

Quantitative Need Assessment - Convenience Goods

TABLE 1: ASSESSMENT PARAMETERS

Base Year	2010
Design Year	2015
Price Base	2009
Expenditure Base	Goods

TABLE 2 : POPULATION BY SURVEY ZONE

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	10514	14068	20742	25113	20230	22814	40049	471	154,001
2015	10663	14623	21354	26294	22001	24064	41708	494	161,201
2020	10866	15209	22093	27533	23682	25288	43733	519	168,923
2025	11143	15713	22714	28741	25310	26451	45772	539	176,383
2031	11395	16351	23478	30215	27254	27895	48096	564	185,248

TABLE 3 - CATCHMENT POPULATION GROWTH

Year	Number	%
2010-2015	7,200	4.68%
2015-2020	7,722	4.79%
2020-2025	7,460	4.42%
2025-2031	8,865	5.03%

TABLE 4 - EXPENDITURE PER CAPITA (£)

Year	Convenience Goods
2010	£1,922.75
2015	£1,977.14
2020	£2,063.64
2025	£2,158.19
2031	£2,277.38

Source: Experian Expenditure Data

Convenience expenditure per capita anticipated to grow in line with spending forecasts shown on page 7 (Figure 1) of Experian Retail Planner Briefing Note 8.1 August 2010. A growth rate of 0.3% has been applied in 2010, 0.0% in 2011, 0.4% in 2012, 0.8% has been used for period between 2013-2017 and 0.9% there after up to 2031.

TABLE 5 -TOTAL CONVENIENCE EXPENDITURE (£m)

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£20,215,804	£27,049,261	£39,881,701	£48,286,046	£38,897,253	£43,865,641	£77,004,255	£905,616	£296,105,577
2015	£21,082,289	£28,911,780	£42,219,938	£51,987,031	£43,499,151	£47,577,999	£82,462,732	£976,709	£318,717,629
2020	£22,423,460	£31,385,827	£45,591,892	£56,818,067	£48,871,008	£52,185,206	£90,248,956	£1,071,027	£348,595,442
2025	£24,048,660	£33,911,567	£49,021,023	£62,028,406	£54,623,672	£57,086,162	£98,784,462	£1,163,262	£380,667,214
2031	£25,951,356	£37,236,783	£53,468,700	£68,810,442	£62,068,460	£63,527,190	£109,533,211	£1,283,818	£421,879,959

Source: Tables 3 and 4

TABLE 6 - GROWTH IN TOTAL CONVENIENCE EXPENDITURE

	£(m)	%
2010-2015	22.61	7.64%
2015-2020	29.88	9.37%
2020-2025	32.07	9.20%
2025-2031	41.21	10.83%

Table 7a: MAIN FOOD EXPENDITURE

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£14,151,063	£18,934,483	£27,917,191	£33,800,232	£27,228,077	£30,705,949	£53,902,978	£633,931	£207,273,904
2015	£14,757,602	£20,238,246	£29,553,957	£36,390,922	£30,449,405	£33,304,599	£57,723,913	£683,696	£223,102,341
2020	£15,696,422	£21,970,079	£31,914,324	£39,772,647	£34,209,705	£36,529,644	£63,174,269	£749,719	£244,016,809
2025	£16,834,062	£23,738,097	£34,314,716	£43,419,884	£38,236,571	£39,960,313	£69,149,123	£814,283	£266,467,050
2031	£18,165,949	£26,065,748	£37,428,090	£48,167,309	£43,447,922	£44,469,033	£76,673,248	£898,673	£295,315,972

Table 7b: TOP UP EXPENDITURE

Year	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4	TOTAL
2010	£6,064,741	£8,114,778	£11,964,510	£14,485,814	£11,669,176	£13,159,692	£23,101,276	£271,685	£88,831,673
2015	£6,324,687	£8,673,534	£12,665,981	£15,596,109	£13,049,745	£14,273,400	£24,738,820	£293,013	£95,615,289
2020	£6,727,038	£9,415,748	£13,677,567	£17,045,420	£14,661,302	£15,655,562	£27,074,687	£321,308	£104,578,632
2025	£7,214,598	£10,173,470	£14,706,307	£18,608,522	£16,387,102	£17,125,849	£29,635,339	£348,979	£114,200,164
2031	£7,785,407	£11,171,035	£16,040,610	£20,643,133	£18,620,538	£19,058,157	£32,859,963	£385,145	£126,563,988

Table 8a: Main Food Shop Destination (%)

STORES WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Sainsbury's, Brentwood	27.0%	20.6%	0.0%	1.5%	47.6%	63.0%	61.7%	3.0%	50.0%
Tesco, Gallows Corner, Romford	22.4%	5.9%	0.0%	0.0%	7.2%	16.8%	12.1%	62.0%	0.0%
Waitrose, Billericay	9.2%	8.8%	25.0%	39.0%	4.2%	0.0%	2.0%	0.0%	0.0%
Asda, Pippis Hill, Basildon	3.7%	0.0%	14.1%	6.6%	7.2%	0.0%	0.7%	0.7%	0.0%
Tesco, Mavflower, Basildon (A127)	3.4%	0.0%	10.9%	15.4%	0.6%	0.8%	0.7%	0.0%	0.0%
Tesco, Laindon Hills, Basildon	3.0%	0.0%	4.3%	5.9%	9.0%	1.7%	0.7%	0.0%	0.0%
Tesco, Princes Road, Chelmsford	2.9%	25.0%	3.3%	1.5%	1.2%	0.0%	3.4%	0.0%	0.0%
Co-op, Queens Park, Billericay	2.3%	0.0%	5.4%	10.3%	2.4%	0.0%	0.0%	0.0%	0.0%
M&S, High Street, Brentwood	1.9%	1.5%	0.0%	0.0%	0.0%	6.7%	3.4%	0.0%	0.0%
Internet	1.8%	1.5%	3.3%	3.7%	0.0%	3.4%	2.0%	0.7%	0.0%
Sainsbury's, Cricketers Retail Park, Basildon	1.5%	1.5%	7.6%	4.4%	0.6%	0.0%	0.0%	0.0%	0.0%
Asda, Romford	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%
Sainsbury's, Hornchurch	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%
Co-op, Chapel Hill, Brentwood (Baytree Centre)	1.1%	1.5%	0.0%	0.0%	1.8%	2.5%	2.7%	0.0%	0.0%
Iceland, Farnham Road, Romford	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%
Iceland, High Street, Brentwood	0.9%	2.9%	0.0%	0.0%	2.4%	0.0%	1.3%	0.4%	0.0%
Sainsbury's, The Brewery, Romford	0.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.7%	2.2%	0.0%
Co-op, Shenfield	0.8%	0.0%	0.0%	0.0%	1.2%	0.0%	3.4%	0.4%	0.0%
Co-op, High Street, Billericay	0.8%	0.0%	4.3%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Harold Hill, Romford	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%
Sainsbury's (Local), Harold Hill	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Asda, Eastgate	0.6%	0.0%	2.2%	2.2%	0.6%	0.0%	0.0%	0.0%	0.0%
Co-op, Hutton, Brentwood	0.6%	0.0%	0.0%	0.0%	2.4%	0.8%	0.0%	0.4%	0.0%
Local stores, Harold Hill	0.5%	0.0%	1.1%	0.0%	0.0%	0.8%	0.0%	1.1%	0.0%
Sainsbury's, Farnham Road, Romford	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%
Tesco, Parkway, Chelmsford	0.5%	4.4%	1.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Varies	0.5%	0.0%	3.3%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%
Buadoens, High Street, Inoatstone	0.4%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Hill Dean, Romford	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Aldi, Uppminster	0.4%	0.0%	0.0%	0.0%	1.2%	0.0%	0.7%	0.4%	0.0%
Co-op, Inoatstone	0.4%	5.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Co-op, Harold Wood, Romford	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%
Local stores, Inoatstone	0.3%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, White Hart Lane, Springfield, Chelmsford	0.3%	2.9%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Somerfield, High Street, Billericay	0.3%	0.0%	1.1%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Chipping Ongar	0.3%	2.9%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%
Tesco, Hornchurch	0.3%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.7%	0.0%
Waitrose, Uppminster	0.3%	0.0%	0.0%	0.7%	0.6%	0.8%	0.0%	0.0%	0.0%
Aldi, Romford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Aldi, Wickford	0.2%	0.0%	1.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Asda, Chelmsford	0.2%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Stock Road, Billericay	0.2%	1.5%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Lidl, Chelmsford	0.2%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Lidl, Laindon	0.2%	0.0%	0.0%	0.7%	0.6%	0.0%	0.0%	0.0%	0.0%
M&S, Romford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Tesco, Ongar Express	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%	0.0%
Brentwood	0.2%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%
Iceland, High Street, Billericay	0.2%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local stores, Shenfield	0.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.7%	0.0%	0.0%
Marks & Spencer, Lakeside Thurrock, Grays	0.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.4%	0.0%
Morrisons, Wood Lane, Dagenham	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%
Aldi, Chelmsford	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Pilgrims Hatch, Brentwood	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Lidl, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Morrisons, Becontree Heath	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Shenfield Express	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Tesco, Brentwood Exoress	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Asda, Thurrock Park Wav, Tilbury	0.1%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Wav, West Thurrock	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Hemmings, Crays Hill, Billericay	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Harold Hill, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Little Burstard Farm Shop, Tve Common Road, Little Burstard	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local stores, Basildon	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Local stores, Billericay	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local stores, Dodinghurst	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%
Local stores, Ramsden Bellhouse	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Marks & Spencer, Liverpool Street, London	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Morrisons, Chingford Road, Chingford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Morrisons, High Road, Loupton	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%
Morrisons, London Road, Grays	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Sainsbury's, Stadium Trading Estate, Benfleet	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Ravleigh Road, Canvey Island, Ravleigh	0.1%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Somerfield, High Street, Wickford	0.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100%								

