SOUTH SOMERSET DISTRICT COUNCIL
SOUTH SOMERSET RETAIL STUDY - JUNE 2012 QUANTITATIVE NEED ASSESSMENT UPDATE

TABLE 1: POPULATION OF STUDY AREA, BY SURVEY ZONE (2012-2028)

ZONE	POSTCODE SECTORS	2012	2017	2022	2028		Change, 2012-17 No.	Change, 2012-17 (%)	Change, 2012-28 No.	Change, 2012-28 (%)
1 CHARD	TOTAL	20,164	20,672	21,179	21,788		508	2.5	1,624	8.1
2 CREWKERNE	TOTAL	11,936	12,248	12,561	12,936		312	2.6	1,000	8.4
3 ILMINSTER	TOTAL	11,780	11,975	12,171	12,405		195	1.7	625	5.3
4 YEOVIL	TOTAL	77,320	79,390	81,459	83,943		2,070	2.7	6,623	8.6
5 LANGPORT & SOMERTON	TOTAL	22,534	22,807	23,081	23,409		273	1.2	875	3.9
6 SHERBORNE, MILBORNE PORT	TOTAL	49,068	49,404	50,388	51,717		336	0.7	2,649	5.4
7 WINCANTON, CASTLE CARY, BRUTON	TOTAL	19,030	19,421	19,811	20,280		390	2.1	1,250	6.6
8 NORTHERN FRINGE	TOTAL	44,491	45,613	47,111	48,709		1,122	2.5	4,218	9.5
TOTAL		256,323	261,530	267,761	275,186		5,207	2.0	18,863	7.4

Notes:

Population figures for each zone derived from Experian Business Strategies Retail Planner Reports
(dated June 2012).

1188.889

Growth for Zones 1-7, based on the following assumptions for population growth in South Somerset and distribution of new housing development:

Population growth per annum in South Somerset (2012-2028) **781**

Distribution of Growth (by zone)

	%	People
1 - Chard	13	102
2 - Crewkerne	8	62
3 - Ilminster	5	39
4 - Yeovil	53	414
5 - Langport & Somerton	7	55
6 - Milborne Port	4	31
7 - Wincanton, Castle Cary & Bruton	10	78

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TABLE 2: PER CAPITA EXPENDITURE (£) WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2012-2028

A: CONVENIENCE GOODS

ZONE	2012	2017	2022	2028
1	1904	1952	2012	2085
2	2015	2066	2129	2207
3	2096	2148	2214	2295
4	1862	1909	1967	2039
5	2088	2141	2206	2286
6	1964	2014	2075	2150
7	1918	1967	2026	2100
8	1932	1981	2041	2116

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2012	2017	2022	2028
1	589	677	785	938
2	614	705	817	976
3	637	732	848	1013
4	609	700	811	969
5	655	752	872	1041
6	606	696	807	963
7	605	695	806	962
8	617	709	822	982

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2012	2017	2022	2028
1	271	312	361	431
2	299	344	399	476
3	331	380	441	526
4	287	330	382	456
5	346	398	462	551
6	309	356	412	492
7	301	346	402	479
8	311	357	414	495

D: DIY & DECORATING GOODS

ZONE	2012	2017	2022	2028
1	330	379	440	525
2	363	417	483	577
3	400	459	533	636
4	322	370	429	512
5	423	486	563	673
6	367	421	489	583
7	352	405	469	561
8	353	405	470	561

Notes:

Please refer to commentary overleaf

2010 PRICES

SOUTH SOMERSET DISTRICT COUNCIL
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TABLE 2 (Continued): PER CAPITA EXPENDITURE (£) WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2012-2028

E: DOMESTIC APPLIANCES

ZONE	2012	2017	2022	2028
1	141	162	188	224
2	153	176	204	243
3	153	176	204	244
4	151	173	201	240
5	153	176	204	244
6	145	167	193	230
7	135	155	180	215
8	145	167	193	231

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2012	2017	2022	2028
1	361	415	481	575
2	391	449	521	622
3	403	464	537	642
4	370	426	493	589
5	367	421	489	583
6	341	392	454	542
7	363	417	484	578
8	389	447	518	619

G: LUXURY GOODS

ZONE	2012	2017	2022	2028
1	190	218	253	302
2	211	243	281	336
3	225	259	300	359
4	214	246	285	340
5	242	279	323	386
6	209	241	279	333
7	209	241	279	333
8	219	252	292	349

H: RECREATIONAL GOODS

ZONE	2012	2017	2022	2028
1	504	580	672	802
2	536	616	714	852
3	584	671	778	929
4	502	577	668	798
5	598	687	796	950
6	531	611	708	845
7	542	623	722	862
8	542	623	722	862

I: PERSONAL GOODS

ZONE	2012	2017	2022	2028
1	324	373	432	516
2	352	405	469	560
3	374	429	498	594
4	340	391	453	541
5	392	451	522	624
6	355	408	473	565
7	336	387	448	535
8	352	405	469	560

Notes:

2010 PRICES

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TABLE 3: TOTAL EXPENDITURE (£m) WITHIN STUDY ARE/ GOODS CATEGORY AND ZONE, 2012-202

A: CONVENIENCE GOODS

ZONE	2012	2017	2022	2028
1	38.4	40.4	42.6	45.4
2	24.1	25.3	26.7	28.5
3	24.7	25.7	26.9	28.5
4	144.0	151.6	160.2	171.2
5	47.1	48.8	50.9	53.5
6	96.4	99.5	104.5	111.2
7	36.5	38.2	40.1	42.6
8	86.0	90.4	96.2	103.1
TOTAL	**497.0**	**519.8**	**548.3**	**584.0**

B: CLOTHES & FOOTWEAR GOODS EXPENDITURE

ZONE	2012	2017	2022	2028
1	11.9	14.0	16.6	20.4
2	7.3	8.6	10.3	12.6
3	7.5	8.8	10.3	12.6
4	47.1	55.6	66.1	81.3
5	14.8	17.2	20.1	24.4
6	29.7	34.4	40.6	49.8
7	11.5	13.5	16.0	19.5
8	27.5	32.4	38.7	47.8
TOTAL	**157.2**	**184.4**	**218.8**	**268.5**

C: FURNITURE, FLOORCOVERING & TEXTILE GOODS

ZONE	2012	2017	2022	2028
1	5.5	6.4	7.6	9.4
2	3.6	4.2	5.0	6.2
3	3.9	4.6	5.4	6.5
4	22.2	26.2	31.1	38.3
5	7.8	9.1	10.7	12.9
6	15.2	17.6	20.8	25.5
7	5.7	6.7	8.0	9.7
8	13.8	16.3	19.5	24.1
TOTAL	**77.7**	**91.1**	**108.1**	**132.6**

D: DIY & DECORATING GOODS

ZONE	2012	2017	2022	2028
1	6.7	7.8	9.3	11.4
2	4.3	5.1	6.1	7.5
3	4.7	5.5	6.5	7.9
4	24.9	29.4	35.0	43.0
5	9.5	11.1	13.0	15.7
6	18.0	20.8	24.6	30.2
7	6.7	7.9	9.3	11.4
8	15.7	18.5	22.1	27.3
TOTAL	**90.5**	**106.1**	**125.9**	**154.4**

Notes:

Total expenditure for individual goods categories calculated by multiply
resident population by per capita expenditure.

