
Greater Exeter Town Centre and Retail Study

Part Two - Retail Needs Assessment and Retail Strategy

December 2019

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1. Introduction

Scope and Purpose

- 1.1 This report has been prepared by Avison Young ('AY') (formerly GVA) in a response to an instruction by Teignbridge District Council (TDC), East Devon District Council (EDDC), Mid Devon District Council (MDDC) and Exeter City Council (ECC) ('the Councils') to prepare a Town Centre and Retail Study ('the Study') for the Greater Exeter area. The Greater Exeter Strategic Plan (GESP) is being prepared in partnership with Devon County Council along with the District Councils. The study will provide essential evidence base information to assist the Councils in their preparation of the Greater Exeter Strategic Plan, as well as any Local Plans currently being prepared at the district level.
- 1.2 The Councils are working on an overall spatial strategy for the Greater Exeter area, with the GESP intended to be a statutory development plan document which sets out the strategic elements of a Local Plan. It will cover the period to 2040. The GESP is likely to provide:
- Vision and objectives for the GESP area;
 - High-level strategies for housing, economic growth, transport and environmental themes;
 - Development distribution;
 - Policies for growth areas and other functional areas;
 - Large development allocations;
 - Strategic infrastructure proposals;
 - Common policies for certain topics.
- 1.3 The Councils have recognised the importance of town centre and retailing issues being incorporated into the GESP and/or district Local Plans and this Study is intended to act as an evidence base document for the relevant elements of these plans.
- 1.4 This Study is being prepared in two parts, with the first part completed in September 2017. That element of the Study considered a number of factors including:
- A review of salient retail and town centre trends across the UK in order to set the context for developing a retail and town centre strategy in the GESP;
 - A series of town centre health checks covering all of the main town centres in the MDDC, TDC and EDDC administrative areas;
 - An updated survey of household shopping patterns covering an area which is sufficiently wide to gather data on convenience and comparison goods
- 1.5 This part of the Study provides an assessment of the quantitative and qualitative retail floorspace need for each of the main settlements in the ECC, EDDC, TDC and MDDC administrative areas. These settlements being:

- Exeter city
- East Devon: Honiton, Exmouth, Sidmouth, Seaton, Ottery St Mary and Axminster
- Mid Devon: Tiverton, Cullompton and Crediton.
- Teignbridge: Newton Abbot, Teignmouth, Dawlish, Ashburton, Bovey Tracey, Buckfastleigh and Chudleigh

1.6 This Study also provides recommendations regarding the retail land use strategy for the GESP, the threshold for the submission of impact assessments for retail land use proposals outside of defined 'town centre' areas in the GESP area and also recommendations regarding the various tiers of the 'town centre' hierarchy in the GESP area.

1.7 The remainder of this document is structured in the following manner:

- Section 2 outlines the basis for the quantitative need forecasts, including the data sources and assumptions which have been adopted.
- In Section 3 we outline our assessment of the need for Class A1 retail floorspace across the convenience and comparison goods sectors in each of the main settlements in each local authority area.
- Finally, we provide a summary of our findings in Section 4 and outline our recommended strategy for each town.

1.8 All plans and statistical tables referred to in the text of this report can be found in appendices contained at the rear of this document.

2. Basis for the Quantitative Need Assessment

Introduction

2.1 This section of the Study outlines the various data sources and assumptions which have been adopted in order to prepare our quantitative need forecasts. Quantitative capacity forecasts are reliant on a series of data sources which are regularly updated in response to various factors including UK economic forecasts and the performance of retailers. The section covers the following areas:

- Study area
- Population data
- Per capita retail expenditure forecasts
- Data on shopping patterns for convenience and comparison goods shopping
- Commitments for retail floorspace
- Benchmark turnover levels of existing and committed retail floorspace

Study Area and Shopping Patterns Data

2.2 Given the scale of the combined administrative area of the four local authorities, the study area for this assessment is required to be necessarily large. The study area will need to capture shopping patterns associated with each of the main town centres and the average spending levels of those people who use these centres. A plan showing the extent of the study area is contained at Appendix I to this document.

2.3 The study area has been split into 39 separate zones in order to capture specific shopping patterns associated with individual settlements and the surrounding area and, for the larger settlements such as Exeter, specific shopping patterns across different parts of the city.

2.4 As set out in the first part of this Study, a survey of household shopping patterns has been undertaken in order to inform both this quantitative assessment and the town centre health checks. The survey has been structured to collect data on the following convenience and comparison shopping activities:

- First choice and other main food shopping destinations
- The most popular top-up food shopping destinations
- Clothing and fashion goods
- Furniture, floor coverings and soft furnishings
- Household appliances
- Audio-visual goods
- DIY and hardware goods
- Health and beauty goods
- Books, CDs and DVDs

- Glassware, tableware and jewellery
- Recreation and luxury goods

- 2.5 The results of the household survey have been weighted against the age profile of each individual zone and have been summarised in Table 4 at Appendix II (for convenience goods shopping) and Table 6 at Appendix II (for comparison goods shopping).
- 2.6 For the purposes of our assessment responses associated with special forms of trading (i.e. internet shopping) along with 'don't know' and 'don't do' responses have been removed from the results and the market share data re-based.

Timeframe for the Quantitative Assessment

- 2.7 The timeframe for the GESP is up to 2040 and therefore our assessment has been framed to cover the period from the current year (2019) up to 2040. The February 2019 version of the NPPF indicates that local authorities should "allocate a range of suitable sites in town centres to meet the scale and type of development likely to be needed, looking at least ten years ahead". Therefore, there is no compulsory requirement for this quantitative assessment to run all the way to 2040 although we have done so in order to provide some broad guidance for the GESP authorities.
- 2.8 However, it should be noted when absorbing the content of our quantitative assessment that the forecasts will become less reliable over time due to nature of the economic forecasts which will be influenced by external factors some of which will be unforeseen. As a consequence, we would recommend that the first ten years of the assessment is the focus for the retail strategy (i.e. up to 2029) and that the forecasts are reviewed every five years.

Population

- 2.9 In order to ensure that the quantitative capacity forecasts are closely in line with other parts of the evidence base for the GESP area, we have adopted an approach which uses the latest available population growth forecasts produced for the GESP authorities.
- 2.10 The overall forecast growth in population for the GESP area has been adopted and then apportioned to those study area zones which lie in the GESP.
- 2.11 Population levels for each of the study area zones are shown in Table 1 at Appendix II.

Per Capita Retail Expenditure Data and Future Forecasts

- 2.12 New per capita retail expenditure data has been obtained from Experian. The data provided is set at a 2017 base level and has been projected forward based upon advice within Experian's Retail Planner Briefing Note 16, published in December 2018.
- 2.13 Per capita retail expenditure for convenience and comparison goods is shown in Tables 2a-2d at Appendix II.

Commitments

- 2.14 Data on retail commitments have been sought from the GESP authorities and are shown in Table 8b at Appendix II.

Benchmark Turnover Levels

- 2.15 Within previous retail studies across parts of the GESP area two different approaches were taken for benchmark turnover levels for the convenience and comparison goods assessments. For convenience goods floorspace, it is common for the benchmark turnover of a selection of existing floorspace to be calculated using the existing net floorspace and company average sales densities for individual national multiple retailers and an assumed average for other convenience goods floorspace in defined 'town centres' and elsewhere. We remain with this approach in this Study and have:
- updated the sales density information for named national multiple retailers using the latest research undertaken by Verdict and Mintel¹;
 - updated the amount of floorspace within town centres using the latest survey information from Experian GOAD; and
 - included data on new store openings since the previous studies.
- 2.16 For the comparison goods assessment, previous studies have adopted the standard approach of assuming that benchmark turnover of existing stores in a particular settlement was the same as existing total turnover at the base year of the assessment – i.e. in equilibrium.
- 2.17 This updated assessment, along with the use of the new household survey, offers the opportunity to link back to the benchmark turnover for the town centre used previously. The exception to this is for settlements in Teignbridge as the previous retail study prepared for TDC did not provide capacity forecasts for individual settlements and therefore we have assumed that benchmark turnover is equal to current total turnover for the starting year of the assessment.
- 2.18 We now turn to the assessment of need for each of the main settlements.

¹ Retail Rankings, 2017 edition

3. Need Assessment

Exeter

- 3.1 Within the 2016 Exeter and West End of East Devon Retail and Leisure Study, the level of quantitative capacity for net additional comparison goods floorspace was between 6,200sq m and 11,000sq m net at 2026 rising to between 24,300sq net and 30,600sq m net at 2033. These forecasts took into account two large commitments at that time – IKEA and the city centre's Bus and Coach Station ('BCS') – with the alternative scenario provided to estimate the impact of these two commitment, particularly the BCS site, to have an upwards impact upon the city's market share.
- 3.2 Table 10a at Appendix II to this report calculates the updated quantitative need for Exeter. It utilises the benchmark figure for the city in the 2016 study brought up to a 2019 base. In relation to commitments, the IKEA store remains as a commitment as it was completed and opened after the completion of the 2017 household survey. We have removed the commitment at the BCS site from our analysis as whilst it is technically still a commitment, this particular redevelopment scheme has effectively been abandoned. The analysis at Table 10a notes that the current comparison goods turnover of the city (£1,001.2m) is now slightly below the benchmark turnover brought forward from the 2016 Study (£1,045m) and, along with commitments indicates a deficit of circa £103m in 2019. Growth in available expenditure is at such a level that the deficit remains at 2024 whilst surplus capacity is available at 2029 (£86.2m or 14,281sq m net). As noted in the previous section, forecasts beyond 2029 should not be treated as being particularly reliable.
- 3.3 There are two potential contrasting influences on the market share for Exeter going forwards across the assessment period. As set out in the 2016 assessment, the IKEA store has the potential to increase market share to the tune of £30m. The second factor is the retail outlet centre planned for Junction 27 of the M5. Evidence provided by Lichfields at the recent Mid Devon EiP predicted a trade diversion of £24m from Exeter city centre (roughly equating to any gains which may have been made in connection with the IKEA store). The Mid Devon EiP inspector has subsequently concluded that a development of the nature proposed at Junction 27 could take place without any significant adverse impacts on the economic, social or environmental dimensions of sustainable development. Nevertheless, the impact of the retail outlet at Junction 27 will lead to a reduction in the amount of net additional comparison floorspace capacity in the city in the medium term.
- 3.4 Table 9a at Appendix II outlines our quantitative assessment of convenience goods floorspace capacity in Exeter. It indicates that at the present time relationship between demand for and supply of floorspace is generally in equilibrium with a small surplus of 886sq m net. This will rise to 2,991sq m net in 2024 and 5,483sq m net in 2029. This can be compared with a forecast capacity of 993sq m net in 2026 and 1,966sq m net in 2031 in the 2016 study. These sets of figures both exclude the Morrisons supermarket commitment at the Middlemoor site. The increase in net additional capacity is mostly driven by the higher levels of population and house-building growth planned in the GESP and this suggests that a large proportion of this additional capacity should be considered for placement in planned new urban extensions within planned new local centres.

Honiton

- 3.5 Table 9b at Appendix II outlines the level of convenience goods expenditure/floorspace capacity in Honiton. It indicates that, at 2019, existing stores have a turnover of £57.4 which can be compared against a benchmark turnover of £61.2m. As a consequence, there is a small over-supply of floorspace at the current year which will not turn into a quantitative requirement for additional floorspace until 2029 (139sq m net). For comparison goods floorspace, Table 10b at Appendix II indicates that there is a small amount of capacity at the current year (£1.6m) which translates into a modest net additional capacity of 262sq m net. Based upon growth in local population and per capita expenditure, this capacity rises to 576sq m net in 2024 and 1,227sq m net in 2029.

