

**WYG PLANNING & DESIGN
ST HELENS RETAIL STUDY**

TABLE 1: POPULATION AND EXPENDITURE (CONVENIENCE)

ZONE	2011	2016	2021	2026	PER CAPITA EXPENDITURE CONVENIENCE (£)				
					2010	2011	2016	2021	2026
Zone 1	76,364	77,935	79,507	80,831	1,790	1,776	1,772	1,815	1,860
Zone 2	88,605	89,689	90,737	91,416	1,902	1,886	1,883	1,928	1,976
Zone 3	21,029	21,474	21,945	22,313	1,935	1,919	1,915	1,961	2,010
Zone 4	73,968	76,827	79,840	82,696	1,880	1,864	1,861	1,905	1,953
Zone 5	49,052	48,970	49,066	49,105	1,896	1,881	1,877	1,922	1,970
Zone 6	34,682	34,109	33,936	33,737	1,970	1,954	1,950	1,997	2,047
TOTAL	343,700	349,004	355,031	360,098					

Notes:

- a. Zones based on postcode areas
- b. Per capita expenditure derived from Experian Micromarketer G3 data
- c. Per capita expenditure projected forward using projected growth rates taken from Figure 1a of Experian Retail Planner Briefing Note 9 (September 2011)
- d. 2011 population estimate and subsequent projections derived from Experian Micromarketer

AT 2010 PRICES

TABLE 2A: TOTAL EXPENDITURE AVAILABLE (CONVENIENCE)

ZONE	EXPENDITURE (£m)				GROWTH		
	2011	2016	2021	2026	'11-'16	'11-'21	'11-'26
Zone 1	135.59	138.11	144.27	150.32	2.52	8.68	14.73
Zone 2	167.14	168.86	174.92	180.61	1.71	7.78	13.47
Zone 3	40.35	41.12	43.03	44.84	0.77	2.68	4.49
Zone 4	137.91	142.96	152.12	161.48	5.05	14.21	23.57
Zone 5	92.25	91.91	94.30	96.72	-0.33	2.05	4.47
Zone 6	67.78	66.52	67.77	69.05	-1.25	0.00	1.27
TOTAL	641.01	649.48	676.41	703.02	8.47	35.40	62.00

TABLE 2B: MAIN / TOP-UP SPLIT (2011)

ZONE	EXPENDITURE (£m)		
	MAIN	TOP-UP	TOTAL
Zone 1	94.95	40.64	135.59
Zone 2	122.83	44.31	167.14
Zone 3	25.47	14.89	40.35
Zone 4	104.03	33.87	137.91
Zone 5	66.79	25.46	92.25
Zone 6	50.71	17.07	67.78
TOTAL	464.78	176.23	641.01

Notes:

- a. Zones based on postcode areas
- b. Per capita expenditure derived from Experian Micromarketer G3 data
- c. Per capita expenditure projected forward using projected growth rates taken from Figure 1a of Experian Retail Planner Briefing Note 9 (September 2011)
- d. Main / top-up split derived from St Helens Household Survey (2011)

AT 2010 PRICES

TABLE 3: SHOPPING PATTERNS (CONVENIENCE)

DESTINATION	TOTAL		ZONE 1		ZONE 2		ZONE 3		ZONE 4		ZONE 5		ZONE 6	
	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)	MAIN FOOD (%)	TOP UP (%)
WITHIN STUDY AREA														
Zone 1														
Aldi, Peasley Cross (St Helens Retail Park), St Helens	0.5	0.3	1.4	0.6	0.5	0.0	0.0	0.0	0.0	0.6	0.7	0.0	0.0	0.0
Asda, Kirkland Street, St Helens	10.9	4.3	18.4	8.9	12.4	4.9	1.6	0.0	0.5	0.0	4.6	0.8	23.6	10.1
Co-op Food, Higher Parr Street, St Helens	0.0	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Food, Cambridge Road, St Helens	0.0	0.4	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Food, Parr Stocks Road, Parr Stocks	0.0	0.4	0.0	0.6	0.0	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Co-op Food, Sutton Park Drive, Sherdley Park	0.0	0.5	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Food, Ashton Green Drive, St Helens	0.1	0.3	0.0	1.1	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Food, Millbrook Lane, Eccleston	0.0	0.7	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Co-op Food, Elephant Lane, Thatto Heath	0.0	0.7	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Food, Peckers Hill Road, Sutton	0.0	0.4	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Boundary Road, St Helens	0.2	0.7	0.0	1.7	0.0	0.6	1.6	0.0	0.0	0.0	0.7	0.0	0.0	1.4
Iceland, Ormskirk Street, St Helens	0.5	0.8	1.4	1.7	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	2.0	1.4
Iceland, St Helens Retail Park, St Helens	0.7	0.3	1.8	0.6	0.5	0.6	1.6	0.0	0.0	0.7	0.7	0.0	0.0	0.0
Lidl, Lowe Street, St Helens	0.4	0.3	0.5	1.1	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	2.0	0.0
Market, St Helens	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Church Street, St Helens	0.7	2.0	0.9	5.0	1.0	0.6	1.6	2.1	0.0	0.0	0.7	1.7	1.0	2.9
WM Morrisons, Boundary Road, St Helens	11.0	3.8	23.5	12.8	4.1	1.8	1.6	19.0	0.5	0.0	15.0	0.8	19.4	1.4
WM Morrisons, Baxters Lane, St Helens	10.0	4.5	24.9	12.2	10.9	4.3	8.1	0.0	3.3	0.0	3.9	1.7	1.0	2.9
Spar, St Helens Linkway, St Helens	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Prescott Road, St Anns	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Chalton Way West, St Helens	4.1	2.0	7.8	5.6	2.1	0.0	1.6	0.0	0.0	0.0	2.0	0.0	13.3	7.2
Tesco Metro, Four Acre Lane Local Centre, St Helens	1.5	3.1	5.1	11.7	1.0	0.6	0.0	0.0	0.7	0.0	0.0	0.0	1.0	1.4
Local Shops, St Helens Town Centre	0.1	6.4	0.5	16.7	0.0	3.1	0.0	0.0	0.0	0.0	3.3	0.0	0.0	11.6
Other, Zone 1	0.0	0.7	0.0	1.1	0.0	0.6	0.0	2.1	0.0	0.0	0.0	0.8	0.0	0.0
Sub-Total	40.8	32.7	86.2	91.7	32.6	19.6	19.4	4.3	4.2	1.3	28.8	9.1	69.4	43.5
Zone 2														
Aldi, Branch Way, Haydock	0.3	0.3	0.5	0.0	1.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Princess Road, Ashton-in-Makerfield	0.2	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Edge Green Lane, Warrington	5.1	3.2	0.0	0.0	19.2	13.3	3.1	0.0	2.8	2.5	0.0	0.0	0.0	0.0
Co-op Food, Blackbrook Road, St Helens	0.0	0.3	0.0	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op Food, Chain Lane, St Helens	0.0	0.9	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Branch Way, Haydock	0.1	0.5	0.0	0.0	0.5	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, High Street, Golborne	0.0	0.1	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Haresfinch View, Haresfinch	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Island Brow, St Helens	0.0	0.3	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Spar, West End Road, Haydock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco, Church Road, Haydock	4.4	4.3	1.4	2.2	16.1	16.0	11.3	4.3	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Bolton Road, Ashton-in-Makerfield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other St Helens Zone 2	0.0	2.6	0.0	0.0	0.0	11.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Outside St Helens Authority Area Zone 2	0.0	0.8	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Church Lane, Lowton, Zone 2	0.1	2.0	0.0	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	10.2	15.4	1.8	2.8	38.3	62.6	19.4	4.3	2.8	2.5	0.0	0.0	0.0	1.4
Zone 3														
Market, Earlestown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Netto, Haydock Street, Earlestown	0.6	0.9	0.0	0.0	0.5	0.0	8.1	10.6	0.0	1.3	0.0	0.0	0.0	0.0
Tesco, Earle Street, Earlestown	2.5	4.2	0.0	1.7	1.6	1.2	29.2	52.2	0.9	0.0	0.0	0.8	0.0	0.0
Local Shops, Earlestown Town Centre	0.0	0.3	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0	0.0
Other, Zone 3	0.1	0.9	0.0	0.0	0.0	0.0	1.6	14.9	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	3.2	6.4	0.0	1.7	2.1	1.2	38.7	83.0	0.9	1.3	0.0	0.8	0.0	0.0
Zone 4														
Asda, Westbrook Shopping Centre, Warrington	7.6	3.2	0.5	0.0	0.0	0.0	6.5	0.0	30.2	15.0	0.7	0.0	0.0	0.0
Marks & Spencer, Gemini Retail Park, Warrington	1.1	2.0	1.4	0.0	0.0	1.2	0.0	0.0	1.4	6.3	2.0	1.7	1.0	1.4
Other, Zone 4	0.1	4.3	0.0	0.0	0.0	0.6	0.0	2.1	0.5	18.8	0.0	0.0	0.0	0.0
Tesco Extra, Winwick Road, Warrington, Zone 4	3.8	1.2	0.0	0.0	2.1	0.0	3.2	0.0	14.0	5.6	0.0	0.0	0.0	0.0
Sub-Total	12.6	10.8	1.8	0.0	2.1	1.8	9.7	2.1	46.0	45.6	2.6	1.7	1.0	1.4
Zone 5														
Farmfoods, Prescott Shopping Centre, Prescott	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	3.3	0.0	0.0
Tesco Express, Cronton Road, Tarbock	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Cables Retail Park, Prescott	7.5	3.4	3.7	0.0	0.0	0.0	0.0	0.0	0.5	0.0	37.3	19.0	4.1	2.9
Other St Helens, Zone 5	0.0	0.5	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Other Outside St Helens, Zone 5	0.1	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	21.5	0.0	0.0	0.0
Co-op Food, Warrington Road, Rainhill, Zone 5	0.3	3.1	0.0	1.1	0.0	0.0	0.0	0.0	1.9	2.0	14.9	0.0	0.0	0.0
Co-op Food, Windy Arbor Road, Whiston, Zone 5	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.3	0.0	0.0	0.0
Sub-Total	8.0	12.4	3.7	1.7	0.0	0.0	0.0	0.0	0.5	1.9	40.5	69.4	4.1	2.9
Zone 6														
Tesco Express, Greenfield Road, St Helens	0.3	1.1	1.4	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	10.1
Tesco Express, East Lancashire Road, St Helens	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Other, Zone 6	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2
Co-op, Church Road, Rainford, Zone 6	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	15.9
Sub-Total	0.3	3.4	1.4	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	34.8
In St Helens	49.5	55.3	89.4	97.8	52.3	57.7	69.4	91.5	5.1	5.0	30.7	27.3	69.4	79.7
SUB-TOTAL STUDY AREA	75.2	81.1	94.9	97.8	75.1	85.3	87.1	93.6	54.4	53.1	71.9	81.0	74.5	84.1
OUTSIDE STUDY AREA														
Bolton Council														
Sainsbury's, Cricketers Way, Westhoughton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haltwhistle Council														
Aldi, Green Oaks Way, Widnes	0.1	0.4	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0
Aldi, Trident Retail Park, Runcom	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Widnes Road, Widnes	1.4	0.9	0.0	0.0	0.0	0.0	1.6	0.0	0.4	0.6	6.5	5.0	0.0	0.0
Asda, West Lane, Runcom	0.0	0.1	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Albert Square Shopping Centre, Widnes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Widnes Shopping Park, Widnes	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
WM Morrisons, Green Oaks Way, Widnes	2.0													

WM Morrisons, Wigan Square, Wigan	0.64	0.27	0.00	0.00	0.64	0.27	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sainsbury's, Worthington Way, Wigan	5.08	0.27	0.00	0.00	3.82	0.27	0.82	0.00	0.00	0.00	0.44	0.00	0.00	0.00
Sainsbury's, Parsonage Retail Park, Leigh	1.76	0.00	0.00	0.00	1.27	0.00	0.00	0.00	0.48	0.00	0.00	0.00	0.00	0.00
Tesco, Cross Street, Hindley	0.64	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
Tesco Express, Ormskirk Road, Wigan	0.00	0.00	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, Poolstock Lane, Wigan	0.00	0.00	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, Atherton Road, Hindley	0.00	0.00	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, Central Park Way, Wigan	2.55	0.00	0.00	0.00	2.55	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Asda, Atherleigh Avenue, Leigh, Wigan Council	6.80	0.00	0.00	0.00	6.36	0.00	0.00	0.00	0.00	0.44	0.00	0.00	0.00	0.00
Asda, Robin Retail Park, Wigan, Wigan Council	8.96	0.52	0.00	0.00	7.00	0.27	0.41	0.00	0.00	0.00	0.00	1.55	0.25	0.00
Other, Wigan Council	3.03	2.17	0.00	0.00	2.55	2.17	0.00	0.00	0.48	0.00	0.00	0.00	0.00	0.00
Sub-Total	30.72	3.51	0.00	0.00	26.09	3.26	1.23	0.00	0.97	0.00	0.87	0.00	1.55	0.25
Other														
Other, Out of Catchment	7.99	2.32	1.75	0.00	1.91	0.27	0.00	0.00	0.00	0.85	1.75	0.21	2.59	0.99
Sub-Total	7.99	2.32	1.75	0.00	1.91	0.27	0.00	0.00	0.00	0.85	1.75	0.21	2.59	0.99
SUB-TOTAL OUTSIDE STUDY AREA	117.77	31.82	4.81	0.90	30.55	6.52	3.29	0.95	47.42	15.88	18.77	4.84	12.94	2.72
TOTAL	464.78	176.23	94.95	40.64	122.83	44.31	25.47	14.89	104.03	33.87	66.79	25.46	50.71	17.07

Notes:

a. Market shares derived from Household Survey

AT 2010 PRICES

TABLE 6: TOTAL EXPENDITURE AVAILABLE (COMPARISON)