2010 PRICES

SOUTH SOMERSET DISTRICT COUNCIL
SOUTH SOMERSET RETAIL STUDY - JUNE 2012 QUANTITATIVE NEED ASSESSMENT UPDATE

TABLE 3 (Continued): TOTAL EXPENDITURE (£m) WITHIN STUDY AREA BY GOODS CATEGORY AND ZONE, 2012-2028

E: DOMESTIC APPLIANCES

ZONE	2012	2017	2022	2028
1	2.8	3.3	4.0	4.9
2	1.8	2.2	2.6	3.1
3	1.8	2.1	2.5	3.0
4	11.7	13.8	16.4	20.1
5	3.5	4.0	4.7	5.7
6	7.1	8.2	9.7	11.9
7	2.6	3.0	3.6	4.4
8	6.5	7.6	9.1	11.2
TOTAL	**37.7**	**44.2**	**52.5**	**64.4**

F: TV, HI-FI, RADIO, PHOTOGRAPHIC & COMPUTER GOODS

ZONE	2012	2017	2022	2028
1	7.3	8.6	10.2	12.5
2	4.7	5.5	6.5	8.0
3	4.8	5.6	6.5	8.0
4	28.6	33.8	40.2	49.4
5	8.3	9.6	11.3	13.7
6	16.7	19.3	22.9	28.0
7	6.9	8.1	9.6	11.7
8	17.3	20.4	24.4	30.1
TOTAL	**94.5**	**110.9**	**131.6**	**161.5**

G: LUXURY GOODS

ZONE	2012	2017	2022	2028
1	3.8	4.5	5.4	6.6
2	2.5	3.0	3.5	4.3
3	2.7	3.1	3.7	4.4
4	16.5	19.5	23.2	28.5
5	5.5	6.4	7.5	9.0
6	10.3	11.9	14.0	17.2
7	4.0	4.7	5.5	6.8
8	9.7	11.5	13.8	17.0
TOTAL	**55.0**	**64.5**	**76.5**	**93.9**

H: RECREATIONAL GOODS

ZONE	2012	2017	2022	2028
1	10.2	12.0	14.2	17.5
2	6.4	7.5	9.0	11.0
3	6.9	8.0	9.5	11.5
4	38.8	45.8	54.5	67.0
5	13.5	15.7	18.4	22.2
6	26.1	30.2	35.7	43.7
7	10.3	12.1	14.3	17.5
8	24.1	28.4	34.0	42.0
TOTAL	**136.2**	**159.7**	**189.5**	**232.5**

I: PERSONAL GOODS

ZONE	2012	2017	2022	2028
1	6.5	7.7	9.2	11.2
2	4.2	5.0	5.9	7.2
3	4.4	5.1	6.1	7.4
4	26.3	31.0	36.9	45.4
5	8.8	10.3	12.1	14.6
6	17.4	20.2	23.8	29.2
7	6.4	7.5	8.9	10.9
8	15.7	18.5	22.1	27.3
TOTAL	**89.8**	**105.3**	**124.9**	**153.3**

Notes:

Total expenditure for individual goods categories calculated by multiplying resident population by per capita expenditure.

2010 PRICES

SOUTH SOMERSET DISTRICT COUNCIL
SOUTH SOMERSET RETAIL STUDY - JUNE 2012 QUANTITATIVE NEED ASSESSMENT UPDATE

TABLE 4A: MARKET SHARE OF MAIN FOOD CONVENIENCE FACILITIES IN SOUTH SOMERSET

STORE / CENTRE	ZONE							
	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe
YEOVIL								
Tesco EXTRA, Queensway, Huish, YEOVIL	0.8%	16.3%	3.3%	31.5%	3.5%	11.5%	2.5%	0.9%
Morrison, Lysander Road, YEOVIL	1.6%	10.6%	0.8%	17.8%	0.9%	0.9%	0.8%	0.0%
Asda, Preston Road, YEOVIL	0.8%	11.4%	1.6%	28.8%	0.9%	3.5%	0.8%	0.9%
Lidl, Lyde Road, YEOVIL	0.0%	0.8%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, 5-9 Middle Street, YEOVIL	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%
Iceland, The Quedam Shopping Centre, YEOVIL	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.8%	0.0%
Tesco Express, 2 Cavalier Way, YEOVIL	0.0%	0.8%	0.0%	0.7%	0.0%	0.0%	1.7%	0.0%
Aldi, Sherborne Road, YEOVIL	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Co-op, 72 Stiby Road, YEOVIL	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Tesco Express, 1a The Forum, Abbey Manor Park, YEOVIL	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
Other stores in Yeovil town centre	0.0%	0.0%	0.0%	1.4%	0.9%	0.0%	0.0%	0.0%
Sub-total	**3.3%**	**39.8%**	**5.7%**	**89.0%**	**7.9%**	**15.9%**	**6.7%**	**1.7%**
CHARD								
Tesco, Tapstone Road, CHARD	64.8%	13.8%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Boden Street, CHARD	8.2%	0.0%	0.8%	0.0%	0.9%	0.0%	0.0%	0.0%
Co-op, 43 Fore Street, CHARD	7.4%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores in Chard town centre	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Somerfield, 30 Holyrood Street, CHARD	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Spar, Perry Street, Dyke Hill, Chard	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**86.1%**	**13.8%**	**6.5%**	**0.0%**	**0.9%**	**0.0%**	**0.0%**	**0.0%**
CREWKERNE								
Somerfield, Falkland Square, CREWKERNE	0.0%	15.4%	0.0%	0.7%	0.9%	0.0%	0.0%	0.0%
Co-op, George Shopping Centre, CREWKERNE	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores in Crewkerne town centre	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, 3 Knapp, Merriott, CREWKERNE	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Waitrose, South Street, Crewkerne	0.0%	14.6%	3.3%	1.4%	0.0%	0.0%	0.0%	0.0%
Sub-total	**0.0%**	**39.0%**	**3.3%**	**2.1%**	**0.9%**	**0.0%**	**0.0%**	**0.0%**
ILLMINSTER								
Co-op, Cornhill, ILMINSTER	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Shudrick Lane, ILMINSTER	0.8%	3.3%	53.7%	2.1%	0.9%	0.0%	0.0%	0.0%
Other stores in Illminster town centre	0.8%	0.0%	2.4%	0.0%	0.9%	0.0%	0.0%	0.0%
Sub-total	**1.6%**	**3.3%**	**65.0%**	**2.1%**	**1.8%**	**0.0%**	**0.0%**	**0.0%**
WINCANTON								
Morrison, Southgate Road, WINCANTON	0.0%	0.0%	0.0%	2.7%	0.0%	10.6%	60.0%	0.0%
Coopers, WINCANTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%
Other stores in Wincanton town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%
Lidl, WINCANTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%
Sub-total	**0.0%**	**0.0%**	**0.0%**	**2.7%**	**0.0%**	**10.6%**	**68.3%**	**0.0%**
Tesco, North Road, LANGPORT	0.0%	0.0%	0.0%	0.0%	40.4%	0.0%	0.0%	0.9%
Other stores in Somerton town centre	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%
Other stores in Bruton town centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
Co-op, Group, Fore Street, CASTLE CARY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
Other stores in Castle Cary town centre	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.7%	0.0%
Other stores in Langport town centre	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%
Co-op, 4 St James Street, SOUTH PETHERTON	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Co-op, BRUTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%
Costcutters, Brunel Shopping Precinct, Somerton	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%
Williams, Brunel Precinct, Somerton	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
ELSEWHERE	9.0%	4.1%	19.5%	3.4%	36.0%	73.5%	17.5%	97.4%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Notes:

Market shares for main food convenience shopping taken from question 1 of the Household Telephone Survey, excluding 'don't do', 'don't know, 'varies' and internet shopping trips.

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TABLE 4B: MARKET SHARE OF TOP-UP FOOD CONVENIENCE FACILITIES IN SOUTH SOMERSET

