

Exeter Retail Study Update

Exeter Plan

ON BEHALF OF EXETER CITY COUNCIL

January 2026

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1. Introduction

- 1.1 This Retail Study Update report ('the Update Study') has been prepared by Nexus Planning ('Nexus') for Exeter City Council ('the Council'). It provides an update to part of the Greater Exeter Town Centre and Retail Study (Parts 1 and 2) documents which were originally produced by GVA and Avison Young (in 2017 and 2019) for the Greater Exeter Strategic Plan (which is no-longer being progressed).
- 1.2 This Update Study provides the following information and analysis:
- a. An updated review of retail trends, in order to ensure that the evidence base library on retail and town centre issues for the Exeter Plan is kept up to date. This draws upon and contains:
 - 1. An up-to-date review of UK economic conditions, including information on GDP, inflation, interest rates and the UK economic outlook.
 - 2. The latest information on retail spending, including: changes since the 2017 and 2019 studies; short, medium and longer term retail spending forecasts; along with forecasts for internet spending levels.
 - 3. Key issues regarding the UK retail sector, including trends in commercial market conditions for both convenience and comparison goods retailing.
 - b. An updated assessment of quantitative need for retail floorspace capacity in Exeter, taking into account the latest economic forecasts for retail expenditure and recent changes in retail floorspace provision. This updated assessment makes use of the following information and research:
 - 1. Updated baseline population and per capita retail spending levels;
 - 2. Updated retail spending forecasts, including the influence of online shopping on 'bricks and mortar' retailing; and
 - 3. Updated information on retail floorspace commitments and recent store openings/closures across Exeter.
 - c. An updated assessment of the overall need for retail floorspace, taking into account the strategic development strategy in the draft Exeter Plan, including:
 - 1. A review of qualitative aspects of convenience and comparison goods retail provision in Exeter, including a review of recent proposals, commitments and store opening since the 2019 Retail Study;
 - 2. An assessment of the relationship between the updated assessments of need and the proposed development strategy within the submitted draft Exeter Plan.
- 1.3 The remainder of this document is structured as follows:
- a. Section 2 contains a review of trends within the retail sector, including changes which have occurred since the 2019 Retail Study.
 - b. Our updated assessment of quantitative need for retail floorspace is contained within Section 3, along with a review of qualitative aspects of retail land use provision within Exeter.
 - c. Section 4 considers the relationship between the updated assessment of need for retail land uses in the city and the proposed development strategy for retail uses and town centres in the draft Exeter Plan.
 - d. A summary of the findings of this report can be found in Section 5.

- 1.4 All statistical information and other documents referred to in the main text of this report can be found in appendices contained in the rear of this document.

2. Retail & Town Centre Trends

Introduction

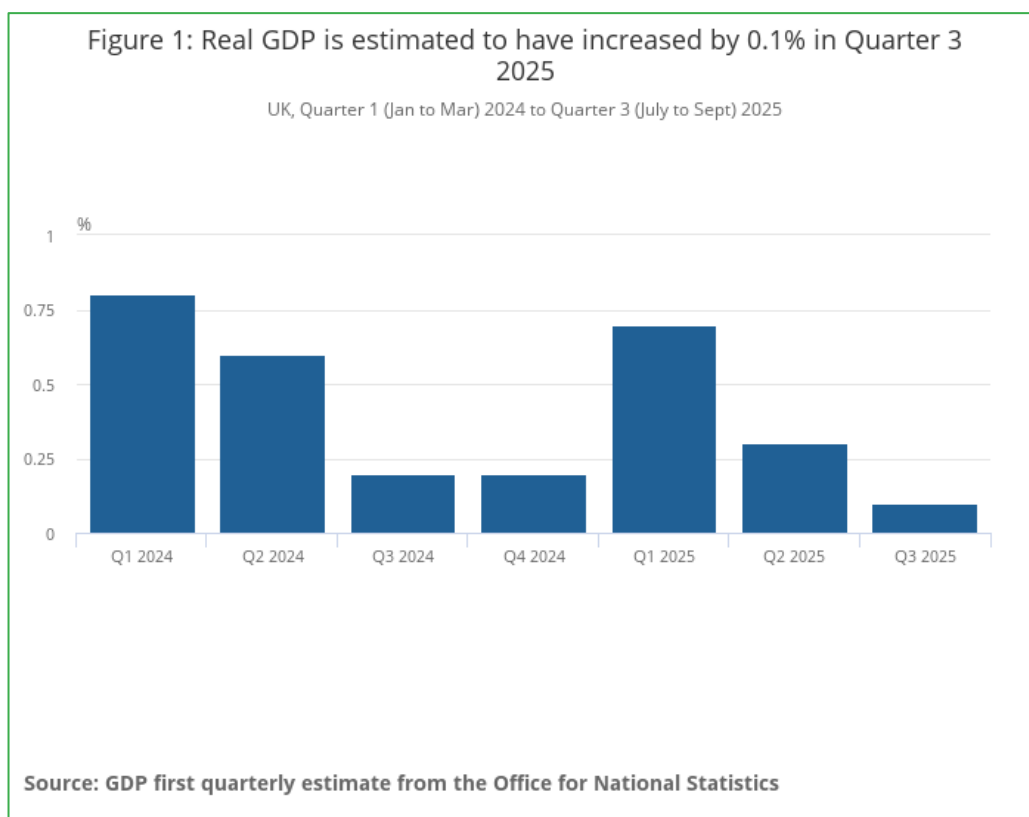
- 2.1 Section 3 of the 2017 Retail Study provided an overview of UK economic trends, along with a review of key retail and town centre trends (including internet shopping and changing retail requirements), in order to provide a baseline context for the preparation of the evidence base data on retailing and town centre issues.
- 2.2 Given the time which has elapsed since the 2017 and 2019 studies, it will be important for this Update Study to provide an update on key economic and retail trends and how they have the potential to influence land use planning issues for retail and town centres across Exeter.
- 2.3 Therefore, this section of the Update Study is structured to provide the following information:
- a. A review of current conditions in the UK economy, including GDP, consumer spending, business investment, interest rates and global market conditions.
 - b. A closer look at the UK sector in relation to retail sales, the influence of online shopping, retail floorspace efficiency and future change in retail and leisure spending.
 - c. Key trends in the convenience and comparison retail sectors and how they can influence land use planning strategy.

National Trends

GDP

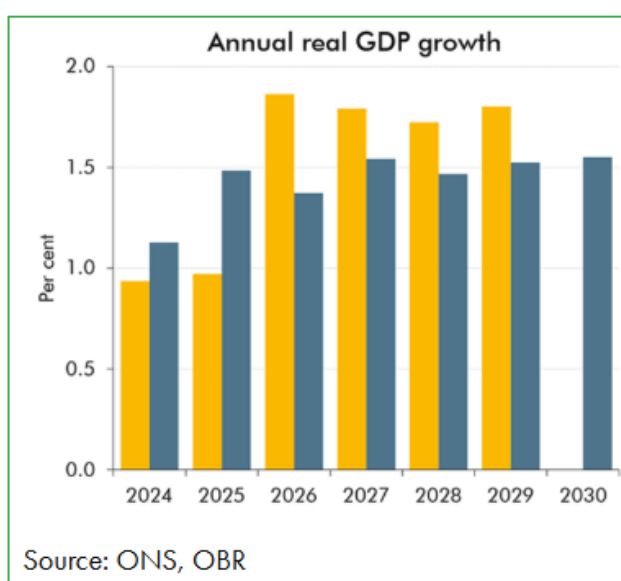
- 2.4 UK economic output unexpectedly shrank in September 2025, dragging down third quarter GDP growth in the UK. GDP contracted by 0.1% from the previous month. GDP growth for the third quarter of 2025 slowed to 0.1% from the 0.3% expansion in the previous three months. It was the slowest growth rate since the end of 2023 and well below the 0.7% growth recorded in the first quarter of 2025. This is shown in Figure 2.1 below.

Figure 2.1: quarterly change in UK GDP, 2024-2025



- 2.5 Looking to the future, the Office of Budget Responsibility ('OBR') are predicting the economy to grow by around 1.4% in 2026, following predicted growth of 1.5% in 2025. The OBR expects a similar level of growth in 2026-2027 (1.5%) and beyond into 2027-2030.

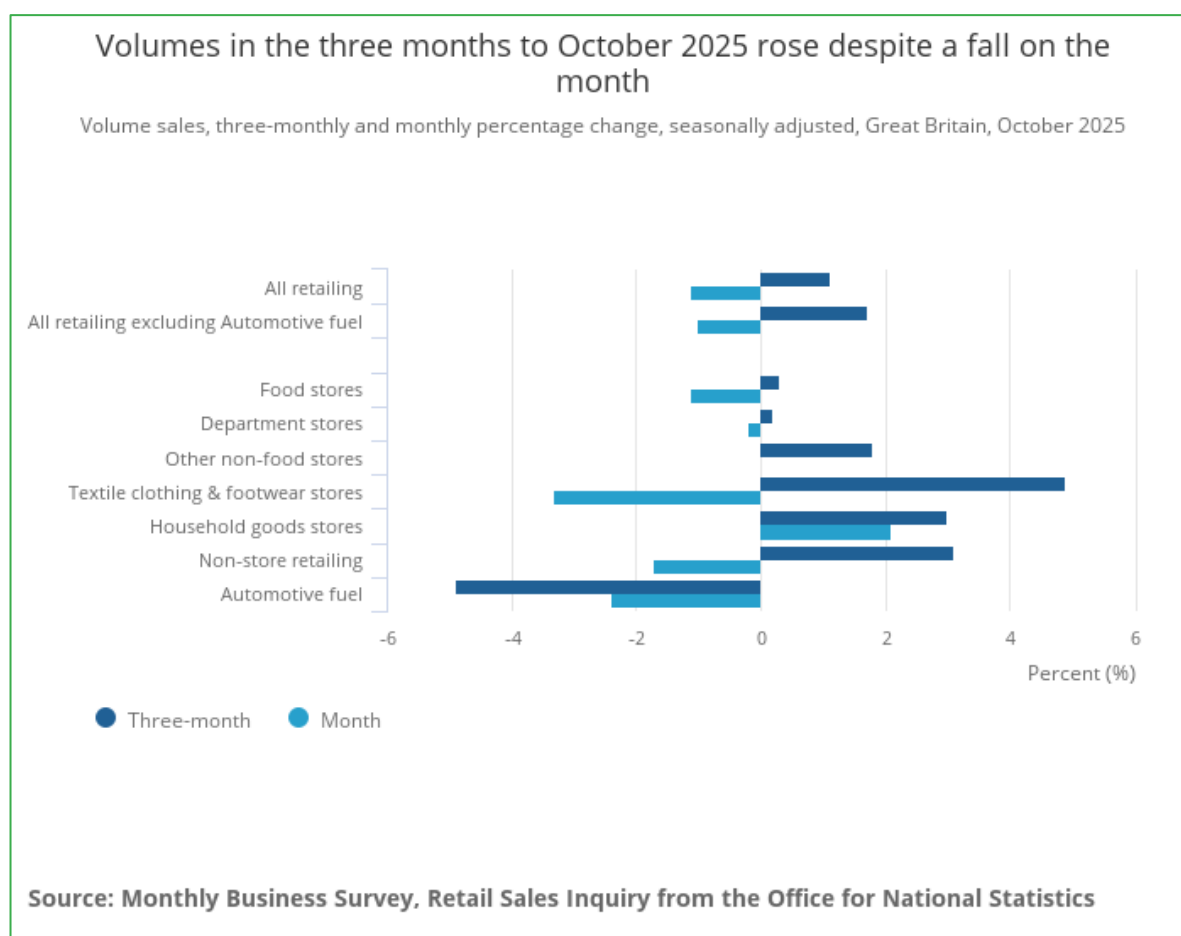
Figure 2.2: Real GDP Growth, 2024-2030 (Source: OBR) (yellow bars = March 2025 forecasts / grey bars = November 2025 forecasts)



Consumer Spending

- 2.6 As consumer spending accounts for around 60% of GDP, the financial health of households and their ability to spend are crucial factors in determining an economy's performance. Traditionally, consumer spending is the driving force behind GDP growth in the UK. In recent years, however, this has not been the case. First, the Covid-19 pandemic and associated lockdowns resulted in temporary large drops in spending and big changes to spending patterns (such as a greater share of spending on goods and less on services). Then, just as spending had recovered to its pre-pandemic level, the period of high inflation in 2022 and 2023 squeezed household budgets, resulting in stagnant spending in real (inflation-adjusted) terms.
- 2.7 In November 2025, the ONS announced that retail sales had fallen 1.1% in October, which was a larger drop than commentators had been expecting. This marked a steepening in the decline in retail sales volumes since the summer, following growth of 0.5% in September 2025, 0.7% growth in August and 0.3% growth in June. The sharp fall in sales in October mirrored the 1% contraction in sales in May 2025.
- 2.8 Figure 2.3 below provides the latest data, from the ONS, on the changes in retail sales per category for October 2025 and the three month period leading up to (and including) October. The ONS reports that sales volumes rose over the three months to October 2025 as a strong summer for clothing stores reached its peak in September 2025. Within other non-food stores, computer and telecommunication retailers performed well, which retailers attributed to new product releases. Non-store retailers continued to rise in the three-monthly series, with retailers commenting on strong demand for gold which boosted online jewellers in September 2025.
- 2.9 Total sales volumes fell over the month to October 2025, the first monthly fall since May 2025. Supermarket sales volumes fell for the second month in a row. Clothing store sales volumes also fell following a recent peak in September 2025, with retailers reporting that consumers held back in preparation for Black Friday discounts. Online retailers within non-store retailing also dipped on the month, in part because of online clothing retailers.

Figure 2.3: UK retail sales, three-month and October 2025 change in sales



Business Investment

- 2.10** Companies in recent years have faced rising costs (including for staff), weak demand, a high level of uncertainty, and higher borrowing costs as interest rates rose. One consequence has been that business investment has struggled to expand. In the first quarter¹ of 2025 business investment increased by 5.9% and is 8.1% above the level in the same quarter of 2024. Forecasts by the National Institute of Economic and Social Research Think Tank similarly expect annual growth of between 2% and 3% in business investment during 2025 and 2026.
- 2.11** However, policy measures announced at the Autumn 2024 Budget, along with further measures announced in the 2025 Budget (see later in this section) started to affect businesses and their investment plans throughout 2025, with the indication that this is likely to continue into 2026 with regards to the scale of job creation opportunities and on-going investment in existing property portfolios. This includes increases in National Insurance Contributions (NICs) announced in 2024, a further increase in the minimum wage (announced in 2025), along with concern over whether the suggested savings in Business Rates for small businesses would actually turn into reality.

Unemployment

- 2.12** The UK unemployment rate rose to 5% in September 2025 (based upon the official measure produced by the Office for National Statistics ('ONS')). The rate has been steadily rising since the start of 2024 when it was at 4.3%, a trend which

¹ First quarter of the calendar year

has occurred alongside other signs for concern. These include a noticeable fall in the number of job vacancies in the three months leading up to June 2025, from 762,000 to 718,000, alongside a drop of 10,000 payrolled staff during September (which cancels out a rise of 10,000 during July and August). Many commentators see these changes as a direct consequence of the April 2025 increase in payroll taxes and the minimum wage.

- 2.13 Annual growth in average weekly wages, excluding bonuses, slowed to 5.2% in the first quarter of 2025. This was caused by weak private sector pay growth (with the overall figure buoyed by recent public sector pay deals).

Inflation

- 2.14 The annual rate at which prices of goods and services in the UK are rising. The consumer prices index ('CPI') inflation rate has slowed considerably since reaching 11.1% in October 2022, a 41-year high. UK inflation fell to 3.6% in October 2025, from 3.8% in September. The UK has a target rate for inflation of 2%.
- 2.15 In September 2025, the OECD² predicted that consumer prices in the UK will rise by 3.5% in 2025, up from 2.5% in 2024. The UK's forecast inflation is the highest of the G7 group of advanced countries, above 2.2% in Germany, 1.9% in Italy and 1.1% in France. In recent months, the Bank of England has appeared to suggest that government policy has contributed to recent rises in inflation, including the impact of NICs and the jump in the minimum wage.

Interest Rates

- 2.16 In August 2024, the Bank of England's Monetary Policy Committee (MPC) cut interest rates for the first time since the pandemic. The benchmark 'bank rate' was lowered from 5.25% to 5.0% and has continued to fall to 3.75% by the end of 2025.

A Closer Look at the Retail Sector

- 2.17 Taking the above factors into account, Table 2.1 below provides a summary of Experian's 'central case' forecast for retail sales growth and associated floorspace requirements at the UK level over the short to medium term 2023-2032 and the longer term (2023-2040). The figures also take into account the impact of special forms of trading ('SFT') (i.e. internet shopping) and floorspace efficiency gains.
- 2.18 The table shows that efficiency gains in floorspace are likely to match retail sales growth minus SFT up to 2032, thus leading to a situation where there is negligible growth in retail floorspace. Over the longer term to 2040, the outlook is expected to improve slightly, although the potential for net gains in floorspace remains very low, at 0.2% per annum and 3.3% overall from 2023 until 2040.

² Organisation for Economic Co-operation and Development

Table 2.1: retail sales growth, efficiency gains and floorspace requirements

	% p.a. 2023 - 2032	Cumulative Growth, 2023-2032	% p.a. 2023-2040	Cumulative Growth, 2023-2040
Retail sales growth	1.6	14.8	1.8	35.6
Retail sales growth, less SFT adjusted for sales from stores	1.1	10.0	1.3	24.7
Efficiency gains	0.9	8.7	1.2	21.5
% increase in floorspace required after efficiency gains (sales growth less efficiency gains)	0.1	1.3	0.2	3.3

Source: Experian, 2025

- 2.19 In order to get a broader picture of floorspace requirements, the above figures should also be read alongside vacancy levels across the country. At the present time, the national average rate for vacant retail and service property in town centres in the UK is 14.1%. This rate of vacancy has remained virtually unchanged since the Covid-19 pandemic when national average vacancies stood at 13.8% in 2021-2022. However, these levels are noticeably higher than pre-pandemic levels of 11.3% in 2018 and 12.0% in 2019. This overall picture, where almost one in six units within the UK's retail centres is empty, is a clear cause for concern and is a key indicator of potentially too much retail floorspace within town centres.
- 2.20 Alongside sales growth, it is also important to examine retail spending volumes, as this type of forecast is a key input into local authority retail floorspace capacity assessments, such as those contained in the 2019 Retail Study. In particular, the scale of change in retail spending will have an influence on the turnover of existing retail stores and also help to establish whether there is a case for net additional floorspace to be provided over the course of the development plan period.
- 2.21 Table 2.2 below compares the forecast annual changes in retail expenditure per head on all comparison goods from the time of the 2019 Study and the latest available forecasts from Experian. The table shows the year-on-year change forecasts over the period 2019-2040. This period matches the assessment timeframe in the 2019 Retail Study and allows for a comparison (on a consistent basis) between the forecasts used in the previous study and the latest forecasts from Experian. These are taken from Experian's annual Retail Planner Briefing Note series, which is a commonly used source of retail expenditure and other related forecasts used in the preparation of retail, leisure and town centre evidence base studies.
- 2.22 Table 2.2 shows that, at the time of the 2019 Study, the total forecast growth up to 2040 was circa +70%. However, the latest future retail spending (per head) forecasts, published in 2025, show that the combination of actual and forecast change to amount to +42% between 2019-2040. Therefore, the total level of forecast growth in total comparison goods spending per head has reduced by around two-fifths since the previous evidence base study.

Table 2.2: forecast year-on-year change in national per capita comparison goods spending from 2019 until 2037

	Retail Planner 15 (2018) % Growth p.a.	Retail Planner 22 (2025) % Growth p.a.
2019	2.6	2.8
2020	2.8	-8.6
2021	3.2	6.7
2022	3.2	3.8
2023	3.5	-2.7
2024	3.3	-0.3
2025	3.2	0.7
2026	3.3	1.8
2027	3.2	2.2
2028	3.1	2.7
2029	3.2	2.8
2030	3.2	2.8
2031	3.3	2.8
2032	3.2	2.8
2033	3.3	2.8
2034	3.1	2.7
2035	3.3	2.7
2036	3.3	2.7
2037	3.2	2.7
2038	3.2	2.6
2039	3.2	2.6
2040	3.2	2.6
Total Change, %, 2019-2040	+70.1	+41.7

Source: Experian

- 2.23 The same exercise as contained in Table 2.2 is replicated for convenience goods expenditure per head in Table 2.3 below. This also shows a material difference between the forecasts available at the time of the 2019 Retail Study and the latest comparable forecasts in 2025. Once again, the focus is on the core period of 2019 to 2040.
- 2.24 Table 2.3 shows that in contrast to the +3% growth anticipated at the time of the 2019 Study (for the period 2019-2040), the latest forecasts for convenience goods spending per head show a -5.9% fall in the level of spending per head over the same period.

Table 2.3: forecast year-on-year change in national per capita convenience goods spending between 2019 and 2040

	Retail Planner 15 (2018) % Growth p.a.	Retail Planner 22 (2025) % Growth p.a.
2019	0.4	-1.2
2020	0.1	6.4
2021	0.3	-1.4
2022	0.0	-4.6
2023	0.2	-2.9
2024	0.1	-1.1
2025	0.1	-0.2
2026	0.1	-0.2
2027	0.1	-0.1
2028	0.2	-0.1
2029	0.1	-0.1
2030	0.1	-0.1
2031	0.2	-0.1
2032	0.1	-0.1
2033	0.2	-0.1
2034	0.0	0.0
2035	0.2	0.0
2036	0.1	0.0
2037	0.1	0.0
2038	0.1	0.0
2039	0.1	0.0
2040	0.1	0.0
Total Change, %, 2019-2040	+3.0	-5.9

Source: Experian

2.25 It should be noted that the expenditure per head figures in Tables 2.2 and 2.3 above are total spending levels, inclusive of spending via special forms of trading (i.e. internet shopping). Therefore, Table 2.4 below compares the total annual change in spending per head for comparison goods against adjusted spending figures which strip out purely internet spend³. This comparison includes forecasts which were available at the time of the 2019 Retail Study and the latest forecasts from Experian (2025).

³ i.e. removing any spending which is not associated with physical stores, in order to distinguish between those sales which are fulfilled by stock held in Class E(a) stores.

Table 2.4: forecast year-on-year change in per capita comparison goods spending between 2019 and 2040

	2019 Study Comparison Goods % Growth p.a. (including online spend)	2019 Study Comparison Goods % Growth p.a. (excluding purely online spend)	2026 Study (2025 forecasts) Comparison Goods % Growth p.a. (including online spend)	2026 Study (2025 forecasts) Comparison Goods % Growth p.a. (excluding purely online spend)
2019	2.6	1.5	2.8	1.8
2020	2.8	1.8	-8.6	-19.5
2021	3.2	2.4	6.7	7.7
2022	3.2	2.6	3.8	6.4
2023	3.5	2.9	-2.7	-2.2
2024	3.3	3.0	-0.3	-1.7
2025	3.2	2.9	0.7	-0.4
2026	3.3	3.0	1.8	0.9
2027	3.2	3.0	2.2	1.3
2028	3.1	2.9	2.7	2.0
2029	3.2	3.0	2.8	2.2
2030	3.2	3.1	2.8	2.2
2031	3.3	3.2	2.8	2.2
2032	3.2	3.1	2.8	2.2
2033	3.3	3.2	2.8	2.2
2034	3.1	3.1	2.7	2.1
2035	3.3	3.2	2.7	2.1
2036	3.3	3.2	2.7	2.1
2037	3.2	3.2	2.7	2.1
2038	3.2	3.2	2.6	2.1
2039	3.2	3.2	2.6	2.1
2040	3.2	3.2	2.6	2.0
Total Change, %, 2019-2040	+70.1	+63.9	+41.7	+21.9

Source: Experian

2.26 Table 2.4 shows that, at the time of the 2019 Study, growth between 2019 and 2040 for comparison goods spending per head was circa +64% when purely online sales were removed from the forecasts. A much smaller level of growth between 2019 and 2040 is recorded / forecast within the latest (2025) Experian data. The latest forecasts are around one third of the level of growth as used in 2019.

