

## **APPENDIX 4**

### **TRADING INFLUENCE OF COMPETING CENTRES**

**LEWES COUNCIL**  
RETAIL STUDY 2005

**TABLE 1**  
**COMPARISON GOODS**  
**% MARKET SHARE**

	RETAIL LOCATION	ZONE 1 %	ZONE 2 %	ZONE 3 %	ZONE 4 %	ZONE 5 %	ZONE 6 %	ZONE 7 %	ZONE 8 %	ZONE 9 %	ZONE 10 %	ZONE 11 %	ZONE 12 %
1	Brighton	55.9	48.2	38.7	25.8	24.6	9.5	2.7	13.1	16.6	10.4	19.6	32.8
2	Burgess Hill	11.7	10.9	6.1	4.0	13.6	1.1	0.0	2.0	3.9	6.7	13.8	5.9
3	Crawley	0.7	0.1	0.2	0.2	0.0	0.0	0.5	0.0	0.9	6.7	12.1	0.0
4	Eastbourne	2.2	3.6	7.1	12.6	24.6	34.9	38.8	21.9	12.4	2.3	0.1	1.3
5	Hailsham	0.0	0.0	0.0	0.0	0.0	0.0	8.2	0.0	0.4	0.6	0.0	0.1
6	Haywards Heath	0.0	0.2	0.0	0.0	0.0	0.1	2.6	0.0	0.6	9.4	6.0	0.0
7	Hove	1.7	0.6	0.3	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
8	Tunbridge Wells	0.0	0.2	0.0	0.0	0.2	0.1	0.8	5.5	4.1	8.7	0.5	0.0
9	Uckfield	0.0	0.2	0.0	0.0	0.0	0.0	0.8	8.4	18.5	9.4	0.0	0.1
	<b>SUB-TOTAL</b>	<b>72.2</b>	<b>64.0</b>	<b>52.4</b>	<b>43.3</b>	<b>63.0</b>	<b>45.7</b>	<b>54.4</b>	<b>51.0</b>	<b>57.7</b>	<b>54.3</b>	<b>52.1</b>	<b>40.2</b>
	Other	27.8	36.0	47.6	56.7	37.0	54.3	45.6	49.0	42.3	45.7	47.9	59.8
	<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Source: Lewes Household Survey, January 2005

**TABLE 2**  
**COMPARISON GOODS**  
**SPEND (£)**

	RETAIL LOCATION	ZONE 1 (£000)	ZONE 2 (£000)	ZONE 3 (£000)	ZONE 4 (£000)	ZONE 5 (£000)	ZONE 6 (£000)	ZONE 7 (£000)	ZONE 8 (£000)	ZONE 9 (£000)	ZONE 10 (£000)	ZONE 11 (£000)	ZONE 12 (£000)	TOTAL (£000)	TOTAL %
1	Brighton	41,056	42,060	23,549	11,215	1,460	7,382	1,948	780	7,970	2,020	3,794	22,779	166,014	28.2
2	Burgess Hill	8,616	9,472	3,686	1,718	810	891	0	120	1,884	1,306	2,672	4,078	35,252	6.0
3	Crawley	484	76	146	76	0	0	341	0	456	1,304	2,346	0	5,230	0.9
4	Eastbourne	1,604	3,104	4,302	5,461	1,460	27,096	27,524	1,300	5,974	443	19	919	79,206	13.5
5	Hailsham	0	0	0	0	0	0	5,794	0	180	123	0	96	6,192	1.1
6	Haywards Heath	0	192	0	0	0	78	1,818	0	295	1,820	1,165	0	5,370	0.9
7	Hove	1,246	565	174	358	0	0	0	0	66	0	0	0	2,410	0.4
8	Tunbridge Wells	0	192	0	0	12	78	576	325	1,981	1,678	102	0	4,944	0.8
9	Uckfield	0	134	0	0	0	0	574	499	8,890	1,822	0	96	12,014	2.0
	<b>SUB-TOTAL</b>	<b>53,006</b>	<b>55,796</b>	<b>31,857</b>	<b>18,827</b>	<b>3,741</b>	<b>35,524</b>	<b>38,575</b>	<b>3,025</b>	<b>27,696</b>	<b>10,516</b>	<b>10,099</b>	<b>27,968</b>	<b>316,630</b>	
	Other	20,408	31,403	28,973	24,640	2,194	42,221	32,305	2,910	20,303	8,849	59,398	-2,153	271,452	46.2
	<b>TOTAL</b>	<b>73,414</b>	<b>87,199</b>	<b>60,831</b>	<b>43,467</b>	<b>5,935</b>	<b>77,745</b>	<b>70,880</b>	<b>5,935</b>	<b>48,000</b>	<b>19,365</b>	<b>69,497</b>	<b>25,815</b>	<b>588,083</b>	<b>100</b>

**COMPARISON GOODS 2005 - BRIGHTON**

	Clothing & footwear Q1	Furniture Floor Coverings H.Hold Textiles Q2	DIY & Decorating Supplies Q3	Domestic & Electrical Appliances Q4	Personal & Luxury Goods Q5	<b>WEIGHTED AVERAGE</b>
Expenditure Weighting:	523	299	162	652	753	2389
Zone	(%)	(%)	(%)	(%)	(%)	(%)
1	81.4	42.2	8.8	42.2	65.7	55.9
2	75.2	29.9	6.6	38.7	54.0	48.2
3	67.8	18.9	5.6	22.2	47.8	38.7
4	47.9	19.2	1.4	13.7	28.8	25.8
5	50.0	0.0	0.0	50.0	0.0	24.6
6	16.8	7.6	0.0	4.2	11.8	9.5
7	4.7	1.9	0.0	0.0	4.7	2.7
8	29.6	18.5	0.0	7.4	7.4	13.1
9	33.3	12.6	3.4	10.3	14.9	16.6
10	14.7	14.7	2.9	8.8	8.8	10.4
11	38.5	21.5	2.3	3.8	23.1	19.6
12	66.7	34.4	3.2	21.5	24.7	32.8

SOURCE: Lewes Household Survey, January 2005

**COMPARISON GOODS 2005 - BURGESS HILL**

	Clothing & footwear Q1	Furniture Floor Coverings H.Hold Textiles Q2	DIY & Decorating Supplies Q3	Domestic & Electrical Appliances Q4	Personal & Luxury Goods Q5	<b>WEIGHTED AVERAGE</b>
Expenditure Weighting:	523	299	162	652	753	2389
Zone	(%)	(%)	(%)	(%)	(%)	(%)
1	1.0	0.0	0.0	42.2	0.0	11.7
2	0.7	0.8	0.7	38.7	0.0	10.9
3	0.0	0.0	0.0	22.2	0.0	6.1
4	0.0	1.7	0.0	13.7	0.0	4.0
5	0.0	0.0	0.0	50.0	0.0	13.6
6	0.0	0.0	0.0	4.2	0.0	1.1
7	0.0	0.0	0.0	0.0	0.0	0.0
8	0.0	0.0	0.0	7.4	0.0	2.0
9	0.0	8.9	0.0	10.3	0.0	3.9
10	5.9	6.3	5.9	8.8	5.9	6.7
11	11.5	0.0	22.3	3.8	27.7	13.8
12	0.0	0.0	0.0	21.5	0.0	5.9

SOURCE: Lewes Household Survey, January 2005

**COMPARISON GOODS 2005 - CRAWLEY**

	Clothing & footwear Q1	Furniture Floor Coverings H.Hold Textiles Q2	DIY & Decorating Supplies Q3	Domestic & Electrical Appliances Q4	Personal & Luxury Goods Q5	<b>WEIGHTED AVERAGE</b>
Expenditure Weighting:	523	299	162	652	753	2389
Zone	(%)	(%)	(%)	(%)	(%)	(%)
1	1.0	1.0	0.0	0.0	1.0	0.7
2	0.0	0.7	0.0	0.0	0.0	0.1
3	1.1	0.0	0.0	0.0	0.0	0.2
4	0.0	1.4	0.0	0.0	0.0	0.2
5	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	0.0	0.0	0.0	0.0	0.0
7	0.9	0.0	0.0	0.0	0.9	0.5
8	0.0	0.0	0.0	0.0	0.0	0.0
9	1.1	2.3	1.1	0.0	1.1	0.9
10	11.8	8.8	5.9	2.9	5.9	6.7
11	27.7	10.8	3.8	3.8	10.8	12.1
12	0.0	0.0	0.0	0.0	0.0	0.0