STORE / CENTRE	ZONE							
	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe
YEOVIL								
Other stores in Yeovil town centre	0.0%	0.0%	0.0%	17.6%	0.0%	0.0%	1.0%	0.0%
Tesco EXTRA, Queensway, Huish, YEOVIL	0.0%	1.9%	2.8%	11.0%	1.1%	1.1%	2.0%	0.0%
Morrison, Lysander Road, YEOVIL	0.0%	0.0%	0.0%	12.5%	0.0%	2.2%	0.0%	0.0%
Asda, Preston Road, YEOVIL	0.0%	0.9%	0.9%	11.8%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, 5-9 Middle Street, YEOVIL	0.0%	1.9%	0.0%	7.4%	1.1%	0.0%	0.0%	0.0%
Lidl, Lyde Road, YEOVIL	0.0%	0.0%	0.9%	5.1%	0.0%	0.0%	0.0%	1.1%
Tesco Express, 1a The Forum, Abbey Manor Park, YEOVIL	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%
Tesco Express, 2 Cavalier Way, YEOVIL	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.0%
Co-op, 72 Stiby Road, YEOVIL	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%
Somerfield, Sherbourne Road, YEOVIL	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%
Iceland, The Quedam Shopping Centre, YEOVIL	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Aldi, Sherborne Road, YEOVIL	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Co-op, 115 Montacute Road, Stoke sub Hamdon, YEOVIL	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Sub-total	**0.0%**	**4.7%**	**4.6%**	**82.4%**	**2.2%**	**6.7%**	**3.1%**	**1.1%**
CHARD								
Tesco, Tapstone Road, CHARD	31.1%	2.8%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, 43 Fore Street, CHARD	17.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Boden Street, CHARD	10.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.1%
Somerfield, 30 Holyrood Street, CHARD	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other stores in Chard town centre	20.8%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**82.1%**	**2.8%**	**3.7%**	**0.0%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**
CREWKERNE								
Other stores in Crewkerne town centre	0.0%	27.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Somerfield, Falkland Square, CREWKERNE	0.9%	21.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, 3 Knapp, Merriott, CREWKERNE	0.0%	17.8%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, George Shopping Centre, CREWKERNE	0.0%	2.8%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Waitrose, South Street, Crewkerne	0.9%	15.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.1%
Nisa, Park View, Crewkerne	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**1.9%**	**87.9%**	**1.8%**	**2.2%**	**0.0%**	**0.0%**	**0.0%**	**1.1%**
ILLMINSTER								
Other stores in Illminster town centre	0.9%	0.0%	31.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Shudrick Lane, ILLMINSTER	2.8%	0.9%	32.1%	0.7%	1.1%	0.0%	0.0%	0.0%
Co-op, Cornhill, ILLMINSTER	0.0%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Sub-total	**3.8%**	**0.9%**	**73.4%**	**0.7%**	**1.1%**	**0.0%**	**0.0%**	**0.0%**
WINCANTON								
Other stores in Wincanton town centre	1.9%	0.0%	0.0%	0.0%	1.1%	0.0%	10.2%	0.0%
Morrison, Southgate Road, WINCANTON	0.0%	0.0%	0.0%	2.2%	1.1%	2.2%	20.4%	0.0%
Co-op, 36 High Street, WINCANTON	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.0%	1.1%
Coopers, WINCANTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%
Lidl, WINCANTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%
Sub-total	**1.9%**	**0.0%**	**0.0%**	**2.2%**	**2.2%**	**3.3%**	**43.9%**	**1.1%**
Other stores in Bruton town centre	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	19.4%	2.2%
Other stores in Castle Cary town centre	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	20.4%	1.1%
Local stores, Langport	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%
Tesco, North Road, LANGPORT	0.0%	0.0%	0.9%	0.0%	26.1%	0.0%	1.0%	0.0%
Other stores in Langport town centre	0.0%	0.0%	0.9%	0.0%	9.8%	0.0%	0.0%	1.1%
Co-op, Group, Fore Street, CASTLE CARY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	1.1%
Co-op, MILBORNE PORT	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%
Other stores in Milborne Port town centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
Co-op, MARTOCK	0.0%	0.0%	0.9%	1.5%	0.0%	0.0%	0.0%	0.0%
Other stores in South Petherton town centre	0.0%	0.0%	0.9%	0.7%	0.0%	0.0%	0.0%	1.1%
Co-op, 4 St James Street, SOUTH PETHERTON	0.0%	0.0%	0.9%	0.7%	0.0%	0.0%	0.0%	0.0%
Co-op, 13 St James Street, SOUTH PETHERTON	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Brunel Shopping Precinct, Somerton	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%
Other stores in Somerton town centre	0.9%	0.0%	0.0%	0.0%	18.5%	0.0%	0.0%	0.0%
Williams, Brunel Shopping Precinct, Somerton	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%
ELSEWHERE	9.4%	3.7%	11.0%	9.6%	27.2%	83.3%	7.1%	89.2%
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Notes:

Market shares for top-up food convenience shopping taken from question 6 of the Household Telephone Survey, excluding 'don't do', 'don't know, 'varies' and internet shopping trips.

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TABLE 5A: MAIN FOOD TURNOVER OF CONVENIENCE FACILITIES IN SOUTH SOMERSET, 2012

	ZONE								TOTAL
STORE / CENTRE	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	**TURNOVER**
YEOVIL									
Tesco EXTRA, Queensway, Huish, YEOVIL	0.2	2.7	0.6	31.8	1.2	7.8	0.6	0.5	45.3
Morrison, Lysander Road, YEOVIL	0.4	1.8	0.1	17.9	0.3	0.6	0.2	0.0	21.4
Asda, Preston Road, YEOVIL	0.2	1.9	0.3	29.0	0.3	2.4	0.2	0.5	34.8
Lidl, Lyde Road, YEOVIL	0.0	0.1	0.0	2.8	0.0	0.0	0.0	0.0	2.9
Marks & Spencer, 5-9 Middle Street, YEOVIL	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.0	3.5
Iceland, The Quedam Shopping Centre, YEOVIL	0.0	0.0	0.0	2.1	0.0	0.0	0.2	0.0	2.3
Tesco Express, 2 Cavalier Way, YEOVIL	0.0	0.1	0.0	0.7	0.0	0.0	0.4	0.0	1.3
Aldi, Sherborne Road, YEOVIL	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3
Co-op, 72 Stiby Road, YEOVIL	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.7
Tesco Express, 1a The Forum, Abbey Manor Park, YEOVIL	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3
Other stores in Yeovil town centre	0.0	0.0	0.0	1.4	0.3	0.0	0.0	0.0	1.7
Sub-total	0.9	6.7	1.0	89.7	2.6	10.7	1.7	1.0	114.4
CHARD									
Tesco, Tapstone Road, CHARD	17.4	2.3	0.8	0.0	0.0	0.0	0.0	0.0	20.6
Lidl, Boden Street, CHARD	2.2	0.0	0.1	0.0	0.3	0.0	0.0	0.0	2.6
Co-op, 43 Fore Street, CHARD	2.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	2.1
Other stores in Chard town centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Somerfield, 30 Holyrood Street, CHARD	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Spar, Perry Street, Dyke Hill, Chard	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Sub-total	23.1	2.3	1.1	0.0	0.3	0.0	0.0	0.0	26.9
CREWKERNE									
Somerfield, Falkland Square, CREWKERNE	0.0	2.6	0.0	0.7	0.3	0.0	0.0	0.0	3.6
Co-op, George Shopping Centre, CREWKERNE	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Other stores in Crewkerne town centre	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Co-op, 3 Knapp, Merriott, CREWKERNE	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Waitrose, South Street, Crewkerne	0.0	2.5	0.6	1.4	0.0	0.0	0.0	0.0	4.4
Sub-total	0.0	6.6	0.6	2.1	0.3	0.0	0.0	0.0	9.5
ILLMINSTER									
Co-op, Cornhill, ILMINSTER	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	1.5
Tesco, Shudrick Lane, ILMINSTER	0.2	0.5	9.3	2.1	0.3	0.0	0.0	0.0	12.4
Other stores in Illminster town centre	0.2	0.0	0.4	0.0	0.3	0.0	0.0	0.0	0.9
Sub-total	0.4	0.5	11.2	2.1	0.6	0.0	0.0	0.0	14.9
WINCANTON									
Morrison, Southgate Road, WINCANTON	0.0	0.0	0.0	2.8	0.0	7.2	15.3	0.0	25.3
Coopers, WINCANTON	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.9
Other stores in Wincanton town centre	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.9
Lidl, WINCANTON	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4
Sub-total	0.0	0.0	0.0	2.8	0.0	7.2	17.5	0.0	27.4
Tesco, North Road, LANGPORT	0.0	0.0	0.0	0.0	13.3	0.0	0.0	0.5	13.8
Other stores in Somerton town centre	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	1.4
Other stores in Bruton town centre	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6
Co-op, Group, Fore Street, CASTLE CARY	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6
Other stores in Castle Cary town centre	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.7
Other stores in Langport town centre	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.6
Co-op, 4 St James Street, SOUTH PETHERTON	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.7
Co-op, BRUTON	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Costcutters, Brunel Shopping Precinct, Somerton	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	1.4
Williams, Brunel Precinct, Somerton	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3
ELSEWHERE	2.4	0.7	3.4	3.5	11.8	49.5	4.5	58.6	134.4
TOTAL	26.9	16.8	17.3	100.8	32.9	67.5	25.6	60.2	347.9

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TABLE 5B: TOP-UP FOOD TURNOVER OF CONVENIENCE FACILITIES IN SOUTH SOMERSET, 2009

