555	167,828	5,360	3,378	108,648	117,386	285,215
Zone 2	Other Zone 2 'Central'	181,617	1,743,574	130,927	121,874	2,177,992	132,131	113,916	1,687,072	1,933,119	4,111,111
Zone 2	Total	405,338	4,964,542	252,333	229,459	5,851,672	278,595	277,794	3,574,094	4,130,483	9,982,155
Zone 3	Bridport - Town Centre	6,338	30,462	270,933	3,873	311,606	8,208	19,458	184,692	212,359	523,964
Zone 3	Bridport - Elsewhere	5,274	29,710	196,402	4,027	235,413	7,143	15,812	135,237	158,192	393,605
Zone 3	Lyme Regis - Town Centre	6,224	10,278	68,136	3,069	87,708	7,970	46,985	416,986	471,940	559,649
Zone 3	Lyme Regis - Elsewhere	1,999	2,567	49,306	871	54,743	3,467	22,592	199,096	225,155	279,898
Zone 3	Beaminstor (LC)	514	4,302	52,863	798	58,477	1,078	2,623	29,065	32,765	91,242
Zone 3	West Bay (LC)	12,131	37,886	141,918	10,463	202,397	15,062	33,720	394,588	443,370	645,768
Zone 3	Other Zone 3 'Western'	33,463	117,682	397,068	35,987	584,200	44,725	155,911	1,629,690	1,830,326	2,414,526
Zone 3	Total	65,944	232,887	1,176,626	59,087	1,534,545	87,652	297,101	2,989,355	3,374,108	4,908,652
Zone 4	Gillingham - Town Centre	1,203	3,099	131	72,365	76,797	1,114	9,787	11,698	22,599	99,396
Zone 4	Gillingham - Kingsmead Business Park	399	68	0	5,846	6,313	332	1,540	1,502	3,374	9,687
Zone 4	Gillingham - Elsewhere	1,539	1,221	210	83,134	86,104	1,433	15,536	30,999	47,968	134,072
Zone 4	Sherborne - Town Centre	8,348	35,026	4,692	270,852	318,918	6,887	102,616	203,888	313,391	632,309
Zone 4	Sherborne - Elsewhere	2,139	11,483	3,025	157,270	173,917	2,036	70,119	84,935	157,090	331,007
Zone 4	Shaftesbury - Town Centre	15,179	5,099	465	294,368	315,111	11,824	49,241	118,773	179,837	494,948
Zone 4	Shaftesbury - Elsewhere	21,601	4,861	224	183,288	209,974	11,267	30,872	76,378	118,518	328,492
Zone 4	Sturminster Newton - Town Centre	6,346	3,132	227	108,233	117,938	2,999	3,304	16,012	22,315	140,253
Zone 4	Sturminster Newton - Elsewhere	1,856	1,065	64	42,155	45,140	604	1,630	3,836	6,069	51,209
Zone 4	Marnhull	1,407	1,571	9	37,353	40,340	709	2,794	16,642	20,145	60,485
Zone 4	Stalbridge	6,422	1,314	7	47,255	54,997	608	9,093	6,673	16,374	71,370
Zone 4	Other Zone 4 'Northern'	75,006	39,588	5,145	486,993	606,732	30,680	151,250	343,959	525,889	1,132,622
Zone 4	Total	141,444	107,527	14,200	1,789,111	2,052,283	70,492	447,781	915,295	1,433,568	3,485,850
Out of Area	Bournemouth	772,631	119,416	13,748	61,180	966,974	7,538,062	170,983		7,709,045	
Out of Area	Christchurch	229,294	13,940	2,073	14,629	259,936	2,331,356	96,662		2,428,018	
Out of Area	Poole	801,268	116,344	8,591	64,265	990,467	2,446,572	33,300		2,479,872	
Out of Area	Fordingbridge	17,861	1,185	52	1,925	21,024	10,547	87,045		97,592	
Out of Area	Ringwood	232,124	3,610	1,067	2,577	239,379	128,417	394,160		522,577	
Out of Area	Salisbury	76,370	14,578	4,046	79,690	174,685	68,213	124,671		192,884	
Out of Area	Wincanton	1,384	3,294	634	32,546	37,858	1,808	161,487		163,295	
Out of Area	Yeovil	10,983	78,224	40,059	233,523	362,789	11,896	1,873,574		1,885,470	
Out of Area	Chard	343	1,214	10,087	821	12,465	486	97,773		98,259	
Out of Area	Other 'Somerset'	76,526	122,390	100,268	356,253	655,436	108,680	1,628,614		1,737,294	
Out of Area	Other 'Hampshire'	482,846	142,077	40,642	101,452	767,017	1,090,075	497,991		1,588,066	
Out of Area	Other 'Wiltshire'	118,465	45,718	14,857	222,504	401,544	129,096	408,769		537,865	
Out of Area	Other 'Devon'	153,406	152,984	214,890	114,144	635,424	235,424	702,577		938,001	
Out of Area	Elsewhere in UK	2,714,274	1,555,378	566,229	1,120,736	5,956,618	6,889,608	2,287,454		10,977,063	
Out of Area	Total	5,687,774	2,370,352	1,017,243	2,406,248	11,481,617	22,790,242	8,565,060	0	31,355,302	0
Online Expenditure	Total	1,773,681	1,751,849	285,777	714,989	4,526,297	7,296,107	1,863,680		9,159,787	
Zone Total		12,341,595	9,731,089	2,779,226	5,421,302	30,273,211	32,414,218	11,621,422	11,142,565	55,178,205	28,928,414

TABLE B2.4 EXPERIAN INSIGHTS BASE DATA FOR 2024 - ENTERTAINMENT LEISURE SPEND

Merchant Zone	Retail Location	Customer Zone									Grand Total	
		Zone 1	Zone 2	Zone 3	Zone 4	Dorset (Zones 1 - 4)	Zone 5	Zone 6	Outside Study Area	Outside of Dorset		
Zone 1	Blandford Forum - Town Centre	0	0	0	0	0	0	0	0	0	0	0
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	0	0	0	0	0	0	0	0	0	0	0
Zone 1	Blandford Forum - Elsewhere	11,251	1,680	140	4,908	17,979	2,604	1,241	1,926	5,771	23,751	
Zone 1	Ferndown - Town Centre	7,318	110	0	44	7,472	5,662	609	838	7,109	14,581	
Zone 1	Ferndown - Elsewhere	13,774	117	6	48	13,946	3,354	917	1,375	5,646	19,592	
Zone 1	Swanage - Town Centre	22,551	4,169	818	2,067	29,605	15,681	2,340	127,796	145,817	175,422	
Zone 1	Swanage - Elsewhere	6,588	165	3	15	6,772	1,150	50	9,262	10,463	17,235	
Zone 1	Verwood - Town Centre	0	0	0	0	0	0	0	0	0	0	
Zone 1	Verwood - Elsewhere	4,095	0	5	9	4,109	968	1,726	498	3,193	7,302	
Zone 1	Wareham - Town Centre	3,769	148	0	0	3,917	277	0	1,042	1,319	5,236	
Zone 1	Wareham - Elsewhere	154	11	0	0	165	41	0	111	152	317	
Zone 1	Wimborne Minster - Town Centre	33,497	897	4	949	35,347	17,556	720	4,814	23,090	58,437	
Zone 1	Wimborne Minster - Elsewhere	673	18	0	25	717	807	13	377	1,196	1,913	
Zone 1	Bere Regis (LC)	2	0	0	0	2	1	0	0	1	3	
Zone 1	Corfe Castle (LC)	0	0	0	0	0	0	0	0	0	0	
Zone 1	Corfe Mullen (LC)	4,502	124	0	5	4,632	3,639	0	223	3,862	8,494	
Zone 1	Lytchett Matravers (LC)	126	0	0	0	126	208	0	3	211	337	
Zone 1	Upton (TC)	0	0	0	0	0	0	0	0	0	0	
Zone 1	West Moors (DC)	325	0	0	254	579	3,624	215	1,969	5,807	6,387	
Zone 1	West Parley (LC)	0	0	0	0	0	0	0	0	0	0	
Zone 1	Wool (LC)	0	0	0	0	0	0	0	0	0	0	
Zone 1	Other Zone 1 'South Eastern'	88,886	35,023	3,942	14,688	142,540	96,953	17,971	421,021	535,945	678,486	
Zone 1	Total	197,512	42,463	4,919	23,012	267,906	152,526	25,803	571,255	749,583	1,017,490	
Zone 2	Dorchester - Town Centre	6,901	32,049	3,742	3,616	46,309	1,875	3,601	11,440	16,916	63,225	
Zone 2	Dorchester - Queen Mother Square, Poundbury	0	0	0	0	0	0	0	0	0	0	
Zone 2	Dorchester - Elsewhere	4,436	12,835	3,229	3,396	23,896	1,309	2,843	13,882	18,033	41,929	
Zone 2	Weymouth - Town Centre	4,321	60,496	1,828	3,327	69,972	3,408	9,668	68,656	81,733	151,705	
Zone 2	Weymouth - Abbotsbury Road, Westham	0	0	0	0	0	0	0	0	0	0	
Zone 2	Weymouth - Littlemoor Centre (LC)	0	0	0	0	0	0	0	0	0	0	
Zone 2	Weymouth - Lodmoor Hill	5	147	5	0	157	0	0	118	118	275	
Zone 2	Weymouth - Portland Road, Wyke Regis	0	0	0	0	0	0	0	0	0	0	
Zone 2	Weymouth - Southill Centre	0	0	0	0	0	0	0	0	0	0	
Zone 2	Weymouth - Gateway RP/Mercery Road	0	0	0	0	0	0	0	0	0	0	
Zone 2	Weymouth - Jubilee Close RP	0	0	0	0	0	0	0	0	0	0	
Zone 2	Portland - Easton Square, Easton (LC)	0	0	0	0	0	0	0	0	0	0	
Zone 2	Portland - Fortuneswell (LC)	0	0	0	0	0	0	0	0	0	0	
Zone 2	Portland - Elsewhere	468	2,844	223	180	3,715	489	356	17,857	18,702	22,416	
Zone 2	Other Zone 2 'Central'	21,505	153,513	11,157	6,888	193,062	25,080	11,716	273,592	310,387	503,450	
Zone 2	Total	37,635	261,884	20,184	17,407	337,110	32,161	28,184	385,545	445,889	782,999	
Zone 3	Bridport - Town Centre	257	2,394	18,743	321	21,715	289	1,530	8,185	10,003	31,718	
Zone 3	Bridport - Elsewhere	242	1,350	5,292	201	7,085	564	587	4,337	5,487	12,572	
Zone 3	Lyme Regis - Town Centre	0	0	0	0	0	0	0	0	0	0	
Zone 3	Lyme Regis - Elsewhere	214	268	4,984	57	5,523	272	5,349	21,312	26,933	32,456	
Zone 3	Beaminster (LC)	0	94	0	0	94	0	0	29	122	122	
Zone 3	West Bay (LC)	0	45	438	12	495	35	25	500	560	1,054	
Zone 3	Other Zone 3 'Northern'	1,354	9,677	32,541	1,678	45,251	2,321	7,882	46,604	56,807	102,058	
Zone 3	Total	2,067	13,734	62,092	2,269	80,162	3,480	15,373	80,966	99,819	179,980	
Zone 4	Gillingham - Town Centre	10	0	0	1,066	1,077	0	69	97	165	1,242	
Zone 4	Gillingham - Kingsmead Business Park	0	0	0	0	0	0	0	1,702	1,702	1,702	
Zone 4	Gillingham - Elsewhere	5	8	0	1,510	1,523	27	174	390	592	2,115	
Zone 4	Sherborne - Town Centre	0	450	15	2,237	2,703	76	1,217	1,741	3,034	5,737	
Zone 4	Sherborne - Elsewhere	672	11,389	985	49,351	62,398	485	17,713	31,169	49,367	111,765	
Zone 4	Shaftesbury - Town Centre	46	0	0	355	402	0	66	69	135	537	
Zone 4	Shaftesbury - Elsewhere	419	15	0	6,704	7,138	46	2,009	6,514	8,568	15,706	
Zone 4	Sturminster Newton - Town Centre	833	607	12	31,748	33,200	202	452	1,473	2,126	35,326	
Zone 4	Sturminster Newton - Elsewhere	0	0	0	3,666	3,666	0	0	42	42	3,709	
Zone 4	Marnhull	0	0	0	0	0	0	0	0	0	0	
Zone 4	Stalbridge	0	0	0	0	0	0	0	0	0	0	
Zone 4	Other Zone 4 'Northern'	9,201	4,786	2,125	19,424	35,537	5,660	29,029	42,429	77,117	112,654	
Zone 4	Total	11,187	17,256	3,138	116,062	147,644	6,496	50,728	85,626	142,849	290,493	
Out of Area	Bournemouth	52,767	8,661	776	4,615	66,821	478,803	11,532		490,335		
Out of Area	Christchurch	57,165	3,859	286	1,808	63,119	163,113	7,577		170,691		
Out of Area	Poole	37,425	8,503	1,045	4,806	51,778	93,406	3,547		96,954		
Out of Area	Fordingbridge	738	0	0	0	738	51	8,253		8,303		
Out of Area	Ringwood	1,690	22	0	50	1,762	4,720	2,854		7,574		
Out of Area	Salisbury	3,851	276	215	4,956	9,298	1,767	8,421		10,189		
Out of Area	Wincanton	0	9	5	21	35	0	368		368		
Out of Area	Yeovil	375	2,626	1,382	17,865	22,248	326	71,033		71,359		
Out of Area	Chard	0	23	322	40	384	0	8,169		8,169		
Out of Area	Other 'Somerset'	8,233	13,064	5,238	27,821	54,356	11,979	86,438		98,417		
Out of Area	Other 'Hampshire'	47,298	15,691	3,093	10,349	76,431	114,904	30,784		145,688		
Out of Area	Other 'Wiltshire'	34,334	16,517	2,910	35,046	88,806	38,308	50,029		88,338		
Out of Area	Other 'Devon'	12,516	18,407	20,258	9,698	60,878	23,003	53,146		76,150		
Out of Area	Elsewhere in UK	278,389	138,558	42,123	101,939	561,008	728,304	214,349		942,653		
Out of Area	Total	534,781	226,214	77,653	219,012	1,057,660	1,658,685	556,501	0	2,215,186	0	
Online Expenditure	Total	1,594,255	1,135,168	287,958	929,377	3,946,758	4,041,360	1,502,547		5,543,907		
Zone Total		2,377,438	1,696,719	455,945	1,307,139	5,837,240	5,894,708	2,179,134	1,123,391	9,197,233	2,270,962	

APPENDIX B3: MARKET SHARES AND EXPENDITURE INFLOWS

TABLE B3.1: CONVENIENCE RETAIL MARKET SHARES AND INFLOWS 2024 (INC SFT)

SUPERMARKETS (CONVENIENCE)		Dorset Zones					% Inflow Total
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4	Dorset (Zones 1 - 4)	
Zone 1	Blandford Forum - Town Centre	1.9%	0.1%	0.0%	0.6%	0.9%	6.7%
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	6.4%	1.0%	0.1%	3.1%	3.6%	8.0%
Zone 1	Blandford Forum - Elsewhere	3.9%	0.6%	0.0%	2.6%	2.3%	6.6%
Zone 1	Ferndown - Town Centre	4.3%	0.0%	0.0%	0.0%	1.8%	15.7%
Zone 1	Ferndown - Elsewhere	9.8%	0.1%	0.0%	0.1%	4.1%	24.7%
Zone 1	Swanage - Town Centre	1.6%	0.0%	0.0%	0.0%	0.7%	34.5%
Zone 1	Swanage - Elsewhere	0.4%	0.0%	0.0%	0.0%	0.2%	24.7%
Zone 1	Verwood - Town Centre	0.4%	0.0%	0.0%	0.0%	0.2%	13.2%
Zone 1	Verwood - Elsewhere	7.0%	0.0%	0.0%	0.1%	2.9%	15.9%
Zone 1	Wareham - Town Centre	2.4%	0.1%	0.0%	0.0%	1.0%	17.9%
Zone 1	Wareham - Elsewhere	0.2%	0.0%	0.0%	0.0%	0.1%	11.4%
Zone 1	Wimborne Minster - Town Centre	1.0%	0.0%	0.0%	0.0%	0.4%	25.6%
Zone 1	Wimborne Minster - Elsewhere	3.7%	0.1%	0.0%	0.2%	1.6%	27.0%
Zone 1	Bere Regis (LC)	0.3%	0.1%	0.0%	0.0%	0.1%	7.8%
Zone 1	Corfe Castle (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	59.2%
Zone 1	Corfe Mullen (LC)	1.6%	0.0%	0.0%	0.0%	0.7%	54.5%
Zone 1	Lytchett Matravers (LC)	0.3%	0.0%	0.0%	0.0%	0.1%	15.1%
Zone 1	Upton (TC)	3.0%	0.0%	0.0%	0.0%	1.3%	27.7%
Zone 1	West Moors (DC)	0.6%	0.0%	0.0%	0.0%	0.3%	27.1%
Zone 1	West Parley (LC)	1.1%	0.0%	0.0%	0.0%	0.4%	56.0%
Zone 1	Wool (LC)	0.6%	0.2%	0.0%	0.2%	0.3%	15.1%
Zone 1	Other Zone 1 'South Eastern'	2.1%	0.2%	0.1%	0.2%	1.0%	40.9%
Zone 1	Total	52.6%	2.7%	0.3%	7.3%	23.8%	22.4%
Zone 2	Dorchester - Town Centre	0.3%	5.5%	0.4%	0.2%	1.9%	7.7%
Zone 2	Dorchester - Queen Mother Square, Poundbury	0.1%	2.4%	0.4%	0.1%	0.8%	10.9%
Zone 2	Dorchester - Elsewhere	0.8%	17.1%	1.6%	0.5%	5.8%	7.7%
Zone 2	Weymouth - Town Centre	0.0%	1.3%	0.1%	0.0%	0.4%	38.0%
Zone 2	Weymouth - Abbotsbury Road, Westham	0.0%	0.5%	0.0%	0.0%	0.2%	3.8%
Zone 2	Weymouth - Littlemoor Centre (LC)	0.0%	0.3%	0.0%	0.0%	0.1%	16.2%
Zone 2	Weymouth - Lodmoor Hill	0.0%	0.4%	0.0%	0.0%	0.1%	11.8%
Zone 2	Weymouth - Portland Road, Wyke Regis	0.0%	0.7%	0.0%	0.0%	0.2%	11.8%
Zone 2	Weymouth - Southill Centre	0.0%	0.1%	0.0%	0.0%	0.0%	1.7%
Zone 2	Weymouth - Gateway RP/Mercery Road	0.4%	13.2%	0.7%	0.1%	4.3%	8.3%
Zone 2	Weymouth - Jubilee Close RP	0.0%	0.6%	0.1%	0.0%	0.2%	6.4%
Zone 2	Portland - Easton Square, Easton (LC)	0.0%	3.7%	0.0%	0.0%	1.1%	6.8%
Zone 2	Portland - Fortuneswell (LC)	0.0%	0.2%	0.0%	0.0%	0.1%	17.7%
Zone 2	Portland - Elsewhere	0.0%	2.0%	0.0%	0.0%	0.6%	25.7%
Zone 2	Other Zone 2 'Central'	0.5%	23.2%	0.9%	0.2%	7.4%	13.1%
Zone 2	Total	2.2%	71.3%	4.2%	1.1%	23.2%	11.1%
Zone 3	Bridport - Town Centre	0.0%	0.3%	12.5%	0.0%	1.2%	19.2%
Zone 3	Bridport - Elsewhere	0.1%	0.9%	36.2%	0.1%	3.6%	19.2%
Zone 3	Lyme Regis - Town Centre	0.0%	0.0%	1.9%	0.0%	0.2%	61.7%
Zone 3	Lyme Regis - Elsewhere	0.0%	0.0%	0.4%	0.0%	0.0%	51.6%
Zone 3	Beaminster (LC)	0.0%	0.1%	2.9%	0.0%	0.3%	15.4%
Zone 3	West Bay (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	67.0%
Zone 3	Other Zone 3 'Western'	0.0%	0.1%	2.9%	0.0%	0.3%	46.9%
Zone 3	Total	0.1%	1.3%	56.9%	0.1%	5.7%	24.3%
Zone 4	Gillingham - Town Centre	0.1%	0.0%	0.0%	12.2%	2.4%	29.6%
Zone 4	Gillingham - Kingsmead Business Park	0.0%	0.0%	0.0%	3.8%	0.8%	25.5%
Zone 4	Gillingham - Elsewhere	0.0%	0.0%	0.0%	1.0%	0.2%	13.6%
Zone 4	Sherborne - Town Centre	0.0%	0.4%	0.1%	4.4%	1.0%	37.7%
Zone 4	Sherborne - Elsewhere	0.0%	1.0%	0.2%	8.7%	2.0%	25.4%
Zone 4	Shaftesbury - Town Centre	0.2%	0.1%	0.0%	14.0%	2.8%	30.3%
Zone 4	Shaftesbury - Elsewhere	0.1%	0.0%	0.0%	2.0%	0.4%	32.8%
Zone 4	Sturminster Newton - Town Centre	0.0%	0.1%	0.0%	1.8%	0.4%	7.6%
Zone 4	Sturminster Newton - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Zone 4	Marnhull	0.0%	0.0%	0.0%	0.5%	0.1%	5.6%
Zone 4	Stalbridge	0.0%	0.1%	0.0%	2.7%	0.5%	24.5%
Zone 4	Other Zone 4 'Northern'	0.2%	0.2%	0.1%	3.1%	0.7%	29.8%
Zone 4	Total	0.6%	2.0%	0.4%	54.3%	11.4%	28.5%
Out of Area	Bournemouth	3.5%	0.3%	0.1%	0.3%	1.6%	
Out of Area	Christchurch	0.3%	0.0%	0.0%	0.1%	0.2%	
Out of Area	Poole	9.2%	0.6%	0.1%	0.5%	4.1%	
Out of Area	Fordingbridge	0.1%	0.0%	0.0%	0.0%	0.0%	
Out of Area	Ringwood	2.3%	0.0%	0.0%	0.1%	1.0%	
Out of Area	Salisbury	0.3%	0.0%	0.0%	0.6%	0.3%	
Out of Area	Wincanton	0.0%	0.1%	0.0%	2.7%	0.6%	
Out of Area	Yeovil	0.1%	1.6%	2.2%	7.8%	2.2%	
Out of Area	Chard	0.0%	0.0%	1.3%	0.0%	0.1%	
Out of Area	Other 'Somerset'	0.2%	0.4%	3.6%	1.8%	0.9%	
Out of Area	Other 'Hampshire'	0.7%	0.3%	0.8%	0.4%	0.5%	
Out of Area	Other 'Wiltshire'	0.2%	0.2%	0.1%	1.0%	0.3%	
Out of Area	Other 'Devon'	0.3%	0.4%	10.1%	0.4%	1.2%	
Out of Area	Elsewhere in UK	8.0%	3.4%	3.6%	4.1%	5.4%	
Out of Area	Total	25.2%	7.4%	22.0%	19.7%	18.4%	
Online Expenditure	Total	19.2%	15.4%	16.2%	17.5%	17.4%	
Zone Total		100.0%	100.0%	100.0%	100.0%	100.0%	

TABLE B3.2: CONVENIENCE RETAIL TRADE DRAW BY CENTRE

Merchant Zone	Retail Location	Dorset Zones									Grand Total
		Zone 1	Zone 2	Zone 3	Zone 4	Total Dorset (Zones 1-4)	Zone 5	Zone 6	Rest of UK		
Zone 1	Blandford Forum - Town Centre	76.8%	4.3%	0.1%	12.1%	93.3%	2.1%	0.4%	4.2%	100.0%	
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	67.9%	8.3%	0.2%	15.7%	92.0%	1.8%	1.0%	5.2%	100.0%	
Zone 1	Blandford Forum - Elsewhere	65.4%	7.3%	0.1%	20.7%	93.4%	1.5%	1.6%	3.5%	100.0%	
Zone 1	Ferndown - Town Centre	83.9%	0.3%	0.0%	0.1%	84.3%	10.4%	1.9%	3.4%	100.0%	
Zone 1	Ferndown - Elsewhere	74.2%	0.7%	0.1%	0.3%	75.3%	11.6%	5.9%	7.2%	100.0%	
Zone 1	Swanage - Town Centre	64.6%	0.6%	0.1%	0.2%	65.5%	2.3%	0.8%	31.4%	100.0%	
Zone 1	Swanage - Elsewhere	74.5%	0.6%	0.1%	0.2%	75.3%	1.9%	0.5%	22.2%	100.0%	
Zone 1	Verwood - Town Centre	85.2%	0.1%	0.0%	1.5%	86.8%	5.1%	3.2%	4.9%	100.0%	
Zone 1	Verwood - Elsewhere	83.5%	0.1%	0.0%	0.4%	84.1%	4.9%	6.6%	4.5%	100.0%	
Zone 1	Wareham - Town Centre	78.1%	3.3%	0.0%	0.7%	82.1%	2.7%	0.2%	15.0%	100.0%	
Zone 1	Wareham - Elsewhere	83.8%	4.2%	0.3%	0.2%	88.6%	3.4%	0.3%	7.8%	100.0%	
Zone 1	Wimborne Minster - Town Centre	72.6%	0.9%	0.0%	0.9%	74.4%	19.5%	0.6%	5.5%	100.0%	
Zone 1	Wimborne Minster - Elsewhere	70.6%	0.7%	0.0%	1.7%	73.0%	21.9%	0.8%	4.3%	100.0%	
Zone 1	Bere Regis (LC)	75.2%	16.0%	0.1%	0.8%	92.2%	2.8%	0.3%	4.7%	100.0%	
Zone 1	Corfe Castle (LC)	39.0%	1.3%	0.2%	0.3%	40.8%	4.7%	1.3%	53.3%	100.0%	
Zone 1	Corfe Mullen (LC)	44.8%	0.4%	0.0%	0.3%	45.5%	50.5%	0.5%	3.5%	100.0%	
Zone 1	Lytchett Matravers (LC)	84.1%	0.6%	0.0%	0.2%	84.9%	9.7%	0.2%	5.2%	100.0%	
Zone 1	Upton (TC)	71.3%	0.8%	0.0%	0.3%	72.3%	23.3%	0.1%	4.3%	100.0%	
Zone 1	West Moors (DC)	70.6%	0.5%	0.1%	1.7%	72.9%	7.6%	1.5%	17.9%	100.0%	
Zone 1	West Parley (LC)	43.4%	0.3%	0.0%	0.2%	44.0%	51.9%	0.4%	3.7%	100.0%	
Zone 1	Wool (LC)	63.2%	13.5%	0.2%	7.9%	84.9%	2.0%	1.8%	11.3%	100.0%	
Zone 1	Other Zone 1 'South Eastern'	52.0%	4.2%	0.3%	2.5%	59.1%	11.2%	4.2%	25.6%	100.0%	
Zone 2	Dorchester - Town Centre	6.7%	82.2%	2.0%	1.4%	92.3%	0.7%	0.6%	6.4%	100.0%	
Zone 2	Dorchester - Queen Mother Square, Poundbury	2.8%	81.0%	3.8%	1.5%	89.1%	0.9%	0.9%	9.1%	100.0%	
Zone 2	Dorchester - Elsewhere	5.5%	82.9%	2.3%	1.5%	92.3%	1.0%	0.9%	5.8%	100.0%	
Zone 2	Weymouth - Town Centre	2.2%	58.5%	0.7%	0.5%	62.0%	1.7%	1.7%	34.6%	100.0%	
Zone 2	Weymouth - Abbotsbury Road, Westham	0.7%	95.2%	0.3%	0.0%	96.2%	0.4%	0.1%	3.3%	100.0%	
Zone 2	Weymouth - Littlemoor Centre (LC)	1.1%	81.8%	0.5%	0.4%	83.8%	1.5%	2.1%	12.6%	100.0%	
Zone 2	Weymouth - Lodmoor Hill	0.4%	87.4%	0.3%	0.1%	88.2%	1.5%	0.3%	10.0%	100.0%	
Zone 2	Weymouth - Portland Road, Wyke Regis	0.3%	87.6%	0.1%	0.1%	88.2%	0.6%	0.4%	10.9%	100.0%	
Zone 2	Weymouth - Southhill Centre	0.6%	97.5%	0.2%	0.0%	98.3%	0.3%	0.1%	1.3%	100.0%	
Zone 2	Weymouth - Gateway RP/Mercery Road	3.2%	86.6%	1.3%	0.5%	91.7%	0.4%	0.5%	7.5%	100.0%	
Zone 2	Weymouth - Jubilee Close RP	2.6%	87.6%	3.1%	0.3%	93.6%	0.3%	0.6%	5.5%	100.0%	
Zone 2	Portland - Easton Square, Easton (LC)	0.3%	92.7%	0.2%	0.0%	93.2%	0.2%	0.1%	6.5%	100.0%	
Zone 2	Portland - Fortuneswell (LC)	0.3%	81.6%	0.2%	0.2%	82.3%	0.3%	0.1%	17.4%	100.0%	
Zone 2	Portland - Elsewhere	1.5%	72.0%	0.3%	0.5%	74.3%	3.2%	0.8%	21.7%	100.0%	
Zone 2	Other Zone 2 'Central'	2.5%	83.0%	0.9%	0.4%	86.9%	0.9%	0.5%	11.7%	100.0%	
Zone 3	Bridport - Town Centre	0.3%	5.6%	74.7%	0.3%	80.8%	0.3%	3.7%	15.1%	100.0%	
Zone 3	Bridport - Elsewhere	0.8%	5.9%	73.8%	0.3%	80.8%	0.7%	2.6%	15.8%	100.0%	
Zone 3	Lyme Regis - Town Centre	0.5%	0.8%	36.7%	0.2%	38.3%	0.9%	11.9%	49.0%	100.0%	
Zone 3	Lyme Regis - Elsewhere	0.6%	2.5%	45.0%	0.4%	48.4%	0.7%	9.8%	41.1%	100.0%	
Zone 3	Beaminster (LC)	1.3%	5.1%	77.1%	1.1%	84.6%	0.3%	2.5%	12.6%	100.0%	
Zone 3	West Bay (LC)	1.8%	6.8%	21.3%	3.1%	33.0%	0.9%	8.3%	57.8%	100.0%	
Zone 3	Other Zone 3 'Western'	1.4%	3.9%	47.1%	0.7%	53.1%	1.5%	5.6%	39.8%	100.0%	
Zone 4	Gillingham - Town Centre	0.7%	0.4%	0.0%	69.3%	70.4%	0.3%	19.4%	9.9%	100.0%	
Zone 4	Gillingham - Kingsmead Business Park	1.0%	0.4%	0.0%	73.0%	74.5%	0.3%	19.1%	6.1%	100.0%	
Zone 4	Gillingham - Elsewhere	0.6%	0.6%	0.0%	85.2%	86.4%	0.4%	6.6%	6.5%	100.0%	
Zone 4	Sherborne - Town Centre	0.3%	7.9%	0.6%	53.5%	62.3%	0.1%	15.8%	21.8%	100.0%	
Zone 4	Sherborne - Elsewhere	0.3%	11.7%	0.6%	62.1%	74.6%	0.1%	9.8%	15.5%	100.0%	
Zone 4	Shaftesbury - Town Centre	2.4%	0.6%	0.1%	66.7%	69.7%	0.8%	17.1%	12.3%	100.0%	
Zone 4	Shaftesbury - Elsewhere	3.3%	1.6%	0.1%	62.3%	67.2%	2.7%	12.6%	17.6%	100.0%	
Zone 4	Sturminster Newton - Town Centre	2.4%	3.7%	0.1%	86.2%	92.4%	0.8%	2.8%	4.1%	100.0%	
Zone 4	Sturminster Newton - Elsewhere	2.7%	0.0%	0.0%	95.9%	98.6%	0.0%	0.4%	1.0%	100.0%	
Zone 4	Marnhull	0.4%	1.8%	0.2%	91.9%	94.4%	0.2%	2.0%	3.4%	100.0%	
Zone 4	Stalbridge	1.0%	3.2%	0.1%	71.1%	75.5%	0.4%	17.6%	6.6%	100.0%	
Zone 4	Other Zone 4 'Northern'	6.5%	6.4%	0.8%	56.5%	70.2%	1.7%	12.2%	15.9%	100.0%	