Source: Research & Marketing Household Survey (October 2010) - Analysis 01

Table 8b: Main Food Shop Expenditure (Main Food Shop Destinations % x Main Food Expenditure £m) 2010

STORES WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Sainsbury's, Brentwood	£57,449,612	£2,913,454	£0	£410,547	£16,085,653	£17,160,553	£18,959,378	£1,603,063	£316,966
Tesco, Gallows Corner, Romford	£45,426,093	£832,415	£0	£0	£2,443,390	£4,576,147	£3,709,443	£33,864,696	£0
Waitrose, Billericay	£18,905,289	£1,248,623	£4,733,621	£10,879,494	£1,425,311	£0	£618,241	£0	£0
Asda, Pippis Hill, Basildon	£7,573,222	£0	£2,675,525	£1,847,461	£2,443,390	£0	£206,080	£400,766	£0
Tesco, Mavflower, Basildon (A127)	£7,007,342	£0	£2,058,096	£4,310,743	£203,616	£228,807	£206,080	£0	£0
Tesco, Laindon Hills, Basildon	£6,183,359	£0	£823,238	£1,642,188	£3,054,238	£457,615	£206,080	£0	£0
Tesco, Princes Road, Chelmsford	£6,003,374	£3,537,766	£617,429	£410,547	£407,232	£0	£1,030,401	£0	£0
Co-op, Queens Park, Billericay	£4,717,340	£0	£1,029,048	£2,873,828	£814,463	£0	£0	£0	£0
M&S, High Street, Brentwood	£4,087,043	£208,104	£0	£0	£1,018,079	£1,830,459	£1,030,401	£0	£0
Internet	£3,786,136	£208,104	£617,429	£1,026,367	£0	£915,229	£618,241	£400,766	£0
Sainsbury's, Cricketers Retail Park, Basildon	£3,084,028	£208,104	£1,440,667	£1,231,641	£203,616	£0	£0	£0	£0
Asda, Romford	£2,805,359	£0	£0	£0	£0	£0	£0	£2,805,359	£0
Sainsbury's, Hornchurch	£2,204,211	£0	£0	£0	£0	£0	£0	£2,204,211	£0
Co-op, Chapel Hill, Brentwood (Baytree Centre)	£2,329,694	£208,104	£0	£0	£610,848	£686,422	£824,321	£0	£0
Iceland, Farnham Road, Romford	£1,803,445	£0	£0	£0	£0	£0	£0	£1,803,445	£0
Iceland, High Street, Brentwood	£1,843,214	£416,208	£0	£0	£814,463	£0	£412,160	£200,383	£0
Sainsbury's, The Brewery, Romford	£1,614,187	£0	£205,810	£0	£0	£0	£206,080	£1,202,297	£0
Co-op, Shenfield	£1,638,016	£0	£0	£0	£407,232	£0	£1,030,401	£200,383	£0
Co-op, High Street, Billericay	£1,644,332	£0	£823,238	£821,094	£0	£0	£0	£0	£0
Co-op, Harold Hill, Romford	£1,603,063	£0	£0	£0	£0	£0	£0	£1,603,063	£0
Sainsbury's (Local), Harold Hill	£1,202,297	£0	£0	£0	£0	£0	£0	£1,202,297	£0
Asda, Eastgate	£1,231,055	£0	£411,619	£615,820	£203,616	£0	£0	£0	£0
Co-op, Hutton, Brentwood	£1,243,654	£0	£0	£0	£814,463	£228,807	£0	£200,383	£0
Local stores, Harold Hill	£1,035,765	£0	£0	£0	£0	£228,807	£0	£601,148	£0
Sainsbury's, Farnham Road, Romford	£1,001,914	£0	£0	£0	£0	£0	£0	£1,001,914	£0
Tesco, Parkway, Chelmsford	£1,035,737	£624,312	£205,810	£0	£203,616	£0	£0	£0	£0
Varies	£1,075,044	£0	£617,429	£0	£457,615	£0	£0	£0	£0
Buadoens, High Street, Inoatstone	£832,415	£832,415	£0	£0	£0	£0	£0	£0	£0
Iceland, Hill Dean, Romford	£801,531	£0	£0	£0	£0	£0	£0	£801,531	£0
Aldi, Uppminster	£813,695	£0	£0	£0	£407,232	£0	£206,080	£200,383	£0
Co-op, Inoatstone	£832,415	£832,415	£0	£0	£0	£0	£0	£0	£0
Co-op, Harold Wood, Romford	£801,531	£0	£0	£0	£0	£0	£0	£801,531	£0
Local stores, Inoatstone	£624,312	£624,312	£0	£0	£0	£0	£0	£0	£0
Sainsbury's, White Hart Lane, Springfield, Chelmsford	£622,017	£416,208	£205,810	£0	£0	£0	£0	£0	£0
Somerfield, High Street, Billericay	£616,357	£0	£205,810	£410,547	£0	£0	£0	£0	£0
Sainsbury's, Chiooing Onear	£645,015	£416,208	£0	£0	£228,807	£0	£0	£0	£0
Tesco, Hornchurch	£604,381	£0	£0	£0	£203,616	£0	£0	£400,766	£0
Waitrose, Uppminster	£637,697	£0	£0	£205,273	£203,616	£228,807	£0	£0	£0
Aldi, Romford	£412,160	£0	£0	£0	£0	£0	£412,160	£0	£0
Aldi, Wickford	£409,425	£0	£205,810	£0	£203,616	£0	£0	£0	£0
Asda, Chelmsford	£416,208	£416,208	£0	£0	£0	£0	£0	£0	£0
Co-op, Stock Road, Billericay	£413,377	£208,104	£0	£205,273	£0	£0	£0	£0	£0
Lidl, Chelmsford	£406,192	£0	£205,810	£0	£0	£0	£0	£200,383	£0
Lidl, Laindon	£408,889	£0	£0	£205,273	£203,616	£0	£0	£0	£0
M&S, Romford	£400,766	£0	£0	£0	£0	£0	£0	£400,766	£0
Tesco, Onear Express	£406,463	£0	£0	£0	£0	£0	£206,080	£200,383	£0
Brentwood	£407,232	£0	£0	£0	£407,232	£0	£0	£0	£0
Iceland, High Street, Billericay	£411,619	£0	£411,619	£0	£0	£0	£0	£0	£0
Local stores, Shenfield	£409,696	£0	£0	£0	£203,616	£0	£206,080	£0	£0
Marks & Spencer, Lakeside Thurrock, Grays	£403,999	£0	£0	£0	£203,616	£0	£0	£200,383	£0
Morrisons, Wood Lane, Dagenham	£400,766	£0	£0	£0	£0	£0	£0	£400,766	£0
Aldi, Chelmsford	£205,810	£0	£205,810	£0	£0	£0	£0	£0	£0
Co-op, Pilgrims Hatch, Brentwood	£203,616	£0	£0	£0	£203,616	£0	£0	£0	£0
Lidl, Romford	£206,080	£0	£0	£0	£0	£206,080	£0	£0	£0
Morrisons, Becontree Heath	£205,273	£0	£0	£205,273	£0	£0	£0	£0	£0
Tesco, Shenfield Express	£203,616	£0	£0	£0	£203,616	£0	£0	£0	£0
Tesco, Brentwood Exoress	£206,080	£0	£0	£0	£0	£0	£206,080	£0	£0
Asda, Thurrock Park Wav, Tilbury	£203,616	£0	£0	£0	£203,616	£0	£0	£0	£0
Costco, West Thurrock Wav, West Thurrock	£200,383	£0	£0	£0	£0	£0	£0	£200,383	£0
Hemminis, Crays Hill, Billericay	£205,810	£0	£205,810	£0	£0	£0	£0	£0	£0
Iceland, Harold Hill, Romford	£200,383	£0	£0	£0	£0	£0	£0	£200,383	£0
Little Burstard Farm Shop, Tve Common Road, Little Burstard	£205,810	£0	£205,810	£0	£0	£0	£0	£0	£0
Local stores, Basildon	£205,273	£0	£0	£205,273	£0	£0	£0	£0	£0
Local stores, Billericay	£205,810	£0	£205,810	£0	£0	£0	£0	£0	£0
Local stores, Dodinghurst	£206,080	£0	£0	£0	£0	£0	£206,080	£0	£0
Local stores, Ramsden Bellhouse	£205,810	£0	£205,810	£0	£0	£0	£0	£0	£0
Marks & Spencer, Liverpool Street, London	£200,383	£0	£0	£0	£0	£0	£0	£200,383	£0
Morrisons, Chinoford Road, Chinoford	£200,383	£0	£0	£0	£0	£0	£0	£200,383	£0
Morrisons, High Road, Louahon	£316,966	£0	£0	£0	£0	£0	£0	£0	£316,966
Morrisons, London Road, Grays	£200,383	£0	£0	£0	£0	£0	£0	£200,383	£0
Sainsbury's, Stadium Trading Estate, Benfleet	£205,273	£0	£0	£205,273	£0	£0	£0	£0	£0
Sainsbury's, Ravleigh Road, Canvey Island, Ravleigh	£205,273	£0	£0	£205,273	£0	£0	£0	£0	£0
Somerfield, High Street, Wickford	£205,810	£0	£205,810	£0	£0	£0	£0	£0	£0
TOTAL	£207,273,904	£14,151,063	£18,934,483	£27,917,191	£33,800,232	£27,228,077	£30,705,949	£53,902,978	£633,931