Exmouth

- 3.6 Table 9c outlines the quantitative capacity for convenience goods floorspace in Exmouth. It shows that compared to benchmark turnover levels (£72.7m), existing stores have a very good level of performance (£86.7m). This leads to a capacity of £14.0m at 2019 which is equivalent to an indicative capacity of 1,163sq m net. Based upon a constant market share this level of capacity would rise at a modest rate to 1,354sq m net in 2024 and 1,541sq m net in 2029. No allowance has been made for expenditure inflow in these estimates although spending by visitors to Exmouth would boost these estimates of capacity by a small amount.
- 3.7 For comparison goods floorspace in Exmouth Table 10c at Appendix II utilises the benchmark turnover figure for the town centre from the most recent retail study in East Devon and indicates that, based upon a current total turnover of £60.5m there is a small over-supply of floorspace (-457sq m net). This over-supply continues to 2024 and then a net additional capacity resumes at 2029, at 477sq m net.

Sidmouth

- 3.8 Table 9d at Appendix II indicates that existing convenience goods stores in Sidmouth currently attract £40.7m of convenience goods expenditure. This is equivalent to a 2.6% market share across the study area. This is slightly below the benchmark turnover of existing stores of £43.0m leading to a currently small over-supply of floorspace of -196sq m net. Based upon a constant market share this over-supply will remain until 2029 with capacity only returning at 2040. For comparison goods floorspace capacity Table 10d at Appendix II shows that, based on the benchmark turnover for floorspace in Sidmouth being brought forward to a 2019 base, there is an indicative capacity for additional comparison goods floorspace of 1,371sq m net at 2019. This level of capacity is generally equivalent to the level of assumed expenditure inflow which flows in to the town as a consequence of the high level of tourists/visitors (assumed to equivalent to 25% of study area expenditure in the town). Based upon a constant market share going forwards, this level of capacity will grow to 1,740sq m net at 2024 and 2,457sq m net at 2029.

Seaton

- 3.9 Table 9e at Appendix II indicates that, based upon a constant market share, there will not be any surplus capacity to accommodate net additional convenience goods floorspace in Seaton up to 2040. This is primarily due to the relatively recent construction of the large Tesco store on the edge of the town centre. At present, convenience goods stores attract £30.7m of convenience goods expenditure from the study area which is lower than the estimated benchmark turnover of £39.7m. When making these estimates, we

have made an allowance for some expenditure inflow in to Seaton from outside of the study area, at 10% of study area derived expenditure. In contrast, Table 10e indicates a potential capacity for a modest amount of additional comparison goods floorspace in Seaton. Based upon the benchmark turnover level for the town used in the most recent East Devon retail study (brought forward to a 2019 base) Table 10e indicates the potential for an additional 157sq m net at 2019, rising to 229sq m net at 2024 and 423sq m net at 2029. These estimates are based upon a constant market share for the town across the assessment period but we do not consider that they are large enough to warrant any particular allocations / strategy for increasing floorspace in the town as any such gains could be made via on-going churn in existing floorspace.

Ottery St Mary

- 3.10 It is perhaps somewhat surprising that Table 9f at Appendix II is showing a surplus level of capacity for convenience goods floorspace in Ottery St Mary bearing in mind the relatively recent development of the Sainsburys store on the edge of the town centre. Table 9f shows that, excluding any expenditure inflow from outside of the study area, the town is attracting £23.1m of convenience goods expenditure which can be compared to a benchmark turnover of £20.0m. This leads to an indicative capacity of 258sq m net at 2019, rising to 427sq m net in 2024 and 620sq m net in 2029. Given the significant increase in retail offer that the Sainsburys store has brought we do not consider that there is any overriding need for a development plan strategy which seeks to materially expand convenience goods floorspace in town.
- 3.11 Table 10f also shows a potential surplus capacity for comparison goods floorspace in Ottery. This is based upon the benchmark turnover of the town in the most recent East Devon retail study being brought forward to a 2019 base and increased to allow for the addition of comparison goods element of the Sainsburys store². Based upon a comparison goods turnover of £14.6m and no allowance for expenditure inflow, Table 10f indicates a surplus level of expenditure of £3.8m which is equivalent to an indicative capacity of 638sq m net at 2019, rising to 977sq m net in 2024 and 1,530sq m net. Based upon the size of Ottery St Mary and its profile in the retail sector across East Devon we consider it unlikely that there will be commercial demand for this amount of floorspace.

Axminster

- 3.12 The final East Devon town in our assessment is Axminster. Table 9g in Appendix II indicates that existing convenience goods stores attract £21.4m of expenditure which can be compared with a much higher benchmark turnover for these stores of £42.7m. This suggests a significant over-supply of convenience goods floorspace in the town, to the tune of -1,780sq m net. The stores contributing to this situation are the two largest stores in the town centre – Tesco and the Co-op store on West Street – which are both trading well below their respective company average performance levels. Unsurprisingly, and based upon a constant market share over the assessment period, there will be no capacity for any net additional convenience goods floorspace in the town up to 2040.
- 3.13 In relation to comparison goods floorspace, Table 10g indicates that the current study area derived turnover of the town is higher than the benchmark turnover of the town (which has been brought forward from the most recent East Devon retail study and updated to a 2019 base level). This suggests an indicative capacity of 930sq m net at 2019, rising to 1,167sq m net at 2024 and 1,546sq m net at 2029. We do not consider that there is an overriding need to plan for this modest uplift in comparison goods floorspace in Axminster bearing

² Which wouldn't have been accounted for in the previous benchmark turnover estimate

in mind the size of the town, the state of the comparison goods sector and the likelihood that any significant comparison goods in this part of Devon is likely to be directed towards Exeter.

Tiverton

- 3.14 Tiverton is the largest of the three main town centres in Mid Devon District and Table 9h at Appendix II outlines the level of convenience good floorspace capacity in the town. It indicates that existing stores attract £72.9m of convenience goods expenditure from residents of the study area which can be compared against a benchmark turnover (at 2019) of £79.0m. This suggests a small over-provision of convenience goods floorspace although the over-provision becomes larger once the committed new Lidl foodstore to the south-east of the town centre is taken into account. Contributing to the current over-provision of convenience goods floorspace is the poor performance of convenience goods stores in Tiverton town centre, whilst the out of centre Morrisons is trading well above its equivalent company average level. Based upon a constant market share over the assessment period, we do not forecast a need to plan for any new convenience goods floorspace in Tiverton.
- 3.15 Turning now to comparison goods floorspace, Table 10h at Appendix II indicates that the total turnover potential of Tiverton (£68.5m) is slightly lower than the benchmark turnover (£67.9m) which has been brought forward from the most recent Mid Devon retail study. As a consequence, and also taking into account the committed comparison goods floorspace in Tiverton (including the recently approved Lidl scheme on the south-eastern edge of the town centre, Table 10h at Appendix II indicates a current over-supply of comparison good floorspace in the town which is equivalent to circa £7m (or circa -1,200sq m net). Based upon a constant market share the lack of capacity will remain until 2029 when there will be a modest surplus indicative capacity of 780sq m net.

Cullompton

- 3.16 Cullompton has experienced significant change in the past several years with the construction of the new Tesco supermarket and the conversion of the former Somerfield foodstore into Home Bargains and ALDI stores. As a consequence, there is limited capacity for net additional conditional convenience goods floorspace in Cullompton, with 390sq m net in 2019, rising to 711sq m net in 2024 and 1,099sq m net in 2029. We are aware that there are plans for a substantial expansion of the local community in the Cullompton area and therefore we recommend that any surplus capacity is directed to new local/district centres in these new communities.
- 3.17 In relation to comparison goods retail floorspace in Cullompton, Table 10i in Appendix II indicates a modest amount of surplus capacity at the current year (£1.9m) which is equivalent to 314sq m net. Based upon a constant market share over the assessment period net additional capacity will rise to 598sq m net in 2024 and 1,105sq m net in 2029. This level of capacity is likely to be at the top end of expectations given the likely impact that the planned new retail outlet centre at Junction 27 of the M5 will have on local expenditure capacity.
- 3.18 Whilst opportunities for additional retail floorspace provision in the town centre should continue to be explored, it is likely that an element of this convenience and comparison goods surplus capacity should be directed towards the new garden village which is planned to the east of Cullompton and the M5 motorway

within a modest sized new local centre which complements the role and function of Cullompton town centre.

Crediton

- 3.19 The final town in Mid Devon District subject to our quantitative capacity assessment is Crediton, located to the west of Exeter. Table 9j at Appendix II indicates that existing stores have a combined study area derived turnover of £48.1m. This can be compared with the benchmark turnover of £57.9m and indicates a negative capacity of -£9.8m. Contributing to this overall deficit in expenditure is a good trading performance for stores in the town centre and a noticeable under-performance for the larger Morrisons and Tesco supermarkets located outside of the centre. Based upon a constant market share over the assessment period there will be no surplus capacity for a net increase in convenience goods floorspace in Crediton.
- 3.20 Table 10j outlines the level of forecast quantitative capacity for comparison goods floorspace in Crediton. Using the benchmark turnover for the town from the 2012 Mid Devon Retail Study brought forward to a 2019 base Table 10j shows demand versus supply to be broadly in equilibrium with a small over-provision of -£0.2m. By 2024 a surplus capacity arises, at £0.9m, which then rises further to £3.5m at 2029. These figures are equivalent to an indicative capacity of 143sq m net and 574sq m net respectively.

Newton Abbot

- 3.21 Newton Abbot is the largest settlement in Teignbridge District and Table 9k at Appendix II indicates that existing convenience goods stores in the town attract £164.9m of convenience goods expenditure. The three main contributors to this combined total turnover are the large ASDA, Sainsburys and Tesco supermarket with the ASDA store trading at £51m, well above its company average of £35m. When compared with the combined benchmark turnover of existing floorspace of £144.2m plus the turnover of the committed ALDI foodstore, Table 9k indicates a modest level of surplus expenditure capacity of £8.6m which is equivalent to an indicative floorspace capacity of 716sq m net at 2019. Based upon a constant market share over the assessment period, indicative floorspace capacity rises to 1,439sq m net in 2024 and 2,240sq m net in 2029.
- 3.22 Turning to comparison goods floorspace, Table 10k at Appendix II indicates that all floorspace across the town attracts £186.6m from the study area. Taking into account a modest level of additional expenditure inflow, Table 10k indicates that the total turnover potential of the town to be £196m. As noted in Section 2 of this document, there are no benchmark turnover estimates from previous retail studies in Teignbridge District and therefore we have set the benchmark turnover at 2019 as the same as the total turnover potential of the town (£196m). Taking into account the comparison goods floorspace commitments associated with the new ALDI store and the potential for a small amount of comparison floorspace to be delivered at Wolborough Street, Table 10k indicates that there will be an indicative capacity for 1,410sq m net by 2024 rising to 5,159sq m by 2029. Whilst it is not the purpose of this particular study to assess sites to accommodate identified needs, we would recommend that the sites identified in the Newton Abbot masterplan³ are the focus for providing new and redeveloped retail floorspace in the town.

³ November 2018

Teignmouth

- 3.23 Table 9l outlines our assessment of the likely quantitative capacity forecasts for Teignmouth, based upon a constant market share over the assessment period. It indicates that existing stores in the town attracts £42.7m of convenience goods expenditure from the study area and, taking into account a modest level of expenditure inflow (£2.1m), a total turnover potential of £44.8m. When the data in Tables 5a and 8a for Teignmouth are compared, it is evidence that most convenience goods floorspace in the town is trading below their respective company average levels apart of the out of centre Morrisons store. On a combined basis, Table 9l indicates that the benchmark turnover of existing floorspace (£53.6m) is higher than their equivalent current total turnover potential (£44.8m) and thus showing that there is a current over-supply of convenience goods floorspace in Teignmouth⁴. Assuming that the town is able to maintain a reasonably constant market share over the assessment period, Table 9l indicates that the over-supply will remain and thus there will not be any quantitative capacity for net additional convenience goods floorspace up to 2040.
- 3.24 For comparison goods floorspace, Table 10l indicates that Teignmouth attracts £12.6m of expenditure from the study area. Our assessment also makes a modest allowance for expenditure inflow (10% of study area derived turnover), thus providing a total turnover potential of £13.9m. This is equivalent to a 0.6% share of available comparison goods expenditure across the study area. Based upon this share remaining constant across the assessment period, Table 10l indicates that this would result in a modest level of net additional floorspace capacity of 49sq m net at 2024 and 205sq m net at 2029. Such levels of capacity are not, in our opinion, large enough to warrant a development plan strategy for retail land use allocations across Teignmouth.