ZONE	EXPENDITURE £(m)																												GROWTH										
	COMPARISON																												ALL COMPARISON										
	2011								2016								2021								2026								'11-'15	'11-'21	'11-'26				
Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total	Furniture	DIY	Electrical	Clothes	CDs etc	Household	Recreation	Chemist	Total				
Zone 1	14.66	12.37	20.73	51.10	10.86	9.65	24.70	23.92	167.98	16.45	13.88	23.26	57.34	12.19	10.83	27.71	26.84	188.50	19.52	16.47	27.61	68.05	14.46	12.85	32.89	31.85	223.70	23.08	19.48	32.65	80.48	17.11	15.20	38.89	37.67	264.55	20.52	55.71	96.56
Zone 2	20.59	17.21	27.11	69.03	15.24	13.91	32.19	33.92	229.21	22.92	19.15	30.17	76.83	16.96	15.48	35.83	37.75	255.10	26.97	22.54	35.51	90.42	19.96	18.22	42.16	44.43	300.22	31.61	26.41	41.62	105.97	23.40	21.35	49.41	52.07	351.84	25.89	71.01	122.63
Zone 3	4.62	3.88	6.27	16.08	3.44	3.08	7.45	7.78	52.59	5.18	4.35	7.04	18.06	3.86	3.46	8.37	8.73	59.05	6.16	5.17	8.37	21.47	4.59	4.11	9.95	10.38	70.20	7.29	6.12	9.90	25.39	5.43	4.86	11.76	12.28	83.03	6.46	17.60	30.43
Zone 4	16.62	13.31	22.94	60.31	12.47	11.26	25.80	27.89	190.61	18.98	15.20	26.20	68.88	14.24	12.86	29.47	31.85	217.68	22.95	18.38	31.67	83.27	17.22	15.55	35.62	38.50	263.15	27.65	22.14	38.16	100.32	20.74	18.73	42.92	46.38	317.05	27.07	72.54	126.45
Zone 5	11.30	9.40	14.82	38.15	8.45	7.74	17.51	18.77	126.14	12.40	10.31	16.26	41.88	9.28	8.50	19.22	20.60	138.46	14.45	12.02	18.96	48.81	10.82	9.91	22.41	24.01	161.38	16.82	14.00	22.07	56.82	12.59	11.53	26.08	27.95	187.87	12.32	35.24	61.73
Zone 6	8.28	7.40	9.65	26.48	5.96	5.94	12.34	13.83	89.87	8.95	8.00	10.43	28.64	6.44	6.43	13.34	14.95	97.19	10.36	9.26	12.08	33.15	7.46	7.44	15.44	17.31	112.48	11.98	10.71	13.96	38.33	8.63	8.60	17.85	20.01	130.07	7.31	22.60	40.20
TOTAL	76.06	63.56	101.52	261.17	56.43	51.58	119.99	126.10	856.40	84.88	70.90	113.37	291.63	62.98	57.55	133.93	140.73	955.98	100.41	83.84	134.19	345.16	74.51	68.07	158.46	166.48	1,131.12	118.43	98.86	158.35	407.32	87.89	80.27	186.92	196.37	1,334.41	99.57	274.71	478.01

Notes:
a. Zones based on postcode areas
b. Per capita expenditure derived from Experian Micromarketer G3 data
c. Per capita expenditure projected forward using projected growth rates taken from Figure 1a of Experian Retail Planner Briefing Note 9 (September 2011)

AT 2010 PRICES

WYG PLANNING & DESIGN
ST HELENS RETAIL STUDY

TABLE 7: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (%)	ZONE 1 CLOTHES/SHOES (%)	ZONE 2 CLOTHES/SHOES (%)	ZONE 3 CLOTHES/SHOES (%)	ZONE 4 CLOTHES/SHOES (%)	ZONE 5 CLOTHES/SHOES (%)	ZONE 6 CLOTHES/SHOES (%)
WITHIN STUDY AREA							
<u>Zone 1</u>							
Ravenhead Retail Park, St Helens	3.4	6.7	2.1	4.8	0.0	3.5	5.3
St Helens	28.3	52.6	27.2	28.6	2.9	22.2	40.0
St Helens Retail Park, St Helens	1.4	2.9	1.0	1.6	0.0	1.4	2.1
Sub-Total	33.1	62.2	30.4	34.9	2.9	27.1	47.4
<u>Zone 2</u>							
Ashton-in-Makerfield	0.1	0.0	0.5	0.0	0.0	0.0	0.0
Golborne	0.2	0.0	1.0	0.0	0.0	0.0	0.0
Haydock	0.2	0.5	0.5	0.0	0.0	0.0	0.0
Sub-Total	0.6	0.5	2.1	0.0	0.0	0.0	0.0
<u>Zone 3</u>							
Earlestown	0.7	0.5	0.5	4.8	0.5	0.0	0.0
Newton-le-Willows	0.1	0.0	0.0	1.6	0.0	0.0	0.0
Sub-Total	0.8	0.5	0.5	6.3	0.5	0.0	0.0
<u>Zone 4</u>							
Alban Retail Park, Warrington	0.2	0.0	0.5	0.0	0.5	0.0	0.0
Gemini Retail Park, Warrington	7.5	6.2	4.2	7.9	14.2	4.9	6.3
Sub-Total	7.7	6.2	4.7	7.9	14.7	4.9	6.3
<u>Zone 5</u>							
Cables Retail Park, Prescot	1.7	0.0	0.0	0.0	0.0	10.4	0.0
Prescot	1.4	1.0	0.0	1.6	0.0	6.3	1.1
Sub-Total	3.1	1.0	0.0	1.6	0.0	16.7	1.1
<u>Zone 6</u>							
All Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
In St Helens	34.1	63.2	31.4	41.3	3.4	27.1	47.4
SUB-TOTAL STUDY AREA	45.3	70.3	37.7	50.8	18.1	48.6	54.7
OUTSIDE STUDY AREA							
<u>Bolton Council</u>							
Bolton	0.4	0.5	1.6	0.0	0.0	0.0	0.0
Sub-Total	0.4	0.5	1.6	0.0	0.0	0.0	0.0
<u>Cheshire West Council</u>							
Cheshire Oaks Designer Outlet, Ellesmere	0.9	0.0	0.5	1.6	2.0	0.0	2.1
Sub-Total	0.9	0.0	0.5	1.6	2.0	0.0	2.1

<u>Halton Council</u>							
Widnes	2.8	3.8	0.5	0.0	1.0	9.7	0.0
Sub-Total	2.8	3.8	0.5	0.0	1.0	9.7	0.0
<u>Knowsley Council</u>							
Huyton	0.4	0.0	0.0	0.0	0.0	2.8	0.0
Kirkby	0.1	0.5	0.0	0.0	0.0	0.0	0.0
Other, Knowsley Borough Council	0.1	0.0	0.0	0.0	0.0	0.7	0.0
Sub-Total	0.7	0.5	0.0	0.0	0.0	3.5	0.0
<u>Liverpool City Council</u>							
Liverpool City Centre	8.6	8.6	3.1	1.6	2.5	19.4	21.1
New Mersey Shopping Park, Speke	0.4	0.0	0.0	0.0	0.0	2.8	0.0
Speke	0.2	0.0	0.0	0.0	0.0	1.4	0.0
Sub-Total	9.3	8.6	3.1	1.6	2.5	23.6	21.1
<u>Manchester City Council</u>							
Manchester City Centre	3.4	2.9	4.2	3.2	5.4	0.7	3.2
Sub-Total	3.4	2.9	4.2	3.2	5.4	0.7	3.2
<u>Sefton Council</u>							
Aintree Retail Park, Aintree	0.3	0.0	0.0	0.0	0.0	0.0	3.2
Bootle	0.2	0.0	0.0	0.0	1.0	0.0	0.0
Southport	2.1	0.0	3.7	1.6	0.0	3.5	6.3
Other, Sefton Council	0.1	0.0	0.5	0.0	0.0	0.0	0.0
Sub-Total	2.8	0.0	4.2	1.6	1.0	3.5	9.5
<u>Trafford Council</u>							
The Trafford Centre, Manchester	5.0	2.4	9.9	1.6	6.9	2.8	2.1
Sub-Total	5.0	2.4	9.9	1.6	6.9	2.8	2.1
<u>Warrington Borough Council</u>							
Riverside Retail Park, Warrington	0.3	0.0	0.0	1.6	0.5	0.7	0.0
Warrington	20.8	7.2	12.6	30.2	58.8	4.9	3.2
Sub-Total	21.1	7.2	12.6	31.7	59.3	5.6	3.2
<u>West Lancashire Borough Council</u>							
Skelmersdale	0.1	0.0	0.0	1.6	0.0	0.0	0.0
Sub-Total	0.1	0.0	0.0	1.6	0.0	0.0	0.0
<u>Wigan Council</u>							
Leigh	0.8	0.0	1.6	1.6	1.0	0.7	0.0
Wigan	5.3	1.9	18.8	4.8	0.5	0.7	3.2
Other, Wigan Borough Council	0.3	0.0	1.6	0.0	0.0	0.0	0.0
Sub-Total	6.4	1.9	22.0	6.3	1.5	1.4	3.2
<u>Other</u>							
Other	2.0	1.9	3.7	0.0	2.5	0.7	1.1
Sub-Total	2.0	1.9	3.7	0.0	2.5	0.7	1.1
SUB-TOTAL OUTSIDE STUDY AREA	54.7	29.7	62.3	49.2	81.9	51.4	45.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from Household Survey

TABLE 8: SHOPPING PATTERNS (CLOTHES/SHOES)

DESTINATION	TOTAL CLOTHES/SHOES (£m)	ZONE 1 CLOTHES/SHOES (£m)	ZONE 2 CLOTHES/SHOES (£m)	ZONE 3 CLOTHES/SHOES (£m)	ZONE 4 CLOTHES/SHOES (£m)	ZONE 5 CLOTHES/SHOES (£m)	ZONE 6 CLOTHES/SHOES (£m)
WITHIN STUDY AREA							
<u>Zone 1</u>							
Ravenhead Retail Park, St Helens	8.35	3.42	1.45	0.77	0.00	1.32	1.39
St Helens	71.13	26.90	18.79	4.60	1.77	8.48	10.59
St Helens Retail Park, St Helens	3.53	1.47	0.72	0.26	0.00	0.53	0.56
Sub-Total	83.02	31.79	20.96	5.62	1.77	10.33	12.55
<u>Zone 2</u>							
Ashton-in-Makerfield	0.36	0.00	0.36	0.00	0.00	0.00	0.00
Golborne	0.72	0.00	0.72	0.00	0.00	0.00	0.00
Haydock	0.61	0.24	0.36	0.00	0.00	0.00	0.00
Sub-Total	1.69	0.24	1.45	0.00	0.00	0.00	0.00
<u>Zone 3</u>							
Earlestown	1.67	0.24	0.36	0.77	0.30	0.00	0.00
Newton-le-Willows	0.26	0.00	0.00	0.26	0.00	0.00	0.00
Sub-Total	1.92	0.24	0.36	1.02	0.30	0.00	0.00
<u>Zone 4</u>							
Alban Retail Park, Warrington	0.66	0.00	0.36	0.00	0.30	0.00	0.00
Gemini Retail Park, Warrington	19.45	3.18	2.89	1.28	8.57	1.85	1.67
Sub-Total	20.10	3.18	3.25	1.28	8.87	1.85	1.67
<u>Zone 5</u>							
Cables Retail Park, Prescot	3.97	0.00	0.00	0.00	0.00	3.97	0.00
Prescot	3.41	0.49	0.00	0.26	0.00	2.38	0.28
Sub-Total	7.38	0.49	0.00	0.26	0.00	6.36	0.28
<u>Zone 6</u>							
All Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00
In St Helens	85.55	32.27	21.69	6.64	2.07	10.33	12.55
SUB-TOTAL STUDY AREA	114.12	35.94	26.02	8.17	10.94	18.55	14.50
OUTSIDE STUDY AREA							
<u>Bolton Council</u>							
Bolton	1.33	0.24	1.08	0.00	0.00	0.00	0.00
Sub-Total	1.33	0.24	1.08	0.00	0.00	0.00	0.00
<u>Cheshire West Council</u>							
Cheshire Oaks Designer Outlet, Ellesmere	2.36	0.00	0.36	0.26	1.18	0.00	0.56
Sub-Total	2.36	0.00	0.36	0.26	1.18	0.00	0.56
<u>Halton Council</u>							
Widnes	6.62	1.96	0.36	0.00	0.59	3.71	0.00
Sub-Total	6.62	1.96	0.36	0.00	0.59	3.71	0.00
<u>Knowsley Council</u>							
Huyton	1.06	0.00	0.00	0.00	0.00	1.06	0.00
Kirkby	0.24	0.24	0.00	0.00	0.00	0.00	0.00
Other, Knowsley Borough Council	0.26	0.00	0.00	0.00	0.00	0.26	0.00
Sub-Total	1.57	0.24	0.00	0.00	0.00	1.32	0.00
<u>Liverpool City Council</u>							
Liverpool City Centre	21.30	4.40	2.17	0.26	1.48	7.42	5.58
New Mersey Shopping Park, Speke	1.06	0.00	0.00	0.00	0.00	1.06	0.00
Speke	0.53	0.00	0.00	0.00	0.00	0.53	0.00
Sub-Total	22.89	4.40	2.17	0.26	1.48	9.01	5.58
<u>Manchester City Council</u>							
Manchester City Centre	9.22	1.47	2.89	0.51	3.25	0.26	0.84
Sub-Total	9.22	1.47	2.89	0.51	3.25	0.26	0.84
<u>Sefton Council</u>							
Aintree Retail Park, Aintree	0.84	0.00	0.00	0.00	0.00	0.00	0.84
Bootle	0.59	0.00	0.00	0.00	0.59	0.00	0.00
Southport	5.78	0.00	2.53	0.26	0.00	1.32	1.67
Other, Sefton Council	0.36	0.00	0.36	0.00	0.00	0.00	0.00
Sub-Total	7.57	0.00	2.89	0.26	0.59	1.32	2.51

Trafford Council								
The Trafford Centre, Manchester	14.10	1.22	6.87	0.26	4.14	1.06	0.56	
Sub-Total	14.10	1.22	6.87	0.26	4.14	1.06	0.56	
Warrington Borough Council								
Riverside Retail Park, Warrington	0.82	0.00	0.00	0.26	0.30	0.26	0.00	
Warrington	55.36	3.67	8.67	4.85	35.48	1.85	0.84	
Sub-Total	56.18	3.67	8.67	5.11	35.77	2.12	0.84	
West Lancashire Borough Council								
Skelmersdale	0.26	0.00	0.00	0.26	0.00	0.00	0.00	
Sub-Total	0.26	0.00	0.00	0.26	0.00	0.00	0.00	
Wigan Council								
Leigh	2.20	0.00	1.08	0.26	0.59	0.26	0.00	
Wigan	16.15	0.98	13.01	0.77	0.30	0.26	0.84	
Other, Wigan Borough Council	1.08	0.00	1.08	0.00	0.00	0.00	0.00	
Sub-Total	19.43	0.98	15.18	1.02	0.89	0.53	0.84	
Other								
Other	5.53	0.98	2.53	0.00	1.48	0.26	0.28	
Sub-Total	5.53	0.98	2.53	0.00	1.48	0.26	0.28	
SUB-TOTAL OUTSIDE STUDY AREA	147.05	15.16	43.01	7.91	49.37	19.61	11.99	
TOTAL	261.17	51.10	69.03	16.08	60.31	38.15	26.48	

Notes:

a. Market shares derived from Household Survey

TABLE 9: SHOPPING PATTERNS (BOOKS, CDs, ETC.)