SOURCE: Lewes Household Survey, January 2005

**COMPARISON GOODS 2005 - EASTBOURNE**

	Clothing & footwear Q1	Furniture Floor Coverings H.Hold Textiles Q2	DIY & Decorating Supplies Q3	Domestic & Electrical Appliances Q4	Personal & Luxury Goods Q5	<b>WEIGHTED AVERAGE</b>
Expenditure Weighting:	523	299	162	652	753	2389
Zone	(%)	(%)	(%)	(%)	(%)	(%)
1	2.9	2.9	0.0	1.0	2.9	2.2
2	5.1	2.9	0.0	0.0	6.6	3.6
3	15.6	4.4	0.0	1.1	8.9	7.1
4	23.3	9.6	0.0	5.5	15.1	12.6
5	50.0	0.0	0.0	50.0	0.0	24.6
6	64.7	26.9	5.9	21.0	35.5	34.9
7	66.0	25.5	7.5	17.0	50.9	38.8
8	40.7	18.5	7.4	7.4	25.9	21.9
9	19.5	12.6	8.0	10.3	10.3	12.4
10	8.8	2.9	0.0	0.0	0.0	2.3
11	0.0	0.8	0.0	0.0	0.0	0.1
12	3.2	2.2	0.0	0.0	1.1	1.3

SOURCE: Lewes Household Survey, January 2005

**COMPARISON GOODS 2005 - HALISHAM**

	Clothing & footwear Q1	Furniture Floor Coverings H.Hold Textiles Q2	DIY & Decorating Supplies Q3	Domestic & Electrical Appliances Q4	Personal & Luxury Goods Q5	<b>WEIGHTED AVERAGE</b>
Expenditure Weighting:	523	299	162	652	753	2389
Zone	(%)	(%)	(%)	(%)	(%)	(%)
1	0.0	0.0	0.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0	0.0	0.0
3	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	0.0	0.0	0.0	0.0	0.0
7	1.9	4.7	1.9	9.4	14.2	8.2
8	0.0	0.0	0.0	0.0	0.0	0.0
9	0.0	0.0	1.1	1.1	0.0	0.4
10	2.9	0.0	0.0	0.0	0.0	0.6
11	0.0	0.0	0.0	0.0	0.0	0.0
12	0.0	1.1	0.0	0.0	0.0	0.1

SOURCE: Lewes Household Survey, January 2005

**COMPARISON GOODS 2005 - HAYWARDS HEATH**

	Clothing & footwear Q1	Furniture Floor Coverings H.Hold Textiles Q2	DIY & Decorating Supplies Q3	Domestic & Electrical Appliances Q4	Personal & Luxury Goods Q5	<b>WEIGHTED AVERAGE</b>
Expenditure Weighting:	523	299	162	652	753	2389
Zone	(%)	(%)	(%)	(%)	(%)	(%)
1	0.0	0.0	0.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0	0.7	0.2
3	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	0.8	0.0	0.0	0.0	0.1
7	0.0	0.0	0.0	9.4	0.0	2.6
8	0.0	0.0	0.0	0.0	0.0	0.0
9	1.1	0.0	1.1	1.1	0.0	0.6
10	17.6	0.0	0.0	0.0	17.6	9.4
11	9.2	3.1	3.1	0.0	10.8	6.0
12	0.0	0.0	0.0	0.0	0.0	0.0

SOURCE: Lewes Household Survey, January 2005

**COMPARISON GOODS 2005 - HOVE**

	Clothing & footwear Q1	Furniture Floor Coverings H.Hold Textiles Q2	DIY & Decorating Supplies Q3	Domestic & Electrical Appliances Q4	Personal & Luxury Goods Q5	<b>WEIGHTED AVERAGE</b>
Expenditure Weighting:	523	299	162	652	753	2389
Zone	(%)	(%)	(%)	(%)	(%)	(%)
1	0.0	2.0	1.0	3.9	1.0	1.7
2	0.0	0.0	0.7	2.2	0.0	0.6
3	0.0	1.1	2.2	0.0	0.0	0.3
4	0.0	0.0	0.0	1.4	1.4	0.8
5	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	0.0	0.0	0.0	0.0	0.0
7	0.0	0.0	0.0	0.0	0.0	0.0
8	0.0	0.0	0.0	0.0	0.0	0.0
9	0.0	1.1	0.0	0.0	0.0	0.1
10	0.0	0.0	0.0	0.0	0.0	0.0
11	0.0	0.0	0.0	0.0	0.0	0.0
12	0.0	0.0	1.1	1.1	0.0	0.4

SOURCE: Lewes Household Survey, January 2005

**COMPARISON GOODS 2004 - TUNBRIDGE WELLS**

	Clothing & footwear Q1	Furniture Floor Coverings H.Hold Textiles Q2	DIY & Decorating Supplies Q3	Domestic & Electrical Appliances Q4	Personal & Luxury Goods Q5	<b>WEIGHTED AVERAGE</b>
Expenditure Weighting:	523	299	162	652	753	2389
Zone	(%)	(%)	(%)	(%)	(%)	(%)
1	0.0	0.0	0.0	0.0	0.0	0.0
2	0.0	0.0	0.0	0.0	0.7	0.2
3	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0
5	0.9	0.0	0.0	0.0	0.0	0.2
6	0.0	0.8	0.0	0.0	0.0	0.1
7	1.9	0.9	0.0	0.0	0.9	0.8
8	11.1	3.7	3.7	0.0	7.4	5.5
9	10.3	3.4	1.1	1.1	3.4	4.1
10	14.7	5.9	2.9	2.9	11.8	8.7
11	0.8	0.8	0.0	0.0	0.8	0.5
12	0.0	0.0	0.0	0.0	0.0	0.0

SOURCE: Lewes Household Survey, January 2005

**COMPARISON GOODS 20045- UCKFIELD TOWN CENTRE**

	Clothing & footwear Q1	Furniture Floor Coverings H.Hold Textiles Q2	DIY & Decorating Supplies Q3	Domestic & Electrical Appliances Q4	Personal & Luxury Goods Q5	<b>WEIGHTED AVERAGE</b>
Expenditure						
Weighting:	523	299	162	652	753	2389
Zone	(%)	(%)	(%)	(%)	(%)	(%)
1	0.0	0.0	0.0	0.0	0.0	0.0
2	0.7	0.0	0.0	0.0	0.0	0.2
3	0.0	0.0	0.0	0.0	0.0	0.0
4	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.0
6	0.0	0.0	0.0	0.0	0.0	0.0
7	3.7	0.0	0.0	0.0	0.0	0.8
8	3.4	7.4	14.8	7.4	11.8	8.4
9	5.9	14.9	20.7	29.9	18.4	18.5
10	0.0	2.9	5.9	14.7	14.7	9.4
11	0.0	0.0	0.0	0.0	0.0	0.0
12	0.0	1.1	0.0	0.0	0.0	0.1