2.27 Table 2.5 below shows the market share of pure online sales for both convenience and comparison goods. Again, a comparison is made between the forecasts used in the 2019 Study and the data which is available at the present time. It will be noted that there is very little difference between the convenience goods spending data, but a much larger

difference for comparison goods online spending. At the time of the 2019 Study, it was forecast that purely online sales for comparison goods at 2019 would be 17.9% of total spending. The actual proportion was slightly lower, at 16.5%. However, the forecasts for 2026 are reversed: 21% online sales (as forecast at the time of the 2019 Study) and 24% online sales (based upon the latest forecasts provided by Experian). This scale of difference in the forecasts is expected to grow to 2037. The consequence of all of these figures is that the previous 2019 Retail Study under-estimated the amount of online spending when compared with the latest forecasts, which will have an impact on the need to plan for net additional retail floorspace within Exeter.

Table 2.5: special forms of trading allowances for convenience and comparison goods expenditure, 2019-2040

	2019 Retail Study – Convenience SFT	2019 Retail Study – Comparison	2025 Experian Forecast – Convenience SFT (adjusted)	2025 Experian Forecast – Comparison SFT (adjusted)
2019	3.7	17.9	3.3*	16.5*
2026	5.2	20.9	5.4	24.4
2037	5.9	21.8	6.9	28.3

Notes: 2019 Study data taken from forecasts published by Experian in December 2018. 2025 data based on forecasts published by Experian in March 2025. In both instances, Experian SFT data has been adjusted for sales associated with physical stores. *actual data, rather than forecasts.

The Retail & Leisure Sectors

- 2.28 Alongside data on retail and leisure expenditure, it is also important to examine trends in the various sectors in terms of the presence of retailers and leisure uses in high streets and out of centre locations as this can also help to understand the wider aspects of ‘need’ from a commercial viewpoint.

The retail sector

- 2.29 It is a well-established fact that the retail and leisure sectors, which have been a mainstay in all UK high streets and, more latterly, out of centre retail/leisure parks, have fast-moving trends. Over the latter half of the 2010s and the early 2020s there were a number of high-profile business casualties. Within the non-food sector, businesses such as Paperchase, Debenhams, Topshop (and other parts of the Arcadia Group), Carpetright, Ted Baker and Poundworld have all failed. In addition, there have been a significant number of store closures by other high profile national multiple retailers such as House of Fraser (now trading as Frasers) and Argos (with the brand moving into Sainsburys stores).
- 2.30 For many years, the DIY and homewares retailer Homebase has faced a number of difficulties and has changed ownership on a number of occasions. In November 2024, Homebase entered into administration, with CDS (owner of The Range) buying a number of existing stores, although uncertainty currently surrounds the future of around 50 other Homebase units. Sainsburys are also planning to open new supermarkets in a small number of former Homebase stores, whilst Marks & Spencer has recently announced that it will open 13 Foodhall format stores in former Homebase premises.
- 2.31 In Spring/Summer 2025, a number of other national multiple retailers announced restructuring plans. These include:
- Poundland: following the takeover by Gordon Brothers, it was announced in June 2025 that around 150 Poundland stores across the UK would be closing, whilst the product range in the remaining stores would be restructured to remove the sale of frozen food goods. Details of which stores are likely to close have not yet been announced, although it is to be noted that Poundland occupy both high street and retail park locations.
 - River Island: in June 2025 it was announced that 33 River Island stores would be closing by January 2026.

- c. WH Smith: the change in ownership of the 233-year old iconic high street chain was also concluded in June 2025. The name of the business has now changed to TG Jones and it remains, at the present time, unclear what the future holds for all the existing WH Smith high street stores. The new owners, Modella, also own Hobbycraft, Claire's Accessories and The Original Factory Shop. In January 2026, Modella announced that Claire's and The Original Factory Shop had entered into administration.

- 2.32 The closure of these stores has and will create significant vacancies and available retail floorspace in many town and city centres. In the recent past, some stores, such as those in high-profile locations and/or in modern format premises, have been re-occupied by other comparison goods retailers, although this has not been universal. For example, former department store units occupy large multi-level premises, many of which were built in the post-war period specifically for that particular purpose. As a result, their attractiveness to alternative uses, even other comparison goods uses, is limited, which has resulted in many long-term vacancies. In some cases, alternative non-retail uses are being promoted as landlords and local authorities have reached the realisation that continued retail use is simply not an option.
- 2.33 It should also be noted that the failure and restructuring of national retail businesses has the potential to affect town centres in a number of different ways. The direct impacts – i.e. high street store closures – have been outlined above, although closures and reorganisation at out of centre retail parks / retail warehouses could also have indirect impacts. For example, the closure of stores such as Homebase allows for out of centre space to become available which could, in turn, lead to either/both: (a) retail relocations from town centres; (b) additional trade diversion from defined 'town centres'. The effects of this phenomenon are currently being worked through in relation to the Homebase store closures.
- 2.34 One interesting counterpoint to the competition posed by large out of centre retail warehouse stores is the change in the format of a well-known national comparison goods retailer: Ikea. Known for its large format out-of-centre stores, Ikea has in recent years decided to branch out into smaller city centre stores which display a smaller range of goods. The first stores for this format include Hammersmith (which will soon also be accompanied by its first stand-alone restaurant), the forthcoming Oxford Street store⁴ and Brighton⁵. In addition, it is also to be noted that another well-known retail business, Topshop, which closed its stores in 2020, is now returning to the high street, with the sale of its products in John Lewis stores due to start early next year⁶. Next have, over recent years, been buying brands such as Joules, Russell & Bromley and Victoria's Secret, with the of selling their products online and in some of its larger high street and retail park stores.
- 2.35 Table 2.6 below provides data, published by Green Street and PwC, on store openings and closures across the UK. It shows that there has been a consistent net loss in store numbers, with circa 5,000 premises lost in 2023 and 3,800 in 2024. The number of store openings has been consistency lower in recent years (2023-2024) than the period 2015-2019, following the Covid pandemic. It is also notable that, since 2018, the net reduction in store numbers has been larger than the pre-2018 period.

⁴ Due to open in Spring 2025 in the former TopShop flagship store

⁵ Due to open in Spring 2025

⁶ This is in addition to the sale of Topshop products in Liberty

Table 2.6: retail store openings and closures, 2015-2024

	Store Closures	Store Openings	Net Change
2015	13,268	12,121	-1,147
2016	14,439	11,806	-2,633
2017	16,274	12,264	-4,010
2018	15,304	8,767	-6,537
2019	17,338	9,690	-7,648
2020	17,532	7,655	-9,877
2021	17,219	7,160	-10,059
2022	11,530	7,903	-3,627
2023	14,081	9,138	-4,943
2024	12,804	9,002	-3,802

Source: Green Street and PwC

2.36 Table 2.7 concentrates upon the net change in store numbers over the period 2014-2024 and breaks down the available data into separate locations. It shows the rate of change over the past decade and is based upon an indexation of 100 at 2014. The data shows that there has been a smaller amount of net closures in retail parks than shopping centres and high street stores between 2014-2024.

Table 2.7: outlet net closures by location, 2014-2024 (2014 = 100)

	UK Average	Retail Park	Stand Alone Stores	Shopping Centre	High Street
2014	100	100	100	100	100
2015	99	105	99	101	99
2016	99	103	98	100	98
2017	97	103	97	98	96
2018	94	102	95	95	92
2019	91	100	91	91	88
2020	86	97	88	85	83
2021	82	92	85	79	79
2022	81	92	84	78	77
2023	79	93	82	76	74
2024	78	93	81	75	73

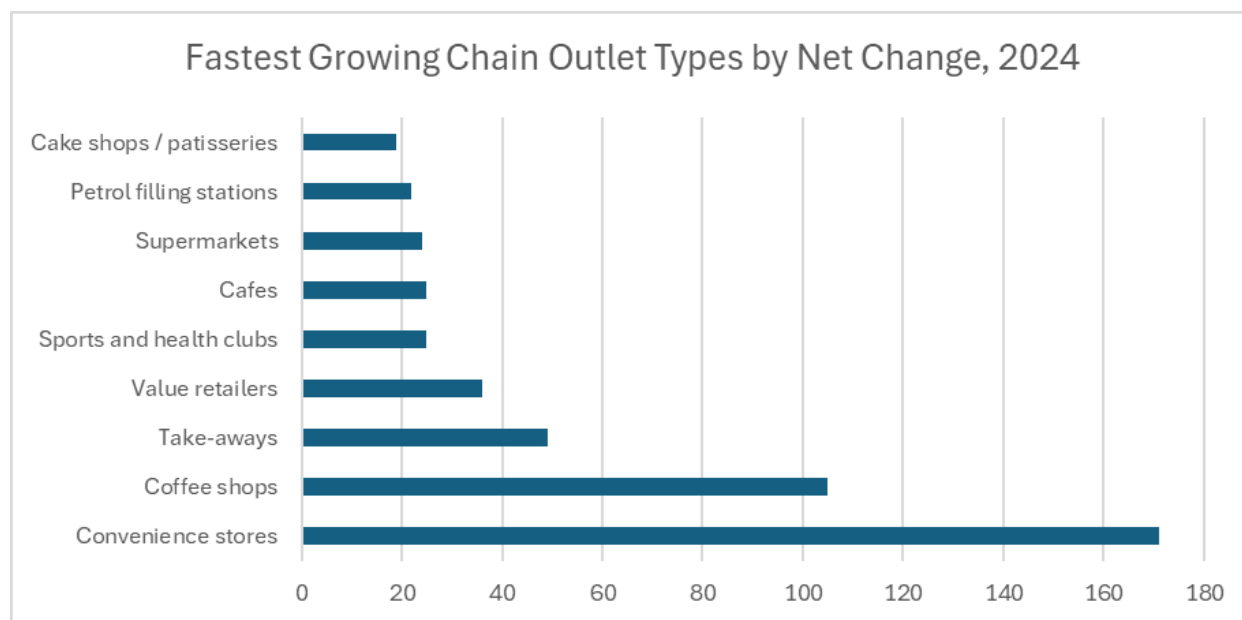
Source: Green Street and PwC. Includes all retail stores.

2.37 Against a backdrop of a net loss of stores between 2014 and 2024 across all locations, it is noticeable from Table 2.7 that a net loss in stores in retail park locations has only occurred since 2019. This is not matched by the other locations, with high street and shopping centre locations losing around one quarter of stores. Given the location of individual stores in shopping centre and high street locations, this has significantly affected the UK average, which has been a 22 point net loss up to 2024.

2.38 Figures 2.4 and 2.5 show the net change in different types of shops and service uses across the UK in 2024. Figure 2.4 shows the fastest growing chain outlets, by use type, in 2024 and indicates that the only two types of outlets which were able to add, on average, a net additional store per week (i.e. net change higher than 52) were convenience stores and coffee shops. However, despite lower levels of growth, the other types of businesses shown below are those which have

also been able to make a positive contribution. Unsurprisingly, these include: cafes, sports and health club uses, supermarkets⁷, value retailers and take-aways.

Figure 2.4: fastest growing chain outlet types by net change, UK, 2024



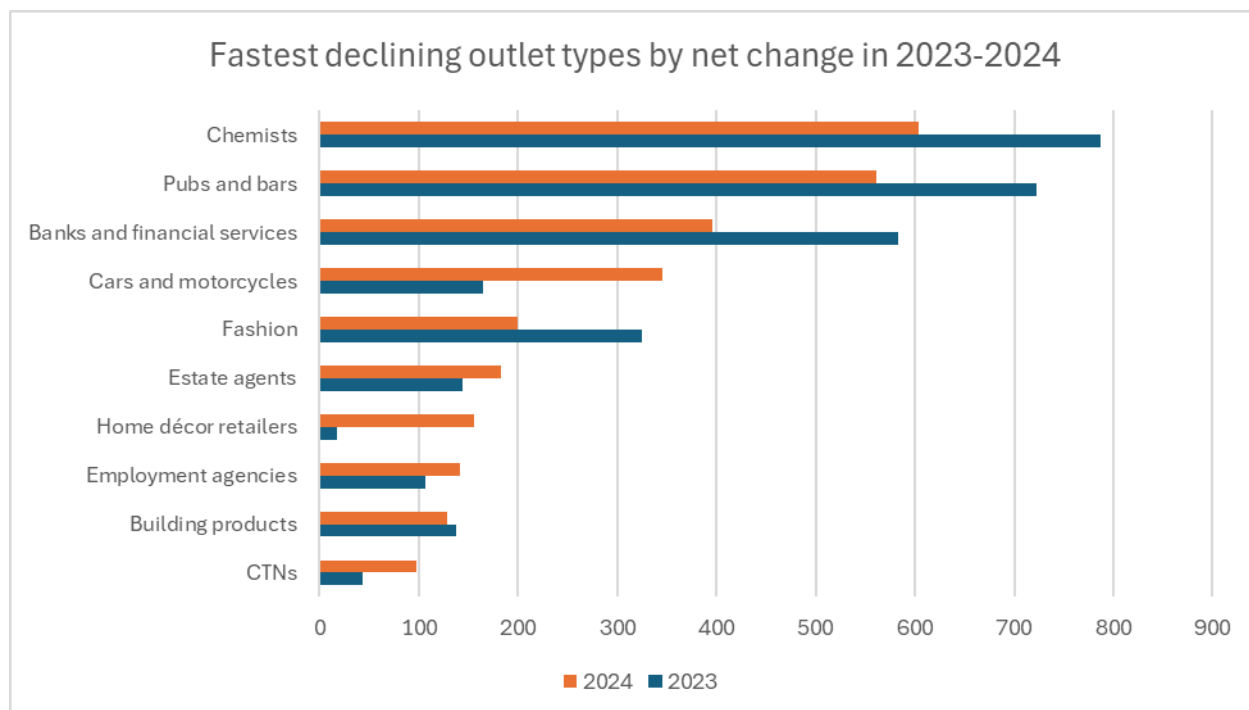
Source: Green Street

2.39 In contrast, the types of businesses shown in Figure 2.5 below are the ones showing the largest levels of decline from 2023-2024. The most notable, but probably not unsurprising ones, are chemists, pubs and bars and banks/financial services. There was a loss of around 600 chemists in 2024, following a larger loss of just under 800 chemists in 2023. In 2024, around 550 pubs/bars closed, which was less than the circa 700 units closing in 2023.

2.40 It is also notable that there has been a large number of closures in the clothing/fashion sector, with just over 300 stores closing in 2023 and 200 stores closing in 2024.

⁷ Driven by the expansion programmes of ALDI and Lidl

Figure 2.5: fastest declining outlet types by net change, UK, 2023-2024

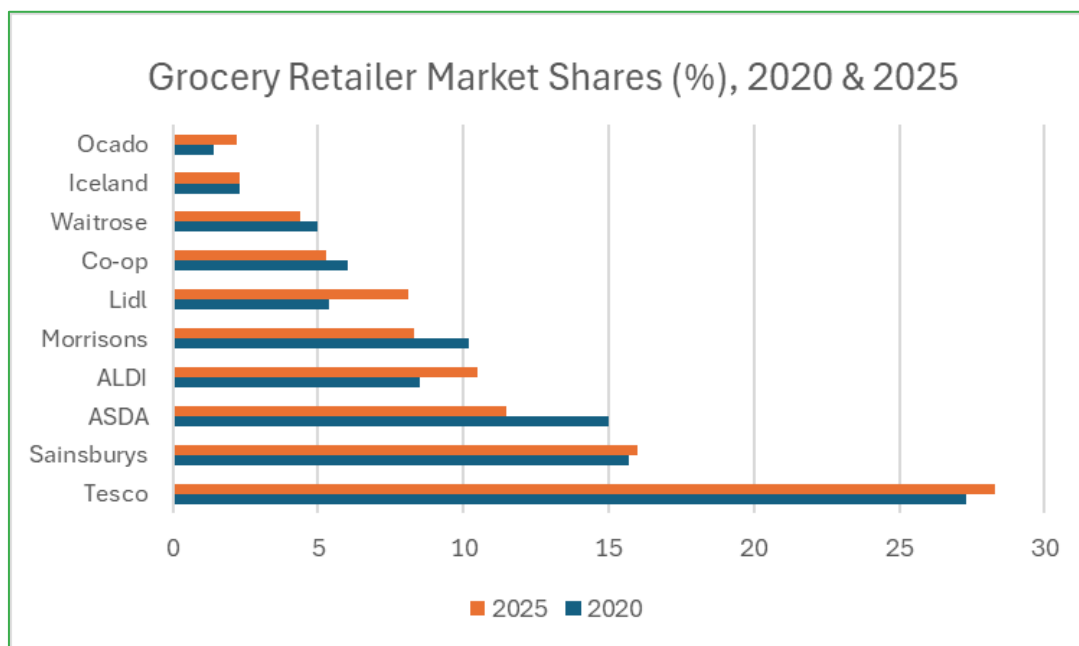


Source: Green Street

The grocery sector

- 2.41 Within the grocery retail sector, the headline trend over the past five years has been the continued rise of discount stores such as ALDI and Lidl. These operators are now a well-established part of the UK grocery sector and, in combination now (in 2025) control around 19% of the UK grocery market. Indeed, ALDI overtook Morrisons in 2022 to become the UK's fourth-largest grocer by market share.
- 2.42 Figure 2.6 below outlines the market share of the main grocery retailers in the UK in 2020 and 2025. The growth in market share for Lidl and ALDI is clear, which has largely been at the expense of ASDA and Morrisons. Tesco remains, by far, the largest grocer by market share, with 28.3% of spending in June 2025. The second highest market share is Sainsburys at 16.0%.

Figure 2.6: individual retailer market shares, 2020 & 2025



Source: Kantar

- 2.43 Looking forward, both ALDI and Lidl have significant continuing expansion plans and continue to be the most active in terms of proposed new store openings. Over the course of 2025, both retailers have opened their 1,000th store.

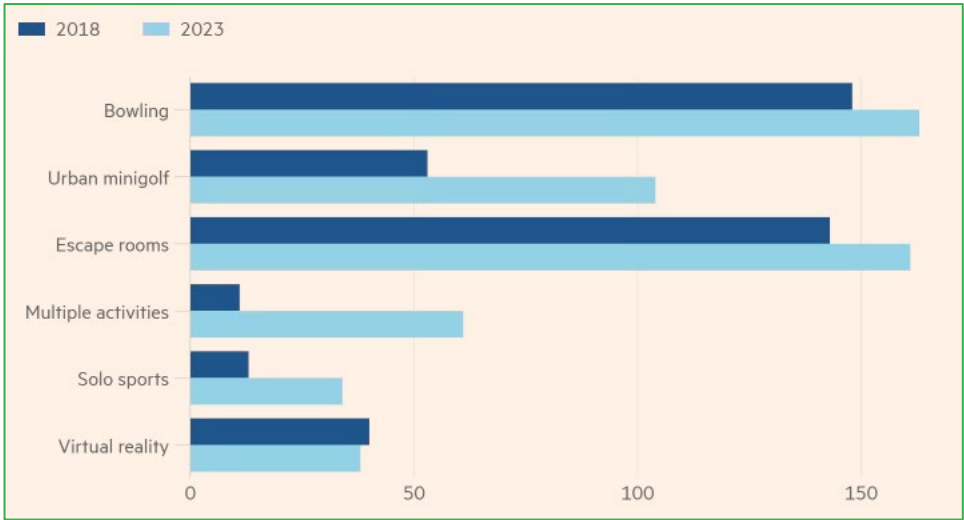
The leisure sector

- 2.44 Turning to the leisure sector, the available market data shows a complex picture. The COVID-19 pandemic had a huge effect on the performance of this sector, which led to significant business closures and loss of employment opportunities. The sector has bounced back and, according to research published by Deloitte, confidence reached a two year high in the first quarter of 2024. Since that time, however, recent research published by Deloitte has found that sentiment in 'eating out' and 'drinking in pubs and bars' declined by about 6 percentage points over the remainder of 2024. This has been driven by the cost of living and increasing prices in the leisure sector particularly in the food and beverage sector. In recent years, costs for leisure and hospitality businesses have increased significantly, driven by higher energy and food costs, along with rising wages.
- 2.45 Data shown earlier in this section⁸ indicates the impact of cafes and coffee shops on the occupation of premises on the high street, which is part of a longer-term trend in most city, town and district centres towards more of a service-based offer. Cafes have also been a big part of the evolution of out-of-town retail and leisure parks, which have traditionally focused upon comparison goods retailing and 'big box' leisure facilities (such as multi-screen cinemas and ten-pin bowling premises). With car parking areas under-utilised, and landlords looking for additional sources of income, proposals for stand-alone cafes (sometimes with drive-through elements) are now a common feature at out-of-town facilities; a trend which is also occurring as part of the expansion of discount foodstore operator sites.
- 2.46 Within the leisure sector, the post-pandemic period has seen some changes within key categories and their demand for space in town centres and out of town locations. In particular, there has been a shift in the types of venue being visited. In October 2024, Hollywood Bowl, the UK's largest ten-pin bowling operator indicated that like-for-like sales were down and this trend was a product of intensifying competition from new emerging leisure sectors, from axe-throwing to mini

⁸ See Figure 3.3

golf. Whilst ‘active family’ venues, such as ten-pin bowling, remain popular, there has been a growth in other activity-focused venues such as darts, cricket, escape rooms, axe-throwing and shuffleboard. According to the real estate adviser Savills the number of UK activity-focused venues has increased by around 40% since 2018 to 600 in 2024. Savills expect that the number of sites will increase further to 800 by 2029. The increase in the types of venue, by activity between 2018 and 2023, is shown in Figure 2.7 below.

Figure 2.7: UK socialising venues, number by segment, between 2018 and 2023 (Source: Savills)



3. Updated Need Assessment

Introduction

- 3.1 Given the amount of time which has elapsed since the completion of the 2019 Retail Study, this section of the Study Update provides an updated assessment of quantitative need for retail floorspace across Exeter. In addition, given that the 2019 Retail Study concentrated upon quantitative aspects of retail floorspace provision in Exeter, we have also taken the opportunity to provide a review of qualitative indicators of provision across the city.
- 3.2 Quantitative and qualitative indicators of need are considered in turn below.

Updated Assessment of Quantitative Need

- 3.3 The quantitative assessments contained within the 2019 Retail Study focused upon convenience and comparison goods retail floorspace. For the Exeter administrative area one forecast for each type of retail floorspace was provided, for the period 2019 to 2040.
- 3.4 These assessments have been re-visited and updated for the purposes of this Study Update and can be found in Appendix B to this document. For the avoidance of doubt, the updated assessment focuses upon quantitative retail floorspace forecasts in Exeter only.
- 3.5 The format and methodology in the 2019 Retail Study is retained for this updated assessment and includes the following component parts:
- a. Study area. For the purposes of this updated assessment, we continue to use the same study area as the 2019 Retail Study. For ease of reference, a plan showing the study area is contained at Appendix A to this document. The study area covers a substantial part of Devon, including all of the four local authority areas included in the 2017 and 2019 studies. This study area has remained the same in order to capture wider shopping patterns associated with in-centre and out-of-centre retail stores in Exeter which will extend well beyond the city's administrative area.
 - b. Timeframe for the updated quantitative assessment. The timeframe for the updated quantitative assessment has been re-set to run from 2026 to 2041/42 (although some baseline data from 2019 has been retained in order to allow comparisons between the original and updated assessments). In particular, the retention of 2019 as the baseline / starting point for the comparison goods assessment enables a comparison to be made with the 2019 Retail Study, whilst the new end date of 2041/42 allows for consistency with the timeframe for the draft Exeter Plan. With regards to the retention of 2019 as the base year for the assessment, the following should be noted:
 1. For the convenience goods floorspace assessment, all major store openings/closures, along with new retail floorspace commitments occurring between 2019-2026 have been placed as 'commitments' at 2026.
 2. In order to provide consistency with (and a direct link to) the 2019 Retail Study, we have retained the 2019 comparison goods benchmark turnover level and compared this against the updated actual floorspace turnover forecasts. Allowances for floorspace efficiency/productivity have been applied for the period 2019-2041/42⁹.

⁹ Using forecasts provided by Experian's Retail Planner Briefing Note 22 (March, 2025).