Dawlish

- 3.25 Convenience goods floorspace provision in Dawlish has experience considerable change in recent years following the construction of the out of centre Sainsburys supermarket which is now, by far, the largest store in the town. Table 9m indicates that existing stores in Dawlish attract £24.4m of convenience goods expenditure from the study area and we have also allowed for a modest amount of additional expenditure inflow (10% of study area turnover) based upon the role and location of Dawlish as a popular visitor/tourist destination, providing a total turnover potential of £26.9m. When compared with the combined benchmark turnover of existing stores, Table 9m indicates that there is modest level of surplus expenditure capacity in the town, equivalent to £1.7m. Based upon a constant market share across the assessment period, surplus expenditure capacity rises at a modest rate to £2.8m in 2024 and £4.0m in 2029. These levels of capacity are equivalent to 231sq m net and 335sq m net respectively.
- 3.26 For comparison goods floorspace, Table 10m indicates that Dawlish attracts £10.6 of expenditure from the study area and we have also, like the convenience goods assessment, allowed for expenditure inflow equivalent to 10% of study area derived turnover (£1.6m). This provides a total turnover potential for Dawlish of £12.2m. This is equivalent to a 0.5% share of all available comparison goods expenditure in the study area and assuming that this share remains going forward then there will be a modest future capacity of 91sq m net at 2024 and 301sq m net at 2029.

⁴ For the avoidance of doubt, the Waitrose store was trading at the time of the household survey informing are assessment and has now closed. However, the floorspace associated with that store remains within the capacity assessment as it is likely to be re-occupied by another grocery retailer in the near future.

Ashburton, Bovey Tracey, Buckfastleigh & Chudleigh

3.27 The final four settlements in Teignbridge covered by our quantitative capacity assessment are Ashburton, Bovey Tracey, Buckfastleigh and Chudleigh. All are of a similar size and have similar characteristics in terms of the type and scale of their retail floorspace provision. The capacity assessments for their convenience good floorspace provision are contained in Tables 9n-9q and indicate the following capacity levels:

- Ashburton: a reasonably static level of capacity of 189sq m net at 2019, rising to 193sq m at 2024 and 195sq m net at 2029.
- Bovey Tracey: no capacity for net additional floorspace until after 2029 when there will be capacity for 62sq m net at 2040.
- Buckfastleigh: a reasonably static level of capacity of 129sq m net at 2024 and 130sq m net at 2029.
- Chudleigh: capacity for 185sq m net at 2024 rising to 205sq m at 2029.

3.28 The equivalent levels of capacity for comparison goods floorspace in these four towns are as follows:

- Ashburton: 15sq m at 2024 and 65sq m at 2029.
- Bovey Tracey: 35sq m at 2024 and 118sq m at 2029.
- Buckfastleigh: 15sq m at 2024 and 58sq m at 2029.
- Chudleigh: 24sq m at 2024 and 73sq m at 2029.

3.29 At such levels, there is no case for new retail floorspace allocations in these towns and any growth should be absorbed by existing retailers and/or the churn in retail properties as new retailers are attracted to the towns.

4. Summary and Recommended Retail / Town Centres Strategy

- 4.1 This report has been prepared by Avison Young ('AY') (formerly GVA) in a response to an instruction by Teignbridge District Council (TDC), East Devon District Council (EDDC), Mid Devon District Council (MDDC) and Exeter City Council (ECC) ('the Councils') to prepare a Town Centre and Retail Study ('the Study') for the Greater Exeter area. The Greater Exeter Strategic Plan (GESP) is being prepared in partnership with Devon County Council along with the District Councils. The study will provide essential evidence base information to assist the Councils in their preparation of Greater Exeter Strategic Plan, as well as any Local Plans currently being prepared at the district level.
- 4.2 This Study is being prepared in two parts, with the first part completed in September 2017. That element of the Study considered a number of factors including a review of salient retail and town centre trends across the UK in order to set the context for developing a retail and town centre strategy in the GESP; a series of town centre health checks covering all of the main town centres in the MDDC, TDC and EDDC administrative areas; and, an updated survey of household shopping patterns covering an area which is sufficiently wide to gather data on convenience and comparison goods.
- 4.3 This second part of the Study provides an assessment of the quantitative and qualitative retail floorspace need for convenience and comparison goods floorspace across the main settlements in ECC, TDC, MDDC and EDDC. It also, at the end of this section, provides advice on the thresholds for requiring and undertaking impact assessments for retail development proposals located outside of town centres, along with a high level recommend retail development strategy for the GESP area.
- 4.4 Tables 4.1 and 4.2 below provide a summary of the forecast levels of quantitative need for convenience and comparison goods retail floorspace across the main settlements.

*Table 4.1: quantitative capacity for convenience goods floorspace in the GESP settlements
(all figures given in square metres net sales area)*

Settlement	2019	2024	2029
Exeter	886	2,991	5,483
Honiton	-320	-94	139
Exmouth	1,163	1,354	1,541
Sidmouth	-196	-133	-58
Ottery St Mary	258	427	620
Seaton	-490	-428	-363
Axminster	-1,780	-1,711	-1,640
Tiverton	-1,669	-1,399	-1,085
Cullompton	390	711	1,099
Crediton	-817	-656	-475
Newton Abbot	716	1,439	2,240
Teignmouth	-735	-650	-554
Dawlish	140	231	335
Ashburton	189	193	195
Bovey Tracey	-51	-26	0
Buckfastleigh	126	129	130
Chudleigh	167	185	205

*Table 4.2: quantitative capacity for comparison goods floorspace in the GESP settlements
(all figures given in square metres net sales area)*

Settlement	2019	2024	2029
Exeter	-17,096	-7,156	14,281
Honiton	262	576	1,227
Exmouth	-457	-220	477
Sidmouth	1,371	1,740	2,457
Ottery St Mary	637	977	1,530
Seaton	157	229	423
Axminster	930	1,167	1,546
Tiverton	-1,223	-592	780
Cullompton	314	598	1,105
Crediton	-41	143	574
Newton Abbot	-371	1,410	5,159
Teignmouth	0	49	205
Dawlish	0	91	301
Ashburton	0	15	65
Bovey Tracey	0	35	118
Buckfastleigh	0	15	58
Chudleigh	0	24	73

4.5 In relation to qualitative aspects of provision for convenience goods floorspace, the last 10-15 years has seen a significant amount of new foodstores being built across many of the towns in the GESP areas. In previous

retail and town centre studies opportunities for qualitative improvement in towns such as Ottery St Mary, Seaton, Cullompton, Teignmouth were identified but the provision of new supermarkets (such as Sainsburys in Ottery, Tesco and ALDI in Cullompton, Tesco in Seaton and Morrisons in Teignmouth) has widened local choice and allowed food shopping trips to be clawed back. There has also been a significant expansion in medium sized foodstores operated by the German retailers ALDI and Lidl. This follows a national trend and is certainly in evidence in the GESP area with new stores being built in Honiton, Cullompton, Exeter and Newton Abbot. Most of the main towns listed above now have at least one medium to large sized foodstore/supermarket and on a town-wide basis there are no longer material qualitative deficiencies across the GESP area. The four smallest settlements, Chudleigh, Buckfastleigh, Bovey Tracey and Ashburton are the exceptions but they are not large enough in terms of the town itself or its related catchment to support a large store. Therefore, whilst on face value it could be argued that there are opportunities for qualitative improvement in these towns, there is unlikely to be any market demand for large main food shops in the foreseeable future.

- 4.6 In relation to comparison goods provision, the GESP settlements generally fall into three categories in terms of the quality of provision and the likelihood of qualitative improvements being able to be obtained in the foreseeable future. Exeter is clearly unique amongst the GESP settlements and has a very good quality of retail provision in both the city centre, in district centres and in out of centre locations. Consumer choice is high and the city centre has a very good trading performance. Based upon market conditions Exeter is the only settlement in the GESP which has any realistic potential to make further gains in the quality of comparison goods retail provision. However, even Exeter faces pressures in terms of market demand and sentiment with the abandonment of the redevelopment of the Bus and Coach Station site for a mixture of retail and leisure space. The next level of settlement includes Tiverton, Newton Abbot, Teignmouth, Honiton, Exmouth and Sidmouth. These centres generally have between 170-280 retail units and are able to attract and retain a mixture of national multiple and local independent retailers. The main pressures facing the quality of comparison goods retail provision in this level of centre are the ability to retain national multiple retailers and the emphasis here is on refurbishing and improving existing property. The final tier of centre comprises centres such as Dawlish, Ashburton, Bovey Tracey, Buckfastleigh, Chudleigh, Seaton, Ottery St Mary, Axminster, Cullompton and Crediton. These centres generally have less than 100 retail units and are dominated by local independent traders. These centres generally have a small and niche role for the comparison goods sectors focusing upon specialist retailers and/or those associated with the tourism industry.
- 4.7 In relation to the strategy for retail floorspace provision across the GESP area, the quantitative need assessment indicates there is not a need for a significant net increase in convenience goods floorspace. The two centres where the level of capacity is highest are Exeter and Newton Abbot. This is primarily due to their existing role and function and also the level of likely planned house-building. In our view any needs for net additional convenience goods floorspace should be accommodated within planned new urban extensions where foodstores can help anchor new local or district centres and provide easily accessible retail provision. For comparison goods floorspace, the potential development of a large new retail outlet centre close to Junction 27 of the M5 motorway is likely to have an impact upon the levels of retail capacity across a large part of the GESP area. The levels of quantitative capacity outlined in Table 4.2 are based upon constant market share levels and the effect of the new retail outlet centre is likely to mean that many of these levels, particular for Exeter and the Mid Devon area will in fact be lower. The actual effect on quantitative

capacity levels will need to be properly measured when a detailed proposal comes forward and once the outlet has started to operate and reached a settled trading pattern we recommend that a new GESP household survey is commissioned for the purposes of a future version of this document. In our opinion, the only settlement which has the potential comparison goods sector growth is Exeter and its city centre should be identified as the focus for comparison goods shopping. Whilst the Junction 27 retail outlet centre is being identified in the Mid Devon Local Plan we would recommend that it is also referenced in the GESP retail and town centres strategy given its likely considerable influence over shopping patterns.

- 4.8 In relation to our recommendations to the town centre hierarchy across the GESP area we have taken into account the following factors when setting the various tiers: turnover levels, size of catchment, number of retail units and amount of floorspace. This results in four tiers which are set out below. We have suggested titles for each of the four tiers although these can be changed in order that they relate/match the wider settlement hierarchy in the GESP document.