SOURCE: Lewes Household Survey, January 2005

## **APPENDIX 5**

### **CONVENIENCE GOODS CAPACITY**



**LEWES DISTRICT COUNCIL**  
**RETAIL STUDY 2005**

**TABLE 1**  
**SURVEY AREA POPULATION FORECASTS**

Survey Zone	Postcode Sector Groupings	POPULATION					
		2005	2007	2009	2011	2016	2021
1	BN1 8 / 9	21,931	22,142	22,360	22,641	23,373	24,105
2	BN2 6 / 7 / 8 / BN7 3	26,049	26,270	26,454	26,507	26,978	27,449
3	BN 10 7 / 8	18,172	18,434	18,766	18,922	19,274	19,626
4	BN9 0 / 9	12,985	13,292	13,645	13,866	14,321	14,776
5	BN8 6 (South)	1,773	1,806	1,854	1,895	1,974	2,053
6	BN25 1 / 2 / 3 / 4	23,225	23,257	23,271	23,160	22,940	22,720
7	BN26 5 / 6 / BN27 3	21,174	21,297	21,533	21,740	22,150	22,560
8	BN8 6 (North)	1,773	1,806	1,854	1,895	1,974	2,053
9	BN8 5 / TN22 5	14,339	14,679	15,028	15,362	16,085	16,808
10	BN8 4	5,785	5,900	6,016	6,098	6,266	6,434
11	BN6 8 / RH15 0 / RH17 7 (South)	20,761	20,971	21,207	21,326	21,663	22,000
12	BN7 1 / 2	15,877	16,217	16,567	16,769	17,215	17,661
<b>TOTAL</b>		<b>183,844</b>	<b>186,071</b>	<b>188,555</b>	<b>190,181</b>	<b>194,213</b>	<b>198,245</b>

SOURCE: Experian Business Solutions, January 2005

**TABLE 1A**  
**POPULATION GROWTH RATES**

GROWTH RATES			
2005-2009 (%)	2005-2011 (%)	2005-2016 (%)	2005-2021 (%)
2	3	7	9
2	2	4	4
3	4	6	6
5	7	10	11
5	7	11	14
0	0	-1	-2
2	3	5	6
5	7	11	14
5	7	12	15
4	5	8	9
2	3	4	5
4	6	8	9
3	3	6	8

**LEWES COUNCIL**  
**RETAIL STUDY 2005**

**TABLE 2**

**SURVEY AREA RETAIL EXPENDITURE FORECASTS (2003 prices)**

PER CAPITA EXPENDITURE	2003	2005	2007	2009	2011	2016	2021						
	(£)	(£)	(£)	(£)	(£)	(£)	(£)						
Convenience Goods	1,583	1,596	1,609	1,622	1,635	1,667	1,701						
Comparison Goods	2,851	3,089	3,348	3,628	3,932	4,807	5,876						
<b>GROWTH IN PER CAPITA RETAIL EXPENDITURE:</b>													
Convenience Goods:	0.40 % pa 2003 - 2021												
Comparison Goods:	4.10 % pa 2003 - 2021												
	<b>RETAIL EXPENDITURE</b>												
	<b>CONVENIENCE GOODS</b>						<b>COMPARISON GOODS</b>						
<b>ZONE</b>	2005	2007	2009	2011	2016	2021	2005	2007	2009	2011	2016	2021	
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	
1	34,999	35,619	36,258	37,008	38,974	41,005	67,754	74,130	81,124	89,017	112,343	141,642	
2	41,570	42,259	42,896	43,327	44,986	46,694	80,476	87,950	95,977	104,217	129,671	161,292	
3	29,000	29,654	30,430	30,929	32,139	33,386	56,141	61,716	68,085	74,395	92,641	115,323	
4	20,722	21,382	22,126	22,664	23,880	25,136	40,116	44,501	49,505	54,517	68,834	86,825	
5	2,829	2,905	3,006	3,097	3,292	3,492	5,478	6,046	6,726	7,451	9,488	12,064	
6	37,064	37,412	37,735	37,856	38,252	38,649	71,751	77,863	84,429	91,058	110,262	133,504	
7	33,791	34,259	34,917	35,535	36,935	38,377	65,415	71,301	78,123	85,475	106,465	132,564	
8	2,829	2,905	3,006	3,097	3,292	3,492	5,478	6,046	6,726	7,451	9,488	12,064	
9	22,883	23,613	24,368	25,110	26,822	28,592	44,299	49,144	54,523	60,398	77,313	98,765	
10	9,232	9,491	9,755	9,967	10,448	10,945	17,872	19,753	21,827	23,975	30,118	37,807	
11	33,131	33,735	34,388	34,858	36,123	37,424	64,139	70,209	76,941	83,847	104,124	129,273	
12	25,337	25,880	26,438	26,761	27,473	28,184	25,337	25,880	26,438	26,761	27,473	28,184	
<b>TOTAL</b>	<b>293,387</b>	<b>299,114</b>	<b>305,323</b>	<b>310,209</b>	<b>322,615</b>	<b>335,377</b>	<b>544,254</b>	<b>594,538</b>	<b>650,425</b>	<b>708,562</b>	<b>878,220</b>	<b>1,089,305</b>	

SOURCE: Table 1, Experian Business Solutions Growth Rates and Expenditure Data for Lewes

NOTES: Special Forms of trading removed : -  
 i) Convenience goods 1.85%  
 ii) Comparison goods 7.71%

## CONVENIENCE GOODS - LEWES TOWN CENTRE

**TABLE 3**  
**CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	TESCO, BROOKS ROAD					SAFEWAY, EASTGATE STREET					OTHER TOWN CENTRE CONVENIENCE STORES					TOTAL				
	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)
1	2.1	2.1	2.1	2.1	2.1	2.5	2.5	2.5	2.5	2.5	1.0	1.0	1.0	1.0	1.0	5.6	5.6	5.6	5.6	5.6
2	6.2	6.2	6.2	6.2	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.2	6.2	6.2	6.2	6.2
3	6.1	6.1	6.1	6.1	6.1	5.1	5.1	5.1	5.1	5.1	0.7	0.7	0.7	0.7	0.7	11.9	11.9	11.9	11.9	11.9
4	2.0	2.0	2.0	2.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.0	2.0	2.0	2.0
5	37.5	37.5	37.5	37.5	37.5	1.1	1.1	1.1	1.1	1.1	0.0	0.0	0.0	0.0	0.0	38.6	38.6	38.6	38.6	38.6
6	0.6	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.6	0.6	0.6	0.6
7	1.4	1.4	1.4	1.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.4	1.4	1.4	1.4
8	31.5	31.5	31.5	31.5	31.5	0.0	0.0	0.0	0.0	0.0	1.9	1.9	1.9	1.9	1.9	33.3	33.3	33.3	33.3	33.3
9	25.6	25.6	25.6	25.6	25.6	3.2	3.2	3.2	3.2	3.2	0.3	0.3	0.3	0.3	0.3	29.0	29.0	29.0	29.0	29.0
10	14.0	14.0	14.0	14.0	14.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.0	14.0	14.0	14.0	14.0
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12	56.2	56.2	56.2	56.2	56.2	15.9	15.9	15.9	15.9	15.9	8.3	8.3	8.3	8.3	8.3	80.3	80.3	80.3	80.3	80.3

**TABLE 4**  
**CONVENIENCE GOODS ALLOCATION - SPEND (£) 2003 PRICES**

Catchment Zone	TESCO, BROOKS ROAD					SAFEWAY, EASTGATE STREET					OTHER TOWN CENTRE CONVENIENCE STORES					TOTAL TOWN CENTRE				
	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2016 (£000)	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	726	752	768	809	851	884	916	934	984	1035	332	344	352	370	390	1,942	2,012	2,054	2,163	2,276
2	2,588	2,670	2,697	2,800	2,907	0	0	0	0	0	0	0	0	0	0	2,588	2,670	2,697	2,800	2,907
3	1,776	1,864	1,894	1,969	2,045	1,472	1,544	1,570	1,631	1,694	210	221	224	233	242	3,458	3,629	3,688	3,833	3,981
4	420	448	459	484	509	0	0	0	0	0	0	0	0	0	0	420	448	459	484	509
5	1,061	1,127	1,162	1,234	1,310	30	32	33	35	37	0	0	0	0	0	1,091	1,159	1,194	1,269	1,346
6	222	226	227	230	232	0	0	0	0	0	0	0	0	0	0	222	226	227	230	232
7	482	498	506	526	547	0	0	0	0	0	0	0	0	0	0	482	498	506	526	547
8	890	945	974	1,035	1,098	0	0	0	0	0	52	56	57	61	65	942	1,001	1,031	1,096	1,163
9	5,852	6,232	6,422	6,860	7,312	721	768	791	845	901	63	67	69	74	79	6,636	7,067	7,282	7,778	8,292
10	1,290	1,363	1,393	1,460	1,530	0	0	0	0	0	0	0	0	0	0	1,290	1,363	1,393	1,460	1,530
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	14,227	14,845	15,026	15,426	15,825	4,016	4,190	4,242	4,354	4,467	2,109	2,201	2,228	2,287	2,346	20,352	21,237	21,496	22,067	22,639
TOTALS	29,534	30,972	31,528	32,832	34,166	7,122	7,449	7,569	7,849	8,134	2,767	2,889	2,930	3,025	3,121	39,423	41,310	42,028	43,706	45,421