TABLE B3.3: COMPARISON RETAIL MARKET SHARES AND INFLOWS 2024 (INC SFT)

COMPARISON		Dorset Zones					% Inflow
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4	Dorset (Zones 1 - 4)	
Zone 1	Blandford Forum - Town Centre	1.1%	0.1%	0.0%	0.6%	0.6%	10.8%
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Blandford Forum - Elsewhere	2.0%	0.4%	0.0%	1.5%	1.2%	11.0%
Zone 1	Ferndown - Town Centre	0.8%	0.0%	0.0%	0.0%	0.4%	17.9%
Zone 1	Ferndown - Elsewhere	1.5%	0.1%	0.0%	0.0%	0.7%	54.5%
Zone 1	Swanage - Town Centre	0.6%	0.0%	0.0%	0.0%	0.3%	61.5%
Zone 1	Swanage - Elsewhere	0.3%	0.0%	0.0%	0.0%	0.1%	22.9%
Zone 1	Verwood - Town Centre	0.4%	0.0%	0.0%	0.0%	0.1%	36.1%
Zone 1	Verwood - Elsewhere	0.4%	0.0%	0.0%	0.0%	0.2%	27.6%
Zone 1	Wareham - Town Centre	0.8%	0.1%	0.0%	0.0%	0.4%	12.1%
Zone 1	Wareham - Elsewhere	0.6%	0.0%	0.0%	0.0%	0.3%	17.9%
Zone 1	Wimborne Minster - Town Centre	2.1%	0.1%	0.0%	0.2%	1.0%	40.9%
Zone 1	Wimborne Minster - Elsewhere	0.7%	0.0%	0.0%	0.0%	0.3%	49.0%
Zone 1	Bere Regis (LC)	0.1%	0.0%	0.0%	0.0%	0.0%	1.0%
Zone 1	Corfe Castle (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	45.8%
Zone 1	Corfe Mullen (LC)	0.4%	0.0%	0.0%	0.0%	0.2%	47.2%
Zone 1	Lytchett Matravers (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	84.1%
Zone 1	Upton (TC)	0.2%	0.0%	0.0%	0.0%	0.1%	50.9%
Zone 1	West Moors (DC)	0.2%	0.0%	0.0%	0.0%	0.1%	18.1%
Zone 1	West Parley (LC)	0.1%	0.0%	0.0%	0.0%	0.0%	45.1%
Zone 1	Wool (LC)	0.1%	0.0%	0.0%	0.0%	0.1%	8.3%
Zone 1	Other Zone 1 'South Eastern'	4.8%	0.5%	0.1%	0.7%	2.3%	61.9%
Zone 1	Total	17.1%	1.4%	0.2%	3.1%	8.3%	45.3%
Zone 2	Dorchester - Town Centre	0.7%	8.6%	1.8%	0.6%	3.1%	21.4%
Zone 2	Dorchester - Queen Mother Square, Poundbury	0.1%	1.1%	0.2%	0.0%	0.4%	15.9%
Zone 2	Dorchester - Elsewhere	0.4%	7.7%	1.8%	0.6%	2.7%	9.3%
Zone 2	Weymouth - Town Centre	0.2%	6.5%	0.9%	0.2%	2.1%	33.9%
Zone 2	Weymouth - Abbotsbury Road, Westham	0.0%	0.1%	0.0%	0.0%	0.0%	4.5%
Zone 2	Weymouth - Littlemoor Centre (LC)	0.1%	2.4%	0.2%	0.1%	0.8%	10.2%
Zone 2	Weymouth - Lodmoor Hill	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Zone 2	Weymouth - Portland Road, Wyke Regis	0.0%	0.4%	0.0%	0.0%	0.1%	16.6%
Zone 2	Weymouth - Southill Centre	0.0%	0.2%	0.0%	0.0%	0.1%	12.3%
Zone 2	Weymouth - Gateway RP/Mercery Road	0.1%	2.3%	0.4%	0.1%	0.8%	9.1%
Zone 2	Weymouth - Jubilee Close RP	0.1%	3.4%	0.4%	0.0%	1.1%	9.8%
Zone 2	Portland - Easton Square, Easton (LC)	0.0%	0.3%	0.0%	0.0%	0.1%	2.1%
Zone 2	Portland - Fortuneswell (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Portland - Elsewhere	0.0%	0.2%	0.0%	0.0%	0.1%	54.0%
Zone 2	Other Zone 2 'Central'	0.7%	6.4%	0.6%	0.3%	2.3%	15.0%
Zone 2	Total	2.3%	39.4%	6.4%	1.9%	13.5%	18.5%
Zone 3	Bridport - Town Centre	0.0%	0.3%	8.7%	0.0%	0.9%	28.2%
Zone 3	Bridport - Elsewhere	0.0%	0.4%	10.8%	0.0%	1.1%	16.9%
Zone 3	Lyme Regis - Town Centre	0.0%	0.0%	1.0%	0.0%	0.1%	81.1%
Zone 3	Lyme Regis - Elsewhere	0.0%	0.0%	0.5%	0.0%	0.1%	77.5%
Zone 3	Beaminster (LC)	0.0%	0.0%	0.9%	0.0%	0.1%	35.5%
Zone 3	West Bay (LC)	0.0%	0.0%	0.3%	0.0%	0.0%	68.1%
Zone 3	Other Zone 3 'Western'	0.0%	0.1%	1.4%	0.0%	0.2%	63.2%
Zone 3	Total	0.1%	0.8%	23.7%	0.1%	2.4%	40.1%
Zone 4	Gillingham - Town Centre	0.0%	0.0%	0.0%	2.6%	0.5%	30.8%
Zone 4	Gillingham - Kingsmead Business Park	0.0%	0.0%	0.0%	3.3%	0.7%	29.8%
Zone 4	Gillingham - Elsewhere	0.0%	0.0%	0.0%	1.0%	0.2%	30.9%
Zone 4	Sherborne - Town Centre	0.0%	0.3%	0.2%	3.7%	0.8%	40.8%
Zone 4	Sherborne - Elsewhere	0.0%	0.2%	0.1%	2.1%	0.5%	40.6%
Zone 4	Shaftesbury - Town Centre	0.1%	0.0%	0.0%	2.4%	0.5%	37.0%
Zone 4	Shaftesbury - Elsewhere	0.1%	0.0%	0.0%	1.7%	0.4%	36.1%
Zone 4	Sturminster Newton - Town Centre	0.0%	0.0%	0.0%	0.8%	0.2%	8.4%
Zone 4	Sturminster Newton - Elsewhere	0.1%	0.2%	0.0%	2.7%	0.6%	18.3%
Zone 4	Marnhull	0.0%	0.0%	0.0%	0.0%	0.0%	66.0%
Zone 4	Stalbridge	0.0%	0.0%	0.0%	0.2%	0.0%	36.0%
Zone 4	Other Zone 4 'Northern'	0.1%	0.8%	0.7%	5.6%	1.5%	60.3%
Zone 4	Total	0.5%	1.7%	1.0%	25.9%	5.9%	42.9%
Out of Area	Bournemouth	8.3%	1.4%	0.5%	0.9%	4.2%	
Out of Area	Christchurch	0.8%	0.1%	0.1%	0.1%	0.4%	
Out of Area	Poole	8.4%	2.0%	0.4%	1.3%	4.4%	
Out of Area	Fordingbridge	0.2%	0.0%	0.0%	0.0%	0.1%	
Out of Area	Ringwood	1.8%	0.1%	0.0%	0.1%	0.8%	
Out of Area	Salisbury	0.8%	0.2%	0.1%	2.3%	0.9%	
Out of Area	Wincanton	0.0%	0.0%	0.0%	0.5%	0.1%	
Out of Area	Yeovil	0.1%	1.2%	2.1%	6.4%	1.8%	
Out of Area	Chard	0.0%	0.0%	0.4%	0.0%	0.0%	
Out of Area	Other 'Somerset'	0.3%	0.8%	2.9%	2.9%	1.2%	
Out of Area	Other 'Hampshire'	1.3%	0.5%	0.5%	0.5%	0.8%	
Out of Area	Other 'Wiltshire'	0.2%	0.1%	0.1%	1.6%	0.5%	
Out of Area	Other 'Devon'	0.3%	0.7%	7.3%	0.7%	1.1%	
Out of Area	Elsewhere in UK	13.0%	8.0%	8.1%	8.8%	10.3%	
Out of Area	Total	35.5%	14.9%	22.6%	26.0%	26.5%	
Online Expenditure		44.4%	41.8%	46.2%	42.9%	43.5%	
Zone Total		100.0%	100.0%	100.0%	100.0%	100.0%	

TABLE B3.4: COMPARISON RETAIL TRADE DRAW BY CENTRE

Merchant Zone	Retail Location	Dorset Zones								
		Zone 1	Zone 2	Zone 3	Zone 4	Total Dorset (Zones 1-4)	Zone 5	Zone 6	Rest of UK	Grand Total
Zone 1	Blandford Forum - Town Centre	66.6%	4.5%	0.1%	18.1%	89.2%	2.4%	1.6%	6.8%	100.0%
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	68.8%	0.0%	0.0%	31.2%	100.0%	0.0%	0.0%	0.0%	100.0%
Zone 1	Blandford Forum - Elsewhere	59.2%	8.3%	0.2%	21.4%	89.0%	6.4%	1.1%	3.5%	100.0%
Zone 1	Ferndown - Town Centre	80.4%	1.5%	0.0%	0.2%	82.1%	10.8%	4.1%	2.9%	100.0%
Zone 1	Ferndown - Elsewhere	43.7%	1.2%	0.0%	0.6%	45.5%	20.1%	3.6%	30.7%	100.0%
Zone 1	Swanage - Town Centre	35.9%	1.7%	0.2%	0.7%	38.5%	6.7%	1.0%	53.8%	100.0%
Zone 1	Swanage - Elsewhere	71.8%	3.2%	0.0%	2.0%	77.1%	3.4%	0.2%	19.3%	100.0%
Zone 1	Verwood - Town Centre	63.1%	0.0%	0.0%	0.7%	63.9%	11.5%	12.6%	12.1%	100.0%
Zone 1	Verwood - Elsewhere	69.8%	1.4%	0.4%	0.7%	72.4%	13.8%	7.2%	6.7%	100.0%
Zone 1	Wareham - Town Centre	81.6%	5.5%	0.0%	0.7%	87.9%	4.6%	0.1%	7.5%	100.0%
Zone 1	Wareham - Elsewhere	79.5%	2.3%	0.1%	0.2%	82.1%	7.4%	0.8%	9.7%	100.0%
Zone 1	Wimborne Minster - Town Centre	55.9%	1.2%	0.1%	1.9%	59.1%	28.7%	1.2%	11.0%	100.0%
Zone 1	Wimborne Minster - Elsewhere	47.7%	2.0%	0.1%	1.2%	51.0%	40.9%	2.3%	5.8%	100.0%
Zone 1	Bere Regis (LC)	71.4%	26.3%	0.0%	1.2%	99.0%	0.5%	0.0%	0.5%	100.0%
Zone 1	Corfe Castle (LC)	21.5%	32.5%	0.1%	0.1%	54.2%	6.4%	0.5%	39.0%	100.0%
Zone 1	Corfe Mullen (LC)	51.7%	0.7%	0.0%	0.4%	52.8%	44.6%	1.0%	1.5%	100.0%
Zone 1	Lytchett Matravers (LC)	13.9%	2.0%	0.0%	0.0%	15.9%	5.5%	0.0%	78.6%	100.0%
Zone 1	Upton (TC)	47.4%	0.9%	0.0%	0.8%	49.1%	48.2%	0.1%	2.6%	100.0%
Zone 1	West Moors (DC)	81.1%	0.3%	0.0%	0.5%	81.9%	11.3%	1.8%	4.9%	100.0%
Zone 1	West Parley (LC)	54.8%	0.0%	0.0%	0.1%	54.9%	41.0%	3.5%	0.6%	100.0%
Zone 1	Wool (LC)	75.2%	16.4%	0.0%	0.0%	91.7%	1.7%	0.1%	6.5%	100.0%
Zone 1	Other Zone 1 'South Eastern'	33.5%	2.3%	0.1%	2.1%	38.1%	23.6%	4.0%	34.3%	100.0%
Zone 2	Dorchester - Town Centre	7.2%	64.0%	4.1%	3.2%	78.6%	2.3%	2.0%	17.1%	100.0%
Zone 2	Dorchester - Queen Mother Square, Poundbury	6.6%	70.8%	4.6%	2.1%	84.1%	3.2%	2.0%	10.7%	100.0%
Zone 2	Dorchester - Elsewhere	6.0%	75.2%	5.4%	4.1%	90.7%	1.0%	3.1%	5.2%	100.0%
Zone 2	Weymouth - Town Centre	2.5%	60.0%	2.5%	1.1%	66.1%	1.6%	1.8%	30.5%	100.0%
Zone 2	Weymouth - Abbotsbury Road, Westham	1.5%	93.8%	0.2%	0.0%	95.5%	0.2%	0.1%	4.3%	100.0%
Zone 2	Weymouth - Littlemoor Centre (LC)	3.5%	82.7%	2.3%	1.3%	89.8%	0.7%	2.3%	7.3%	100.0%
Zone 2	Weymouth - Lodmoor Hill	0.0%	96.6%	1.5%	0.0%	98.1%	0.0%	0.0%	1.9%	100.0%
Zone 2	Weymouth - Portland Road, Wyke Regis	2.0%	80.1%	0.6%	0.6%	83.4%	0.2%	0.7%	15.7%	100.0%
Zone 2	Weymouth - Southhill Centre	0.1%	87.6%	0.0%	0.0%	87.7%	9.6%	0.0%	2.8%	100.0%
Zone 2	Weymouth - Gateway RP/Mercery Road	4.8%	80.5%	4.0%	1.5%	90.9%	0.6%	1.1%	7.4%	100.0%
Zone 2	Weymouth - Jubilee Close RP	2.1%	84.7%	2.9%	0.4%	90.2%	0.5%	0.7%	8.6%	100.0%
Zone 2	Portland - Easton Square, Easton (LC)	0.0%	97.7%	0.1%	0.0%	97.9%	0.1%	0.0%	2.0%	100.0%
Zone 2	Portland - Fortuneswell (LC)	0.0%	100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
Zone 2	Portland - Elsewhere	2.5%	42.1%	1.3%	0.2%	46.0%	2.4%	4.6%	47.0%	100.0%
Zone 2	Other Zone 2 'Central'	11.7%	69.6%	1.8%	1.9%	85.0%	1.8%	1.3%	11.9%	100.0%
Zone 3	Bridport - Town Centre	0.8%	6.2%	64.2%	0.6%	71.8%	0.7%	4.4%	23.1%	100.0%
Zone 3	Bridport - Elsewhere	0.7%	8.7%	73.2%	0.5%	83.1%	0.4%	4.5%	12.0%	100.0%
Zone 3	Lyme Regis - Town Centre	0.8%	1.6%	16.1%	0.5%	18.9%	1.2%	12.5%	67.5%	100.0%
Zone 3	Lyme Regis - Elsewhere	0.6%	1.3%	20.0%	0.5%	22.5%	1.2%	18.4%	57.9%	100.0%
Zone 3	Beaminster (LC)	0.8%	7.9%	54.1%	1.7%	64.5%	0.7%	4.3%	30.5%	100.0%
Zone 3	West Bay (LC)	2.1%	5.5%	22.8%	1.6%	31.9%	1.4%	4.5%	62.2%	100.0%
Zone 3	Other Zone 3 'Western'	1.1%	6.6%	27.9%	1.3%	36.8%	1.0%	7.4%	54.8%	100.0%
Zone 4	Gillingham - Town Centre	0.7%	0.4%	0.1%	67.9%	69.2%	0.3%	20.0%	10.6%	100.0%
Zone 4	Gillingham - Kingsmead Business Park	2.0%	0.6%	0.0%	67.6%	70.2%	0.6%	19.2%	10.0%	100.0%
Zone 4	Gillingham - Elsewhere	0.4%	0.4%	0.0%	68.3%	69.1%	0.5%	20.4%	9.9%	100.0%
Zone 4	Sherborne - Town Centre	0.9%	7.1%	1.2%	50.0%	59.2%	0.5%	15.5%	24.9%	100.0%
Zone 4	Sherborne - Elsewhere	0.4%	8.6%	0.5%	49.9%	59.4%	0.1%	18.2%	22.3%	100.0%
Zone 4	Shaftesbury - Town Centre	3.7%	0.9%	0.0%	58.3%	63.0%	1.2%	17.8%	18.0%	100.0%
Zone 4	Shaftesbury - Elsewhere	4.2%	0.2%	0.0%	59.5%	63.9%	0.8%	21.1%	14.3%	100.0%
Zone 4	Sturminster Newton - Town Centre	5.5%	5.3%	0.0%	80.7%	91.6%	0.6%	3.1%	4.6%	100.0%
Zone 4	Sturminster Newton - Elsewhere	7.4%	6.4%	0.2%	67.7%	81.7%	1.2%	7.2%	9.9%	100.0%
Zone 4	Marnhull	9.3%	4.4%	0.8%	19.5%	34.0%	2.8%	4.4%	58.8%	100.0%
Zone 4	Stalbridge	0.4%	2.5%	0.1%	61.0%	64.0%	2.0%	6.3%	27.7%	100.0%
Zone 4	Other Zone 4 'Northern'	1.5%	6.6%	1.7%	29.9%	39.7%	0.5%	35.9%	24.0%	100.0%

TABLE B3.5: LEISURE FOOD & DRINK MARKET SHARES AND INFLOWS 2024 (INC SFT)

COMPARISON		Dorset Zones					% Inflow
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4	Dorset (Zones 1 - 4)	
Zone 1	Blandford Forum - Town Centre	2.7%	0.3%	0.1%	1.1%	1.4%	0.0%
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Blandford Forum - Elsewhere	1.1%	0.1%	0.0%	0.4%	0.6%	0.0%
Zone 1	Ferndown - Town Centre	1.1%	0.0%	0.0%	0.0%	0.5%	0.0%
Zone 1	Ferndown - Elsewhere	2.7%	0.1%	0.1%	0.1%	1.2%	0.0%
Zone 1	Swanage - Town Centre	2.2%	0.2%	0.1%	0.2%	1.0%	0.0%
Zone 1	Swanage - Elsewhere	0.5%	0.0%	0.0%	0.0%	0.2%	0.0%
Zone 1	Verwood - Town Centre	0.6%	0.0%	0.0%	0.0%	0.3%	0.0%
Zone 1	Verwood - Elsewhere	1.1%	0.0%	0.0%	0.0%	0.5%	0.0%
Zone 1	Wareham - Town Centre	1.6%	0.2%	0.0%	0.1%	0.7%	0.0%
Zone 1	Wareham - Elsewhere	1.0%	0.2%	0.1%	0.1%	0.5%	0.0%
Zone 1	Wimborne Minster - Town Centre	4.4%	0.1%	0.1%	0.3%	1.9%	0.0%
Zone 1	Wimborne Minster - Elsewhere	0.8%	0.0%	0.0%	0.0%	0.3%	0.0%
Zone 1	Bere Regis (LC)	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%
Zone 1	Corfe Castle (LC)	0.5%	0.1%	0.0%	0.0%	0.2%	0.0%
Zone 1	Corfe Mullen (LC)	0.6%	0.0%	0.0%	0.0%	0.3%	0.0%
Zone 1	Lytchett Matravers (LC)	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%
Zone 1	Upton (TC)	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%
Zone 1	West Moors (DC)	0.7%	0.0%	0.0%	0.0%	0.3%	0.0%
Zone 1	West Parley (LC)	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Wool (LC)	0.5%	0.2%	0.0%	0.0%	0.3%	0.0%
Zone 1	Other Zone 1 'South Eastern'	11.6%	1.6%	0.6%	1.8%	5.6%	0.0%
Zone 1	Total	34.6%	3.1%	1.2%	4.1%	15.9%	0.0%
Zone 2	Dorchester - Town Centre	0.7%	8.4%	1.6%	0.7%	3.3%	0.0%
Zone 2	Dorchester - Queen Mother Square, Poundbury	0.1%	1.3%	0.3%	0.2%	0.5%	0.0%
Zone 2	Dorchester - Elsewhere	0.3%	5.1%	0.9%	0.3%	1.9%	0.0%
Zone 2	Weymouth - Town Centre	0.4%	9.9%	0.7%	0.6%	3.5%	0.0%
Zone 2	Weymouth - Abbotsbury Road, Westham	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Zone 2	Weymouth - Littlemoor Centre (LC)	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%
Zone 2	Weymouth - Lodmoor Hill	0.0%	0.7%	0.0%	0.0%	0.2%	0.0%
Zone 2	Weymouth - Portland Road, Wyke Regis	0.0%	0.5%	0.0%	0.0%	0.2%	0.0%
Zone 2	Weymouth - Southill Centre	0.0%	0.7%	0.0%	0.0%	0.2%	0.0%
Zone 2	Weymouth - Gateway RP/Mercery Road	0.1%	2.2%	0.2%	0.0%	0.8%	0.0%
Zone 2	Weymouth - Jubilee Close RP	0.1%	1.8%	0.3%	0.1%	0.6%	0.0%
Zone 2	Portland - Easton Square, Easton (LC)	0.0%	0.4%	0.0%	0.0%	0.1%	0.0%
Zone 2	Portland - Fortuneswell (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Portland - Elsewhere	0.0%	1.6%	0.2%	0.0%	0.6%	0.0%
Zone 2	Other Zone 2 'Central'	1.5%	17.9%	4.7%	2.2%	7.2%	0.0%
Zone 2	Total	3.3%	51.0%	9.1%	4.2%	19.3%	0.0%
Zone 3	Bridport - Town Centre	0.1%	0.3%	9.7%	0.1%	1.0%	0.0%
Zone 3	Bridport - Elsewhere	0.0%	0.3%	7.1%	0.1%	0.8%	0.0%
Zone 3	Lyme Regis - Town Centre	0.1%	0.1%	2.5%	0.1%	0.3%	0.0%
Zone 3	Lyme Regis - Elsewhere	0.0%	0.0%	1.8%	0.0%	0.2%	0.0%
Zone 3	Beaminster (LC)	0.0%	0.0%	1.9%	0.0%	0.2%	0.0%
Zone 3	West Bay (LC)	0.1%	0.4%	5.1%	0.2%	0.7%	0.0%
Zone 3	Other Zone 3 'Western'	0.3%	1.2%	14.3%	0.7%	1.9%	0.0%
Zone 3	Total	0.5%	2.4%	42.3%	1.1%	5.1%	0.0%
Zone 4	Gillingham - Town Centre	0.0%	0.0%	0.0%	1.3%	0.3%	0.0%
Zone 4	Gillingham - Kingsmead Business Park	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Zone 4	Gillingham - Elsewhere	0.0%	0.0%	0.0%	1.5%	0.3%	0.0%
Zone 4	Sherborne - Town Centre	0.1%	0.4%	0.2%	5.0%	1.1%	0.0%
Zone 4	Sherborne - Elsewhere	0.0%	0.1%	0.1%	2.9%	0.6%	0.0%
Zone 4	Shaftesbury - Town Centre	0.1%	0.1%	0.0%	5.4%	1.0%	0.0%
Zone 4	Shaftesbury - Elsewhere	0.2%	0.0%	0.0%	3.4%	0.7%	0.0%
Zone 4	Sturminster Newton - Town Centre	0.1%	0.0%	0.0%	2.0%	0.4%	0.0%
Zone 4	Sturminster Newton - Elsewhere	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%
Zone 4	Marnhull	0.0%	0.0%	0.0%	0.7%	0.1%	0.0%
Zone 4	Stalbridge	0.1%	0.0%	0.0%	0.9%	0.2%	0.0%
Zone 4	Other Zone 4 'Northern'	0.6%	0.4%	0.2%	9.0%	2.0%	0.0%
Zone 4	Total	1.1%	1.1%	0.5%	33.0%	6.8%	0.0%
Out of Area	Bournemouth	6.3%	1.2%	0.5%	1.1%	3.2%	
Out of Area	Christchurch	1.9%	0.1%	0.1%	0.3%	0.9%	
Out of Area	Poole	6.5%	1.2%	0.3%	1.2%	3.3%	
Out of Area	Fordingbridge	0.1%	0.0%	0.0%	0.0%	0.1%	
Out of Area	Ringwood	1.9%	0.0%	0.0%	0.0%	0.8%	
Out of Area	Salisbury	0.6%	0.1%	0.1%	1.5%	0.6%	
Out of Area	Wincanton	0.0%	0.0%	0.0%	0.6%	0.1%	
Out of Area	Yeovil	0.1%	0.8%	1.4%	4.3%	1.2%	
Out of Area	Chard	0.0%	0.0%	0.4%	0.0%	0.0%	
Out of Area	Other 'Somerset'	0.6%	1.3%	3.6%	6.6%	2.2%	
Out of Area	Other 'Hampshire'	3.9%	1.5%	1.5%	1.9%	2.5%	
Out of Area	Other 'Wiltshire'	1.0%	0.5%	0.5%	4.1%	1.3%	
Out of Area	Other 'Devon'	1.2%	1.6%	7.7%	2.1%	2.1%	
Out of Area	Elsewhere in UK	22.0%	16.0%	20.4%	20.7%	19.7%	
Out of Area	Total	46.1%	24.4%	36.6%	44.4%	37.9%	
Online Expenditure		14.4%	18.0%	10.3%	13.2%	15.0%	
Zone Total		100.0%	100.0%	100.0%	100.0%	100.0%	