- c. Price base for the assessment. The price base for the updated assessment is 2023, with the use of data from the 2019 Retail Study (which used a 2017 price base) converted to 2023 prices. This ensures that the effects of inflation are removed from the assessment, thus providing a consistent set of data.
- d. Population forecasts. Within the 2019 Study, population forecasts for the period 2019-2040 were adopted. The base data for these forecasts was provided by Experian, with the forecasts for each study area zone informed by population growth/change data from each of the four GESP authorities. For the purposes of this update, and the absence of any more recent comparable data, we have adopted Experian's population growth/change forecasts to 2041/42.
- e. Per capita retail expenditure forecasts. In line with the 2019 Retail Study, we have continued to adopt Experian's per capita retail expenditure forecasts for the resident population of the study area. New and up to date expenditure has been sought from Experian in January 2026. This latest data has a based date of 2023 and has been projected forward on the basis of recommendations and forecasts within Experian's Retail Planner Briefing Note 22 (March 2025).
- f. Market share data. For the purposes of this update, we have continued to use the results of the survey of household shopping patterns, undertaken in 2017 and commissioned to inform the 2017 and 2019 Retail Study documents. Given that there have been a number of store openings since 2019, this new floorspace has been included in the commitments section of the quantitative assessment (see below).
- g. Benchmark turnover levels:
 - 1. Convenience goods retail floorspace. In line with the 2019 Retail Study, benchmark turnover levels for convenience goods floorspace have been calculated using the latest available company average national sales density levels. This data has again been provided by GlobalData, dated December 2025.
 - 2. Comparison goods retail floorspace. Within the 2019 Retail Study, the benchmark turnover of existing comparison goods floorspace in each of the main settlements was assumed to be consistent with the total current turnover level of existing stores at 2019 (i.e. an equilibrium position). For the purposes of this update two options exist. First, retain a link to the benchmark turnover levels used in the 2019 study. Second, 'reset the clock' and assume an equilibrium same position for 2026. Both scenarios are provided in Tables 13b and 13c. The use of these alternative forecasts is discussed further below.
 - 3. In order to project benchmark turnover levels forwards across the assessment period our updated assessment has made a series of assumptions regarding changes in floorspace productivity/efficiency. These assumptions are based upon forecasts provided by Experian's Retail Planner Briefing Note 22 (2025) and allow existing and committed floorspace to benefit from part of any future forecast growth in available expenditure¹⁰.
- h. Retail floorspace commitments. Between 2019 and 2025 there have been a number of planning permissions granted for new / remodelled retail floorspace in Exeter. This includes a number of new foodstores, as well as changes in retail floorspace at established retail parks. In addition, at the time of the 2017 household survey the IKEA store was not trading and, therefore, this has been retained within the 'commitments' section of the quantitative assessment. Table 12b at Appendix B provides an updated schedule of convenience and comparison goods floorspace commitments. Whilst some of the 'commitments' listed in Table 12b have now commenced trading, the continued use of market share information from the 2019 Retail Study means that

¹⁰ This allows for part of any future growth in available retail expenditure to be assigned to existing floorspace to maintain and enhance trading performance into the future, rather than assuming that all growth in available retail expenditure is able to support net additional new retail floorspace in Exeter up to 2041/42.

they are treated as ‘commitments’ for the purposes of the updated assessment. It will also be noted that some of the ‘commitments’ in Table 12b have not been included in the subsequent capacity assessments. The reasons behind this decision are discussed in more detail below.

- i. Forecast quantitative need for net additional floorspace 2026-2041/42. Tables 13a and 13b provide our updated assessments of quantitative need for retail floorspace in the main settlements. These tables follow a consistent format and compare the total available turnover potential of existing and committed retail floorspace against benchmark turnover levels, alongside assumptions regarding the market share that existing/committed facilities will be able to attain. This provides a forecast of ‘residual’ retail expenditure capacity, with positive residual levels indicating the potential for net additional floorspace to be provided.
- j. External impacts on quantitative expenditure capacity in Exeter. As part of the convenience goods assessment, an allowance is made for the effect of new retail floorspace being introduced at Cranbrook. Whilst the development of the new community at Cranbrook commenced over a decade ago, the provision of retail and other main town centre land use floorspace has been slower than the rapid rate of house-building. Whilst recent retail and town centre studies have taken into account the commitment for a new town centre at Cranbrook, this has been indicative (given the lack of detail regarding the scale of new grocery retail provision). However, a large Morrisons foodstore has now opened in Cranbrook town centre and, as a consequence, it is important that the updated convenience goods assessment for Exeter takes this into account. Therefore, a separate entry has been placed in Table 13a which shows the amount of expenditure which is likely to be diverted from stores in Exeter as a consequence of the new Morrisons store¹¹.

3.6 Based upon the above methodology and data inputs/assumptions, Tables 13a and 13b at Appendix B provide updated expenditure/floorspace capacity forecasts. The content of these tables is summarised in Table 3.1 below.

3.7 Table 3.1 indicates a potential quantitative capacity for net additional convenience goods floorspace. At 2026, the net capacity is circa 7,500sq m net sales floorspace, rising steadily to 8,700sq m net in 2026 and 9,200sq m net in 2041/42. The use of different benchmark turnover levels for comparison goods floorspace provides for two contrasting levels of net floorspace capacity. Where the updated assessment provides a link to the benchmark turnover level in the 2019 Retail Study, a significant oversupply of comparison goods floorspace is indicated. Where an alternative lower benchmark turnover is adopted, the balance between supply and demand for comparison goods floorspace is closer, although net additional quantitative capacity only arises in ten years’ time (2036) and the level identified is minimal (2,500sq m net sales floorspace). By 2041/42 the quantitative capacity for net additional floorspace rises to between 7,700-8,600sq m net.

¹¹ Cranbrook lies in Zone 4a of the study area. Tables 4a, 4b and 4c at Appendix B indicate that 60% of main food shopping and 30% of top-up food shopping trips/expenditure generated by residents of 4a/4b/4c flows to stores in Exeter. Following the opening of the Morrisons foodstore in Cranbrook town centre, this level of trade draw will be curtailed by circa 75% for each grocery shopping category. This results in circa £16m of convenience goods expenditure at 2026 being removed from the quantitative capacity for convenience goods floorspace in Exeter.

Table 3.1: forecast convenience and comparison floorspace capacity, Exeter, 2026-2041/32 (sq m net) – excluding Stone Lane Retail Park & Exe Bridges Retail Park commitments

	2026 (sq m net)	2031 (sq m net)	2036 (sq m net)	2041 (sq m net)	2042 (sq m net)
Convenience goods floorspace	7,526	8,068	8,708	9,149	9,243
Comparison goods floorspace (link to 2019 Retail Study benchmark turnover)	-65,808	-67,745	-69,761	-73,761	-74,792
Comparison goods floorspace (benchmark turnover set to match actual updated turnover at 2026))	-8,459	-3,491	2,591	7,710	8,636

Notes: all floorspace figures are provided in square metres net sales area.

- 3.8 When reading and understanding the updated quantitative capacity forecasts in Tables 13a and 13b it should be borne in mind that whilst the assessment takes into account the benchmark turnover changes associated with the main implemented commitments and store openings/closures since 2019, the remainder of the assessment is based upon constant market shares over the assessment period 2026-2041/42.
- 3.9 In particular, the market shares are linked to (and based upon) the results of the 2017 household survey, with those market shares unaltered as a consequence of subsequential store openings / closures and retail commitments (granted permission during and after 2019). Therefore, the contents of Table 3.1 are a starting point for (and only one part of) the overall assessment of need and should be considered alongside:
- a. The further effects of unimplemented commitments on forecast quantitative capacity levels.
 - b. The qualitative aspects of retail floorspace provision/need, along with town centre and retail market factors, which are covered later in this section.
- 3.10 As an example of 3.10(a) above, it should be noted that the convenience and comparison goods floorspace forecasts do not allow for any changes which may occur as a consequence of the planning permissions at Stone Lane Retail Park and Exe Bridges Retail Park. Both permissions allow for the introduction of large amounts of convenience goods sales within the existing floorspace and would, if implemented, materially reduce the amount of forecast capacity shown in Table 3.1 above and Table 13a at Appendix B. Therefore, the convenience goods quantitative forecasts shown above should, on the basis of current planning permissions, be seen as maximums.
- 3.11 Conversely, should convenience goods floorspace be introduced as part of the allowances made by these extant permissions, this would reduce the amount of comparison goods floorspace in the city and reduce the amount of over-provision in floorspace (as summarised in Table 3.1 above).
- 3.12 In addition, it should be noted that the Moor Exchange development has not been included in the capacity assessments for convenience and comparison goods floorspace. At the present time, the outline planning permission for the Moor

Exchange development has been subject to a number of non-material amendments. In addition, the Reserved Matters application for the detailed design of the development has been submitted (in 2023)¹² but not yet determined. As a consequence, Moor Exchange is considered to be an extant planning permission but not yet capable of implementation due to the pending nature of the Reserved Matters application. The length of time since the submission of the Reserved Matters (2023) also raises doubts over the timetable for implementation.

3.13 Therefore, when reading the quantitative capacity forecasts in Tables 13a and 13b these have the potential to reduce should the Moor Exchange development progress. The implications are as follows:

- a. Convenience goods floorspace. The Moor Exchange development has the potential to remove around one third of the forecast quantitative capacity (7.500sq m net) at 2026.
- b. Comparison goods floorspace. Whilst inclusion of the Moor Exchange development would not have a material impact upon the comparison goods capacity scenario which links benchmark turnover to the previous 2019 Retail Study, it would remove the medium to longer term net additional capacity post-2036 in the alternative benchmark turnover scenario.

3.14 In addition, when reading the medium to longer term quantitative capacity forecasts, the following two aspects should be noted:

- a. When assessing the need for retail, leisure and other main town centre uses, paragraph 90(d) of the NPPF indicates that assessments should look at least ten years ahead. As a consequence, there is, at present, no formal requirement to consider the whole of the development plan period, which suggests that the focus for attention will be the quantitative forecasts up to 2036.
- b. It should also be noted that medium to longer term economic forecasts are less reliable than short term forecasts. As a consequence, we recommend that caution is applied to medium to longer term quantitative forecasts when considering their role in the overall assessment of need.

Updated Assessment of Qualitative Need

3.15 Whilst it is common for assessments of need for retail floorspace to focus on quantitative expenditure/floorspace capacity indicators, national policy and guidance does not suggest that this should be the only factor or take precedence in the wider assessment of need. Indeed, at the present time, national policy and guidance is not prescriptive on which indicators should be used within need assessments.

3.16 Over many years, it has been commonplace to take into account both quantitative and qualitative factors, with the latter category taking into account issues such as location-specific needs, the quality of provision, market factors, areas of deficiency and town centre health issues. As a consequence, it is our view that the results of the quantitative capacity assessment should form only one part of the overall need assessment and should be calibrated with a wider range of factors in order that a balanced assessment of overall need can be established.

3.17 The 2017 Retail Study provides a useful overview of the position of Exeter as a retail/shopping destination in the south west. Table 4.1¹³ of the 2017 study report shows that Exeter city centre, alongside Plymouth and Taunton, is in the top three retail locations, by size. At the time of the 2017 Retail Study, the city centre was assessed to accommodate circa

¹² 23/0113/RES

¹³ Page 24

122,000sq m of retail and service floorspace. The latest (2025) survey data for the city centre from Experian indicates that retail and service land use floorspace (including vacancies) has risen to circa 155,800sq m.

- 3.18 Commercial retail and service land use property in the city centre, ranging from historic shopping trips through to purpose built shopping centres. The focus for provision for comparison goods retail stores is around High Street and the two main purpose-built shopping centres (Princesshay and Guidhall). The layout of the city centre is shown on the Experian GOAD plans contained at Appendix C to this report, including the mix of different sized commercial property along the pedestrianised High Street along with larger more modern units in the two shopping malls. The scale of the city centre is such that there are also significant levels of provision for smaller independent traders along Fore Street, South Street and Sidwell Street.
- 3.19 Looking beyond the city centre, there is also a substantial amount of provision across the numerous district and local centres across the wider urban area. In many cases, the local centres serve localised catchments and cater for the day-to-day needs of the local communities they sit within. However, the three district centres, Topsham, Heavitree and St Thomas¹⁴ serve wider catchments, particularly St Thomas due to the presence of Exe Bridges Retail Park with its large format retail units.
- 3.20 There is also a substantial amount of out of centre supermarket and retail park/warehouse floorspace in the city. The range of out of centre comparison goods floorspace is shown in Table 10 at Appendix B, which is organised into four main areas of the city: Marsh Marton, Rydon Lane, Sowton and Alphington. A large proportion of this out of centre space comprising bulky comparison goods retailers, many of whom would not be able to be accommodated within the city centre. However, there are also non-bulky comparison goods stores which replicate the offer of parts of the city centre and Exe Bridges. As a whole, retail park/warehouse provision in the city provides for a wide range and choice of premises which has been able to meet the needs of the retail sector over the past decade. The available evidence shows that there has been a modest number of planning applications for the refurbishment and remodelling of space in recent years, which is reflective of general national requirements and the opportunities to fill vacancies which have arisen due to national trends (including some retail business failures). However, as will be outlined later in this chapter, there have not been any substantial new additions to the stock of retail park/warehouse floorspace facilities in recent years.
- 3.21 Within the grocery retail sector, provision is spread across both in-centre and out-of-centre locations. For the most part, the larger foodstores and supermarkets can be found in out of centre locations, with the large stores being Sainsburys (at Pinhoe and Alphington), Tesco Extra (Russell Way) and Morrisons (Prince Charles Road). These have been joined by a growing number of medium-sized ALDI and Lidl stores, traditionally referred to as discount stores, but which provide head-to-head competition for the Sainsburys, Morrisons and Tesco stores. ALDI and Lidl now have three stores apiece in the city, with two new stores opened since the completion of the household survey informing the 2019 Retail Study (Lidl at Pinhoe and ALDI on Exeter Road, Topsham).
- 3.22 Within the defined 'town centre' hierarchy there is also a good quality of provision. Unsurprisingly, the defined local centres concentrate upon small convenience-style stores, serving day to day top-up food shopping needs, which is also the case for Topsham and Heavitree district centres. In addition, St Thomas district centre offers a wide quality of provision due to the presence of a Marks & Spencer stores, which serves a much wider catchment. Finally, the city centre is also able to offer a good quality of provision due to the presence of a large Sainsburys store, alongside a Marks & Spencer foodhall and numerous specialist independent convenience goods retailers.
- 3.23 The sum total of the above provision demonstrates that Exeter has a substantial and varied amount of retail floorspace across both the defined 'town centre' hierarchy and also in edge and out of centre locations. The distribution of this

¹⁴ Including Cowick Street and the Exe Bridges Retail Park

provision is such as that basic day to day needs can be met in close proximity to existing residential areas, whilst higher order comparison goods provision is split between the city centre and out of centre retail warehouse units/parks.

- 3.24 In terms of whether this scale and distribution is sufficient to meet market requirements, it is useful to look at the progress of two proposals for convenience and comparison goods retail floorspace over the past decade. Between 2014-2018 there were two major proposals for retail and commercial leisure uses in Exeter: to the north of the Princesshay Shopping Centre at the Bus & Coach Station site (adjacent to Sidwell Street and Paris Street) in the city centre and at Honiton Road in the eastern part of the city. The promotion of both proposals started around 2014, with neither scheme progressing to the implementation stage.
- 3.25 In 2014 a planning application was submitted for a large retail and commercial leisure development on land adjacent to Honiton Road (commonly known as 'Moor Exchange'). That application was refused by ECC and an appeal (recovered by the Secretary of State) subsequently dismissed. A key factor in the refusal of permission for the original Moor Exchange proposal was failure to comply with the sequential test, based upon the suitable and available opportunity provided by the Bus & Coach Station site. By 2015, a planning application had not been submitted for the Bus & Coach Station proposal, but sufficient details were available in order to allow the Secretary of State to conclude that this should be a preferred location for new retail and leisure floorspace in the city. Unfortunately, despite the blocking of the first Moor Exchange application, the Bus & Coach Station site has not progressed. As will be noted in Section 4 of this document, the Bus & Coach Station site is proposed to be re-allocated in the new Exeter Plan for mixed use development.
- 3.26 Given the removal of the alleged competition posed by the (out of centre) Moor Exchange development, the lack of progress with the original Bus & Coach Station development project could be seen as an indication of the insufficient level of demand for new retail and commercial floorspace in Exeter to support the progress of a new large scale retail floorspace project.
- 3.27 A second set of proposals for the Moor Exchange site emerged in 2018. This time around, the scheme was approved by the Council in 2020, with additional controls¹⁵ over the retail floorspace in place¹⁶. The scheme extends to circa 11,000sq m and includes a mixture of convenience and comparison goods retail sales floorspace. However, at the time of preparing this Update Study the Reserved Matters, which were originally submitted in 2023, have not been approved. Therefore, whilst the outline permission remains 'live' the length of time taken to submit the Reserved Matters and their continuing 'pending' status calls into question the overall likelihood and timetable for delivering this project. This, therefore, has the potential to be another example of a large retail development project, which has received considerable and sustainable investment in its promotion, not progressing.
- 3.28 Whilst there may well be a suite of reasons why the Bus & Coach Station and Moor Exchange proposals have not progressed, it is clear that the strength of occupier demand for these schemes has not been sufficient to allow them (in their original or revised form) to proceed. This, in our view, will be a key contributing factor to the overall assessment of need, including the requirement for the Exeter Plan to identify sites/locations for retail land uses.
- 3.29 This situation appears particularly relevant to the comparison goods retail sector, which was intended to play an important role in both proposals. The proposals were intended to accommodate anticipated requirements for comparison goods floorspace, but similar demand has not arisen elsewhere in the city centre since the failure of these

¹⁵ Beyond those included in the original 2014/2015 scheme

¹⁶ The outline planning permission granted by the Council allows for up to 8,659sq m (GIA) Class E(a) retail floorspace, within a total development size of 11,004sq m (GIA)

proposals. This is not the case for the grocery retail sector where new stores (ALDI and Lidl) have been promoted and implemented in the north-eastern and south-eastern parts of the city¹⁷.

3.30 Alongside recent trends in the promotion of retail and leisure development projects, it is also useful to examine occupation levels in existing retail floorspace. Tables 3.2 and 3.3 below outlines the land use profile of the city centre in terms of both occupied units and floorspace.

Table 3.2: Exeter city centre, retail and service uses, 2015 & 2025

Land Use	2015			2025		
	Units	%	National Average (%)	Unit	%	National Average
Convenience	53	7.5	8.6	50	6.9	9.4
Comparison	289	41.0	32.0	217	30.1	26.0
Retail service	93	13.2	14.5	95	13.2	15.8
Leisure service	162	23.0	22.8	203	28.1	26.7
Financial and business services	58	8.2	10.7	65	9.0	7.9
Vacant floorspace	50	7.1	11.2	92	12.7	14.0
Other	0	0.0	0.1	0	0.0	0.1
Total	705	100	100	722	100	100

Source: Experian GOAD. Figures may not add due to rounding.

Table 3.3: Exeter city centre, retail and service floorspace, 2015 & 2025

Land Use	2015			2025		
	Floorspace	%	National Average (%)	Floorspace	%	National Average
Convenience	126,200	8.3	15.2	120,600	7.2	15.3
Comparison	737,000	48.2	35.9	557,100	33.2	28.7
Retail service	113,900	7.4	7.6	111,399	6.6	7.3
Leisure service	370,600	24.2	23.6	545,900	32.6	27.8
Financial and business services	118,200	7.7	8.0	144,800	8.6	6.0
Vacant floorspace	64,600	5.2	9.0	197,100	11.8	14.3
Other	0	0.0	0.1	0	0.0	0.04
Total	1,530,500	100	100	1,676,800	100	100

Source: Experian GOAD. Figures may not add due to rounding.

¹⁷ It is to be noted that the new Lidl store at Pinhoe is reasonably close to the Moor Exchange site.

3.31 The contents of Tables 3.2 and 3.3 provide the following information and trends:

- a. The number of units (and amount of floorspace) occupied by convenience goods retailers in the city centre has not experienced any material change between 2015 and 2025. The amount units/floorspace is below the national average, most noticeably in terms of the amount of floorspace occupied.
- b. The number of units occupied by comparison goods retailers in the city centre has experienced a significant decrease, from 289 to 217 between 2015 and 2025. This is equivalent to the loss of around one quarter of all comparison goods retailers over the past decade. The proportion of comparison goods retailers in the city centre remains above the national average, although the scale of loss has outstripped the national trend.
- c. Similarly, there has also been a significant loss in the amount of floorspace occupied by comparison goods retailers. In 2025, almost half (48%) of all floorspace was in comparison goods retail use. By 2025, this had dropped to one third (33%). The amount of floorspace in comparison goods retail use remains above the national average.
- d. The proportion of units occupied by service uses in the city centre has risen between 2015 and 2025. This has been driven by an increase in the number and proportion of leisure service uses (including food and beverage uses). The proportion of units and floorspace occupied by leisure service uses is now very similar to the amount of comparison good retail uses (which are the largest sector in the city centre).
- e. The rise in the number of vacant units, plus the equivalent amount of vacant floorspace, has been significant. The number of vacant units has almost doubled whilst the proportion of vacant floorspace in 2025 is three times the level found in 2015.

3.32 The land use data for the city centre highlights a number of important trends which are relevant to the overall assessment of retail floorspace / land use need. There has been a significant drop in the amount of comparison retail floorspace within the city centre. This follows a wider national trend, although the fall in comparison goods units and floorspace has been steeper in Exeter. This also mirrors the assessment of quantitative capacity for comparison goods expenditure / floorspace which shows: (a) a fall in the amount expenditure which is available to physical stores in the Exeter catchment; and (b) in turn, has fallen below the benchmark turnover for comparison goods floorspace in Exeter used in the 2019 Retail Study.

3.33 Therefore, this falling demand for comparison goods retail provision is being manifest in two ways. A lowering in the amount of occupied comparison goods floorspace and also a falling amount of available comparison goods expenditure. These go hand in hand and contribute to the forecasts in the updated quantitative assessment which show an over-provision in the amount of floorspace. It is also reinforced by the absence of major retail development proposals (involving comparison goods floorspace) being progressed in recent years. This is a reflection of the lack of (or low intensity in) comparison goods retailer demand for net additional floorspace in the city.

Overall conclusions on need

3.34 Following an updated assessment of quantitative need for retail floorspace across the Exeter administrative area, along with the consideration of wider qualitative indicators, our overall assessment of need has reached the following conclusions:

3.35 The updated assessment quantitative expenditure capacity for convenience goods floorspace has found that, on a city-wide basis, there is the potential to provide for a net increase in floorspace. Taking into account the impact on new convenience goods floorspace in Cranbrook town centre and assuming a constant market share for existing and

committed provision in Exeter across the plan period, quantitative capacity starts at circa 7,500sq m net at 2026 and rises to 9,200sq m net by 2041/2. In quantitative terms, these forecasts should be seen as maximums, given the flexibility which exists in existing large format retail units to devoted more space to the sale of convenience goods.

- 3.36 In qualitative terms, there is not a city-wide need for an increase in convenience goods floorspace. There is a good distribution of provision across the city, district and existing local centres, along with a reasonably substantial amount of out of centre foodstore/supermarket provision. The convenience sector has been recent additions with two new medium sized foodstores and there no material deficiency in the quality of floorspace provision. As a consequence, we do not consider there a need for the Exeter Plan to plan for a large new foodstore or supermarket. Instead, we recommend that new provision should be directed towards two areas. First, accommodating provision via the standard town centres first approach as and when opportunities arise. Second, directly new provision towards areas of regeneration and high residential growth in order to ensure that local communities have easy and convenient access to day-to-day provision.
- 3.37 In relation to comparison goods floorspace provision, there are a number factors which point towards a strategy which does not require a net increase in comparison goods floorspace. First, the updated quantitative assessment shows a level of available comparison goods expenditure which has fallen below the benchmark turnover level set by the 2019 Retail Study. This has been influenced by falling levels of expenditure available to 'bricks and mortar' retailing floorspace (due to increased market share of online shopping, well beyond the levels envisaged in the 2019 study) and lower future expenditure growth rates. Two quantitative scenarios have been adopted: one which links comparison goods benchmark turnover levels to the levels in the 2019 Retail Study, and a second which sets aside the significant (downwards) readjustment in comparison goods turnover levels. The latter scenario provides a quantitative capacity for modest net additional comparison goods floorspace, although this only occurs after 2036, at which point the economic forecasts become less reliable. The assessment scenario which uses previous benchmark turnover levels models a significant over-supply of comparison goods floorspace up to 2041/42.
- 3.38 The materiality of the differences between the two contrasting quantitative assessment scenarios become less significant when qualitative factors of need are taken into account. These factors show that, alongside the reduction in comparison goods expenditure, there has been a significant reduction in the amount of comparison goods floorspace in the city centre. This change is likely to be influenced by the same factors as the reduction in the amount of expenditure available to 'bricks and mortar' retail floorspace and suggests that demand from retailers for space is falling in the same way that demand (via consumer expenditure) is falling. This is also reinforced by the failure to progress two major retail and leisure projects in the city over the past several years (Moor Exchange and the Bus & Coach Station redevelopment). Finally, it is also to be noted whilst a proportion of the floorspace in the city centre formerly occupied by comparison goods retailing has been transferred to other main town centre uses, a large proportion lies vacant. As a consequence, there is also existing floorspace which is available to accommodate future needs.
- 3.39 These factors combine to suggest that there is not a pressing need to identify land for the provision of new comparison goods retail floorspace in Exeter. It is our view that demand has dropped to such a level that existing floorspace is able to meet the (expenditure) demand from consumers and also from the commercial retail sector.