Table 9c: Top Up Food Shop Destination (%)

STORES WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Waitrose, Billericay	7.7%	0.0%	26.3%	33.9%	2.2%	0.0%	0.8%	0.0%	0.0%
Sainsbury's, Brentwood	7.4%	3.7%	0.0%	0.0%	16.7%	21.6%	13.0%	0.4%	0.0%
Tesco, Gallows Corner, Romford	5.7%	1.6%	0.0%	0.0%	1.5%	0.0%	0.0%	19.4%	0.0%
Co-op, Queens Park, Billericay	4.8%	3.1%	7.5%	27.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Harold Wood, Romford	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.1%	0.0%
M&S, High Street, Brentwood	3.3%	0.0%	0.0%	0.0%	4.5%	11.3%	6.9%	0.9%	0.0%
Co-op, Shenfield	3.0%	0.0%	0.0%	0.0%	0.0%	12.4%	4.8%	0.0%	0.0%
Co-op, Hutton, Brentwood	2.5%	0.0%	0.0%	0.0%	12.7%	0.0%	3.1%	0.0%	0.0%
Tesco, Shenfield Express	2.1%	0.0%	0.0%	0.0%	6.7%	1.0%	6.1%	0.0%	0.0%
Budgens, Inaatestone	1.8%	21.9%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Co-op, Harold Hill, Romford	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%
Tesco, Brentwood Express	1.8%	1.6%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%
Budgens, Dodinghurst	1.6%	1.6%	0.0%	0.0%	0.0%	0.0%	9.9%	0.0%	0.0%
Co-op, Chapel Hah, Brentwood (Bavtree Centre)	1.4%	0.0%	0.0%	0.8%	0.0%	8.2%	2.3%	0.0%	0.0%
Shenfield independent traders - butchers, fish monoer, green grocers etc	1.3%	0.0%	0.0%	0.0%	2.2%	0.0%	6.1%	0.0%	0.0%
Co-op, Inaatestone	1.2%	12.5%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
Co-op, High Street, Billericay	1.1%	0.0%	5.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Stock Road, Billericay	0.9%	1.6%	2.5%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Romford	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%
Asda, Basildon	0.8%	0.0%	0.0%	3.3%	1.5%	0.0%	0.8%	0.0%	0.0%
Shenfield Road (65-73), Shenfield, Brentwood	0.8%	0.0%	0.0%	0.0%	3.0%	0.0%	2.3%	0.0%	0.0%
Sainsbury's (Local), Harold Hill	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Tesco, Laindon Hills, Basildon	0.6%	0.0%	0.0%	0.0%	3.0%	1.0%	0.0%	0.0%	0.0%
Co-op, Pilgrims Hatch	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%
M&S, Romford	0.5%	1.6%	0.0%	0.0%	1.0%	0.0%	0.9%	0.0%	0.0%
Internet	0.5%	0.0%	0.0%	1.7%	0.0%	0.0%	0.8%	0.4%	0.0%
Sainsbury's, Hornchurch	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
Asda, Eastate	0.2%	1.6%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons, Becontree Heath	0.2%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
M&S, Upminster	0.2%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.4%	0.0%
Onoar Road (245-267), Brentwood	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
Asda, Chelmsford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Lidl, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
M&S, Basildon	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Chipping Onoar	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Danes Wav/Hatch Road, Pilgrims Hatch, Brentwood	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Church Lane, Dodinghurst	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackmore Road, Kelvedon Hatch	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Hanqing Hill Lane Post Office, Hanqing Hill Lane, Hutton, Brentwood	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Dodinghurst Post Office, Dodinghurst Road, Dodinghurst	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local stores, Brentwood	5.4%	1.6%	2.5%	0.0%	7.5%	17.5%	12.2%	0.0%	0.0%
Local stores, Billericay	3.5%	1.6%	17.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local stores, Harold Hill	3.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	11.0%	0.0%
Local stores, Romford	2.9%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	10.6%	0.0%
Local, High Street, Brentwood	1.6%	0.0%	0.0%	0.0%	1.5%	4.1%	4.6%	0.9%	0.0%
Iceland, Inaatestone	1.6%	18.8%	1.3%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Iceland, Hilldene, Harold Hill, Romford	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%
Local stores Hilldene, Romford	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%
Varies	1.3%	3.1%	0.0%	1.7%	0.7%	2.1%	1.5%	0.9%	0.0%
Iceland, Farnham Road, Romford	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%
Budgens, Hill Street, Inaatestone	0.7%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local stores, Pilgrims Hatch	0.7%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	3.0%	0.0%
One Stoo, Granoe Road, South Green, Billericay	0.7%	0.0%	6.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Somerfield, High Street, Billericay	0.7%	0.0%	3.8%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%
Brentwood Town Centre	0.6%	0.0%	0.0%	0.0%	2.2%	0.0%	0.8%	0.4%	0.0%
Iceland, High Street, Billericay	0.6%	0.0%	2.5%	1.7%	0.7%	0.0%	0.0%	0.0%	0.0%
Local stores, Dodinghurst	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%
Local stores, Harold Wood	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Local stores, Kelvedon Hatch	0.6%	0.0%	0.0%	0.0%	0.0%	1.0%	3.1%	0.0%	0.0%
Local stores, South Green, Billericay	0.6%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local stores, Hutton	0.5%	0.0%	0.0%	0.0%	2.2%	0.0%	0.8%	0.0%	0.0%
Londis, Brook Street, Brentwood	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
McColls, Onoar Road, Brentwood	0.5%	0.0%	0.0%	0.0%	1.5%	1.0%	0.8%	0.0%	0.0%
Somerfield, Bavtree Centre, Brentwood	0.5%	0.0%	0.0%	0.0%	1.5%	2.1%	0.0%	0.0%	0.0%
Tesco, Mayflower Retail Park, Basildon	0.5%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
High street, Billericay	0.4%	0.0%	1.3%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Local stores, Warley	0.4%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Barlevlands, Barlevland Road, Billericay	0.2%	0.0%	0.0%	0.8%	0.0%	1.0%	0.0%	0.0%	0.0%
Co-op, Blackmore, Brentwood	0.2%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Costco, West Thurrock Way, West Thurrock	0.2%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.4%	0.0%
Costcutter, Brentwood	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%
Iceland, North Street, Hornchurch	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Local stores, Blackmore	0.2%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local stores, West Horndon	0.2%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%
Londis, Warley Hill, Warley, Brentwood	0.2%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%
Petersfield Shops, Harold Hill	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Sainsbury's, Farnham Road, Romford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, The Brewerv, Romford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%
Tesco, Princes Road, Chelmsford	0.2%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Merriellands Crescent, Daegenham	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Asda, Pips Hill Retail Park, Basildon	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Costcutter, Wickford	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hemminas Too, Church Road, Ramsdon Bellhouse	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland, Market Place, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Local stores, Basildon	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local stores, Bulphan	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Local stores, Heronsate	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Local stores, Inorave	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Local stores, Lanodon	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Local stores, Little Burstead, Billericay	0.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Local stores, South Horndon	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Local stores, Upminster	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Local stores, Warley hill	0.1%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Local stores, Wickford	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
London	0.1%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Marks & Spencer, High Road, Loughton	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%
Marks & Spencer, Liverpool street, London	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Morrisons, London Road, Grays	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Morrisons, Wood Lane, Daegenham	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nisa Stores, Billericay	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Nisa Stores, Chelmsford Road, Blackmore	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pips Hill Retail Park, Miles Gray Road, Basildon	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ravens, High Street, Inaatestone	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Romford Market	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Sainsbury's, Cricketers Retail Park, Basildon	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Somerfield, High Street, Wickford	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Stockbrook Farm Shop, Stock Road, Stock	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Thevdon Bois	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Tesco, Aldersate Street, Barbican, London	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Tesco, Ardleigh Green Road, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Tesco, Broomfield Road, Chelmsford	0.1%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco, Liverpool Street Station, London	0.1%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%
Tesco, Potters Bar	0.1%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tescos, Bryant Avenue, Romford	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Total	100%								