STORE / CENTRE	ZONE								TOTAL TURNOVER (£m)
	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	
Available expenditure (£m)	11.5	7.2	7.4	43.2	14.1	28.9	11.0	25.8	
YEOVIL									
Other stores in Yeovil town centre	0.0	0.0	0.0	7.6	0.0	0.0	0.1	0.0	7.7
Tesco EXTRA, Queensway, Huish, YEOVIL	0.0	0.1	0.2	4.8	0.2	0.3	0.2	0.0	5.8
Morrison, Lysander Road, YEOVIL	0.0	0.0	0.0	5.4	0.0	0.6	0.0	0.0	6.0
Asda, Preston Road, YEOVIL	0.0	0.1	0.1	5.1	0.0	0.0	0.0	0.0	5.2
Marks & Spencer, 5-9 Middle Street, YEOVIL	0.0	0.1	0.0	3.2	0.2	0.0	0.0	0.0	3.5
Lidl, Lyde Road, YEOVIL	0.0	0.0	0.1	2.2	0.0	0.0	0.0	0.3	2.6
Tesco Express, 1a The Forum, Abbey Manor Park, YEOVIL	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	2.2
Tesco Express, 2 Cavalier Way, YEOVIL	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	2.2
Co-op, 72 Stiby Road, YEOVIL	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.3
Somerfield, Sherbourne Road, YEOVIL	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	1.0
Iceland, The Quedam Shopping Centre, YEOVIL	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Aldi, Sherborne Road, YEOVIL	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.6
Co-op, 115 Montacute Road, Stoke sub Hamdon, YEOVIL	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.6
Sub-total	0.0	0.3	0.3	35.6	0.3	1.9	0.3	0.3	39.1
CHARD									
Tesco, Tapstone Road, CHARD	3.6	0.2	0.1	0.0	0.0	0.0	0.0	0.0	3.9
Co-op, 43 Fore Street, CHARD	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Lidl, Boden Street, CHARD	1.2	0.0	0.1	0.0	0.0	0.0	0.0	0.3	1.5
Somerfield, 30 Holyrood Street, CHARD	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Other stores in Chard town centre	2.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	2.5
Sub-total	9.5	0.2	0.3	0.0	0.0	0.0	0.0	0.3	10.2
CREWKERNE									
Other stores in Crewkerne town centre	0.0	2.0	0.0	0.6	0.0	0.0	0.0	0.0	2.6
Somerfield, Falkland Square, CREWKERNE	0.1	1.6	0.0	0.0	0.0	0.0	0.0	0.0	1.7
Co-op, 3 Knapp, Merriott, CREWKERNE	0.0	1.3	0.1	0.0	0.0	0.0	0.0	0.0	1.3
Co-op, George Shopping Centre, CREWKERNE	0.0	0.2	0.0	0.3	0.0	0.0	0.0	0.0	0.5
Waitrose, South Street, Crewkerne	0.1	1.1	0.1	0.0	0.0	0.0	0.0	0.3	1.5
Nisa, Park View, Crewkerne	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Sub-total	0.2	6.3	0.1	1.0	0.0	0.0	0.0	0.3	7.9
ILLMINSTER									
Other stores in Illminster town centre	0.1	0.0	2.3	0.0	0.0	0.0	0.0	0.0	2.4
Tesco, Shudrick Lane, ILMINSTER	0.3	0.1	2.4	0.3	0.2	0.0	0.0	0.0	3.2
Co-op, Cornhill, ILMINSTER	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.7
Sub-total	0.4	0.1	5.4	0.3	0.2	0.0	0.0	0.0	6.4
WINCANTON									
Other stores in Wincanton town centre	0.2	0.0	0.0	0.0	0.2	0.0	1.1	0.0	1.5
Morrison, Southgate Road, WINCANTON	0.0	0.0	0.0	1.0	0.2	0.6	2.2	0.0	4.0
Co-op, 36 High Street, WINCANTON	0.0	0.0	0.0	0.0	0.0	0.3	0.2	0.3	0.8
Coopers, WINCANTON	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7
Lidl, WINCANTON	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6
Sub-total	0.2	0.0	0.0	1.0	0.3	1.0	4.8	0.3	7.5
Other stores in Bruton town centre	0.0	0.0	0.0	0.0	0.0	1.0	2.1	0.6	3.6
Other stores in Castle Cary town centre	0.0	0.0	0.0	0.0	0.2	0.0	2.2	0.3	2.7
Local stores, Langport	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3
Tesco, North Road, LANGPORT	0.0	0.0	0.1	0.0	3.7	0.0	0.1	0.0	3.9
Other stores in Langport town centre	0.0	0.0	0.1	0.0	1.4	0.0	0.0	0.3	1.7
Co-op, Group, Fore Street, CASTLE CARY	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.3	0.8
Co-op, MILBORNE PORT	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6
Other stores in Milborne Port town centre	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
Co-op, MARTOCK	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.0	0.7
Other stores in South Petherton town centre	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.3	0.7
Co-op, 4 St James Street, SOUTH PETHERTON	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.4
Co-op, 13 St James Street, SOUTH PETHERTON	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Costcutter, Brunel Shopping Precinct, Somerton	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.9
Other stores in Somerton town centre	0.1	0.0	0.0	0.0	2.6	0.0	0.0	0.0	2.7
Williams, Brunel Shopping Precinct, Somerton	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.5
ELSEWHERE	1.1	0.3	0.8	4.1	3.8	24.1	0.8	23.0	58.0
TOTAL	11.5	7.2	7.4	43.2	14.1	28.9	11.0	25.8	149.1

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TABLE 6: MARKET SHARE & TURNOVER OF CLOTHES AND FOOTWEAR GOODS FACILITIES

	MARKET SHARE, BY ZONE (%)								TURNOVER, BY ZONE (£m)								TURNOVER
CENTRE	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	(£m)
Yeovil	14.5%	86.1%	21.8%	70.9%	28.4%	57.3%	74.5%	11.2%	1.7	6.3	1.6	33.4	4.2	17.0	8.6	3.1	75.9
Yeovil out of centre	0.0%	0.9%	0.9%	7.1%	0.9%	1.0%	0.0%	0.0%	0.0	0.1	0.1	3.3	0.1	0.3	0.0	0.0	3.9
Sub-total	14.5%	87.0%	22.7%	78.0%	29.3%	58.3%	74.5%	11.2%	1.7	6.4	1.7	36.7	4.3	17.3	8.6	3.1	79.8
Illminster	0.0%	0.0%	10.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0	0.0	0.8	0.0	0.1	0.0	0.0	0.0	0.9
Chard	6.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.8
Castle Cary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6
Somerton	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.9%	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3	0.5
Wincanton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Crewkerne	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Langport	0.0%	0.0%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.2
Bruton	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	0.1	0.0	0.1
Martock	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.3
Elsewhere	78.6%	11.1%	65.5%	22.0%	67.0%	40.8%	16.4%	87.9%	9.3	0.8	4.9	10.4	9.9	12.1	1.9	24.1	73.4
TOTAL	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**11.9**	**7.3**	**7.5**	**47.1**	**14.8**	**29.7**	**11.5**	**27.5**	**157.2**

Notes:

market shares taken from household shopping survey (excluding don't do, varies, internet and mail order responses). Turnovers calculated by applying market shares to available expenditure within each zone.

2010 PRICES

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TABLE 7: MARKET SHARE & TURNOVER OF FURNITURE, FLOORCOVERINGS AND TEXTILE GOODS FACILITIES

CENTRE	MARKET SHARE, BY ZONE (%)								TURNOVER, BY ZONE (£m)								TURNOVER (£m)
	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	
Yeovil	16.7%	63.4%	17.8%	58.1%	18.1%	42.9%	51.1%	7.7%	0.9	2.3	0.7	12.9	1.4	6.5	2.9	1.1	28.7
Yeovil out of centre	0.00%	8.91%	1.11%	17.95%	0.00%	5.95%	4.35%	2.20%	0.0	0.3	0.0	4.0	0.0	0.9	0.2	0.3	5.8
Sub-total	16.67%	72.28%	18.89%	76.07%	18.09%	48.81%	55.43%	9.89%	0.9	2.6	0.7	16.9	1.4	7.4	3.2	1.4	34.5
Crewkerne	0.0%	7.9%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.5
Illminster	1.0%	3.0%	20.0%	0.9%	1.1%	0.0%	0.0%	0.0%	0.1	0.1	0.8	0.2	0.1	0.0	0.0	0.0	1.2
Wincanton	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	15.2%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.9	0.0	1.1
Chard	7.3%	2.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.6
Somerton	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.4
Martock	0.0%	0.0%	1.1%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Castle Cary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2
Langport	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
South Petherton	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
	75.0%	14.9%	51.2%	21.4%	72.3%	51.2%	26.1%	90.1%	4.1	0.5	2.0	4.7	5.6	7.8	1.5	12.5	38.7
TOTAL	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**5.5**	**3.6**	**3.9**	**22.2**	**7.8**	**15.2**	**5.7**	**13.8**	**77.7**

Notes:

market shares taken from household shopping survey (excluding don't do, varies, internet and mail order responses). Turnovers calculated by applying market shares to available expenditure within each zone.