4. Updated Recommendations for Retail & Town Centres Strategy

- 4.1 Following on from the assessment of need for retail floorspace in Section 3 of this document, this section considers how the findings of the need assessment related to the content of the strategic mixed use allocations in Section 16 of the draft Plan.
- 4.2 Five strategic allocations are proposed and four of these include an element of retail and main town centre land use provision. The proposed allocations are:
- a. SBA1: Water Lane. This large scale residential-led allocation includes the provision of a neighbourhood centre, incorporating health care, community, retail, workspace, education and other commercial uses. This area is also subject to an adopted (2024) Supplementary Planning Document, which provide further details regarding the scale and function of the planned new neighbourhood centre.
 - b. SBA2: East Gate. Mixed use development including residential, employment, community, retail and social infrastructure uses. Site already accommodates a mixture uses including a number of main town centre uses. Existing retail and service uses are provided along Paris Street and Sidwell Street.
 - c. SBA3: Red Cow. Mixed use development, partly adjacent to Exeter St Davids railway station. Mixed use allocation include resident, employment, social, community and cultural infrastructure uses. Retail and commercial uses are identified as part of the land use mix, including an enhanced entrance to the central part of Exeter from the railway station.
 - d. SBA4: Exe Bridges Retail Park. The whole of the retail park is allocated for mixed use development including new residential uses, along with retail or commercial units (with active ground floors accommodating shops and services). The supporting text to the allocation notes that: *“The site provides an opportunity to redevelop the area for housing whilst retaining significant retail provision in a mixed use proposal”* and *“Key considerations at Exe Bridges Retail Park will be the need to maintain the retail function of the site on the ground floor (the site is within the St Thomas district centre) whilst providing significant, high quality residential development above”*.
 - e. SBA5: South Gate. Proposed allocation for residential, employment, community, education and health care uses. Text of draft allocation does not refer to the provision of retail uses.
- 4.3 In addition to the above allocations, draft Policy RFC2 indicates support for the provision of convenience goods floorspace of up to 500sq m gross within the strategic mixed use allocations, with the exception of Exe Bridges Retail Park (SBA4) and East Gate (SBA2) where no such limits would apply.
- 4.4 Based upon the findings of the assessment of need within Section 3 of this Study Update, Table 4.1 below outlines how the identified needs will be accommodated across the strategic mixed use allocations.

Table 4.1: allocation of identified retail land use / floorspace requirement across the proposed strategic mixed use allocations

	Convenience goods floorspace provision	Comparison goods floorspace provision
Overview of identified need	Opportunities for targeted convenience goods floorspace provision which should be modest in size and meet local day-to-day need ¹⁸ .	No identified need for net additional provision. Any future requirements should be directed towards re-occupation or redevelopment of existing space ¹⁹ .
SBA1: Water Lane	Water Lane SPD identifies the opportunity for this allocation to accommodate a foodstore of up to 600sq m gross. This will meet an important element of the identified need for net additional convenience goods floorspace.	No specific requirement for site to provide comparison goods floorspace provision. However, opportunities may arise as part of flexible Class E floorspace within the planned neighbourhood centre.
SBA2: East Gate	Opportunity to re-use existing floorspace provision, although site can also be used to accommodate an element of the identified need (in order to enhance the range and choice of convenience goods provision in the city centre).	Opportunity to re-use existing floorspace
SBA3: Red Cow	Site offers the opportunity for small scale convenience goods floorspace in order to provide for: (a) the day to day needs of the new residential community created by this allocation; and (b) a wider set of land uses to enhance the area around St Davids railway station.	No specific requirement for site to provide comparison goods floorspace provision, due to separation from the main city centre area.
SBA4: Exe Bridges Retail Park	Site already provides for convenience goods floorspace, including flexibility to increase this further. Conclusions to the need assessment have assumed that this location can accommodate part of the identified need as part of future redevelopment proposals. Recommended that this site continued to provide convenience goods retail floorspace provision in order to main and enhance the health of St Thomas district centre.	Site already provides comparison goods floorspace. This provision contributes to the health of St Thomas district centre and the retention of some comparison goods retail space would be a preferred outcome for future redevelopment proposals.

¹⁸ The quantitative capacity forecasts for Exeter do not include the Moor Exchange development. Pending the resolution of the current Reserved Matters application, the planning permission for this development remains 'live' and allows for between 1,000sq m and 2,789sq m net convenience goods floorspace. The higher end of this (convenience goods) floorspace allowance would remove around one third of the identified quantitative capacity for net additional convenience goods floorspace in Exeter at 2026.

¹⁹ In line with the convenience goods assessment, the comparison goods floorspace within the Moor Exchange development project has not been accounted for within the quantitative need forecasts. Its inclusion would not make a material impact upon the capacity scenario which links benchmark turnover back to the level used in the 2019 Retail Study. However, its inclusion would eliminate medium to longer term capacity in the alternative (quantitative assessment) scenario which assumes an equilibrium benchmark turnover level at 2026.

SBA5: South Gate	Site not required to accommodate identified needs.	No requirement for site to accommodate comparison goods floorspace provision.
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4.5 The contents of Table 4.1 demonstrate the proposed strategic allocations are fully in line with the updated assessment of need for retail floorspace in Exeter. In particular, the proposals in SBA1-4, plus RFC2, to provide modest amounts of convenience goods floorspace within the strategic mixed use allocations align with the identification of net additional capacity. The exceptions provided to Exe Bridges Retail Park (SBA4) is also in line with the extant planning permission for this site and reflect the positive contribution that the retail park makes to St Thomas district centre for both convenience and comparison goods retailing. East Gate (SBA2) will also provide convenience and comparison goods retail provision, reflecting the current retail role of the frontage of Sidwell Street and Paris Street.

4.6 In addition, the absence of any significant allocation for new comparison goods floorspace also aligns with the assessment of need for this category of retail provision. The assessment of need does not identify a requirement for net additional provision and, instead, existing floorspace is considered sufficient to meet demand. Whilst the provision of Class E floorspace within the strategic mixed use allocations may allow some comparison retail uses to be provided, these will be small in scale due to the overall land use strategy for these allocations. The East Gate allocation (SBA2) also has the potential to provide a modest amount of comparison goods floorspace, although this will be via redevelopment / re-provision.

5. Summary and Conclusions

5.1 This Retail Study Update has been prepared by Nexus Planning for Exeter City Council. It provides a series of updates to the 2017 and 2019 retail and town centre studies which have been submitted as evidence base documents in support of the new draft Exeter Plan:

- a. An updated review of retail trends, in order to ensure that the evidence base library on retail and town centre issues for the Exeter Plan is kept up to date.
- b. An updated assessment of quantitative need for retail floorspace capacity in Exeter, taking into account the latest economic forecasts for retail expenditure.
- c. An updated assessment of the overall need for retail floorspace, taking into account the strategic development strategy in the draft Exeter Plan, including:
 - 1. An assessment of the various indicators of qualitative need for retail floorspace in Exeter;
 - 2. An assessment of the relationship between the updated assessments of need with committed and planned retail floorspace in Exeter.

5.2 Our updated assessment of need has reached the following conclusions:

- a. The updated assessment quantitative expenditure capacity for convenience goods floorspace has found that, on a city-wide basis, there is the potential to provide for a net increase in floorspace. Taking into account the impact on new convenience goods floorspace in Cranbrook town centre and assuming a constant market share for existing and committed provision in Exeter across the plan period, quantitative capacity starts at circa 7,500sq m net at 2026 and rises to 9,200sq m net by 2041/2. In quantitative terms, these forecasts should be seen as maximums, given the flexibility which exists in existing large format retail units to devoted more space to the sale of convenience goods.
- b. In qualitative terms, there is not a city-wide need for an increase in convenience goods floorspace. There is a good distribution of provision across the city, district and existing local centres, along with a reasonably substantial amount of out of centre foodstore/supermarket provision. The convenience sector has been recent additions with two new medium sized foodstores and there no material deficiency in the quality of floorspace provision. As a consequence, we do not consider there a need for the Exeter Plan to plan for a large new foodstore or supermarket. Instead, we recommend that new provision should be directed towards two areas. First, accommodating provision via the standard town centres first approach as and when opportunities arise. Second, directly new provision towards areas of regeneration and high residential growth in order to ensure that local communities have easy and convenient access to day-to-day provision.
- c. In relation to comparison goods floorspace provision, there are a number factors which point towards a strategy which does not require a net increase in comparison goods floorspace. First, the updated quantitative assessment shows a level of available comparison goods expenditure which has fallen below the benchmark turnover level set by the 2019 Retail Study. This has been influenced by falling levels of expenditure available to 'bricks and mortar' retailing floorspace (due to increased market share of online shopping, well beyond the levels envisaged in the 2019 study) and lower future expenditure growth rates. Two quantitative scenarios have been adopted: one which links comparison goods benchmark turnover levels to the levels in the 2019 Retail Study, and a second which sets aside the significant (downwards) readjustment in comparison goods turnover levels. The latter scenario provides a quantitative capacity for modest net

additional comparison goods floorspace, although this only occurs after 2036, at which point the economic forecasts become less reliable. The assessment scenario which uses previous benchmark turnover levels models a significant over-supply of comparison goods floorspace up to 2041/42.

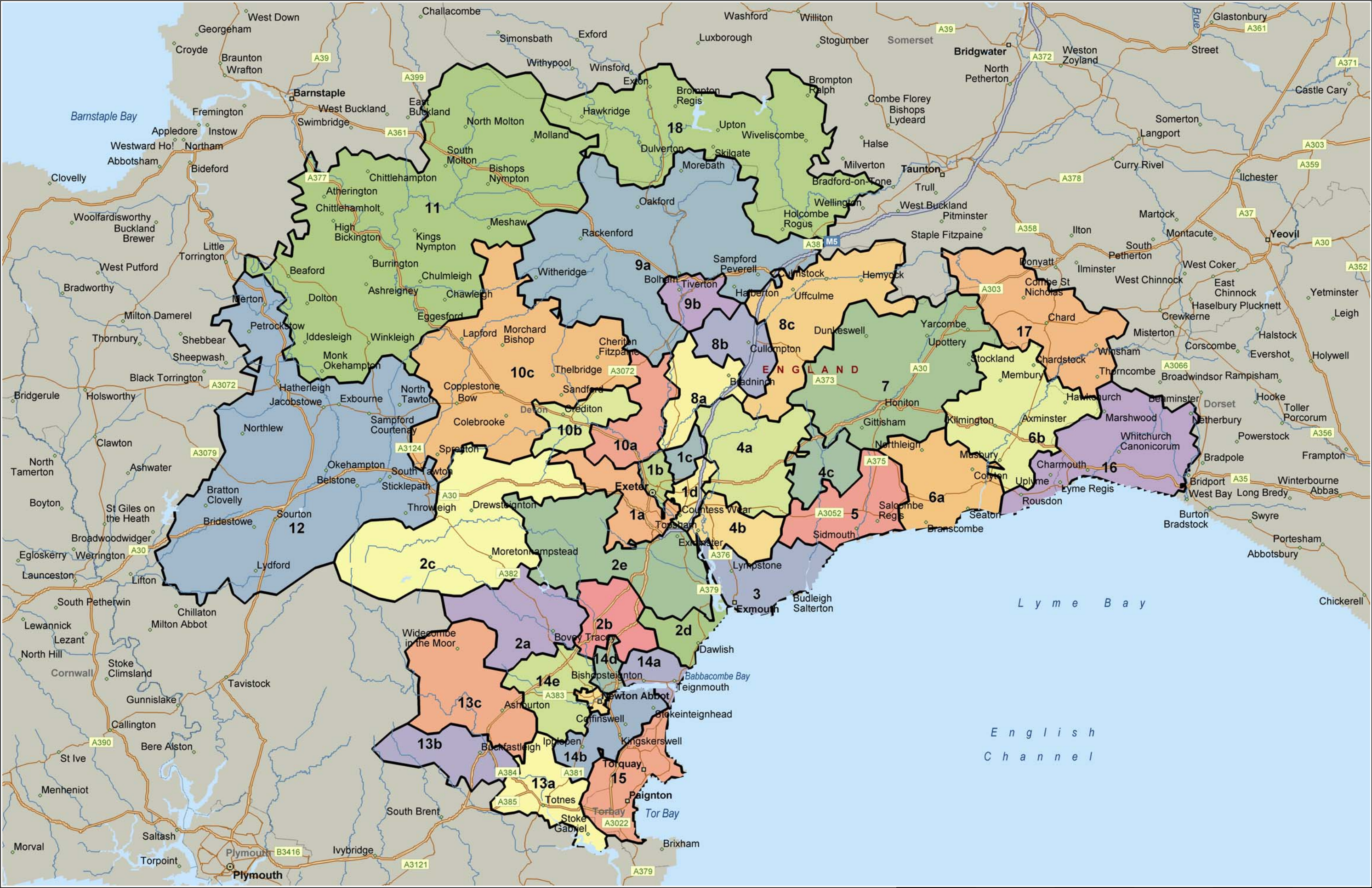
- d. The materiality of the differences between the two contrasting quantitative assessment scenarios become less significant when qualitative factors of need are taken into account. These factors show that, alongside the reduction in comparison goods expenditure, there has been a significant reduction in the amount of comparison goods floorspace in the city centre. This change is likely to be influenced by the same factors as the reduction in the amount of expenditure available to 'bricks and mortar' retail floorspace and suggests that demand from retailers for space is falling in the same way that demand (via consumer expenditure) is falling. This is also reinforced by the failure to progress two major retail and leisure projects in the city over the past several years (Moor Exchange and the Bus & Coach Station redevelopment). Finally, it is also to be noted whilst a proportion of the floorspace in the city centre formerly occupied by comparison goods retailing has been transferred to other main town centre uses, a large proportion lies vacant. As a consequence, there is also existing floorspace which is available to accommodate future needs.
- e. These factors combine to suggest that there is not a pressing need to identify land for the provision of new comparison goods retail floorspace in Exeter. It is our view that demand has dropped to such a level that existing floorspace is able to meet the (expenditure) demand from consumers and also from the commercial retail sector.

5.3 This updated assessment of need has been compared with the proposed retail land use strategy within the draft Exeter Plan. This assessment has found that the proposed strategic allocations are fully in line with the updated assessment of need for retail floorspace in Exeter. In particular, the proposals in policies SBA1-4, plus Policy RFC2, to provide modest amounts of convenience goods floorspace within the strategic mixed use allocations align with the identification of net additional capacity. The exceptions provided to Exe Bridges Retail Park (SBA4) is also in line with the extant planning permissions for this site and reflect the positive contribution that the retail park makes to St Thomas district centre for both convenience and comparison goods retailing. East Gate (SBA2) will also provide convenience and comparison goods retail, reflecting the current retail role of the frontage of Sidwell Street and Paris Street.

5.4 In addition, the absence of any significant allocation for new comparison goods floorspace also aligns with the assessment of need for this category of retail provision. The assessment of need does not identify a requirement for net additional provision and, instead, existing floorspace is considered sufficient to meet demand. Whilst the provision of Class E floorspace within the strategic mixed use allocations may allow some comparison retail uses to be provided, these will be small in scale due to the overall land use strategy for these allocations. The East Gate allocation (SBA2) also has the potential to provide a modest amount of comparison goods floorspace, although this will be via redevelopment / re-provision.

Appendix A: Study Area Plan

Greater Exeter 2016 household survey area FINALv3.2



Appendix B: Updated Quantitative Assessment

TABLE 1: POPULATION WITHIN STUDY AREA, BY ZONE

YEAR	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18
2026	38,005	51,562	12,026	36,193	8,708	7,245	7,555	15,229	12,262	48,409	15,651	9,630	9,985	18,694	14,706	14,643	23,599	5,489	11,410	13,739	12,815	23,015	3,265	9,847	11,920	21,306	23,286	14,577	4,430	5,576	18,542	20,705	19,658	12,569	9,980	125,085	16,859	22,529	11,824
2031	38,997	53,141	12,474	37,627	8,981	7,599	7,805	15,792	12,832	50,501	16,780	10,031	10,558	19,404	15,259	15,411	24,747	5,668	11,940	14,291	13,151	23,850	3,398	10,213	12,332	21,930	23,876	15,031	4,618	5,836	19,151	21,499	20,619	13,113	10,420	128,162	17,330	22,861	12,316
2036	39,877	53,600	12,846	38,819	9,212	7,927	7,975	16,255	13,331	52,237	17,858	10,354	11,056	19,840	15,631	16,040	25,668	5,821	12,444	14,786	13,429	24,489	3,533	10,538	12,708	22,432	24,445	15,432	4,775	6,051	19,597	22,029	21,508	13,620	10,810	131,092	17,712	23,092	12,739
2041	40,496	53,980	13,071	39,776	9,340	8,249	8,111	16,644	13,818	53,793	18,965	10,615	11,540	20,118	15,860	16,550	26,512	5,934	12,907	15,230	13,650	25,171	3,615	10,895	13,051	22,896	25,093	15,798	4,905	6,271	19,886	22,409	22,513	14,068	11,173	134,049	18,076	23,324	13,132
2042	40,610	54,116	13,111	39,991	9,353	8,308	8,126	16,713	13,913	54,099	19,187	10,661	11,631	20,154	15,877	16,626	26,689	5,953	12,999	15,315	13,692	25,312	3,628	10,966	13,092	22,997	25,231	15,865	4,929	6,325	19,934	22,463	22,724	14,172	11,246	134,629	18,142	23,358	13,188

Notes: population forecasts provided by Experian.

TABLE 2a: PER CAPITA SPENDING LEVELS WITHIN STUDY AREA, BY ZONE, 2026

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 9C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18
Total Convenience per Person	2,790	2,469	2,675	2,688	3,251	2,976	3,384	2,917	3,171	2,926	2,754	3,350	3,024	3,209	3,225	3,065	2,986	3,074	2,838	2,957	3,078	2,808	3,276	2,884	3,043	3,119	3,002	3,043	3,028	3,117	3,017	2,998	2,786	2,833	2,966	2,758	3,263	2,900	3,218
Clothes, footwear and fashion	826	776	769	798	858	798	815	773	867	805	820	955	820	840	795	766	760	814	752	775	759	790	879	790	756	749	760	863	768	794	820	804	816	772	830	765	854	778	806
Furniture, floorcoverings and textiles	470	395	422	444	594	497	483	507	579	547	474	721	564	629	504	434	456	510	432	458	423	429	592	458	416	405	420	560	417	491	565	552	467	471	522	468	509	432	466
Domestic appliances	105	84	92	94	140	117	117	110	131	119	104	159	127	140	116	104	106	122	96	113	105	93	143	100	104	100	99	125	99	117	123	122	100	103	118	101	119	97	113
TV, hi fi, photographic and computer goods	248	309	226	238	282	277	278	273	269	271	244	285	258	273	279	263	263	280	259	251	251	241	268	269	248	262	257	275	276	271	282	259	256	259	262	258	275	242	267
DIY & hardware	203	162	189	190	322	279	331	223	295	231	230	311	281	282	294	283	260	301	226	294	312	195	345	221	307	302	268	264	267	299	238	254	191	210	267	190	302	228	314
Health and beauty goods	496	477	459	493	546	482	514	499	554	503	495	603	501	530	503	466	478	485	455	448	470	453	537	471	466	471	470	544	446	497	524	507	491	497	503	472	516	449	503
Books, CDs and DVDs	229	243	213	228	283	257	260	243	278	249	246	294	263	275	268	264	243	263	247	255	249	214	286	234	247	253	242	256	275	259	254	250	221	244	266	223	269	221	267
Glassware, tableware, jewellery, watches and clocks	241	221	216	227	303	264	286	221	307	228	272	304	275	249	250	265	245	281	230	284	281	211	347	225	281	263	253	275	252	276	238	240	231	217	277	212	291	225	292
Recreational and luxury goods	474	345	475	518	705	648	659	522	720	532	660	712	685	604	593	579	546	658	568	602	604	496	740	554	598	586	560	593	569	651	560	596	497	541	662	452	646	531	644

Notes: base (2023) per capita expenditure levels provided by Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 22 (March 2025). Excluding online spending (not associated with physical Class E(a) retail stores).

TABLE 2b: PER CAPITA SPENDING LEVELS WITHIN STUDY AREA, BY ZONE, 2031

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18
Total Convenience per Person	2,729	2,415	2,617	2,629	3,180	2,911	3,213	2,853	3,102	2,862	2,694	3,277	2,958	3,139	3,155	2,998	2,921	3,007	2,776	2,893	3,011	2,747	3,205	2,821	2,977	3,051	2,937	2,976	2,962	3,049	2,952	2,932	2,726	2,771	2,901	2,698	3,192	2,837	3,148
Clothes, footwear and fashion	911	856	848	880	946	880	899	853	956	888	904	1,054	904	927	877	844	838	898	829	855	837	871	969	871	834	827	838	952	847	876	904	886	900	852	915	844	941	858	889
Furniture, floorcoverings and textiles	519	436	465	490	655	549	533	560	638	604	523	795	622	694	555	479	503	562	477	505	466	473	653	505	459	446	463	618	460	542	623	609	515	520	575	516	561	477	514
Domestic appliances	116	92	102	104	154	129	129	121	145	131	115	175	140	154	128	115	117	135	106	124	116	103	158	110	115	110	110	138	109	130	136	135	110	113	130	111	131	106	125
TV, hi fi, photographic and computer goods	273	341	249	263	311	306	306	301	296	298	269	315	285	302	307	290	291	309	286	277	277	266	296	297	274	289	284	304	305	299	311	286	282	286	289	284	303	267	294
DIY & hardware	224	178	208	209	355	308	366	246	325	254	254	343	310	311	324	312	287	332	249	324	344	215	380	244	338	333	296	291	295	330	263	281	211	232	295	210	333	252	346
Health and beauty goods	547	526	506	543	602	532	567	550	611	555	546	665	553	584	555	514	527	535	502	494	519	500	592	519	513	520	519	600	492	548	578	560	541	548	555	521	569	495	555
Books, CDs and DVDs	252	268	235	252	312	283	287	268	307	275	272	325	290	303	296	291	269	290	272	281	274	237	315	259	272	279	267	282	304	285	280	275	244	269	294	246	297	244	294
Glassware, tableware, jewellery, watches and clocks	266	243	239	250	335	292	316	244	338	251	300	335	303	275	276	292	270	310	254	313	310	233	382	248	309	290	279	303	278	304	263	264	254	239	305	234	321	248	322
Recreational and luxury goods	523	380	524	571	777	714	727	575	794	587	728	786	756	666	654	638	602	726	627	664	666	548	816	611	659	646	618	654	628	718	618	657	548	597	730	499	712	586	710

Notes: base (2023) per capita expenditure levels provided by Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 22 (March 2025). Excluding online spending (not associated with physical Class E(a) retail stores).