SOURCE: Tables 2 & 3

## CONVENIENCE GOODS - NEWHAVEN TOWN CENTRE

**TABLE 5**  
**CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	SAINSBURY'S, THE DROVE					SOMERFIELD, NEWHAVEN SQUARE					OTHER TOWN CENTRE CONVENIENCE STORES					TOTAL					
	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	
1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	6.0	6.0	6.0	6.0	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	6.0	6.0	6.0	6.0	6.0
3	25.0	25.0	25.0	25.0	25.0	2.8	2.8	2.8	2.8	2.8	0.0	0.0	0.0	0.0	0.0	27.8	27.8	27.8	27.8	27.8	27.8
4	38.0	38.0	38.0	38.0	38.0	31.5	31.5	31.5	31.5	31.5	4.1	4.1	4.1	4.1	4.1	73.6	73.6	73.6	73.6	73.6	73.6
5	37.5	37.5	37.5	37.5	37.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.5	37.5	37.5	37.5	37.5	37.5
6	18.7	18.7	18.7	18.7	18.7	0.6	0.6	0.6	0.6	0.6	0.0	0.0	0.0	0.0	0.0	19.3	19.3	19.3	19.3	19.3	19.3
7	0.7	0.7	0.7	0.7	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.7	0.7	0.7	0.7	0.7
8	2.8	2.8	2.8	2.8	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	2.8	2.8	2.8	2.8	2.8
9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**TABLE 6**  
**CONVENIENCE GOODS ALLOCATION - SPEND (£) 2003 PRICES**

Catchment Zone	Sainsbury's, The Drove					Somerset, Newhaven Square					OTHER TOWN CENTRE CONVENIENCE STORES					TOTAL					
	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2016 (£000)	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	2,494	2,574	2,600	2,699	2,802	0	0	0	0	0	0	0	0	0	0	2,494	2,574	2,600	2,699	2,802	2,802
3	7,250	7,607	7,732	8,035	8,346	797	837	851	884	918	0	0	0	0	0	8,047	8,444	8,583	8,919	9,265	9,265
4	7,874	8,408	8,612	9,074	9,552	6,527	6,970	7,139	7,522	7,918	850	907	929	979	1,031	15,251	16,285	16,681	17,576	18,500	18,500
5	1,061	1,127	1,162	1,234	1,310	0	0	0	0	0	0	0	0	0	0	1,061	1,127	1,162	1,234	1,310	1,310
6	6,940	7,066	7,089	7,163	7,237	222	226	227	230	232	0	0	0	0	0	7,163	7,292	7,316	7,392	7,469	7,469
7	228	236	240	249	259	0	0	0	0	0	0	0	0	0	0	228	236	240	249	259	259
8	79	83	86	91	97	0	0	0	0	0	0	0	0	0	0	79	83	86	91	97	97
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTALS</b>	<b>25,926</b>	<b>27,101</b>	<b>27,520</b>	<b>28,546</b>	<b>29,602</b>	<b>7,547</b>	<b>8,033</b>	<b>8,217</b>	<b>8,636</b>	<b>9,068</b>	<b>850</b>	<b>907</b>	<b>929</b>	<b>979</b>	<b>1,031</b>	<b>34,323</b>	<b>36,041</b>	<b>36,666</b>	<b>38,161</b>	<b>39,701</b>	<b>39,701</b>

SOURCE: Table 2 & 5

## CONVENIENCE GOODS - PEACEHAVEN TOWN CENTRE

TABLE 7  
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE

Catchment Zone	CO-OP, RODERICK AVENUE					OTHER TOWN CENTRE CONVENIENCE STORES					TOTAL				
	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)
1	0.0	0.0	0.0	0.0	0.0	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3
2	1.5	1.5	1.5	1.5	1.5	0.0	0.0	0.0	0.0	0.0	1.5	1.5	1.5	1.5	1.5
3	13.4	13.4	13.4	13.4	13.4	1.4	1.4	1.4	1.4	1.4	14.8	14.8	14.8	14.8	14.8
4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	1.7	1.7	1.7	1.7	1.7	0.0	0.0	0.0	0.0	0.0	1.7	1.7	1.7	1.7	1.7
7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

TABLE 8  
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2003 PRICES

Catchment Zone	CO-OP, RODERICK AVENUE					OTHER TOWN CENTRE CONVENIENCE STORES					TOTAL TOWN CENTRE				
	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2016 (£000)	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	0	0	0	0	0	87	91	93	97	103	87	91	93	97	103
2	624	643	650	675	700	0	0	0	0	0	624	643	650	675	700
3	3,871	4,062	4,129	4,291	4,457	406	415	433	450	467	4,277	4,478	4,562	4,741	4,924
4	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	621	632	634	641	647	0	0	0	0	0	621	632	634	641	647
7	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
8	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
TOTALS	5,116	5,338	5,413	5,606	5,805	493	506	526	547	570	5,609	5,844	5,938	6,153	6,375

SOURCE: Table 2 & 5

## CONVENIENCE GOODS - SEAFORD TOWN CENTRES

**TABLE 9  
CONVENIENCE GOODS ALLOCATION - % MARKET SHARE**

Catchment Zone	SAFEWAY, DABE ROAD					CO-OP, SHEPWAY PARADE					OTHER TOWN CENTRE CONVENIENCE STORES					TOTAL					
	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)	
1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
2	0.5	0.5	0.5	0.5	0.5	0.4	0.4	0.4	0.4	0.4	0.2	0.2	0.2	0.2	0.2	1.1	1.1	1.1	1.1	1.1	1.1
3	1.7	1.7	1.7	1.7	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.7	1.7	1.7	1.7	1.7
4	5.5	5.5	5.5	5.5	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	5.5	5.5	5.5	5.5	5.5
5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
6	38.6	38.6	38.6	38.6	38.6	2.3	2.3	2.3	2.3	2.3	4.2	4.2	4.2	4.2	4.2	45.1	45.1	45.1	45.1	45.1	45.1
7	0.9	0.9	0.9	0.9	0.9	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.2	0.2	0.2	1.1	1.1	1.1	1.1	1.1	1.1
8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9	1.9
9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
10	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
11	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
12	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

**TABLE 10  
CONVENIENCE GOODS ALLOCATION - SPEND (£) 2003 PRICES**

Catchment Zone	SAFEWAY, DABE ROAD					CO-OP, SHEPWAY PARADE					OTHER TOWN CENTRE CONVENIENCE STORES					TOTAL TOWN CENTRE					
	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)	
1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
2	218	225	227	236	245	156	161	162	169	175	73	75	76	79	82	447	461	466	484	502	502
3	478	502	510	530	551	0	0	0	0	0	0	0	0	0	0	478	502	510	530	551	551
4	1,129	1,206	1,235	1,301	1,370	0	0	0	0	0	0	0	0	0	0	1,129	1,206	1,235	1,301	1,370	1,370
5	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
6	14,316	14,575	14,622	14,775	14,928	843	858	861	870	879	1,557	1,585	1,590	1,607	1,623	16,716	17,018	17,073	17,252	17,431	17,431
7	304	314	320	332	345	0	0	0	0	0	76	79	80	83	86	380	393	400	416	432	432
8	0	0	0	0	0	0	0	0	0	0	52	56	57	61	65	52	56	57	61	65	65
9	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
10	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
11	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
12	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
<b>TOTALS</b>	<b>16,446</b>	<b>16,822</b>	<b>16,915</b>	<b>17,175</b>	<b>17,440</b>	<b>999</b>	<b>1,019</b>	<b>1,024</b>	<b>1,039</b>	<b>1,054</b>	<b>1,758</b>	<b>1,794</b>	<b>1,803</b>	<b>1,829</b>	<b>1,856</b>	<b>19,203</b>	<b>19,636</b>	<b>19,741</b>	<b>20,044</b>	<b>20,350</b>	<b>20,350</b>