Source: Research & Marketing Household Survey (October 2010) Analysis Q5

Table 9d: Top Up Food Shop Expenditure (Top Up Food Shop Destinations % x Top Up Food Expenditure £m) 2010

STORES WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Waitrose, Billericav	£6,608,985	£0	£2,130,129	£4,054,090	£324,309	£0	£100,456	£0	£0
Sainsbury's, Brentwood	£6,993,523	£189,523	£0	£0	£2,378,320	£2,526,316	£1,707,456	£101,768	£0
Tesco, Gallows Corner, Romford	£4,909,049	£94,762	£0	£0	£216,206	£120,301	£0	£4,477,780	£0
Co-op, Queens Park, Billericav	£4,061,180	£189,523	£608,608	£3,263,048	£0	£0	£0	£0	£0
Co-op, Harold Wood, Romford	£3,256,568	£0	£0	£0	£0	£0	£0	£3,256,568	£0
M&S, High Street, Brentwood	£3,079,564	£0	£0	£0	£648,619	£1,323,309	£904,101	£203,535	£0
Co-op, Shenfield	£2,764,796	£0	£0	£0	£2,162,062	£0	£602,734	£0	£0
Co-op, Hutton, Brentwood	£2,239,575	£0	£0	£0	£1,837,752	£0	£401,823	£0	£0
Tesco, Shenfield Express	£1,896,874	£0	£0	£0	£972,928	£120,301	£803,645	£0	£0
Buddens, Ingatestone	£1,427,118	£1,326,662	£0	£0	£0	£0	£100,456	£0	£0
Co-op, Harold Hill, Romford	£1,526,516	£0	£0	£0	£0	£0	£0	£1,526,516	£0
Tesco, Brentwood Express	£1,746,930	£94,762	£0	£0	£108,103	£1,443,609	£100,456	£0	£0
Buddens, Dodinghurst	£1,400,685	£94,762	£0	£0	£0	£0	£1,305,924	£0	£0
Co-op, Chapel Hill, Brentwood (Bavtree Centre)	£1,362,654	£0	£0	£98,880	£0	£962,406	£301,367	£0	£0
Shenfield independent traders - butchers, fish monoer, green grocers etc	£1,127,955	£0	£0	£0	£324,309	£0	£803,645	£0	£0
Co-op, Ingatestone	£959,004	£758,093	£0	£0	£0	£0	£200,911	£0	£0
Co-op, High Street, Billericav	£900,140	£0	£405,739	£494,401	£0	£0	£0	£0	£0
Co-op, Stock Road, Billericav	£792,032	£94,762	£202,869	£494,401	£0	£0	£0	£0	£0
Asda, Romford	£712,374	£0	£0	£0	£0	£0	£0	£712,374	£0
Asda, Basildon	£712,183	£0	£0	£395,521	£216,206	£0	£100,456	£0	£0
Shenfield Road (65-73), Shenfield, Brentwood	£733,779	£0	£0	£0	£432,412	£0	£301,367	£0	£0
Sainsbury's (Local), Harold Hill	£508,839	£0	£0	£0	£0	£0	£0	£508,839	£0
Tesco, Laindon Hills, Basildon	£552,713	£0	£0	£0	£432,412	£120,301	£0	£0	£0
Co-op, Pilgrims Hatch	£401,823	£0	£0	£0	£0	£0	£401,823	£0	£0
M&S, Romford	£418,598	£94,762	£0	£0	£120,301	£0	£203,535	£0	£0
Internet	£399,984	£0	£0	£197,761	£0	£0	£100,456	£101,768	£0
Sainsbury's, Hornchurch	£395,303	£0	£0	£0	£0	£0	£0	£395,303	£0
Asda, Eaststate	£193,642	£94,762	£0	£98,880	£0	£0	£0	£0	£0
Morrisons, Becontree Heath	£196,529	£94,762	£0	£0	£0	£0	£0	£101,768	£0
M&S, Upminster	£200,648	£0	£0	£98,880	£0	£0	£0	£101,768	£0
Onoar Road (245-267), Brentwood	£200,911	£0	£0	£0	£0	£0	£200,911	£0	£0
Asda, Chelmsford	£100,456	£0	£0	£0	£0	£0	£100,456	£0	£0
Lidl, Romford	£101,768	£0	£0	£0	£0	£0	£0	£101,768	£0
M&S, Basildon	£98,880	£0	£0	£98,880	£0	£0	£0	£0	£0
Sainsbury's, Chipping Ongar	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Danes Wav/Hatch Road, Pilgrims Hatch, Brentwood	£100,456	£0	£0	£0	£0	£0	£100,456	£0	£0
Church Lane, Dodinghurst	£120,301	£0	£0	£0	£0	£120,301	£0	£0	£0
Blackmore Road, Kelvedon Hatch	£100,456	£0	£0	£0	£0	£0	£100,456	£0	£0
Hanqing Hill Lane Post Office, Hanqing Hill Lane, Hutton, Brentwood	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Dodinghurst Post Office, Dodinghurst Road, Dodinghurst	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Local stores, Brentwood	£5,031,066	£94,762	£202,869	£0	£1,081,031	£2,045,113	£1,607,291	£0	£0
Local stores, Billericav	£3,007,274	£94,762	£1,420,086	£1,384,324	£108,103	£0	£0	£0	£0
Local stores, Harold Hill	£2,664,494	£0	£0	£0	£0	£120,301	£0	£2,544,193	£0
Local stores, Romford	£2,562,726	£0	£0	£0	£0	£120,301	£0	£2,442,426	£0
Local, High Street, Brentwood	£1,503,679	£0	£0	£0	£216,206	£481,203	£602,734	£203,535	£0
Local stores, Ingatestone	£1,346,677	£1,137,139	£101,435	£0	£108,103	£0	£0	£0	£0
Iceland, Hilldene, Harold Hill, Romford	£1,322,981	£0	£0	£0	£0	£0	£0	£1,322,981	£0
Local stores Hilldene, Romford	£1,322,981	£0	£0	£0	£0	£0	£0	£1,322,981	£0
Varies	£1,140,435	£189,523	£0	£197,761	£108,103	£240,602	£200,911	£203,535	£0
Iceland, Farnham Road, Romford	£915,910	£0	£0	£0	£0	£0	£0	£915,910	£0
Buddens, High Street, Ingatestone	£569,569	£568,569	£0	£0	£0	£0	£0	£0	£0
Local stores, Pilgrims Hatch	£642,424	£0	£0	£0	£0	£240,602	£401,823	£0	£0
One Stoo, Granoe Road, South Green, Billericav	£606,054	£0	£507,174	£98,880	£0	£0	£0	£0	£0
Somerfield, High Street, Billericav	£600,945	£0	£304,304	£296,641	£0	£0	£0	£0	£0
Brentwood Town Centre	£526,533	£0	£0	£0	£324,309	£0	£100,456	£101,768	£0
Iceland, High Street, Billericav	£508,733	£0	£202,869	£197,761	£108,103	£0	£0	£0	£0
Local stores, Dodinghurst	£502,278	£0	£0	£0	£0	£0	£502,278	£0	£0
Local stores, Harold Wood	£508,839	£0	£0	£0	£0	£0	£0	£508,839	£0
Local stores, Kelvedon Hatch	£522,123	£0	£0	£0	£0	£120,301	£401,823	£0	£0
Local stores, South Green, Billericav	£507,174	£0	£507,174	£0	£0	£0	£0	£0	£0
Local stores, Hutton	£424,765	£0	£0	£0	£324,309	£0	£100,456	£0	£0
Londis, Brook Street, Brentwood	£442,825	£0	£0	£0	£0	£240,602	£100,456	£101,768	£0
McColls, Onoar Road, Brentwood	£436,963	£0	£0	£0	£216,206	£120,301	£100,456	£0	£0
Somerfield, Bavtree Centre, Brentwood	£456,808	£0	£0	£0	£216,206	£240,602	£0	£0	£0
Tesco, Mayflower Retail Park, Basildon	£406,072	£0	£304,304	£0	£0	£0	£0	£101,768	£0
High street, Billericav	£399,135	£0	£101,435	£197,761	£0	£0	£0	£0	£0
Local stores, Warley	£336,507	£0	£0	£0	£216,206	£120,301	£0	£0	£0
Barlevlands, Barlevland Road, Billericav	£219,181	£0	£0	£98,880	£0	£120,301	£0	£0	£0
Co-op, Blackmore, Brentwood	£196,529	£94,762	£0	£0	£0	£0	£0	£101,768	£0
Costco, West Thurrock Way, West Thurrock	£222,069	£0	£0	£0	£0	£120,301	£0	£101,768	£0
Costcutter, Brentwood	£200,911	£0	£0	£0	£0	£0	£200,911	£0	£0
Iceland, North Street, Hornchurch	£209,871	£0	£0	£0	£108,103	£0	£0	£101,768	£0
Local stores, Blackmore	£189,523	£189,523	£0	£0	£0	£0	£0	£0	£0
Local stores, West Horndon	£216,206	£0	£0	£0	£216,206	£0	£0	£0	£0
Londis, Warley Hill, Warley, Brentwood	£240,602	£0	£0	£0	£0	£240,602	£0	£0	£0
Petersfield Shops, Harold Hill	£203,535	£0	£0	£0	£0	£0	£0	£203,535	£0
Sainsbury's, Farnham Road, Romford	£203,535	£0	£0	£0	£0	£0	£0	£203,535	£0
Sainsbury's, The Brewerv, Romford	£203,535	£0	£0	£0	£0	£0	£0	£203,535	£0
Tesco, Princes Road, Chelmsford	£189,523	£189,523	£0	£0	£0	£0	£0	£0	£0
Asda, Merriellands Crescent, Daenham	£101,768	£0	£0	£0	£0	£0	£0	£101,768	£0
Asda, Pippas Hill Retail Park, Basildon	£98,880	£0	£0	£98,880	£0	£0	£0	£0	£0
Costcutter, Wickford	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Hemminis Too, Church Road, Ramsdon Bellhouse	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Iceland, Market Place, Romford	£101,768	£0	£0	£0	£0	£0	£0	£101,768	£0
Local stores, Basildon	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Local stores, Bulphan	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Local stores, Heronsate	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Local stores, Inorave	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Local stores, Lanodon	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Local stores, Little Burstead, Billericav	£98,880	£0	£0	£98,880	£0	£0	£0	£0	£0
Local stores, South Horndon	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Local stores, Upminster	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Local stores, Warley hill	£120,301	£0	£0	£0	£0	£120,301	£0	£0	£0
Local stores, Wickford	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
London	£120,301	£0	£0	£0	£0	£120,301	£0	£0	£0
Marks & Spencer, High Road, Loughton	£100,456	£0	£0	£0	£0	£0	£100,456	£0	£0
Marks & Spencer, Liverpool street, London	£101,768	£0	£0	£0	£0	£0	£0	£101,768	£0
Morrisons, London Road, Grays	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Morrisons, Wood Lane, Daenham	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Nisa Stores, Billericav	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Nisa Stores, Chelmsford Road, Blackmore	£94,762	£94,762	£0	£0	£0	£0	£0	£0	£0
Pippas Hill Retail Park, Miles Gray Road, Basildon	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Ravens, High Street, Ingatestone	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Romford Market	£101,768	£0	£0	£0	£0	£0	£0	£101,768	£0
Sainsbury's, Cricketers Retail Park, Basildon	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Somerfield, High Street, Wickford	£94,762	£94,762	£0	£0	£0	£0	£0	£0	£0
Stockbrook Farm Shop, Stock Road, Stock	£94,762	£94,762	£0	£0	£0	£0	£0	£0	£0
Tesco, Thevdon Bois	£271,685	£0	£0	£0	£0	£0	£0	£0	£271,685
Tesco, Aldersate Street, Barbican, London	£101,768	£0	£0	£0	£0	£0	£0	£101,768	£0
Tesco, Ardleigh Green Road, Road, Romford	£101,768	£0	£0	£0	£0	£0	£0	£101,768	£0
Tesco, Broomfield Road, Chelmsford	£101,435	£0	£101,435	£0	£0				