2010 PRICES

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TABLE 8: MARKET SHARE & TURNOVER OF DIY GOODS FACILITIES

CENTRE	MARKET SHARE, BY ZONE (%)								TURNOVER, BY ZONE (£m)								TURNOVER (£m)
	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	
Yeovil	5.5%	61.1%	12.3%	54.1%	17.0%	36.7%	37.8%	0.0%	0.4	2.6	0.6	13.5	1.6	6.6	2.5	0.0	27.8
Yeovil out of centre	0.9%	13.3%	4.7%	39.8%	5.7%	14.3%	11.7%	0.0%	0.1	0.6	0.2	9.9	0.5	2.6	0.8	0.0	14.7
Sub-total	6.4%	74.3%	17.0%	94.0%	22.6%	51.0%	49.5%	0.0%	0.4	3.2	0.8	23.4	2.2	9.2	3.3	0.0	42.5
Chard	28.1%	2.7%	14.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9	0.1	0.7	0.0	0.0	0.0	0.0	0.0	2.7
Focus DIY, Furham Road, Chard	49.1%	4.4%	12.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3	0.2	0.6	0.0	0.0	0.0	0.0	0.0	4.0
Illminster	0.9%	0.9%	26.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	1.3
Crewkerne	0.0%	15.1%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0	0.7	0.0	0.0	0.1	0.0	0.0	0.0	0.8
Wincanton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.6%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8
Castle Cary	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	8.1%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.5	0.0	0.7
Somerton	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.5
Langport	0.0%	0.0%	0.0%	0.8%	1.9%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.4
Martock	0.0%	0.0%	0.9%	0.8%	0.9%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.3
Bruton	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
South Petherton	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
	15.5%	1.7%	28.4%	3.7%	67.0%	49.0%	29.8%	100.0%	1.0	0.1	1.3	0.9	6.4	8.8	2.0	15.7	36.3
TOTAL	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**6.7**	**4.3**	**4.7**	**24.9**	**9.5**	**18.0**	**6.7**	**15.7**	**90.5**

Notes:

market shares taken from household shopping survey (excluding don't do, varies, internet and mail order responses). Turnovers calculated by applying market shares to available expenditure within each zone.

2010 PRICES

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TABLE 9: MARKET SHARE & TURNOVER OF DOMESTIC APPLIANCE GOODS FACILITIES

CENTRE	**MARKET SHARE, BY ZONE (%)**								**TURNOVER, BY ZONE (£m)**								**TURNOVER (£m)**
	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	
Yeovil	9.2%	66.3%	15.5%	45.2%	22.2%	25.0%	36.5%	6.5%	0.3	1.2	0.3	5.3	0.8	1.8	0.9	0.4	10.9
Yeovil out of centre	4.1%	16.8%	2.9%	48.4%	6.7%	9.4%	8.7%	5.4%	0.1	0.3	0.1	5.6	0.2	0.7	0.2	0.3	7.6
Sub-total	13.3%	83.2%	18.4%	93.5%	28.9%	34.4%	45.2%	11.8%	0.4	1.5	0.3	10.9	1.0	2.4	1.2	0.8	18.5
Chard	29.6%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.9
Illminster	3.0%	1.0%	25.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.1	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.6
Wincanton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	23.1%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.6
Castle Cary	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.3%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4
Martock	1.0%	4.0%	4.9%	0.8%	4.4%	1.0%	0.0%	0.0%	0.0	0.1	0.1	0.1	0.2	0.1	0.0	0.0	0.5
Crewkerne	1.0%	5.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Somerton	0.0%	1.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Langport	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
South Petherton	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	51.1%	4.9%	45.6%	5.7%	58.9%	62.5%	15.4%	88.2%	1.4	0.1	0.8	0.7	2.0	4.4	0.4	5.7	15.6
	100.0%	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**2.8**	**1.8**	**1.8**	**11.7**	**3.5**	**7.1**	**2.6**	**6.5**	**37.7**

Notes:

market shares taken from household shopping survey (excluding don't do, varies, internet and mail order responses). Turnovers calculated by applying market shares to available expenditure within each zone.

2010 PRICES

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TABLE 10: MARKET SHARE & TURNOVER OF TV, HI-FI, RADIO, PHOTOGRAPHIC AND COMPUTER GOODS FACILITIES

CENTRE	MARKET SHARE, BY ZONE (%)								TURNOVER, BY ZONE (£m)								TURNOVER (£m)
	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	
Yeovil	11.6%	73.5%	13.3%	51.7%	25.3%	28.1%	42.2%	8.7%	0.8	3.4	0.6	14.8	2.1	4.7	2.9	1.5	30.9
Yeovil out of centre	5.3%	11.8%	6.1%	35.3%	6.6%	9.0%	8.9%	2.2%	0.4	0.5	0.3	10.1	0.5	1.5	0.6	0.4	14.4
Sub-total	16.8%	85.3%	19.4%	87.1%	31.9%	37.1%	51.1%	10.9%	1.2	4.0	0.9	24.9	2.6	6.2	3.5	1.9	45.3
Chard	13.7%	0.0%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	1.4
South Petherton	0.0%	6.9%	9.2%	3.5%	2.2%	0.0%	1.1%	0.0%	0.0	0.3	0.4	1.0	0.2	0.0	0.1	0.0	2.0
Wincanton	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	1.2
Castle Cary	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.2%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.8
Illminster	0.0%	1.0%	5.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.5
Somerton	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	1.1%	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.6
Crewkerne	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2
	69.5%	2.0%	57.1%	8.6%	61.5%	62.9%	18.9%	88.0%	5.1	0.1	2.7	2.5	5.1	10.5	1.3	15.2	42.5
	100.0%	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**7.3**	**4.7**	**4.8**	**28.6**	**8.3**	**16.7**	**6.9**	**17.3**	**94.5**

Notes:

market shares taken from household shopping survey (excluding don't do, varies, internet and mail order responses). Turnovers calculated by applying market shares to available expenditure within each zone.

2010 PRICES

SOUTH SOMERSET DISTRICT COUNCIL
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TABLE 11: MARKET SHARE & TURNOVER OF LUXURY GOODS FACILITIES

CENTRE	**MARKET SHARE, BY ZONE (%)**								**TURNOVER, BY ZONE (£m)**								**TURNOVER (£m)**
	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	
Yeovil	11.7%	81.7%	14.9%	68.9%	25.3%	35.1%	54.2%	7.5%	0.4	2.1	0.4	11.4	1.4	3.6	2.2	0.7	22.2
Yeovil out of centre	0.0%	1.2%	0.0%	10.7%	1.2%	3.9%	0.0%	0.0%	0.0	0.0	0.0	1.8	0.1	0.4	0.0	0.0	2.3
Sub-total	11.7%	82.9%	14.9%	79.6%	26.5%	39.0%	54.2%	7.5%	0.4	2.1	0.4	13.2	1.4	4.0	2.2	0.7	24.4
Illminster	1.3%	0.0%	27.0%	1.0%	1.2%	0.0%	0.0%	0.0%	0.0	0.0	0.7	0.2	0.1	0.0	0.0	0.0	1.0
Chard	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Somerton	0.0%	0.0%	0.0%	0.0%	10.8%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.6
Castle Cary	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	8.4%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.5
Wincanton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.3
Bruton	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.6%	0.0%	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.3
Langport	0.0%	0.0%	1.4%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.2
Crewkerne	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
South Petherton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
Centres outside the District	67.5%	14.6%	56.8%	18.4%	57.8%	59.7%	26.6%	91.3%	2.6	0.4	1.5	3.0	3.2	6.1	1.1	8.9	26.8
	100%	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**3.8**	**2.5**	**2.7**	**16.5**	**5.5**	**10.3**	**4.0**	**9.7**	**55.0**

Notes:

market shares taken from household shopping survey (excluding don't do, varies, internet and mail order responses). Turnovers calculated by applying market shares to available expenditure within each zone.