Table 4.3: recommended 'town centre' hierarchy for the GESP area

Tier	Centre	Retail Floorspace (sq m)
Major centre	Exeter	120,700sq m
Core town centres	Newton Abbot	57,600sq m
	Exmouth	33,000sq m
	Tiverton	29,000sq m
	Sidmouth	24,500sq m
	Teignmouth	24,300sq m
	Honiton	21,400sq m
Smaller centres	Seaton	19,200sq m
	Axminster	14,600sq m
	Cullompton	13,800sq m
	Dawlish	12,800sq m
	Ottery St Mary	10,400sq m
	Ashburton	6,950sq m
	Crediton	n/a
Minor centres	Bovey Tracey	4,300sq m
	Buckfastleigh	n/a
	Chudleigh	n/a

- 4.10 With regards to the wider strategy for the above town centres, these will need to take into account the findings of the Part 1 document in relation to retail and town centre trends along with the town centre health check assessment. They will also be guided by the assessments of shopping patterns and retail floorspace need contained in this document. These strategies should also take into account the following trends and factors:

- Town centre strategies in the GESP area should recognise that the high street, and the retail sector as a whole, is subject to constant change. As a consequence, strategies should be fluid and flexible mechanisms which can adapt to change influenced by the performance of the national economy, the retail sector and local factors. Evidence base studies such as this one can provide data on historic trends but are a 'point in time' based upon the best available current economic forecasts. This should be recognised in how the content of the evidence base is used to guide strategies.
- The overarching town centres strategy for GESP centres is that a wider range of land uses will be key to ensuring that town centres remain relevant and vital. This is being recognised at a national level with the

removal of the requirement for defined primary and secondary retail frontages and town centre strategies should recognise that new uses, which may not be retail uses, which add to the health and attractiveness of a centre through the day and evening should be encouraged. This can be achieved in two ways. First, greater flexibility should be given to the range of land uses in centres where they do not damage the retail function of the centre. This will be through flexible development management policies in the GESP and/or other development plan documents. Second, renewed focus on assessing proposals for main town centre uses located outside of town centres. Every effort should be made to ensure that all reasonable opportunities to locate such uses in defined centres are explored.

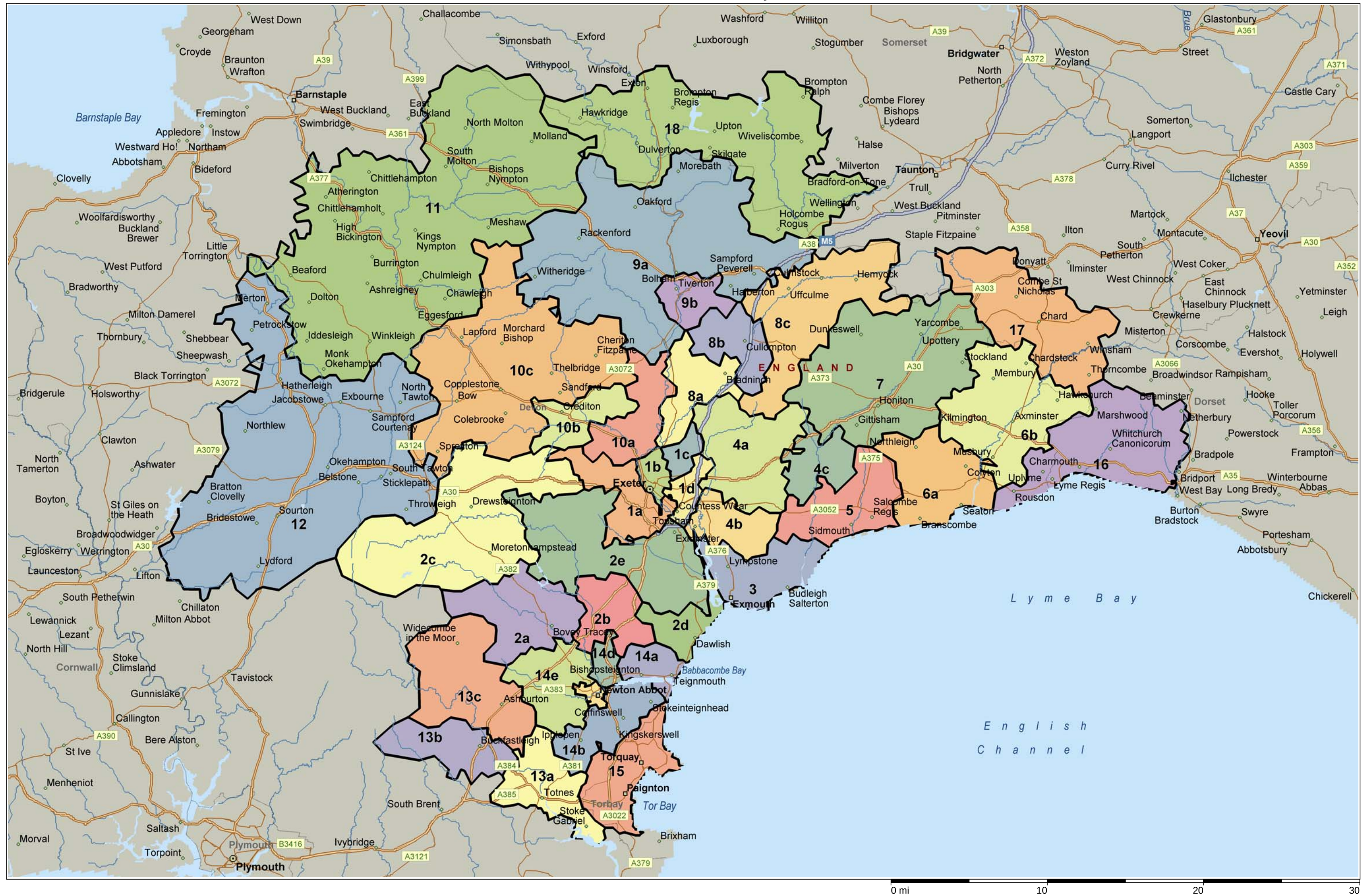
- In order to offer the best possible opportunities to attract funding for new infrastructure and facilities in town centres, the main town centre strategies should develop specific projects and initiatives. Whilst such projects/initiatives may be better placed in other development plan documents, the GESP could set the tone for this approach to ensure that (A) town centres can capture funding, and (B) out of centre retail and leisure proposals can be properly assessed in terms of their impact on investment. It will also enable the public sector to make an objective assessment of the areas where it needs to take the lead in maintaining and enhancing town centre health.
- Finally, whilst a town centre strategy in a development plan document has a large part of play in shaping the future of our town centres, the strategy needs to link seamlessly with a wider economic strategy for centres. This will include partnerships across the public and private sectors, promotion and management of events in town centres in order to bring in additional visitors, and creating a single voice for a town centre.

4.11 Finally, in relation to the opportunity to set a local impact assessment threshold, it will be noted that the 2016 Exeter and West End of East Devon Retail and Leisure Study recommended a threshold of 500sq m gross for convenience and comparison goods floorspace proposals located outside of defined 'town centres'. Working on the basis that this recommendation is acceptable to ECC and the GESP authorities, consideration has been given to whether the same or alternative threshold should be set for the other main settlements covered by this study and also (A) smaller villages in the GESP area, and (B) across the rural area. When reaching a conclusion on these matters we have taken into account the scale of potential retail proposals in relation to the scale of town centres along with their role and function, along with the other factors outlined at paragraph 6.69 of the 2016 study. Taking these factors into account and also the strategy being adopted in similar areas, such as Wiltshire Council, we consider that there is a strong argument for the other main towns to attract a lower threshold which reflects their own characteristics. The core town centres, smaller centres and minor centres generally have a small average unit size (apart from the core retail areas / shopping centres) and many of these centres rely on retailers occupying smaller unit sizes for their overall health and attractiveness. A good example, particularly for the smaller centres, are foodstores/convenience stores of 200-300sq m which provide an important function for their role and attractiveness. Proposals outside of town centre of a similar nature have the potential to affect this function and we consider should be carefully assessed. Therefore, we consider it proportionate for a threshold of 200sq m gross, alongside the 500sq m gross for Exeter, to be set for the other main settlements across the GESP and this should also apply to proposals in the rural area.

Appendix I

Study Area

Greater Exeter 2016 household survey area FINALv3.2



Appendix II

Quantitative Need Assessment

TABLE 1: POPULATION WITHIN THE STUDY AREA, BY ZONE

	ZONE																																						
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18
2019	34746	54466	12051	36834	8192	6871	7271	13990	12154	46554	11470	9071	8716	17918	14057	13268	22067	5434	10552	12961	12417	22146	3008	9232	11686	19920	22170	13791	4525	5478	20541	18459	18714	11289	9536	119543	16479	21620	11468
2020	34901	54856	12107	37001	8243	6923	7323	14065	12249	46887	11594	9117	8793	17989	14147	13372	22270	5484	10615	13029	12474	22283	3027	9275	11772	19998	22368	13877	4566	5528	20653	18595	18876	11382	9612	120141	16578	21714	11556
2021	35945	55178	12190	37147	8313	6990	7327	14205	12307	46987	12525	9751	8833	18020	14188	13485	22420	5488	11039	13045	12504	22606	3144	9420	11791	20106	22582	13964	4567	5532	20717	18675	19516	11481	9616	120771	16694	21826	11648
2022	36990	55500	12273	37292	8383	7056	7331	14346	12366	47087	13456	10385	8872	18050	14230	13599	22570	5491	11463	13062	12535	22930	3262	9565	11810	20212	22782	14053	4569	5535	20780	18755	20155	11579	9621	121386	16801	21953	11710
2023	38034	55822	12356	37438	8453	7123	7334	14486	12424	47186	14386	11020	8912	18081	14271	13712	22721	5495	11888	13078	12565	23253	3379	9710	11829	20327	22989	14132	4570	5539	20844	18834	20795	11678	9625	121994	16912	22097	11804
2024	39079	56144	12439	37583	8523	7190	7338	14626	12482	47286	15317	11654	8952	18112	14312	13825	22871	5498	12312	13095	12595	23576	3497	9855	11848	20436	23179	14215	4572	5542	20908	18914	21434	11777	9630	122584	17004	22223	11915
2025	40123	56466	12523	37729	8593	7256	7342	14766	12541	47386	16248	12288	8992	18142	14354	13938	23021	5502	12736	13111	12625	23900	3614	10000	11866	20542	23363	14280	4573	5546	20971	18994	22074	11875	9634	123189	17096	22328	12020
2026	41168	56788	12606	37874	8663	7323	7346	14907	12599	47486	17179	12922	9031	18173	14395	14052	23171	5506	13160	13127	12656	24223	3731	10144	11885	20664	23543	14347	4574	5550	21035	19074	22713	11974	9639	123802	17181	22423	12088
2027	42212	57110	12689	38020	8733	7389	7349	15047	12657	47585	18110	13556	9071	18204	14436	14165	23321	5509	13584	13144	12686	24546	3849	10289	11904	20757	23697	14423	4576	5553	21099	19154	23353	12073	9643	124406	17282	22509	12149
2028	43257	57432	12772	38165	8803	7456	7353	15187	12716	47685	19040	14191	9111	18235	14478	14278	23472	5513	14009	13160	12716	24870	3966	10434	11923	20868	23853	14497	4577	5557	21163	19233	23993	12171	9647	125011	17386	22636	12219
2029	44301	57754	12855	38311	8873	7523	7357	15327	12774	47785	19971	14825	9150	18265	14519	14391	23622	5516	14433	13177	12746	25193	4083	10579	11942	20969	24008	14569	4578	5560	21226	19313	24632	12270	9652	125600	17457	22739	12294
2030	45345	58075	12938	38456	8942	7589	7361	15468	12833	47885	20902	15459	9190	18296	14560	14505	23772	5520	14857	13193	12777	25516	4201	10724	11961	21036	24162	14637	4580	5564	21290	19393	25272	12369	9656	126182	17535	22850	12365
2031	46390	58397	13021	38602	9012	7656	7364	15608	12891	47985	21833	16093	9230	18327	14601	14618	23922	5524	15281	13209	12807	25840	4318	10869	11980	21108	24305	14703	4581	5567	21354	19473	25911	12467	9661	126776	17608	22958	12436
2032	47434	58719	13104	38747	9082	7723	7368	15748	12949	48084	22764	16728	9270	18357	14643	14731	24072	5527	15705	13226	12837	26163	4436	11014	11999	21151	24448	14762	4583	5571	21417	19553	26551	12566	9665	127368	17673	23035	12501
2033	48479	59041	13187	38893	9152	7789	7372	15888	13008	48184	23694	17362	9309	18388	14684	14844	24223	5531	16130	13242	12867	26487	4553	11159	12018	21207	24572	14827	4584	5575	21481	19632	27190	12665	9669	127953	17733	23119	12565
2034	49523	59363	13271	39038	9222	7856	7376	16029	13066	48284	24625	17996	9349	18419	14725	14958	24373	5534	16554	13259	12898	26810	4670	11304	12036	21269	24707	14877	4585	5578	21545	19712	27830	12763	9674	128517	17775	23201	12652
2035	50568	59685	13354	39184	9292	7923	7379	16169	13124	48384	25556	18630	9389	18449	14767	15071	24523	5538	16978	13275	12928	27133	4788	11449	12055	21323	24831	14943	4587	5582	21608	19792	28470	12862	9678	129053	17825	23264	12701
2036	51612	60007	13437	39329	9362	7989	7383	16309	13183	48484	26487	19264	9429	18480	14808	15184	24673	5541	17402	13291	12958	27457	4905	11593	12074	21362	24950	14999	4588	5585	21672	19872	29109	12961	9683	129626	17879	23348	12769
2037	52657	60329	13520	39475	9432	8056	7387	16450	13241	48583	27417	19899	9468	18511	14849	15297	24823	5545	17826	13308	12988	27780	5023	11738	12093	21405	25081	15049	4589	5589	21736	19952	29749	13059	9687	130175	17933	23413	12832
2038	53701	60651	13603	39620	9502	8122	7391	16590	13299	48683	28348	20533	9508	18541	14891	15411	24974	5549	18251	13324	13019	28103	5140	11883	12112	21487	25244	15119	4591	5593	21799	20031	30388	13158	9692	130764	18015	23512	12909
2039	54745	60973	13686	39766	9572	8189	7395	16730	13358	48783	29279	21167	9548	18572	14932	15524	25124	5552	18675	13341	13049	28427	5257	12028	12131	21570	25407	15189	4592	5596	21863	20111	31028	13257	9696	131353	18096	23611	12986
2040	55790	61295	13769	39911	9642	8256	7398	16870	13416	48883	30210	21801	9587	18603	14973	15637	25274	5556	19099	13357	13079	28750	5375	12173	12150	21652	25570	15259	4594	5600	21927	20191	31667	13355	9700	131942	18178	23710	13063