TABLE B3.6: LEISURE FOOD & DRINK TRADE DRAW BY CENTRE

Merchant Zone	Retail Location	Dorset Zones									Grand Total
		Zone 1	Zone 2	Zone 3	Zone 4	Total Dorset (Zones 1-4)	Zone 5	Zone 6	Rest of UK		
Zone 1	Blandford Forum - Town Centre	61.3%	4.7%	0.5%	10.8%	77.3%	4.7%	1.1%	16.9%	100.0%	
Zone 1	Blandford Forum - Stour Park, Blandford St Mary										
Zone 1	Blandford Forum - Elsewhere	44.3%	3.0%	0.2%	6.3%	53.7%	4.9%	1.3%	40.1%	100.0%	
Zone 1	Ferndown - Town Centre	69.3%	0.6%	0.0%	0.2%	70.2%	20.2%	1.5%	8.1%	100.0%	
Zone 1	Ferndown - Elsewhere	45.3%	1.5%	0.3%	0.9%	48.0%	28.8%	3.0%	20.2%	100.0%	
Zone 1	Swanage - Town Centre	24.8%	1.9%	0.2%	1.1%	27.9%	8.5%	1.1%	62.4%	100.0%	
Zone 1	Swanage - Elsewhere	36.6%	1.9%	0.2%	0.5%	39.2%	4.3%	0.7%	55.8%	100.0%	
Zone 1	Verwood - Town Centre	82.6%	0.4%	0.0%	0.6%	83.6%	5.1%	2.7%	8.6%	100.0%	
Zone 1	Verwood - Elsewhere	76.7%	0.4%	0.1%	0.5%	77.6%	5.8%	2.8%	13.8%	100.0%	
Zone 1	Wareham - Town Centre	54.2%	4.8%	0.4%	1.1%	60.5%	8.3%	0.5%	30.7%	100.0%	
Zone 1	Wareham - Elsewhere	42.8%	5.6%	0.5%	1.0%	49.9%	14.8%	0.7%	34.6%	100.0%	
Zone 1	Wimborne Minster - Town Centre	49.9%	1.3%	0.2%	1.5%	52.8%	28.6%	1.0%	17.6%	100.0%	
Zone 1	Wimborne Minster - Elsewhere	45.9%	1.0%	0.1%	0.7%	47.7%	28.4%	0.9%	23.1%	100.0%	
Zone 1	Bere Regis (LC)	70.9%	7.7%	0.0%	0.5%	79.1%	2.3%	0.9%	17.8%	100.0%	
Zone 1	Corfe Castle (LC)	20.8%	2.1%	0.4%	0.5%	23.8%	10.4%	0.9%	64.9%	100.0%	
Zone 1	Corfe Mullen (LC)	63.9%	0.5%	0.0%	0.1%	64.6%	27.9%	0.6%	7.0%	100.0%	
Zone 1	Lytchett Matravers (LC)	53.0%	7.0%	0.2%	0.2%	60.4%	17.1%	0.7%	21.8%	100.0%	
Zone 1	Upton (TC)	49.5%	1.0%	0.1%	0.2%	50.8%	36.8%	0.6%	11.8%	100.0%	
Zone 1	West Moors (DC)	61.1%	0.5%	0.1%	0.5%	62.2%	13.8%	2.4%	21.7%	100.0%	
Zone 1	West Parley (LC)	54.1%	0.6%	0.0%	0.1%	54.8%	37.2%	0.3%	7.6%	100.0%	
Zone 1	Wool (LC)	48.6%	11.9%	0.2%	0.7%	61.5%	6.2%	0.9%	31.4%	100.0%	
Zone 1	Other Zone 1 'South Eastern'	32.6%	3.5%	0.4%	2.2%	38.7%	20.5%	2.0%	38.8%	100.0%	
Zone 2	Dorchester - Town Centre	6.9%	62.3%	3.4%	2.9%	75.5%	3.3%	3.2%	18.1%	100.0%	
Zone 2	Dorchester - Queen Mother Square, Poundbury	5.9%	57.2%	3.4%	5.2%	71.6%	4.6%	3.2%	20.6%	100.0%	
Zone 2	Dorchester - Elsewhere	5.7%	64.8%	3.4%	2.2%	76.0%	2.5%	2.6%	18.9%	100.0%	
Zone 2	Weymouth - Town Centre	2.1%	39.7%	0.8%	1.3%	44.0%	2.2%	3.1%	50.7%	100.0%	
Zone 2	Weymouth - Abbotsbury Road, Westham	0.7%	85.7%	0.1%	0.2%	86.7%	0.5%	0.6%	12.3%	100.0%	
Zone 2	Weymouth - Littlemoor Centre (LC)	3.0%	78.2%	1.0%	0.7%	82.9%	0.5%	2.0%	14.5%	100.0%	
Zone 2	Weymouth - Lodmoor Hill	3.8%	78.3%	1.5%	0.7%	84.4%	3.9%	2.8%	8.9%	100.0%	
Zone 2	Weymouth - Portland Road, Wyke Regis	0.9%	84.1%	0.1%	0.1%	85.2%	0.3%	0.4%	14.0%	100.0%	
Zone 2	Weymouth - Southill Centre	0.7%	88.3%	0.2%	0.1%	89.3%	1.2%	0.3%	9.2%	100.0%	
Zone 2	Weymouth - Gateway RP/Mercery Road	3.4%	78.2%	2.3%	0.9%	84.8%	1.1%	1.2%	13.0%	100.0%	
Zone 2	Weymouth - Jubilee Close RP	3.1%	68.4%	3.3%	1.4%	76.2%	2.5%	3.2%	18.2%	100.0%	
Zone 2	Portland - Easton Square, Easton (LC)	0.4%	81.1%	0.1%	0.1%	81.7%	0.3%	0.2%	17.7%	100.0%	
Zone 2	Portland - Fortuneswell (LC)	0.0%	57.7%	1.4%	0.0%	59.1%	0.0%	0.0%	40.9%	100.0%	
Zone 2	Portland - Elsewhere	0.9%	55.0%	2.4%	0.5%	58.8%	1.9%	1.2%	38.1%	100.0%	
Zone 2	Other Zone 2 'Central'	4.4%	42.4%	3.2%	3.0%	53.0%	3.2%	2.8%	41.0%	100.0%	
Zone 3	Bridport - Town Centre	1.2%	5.8%	51.7%	0.7%	59.5%	1.6%	3.7%	35.2%	100.0%	
Zone 3	Bridport - Elsewhere	1.3%	7.5%	49.9%	1.0%	59.8%	1.8%	4.0%	34.4%	100.0%	
Zone 3	Lyme Regis - Town Centre	1.1%	1.8%	12.2%	0.5%	15.7%	1.4%	8.4%	74.5%	100.0%	
Zone 3	Lyme Regis - Elsewhere	0.7%	0.9%	17.6%	0.3%	19.6%	1.2%	8.1%	71.1%	100.0%	
Zone 3	Beaminster (LC)	0.6%	4.7%	57.9%	0.9%	64.1%	1.2%	2.9%	31.9%	100.0%	
Zone 3	West Bay (LC)	1.9%	5.9%	22.0%	1.6%	31.3%	2.3%	5.2%	61.1%	100.0%	
Zone 3	Other Zone 3 'Western'	1.4%	4.9%	16.4%	1.5%	24.2%	1.9%	6.5%	67.5%	100.0%	
Zone 4	Gillingham - Town Centre	1.2%	3.1%	0.1%	72.8%	77.3%	1.1%	9.8%	11.8%	100.0%	
Zone 4	Gillingham - Kingsmead Business Park	4.1%	0.7%	0.0%	60.3%	65.2%	3.4%	15.9%	15.5%	100.0%	
Zone 4	Gillingham - Elsewhere	1.1%	0.9%	0.2%	62.0%	64.2%	1.1%	11.6%	23.1%	100.0%	
Zone 4	Sherborne - Town Centre	1.3%	5.5%	0.7%	42.8%	50.4%	1.1%	16.2%	32.2%	100.0%	
Zone 4	Sherborne - Elsewhere	0.6%	3.5%	0.9%	47.5%	52.5%	0.6%	21.2%	25.7%	100.0%	
Zone 4	Shaftesbury - Town Centre	3.1%	1.0%	0.1%	59.5%	63.7%	2.4%	9.9%	24.0%	100.0%	
Zone 4	Shaftesbury - Elsewhere	6.6%	1.5%	0.1%	55.8%	63.9%	3.4%	9.4%	23.3%	100.0%	
Zone 4	Sturminster Newton - Town Centre	4.5%	2.2%	0.2%	77.2%	84.1%	2.1%	2.4%	11.4%	100.0%	
Zone 4	Sturminster Newton - Elsewhere	3.6%	2.1%	0.1%	82.3%	88.1%	1.2%	3.2%	7.5%	100.0%	
Zone 4	Marnhull	2.3%	2.6%	0.0%	61.8%	66.7%	1.2%	4.6%	27.5%	100.0%	
Zone 4	Stalbridge	9.0%	1.8%	0.0%	66.2%	77.1%	0.9%	12.7%	9.3%	100.0%	
Zone 4	Other Zone 4 'Northern'	6.6%	3.5%	0.5%	43.0%	53.6%	2.7%	13.4%	30.4%	100.0%	

TABLE B3.7: LEISURE ENTERTAINMENT MARKET SHARES AND INFLOWS 2024 (INC SFT)

COMPARISON		Dorset Zones					% Inflow
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4	Dorset (Zones 1 - 4)	
Zone 1	Blandford Forum - Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Blandford Forum - Elsewhere	0.5%	0.1%	0.0%	0.4%	0.3%	0.0%
Zone 1	Ferndown - Town Centre	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%
Zone 1	Ferndown - Elsewhere	0.6%	0.0%	0.0%	0.0%	0.2%	0.0%
Zone 1	Swanage - Town Centre	0.9%	0.2%	0.2%	0.2%	0.5%	0.0%
Zone 1	Swanage - Elsewhere	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%
Zone 1	Verwood - Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Verwood - Elsewhere	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%
Zone 1	Wareham - Town Centre	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%
Zone 1	Wareham - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Wimborne Minster - Town Centre	1.4%	0.1%	0.0%	0.1%	0.6%	0.0%
Zone 1	Wimborne Minster - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Bere Regis (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Corfe Castle (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Corfe Mullen (LC)	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%
Zone 1	Lytchett Matravers (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Upton (TC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	West Moors (DC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	West Parley (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Wool (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Other Zone 1 'South Eastern'	3.7%	2.1%	0.9%	1.1%	2.4%	0.0%
Zone 1	Total	8.3%	2.5%	1.1%	1.8%	4.6%	0.0%
Zone 2	Dorchester - Town Centre	0.3%	1.9%	0.8%	0.3%	0.8%	0.0%
Zone 2	Dorchester - Queen Mother Square, Poundbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Dorchester - Elsewhere	0.2%	0.8%	0.7%	0.3%	0.4%	0.0%
Zone 2	Weymouth - Town Centre	0.2%	3.6%	0.4%	0.3%	1.2%	0.0%
Zone 2	Weymouth - Abbotsbury Road, Westham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Weymouth - Littlemoor Centre (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Weymouth - Lodmoor Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Weymouth - Portland Road, Wyke Regis	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Weymouth - Southill Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Weymouth - Gateway RP/Mercery Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Weymouth - Jubilee Close RP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Portland - Easton Square, Easton (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Portland - Fortuneswell (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Portland - Elsewhere	0.0%	0.2%	0.0%	0.0%	0.1%	0.0%
Zone 2	Other Zone 2 'Central'	0.9%	9.0%	2.4%	0.5%	3.3%	0.0%
Zone 2	Total	1.6%	15.4%	4.4%	1.3%	5.8%	0.0%
Zone 3	Bridport - Town Centre	0.0%	0.1%	4.1%	0.0%	0.4%	0.0%
Zone 3	Bridport - Elsewhere	0.0%	0.1%	1.2%	0.0%	0.1%	0.0%
Zone 3	Lyme Regis - Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3	Lyme Regis - Elsewhere	0.0%	0.0%	1.1%	0.0%	0.1%	0.0%
Zone 3	Beaminster (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 3	West Bay (LC)	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Zone 3	Other Zone 3 'Western'	0.1%	0.6%	7.1%	0.1%	0.8%	0.0%
Zone 3	Total	0.1%	0.8%	13.6%	0.2%	1.4%	0.0%
Zone 4	Gillingham - Town Centre	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Zone 4	Gillingham - Kingsmead Business Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 4	Gillingham - Elsewhere	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Zone 4	Sherborne - Town Centre	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Zone 4	Sherborne - Elsewhere	0.0%	0.7%	0.2%	3.8%	1.1%	0.0%
Zone 4	Shaftesbury - Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 4	Shaftesbury - Elsewhere	0.0%	0.0%	0.0%	0.5%	0.1%	0.0%
Zone 4	Sturminster Newton - Town Centre	0.0%	0.0%	0.0%	2.4%	0.6%	0.0%
Zone 4	Sturminster Newton - Elsewhere	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%
Zone 4	Marnhull	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 4	Stalbridge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 4	Other Zone 4 'Northern'	0.4%	0.3%	0.5%	1.5%	0.6%	0.0%
Zone 4	Total	0.5%	1.0%	0.7%	8.9%	2.5%	0.0%
Out of Area	Bournemouth	2.2%	0.5%	0.2%	0.4%	1.1%	
Out of Area	Christchurch	2.4%	0.2%	0.1%	0.1%	1.1%	
Out of Area	Poole	1.6%	0.5%	0.2%	0.4%	0.9%	
Out of Area	Fordingbridge	0.0%	0.0%	0.0%	0.0%	0.0%	
Out of Area	Ringwood	0.1%	0.0%	0.0%	0.0%	0.0%	
Out of Area	Salisbury	0.2%	0.0%	0.0%	0.4%	0.2%	
Out of Area	Wincanton	0.0%	0.0%	0.0%	0.0%	0.0%	
Out of Area	Yeovil	0.0%	0.2%	0.3%	1.4%	0.4%	
Out of Area	Chard	0.0%	0.0%	0.1%	0.0%	0.0%	
Out of Area	Other 'Somerset'	0.3%	0.8%	1.1%	2.1%	0.9%	
Out of Area	Other 'Hampshire'	2.0%	0.9%	0.7%	0.8%	1.3%	
Out of Area	Other 'Wiltshire'	1.4%	1.0%	0.6%	2.7%	1.5%	
Out of Area	Other 'Devon'	0.5%	1.1%	4.4%	0.7%	1.0%	
Out of Area	Elsewhere in UK	11.7%	8.2%	9.2%	7.8%	9.6%	
Out of Area	Total	22.5%	13.3%	17.0%	16.8%	18.1%	
Online Expenditure	Total	67.1%	66.9%	63.2%	71.1%	67.6%	
Zone Total		100.0%	100.0%	100.0%	100.0%	100.0%	

TABLE B3.8: LEISURE ENTERTAINMENT TRADE DRAW BY CENTRE

Merchant Zone	Retail Location	Dorset Zones								
		Zone 1	Zone 2	Zone 3	Zone 4	Total Dorset (Zones 1-4)	Zone 5	Zone 6	Rest of UK	Grand Total
Zone 1	Blandford Forum - Town Centre									
Zone 1	Blandford Forum - Stour Park, Blandford St Mary									
Zone 1	Blandford Forum - Elsewhere	47.4%	7.1%	0.6%	20.7%	75.7%	11.0%	5.2%	8.1%	100.0%
Zone 1	Ferndown - Town Centre	50.2%	0.8%	0.0%	0.3%	51.2%	38.8%	4.2%	5.7%	100.0%
Zone 1	Ferndown - Elsewhere	70.3%	0.6%	0.0%	0.2%	71.2%	17.1%	4.7%	7.0%	100.0%
Zone 1	Swanage - Town Centre	12.9%	2.4%	0.5%	1.2%	16.9%	8.9%	1.3%	72.9%	100.0%
Zone 1	Swanage - Elsewhere	38.2%	1.0%	0.0%	0.1%	39.3%	6.7%	0.3%	53.7%	100.0%
Zone 1	Verwood - Town Centre									
Zone 1	Verwood - Elsewhere	56.1%	0.0%	0.1%	0.1%	56.3%	13.3%	23.6%	6.8%	100.0%
Zone 1	Wareham - Town Centre	72.0%	2.8%	0.0%	0.0%	74.8%	5.3%	0.0%	19.9%	100.0%
Zone 1	Wareham - Elsewhere	48.6%	3.4%	0.0%	0.0%	52.0%	13.1%	0.0%	35.0%	100.0%
Zone 1	Wimborne Minster - Town Centre	57.3%	1.5%	0.0%	1.6%	60.5%	30.0%	1.2%	8.2%	100.0%
Zone 1	Wimborne Minster - Elsewhere	35.2%	1.0%	0.0%	1.3%	37.5%	42.2%	0.7%	19.7%	100.0%
Zone 1	Bere Regis (LC)	65.9%	0.0%	0.0%	0.0%	65.9%	34.1%	0.0%	0.0%	100.0%
Zone 1	Corfe Castle (LC)									
Zone 1	Corfe Mullen (LC)	53.0%	1.5%	0.0%	0.1%	54.5%	42.8%	0.0%	2.6%	100.0%
Zone 1	Lytchett Matravers (LC)	37.4%	0.0%	0.0%	0.0%	37.4%	61.7%	0.0%	0.9%	100.0%
Zone 1	Upton (TC)									
Zone 1	West Moors (DC)	5.1%	0.0%	0.0%	4.0%	9.1%	56.7%	3.4%	30.8%	100.0%
Zone 1	West Parley (LC)									
Zone 1	Wool (LC)									
Zone 1	Other Zone 1 'South Eastern'	13.1%	5.2%	0.6%	2.2%	21.0%	14.3%	2.6%	62.1%	100.0%
Zone 2	Dorchester - Town Centre	10.9%	50.7%	5.9%	5.7%	73.2%	3.0%	5.7%	18.1%	100.0%
Zone 2	Dorchester - Queen Mother Square, Poundbury									
Zone 2	Dorchester - Elsewhere	10.6%	30.6%	7.7%	8.1%	57.0%	3.1%	6.8%	33.1%	100.0%
Zone 2	Weymouth - Town Centre	2.8%	39.9%	1.2%	2.2%	46.1%	2.2%	6.4%	45.3%	100.0%
Zone 2	Weymouth - Abbotsbury Road, Westham									
Zone 2	Weymouth - Littlemoor Centre (LC)									
Zone 2	Weymouth - Lodmoor Hill	1.7%	53.5%	1.9%	0.0%	57.1%	0.0%	0.0%	42.9%	100.0%
Zone 2	Weymouth - Portland Road, Wyke Regis									
Zone 2	Weymouth - Southill Centre									
Zone 2	Weymouth - Gateway RP/Mercery Road									
Zone 2	Weymouth - Jubilee Close RP									
Zone 2	Portland - Easton Square, Easton (LC)									
Zone 2	Portland - Fortuneswell (LC)									
Zone 2	Portland - Elsewhere	2.1%	12.7%	1.0%	0.8%	16.6%	2.2%	1.6%	79.7%	100.0%
Zone 2	Other Zone 2 'Central'	4.3%	30.5%	2.2%	1.4%	38.3%	5.0%	2.3%	54.3%	100.0%
Zone 3	Bridport - Town Centre	0.8%	7.5%	59.1%	1.0%	68.5%	0.9%	4.8%	25.8%	100.0%
Zone 3	Bridport - Elsewhere	1.9%	10.7%	42.1%	1.6%	56.4%	4.5%	4.7%	34.5%	100.0%
Zone 3	Lyme Regis - Town Centre									
Zone 3	Lyme Regis - Elsewhere	0.7%	0.8%	15.4%	0.2%	17.0%	0.8%	16.5%	65.7%	100.0%
Zone 3	Beaminster (LC)	0.0%	0.0%	76.7%	0.0%	76.7%	0.0%	0.0%	23.3%	100.0%
Zone 3	West Bay (LC)	0.0%	4.2%	41.6%	1.1%	46.9%	3.3%	2.3%	47.4%	100.0%
Zone 3	Other Zone 3 'Western'	1.3%	9.5%	31.9%	1.6%	44.3%	2.3%	7.7%	45.7%	100.0%
Zone 4	Gillingham - Town Centre	0.8%	0.0%	0.0%	85.8%	86.7%	0.0%	5.5%	7.8%	100.0%
Zone 4	Gillingham - Kingsmead Business Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	100.0%
Zone 4	Gillingham - Elsewhere	0.2%	0.4%	0.0%	71.4%	72.0%	1.3%	8.2%	18.5%	100.0%
Zone 4	Sherborne - Town Centre	0.0%	7.9%	0.3%	39.0%	47.1%	1.3%	21.2%	30.4%	100.0%
Zone 4	Sherborne - Elsewhere	0.6%	10.2%	0.9%	44.2%	55.8%	0.4%	15.8%	27.9%	100.0%
Zone 4	Shaftesbury - Town Centre	8.7%	0.0%	0.0%	66.2%	74.8%	0.0%	12.3%	12.9%	100.0%
Zone 4	Shaftesbury - Elsewhere	2.7%	0.1%	0.0%	42.7%	45.4%	0.3%	12.8%	41.5%	100.0%
Zone 4	Sturminster Newton - Town Centre	2.4%	1.7%	0.0%	89.9%	94.0%	0.6%	1.3%	4.2%	100.0%
Zone 4	Sturminster Newton - Elsewhere	0.0%	0.0%	0.0%	98.9%	98.9%	0.0%	0.0%	1.1%	100.0%
Zone 4	Marnhull									
Zone 4	Stalbridge									
Zone 4	Other Zone 4 'Northern'	8.2%	4.2%	1.9%	17.2%	31.5%	5.0%	25.8%	37.7%	100.0%

APPENDIX B4: POPULATION AND RETAIL EXPENDITURE

TABLE B4.1: BASE YEAR POPULATION & PROJECTIONS (2023 - 2043)

		2023	2024	2025	2030	2035	2040	2043
Zone 1	South Eastern Dorset	159,972	161,752	162,347	164,744	166,380	167,870	168,857
Zone 2	Central Dorset	126,941	128,567	129,181	131,772	134,010	136,221	137,479
Zone 3	Western Dorset	34,315	34,937	35,166	36,108	36,740	37,146	37,339
Zone 4	Northern Dorset	63,558	64,107	64,245	64,771	65,203	65,670	65,975
Total Study Area (Dorset):		384,786	389,363	390,939	397,395	402,333	406,907	409,650

Notes: Population Projections from Experian Location Analyst (based on ONS)

Growth 2025 to 2035:	
%	No.
2.5%	4,033
3.7%	4,829
4.5%	1,574
1.5%	958
2.9%	11,394

Growth 2025 to 2043:	
%	No.
4.0%	6,510
6.4%	8,298
6.2%	2,173
2.7%	1,730
4.8%	18,711

TABLE B4.2: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (2023 to 2043)

		Including SFT						
		2023	2024	2025	2030	2035	2040	2043
Zone 1	South Eastern Dorset	£3,311	£3,251	£3,225	£3,171	£3,139	£3,121	£3,111
Zone 2	Central Dorset	£3,249	£3,191	£3,165	£3,112	£3,081	£3,062	£3,053
Zone 3	Western Dorset	£3,539	£3,475	£3,447	£3,389	£3,356	£3,335	£3,325
Zone 4	Northern Dorset	£3,418	£3,356	£3,330	£3,273	£3,241	£3,221	£3,212

Notes: Average spend per capita estimates (2023 prices) are derived from Experian 'Location Analyst' Reports. The year-on-year expenditure growth forecasts have been informed by Experian's Retail Planner Briefing Note 22 (March 2025). Forecast growth in available spend is informed by the year-on-year national growth forecasts as published in Experian's Retail Planner Briefing Note 22 (March 2025).

TABLE B4.3: CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (2023 to 2043) ADJUSTED FOR SFT AND SALES IN NON-FOOD OUTLETS

		Excluding SFT						
		2023	2024	2025	2030	2035	2040	2043
Zone 1	South Eastern Dorset		£2,983	£2,956	£2,880	£2,833	£2,794	£2,786
Zone 2	Central Dorset		£2,927	£2,900	£2,827	£2,780	£2,742	£2,734
Zone 3	Western Dorset		£3,188	£3,159	£3,079	£3,028	£2,987	£2,978
Zone 4	Northern Dorset		£3,079	£3,051	£2,974	£2,925	£2,885	£2,876

Notes: For 2024 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) using the data from Experian Insights (Tables B3.1)

For 2025 - 2043 the growth in SFT is based on estimates provided in Experian's Retail Planner Briefing Note 22 (March 2025)
Available convenience spend is decreased by LSH estimate of sales in non-food and variety stores

TABLE B4.4: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (£million) (2024 to 2043)

		Excluding Special Forms of Trading (SFT) (£m)					
		2024	2025	2030	2035	2040	2043
Zone 1	South Eastern Dorset	£482.45	£479.83	£474.54	£471.37	£469.10	£470.44
Zone 2	Central Dorset	£376.29	£374.66	£372.46	£372.55	£373.53	£375.85
Zone 3	Western Dorset	£111.38	£111.09	£111.17	£111.25	£110.95	£111.19
Zone 4	Northern Dorset	£197.39	£196.02	£192.60	£190.69	£189.44	£189.75
Total Study Area (Dorset):		£1,167.51	£1,161.60	£1,150.77	£1,145.87	£1,143.02	£1,147.24

Notes: Derived from Tables B4.1 & B4.3

Growth 2025 to 2035:	
%	£(m)
-1.8%	-£8.46
-0.6%	-£2.11
0.1%	£0.16
-2.7%	-£5.32
-1.4%	-£15.73

Growth 2025 to 2043:	
%	£m
-2.0%	-£9.39
0.3%	£1.19
0.1%	£0.10
-3.2%	-£6.27
-1.2%	-£14.36

TABLE B4.5: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (2023 to 2043)

		Including SFT						
		2023	2024	2025	2030	2035	2040	2043
Zone 1	South Eastern Dorset	£4,868	£4,819	£4,824	£5,384	£6,121	£6,939	£7,472
Zone 2	Central Dorset	£4,583	£4,537	£4,542	£5,068	£5,762	£6,532	£7,035
Zone 3	Western Dorset	£4,874	£4,825	£4,830	£5,390	£6,128	£6,947	£7,481
Zone 4	Northern Dorset	£4,785	£4,737	£4,742	£5,292	£6,016	£6,820	£7,345

Notes: Average spend per capita estimates (2023 prices) are derived from Experian 'Location Analyst' Reports. The year-on-year expenditure growth forecasts have been informed by Experian's Retail Planner Briefing Note 22 (March 2025). Forecast growth in available spend is informed by the year-on-year national growth forecasts as published in Experian's Retail Planner Briefing Note 22 (March 2025).