DESTINATION	TOTAL BOOKS, CDs, ETC (%)	ZONE 1 BOOKS, CDs, ETC (%)	ZONE 2 BOOKS, CDs, ETC (%)	ZONE 3 BOOKS, CDs, ETC (%)	ZONE 4 BOOKS, CDs, ETC (%)	ZONE 5 BOOKS, CDs, ETC (%)	ZONE 6 BOOKS, CDs, ETC (%)
WITHIN STUDY AREA							
<u>Zone 1</u>							
St Helens Retail Park, St Helens	0.4	1.9	0.0	0.0	0.0	0.0	0.0
Ravenhead Retail Park, St Helens	0.2	0.0	0.0	0.0	0.0	0.0	1.8
St Helens	34.9	75.7	31.6	16.1	3.4	30.6	45.5
Sub-Total	35.5	77.6	31.6	16.1	3.4	30.6	47.3
<u>Zone 2</u>							
Ashton-in-Makerfield	0.4	0.0	0.9	0.0	0.0	1.6	0.0
Golborne	0.8	0.0	3.5	0.0	0.0	0.0	0.0
Haydock	1.4	0.9	4.4	3.2	0.0	0.0	0.0
Sub-Total	2.7	0.9	8.8	3.2	0.0	1.6	0.0
<u>Zone 3</u>							
Earlestown	0.6	0.0	0.0	9.7	0.0	0.0	0.0
Newton-le-Willows	0.6	0.0	0.0	9.7	0.0	0.0	0.0
Sub-Total	1.2	0.0	0.0	19.4	0.0	0.0	0.0
<u>Zone 4</u>							
Alban Retail Park, Warrington	0.2	0.0	0.0	0.0	0.8	0.0	0.0
Gemini Retail Park, Warrington	0.4	0.0	0.0	0.0	1.7	0.0	0.0
Sub-Total	0.6	0.0	0.0	0.0	2.5	0.0	0.0
<u>Zone 5</u>							
Prescot	1.0	0.9	0.0	0.0	0.0	6.5	0.0
Cables Retail Park, Prescot	1.0	0.0	0.0	0.0	0.0	8.1	0.0
Sub-Total	2.1	0.9	0.0	0.0	0.0	14.5	0.0
<u>Zone 6</u>							
All Zone 6	0.4	0.0	0.0	0.0	0.0	0.0	3.6
Sub-Total	0.4	0.0	0.0	0.0	0.0	0.0	3.6
In St Helens	38.6	78.5	36.0	38.7	3.4	30.6	50.9
SUB-TOTAL STUDY AREA	42.5	79.4	40.4	38.7	5.9	46.8	50.9
OUTSIDE STUDY AREA							
<u>Bolton Council</u>							
Bolton	0.2	0.0	0.9	0.0	0.0	0.0	0.0
Other, Bolton Council	0.2	0.0	0.9	0.0	0.0	0.0	0.0
Sub-Total	0.4	0.0	1.8	0.0	0.0	0.0	0.0
<u>Cheshire West Council</u>							
Cheshire Oaks Designer Outlet, Ellesmere	0.4	0.0	0.0	0.0	1.7	0.0	0.0
Sub-Total	0.4	0.0	0.0	0.0	1.7	0.0	0.0
<u>Halton Council</u>							
Runcorn							
Widnes	3.3	0.9	0.9	3.2	1.7	16.1	1.8
Sub-Total	3.3	0.9	0.9	3.2	1.7	16.1	1.8
<u>Liverpool City Council</u>							
Liverpool City Centre	6.0	5.6	2.6	0.0	0.8	14.5	18.2
Speke	0.6	1.9	0.0	0.0	0.0	1.6	0.0
New Mersey Shopping Park, Speke	1.0	0.0	0.0	0.0	0.0	4.8	3.6
Sub-Total	7.6	7.5	2.6	0.0	0.8	21.0	21.8
<u>Manchester City Council</u>							
Manchester City Centre	3.5	2.8	7.0	3.2	2.5	0.0	3.6
Sub-Total	3.5	2.8	7.0	3.2	2.5	0.0	3.6
<u>Sefton Council</u>							
Southport	1.4	0.9	1.8	0.0	0.0	3.2	3.6
Aintree Retail Park, Aintree	0.2	0.0	0.0	0.0	0.0	0.0	1.8
Other, Sefton Council	0.2	0.0	0.0	0.0	0.0	0.0	1.8
Sub-Total	1.8	0.9	1.8	0.0	0.0	3.2	7.3
<u>Trafford Council</u>							
The Trafford Centre, Manchester	3.9	2.8	6.1	9.7	1.7	4.8	1.8
Sub-Total	3.9	2.8	6.1	9.7	1.7	4.8	1.8
<u>Warrington Borough Council</u>							
Warrington	27.1	3.7	14.9	41.9	80.5	4.8	0.0
Sub-Total	27.1	3.7	14.9	41.9	80.5	4.8	0.0
<u>West Lancashire Borough Council</u>							
Skelmersdale	0.4	0.0	0.0	0.0	0.0	0.0	3.6
Other, West Lancashire Borough Council	0.4	0.0	0.0	0.0	0.0	0.0	3.6
Sub-Total	0.8	0.0	0.0	0.0	0.0	0.0	7.3
<u>Wigan Council</u>							
Leigh	0.8	0.0	2.6	0.0	0.8	0.0	0.0
Wigan	5.1	0.9	19.3	3.2	0.0	0.0	1.8
Other, Wigan Borough Council	0.6	0.0	2.6	0.0	0.0	0.0	0.0
Sub-Total	6.6	0.9	24.6	3.2	0.8	0.0	1.8
<u>Other</u>							
Other, Outside Catchment	2.1	0.9	0.0	0.0	4.2	3.2	3.6
Sub-Total	2.1	0.9	0.0	0.0	4.2	3.2	3.6
SUB-TOTAL OUTSIDE STUDY AREA	57.5	20.6	59.6	61.3	94.1	53.2	49.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived from Household Survey

WYG PLANNING & DESIGN
ST HELENS RETAIL STUDY

TABLE 10: SHOPPING PATTERNS (BOOKS, CDs, ETC.)

DESTINATION	TOTAL BOOKS, CDs, ETC (£m)	ZONE 1 BOOKS, CDs, ETC (£m)	ZONE 2 BOOKS, CDs, ETC (£m)	ZONE 3 BOOKS, CDs, ETC (£m)	ZONE 4 BOOKS, CDs, ETC (£m)	ZONE 5 BOOKS, CDs, ETC (£m)	ZONE 6 BOOKS, CDs, ETC (£m)
WITHIN STUDY AREA							
Zone 1							
St Helens Retail Park, St Helens	0.20	0.20	0.00	0.00	0.00	0.00	0.00
Ravenhead Retail Park, St Helens	0.11	0.00	0.00	0.00	0.00	0.00	0.11
St Helens	19.31	8.22	4.81	0.55	0.42	2.59	2.71
Sub-Total	19.62	8.43	4.81	0.55	0.42	2.59	2.82
Zone 2							
Ashton-in-Makerfield	0.27	0.00	0.13	0.00	0.00	0.14	0.00
Golborne	0.53	0.00	0.53	0.00	0.00	0.00	0.00
Haydock	0.88	0.10	0.67	0.11	0.00	0.00	0.00
Sub-Total	1.69	0.10	1.34	0.11	0.00	0.14	0.00
Zone 3							
Earlestown	0.33	0.00	0.00	0.33	0.00	0.00	0.00
Newton-le-Willows	0.33	0.00	0.00	0.33	0.00	0.00	0.00
Sub-Total	0.67	0.00	0.00	0.67	0.00	0.00	0.00
Zone 4							
Alban Retail Park, Warrington	0.11	0.00	0.00	0.00	0.11	0.00	0.00
Gemini Retail Park, Warrington	0.21	0.00	0.00	0.00	0.21	0.00	0.00
Sub-Total	0.32	0.00	0.00	0.00	0.32	0.00	0.00
Zone 5							
Prescot	0.65	0.10	0.00	0.00	0.00	0.55	0.00
Cables Retail Park, Prescot	0.68	0.00	0.00	0.00	0.00	0.68	0.00
Sub-Total	1.33	0.10	0.00	0.00	0.00	1.23	0.00
Zone 6							
All Zone 6	0.22	0.00	0.00	0.00	0.00	0.00	0.22
Sub-Total	0.22	0.00	0.00	0.00	0.00	0.00	0.22
In St Helens	21.39	8.53	5.48	1.33	0.42	2.59	3.03
SUB-TOTAL STUDY AREA	23.84	8.63	6.15	1.33	0.74	3.95	3.03
OUTSIDE STUDY AREA							
Bolton Council							
Bolton	0.13	0.00	0.13	0.00	0.00	0.00	0.00
Other, Bolton Council	0.13	0.00	0.13	0.00	0.00	0.00	0.00
Sub-Total	0.27	0.00	0.27	0.00	0.00	0.00	0.00
Cheshire West Council							
Cheshire Oaks Designer Outlet, Ellesmere	0.21	0.00	0.00	0.00	0.21	0.00	0.00
Sub-Total	0.21	0.00	0.00	0.00	0.21	0.00	0.00
Halton Council							
Widnes	2.03	0.10	0.13	0.11	0.21	1.36	0.11
Sub-Total	2.03	0.10	0.13	0.11	0.21	1.36	0.11
Liverpool City Council							
Liverpool City Centre	3.43	0.61	0.40	0.00	0.11	1.23	1.08
Speke	0.34	0.20	0.00	0.00	0.00	0.14	0.00
New Mersey Shopping Park, Speke	0.63	0.00	0.00	0.00	0.00	0.41	0.22
Sub-Total	4.39	0.81	0.40	0.00	0.11	1.77	1.30
Manchester City Council							
Manchester City Centre	2.02	0.30	1.07	0.11	0.32	0.00	0.22
Sub-Total	2.02	0.30	1.07	0.11	0.32	0.00	0.22
Sefton Council							
Southport	0.86	0.10	0.27	0.00	0.00	0.27	0.22
Aintree Retail Park, Aintree	0.11	0.00	0.00	0.00	0.00	0.00	0.11
Other, Sefton Council	0.11	0.00	0.00	0.00	0.00	0.00	0.11
Sub-Total	1.08	0.10	0.27	0.00	0.00	0.27	0.43
Trafford Council							
The Trafford Centre, Manchester	2.30	0.30	0.94	0.33	0.21	0.41	0.11
Sub-Total	2.30	0.30	0.94	0.33	0.21	0.41	0.11
Warrington Borough Council							
Warrington	14.57	0.41	2.27	1.44	10.04	0.41	0.00
Sub-Total	14.57	0.41	2.27	1.44	10.04	0.41	0.00
West Lancashire Borough Council							
Skelmersdale	0.22	0.00	0.00	0.00	0.00	0.00	0.22
Other, West Lancashire Borough Council	0.22	0.00	0.00	0.00	0.00	0.00	0.22
Sub-Total	0.43	0.00	0.00	0.00	0.00	0.00	0.43
Wigan Council							
Leigh	0.51	0.00	0.40	0.00	0.11	0.00	0.00
Wigan	3.26	0.10	2.94	0.11	0.00	0.00	0.11
Other, Wigan Borough Council	0.40	0.00	0.40	0.00	0.00	0.00	0.00
Sub-Total	4.17	0.10	3.74	0.11	0.11	0.00	0.11
Other							
Other, Outside Catchment	1.12	0.10	0.00	0.00	0.53	0.27	0.22
Sub-Total	1.12	0.10	0.00	0.00	0.53	0.27	0.22
SUB-TOTAL OUTSIDE STUDY AREA	32.59	2.23	9.09	2.11	11.73	4.50	2.93
TOTAL	56.43	10.86	15.24	3.44	12.47	8.45	5.96

Notes:
a. Market shares derived from Household Survey

TABLE 11: SHOPPING PATTERNS (SMALL HOUSEHOLD GOODS)