SOURCE: Table 2 & 5

# LEWES DISTRICT COUNCIL

RETAIL STUDY 2005

**TABLE 11**

## LEWES TOWN CENTRE CONVENIENCE GOODS FLOORSACE

Store	Net Flsp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
Tesco, Brooks Road,	2,401	80%	1,921	11,459	22,010
Safeway, Eastgate Street	1,616	85%	1,374	8,942	12,283
Other	1,628	100%	1,628	3,500	5,698
<b>TOTAL</b>	<b>5,645</b>		<b>4,922</b>	<b>8,124</b>	<b>39,991</b>

**TABLE 12**

## NEWHAVEN TOWN CENTRE CONVENIENCE GOODS FLOORSACE

Store	Net Flsp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
Sainsbury's, The Drove	3,807	75%	2,855	10,383	29,646
Somerfield, Newhaven Square	1,461	90%	1,315	4,670	6,141
other	200	100%	200	2,500	500
<b>TOTAL</b>	<b>5,468</b>		<b>4,370</b>	<b>8,303</b>	<b>36,287</b>

**TABLE 13**

## PEACEHAVEN TOWN CENTRE CONVENIENCE GOODS FLOORSACE

Store	Net Flsp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
Co-op Superstore, Meridan Centre	2,691	80%	2152.8	5,046	10,863
other	786	100%	786	2,500	1,965
<b>TOTAL</b>	<b>3,477</b>		<b>2,939</b>	<b>4,365</b>	<b>12,828</b>

**TABLE 14**

## SEAFORD TOWN CENTRE CONVENIENCE GOODS FLOORSACE

Store	Net Flsp (sqm)	Net Con Ratio (%)	Net Convenience (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s)
Safeway, Dane Road	2,205	70%	1,544	8,942	13,802
Co-op, Shepway Parade	336	100%	336	5,046	1,695
other	734	100%	734	3,250	2,386
<b>TOTAL</b>	<b>3,275</b>		<b>2,614</b>	<b>6,843</b>	<b>17,883</b>

**LEWES DISTRICT COUNCIL**

RETAIL STUDY 2005

**CAPACITY PROJECTIONS: CONVENIENCE GOODS**

**TABLE 15**

**FUTURE SHOP FLOORSPACE CAPACITY IN LEWES**

	<b>CONVENIENCE GOODS</b>				
	2005	2009	2011	2016	2021
Residents Spending (£000)	39,423	41,310	42,028	43,706	45,421
Existing Shop Floorspace (sq m net)	4,922	4,922	4,922	4,922	4,922
Sales per sq m net £	8,009	8,124	8,124	8,124	8,124
Sales from Existing Floorspace (£000)	39,423	39,991	39,991	39,991	39,991
Sales from Proposed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	1,319	2,036	3,715	5,430
Sales per sq m net in new shops (£) Based on large store format (see note 1)		8,124	8,124	8,124	8,124
Capacity for new floorspace (sq m net)	0	162	251	457	668

Note 1 - Average Sales Density from largest foodstore formats - Tesco, J Sainsbury = £10,921 per sq m net



**LEWES DISTRICT COUNCIL**  
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**CAPACITY PROJECTIONS: CONVENIENCE GOODS**

**TABLE 16**  
**FUTURE SHOP FLOORSPACE CAPACITY IN NEWHAVEN**

	<b>CONVENIENCE GOODS</b>				
	2005	2009	2011	2016	2021
Residents Spending (£000)	34,323	36,041	36,666	38,161	39,701
Existing Shop Floorspace (sq m net)	4,370	4,370	4,370	4,370	4,370
Sales per sq m net £	7,854	8,303	8,303	8,303	8,303
Sales from Existing Floorspace (£000)	34,323	36,287	36,287	36,287	36,287
Sales from Proposed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	-245	380	1,874	3,414
Sales per sq m net in new shops (£) Based on large store format (see note 1)		8,303	8,303	8,303	8,303
Capacity for new floorspace (sq m net)	0	-30	46	226	411

Note 1 - Average Sales Density from large foodstore format £10,000

**LEWES DISTRICT COUNCIL**  
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**CAPACITY PROJECTIONS: CONVENIENCE GOODS**

**TABLE 17**  
**FUTURE SHOP FLOORSPACE CAPACITY IN PEACEHAVEN**

	<b>CONVENIENCE GOODS</b>				
	2005	2009	2011	2016	2021
Residents Spending (£000)	5,609	5,844	5,938	6,153	6,375
Existing Shop Floorspace (sq m net)	2,939	2,939	2,939	2,939	2,939
Sales per sq m net £	1,909	4,365	4,365	4,365	4,365
Sales from Existing Floorspace (£000)	5,609	12,828	12,828	12,828	12,828
Sales from Proposed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	-6,984	-6,890	-6,675	-6,453
Sales per sq m net in new shops (£) Based on large store format (see note 1)		4,365	4,365	4,365	4,365
Capacity for new floorspace (sq m net)	0	-1,600	-1,578	-1,529	-1,478

Note 1 - Average Sales Density from large foodstore format £10,000

**LEWES DISTRICT COUNCIL**

RETAIL STUDY 2005

**CAPACITY PROJECTIONS: CONVENIENCE GOODS**

**TABLE 18**

**FUTURE SHOP FLOORSPACE CAPACITY IN SEAFORD**

	<b>CONVENIENCE GOODS</b>				
	2005	2009	2011	2016	2021
Residents Spending (£000)	19,203	19,636	19,741	20,044	20,350
Existing Shop Floorspace (sq m net)	2,614	2,614	2,614	2,614	2,614
Sales per sq m net £	7,348	6,843	6,843	6,843	6,843
Sales from Existing Floorspace (£000)	19,203	17,883	17,883	17,883	17,883
Sales from Proposed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	1,753	1,858	2,161	2,467
Sales per sq m net in new shops (£) Based on large store format (see note 1)		8,124	8,124	8,124	8,124
Capacity for new floorspace (sq m net)	0	216	229	266	304

Note 1 - Average Sales Density from largest foodstore formats - Tesco, J Sainsbury = £10,921 per sq m net

## **APPENDIX 6**

### **COMPARISON GOODS CAPACITY**

**LEWES DISTRICT COUNCIL**  
RETAIL STUDY 2005

**TABLE 1**  
**SURVEY AREA POPULATION FORECASTS**

Survey Zone	Postcode Sector Groupings	POPULATION					
		2005	2007	2009	2011	2016	2021
1	BN1 8 / 9	21,931	22,142	22,360	22,641	23,373	24,105
2	BN2 6 / 7 / 8 / BN7 3	26,049	26,270	26,454	26,507	26,978	27,449
3	BN 10 7 / 8	18,172	18,434	18,766	18,922	19,274	19,626
4	BN9 0 / 9	12,985	13,292	13,645	13,866	14,321	14,776
5	BN8 6 (South)	1,773	1,806	1,854	1,895	1,974	2,053
6	BN25 1 / 2 / 3 / 4	23,225	23,257	23,271	23,160	22,940	22,720
7	BN26 5 / 6 / BN27 3	21,174	21,297	21,533	21,740	22,150	22,560
8	BN8 6 (North)	1,773	1,806	1,854	1,895	1,974	2,053
9	BN8 5 / TN22 5	14,339	14,679	15,028	15,362	16,085	16,808
10	BN8 4	5,785	5,900	6,016	6,098	6,266	6,434
11	BN6 8 / RH15 0 / RH17 7 (South)	20,761	20,971	21,207	21,326	21,663	22,000
12	BN7 1 / 2	15,877	16,217	16,567	16,769	17,215	17,661
<b>TOTAL</b>		<b>183,844</b>	<b>186,071</b>	<b>188,555</b>	<b>190,181</b>	<b>194,213</b>	<b>198,245</b>