TABLE 2c: PER CAPITA SPENDING LEVELS WITHIN STUDY AREA, BY ZONE, 2036

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18
Total Convenience per Person	2,689	2,379	2,578	2,590	3,133	2,868	3,165	2,811	3,056	2,819	2,654	3,228	2,914	3,093	3,108	2,953	2,878	2,962	2,735	2,850	2,966	2,706	3,157	2,779	2,932	3,005	2,893	2,932	2,917	3,003	2,908	2,889	2,685	2,730	2,858	2,658	3,145	2,794	3,101
Clothes, footwear and fashion	1,013	952	943	978	1,052	979	999	948	1,063	988	1,005	1,171	1,005	1,030	974	939	931	998	922	951	931	968	1,078	968	927	919	931	1,058	942	974	1,005	985	1,001	947	1,017	938	1,047	954	989
Furniture, floorcoverings and textiles	577	485	517	544	728	610	592	622	710	671	581	884	692	772	617	532	559	625	530	561	518	525	726	561	510	496	515	687	511	602	693	677	572	578	640	574	624	530	571
Domestic appliances	129	103	113	116	172	143	144	135	161	146	127	195	156	171	143	128	130	150	117	138	129	114	175	122	128	122	122	153	122	144	151	150	122	126	145	124	146	118	139
TV, hi fi, photographic and computer goods	304	379	277	292	345	340	340	334	329	332	299	350	316	335	342	323	323	344	318	308	308	296	329	330	304	321	315	337	339	332	345	318	314	318	321	316	337	296	327
DIY & hardware	249	198	232	233	395	342	406	274	362	283	282	382	344	345	360	347	319	369	277	360	382	239	423	271	376	370	329	324	328	367	292	312	234	258	328	233	370	280	385
Health and beauty goods	608	585	563	604	669	592	630	611	680	617	607	739	615	650	617	572	586	595	558	550	577	556	658	577	571	578	576	667	547	610	642	622	602	609	617	579	633	550	617
Books, CDs and DVDs	280	298	261	280	347	315	319	298	341	306	302	361	323	337	329	323	299	322	303	313	305	263	350	287	302	310	297	314	337	317	311	306	271	299	327	274	330	271	327
Glassware, tableware, jewellery, watches and clocks	295	271	265	278	372	324	351	271	376	279	333	373	337	305	306	325	300	344	282	348	344	259	425	276	344	323	310	337	309	338	292	294	283	266	340	260	357	276	358
Recreational and luxury goods	581	423	582	635	864	794	808	640	883	653	810	873	840	740	727	709	669	807	696	738	741	609	907	679	733	719	687	727	698	798	687	730	610	664	812	554	792	651	790

Notes: base (2023) per capita expenditure levels provided by Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 22 (March 2025). Excluding online spending (not associated with physical Class E(a) retail stores).

TABLE 2d: PER CAPITA SPENDING LEVELS WITHIN STUDY AREA, BY ZONE, 2041

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 9C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18
Total Convenience per Person	2,649	2,344	2,539	2,552	3,086	2,825	3,118	2,769	3,010	2,777	2,614	3,180	2,870	3,046	3,062	2,909	2,835	2,918	2,694	2,807	2,922	2,665	3,110	2,738	2,889	2,960	2,850	2,888	2,874	2,959	2,864	2,846	2,645	2,689	2,815	2,618	3,098	2,753	3,055
Clothes, footwear and fashion	1,122	1,054	1,044	1,083	1,165	1,084	1,106	1,050	1,177	1,094	1,113	1,297	1,113	1,141	1,079	1,039	1,031	1,105	1,021	1,053	1,031	1,072	1,193	1,072	1,026	1,018	1,031	1,171	1,043	1,079	1,113	1,091	1,108	1,049	1,127	1,039	1,159	1,056	1,095
Furniture, floorcoverings and textiles	639	537	573	603	807	675	656	689	786	743	643	979	766	854	684	589	619	692	587	621	574	582	804	621	565	549	570	761	566	667	767	749	633	640	708	636	691	587	632
Domestic appliances	143	114	125	128	190	158	159	149	179	161	141	216	172	190	158	141	144	166	130	153	143	127	194	135	141	135	135	170	135	159	167	166	135	140	160	137	161	131	154
TV, hi fi, photographic and computer goods	336	419	306	324	382	376	377	370	365	367	331	387	350	371	378	357	358	380	352	341	341	328	365	365	337	356	349	374	375	368	382	352	347	352	356	350	374	328	362
DIY & hardware	275	219	256	258	437	379	450	303	401	313	313	422	381	382	399	384	354	408	307	399	423	264	468	300	417	410	364	359	363	407	323	346	259	286	363	258	410	310	426
Health and beauty goods	674	647	623	669	741	655	698	677	752	683	672	819	681	719	683	633	649	659	618	609	639	615	729	639	632	640	638	738	606	675	711	689	666	675	684	641	701	609	683
Books, CDs and DVDs	310	329	289	310	384	349	353	330	378	339	334	400	357	373	365	358	331	357	335	346	337	291	388	318	335	343	329	347	374	351	344	339	301	331	362	303	365	300	362
Glassware, tableware, jewellery, watches and clocks	327	300	294	308	412	359	389	300	416	309	369	413	373	338	339	360	332	381	312	386	381	287	470	306	381	357	343	373	342	374	323	325	313	294	376	288	395	306	397
Recreational and luxury goods	643	468	645	703	957	879	895	708	977	723	897	967	930	819	806	786	741	894	771	817	820	674	1,005	752	812	796	761	805	773	883	761	809	675	735	899	614	877	721	874

Notes: base (2023) per capita expenditure levels provided by Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 22 (March 2025). Excluding online spending (not associated with physical Class E(a) retail stores).

TABLE 2e: PER CAPITA SPENDING LEVELS WITHIN STUDY AREA, BY ZONE, 2042

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 9C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18
Total Convenience per Person	2,641	2,337	2,532	2,544	3,077	2,816	3,108	2,760	3,001	2,769	2,606	3,170	2,862	3,037	3,052	2,900	2,826	2,909	2,686	2,799	2,913	2,657	3,101	2,729	2,880	2,951	2,841	2,879	2,865	2,950	2,856	2,837	2,637	2,681	2,807	2,611	3,088	2,744	3,045
Clothes, footwear and fashion	1,144	1,075	1,065	1,105	1,188	1,105	1,128	1,071	1,200	1,116	1,135	1,323	1,135	1,164	1,101	1,060	1,052	1,127	1,041	1,074	1,052	1,094	1,217	1,094	1,047	1,038	1,052	1,195	1,064	1,100	1,135	1,113	1,131	1,070	1,149	1,059	1,182	1,077	1,117
Furniture, floorcoverings and textiles	652	548	584	615	823	689	669	703	802	758	656	999	781	871	697	601	632	706	599	634	585	594	820	634	577	560	582	776	577	680	783	764	646	653	722	648	705	599	645
Domestic appliances	145	116	128	131	194	162	163	152	182	165	144	220	176	194	161	144	147	169	133	156	146	129	198	138	144	138	138	173	137	163	170	169	138	142	164	140	164	134	157
TV, hi fi, photographic and computer goods	343	428	312	330	390	384	384	378	372	375	337	395	357	379	386	365	365	388	359	348	348	334	372	373	344	363	356	381	383	375	390	359	354	359	363	357	381	335	370
DIY & hardware	281	224	262	263	446	386	459	309	409	319	319	431	389	390	407	392	361	417	313	407	432	270	477	306	425	418	371	366	370	415	330	352	264	291	370	263	418	316	435
Health and beauty goods	687	660	635	682	756	668	712	691	768	697	685	835	694	734	697	646	662	672	631	621	651	628	743	652	645	653	651	753	618	688	725	703	680	688	697	654	715	621	697
Books, CDs and DVDs	316	336	295	316	391	356	360	337	385	345	341	408	364	381	372	365	337	364	342	353	344	297	396	325	342	350	336	354	381	358	351	346	307	337	369	309	373	306	370
Glassware, tableware, jewellery, watches and clocks	334	306	300	314	420	366	397	306	425	315	376	421	381	345	346	367	339	389	318	394	389	292	480	312	389	364	350	380	349	382	330	332	319	300	383	294	403	312	405
Recreational and luxury goods	656	477	658	717	976	897	913	722	997	737	914	986	949	836	822	801	756	911	787	833	837	688	1,025	767	828	812	776	821	789	901	776	825	689	750	917	626	894	736	892

Notes: base (2023) per capita expenditure levels provided by Experian and projected forward using forecasts within Experian's Retail Planner Briefing Note 22 (March 2025). Excluding online spending (not associated with physical Class E(a) retail stores).

TABLE 3a: TOTAL RETAIL SPENDING LEVELS WITHIN STUDY AREA, BY ZONE, 2026

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	ZONE 8C										9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	TOTAL (£m)
Total Convenience per Person	£106.0	£127.3	£32.2	£97.3	£28.3	£21.6	£24.8	£44.4	£38.9	£141.6	£43.1	£32.3	£30.2	£60.0	£47.4	£44.9	£70.5	£16.9	£32.4	£40.6	£39.4	£64.6	£10.7	£28.4	£36.3	£66.4	£69.9	£44.4	£13.4	£17.4	£55.9	£62.1	£54.8	£35.6	£29.6	£345.0	£55.0	£65.3	£38.0	£2,213.0								
Clothes, footwear and fashion	£31.4	£40.0	£9.2	£28.9	£7.5	£5.8	£6.2	£11.8	£10.6	£39.0	£12.8	£9.2	£8.2	£15.7	£11.7	£11.2	£17.9	£4.5	£8.6	£10.7	£9.7	£18.2	£2.9	£7.8	£9.0	£16.0	£17.7	£12.6	£3.4	£4.4	£15.2	£16.6	£16.0	£9.7	£8.3	£95.7	£14.4	£17.5	£9.5	£605.4								
Furniture, floorcoverings and textiles	£17.9	£20.4	£5.1	£16.1	£5.2	£3.6	£3.7	£7.7	£7.1	£26.5	£7.4	£6.9	£5.6	£11.8	£7.4	£6.4	£10.8	£2.8	£4.9	£6.3	£5.4	£9.9	£1.9	£4.5	£5.0	£8.6	£9.8	£8.2	£1.8	£2.7	£10.5	£11.4	£9.2	£5.9	£5.2	£58.5	£8.6	£9.7	£5.5	£365.9								
Domestic appliances	£4.0	£4.3	£1.1	£3.4	£1.2	£0.8	£0.9	£1.7	£1.6	£5.8	£1.6	£1.5	£1.3	£2.6	£1.7	£1.5	£2.5	£0.7	£1.1	£1.5	£1.3	£2.1	£0.5	£1.0	£1.2	£2.1	£2.3	£1.8	£0.4	£0.7	£2.3	£2.5	£2.0	£1.3	£1.2	£12.6	£2.0	£2.2	£1.3	£81.8								
TV, hi fi, photographic and computer goods	£9.4	£15.9	£2.7	£8.6	£2.5	£2.0	£2.1	£4.2	£3.3	£13.1	£3.8	£2.7	£2.6	£5.1	£4.1	£3.9	£6.2	£1.5	£3.0	£3.5	£3.2	£5.6	£0.9	£2.6	£3.0	£5.6	£6.0	£4.0	£1.2	£1.5	£5.2	£5.4	£5.0	£3.3	£2.6	£32.3	£4.6	£5.4	£3.2	£200.7								
DIY & hardware	£7.7	£8.3	£2.3	£6.9	£2.8	£2.0	£2.5	£3.4	£3.6	£11.2	£3.6	£3.0	£2.8	£5.3	£4.3	£4.1	£6.1	£1.7	£2.6	£4.0	£4.0	£4.5	£1.1	£2.2	£3.7	£6.4	£6.2	£3.9	£1.2	£1.7	£4.4	£5.3	£3.8	£2.6	£2.7	£23.8	£5.1	£5.1	£3.7	£179.5								
Health and beauty goods	£18.9	£24.6	£5.5	£17.8	£4.8	£3.5	£3.9	£7.6	£6.8	£24.4	£7.7	£5.8	£5.0	£9.9	£7.4	£6.8	£11.3	£2.7	£5.2	£6.2	£6.0	£10.4	£1.8	£4.6	£5.5	£10.0	£10.9	£7.9	£2.0	£2.8	£9.7	£10.5	£9.6	£6.2	£5.0	£59.1	£8.7	£10.1	£6.0	£372.7								
Books, CDs and DVDs	£8.7	£12.5	£2.6	£8.3	£2.5	£1.9	£2.0	£3.7	£3.4	£12.1	£3.9	£2.8	£2.6	£5.1	£3.9	£3.9	£5.7	£1.4	£2.8	£3.5	£3.2	£4.9	£0.9	£2.3	£2.9	£5.4	£5.6	£3.7	£1.2	£1.4	£4.7	£5.2	£4.4	£3.1	£2.7	£27.9	£4.5	£5.0	£3.2	£185.5								
Glassware, tableware, jewellery, watches and clocks	£9.2	£11.4	£2.6	£8.2	£2.6	£1.9	£2.2	£3.4	£3.8	£11.0	£4.3	£2.9	£2.7	£4.7	£3.7	£3.9	£5.8	£1.5	£2.6	£3.9	£3.6	£4.9	£1.1	£2.2	£3.3	£5.6	£5.9	£4.0	£1.1	£1.5	£4.4	£5.0	£4.5	£2.7	£2.8	£26.5	£4.9	£5.1	£3.5	£184.8								
Recreational and luxury goods	£18.0	£17.8	£5.7	£18.7	£6.1	£4.7	£5.0	£7.9	£8.8	£25.8	£10.3	£6.9	£6.8	£11.3	£8.7	£8.5	£12.9	£3.6	£6.5	£8.3	£7.7	£11.4	£2.4	£5.5	£7.1	£12.5	£13.0	£8.6	£2.5	£3.6	£10.4	£12.3	£9.8	£6.8	£6.6	£56.5	£10.9	£12.0	£7.6	£409.8								

Notes: total retail spending levels, by category, calculated using contents of Table 1 and Table 2a.

TABLE 3b: TOTAL RETAIL SPENDING LEVELS WITHIN STUDY AREA, BY ZONE, 2031

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	TOTAL (£m)
Total Convenience per Person	£106.4	£128.3	£32.6	£98.9	£28.6	£22.1	£25.1	£45.1	£39.8	£144.5	£45.2	£32.9	£31.2	£60.9	£48.1	£46.2	£72.3	£17.0	£33.1	£41.3	£39.6	£65.5	£10.9	£28.8	£36.7	£66.9	£70.1	£44.7	£13.7	£17.8	£56.5	£63.0	£56.2	£36.3	£30.2	£345.8	£55.3	£64.8	£38.8	£2,241.7
Clothes, footwear and fashion	£35.5	£45.5	£10.6	£33.1	£8.5	£6.7	£7.0	£13.5	£12.3	£44.9	£15.2	£10.6	£9.5	£18.0	£13.4	£13.0	£20.7	£5.1	£9.9	£12.2	£11.0	£20.8	£3.3	£8.9	£10.3	£18.1	£20.0	£14.3	£3.9	£5.1	£17.3	£19.1	£18.6	£11.2	£9.5	£108.1	£16.3	£19.6	£11.0	£691.5
Furniture, floorcoverings and textiles	£20.2	£23.2	£5.8	£18.4	£5.9	£4.2	£4.2	£8.8	£8.2	£30.5	£8.8	£8.0	£6.6	£13.5	£8.5	£7.4	£12.5	£3.2	£5.7	£7.2	£6.1	£11.3	£2.2	£5.2	£5.7	£9.8	£11.1	£9.3	£2.1	£3.2	£11.9	£13.1	£10.6	£6.8	£6.0	£66.2	£9.7	£10.9	£6.3	£418.0
Domestic appliances	£4.5	£4.9	£1.3	£3.9	£1.4	£1.0	£1.0	£1.9	£1.9	£6.6	£1.9	£1.8	£1.5	£3.0	£2.0	£1.8	£2.9	£0.8	£1.3	£1.8	£1.5	£2.5	£0.5	£1.1	£1.4	£2.4	£2.6	£2.1	£0.5	£0.8	£2.6	£2.9	£2.3	£1.5	£1.4	£14.3	£2.3	£2.4	£1.5	£93.5
TV, hi fi, photographic and computer goods	£10.6	£18.1	£3.1	£9.9	£2.8	£2.3	£2.4	£4.7	£3.8	£15.1	£4.5	£3.2	£3.0	£5.9	£4.7	£4.5	£7.2	£1.8	£3.4	£4.0	£3.6	£6.3	£1.0	£3.0	£3.4	£6.3	£6.8	£4.6	£1.4	£1.7	£5.9	£6.1	£5.8	£3.7	£3.0	£36.5	£5.3	£6.1	£3.6	£229.2
DIY & hardware	£8.7	£9.5	£2.6	£7.9	£3.2	£2.3	£2.9	£3.9	£4.2	£12.8	£4.3	£3.4	£3.3	£6.0	£4.9	£4.8	£7.1	£1.9	£3.0	£4.6	£4.5	£5.1	£1.3	£2.5	£4.2	£7.3	£7.1	£4.4	£1.4	£1.9	£5.0	£6.0	£4.3	£3.0	£3.1	£26.9	£5.8	£5.8	£4.3	£205.1
Health and beauty goods	£21.3	£28.0	£6.3	£20.4	£5.4	£4.0	£4.4	£8.7	£7.8	£28.0	£9.2	£6.7	£5.8	£11.3	£8.5	£7.9	£13.1	£3.0	£6.0	£7.1	£6.8	£11.9	£2.0	£5.3	£6.3	£11.4	£12.4	£9.0	£2.3	£3.2	£11.1	£12.0	£11.2	£7.2	£5.8	£66.8	£9.9	£11.3	£6.8	£425.7
Books, CDs and DVDs	£9.8	£14.2	£2.9	£9.5	£2.8	£2.2	£2.2	£4.2	£3.9	£13.9	£4.6	£3.3	£3.1	£5.9	£4.5	£4.5	£6.6	£1.6	£3.3	£4.0	£3.6	£5.6	£1.1	£2.6	£3.4	£6.1	£6.4	£4.2	£1.4	£1.7	£5.4	£5.9	£5.0	£3.5	£3.1	£31.6	£5.1	£5.6	£3.6	£211.9
Glassware, tableware, jewellery, watches and clocks	£10.4	£12.9	£3.0	£9.4	£3.0	£2.2	£2.5	£3.8	£4.3	£12.7	£5.0	£3.4	£3.2	£5.3	£4.2	£4.5	£6.7	£1.8	£3.0	£4.5	£4.1	£5.6	£1.3	£2.5	£3.8	£6.4	£6.7	£4.6	£1.3	£1.8	£5.0	£5.7	£5.2	£3.1	£3.2	£30.0	£5.6	£5.7	£4.0	£211.2
Recreational and luxury goods	£20.4	£20.2	£6.5	£21.5	£7.0	£5.4	£5.7	£9.1	£10.2	£29.6	£12.2	£7.9	£8.0	£12.9	£10.0	£9.8	£14.9	£4.1	£7.5	£9.5	£8.8	£13.1	£2.8	£6.2	£8.1	£14.2	£14.8	£9.8	£2.9	£4.2	£11.8	£14.1	£11.3	£7.8	£7.6	£63.9	£12.3	£13.4	£8.7	£468.3

Notes: total retail spending levels, by category, calculated using contents of Table 1 and Table 2b.

TABLE 3c: TOTAL RETAIL SPENDING LEVELS WITHIN STUDY AREA, BY ZONE, 2036

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	TOTAL (£m)
Total Convenience per Person	£107.2	£127.5	£33.1	£100.6	£28.9	£22.7	£25.2	£45.7	£40.7	£147.3	£47.4	£33.4	£32.2	£61.4	£48.6	£47.4	£73.9	£17.2	£34.0	£42.1	£39.8	£66.3	£11.2	£29.3	£37.3	£67.4	£70.7	£45.2	£13.9	£18.2	£57.0	£63.6	£57.7	£37.2	£30.9	£348.5	£55.7	£64.5	£39.5	£2,270.4
Clothes, footwear and fashion	£40.4	£51.0	£12.1	£38.0	£9.7	£7.8	£8.0	£15.4	£14.2	£51.6	£17.9	£12.1	£11.1	£20.4	£15.2	£15.1	£23.9	£5.8	£11.5	£14.1	£12.5	£23.7	£3.8	£10.2	£11.8	£20.6	£22.8	£16.3	£4.5	£5.9	£19.7	£21.7	£21.5	£12.9	£11.0	£123.0	£18.5	£22.0	£12.6	£790.3
Furniture, floorcoverings and textiles	£23.0	£26.0	£6.6	£21.1	£6.7	£4.8	£4.7	£10.1	£9.5	£35.1	£10.4	£9.2	£7.6	£15.3	£9.7	£8.5	£14.4	£3.6	£6.6	£8.3	£7.0	£12.9	£2.6	£5.9	£6.5	£11.1	£12.6	£10.6	£2.4	£3.6	£13.6	£14.9	£12.3	£7.9	£6.9	£75.2	£11.1	£12.2	£7.3	£477.8
Domestic appliances	£5.1	£5.5	£1.5	£4.5	£1.6	£1.1	£1.1	£2.2	£2.1	£7.6	£2.3	£2.0	£1.7	£3.4	£2.2	£2.0	£3.3	£0.9	£1.5	£2.0	£1.7	£2.8	£0.6	£1.3	£1.6	£2.7	£3.0	£2.4	£0.6	£0.9	£3.0	£3.3	£2.6	£1.7	£1.6	£16.2	£2.6	£2.7	£1.8	£106.9
TV, hi fi, photographic and computer goods	£12.1	£20.3	£3.6	£11.4	£3.2	£2.7	£2.7	£5.4	£4.4	£17.3	£5.3	£3.6	£3.5	£6.7	£5.3	£5.2	£8.3	£2.0	£4.0	£4.6	£4.1	£7.2	£1.2	£3.5	£3.9	£7.2	£7.7	£5.2	£1.6	£2.0	£6.8	£7.0	£6.7	£4.3	£3.5	£41.5	£6.0	£6.8	£4.2	£261.9
DIY & hardware	£9.9	£10.6	£3.0	£9.0	£3.6	£2.7	£3.2	£4.4	£4.8	£14.8	£5.0	£4.0	£3.8	£6.8	£5.6	£5.6	£8.2	£2.1	£3.4	£5.3	£5.1	£5.8	£1.5	£2.9	£4.8	£8.3	£8.0	£5.0	£1.6	£2.2	£5.7	£6.9	£5.0	£3.5	£3.5	£30.6	£6.6	£6.5	£4.9	£234.5
Health and beauty goods	£24.3	£31.3	£7.2	£23.4	£6.2	£4.7	£5.0	£9.9	£9.1	£32.2	£10.8	£7.7	£6.8	£12.9	£9.6	£9.2	£15.1	£3.5	£6.9	£8.1	£7.7	£13.6	£2.3	£6.1	£7.3	£13.0	£14.1	£10.3	£2.6	£3.7	£12.6	£13.7	£12.9	£8.3	£6.7	£75.9	£11.2	£12.7	£7.9	£486.5
Books, CDs and DVDs	£11.2	£15.9	£3.4	£10.9	£3.2	£2.5	£2.5	£4.9	£4.5	£16.0	£5.4	£3.7	£3.6	£6.7	£5.1	£5.2	£7.7	£1.9	£3.8	£4.6	£4.1	£6.4	£1.2	£3.0	£3.8	£7.0	£7.3	£4.8	£1.6	£1.9	£6.1	£6.7	£5.8	£4.1	£3.5	£35.9	£5.8	£6.3	£4.2	£242.2
Glassware, tableware, jewellery, watches and clocks	£11.8	£14.5	£3.4	£10.8	£3.4	£2.6	£2.8	£4.4	£5.0	£14.6	£6.0	£3.9	£3.7	£6.1	£4.8	£5.2	£7.7	£2.0	£3.5	£5.2	£4.6	£6.3	£1.5	£2.9	£4.4	£7.2	£7.6	£5.2	£1.5	£2.0	£5.7	£6.5	£6.1	£3.6	£3.7	£34.1	£6.3	£6.4	£4.6	£241.4
Recreational and luxury goods	£23.2	£22.7	£7.5	£24.7	£8.0	£6.3	£6.4	£10.4	£11.8	£34.1	£14.5	£9.0	£9.3	£14.7	£11.4	£11.4	£17.2	£4.7	£8.7	£10.9	£9.9	£14.9	£3.2	£7.2	£9.3	£16.1	£16.8	£11.2	£3.3	£4.8	£13.5	£16.1	£13.1	£9.0	£8.8	£72.7	£14.0	£15.0	£10.1	£535.7

Notes: total retail spending levels, by category, calculated using contents of Table 1 and Table 2c.