DESTINATION	TOTAL SMALL H'HOLD GOODS (%)	ZONE 1 SMALL H'HOLD GOODS (%)	ZONE 2 SMALL H'HOLD GOODS (%)	ZONE 3 SMALL H'HOLD GOODS (%)	ZONE 4 SMALL H'HOLD GOODS (%)	ZONE 5 SMALL H'HOLD GOODS (%)	ZONE 6 SMALL H'HOLD GOODS (%)
WITHIN STUDY AREA							
Zone 1							
St Helens Retail Park, St Helens	3.2	4.4	5.5	2.2	1.3	1.9	3.0
Ravenhead Retail Park, St Helens	4.9	7.4	6.3	2.2	1.3	4.8	7.6
St Helens	27.3	56.3	25.8	22.2	3.9	20.2	40.9
Other, Zone 1	0.2	0.0	0.0	2.2	0.0	0.0	0.0
Sub-Total	35.5	68.1	37.5	28.9	6.5	26.9	51.5
Zone 2							
Ashton-in-Makerfield	0.2	0.0	0.8	0.0	0.0	0.0	0.0
Billinge	0.3	0.0	1.6	0.0	0.0	0.0	0.0
Golborne	0.5	0.0	2.3	0.0	0.0	0.0	0.0
Haydock	0.5	0.0	2.3	0.0	0.0	0.0	0.0
Sub-Total	1.4	0.0	7.0	0.0	0.0	0.0	0.0
Zone 3							
Earlestown	1.6	0.0	1.6	17.8	0.0	0.0	0.0
Newton-le-Willows	0.6	0.0	0.8	6.7	0.0	0.0	0.0
Sub-Total	2.2	0.0	2.3	24.4	0.0	0.0	0.0
Zone 4							
Alban Retail Park, Warrington	0.2	0.0	0.0	0.0	0.6	0.0	0.0
Gemini Retail Park, Warrington	8.8	7.4	4.7	8.9	14.2	9.6	6.1
B&Q Warehouse, Delph Lane, Winwick, Zone 4	0.2	0.0	0.0	2.2	0.0	0.0	0.0
Sub-Total	9.2	7.4	4.7	11.1	14.8	9.6	6.1
Zone 5							
Prescot	1.4	1.5	0.0	0.0	0.0	5.8	1.5
Cables Retail Park, Prescot	1.6	0.0	0.0	0.0	0.0	9.6	0.0
Sub-Total	3.0	1.5	0.0	0.0	0.0	15.4	1.5
Zone 6							
All Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
In St Helens	38.5	68.1	43.8	53.3	6.5	26.9	51.5
SUB-TOTAL STUDY AREA	51.3	77.0	51.6	64.4	21.3	51.9	59.1
OUTSIDE STUDY AREA							
Bolton Council							
Bolton	0.3	0.0	0.8	0.0	0.6	0.0	0.0
Other, Bolton Council	0.3	0.0	1.6	0.0	0.0	0.0	0.0
Sub-Total	0.6	0.0	2.3	0.0	0.6	0.0	0.0
Cheshire West Council							
Cheshire Oaks Designer Outlet, Ellesmere	0.3	0.0	0.0	0.0	0.6	0.0	1.5
Sub-Total	0.3	0.0	0.0	0.0	0.6	0.0	1.5
Halton Council							
Widnes	2.2	1.5	0.0	0.0	1.3	9.6	0.0
Sub-Total	2.2	1.5	0.0	0.0	1.3	9.6	0.0
Knowsley Council							
Huyton	0.6	0.0	0.0	2.2	0.0	2.9	0.0
Kirkby	0.3	0.0	0.0	0.0	0.0	1.0	1.5
Other, Knowsley Borough Council	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.9	0.0	0.0	2.2	0.0	3.8	1.5
Liverpool City Council							
Liverpool City Centre	6.0	5.2	0.8	2.2	1.9	15.4	15.2
Speke	0.2	0.0	0.0	0.0	0.0	1.0	0.0
Edge Lane Retail Park, Liverpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0
New Mersey Shopping Park, Speke	0.6	0.0	0.0	0.0	1.3	1.9	0.0
Other, Liverpool City Council	0.2	0.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	7.0	5.9	0.8	2.2	3.2	18.3	15.2
Manchester City Council							
Manchester City Centre	1.7	0.0	1.6	2.2	2.6	1.9	3.0
Sub-Total	1.7	0.0	1.6	2.2	2.6	1.9	3.0
Sefton Council							
Southport	0.8	0.0	0.8	2.2	0.6	0.0	3.0
Aintree Retail Park, Aintree	1.1	0.7	0.0	0.0	0.0	2.9	4.5
Other, Sefton Council	0.3	0.0	0.0	0.0	0.0	1.0	1.5
Sub-Total	2.2	0.7	0.8	2.2	0.6	3.8	9.1
Trafford Council							
The Trafford Centre, Manchester	2.5	2.2	3.9	2.2	1.9	1.9	3.0
Sub-Total	2.5	2.2	3.9	2.2	1.9	1.9	3.0
Warrington Borough Council							
Warrington	23.5	10.4	17.2	20.0	63.2	4.8	1.5
Riverside Retail Park, Warrington	0.8	0.0	0.0	2.2	2.6	0.0	0.0
Other, Warrington Borough Council	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	24.3	10.4	17.2	22.2	65.8	4.8	1.5
West Lancashire Borough Council							
Skelmersdale	0.3	0.0	0.0	2.2	0.0	0.0	1.5
Other, West Lancashire Borough Council	0.5	0.0	0.8	0.0	0.0	0.0	3.0
Sub-Total	0.8	0.0	0.8	2.2	0.0	0.0	4.5
Wigan Council							
Leigh	1.1	0.0	4.7	0.0	0.0	1.0	0.0
Wigan	3.0	0.0	14.1	0.0	0.0	1.0	0.0
Sub-Total	4.1	0.0	18.8	0.0	0.0	1.9	0.0
Other							
Other	1.9	2.2	2.3	0.0	1.9	1.9	1.5
Sub-Total	1.9	2.2	2.3	0.0	1.9	1.9	1.5
SUB-TOTAL OUTSIDE STUDY AREA	48.7	23.0	48.4	35.6	78.7	48.1	40.9
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived from Household Survey

TABLE 12: SHOPPING PATTERNS (SMALL HOUSEHOLD GOODS)

DESTINATION	TOTAL SMALL HHOLD GOODS (£m)	ZONE 1 SMALL HHOLD GOODS (£m)	ZONE 2 SMALL HHOLD GOODS (£m)	ZONE 3 SMALL HHOLD GOODS (£m)	ZONE 4 SMALL HHOLD GOODS (£m)	ZONE 5 SMALL HHOLD GOODS (£m)	ZONE 6 SMALL HHOLD GOODS (£m)
WITHIN STUDY AREA							
Zone 1							
St Helens Retail Park, St Helens	1.73	0.43	0.76	0.07	0.15	0.15	0.18
Ravenhead Retail Park, St Helens	2.62	0.71	0.87	0.07	0.15	0.37	0.45
St Helens	14.13	5.43	3.59	0.68	0.44	1.56	2.43
Other, Zone 1	0.07	0.00	0.00	0.07	0.00	0.00	0.00
Sub-Total	18.55	6.58	5.22	0.89	0.73	2.08	3.06
Zone 2							
Ashton-in-Makerfield	0.11	0.00	0.11	0.00	0.00	0.00	0.00
Billinge	0.22	0.00	0.22	0.00	0.00	0.00	0.00
Golborne	0.33	0.00	0.33	0.00	0.00	0.00	0.00
Haydock	0.33	0.00	0.33	0.00	0.00	0.00	0.00
Sub-Total	0.98	0.00	0.98	0.00	0.00	0.00	0.00
Zone 3							
Earlestown	0.76	0.00	0.22	0.55	0.00	0.00	0.00
Newton-le-Willows	0.31	0.00	0.11	0.21	0.00	0.00	0.00
Sub-Total	1.08	0.00	0.33	0.75	0.00	0.00	0.00
Zone 4							
Alban Retail Park, Warrington	0.07	0.00	0.00	0.00	0.07	0.00	0.00
Gemini Retail Park, Warrington	4.34	0.71	0.65	0.27	1.60	0.74	0.36
BSQ Warehouse, Delph Lane, Winwick, Zone 4	0.07	0.00	0.00	0.07	0.00	0.00	0.00
Sub-Total	4.48	0.71	0.65	0.34	1.67	0.74	0.36
Zone 5							
Prescot	0.68	0.14	0.00	0.00	0.00	0.45	0.09
Cables Retail Park, Prescot	0.74	0.00	0.00	0.00	0.00	0.74	0.00
Sub-Total	1.42	0.14	0.00	0.00	0.00	1.19	0.09
Zone 6							
All Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00
In St Helens	20.18	6.58	6.09	1.64	0.73	2.08	3.06
SUB-TOTAL STUDY AREA	26.52	7.43	7.17	1.98	2.40	4.02	3.51
OUTSIDE STUDY AREA							
Bolton Council							
Bolton	0.18	0.00	0.11	0.00	0.07	0.00	0.00
Other, Bolton Council	0.22	0.00	0.22	0.00	0.00	0.00	0.00
Sub-Total	0.40	0.00	0.33	0.00	0.07	0.00	0.00
Cheshire West Council							
Cheshire Oaks Designer Outlet, Ellesmere	0.16	0.00	0.00	0.00	0.07	0.00	0.09
Sub-Total	0.16	0.00	0.00	0.00	0.07	0.00	0.09
Halton Council							
Widnes	1.03	0.14	0.00	0.00	0.15	0.74	0.00
Sub-Total	1.03	0.14	0.00	0.00	0.15	0.74	0.00
Knowsley Council							
Huyton	0.29	0.00	0.00	0.07	0.00	0.22	0.00
Kirkby	0.16	0.00	0.00	0.00	0.00	0.07	0.09
Other, Knowsley Borough Council	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.46	0.00	0.00	0.07	0.00	0.30	0.09
Liverpool City Council							
Liverpool City Centre	2.99	0.50	0.11	0.07	0.22	1.19	0.50
Speke	0.07	0.00	0.00	0.00	0.00	0.07	0.00
New Mersey Shopping Park, Speke	0.29	0.00	0.00	0.00	0.15	0.15	0.00
Other, Liverpool City Council	0.07	0.07	0.00	0.00	0.00	0.00	0.00
Sub-Total	3.43	0.57	0.11	0.07	0.36	1.41	0.50
Manchester City Council							
Manchester City Centre	0.91	0.00	0.22	0.07	0.29	0.15	0.18
Sub-Total	0.91	0.00	0.22	0.07	0.29	0.15	0.18
Sefton Council							
Southport	0.43	0.00	0.11	0.07	0.07	0.00	0.18
Aintree Retail Park, Aintree	0.56	0.07	0.00	0.00	0.00	0.22	0.27
Other, Sefton Council	0.16	0.00	0.00	0.00	0.00	0.07	0.09
Sub-Total	1.16	0.07	0.11	0.07	0.07	0.30	0.54
Trafford Council							
The Trafford Centre, Manchester	1.37	0.21	0.54	0.07	0.22	0.15	0.18
Sub-Total	1.37	0.21	0.54	0.07	0.22	0.15	0.18
Warrington Borough Council							
Warrington	11.59	1.00	2.39	0.62	7.12	0.37	0.09
Riverside Retail Park, Warrington	0.36	0.00	0.00	0.07	0.29	0.00	0.00
Sub-Total	11.95	1.00	2.39	0.68	7.41	0.37	0.09
West Lancashire Borough Council							
Skelmersdale	0.16	0.00	0.00	0.07	0.00	0.00	0.09
Other, West Lancashire Borough Council	0.29	0.00	0.11	0.00	0.00	0.00	0.18
Sub-Total	0.45	0.00	0.11	0.07	0.00	0.00	0.27
Wigan Council							
Leigh	0.73	0.00	0.65	0.00	0.00	0.07	0.00
Wigan	2.03	0.00	1.96	0.00	0.00	0.07	0.00
Sub-Total	2.76	0.00	2.61	0.00	0.00	0.15	0.00
Other							
Other	1.00	0.21	0.33	0.00	0.22	0.15	0.09
Sub-Total	1.00	0.21	0.33	0.00	0.22	0.15	0.09
SUB-TOTAL OUTSIDE STUDY AREA	25.06	2.22	6.74	1.09	8.86	3.72	2.43
TOTAL	51.58	9.65	13.91	3.08	11.26	7.74	5.94

Notes:
a. Market shares derived from Household Survey

WYG PLANNING & DESIGN
ST HELENS RETAIL STUDY

TABLE 13: SHOPPING PATTERNS (TOYS, BICYCLES AND RECREATIONAL GOODS)

DESTINATION	TOTAL TOYS (%)	ZONE 1 TOYS (%)	ZONE 2 TOYS (%)	ZONE 3 TOYS (%)	ZONE 4 TOYS (%)	ZONE 5 TOYS (%)	ZONE 6 TOYS (%)
WITHIN STUDY AREA							
<u>Zone 1</u>							
St Helens Retail Park, St Helens	3.2	5.3	3.9	2.9	0.0	6.7	0.0
Ravenhead Retail Park, St Helens	9.7	20.4	9.8	8.8	0.8	4.0	17.4
St Helens	23.8	46.0	22.5	14.7	3.2	24.0	34.8
Sub-Total	36.7	71.7	36.3	26.5	4.0	34.7	52.2
<u>Zone 2</u>							
Haydock, Zone 2	0.2	0.0	0.0	0.0	0.0	0.0	2.2
Sub-Total	0.2	0.0	0.0	0.0	0.0	0.0	2.2
<u>Zone 3</u>							
Earlestown	0.4	0.0	0.0	5.9	0.0	0.0	0.0
Sub-Total	0.4	0.0	0.0	5.9	0.0	0.0	0.0
<u>Zone 4</u>							
Alban Retail Park, Warrington	2.0	0.0	2.9	2.9	4.0	1.3	0.0
Gemini Retail Park, Warrington	11.7	13.3	3.9	17.6	18.3	9.3	6.5
Sub-Total	13.7	13.3	6.9	20.6	22.2	10.7	6.5
<u>Zone 5</u>							
Prescot	2.4	1.8	0.0	0.0	0.0	12.0	2.2
Cables Retail Park, Prescot	2.2	0.9	0.0	0.0	0.0	13.3	0.0
Sub-Total	4.6	2.7	0.0	0.0	0.0	25.3	2.2
<u>Zone 6</u>							
All Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
In St Helens	37.3	71.7	36.3	32.4	4.0	34.7	54.3
SUB-TOTAL STUDY AREA	55.6	87.6	43.1	52.9	26.2	70.7	63.0
OUTSIDE STUDY AREA							
<u>Cheshire West Council</u>							
Cheshire Oaks Designer Outlet, Ellesmere	0.2	0.0	0.0	0.0	0.8	0.0	0.0
Sub-Total	0.2	0.0	0.0	0.0	0.8	0.0	0.0
<u>Halton Council</u>							
Widnes	2.0	1.8	0.0	2.9	0.8	8.0	0.0
Sub-Total	2.0	1.8	0.0	2.9	0.8	8.0	0.0
<u>Liverpool City Council</u>							
Liverpool City Centre	3.8	2.7	1.0	0.0	0.0	8.0	19.6