Notes:
Base population data provided by Experian.
Population levels for those zones lying within the GESP area projected forward using data provided by the GESP authorities.
Population levels for other zones projected forward using data provided by Experian.

TABLE 4: CONVENIENCE GOODS MARKET SHARES[illegible]

TABLE 4: CONVENIENCE GOODS MARKET SHARES

	MAIN																																									
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18			
Londis, Dawlish Warren Road, Warren Sainsbury's, Exeter Road, Dawlish Dawlish Warren Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ashburton Town Centre																																										
Co-op, North Street, Ashburton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.65%	12.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Spar, North Street, Ashburton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Ashburton Town Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.19%	3.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	
Bovey Tracey Town Centre																																										
Bovey Tracey Town Centre	0.00%	0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.95%	0.00%	0.00%	0.00%	0.00%	
Co-op, Fore Street, Bovey Tracey	0.00%	0.00%	0.00%	0.00%	2.42%	1.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%		
Spar, Fore Street, Bovey Tracey	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Express, Fore Street, Bovey Tracey	0.00%	0.00%	0.00%	0.00%	7.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Stores outside Bovey Tracey Town Centre																																										
Co-op, Newton Road, Bovey Tracey	0																																									

TABLE 4: CONVENIENCE GOODS MARKET SHARES[illegible]

TABLE 4: CONVENIENCE GOODS MARKET SHARES

	OTHER MAIN																																						
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18
Londis, Dawlish Warren Road, Warren Sainsbury's, Exeter Road, Dawlish Dawlish Warren Local Centre	0.00%	0.00%	0.00%																																				

TABLE 4: CONVENIENCE GOODS MARKET SHARES

[illegible]

TABLE 4: CONVENIENCE GOODS MARKET SHARES[illegible]

TABLE 5a: CONVENIENCE GOODS TURNOVER, 2019

	MAIN																																											
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18					
EXETER CITY																																												
Exeter City Centre																																												
Marks & Spencer, High Street, Exeter	£0.2	£0.9	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£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	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Guildhall Shopping Centre, Exeter	£0.8	£6.6	£0.4	£1.4	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Sidwell Street, Exeter	£0.0	£1.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Local, Sidwell Street, Exeter	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Fore Street, Exeter	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Queen Street, Exeter	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Sidwell Street, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Sidwell Street, Briton Ferry, Exeter	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The Real Food Store, Paris Street, Exeter	£0.3	£0.0																																										

TABLE 5a: CONVENIENCE GOODS TURNOVER, 2019

	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18	TOTAL (£m)
TEIGNBRIDGE																																								
Newton Abbot Town Centre																																								
Asda, Highweek Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£1.4	£2.3	£0.5	£1.0	£0.9	£0.0	£0.0	£0.0	£51.6
Newton Abbot Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£2.5	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£5.8		
Costcutter, Queen Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	
Iceland, Courtenay Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£3.4	
Marks & Spencer, Courtenay Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.7	
Stores outside Newton Abbot Town Centre/Kingsteignton Town Centre																																								
Sainsbury's, Penn Inn, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.5	£1.6	£0.2	£0.9	£0.0	£0.0	£0.0	£0.0	£31.9	
ldi, Newton Road, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7		
One Stop, Ashburton Road, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	
Sainsbury's Local, East Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	
Costcutter, Rydon Acres, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.					

TABLE 5a: CONVENIENCE GOODS TURNOVER, 2019

[illegible]

TABLE 5a: CONVENIENCE GOODS TURNOVER, 2019[illegible]

TABLE 5b: CONVENIENCE GOODS TURNOVER, 2024

	MAIN																																									
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18			
TEIGNBRIDGE																																										
Newton Abbot Town Centre																																										
Asda, Highweek Street, Newton Abbot	£0.3	£0.6	£0.0	£0.0	£2.8	£0.7	£0.6	£1.3	£0.2	£0.5	£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	£0.0	£0.4	£0.8	£1.2	£0.2	£3.4	£9.3	£1.0	£3.0	£6.2	£0.0	£0.0	£0.0			
Newton Abbot Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.2	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0			
Costcutter, Queen Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
Iceland, Courtenay Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
Marks & Spencer, Courtenay Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0		
Stores outside Newton Abbot Town Centre/Kingsteignton Town Centre																																										
Sainsbury's, Penn Inn, Newton Abbot	£0.0	£0.0	£0.1	£0.0	£0.6	£1.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.5	£0.6	£1.8	£9.2	£4.8	£0.4	£2.2	£0.0	£0.0	£0.0	£0.0			
Idli, Newton Road, Newton Abbot	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
One Stop, Ashburton Road, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
Sainsbury's Local, East Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
Co-op, Rydon Acres, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Idli, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£1.1	£1.5	£0.1	£0.3	£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	£0.0	£0.0	£0.0	£0.2	£0.8	£0.8	£1.6	£1.0	£0.6	£1.7	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0		
Tesco, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.3	£2.3	£2.6	£0.6	£1.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.9	£2.2	£2.2	£5.3	£6.8	£3.2	£1.3	£0.0	£0.0	£0.0	£0.0		
Kingsteignton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
Tesco Express, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Teignmouth Town Centre																																										
Co-op, Bank Street, Teignmouth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
Waitrose, Lower Brook Street, Teignmouth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.3	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0		
Teignmouth Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
Stores outside Teignmouth Town Centre																																										
Morrisons, Newfoundland Road, Teignmouth	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.8	£0.4	£0.5	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0		
Spar, Higher Coombe Drive, Teignmouth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Tesco Express, Bilton Park Road, Teignmouth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Dawlish Town Centre																																										
Co-op, The Strand, Dawlish	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
Dawlish Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
One Stop, The Strand, Dawlish	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stores outside Dawlish Town Centre																																										
Londis, Dawlish Warren Road, Warren	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Sainsbury's, Exeter Road, Dawlish	£0.0	£0.0	£0.0																																							

TABLE 5b: CONVENIENCE GOODS TURNOVER, 2024

TABLE 5b: CONVENIENCE GOODS TURNOVER, 2024

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TABLE 5c: CONVENIENCE GOODS TURNOVER, 2029

	TOP UP																																						TOTAL (£m)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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Exeter City Centre																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
Marks & Spencer, High Street, Exeter	£0.6	£0.7	£0.1	£0.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 5c: CONVENIENCE GOODS TURNOVER, 2029

	TOP UP																																		TOTAL								
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 15	Zone 16	Zone 17	Zone 18	(£m)				
TEIGNBRIDGE																																											
Newton Abbot Town Centre																																											
Asda, Highweek Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£1.5	£3.1	£0.5	£1.0	£1.0	£0.0	£0.0	£0.0	£0.0	£57.9		
Newton Abbot Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£3.3	£0.2	£0.5	£1.0	£0.0	£0.0	£0.0	£0.0	£6.9		
Costcutter, Queen Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	
Iceland, Courtenay Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.1	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.1	
Marks & Spencer, Courtenay Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	
Stores outside Newton Abbot Town Centre/Kingsteignton Town Centre																																											
Sainsbury's, Penn Inn, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£2.1	£0.2	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£35.4	
Uidl, Newton Road, Newton Abbot	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	
One Stop, Ashburton Road, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2
Sainsbury's Local, East Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	
Costcutter, Rydon Acres, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8
Uidl, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.2	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.1	£0.8	£0.6	£1.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£23.5	
Tesco, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.5	£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	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.2	£0.9	£1.9	£2.3	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£48.2		
Kingsteignton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4		
Tesco Express, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8		
Teignmouth Town Centre																																											
Co-op, Bank Street, Teignmouth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	
Waitrose, Lower Brook Street, Teignmouth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.2	
Teignmouth Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.9	
Stores outside Teignmouth Town Centre																																											
Mossons, Newfoundland Road, Teignmouth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.2	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£24.9		
Spar, Higher Coombe Drive, Teignmouth	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8		
Tesco Express, Bilton Park Road, Teignmouth	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4		
Dawlish Town Centre																																											
Co-op, The Strand, Dawlish	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	
Dawlish Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0
One Stop, The Strand, Dawlish	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	
Stores outside Dawlish Town Centre																																											
Londis, Dawlish Warren Road, Warren	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.8
Sainsbury's, Exeter Road, Dawlish	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£0.7	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Dawlish Warren Local Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Ashburton Town Centre																																											
Co-op, North Street, Ashburton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4
Spar, North Street, Ashburton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	
Ashburton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2
Bovey Tracey Town Centre																																											
Bovey Tracey Town Centre	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£							

TABLE 5c: CONVENIENCE GOODS TURNOVER, 2029[illegible]

TABLE 5c: CONVENIENCE GOODS TURNOVER, 2029[illegible]

TABLE 5d: CONVENIENCE GOODS TURNOVER, 2040

	MAIN																																											
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18					
EXETER CITY																																												
Exeter City Centre																																												
Marks & Spencer, High Street, Exeter	£0.4	£1.0	£0.1	£0.4	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Guildhall Shopping Center, Exeter	£1.3	£7.5	£0.5	£1.5	£0.1	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£1.1	£0.1	£0.0	£0.0	£0.0	£0.2	£0.1	£0.2	£0.0	£0.0	£0.0	£0.5	£0.2	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Iceland, Sidwell Street, Exeter	£0.0	£1.1	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's Local, Sidwell Street, Exeter	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Fore Street, Exeter	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Queen Street, Exeter	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Sidwell Street, Exeter	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Express, Sidwell Street, Briton Ferry, Exeter	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
The Real Food Store, Paris Street, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exeter City Centre	£0.5	£1.1	£0.1	£1.1	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Metro, High Street, Exeter	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
Co-op, High Street, Exeter	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Heavitree district centre																																												
Tesco Express, Fore Street, Heavitree	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Co-op, Fore Street, Heavitree	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Heavitree District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre																																												
Co-op, Cowick Street, Exeter	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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 5d: CONVENIENCE GOODS TURNOVER, 2040[illegible]