TABLE 3d: TOTAL RETAIL SPENDING LEVELS WITHIN STUDY AREA, BY ZONE, 2041

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	ZONE 8C										9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	TOTAL (£m)
Total Convenience per Person	£107.3	£126.5	£33.2	£101.5	£28.8	£23.3	£25.3	£46.1	£41.6	£149.4	£49.6	£33.8	£33.1	£61.3	£48.6	£48.1	£75.2	£17.3	£34.8	£42.8	£39.9	£67.1	£11.2	£29.8	£37.7	£67.8	£71.5	£45.6	£14.1	£18.6	£57.0	£63.8	£59.5	£37.8	£31.5	£351.0	£56.0	£64.2	£40.1	£2,291.6								
Clothes, footwear and fashion	£45.4	£56.9	£13.6	£43.1	£10.9	£8.9	£9.0	£17.5	£16.3	£58.8	£21.1	£13.8	£12.8	£23.0	£17.1	£17.2	£27.3	£6.6	£13.2	£16.0	£14.1	£27.0	£4.3	£11.7	£13.4	£23.3	£25.9	£18.5	£5.1	£6.8	£22.1	£24.4	£25.0	£14.8	£12.6	£139.2	£20.9	£24.6	£14.4	£896.6								
Furniture, floorcoverings and textiles	£25.9	£29.0	£7.5	£24.0	£7.5	£5.6	£5.3	£11.5	£10.9	£40.0	£12.2	£10.4	£8.8	£17.2	£10.8	£9.8	£16.4	£4.1	£7.6	£9.5	£7.8	£14.6	£2.9	£6.8	£7.4	£12.6	£14.3	£12.0	£2.8	£4.2	£15.3	£16.8	£14.3	£9.0	£7.9	£85.2	£12.5	£13.7	£8.3	£542.1								
Domestic appliances	£5.8	£6.1	£1.6	£5.1	£1.8	£1.3	£1.3	£2.5	£2.5	£8.7	£2.7	£2.3	£2.0	£3.8	£2.5	£2.3	£3.8	£1.0	£1.7	£2.3	£2.0	£3.2	£0.7	£1.5	£1.8	£3.1	£3.4	£2.7	£0.7	£1.0	£3.3	£3.7	£3.0	£2.0	£1.8	£18.4	£2.9	£3.1	£2.0	£121.3								
TV, hi fi, photographic and computer goods	£13.6	£22.6	£4.0	£12.9	£3.6	£3.1	£3.1	£6.2	£5.0	£19.8	£6.3	£4.1	£4.0	£7.5	£6.0	£5.9	£9.5	£2.3	£4.5	£5.2	£4.7	£8.2	£1.3	£4.0	£4.4	£8.1	£8.8	£5.9	£1.8	£2.3	£7.6	£7.9	£7.8	£4.9	£4.0	£46.9	£6.8	£7.7	£4.8	£297.0								
DIY & hardware	£11.2	£11.8	£3.4	£10.2	£4.1	£3.1	£3.7	£5.0	£5.5	£16.8	£5.9	£4.5	£4.4	£7.7	£6.3	£6.4	£9.4	£2.4	£4.0	£6.1	£5.8	£6.7	£1.7	£3.3	£5.4	£9.4	£9.1	£5.7	£1.8	£2.5	£6.4	£7.7	£5.8	£4.0	£4.1	£34.6	£7.4	£7.2	£5.6	£266.2								
Health and beauty goods	£27.3	£35.0	£8.1	£26.6	£6.9	£5.4	£5.7	£11.3	£10.4	£36.8	£12.7	£8.7	£7.9	£14.5	£10.8	£10.5	£17.2	£3.9	£8.0	£9.3	£8.7	£15.5	£2.6	£7.0	£8.2	£14.7	£16.0	£11.7	£3.0	£4.2	£14.1	£15.4	£15.0	£9.5	£7.6	£86.0	£12.7	£14.2	£9.0	£552.0								
Books, CDs and DVDs	£12.6	£17.8	£3.8	£12.3	£3.6	£2.9	£2.9	£5.5	£5.2	£18.2	£6.3	£4.2	£4.1	£7.5	£5.8	£5.9	£8.8	£2.1	£4.3	£5.3	£4.6	£7.3	£1.4	£3.5	£4.4	£7.9	£8.3	£5.5	£1.8	£2.2	£6.8	£7.6	£6.8	£4.7	£4.0	£40.6	£6.6	£7.0	£4.8	£274.8								
Glassware, tableware, jewellery, watches and clocks	£13.2	£16.2	£3.8	£12.2	£3.8	£3.0	£3.2	£5.0	£5.8	£16.6	£7.0	£4.4	£4.3	£6.8	£5.4	£6.0	£8.8	£2.3	£4.0	£5.9	£5.2	£7.2	£1.7	£3.3	£5.0	£8.2	£8.6	£5.9	£1.7	£2.3	£6.4	£7.3	£7.1	£4.2	£4.2	£38.6	£7.1	£7.1	£5.2	£273.9								
Recreational and luxury goods	£26.1	£25.3	£8.4	£28.0	£8.9	£7.3	£7.3	£11.8	£13.5	£38.9	£17.0	£10.3	£10.7	£16.5	£12.8	£13.0	£19.6	£5.3	£10.0	£12.4	£11.2	£17.0	£3.6	£8.2	£10.6	£18.2	£19.1	£12.7	£3.8	£5.5	£15.1	£18.1	£15.2	£10.3	£10.0	£82.3	£15.9	£16.8	£11.5	£608.1								

Notes: total retail spending levels, by category, calculated using contents of Table 1 and Table 2d.

TABLE 3e: TOTAL RETAIL SPENDING LEVELS WITHIN STUDY AREA, BY ZONE, 2042

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	ZONE 8C				9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	TOTAL (£m)
Total Convenience per Person	£107.2	£126.4	£33.2	£101.7	£28.8	£23.4	£25.3	£46.1	£41.8	£149.8	£50.0	£33.8	£33.3	£61.2	£48.5	£48.2	£75.4	£17.3	£34.9	£42.9	£39.9	£67.3	£11.2	£29.9	£37.7	£67.9	£71.7	£45.7	£14.1	£18.7	£56.9	£63.7	£59.9	£38.0	£31.6	£351.5	£56.0	£64.1	£40.2	£2,295.2		
Clothes, footwear and fashion	£46.5	£58.2	£14.0	£44.2	£11.1	£9.2	£9.2	£17.9	£16.7	£60.3	£21.8	£14.1	£13.2	£23.5	£17.5	£17.6	£28.1	£6.7	£13.5	£16.4	£14.4	£27.7	£4.4	£12.0	£13.7	£23.9	£26.5	£19.0	£5.2	£7.0	£22.6	£25.0	£25.7	£15.2	£12.9	£142.6	£21.4	£25.2	£14.7	£918.7		
Furniture, floorcoverings and textiles	£26.5	£29.6	£7.7	£24.6	£7.7	£5.7	£5.4	£11.7	£11.2	£41.0	£12.6	£10.6	£9.1	£17.6	£11.1	£10.0	£16.9	£4.2	£7.8	£9.7	£8.0	£15.0	£3.0	£6.9	£7.5	£12.9	£14.7	£12.3	£2.8	£4.3	£15.6	£17.2	£14.7	£9.2	£8.1	£87.3	£12.8	£14.0	£8.5	£555.5		
Domestic appliances	£5.9	£6.3	£1.7	£5.2	£1.8	£1.3	£1.3	£2.5	£2.5	£8.9	£2.8	£2.3	£2.0	£3.9	£2.6	£2.4	£3.9	£1.0	£1.7	£2.4	£2.0	£3.3	£0.7	£1.5	£1.9	£3.2	£3.5	£2.7	£0.7	£1.0	£3.4	£3.8	£3.1	£2.0	£1.8	£18.8	£3.0	£3.1	£2.1	£124.3		
TV, hi fi, photographic and computer goods	£13.9	£23.2	£4.1	£13.2	£3.6	£3.2	£3.1	£6.3	£5.2	£20.3	£6.5	£4.2	£4.2	£7.6	£6.1	£6.1	£9.7	£2.3	£4.7	£5.3	£4.8	£8.5	£1.3	£4.1	£4.5	£8.3	£9.0	£6.0	£1.9	£2.4	£7.8	£8.1	£8.0	£5.1	£4.1	£48.1	£6.9	£7.8	£4.9	£304.3		
DIY & hardware	£11.4	£12.1	£3.4	£10.5	£4.2	£3.2	£3.7	£5.2	£5.7	£17.3	£6.1	£4.6	£4.5	£7.9	£6.5	£6.5	£9.6	£2.5	£4.1	£6.2	£5.9	£6.8	£1.7	£3.4	£5.6	£9.6	£9.4	£5.8	£1.8	£2.6	£6.6	£7.9	£6.0	£4.1	£4.2	£35.5	£7.6	£7.4	£5.7	£272.7		
Health and beauty goods	£27.9	£35.7	£8.3	£27.3	£7.1	£5.6	£5.8	£11.5	£10.7	£37.7	£13.2	£8.9	£8.1	£14.8	£11.1	£10.7	£17.7	£4.0	£8.2	£9.5	£8.9	£15.9	£2.7	£7.1	£8.4	£15.0	£16.4	£11.9	£3.0	£4.4	£14.5	£15.8	£15.4	£9.8	£7.8	£88.1	£13.0	£14.5	£9.2	£565.6		
Books, CDs and DVDs	£12.9	£18.2	£3.9	£12.6	£3.7	£3.0	£2.9	£5.6	£5.4	£18.7	£6.5	£4.3	£4.2	£7.7	£5.9	£6.1	£9.0	£2.2	£4.4	£5.4	£4.7	£7.5	£1.4	£3.6	£4.5	£8.1	£8.5	£5.6	£1.9	£2.3	£7.0	£7.8	£7.0	£4.8	£4.1	£41.6	£6.8	£7.2	£4.9	£281.6		
Glassware, tableware, jewellery, watches and clocks	£13.5	£16.5	£3.9	£12.6	£3.9	£3.0	£3.2	£5.1	£5.9	£17.1	£7.2	£4.5	£4.4	£6.9	£5.5	£6.1	£9.0	£2.3	£4.1	£6.0	£5.3	£7.4	£1.7	£3.4	£5.1	£8.4	£8.8	£6.0	£1.7	£2.4	£6.6	£7.5	£7.3	£4.3	£4.3	£39.5	£7.3	£7.3	£5.3	£280.7		
Recreational and luxury goods	£26.7	£25.8	£8.6	£28.7	£9.1	£7.5	£7.4	£12.1	£13.9	£39.9	£17.5	£10.5	£11.0	£16.8	£13.0	£13.3	£20.2	£5.4	£10.2	£12.8	£11.5	£17.4	£3.7	£8.4	£10.8	£18.7	£19.6	£13.0	£3.9	£5.7	£15.5	£18.5	£15.6	£10.6	£10.3	£84.3	£16.2	£17.2	£11.8	£623.2		

Notes: total retail spending levels, by category, calculated using contents of Table 1 and Table 2e.

TABLE 4a: FIRST CHOICE MAIN FOOD MARKET SHARE

STORE / CENTRE	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18		
EXETER CITY																																									
Exeter City Centre																																									
Marks & Spencer, High Street, Exeter	0.71%	1.69%	0.92%	1.12%	0.00%	0.00%	0.00%	0.00%	1.08%	0.00%	0.00%	1.24%	0.76%	0.00%	0.00%	0.00%	0.85%	0.00%	0.00%	0.00%	0.00%	0.00%	1.74%	0.68%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sainsbury's, Guildhall Shopping Centre, Exeter	2.52%	12.64%	3.93%	4.02%	1.01%	0.67%	1.58%	0.00%	0.00%	0.00%	0.00%	4.00%	0.95%	0.00%	0.00%	0.00%	0.61%	1.76%	0.90%	0.00%	0.00%	0.00%	6.89%	1.89%	0.00%	0.57%	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Sidwell Street, Exeter	0.00%	1.90%	0.00%	1.81%	0.00%	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Local, Sidwell Street, Exeter	0.00%	0.00%	0.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Co-op, Fore Street, Exeter	0.00%	0.00%	0.00%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Co-op, Queen 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%		
Co-op, Sidwell Street, Exeter	0.00%	1.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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, Sidwell Street, Briton Ferry, Exeter	0.00%	1.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
The Real Food Store, Paris Street, Exeter	0.89%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Exeter City Centre	0.89%	1.90%	0.92%	2.86%	0.00%	0.00%	0.00%	3.15%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	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 Metro, High Street, Exeter	0.00%	2.02%	0.00%	0.00%	0.00%	0.00%	2.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.76%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%			
Co-op, High 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%		
Heavitree district centre																																									
Tesco Express, Fore Street, Heavitree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
Co-op, Fore Street, Heavitree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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																																									
Co-op, Cowick Street, Exeter	5.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
M&S Simply Food, Albany Road, Exeter	0.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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, Cowick Street, Exeter	0.00%	0.84%	0.00%	1.20%	0.00%	0.00%	0.00%	0.00%	0.73%	0.00%	0.93%	1.78%	0.00%	0.00%	0.00%	0.00%	0.00%	1.55%	0.00%	0.00%	0.00%	0.00%	0.97%	0.00%	0.00%	0.00%	0.76%	0.00%	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	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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																																									
Co-op, Fore Street, Topsham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.33%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
Local Centres																																									
Sidwell Street / Blackboy Road																																									
Sidwell Street / Blackboy 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%								

Notes: market shares for convenience goods stores in Exeter taken from 2019 Retail Study.

TABLE 4b: OTHER MAIN FOOD MARKET SHARE

STORE / CENTRE	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18
EXETER CITY																																							
Exeter City Centre																																							
Marks & Spencer, High Street, Exeter	1.03%	5.26%	3.28%	6.43%	0.00%	1.14%	1.35%	0.00%	1.06%	0.00%	1.10%	4.60%	0.94%	1.20%	0.00%	0.00%	1.20%	0.00%	1.13%	0.00%	0.00%	0.00%	3.13%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Guildhall Shopping Center, Exeter	1.29%	9.25%	1.64%	1.34%	0.00%	0.00%	1.35%	0.00%	2.54%	0.00%	1.10%	3.39%	0.00%	1.49%	0.00%	1.30%	1.08%	1.39%	1.58%	0.00%	0.00%	1.56%	1.25%	1.58%	1.23%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Sidwell Street, Exeter	1.29%	1.27%	1.64%	1.34%	0.00%	0.00%	0.00%	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%	2.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sainsbury's Local, 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%	
Co-op, Fore Street, Exeter	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Co-op, Queen 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%	
Co-op, Sidwell Street, Exeter	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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, Sidwell Street, Briton Ferry, Exeter	0.00%	1.14%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
The Real Food Store, Paris Street, Exeter	0.00%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Exeter City Centre	4.07%	1.27%	1.64%	3.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.45%	0.00%	0.00%	0.00%	1.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Tesco Metro, High Street, Exeter	2.73%	2.18%	4.34%	1.34%	0.00%	0.00%	0.00%	0.00%	1.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.77%	0.00%	0.00%	1.32%	0.00%	0.00%	2.83%	0.00%	0.00%	0.00%	1.74%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, High Street, Exeter	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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																																							
Tesco Express, Fore Street, Heavitree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Co-op, Fore Street, Heavitree	0.00%	0.00%	0.00%	1.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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																																							
Co-op, Cowick Street, Exeter	1.03%	0.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.54%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.33%	0.00%	0.00%	0.00%	
M&S Simply Food, Albany Road, Exeter	2.32%	2.72%	0.00%	0.00%	0.00%	0.00%	1.35%	0.00%	0.00%	0.00%	3.58%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	1.11%	0.00%	0.00%	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%	1.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Tesco Express, Cowick Street, Exeter	3.66%	2.40%	0.00%	0.00%	1.37%	0.00%	1.35%	0.00%	1.48%	0.00%	0.00%	0.00%	0.94%	5.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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	1.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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																																							
Co-op, Fore Street, Topsham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.80%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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	0.00%	0.00%	0.00%	1.34%	0.00%	0.82%	0.00%	0.00%	0.00%	0.00%	0.00%	2.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Local Centres																																							
Sidwell Street / Blackboy Road																																							
Sidwell Street / Blackboy 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%	
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%	
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%	
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%	
Countess Wear (Glass House Lane)																																							
Beacon Lane																																							
Beacon Lane 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%		
Co-op, Beacon Lane, 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%		
Polsloe Bridge																																							
Polsloe Bridge Local Centre	0.00%	0.00%	0.00%	0.00%	0.0																																		

TABLE 4c: TOP-UP FOOD MARKET SHARE

STORE / CENTRE	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	
EXETER CITY																																								
Exeter City Centre																																								
Marks & Spencer, High Street, Exeter	2.32%	2.10%	1.37%	1.96%	0.00%	0.00%	2.34%	0.00%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Guildhall Shopping Centre, Exeter	3.39%	13.76%	0.00%	5.53%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.12%	0.00%	0.00%	0.00%	0.00%	0.00%	1.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, Sidwell Street, Exeter	0.00%	1.05%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Sainsbury's Local, Sidwell Street, Exeter	0.00%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Fore Street, Exeter	1.35%	5.20%	0.00%	2.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.84%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.28%	
Co-op, Queen Street, Exeter	7.44%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Co-op, Sidwell Street, Exeter	2.46%	0.00%	0.00%	2.50%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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, Sidwell Street, Briton Ferrv, Exeter	0.00%	2.78%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
The Real Food Store, Paris 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%	
Exeter City Centre	10.30%	11.35%	6.24%	12.58%	0.00%	1.27%	0.00%	1.65%	0.00%	0.00%	0.00%	5.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.06%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.17%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Tesco Metro, High Street, Exeter	0.00%	2.52%	1.71%	2.72%	0.00%	0.00%	4.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, High 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%
Heavitree district centre																																								
Tesco Express, Fore Street, Heavitree	0.00%	1.47%	0.00%	6.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.42%	0.00%	0.00%	0.00%	0.00%	0.00%	4.71%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Co-op, Fore Street, Heavitree	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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	0.00%	0.00%	0.00%	1.46%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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																																								
Co-op, Cowick Street, Exeter	13.96%	1.05%	1.91%	0.00%	0.00%	0.00%	0.00%	0.00%	7.67%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
M&S Simply Food, Albany Road, Exeter	3.53%	0.00%	0.00%	2.59%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.19%	0.00%	0.00%	0.00%	1.53%	0.00%	0.00%	0.00%	0.00%	0.00%	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, Cowick Street, Exeter	11.60%	1.47%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.85%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%</																		

Notes: market shares for convenience goods stores in Exeter taken from 2019 Retail Study.

TABLE 5a: FIRST CHOICE MAIN FOOD TURNOVER, 2026

STORE / CENTRE	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	TOTAL (£m)		
EXETER CITY																																										
Exeter City Centre																																										
Marks & Spencer, High Street, Exeter	£0.38	£1.08	£0.15	£0.54	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.20	£0.11	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.16
Sainsbury's, Guildhall Shopping Center, Exeter	£1.34	£8.05	£0.63	£1.96	£0.14	£0.07	£0.20	£0.00	£0.00	£0.00	£0.00	£0.65	£0.14	£0.00	£0.00	£0.00	£0.21	£0.15	£0.15	£0.00	£0.00	£0.00	£0.37	£0.27	£0.00	£0.19	£0.27	£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	£14.77
Iceland, Sidwell Street, Exeter	£0.00	£1.21	£0.00	£0.88	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.33	
Sainsbury's Local, Sidwell Street, Exeter	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£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	£0.42	
Co-op, Fore Street, Exeter	£0.00	£0.00	£0.00	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.82	
Co-op, Queen 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		
Co-op, Sidwell Street, Exeter	£0.00	£0.67	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.67		
Tesco Express, Sidwell Street, Briton Ferry, Exeter	£0.00	£0.75	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75		
The Real Food Store, Paris Street, Exeter	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.57		
Exeter City Centre	£0.47	£1.21	£0.15	£1.39	£0.00	£0.00	£0.00	£0.70	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.92		
Tesco Metro, High Street, Exeter	£0.00	£1.29	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.89			
Co-op, High 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		
Heavitree district centre																																										
Tesco Express, Fore Street, Heavitree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17		
Co-op, Fore Street, Heavitree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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																																										
Co-op, Cowick Street, Exeter	£2.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.71		
M&S Simply Food, Albany Road, Exeter	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51		
Tesco Express, Cowick Street, Exeter	£0.00	£0.53	£0.00	£0.58	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.20	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.20		
St Thomas District Centre	£0.75	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.75		
Topsham district centre																																										
Co-op, Fore Street, Topsham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.86	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.86		
Topsham District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.63		
Local Centres																																										
Sidwell Street / Blackboy Road																																										
Sidwell Street / Blackboy 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		
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		
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		
Countess Wear (Topsham Road)																																										
Countess Wear (Topsham Road) Local Centre	£0.00	£0.00	£0.00	£0.00	£0																																					

TABLE 5b: OTHER MAIN FOOD TURNOVER, 2026[illegible]

Notes:

TABLE 6a: FIRST CHOICE MAIN FOOD TURNOVER, 2031

STORE / CENTRE	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE 8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	TOTAL (£m)
EXETER CITY																																								
Exeter City Centre																																								
Marks & Spencer, High Street, Exeter	£0.38	£1.08	£0.15	£0.55	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.20	£0.12	£0.00	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.20
Sainsbury's, Guildhall Shopping Center, Exeter	£1.34	£8.11	£0.64	£1.99	£0.14	£0.07	£0.20	£0.00	£0.00	£0.00	£0.00	£0.66	£0.15	£0.00	£0.00	£0.00	£0.22	£0.15	£0.15	£0.00	£0.00	£0.00	£0.38	£0.27	£0.00	£0.19	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£14.93
Iceland, Sidwell Street, Exeter	£0.00	£1.22	£0.00	£0.90	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.36
Sainsbury's Local, Sidwell Street, Exeter	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£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	£0.42
Co-op, Fore Street, Exeter	£0.00	£0.00	£0.00	£0.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.83
Co-op, Queen 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
Co-op, Sidwell Street, Exeter	£0.00	£0.68	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.68	
Tesco Express, Sidwell Street, Briton Ferry, Exeter	£0.00	£0.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76
The Real Food Store, Paris Street, Exeter	£0.53	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.57	
Exeter City Centre	£0.47	£1.22	£0.15	£1.41	£0.00	£0.00	£0.00	£0.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.97	
Tesco Metro, High Street, Exeter	£0.00	£1.30	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.91		
Co-op, High 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	
Heavitree district centre																																								
Tesco Express, Fore Street, Heavitree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	
Co-op, Fore Street, Heavitree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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																																								
Co-op, Cowick Street, Exeter	£2.72	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.72	
M&S Simply Food, Albany Road, Exeter	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51	
Tesco Express, Cowick Street, Exeter	£0.00	£0.54	£0.00	£0.59	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.21	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.23	
St Thomas District Centre	£0.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.76	
Topsham district centre																																								
Co-op, Fore Street, Topsham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.88	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.88	
Topsham District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.64		
Local Centres																																								
Sidwell Street / Blackboy Road																																								
Sidwell Street / Blackboy 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		
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		
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		
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	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15		
Countess Wear (Glass House Lane)																																								

TABLE 7b: OTHER MAIN FOOD TURNOVER, 2036

STORE / CENTRE	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	8B	ZONE			8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	TOTAL (£m)			
EXETER CITY																																														
Exeter City Centre																																														
Marks & Spencer, High Street, Exeter	£0.22	£1.34	£0.22	£1.29	£0.00	£0.05	£0.07	£0.00	£0.09	£0.00	£0.10	£0.31	£0.06	£0.15	£0.00	£0.00	£0.18	£0.00	£0.08	£0.00	£0.00	£0.07	£0.00	£0.00	£0.21	£0.03	£0.00	£0.00	£0.00	£0.16	£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	£4.39		
Sainsbury's, Guildhall Shopping Centre, Exeter	£0.28	£2.36	£0.11	£0.27	£0.00	£0.00	£0.07	£0.00	£0.01	£0.00	£0.10	£0.23	£0.00	£0.18	£0.00	£0.12	£0.16	£0.05	£0.11	£0.00	£0.00	£0.21	£0.03	£0.09	£0.09	£0.00	£0.00	£0.00	£0.16	£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	£4.82	
Iceland, Sidwell Street, Exeter	£0.28	£0.32	£0.11	£0.27	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.56	
Sainsbury's Local, 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	£0.00	£0.00	£0.00
Co-op, Fore Street, Exeter	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	
Co-op, Queen 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	£0.00
Co-op, Sidwell Street, Exeter	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23
Tesco Express, Sidwell Street, Briton Ferry, Exeter	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29
The Real Food Store, Paris Street, Exeter	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23
Exeter City Centre	£0.87	£0.32	£0.11	£0.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.15	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.43	
Tesco Metro, High Street, Exeter	£0.59	£0.56	£0.29	£0.27	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.85	£0.00	£0.00	£0.11	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£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	£3.01		
Co-op, High Street, Exeter	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	
Heavitree district centre																																														
Tesco Express, Fore Street, Heavitree	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Co-op, Fore Street, Heavitree	£0.00	£0.00	£0.00	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38	
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	£0.00	£0.00	
St Thomas district centre																																														
Co-op, Cowick Street, Exeter	£0.22	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.93	£0.00	£0.00	£0.00	£0.00	£1.53			
M&S Simply Food, Albany Road, Exeter	£0.50	£0.69	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.34	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.16	£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	£1.96		
Tesco Express, Cowick Street, Exeter	£0.78	£0.61	£0.00	£0.00	£0.08	£0.00	£0.07	£0.00	£0.12	£0.00	£0.00	£0.06	£0.73	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.45		
St Thomas District Centre	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28		
Topsham district centre																																														
Co-op, Fore Street, Topsham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32	
Topsham District Centre	£0.00	£0.00	£0.00	£0.27	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.50		
Local Centres																																														
Sidwell Street / Blackboy Road																																														
Sidwell Street / Blackboy 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	£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	£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	£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	£0.00	£0.00	
Countess Wear (Glass House Lane)																																														
Beacon Lane																																														
Beacon Lane Local Centre																																														

Notes:

Notes:

TABLE 10: COMPARISON GOODS MARKET SHARE

TSTORE / CENTRE	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	CLOTHES, FOOTWEAR AND OTHER FASHION GOODS										10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18
	8A	8B	8C	9A	9B																																							
EXETER CITY																																												
Exeter City Centre																																												
Exeter City Centre	86.27%	95.91%	90.15%	91.52%	41.45%	57.07%	80.65%	53.98%	88.74%	75.96%	90.71%	92.57%	84.07%	63.71%	66.90%	60.37%	72.64%	90.77%	73.31%	50.82%	44.05%	74.78%	88.72%	83.81%	85.89%	17.02%	76.89%	25.92%	20.79%	34.05%	47.99%	31.35%	19.43%	46.21%	29.42%	15.59%	35.11%	6.32%	6.67%					
Next, Princess Hay, Exeter	0.82%	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%	0.00%	0.00%						
John Lewis, Sidwell Street, Exete	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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 Harlequin 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%						
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%						
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%						
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%	1.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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 Wav, 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%						
Exe Bridges Retail Park	2.10%	0.00%	1.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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	0.82%	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%	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%					
Topsham district centre																																												
Topsham District Centre	0.00%	0.00%	1.13%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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%					
Sidwell Street / Blackboy Road Local Centre	0.00%	0.96%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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%						
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%					
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%					
Beacon Lane																																												
Beacon Lane 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%					
Polsloe Bridge																																												
Polsloe Bridge 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%					
Pinhoe																																												
Pinhoe Local Centre	0.00%	0.00%	1.13%	2.26%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.09%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.83%	1.01%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%					
Whipton																																												
Whipton 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%	0.83%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%					
Exwick Road / Winchester Avenue																																												
Exwick Road / Winchester Avenue Local Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%					
Isleworth Road																																												
Isleworth 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%					
Exeter Out of Centre Stores																																												
Marsh Barton																																												
Go Outdoors, Marsh Barton, Exeter	0.00%	0.00%	0.00%	0.00%	0.00%	0.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.00%	0.00%	0.89%	0.00%	0.00%	0.68%	0.00%	0.00%	0.00%						
Oak Furniture Land, Marsh Barton 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%						
Screwfix, Trusham Road, Marsh Barton Trading Estate, Exeter	0.00%	0.00%	1.42%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%						
Stoneman & Bowker, Marsh Barton 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%						
Exeter Retail Park, Marsh Barton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%						
Arco, Stone Lane Retail Park, Marsh Barton 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%						
Stone Lane Retail Park, Marsh Barton Road, Exeter	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.25%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.82%	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%					
Carpentright, Stone Lane Retail Park, Marsh Barton 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%						
Currys, Stone Lane Retail Park, Marsh Barton 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.														