Speke	0.2	0.0	1.0	0.0	0.0	0.0	0.0
New Mersey Shopping Park, Speke	0.8	0.0	0.0	0.0	0.8	4.0	0.0
Other, Liverpool City Council	0.2	0.0	0.0	0.0	0.0	1.3	0.0
Sub-Total	5.0	2.7	2.0	0.0	0.8	13.3	19.6
<u>Manchester City Council</u>							
Manchester City Centre	1.4	0.0	3.9	0.0	1.6	0.0	2.2
Sub-Total	1.4	0.0	3.9	0.0	1.6	0.0	2.2
<u>Sefton Council</u>							
Southport	0.4	0.0	1.0	0.0	0.0	1.3	0.0
Aintree Retail Park, Aintree	0.4	0.0	0.0	0.0	0.0	0.0	4.3
Sub-Total	0.8	0.0	1.0	0.0	0.0	1.3	4.3
<u>Trafford Council</u>							
The Trafford Centre, Manchester	1.6	0.9	3.9	0.0	2.4	0.0	0.0
Sub-Total	1.6	0.9	3.9	0.0	2.4	0.0	0.0
<u>Warrington Borough Council</u>							
Warrington	26.0	6.2	20.6	38.2	65.9	5.3	2.2
Sub-Total	26.0	6.2	20.6	38.2	65.9	5.3	2.2
<u>West Lancashire Borough Council</u>							
Skelmersdale	0.2	0.0	0.0	0.0	0.0	0.0	2.2
Sub-Total	0.2	0.0	0.0	0.0	0.0	0.0	2.2
<u>Wigan Council</u>							
Leigh	2.2	0.0	9.8	0.0	0.0	1.3	0.0
Wigan	2.8	0.0	9.8	2.9	1.6	0.0	2.2
Other, Wigan Borough Council	1.0	0.0	4.9	0.0	0.0	0.0	0.0
Sub-Total	6.0	0.0	24.5	2.9	1.6	1.3	2.2
<u>Other</u>							
Other	1.0	0.9	1.0	2.9	0.0	0.0	4.3
Sub-Total	1.0	0.9	1.0	2.9	0.0	0.0	4.3
SUB-TOTAL OUTSIDE STUDY AREA	44.4	12.4	56.9	47.1	73.8	29.3	37.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from Household Survey

WYG PLANNING & DESIGN
ST HELENS RETAIL STUDY

TABLE 14: SHOPPING PATTERNS (TOYS, BICYCLES AND RECREATIONAL GOODS)

DESTINATION	TOTAL TOYS (£m)	ZONE 1 TOYS (£m)	ZONE 2 TOYS (£m)	ZONE 3 TOYS (£m)	ZONE 4 TOYS (£m)	ZONE 5 TOYS (£m)	ZONE 6 TOYS (£m)
WITHIN STUDY AREA							
Zone 1							
St Helens Retail Park, St Helens	3.96	1.31	1.26	0.22	0.00	1.17	0.00
Ravenhead Retail Park, St Helens	11.89	5.03	3.16	0.66	0.20	0.70	2.15
St Helens	29.03	11.36	7.26	1.10	0.82	4.20	4.29
Sub-Total	44.88	17.70	11.68	1.97	1.02	6.07	6.44
Zone 2							
Haydock, Zone 2	0.27	0.00	0.00	0.00	0.00	0.00	0.27
Sub-Total	0.27	0.00	0.00	0.00	0.00	0.00	0.27
Zone 3							
Earlestown	0.44	0.00	0.00	0.44	0.00	0.00	0.00
Sub-Total	0.44	0.00	0.00	0.44	0.00	0.00	0.00
Zone 4							
Alban Retail Park, Warrington	2.42	0.00	0.95	0.22	1.02	0.23	0.00
Gemini Retail Park, Warrington	13.00	3.28	1.26	1.31	4.71	1.63	0.80
Sub-Total	15.43	3.28	2.21	1.53	5.73	1.87	0.80
Zone 5							
Prescot	2.81	0.44	0.00	0.00	0.00	2.10	0.27
Cables Retail Park, Prescot	2.55	0.22	0.00	0.00	0.00	2.34	0.00
Sub-Total	5.36	0.66	0.00	0.00	0.00	4.44	0.27
Zone 6							
All Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00
In St Helens	45.59	17.70	11.68	2.41	1.02	6.07	6.70
SUB-TOTAL STUDY AREA	66.38	21.64	13.89	3.94	6.76	12.38	7.78
OUTSIDE STUDY AREA							
Cheshire West Council							
Cheshire Oaks Designer Outlet, Ellesmere	0.20	0.00	0.00	0.00	0.20	0.00	0.00
Sub-Total	0.20	0.00	0.00	0.00	0.20	0.00	0.00
Halton Council							
Widnes	2.26	0.44	0.00	0.22	0.20	1.40	0.00
Sub-Total	2.26	0.44	0.00	0.22	0.20	1.40	0.00
Liverpool City Council							
Liverpool City Centre	4.79	0.66	0.32	0.00	0.00	1.40	2.41
Speke	0.32	0.00	0.32	0.00	0.00	0.00	0.00
New Mersey Shopping Park, Speke	0.91	0.00	0.00	0.00	0.20	0.70	0.00
Other, Liverpool City Council	0.23	0.00	0.00	0.00	0.00	0.23	0.00
Sub-Total	6.24	0.66	0.63	0.00	0.20	2.34	2.41
Manchester City Council							
Manchester City Centre	1.94	0.00	1.26	0.00	0.41	0.00	0.27
Sub-Total	1.94	0.00	1.26	0.00	0.41	0.00	0.27
Sefton Council							
Southport	0.55	0.00	0.32	0.00	0.00	0.23	0.00
Aintree Retail Park, Aintree	0.54	0.00	0.00	0.00	0.00	0.00	0.54
Sub-Total	1.09	0.00	0.32	0.00	0.00	0.23	0.54
Trafford Council							
The Trafford Centre, Manchester	2.10	0.22	1.26	0.00	0.61	0.00	0.00
Sub-Total	2.10	0.22	1.26	0.00	0.61	0.00	0.00
Warrington Borough Council							
Warrington	29.21	1.53	6.63	2.85	17.00	0.93	0.27
Sub-Total	29.21	1.53	6.63	2.85	17.00	0.93	0.27
West Lancashire Borough Council							
Skelmersdale	0.27	0.00	0.00	0.00	0.00	0.00	0.27
Sub-Total	0.27	0.00	0.00	0.00	0.00	0.00	0.27
Wigan Council							
Leigh	3.39	0.00	3.16	0.00	0.00	0.23	0.00
Wigan	4.05	0.00	3.16	0.22	0.41	0.00	0.27
Other, Wigan Borough Council	1.58	0.00	1.58	0.00	0.00	0.00	0.00
Sub-Total	9.02	0.00	7.89	0.22	0.41	0.23	0.27
Other							
Other	1.29	0.22	0.32	0.22	0.00	0.00	0.54
Sub-Total	1.29	0.22	0.32	0.22	0.00	0.00	0.54
SUB-TOTAL OUTSIDE STUDY AREA	53.61	3.06	18.30	3.51	19.05	5.14	4.56
TOTAL	119.99	24.70	32.19	7.45	25.80	17.51	12.34

Notes:

a. Market shares derived from Household Survey

TABLE 15: SHOPPING PATTERNS (CHEMIST)

DESTINATION	TOTAL CHEMIST (%)	ZONE 1 CHEMIST (%)	ZONE 2 CHEMIST (%)	ZONE 3 CHEMIST (%)	ZONE 4 CHEMIST (%)	ZONE 5 CHEMIST (%)	ZONE 6 CHEMIST (%)
WITHIN STUDY AREA							
Zone 1							
St Helens Retail Park, St Helens	1.1	1.4	1.6	0.0	0.5	0.0	3.3
Ravenhead Retail Park, St Helens	3.2	8.5	2.6	1.6	0.0	2.0	2.2
St Helens	36.4	81.5	36.3	19.0	1.4	16.3	55.4
Other, Zone 1	0.5	2.4	0.0	0.0	0.0	0.0	0.0
Sub-Total	41.2	93.8	40.5	20.6	1.9	18.4	60.9
Zone 2							
Ashton-in-Makerfield	0.4	0.9	1.1	0.0	0.0	0.0	0.0
Billinge	0.5	0.0	2.1	0.0	0.0	0.0	1.1
Lowton	0.7	0.0	3.2	0.0	0.0	0.0	0.0
Parr	0.1	0.0	0.5	0.0	0.0	0.0	0.0
Golborne	1.5	0.0	7.4	0.0	0.0	0.0	0.0
Haydock	2.2	0.5	8.9	3.2	0.0	0.0	0.0
Sub-Total	5.5	1.4	23.2	3.2	0.0	0.0	1.1
Zone 3							
Earlestown	2.6	0.0	1.1	33.3	0.5	0.0	0.0
Newton-le-Willows	1.6	0.0	0.5	19.0	1.0	0.0	0.0
Sub-Total	4.3	0.0	1.6	52.4	1.4	0.0	0.0
Zone 4							
Gemini Retail Park, Warrington	4.0	0.5	0.5	4.8	14.0	0.7	1.1
Other, Zone 4	0.4	0.0	0.0	0.0	1.9	0.0	0.0
Sub-Total	4.4	0.5	0.5	4.8	15.9	0.7	1.1
Zone 5							
Prescot	5.7	1.4	0.5	0.0	0.0	31.3	2.2
Cables Retail Park, Prescot	2.6	0.0	0.0	0.0	0.0	16.3	0.0
Whiston	0.3	0.0	0.0	0.0	0.0	2.0	0.0
Rainhill, Zone 5	1.4	0.0	0.0	0.0	0.0	8.2	1.1
Sub-Total	10.1	1.4	0.5	0.0	0.0	57.8	3.3
Zone 6							
All Zone 6	0.9	0.0	0.0	0.0	0.0	0.0	8.7
Sub-Total	0.9	0.0	0.0	0.0	0.0	0.0	8.7
In St Helens	50.7	94.3	53.7	76.2	3.4	26.5	71.7
SUB-TOTAL STUDY AREA	66.4	97.2	66.3	81.0	19.3	76.9	75.0
OUTSIDE STUDY AREA							
Bolton Council							
Bolton	0.2	0.0	1.1	0.0	0.0	0.0	0.0
Other, Bolton Council	0.1	0.0	0.5	0.0	0.0	0.0	0.0
Sub-Total	0.3	0.0	1.6	0.0	0.0	0.0	0.0
Halton Council							
Widnes	2.7	0.9	0.0	0.0	1.0	14.3	0.0
Sub-Total	2.7	0.9	0.0	0.0	1.0	14.3	0.0
Knowsley Council							
Huyton	0.3	0.0	0.0	1.6	0.0	1.4	0.0
Kirkby	0.1	0.0	0.0	0.0	0.0	0.7	0.0
Other, Knowsley Borough Council	0.1	0.0	0.0	0.0	0.0	0.0	1.1
Sub-Total	0.5	0.0	0.0	1.6	0.0	2.0	1.1
Liverpool City Council							
Liverpool City Centre	1.4	0.5	0.0	0.0	1.0	2.7	6.5
New Mersey Shopping Park, Speke	0.1	0.0	0.0	0.0	0.0	0.7	0.0
Sub-Total	1.5	0.5	0.0	0.0	1.0	3.4	6.5
Manchester City Council							
Manchester City Centre	0.4	0.5	0.0	1.6	0.5	0.0	1.1
Sub-Total	0.4	0.5	0.0	1.6	0.5	0.0	1.1
Sefton Council							
Southport	0.2	0.0	0.0	0.0	0.0	0.0	2.2
Aintree Retail Park, Aintree	0.3	0.0	0.0	0.0	0.0	0.0	3.3
Other, Sefton Council	0.2	0.0	0.0	0.0	0.0	0.0	2.2
Sub-Total	0.8	0.0	0.0	0.0	0.0	0.0	7.6
Trafford Council							
The Trafford Centre, Manchester	0.4	0.0	1.1	0.0	0.5	0.0	1.1
Sub-Total	0.4	0.0	1.1	0.0	0.5	0.0	1.1
Warrington Borough Council							
Warrington	20.2	0.5	7.9	12.7	75.4	2.7	0.0
Riverside Retail Park, Warrington	0.2	0.0	0.0	0.0	1.0	0.0	0.0
Other, Warrington Borough Council	0.2	0.0	0.0	0.0	1.0	0.0	0.0
Sub-Total	20.7	0.5	7.9	12.7	77.3	2.7	0.0
West Lancashire Borough Council							
Skelmersdale	0.3	0.0	0.0	0.0	0.0	0.0	3.3
Other, West Lancashire Borough Council	0.2	0.0	0.5	0.0	0.0	0.0	1.1
Sub-Total	0.5	0.0	0.5	0.0	0.0	0.0	4.3
Wigan Council							
Leigh	1.2	0.0	5.8	0.0	0.0	0.0	0.0
Wigan	2.6	0.5	10.5	1.6	0.0	0.0	2.2
Other, Wigan Borough Council	1.0	0.0	4.7	0.0	0.0	0.0	0.0
Sub-Total	4.8	0.5	21.1	1.6	0.0	0.0	2.2
Other							
Other	0.8	0.0	1.6	1.6	0.5	0.7	1.1
Sub-Total	0.8	0.0	1.6	1.6	0.5	0.7	1.1
SUB-TOTAL OUTSIDE STUDY AREA	33.6	2.8	33.7	19.0	80.7	23.1	25.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived from Household Survey