TABLE B4.6: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (2024 to 2043) ADJUSTED FOR SFT AND SALES IN FOOD OUTLETS

		Excluding SFT						
		2024	2025	2030	2035	2040	2043	
Zone 1	South Eastern Dorset		£2,961	£2,940	£3,159	£3,461	£3,775	£4,066
Zone 2	Central Dorset		£2,788	£2,768	£2,974	£3,258	£3,554	£3,828
Zone 3	Western Dorset		£2,965	£2,943	£3,163	£3,465	£3,780	£4,071
Zone 4	Northern Dorset		£2,911	£2,890	£3,105	£3,402	£3,711	£3,996

Notes: For 2024 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) using the data from Experian Insights (Tables B3.1)

For 2025 - 2043 the growth in SFT is based on estimates provided in Experian's Retail Planner Briefing Note 22 (March 2025)
Available comparison spend is decreased by LSH estimate of sales in food and grocery stores

TABLE B4.7: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (£million) (2024 to 2043)

		Excluding Special Forms of Trading (SFT) (£m)					
		2024	2025	2030	2035	2040	2043
Zone 1	South Eastern Dorset	£478.96	£477.27	£520.43	£575.83	£633.76	£686.50
Zone 2	Central Dorset	£358.41	£357.53	£391.90	£436.65	£484.17	£526.21
Zone 3	Western Dorset	£103.58	£103.51	£114.21	£127.31	£140.41	£151.99
Zone 4	Northern Dorset	£186.59	£185.65	£201.12	£221.82	£243.70	£263.65
Total Study Area (Dorset):		£1,127.53	£1,123.95	£1,227.66	£1,361.61	£1,502.03	£1,628.35

Notes: Derived from Tables B4.1 & B4.6

Growth 2025 to 2035:	
%	£(m)
20.7%	£98.57
22.1%	£79.12
23.0%	£23.80
19.5%	£36.17
21.1%	£237.66

Growth 2025 to 2043:	
%	£m
43.8%	£209.23
47.2%	£168.68
46.8%	£48.49
42.0%	£78.01
44.9%	£504.40

APPENDIX B5: CONVENIENCE CAPACITY TABLES

TABLE B5.1: CONVENIENCE MARKET SHARES 2024 (EXC SFT)

SUPERMARKETS (CONVENIENCE)		Dorset Zones					% Inflow
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4	Dorset (Zones 1 - 4)	
Zone 1	Blandford Forum - Town Centre	2.3%	0.2%	0.0%	0.8%	1.1%	6.7%
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	7.9%	1.2%	0.1%	3.8%	4.3%	8.0%
Zone 1	Blandford Forum - Elsewhere	4.8%	0.7%	0.0%	3.2%	2.8%	6.6%
Zone 1	Ferndown - Town Centre	5.3%	0.0%	0.0%	0.0%	2.1%	15.7%
Zone 1	Ferndown - Elsewhere	12.1%	0.1%	0.1%	0.1%	4.9%	24.7%
Zone 1	Swanage - Town Centre	2.0%	0.0%	0.0%	0.0%	0.8%	34.5%
Zone 1	Swanage - Elsewhere	0.5%	0.0%	0.0%	0.0%	0.2%	24.7%
Zone 1	Verwood - Town Centre	0.6%	0.0%	0.0%	0.0%	0.2%	13.2%
Zone 1	Verwood - Elsewhere	8.7%	0.0%	0.0%	0.1%	3.5%	15.9%
Zone 1	Wareham - Town Centre	2.9%	0.2%	0.0%	0.1%	1.2%	17.9%
Zone 1	Wareham - Elsewhere	0.3%	0.0%	0.0%	0.0%	0.1%	11.4%
Zone 1	Wimborne Minster - Town Centre	1.2%	0.0%	0.0%	0.0%	0.5%	25.6%
Zone 1	Wimborne Minster - Elsewhere	4.6%	0.1%	0.0%	0.2%	1.9%	27.0%
Zone 1	Bere Regis (LC)	0.3%	0.1%	0.0%	0.0%	0.2%	7.8%
Zone 1	Corfe Castle (LC)	0.1%	0.0%	0.0%	0.0%	0.0%	59.2%
Zone 1	Corfe Mullen (LC)	2.0%	0.0%	0.0%	0.0%	0.8%	54.5%
Zone 1	Lytchett Matravers (LC)	0.4%	0.0%	0.0%	0.0%	0.2%	15.1%
Zone 1	Upton (TC)	3.7%	0.1%	0.0%	0.0%	1.5%	27.7%
Zone 1	West Moors (DC)	0.7%	0.0%	0.0%	0.0%	0.3%	27.1%
Zone 1	West Parley (LC)	1.3%	0.0%	0.0%	0.0%	0.5%	56.0%
Zone 1	Wool (LC)	0.7%	0.2%	0.0%	0.2%	0.4%	15.1%
Zone 1	Other Zone 1 'South Eastern'	2.7%	0.3%	0.1%	0.3%	1.2%	40.9%
Zone 1	Total	65.1%	3.2%	0.3%	8.8%	28.9%	22.4%
Zone 2	Dorchester - Town Centre	0.4%	6.5%	0.5%	0.2%	2.3%	7.7%
Zone 2	Dorchester - Queen Mother Square, Poundbury	0.1%	2.8%	0.4%	0.1%	1.0%	10.9%
Zone 2	Dorchester - Elsewhere	1.0%	20.2%	1.9%	0.6%	7.0%	7.7%
Zone 2	Weymouth - Town Centre	0.0%	1.6%	0.1%	0.0%	0.5%	38.0%
Zone 2	Weymouth - Abbotsbury Road, Westham	0.0%	0.6%	0.0%	0.0%	0.2%	3.8%
Zone 2	Weymouth - Littlemoor Centre (LC)	0.0%	0.3%	0.0%	0.0%	0.1%	16.2%
Zone 2	Weymouth - Lodmoor Hill	0.0%	0.5%	0.0%	0.0%	0.2%	11.8%
Zone 2	Weymouth - Portland Road, Wyke Regis	0.0%	0.8%	0.0%	0.0%	0.3%	11.8%
Zone 2	Weymouth - Southill Centre	0.0%	0.2%	0.0%	0.0%	0.1%	1.7%
Zone 2	Weymouth - Gateway RP/Mercery Road	0.5%	15.6%	0.8%	0.2%	5.2%	8.3%
Zone 2	Weymouth - Jubilee Close RP	0.0%	0.8%	0.1%	0.0%	0.3%	6.4%
Zone 2	Portland - Easton Square, Easton (LC)	0.0%	4.3%	0.0%	0.0%	1.4%	6.8%
Zone 2	Portland - Fortuneswell (LC)	0.0%	0.3%	0.0%	0.0%	0.1%	17.7%
Zone 2	Portland - Elsewhere	0.0%	2.3%	0.0%	0.0%	0.8%	25.7%
Zone 2	Other Zone 2 'Central'	0.6%	27.5%	1.1%	0.2%	9.0%	13.1%
Zone 2	Total	2.8%	84.2%	5.0%	1.3%	28.2%	11.1%
Zone 3	Bridport - Town Centre	0.0%	0.3%	14.9%	0.0%	1.5%	19.2%
Zone 3	Bridport - Elsewhere	0.1%	1.0%	43.3%	0.1%	4.4%	19.2%
Zone 3	Lyme Regis - Town Centre	0.0%	0.0%	2.3%	0.0%	0.2%	61.7%
Zone 3	Lyme Regis - Elsewhere	0.0%	0.0%	0.5%	0.0%	0.0%	51.6%
Zone 3	Beamminster (LC)	0.0%	0.1%	3.5%	0.0%	0.4%	15.4%
Zone 3	West Bay (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	67.0%
Zone 3	Other Zone 3 'Western'	0.0%	0.1%	3.4%	0.0%	0.4%	46.9%
Zone 3	Total	0.2%	1.5%	67.9%	0.2%	6.9%	24.3%
Zone 4	Gillingham - Town Centre	0.1%	0.0%	0.0%	14.8%	2.9%	29.6%
Zone 4	Gillingham - Kingsmead Business Park	0.0%	0.0%	0.0%	4.7%	0.9%	25.5%
Zone 4	Gillingham - Elsewhere	0.0%	0.0%	0.0%	1.2%	0.2%	13.6%
Zone 4	Sherborne - Town Centre	0.0%	0.5%	0.1%	5.3%	1.2%	37.7%
Zone 4	Sherborne - Elsewhere	0.0%	1.2%	0.2%	10.5%	2.4%	25.4%
Zone 4	Shaftesbury - Town Centre	0.3%	0.1%	0.0%	16.9%	3.4%	30.3%
Zone 4	Shaftesbury - Elsewhere	0.1%	0.0%	0.0%	2.5%	0.5%	32.8%
Zone 4	Sturminster Newton - Town Centre	0.0%	0.1%	0.0%	2.2%	0.5%	7.6%
Zone 4	Sturminster Newton - Elsewhere	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Zone 4	Marnhull	0.0%	0.0%	0.0%	0.7%	0.1%	5.6%
Zone 4	Stalbridge	0.0%	0.1%	0.0%	3.2%	0.7%	24.5%
Zone 4	Other Zone 4 'Northern'	0.2%	0.3%	0.1%	3.8%	0.9%	29.8%
Zone 4	Total	0.8%	2.3%	0.5%	65.7%	13.8%	28.5%
Out of Area	Bournemouth	4.3%	0.4%	0.1%	0.4%	1.9%	
Out of Area	Christchurch	0.4%	0.0%	0.0%	0.1%	0.2%	
Out of Area	Poole	11.4%	0.7%	0.1%	0.6%	4.9%	
Out of Area	Fordingbridge	0.1%	0.0%	0.0%	0.0%	0.1%	
Out of Area	Ringwood	2.9%	0.0%	0.0%	0.1%	1.2%	
Out of Area	Salisbury	0.4%	0.0%	0.0%	0.8%	0.3%	
Out of Area	Wincanton	0.0%	0.1%	0.0%	3.3%	0.7%	
Out of Area	Yeovil	0.1%	1.9%	2.6%	9.5%	2.7%	
Out of Area	Chard	0.0%	0.0%	1.5%	0.0%	0.2%	
Out of Area	Other 'Somerset'	0.2%	0.5%	4.3%	2.2%	1.1%	
Out of Area	Other 'Hampshire'	0.8%	0.4%	1.0%	0.5%	0.6%	
Out of Area	Other 'Wiltshire'	0.2%	0.2%	0.1%	1.2%	0.4%	
Out of Area	Other 'Devon'	0.4%	0.4%	12.1%	0.5%	1.5%	
Out of Area	Elsewhere in UK	9.9%	4.0%	4.3%	4.9%	6.6%	
Out of Area	Total	31.2%	8.7%	26.3%	23.9%	22.3%	
Zone Total		100.0%	100.0%	100.0%	100.0%	100.0%	

Notes

Calculated from Table B3.1

TABLE B5.2: AVAILABLE CONVENIENCE SPEND 2025 (EXC SFT)

SUPERMARKETS (CONVENIENCE)		Dorset Zones				Total Zones 1 -4	% Inflow	Total Convenience Spend (£m)
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4			
Available Convenience Spend 2025		£479.83	£374.66	£111.09	£196.02	£1,161.60		
Zone 1	Blandford Forum - Town Centre	£11.14	£0.62	£0.01	£1.49	£13.26	6.7%	£14.15
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	£38.04	£4.64	£0.09	£7.41	£50.18	8.0%	£54.20
Zone 1	Blandford Forum - Elsewhere	£23.20	£2.59	£0.03	£6.22	£32.03	6.6%	£34.13
Zone 1	Ferndown - Town Centre	£25.44	£0.09	£0.00	£0.04	£25.57	15.7%	£29.58
Zone 1	Ferndown - Elsewhere	£57.96	£0.51	£0.06	£0.21	£58.75	24.7%	£73.27
Zone 1	Swanage - Town Centre	£9.75	£0.09	£0.01	£0.03	£9.88	34.5%	£13.29
Zone 1	Swanage - Elsewhere	£2.16	£0.02	£0.00	£0.01	£2.19	24.7%	£2.73
Zone 1	Verwood - Town Centre	£2.66	£0.00	£0.00	£0.04	£2.71	13.2%	£3.06
Zone 1	Verwood - Elsewhere	£41.66	£0.05	£0.00	£0.18	£41.89	15.9%	£48.57
Zone 1	Wareham - Town Centre	£13.99	£0.59	£0.01	£0.10	£14.68	17.9%	£17.31
Zone 1	Wareham - Elsewhere	£1.33	£0.07	£0.01	£0.00	£1.41	11.4%	£1.57
Zone 1	Wimborne Minster - Town Centre	£5.76	£0.07	£0.00	£0.06	£5.90	25.6%	£7.41
Zone 1	Wimborne Minster - Elsewhere	£22.23	£0.23	£0.02	£0.44	£22.92	27.0%	£29.11
Zone 1	Bere Regis (LC)	£1.49	£0.32	£0.00	£0.01	£1.82	7.8%	£1.96
Zone 1	Corfe Castle (LC)	£0.27	£0.01	£0.00	£0.00	£0.29	59.2%	£0.46
Zone 1	Corfe Mullen (LC)	£9.52	£0.09	£0.01	£0.05	£9.66	54.5%	£14.93
Zone 1	Lytchett Matravers (LC)	£1.90	£0.01	£0.00	£0.00	£1.92	15.1%	£2.21
Zone 1	Upton (TC)	£17.93	£0.19	£0.00	£0.06	£18.19	27.7%	£23.22
Zone 1	West Moors (DC)	£3.60	£0.03	£0.01	£0.07	£3.70	27.1%	£4.70
Zone 1	West Parley (LC)	£6.24	£0.05	£0.01	£0.02	£6.32	56.0%	£9.85
Zone 1	Wool (LC)	£3.43	£0.74	£0.01	£0.36	£4.54	15.1%	£5.23
Zone 1	Other Zone 1 'South Eastern'	£12.76	£1.03	£0.08	£0.52	£14.39	40.9%	£20.28
Zone 1	Total	£312.47	£12.04	£0.36	£17.33	£342.20		£411.22
Zone 2	Dorchester - Town Centre	£1.97	£24.24	£0.59	£0.36	£27.15	7.7%	£29.26
Zone 2	Dorchester - Queen Mother Square, Poundbury	£0.36	£10.46	£0.49	£0.17	£11.48	10.9%	£12.73
Zone 2	Dorchester - Elsewhere	£5.02	£75.58	£2.12	£1.19	£83.91	7.7%	£90.37
Zone 2	Weymouth - Town Centre	£0.22	£5.85	£0.07	£0.04	£6.19	38.0%	£8.54
Zone 2	Weymouth - Abbotsbury Road, Westham	£0.02	£2.30	£0.01	£0.00	£2.32	3.8%	£2.41
Zone 2	Weymouth - Littlemoor Centre (LC)	£0.02	£1.16	£0.01	£0.00	£1.18	16.2%	£1.37
Zone 2	Weymouth - Lodmoor Hill	£0.01	£1.86	£0.01	£0.00	£1.87	11.8%	£2.10
Zone 2	Weymouth - Portland Road, Wyke Regis	£0.01	£3.09	£0.01	£0.00	£3.12	11.8%	£3.48
Zone 2	Weymouth - Southill Centre	£0.00	£0.61	£0.00	£0.00	£0.61	1.7%	£0.62
Zone 2	Weymouth - Gateway RP/Mercery Road	£2.19	£58.55	£0.87	£0.31	£61.92	8.3%	£67.08
Zone 2	Weymouth - Jubilee Close RP	£0.08	£2.83	£0.10	£0.01	£3.02	6.4%	£3.21
Zone 2	Portland - Easton Square, Easton (LC)	£0.05	£16.28	£0.03	£0.01	£16.36	6.8%	£17.47
Zone 2	Portland - Fortuneswell (LC)	£0.00	£1.02	£0.00	£0.00	£1.03	17.7%	£1.21
Zone 2	Portland - Elsewhere	£0.18	£8.73	£0.03	£0.05	£9.00	25.7%	£11.31
Zone 2	Other Zone 2 'Central'	£3.09	£102.88	£1.17	£0.47	£107.61	13.1%	£121.75
Zone 2	Total	£13.21	£315.43	£5.52	£2.62	£336.78		£372.93
Zone 3	Bridport - Town Centre	£0.07	£1.23	£16.55	£0.05	£17.90	19.2%	£21.33
Zone 3	Bridport - Elsewhere	£0.53	£3.80	£48.06	£0.18	£52.57	19.2%	£62.68
Zone 3	Lyme Regis - Town Centre	£0.04	£0.06	£2.57	£0.01	£2.68	61.7%	£4.33
Zone 3	Lyme Regis - Elsewhere	£0.01	£0.03	£0.50	£0.00	£0.54	51.6%	£0.82
Zone 3	Beaminster (LC)	£0.07	£0.26	£3.91	£0.05	£4.28	15.4%	£4.94
Zone 3	West Bay (LC)	£0.00	£0.01	£0.05	£0.01	£0.07	67.0%	£0.11
Zone 3	Other Zone 3 'Western'	£0.11	£0.32	£3.81	£0.05	£4.29	46.9%	£6.31
Zone 3	Total	£0.83	£5.71	£75.45	£0.35	£82.33		£100.51
Zone 4	Gillingham - Town Centre	£0.34	£0.19	£0.01	£28.98	£29.51	29.6%	£38.24
Zone 4	Gillingham - Kingsmead Business Park	£0.14	£0.06	£0.00	£9.12	£9.32	25.5%	£11.71
Zone 4	Gillingham - Elsewhere	£0.02	£0.02	£0.00	£2.43	£2.47	13.6%	£2.81
Zone 4	Sherborne - Town Centre	£0.06	£1.82	£0.14	£10.46	£12.49	37.7%	£17.19
Zone 4	Sherborne - Elsewhere	£0.10	£4.58	£0.23	£20.60	£25.51	25.4%	£31.99
Zone 4	Shaftesbury - Town Centre	£1.38	£0.34	£0.03	£33.15	£34.91	30.3%	£45.48
Zone 4	Shaftesbury - Elsewhere	£0.30	£0.15	£0.01	£4.82	£5.27	32.8%	£7.00
Zone 4	Sturminster Newton - Town Centre	£0.14	£0.22	£0.00	£4.34	£4.71	7.6%	£5.07
Zone 4	Sturminster Newton - Elsewhere	£0.00	£0.00	£0.00	£0.02	£0.02	1.4%	£0.02
Zone 4	Marnhull	£0.01	£0.03	£0.00	£1.28	£1.32	5.6%	£1.40
Zone 4	Stalbridge	£0.11	£0.34	£0.01	£6.30	£6.76	24.5%	£8.41
Zone 4	Other Zone 4 'Northern'	£1.01	£0.98	£0.12	£7.37	£9.48	29.8%	£12.31
Zone 4	Total	£3.61	£8.74	£0.56	£128.87	£141.78		£181.64
Out of Area	Bournemouth	£20.83	£1.40	£0.10	£0.70	£23.04		£23.04
Out of Area	Christchurch	£1.94	£0.13	£0.01	£0.13	£2.21		£2.21
Out of Area	Poole	£54.86	£2.64	£0.10	£1.12	£58.72		£58.72
Out of Area	Fordingbridge	£0.60	£0.02	£0.00	£0.02	£0.64		£0.64
Out of Area	Ringwood	£13.95	£0.12	£0.01	£0.12	£14.21		£14.21
Out of Area	Salisbury	£2.00	£0.15	£0.04	£1.48	£3.67		£3.67
Out of Area	Wincanton	£0.09	£0.25	£0.04	£6.53	£6.92		£6.92
Out of Area	Yeovil	£0.38	£7.12	£2.93	£18.55	£28.98		£28.98
Out of Area	Chard	£0.03	£0.12	£1.71	£0.07	£1.93		£1.93
Out of Area	Other 'Somerset'	£1.01	£1.99	£4.74	£4.32	£12.06		£12.06
Out of Area	Other 'Hampshire'	£3.94	£1.42	£1.11	£0.90	£7.36		£7.36
Out of Area	Other 'Wiltshire'	£1.07	£0.72	£0.15	£2.30	£4.24		£4.24
Out of Area	Other 'Devon'	£1.70	£1.61	£13.44	£0.99	£17.73		£17.73
Out of Area	Elsewhere in UK	£47.29	£15.06	£4.83	£9.62	£76.81		£76.81
Out of Area	Total	£149.71	£32.75	£29.20	£46.86	£258.51		£258.51
Total		£479.83	£374.66	£111.09	£196.02	£1,161.60		£1,066.30

Notes

Calculated from Tables B5.1 & B4.4

TABLE B5.3: AVAILABLE CONVENIENCE SPEND 2030 (EXC SFT)

SUPERMARKETS (CONVENIENCE)		Dorset Zones				Total Zones 1 -4	% Inflow	Total Convenience Spend (€m)
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4			
Available Convenience Spend 2030		€474.54	€372.46	€111.17	€192.60	€1,150.77		
Zone 1	Blandford Forum - Town Centre	€11.02	€0.62	€0.01	€1.46	€13.11	6.7%	€13.99
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	€37.62	€4.62	€0.09	€7.28	€49.61	8.0%	€53.58
Zone 1	Blandford Forum - Elsewhere	€22.95	€2.57	€0.03	€6.11	€31.65	6.6%	€33.73
Zone 1	Ferndown - Town Centre	€25.16	€0.09	€0.00	€0.04	€25.29	15.7%	€29.25
Zone 1	Ferndown - Elsewhere	€57.32	€0.51	€0.06	€0.21	€58.10	24.7%	€72.47
Zone 1	Swanage - Town Centre	€9.65	€0.09	€0.01	€0.02	€9.77	34.5%	€13.14
Zone 1	Swanage - Elsewhere	€2.14	€0.02	€0.00	€0.01	€2.16	24.7%	€2.70
Zone 1	Verwood - Town Centre	€2.63	€0.00	€0.00	€0.04	€2.68	13.2%	€3.03
Zone 1	Verwood - Elsewhere	€41.20	€0.05	€0.00	€0.17	€41.43	15.9%	€48.03
Zone 1	Wareham - Town Centre	€13.83	€0.58	€0.01	€0.10	€14.52	17.9%	€17.12
Zone 1	Wareham - Elsewhere	€1.32	€0.07	€0.01	€0.00	€1.39	11.4%	€1.55
Zone 1	Wimborne Minster - Town Centre	€5.70	€0.07	€0.00	€0.06	€5.83	25.6%	€7.32
Zone 1	Wimborne Minster - Elsewhere	€21.98	€0.23	€0.02	€0.43	€22.67	27.0%	€28.78
Zone 1	Bere Regis (LC)	€1.47	€0.32	€0.00	€0.01	€1.80	7.8%	€1.94
Zone 1	Corfe Castle (LC)	€0.27	€0.01	€0.00	€0.00	€0.28	59.2%	€0.45
Zone 1	Corfe Mullen (LC)	€9.41	€0.09	€0.01	€0.05	€9.56	54.5%	€14.77
Zone 1	Lytchett Matravers (LC)	€1.88	€0.01	€0.00	€0.00	€1.90	15.1%	€2.19
Zone 1	Upton (TC)	€17.73	€0.19	€0.00	€0.06	€17.99	27.7%	€22.96
Zone 1	West Moors (DC)	€3.56	€0.02	€0.01	€0.07	€3.66	27.1%	€4.65
Zone 1	West Parley (LC)	€6.17	€0.05	€0.01	€0.02	€6.25	56.0%	€9.75
Zone 1	Wool (LC)	€3.39	€0.73	€0.01	€0.36	€4.49	15.1%	€5.17
Zone 1	Other Zone 1 'South Eastern'	€12.62	€1.03	€0.08	€0.51	€14.24	40.9%	€20.06
Zone 1	Total	€309.03	€11.97	€0.36	€17.03	€338.38		€406.64
Zone 2	Dorchester - Town Centre	€1.94	€24.10	€0.59	€0.35	€26.99	7.7%	€29.07
Zone 2	Dorchester - Queen Mother Square, Poundbury	€0.35	€10.40	€0.49	€0.16	€11.41	10.9%	€12.65
Zone 2	Dorchester - Elsewhere	€4.96	€75.14	€2.12	€1.17	€83.39	7.7%	€89.82
Zone 2	Weymouth - Town Centre	€0.22	€5.82	€0.07	€0.04	€6.15	38.0%	€8.49
Zone 2	Weymouth - Abbotsbury Road, Westham	€0.02	€2.28	€0.01	€0.00	€2.31	3.8%	€2.39
Zone 2	Weymouth - Littlemoor Centre (LC)	€0.01	€1.15	€0.01	€0.00	€1.18	16.2%	€1.37
Zone 2	Weymouth - Lodmoor Hill	€0.01	€1.85	€0.01	€0.00	€1.86	11.8%	€2.08
Zone 2	Weymouth - Portland Road, Wyke Regis	€0.01	€3.08	€0.01	€0.00	€3.10	11.8%	€3.46
Zone 2	Weymouth - Southill Centre	€0.00	€0.60	€0.00	€0.00	€0.61	1.7%	€0.62
Zone 2	Weymouth - Gateway RP/Mercery Road	€2.16	€58.21	€0.88	€0.31	€61.55	8.3%	€66.68
Zone 2	Weymouth - Jubilee Close RP	€0.08	€2.81	€0.10	€0.01	€3.01	6.4%	€3.20
Zone 2	Portland - Easton Square, Easton (LC)	€0.05	€16.18	€0.03	€0.00	€16.27	6.8%	€17.37
Zone 2	Portland - Fortuneswell (LC)	€0.00	€1.01	€0.00	€0.00	€1.02	17.7%	€1.20
Zone 2	Portland - Elsewhere	€0.18	€8.68	€0.03	€0.05	€8.94	25.7%	€11.24
Zone 2	Other Zone 2 'Central'	€3.05	€102.27	€1.17	€0.46	€106.96	13.1%	€121.02
Zone 2	Total	€13.07	€313.58	€5.52	€2.57	€334.74		€370.67
Zone 3	Bridport - Town Centre	€0.07	€1.23	€16.56	€0.05	€17.90	19.2%	€21.33
Zone 3	Bridport - Elsewhere	€0.53	€3.78	€48.10	€0.18	€52.58	19.2%	€62.68
Zone 3	Lyme Regis - Town Centre	€0.04	€0.06	€2.57	€0.01	€2.68	61.7%	€4.33
Zone 3	Lyme Regis - Elsewhere	€0.01	€0.03	€0.50	€0.00	€0.54	51.6%	€0.82
Zone 3	Beaminster (LC)	€0.07	€0.26	€3.91	€0.05	€4.28	15.4%	€4.94
Zone 3	West Bay (LC)	€0.00	€0.01	€0.05	€0.01	€0.07	67.0%	€0.11
Zone 3	Other Zone 3 'Western'	€0.11	€0.32	€3.82	€0.05	€4.29	46.9%	€6.30
Zone 3	Total	€0.82	€5.67	€75.50	€0.34	€82.33		€100.52
Zone 4	Gillingham - Town Centre	€0.33	€0.18	€0.01	€28.47	€29.00	29.6%	€37.58
Zone 4	Gillingham - Kingsmead Business Park	€0.14	€0.06	€0.00	€8.96	€9.16	25.5%	€11.50
Zone 4	Gillingham - Elsewhere	€0.02	€0.02	€0.00	€2.39	€2.43	13.6%	€2.76
Zone 4	Sherborne - Town Centre	€0.06	€1.81	€0.14	€10.28	€12.29	37.7%	€16.93
Zone 4	Sherborne - Elsewhere	€0.10	€4.55	€0.23	€20.24	€25.13	25.4%	€31.51
Zone 4	Shaftesbury - Town Centre	€1.37	€0.34	€0.03	€32.57	€34.32	30.3%	€44.70
Zone 4	Shaftesbury - Elsewhere	€0.30	€0.14	€0.01	€4.74	€5.18	32.8%	€6.88
Zone 4	Sturminster Newton - Town Centre	€0.14	€0.22	€0.00	€4.27	€4.63	7.6%	€4.98
Zone 4	Sturminster Newton - Elsewhere	€0.00	€0.00	€0.00	€0.02	€0.02	1.4%	€0.02
Zone 4	Marnhull	€0.01	€0.03	€0.00	€1.26	€1.30	5.6%	€1.37
Zone 4	Stalbridge	€0.11	€0.34	€0.01	€6.19	€6.64	24.5%	€8.27
Zone 4	Other Zone 4 'Northern'	€0.99	€0.98	€0.12	€7.24	€9.34	29.8%	€12.12
Zone 4	Total	€3.57	€8.69	€0.56	€126.62	€139.45		€178.64
Out of Area	Bournemouth	€20.60	€1.39	€0.10	€0.69	€22.79		
Out of Area	Christchurch	€1.92	€0.12	€0.01	€0.13	€2.18		
Out of Area	Poole	€54.26	€2.62	€0.10	€1.10	€58.08		
Out of Area	Fordingbridge	€0.59	€0.02	€0.00	€0.02	€0.63		
Out of Area	Ringwood	€13.80	€0.12	€0.01	€0.12	€14.05		
Out of Area	Salisbury	€1.98	€0.15	€0.04	€1.46	€3.62		
Out of Area	Wincanton	€0.09	€0.25	€0.04	€6.41	€6.80		
Out of Area	Yeovil	€0.37	€7.08	€2.93	€18.23	€28.61		
Out of Area	Chard	€0.03	€0.12	€1.71	€0.07	€1.93		
Out of Area	Other 'Somerset'	€1.00	€1.98	€4.74	€4.25	€11.96		
Out of Area	Other 'Hampshire'	€3.90	€1.41	€1.11	€0.88	€7.30		
Out of Area	Other 'Wiltshire'	€1.06	€0.71	€0.15	€2.26	€4.19		
Out of Area	Other 'Devon'	€1.68	€1.60	€13.45	€0.97	€17.70		
Out of Area	Elsewhere in UK	€46.77	€14.98	€4.83	€9.46	€76.04		
Out of Area	Total	€148.06	€32.55	€29.22	€46.04	€255.87		
Total		€474.54	€372.46	€111.17	€192.60	€1,150.77		€1,056.47

Notes

Calculated from Tables B5.1 & B4.4

TABLE B5.4: AVAILABLE CONVENIENCE SPEND 2035 (EXC SFT)