TABLE 5d: CONVENIENCE GOODS TURNOVER, 2040

	TOP UP																																				TOTAL							
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18	(£m)				
EXETER CITY																																												
Exeter City Centre																																												
Marks & Spencer, High Street, Exeter	£0.7	£0.8	£0.1	£0.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.8
Sainsbury's, Guildhall Shopping Center, Exeter	£1.1	£5.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£26.4
Iceland, Sidwell Street, Exeter	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2
Sainsbury's Local, Sidwell Street, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9
Co-op, Fore Street, Exeter	£0.4	£1.9	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£3.9	
Co-op, Queen Street, Exeter	£2.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	
Co-op, Sidwell Street, Exeter	£0.8	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.2	
Tesco Express, Sidwell Street, Briton Ferry, Exeter	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£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
The Real Food Store, Paris Street, Exeter	£0.0	£0.0	£0.0	£0.																																								

TABLE 5d: CONVENIENCE GOODS TURNOVER, 2040[illegible]

TABLE 5d: CONVENIENCE GOODS TURNOVER, 2040[illegible]

TABLE 6: COMPARISON GOODS MARKET SHARES

[illegible]

TABLE 6: COMPARISON GOODS MARKET SHARES

[illegible]

TABLE 6: COMPARISON GOODS MARKET SHARES

[illegible]

TABLE 6: COMPARISON GOODS MARKET SHARES

[illegible]

TABLE 6: COMPARISON GOODS MARKET SHARES

	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Glassware, Tableware, Jewellery										Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18
	Zone 8B	Zone 8C	Zone 9A																																											
Exeter City																																														
Exeter City Centre																																														
Exeter City Centre	87.72%	71.23%	67.50%	94.79%	14.67%	26.71%	41.09%	44.47%	66.20%	51.80%	52.71%	73.84%	46.69%	50.77%	38.86%	23.73%	48.53%	73.57%	44.68%	29.70%	24.26%	33.64%	69.58%	36.06%	55.93%	15.86%	71.42%	1.42%	3.60%	21.07%	20.33%	35.10%	5.81%	12.31%	6.99%	6.37%	20.55%	4.79%	2.59%							
Next, Princess Hay, Exeter	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
John Lewis, Sidwell Street, Exeter	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
Multyork Furniture, The Hafequim Centre, Paul Street, Exeter	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Heavitree District Centre																																														
Heavitree District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
St Thomas district centre																																														
Boots, Exe Bridges Retail Park, Albany Road, Exeter	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
Tk Maxx, Exe Bridges Retail Park, Exeter	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
Tesco Extra, Exe Bridges Retail Park, Russell Way, Exeter	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.29%	1.89%	0.00%	0.00%	0.00%	0.00%	6.70%	0.00%	3.15%	0.00%	0.00%	0.00%	0.00%	1.93%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Exe Bridges Retail Park	0.00%	1.75%	0.00%	0.00%	0.00%	0.00%	2.88%	0.00%	1.82%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
St Thomas District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
John Holt Beds & Furniture, Buller Road, Exeter	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
Topsham district centre																																														
Topsham District Centre	0.00%	0.00%	2.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	9.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Sidwell Street / Blackboy Road																																														
Richer Sounds, Sidwell Street, Exeter	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Sidwell Street / Blackboy Road Local Centre	0.00%	0.00%	2.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Mount Pleasant																																														
Mount Pleasant Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Magdalen Road																																														
Magdalen Road Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Countess Wear (Topsham Road)																																														
Countess Wear (Topsham Road) Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Beacon Lane																</																														

TABLE 6: COMPARISON GOODS MARKET SHARES

[illegible]

TABLE 6: COMPARISON GOODS MARKET SHARES

	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Recreation and Luxury Goods																		Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18

TABLE 7a: COMPARISON GOODS TURNOVER, 2019

TABLE 7a: COMPARISON GOODS TURNOVER, 2019[illegible]

TABLE 7b: COMPARISON GOODS TURNOVER, 2024

[illegible]

TABLE 7b: COMPARISON GOODS TURNOVER, 2024

[illegible]

TABLE 7b: COMPARISON GOODS TURNOVER, 2024

	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Audio-visual equipment										Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18			
EXETER CITY																																																	
Exeter City Centre																																																	
Exeter City Centre	£5.3	£10.9	£1.3	£4.2	£0.8	£0.6	£0.9	£1.2	£1.2	£4.9	£2.3	£2.6	£1.4	£1.7	£1.2	£1.3	£2.4	£0.5	£1.6	£1.6	£0.8	£2.0	£0.4	£1.0	£1.2	£0.6	£2.0	£0.5	£0.0	£0.4	£1.1	£0.3	£0.6	£0.4	£0.3	£1.7	£0.9	£0.2	£0.0										
Next, Princess Hay, Exeter	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
John Lewis, Sidwell Street, Exeter	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Multiyork Furniture, The Harlequin Centre, Paul Street, Exeter	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Heavitree District Centre																																																	
Heavitree District Centre	£0.0	£0.9	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas district centre																																																	
Boots, Exe Bridges Retail Park, Albany Road, Exete	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TK Maxx, Exe Bridges Retail Park, Exeter	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Exe Bridges Retail Park, Russell Way, Exete	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Exe Bridges Retail Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
St Thomas District Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
John Holt Beds & Furniture, Buller Road, Exeter	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Topsham district centre																																																	
Topsham District Centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road																																																	
Richer Sounds, Sidwell Street, Exeter	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sidwell Street / Blackboy Road Local Centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Mount Pleasant																																																	
Mount Pleasant Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Magdalen Road																																																	
Magdalen Road Local Centre	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Countess Wear (Topsham Road)																																																	
Countess Wear (Topsham Road) Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Beacon Lane																																																	
Beacon Lane Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Polisloe Bridge																																																	
Polisloe Bridge Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Pinhoe																																																	
Pinhoe Local Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Whipton																																																	
Whipton Local Centre	£0.0	£0.3	£0.																																														

TABLE 7b: COMPARISON GOODS TURNOVER, 2024

[illegible]

TABLE 7c: COMPARISON GOODS TURNOVER, 2029

[illegible]

TABLE 7c: COMPARISON GOODS TURNOVER, 2029

	CLOTHES, FOOTWEAR AND OTHER FASHION GOODS																																									
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18			
TEIGNBRIDGE																																										
Newton Abbot Town Centre																																										
Newton Abbot Town Centre	£0.0	£0.0	£0.2	£1.0	£3.6	£2.1	£0.6	£2.5	£0.4	£0.0	£0.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£1.5	£2.1	£4.8	£5.4	£11.1	£3.8	£4.3	£1.0	£0.0	£0.0	£0.0	£0.0		
Asda, Highweek Street, Newton Abbot	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Carpetright, Wolborough Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stores outside Newton Abbot Town Centre																																										
B&Q, Jetty Marsh Road, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Sainsbury's, Penn Inn Close, Newton Abbot	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Newton Road Retail Park, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Homebase, Greenhill Way, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairway Furniture, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsteignton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.4																																					

TABLE 7c: COMPARISON GOODS TURNOVER, 2029

	Furniture, floor coverings and carpets, household textiles and soft furnishings																																															
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18									
TEIGNBRIDGE																																																
Newton Abbot Town Centre																																																
Newton Abbot Town Centre	£0.5	£0.0	£0.0	£0.2	£1.4	£1.2	£0.8	£1.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.7	£0.8	£1.5	£3.0	£3.5	£0.9	£1.6	£2.7	£0.0	£0.0	£0.0	£0.0							
Asda, Highweek Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Carpetright, Wolborough Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Stores outside Newton Abbot Town Centre																																																
B&Q, Jetty Marsh Road, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Sainsbury's, Penn Inn Close, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Tesco, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Newton Road Retail Park, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Homebase, Greenhill Way, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Fairway Furniture, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Kingsteignton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.1	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2	£0.0	£1.4	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0							
Greenhill Retail Park, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Plants Galore, Forches Cross, Crediton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Teignmouth Town Centre																																																
Teignmouth Town Centre	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Dawlish Town Centre																																																
Dawlish Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Stores outside Dawlish Town Centre																																																
Sainsbury's, Exeter Road, Dawlish	£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	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Ashburton Town Centre																																																
Ashburton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0					
Bovey Tracey Town Centre																																																
Bovey Tracey Town Centre	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Buckfastleigh Town Centre																																																
Buckfastleigh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Chudleigh Town Centre																																																
Chudleigh Town Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Other stores in Teignbridge																																																
Ogwell Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Fermoy's Garden Centre, Totnes Road, Ipplepen	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Exminster Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1						
Ipplepen Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Abbotskerswell Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Bishopsteignton Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Christow Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Dawlish Warren Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Hill House Nursery, Landscope, Nr. Ashburton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0						
Kentford Village Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0																																	

TABLE 7c: COMPARISON GOODS TURNOVER, 2029[illegible]

TABLE 7d: COMPARISON GOODS TURNOVER, 2040

	Audio-visual equipment																																													
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18							
EXETER CITY																																														
Exeter City Centre																																														
Exeter City Centre	£12.0	£18.8	£2.3	£7.1	£1.4	£1.0	£1.5	£2.2	£2.1	£8.1	£7.1	£7.5	£2.4	£2.7	£2.0	£2.3	£4.2	£0.8	£4.0	£2.5	£1.3	£3.9	£1.0	£2.0	£1.9	£1.0	£3.5	£0.8	£0.1	£0.7	£1.8	£0.5	£1.4	£0.7	£0.5	£2.9	£1.6	£0.4	£0.0	£0.0	£0.0	£0.0				
Next, Princess Hay, Exeter	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0		
John Lewis, Sidwell Street, Exeter	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Multyork Furniture, The Harlequin Centre, Paul Street, Exeter	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Heavitree District Centre																																														
Heavitree District Centre	£0.0	£1.5	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
St Thomas district centre																																														
Boots, Exe Bridges Retail Park, Albany Road, Exete	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
TK Maxx, Exe Bridges Retail Park, Exeter	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco Extra, Exe Bridges Retail Park, Russell Way, Exete	£0.0	£0																																												

TABLE 7d: COMPARISON GOODS TURNOVER, 2040

[illegible]

TABLE 7d: COMPARISON GOODS TURNOVER, 2040

	DIY, hardware, decorating supplies and gardening products																																									
	Zone 1A	Zone 1B	Zone 1C	Zone 1D	Zone 2A	Zone 2B	Zone 2C	Zone 2D	Zone 2E	Zone 3	Zone 4A	Zone 4B	Zone 4C	Zone 5	Zone 6A	Zone 6B	Zone 7	Zone 8A	Zone 8B	Zone 8C	Zone 9A	Zone 9B	Zone 10A	Zone 10B	Zone 10C	Zone 11	Zone 12	Zone 13A	Zone 13B	Zone 13C	Zone 14A	Zone 14B	Zone 14C	Zone 14D	Zone 14E	Zone 15	Zone 16	Zone 17	Zone 18			
TEIGNBRIDGE																																										
Newton Abbot Town Centre																																										
Newton Abbot Town Centre	£0.6	£0.0	£0.0	£0.0	£0.9	£0.6	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.3	£0.5	£0.6	£1.7	£0.7	£0.7	£0.4	£0.8	£0.0	£0.0	£0.0	£0.0		
Asda, Highweek Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Carpetright, Wolborough Street, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Stores outside Newton Abbot Town Centre																																										
B&Q, Jetty Marsh Road, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£1.1	£1.0	£0.5	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.3	£0.5	£2.2	£2.7	£5.4	£1.4	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0		
Sainsbury's, Penn Inn Close, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Tesco, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Newton Road Retail Park, Newton Abbot	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Homebase, Greenhill Way, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.2	£1.0	£1.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Fairway Furniture, Newton Road, Kingsteignton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Kingsteignton Town Centre	£0.0	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0																																		