Table 10: Total Convenience Shopping Expenditure 2010 (I.e. Main + Top Up) - Main destinations

STORES WITHIN CATCHMENT	TOTAL	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Sainsbury's, Brentwood	£64,353,234	£3,102,977	£0	£410,547	£18,463,921	£19,686,869	£20,667,124	£1,704,830	£316,966
Tesco, Gallows Corner, Romford	£50,335,142	£0	£0	£0	£2,659,426	£4,696,448	£3,709,443	£38,342,477	£0
Waitrose, Billericay	£25,514,273	£1,248,623	£6,863,750	£14,933,584	£1,749,620	£0	£718,696	£0	£0
Asda, Pippis Hill, Basildon	£2,675,102	£0	£2,675,525	£1,946,341	£2,443,390	£0	£206,080	£400,766	£0
Tesco, Mawfler, Basildon (A127)	£7,413,414	£0	£2,362,400	£4,310,743	£203,616	£228,807	£206,080	£101,768	£0
Tesco, Laindon Hills, Basildon	£6,736,072	£0	£823,238	£1,642,188	£3,486,650	£577,916	£206,080	£0	£0
Tesco, Princes Road, Chelmsford	£6,192,897	£3,727,289	£617,429	£410,547	£407,232	£0	£1,030,670	£0	£0
Co-op, Queens Park, Billericay	£8,778,520	£189,523	£1,637,656	£6,136,877	£814,463	£0	£0	£0	£0
M&S, High Street, Brentwood	£7,166,607	£208,104	£0	£0	£1,666,698	£3,153,768	£1,934,502	£203,535	£0
Internet	£4,186,120	£208,104	£617,429	£1,224,128	£0	£915,229	£718,696	£502,533	£0
Sainsbury's, Cricketers Retail Park, Basildon	£3,185,462	£208,104	£1,542,102	£1,231,641	£203,616	£0	£0	£0	£0
Asda, Romford	£3,517,734	£0	£0	£0	£0	£0	£0	£3,517,734	£0
Sainsbury's, Hornchurch	£2,509,514	£0	£0	£0	£0	£0	£0	£2,509,514	£0
Co-op, Chapel Hill, Brentwood (Bavtree Centre)	£3,692,348	£208,104	£0	£98,880	£610,848	£1,648,828	£1,125,688	£0	£0
Iceland, Farnham Road, Romford	£2,719,355	£0	£0	£0	£0	£0	£0	£2,719,355	£0
Iceland, High Street, Brentwood	£3,346,893	£416,208	£0	£0	£1,030,670	£481,203	£1,014,894	£403,918	£0
Sainsbury's, The Brewery, Romford	£1,817,722	£0	£205,810	£0	£0	£0	£206,080	£1,405,832	£0
Co-op, Shenfield	£4,402,811	£0	£0	£0	£2,569,293	£0	£1,633,135	£200,383	£0
Co-op, High Street, Billericay	£2,544,472	£0	£1,228,977	£1,315,495	£0	£0	£0	£0	£0
Co-op, Harold Hill, Romford	£3,129,579	£0	£0	£0	£0	£0	£0	£3,129,579	£0
Sainsbury's (Local), Harold Hill	£1,711,136	£0	£0	£0	£0	£0	£0	£1,711,136	£0
Asda, Eastgate	£1,424,697	£94,762	£411,619	£714,703	£203,616	£0	£0	£0	£0
Co-op, Hutton, Brentwood	£3,483,229	£0	£0	£0	£2,652,216	£228,807	£401,823	£200,383	£0
Local stores, Harold Hill	£3,700,260	£0	£205,810	£0	£0	£349,108	£0	£3,145,342	£0
Sainsbury's, Farnham Road, Romford	£1,205,450	£0	£0	£0	£0	£0	£0	£1,205,450	£0
Tesco, Parkway, Chelmsford	£1,037,737	£624,312	£205,810	£0	£203,616	£0	£0	£0	£0
Varies	£2,215,479	£617,429	£197,761	£108,323	£698,216	£200,911	£203,535	£0	£0
Buadoens, High Street, Inoatstone	£2,259,533	£2,159,078	£0	£0	£0	£0	£100,456	£0	£0
Iceland, Hill Dean, Romford	£2,124,512	£0	£0	£0	£0	£0	£0	£2,124,512	£0
Aldi, Uppminster	£813,695	£0	£0	£0	£407,232	£0	£206,080	£200,383	£0
Co-op, Inoatstone	£1,791,419	£1,590,508	£0	£0	£0	£0	£200,911	£0	£0
Co-op, Harold Wood, Romford	£4,058,099	£0	£0	£0	£0	£0	£0	£4,058,099	£0
Local stores, Inoatstone	£1,970,988	£1,761,451	£101,435	£0	£108,103	£0	£0	£0	£0
Sainsbury's, White Hart Lane, Springfield, Chelmsford	£622,017	£416,208	£0	£0	£0	£0	£0	£0	£0
Somerfield, High Street, Billericay	£1,217,301	£0	£510,114	£707,188	£0	£0	£0	£0	£0
Sainsbury's, Chippinoe Onear	£751,118	£416,208	£0	£0	£108,103	£228,807	£0	£0	£0
Tesco, Hornchurch	£604,381	£0	£0	£0	£203,616	£0	£0	£400,766	£0
Waitrose, Uppminster	£637,697	£0	£0	£205,273	£203,616	£228,807	£0	£0	£0
Aldi, Romford	£412,160	£0	£0	£0	£0	£0	£412,160	£0	£0
Aldi, Wickford	£409,425	£0	£205,810	£0	£203,616	£0	£0	£0	£0
Asda, Chelmsford	£516,663	£416,208	£0	£0	£0	£0	£100,456	£0	£0
Co-op, Stock Road, Billericay	£2,205,410	£302,865	£202,869	£699,875	£0	£0	£0	£0	£0
Lidl, Chelmsford	£406,192	£0	£205,810	£0	£0	£0	£0	£200,383	£0
Lidl, Laindon	£408,889	£0	£0	£205,273	£203,616	£0	£0	£0	£0
M&S, Romford	£819,363	£94,762	£0	£0	£0	£120,301	£0	£604,301	£0
Tesco, Onear Express	£406,463	£0	£0	£0	£0	£0	£206,080	£200,383	£0
Brentwood	£407,232	£0	£0	£0	£407,232	£0	£0	£0	£0
Iceland, High Street, Billericay	£920,352	£0	£614,489	£197,761	£108,103	£0	£0	£0	£0
Local stores, Shenfield	£1,537,651	£0	£0	£0	£527,925	£0	£1,009,726	£0	£0
Marks & Spencer, Lakeside Thurrock, Grays	£403,999	£0	£0	£0	£203,616	£0	£0	£200,383	£0
Morrisons, Wood Lane, Daenham	£502,435	£0	£101,435	£0	£0	£0	£0	£400,766	£0