SUPERMARKETS (CONVENIENCE)		Dorset Zones				Total Zones 1 -4	% Inflow	Total Convenience Spend (€m)
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4			
Available Convenience Spend 2035		€471.37	€372.55	€111.25	€190.69	€1,145.87		
Zone 1	Blandford Forum - Town Centre	€10.94	€0.62	€0.01	€1.45	€13.02	6.7%	€13.90
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	€37.37	€4.62	€0.09	€7.21	€49.29	8.0%	€53.23
Zone 1	Blandford Forum - Elsewhere	€22.79	€2.57	€0.03	€6.05	€31.44	6.6%	€33.50
Zone 1	Ferndown - Town Centre	€24.99	€0.09	€0.00	€0.04	€25.12	15.7%	€29.06
Zone 1	Ferndown - Elsewhere	€56.94	€0.51	€0.06	€0.21	€57.72	24.7%	€71.98
Zone 1	Swanage - Town Centre	€9.58	€0.09	€0.01	€0.02	€9.70	34.5%	€13.06
Zone 1	Swanage - Elsewhere	€2.12	€0.02	€0.00	€0.01	€2.15	24.7%	€2.68
Zone 1	Verwood - Town Centre	€2.62	€0.00	€0.00	€0.04	€2.66	13.2%	€3.01
Zone 1	Verwood - Elsewhere	€40.92	€0.05	€0.00	€0.17	€41.15	15.9%	€47.71
Zone 1	Wareham - Town Centre	€13.74	€0.58	€0.01	€0.10	€14.43	17.9%	€17.01
Zone 1	Wareham - Elsewhere	€1.31	€0.07	€0.01	€0.00	€1.38	11.4%	€1.54
Zone 1	Wimborne Minster - Town Centre	€5.66	€0.07	€0.00	€0.06	€5.79	25.6%	€7.28
Zone 1	Wimborne Minster - Elsewhere	€21.84	€0.23	€0.02	€0.43	€22.52	27.0%	€28.59
Zone 1	Bere Regis (LC)	€1.46	€0.32	€0.00	€0.01	€1.79	7.8%	€1.93
Zone 1	Corfe Castle (LC)	€0.27	€0.01	€0.00	€0.00	€0.28	59.2%	€0.45
Zone 1	Corfe Mullen (LC)	€9.35	€0.09	€0.01	€0.05	€9.49	54.5%	€14.67
Zone 1	Lytchett Matravers (LC)	€1.87	€0.01	€0.00	€0.00	€1.89	15.1%	€2.17
Zone 1	Upton (TC)	€17.61	€0.19	€0.00	€0.06	€17.87	27.7%	€22.81
Zone 1	West Moors (DC)	€3.53	€0.02	€0.01	€0.07	€3.64	27.1%	€4.62
Zone 1	West Parley (LC)	€6.13	€0.05	€0.01	€0.02	€6.20	56.0%	€9.68
Zone 1	Wool (LC)	€3.37	€0.73	€0.01	€0.35	€4.47	15.1%	€5.14
Zone 1	Other Zone 1 'South Eastern'	€12.53	€1.03	€0.08	€0.51	€14.15	40.9%	€19.94
Zone 1	Total	€306.96	€11.97	€0.36	€16.86	€336.15		€403.96
Zone 2	Dorchester - Town Centre	€1.93	€24.10	€0.59	€0.35	€26.98	7.7%	€29.06
Zone 2	Dorchester - Queen Mother Square, Poundbury	€0.35	€10.40	€0.50	€0.16	€11.41	10.9%	€12.65
Zone 2	Dorchester - Elsewhere	€4.93	€75.15	€2.12	€1.16	€83.36	7.7%	€89.79
Zone 2	Weymouth - Town Centre	€0.22	€5.82	€0.07	€0.04	€6.15	38.0%	€8.49
Zone 2	Weymouth - Abbotsbury Road, Westham	€0.02	€2.28	€0.01	€0.00	€2.31	3.8%	€2.39
Zone 2	Weymouth - Littlemoor Centre (LC)	€0.01	€1.15	€0.01	€0.00	€1.18	16.2%	€1.37
Zone 2	Weymouth - Lodmoor Hill	€0.01	€1.85	€0.01	€0.00	€1.86	11.8%	€2.08
Zone 2	Weymouth - Portland Road, Wyke Regis	€0.01	€3.08	€0.01	€0.00	€3.10	11.8%	€3.46
Zone 2	Weymouth - Southill Centre	€0.00	€0.60	€0.00	€0.00	€0.61	1.7%	€0.62
Zone 2	Weymouth - Gateway RP/Mercery Road	€2.15	€58.22	€0.88	€0.30	€61.55	8.3%	€66.68
Zone 2	Weymouth - Jubilee Close RP	€0.08	€2.81	€0.10	€0.01	€3.01	6.4%	€3.20
Zone 2	Portland - Easton Square, Easton (LC)	€0.05	€16.18	€0.03	€0.00	€16.27	6.8%	€17.38
Zone 2	Portland - Fortuneswell (LC)	€0.00	€1.01	€0.00	€0.00	€1.02	17.7%	€1.20
Zone 2	Portland - Elsewhere	€0.18	€8.68	€0.03	€0.05	€8.94	25.7%	€11.24
Zone 2	Other Zone 2 'Central'	€3.03	€102.30	€1.17	€0.46	€106.96	13.1%	€121.02
Zone 2	Total	€12.98	€313.65	€5.53	€2.54	€334.71		€370.64
Zone 3	Bridport - Town Centre	€0.07	€1.23	€16.57	€0.05	€17.91	19.2%	€21.35
Zone 3	Bridport - Elsewhere	€0.52	€3.78	€48.13	€0.17	€52.61	19.2%	€62.72
Zone 3	Lyme Regis - Town Centre	€0.03	€0.06	€2.57	€0.01	€2.68	61.7%	€4.33
Zone 3	Lyme Regis - Elsewhere	€0.01	€0.03	€0.50	€0.00	€0.54	51.6%	€0.82
Zone 3	Beaminster (LC)	€0.07	€0.26	€3.91	€0.05	€4.28	15.4%	€4.94
Zone 3	West Bay (LC)	€0.00	€0.01	€0.05	€0.01	€0.07	67.0%	€0.11
Zone 3	Other Zone 3 'Western'	€0.11	€0.32	€3.82	€0.05	€4.29	46.9%	€6.31
Zone 3	Total	€0.81	€5.67	€75.56	€0.34	€82.38		€100.58
Zone 4	Gillingham - Town Centre	€0.33	€0.18	€0.01	€28.19	€28.72	29.6%	€37.21
Zone 4	Gillingham - Kingsmead Business Park	€0.14	€0.06	€0.00	€8.87	€9.07	25.5%	€11.39
Zone 4	Gillingham - Elsewhere	€0.02	€0.02	€0.00	€2.37	€2.41	13.6%	€2.73
Zone 4	Sherborne - Town Centre	€0.06	€1.81	€0.14	€10.17	€12.19	37.7%	€16.79
Zone 4	Sherborne - Elsewhere	€0.10	€4.55	€0.23	€20.04	€24.93	25.4%	€31.26
Zone 4	Shaftesbury - Town Centre	€1.36	€0.34	€0.03	€32.25	€33.99	30.3%	€44.27
Zone 4	Shaftesbury - Elsewhere	€0.29	€0.14	€0.01	€4.69	€5.13	32.8%	€6.82
Zone 4	Sturminster Newton - Town Centre	€0.14	€0.22	€0.00	€4.22	€4.59	7.6%	€4.94
Zone 4	Sturminster Newton - Elsewhere	€0.00	€0.00	€0.00	€0.02	€0.02	1.4%	€0.02
Zone 4	Marnhull	€0.01	€0.03	€0.00	€1.25	€1.29	5.6%	€1.36
Zone 4	Stalbridge	€0.11	€0.34	€0.01	€6.13	€6.58	24.5%	€8.20
Zone 4	Other Zone 4 'Northern'	€0.99	€0.98	€0.12	€7.17	€9.26	29.8%	€12.02
Zone 4	Total	€3.55	€8.69	€0.56	€125.37	€138.17		€177.01
Out of Area	Bournemouth	€20.46	€1.40	€0.10	€0.68	€22.64		
Out of Area	Christchurch	€1.91	€0.12	€0.01	€0.13	€2.17		
Out of Area	Poole	€53.89	€2.62	€0.10	€1.09	€57.71		
Out of Area	Fordingbridge	€0.59	€0.02	€0.00	€0.02	€0.63		
Out of Area	Ringwood	€13.71	€0.12	€0.01	€0.12	€13.96		
Out of Area	Salisbury	€1.96	€0.15	€0.04	€1.44	€3.59		
Out of Area	Wincanton	€0.09	€0.25	€0.04	€6.35	€6.74		
Out of Area	Yeovil	€0.37	€7.08	€2.93	€18.04	€28.43		
Out of Area	Chard	€0.03	€0.12	€1.71	€0.07	€1.93		
Out of Area	Other 'Somerset'	€0.99	€1.98	€4.74	€4.21	€11.92		
Out of Area	Other 'Hampshire'	€3.88	€1.41	€1.11	€0.87	€7.26		
Out of Area	Other 'Wiltshire'	€1.05	€0.71	€0.15	€2.24	€4.16		
Out of Area	Other 'Devon'	€1.67	€1.60	€13.46	€0.96	€17.69		
Out of Area	Elsewhere in UK	€46.45	€14.98	€4.84	€9.36	€75.64		
Out of Area	Total	€147.07	€32.56	€29.25	€45.58	€254.46		
Total		€471.37	€372.55	€111.25	€190.69	€1,145.87		€1,052.18

Notes

Calculated from Tables B5.1 & B4.4

TABLE B5.5: AVAILABLE CONVENIENCE SPEND 2040 (EXC SFT)

SUPERMARKETS (CONVENIENCE)		Dorset Zones				Total Zones 1 -4	% Inflow	Total Convenience Spend (£m)
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4			
Available Convenience Spend 2040		£469.10	£373.53	£110.95	£189.44	£1,143.02		
Zone 1	Blandford Forum - Town Centre	£10.89	£0.62	£0.01	£1.44	£12.96	6.7%	£13.83
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	£37.19	£4.63	£0.09	£7.16	£49.07	8.0%	£53.00
Zone 1	Blandford Forum - Elsewhere	£22.68	£2.58	£0.03	£6.01	£31.30	6.6%	£33.35
Zone 1	Ferndown - Town Centre	£24.87	£0.09	£0.00	£0.04	£25.00	15.7%	£28.92
Zone 1	Ferndown - Elsewhere	£56.67	£0.51	£0.06	£0.21	£57.44	24.7%	£71.64
Zone 1	Swanage - Town Centre	£9.53	£0.09	£0.01	£0.02	£9.66	34.5%	£12.99
Zone 1	Swanage - Elsewhere	£2.11	£0.02	£0.00	£0.01	£2.14	24.7%	£2.67
Zone 1	Verwood - Town Centre	£2.60	£0.00	£0.00	£0.04	£2.65	13.2%	£3.00
Zone 1	Verwood - Elsewhere	£40.72	£0.05	£0.00	£0.17	£40.95	15.9%	£47.48
Zone 1	Wareham - Town Centre	£13.67	£0.59	£0.01	£0.10	£14.36	17.9%	£16.93
Zone 1	Wareham - Elsewhere	£1.30	£0.07	£0.01	£0.00	£1.38	11.4%	£1.53
Zone 1	Wimborne Minster - Town Centre	£5.64	£0.07	£0.00	£0.06	£5.77	25.6%	£7.24
Zone 1	Wimborne Minster - Elsewhere	£21.73	£0.23	£0.02	£0.43	£22.41	27.0%	£28.46
Zone 1	Bere Regis (LC)	£1.45	£0.32	£0.00	£0.01	£1.79	7.8%	£1.93
Zone 1	Corfe Castle (LC)	£0.27	£0.01	£0.00	£0.00	£0.28	59.2%	£0.45
Zone 1	Corfe Mullen (LC)	£9.30	£0.09	£0.01	£0.05	£9.45	54.5%	£14.60
Zone 1	Lytchett Matravers (LC)	£1.86	£0.01	£0.00	£0.00	£1.88	15.1%	£2.16
Zone 1	Upton (TC)	£17.53	£0.19	£0.00	£0.06	£17.78	27.7%	£22.70
Zone 1	West Moors (DC)	£3.52	£0.02	£0.01	£0.07	£3.62	27.1%	£4.60
Zone 1	West Parley (LC)	£6.10	£0.05	£0.01	£0.02	£6.18	56.0%	£9.63
Zone 1	Wool (LC)	£3.35	£0.73	£0.01	£0.35	£4.45	15.1%	£5.12
Zone 1	Other Zone 1 'South Eastern'	£12.47	£1.03	£0.08	£0.50	£14.09	40.9%	£19.85
Zone 1	Total	£305.49	£12.00	£0.36	£16.75	£334.59		£402.08
Zone 2	Dorchester - Town Centre	£1.92	£24.17	£0.59	£0.35	£27.03	7.7%	£29.12
Zone 2	Dorchester - Queen Mother Square, Poundbury	£0.35	£10.43	£0.49	£0.16	£11.43	10.9%	£12.68
Zone 2	Dorchester - Elsewhere	£4.91	£75.35	£2.12	£1.15	£83.53	7.7%	£89.96
Zone 2	Weymouth - Town Centre	£0.22	£5.83	£0.07	£0.04	£6.16	38.0%	£8.51
Zone 2	Weymouth - Abbotsbury Road, Westham	£0.02	£2.29	£0.01	£0.00	£2.31	3.8%	£2.40
Zone 2	Weymouth - Littlemoor Centre (LC)	£0.01	£1.15	£0.01	£0.00	£1.18	16.2%	£1.37
Zone 2	Weymouth - Lodmoor Hill	£0.01	£1.85	£0.01	£0.00	£1.87	11.8%	£2.09
Zone 2	Weymouth - Portland Road, Wyke Regis	£0.01	£3.09	£0.01	£0.00	£3.11	11.8%	£3.47
Zone 2	Weymouth - Southill Centre	£0.00	£0.61	£0.00	£0.00	£0.61	1.7%	£0.62
Zone 2	Weymouth - Gateway RP/Mercery Road	£2.14	£58.37	£0.87	£0.30	£61.69	8.3%	£66.83
Zone 2	Weymouth - Jubilee Close RP	£0.08	£2.82	£0.10	£0.01	£3.01	6.4%	£3.20
Zone 2	Portland - Easton Square, Easton (LC)	£0.05	£16.23	£0.03	£0.00	£16.31	6.8%	£17.42
Zone 2	Portland - Fortuneswell (LC)	£0.00	£1.02	£0.00	£0.00	£1.03	17.7%	£1.21
Zone 2	Portland - Elsewhere	£0.18	£8.70	£0.03	£0.05	£8.96	25.7%	£11.27
Zone 2	Other Zone 2 'Central'	£3.02	£102.57	£1.17	£0.45	£107.21	13.1%	£121.30
Zone 2	Total	£12.92	£314.48	£5.51	£2.53	£335.44		£371.45
Zone 3	Bridport - Town Centre	£0.07	£1.23	£16.53	£0.05	£17.87	19.2%	£21.30
Zone 3	Bridport - Elsewhere	£0.52	£3.79	£48.00	£0.17	£52.48	19.2%	£62.57
Zone 3	Lyme Regis - Town Centre	£0.03	£0.06	£2.57	£0.01	£2.67	61.7%	£4.32
Zone 3	Lyme Regis - Elsewhere	£0.01	£0.03	£0.50	£0.00	£0.54	51.6%	£0.81
Zone 3	Beaminster (LC)	£0.07	£0.26	£3.90	£0.05	£4.27	15.4%	£4.93
Zone 3	West Bay (LC)	£0.00	£0.01	£0.04	£0.01	£0.07	67.0%	£0.11
Zone 3	Other Zone 3 'Western'	£0.11	£0.32	£3.81	£0.05	£4.28	46.9%	£6.29
Zone 3	Total	£0.81	£5.69	£75.35	£0.34	£82.18		£100.34
Zone 4	Gillingham - Town Centre	£0.33	£0.19	£0.01	£28.00	£28.53	29.6%	£36.97
Zone 4	Gillingham - Kingsmead Business Park	£0.14	£0.06	£0.00	£8.81	£9.01	25.5%	£11.32
Zone 4	Gillingham - Elsewhere	£0.02	£0.02	£0.00	£2.35	£2.39	13.6%	£2.72
Zone 4	Sherborne - Town Centre	£0.06	£1.82	£0.14	£10.11	£12.13	37.7%	£16.70
Zone 4	Sherborne - Elsewhere	£0.10	£4.57	£0.23	£19.91	£24.81	25.4%	£31.11
Zone 4	Shaftesbury - Town Centre	£1.35	£0.34	£0.03	£32.04	£33.77	30.3%	£43.99
Zone 4	Shaftesbury - Elsewhere	£0.29	£0.15	£0.01	£4.66	£5.10	32.8%	£6.78
Zone 4	Sturminster Newton - Town Centre	£0.14	£0.22	£0.00	£4.20	£4.56	7.6%	£4.91
Zone 4	Sturminster Newton - Elsewhere	£0.00	£0.00	£0.00	£0.02	£0.02	1.4%	£0.02
Zone 4	Marnhull	£0.01	£0.03	£0.00	£1.24	£1.28	5.6%	£1.35
Zone 4	Stalbridge	£0.11	£0.34	£0.01	£6.09	£6.54	24.5%	£8.15
Zone 4	Other Zone 4 'Northern'	£0.98	£0.98	£0.12	£7.12	£9.21	29.8%	£11.96
Zone 4	Total	£3.53	£8.71	£0.56	£124.55	£137.35		£175.96
Out of Area	Bournemouth	£20.37	£1.40	£0.10	£0.68	£22.54		
Out of Area	Christchurch	£1.90	£0.12	£0.01	£0.12	£2.16		
Out of Area	Poole	£53.64	£2.63	£0.10	£1.08	£57.45		
Out of Area	Fordingbridge	£0.59	£0.02	£0.00	£0.02	£0.62		
Out of Area	Ringwood	£13.64	£0.12	£0.01	£0.12	£13.89		
Out of Area	Salisbury	£1.96	£0.15	£0.04	£1.43	£3.57		
Out of Area	Wincanton	£0.09	£0.25	£0.04	£6.31	£6.69		
Out of Area	Yeovil	£0.37	£7.10	£2.92	£17.93	£28.32		
Out of Area	Chard	£0.03	£0.12	£1.70	£0.07	£1.93		
Out of Area	Other 'Somerset'	£0.99	£1.98	£4.73	£4.18	£11.88		
Out of Area	Other 'Hampshire'	£3.86	£1.41	£1.10	£0.87	£7.24		
Out of Area	Other 'Wiltshire'	£1.05	£0.72	£0.15	£2.23	£4.14		
Out of Area	Other 'Devon'	£1.66	£1.61	£13.42	£0.95	£17.64		
Out of Area	Elsewhere in UK	£46.23	£15.02	£4.82	£9.30	£75.38		
Out of Area	Total	£146.36	£32.65	£29.17	£45.28	£253.46		
Total		£469.10	£373.53	£110.95	£189.44	£1,143.02		£1,049.83

Notes

Calculated from Tables B5.1 & B4.4

TABLE B5.6: AVAILABLE CONVENIENCE SPEND 2043 (EXC SFT)

SUPERMARKETS (CONVENIENCE)		Dorset Zones				Total Zones 1 -4	% Inflow	Total Convenience Spend (€m)
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4			
Available Convenience Spend 2043		€470.44	€375.85	€111.19	€189.75	€1,147.24		
Zone 1	Blandford Forum - Town Centre	€10.92	€0.63	€0.01	€1.44	€13.00	6.7%	€13.87
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	€37.30	€4.66	€0.09	€7.17	€49.22	8.0%	€53.16
Zone 1	Blandford Forum - Elsewhere	€22.75	€2.59	€0.03	€6.02	€31.39	6.6%	€33.45
Zone 1	Ferndown - Town Centre	€24.94	€0.09	€0.00	€0.04	€25.07	15.7%	€29.00
Zone 1	Ferndown - Elsewhere	€56.83	€0.52	€0.06	€0.21	€57.61	24.7%	€71.85
Zone 1	Swanage - Town Centre	€9.56	€0.09	€0.01	€0.02	€9.68	34.5%	€13.03
Zone 1	Swanage - Elsewhere	€2.12	€0.02	€0.00	€0.01	€2.14	24.7%	€2.67
Zone 1	Verwood - Town Centre	€2.61	€0.00	€0.00	€0.04	€2.65	13.2%	€3.00
Zone 1	Verwood - Elsewhere	€40.84	€0.05	€0.00	€0.17	€41.07	15.9%	€47.61
Zone 1	Wareham - Town Centre	€13.71	€0.59	€0.01	€0.10	€14.41	17.9%	€16.99
Zone 1	Wareham - Elsewhere	€1.31	€0.07	€0.01	€0.00	€1.38	11.4%	€1.54
Zone 1	Wimborne Minster - Town Centre	€5.65	€0.07	€0.00	€0.06	€5.78	25.6%	€7.26
Zone 1	Wimborne Minster - Elsewhere	€21.80	€0.24	€0.02	€0.43	€22.47	27.0%	€28.54
Zone 1	Bere Regis (LC)	€1.46	€0.32	€0.00	€0.01	€1.79	7.8%	€1.93
Zone 1	Corfe Castle (LC)	€0.27	€0.01	€0.00	€0.00	€0.28	59.2%	€0.45
Zone 1	Corfe Mullen (LC)	€9.33	€0.09	€0.01	€0.05	€9.48	54.5%	€14.64
Zone 1	Lytchett Matravers (LC)	€1.87	€0.01	€0.00	€0.00	€1.88	15.1%	€2.17
Zone 1	Upton (TC)	€17.58	€0.19	€0.00	€0.06	€17.83	27.7%	€22.77
Zone 1	West Moors (DC)	€3.53	€0.03	€0.01	€0.07	€3.63	27.1%	€4.61
Zone 1	West Parley (LC)	€6.12	€0.05	€0.01	€0.02	€6.19	56.0%	€9.66
Zone 1	Wool (LC)	€3.36	€0.74	€0.01	€0.35	€4.47	15.1%	€5.14
Zone 1	Other Zone 1 'South Eastern'	€12.51	€1.04	€0.08	€0.51	€14.13	40.9%	€19.91
Zone 1	Total	€306.36	€12.08	€0.36	€16.77	€335.57		€403.26
Zone 2	Dorchester - Town Centre	€1.93	€24.32	€0.59	€0.35	€27.18	7.7%	€29.29
Zone 2	Dorchester - Queen Mother Square, Poundbury	€0.35	€10.50	€0.49	€0.16	€11.50	10.9%	€12.75
Zone 2	Dorchester - Elsewhere	€4.92	€75.82	€2.12	€1.15	€84.01	7.7%	€90.49
Zone 2	Weymouth - Town Centre	€0.22	€5.87	€0.07	€0.04	€6.20	38.0%	€8.56
Zone 2	Weymouth - Abbotsbury Road, Westham	€0.02	€2.30	€0.01	€0.00	€2.33	3.8%	€2.42
Zone 2	Weymouth - Littlemoor Centre (LC)	€0.01	€1.16	€0.01	€0.00	€1.19	16.2%	€1.38
Zone 2	Weymouth - Lodmoor Hill	€0.01	€1.86	€0.01	€0.00	€1.88	11.8%	€2.10
Zone 2	Weymouth - Portland Road, Wyke Regis	€0.01	€3.10	€0.01	€0.00	€3.13	11.8%	€3.49
Zone 2	Weymouth - Southill Centre	€0.00	€0.61	€0.00	€0.00	€0.61	1.7%	€0.63
Zone 2	Weymouth - Gateway RP/Mercery Road	€2.14	€58.74	€0.88	€0.30	€62.06	8.3%	€67.23
Zone 2	Weymouth - Jubilee Close RP	€0.08	€2.84	€0.10	€0.01	€3.03	6.4%	€3.22
Zone 2	Portland - Easton Square, Easton (LC)	€0.05	€16.33	€0.03	€0.00	€16.41	6.8%	€17.53
Zone 2	Portland - Fortuneswell (LC)	€0.00	€1.02	€0.00	€0.00	€1.03	17.7%	€1.21
Zone 2	Portland - Elsewhere	€0.18	€8.76	€0.03	€0.05	€9.02	25.7%	€11.34
Zone 2	Other Zone 2 'Central'	€3.03	€103.20	€1.17	€0.45	€107.86	13.1%	€122.03
Zone 2	Total	€12.95	€316.43	€5.53	€2.53	€337.44		€373.67
Zone 3	Bridport - Town Centre	€0.07	€1.24	€16.56	€0.05	€17.91	19.2%	€21.35
Zone 3	Bridport - Elsewhere	€0.52	€3.81	€48.11	€0.17	€52.61	19.2%	€62.73
Zone 3	Lyme Regis - Town Centre	€0.03	€0.06	€2.57	€0.01	€2.68	61.7%	€4.33
Zone 3	Lyme Regis - Elsewhere	€0.01	€0.03	€0.50	€0.00	€0.54	51.6%	€0.82
Zone 3	Beaminster (LC)	€0.07	€0.26	€3.91	€0.05	€4.28	15.4%	€4.94
Zone 3	West Bay (LC)	€0.00	€0.01	€0.05	€0.01	€0.07	67.0%	€0.11
Zone 3	Other Zone 3 'Western'	€0.11	€0.32	€3.82	€0.05	€4.29	46.9%	€6.31
Zone 3	Total	€0.81	€5.72	€75.51	€0.34	€82.39		€100.58
Zone 4	Gillingham - Town Centre	€0.33	€0.19	€0.01	€28.05	€28.58	29.6%	€37.03
Zone 4	Gillingham - Kingsmead Business Park	€0.14	€0.06	€0.00	€8.82	€9.03	25.5%	€11.34
Zone 4	Gillingham - Elsewhere	€0.02	€0.02	€0.00	€2.36	€2.40	13.6%	€2.72
Zone 4	Sherborne - Town Centre	€0.06	€1.83	€0.14	€10.12	€12.16	37.7%	€16.74
Zone 4	Sherborne - Elsewhere	€0.10	€4.59	€0.23	€19.94	€24.87	25.4%	€31.18
Zone 4	Shaftesbury - Town Centre	€1.36	€0.35	€0.03	€32.09	€33.83	30.3%	€44.07
Zone 4	Shaftesbury - Elsewhere	€0.29	€0.15	€0.01	€4.67	€5.11	32.8%	€6.79
Zone 4	Sturminster Newton - Town Centre	€0.14	€0.22	€0.00	€4.20	€4.57	7.6%	€4.91
Zone 4	Sturminster Newton - Elsewhere	€0.00	€0.00	€0.00	€0.02	€0.02	1.4%	€0.02
Zone 4	Marnhull	€0.01	€0.03	€0.00	€1.24	€1.28	5.6%	€1.35
Zone 4	Stalbridge	€0.11	€0.34	€0.01	€6.10	€6.55	24.5%	€8.16
Zone 4	Other Zone 4 'Northern'	€0.99	€0.99	€0.12	€7.14	€9.23	29.8%	€11.98
Zone 4	Total	€3.54	€8.77	€0.56	€124.75	€137.62		€176.30
Out of Area	Bournemouth	€20.42	€1.41	€0.10	€0.68	€22.61		
Out of Area	Christchurch	€1.90	€0.13	€0.01	€0.13	€2.17		
Out of Area	Poole	€53.79	€2.65	€0.10	€1.08	€57.62		
Out of Area	Fordingbridge	€0.59	€0.02	€0.00	€0.02	€0.62		
Out of Area	Ringwood	€13.68	€0.12	€0.01	€0.12	€13.93		
Out of Area	Salisbury	€1.96	€0.15	€0.04	€1.44	€3.58		
Out of Area	Wincanton	€0.09	€0.25	€0.04	€6.32	€6.71		
Out of Area	Yeovil	€0.37	€7.15	€2.93	€17.96	€28.40		
Out of Area	Chard	€0.03	€0.12	€1.71	€0.07	€1.93		
Out of Area	Other 'Somerset'	€0.99	€1.99	€4.74	€4.19	€11.91		
Out of Area	Other 'Hampshire'	€3.87	€1.42	€1.11	€0.87	€7.26		
Out of Area	Other 'Wiltshire'	€1.05	€0.72	€0.15	€2.23	€4.15		
Out of Area	Other 'Devon'	€1.67	€1.62	€13.45	€0.95	€17.69		
Out of Area	Elsewhere in UK	€46.36	€15.11	€4.84	€9.32	€75.63		
Out of Area	Total	€146.78	€32.85	€29.23	€45.36	€254.22		
Total		€470.44	€375.85	€111.19	€189.75	€1,147.24		€1,053.82

Notes

Calculated from Tables B5.1 & B4.4

TABLE BS.7: SUMMARY OF AVAILABLE CONVENIENCE SPEND 2025 - 2043 (EXC SFT)