SOURCE: Experian Business Solutions, January 2005

**TABLE 1A**  
**POPULATION GROWTH RATES**

GROWTH RATES			
2005-2009 (%)	2005-2011 (%)	2005-2016 (%)	2005-2021 (%)
2	3	7	9
2	2	4	4
3	4	6	6
5	7	10	11
5	7	11	14
0	0	-1	-2
2	3	5	6
5	7	11	14
5	7	12	15
4	5	8	9
2	3	4	5
4	6	8	9
3	3	6	8

**LEWES COUNCIL**  
**RETAIL STUDY 2005**

**TABLE 2**

**SURVEY AREA RETAIL EXPENDITURE FORECASTS (2003 prices)**

PER CAPITA EXPENDITURE	2003	2005	2007	2009	2011	2016	2021						
	(£)	(£)	(£)	(£)	(£)	(£)	(£)						
Convenience Goods	1,583	1,596	1,609	1,622	1,635	1,667	1,701						
Comparison Goods	2,851	3,089	3,348	3,628	3,932	4,807	5,876						
<b>GROWTH IN PER CAPITA RETAIL EXPENDITURE:</b>													
Convenience Goods:	0.40 % pa 2003 - 2021												
Comparison Goods:	4.10 % pa 2003 - 2021												
	<b>RETAIL EXPENDITURE</b>												
	<b>CONVENIENCE GOODS</b>						<b>COMPARISON GOODS</b>						
<b>ZONE</b>	2005	2007	2009	2011	2016	2021	2005	2007	2009	2011	2016	2021	
	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	(£000)	
1	34,999	35,619	36,258	37,008	38,974	41,005	67,754	74,130	81,124	89,017	112,343	141,642	
2	41,570	42,259	42,896	43,327	44,986	46,694	80,476	87,950	95,977	104,217	129,671	161,292	
3	29,000	29,654	30,430	30,929	32,139	33,386	56,141	61,716	68,085	74,395	92,641	115,323	
4	20,722	21,382	22,126	22,664	23,880	25,136	40,116	44,501	49,505	54,517	68,834	86,825	
5	2,829	2,905	3,006	3,097	3,292	3,492	5,478	6,046	6,726	7,451	9,488	12,064	
6	37,064	37,412	37,735	37,856	38,252	38,649	71,751	77,863	84,429	91,058	110,262	133,504	
7	33,791	34,259	34,917	35,535	36,935	38,377	65,415	71,301	78,123	85,475	106,465	132,564	
8	2,829	2,905	3,006	3,097	3,292	3,492	5,478	6,046	6,726	7,451	9,488	12,064	
9	22,883	23,613	24,368	25,110	26,822	28,592	44,299	49,144	54,523	60,398	77,313	98,765	
10	9,232	9,491	9,755	9,967	10,448	10,945	17,872	19,753	21,827	23,975	30,118	37,807	
11	33,131	33,735	34,388	34,858	36,123	37,424	64,139	70,209	76,941	83,847	104,124	129,273	
12	25,337	25,880	26,438	26,761	27,473	28,184	25,337	25,880	26,438	26,761	27,473	28,184	
<b>TOTAL</b>	<b>293,387</b>	<b>299,114</b>	<b>305,323</b>	<b>310,209</b>	<b>322,615</b>	<b>335,377</b>	<b>544,254</b>	<b>594,538</b>	<b>650,425</b>	<b>708,562</b>	<b>878,220</b>	<b>1,089,305</b>	

SOURCE: Table 1, Experian Business Solutions Growth Rates and Expenditure Data for Lewes

NOTES: Special Forms of trading removed : -  
 i) Convenience goods 1.85%  
 ii) Comparison goods 7.71%

**LEWES DISTRICT COUNCIL**  
RETAIL STUDY 2005

**COMPARISON GOODS - LEWES TOWN CENTRE**

**TABLE 3**  
**COMPARISON GOODS ALLOCATION - MARKET SHARE %**

Catchment Zone	LEWES TOWN CENTRE				
	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)
1	0.2	0.2	0.2	0.2	0.2
2	4.4	4.4	4.4	4.4	4.4
3	1.1	1.1	1.1	1.1	1.1
4	0.7	0.7	0.7	0.7	0.7
5	3.9	3.9	3.9	3.9	3.9
6	0.2	0.2	0.2	0.2	0.2
7	0.3	0.3	0.3	0.3	0.3
8	7.5	7.5	7.5	7.5	7.5
9	9.9	9.9	9.9	9.9	9.9
10	3.5	3.5	3.5	3.5	3.5
11	0.9	0.9	0.9	0.9	0.9
12	23.6	23.6	23.6	23.6	23.6

SOURCE: Lewes Household Survey, January 2005

**TABLE 4**  
**COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES**

Catchment Zone	LEWES TOWN CENTRE				
	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	152	182	200	252	318
2	3,529	4,209	4,570	5,686	7,073
3	641	777	850	1,058	1,317
4	288	356	392	495	624
5	216	265	293	373	475
6	170	199	215	261	315
7	174	208	227	283	352
8	412	506	560	714	907
9	4,374	5,383	5,963	7,633	9,751
10	626	764	840	1,055	1,324
11	597	716	781	970	1,204
12	5,988	6,248	6,324	6,493	6,661
Total	17,166	19,814	21,215	25,272	30,321

**LEWES DISTRICT COUNCIL**  
RETAIL STUDY 2005

**COMPARISON GOODS - LEWES OUT-OF-CENTRE**

**TABLE 5**  
**COMPARISON GOODS ALLOCATION - MARKET SHARE %**

Catchment Zone	LEWES OUT OF CENTRE				
	2004 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)
1	0.0	0.0	0.0	0.0	0.0
2	0.3	0.3	0.3	0.3	0.3
3	0.1	0.1	0.1	0.1	0.1
4	0.1	0.1	0.1	0.1	0.1
5	0.0	0.0	0.0	0.0	0.0
6	0.1	0.1	0.1	0.1	0.1
7	0.1	0.1	0.1	0.1	0.1
8	0.8	0.8	0.8	0.8	0.8
9	1.0	1.0	1.0	1.0	1.0
10	0.9	0.9	0.9	0.9	0.9
11	0.1	0.1	0.1	0.1	0.1
12	3.5	3.5	3.5	3.5	3.5

SOURCE: Lewes Household Survey, January 2005

**TABLE 6**  
**COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES**

Catchment Zone	LEWES OF OUT OF CENTRE				
	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	0	0	0	0	0
2	269	294	321	348	433
3	47	52	57	62	77
4	43	47	53	58	73
5	0	0	0	0	0
6	7	8	9	10	12
7	49	53	58	62	75
8	551	601	658	720	897
9	57	63	70	78	99
10	397	440	488	541	693
11	11	12	13	15	18
12	2,249	2,462	2,698	2,941	3,652
Total	3,680	4,032	4,425	4,835	6,030



**LEWES DISTRICT COUNCIL**  
RETAIL STUDY 2005

**COMPARISON GOODS - NEWHAVEN TOWN CENTRE**

**TABLE 7**  
**COMPARISON GOODS ALLOCATION - MARKET SHARE %**

Catchment Zone	NEWHAVEN TOWN CENTRE				
	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)
1	0.0	0.0	0.0	0.0	0.0
2	0.7	0.7	0.7	0.7	0.7
3	1.7	1.7	1.7	1.7	1.7
4	7.0	7.0	7.0	7.0	7.0
5	0.0	0.0	0.0	0.0	0.0
6	1.6	1.6	1.6	1.6	1.6
7	0.0	0.0	0.0	0.0	0.0
8	0.0	0.0	0.0	0.0	0.0
9	0.0	0.0	0.0	0.0	0.0
10	0.4	0.4	0.4	0.4	0.4
11	0.0	0.0	0.0	0.0	0.0
12	0.2	0.2	0.2	0.2	0.2