Aldi, Chelmsford	£205,810	£0	£205,810	£0	£0	£0	£0	£0	£0
Co-op, Pilgrims Hatch, Brentwood	£605,439	£0	£0	£0	£203,616	£0	£401,823	£0	£0
Lidl, Romford	£307,848	£0	£0	£0	£0	£0	£206,080	£101,768	£0
Morrisons, Becontree Heath	£401,803	£94,762	£0	£205,273	£0	£0	£0	£101,768	£0
Tesco, Shenfield Express	£2,100,490	£0	£0	£0	£1,176,544	£120,301	£803,645	£0	£0
Tesco, Brentwood Express	£1,951,010	£94,762	£0	£0	£108,103	£1,443,609	£306,536	£0	£0
Asda, Thurrock Park Way, Tilbury	£203,616	£0	£0	£0	£203,616	£0	£0	£0	£0
Costco, West Thurrock Way, West Thurrock	£422,451	£0	£0	£0	£0	£120,301	£0	£302,151	£0
Hemmings, Grays Hill, Billericay	£205,810	£0	£205,810	£0	£0	£0	£0	£0	£0
Iceland, Harold Hill, Romford	£200,383	£0	£0	£0	£0	£0	£0	£200,383	£0
Little Burstard Farm Shop, Tye Common Road, Little Burstard	£205,810	£0	£205,810	£0	£0	£0	£0	£0	£0
Local stores, Basildon	£306,708	£0	£101,435	£205,273	£0	£0	£0	£0	£0
Local stores, Billericay	£3,213,084	£94,762	£1,625,896	£1,384,324	£108,103	£0	£0	£0	£0
Local stores, Dodinghurst	£708,359	£0	£0	£0	£0	£0	£708,359	£0	£0
Local stores, Ramsden Bellhouse	£205,810	£0	£205,810	£0	£0	£0	£0	£0	£0
Marks & Spencer, Liverpool Street, London	£302,151	£0	£0	£0	£0	£0	£0	£302,151	£0
Morrisons, Chingford Road, Chingford	£200,383	£0	£0	£0	£0	£0	£0	£200,383	£0
Morrisons, High Road, Louhton	£316,966	£0	£0	£0	£0	£0	£0	£0	£316,966
Morrisons, London Road, Grays	£308,486	£0	£0	£0	£108,103	£0	£0	£200,383	£0
Sainsbury's, Stadium Trading Estate, Benfleet	£205,273	£0	£0	£205,273	£0	£0	£0	£0	£0
Sainsbury's, Ravleith Road, Canvey Island, Ravleith	£205,273	£0	£0	£205,273	£0	£0	£0	£0	£0
Somerfield, High Street, Wickford	£300,571	£94,762	£205,810	£0	£0	£0	£0	£0	£0
Buadoens, Dodinghurst	£1,400,685	£94,762	£0	£0	£0	£0	£1,305,924	£0	£0
Asda, Basildon	£712,183	£0	£0	£395,521	£216,206	£0	£100,456	£0	£0
Shenfield Road (65-73), Shenfield, Brentwood	£733,779	£0	£0	£432,412	£0	£0	£301,367	£0	£0
M&S, Uppminster	£200,648	£0	£0	£98,880	£0	£0	£0	£101,768	£0
Onear Road (245-267), Brentwood	£200,911	£0	£0	£0	£0	£0	£200,911	£0	£0
M&S, Basildon	£98,880	£0	£0	£98,880	£0	£0	£0	£0	£0
Danes Way/Hatch Road, Pilgrims Hatch, Brentwood	£100,456	£0	£0	£0	£0	£0	£100,456	£0	£0
Church Lane, Dodinghurst	£120,301	£0	£0	£0	£0	£120,301	£0	£0	£0
Blackmore Road, Kelvedon Hatch	£100,456	£0	£0	£0	£0	£0	£100,456	£0	£0
Hanoin Hill Lane Post Office, Hanoin Hill Lane, Hutton, Brentwood	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Dodinghurst Post Office, Dodinghurst Road, Dodinghurst	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Local stores, Brentwood	£5,031,066	£94,762	£202,869	£0	£1,081,031	£2,045,113	£1,607,291	£0	£0
Local stores, Romford	£2,562,726	£0	£0	£0	£0	£120,301	£0	£2,442,426	£0
Local stores, Hilldene, Romford	£1,322,981	£0	£0	£0	£0	£0	£0	£1,322,981	£0
Buadoens, High Street, Inoatstone	£568,569	£568,569	£0	£0	£0	£0	£0	£0	£0
Local stores, Pilgrims Hatch	£642,424	£0	£0	£0	£0	£240,602	£401,823	£0	£0
One Stop, Grange Road, South Green, Billericay	£606,054	£0	£507,174	£98,880	£0	£0	£0	£0	£0
Brentwood Town Centre	£505,533	£0	£0	£324,309	£0	£0	£100,456	£101,768	£0
Local stores, Harold Wood	£508,839	£0	£0	£0	£0	£0	£0	£508,839	£0
Local stores, Kelvedon Hatch	£522,123	£0	£0	£0	£120,301	£0	£401,823	£0	£0
Local stores, South Green, Billericay	£507,174	£0	£507,174	£0	£0	£0	£0	£0	£0
Local stores, Hutton	£424,765	£0	£0	£0	£324,309	£0	£100,456	£0	£0
Londis, Brook Street, Brentwood	£442,825	£0	£0	£0	£240,602	£0	£100,456	£101,768	£0
McColis, Onear Road, Brentwood	£436,863	£0	£0	£0	£216,206	£120,301	£100,456	£0	£0
Somerfield, Bavtree Centre, Brentwood	£456,808	£0	£0	£0	£216,206	£240,602	£0	£0	£0
High street, Billericay	£299,195	£0	£101,435	£197,761	£0	£0	£0	£0	£0
Local stores, Warley	£336,507	£0	£0	£0	£216,206	£120,301	£0	£0	£0
Barleylands, Barleyland Road, Billericay	£219,181	£0	£0	£98,880	£0	£120,301	£0	£0	£0
Co-op, Blackmore, Brentwood	£196,529	£94,762	£0	£0	£0	£0	£0	£101,768	£0
Costcutter, Brentwood	£200,911	£0	£0	£0	£0	£0	£200,911	£0	£0
Iceland, North Street, Hornchurch	£209,871	£0	£0	£0	£108,103	£0	£0	£101,768	£0
Local stores, Blackmore	£189,523	£189,523	£0	£0	£0	£0	£0	£0	£0
Local stores, West Horndon	£216,206	£0	£0	£0	£216,206	£0	£0	£0	£0

Table 11: Regional Market Share - Convenience Goods (2010)