TABLE 10: COMPARISON GOODS MARKET SHARE

[illegible]

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[illegible]

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	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	Audio-Visual Equipment				8B	8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18					
EXETER CITY																																																
Exeter City Centre																																																
Exeter City Centre	60.14%	63.32%	53.27%	46.60%	30.78%	32.48%	51.96%	35.45%	34.08%	44.03%	40.00%	65.42%	51.66%	35.75%	37.51%	43.57%	51.82%	36.86%	50.21%	54.57%	30.14%	41.96%	44.50%	49.39%	50.24%	16.63%	42.53%	12.85%	4.57%	33.56%	21.30%	7.09%	11.62%	13.76%	11.32%	6.26%	23.82%	5.71%	0.00%									
Next, Princess Hav. 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%	0.00%	0.00%	0.00%
John Lewis, Sidwell Street, Exete	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.61%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Multywork Furniture, The Harlequin 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%	0.00%	0.00%	0.00%
Heavitree District Centre																																																
Heavitree District Centre	0.00%	4.95%	6.08%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.12%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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 Brides 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%	0.00%	0.00%	0.00%	0.00%
TK Maxx, Exe Brides 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%	0.00%	0.00%	0.00%	0.00%
Tesco Extra, Exe Brides Retail Park, Russell Wav. Exeter	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.31%	0.00%	1.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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 Brides Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.48%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.87%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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	1.32%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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%	0.00%	0.00%	0.00%	0.00%
Topsham district centre																																																
Topsham District Centre	0.00%	0.00%	0.00%	1.23%	0.00%	0.00%	0.00%	0.00%	0.00%	2.87%	0.00%	9.90%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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 / Blackbov Road																																																
Richer Sounds, Sidwell Street, Exeter	0.00%	0.00%	0.00%	2.45%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.43%	7.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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%	1.82%	1.52%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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%</													

TABLE 10: COMPARISON GOODS MARKET SHARE

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	DIY & Hardware goods			9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18
EXETER CITY																			8B	8C	9A																		
Exeter City Centre																																							
Exeter City Centre	20.97%	10.23%	14.90%	10.78%	1.21%	0.00%	9.74%	10.30%	5.29%	3.14%	3.82%	31.05%	8.23%	7.14%	9.07%	5.49%	13.12%	14.22%	11.57%	0.87%	1.07%	6.02%	2.78%	10.52%	13.39%	1.97%	6.71%	0.00%	0.00%	1.20%	2.48%	0.00%	0.00%	0.00%	0.00%	0.00%	1.14%	1.15%	0.00%
Next, Princess Hav, 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%	
John Lewis, Sidwell Street, Exete	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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 Harlequin 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%	
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%	
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%	
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%	
Tesco Extra, Exe Bridges Retail Park, Russell Wav, 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%	
Exe Bridges Retail Park	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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	0.88%	1.81%	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%	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%	
Topsham district centre																																							
Topsham District Centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	4.88%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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 / Blackbov 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%	
Sidwell Street / Blackbov Road Local Centre	0.00%	0.00%	0.00%	1.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	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%	
Maqdaalen Road																																							
Maadalen 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%	5.13%	0.00%	0.00%	0.00%	0.00%	0.00%	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) 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%	
Beacon Lane																																							
Beacon Lane 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%	
Polsloe Bridge																																							
Polsloe Bridge 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%	
Pinhoe																																							
Pinhoe 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%	
Whipton																																							
Whipton 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%	
Exwick Road / Winchester Avenue																																							
Exwick Road / Winchester Avenue 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%	
Isleworth Road																																							
Isleworth 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%	
Exeter Out of Centre Stores																																							
Marsh Barton																																							
Go Outdoors, Marsh Barton, 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%	
Oak Furniture Land, Marsh Barton 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%	
Screwfix, Trusham Road, Marsh Barton Trading Estate, Exeter	0.00%	4.84%	0.00%	1.38%	0.00%	0.00%	1.22%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.21%	0.00%	0.00%	0.00%	0.98%	0.00%	0.00%	0.00%	0.00%	1.05%	1.81%	1.01%	0.00%	0.99%	0.00%	0.00%	2.53%	0.00%	0.00%	0						

TABLE 10: COMPARISON GOODS MARKET SHARE

[illegible]

TABLE 10: COMPARISON GOODS MARKET SHARE

[illegible]

TABLE 10: COMPARISON GOODS MARKET SHARE

[illegible]

TABLE 10: COMPARISON GOODS MARKET SHARE

[illegible]

TABLE 11a: COMPARISON GOODS TURNOVER, 2026[illegible]

[illegible]

TABLE 11a: COMPARISON GOODS TURNOVER, 2026[illegible]

Bishops Court Industrial Estate, Sidmouth Road
Bernaville Nurseries, Three Horse Shoes, Cowle
St Bridget Nurseries, Old Rydon Lane, Exeter
Sainsbury's, Hill Barton Road, Exeter (Pinhoe)

TABLE 11a: COMPARISON GOODS TURNOVER, 2026

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	Books, CDs, DVDs				9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	Total (£M)
EXETER CITY																																										
Exeter City Centre																																										
Exeter City Centre	£8.12	£10.99	£1.79	£6.88	£0.25	£0.48	£1.14	£1.27	£1.92	£2.31	£3.16	£2.08	£1.03	£2.69	£0.59	£1.16	£1.58	£1.05	£0.84	£0.76	£0.24	£0.80	£0.69	£0.81	£1.03	£0.42	£2.79	£0.19	£0.05	£0.32	£0.61	£0.65	£0.09	£0.06	£0.14	£1.35	£0.26	£0.15	£0.00	£60.74		
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	
John Lewis, Sidwell Street, Exete	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Multiyork Furniture, The Harlequin 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
Heavitree District Centre																																										
Heavitree District Centre	£0.00	£0.26	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.46	
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	
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	
Tesco Extra, Exe Bridges Retail Park, Russell Way, Exeter	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.04	£1.65	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.11	
Exe Bridges Retail Park	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04		
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	
Topsham district centre																																										
Topsham District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.27	£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	£0.31		
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		
Sidwell Street / Blackboy 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	
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																																

TABLE 11a: COMPARISON GOODS TURNOVER, 2026[illegible]

TABLE 11b: COMPARISON GOODS TURNOVER, 2031[illegible]

TABLE 11b: COMPARISON GOODS TURNOVER, 2031[illegible]

TABLE 11b: COMPARISON GOODS TURNOVER, 2031

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	Audio-Visual Equipment 8B	8C	9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	Total (£M)	
EXETER CITY																																									
Exeter City Centre																																									
Exeter City Centre	£6.40	£11.47	£1.65	£4.61	£0.86	£0.75	£1.24	£1.68	£1.30	£6.63	£1.80	£2.07	£1.55	£2.09	£1.76	£1.95	£3.73	£0.65	£1.71	£2.16	£1.10	£2.66	£0.45	£1.50	£1.70	£1.05	£2.88	£0.59	£0.06	£0.59	£1.27	£0.44	£0.68	£0.52	£0.34	£2.28	£1.25	£0.35	£0.00	£75.77	
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	
John Lewis, Sidwell Street, Exete	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Multiyork Furniture, The Harlequin 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	
Heavitree District Centre																																									
Heavitree District Centre	£0.00	£0.90	£0.19	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.31
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	
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	
Tesco Extra, Exe Bridges Retail Park, Russell Way, Exeter	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£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	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	
Topsham district centre																																									
Topsham District Centre	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.43	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.33	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	
Maadalen Road																																									
Maadalen Road Local Centre	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	
Beacon Lane																																									
Beacon Lane 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	
Polsloe Bridge																																									
Polsloe Bridge 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	
Pinhoe																																									
Pinhoe Local Centre	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Whinton																																									
Whinton Local Centre	£0.00	£0.26	£0.09	£0.12	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Exwick Road / Winchester Avenue																																									
Exwick Road / Winchester Avenue 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	
Isleworth Road																																									
Isleworth Road Local Centre	£0.00	£0.00	£0.00	£0.00																																					

Other
Bishops Court Industrial Estate, Sidmouth Road
Bernaville Nurseries, Three Horse Shoes, Cowle
St Bridget Nurseries, Old Rydon Lane, Exeter
Sainsbury's, Hill Barton Road, Exeter (Pinhoe)

TABLE 11b: COMPARISON GOODS TURNOVER, 2031[illegible]

TABLE 11b: COMPARISON GOODS TURNOVER, 2031

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	Books, CDs, DVDs 8C				9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	Total (£M)
EXETER CITY																																										
Exeter City Centre																																										
Exeter City Centre	£9.19	£12.50	£2.04	£7.89	£0.29	£0.55	£1.30	£1.45	£2.21	£2.66	£3.74	£2.39	£1.21	£3.08	£0.68	£1.35	£1.83	£1.19	£0.97	£0.87	£0.27	£0.91	£0.79	£0.92	£1.17	£0.47	£3.15	£0.21	£0.06	£0.36	£0.69	£0.74	£0.10	£0.07	£0.17	£1.52	£0.30	£0.16	£0.00	£69.50		
Next, Prince of 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		
John Lewis, Sidwell Street, Exete	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Multiyork Furniture, The Harlequin 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		
Heavitree District Centre																																										
Heavitree District Centre	£0.00	£0.29	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.52		
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		
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		
Tesco Extra, Exe Bridges Retail Park, Russell Way, Exeter	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£0.00	£0.00	£0.05	£1.90	£0.20	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.43		
Exe Bridges Retail Park	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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			
Topsham district centre																																										
Topsham District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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			
Sidwell Street / Blackboy 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			
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			
Maadalen Road																																										
Maadalen 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			
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			
Beacon Lane																																										
Beacon Lane 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			
Polsloe Bridge																																										
Polsloe Bridge 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			
Pinhoe																																										
Pinhoe Local Centre	£0.00	£0.23	£0.63	£0.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00			
Whilton																																										
Whilton Local Centre	£0.00	£0.00	£0.25	£0.16	£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				
Exwick Road / Winchester Avenue																																										
Exwick Road / Winchester Avenue 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			
Isleworth Road																																										
Isleworth 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			
Exeter Out of Centre Stores																																										

TABLE 11b: COMPARISON GOODS TURNOVER, 2031

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	Glassware, Tableware, Jewellery				9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	Total (£M)
EXETER CITY																																										
Exeter City Centre																																										
Exeter City Centre	£9.09	£9.21	£2.01	£8.91	£0.44	£0.59	£1.01	£1.71	£2.87	£6.57	£2.65	£2.48	£1.50	£2.70	£1.63	£1.07	£3.24	£1.29	£1.35	£1.33	£0.99	£1.87	£0.90	£0.91	£2.13	£1.01	£4.75	£0.06	£0.05	£0.37	£1.48	£1.99	£0.30	£0.39	£0.22	£1.91	£1.14	£0.27	£0.10	£82.54		
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	
John Lewis, Sidwell Street, Exete	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11		
Multyork Furniture, The Harlequin 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	
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		
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		
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		
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	£0.42	£0.10	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.23	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38		
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			
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		
Topsham 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		
Topsham District Centre	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37		
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		
Sidwell Street / Blackboy Road Local Centre	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06		
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			
Maqdaalen Road																																										
Maqdaalen 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			
Countess Wear (Topsham Road)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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) 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			
Beacon Lane																																										
Beacon Lane 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			
Polsloe Bridge																																										
Polsloe Bridge 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			
Pinhoe																																										
Pinhoe Local Centre	£0.00	£0.46	£0.38	£0.00	£0.00	£0.00	£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			
Whitton																																										
Whitton 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			
Exwick Road / Winchester Avenue																																										
Exwick Road / Winchester Avenue 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			
Isleworth Road																																										

TABLE 11b: COMPARISON GOODS TURNOVER, 2031[illegible]

[illegible]

TABLE 11c: COMPARISON GOODS TURNOVER, 2036[illegible]

TABLE 11c: COMPARISON GOODS TURNOVER, 2036

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	Audio-Visual Equipment									10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	Total (£m)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
	8B	8C	9A	9B	9C	9D	9E	9F	9G	9H	9I	9J	9K	9L	9M	9N	9O	9P	9Q	9R	9S	9T	9U	9V	9W	9X	9Y	9Z	9AA	9AB	9AC	9AD	9AE	9AF	9AG	9AH	9AI	9AJ	9AK	9AL	9AM	9AN	9AO	9AP	9AQ	9AR	9AS	9AT	9AU	9AV	9AW	9AX	9AY	9AZ	9BA	9BB	9BC	9BD	9BE	9BF	9BG	9BH	9BI	9BJ	9BK	9BL	9BM	9BN	9BO	9BP	9BQ	9BR	9BS	9BT	9BU	9BV	9BW	9BX	9BY	9BZ	9CA	9CB	9CC	9CD	9CE	9CF	9CG	9CH	9CI	9CJ	9CK	9CL	9CM	9CN	9CO	9CP	9CQ	9CR	9CS	9CT	9CU	9CV	9CW	9CX	9CY	9CZ	9DA	9DB	9DC	9DD	9DE	9DF	9DG	9DH	9DI	9DJ	9DK	9DL	9DM	9DN	9DO	9DP	9DQ	9DR	9DS	9DT	9DU	9DV	9DW	9DX	9DY	9DZ	9EA	9EB	9EC	9ED	9EE	9EF	9EG	9EH	9EI	9EJ	9EK	9EL	9EM	9EN	9EO	9EP	9EQ	9ER	9ES	9ET	9EU	9EV	9EW	9EX	9EY	9EZ	9FA	9FB	9FC	9FD	9FE	9FF	9FG	9FH	9FI	9FJ	9FK	9FL	9FM	9FN	9FO	9FP	9FQ	9FR	9FS	9FT	9FU	9FV	9FW	9FX	9FY	9FZ	9GA	9GB	9GC	9GD	9GE	9GF	9GG	9GH	9GI	9GJ	9GK	9GL	9GM	9GN	9GO	9GP	9GQ	9GR	9GS	9GT	9GU	9GV	9GW	9GX	9GY	9GZ	9HA	9HB	9HC	9HD	9HE	9HF	9HG	9HH	9HI	9HJ	9HK	9HL	9HM	9HN	9HO	9HP	9HQ	9HR	9HS	9HT	9HU	9HV	9HW	9HX	9HY	9HZ	9IA	9IB	9IC	9ID	9IE	9IF	9IG	9IH	9II	9IJ	9IK	9IL	9IM	9IN	9IO	9IP	9IQ	9IR	9IS	9IT	9IU	9IV	9IW	9IX	9IY	9IZ	9JA	9JB	9JC	9JD	9JE	9JF	9JG	9JH	9JI	9JJ	9JK	9JL	9JM	9JN	9JO	9JP	9JQ	9JR	9JS	9JT	9JU	9JV	9JW	9JX	9JY	9JZ	9KA	9KB	9KC	9KD	9KE	9KF	9KG	9KH	9KI	9KJ	9KK	9KL	9KM	9KN	9KO	9KP	9KQ	9KR	9KS	9KT	9KU	9KV	9KW	9KX	9KY	9KZ	9LA	9LB	9LC	9LD	9LE	9LF	9LG	9LH	9LI	9LJ	9LK	9LL	9LM	9LN	9LO	9LP	9LQ	9LR	9LS	9LT	9LU	9LV	9LW	9LX	9LY	9LZ	9MA	9MB	9MC	9MD	9ME	9MF	9MG	9MH	9MI	9MJ	9MK	9ML	9MM	9MN	9MO	9MP	9MQ	9MR	9MS	9MT	9MU	9MV	9MW	9MX	9MY	9MZ	9NA	9NB	9NC	9ND	9NE	9NF	9NG	9NH	9NI	9NJ	9NK	9NL	9NM	9NN	9NO	9NP	9NQ	9NR	9NS	9NT	9NU	9NV	9NW	9NX	9NY	9NZ	9OA	9OB	9OC	9OD	9OE	9OF	9OG	9OH	9OI	9OJ	9OK	9OL	9OM	9ON	9OO	9OP	9OQ	9OR	9OS	9OT	9OU	9OV	9OW	9OX	9OY	9OZ	9PA	9PB	9PC	9PD	9PE	9PF	9PG	9PH	9PI	9PJ	9PK	9PL	9PM	9PN	9PO	9PP	9PQ	9PR	9PS	9PT	9PU	9PV	9PW	9PX	9PY	9PZ	9QA	9QB	9QC	9QD	9QE	9QF	9QG	9QH	9QI	9QJ	9QK	9QL	9QM	9QN	9QO	9QP	9QQ	9QR	9QS	9QT	9QU	9QV	9QW	9QX	9QY	9QZ	9RA	9RB	9RC	9RD	9RE	9RF	9RG	9RH	9RI	9RJ	9RK	9RL	9RM	9RN	9RO	9RP	9RQ	9RR	9RS	9RT	9RU	9RV	9RW	9RX	9RY	9RZ	9SA	9SB	9SC	9SD	9SE	9SF	9SG	9SH	9SI	9SJ	9SK	9SL	9SM	9SN	9SO	9SP	9SQ	9SR	9SS	9ST	9SU	9SV	9SW	9SX	9SY	9SZ	9TA	9TB	9TC	9TD	9TE	9TF	9TG	9TH	9TI	9TJ	9TK	9TL	9TM	9TN	9TO	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9TP	9

TABLE 11c: COMPARISON GOODS TURNOVER, 2036[illegible]

TABLE 11c: COMPARISON GOODS TURNOVER, 2036

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	Books, CDs, DVDs				9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	Total (£M)
EXETER CITY																																										
Exeter City Centre																																										
Exeter City Centre	£10.45	£14.01	£2.34	£9.05	£0.33	£0.64	£1.48	£1.66	£2.56	£3.06	£4.42	£2.74	£1.40	£3.51	£0.77	£1.56	£2.11	£1.36	£1.13	£1.00	£0.30	£1.04	£0.92	£1.06	£1.34	£0.54	£3.59	£0.25	£0.07	£0.42	£0.79	£0.84	£0.12	£0.09	£0.19	£1.73	£0.34	£0.18	£0.00	£79.39		
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	
John Lewis, Sidwell Street, Exete	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Multiyork Furniture, The Harlequin 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	
Heavitree District Centre																																										
Heavitree District Centre	£0.00	£0.33	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59	
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	
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	
Tesco Extra, Exe Bridges Retail Park, Russell Way, Exeter	£0.00	£0.00	£0.00	£0.23	£0.00	£0.00	£0.00	£0.00	£0.06	£2.18	£0.23	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.80	
Exe Bridges Retail Park	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06		
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		
Topsham district centre																																										
Topsham District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41		
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		
Sidwell Street / Blackboy 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		
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																									

TABLE 11d: COMPARISON GOODS TURNOVER, 2041[illegible]

TABLE 11d: COMPARISON GOODS TURNOVER, 2041[illegible]

TABLE 11d: COMPARISON GOODS TURNOVER, 2041[illegible]

TABLE 11d: COMPARISON GOODS TURNOVER, 2041

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	Books, CDs, DVDs				9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	Total (£M)
EXETER CITY																																										
Exeter City Centre																																										
Exeter City Centre	£11.75	£15.63	£2.63	£10.27	£0.37	£0.74	£1.67	£1.88	£2.93	£3.49	£5.20	£3.11	£1.62	£3.94	£0.87	£1.79	£2.41	£1.54	£1.30	£1.14	£0.34	£1.19	£1.04	£1.21	£1.53	£0.61	£4.08	£0.28	£0.08	£0.48	£0.88	£0.95	£0.14	£0.10	£0.22	£1.96	£0.39	£0.21	£0.00	£89.94		
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	
John Lewis, Sidwell Street, Exete	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	
Multiyork Furniture, The Harlequin 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	
Heavitree District Centre																																										
Heavitree District Centre	£0.00	£0.37	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.66	
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	
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	
Tesco Extra, Exe Bridges Retail Park, Russell Way, Exeter	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.07	£2.49	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£3.20	
Exe Bridges Retail Park	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	
Topsham district centre																																										
Topsham District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.47	
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	
Sidwell Street / Blackboy 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	
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	
Maqdaalen Road																																										
Maqdaalen 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	
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	
Beacon Lane																																										
Beacon Lane 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	
Polsloe Bridge																																										
Polsloe Bridge 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	
Pinhoe																																										
Pinhoe Local Centre	£0.00	£0.29	£0.82	£0.99	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.37	
Whipton																																										
Whipton Local Centre	£0.00	£0.00	£0.32	£0.21	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.54		
Exwick Road / Winchester Avenue																																										
Exwick Road / Winchester Avenue 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		
Isleworth Road																																										
Isleworth Road Local Centre	£0.00	£0.00	£0.00	£0.00	£0.0																																					

TABLE 11d: COMPARISON GOODS TURNOVER, 2041

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	Glassware, Tableware, Jewellery				9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	Total (£M)
																			8B	8C																						
EXETER CITY																																										
Exeter City Centre																																										
Exeter City Centre	£11.62	£11.52	£2.59	£11.60	£0.56	£0.79	£1.30	£2.22	£3.81	£8.61	£3.69	£3.24	£2.01	£3.45	£2.09	£1.41	£4.28	£1.66	£1.80	£1.75	£1.26	£2.43	£1.18	£1.20	£2.78	£1.30	£6.14	£0.08	£0.06	£0.49	£1.89	£2.56	£0.41	£0.51	£0.29	£2.46	£1.47	£0.34	£0.13	£106.99		
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
John Lewis, Sidwell Street, Exete	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14
Multyork Furniture, The Harlequin 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
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
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
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
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	£0.55	£0.13	£0.00	£0.00	£0.00	£0.00	£0.40	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.18
Exe Bridges Retail Park	£0.00	£0.28	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	
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	
Topsham district centre																																										
Topsham District Centre	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	
Sidwell Street / Blackboy Road Local Centre	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	
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	
Maqdaalen Road																																										
Maqdaalen 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	
Countess Wear (Topsham Road)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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) 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	
Beacon Lane																																										
Beacon Lane 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	
Polsloe Bridge																																										
Polsloe Bridge 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	
Pinhoe																																										
Pinhoe Local Centre	£0.00	£0.58	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	
Whitton																																										
Whitton 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	
Exwick Road / Winchester Avenue																																										
Exwick Road / Winchester Avenue Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.																																		