SOURCE: Lewes Household Survey, January 2005

**TABLE 8**  
**COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES**

Catchment Zone	SEVENOAKS OUT OF CENTRE				
	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	0	0	0	0	0
2	575	685	744	926	1,152
3	941	1,142	1,247	1,553	1,934
4	2,821	3,481	3,833	4,840	6,105
5	0	0	0	0	0
6	1,172	1,379	1,487	1,800	2,180
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0
10	77	94	103	130	163
11	0	0	0	0	0
12	41	43	44	45	46
TOTALS	5,626	6,823	7,458	9,294	11,579

SOURCE: Tables 2 & 5

**LEWES DISTRICT COUNCIL**  
RETAIL STUDY 2005

**COMPARISON GOODS - NEWHAVEN RETAIL PARK**

**TABLE 9**  
**COMPARISON GOODS ALLOCATION - MARKET SHARE %**

Catchment Zone	NEWHAVEN OUT OF CENTRE				
	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)
1	0.0	0.0	0.0	0.0	0.0
2	1.3	1.3	1.3	1.3	1.3
3	6.8	6.8	6.8	6.8	6.8
4	9.2	9.2	9.2	9.2	9.2
5	0.0	0.0	0.0	0.0	0.0
6	4.7	4.7	4.7	4.7	4.7
7	0.1	0.1	0.1	0.1	0.1
8	0.0	0.0	0.0	0.0	0.0
9	0.0	0.0	0.0	0.0	0.0
10	0.2	0.2	0.2	0.2	0.2
11	0.0	0.0	0.0	0.0	0.0
12	0.0	0.0	0.0	0.0	0.0

SOURCE: Lewes Household Survey, January 2005

**TABLE 10**  
**COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES**

Catchment Zone	NEWHAVEN OUT OF CENTRE				
	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	0	0	0	0	0
2	1,063	1,268	1,376	1,713	2,130
3	3,807	4,617	5,045	6,283	7,821
4	3,680	4,541	5,001	6,314	7,964
5	0	0	0	0	0
6	3,386	3,985	4,297	5,204	6,301
7	45	53	58	73	91
8	0	0	0	0	0
9	0	0	0	0	0
10	39	48	53	66	83
11	0	0	0	0	0
12	0	0	0	0	0
Total	12,020	14,512	15,831	19,652	24,390

**LEWES DISTRICT COUNCIL**  
RETAIL STUDY 2005

**COMPARISON GOODS - PEACEHAVEN TOWN CENTRE**

**TABLE 11**  
**COMPARISON GOODS ALLOCATION - MARKET SHARE %**

Catchment Zone	PEACEHAVEN TOWN CENTRE				
	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)
1	0.0	0.0	0.0	0.0	0.0
2	3.8	3.8	3.8	3.8	3.8
3	8.7	8.7	8.7	8.7	8.7
4	5.0	5.0	5.0	5.0	5.0
5	0.0	0.0	0.0	0.0	0.0
6	1.5	1.5	1.5	1.5	1.5
7	0.0	0.0	0.0	0.0	0.0
8	0.0	0.0	0.0	0.0	0.0
9	0.0	0.0	0.0	0.0	0.0
10	0.0	0.0	0.0	0.0	0.0
11	0.0	0.0	0.0	0.0	0.0
12	0.3	0.3	0.3	0.3	0.3

SOURCE: Lewes Household Survey, January 2005

**TABLE 12**  
**COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES**

Catchment Zone	PEACEHAVEN TOWN CENTRE				
	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	0	0	0	0	0
2	3,047	3,634	3,946	4,909	6,106
3	4,896	5,937	6,488	8,079	10,057
4	2,021	2,493	2,746	3,467	4,373
5	0	0	0	0	0
6	1,111	1,307	1,409	1,707	2,066
7	0	0	0	0	0
8	0	0	0	0	0
9	0	0	0	0	0
10	0	0	0	0	0
11	0	0	0	0	0
12	73	76	77	79	81
Total	11,147	13,447	14,666	18,241	22,684

**LEWES DISTRICT COUNCIL**  
RETAIL STUDY 2005

**COMPARISON GOODS - SEAFORD TOWN CENTRE**

**TABLE 13**  
**COMPARISON GOODS ALLOCATION - MARKET SHARE %**

Catchment Zone	SEAFORD TOWN CENTRE				
	2005 (%)	2009 (%)	2011 (%)	2016 (%)	2021 (%)
1	0.0	0.0	0.0	0.0	0.0
2	0.5	0.5	0.5	0.5	0.5
3	1.1	1.1	1.1	1.1	1.1
4	2.2	2.2	2.2	2.2	2.2
5	0.6	0.6	0.6	0.6	0.6
6	12.5	12.5	12.5	12.5	12.5
7	2.9	2.9	2.9	2.9	2.9
8	0.1	0.1	0.1	0.1	0.1
9	0.0	0.0	0.0	0.0	0.0
10	0.0	0.0	0.0	0.0	0.0
11	0.0	0.0	0.0	0.0	0.0
12	0.2	0.2	0.2	0.2	0.2

SOURCE: Lewes Household Survey, January 2005

**TABLE 14**  
**COMPARISON GOODS ALLOCATION - SPEND (£) 2003 PRICES**

Catchment Zone	SWANLEY TOWN CENTRE				
	2005 (£000)	2009 (£000)	2011 (£000)	2016 (£000)	2021 (£000)
1	0	0	0	0	0
2	429	512	555	691	860
3	634	769	840	1,046	1,303
4	881	1,088	1,198	1,513	1,908
5	33	41	45	58	73
6	8,976	10,562	11,391	13,793	16,700
7	1,895	2,264	2,477	3,085	3,841
8	7	9	10	13	16
9	0	0	0	0	0
10	0	0	0	0	0
11	0	0	0	0	0
12	41	43	44	45	46
Total	12,897	15,287	16,560	20,243	24,747

**LEWES DISTRICT COUNCIL**  
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**TABLE 15**  
**LEWES TOWN CENTRE COMPARISON GOODS FLOORSPACE**

	Net Floorspace Sq m	Sales Density £ per sq m	Turnover 2005 £000's
Lewes Town Centre	13,767	5,500	75,719
<b>TOTAL</b>	<b>13,767</b>		<b>75,719</b>

Source: Experian Goad, Lewes July 2005

**TABLE 16**  
**LEWES OUT OF CENTRE FLOORSPACE**

	Net Fisp (sqm)	Co Average Sales (£ per sq m net)	Average Turnover (£000s) 2005
Homebase	2,500	1,503	3,758
<b>TOTAL</b>	<b>2,500</b>		<b>3,758</b>

Note: Floorspace efficiency growth @ 2.5% per annum 2003 - 2005

**TABLE 17**  
**NEWHAVEN TOWN CENTRE COMPARISON GOODS FLOORSPACE**

	Net Floorspace Sq m	Sales Density £ per sq m	Turnover 2005 £000's
Newhaven Town Centre	3,322	3,000	9,966
<b>TOTAL</b>	<b>3,322</b>		<b>9,966</b>

Source: Experian Goad, Newhaven, May 2003

**TABLE 18**  
**NEWHAVEN OUT OF CENTRE COMPARISON GOODS FLOORSPACE**

	Net Floorspace Sq m	Sales Density £ per sq m	Turnover 2005 £000's
<b>Newhaven Retail Park</b>			
B & Q	2,379	2,057	4,894
Carpetright	1,116	1,225	1,367
Halfords	1,040	1,910	1,986
Harveys	557	1,333	742
<b>TOTAL</b>	<b>5,092</b>		<b>8,990</b>