2010 PRICES

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TABLE 12: MARKET SHARE & TURNOVER OF RECREATIONAL GOODS FACILITIES

CENTRE	MARKET SHARE, BY ZONE (%)								TURNOVER, BY ZONE (£m)								TURNOVER (£m)
	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	
Yeovil	15.0%	73.8%	21.2%	75.9%	29.8%	68.3%	60.0%	7.7%	1.5	4.7	1.5	29.4	4.0	17.8	6.2	1.9	67.0
Yeovil out of centre	0.0%	0.0%	3.0%	15.7%	1.8%	5.0%	0.0%	0.0%	0.0	0.0	0.2	6.1	0.2	1.3	0.0	0.0	7.8
Sub-total	15.00%	73.77%	24.24%	91.56%	31.58%	73.33%	60.00%	7.69%	1.5	4.7	1.7	35.5	4.3	19.1	6.2	1.9	74.9
Castle Cary	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	11.7%	1.5%	0.0	0.0	0.0	1.4	0.0	0.0	1.2	0.4	3.0
Chard	18.3%	1.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9	0.1	0.1	0.0	0.0	0.0	0.0	0.0	2.1
Crewkerne	1.7%	13.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Illminster	0.0%	0.0%	13.6%	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	0.9
Somerton	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	1.5%	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.4	1.1
Wincanton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.4%	0.0%	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.9
Langport	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	1.0
South Petherton	0.0%	0.0%	1.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	0.6
Elsewhere	65.0%	11.5%	59.1%	3.6%	56.1%	26.7%	19.9%	89.2%	6.6	0.7	4.1	1.4	7.5	7.0	2.1	21.5	50.9
	100.00%	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**10.2**	**6.4**	**6.9**	**38.8**	**13.5**	**26.1**	**10.3**	**24.1**	**136.2**

Notes:

market shares taken from household shopping survey (excluding don't do, varies, internet and mail order responses). Turnovers calculated by applying market shares to available expenditure within each zone.

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TABLE 13: MARKET SHARE & TURNOVER OF PERSONAL GOODS FACILITIES

CENTRE	MARKET SHARE, BY ZONE (%)								TURNOVER, BY ZONE (£m)								TURNOVER (£m)
	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	Chard	Crewkerne	Ilminster	Yeovil	Langport	Sherborne	Wincanton	Northern Fringe	
Yeovil	0.9%	26.9%	5.9%	78.9%	14.4%	20.8%	23.6%	2.7%	0.1	1.1	0.3	20.8	1.3	3.6	1.5	0.4	29.0
Yeovil out of centre	0.0%	1.7%	1.7%	9.2%	0.9%	2.8%	0.9%	0.0%	0.0	0.1	0.1	2.4	0.1	0.5	0.1	0.0	3.2
Sub-total	0.9%	28.6%	7.6%	88.0%	15.3%	23.6%	24.5%	2.7%	0.1	1.2	0.3	23.2	1.4	4.1	1.6	0.4	32.2
Chard	86.0%	0.8%	4.2%	0.0%	0.0%	0.0%	1.8%	0.0%	5.6	0.0	0.2	0.0	0.0	0.0	0.1	0.0	6.0
Crewkerne	0.0%	67.2%	2.5%	1.4%	0.9%	0.0%	0.0%	0.9%	0.0	2.8	0.1	0.4	0.1	0.0	0.0	0.1	3.5
Illminster	0.9%	0.0%	68.5%	0.0%	0.9%	0.0%	0.0%	0.0%	0.1	0.0	3.0	0.0	0.1	0.0	0.0	0.0	3.2
Wincanton	0.9%	0.0%	0.0%	0.0%	0.9%	0.9%	39.0%	0.0%	0.1	0.0	0.0	0.0	0.1	0.2	2.5	0.0	2.8
Langport	0.0%	0.0%	0.0%	0.0%	24.3%	0.0%	0.0%	0.9%	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.1	2.3
Somerton	0.0%	0.0%	0.0%	0.0%	20.7%	0.0%	0.0%	0.9%	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.1	2.0
Castle Cary	0.9%	0.0%	0.0%	0.7%	0.0%	0.0%	16.3%	0.0%	0.1	0.0	0.0	0.2	0.0	0.0	1.0	0.0	1.3
Bruton	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	10.9%	0.9%	0.0	0.0	0.0	0.0	0.0	0.2	0.7	0.1	1.0
South Petherton	0.0%	0.0%	1.7%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.0	0.6
Milborne Port	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.8%	0.0%	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.3
Martock	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Elsewhere	10.4%	3.4%	15.5%	7.0%	37.0%	73.6%	5.6%	93.7%	0.7	0.1	0.7	1.9	3.3	12.8	0.4	14.7	34.5
	100.00%	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**6.5**	**4.2**	**4.4**	**26.3**	**8.8**	**17.4**	**6.4**	**15.7**	**89.8**

Notes:

market shares taken from household shopping survey (excluding don't do, varies, internet and mail order responses). Turnovers calculated by applying market shares to available expenditure within each zone.

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TABLE 14: CONVENIENCE FLOORSPACE WITHIN SOUTH SOMERSET - INCLUDING COMPANY AVERAGE BENCHMARK TURNOVER LEVELS

STORE / LOCATION	FLOORSPACE (sq m net)		CONV GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE GOODS TURNOVER (£m)
	Total Net Sales	Convenience Goods Sales		
YEOVIL				
Tesco EXTRA, Queensway, Huish, YEOVIL	5,910	3,546	12,247	43.4
Morrison, Lysander Road, YEOVIL	2,787	2,230	11,432	25.5
Asda, Preston Road, YEOVIL	3,325	2,327	14,677	34.2
Lidl, Lyde Road, YEOVIL	1,286	1,029	2,833	2.9
Marks & Spencer, 5-9 Middle Street, YEOVIL	858	858	10,331	8.9
Iceland, The Quedam Shopping Centre, YEOVIL	393	393	6,115	2.4
Tesco Express, 2 Cavalier Way, YEOVIL	153	145	12,247	1.8
Aldi, Sherborne Road, YEOVIL	650	585	6,936	4.1
Co-op, 72 Stiby Road, YEOVIL	216	205	7,181	1.5
Tesco Express, 1a The Forum, Abbey Manor Park, YEOVIL	186	177	12,247	2.2
Other stores in Yeovil town centre		1,205	4,500	5.4
other stores		1,000	3,750	3.8
Sub-total				135.9
CHARD				
Tesco, Tapstone Road, CHARD	2,000	1,700	12,247	20.8
Lidl, Boden Street, CHARD	929	743	2,833	2.1
Co-op, 43 Fore Street, CHARD	935	794	7,181	5.7
Other stores in Chard town centre		400	4,250	1.7
Sainsburys, 30 Holyrood Street, CHARD	1,116	949	11,945	11.3
Sub-total				41.7
CREWKERNE				
Co-op, Falkland Square, CREWKERNE	417	376	7,181	2.7
Lidl, George Shopping Centre, CREWKERNE	652	587	2,833	1.7
Other stores in Crewkerne town centre		400	4,250	1.7
Co-op, 3 Knapp, Merriott, CREWKERNE	89	89	7,181	0.6
Waitrose, South Street, Crewkerne	1,858	1,579	10,795	17.0
Sub-total				23.7
ILLMINSTER				
Co-op, Cornhill, ILMINSTER	567	510	7,181	3.7
Tesco, Shudrick Lane, ILMINSTER	2,535	1,901	12,247	23.3
Other stores in Illminster town centre		400	4,250	1.7
Sub-total				28.6
WINCANTON				
Morrison, Southgate Road, WINCANTON		1,916	11,432	21.9
Former Cooper store (re-occupied by Co-op)		450	7,181	3.2
Other stores in Wincanton town centre		350	4,250	1.5
Lidl, WINCANTON		560	2,833	1.6
Sub-total				28.2

Notes:

floorspace data from South Somerset District Council and IGD data

sales densities derived from Mintel and Verdict research and GVA Grimley/SSDC predictions for town centre floorspace

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TABLE 15a: CONVENIENCE GOODS CAPACITY 2012-2028