TABLE 11d: COMPARISON GOODS TURNOVER, 2041[illegible]

TABLE 11e: COMPARISON GOODS TURNOVER, 2042

TOWN / CENTRE	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	CLOTHES, FOOTWEAR AND OTHER FASHION GOODS									10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	Total (£M)
																		8A	8B	9A	9B																							
EXETER CITY																																												
Exeter City Centre																																												
Exeter City Centre	£40.09	£55.78	£12.59	£40.44	£4.61	£5.24	£7.39	£9.66	£14.82	£45.84	£19.75	£13.06	£11.10	£14.94	£11.69	£10.64	£20.39	£6.09	£9.92	£8.36	£6.34	£20.70	£3.92	£10.05	£11.77	£4.06	£20.41	£4.91	£1.09	£2.37	£10.86	£7.84	£4.99	£7.01	£3.80	£22.24	£7.53	£1.59	£0.98	£514.87				
Next, Princess Hay, Exeter	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38						
John Lewis, Sidwell Street, Exete	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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 Harlequin 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						
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							
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							
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	£0.76	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.98	£0.00	£0.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.38	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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								
Topsham district centre																																												
Topsham District Centre	£0.00	£0.00	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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								
Sidwell Street / Blackboy Road Local Centre	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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								
Maqdaalen Road																																												
Maqdaalen 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								
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								
Beacon Lane																																												
Beacon Lane 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								
Polsloe Bridge																																												
Polsloe Bridge 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	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00								
Pinhoe																																												
Pinhoe Local Centre	£0.00	£0.00	£0.16	£1.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.13	£0.00	£0.00	£0.00	£0.00	£0.06	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00								
Whipton																																												
Whipton 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	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00									
Exwick Road / Winchester Avenue																																												
Exwick Road / Winchester Avenue Local Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00								
Isleworth Road																																												
Isleworth 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								
Exeter Out of Centre Stores																																												
Marsh Barton																																												
Go Outdoors, Marsh Barton, Exeter	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05																

TABLE 11e: COMPARISON GOODS TURNOVER, 2042[illegible]

TABLE 11e: COMPARISON GOODS TURNOVER, 2042

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	Books, CDs, DVDs				9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	Total (£M)
EXETER CITY																																										
Exeter City Centre																																										
Exeter City Centre	£12.02	£15.98	£2.70	£10.53	£0.37	£0.76	£1.71	£1.93	£3.01	£3.58	£5.36	£3.19	£1.67	£4.02	£0.88	£1.83	£2.48	£1.57	£1.33	£1.17	£0.35	£1.22	£1.06	£1.25	£1.56	£0.62	£4.18	£0.28	£0.08	£0.50	£0.90	£0.97	£0.14	£0.10	£0.22	£2.01	£0.39	£0.21	£0.00	£92.15		
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		
John Lewis, Sidwell Street, Exete	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00		
Multiyork Furniture, The Harlequin 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		
Heavitree District Centre																																										
Heavitree District Centre	£0.00	£0.37	£0.00	£0.31	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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		
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		
Tesco Extra, Exe Bridges Retail Park, Russell Way, Exeter	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.07	£2.56	£0.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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			
Topsham district centre																																										
Topsham District Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.41	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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			
Sidwell Street / Blackboy 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			
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															

TABLE 11e: COMPARISON GOODS TURNOVER, 2042

	1A	1B	1C	1D	2A	2B	2C	2D	2E	3	4A	4B	4C	5	6A	6B	7	8A	Glassware, Tableware, Jewellery				9A	9B	10A	10B	10C	11	12	13A	13B	13C	14A	14B	14C	14D	14E	15	16	17	18	Total (£M)
EXETER CITY																																										
Exeter City Centre																																										
Exeter City Centre	£11.88	£11.78	£2.65	£11.90	£0.58	£0.81	£1.32	£2.27	£3.91	£8.83	£3.81	£3.32	£2.07	£3.53	£2.14	£1.45	£4.39	£1.70	£1.85	£1.79	£1.29	£2.49	£1.21	£1.23	£2.85	£1.33	£6.30	£0.09	£0.06	£0.51	£1.93	£2.62	£0.42	£0.52	£0.30	£2.52	£1.50	£0.35	£0.14	£109.63		
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		
John Lewis, Sidwell Street, Exete	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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 Harlequin 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		
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		
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		
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		
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	£0.56	£0.14	£0.00	£0.00	£0.00	£0.00	£0.41	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.29	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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			
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			
Topsham 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		
Topsham District Centre	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.40	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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			
Sidwell Street / Blackboy Road Local Centre	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£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	£0.0																							

TABLE 11e: COMPARISON GOODS TURNOVER, 2042[illegible]

TABLE 12a: CONVENIENCE GOODS FLOORSPACE BENCHMARK TURNOVER (TRADING STORES AT 2019)

STORE / CENTRE	CONVENIENCE GOODS FLOORSPACE (sq m net)	CONVENIENCE GOODS SALES DENSITY (£/sq m)	TOTAL BENCHMARK TURNOVER (£m)
EXETER CITY			
Exeter City Centre			
Marks & Spencer, High Street, Exeter	1190	12320	£14.66
Sainsbury's, Guildhall Shopping Center, Exeter	1263	12367	£15.62
Iceland, Sidwell Street, Exeter	574	7804	£4.48
Sainsbury's Local, Sidwell Street, Exeter	221	12367	£2.73
Co-op, Fore Street, Exeter	243	11564	£2.81
Co-op, Queen Street, Exeter	231	11564	£2.67
Co-op, Sidwell Street, Exeter	686	11564	£7.93
Tesco Express, Sidwell Street, Briton Ferry, Exeter	810	14473	£11.72
The Real Food Store, Paris Street, Exeter			£0.80
Exeter City Centre	2530	6000	£15.18
Tesco Metro, High Street, Exeter	710	14473	£10.28
Co-op, High Street, Exeter	180	11564	£2.08
Heavitree district centre			
Tesco Express, Fore Street, Heavitree	201	14473	£2.91
Co-op, Fore Street, Heavitree	446	11564	£5.16
Heavitree District Centre	33	6000	£0.20
St Thomas district centre			
Co-op, Cowick Street, Exeter	470	11564	£5.44
M&S Simply Food, Albany Road, Exeter	900	12320	£11.09
Tesco Express, Cowick Street, Exeter	244	14473	£3.53
St Thomas District Centre	795	6000	£4.77
Topsham district centre			
Co-op, Fore Street, Topsham	167	11564	£1.93
Topsham District Centre	326	6000	£1.96
Local Centres			
Sidwell Street / Blackboy Road			
Sidwell Street / Blackboy Road Local Centre	241	6000	£1.45
Mount Pleasant			
Mount Pleasant Local Centre	115	6000	£0.69
Maq dalen Road			
Maq dalen Road Local Centre	441	6000	£2.65
Countess Wear (Glass House Lane)			
Countess Wear Local Centre	77	6000	£0.46
Beacon Lane Local Centre			
Co-op, Beacon Lane, Exeter	150	11564	£1.73
Polsloe Bridge			
Polsloe Bridge Local Centre	218	6000	£1.31
Pinhoe			
Pinhoe Local Centre	292	6000	£1.75
Whipton			
Whipton Local Centre	298	6000	£1.79
Exwick Road / Winchester Avenue			
Tesco Express, Winchester Avenue, Exwick	198	14473	£2.87
Isleworth Road			
Co-op	259	11564	£3.00
Isleworth Road Local Centre	60	6000	£0.36
Exeter out-of-centre stores			
Aldi, Alphington Road, Exeter	828	11769	£9.74
Aldi, Exhibition Way, Pinhoe	782	11769	£9.20
Lidl, Burnthouse Lane, Exeter	1126	8508	£9.58
Lidl, Powlesland Road, Alphington	800	8508	£6.81
Morrisons, Prince Charles Road, Exeter	2209	10872	£24.02
Sainsbury's, Alphington Road, Exeter	3252	12367	£40.22
Sainsbury's, Hill Barton Road, Exeter (Pinhoe)	3047	12367	£37.68
Tesco Extra, Exeter Vale Shopping Centre, Russell Way, Exeter	3350	14473	£48.48
Waitrose, Gladstone Road, Exeter	1896	12222	£23.17
Iceland, Alphington Road, Exeter	380	7804	£2.97
Co-op, Pennsylvania Road, Exeter			£2.55
Spar, Myrtle Close, Ide Lane, Alphington			£1.14
Co-op, Little Johns Cross, Dunsford Hill, Exeter			£0.38
Co-op, Shooting Marsh Stile, Haven Road, Exeter			£0.54
Makro, Marsh Barton Industrial Estate, Matford Park, Yeoford			£0.46
Wonford Local Centre			£1.77
One Stop, Glass House Lane, Exeter			£1.19
Alphington Local Centre			£0.47
Co-op, Alphington Road, Exeter			£0.08
M&S Simply Food, Exebridges Retail Park, Exeter			£0.48
Marsh Barton Local Centre			£0.43

Notes:

TABLE 12b: RETAIL FLOORSPACE COMMITMENTS AND STORE OPENINGS SINCE 2019

STORE / CENTRE	CONVENIENCE GOODS FLOORSPACE (sq m net)	CONVENIENCE GOODS SALES DENSITY (£/sq m)	TOTAL CONVENIENCE BENCHMARK TURNOVER (£m)	COMPARISON GOODS FLOORSPACE (sq m net)	COMPARISON GOODS SALES DENSITY (£/sq m)	TOTAL COMPARISON BENCHMARK TURNOVER (£m)
Ikea						£48.0
ALDI, Topsham	912	11769	£10.73	228	8184	£1.87
Replacement Lidl, Burnthouse Lane (increase in floorspace)	222	8508	£1.89	55	4715	£0.26
Lidl, Pinhoe	960	8508	£8.17	240	4715	£1.13
Replacement ALDI, Pinhoe	182	11769	£2.14	46	8184	£0.37
The Range	250	6000	£1.50	-250	3500	-£0.88
Moor Exchange	2789	N/A	N/A	4763	N/A	N/A
Unit 7, Stone Lane Retail Park (sub-division of unit)	1502			-732		
Exe Bridges, Cowick Street (variation of condition)						25/1003/CONR - removal of limit on convenience goods sales

Notes:
Data regarding ALDI (Topsham), Lidl (Burnthouse Lane) and IKEA taken from 2019 Retail Study.
Outline planning permission for Moor Exchange is assumed to have lapsed.
Exe Bridges Retail Park 'removal of restriction on convenience goods sales' permission and Unit 7 Stone Lane Retail Park sub-division permission shown for information purposes only.

Moor Exchange development benefits from an outline planning permission and an undetermined Reserved Matters application. Therefore, it is a commitment.
Floorspace figures above show maximum amount of convenience goods floorspace and consequential minimum amount of comparison goods floorspace within development.

TABLE 13a: CONVENIENCE GOODS FLOORSPEACE CAPACITY - EXETER - 2026-2041/42

	2026	2031	2036	2041	2042
Available expenditure in study area (£m)	£2,213.03	£2,241.73	£2,270.42	£2,291.56	£2,295.20
Expenditure attracted from study area (£m)	£498.43	£505.16	£510.54	£513.41	£514.05
Market share (%)	22.52%	22.53%	22.49%	22.40%	22.40%
Expenditure inflow (£m)	£0.00	£0.00	£0.00	£0.00	£0.00
Total turnover potential (£m)	£498.43	£505.16	£510.54	£513.41	£514.05
Benchmark turnover (£m)	£367.36	£367.36	£365.53	£363.70	£363.34
Turnover of commitments (£m)	£24.43	£24.43	£24.31	£24.19	£24.16
Loss of turnover due to Cranbrook town centre (£m)	£16.33	£16.55	£16.73	£16.82	£16.85
Residual expenditure (£m)	£90.31	£96.82	£103.97	£108.69	£109.70
Indicative sales density for new floorspace (£/sq m)	£12,000	£12,000	£11,940	£11,881	£11,869
Indicative floorspace capacity (sq m net)	7,526	8,068	8,708	9,149	9,243

Notes:

Total available expenditure taken from Tables 3a-3e.

Study area turnover data taken from Tables 5-9.

No allowance for expenditure inflow.

Benchmark turnover taken from Table 12a

Turnover of commitments taken from Table 12b.

Allowance made for reduction in available expenditure due to trading impact of new town centre supermarket in Cranbrook.

Sales density for new convenience goods floorspace is indicative, based upon broad average of main national multiple grocery retailers.

Capacity assessment excludes Moor Exchange development.

TABLE 13b: COMPARISON GOODS FLOORSPEACE CAPACITY - EXETER - 2026-2041/42 (LINK TO 2019 RETAIL STUDY BENCHMARK TURNOVER)

	2026	2031	2036	2041	2042
Available expenditure in study area (£m)	£4,762.63	£5,440.62	£6,218.80	£7,055.88	£7,230.25
Expenditure attracted from study area (£m)	£1,165.31	£1,334.01	£1,525.67	£1,730.45	£1,773.30
Market share (%)	24.47%	24.52%	24.53%	24.53%	24.53%
Expenditure inflow (£m)	£58.27	£66.70	£76.28	£86.52	£88.66
Total turnover potential (£m)	£1,223.57	£1,400.71	£1,601.95	£1,816.98	£1,861.96
Benchmark turnover (£m)	£1,567.66	£1,756.43	£1,967.93	£2,204.89	£2,255.60
Turnover of commitments (£m)	£50.75	£50.75	£50.50	£50.25	£50.20
Residual expenditure (£m)	-£394.85	-£406.47	-£416.48	-£438.16	-£443.84
Indicative sales density for new floorspace (£/sq m)	£6,000	£6,000	£5,970	£5,940	£5,934
Indicative floorspace capacity (sq m net)	-65,808	-67,745	-69,761	-73,761	-74,792

Notes:

Total available expenditure taken from Tables 3a-3e.

Study area turnover data taken from Tables 5-9.

No allowance for expenditure inflow.

Benchmark turnover taken from Table 12a

Turnover of commitments taken from Table 12b.

Allowance made for reduction in available expenditure due to trading impact of new town centre supermarket in Cranbrook.

Sales density for new convenience goods floorspace is indicative, based upon broad average of main national multiple grocery retailers.

Capacity assessment excludes Moor Exchange development.

TABLE 13c: COMPARISON GOODS FLOORSPEACE CAPACITY - EXETER - 2026-2041/42 (EQUILIBRIUM BENCHMARK TURNOVER AT 2026)

	2026	2031	2036	2041	2042
Available expenditure in study area (£m)	£4,762.63	£5,440.62	£6,218.80	£7,055.88	£7,230.25
Expenditure attracted from study area (£m)	£1,165.31	£1,334.01	£1,525.67	£1,730.45	£1,773.30
Market share (%)	24.47%	24.52%	24.53%	24.53%	24.53%
Expenditure inflow (£m)	£58.27	£66.70	£76.28	£86.52	£88.66
Total turnover potential (£m)	£1,223.57	£1,400.71	£1,601.95	£1,816.98	£1,861.96
Benchmark turnover (£m)	£1,223.57	£1,370.90	£1,535.98	£1,720.93	£1,760.51
Turnover of commitments (£m)	£50.75	£50.75	£50.50	£50.25	£50.20
Residual expenditure (£m)	-£50.75	-£20.95	£15.47	£45.80	£51.25
Indicative sales density for new floorspace (£/sq m)	£6,000	£6,000	£5,970	£5,940	£5,934
Indicative floorspace capacity (sq m net)	-8,459	-3,491	2,591	7,710	8,636

Notes:

Total available expenditure taken from Tables 3a-3e.

Study area turnover data taken from Tables 5-9.

No allowance for expenditure inflow.

Benchmark turnover taken from Table 12a

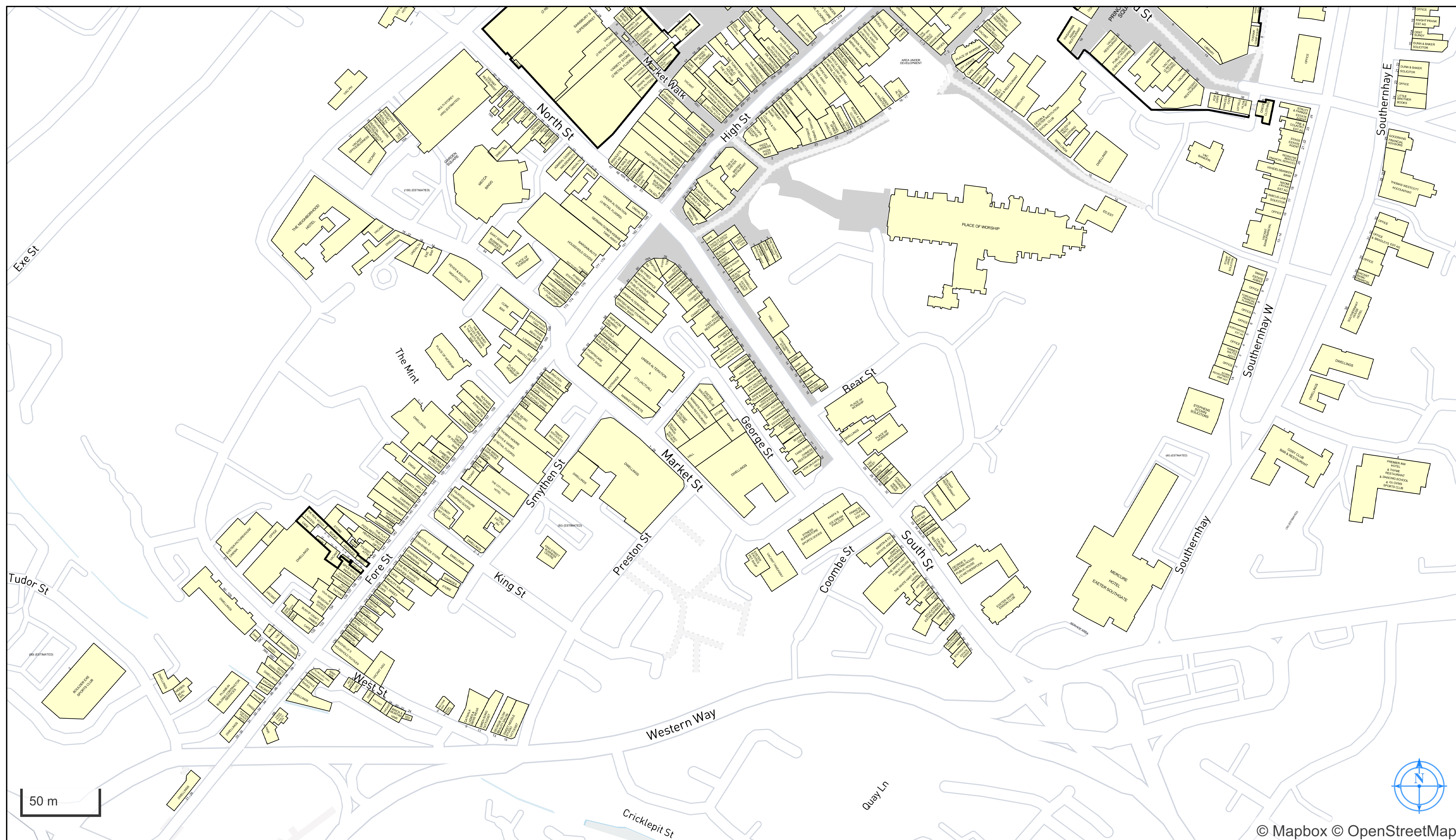
Turnover of commitments taken from Table 12b.

Allowance made for reduction in available expenditure due to trading impact of new town centre supermarket in Cranbrook.

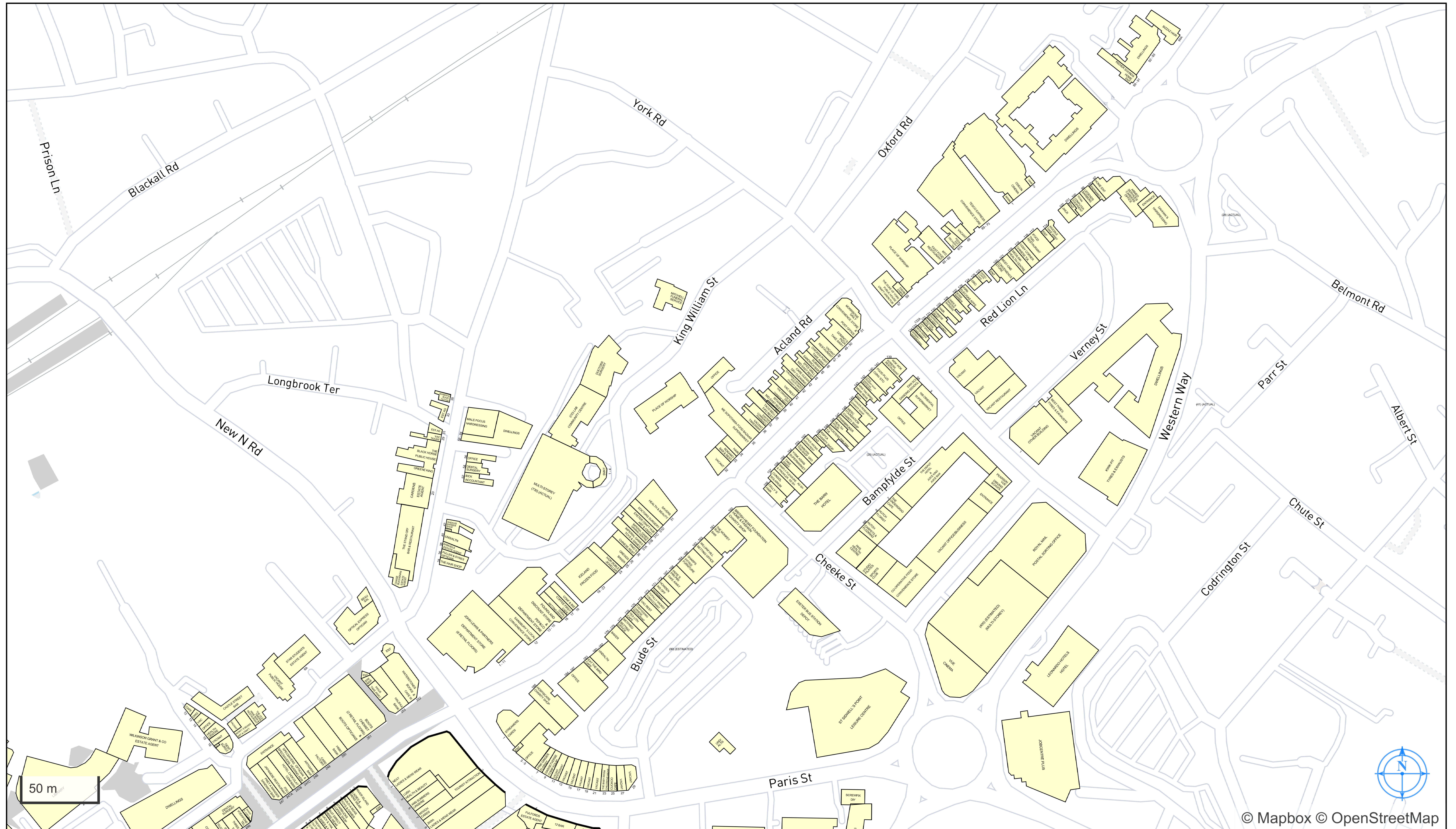
Sales density for new convenience goods floorspace is indicative, based upon broad average of main national multiple grocery retailers.

Capacity assessment excludes Moor Exchange development.

Appendix C: Experian GOAD plan for Exeter city centre









Nexus Planning

Suite B
Beacon Tower
Colston Street
Bristol
BS1 4XE

nexusplanning.co.uk