WYG PLANNING & DESIGN
ST HELENS RETAIL STUDY

TABLE 16: SHOPPING PATTERNS (CHEMIST)

DESTINATION	TOTAL CHEMIST (£m)	ZONE 1 CHEMIST (£m)	ZONE 2 CHEMIST (£m)	ZONE 3 CHEMIST (£m)	ZONE 4 CHEMIST (£m)	ZONE 5 CHEMIST (£m)	ZONE 6 CHEMIST (£m)
WITHIN STUDY AREA							
Zone 1							
St Helens Retail Park, St Helens	1.46	0.34	0.54	0.00	0.13	0.00	0.45
Ravenhead Retail Park, St Helens	3.74	2.04	0.89	0.12	0.00	0.38	0.30
St Helens	44.43	19.50	12.32	1.48	0.40	3.06	7.67
Other, Zone 1	0.57	0.57	0.00	0.00	0.00	0.00	0.00
Sub-Total	50.20	22.45	13.75	1.60	0.54	3.45	8.42
Zone 2							
Ashton-in-Makerfield	0.58	0.23	0.36	0.00	0.00	0.00	0.00
Billinge	0.86	0.00	0.71	0.00	0.00	0.00	0.15
Lowton	1.07	0.00	1.07	0.00	0.00	0.00	0.00
Parr	0.18	0.00	0.18	0.00	0.00	0.00	0.00
Galbarnie, Zone 2	2.50	0.00	2.50	0.00	0.00	0.00	0.00
Haydock, Zone 2	3.40	0.11	3.04	0.25	0.00	0.00	0.00
Sub-Total	8.59	0.34	7.86	0.25	0.00	0.00	0.15
Zone 3							
Earlestown	3.08	0.00	0.36	2.59	0.13	0.00	0.00
Newton-le-Willows	1.93	0.00	0.18	1.48	0.27	0.00	0.00
Sub-Total	5.01	0.00	0.54	4.07	0.40	0.00	0.00
Zone 4							
Gemini Retail Park, Warrington	4.85	0.11	0.18	0.37	3.91	0.13	0.15
Other, Zone 4	0.54	0.00	0.00	0.00	0.54	0.00	0.00
Sub-Total	5.39	0.11	0.18	0.37	4.45	0.13	0.15
Zone 5							
Prescot	6.69	0.34	0.18	0.00	0.00	5.87	0.30
Cables Retail Park, Prescot	3.06	0.00	0.00	0.00	0.00	3.06	0.00
Whiston	0.38	0.00	0.00	0.00	0.00	0.38	0.00
Rainhill, Zone 5	1.68	0.00	0.00	0.00	0.00	1.53	0.15
Sub-Total	11.82	0.34	0.18	0.00	0.00	10.85	0.45
Zone 6							
All Zone 6	1.20	0.00	0.00	0.00	0.00	0.00	1.20
Sub-Total	1.20	0.00	0.00	0.00	0.00	0.00	1.20
In St Helens	62.54	22.56	18.21	5.92	0.94	4.98	9.92
SUB-TOTAL STUDY AREA	82.22	23.24	22.50	6.30	5.39	14.43	10.37
OUTSIDE STUDY AREA							
Bolton Council							
Bolton	0.36	0.00	0.36	0.00	0.00	0.00	0.00
Other, Bolton Council	0.18	0.00	0.18	0.00	0.00	0.00	0.00
Sub-Total	0.54	0.00	0.54	0.00	0.00	0.00	0.00
Halton Council							
Widnes	3.18	0.23	0.00	0.00	0.27	2.68	0.00
Sub-Total	3.18	0.23	0.00	0.00	0.27	2.68	0.00
Knowsley Council							
Huyton	0.38	0.00	0.00	0.12	0.00	0.26	0.00
Kirkby	0.13	0.00	0.00	0.00	0.00	0.13	0.00
Other, Knowsley Borough Council	0.15	0.00	0.00	0.00	0.00	0.00	0.15
Sub-Total	0.66	0.00	0.00	0.12	0.00	0.38	0.15
Liverpool City Council							
Liverpool City Centre	1.80	0.11	0.00	0.00	0.27	0.51	0.90
New Mersey Shopping Park, Speke	0.13	0.00	0.00	0.00	0.00	0.13	0.00
Sub-Total	1.92	0.11	0.00	0.00	0.27	0.64	0.90
Manchester City Council							
Manchester City Centre	0.52	0.00	0.00	0.11	0.13	0.00	0.15
Sub-Total	0.52	0.11	0.00	0.12	0.13	0.00	0.15
Sefton Council							
Southport	0.30	0.00	0.00	0.00	0.00	0.00	0.30
Aintree Retail Park, Aintree	0.45	0.00	0.00	0.00	0.00	0.00	0.45
Other, Sefton Council	0.30	0.00	0.00	0.00	0.00	0.00	0.30
Sub-Total	1.05	0.00	0.00	0.00	0.00	0.00	1.05
Trafford Council							
The Trafford Centre, Manchester	0.64	0.00	0.36	0.00	0.13	0.00	0.15
Sub-Total	0.64	0.00	0.36	0.00	0.13	0.00	0.15
Warrington Borough Council							
Warrington	25.39	0.11	2.68	0.99	21.02	0.51	0.00
Riverside Retail Park, Warrington	0.27	0.00	0.00	0.00	0.27	0.00	0.00
Other, Warrington Borough Council	0.27	0.00	0.00	0.00	0.27	0.00	0.00
Sub-Total	25.84	0.11	2.68	0.99	21.55	0.51	0.00
West Lancashire Borough Council							
Skelmersdale	0.45	0.00	0.00	0.00	0.00	0.00	0.45
Other, West Lancashire Borough Council	0.33	0.00	0.18	0.00	0.00	0.00	0.15
Sub-Total	0.78	0.00	0.18	0.00	0.00	0.00	0.60
Wigan Council							
Leigh	1.96	0.00	1.96	0.00	0.00	0.00	0.00
Wigan	4.11	0.11	3.57	0.12	0.00	0.00	0.30
Other, Wigan Borough Council	1.61	0.00	1.61	0.00	0.00	0.00	0.00
Sub-Total	7.68	0.11	7.14	0.12	0.00	0.00	0.30
Other							
Other	1.07	0.00	0.54	0.12	0.13	0.13	0.15
Sub-Total	1.07	0.00	0.54	0.12	0.13	0.13	0.15
SUB-TOTAL OUTSIDE STUDY AREA	43.88	0.68	11.43	1.48	22.50	4.34	3.46
TOTAL	126.10	23.92	33.92	7.78	27.89	18.77	13.83

Notes:
a. Market shares derived from Household Survey

TABLE 17: SHOPPING PATTERNS (ELECTRICAL)

DESTINATION	TOTAL ELECTRICAL (%)	ZONE 1 ELECTRICAL (%)	ZONE 2 ELECTRICAL (%)	ZONE 3 ELECTRICAL (%)	ZONE 4 ELECTRICAL (%)	ZONE 5 ELECTRICAL (%)	ZONE 6 ELECTRICAL (%)
WITHIN STUDY AREA							
Zone 1							
St Helens Retail Park, St Helens	5.2	8.9	5.6	0.0	0.6	6.8	7.2
Ravenhead Retail Park, St Helens	15.8	30.4	11.2	10.0	1.8	17.9	26.1
St Helens	25.0	44.0	32.3	16.0	2.3	21.4	30.4
Sub-Total	45.9	83.3	49.1	26.0	4.7	46.2	63.8
Zone 2							
Ashton-in-Makerfield	0.1	0.0	0.6	0.0	0.0	0.0	0.0
Golborne, Zone 2	0.4	0.0	1.9	0.0	0.0	0.0	0.0
Haydock, Zone 2	1.5	0.6	3.1	4.0	0.6	0.0	2.9
Sub-Total	2.0	0.6	5.6	4.0	0.6	0.0	2.9
Zone 3							
Earlestown	1.8	0.0	0.6	16.0	1.8	0.0	1.4
Newton-le-Willows	0.5	0.0	0.6	6.0	0.0	0.0	0.0
Sub-Total	2.3	0.0	1.2	22.0	1.8	0.0	1.4
Zone 4							
Alban Retail Park, Warrington	7.1	0.6	0.6	14.0	25.1	0.0	0.0
Gemini Retail Park, Warrington	1.9	0.6	1.2	4.0	4.7	0.9	0.0
Other, Zone 4	0.3	0.0	0.0	2.0	0.6	0.0	0.0
Sub-Total	9.2	1.2	1.9	20.0	30.4	0.9	0.0
Zone 5							
Prescot	1.9	3.0	0.0	2.0	0.0	5.1	2.9
Cables Retail Park, Prescot	1.5	0.6	0.0	0.0	0.0	8.5	0.0
Sub-Total	3.4	3.6	0.0	2.0	0.0	13.7	2.9
Zone 6							
All Zone 6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub-Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0
In St Helens	49.7	83.9	53.4	52.0	7.0	46.2	68.1
SUB-TOTAL STUDY AREA	62.9	88.7	57.8	74.0	37.4	60.7	71.0
OUTSIDE STUDY AREA							
Bolton Council							
Bolton	0.3	0.0	1.2	0.0	0.0	0.0	0.0
Other, Bolton Council	0.3	0.0	1.2	0.0	0.0	0.0	0.0
Sub-Total	0.5	0.0	2.5	0.0	0.0	0.0	0.0
Cheshire West Council							
Cheshire Oaks Designer Outlet, Ellesmere	0.3	0.6	0.0	0.0	0.6	0.0	0.0
Sub-Total	0.3	0.6	0.0	0.0	0.6	0.0	0.0
Halton Council							
Runcorn	0.1	0.0	0.0	0.0	0.0	0.0	1.4
Widnes	2.2	0.6	0.0	0.0	1.2	11.1	0.0
Sub-Total	2.3	0.6	0.0	0.0	1.2	11.1	1.4
Knowsley Council							
Huyton	0.3	0.0	0.0	2.0	0.0	0.9	0.0
Kirkby	0.1	0.6	0.0	0.0	0.0	0.0	0.0
Other, Knowsley Borough Council	0.3	0.6	0.0	0.0	0.0	0.0	1.4
Sub-Total	0.7	1.2	0.0	2.0	0.0	0.9	1.4
Liverpool City Council							
Liverpool City Centre	6.0	4.2	4.3	0.0	2.3	17.1	8.7
Speke	0.1	0.0	0.0	0.0	0.0	0.9	0.0
Edge Lane Retail Park, Liverpool	0.1	0.0	0.0	0.0	0.0	0.9	0.0
New Mersey Shopping Park, Speke	0.5	0.6	0.0	0.0	0.0	2.6	0.0
Sub-Total	6.8	4.8	4.3	0.0	2.3	21.4	8.7
Manchester City Council							
Manchester City Centre	0.5	0.6	0.0	0.0	0.0	1.7	1.4
Sub-Total	0.5	0.6	0.0	0.0	0.0	1.7	1.4
Sefton Council							
Southport	0.4	0.0	0.0	0.0	0.0	0.9	2.9
Aintree Retail Park, Aintree	0.7	0.0	0.0	0.0	0.6	0.0	5.8
Other, Sefton Council	0.3	0.0	0.0	0.0	0.0	0.0	2.9
Sub-Total	1.4	0.0	0.0	0.0	0.6	0.9	11.6
Trafford Council							
The Trafford Centre, Manchester	0.8	0.6	1.2	0.0	1.2	0.9	0.0
Sub-Total	0.8	0.6	1.2	0.0	1.2	0.9	0.0
Warrington Borough Council							
Warrington	15.5	1.2	6.2	22.0	52.6	0.9	0.0
Riverside Retail Park, Warrington	0.5	0.0	0.0	0.0	2.3	0.0	0.0
Sub-Total	16.0	1.2	6.2	22.0	55.0	0.9	0.0
West Lancashire Borough Council							
Other, West Lancashire Borough Council	0.1	0.0	0.0	0.0	0.0	0.0	1.4
Sub-Total	0.1	0.0	0.0	0.0	0.0	0.0	1.4
Wigan Council							
Leigh	3.0	0.0	13.0	2.0	0.0	0.0	0.0
Wigan	2.7	0.6	11.2	0.0	0.6	0.0	0.0
Other, Wigan Borough Council	0.7	0.0	3.1	0.0	0.0	0.0	0.0
Sub-Total	6.4	0.6	27.3	2.0	0.6	0.0	0.0
Other							
Other, Outside Catchment	1.2	1.2	0.6	0.0	1.2	1.7	2.9
Sub-Total	1.2	1.2	0.6	0.0	1.2	1.7	2.9
SUB-TOTAL OUTSIDE STUDY AREA	37.1	11.3	42.2	26.0	62.6	39.3	29.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived from Household Survey

WYG PLANNING & DESIGN
ST HELENS RETAIL STUDY

TABLE 18: SHOPPING PATTERNS (ELECTRICAL)