SUPERMARKETS (CONVENIENCE) SPEND		2025	2030	2035	2040	2043
Merchant Zone	Retail Location					
Zone 1	Blandford Forum - Town Centre	£14.15	£13.99	£13.90	£13.83	£13.87
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	£54.20	£53.58	£53.23	£53.00	£53.16
Zone 1	Blandford Forum - Elsewhere	£34.13	£33.73	£33.50	£33.35	£33.45
Zone 1	Ferndown - Town Centre	£29.58	£29.25	£29.06	£28.92	£29.00
Zone 1	Ferndown - Elsewhere	£73.27	£72.47	£71.98	£71.64	£71.85
Zone 1	Swanage - Town Centre	£13.29	£13.14	£13.06	£12.99	£13.03
Zone 1	Swanage - Elsewhere	£2.73	£2.70	£2.68	£2.67	£2.67
Zone 1	Verwood - Town Centre	£3.06	£3.03	£3.01	£3.00	£3.00
Zone 1	Verwood - Elsewhere	£48.57	£48.03	£47.71	£47.48	£47.61
Zone 1	Wareham - Town Centre	£17.31	£17.12	£17.01	£16.93	£16.99
Zone 1	Wareham - Elsewhere	£1.57	£1.55	£1.54	£1.53	£1.54
Zone 1	Wimborne Minster - Town Centre	£7.41	£7.32	£7.28	£7.24	£7.26
Zone 1	Wimborne Minster - Elsewhere	£29.11	£28.78	£28.59	£28.46	£28.54
Zone 1	Bere Regis (LC)	£1.96	£1.94	£1.93	£1.93	£1.93
Zone 1	Corfe Castle (LC)	£0.46	£0.45	£0.45	£0.45	£0.45
Zone 1	Corfe Mullen (LC)	£14.93	£14.77	£14.67	£14.60	£14.64
Zone 1	Lytchett Matravers (LC)	£2.21	£2.19	£2.17	£2.16	£2.17
Zone 1	Upton (TC)	£23.22	£22.96	£22.81	£22.70	£22.77
Zone 1	West Moors (DC)	£4.70	£4.65	£4.62	£4.60	£4.61
Zone 1	West Parley (LC)	£9.85	£9.75	£9.68	£9.63	£9.66
Zone 1	Wool (LC)	£5.23	£5.17	£5.14	£5.12	£5.14
Zone 1	Other Zone 1 'South Eastern'	£20.28	£20.06	£19.94	£19.85	£19.91
Zone 1	Total	£411.22	£406.64	£403.96	£402.08	£403.26
Zone 2	Dorchester - Town Centre	£29.26	£29.07	£29.06	£29.12	£29.29
Zone 2	Dorchester - Queen Mother Square, Poundbury	£12.73	£12.65	£12.65	£12.68	£12.75
Zone 2	Dorchester - Elsewhere	£90.37	£89.82	£89.79	£89.96	£90.49
Zone 2	Weymouth - Town Centre	£8.54	£8.49	£8.49	£8.51	£8.56
Zone 2	Weymouth - Abbotsbury Road, Westham	£2.41	£2.39	£2.39	£2.40	£2.42
Zone 2	Weymouth - Littlemoor Centre (LC)	£1.37	£1.37	£1.37	£1.37	£1.38
Zone 2	Weymouth - Lodmoor Hill	£2.10	£2.08	£2.08	£2.09	£2.10
Zone 2	Weymouth - Portland Road, Wyke Regis	£3.48	£3.46	£3.46	£3.47	£3.49
Zone 2	Weymouth - Southill Centre	£0.62	£0.62	£0.62	£0.62	£0.63
Zone 2	Weymouth - Gateway RP/Mercery Road	£67.08	£66.68	£66.68	£66.83	£67.23
Zone 2	Weymouth - Jubilee Close RP	£3.21	£3.20	£3.20	£3.20	£3.22
Zone 2	Portland - Easton Square, Easton (LC)	£17.47	£17.37	£17.38	£17.42	£17.53
Zone 2	Portland - Fortuneswell (LC)	£1.21	£1.20	£1.20	£1.21	£1.21
Zone 2	Portland - Elsewhere	£11.31	£11.24	£11.24	£11.27	£11.34
Zone 2	Other Zone 2 'Central'	£121.75	£121.02	£121.02	£121.30	£122.03
Zone 2	Total	£372.93	£370.67	£370.64	£371.45	£373.67
Zone 3	Bridport - Town Centre	£21.33	£21.33	£21.35	£21.30	£21.35
Zone 3	Bridport - Elsewhere	£62.68	£62.68	£62.72	£62.57	£62.73
Zone 3	Lyme Regis - Town Centre	£4.33	£4.33	£4.33	£4.32	£4.33
Zone 3	Lyme Regis - Elsewhere	£0.82	£0.82	£0.82	£0.81	£0.82
Zone 3	Beaminster (LC)	£4.94	£4.94	£4.94	£4.93	£4.94
Zone 3	West Bay (LC)	£0.11	£0.11	£0.11	£0.11	£0.11
Zone 3	Other Zone 3 'Western'	£6.31	£6.30	£6.31	£6.29	£6.31
Zone 3	Total	£100.51	£100.52	£100.58	£100.34	£100.58
Zone 4	Gillingham - Town Centre	£38.24	£37.58	£37.21	£36.97	£37.03
Zone 4	Gillingham - Kingsmead Business Park	£11.71	£11.50	£11.39	£11.32	£11.34
Zone 4	Gillingham - Elsewhere	£2.81	£2.76	£2.73	£2.72	£2.72
Zone 4	Sherborne - Town Centre	£17.19	£16.93	£16.79	£16.70	£16.74
Zone 4	Sherborne - Elsewhere	£31.99	£31.51	£31.26	£31.11	£31.18
Zone 4	Shaftesbury - Town Centre	£45.48	£44.70	£44.27	£43.99	£44.07
Zone 4	Shaftesbury - Elsewhere	£7.00	£6.88	£6.82	£6.78	£6.79
Zone 4	Sturminster Newton - Town Centre	£5.07	£4.98	£4.94	£4.91	£4.91
Zone 4	Sturminster Newton - Elsewhere	£0.02	£0.02	£0.02	£0.02	£0.02
Zone 4	Marnhull	£1.40	£1.37	£1.36	£1.35	£1.35
Zone 4	Stalbridge	£8.41	£8.27	£8.20	£8.15	£8.16
Zone 4	Other Zone 4 'Northern'	£12.31	£12.12	£12.02	£11.96	£11.98
Zone 4	Total	£181.64	£178.64	£177.01	£175.96	£176.30
Total		£1,066.30	£1,056.47	£1,052.18	£1,049.83	£1,053.82

TABLE B5.8: DORSET - CONVENIENCE GOODS CAPACITY

		2025	2030	2035	2040	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1,066.3	£1,056.5	£1,052.2	£1,049.8	£1,053.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1,066.3	£1,071.6	£1,077.0	£1,082.4	£1,085.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£-15.2	£-24.8	£-32.6	£-31.8
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			Considered Separately		
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£-15.2	£-24.8	£-32.6	£-31.8
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701	£12,765
	(ii) Net Floorspace Capacity (sq m):	-	-1,206	-1,964	-2,565	-2,494
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,723	-2,806	-3,664	-3,563

Notes:

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table B5.7).
- STEP 2: It has been assumed for the purpose of this assessment that Dorset's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels) with future turnover levels uplifted to reflect expected productivity improvements
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2030.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, and Morrisons), supermarket (e.g. Co-op, Waitrose, Marks & Spencer, etc) and limited assortment discount (LAD) operators (e.g. Aldi and Lidl).

TABLE B5.9: SOUTH EASTERN DORSET - CONVENIENCE GOODS CAPACITY

		2025	2030	2035	2040	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£411.2	£406.6	£404.0	£402.1	£403.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£411.2	£413.3	£415.4	£417.4	£418.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£-6.6	£-11.4	£-15.3	£-15.4
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			Considered Separately		
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£-6.6	£-11.4	£-15.3	£-15.4
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701	£12,765
	(ii) Net Floorspace Capacity (sq m):	-	-528	-901	-1,208	-1,209
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-754	-1,288	-1,726	-1,726

TABLE B5.10: CENTRAL DORSET - CONVENIENCE GOODS CAPACITY

		2025	2030	2035	2040	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£372.9	£370.7	£370.6	£371.4	£373.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£372.9	£374.8	£376.7	£378.6	£379.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£-4.1	£-6.0	£-7.1	£-6.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			Considered Separately		
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£-4.1	£-6.0	£-7.1	£-6.0
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701	£12,765
	(ii) Net Floorspace Capacity (sq m):	-	-328	-478	-560	-472
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-469	-682	-800	-675

TABLE B5.11: WESTERN DORSET - CONVENIENCE GOODS CAPACITY

		2025	2030	2035	2040	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£100.5	£100.5	£100.6	£100.3	£100.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£100.5	£101.0	£101.5	£102.0	£102.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£-0.5	£-0.9	£-1.7	£-1.8
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			Considered Separately		
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£-0.5	£-0.9	£-1.7	£-1.8
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701	£12,765
	(ii) Net Floorspace Capacity (sq m):	-	-40	-75	-134	-138
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-57	-107	-191	-196

TABLE B5.12: NORTHERN DORSET - CONVENIENCE GOODS CAPACITY

		2025	2030	2035	2040	2043
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£181.6	£178.6	£177.0	£176.0	£176.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£181.6	£182.5	£183.5	£184.4	£184.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£-3.9	£-6.5	£-8.4	£-8.6
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)			Considered Separately		
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£-3.9	£-6.5	£-8.4	£-8.6
STEP 6:	CAPACITY FOR CONVENIENCE FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,512	£12,575	£12,638	£12,701	£12,765
	(ii) Net Floorspace Capacity (sq m):	-	-310	-510	-663	-676
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-444	-729	-947	-966

TABLE B5.13: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT (NET SQ M)

Convenience Goods Capacity (sqm net)	2030	2035	2040	2043
Zone 1 South Eastern Dorset	-528	-901	-1,208	-1,209
Zone 2 Central Dorset	-328	-478	-560	-472
Zone 3 Western Dorset	-40	-75	-134	-138
Zone 4 Northern Dorset	-310	-510	-663	-676
Total Convenience Goods Floorspace Capacity Dorset (sqm net)	-1,206	-1,964	-2,565	-2,494

APPENDIX B6: COMPARISON CAPACITY TABLES

TABLE B6.1: COMPARISON RETAIL MARKET SHARES AND INFLOWS 2024 (EXC SFT)

COMPARISON		Dorset Zones					% Inflow
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4	Dorset (Zones 1 - 4)	
Zone 1	Blandford Forum - Town Centre	1.9%	0.2%	0.0%	1.1%	1.1%	10.8%
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 1	Blandford Forum - Elsewhere	3.5%	0.7%	0.1%	2.7%	2.2%	11.0%
Zone 1	Ferndown - Town Centre	1.5%	0.0%	0.0%	0.0%	0.6%	17.9%
Zone 1	Ferndown - Elsewhere	2.8%	0.1%	0.0%	0.1%	1.2%	54.5%
Zone 1	Swanage - Town Centre	1.0%	0.1%	0.0%	0.0%	0.5%	61.5%
Zone 1	Swanage - Elsewhere	0.6%	0.0%	0.0%	0.0%	0.3%	22.9%
Zone 1	Verwood - Town Centre	0.6%	0.0%	0.0%	0.0%	0.3%	36.1%
Zone 1	Verwood - Elsewhere	0.8%	0.0%	0.0%	0.0%	0.3%	27.6%
Zone 1	Wareham - Town Centre	1.4%	0.1%	0.0%	0.0%	0.6%	12.1%
Zone 1	Wareham - Elsewhere	1.2%	0.0%	0.0%	0.0%	0.5%	17.9%
Zone 1	Wimborne Minster - Town Centre	3.8%	0.1%	0.0%	0.3%	1.7%	40.9%
Zone 1	Wimborne Minster - Elsewhere	1.2%	0.1%	0.0%	0.1%	0.5%	49.0%
Zone 1	Bere Regis (LC)	0.1%	0.0%	0.0%	0.0%	0.1%	1.0%
Zone 1	Corfe Castle (LC)	0.0%	0.1%	0.0%	0.0%	0.0%	45.8%
Zone 1	Corfe Mullen (LC)	0.7%	0.0%	0.0%	0.0%	0.3%	47.2%
Zone 1	Lytchett Matravers (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	84.1%
Zone 1	Upton (TC)	0.4%	0.0%	0.0%	0.0%	0.2%	50.9%
Zone 1	West Moors (DC)	0.3%	0.0%	0.0%	0.0%	0.1%	18.1%
Zone 1	West Parley (LC)	0.2%	0.0%	0.0%	0.0%	0.1%	45.1%
Zone 1	Wool (LC)	0.2%	0.1%	0.0%	0.0%	0.1%	8.3%
Zone 1	Other Zone 1 'South Eastern'	8.7%	0.8%	0.2%	1.1%	4.1%	61.9%
Zone 1	Total	30.8%	2.5%	0.3%	5.5%	14.6%	45.3%
Zone 2	Dorchester - Town Centre	1.2%	14.7%	3.4%	1.1%	5.5%	21.4%
Zone 2	Dorchester - Queen Mother Square, Poundbury	0.1%	1.8%	0.4%	0.1%	0.7%	15.9%
Zone 2	Dorchester - Elsewhere	0.8%	13.2%	3.4%	1.1%	4.8%	9.3%
Zone 2	Weymouth - Town Centre	0.3%	11.2%	1.7%	0.3%	3.7%	33.9%
Zone 2	Weymouth - Abbotsbury Road, Westham	0.0%	0.2%	0.0%	0.0%	0.1%	4.5%
Zone 2	Weymouth - Littlemoor Centre (LC)	0.1%	4.1%	0.4%	0.1%	1.3%	10.2%
Zone 2	Weymouth - Lodmoor Hill	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Zone 2	Weymouth - Portland Road, Wyke Regis	0.0%	0.6%	0.0%	0.0%	0.2%	16.6%
Zone 2	Weymouth - Southill Centre	0.0%	0.3%	0.0%	0.0%	0.1%	12.3%
Zone 2	Weymouth - Gateway RP/Mercery Road	0.2%	3.9%	0.7%	0.1%	1.3%	9.1%
Zone 2	Weymouth - Jubilee Close RP	0.1%	5.8%	0.7%	0.0%	1.9%	9.8%
Zone 2	Portland - Easton Square, Easton (LC)	0.0%	0.4%	0.0%	0.0%	0.1%	2.1%
Zone 2	Portland - Fortuneswell (LC)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Zone 2	Portland - Elsewhere	0.0%	0.3%	0.0%	0.0%	0.1%	54.0%
Zone 2	Other Zone 2 'Central'	1.3%	10.9%	1.0%	0.5%	4.0%	15.0%
Zone 2	Total	4.2%	67.6%	11.9%	3.3%	23.9%	18.5%
Zone 3	Bridport - Town Centre	0.0%	0.4%	16.2%	0.1%	1.5%	28.2%
Zone 3	Bridport - Elsewhere	0.0%	0.7%	20.1%	0.1%	1.9%	16.9%
Zone 3	Lyme Regis - Town Centre	0.0%	0.1%	1.9%	0.0%	0.2%	81.1%
Zone 3	Lyme Regis - Elsewhere	0.0%	0.0%	1.0%	0.0%	0.1%	77.5%
Zone 3	Beaminster (LC)	0.0%	0.1%	1.7%	0.0%	0.2%	35.5%
Zone 3	West Bay (LC)	0.0%	0.0%	0.5%	0.0%	0.1%	68.1%
Zone 3	Other Zone 3 'Western'	0.0%	0.2%	2.5%	0.0%	0.3%	63.2%
Zone 3	Total	0.1%	1.4%	44.0%	0.3%	4.2%	40.1%
Zone 4	Gillingham - Town Centre	0.0%	0.0%	0.0%	4.5%	0.9%	30.8%
Zone 4	Gillingham - Kingsmead Business Park	0.1%	0.0%	0.0%	5.8%	1.2%	29.8%
Zone 4	Gillingham - Elsewhere	0.0%	0.0%	0.0%	1.7%	0.3%	30.9%
Zone 4	Sherborne - Town Centre	0.1%	0.6%	0.4%	6.4%	1.5%	40.8%
Zone 4	Sherborne - Elsewhere	0.0%	0.4%	0.1%	3.7%	0.9%	40.6%
Zone 4	Shaftesbury - Town Centre	0.1%	0.0%	0.0%	4.2%	0.9%	37.0%
Zone 4	Shaftesbury - Elsewhere	0.1%	0.0%	0.0%	3.0%	0.6%	36.1%
Zone 4	Sturminster Newton - Town Centre	0.0%	0.1%	0.0%	1.3%	0.3%	8.4%
Zone 4	Sturminster Newton - Elsewhere	0.2%	0.3%	0.0%	4.7%	1.1%	18.3%
Zone 4	Marnhull	0.0%	0.0%	0.0%	0.0%	0.0%	66.0%
Zone 4	Stalbridge	0.0%	0.0%	0.0%	0.3%	0.1%	36.0%
Zone 4	Other Zone 4 'Northern'	0.2%	1.4%	1.3%	9.8%	2.6%	60.3%
Zone 4	Total	0.9%	2.9%	1.8%	45.4%	10.4%	42.9%
Out of Area	Bournemouth	15.0%	2.4%	1.0%	1.6%	7.4%	
Out of Area	Christchurch	1.5%	0.1%	0.1%	0.1%	0.7%	
Out of Area	Poole	15.1%	3.5%	0.7%	2.2%	7.8%	
Out of Area	Fordingbridge	0.3%	0.0%	0.0%	0.0%	0.1%	
Out of Area	Ringwood	3.2%	0.1%	0.0%	0.2%	1.4%	
Out of Area	Salisbury	1.5%	0.3%	0.2%	4.0%	1.5%	
Out of Area	Wincanton	0.0%	0.0%	0.0%	0.8%	0.2%	
Out of Area	Yeovil	0.1%	2.0%	4.0%	11.3%	3.2%	
Out of Area	Chard	0.0%	0.0%	0.8%	0.0%	0.1%	
Out of Area	Other 'Somerset'	0.5%	1.4%	5.3%	5.0%	2.0%	
Out of Area	Other 'Hampshire'	2.4%	0.8%	0.9%	0.8%	1.5%	
Out of Area	Other 'Wiltshire'	0.4%	0.2%	0.2%	2.9%	0.8%	
Out of Area	Other 'Devon'	0.5%	1.2%	13.6%	1.2%	1.9%	
Out of Area	Elsewhere in UK	23.4%	13.7%	15.1%	15.5%	18.2%	
Out of Area	Total	64.0%	25.6%	42.0%	45.5%	46.8%	
Zone Total		100.0%	100.0%	100.0%	100.0%	100.0%	

Notes Calculated from Table B3.3

TABLE B6.2: AVAILABLE COMPARISON SPEND 2025 (EXC SFT)

COMPARISON		Dorset Zones				Total Zones 1-4	% Inflow	Total Comparison Spend (£m)
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4			
Available Comparison Spend 2025		£477.27	£357.53	£103.51	£185.65	£1,123.95		
Zone 1	Blandford Forum - Town Centre	£9.03	£0.63	£0.01	£2.01	£11.68	10.8%	£12.94
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.00
Zone 1	Blandford Forum - Elsewhere	£16.74	£2.41	£0.06	£4.94	£24.16	11.0%	£26.81
Zone 1	Ferndown - Town Centre	£7.02	£0.13	£0.00	£0.01	£7.17	17.9%	£8.45
Zone 1	Ferndown - Elsewhere	£13.17	£0.37	£0.00	£0.14	£13.69	54.5%	£21.15
Zone 1	Swanage - Town Centre	£4.95	£0.24	£0.03	£0.08	£5.29	61.5%	£8.55
Zone 1	Swanage - Elsewhere	£2.78	£0.13	£0.00	£0.06	£2.98	22.9%	£3.66
Zone 1	Verwood - Town Centre	£3.01	£0.00	£0.00	£0.03	£3.04	36.1%	£4.14
Zone 1	Verwood - Elsewhere	£3.69	£0.08	£0.02	£0.03	£3.82	27.6%	£4.87
Zone 1	Wareham - Town Centre	£6.66	£0.46	£0.00	£0.05	£7.17	12.1%	£8.04
Zone 1	Wareham - Elsewhere	£5.58	£0.17	£0.00	£0.01	£5.76	17.9%	£6.79
Zone 1	Wimborne Minster - Town Centre	£18.33	£0.39	£0.02	£0.52	£19.25	40.9%	£27.13
Zone 1	Wimborne Minster - Elsewhere	£5.68	£0.25	£0.01	£0.12	£6.05	49.0%	£9.02
Zone 1	Bere Regis (LC)	£0.46	£0.17	£0.00	£0.01	£0.64	1.0%	£0.64
Zone 1	Corfe Castle (LC)	£0.12	£0.18	£0.00	£0.00	£0.30	45.8%	£0.43
Zone 1	Corfe Mullen (LC)	£3.28	£0.05	£0.00	£0.02	£3.35	47.2%	£4.93
Zone 1	Lytchett Matravers (LC)	£0.04	£0.01	£0.00	£0.00	£0.05	84.1%	£0.09
Zone 1	Upton (TC)	£1.80	£0.03	£0.00	£0.02	£1.86	50.9%	£2.80
Zone 1	West Moors (DC)	£1.45	£0.01	£0.00	£0.01	£1.47	18.1%	£1.73
Zone 1	West Parley (LC)	£0.74	£0.00	£0.00	£0.00	£0.74	45.1%	£1.07
Zone 1	Wool (LC)	£0.87	£0.20	£0.00	£0.00	£1.07	8.3%	£1.16
Zone 1	Other Zone 1 'South Eastern'	£41.42	£2.96	£0.19	£2.13	£46.70	61.9%	£75.62
Zone 1	Total	£146.83	£8.86	£0.36	£10.20	£166.24		£230.03
Zone 2	Dorchester - Town Centre	£5.79	£52.60	£3.53	£2.10	£64.02	21.4%	£77.72
Zone 2	Dorchester - Queen Mother Square, Poundbury	£0.59	£6.47	£0.44	£0.15	£7.64	15.9%	£8.86
Zone 2	Dorchester - Elsewhere	£3.69	£47.18	£3.55	£2.03	£56.44	9.3%	£61.68
Zone 2	Weymouth - Town Centre	£1.61	£40.09	£1.76	£0.57	£44.03	33.9%	£58.95
Zone 2	Weymouth - Abbotsbury Road, Westham	£0.01	£0.67	£0.00	£0.00	£0.69	4.5%	£0.72
Zone 2	Weymouth - Littlemoor Centre (LC)	£0.60	£14.60	£0.43	£0.18	£15.80	10.2%	£17.42
Zone 2	Weymouth - Lodmoor Hill	£0.00	£0.08	£0.00	£0.00	£0.09	1.9%	£0.09
Zone 2	Weymouth - Portland Road, Wyke Regis	£0.06	£2.29	£0.02	£0.01	£2.38	16.6%	£2.77
Zone 2	Weymouth - Southill Centre	£0.00	£1.18	£0.00	£0.00	£1.18	12.3%	£1.32
Zone 2	Weymouth - Gateway RP/Mercery Road	£0.81	£14.05	£0.73	£0.21	£15.81	9.1%	£17.25
Zone 2	Weymouth - Jubilee Close RP	£0.49	£20.72	£0.75	£0.08	£22.04	9.8%	£24.21
Zone 2	Portland - Easton Square, Easton (LC)	£0.00	£1.56	£0.00	£0.00	£1.56	2.1%	£1.59
Zone 2	Portland - Fortuneswell (LC)	£0.00	£0.01	£0.00	£0.00	£0.01	0.0%	£0.01
Zone 2	Portland - Elsewhere	£0.06	£1.07	£0.04	£0.00	£1.17	54.0%	£1.80
Zone 2	Other Zone 2 'Central'	£6.40	£39.09	£1.07	£0.86	£47.42	15.0%	£54.53
Zone 2	Total	£20.11	£241.68	£12.31	£6.19	£280.29		£328.93
Zone 3	Bridport - Town Centre	£0.19	£1.55	£16.80	£0.12	£18.66	28.2%	£23.93
Zone 3	Bridport - Elsewhere	£0.18	£2.39	£20.81	£0.12	£23.50	16.9%	£27.46
Zone 3	Lyme Regis - Town Centre	£0.09	£0.18	£1.99	£0.04	£2.30	81.1%	£4.17
Zone 3	Lyme Regis - Elsewhere	£0.03	£0.06	£1.01	£0.02	£1.13	77.5%	£2.00
Zone 3	Beamminster (LC)	£0.02	£0.24	£1.72	£0.04	£2.03	35.5%	£2.75
Zone 3	West Bay (LC)	£0.05	£0.13	£0.56	£0.03	£0.76	68.1%	£1.29
Zone 3	Other Zone 3 'Western'	£0.10	£0.59	£2.63	£0.09	£3.42	63.2%	£5.58
Zone 3	Total	£0.66	£5.15	£45.53	£0.46	£51.80		£67.17
Zone 4	Gillingham - Town Centre	£0.11	£0.07	£0.02	£8.32	£8.52	30.8%	£11.14
Zone 4	Gillingham - Kingsmead Business Park	£0.39	£0.12	£0.01	£10.71	£11.23	29.8%	£14.57
Zone 4	Gillingham - Elsewhere	£0.03	£0.03	£0.00	£3.17	£3.22	30.9%	£4.22
Zone 4	Sherborne - Town Centre	£0.25	£2.13	£0.37	£11.88	£14.63	40.8%	£20.60
Zone 4	Sherborne - Elsewhere	£0.08	£1.49	£0.10	£6.89	£8.55	40.6%	£12.01
Zone 4	Shaftesbury - Town Centre	£0.60	£0.15	£0.01	£7.71	£8.46	37.0%	£11.60
Zone 4	Shaftesbury - Elsewhere	£0.48	£0.02	£0.00	£5.61	£6.12	36.1%	£8.33
Zone 4	Sturminster Newton - Town Centre	£0.21	£0.21	£0.00	£2.50	£2.91	8.4%	£3.16
Zone 4	Sturminster Newton - Elsewhere	£1.18	£1.04	£0.03	£8.74	£10.98	18.3%	£12.99
Zone 4	Marnhull	£0.01	£0.01	£0.00	£0.02	£0.04	66.0%	£0.07
Zone 4	Stalbridge	£0.00	£0.03	£0.00	£0.53	£0.56	36.0%	£0.76
Zone 4	Other Zone 4 'Northern'	£1.11	£5.05	£1.35	£18.17	£25.68	60.3%	£41.16
Zone 4	Total	£4.44	£10.33	£1.88	£84.24	£100.90		£140.61
Out of Area	Bournemouth	£71.63	£8.63	£1.02	£3.01	£84.29		
Out of Area	Christchurch	£7.03	£0.31	£0.15	£0.22	£7.71		
Out of Area	Poole	£72.17	£12.42	£0.68	£4.13	£89.39		
Out of Area	Fordingbridge	£1.36	£0.00	£0.01	£0.03	£1.39		
Out of Area	Ringwood	£15.51	£0.35	£0.02	£0.30	£16.18		
Out of Area	Salisbury	£7.13	£1.08	£0.23	£7.37	£15.81		
Out of Area	Wincanton	£0.02	£0.01	£0.02	£1.47	£1.52		
Out of Area	Yeovil	£0.51	£7.19	£4.12	£20.92	£32.73		
Out of Area	Chard	£0.03	£0.13	£0.83	£0.07	£1.05		
Out of Area	Other 'Somerset'	£2.19	£4.84	£5.50	£9.32	£21.85		
Out of Area	Other 'Hampshire'	£11.59	£2.79	£0.97	£1.50	£16.85		
Out of Area	Other 'Wiltshire'	£2.02	£0.64	£0.20	£5.33	£8.19		
Out of Area	Other 'Devon'	£2.30	£4.16	£14.07	£2.19	£22.71		
Out of Area	Elsewhere in UK	£111.76	£48.96	£15.64	£28.70	£205.05		
Out of Area	Total	£305.24	£91.51	£43.43	£84.55	£524.73		
Total		£477.27	£357.53	£103.51	£185.65	£1,123.95		£766.74

Notes

Calculated from Tables B6.1 & B4.7

TABLE B6.3: AVAILABLE COMPARISON SPEND 2030 (EXC SFT)