TABLE 7d: COMPARISON GOODS TURNOVER, 2040

[illegible]

TABLE 8b: RETAIL COMMITMENTS (AND RECENT STORE OPENINGS SINCE COMPLETION OF HOUSEHOLD SURVEY)

COMMITMENT	FLOORSPACE			SALES DENSITY (£/sq m)		TOTAL TURNOVER (£m)	
	Total	Convenience	Comparison	Convenience	Comparison	Convenience	Comparison
EXETER							
Ikea						£0.0	£48.0
ALDI, Topsham	1140	912	228	10827	7312	£9.9	£1.7
Replacement Lidl, Burnthouse Lane	277	221.6	55.4	10103	5905	£2.2	£0.3
Moor Exchange	630	630	630	10824	5000	£6.8	£3.2
Newcourt	600	600	600	10824	5000	£6.5	£3.0
Bulky goods unit, Tesco car park			984		2250		£2.2
EAST DEVON							
<u>Cranbrook</u>							
Town centre foodstore	2275	1706	569	12000	7000	£20.5	£4.0
Neighbourhood centre convenience store	100	100		10824		£1.1	
MID DEVON							
<u>Tiverton</u>							
Eastern Urban Extension	1140	301	568	10824	5000	£3.3	£2.8
Lidl		1060	265	10103	5904	£10.7	£1.6
Bulky goods unit (adjacent to new Lidl)			1571		2250	£0.0	£3.5
TEIGNBRIDGE							
Wolborough Street, Newton Abbott		208	111	10824	5000	£2.3	£0.6
ALDI, Newton Abbott	1140	912	228	10827	7312	£9.9	£1.7

Notes:

Floorspace taken from planning applications and data provided by the GESP authorities.

TABLE 9a: CONVENIENCE GOODS EXPENDITURE/FLOORSPACE CAPACITY IN EXETER

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£368.3	£395.9	£426.0	£494.6
Market share (%)	23.3%	23.9%	24.5%	25.8%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£368.3	£395.9	£426.0	£494.6
Benchmark turnover (£m)	£332.2	£334.2	£334.2	£334.2
Turnover of commitments (£m)	£25.4	£25.6	£25.6	£25.6
Residual expenditure (£m)	£10.6	£36.1	£66.2	£134.8
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	886	2,991	5,483	11,167

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9b: CONVENIENCE GOODS EXPENDITURE/FLOORSACE CAPACITY IN HONITON

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£57.4	£60.5	£63.3	£69.8
Market share (%)	3.6%	3.6%	3.6%	3.6%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£57.4	£60.5	£63.3	£69.8
Benchmark turnover (£m)	£61.2	£61.6	£61.6	£61.6
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£3.8	-£1.1	£1.7	£8.2
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	-320	-94	139	680

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9c: CONVENIENCE GOODS EXPENDITURE/FLOORSACE CAPACITY IN EXMOUTH

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£86.7	£89.5	£91.7	£97.2
Market share (%)	5.5%	5.4%	5.3%	5.1%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£86.7	£89.5	£91.7	£97.2
Benchmark turnover (£m)	£72.7	£73.1	£73.1	£73.1
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£14.0	£16.3	£18.6	£24.1
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	1,163	1,354	1,541	1,992

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9d: CONVENIENCE GOODS EXPENDITURE/FLOORSACE CAPACITY IN SIDMOUTH

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£40.7	£41.7	£42.6	£44.8
Market share (%)	2.6%	2.5%	2.4%	2.3%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£40.7	£41.7	£42.6	£44.8
Benchmark turnover (£m)	£43.0	£43.3	£43.3	£43.3
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£2.4	-£1.6	-£0.7	£1.5
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	-196	-133	-58	125

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9e: CONVENIENCE GOODS EXPENDITURE/FLOORSAPCE CAPACITY IN SEATON

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£30.7	£31.6	£32.3	£34.0
Market share (%)	1.9%	1.9%	1.9%	1.8%
Expenditure inflow (£m)	£3.07	£3.16	£3.23	£3.40
Total turnover potential (£m)	£33.8	£34.8	£35.6	£37.4
Benchmark turnover (£m)	£39.7	£39.9	£39.9	£39.9
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£5.9	-£5.2	-£4.4	-£2.5
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	-490	-428	-363	-209

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9f: CONVENIENCE GOODS EXPENDITURE/FLOORSPACE CAPACITY IN OTTERY ST MARY

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£23.1	£25.3	£27.6	£32.9
Market share (%)	1.5%	1.5%	1.6%	1.7%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£23.1	£25.3	£27.6	£32.9
Benchmark turnover (£m)	£20.0	£20.1	£20.1	£20.1
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£3.1	£5.2	£7.5	£12.8
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	258	427	620	1,057

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9g: CONVENIENCE GOODS EXPENDITURE/FLOORSACE CAPACITY IN AXMINSTER

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£21.4	£22.3	£23.2	£25.1
Market share (%)	1.4%	1.3%	1.3%	1.3%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£21.4	£22.3	£23.2	£25.1
Benchmark turnover (£m)	£42.7	£43.0	£43.0	£43.0
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£21.4	-£20.7	-£19.8	-£17.9
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	-1,780	-1,711	-1,640	-1,481

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9h: CONVENIENCE GOODS EXPENDITURE/FLOORSPACE CAPACITY IN TIVERTON

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£72.9	£76.6	£80.4	£89.1
Market share (%)	4.6%	4.6%	4.6%	4.6%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£72.9	£76.6	£80.4	£89.1
Benchmark turnover (£m)	£79.0	£79.5	£79.5	£79.5
Turnover of commitments (£m)	£14.0	£14.1	£14.1	£14.1
Residual expenditure (£m)	-£20.0	-£16.9	-£13.1	-£4.4
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	-1,669	-1,399	-1,085	-364

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9i: CONVENIENCE GOODS EXPENDITURE/FLOORSPACE CAPACITY IN CULLOMPTON

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£42.7	£46.8	£51.5	£62.1
Market share (%)	2.7%	2.8%	3.0%	3.2%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£42.7	£46.8	£51.5	£62.1
Benchmark turnover (£m)	£38.0	£38.2	£38.2	£38.2
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£4.7	£8.6	£13.3	£23.9
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	390	711	1,099	1,978

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9j: CONVENIENCE GOODS EXPENDITURE/FLOORSPACE CAPACITY IN CREDITON

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£48.1	£50.3	£52.5	£57.5
Market share (%)	3.0%	3.0%	3.0%	3.0%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£48.1	£50.3	£52.5	£57.5
Benchmark turnover (£m)	£57.9	£58.3	£58.3	£58.3
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£9.8	-£7.9	-£5.7	-£0.7
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	-817	-656	-475	-60

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9k: CONVENIENCE GOODS EXPENDITURE/FLOORSPACE CAPACITY IN NEWTON ABBOT

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£164.9	£174.6	£184.3	£206.6
Market share (%)	10.4%	10.5%	10.6%	10.8%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£164.9	£174.6	£184.3	£206.6
Benchmark turnover (£m)	£144.2	£145.0	£145.0	£145.0
Turnover of commitments (£m)	£12.1	£12.2	£12.2	£12.2
Residual expenditure (£m)	£8.6	£17.4	£27.0	£49.3
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	716	1,439	2,240	4,085

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9I: CONVENIENCE GOODS EXPENDITURE/FLOORSPACE CAPACITY IN TEIGNMOUTH

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£42.7	£43.9	£45.0	£47.7
Market share (%)	2.7%	2.6%	2.6%	2.5%
Expenditure inflow (£m)	£2.1	£2.2	£2.3	£2.4
Total turnover potential (£m)	£44.8	£46.1	£47.3	£50.0
Benchmark turnover (£m)	£53.6	£53.9	£53.9	£53.9
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£8.8	-£7.8	-£6.7	-£3.9
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	-735	-650	-554	-324

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9m: CONVENIENCE GOODS EXPENDITURE/FLOORSPACE CAPACITY IN DAWLISH

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£24.4	£25.6	£26.7	£29.4
Market share (%)	1.5%	1.5%	1.5%	1.5%
Expenditure inflow (£m)	£2.44	£2.56	£2.67	£2.94
Total turnover potential (£m)	£26.9	£28.1	£29.4	£32.3
Benchmark turnover (£m)	£25.2	£25.3	£25.3	£25.3
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£1.7	£2.8	£4.0	£7.0
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	140	231	335	576

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9n: CONVENIENCE GOODS EXPENDITURE/FLOORSPACE CAPACITY IN ASHBURTON

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£5.6	£5.7	£5.7	£5.8
Market share (%)	0.4%	0.3%	0.3%	0.3%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£5.6	£5.7	£5.7	£5.8
Benchmark turnover (£m)	£3.4	£3.4	£3.4	£3.4
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£2.3	£2.3	£2.4	£2.4
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	189	193	195	202

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9a: CONVENIENCE GOODS EXPENDITURE/FLOORSACE CAPACITY IN BOVEY TRACEY

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£7.7	£8.0	£8.3	£9.1
Market share (%)	0.5%	0.5%	0.5%	0.5%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£7.7	£8.0	£8.3	£9.1
Benchmark turnover (£m)	£8.3	£8.3	£8.3	£8.3
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£0.6	-£0.3	£0.0	£0.7
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	-51	-26	0	62

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9p: CONVENIENCE GOODS EXPENDITURE/FLOORSACE CAPACITY IN BUCKFASTLEIGH

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£3.4	£3.5	£3.5	£3.5
Market share (%)	0.2%	0.2%	0.2%	0.2%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£3.4	£3.5	£3.5	£3.5
Benchmark turnover (£m)	£1.9	£1.9	£1.9	£1.9
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£1.5	£1.6	£1.6	£1.6
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	126	129	130	134

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 9q: CONVENIENCE GOODS EXPENDITURE/FLOORSACE CAPACITY IN CHUDLEIGH

	2019	2024	2029	2040
Available expenditure in study area (£m)	£1,578.9	£1,659.1	£1,738.8	£1,920.2
Expenditure attracted from study area (£m)	£5.2	£5.4	£5.7	£6.2
Market share (%)	0.3%	0.3%	0.3%	0.3%
Expenditure inflow (£m)	£0.0	£0.0	£0.0	£0.0
Total turnover potential (£m)	£5.2	£5.4	£5.7	£6.2
Benchmark turnover (£m)	£3.2	£3.2	£3.2	£3.2
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£2.0	£2.2	£2.5	£3.0
Sales density (£/sq m)	£12,000	£12,072	£12,072	£12,072
Indicative floorspace capacity (sq m net)	167	185	205	250

Notes:

Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 5a-5d
Level of expenditure inflow based on AY assumptions.
Benchmark turnover taken from Table 8a
Turnover of commitments taken from Table 8b.

TABLE 10a: COMPARISON GOODS EXPENDITURE/FLOORSPACE CAPACITY IN EXETER

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£953.5	£1,154.5	£1,421.2	£2,196.7
Market share (%)	45.0%	45.5%	46.2%	47.5%
Expenditure inflow (£m)	£47.7	£57.7	£71.1	£109.8
Total turnover potential (£m)	£1,001.2	£1,212.2	£1,492.2	£2,306.6
Benchmark turnover (£m)	£1,045.4	£1,196.7	£1,347.3	£1,730.2
Turnover of commitments (£m)	£58.4	£58.7	£58.7	£58.7
Residual expenditure (£m)	-£102.6	-£43.2	£86.2	£517.6
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	-17,096	-7,156	14,281	85,758

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Turnover of commitments taken from Table 8b.