Yeovil

	2012	2017	2022	2028
Total available Convenience Goods Expenditure (£m)	497.0	519.8	548.3	584.0
Turnover from Study Area (£m)	153.5	160.5	169.3	180.4
Market Share (%)	30.9	30.9	30.9	30.9
Expenditure Inflow (£m)	7.7	8.0	8.5	9.0
Total Turnover Potential (£m)	161.2	168.6	177.8	189.4
Benchmark Turnover of Existing and Committed Facilities (£m)	135.9	138.6	140.0	141.7
Residual Expenditure (£m)	**25.3**	**29.9**	**37.8**	**47.7**
Indicative sales density for new convenience goods floorspace (£/sq m)	12,000	12242	12365	12514
indicative retail floorspace capacity (£m)	**2106**	**2444**	**3054**	**3808**

Notes:

Available convenience goods expenditure taken from Table 3

Turnover from study area taken from Tables 5A and 5B

Market share at 2012 is the study area derived turnover expressed as a proporion of total available expenditure and held constant to 2028

Expenditure inflow based upon South West Tourism data and GVA assumptions regarding the attractiveness of retail facilities

Total turnover potential is expenditure inflow added to turnover from study area

Benchmark turnover taken from Table 14, projected forwards over the period 2012-2028 making an allowance for increases in floorspace efficiency

Residual expenditure is the total turnover potential minus the benchmark turnover level

Sales density of new floorspace is indicative only and any future decisions on planning applications for additional floorspace should have regard to the level of residual expenditure

Residual expenditure and floorspace capacity figures are based on a comparison between actual turnover and company benchmark levels and an overall conclusion on need should be based on a wider range of factors

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TABLE 15b: CONVENIENCE GOODS CAPACITY 2012-2028

Chard

	2012	2017	2022	2028
Total available Convenience Goods Expenditure (£m)	87.1	91.4	96.3	102.4
Turnover from Study Area (£m)	37.1	38.9	41.0	43.6
Market Share (%)	42.6	42.6	42.6	42.6
Expenditure Inflow (£m)	2.6	2.7	2.9	3.1
Total Turnover Potential (£m)	39.7	41.6	43.8	46.6
Benchmark Turnover of Existing and Committed Facilities (£m)	41.7	42.5	42.9	43.4
Residual Expenditure (£m)	**-2.0**	**-0.9**	**0.9**	**3.2**
Indicative sales density for new convenience goods floorspace (£/sq m)	12,000	12242	12365	12514
indicative retail floorspace capacity (£m)	**-166**	**-73**	**74**	**255**

Notes:

Available convenience goods expenditure taken from Table 3

Turnover from study area taken from Tables 5A and 5B

Market share at 2012 is the study area derived turnover expressed as a proporion of total available expenditure and held constant to 2028

Expenditure inflow based upon South West Tourism data and GVA assumptions regarding the attractiveness of retail facilities

Total turnover potential is expenditure inflow added to turnover from study area

Benchmark turnover taken from Table 14, projected forwards over the period 2012-2028 making an allowance for increases in floorspace efficiency

Residual expenditure is the total turnover potential minus the benchmark turnover level

Sales density of new floorspace is indicative only and any future decisions on planning applications for additional floorspace should have regard to the level of residual expenditure

Residual expenditure and floorspace capacity figures are based on a comparison between actual turnover and company benchmark levels and an overall conclusion on need should be based on a wider range of factors

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TABLE 15c: CONVENIENCE GOODS CAPACITY 2012-2028

Crewkerne

	2012	2017	2022	2028
Total available Convenience Goods Expenditure (£m)	192.7	202.6	213.9	228.2
Turnover from Study Area (£m)	17.4	18.3	19.3	20.6
Market Share (%)	9.0	9.0	9.0	9.0
Expenditure Inflow (£m)	1.6	1.6	1.7	1.9
Total Turnover Potential (£m)	19.0	20.0	21.1	22.5
Benchmark Turnover of Existing and Committed Facilities (£m)	23.7	24.2	24.5	24.8
Residual Expenditure (£m)	**-4.8**	**-4.3**	**-3.4**	**-2.3**
Indicative sales density for new convenience goods floorspace (£/sq m)	12,000	12,242	12,365	12,514
indicative retail floorspace capacity (£m)	**-397**	**-349**	**-275**	**-183**

Notes:

Available convenience goods expenditure taken from Table 3

Turnover from study area taken from Tables 5A and 5B

Market share at 2012 is the study area derived turnover expressed as a proporion of total available expenditure and held constant to 2028

Expenditure inflow based upon South West Tourism data and GVA assumptions regarding the attractiveness of retail facilities

Total turnover potential is expenditure inflow added to turnover from study area

Benchmark turnover taken from Table 14, projected forwards over the period 2012-2028 making an allowance for increases in floorspace efficiency

Residual expenditure is the total turnover potential minus the benchmark turnover level

Sales density of new floorspace is indicative only and any future decisions on planning applications for additional floorspace should have regard to the level of residual expenditure

Residual expenditure and floorspace capacity figures are based on a comparison between actual turnover and company benchmark levels and an overall conclusion on need should be based on a wider range of factors

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TABLE 15d: CONVENIENCE GOODS CAPACITY 2012-2028

Ilminster

	2012	2017	2022	2028
Total available Convenience Goods Expenditure (£m)	168.7	177.3	187.2	199.6
Turnover from Study Area (£m)	21.3	22.4	23.6	25.2
Market Share (%)	12.6	12.6	12.6	12.6
Expenditure Inflow (£m)	2.8	2.9	3.1	3.3
Total Turnover Potential (£m)	24.1	25.3	26.7	28.5
Benchmark Turnover of Existing and Committed Facilities (£m)	28.6	29.2	29.5	29.9
Residual Expenditure (£m)	**-4.6**	**-3.9**	**-2.8**	**-1.4**
Indicative sales density for new convenience goods floorspace (£/sq m)	12,000	12242	12365	12514
indicative retail floorspace capacity (£m)	**-383**	**-322**	**-229**	**-112**

Notes:

Available convenience goods expenditure taken from Table 3

Turnover from study area taken from Tables 5A and 5B

Market share at 2012 is the study area derived turnover expressed as a proporion of total available expenditure and held constant to 2028

Expenditure inflow based upon South West Tourism data and GVA assumptions regarding the attractiveness of retail facilities

Total turnover potential is expenditure inflow added to turnover from study area

Benchmark turnover taken from Table 14, projected forwards over the period 2012-2028 making an allowance for increases in floorspace efficiency

Residual expenditure is the total turnover potential minus the benchmark turnover level

Sales density of new floorspace is indicative only and any future decisions on planning applications for additional floorspace should have regard to the level of residual expenditure

Residual expenditure and floorspace capacity figures are based on a comparison between actual turnover and company benchmark levels and an overall conclusion on need should be based on a wider range of factors

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TABLE 15e: CONVENIENCE GOODS CAPACITY 2012-2028

Wincanton

	2009	2014	2021	2026
Total available Convenience Goods Expenditure (£m)	132.9	137.7	144.7	153.8
Turnover from Study Area (£m)	34.9	36.2	38.0	40.4
Market Share (%)	26.3	26.3	26.3	26.3
Expenditure Inflow (£m)	4.7	4.9	5.1	5.5
Total Turnover Potential (£m)	39.6	41.1	43.1	45.9
Benchmark Turnover of Existing and Committed Facilities (£m)	28.2	28.8	29.1	29.4
Residual Expenditure (£m)	**11.4**	**12.3**	**14.1**	**16.4**
Indicative sales density for new convenience goods floorspace (£/sq m)	12,000	12242	12365	12514
indicative retail floorspace capacity (£m)	**951**	**1003**	**1138**	**1314**

Notes:

Available convenience goods expenditure taken from Table 3

Turnover from study area taken from Tables 5A and 5B

Market share at 2012 is the study area derived turnover expressed as a proporion of total available expenditure and held constant to 2028

Expenditure inflow based upon South West Tourism data and GVA assumptions regarding the attractiveness of retail facilities

Total turnover potential is expenditure inflow added to turnover from study area

Benchmark turnover taken from Table 14, projected forwards over the period 2012-2028 making an allowance for increases in floorspace efficiency

Residual expenditure is the total turnover potential minus the benchmark turnover level

Sales density of new floorspace is indicative only and any future decisions on planning applications for additional floorspace should have regard to the level of residual expenditure