COMPARISON		Dorset Zones				Total Zones 1-4	% Inflow	Total Comparison Spend (£m)
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4			
Available Comparison Spend 2030		£520.43	£391.90	£114.21	£201.12	£1,227.66		
Zone 1	Blandford Forum - Town Centre	£9.85	£0.69	£0.01	£2.18	£12.73	10.8%	£14.09
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.00
Zone 1	Blandford Forum - Elsewhere	£18.26	£2.65	£0.07	£5.35	£26.33	11.0%	£29.21
Zone 1	Ferndown - Town Centre	£7.66	£0.15	£0.00	£0.01	£7.82	17.9%	£9.22
Zone 1	Ferndown - Elsewhere	£14.37	£0.41	£0.01	£0.15	£14.93	54.5%	£23.07
Zone 1	Swanage - Town Centre	£5.39	£0.26	£0.03	£0.09	£5.77	61.5%	£9.33
Zone 1	Swanage - Elsewhere	£3.04	£0.14	£0.00	£0.07	£3.25	22.9%	£3.99
Zone 1	Verwood - Town Centre	£3.28	£0.00	£0.00	£0.03	£3.31	36.1%	£4.51
Zone 1	Verwood - Elsewhere	£4.02	£0.08	£0.02	£0.03	£4.16	27.6%	£5.32
Zone 1	Wareham - Town Centre	£7.27	£0.50	£0.00	£0.05	£7.82	12.1%	£8.77
Zone 1	Wareham - Elsewhere	£6.08	£0.18	£0.01	£0.02	£6.28	17.9%	£7.41
Zone 1	Wimborne Minster - Town Centre	£19.99	£0.43	£0.02	£0.56	£20.99	40.9%	£29.58
Zone 1	Wimborne Minster - Elsewhere	£6.19	£0.27	£0.01	£0.13	£6.60	49.0%	£9.83
Zone 1	Bere Regis (LC)	£0.50	£0.19	£0.00	£0.01	£0.69	1.0%	£0.70
Zone 1	Corfe Castle (LC)	£0.13	£0.20	£0.00	£0.00	£0.33	45.8%	£0.47
Zone 1	Corfe Mullen (LC)	£3.58	£0.05	£0.00	£0.02	£3.65	47.2%	£5.38
Zone 1	Lytchett Matravers (LC)	£0.05	£0.01	£0.00	£0.00	£0.05	84.1%	£0.10
Zone 1	Upton (TC)	£1.96	£0.04	£0.00	£0.03	£2.02	50.9%	£3.05
Zone 1	West Moors (DC)	£1.58	£0.01	£0.00	£0.01	£1.60	18.1%	£1.89
Zone 1	West Parley (LC)	£0.80	£0.00	£0.00	£0.00	£0.80	45.1%	£1.17
Zone 1	Wool (LC)	£0.95	£0.21	£0.00	£0.00	£1.16	8.3%	£1.26
Zone 1	Other Zone 1 'South Eastern'	£45.17	£3.24	£0.21	£2.31	£50.93	61.9%	£82.47
Zone 1	Total	£160.10	£9.71	£0.40	£11.05	£181.26		£250.82
Zone 2	Dorchester - Town Centre	£6.31	£57.66	£3.90	£2.28	£70.14	21.4%	£85.15
Zone 2	Dorchester - Queen Mother Square, Poundbury	£0.64	£7.09	£0.48	£0.16	£8.38	15.9%	£9.71
Zone 2	Dorchester - Elsewhere	£4.03	£51.72	£3.91	£2.19	£61.85	9.3%	£67.58
Zone 2	Weymouth - Town Centre	£1.76	£43.94	£1.94	£0.62	£48.26	33.9%	£64.62
Zone 2	Weymouth - Abbotsbury Road, Westham	£0.01	£0.74	£0.00	£0.00	£0.75	4.5%	£0.79
Zone 2	Weymouth - Littlemoor Centre (LC)	£0.65	£16.00	£0.47	£0.19	£17.32	10.2%	£19.09
Zone 2	Weymouth - Lodmoor Hill	£0.00	£0.09	£0.00	£0.00	£0.09	1.9%	£0.10
Zone 2	Weymouth - Portland Road, Wyke Regis	£0.06	£2.51	£0.02	£0.02	£2.61	16.6%	£3.04
Zone 2	Weymouth - Southill Centre	£0.00	£1.29	£0.00	£0.00	£1.29	12.3%	£1.45
Zone 2	Weymouth - Gateway RP/Mercery Road	£0.89	£15.40	£0.81	£0.23	£17.33	9.1%	£18.91
Zone 2	Weymouth - Jubilee Close RP	£0.54	£22.72	£0.83	£0.09	£24.16	9.8%	£26.54
Zone 2	Portland - Easton Square, Easton (LC)	£0.00	£1.71	£0.00	£0.00	£1.71	2.1%	£1.75
Zone 2	Portland - Fortuneswell (LC)	£0.00	£0.01	£0.00	£0.00	£0.01	0.0%	£0.01
Zone 2	Portland - Elsewhere	£0.07	£1.18	£0.04	£0.00	£1.28	54.0%	£1.98
Zone 2	Other Zone 2 'Central'	£6.98	£42.85	£1.18	£0.93	£51.94	15.0%	£59.73
Zone 2	Total	£21.93	£264.91	£13.58	£6.71	£307.13		£360.43
Zone 3	Bridport - Town Centre	£0.20	£1.70	£18.54	£0.13	£20.58	28.2%	£26.38
Zone 3	Bridport - Elsewhere	£0.20	£2.62	£22.96	£0.13	£25.91	16.9%	£30.27
Zone 3	Lyme Regis - Town Centre	£0.10	£0.20	£2.19	£0.05	£2.54	81.1%	£4.60
Zone 3	Lyme Regis - Elsewhere	£0.03	£0.07	£1.12	£0.02	£1.24	77.5%	£2.20
Zone 3	Beamminster (LC)	£0.03	£0.26	£1.90	£0.04	£2.23	35.5%	£3.03
Zone 3	West Bay (LC)	£0.05	£0.14	£0.62	£0.03	£0.84	68.1%	£1.41
Zone 3	Other Zone 3 'Western'	£0.11	£0.65	£2.91	£0.10	£3.76	63.2%	£6.14
Zone 3	Total	£0.71	£5.65	£50.23	£0.50	£57.10		£74.04
Zone 4	Gillingham - Town Centre	£0.12	£0.07	£0.02	£9.02	£9.23	30.8%	£12.07
Zone 4	Gillingham - Kingsmead Business Park	£0.42	£0.13	£0.01	£11.60	£12.17	29.8%	£15.79
Zone 4	Gillingham - Elsewhere	£0.03	£0.03	£0.00	£3.44	£3.49	30.9%	£4.57
Zone 4	Sherborne - Town Centre	£0.27	£2.33	£0.41	£12.87	£15.89	40.8%	£22.37
Zone 4	Sherborne - Elsewhere	£0.08	£1.63	£0.11	£7.46	£9.28	40.6%	£13.05
Zone 4	Shaftesbury - Town Centre	£0.65	£0.17	£0.01	£8.35	£9.18	37.0%	£12.57
Zone 4	Shaftesbury - Elsewhere	£0.53	£0.03	£0.00	£6.08	£6.63	36.1%	£9.03
Zone 4	Sturminster Newton - Town Centre	£0.23	£0.23	£0.00	£2.70	£3.16	8.4%	£3.43
Zone 4	Sturminster Newton - Elsewhere	£1.28	£1.14	£0.03	£9.46	£11.92	18.3%	£14.10
Zone 4	Marnhull	£0.01	£0.01	£0.00	£0.02	£0.04	66.0%	£0.07
Zone 4	Stalbridge	£0.00	£0.03	£0.00	£0.57	£0.61	36.0%	£0.82
Zone 4	Other Zone 4 'Northern'	£1.21	£5.53	£1.49	£19.69	£27.91	60.3%	£44.75
Zone 4	Total	£4.84	£11.33	£2.07	£91.27	£109.51		£152.63
Out of Area	Bournemouth	£78.11	£9.46	£1.12	£3.26	£91.95		
Out of Area	Christchurch	£7.66	£0.34	£0.16	£0.24	£8.41		
Out of Area	Poole	£78.69	£13.61	£0.75	£4.47	£97.53		
Out of Area	Fordingbridge	£1.48	£0.01	£0.01	£0.03	£1.52		
Out of Area	Ringwood	£16.91	£0.38	£0.03	£0.33	£17.64		
Out of Area	Salisbury	£7.77	£1.19	£0.25	£7.98	£17.19		
Out of Area	Wincanton	£0.03	£0.01	£0.02	£1.59	£1.65		
Out of Area	Yeovil	£0.55	£7.88	£4.54	£22.66	£35.63		
Out of Area	Chard	£0.03	£0.14	£0.91	£0.08	£1.16		
Out of Area	Other 'Somerset'	£2.39	£5.30	£6.07	£10.10	£23.86		
Out of Area	Other 'Hampshire'	£12.64	£3.06	£1.07	£1.63	£18.39		
Out of Area	Other 'Wiltshire'	£2.20	£0.71	£0.22	£5.77	£8.90		
Out of Area	Other 'Devon'	£2.51	£4.56	£15.52	£2.37	£24.96		
Out of Area	Elsewhere in UK	£121.87	£53.67	£17.25	£31.09	£223.87		
Out of Area	Total	£332.84	£100.31	£47.92	£91.60	£572.67		
Total		£520.43	£391.90	£114.21	£201.12	£1,227.66		£837.91

Notes

Calculated from Tables B6.1 & B4.7

TABLE B6.4: AVAILABLE COMPARISON SPEND 2035 (EXC SFT)

COMPARISON		Dorset Zones				Total Zones 1-4	% Inflow	Total Comparison Spend (£m)
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4			
Available Comparison Spend 2035		£575.83	£436.65	£127.31	£221.82	£1,361.61		
Zone 1	Blandford Forum - Town Centre	£10.90	£0.77	£0.01	£2.40	£14.08	10.8%	£15.59
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.00
Zone 1	Blandford Forum - Elsewhere	£20.20	£2.95	£0.08	£5.90	£29.13	11.0%	£32.32
Zone 1	Ferndown - Town Centre	£8.47	£0.16	£0.00	£0.02	£8.66	17.9%	£10.20
Zone 1	Ferndown - Elsewhere	£15.90	£0.45	£0.01	£0.17	£16.52	54.5%	£25.53
Zone 1	Swanage - Town Centre	£5.97	£0.29	£0.04	£0.10	£6.39	61.5%	£10.32
Zone 1	Swanage - Elsewhere	£3.36	£0.16	£0.00	£0.08	£3.59	22.9%	£4.42
Zone 1	Verwood - Town Centre	£3.63	£0.00	£0.00	£0.03	£3.67	36.1%	£4.99
Zone 1	Verwood - Elsewhere	£4.45	£0.09	£0.03	£0.04	£4.61	27.6%	£5.88
Zone 1	Wareham - Town Centre	£8.04	£0.56	£0.00	£0.05	£8.66	12.1%	£9.71
Zone 1	Wareham - Elsewhere	£6.73	£0.20	£0.01	£0.02	£6.95	17.9%	£8.20
Zone 1	Wimborne Minster - Town Centre	£22.12	£0.48	£0.02	£0.62	£23.23	40.9%	£32.74
Zone 1	Wimborne Minster - Elsewhere	£6.85	£0.31	£0.01	£0.14	£7.31	49.0%	£10.88
Zone 1	Bere Regis (LC)	£0.55	£0.21	£0.00	£0.01	£0.77	1.0%	£0.78
Zone 1	Corfe Castle (LC)	£0.14	£0.22	£0.00	£0.00	£0.36	45.8%	£0.53
Zone 1	Corfe Mullen (LC)	£3.96	£0.06	£0.00	£0.03	£4.04	47.2%	£5.95
Zone 1	Lytchett Matravers (LC)	£0.05	£0.01	£0.00	£0.00	£0.06	84.1%	£0.11
Zone 1	Upton (TC)	£2.17	£0.04	£0.00	£0.03	£2.24	50.9%	£3.38
Zone 1	West Moors (DC)	£1.75	£0.01	£0.00	£0.01	£1.77	18.1%	£2.09
Zone 1	West Parley (LC)	£0.89	£0.00	£0.00	£0.00	£0.89	45.1%	£1.29
Zone 1	Wool (LC)	£1.05	£0.24	£0.00	£0.00	£1.29	8.3%	£1.40
Zone 1	Other Zone 1 'South Eastern'	£49.98	£3.61	£0.23	£2.54	£56.37	61.9%	£91.28
Zone 1	Total	£177.15	£10.82	£0.44	£12.18	£200.59		£277.58
Zone 2	Dorchester - Town Centre	£6.98	£64.24	£4.35	£2.51	£78.08	21.4%	£94.79
Zone 2	Dorchester - Queen Mother Square, Poundbury	£0.71	£7.90	£0.54	£0.18	£9.33	15.9%	£10.81
Zone 2	Dorchester - Elsewhere	£4.45	£57.62	£4.36	£2.42	£68.86	9.3%	£75.24
Zone 2	Weymouth - Town Centre	£1.94	£48.96	£2.16	£0.68	£53.75	33.9%	£71.97
Zone 2	Weymouth - Abbotsbury Road, Westham	£0.01	£0.82	£0.00	£0.00	£0.84	4.5%	£0.87
Zone 2	Weymouth - Littlemoor Centre (LC)	£0.72	£17.83	£0.53	£0.21	£19.29	10.2%	£21.26
Zone 2	Weymouth - Lodmoor Hill	£0.00	£0.10	£0.00	£0.00	£0.11	1.9%	£0.11
Zone 2	Weymouth - Portland Road, Wyke Regis	£0.07	£2.80	£0.02	£0.02	£2.90	16.6%	£3.38
Zone 2	Weymouth - Southill Centre	£0.00	£1.44	£0.00	£0.00	£1.44	12.3%	£1.62
Zone 2	Weymouth - Gateway RP/Mercery Road	£0.98	£17.16	£0.90	£0.25	£19.30	9.1%	£21.05
Zone 2	Weymouth - Jubilee Close RP	£0.59	£25.31	£0.92	£0.10	£26.92	9.8%	£29.57
Zone 2	Portland - Easton Square, Easton (LC)	£0.00	£1.90	£0.00	£0.00	£1.91	2.1%	£1.95
Zone 2	Portland - Fortuneswell (LC)	£0.00	£0.01	£0.00	£0.00	£0.01	0.0%	£0.01
Zone 2	Portland - Elsewhere	£0.07	£1.31	£0.04	£0.00	£1.43	54.0%	£2.20
Zone 2	Other Zone 2 'Central'	£7.73	£47.74	£1.31	£1.02	£57.81	15.0%	£66.47
Zone 2	Total	£24.26	£295.15	£15.14	£7.40	£341.96		£401.31
Zone 3	Bridport - Town Centre	£0.22	£1.90	£20.66	£0.15	£22.93	28.2%	£29.40
Zone 3	Bridport - Elsewhere	£0.22	£2.92	£25.60	£0.14	£28.87	16.9%	£33.74
Zone 3	Lyme Regis - Town Centre	£0.11	£0.22	£2.44	£0.05	£2.83	81.1%	£5.12
Zone 3	Lyme Regis - Elsewhere	£0.04	£0.08	£1.25	£0.02	£1.38	77.5%	£2.46
Zone 3	Beamminster (LC)	£0.03	£0.29	£2.12	£0.05	£2.49	35.5%	£3.37
Zone 3	West Bay (LC)	£0.06	£0.16	£0.69	£0.04	£0.94	68.1%	£1.58
Zone 3	Other Zone 3 'Western'	£0.12	£0.73	£3.24	£0.11	£4.19	63.2%	£6.84
Zone 3	Total	£0.79	£6.29	£56.00	£0.56	£63.64		£82.51
Zone 4	Gillingham - Town Centre	£0.13	£0.08	£0.02	£9.95	£10.18	30.8%	£13.32
Zone 4	Gillingham - Kingsmead Business Park	£0.47	£0.14	£0.01	£12.80	£13.42	29.8%	£17.42
Zone 4	Gillingham - Elsewhere	£0.03	£0.03	£0.00	£3.79	£3.85	30.9%	£5.04
Zone 4	Sherborne - Town Centre	£0.30	£2.60	£0.46	£14.19	£17.55	40.8%	£24.72
Zone 4	Sherborne - Elsewhere	£0.09	£1.82	£0.12	£8.23	£10.26	40.6%	£14.42
Zone 4	Shaftesbury - Town Centre	£0.72	£0.19	£0.01	£9.21	£10.13	37.0%	£13.87
Zone 4	Shaftesbury - Elsewhere	£0.58	£0.03	£0.00	£6.70	£7.32	36.1%	£9.96
Zone 4	Sturminster Newton - Town Centre	£0.25	£0.25	£0.00	£2.98	£3.49	8.4%	£3.78
Zone 4	Sturminster Newton - Elsewhere	£1.42	£1.27	£0.03	£10.44	£13.16	18.3%	£15.57
Zone 4	Marnhull	£0.01	£0.01	£0.00	£0.02	£0.05	66.0%	£0.08
Zone 4	Stalbridge	£0.00	£0.03	£0.00	£0.63	£0.67	36.0%	£0.91
Zone 4	Other Zone 4 'Northern'	£1.34	£6.16	£1.66	£21.71	£30.87	60.3%	£49.49
Zone 4	Total	£5.36	£12.62	£2.31	£100.66	£120.95		£168.58
Out of Area	Bournemouth	£86.42	£10.54	£1.25	£3.60	£101.81		
Out of Area	Christchurch	£8.48	£0.38	£0.18	£0.27	£9.30		
Out of Area	Poole	£87.07	£15.17	£0.84	£4.93	£108.01		
Out of Area	Fordingbridge	£1.64	£0.01	£0.01	£0.03	£1.68		
Out of Area	Ringwood	£18.71	£0.42	£0.03	£0.36	£19.52		
Out of Area	Salisbury	£8.60	£1.32	£0.28	£8.81	£19.01		
Out of Area	Wincanton	£0.03	£0.01	£0.02	£1.75	£1.82		
Out of Area	Yeovil	£0.61	£8.78	£5.06	£24.99	£30.44		
Out of Area	Chard	£0.03	£0.16	£1.02	£0.08	£1.29		
Out of Area	Other 'Somerset'	£2.65	£5.91	£6.76	£11.14	£26.45		
Out of Area	Other 'Hampshire'	£13.98	£3.41	£1.19	£1.79	£20.38		
Out of Area	Other 'Wiltshire'	£2.44	£0.79	£0.24	£6.37	£9.83		
Out of Area	Other 'Devon'	£2.77	£5.08	£17.30	£2.61	£27.77		
Out of Area	Elsewhere in UK	£134.84	£59.80	£19.23	£34.29	£248.16		
Out of Area	Total	£368.27	£111.77	£53.42	£101.02	£634.48		
Total		£575.83	£436.65	£127.31	£221.82	£1,361.61		£929.97

Notes

Calculated from Tables B6.1 & B4.7

TABLE B6.5: AVAILABLE COMPARISON SPEND 2040 (EXC SFT)

COMPARISON		Dorset Zones				Total Zones 1-4	% Inflow	Total Comparison Spend (£m)
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4			
Available Comparison Spend 2040		£633.76	£484.17	£140.41	£243.70	£1,502.03		
Zone 1	Blandford Forum - Town Centre	£12.00	£0.85	£0.01	£2.64	£15.50	10.8%	£17.16
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.00
Zone 1	Blandford Forum - Elsewhere	£22.23	£3.27	£0.09	£6.49	£32.08	11.0%	£35.59
Zone 1	Ferndown - Town Centre	£9.32	£0.18	£0.00	£0.02	£9.53	17.9%	£11.23
Zone 1	Ferndown - Elsewhere	£17.49	£0.50	£0.01	£0.19	£18.19	54.5%	£28.10
Zone 1	Swanage - Town Centre	£6.57	£0.32	£0.04	£0.11	£7.04	61.5%	£11.36
Zone 1	Swanage - Elsewhere	£3.70	£0.17	£0.00	£0.08	£3.96	22.9%	£4.86
Zone 1	Verwood - Town Centre	£4.00	£0.00	£0.00	£0.04	£4.03	36.1%	£5.49
Zone 1	Verwood - Elsewhere	£4.90	£0.10	£0.03	£0.04	£5.07	27.6%	£6.48
Zone 1	Wareham - Town Centre	£8.85	£0.62	£0.00	£0.06	£9.53	12.1%	£10.69
Zone 1	Wareham - Elsewhere	£7.41	£0.22	£0.01	£0.02	£7.66	17.9%	£9.02
Zone 1	Wimborne Minster - Town Centre	£24.34	£0.53	£0.02	£0.68	£25.57	40.9%	£36.03
Zone 1	Wimborne Minster - Elsewhere	£7.54	£0.34	£0.01	£0.15	£8.04	49.0%	£11.98
Zone 1	Bere Regis (LC)	£0.61	£0.23	£0.00	£0.01	£0.85	1.0%	£0.86
Zone 1	Corfe Castle (LC)	£0.15	£0.24	£0.00	£0.00	£0.40	45.8%	£0.58
Zone 1	Corfe Mullen (LC)	£4.36	£0.06	£0.00	£0.03	£4.45	47.2%	£6.55
Zone 1	Lytchett Matravers (LC)	£0.06	£0.01	£0.00	£0.00	£0.06	84.1%	£0.12
Zone 1	Upton (TC)	£2.38	£0.05	£0.00	£0.03	£2.46	50.9%	£3.72
Zone 1	West Moors (DC)	£1.93	£0.01	£0.00	£0.01	£1.95	18.1%	£2.30
Zone 1	West Parley (LC)	£0.98	£0.00	£0.00	£0.00	£0.98	45.1%	£1.42
Zone 1	Wool (LC)	£1.16	£0.26	£0.00	£0.00	£1.42	8.3%	£1.54
Zone 1	Other Zone 1 'South Eastern'	£55.01	£4.01	£0.26	£2.80	£62.07	61.9%	£100.50
Zone 1	Total	£194.97	£11.99	£0.49	£13.38	£220.83		£305.59
Zone 2	Dorchester - Town Centre	£7.68	£71.24	£4.79	£2.76	£86.47	21.4%	£104.97
Zone 2	Dorchester - Queen Mother Square, Poundbury	£0.78	£8.76	£0.59	£0.20	£10.33	15.9%	£11.98
Zone 2	Dorchester - Elsewhere	£4.90	£63.89	£4.81	£2.66	£76.26	9.3%	£83.33
Zone 2	Weymouth - Town Centre	£2.14	£54.29	£2.38	£0.75	£59.56	33.9%	£79.75
Zone 2	Weymouth - Abbotsbury Road, Westham	£0.01	£0.91	£0.00	£0.00	£0.93	4.5%	£0.97
Zone 2	Weymouth - Littlemoor Centre (LC)	£0.79	£19.77	£0.58	£0.23	£21.38	10.2%	£23.56
Zone 2	Weymouth - Lodmoor Hill	£0.00	£0.11	£0.00	£0.00	£0.12	1.9%	£0.12
Zone 2	Weymouth - Portland Road, Wyke Regis	£0.07	£3.10	£0.03	£0.02	£3.22	16.6%	£3.75
Zone 2	Weymouth - Southill Centre	£0.00	£1.59	£0.00	£0.00	£1.59	12.3%	£1.79
Zone 2	Weymouth - Gateway RP/Mercery Road	£1.08	£19.03	£1.00	£0.28	£21.39	9.1%	£23.33
Zone 2	Weymouth - Jubilee Close RP	£0.65	£28.06	£1.01	£0.10	£29.84	9.8%	£32.77
Zone 2	Portland - Easton Square, Easton (LC)	£0.00	£2.11	£0.00	£0.00	£2.11	2.1%	£2.16
Zone 2	Portland - Fortuneswell (LC)	£0.00	£0.01	£0.00	£0.00	£0.01	0.0%	£0.01
Zone 2	Portland - Elsewhere	£0.08	£1.45	£0.05	£0.01	£1.59	54.0%	£2.44
Zone 2	Other Zone 2 'Central'	£8.50	£52.94	£1.45	£1.13	£64.01	15.0%	£73.61
Zone 2	Total	£26.70	£327.27	£16.70	£8.13	£378.80		£444.55
Zone 3	Bridport - Town Centre	£0.25	£2.10	£22.79	£0.16	£25.30	28.2%	£32.44
Zone 3	Bridport - Elsewhere	£0.24	£3.24	£28.23	£0.15	£31.86	16.9%	£37.23
Zone 3	Lyme Regis - Town Centre	£0.12	£0.25	£2.69	£0.06	£3.12	81.1%	£5.65
Zone 3	Lyme Regis - Elsewhere	£0.04	£0.09	£1.38	£0.03	£1.53	77.5%	£2.71
Zone 3	Beamminster (LC)	£0.03	£0.32	£2.34	£0.05	£2.75	35.5%	£3.72
Zone 3	West Bay (LC)	£0.06	£0.18	£0.76	£0.04	£1.03	68.1%	£1.74
Zone 3	Other Zone 3 'Western'	£0.13	£0.81	£3.57	£0.12	£4.63	63.2%	£7.55
Zone 3	Total	£0.87	£6.98	£61.76	£0.61	£70.22		£91.04
Zone 4	Gillingham - Town Centre	£0.15	£0.09	£0.02	£10.93	£11.19	30.8%	£14.63
Zone 4	Gillingham - Kingsmead Business Park	£0.52	£0.16	£0.01	£14.06	£14.75	29.8%	£19.14
Zone 4	Gillingham - Elsewhere	£0.03	£0.03	£0.00	£4.16	£4.23	30.9%	£5.54
Zone 4	Sherborne - Town Centre	£0.33	£2.88	£0.50	£15.59	£19.31	40.8%	£27.20
Zone 4	Sherborne - Elsewhere	£0.10	£2.02	£0.13	£9.04	£11.29	40.6%	£15.87
Zone 4	Shaftesbury - Town Centre	£0.79	£0.21	£0.01	£10.12	£11.13	37.0%	£15.25
Zone 4	Shaftesbury - Elsewhere	£0.64	£0.03	£0.00	£7.37	£8.04	36.1%	£10.95
Zone 4	Sturminster Newton - Town Centre	£0.28	£0.28	£0.00	£3.28	£3.83	8.4%	£4.16
Zone 4	Sturminster Newton - Elsewhere	£1.56	£1.41	£0.04	£11.47	£14.48	18.3%	£17.12
Zone 4	Marnhull	£0.02	£0.01	£0.00	£0.03	£0.05	66.0%	£0.09
Zone 4	Stalbridge	£0.01	£0.04	£0.00	£0.69	£0.74	36.0%	£1.00
Zone 4	Other Zone 4 'Northern'	£1.47	£6.83	£1.83	£23.86	£33.99	60.3%	£54.49
Zone 4	Total	£5.90	£13.99	£2.55	£110.59	£133.03		£185.43
Out of Area	Bournemouth	£95.12	£11.69	£1.38	£3.95	£112.14		
Out of Area	Christchurch	£9.33	£0.42	£0.20	£0.29	£10.24		
Out of Area	Poole	£95.83	£16.82	£0.92	£5.42	£118.99		
Out of Area	Fordingbridge	£1.81	£0.01	£0.01	£0.03	£1.85		
Out of Area	Ringwood	£20.59	£0.47	£0.03	£0.40	£21.49		
Out of Area	Salisbury	£9.46	£1.47	£0.31	£9.67	£20.91		
Out of Area	Wincanton	£0.03	£0.01	£0.03	£1.93	£2.00		
Out of Area	Yeovil	£0.67	£9.73	£5.59	£27.46	£43.45		
Out of Area	Chard	£0.04	£0.18	£1.12	£0.09	£1.43		
Out of Area	Other 'Somerset'	£2.91	£6.55	£7.46	£12.23	£29.16		
Out of Area	Other 'Hampshire'	£15.39	£3.78	£1.31	£1.97	£22.45		
Out of Area	Other 'Wiltshire'	£2.68	£0.87	£0.27	£7.00	£10.82		
Out of Area	Other 'Devon'	£3.05	£5.63	£19.08	£2.87	£30.64		
Out of Area	Elsewhere in UK	£148.40	£66.30	£21.21	£37.67	£273.59		
Out of Area	Total	£405.32	£123.93	£58.92	£110.98	£699.15		
Total		£633.76	£484.17	£140.41	£243.70	£1,502.03		£1,026.61

Notes

Calculated from Tables B6.1 & B4.7

TABLE B6.6: AVAILABLE COMPARISON SPEND 2043 (EXC SFT)