TABLE 10b: COMPARISON GOODS EXPENDITURE/FLOORSPACE CAPACITY IN HONITON

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£37.0	£43.8	£52.5	£77.1
Market share (%)	1.7%	1.7%	1.7%	1.7%
Expenditure inflow (£m)	£3.70	£4.38	£5.25	£7.71
Total turnover potential (£m)	£40.7	£48.2	£57.8	£84.9
Benchmark turnover (£m)	£39.1	£44.7	£50.4	£64.7
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£1.6	£3.5	£7.4	£20.2
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	262	576	1,227	3,341

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Turnover of commitments taken from Table 8b.

TABLE 10c: COMPARISON GOODS EXPENDITURE/FLOORSPACE CAPACITY IN EXMOUTH

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£55.0	£64.6	£76.7	£110.7
Market share (%)	2.6%	2.5%	2.5%	2.4%
Expenditure inflow (£m)	£5.50	£6.46	£7.67	£11.1
Total turnover potential (£m)	£60.5	£71.0	£84.4	£121.7
Benchmark turnover (£m)	£63.2	£72.4	£81.5	£104.6
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£2.7	-£1.3	£2.9	£17.1
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	-457	-220	477	2,835

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Turnover of commitments taken from Table 8b.

TABLE 10d: COMPARISON GOODS EXPENDITURE/FLOORSPLACE CAPACITY IN SIDMOUTH

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£30.7	£36.0	£42.8	£62.0
Market share (%)	1.4%	1.4%	1.4%	1.3%
Expenditure inflow (£m)	£9.20	£10.79	£12.84	£18.61
Total turnover potential (£m)	£39.9	£46.7	£55.6	£80.7
Benchmark turnover (£m)	£31.7	£36.2	£40.8	£52.4
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£8.2	£10.5	£14.8	£28.3
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	1,371	1,740	2,457	4,682

Notes:
Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 7a-7d
Level of expenditure inflow based on AY assumptions.

Turnover of commitments taken from Table 8b.

TABLE 10e: COMPARISON GOODS EXPENDITURE/FLOORSPLACE CAPACITY IN SEATON

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£14.3	£16.6	£19.5	£27.5
Market share (%)	0.7%	0.7%	0.6%	0.6%
Expenditure inflow (£m)	£2.85	£3.31	£3.90	£5.51
Total turnover potential (£m)	£17.1	£19.9	£23.4	£33.0
Benchmark turnover (£m)	£16.2	£18.5	£20.8	£26.7
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.9	£1.4	£2.6	£6.3
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	157	229	423	1,042

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Turnover of commitments taken from Table 8b.

TABLE 10f: COMPARISON GOODS EXPENDITURE/FLOORSPACE CAPACITY IN OTTERY ST MARY

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£14.6	£18.3	£23.2	£37.7
Market share (%)	0.7%	0.7%	0.8%	0.8%
Expenditure inflow (£m)	£0.00	£0.00	£0.00	£0.00
Total turnover potential (£m)	£14.6	£18.3	£23.2	£37.7
Benchmark turnover (£m)	£10.8	£12.4	£13.9	£17.9
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£3.8	£5.9	£9.2	£19.8
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	637	977	1,530	3,288

Notes:
Available expenditure taken from Tables 3a-3d.
Turnover taken from Tables 7a-7d
Level of expenditure inflow based on AY assumptions.

Turnover of commitments taken from Table 8b.

TABLE 10g: COMPARISON GOODS EXPENDITURE/FLOORSPEACE CAPACITY IN AXMINSTER

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£16.4	£19.5	£23.3	£34.2
Market share (%)	0.8%	0.8%	0.8%	0.7%
Expenditure inflow (£m)	£0.00	£0.00	£0.00	£0.00
Total turnover potential (£m)	£16.4	£19.5	£23.3	£34.2
Benchmark turnover (£m)	£10.9	£12.4	£14.0	£18.0
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£5.6	£7.0	£9.3	£16.2
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	930	1,167	1,546	2,681

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Turnover of commitments taken from Table 8b.

TABLE 10h: COMPARISON GOODS EXPENDITURE/FLOORSPACE CAPACITY IN TIVERTON

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£67.2	£80.5	£98.2	£149.4
Market share (%)	3.2%	3.2%	3.2%	3.2%
Expenditure inflow (£m)	£1.34	£1.61	£1.96	£2.99
Total turnover potential (£m)	£68.5	£82.1	£100.2	£152.4
Benchmark turnover (£m)	£67.9	£77.7	£87.5	£112.4
Turnover of commitments (£m)	£7.9	£8.0	£8.0	£8.0
Residual expenditure (£m)	-£7.3	-£3.6	£4.7	£32.0
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	-1,223	-592	780	5,308

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Turnover of commitments taken from Table 8b.

TABLE 10i: COMPARISON GOODS EXPENDITURE/FLOORSPACE CAPACITY IN CULLOMPTON

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£13.8	£17.3	£22.0	£36.2
Market share (%)	0.7%	0.7%	0.7%	0.8%
Expenditure inflow (£m)	£0.14	£0.17	£0.22	£0.36
Total turnover potential (£m)	£14.0	£17.4	£22.2	£36.6
Benchmark turnover (£m)	£12.1	£13.8	£15.6	£20.0
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£1.9	£3.6	£6.7	£16.6
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	314	598	1,105	2,749

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Turnover of commitments taken from Table 8b.

TABLE 10j: COMPARISON GOODS EXPENDITURE/FLOORSPACE CAPACITY IN CREDITON

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£25.2	£29.9	£36.2	£54.0
Market share (%)	1.2%	1.2%	1.2%	1.2%
Expenditure inflow (£m)	£0.25	£0.30	£0.36	£0.54
Total turnover potential (£m)	£25.4	£30.2	£36.5	£54.5
Benchmark turnover (£m)	£25.7	£29.4	£33.1	£42.5
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	-£0.2	£0.9	£3.5	£12.1
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	-41	143	574	2,002

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Turnover of commitments taken from Table 8b.

TABLE 10k: COMPARISON GOODS EXPENDITURE/FLOORSPEACE CAPACITY IN NEWTON ABBOT

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£186.6	£223.9	£272.3	£411.9
Market share (%)	8.8%	8.8%	8.9%	8.9%
Expenditure inflow (£m)	£9.33	£11.19	£13.62	£20.60
Total turnover potential (£m)	£196.0	£235.1	£285.9	£432.5
Benchmark turnover (£m)	£196.0	£224.3	£252.6	£324.3
Turnover of commitments (£m)	£2.2	£2.2	£2.2	£2.2
Residual expenditure (£m)	-£2.2	£8.5	£31.1	£105.9
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	-371	1,410	5,159	17,549

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Benchmark turnover assumed to be the same as total turnover potential at 2019 due to the lack of historic comparable data

Turnover of commitments taken from Table 8b.

TABLE 10I: COMPARISON GOODS EXPENDITURE/FLOORSPACE CAPACITY IN TEIGNMOUTH

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£12.6	£14.7	£17.4	£24.8
Market share (%)	0.6%	0.6%	0.6%	0.5%
Expenditure inflow (£m)	£1.26	£1.47	£1.74	£2.48
Total turnover potential (£m)	£13.9	£16.2	£19.1	£27.3
Benchmark turnover (£m)	£13.9	£15.9	£17.9	£22.9
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.3	£1.2	£4.4
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	0	49	205	724

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Benchmark turnover assumed to be the same as total turnover potential at 2019 due to the lack of historic comparable data

Turnover of commitments taken from Table 8b.

TABLE 10m: COMPARISON GOODS EXPENDITURE/FLOORSPACE CAPACITY IN DAWLISH

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£10.6	£12.6	£15.3	£22.8
Market share (%)	0.5%	0.5%	0.5%	0.5%
Expenditure inflow (£m)	£1.59	£1.90	£2.29	£3.42
Total turnover potential (£m)	£12.2	£14.5	£17.6	£26.2
Benchmark turnover (£m)	£12.2	£14.0	£15.7	£20.2
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.5	£1.8	£6.0
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	0	91	301	998

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Benchmark turnover assumed to be the same as total turnover potential at 2019 due to the lack of historic comparable data

Turnover of commitments taken from Table 8b.

TABLE 10n: COMPARISON GOODS EXPENDITURE/FLOORSPACE CAPACITY IN ASHBURTON

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£5.5	£6.4	£7.5	£10.4
Market share (%)	0.3%	0.3%	0.2%	0.2%
Expenditure inflow (£m)	£0.27	£0.32	£0.37	£0.52
Total turnover potential (£m)	£5.8	£6.7	£7.8	£10.9
Benchmark turnover (£m)	£5.8	£6.6	£7.4	£9.5
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.1	£0.4	£1.4
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	0	15	65	231

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Benchmark turnover assumed to be the same as total turnover potential at 2019 due to the lack of historic comparable data

Turnover of commitments taken from Table 8b.

TABLE 10o: COMPARISON GOODS EXPENDITURE/FLOORSFACE CAPACITY IN BOVEY TRACEY

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£5.3	£6.2	£7.5	£11.0
Market share (%)	0.2%	0.2%	0.2%	0.2%
Expenditure inflow (£m)	£0.26	£0.31	£0.37	£0.55
Total turnover potential (£m)	£5.5	£6.6	£7.9	£11.5
Benchmark turnover (£m)	£5.5	£6.3	£7.1	£9.2
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.2	£0.7	£2.4
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	0	35	118	392

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Benchmark turnover assumed to be the same as total turnover potential at 2019 due to the lack of historic comparable data

Turnover of commitments taken from Table 8b.

TABLE 10p: COMPARISON GOODS EXPENDITURE/FLOORSPLACE CAPACITY IN BUCKFASTLEIGH

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£4.0	£4.7	£5.5	£7.8
Market share (%)	0.2%	0.2%	0.2%	0.2%
Expenditure inflow (£m)	£0.40	£0.47	£0.55	£0.78
Total turnover potential (£m)	£4.4	£5.2	£6.1	£8.5
Benchmark turnover (£m)	£4.4	£5.1	£5.7	£7.3
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.1	£0.3	£1.2
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	0	15	58	199

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Benchmark turnover assumed to be the same as total turnover potential at 2019 due to the lack of historic comparable data

Turnover of commitments taken from Table 8b.

TABLE 10q: COMPARISON GOODS EXPENDITURE/FLOORSPLACE CAPACITY IN CHUDLEIGH

	2019	2024	2029	2040
Available expenditure in study area (£m)	£2,120.4	£2,534.5	£3,075.6	£4,623.8
Expenditure attracted from study area (£m)	£2.6	£3.1	£3.8	£5.7
Market share (%)	0.1%	0.1%	0.1%	0.1%
Expenditure inflow (£m)	£0.13	£0.16	£0.19	£0.28
Total turnover potential (£m)	£2.7	£3.3	£4.0	£6.0
Benchmark turnover (£m)	£2.7	£3.1	£3.5	£4.5
Turnover of commitments (£m)	£0.0	£0.0	£0.0	£0.0
Residual expenditure (£m)	£0.0	£0.1	£0.4	£1.4
Sales density (£/sq m)	£6,000	£6,036	£6,036	£6,036
Indicative floorspace capacity (sq m net)	0	24	73	238

Notes:

Available expenditure taken from Tables 3a-3d.

Turnover taken from Tables 7a-7d

Level of expenditure inflow based on AY assumptions.

Benchmark turnover assumed to be the same as total turnover potential at 2019 due to the lack of historic comparable data

Turnover of commitments taken from Table 8b.