Note: Floorspace efficiency growth @ 2.5% per annum 2003 - 2005

**TABLE 19**  
**PEACEHAVEN TOWN CENTRE COMPARISON GOODS FLOORSPACE**

	Net Floorspace Sq m	Sales Density £ per sq m	Turnover 2005 £000's
Peacehaven Town Centre	2,958	3,000	8,874
<b>TOTAL</b>	<b>2,958</b>		<b>8,874</b>

Source: Experian Goad, Peacehaven May 2003

**TABLE 20**  
**SEAFORD TOWN CENTRE COMPARISON GOODS FLOORSPACE**

	Net Floorspace Sq m	Sales Density £ per sq m	Turnover 2005 £000's
Seaford Town Centre	8,151	4,000	32,604
<b>TOTAL</b>	<b>8,151</b>		<b>32,604</b>

Source: Experian Goad, Seaford June 2004

**LEWES DISRICT COUNCIL**

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**TABLE 21**

**FUTURE SHOP FLOORSPACE CAPACITY IN LEWES**

GROWTH IN SALES PER SQ M					
	COMPARISON				
	GOODS	2.5	%pa '04-'21		
	COMPARISON GOODS				
	2005	2009	2011	2016	2021
Total Available Expenditure (£000)	544,254	650,425	708,562	878,220	1,089,305
Market Share from Survey Area %	4	4	4	4	4
Survey Area Residents Spending (£000)	20,846	23,846	25,640	30,106	36,352
Existing Shop Floorspace (sq m net)	13,767	13,767	13,767	13,767	13,767
Sales per sq m net £	1,514	1,671	1,756	1,987	2,248
Sales from Existing Floorspace (£000)	20,846	23,010	24,175	27,352	30,947
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	0	0	0	0
Sales per sq m net in new shops (£)	0	0	0	0	0
Capacity for new floorspace (sq m net)	0	0	0	0	0
Capacity for new floorspace (sq m gross)	0	0	0	0	0

**LEWES DISRICT COUNCIL**

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**TABLE 21 A**

**CORE RETAIL FLOORSPACE CAPACITY IN LEWES**

GROWTH IN SALES PER SQ M	COMPARISON				
	GOODS	2.5	%pa '04-'21		
	COMPARISON GOODS				
	2005	2009	2011	2016	2021
Total Available Expenditure (£000)	544,254	650,425	708,562	878,220	1,089,305
Market Share from Survey Area %	4	4	4	4	4
Survey Area Residents Spending (£000)	20,846	23,846	25,640	30,106	36,352
Core Shop Floorspace (sq m net)	6,692	6,692	6,692	6,692	6,692
Sales per sq m net £	3,115	3,439	3,613	4,087	4,624
Sales from Existing Floorspace (£000)	20,846	23,010	24,175	27,352	30,947
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	836	1,465	2,754	5,405
Sales per sq m net in new shops (£)	4,000	4,415	4,639	5,248	5,938
Capacity for new floorspace (sq m net)	<b>0</b>	<b>189</b>	<b>316</b>	<b>525</b>	<b>910</b>

**LEWES DISRICT COUNCIL**

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**TABLE 21 B**

**VISTIOR SPEND IN LEWES**

GROWTH IN SALES PER SQ M					
COMPARISON					
GOODS 2.5 %pa '04-'21					
	COMPARISON GOODS				
	2005	2009	2011	2016	2021
Total Shopping Floorspace	13,767	13,767	13,767	13,767	13,767
Total Turnover per m sq	1,514	1,671	1,756	1,987	2,248
Anticipated Turnover of visitor/specialist floorspace per m sq	4,000	4,415	4,639	5,248	5,938
Total Visitor Spend (£000's)	34,222	40,189	43,552	53,243	65,090
Visitor/Specialist Shop Floorspace	7,075	7,075	7,075	7,075	7,075
Turnover Per Sq m	4,837	5,339	5,609	6,347	7,180
Sales from visitor specialist floorspace	34,222	37,773	39,684	44,905	50,799
Residual Spending to Support new shops (£000)	0	2,416	3,868	8,338	14,292
Sales per sq m net in new shops (£)	4,000	4,415	4,639	5,248	5,938
Capacity for new floorspace (sq m net)	0	547	834	1,589	2,407



**LEWES DISRICT COUNCIL**

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**TABLE 22**

**FUTURE SHOP FLOORSPACE CAPACITY IN NEWHAVEN**

GROWTH IN SALES PER SQ M	COMPARISON GOODS				
	2005	2009	2011	2016	2021
	COMPARISON GOODS				
	2.5	%pa '04-'21			
Total Available Expenditure (£000)	544,254	650,425	708,562	878,220	1,089,305
Market Share from Survey Area	3	3	3	3	3
Survey Area Residents Spending (£000)	17,647	21,335	23,290	28,946	35,969
Existing Shop Floorspace (sq m net)	8,414	8,414	8,414	8,414	8,414
Sales per sq m net £	2,097	2,315	2,432	2,752	3,113
Sales from Existing Floorspace (£000)	17,647	19,479	20,465	23,154	26,197
Sales from Committed Floorspace (£000)	0	#REF!	0	0	0
Residual Spending to Support new shops (£000)	0	#REF!	2,825	5,792	9,772
Sales per sq m net in new shops (£)	2500	2500	2500	2500	2500
Capacity for new floorspace (sq m net)	0	#REF!	1,130	2,317	3,909
Capacity for new floorspace (sq m gross)	0	#REF!	2,045	4,193	7,075

**LEWES DISRICT COUNCIL**

RETAIL STUDY 2005

**TABLE 23**

**FUTURE SHOP FLOORSPACE CAPACITY IN PEACEHAVEN**

GROWTH IN SALES PER SQ M COMPARISON					
GOODS 2.5 %pa '04-'21					
	COMPARISON GOODS				
	2005	2009	2011	2016	2021
Total Available Expenditure (£000)	544,254	650,425	708,562	878,220	1,089,305
Market Share from Survey Area %	2	2	2	2	2
Survey Area Residents Spending (£000)	11,147	13,447	14,666	18,241	22,684
Existing Shop Floorspace (sq m net)	2,958	2,958	2,958	2,958	2,958
Sales per sq m net £	3,768	4,160	4,370	4,944	5,594
Sales from Existing Floorspace (£000)	11,147	12,304	12,927	14,625	16,547
Sales from Committed Floorspace (£000)	0	0	0	0	0
Residual Spending to Support new shops (£000)	0	1,144	1,739	3,615	6,137
Sales per sq m net in new shops (£)	3,768	4,160	4,370	4,944	5,594
Capacity for new floorspace (sq m net)	0	275	398	731	1,097
Capacity for new floorspace (sq m gross)	0	498	720	1,324	1,985

**LEWES DISRICT COUNCIL**

RETAIL STUDY 2005

**TABLE 24**

**FUTURE SHOP FLOORSPACE CAPACITY IN SEAFORD**

GROWTH IN SALES PER SQ M COMPARISON GOODS 2.5 %pa '04-'21					
	2005	2009	COMPARISON GOODS 2011	2016	2021
Total Available Expenditure (£000)	544,254	650,425	708,562	878,220	1,089,305
Market Share from Survey Area	2	2	2	2	2
Survey Area Residents Spending (£000)	12,897	15,287	16,560	20,243	24,747
Existing Shop Floorspace (sq m net)	8,151	8,151	8,151	8,151	8,151
Sales per sq m net £	1,582	1,747	1,835	2,076	2,349
Sales from Existing Floorspace (£000)	12,897	14,236	14,957	16,923	19,146
Sales from Committed Floorspace (£000)	0	#REF!	0	0	0
Residual Spending to Support new shops (£000)	0	#REF!	1,603	3,320	5,601
Sales per sq m net in new shops (£)	2500	2500	2500	2500	2500
Capacity for new floorspace (sq m net)	0	#REF!	641	1,328	2,240
Capacity for new floorspace (sq m gross)	0	#REF!	1,160	2,404	4,055