COMPARISON		Dorset Zones				Total Zones 1-4	% Inflow	Total Comparison Spend (£m)
Merchant Zone	Retail Location	Zone 1	Zone 2	Zone 3	Zone 4			
Available Comparison Spend 2043		£686.50	£526.21	£151.99	£263.65	£1,628.35		
Zone 1	Blandford Forum - Town Centre	£12.99	£0.92	£0.01	£2.85	£16.78	10.8%	£18.59
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	£0.00	£0.00	£0.00	£0.00	£0.00	0.0%	£0.00
Zone 1	Blandford Forum - Elsewhere	£24.09	£3.55	£0.09	£7.02	£34.75	11.0%	£38.56
Zone 1	Ferndown - Town Centre	£10.10	£0.20	£0.00	£0.02	£10.32	17.9%	£12.16
Zone 1	Ferndown - Elsewhere	£18.95	£0.55	£0.01	£0.20	£19.71	54.5%	£30.44
Zone 1	Swanage - Town Centre	£7.11	£0.35	£0.04	£0.12	£7.62	61.5%	£12.31
Zone 1	Swanage - Elsewhere	£4.00	£0.19	£0.00	£0.09	£4.29	22.9%	£5.27
Zone 1	Verwood - Town Centre	£4.33	£0.00	£0.00	£0.04	£4.37	36.1%	£5.95
Zone 1	Verwood - Elsewhere	£5.31	£0.11	£0.03	£0.04	£5.50	27.6%	£7.02
Zone 1	Wareham - Town Centre	£9.58	£0.68	£0.00	£0.07	£10.33	12.1%	£11.59
Zone 1	Wareham - Elsewhere	£8.02	£0.24	£0.01	£0.02	£8.29	17.9%	£9.77
Zone 1	Wimborne Minster - Town Centre	£26.37	£0.57	£0.03	£0.73	£27.70	40.9%	£39.03
Zone 1	Wimborne Minster - Elsewhere	£8.17	£0.37	£0.01	£0.16	£8.71	49.0%	£12.98
Zone 1	Bere Regis (LC)	£0.66	£0.25	£0.00	£0.01	£0.92	1.0%	£0.93
Zone 1	Corfe Castle (LC)	£0.17	£0.26	£0.00	£0.00	£0.43	45.8%	£0.63
Zone 1	Corfe Mullen (LC)	£4.72	£0.07	£0.00	£0.03	£4.82	47.2%	£7.09
Zone 1	Lytchett Matravers (LC)	£0.06	£0.01	£0.00	£0.00	£0.07	84.1%	£0.13
Zone 1	Upton (TC)	£2.58	£0.05	£0.00	£0.04	£2.67	50.9%	£4.03
Zone 1	West Moors (DC)	£2.09	£0.01	£0.00	£0.01	£2.11	18.1%	£2.49
Zone 1	West Parley (LC)	£1.06	£0.00	£0.00	£0.00	£1.06	45.1%	£1.54
Zone 1	Wool (LC)	£1.25	£0.29	£0.00	£0.00	£1.54	8.3%	£1.67
Zone 1	Other Zone 1 'South Eastern'	£59.58	£4.35	£0.28	£3.02	£67.24	61.9%	£108.88
Zone 1	Total	£211.20	£13.03	£0.53	£14.48	£239.24		£331.06
Zone 2	Dorchester - Town Centre	£8.32	£77.42	£5.19	£2.98	£93.92	21.4%	£114.01
Zone 2	Dorchester - Queen Mother Square, Poundbury	£0.84	£9.53	£0.64	£0.21	£11.22	15.9%	£13.01
Zone 2	Dorchester - Elsewhere	£5.31	£69.44	£5.21	£2.88	£82.83	9.3%	£90.51
Zone 2	Weymouth - Town Centre	£2.32	£59.00	£2.58	£0.81	£64.71	33.9%	£86.65
Zone 2	Weymouth - Abbotsbury Road, Westham	£0.02	£0.99	£0.00	£0.00	£1.01	4.5%	£1.05
Zone 2	Weymouth - Littlemoor Centre (LC)	£0.86	£21.49	£0.63	£0.25	£23.23	10.2%	£25.60
Zone 2	Weymouth - Lodmoor Hill	£0.00	£0.12	£0.00	£0.00	£0.13	1.9%	£0.13
Zone 2	Weymouth - Portland Road, Wyke Regis	£0.08	£3.37	£0.03	£0.02	£3.50	16.6%	£4.08
Zone 2	Weymouth - Southill Centre	£0.00	£1.73	£0.00	£0.00	£1.73	12.3%	£1.95
Zone 2	Weymouth - Gateway RP/Mercery Road	£1.17	£20.68	£1.08	£0.30	£23.23	9.1%	£25.34
Zone 2	Weymouth - Jubilee Close RP	£0.71	£30.50	£1.10	£0.11	£32.42	9.8%	£35.61
Zone 2	Portland - Easton Square, Easton (LC)	£0.00	£2.29	£0.00	£0.00	£2.30	2.1%	£2.35
Zone 2	Portland - Fortuneswell (LC)	£0.00	£0.01	£0.00	£0.00	£0.01	0.0%	£0.01
Zone 2	Portland - Elsewhere	£0.09	£1.58	£0.05	£0.01	£1.72	54.0%	£2.65
Zone 2	Other Zone 2 'Central'	£9.21	£57.53	£1.57	£1.22	£69.53	15.0%	£79.96
Zone 2	Total	£28.93	£355.69	£18.08	£8.80	£411.49		£482.91
Zone 3	Bridport - Town Centre	£0.27	£2.29	£24.67	£0.17	£27.40	28.2%	£35.13
Zone 3	Bridport - Elsewhere	£0.26	£3.52	£30.56	£0.17	£34.50	16.9%	£40.32
Zone 3	Lyme Regis - Town Centre	£0.13	£0.27	£2.92	£0.06	£3.38	81.1%	£6.12
Zone 3	Lyme Regis - Elsewhere	£0.04	£0.09	£1.49	£0.03	£1.65	77.5%	£2.93
Zone 3	Beamminster (LC)	£0.04	£0.35	£2.53	£0.06	£2.97	35.5%	£4.03
Zone 3	West Bay (LC)	£0.07	£0.19	£0.82	£0.04	£1.12	68.1%	£1.88
Zone 3	Other Zone 3 'Western'	£0.14	£0.88	£3.87	£0.13	£5.01	63.2%	£8.18
Zone 3	Total	£0.94	£7.59	£66.85	£0.66	£76.04		£98.59
Zone 4	Gillingham - Town Centre	£0.16	£0.10	£0.02	£11.82	£12.10	30.8%	£15.83
Zone 4	Gillingham - Kingsmead Business Park	£0.56	£0.17	£0.01	£15.21	£15.96	29.8%	£20.71
Zone 4	Gillingham - Elsewhere	£0.04	£0.04	£0.00	£4.50	£4.58	30.9%	£5.99
Zone 4	Sherborne - Town Centre	£0.36	£3.14	£0.54	£16.87	£20.91	40.8%	£29.44
Zone 4	Sherborne - Elsewhere	£0.11	£2.19	£0.14	£9.78	£12.22	40.6%	£17.18
Zone 4	Shaftesbury - Town Centre	£0.86	£0.22	£0.01	£10.95	£12.04	37.0%	£16.50
Zone 4	Shaftesbury - Elsewhere	£0.70	£0.03	£0.00	£7.97	£8.70	36.1%	£11.84
Zone 4	Sturminster Newton - Town Centre	£0.30	£0.30	£0.00	£3.55	£4.15	8.4%	£4.50
Zone 4	Sturminster Newton - Elsewhere	£1.69	£1.53	£0.04	£12.41	£15.67	18.3%	£18.54
Zone 4	Marnhull	£0.02	£0.01	£0.00	£0.03	£0.06	66.0%	£0.09
Zone 4	Stalbridge	£0.01	£0.04	£0.00	£0.75	£0.80	36.0%	£1.08
Zone 4	Other Zone 4 'Northern'	£1.59	£7.43	£1.98	£25.81	£36.81	60.3%	£59.01
Zone 4	Total	£6.39	£15.21	£2.76	£119.64	£144.00		£200.73
Out of Area	Bournemouth	£103.03	£12.70	£1.49	£4.28	£121.50		
Out of Area	Christchurch	£10.11	£0.45	£0.22	£0.32	£11.10		
Out of Area	Poole	£103.80	£18.28	£1.00	£5.86	£128.94		
Out of Area	Fordingbridge	£1.96	£0.01	£0.01	£0.04	£2.01		
Out of Area	Ringwood	£22.31	£0.51	£0.03	£0.43	£23.28		
Out of Area	Salisbury	£10.25	£1.59	£0.34	£10.47	£22.65		
Out of Area	Wincanton	£0.03	£0.01	£0.03	£2.08	£2.16		
Out of Area	Yeovil	£0.73	£10.58	£6.05	£29.71	£47.06		
Out of Area	Chard	£0.04	£0.19	£1.22	£0.10	£1.54		
Out of Area	Other 'Somerset'	£3.16	£7.12	£8.07	£13.24	£31.59		
Out of Area	Other 'Hampshire'	£16.67	£4.11	£1.42	£2.13	£24.33		
Out of Area	Other 'Wiltshire'	£2.90	£0.95	£0.29	£7.57	£11.71		
Out of Area	Other 'Devon'	£3.31	£6.12	£20.66	£3.11	£33.19		
Out of Area	Elsewhere in UK	£160.75	£72.06	£22.96	£40.76	£296.53		
Out of Area	Total	£439.05	£134.69	£63.78	£120.07	£757.59		
Total		£686.50	£526.21	£151.99	£263.65	£1,628.35		£1,113.29

Notes

Calculated from Tables B6.1 & B4.7

TABLE B6.7: SUMMARY OF AVAILABLE COMPARISON SPEND 2025 - 2043 (EXC SFT)

COMPARISON SPEND		2025	2030	2035	2040	2043
Merchant Zone	Retail Location					
Zone 1	Blandford Forum - Town Centre	£12.94	£14.09	£15.59	£17.16	£18.59
Zone 1	Blandford Forum - Stour Park, Blandford St Mary	£0.00	£0.00	£0.00	£0.00	£0.00
Zone 1	Blandford Forum - Elsewhere	£26.81	£29.21	£32.32	£35.59	£38.56
Zone 1	Ferndown - Town Centre	£8.45	£9.22	£10.20	£11.23	£12.16
Zone 1	Ferndown - Elsewhere	£21.15	£23.07	£25.53	£28.10	£30.44
Zone 1	Swanage - Town Centre	£8.55	£9.33	£10.32	£11.36	£12.31
Zone 1	Swanage - Elsewhere	£3.66	£3.99	£4.42	£4.86	£5.27
Zone 1	Verwood - Town Centre	£4.14	£4.51	£4.99	£5.49	£5.95
Zone 1	Verwood - Elsewhere	£4.87	£5.32	£5.88	£6.48	£7.02
Zone 1	Wareham - Town Centre	£8.04	£8.77	£9.71	£10.69	£11.59
Zone 1	Wareham - Elsewhere	£6.79	£7.41	£8.20	£9.02	£9.77
Zone 1	Wimborne Minster - Town Centre	£27.13	£29.58	£32.74	£36.03	£39.03
Zone 1	Wimborne Minster - Elsewhere	£9.02	£9.83	£10.88	£11.98	£12.98
Zone 1	Bere Regis (LC)	£0.64	£0.70	£0.78	£0.86	£0.93
Zone 1	Corfe Castle (LC)	£0.43	£0.47	£0.53	£0.58	£0.63
Zone 1	Corfe Mullen (LC)	£4.93	£5.38	£5.95	£6.55	£7.09
Zone 1	Lytchett Matravers (LC)	£0.09	£0.10	£0.11	£0.12	£0.13
Zone 1	Upton (TC)	£2.80	£3.05	£3.38	£3.72	£4.03
Zone 1	West Moors (DC)	£1.73	£1.89	£2.09	£2.30	£2.49
Zone 1	West Parley (LC)	£1.07	£1.17	£1.29	£1.42	£1.54
Zone 1	Wool (LC)	£1.16	£1.26	£1.40	£1.54	£1.67
Zone 1	Other Zone 1 'South Eastern'	£75.62	£82.47	£91.28	£100.50	£108.88
Zone 1	Total	£230.03	£250.82	£277.58	£305.59	£331.06
Zone 2	Dorchester - Town Centre	£77.72	£85.15	£94.79	£104.97	£114.01
Zone 2	Dorchester - Queen Mother Square, Poundbury	£8.86	£9.71	£10.81	£11.98	£13.01
Zone 2	Dorchester - Elsewhere	£61.68	£67.58	£75.24	£83.33	£90.51
Zone 2	Weymouth - Town Centre	£58.95	£64.62	£71.97	£79.75	£86.65
Zone 2	Weymouth - Abbotsbury Road, Westham	£0.72	£0.79	£0.87	£0.97	£1.05
Zone 2	Weymouth - Littlemoor Centre (LC)	£17.42	£19.09	£21.26	£23.56	£25.60
Zone 2	Weymouth - Lodmoor Hill	£0.09	£0.10	£0.11	£0.12	£0.13
Zone 2	Weymouth - Portland Road, Wyke Regis	£2.77	£3.04	£3.38	£3.75	£4.08
Zone 2	Weymouth - Southill Centre	£1.32	£1.45	£1.62	£1.79	£1.95
Zone 2	Weymouth - Gateway RP/Mercery Road	£17.25	£18.91	£21.05	£23.33	£25.34
Zone 2	Weymouth - Jubilee Close RP	£24.21	£26.54	£29.57	£32.77	£35.61
Zone 2	Portland - Easton Square, Easton (LC)	£1.59	£1.75	£1.95	£2.16	£2.35
Zone 2	Portland - Fortuneswell (LC)	£0.01	£0.01	£0.01	£0.01	£0.01
Zone 2	Portland - Elsewhere	£1.80	£1.98	£2.20	£2.44	£2.65
Zone 2	Other Zone 2 'Central'	£54.53	£59.73	£66.47	£73.61	£79.96
Zone 2	Total	£328.93	£360.43	£401.31	£444.55	£482.91
Zone 3	Bridport - Town Centre	£23.93	£26.38	£29.40	£32.44	£35.13
Zone 3	Bridport - Elsewhere	£27.46	£30.27	£33.74	£37.23	£40.32
Zone 3	Lyme Regis - Town Centre	£4.17	£4.60	£5.12	£5.65	£6.12
Zone 3	Lyme Regis - Elsewhere	£2.00	£2.20	£2.46	£2.71	£2.93
Zone 3	Beaminster (LC)	£2.75	£3.03	£3.37	£3.72	£4.03
Zone 3	West Bay (LC)	£1.29	£1.41	£1.58	£1.74	£1.88
Zone 3	Other Zone 3 'Western'	£5.58	£6.14	£6.84	£7.55	£8.18
Zone 3	Total	£67.17	£74.04	£82.51	£91.04	£98.59
Zone 4	Gillingham - Town Centre	£11.14	£12.07	£13.32	£14.63	£15.83
Zone 4	Gillingham - Kingsmead Business Park	£14.57	£15.79	£17.42	£19.14	£20.71
Zone 4	Gillingham - Elsewhere	£4.22	£4.57	£5.04	£5.54	£5.99
Zone 4	Sherborne - Town Centre	£20.60	£22.37	£24.72	£27.20	£29.44
Zone 4	Sherborne - Elsewhere	£12.01	£13.05	£14.42	£15.87	£17.18
Zone 4	Shaftesbury - Town Centre	£11.60	£12.57	£13.87	£15.25	£16.50
Zone 4	Shaftesbury - Elsewhere	£8.33	£9.03	£9.96	£10.95	£11.84
Zone 4	Sturminster Newton - Town Centre	£3.16	£3.43	£3.78	£4.16	£4.50
Zone 4	Sturminster Newton - Elsewhere	£12.99	£14.10	£15.57	£17.12	£18.54
Zone 4	Marnhull	£0.07	£0.07	£0.08	£0.09	£0.09
Zone 4	Stalbridge	£0.76	£0.82	£0.91	£1.00	£1.08
Zone 4	Other Zone 4 'Northern'	£41.16	£44.75	£49.49	£54.49	£59.01
Zone 4		£140.61	£152.63	£168.58	£185.43	£200.73
Total		£766.74	£837.91	£929.97	£1,026.61	£1,113.29

TABLE B6.8: DORSET - COMPARISON GOODS CAPACITY

	2025	2030	2035	2040	2043
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£766.7	£837.9	£930.0	£1,026.6	£1,113.3
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£766.7	£860.7	£973.8	£1,101.8	£1,186.5
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£22.8	-£43.9	-£75.2	-£73.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£22.8	-£43.9	-£75.2	-£73.2
STEP 6: CAPACITY FOR COMPARISON FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622	£9,755
(ii) Net Floorspace Capacity (sq m):	-	-3,387	-5,755	-8,721	-7,507
(iii) Assumed Net / Gross Floorspace Ratio:		80%	80%	80%	80%
(iv) Gross Floorspace Capacity (sq m):		-4,234	-7,194	-10,901	-9,384

Notes:

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table B6.7).
- STEP 2: It has been assumed for the purpose of this assessment that Dorset's comparison retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels) with future turnover levels uplifted to reflect expected productivity improvements.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2030.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the average sales performance for comparison operators

TABLE B6.9: SOUTH EASTERN DORSET - COMPARISON GOODS CAPACITY

	2025	2030	2035	2040	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£230.0	£250.8	£277.6	£305.6	£331.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£230.0	£258.2	£292.2	£330.6	£356.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£7.4	-£14.6	-£25.0	-£24.9
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				Considered Separately	
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£7.4	-£14.6	-£25.0	-£24.9
STEP 6: CAPACITY FOR COMPARISON FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622	£9,755
(ii) Net Floorspace Capacity (sq m):	-	-1,100	-1,914	-2,895	-2,554
(iii) Assumed Net / Gross Floorspace Ratio:		80%	80%	80%	80%
(iv) Gross Floorspace Capacity (sq m):		-1,375	-2,392	-3,619	-3,192

TABLE B6.10: CENTRAL DORSET - COMPARISON GOODS CAPACITY

	2025	2030	2035	2040	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£328.9	£360.4	£401.3	£444.6	£482.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£328.9	£369.3	£417.8	£472.7	£509.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£8.8	-£16.5	-£28.1	-£26.1
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				Considered Separately	
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£8.8	-£16.5	-£28.1	-£26.1
STEP 6: CAPACITY FOR COMPARISON FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622	£9,755
(ii) Net Floorspace Capacity (sq m):	-	-1,310	-2,161	-3,262	-2,677
(iii) Assumed Net / Gross Floorspace Ratio:		80%	80%	80%	80%
(iv) Gross Floorspace Capacity (sq m):		-1,637	-2,701	-4,077	-3,346

TABLE B6.11: WESTERN DORSET - COMPARISON GOODS CAPACITY

	2025	2030	2035	2040	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£67.2	£74.0	£82.5	£91.0	£98.6
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£67.2	£75.4	£85.3	£96.5	£103.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.4	-£2.8	-£5.5	-£5.3
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				Considered Separately	
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£1.4	-£2.8	-£5.5	-£5.3
STEP 6: CAPACITY FOR COMPARISON FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622	£9,755
(ii) Net Floorspace Capacity (sq m):	-	-203	-367	-635	-548
(iii) Assumed Net / Gross Floorspace Ratio:		80%	80%	80%	80%
(iv) Gross Floorspace Capacity (sq m):		-253	-459	-794	-685

TABLE B6.12: NORTHERN DORSET - COMPARISON GOODS CAPACITY

	2025	2030	2035	2040	2040
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£140.6	£152.6	£168.6	£185.4	£200.7
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£140.6	£157.8	£178.6	£202.1	£217.6
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£5.2	-£10.0	-£16.6	-£16.9
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)				Considered Separately	
STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£5.2	-£10.0	-£16.6	-£16.9
STEP 6: CAPACITY FOR COMPARISON FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,735	£7,621	£8,622	£9,755
(ii) Net Floorspace Capacity (sq m):	-	-775	-1,313	-1,929	-1,729
(iii) Assumed Net / Gross Floorspace Ratio:		80%	80%	80%	80%
(iv) Gross Floorspace Capacity (sq m):		-969	-1,642	-2,411	-2,161

TABLE B6.13: SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT (NET SQ M)

Comparison Goods Capacity (sqm net)	2030	2035	2040	2043
Zone 1 South Eastern Dorset	-1,100	-1,914	-2,895	-2,554
Zone 2 Central Dorset	-1,310	-2,161	-3,262	-2,677
Zone 3 Western Dorset	-203	-367	-635	-548
Zone 4 Northern Dorset	-775	-1,313	-1,929	-1,729
Total Comparison Goods Floorspace Capacity Dorset (sqm net)	-3,387	-5,755	-8,721	-7,507

APPENDIX B7: LEISURE SPEND

TABLE B7.1: BASE YEAR POPULATION & PROJECTIONS (2023 - 2043)

		2023	2024	2025	2030	2035	2040	2043
Zone 1	South Eastern Dorset	159,972	161,752	162,347	164,744	166,380	167,870	168,857
Zone 2	Central Dorset	126,941	128,567	129,181	131,772	134,010	136,221	137,479
Zone 3	Western Dorset	34,315	34,937	35,166	36,108	36,740	37,146	37,339
Zone 4	Northern Dorset	63,558	64,107	64,245	64,771	65,203	65,670	65,975
Total Study Area (Dorset):		384,786	389,363	390,939	397,395	402,333	406,907	409,650

TABLE B7.2: LEISURE SPEND PER HEAD 2023 - SELECTED CATEGORIES

		Restaurants & cafes etc (£&B)	Personal Grooming	Cultural Services	Leisure Classes
Zone 1	South Eastern Dorset	£1,986	£150	£517	£97
Zone 2	Central Dorset	£1,876	£127	£466	£79
Zone 3	Western Dorset	£1,914	£134	£488	£94
Zone 4	Northern Dorset	£1,863	£135	£473	£88
Total Study Area (Dorset):		£1,923	£138	£490	£89

Notes Sourced from Experian Location Analyst 2025

TABLE B7.3: LEISURE EXPENDITURE PER CAPITA FORECASTS - RESTAURANTS & CAFES ETC (2023 to 2043)

		2023	2024	2025	2030	2035	2040	2043
Zone 1	South Eastern Dorset	£1,986	£1,954	£1,954	£2,008	£2,077	£2,150	£2,196
Zone 2	Central Dorset	£1,876	£1,846	£1,846	£1,896	£1,962	£2,031	£2,074
Zone 3	Western Dorset	£1,914	£1,883	£1,883	£1,935	£2,001	£2,072	£2,116
Zone 4	Northern Dorset	£1,863	£1,833	£1,833	£1,883	£1,948	£2,017	£2,060
Total Study Area (Dorset):		£1,923	£1,892	£1,892	£1,944	£2,011	£2,082	£2,126

Notes: Average spend per capita estimates (2023 prices) are derived from Experian 'Location Analyst' Reports. The year-on-year expenditure growth forecasts have been informed by Experian's Retail Planner Briefing Note 22 (March 2025). Forecast growth in available spend is informed by the year-on-year national growth forecasts as published in Experian's Retail Planner Briefing Note 22 (March 2025).

TABLE B7.4: TOTAL AVAILABLE LEISURE EXPENDITURE - RESTAURANTS & CAFES (£million) (2024 to 2043)

		2024	2025	2030	2035	2040	2043
Zone 1	South Eastern Dorset	£316.10	£317.26	£330.73	£345.53	£361.00	£370.80
Zone 2	Central Dorset	£237.33	£238.47	£249.89	£262.89	£276.71	£285.17
Zone 3	Western Dorset	£65.80	£66.23	£69.86	£73.53	£76.98	£79.02
Zone 4	Northern Dorset	£117.52	£117.77	£121.98	£127.02	£132.47	£135.90
Total Study Area (Dorset):		£736.77	£739.75	£772.48	£809.04	£847.28	£871.03

Notes: Derived from Tables B7.1 & B7.3

Growth 2025 to 2035:	
%	£(m)
8.9%	£28.27
10.2%	£24.42
11.0%	£7.30
7.9%	£9.25
9.4%	£69.29

Growth 2025 to 2043:	
%	£m
16.9%	£53.54
19.6%	£46.71
19.3%	£12.79
15.4%	£18.13
17.7%	£131.28

TABLE B7.5: LEISURE EXPENDITURE PER CAPITA FORECASTS - CULTURAL SERVICES (2023 to 2043)

		2023	2024	2025	2030	2035	2040	2043
Zone 1	South Eastern Dorset	£517	£509	£509	£523	£541	£560	£572
Zone 2	Central Dorset	£466	£459	£459	£471	£487	£505	£515
Zone 3	Western Dorset	£488	£480	£480	£493	£510	£528	£540
Zone 4	Northern Dorset	£473	£465	£465	£478	£495	£512	£523
Total Study Area (Dorset):		£490	£482	£482	£495	£512	£531	£542

Notes: Average spend per capita estimates (2023 prices) are derived from Experian 'Location Analyst' Reports. The year-on-year expenditure growth forecasts have been informed by Experian's Retail Planner Briefing Note 22 (March 2025). Forecast growth in available spend is informed by the year-on-year national growth forecasts as published in Experian's Retail Planner Briefing Note 22 (March 2025).

TABLE B7.6: TOTAL AVAILABLE LEISURE EXPENDITURE - CULTURAL SERVICES (£million) (2024 to 2043)

		2024	2025	2030	2035	2040	2043
Zone 1	South Eastern Dorset	£82.29	£82.59	£86.10	£89.95	£93.98	£96.53
Zone 2	Central Dorset	£58.95	£59.24	£62.07	£65.30	£68.74	£70.84
Zone 3	Western Dorset	£16.78	£16.89	£17.81	£18.75	£19.63	£20.15
Zone 4	Northern Dorset	£29.84	£29.90	£30.97	£32.25	£33.63	£34.50
Total Study Area (Dorset):		£187.74	£188.50	£196.84	£206.15	£215.89	£221.95

Notes: Derived from Tables B7.1 & B7.3

Growth 2025 to 2035:	
%	£(m)
8.9%	£7.36
10.2%	£6.07
11.0%	£1.86
7.9%	£2.35
9.4%	£17.66

Growth 2025 to 2043:	
%	£m
16.9%	£13.94
19.6%	£11.60
19.3%	£3.26
15.4%	£4.60
17.7%	£33.45

TABLE B7.7: LEISURE EXPENDITURE PER CAPITA FORECASTS -PERSONAL GROOMING (2023 to 2043)

	2023	2024	2025	2030	2035	2040	2043
Zone 1 South Eastern Dorset	£150	£148	£148	£152	£157	£162	£166
Zone 2 Central Dorset	£127	£125	£125	£128	£133	£138	£140
Zone 3 Western Dorset	£134	£132	£132	£135	£140	£145	£148
Zone 4 Northern Dorset	£135	£133	£133	£136	£141	£146	£149
Total Study Area (Dorset):	£138	£136	£136	£139	£144	£149	£153

Notes: Average spend per capita estimates (2023 prices) are derived from Experian 'Location Analyst' Reports. The year-on-year expenditure growth forecasts have been informed by Experian's Retail Planner Briefing Note 22 (March 2025).
Forecast growth in available spend is informed by the year-on-year national growth forecasts as published in Experian's Retail Planner Briefing Note 22 (March 2025).

TABLE B7.8: TOTAL AVAILABLE LEISURE EXPENDITURE - PERSONAL GROOMING (£million) (2024 to 2043)

	2024	2025	2030	2035	2040	2043
Zone 1 South Eastern Dorset	£23.87	£23.96	£24.98	£26.10	£27.27	£28.01
Zone 2 Central Dorset	£16.07	£16.14	£16.92	£17.80	£18.73	£19.31
Zone 3 Western Dorset	£4.61	£4.64	£4.89	£5.15	£5.39	£5.53
Zone 4 Northern Dorset	£8.52	£8.53	£8.84	£9.20	£9.60	£9.85
Total Study Area (Dorset):	£52.87	£53.09	£55.44	£58.06	£60.80	£62.51

Notes: Derived from Tables B7.1 & B7.3

Growth 2025 to 2035:	
%	£(m)
8.9%	£2.13
10.2%	£1.65
11.0%	£0.51
7.9%	£0.67
9.4%	£4.97

Growth 2025 to 2043:	
%	£m
16.9%	£4.04
19.6%	£3.16
19.3%	£0.90
15.4%	£1.31
17.7%	£9.42

TABLE B7.9: LEISURE EXPENDITURE PER CAPITA FORECASTS - LEISURE CLASSES (2023 to 2043)

	2023	2024	2025	2030	2035	2040	2043
Zone 1 South Eastern Dorset	£97	£95	£95	£98	£101	£105	£107
Zone 2 Central Dorset	£79	£78	£78	£80	£83	£86	£87
Zone 3 Western Dorset	£94	£92	£92	£95	£98	£102	£104
Zone 4 Northern Dorset	£88	£87	£87	£89	£92	£95	£97
Total Study Area (Dorset):	£89	£88	£88	£90	£93	£96	£98

Notes: Average spend per capita estimates (2023 prices) are derived from Experian 'Location Analyst' Reports. The year-on-year expenditure growth forecasts have been informed by Experian's Retail Planner Briefing Note 22 (March 2025).
Forecast growth in available spend is informed by the year-on-year national growth forecasts as published in Experian's Retail Planner Briefing Note 22 (March 2025).

TABLE B7.10: TOTAL AVAILABLE LEISURE EXPENDITURE - LEISURE CLASSES (£million) (2024 to 2043)

	2024	2025	2030	2035	2040	2043
Zone 1 South Eastern Dorset	£15.44	£15.50	£16.15	£16.88	£17.63	£18.11
Zone 2 Central Dorset	£9.99	£10.04	£10.52	£11.07	£11.65	£12.01
Zone 3 Western Dorset	£3.23	£3.25	£3.43	£3.61	£3.78	£3.88
Zone 4 Northern Dorset	£5.55	£5.56	£5.76	£6.00	£6.26	£6.42
Total Study Area (Dorset):	£34.10	£34.24	£35.75	£37.44	£39.21	£40.31

Notes: Derived from Tables B7.1 & B7.3

Growth 2025 to 2035:	
%	£(m)
8.9%	£1.38
10.2%	£1.03
11.0%	£0.36
7.9%	£0.44
9.4%	£3.21

Growth 2025 to 2043:	
%	£m
16.9%	£2.61
19.6%	£1.97
19.3%	£0.63
15.4%	£0.86
17.7%	£6.08