Residual expenditure and floorspace capacity figures are based on a comparison between actual turnover and company benchmark levels and an overall conclusion on need should be based on a wider range of factors

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TABLE 16a: COMPARISON GOODS CAPACITY - 2012-2028

Yeovil

	2012	2017	2022	2028
Total available Comparison Goods Expenditure (£m)	738.7	866.0	1027.8	1261.0
Turnover from Study Area (£m)	352.1	427.8	507.7	623.0
Market Share (%)	47.7	49.4	49.4	49.4
Expenditure Inflow (£m)	7.0	8.6	10.2	12.5
Total Turnover Potential (£m)	359.2	436.4	517.9	635.4
Benchmark Turnover of Existing Facilities (£m)	353.0	384.0	417.8	462.3
Turnover of Commitments (£m)	62.8	68.3	74.3	82.2
Residual Expenditure (£m)	**-56.6**	**-16.0**	**25.7**	**90.9**
Indicative sales density for new comparison goods floorspace (£/sq m)	5500	5984	6510	7203
Indicative retail floorspace capacity (£m)	**-10296**	**-2673**	**3951**	**12618**

Notes:

Available convenience goods expenditure taken from Table 3

Turnover from study area taken from Tables 6-13

Market share at 2012 is the study area derived turnover expressed as a proporion of total available expenditure and amended for 2017-2028 to take account of effect of Quedam Centre extension

Expenditure inflow based upon South West Tourism data and GVA assumptions regarding the attractiveness of retail facilities

Total turnover potential is expenditure inflow added to turnover from study area

Benchmark turnover assumed to be the same as total turnover potential at 2012, projected forwards over the period 2012-2028 making an allowance for increases in floorspace efficiency

Residual expenditure is the total turnover potential minus the benchmark turnover level

Sales density of new floorspace is indicative only and any future decisions on planning applications for additional floorspace should have regard to the level of residual expenditure

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TABLE 16b: COMPARISON GOODS CAPACITY - 2012-2028

Chard

	2012	2017	2022	2028
Total available Comparison Goods Expenditure (£m)	126.1	148.2	175.7	215.3
Turnover from Study Area (£m)	19.2	22.6	26.8	32.9
Market Share (%)	15.3	15.3	15.3	15.3
Expenditure Inflow (£m)	1.0	1.1	1.3	1.6
Total Turnover Potential (£m)	20.2	23.8	28.2	34.5
Benchmark Turnover of Existing Facilities (£m)	20.1	21.9	23.8	26.3
Turnover of Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	**0.1**	**1.9**	**4.4**	**8.2**
Indicative sales density for new comparison goods floorspace (£/sq m)	3700	4025	4379	4845
Indicative retail floorspace capacity (£m)	**29**	**469**	**997**	**1688**

Notes:

Available convenience goods expenditure taken from Table 3

Turnover from study area taken from Tables 6-13

Market share at 2012 is the study area derived turnover expressed as a proporion of total available expenditure and held constant for 2012-2028

Expenditure inflow based upon South West Tourism data and GVA assumptions regarding the attractiveness of retail facilities

Total turnover potential is expenditure inflow added to turnover from study area

Benchmark turnover assumed to be the same as total turnover potential at 2012, projected forwards over the period 2012-2028 making an allowance for increases in floorspace efficiency

Residual expenditure is the total turnover potential minus the benchmark turnover level

Sales density of new floorspace is indicative only and any future decisions on planning applications for additional floorspace should have regard to the level of residual expenditure

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TABLE 16c: COMPARISON GOODS CAPACITY - 2012-2028

Crewkerne

	2012	2017	2022	2028
Total available Comparison Goods Expenditure (£m)	71.4	83.8	99.2	121.4
Turnover from Study Area (£m)	6.3	7.4	8.7	10.7
Market Share (%)	8.8	8.8	8.8	8.8
Expenditure Inflow (£m)	1.3	1.5	1.7	2.1
Total Turnover Potential (£m)	7.6	8.9	10.5	12.8
Benchmark Turnover of Existing Facilities (£m)	7.7	8.4	9.1	10.1
Turnover of Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	**-0.1**	**0.5**	**1.4**	**2.7**
Indicative sales density for new comparison goods floorspace (£/sq m)	3700	4025.4	4379.4	4845.5
Indicative retail floorspace capacity (£m)	**-40**	**121**	**314**	**567**

Notes:

Available convenience goods expenditure taken from Table 3

Turnover from study area taken from Tables 6-13

Market share at 2012 is the study area derived turnover expressed as a proporion of total available expenditure and held constant for 2012-2028

Expenditure inflow based upon South West Tourism data and GVA assumptions regarding the attractiveness of retail facilities

Total turnover potential is expenditure inflow added to turnover from study area

Benchmark turnover assumed to be the same as total turnover potential at 2012, projected forwards over the period 2012-2028 making an allowance for increases in floorspace efficiency

Residual expenditure is the total turnover potential minus the benchmark turnover level

Sales density of new floorspace is indicative only and any future decisions on planning applications for additional floorspace should have regard to the level of residual expenditure

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TABLE 16d: COMPARISON GOODS CAPACITY - 2012-2028

Ilminster

	2012	2017	2022	2028
Total available Comparison Goods Expenditure (£m)	36.6	42.8	50.4	61.3
Turnover from Study Area (£m)	9.7	11.3	13.3	16.2
Market Share (%)	26.4	26.4	26.4	26.4
Expenditure Inflow (£m)	2.4	2.8	3.3	4.0
Total Turnover Potential (£m)	12.1	14.1	16.6	20.2
Benchmark Turnover of Existing Facilities (£m)	11.8	12.8	14.0	15.5
Turnover of Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	**0.3**	**1.3**	**2.6**	**4.8**
Indicative sales density for new comparison goods floorspace (£/sq m)	3700	4025	4379	4845
Indicative retail floorspace capacity (£m)	**72**	**312**	**603**	**982**

Notes:

Available convenience goods expenditure taken from Table 3

Turnover from study area taken from Tables 6-13

Market share at 2012 is the study area derived turnover expressed as a proporion of total available expenditure and held constant for 2012-2028

Expenditure inflow based upon South West Tourism data and GVA assumptions regarding the attractiveness of retail facilities

Total turnover potential is expenditure inflow added to turnover from study area

Benchmark turnover assumed to be the same as total turnover potential at 2012, projected forwards over the period 2012-2028 making an allowance for increases in floorspace efficiency

Residual expenditure is the total turnover potential minus the benchmark turnover level

Sales density of new floorspace is indicative only and any future decisions on planning applications for additional floorspace should have regard to the level of residual expenditure

SOUTH SOMERSET DISTRICT COUNCIL
SOUTH SOMERSET RETAIL STUDY - JUNE 2012 QUANTITATIVE NEED ASSESSMENT UPDATE

TABLE 16e: COMPARISON GOODS CAPACITY - 2012-2028

Wincanton

	2012	2017	2022	2028
Total available Comparison Goods Expenditure (£m)	54.1	63.5	75.1	91.8
Turnover from Study Area (£m)	8.0	9.3	11.0	13.5
Market Share (%)	14.7	14.7	14.7	14.7
Expenditure Inflow (£m)	1.1	1.3	1.5	1.9
Total Turnover Potential (£m)	9.1	10.6	12.6	15.4
Benchmark Turnover of Existing Facilities (£m)	9.2	10.0	10.9	12.0
Turnover of Commitments (£m)	0.0	0.0	0.0	0.0
Residual Expenditure (£m)	**-0.1**	**0.6**	**1.7**	**3.3**
Indicative sales density for new comparison goods floorspace (£/sq m)	3700	4025.4	4379.4	4845.5
Indicative retail floorspace capacity (£m)	**-35**	**156**	**386**	**687**

Notes:

Available convenience goods expenditure taken from Table 3

Turnover from study area taken from Tables 6-13

Market share at 2012 is the study area derived turnover expressed as a proporion of total available expenditure and held constant for 2012-2028

Expenditure inflow based upon South West Tourism data and GVA assumptions regarding the attractiveness of retail facilities

Total turnover potential is expenditure inflow added to turnover from study area

Benchmark turnover assumed to be the same as total turnover potential at 2012, projected forwards over the period 2012-2028 making an allowance for increases in floorspace efficiency

Residual expenditure is the total turnover potential minus the benchmark turnover level

Sales density of new floorspace is indicative only and any future decisions on planning applications for additional floorspace should have regard to the level of residual expenditure