DESTINATION	TOTAL ELECTRICAL (£m)	ZONE 1 ELECTRICAL (£m)	ZONE 2 ELECTRICAL (£m)	ZONE 3 ELECTRICAL (£m)	ZONE 4 ELECTRICAL (£m)	ZONE 5 ELECTRICAL (£m)	ZONE 6 ELECTRICAL (£m)
WITHIN STUDY AREA							
Zone 1							
St Helens Retail Park, St Helens	5.21	1.85	1.52	0.00	0.13	1.01	0.70
Ravenhead Retail Park, St Helens	15.53	6.29	3.03	0.63	0.40	2.66	2.52
St Helens	25.53	9.13	8.76	1.00	0.54	3.17	2.94
Sub-Total	46.27	17.28	13.30	1.63	1.07	6.84	6.15
Zone 2							
Ashton-in-Makerfield	0.17	0.00	0.17	0.00	0.00	0.00	0.00
Galborne, Zone 2	0.51	0.00	0.51	0.00	0.00	0.00	0.00
Haydock, Zone 2	1.63	0.12	0.84	0.25	0.13	0.00	0.28
Sub-Total	2.30	0.12	1.52	0.25	0.13	0.00	0.28
Zone 3							
Earlestown	1.71	0.00	0.17	1.00	0.40	0.00	0.14
Newton-le-Willows	0.54	0.00	0.17	0.38	0.00	0.00	0.00
Sub-Total	2.26	0.00	0.34	1.38	0.40	0.00	0.14
Zone 4							
Alban Retail Park, Warrington	6.94	0.12	0.17	0.88	5.77	0.00	0.00
Gemini Retail Park, Warrington	1.91	0.12	0.34	0.25	1.07	0.13	0.00
Other, Zone 4	0.26	0.00	0.00	0.13	0.13	0.00	0.00
Sub-Total	9.11	0.25	0.51	1.25	6.98	0.13	0.00
Zone 5							
Prescot	1.78	0.62	0.00	0.13	0.00	0.76	0.28
Cables Retail Park, Prescot	1.39	0.12	0.00	0.00	0.00	1.27	0.00
Sub-Total	3.17	0.74	0.00	0.13	0.00	2.03	0.28
Zone 6							
All Zone 6	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sub-Total	0.00	0.00	0.00	0.00	0.00	0.00	0.00
In St Helens	50.16	17.40	14.48	3.26	1.61	6.84	6.57
SUB-TOTAL STUDY AREA	63.12	18.39	15.66	4.64	8.59	8.99	6.85
OUTSIDE STUDY AREA							
Bolton Council							
Bolton	0.34	0.00	0.34	0.00	0.00	0.00	0.00
Other, Bolton Council	0.34	0.00	0.34	0.00	0.00	0.00	0.00
Sub-Total	0.67	0.00	0.67	0.00	0.00	0.00	0.00
Cheshire West Council							
Cheshire Oaks Designer Outlet, Ellesmere	0.26	0.12	0.00	0.00	0.13	0.00	0.00
Sub-Total	0.26	0.12	0.00	0.00	0.13	0.00	0.00
Halton Council							
Runcorn	0.14	0.00	0.00	0.00	0.00	0.00	0.14
Widnes	2.04	0.12	0.00	0.00	0.27	1.65	0.00
Sub-Total	2.18	0.12	0.00	0.00	0.27	1.65	0.14
Knossley Council							
Huyton	0.25	0.00	0.00	0.13	0.00	0.13	0.00
Kirkby	0.12	0.12	0.00	0.00	0.00	0.00	0.00
Other, Knossley Borough Council	0.26	0.12	0.00	0.00	0.00	0.00	0.14
Sub-Total	0.64	0.25	0.00	0.13	0.00	0.13	0.14
Liverpool City Council							
Liverpool City Centre	5.95	0.86	1.18	0.00	0.54	2.53	0.84
Speke	0.13	0.00	0.00	0.00	0.00	0.13	0.00
Edge Lane Retail Park, Liverpool	0.13	0.00	0.00	0.00	0.00	0.13	0.00
New Mersey Shopping Park, Speke	0.50	0.12	0.00	0.00	0.00	0.38	0.00
Sub-Total	6.71	0.99	1.18	0.00	0.54	3.17	0.84
Manchester City Council							
Manchester City Centre	0.52	0.12	0.00	0.00	0.00	0.25	0.14
Sub-Total	0.52	0.12	0.00	0.00	0.00	0.25	0.14
Sefton Council							
Southport	0.41	0.00	0.00	0.00	0.00	0.13	0.28
Aintree Retail Park, Aintree	0.69	0.00	0.00	0.00	0.13	0.00	0.56
Other, Sefton Council	0.28	0.00	0.00	0.00	0.00	0.00	0.28
Sub-Total	1.38	0.00	0.00	0.00	0.13	0.13	1.12
Trafford Council							
The Trafford Centre, Manchester	0.86	0.12	0.34	0.00	0.27	0.13	0.00
Sub-Total	0.86	0.12	0.34	0.00	0.27	0.13	0.00
Warrington Borough Council							
Warrington	15.51	0.25	1.68	1.38	12.07	0.13	0.00
Riverside Retail Park, Warrington	0.54	0.00	0.00	0.00	0.54	0.00	0.00
Sub-Total	16.05	0.25	1.68	1.38	12.61	0.13	0.00
West Lancashire Borough Council							
Other, West Lancashire Borough Council	0.14	0.00	0.00	0.00	0.00	0.00	0.14
Sub-Total	0.14	0.00	0.00	0.00	0.00	0.00	0.14
Wigan Council							
Leigh	3.66	0.00	3.54	0.13	0.00	0.00	0.00
Wigan	3.29	0.12	3.03	0.00	0.13	0.00	0.00
Other, Wigan Borough Council	0.84	0.00	0.84	0.00	0.00	0.00	0.00
Sub-Total	7.79	0.12	7.41	0.13	0.13	0.00	0.00
Other							
Other, Outside Catchment	1.22	0.25	0.17	0.00	0.27	0.25	0.28
Sub-Total	1.22	0.25	0.17	0.00	0.27	0.25	0.28
SUB-TOTAL OUTSIDE STUDY AREA	38.40	2.34	11.45	1.63	14.35	5.83	2.80
TOTAL	101.52	20.73	27.11	6.27	22.94	14.82	9.65

Notes:

a. Market shares derived from Household Survey

TABLE 19: SHOPPING PATTERNS (FURNITURE)

DESTINATION	TOTAL FURNITURE (%)	ZONE 1 FURNITURE (%)	ZONE 2 FURNITURE (%)	ZONE 3 FURNITURE (%)	ZONE 4 FURNITURE (%)	ZONE 5 FURNITURE (%)	ZONE 6 FURNITURE (%)
WITHIN STUDY AREA							
Zone 1							
St Helens Retail Park, St Helens	3.4	7.4	5.0	0.0	0.7	1.9	1.7
Ravenhead Retail Park, St Helens	5.5	9.5	3.6	6.7	0.0	8.4	8.3
St Helens	30.2	59.5	30.2	17.8	3.3	26.2	41.7
Sub-Total	39.1	76.4	38.8	24.4	4.0	36.4	51.7
Zone 2							
Ashton-in-Makerfield	0.5	0.7	1.4	0.0	0.0	0.0	0.0
Haydock	1.4	0.7	3.6	2.2	0.0	0.0	3.3
Sub-Total	1.8	1.4	5.0	2.2	0.0	0.0	3.3
Zone 3							
Earlestown	2.3	0.7	0.7	24.4	1.3	0.0	0.0
Newton-le-Willows	0.9	0.0	0.7	11.1	0.0	0.0	0.0
Sub-Total	3.2	0.7	1.4	35.6	1.3	0.0	0.0
Zone 4							
Alban Retail Park, Warrington	3.2	0.0	0.0	4.4	12.6	0.0	0.0
Gemini Retail Park, Warrington	3.4	2.0	5.0	2.2	3.3	2.8	5.0
B&Q Warehouse, Delph Lane, Winwick, Zone 4	0.2	0.0	0.0	2.2	0.0	0.0	0.0
Sub-Total	6.8	2.0	5.0	8.9	15.9	2.8	5.0
Zone 5							
Prescot	0.9	0.7	0.0	0.0	0.0	4.7	0.0
Cables Retail Park, Prescot	0.6	0.0	0.0	0.0	0.0	3.7	0.0
Whiston	0.2	0.0	0.0	0.0	0.0	0.9	0.0
Rainhill, Zone 5	0.5	0.0	0.0	0.0	0.0	2.8	0.0
Sub-Total	2.2	0.7	0.0	0.0	0.0	12.1	0.0
Zone 6							
All Zone 6	0.8	0.0	0.0	0.0	0.0	0.0	8.3
Sub-Total	0.8	0.0	0.0	0.0	0.0	0.0	8.3
In St Helens	44.9	77.7	43.9	62.2	5.3	39.3	63.3
SUB-TOTAL STUDY AREA	53.8	81.1	50.4	71.1	21.2	51.4	68.3
OUTSIDE STUDY AREA							
Bolton Council							
Bolton	0.3	0.0	0.7	0.0	0.7	0.0	0.0
Other, Bolton Council	0.3	0.0	1.4	0.0	0.0	0.0	0.0
Sub-Total	0.6	0.0	2.2	0.0	0.7	0.0	0.0
Cheshire West Council							
Cheshire Oaks Designer Outlet, Ellesmere	0.2	0.0	0.0	0.0	0.7	0.0	0.0
Sub-Total	0.2	0.0	0.0	0.0	0.7	0.0	0.0
Halton Council							
Runcorn	0.2	0.0	0.0	0.0	0.7	0.0	0.0
Widnes	2.2	1.4	0.7	0.0	0.0	10.3	0.0
Sub-Total	2.3	1.4	0.7	0.0	0.7	10.3	0.0
Knowsley Council							
Huyton	1.2	0.0	0.0	0.0	0.0	7.5	0.0
Kirkby	0.5	0.0	0.0	0.0	0.0	1.9	1.7
Sub-Total	1.7	0.0	0.0	0.0	0.0	9.3	1.7
Liverpool City Council							
Liverpool City Centre	4.0	2.0	5.8	0.0	1.3	9.3	5.0
Speke	1.1	0.0	0.0	2.2	0.0	4.7	1.7
Edge Lane Retail Park, Liverpool	0.2	0.7	0.0	0.0	0.0	0.0	0.0
New Mersey Shopping Park, Speke	0.6	0.7	0.0	0.0	0.0	2.8	0.0
Other, Liverpool City Council	0.2	0.7	0.0	0.0	0.0	0.0	0.0
Sub-Total	6.0	4.1	5.8	2.2	1.3	16.8	6.7
Manchester City Council							
Manchester City Centre	1.2	1.4	1.4	2.2	1.3	0.9	0.0
Sub-Total	1.2	1.4	1.4	2.2	1.3	0.9	0.0
Sefton Council							
Southport	0.2	0.0	0.0	0.0	0.0	0.0	1.7
Aintree Retail Park, Aintree	0.6	0.0	0.7	0.0	0.0	0.0	5.0
Other, Sefton Council	0.6	0.0	0.0	0.0	0.0	1.9	3.3
Sub-Total	1.4	0.0	0.7	0.0	0.0	1.9	10.0
Trafford Council							
The Trafford Centre, Manchester	0.6	0.0	0.7	2.2	0.0	1.9	0.0
Sub-Total	0.6	0.0	0.7	2.2	0.0	1.9	0.0
Warrington Borough Council							
Warrington	21.4	8.1	15.1	13.3	61.6	2.8	6.7
Riverside Retail Park, Warrington	2.6	0.7	0.7	4.4	6.6	1.9	1.7
Other, Warrington Borough Council	0.3	0.0	0.0	0.0	1.3	0.0	0.0
Sub-Total	24.3	8.8	15.8	17.8	69.5	4.7	8.3
West Lancashire Borough Council							
Other, West Lancashire Borough Council	0.6	0.0	1.4	0.0	0.0	0.0	3.3
Sub-Total	0.6	0.0	1.4	0.0	0.0	0.0	3.3
Wigan Council							
Leigh	2.2	0.7	7.9	2.2	0.0	0.9	0.0
Wigan	2.5	0.7	10.1	0.0	0.0	0.9	0.0
Other, Wigan Borough Council	0.3	0.0	1.4	0.0	0.0	0.0	0.0
Sub-Total	4.9	1.4	19.4	2.2	0.0	1.9	0.0
Other							
Other, Outside Catchment	2.3	2.0	1.4	2.2	4.6	0.9	1.7
Sub-Total	2.3	2.0	1.4	2.2	4.6	0.9	1.7
SUB-TOTAL OUTSIDE STUDY AREA	46.2	18.9	49.6	28.9	78.8	48.6	31.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Market shares derived from Household Survey

TABLE 20: SHOPPING PATTERNS (FURNITURE)