	Turnover 2010	CM4	CM11	CM12	CM13	CM14	CM15	RM3	RM4
Brentwood Town Centre									
Sainsbury's, Brentwood	£64,353,234	£3,102,977	£0	£410,547	£18,463,921	£19,686,869	£20,667,124	£1,704,830	£316,966
M&S, High Street, Brentwood	£7,166,607	£208,104	£0	£0	£1,666,698	£3,153,768	£1,934,502	£203,535	£0
Co-op, Chapel High, Brentwood (Baytree Centre)	£3,692,348	£208,104	£0	£98,880	£610,848	£1,648,828	£1,125,688	£0	£0
Iceland, High Street, Brentwood	£3,346,893	£416,208	£0	£0	£1,030,670	£481,203	£1,014,894	£403,918	£0
Brentwood	£407,232	£0	£0	£0	£407,232	£0	£0	£0	£0
Local stores, Brentwood	£5,031,066	£94,762	£202,869	£0	£1,081,031	£2,045,113	£1,607,291	£0	£0
Brentwood Town Centre	£526,533	£0	£0	£0	£324,309	£0	£100,456	£101,768	£0
Somerfield, Baytree Centre, Brentwood	£456,808	£0	£0	£0	£216,206	£240,602	£0	£0	£0
Total	£84,980,719	£4,030,154	£202,869	£509,427	£23,800,914	£27,256,383	£26,449,955	£2,414,052	£316,966
Total Market Share	28.70%	1.36%	0.07%	0.17%	8.04%	9.20%	8.93%	0.82%	0.11%
Postcode Market Share	N/A	19.94%	0.75%	1.28%	49.29%	70.07%	60.30%	3.13%	35.00%
Ingatestone									
Buddens, High Street, Ingatestone	£2,259,533	£2,159,078	£0	£0	£0	£0	£100,456	£0	£0
Co-op, Ingatestone	£1,791,419	£1,590,508	£0	£0	£0	£0	£200,911	£0	£0
Local stores, Ingatestone	£1,970,988	£1,761,451	£101,435	£0	£108,103	£0	£0	£0	£0
Buddens, High Street, Ingatestone	£568,569	£568,569	£0	£0	£0	£0	£0	£0	£0
Ravens, High Street, Ingatestone	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Total	£6,691,945	£6,079,606	£202,869	£0	£108,103	£0	£301,367	£0	£0
Total Market Share	2.26%	2.05%	0.07%	0.00%	0.04%	0.00%	0.10%	0.00%	0.00%
Postcode Market Share	N/A	30.07%	0.75%	0.00%	0.22%	0.00%	0.69%	0.00%	0.00%
Shenfield									
Co-op, Shenfield	£4,402,811	£0	£0	£0	£2,569,293	£0	£1,633,135	£200,383	£0
Local stores, Shenfield	£1,537,651	£0	£0	£0	£527,925	£0	£1,009,726	£0	£0
Tesco, Shenfield Exross	£2,100,490	£0	£0	£0	£1,176,544	£120,301	£803,645	£0	£0
Shenfield Road (65-73), Shenfield, Brentwood	£733,779	£0	£0	£0	£432,412	£0	£301,367	£0	£0
Total	£8,774,731	£0	£0	£0	£4,706,175	£120,301	£3,747,873	£200,383	£0
Total Market Share	2.96%	0.00%	0.00%	0.00%	1.59%	0.04%	1.27%	0.07%	0.00%
Postcode Market Share	N/A	0.00%	0.00%	0.00%	9.75%	0.31%	8.54%	0.26%	0.00%
Brentwood Borough Total									
Sainsbury's, Brentwood	£64,353,234	£3,102,977	£0	£410,547	£18,463,921	£19,686,869	£20,667,124	£1,704,830	£316,966
M&S, High Street, Brentwood	£7,166,607	£208,104	£0	£0	£1,666,698	£3,153,768	£1,934,502	£203,535	£0
Co-op, Chapel High, Brentwood (Baytree Centre)	£3,692,348	£208,104	£0	£98,880	£610,848	£1,648,828	£1,125,688	£0	£0
Iceland, High Street, Brentwood	£3,346,893	£416,208	£0	£0	£1,030,670	£481,203	£1,014,894	£403,918	£0
Brentwood	£407,232	£0	£0	£0	£407,232	£0	£0	£0	£0
Co-op, Hutton, Brentwood	£3,483,229	£0	£0	£0	£2,652,216	£228,807	£401,823	£200,383	£0
Co-op, Pilgrims Hatch, Brentwood	£605,439	£0	£0	£0	£203,616	£0	£401,823	£0	£0
Tesco, Brentwood Express	£1,953,010	£94,762	£0	£0	£108,103	£1,443,609	£306,536	£0	£0
Onoar Road (245-267), Brentwood	£200,911	£0	£0	£0	£0	£0	£200,911	£0	£0
Local stores, Doddinohurst	£708,359	£0	£0	£0	£0	£0	£708,359	£0	£0
Buddens, Doddinohurst	£1,400,685	£94,762	£0	£0	£0	£0	£1,305,924	£0	£0
Danes Way/Hatch Road, Pilgrims Hatch, Brentwood	£100,456	£0	£0	£0	£0	£0	£100,456	£0	£0
Church Lane, Doddinohurst	£120,301	£0	£0	£0	£0	£120,301	£0	£0	£0
Blackmore Road, Kelvedon Hatch	£100,456	£0	£0	£0	£0	£0	£100,456	£0	£0
Hanolino Hill Lane Post Office, Hanolno Hill Lane, Hutton, Brentwood	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Doddinohurst Post Office, Doddinohurst Road, Doddinohurst	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Local stores, Brentwood	£5,031,066	£94,762	£202,869	£0	£1,081,031	£2,045,113	£1,607,291	£0	£0
Local stores, Pilgrims Hatch	£642,424	£0	£0	£0	£0	£240,602	£401,823	£0	£0
Brentwood Town Centre	£526,533	£0	£0	£0	£324,309	£0	£100,456	£101,768	£0
Local stores, Kelvedon Hatch	£522,123	£0	£0	£0	£0	£120,301	£401,823	£0	£0
Local stores, Hutton	£424,765	£0	£0	£0	£324,309	£0	£100,456	£0	£0
Londis, Brook Street, Brentwood	£442,825	£0	£0	£0	£0	£240,602	£100,456	£101,768	£0
McColls, Onoar Road, Brentwood	£436,963	£0	£0	£0	£216,206	£120,301	£100,456	£0	£0
Somerfield, Baytree Centre, Brentwood	£456,808	£0	£0	£0	£216,206	£240,602	£0	£0	£0
Local stores, Warlev	£336,507	£0	£0	£0	£216,206	£120,301	£0	£0	£0
Co-op, Blackmore, Brentwood	£196,529	£94,762	£0	£0	£0	£0	£0	£101,768	£0
Costcutter, Brentwood	£200,911	£0	£0	£0	£0	£0	£200,911	£0	£0
Local stores, Blackmore	£189,523	£189,523	£0	£0	£0	£0	£0	£0	£0
Local stores, West Horndon	£216,206	£0	£0	£0	£216,206	£0	£0	£0	£0
Londis, Warlev Hill, Warlev, Brentwood	£240,602	£0	£0	£0	£0	£240,602	£0	£0	£0
Local stores, Heronsate	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Local stores, Ingrave	£108,103	£0	£0	£0	£108,103	£0	£0	£0	£0
Local stores, Warlev hill	£120,301	£0	£0	£0	£0	£120,301	£0	£0	£0
Nisa Stores, Chelmsford Road, Blackmore	£94,762	£94,762	£0	£0	£0	£0	£0	£0	£0
Total	£98,143,749	£4,598,724	£304,304	£509,427	£28,062,085	£30,252,108	£31,282,164	£2,817,970	£316,966
Total Market Share	33.14%	1.55%	0.10%	0.17%	9.48%	10.22%	10.56%	0.95%	0.11%
Postcode Market Share	N/A	22.75%	1.13%	1.28%	58.12%	77.77%	71.31%	3.66%	35.00%

Basildon									
Asda, Ploos Hill, Basildon	£7,672,102	£0	£2,675,525	£1,946,341	£2,443,390	£0	£206,080	£400,766	£0
Tesco, Mavflower, Basildon (A127)	£7,413,414	£0	£2,362,400	£4,310,743	£203,616	£228,807	£206,080	£101,768	£0
Tesco, Laindon Hills, Basildon	£6,736,072	£0	£823,238	£1,642,188	£3,486,650	£577,916	£206,080	£0	£0
Sainsbury's, Cricketers Retail Park, Basildon	£3,185,462	£208,104	£1,542,102	£1,231,641	£203,616	£0	£0	£0	£0
Asda, Eastoate	£1,424,697	£94,762	£411,619	£714,701	£203,616	£0	£0	£0	£0
Lidl, Laindon	£408,889	£0	£0	£205,273	£203,616	£0	£0	£0	£0
Local stores, Basildon	£306,708	£0	£101,435	£205,273	£0	£0	£0	£0	£0
Asda, Basildon	£712,183	£0	£0	£395,521	£216,206	£0	£100,456	£0	£0
M&S, Basildon	£98,880	£0	£0	£98,880	£0	£0	£0	£0	£0
Ploos Hill Retail Park, Miles Grav Road, Basildon	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Total	£28,059,843	£302,865	£8,017,754	£10,750,561	£6,960,710	£806,723	£718,696	£502,533	£0
Total Market Share	9.48%	0.10%	2.71%	3.63%	2.35%	0.27%	0.24%	0.17%	0.00%
Postcode Market Share	N/A	1.50%	29.64%	26.96%	14.42%	2.07%	1.64%	0.65%	0.00%
Billericav									
Waitrose, Billericav	£25,514,273	£1,248,623	£6,863,750	£14,933,584	£1,749,620	£0	£718,696	£0	£0
Co-op, Queens Park, Billericav	£8,778,520	£189,523	£1,637,656	£5,136,877	£814,463	£0	£0	£0	£0
Co-op, High Street, Billericav	£2,544,472	£0	£1,228,977	£1,315,495	£0	£0	£0	£0	£0
Somerfield, High Street, Billericav	£1,217,301	£0	£510,114	£707,188	£0	£0	£0	£0	£0
Co-op, Stock Road, Billericav	£1,205,410	£302,865	£202,869	£699,675	£0	£0	£0	£0	£0
Iceland, High Street, Billericav	£920,352	£0	£614,489	£197,761	£108,103	£0	£0	£0	£0
Hemmnos, Cravs Hill, Billericav	£205,810	£0	£205,810	£0	£0	£0	£0	£0	£0
Local stores, Billericav	£3,213,084	£94,762	£1,625,896	£1,384,324	£108,103	£0	£0	£0	£0
One Stop, Grange Road, South Green, Billericav	£606,054	£0	£507,174	£98,880	£0	£0	£0	£0	£0
Local stores, South Green, Billericav	£507,174	£0	£507,174	£0	£0	£0	£0	£0	£0
High street, Billericav	£299,195	£0	£101,435	£197,761	£0	£0	£0	£0	£0
Barlevlands, Barlevland Road, Billericav	£219,181	£0	£0	£98,880	£0	£120,301	£0	£0	£0
Nisa Stores, Billericav	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Total	£45,332,261	£1,835,773	£14,106,778	£25,770,423	£2,780,290	£120,301	£718,696	£0	£0
Total Market Share	15.31%	0.62%	4.76%	8.70%	0.94%	0.04%	0.24%	0.00%	0.00%
Postcode Market Share	N/A	9.08%	52.15%	64.62%	5.76%	0.31%	1.64%	0.00%	0.00%
Chelmsford									
Tesco, Princes Road, Chelmsford	£6,192,897	£3,727,289	£617,429	£410,547	£407,232	£0	£1,030,401	£0	£0
Tesco, Parkway, Chelmsford	£1,033,737	£624,312	£205,810	£0	£203,616	£0	£0	£0	£0
Sainsbury's, White Hart Lane, Springfield, Chelmsford	£622,017	£416,208	£205,810	£0	£0	£0	£0	£0	£0
Asda, Chelmsford	£409,425	£0	£205,810	£0	£203,616	£0	£0	£0	£0
Lidl, Chelmsford	£406,192	£0	£205,810	£0	£0	£0	£0	£200,383	£0
Aldi, Chelmsford	£205,810	£0	£205,810	£0	£0	£0	£0	£0	£0
Tesco, Broomfield Road, Chelmsford	£101,435	£0	£101,435	£0	£0	£0	£0	£0	£0
Total	£8,971,514	£4,767,808	£1,747,911	£410,547	£814,463	£0	£1,030,401	£200,383	£0
Total Market Share	3.03%	1.61%	0.59%	0.14%	0.28%	0.00%	0.07%	0.07%	0.00%
Postcode Market Share	N/A	23.58%	6.46%	1.03%	1.69%	0.00%	2.35%	0.26%	0.00%
Romford									
Tesco, Gallows Corner, Romford	£50,335,142	£927,177	£0	£0	£2,659,596	£4,696,448	£3,709,443	£38,342,477	£0
Asda, Romford	£3,517,734	£0	£0	£0	£0	£0	£0	£3,517,734	£0
Iceland, Farnham Road, Romford	£2,719,355	£0	£0	£0	£0	£0	£0	£2,719,355	£0
Sainsbury's, The Brewery, Romford	£1,817,722	£0	£205,810	£0	£0	£0	£206,080	£1,405,832	£0
Co-op, Harold Hill, Romford	£3,129,579	£0	£0	£0	£0	£0	£0	£3,129,579	£0
Sainsbury's (Local), Harold Hill	£1,711,136	£0	£0	£0	£0	£0	£0	£1,711,136	£0
Local stores, Harold Hill	£3,700,260	£0	£205,810	£0	£0	£349,108	£0	£3,145,342	£0
Sainsbury's, Farnham Road, Romford	£1,205,450	£0	£0	£0	£0	£0	£0	£1,205,450	£0
Iceland, Hill Dean, Romford	£2,124,512	£0	£0	£0	£0	£0	£0	£2,124,512	£0
Co-op, Harold Wood, Romford	£4,058,099	£0	£0	£0	£0	£0	£0	£4,058,099	£0
Tesco, Hornchurch	£604,381	£0	£0	£0	£203,616	£0	£0	£400,766	£0
Aldi, Romford	£412,160	£0	£0	£0	£0	£0	£412,160	£0	£0
M&S, Romford	£819,363	£94,762	£0	£0	£0	£120,301	£0	£604,301	£0
Lidl, Romford	£307,848	£0	£0	£0	£0	£0	£0	£101,768	£0
Iceland, Harold Hill, Romford	£200,383	£0	£0	£0	£0	£0	£0	£200,383	£0
Local stores, Romford	£2,562,726	£0	£0	£0	£0	£120,301	£0	£2,442,426	£0
Petersfield Shops, Harold Hill	£203,535	£0	£0	£0	£0	£0	£0	£203,535	£0
Iceland, Market Place, Romford	£101,768	£0	£0	£0	£0	£0	£0	£101,768	£0
Romford Market	£101,768	£0	£0	£0	£0	£0	£0	£101,768	£0
Tesco, Ardleigh Green Road, Road, Romford	£101,768	£0	£0	£0	£0	£0	£0	£101,768	£0
Tescos, Bryant Avenue, Romford	£101,768	£0	£0	£0	£0	£0	£0	£101,768	£0
Total	£79,836,456	£1,021,939	£411,619	£0	£2,863,212	£5,286,158	£4,533,764	£65,719,764	£0
Total Market Share	26.96%	0.35%	0.14%	0.00%	0.97%	1.79%	1.53%	22.19%	0.00%
Postcode Market Share	N/A	5.06%	1.52%	0.00%	5.93%	13.59%	10.34%	85.35%	0.00%

Table 12: Projected Convenience Floorspace Requirements 2010-2031

Centre	Turnover 2010	2015		2020		2025		2031		Potential Total Floorspace Requirement 2010-2031 (sq m)
		Expenditure Available to support new floorspace - based on constant market shares	Potential Floorspace requirement 2015 (sq m)	Expenditure Available to support new floorspace - based on constant market shares	Potential Floorspace requirement 2020 (sq m)	Expenditure Available to support new floorspace - based on constant market shares	Potential Floorspace requirement 2025 (sq m)	Expenditure Available to support new floorspace - based on constant market shares	Potential Floorspace requirement 2031 (sq m)	
			9500		9500		9500		9500	
Brentwood	£84,980,719	£6,489,538	683	£8,574,773	903	£9,204,428	969	£11,827,838	1,245	3,800
Ingatestone	£6,691,945	£511,029	54	£675,234	71	£724,818	76	£931,402	98	299
Shenfield	£8,774,731	£670,081	71	£885,393	93	£950,408	100	£1,221,290	129	392
Total	£100,447,396	£7,670,649	807	£10,135,400	1,067	£10,879,653	1,145	13,980,530	1,472	4,491

Table 13: Overtrading of Existing Stores							
Location	Turnover 2010	Gross Floorspace (sq m)	Sales Floorspace (sq m)	Sales Density (£ per sq m)	Company Ave Sales Density (£ per sq m)	Benchmark Turnover	Overtrading
Brentwood							
Sainsbury's, Brentwood	64,353,233.83	7,910	4,746	£13,559	£12,380	£58,755,480	£5,597,754
Co-op, Chapel High, Brentwood (Baytree Centre)	3,692,347.82	1,430	858	£4,303	£5,730	£4,916,340	-£1,223,992
Iceland, High Street, Brentwood	3,346,893.14	600	360	£9,297	£8,610	£3,099,600	£247,293
Total Overtrading in Brentwood							£4,621,055