DESTINATION	TOTAL FURNITURE (£m)	ZONE 1 FURNITURE (£m)	ZONE 2 FURNITURE (£m)	ZONE 3 FURNITURE (£m)	ZONE 4 FURNITURE (£m)	ZONE 5 FURNITURE (£m)	ZONE 6 FURNITURE (£m)
WITHIN STUDY AREA							
Zone 1							
St Helens Retail Park, St Helens	2.59	1.09	1.04	0.00	0.11	0.21	0.14
Ravenhead Retail Park, St Helens	4.07	1.39	0.74	0.31	0.00	0.95	0.69
St Helens	22.71	8.72	6.22	0.82	0.55	2.96	3.45
Sub-Total	29.37	11.19	8.00	1.13	0.66	4.12	4.28
Zone 2							
Ashton-in-Makerfield	0.40	0.10	0.30	0.00	0.00	0.00	0.00
Haydock, Zone 2	1.22	0.10	0.74	0.10	0.00	0.00	0.28
Sub-Total	1.61	0.20	1.04	0.10	0.00	0.00	0.28
Zone 3							
Earlestown	1.60	0.10	0.15	1.13	0.22	0.00	0.00
Newton-le-Willows	0.66	0.00	0.15	0.51	0.00	0.00	0.00
Sub-Total	2.26	0.10	0.30	1.64	0.22	0.00	0.00
Zone 4							
Alban Retail Park, Warrington	2.30	0.00	0.00	0.21	2.09	0.00	0.00
Gemini Retail Park, Warrington	2.72	0.30	1.04	0.10	0.55	0.32	0.41
B&O Warehouse, Delph Lane, Winwick, Zone 4	0.10	0.00	0.00	0.10	0.00	0.00	0.00
Sub-Total	5.12	0.30	1.04	0.41	2.64	0.32	0.41
Zone 5							
Prescot	0.63	0.10	0.00	0.00	0.00	0.53	0.00
Cables Retail Park, Prescot	0.42	0.00	0.00	0.00	0.00	0.42	0.00
Whiston	0.11	0.00	0.00	0.00	0.00	0.11	0.00
Rainhill, Zone 5	0.32	0.00	0.00	0.00	0.00	0.32	0.00
Sub-Total	1.47	0.10	0.00	0.00	0.00	1.37	0.00
Zone 6							
All Zone 6	0.69	0.00	0.00	0.00	0.00	0.00	0.69
Sub-Total	0.69	0.00	0.00	0.00	0.00	0.00	0.69
In St Helens	33.86	11.39	9.04	2.87	0.88	4.43	5.24
SUB-TOTAL STUDY AREA	40.52	11.88	10.37	3.28	3.52	5.81	5.66
OUTSIDE STUDY AREA							
Bolton Council							
Bolton	0.26	0.00	0.15	0.00	0.11	0.00	0.00
Other, Bolton Council	0.30	0.00	0.30	0.00	0.00	0.00	0.00
Sub-Total	0.55	0.00	0.44	0.00	0.11	0.00	0.00
Cheshire West Council							
Cheshire Oaks Designer Outlet, Ellesmere	0.11	0.00	0.00	0.00	0.11	0.00	0.00
Sub-Total	0.11	0.00	0.00	0.00	0.11	0.00	0.00
Halton Council							
Runcorn	0.11	0.00	0.00	0.00	0.11	0.00	0.00
Widnes	1.51	0.20	0.15	0.00	0.00	1.16	0.00
Sub-Total	1.62	0.20	0.15	0.00	0.11	1.16	0.00
Knowsley Council							
Huyton	0.84	0.00	0.00	0.00	0.00	0.84	0.00
Kirkby	0.35	0.00	0.00	0.00	0.00	0.21	0.14
Sub-Total	1.19	0.00	0.00	0.00	0.00	1.06	0.14
Liverpool City Council							
Liverpool City Centre	3.17	0.30	1.19	0.00	0.22	1.06	0.41
Speke	0.77	0.00	0.00	0.10	0.00	0.53	0.14
Edge Lane Retail Park, Liverpool	0.10	0.10	0.00	0.00	0.00	0.00	0.00
New Mersey Shopping Park, Speke	0.42	0.10	0.00	0.00	0.00	0.32	0.00
Other, Liverpool City Council	0.10	0.10	0.00	0.00	0.00	0.00	0.00
Sub-Total	4.55	0.59	1.19	0.10	0.22	1.90	0.55
Manchester City Council							
Manchester City Centre	0.92	0.20	0.30	0.10	0.22	0.11	0.00
Sub-Total	0.92	0.20	0.30	0.10	0.22	0.11	0.00
Sefton Council							
Southport	0.14	0.00	0.00	0.00	0.00	0.00	0.14
Aintree Retail Park, Aintree	0.56	0.00	0.15	0.00	0.00	0.00	0.41
Other, Sefton Council	0.49	0.00	0.00	0.00	0.00	0.21	0.28
Sub-Total	1.19	0.00	0.15	0.00	0.00	0.21	0.83
Trafford Council							
The Trafford Centre, Manchester	0.46	0.00	0.15	0.10	0.00	0.21	0.00
Sub-Total	0.46	0.00	0.15	0.10	0.00	0.21	0.00
Warrington Borough Council							
Warrington	16.02	1.19	3.11	0.62	10.24	0.32	0.55
Riverside Retail Park, Warrington	1.90	0.10	0.15	0.21	1.10	0.21	0.14
Other, Warrington Borough Council	0.22	0.00	0.00	0.00	0.22	0.00	0.00
Sub-Total	18.14	1.29	3.26	0.82	11.56	0.53	0.69
West Lancashire Borough Council							
Other, West Lancashire Borough Council	0.57	0.00	0.30	0.00	0.00	0.00	0.28
Sub-Total	0.57	0.00	0.30	0.00	0.00	0.00	0.28
Wigan Council							
Leigh	1.94	0.10	1.63	0.10	0.00	0.11	0.00
Wigan	2.28	0.10	2.07	0.00	0.00	0.11	0.00
Other, Wigan Borough Council	0.30	0.00	0.30	0.00	0.00	0.00	0.00
Sub-Total	4.51	0.20	4.00	0.10	0.00	0.21	0.00
Other							
Other, Outside Catchment	1.71	0.30	0.30	0.10	0.77	0.11	0.14
Sub-Total	1.71	0.30	0.30	0.10	0.77	0.11	0.14
SUB-TOTAL OUTSIDE STUDY AREA	35.54	2.77	10.22	1.33	13.10	5.49	2.62
TOTAL	76.06	14.66	20.59	4.62	16.62	11.30	8.28

Notes:
a. Market shares derived from Household Survey

WYG PLANNING & DESIGN
ST HELENS RETAIL STUDY

TABLE 21: SHOPPING PATTERNS (DIY)

DESTINATION	TOTAL DIY (%)	ZONE 1 DIY (%)	ZONE 2 DIY (%)	ZONE 3 DIY (%)	ZONE 4 DIY (%)	ZONE 5 DIY (%)	ZONE 6 DIY (%)
WITHIN STUDY AREA							
<u>Zone 1</u>							
St Helens Retail Park, St Helens	6.6	9.7	10.2	0.0	0.0	5.7	13.5
Ravenhead Retail Park, St Helens	24.7	48.3	20.4	10.2	0.5	27.0	44.6
St Helens	18.9	37.5	21.6	6.1	0.0	18.9	24.3
Sub-Total	50.2	95.5	52.1	16.3	0.5	51.6	82.4
<u>Zone 2</u>							
Golborne, Zone 2	0.1	0.0	0.6	0.0	0.0	0.0	0.0
Haydock, Zone 2	0.9	0.6	3.6	0.0	0.0	0.0	0.0
Sub-Total	1.0	0.6	4.2	0.0	0.0	0.0	0.0
<u>Zone 3</u>							
Earlestown	0.1	0.0	0.0	2.0	0.0	0.0	0.0
Newton-le-Willows	0.1	0.0	0.0	2.0	0.0	0.0	0.0
Sub-Total	0.3	0.0	0.0	4.1	0.0	0.0	0.0
<u>Zone 4</u>							
Alban Retail Park, Warrington	1.0	0.0	0.0	2.0	3.8	0.0	0.0
Gemini Retail Park, Warrington	1.2	0.0	1.2	2.0	2.7	0.8	0.0
B&Q Warehouse, Delph Lane, Winwick, Zone 4	4.1	0.0	1.8	28.6	8.1	0.0	0.0
Other, Zone 4	0.4	0.0	0.0	2.0	1.1	0.0	0.0
Sub-Total	6.7	0.0	3.0	34.7	15.7	0.8	0.0
<u>Zone 5</u>							
Prescot	1.0	1.1	0.0	0.0	0.0	4.9	0.0
Cables Retail Park, Prescot	2.6	0.0	0.0	0.0	0.0	16.4	0.0
Sub-Total	3.6	1.1	0.0	0.0	0.0	21.3	0.0
<u>Zone 6</u>							
All Zone 6	0.1	0.0	0.0	0.0	0.0	0.0	1.4
Sub-Total	0.1	0.0	0.0	0.0	0.0	0.0	1.4
In St Helens	51.5	96.0	55.7	20.4	0.5	51.6	83.8
SUB-TOTAL STUDY AREA	62.0	97.2	59.3	55.1	16.2	73.8	83.8
OUTSIDE STUDY AREA							
<u>Bolton Council</u>							
Other, Bolton Council	0.1	0.0	0.0	0.0	0.0	0.0	1.4
Sub-Total	0.1	0.0	0.0	0.0	0.0	0.0	1.4
<u>Halton Council</u>							
Widnes	3.6	0.0	0.0	2.0	2.2	18.9	0.0

Sub-Total	3.6	0.0	0.0	2.0	2.2	18.9	0.0
<u>Knowsley Council</u>							
Huyton	0.1	0.0	0.0	0.0	0.0	0.8	0.0
Kirkby	0.1	0.0	0.0	0.0	0.0	0.8	0.0
Other, Knowsley Borough Council	0.1	0.0	0.0	0.0	0.0	0.8	0.0
Sub-Total	0.4	0.0	0.0	0.0	0.0	2.5	0.0
<u>Liverpool City Council</u>							
Liverpool City Centre	0.5	0.6	0.0	0.0	0.5	0.8	1.4
Edge Lane Retail Park, Liverpool	0.4	0.0	0.0	0.0	0.0	1.6	1.4
New Mersey Shopping Park, Speke	0.1	0.0	0.0	0.0	0.0	0.0	1.4
Sub-Total	1.0	0.6	0.0	0.0	0.5	2.5	4.1
<u>Sefton Council</u>							
Aintree Retail Park, Aintree	0.9	0.0	0.0	0.0	0.0	0.0	9.5
Other, Sefton Council	0.1	0.0	0.0	0.0	0.0	0.0	1.4
Sub-Total	1.0	0.0	0.0	0.0	0.0	0.0	10.8
<u>Warrington Borough Council</u>							
Warrington	24.1	1.1	13.8	38.8	76.2	0.8	0.0
Riverside Retail Park, Warrington	1.9	1.1	1.8	2.0	4.3	0.8	0.0
Sub-Total	26.0	2.3	15.6	40.8	80.5	1.6	0.0
<u>Wigan Council</u>							
Leigh	2.2	0.0	10.2	0.0	0.0	0.0	0.0
Wigan	3.0	0.0	13.8	0.0	0.0	0.0	0.0
Other, Wigan Borough Council	0.3	0.0	1.2	0.0	0.0	0.0	0.0
Sub-Total	5.4	0.0	25.1	0.0	0.0	0.0	0.0
<u>Other</u>							
Other, Outside Catchment	0.4	0.0	0.0	2.0	0.5	0.8	0.0
Sub-Total	0.4	0.0	0.0	2.0	0.5	0.8	0.0
SUB-TOTAL OUTSIDE STUDY AREA	38.0	2.8	40.7	44.9	83.8	26.2	16.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

a. Market shares derived from Household Survey

WYG PLANNING & DESIGN
ST HELENS RETAIL STUDY

TABLE 22: SHOPPING PATTERNS (DIY)

DESTINATION	TOTAL DIY (£m)	ZONE 1 DIY (£m)	ZONE 2 DIY (£m)	ZONE 3 DIY (£m)	ZONE 4 DIY (£m)	ZONE 5 DIY (£m)	ZONE 6 DIY (£m)
WITHIN STUDY AREA							
Zone 1							
St Helens Retail Park, St Helens	4.49	1.19	1.75	0.00	0.00	0.54	1.00
Ravenhead Retail Park, St Helens	15.79	5.97	3.50	0.40	0.07	2.54	3.30
St Helens	12.16	4.64	3.71	0.24	0.00	1.77	1.80
Sub-Total	32.43	11.81	8.96	0.63	0.07	4.85	6.10
Zone 2							
Earlborne, Zone 2	0.10	0.00	0.10	0.00	0.00	0.00	0.00
Haydock, Zone 2	0.69	0.07	0.62	0.00	0.00	0.00	0.00
Sub-Total	0.79	0.07	0.72	0.00	0.00	0.00	0.00
Zone 3							
Earlestown	0.08	0.00	0.00	0.08	0.00	0.00	0.00
Newton-le-Willows	0.08	0.00	0.00	0.08	0.00	0.00	0.00
Sub-Total	0.16	0.00	0.00	0.16	0.00	0.00	0.00
Zone 4							
Alban Retail Park, Warrington	0.58	0.00	0.00	0.08	0.50	0.00	0.00
Gemini Retail Park, Warrington	0.72	0.00	0.21	0.08	0.36	0.08	0.00
B&Q Warehouse, Delph Lane, Wimwick, Zone 4	2.50	0.00	0.31	1.11	1.08	0.00	0.00
Other, Zone 4	0.22	0.00	0.00	0.08	0.14	0.00	0.00
Sub-Total	4.02	0.00	0.52	1.34	2.09	0.08	0.00
Zone 5							
Prescot	0.60	0.14	0.00	0.00	0.00	0.46	0.00
Cables Retail Park, Prescot	1.54	0.00	0.00	0.00	0.00	1.54	0.00
Sub-Total	2.14	0.14	0.00	0.00	0.00	2.00	0.00
Zone 6							
All Zone 6	0.10	0.00	0.00	0.00	0.00	0.00	0.10
Sub-Total	0.10	0.00	0.00	0.00	0.00	0.00	0.10
In St Helens	33.37	11.88	9.58	0.79	0.07	4.85	6.20
SUB-TOTAL STUDY AREA	39.64	12.02	10.20	2.14	2.16	6.93	6.20
OUTSIDE STUDY AREA							
Bolton Council							
Other, Bolton Council	0.10	0.00	0.00	0.00	0.00	0.00	0.10
Sub-Total	0.10	0.00	0.00	0.00	0.00	0.00	0.10
Halton Council							
Widnes	2.14	0.00	0.00	0.08	0.29	1.77	0.00
Sub-Total	2.14	0.00	0.00	0.08	0.29	1.77	0.00
Knowsley Council							
Huyton	0.08	0.00	0.00	0.00	0.00	0.08	0.00
Kirkby	0.08	0.00	0.00	0.00	0.00	0.08	0.00
Other, Knowsley Borough Council	0.08	0.00	0.00	0.00	0.00	0.08	0.00
Sub-Total	0.23	0.00	0.00	0.00	0.00	0.23	0.00
Liverpool City Council							
Liverpool City Centre	0.32	0.07	0.00	0.00	0.07	0.08	0.10
Edge Lane Retail Park, Liverpool	0.25	0.00	0.00	0.00	0.00	0.15	0.10
New Mersey Shopping Park, Speke	0.10	0.00	0.00	0.00	0.00	0.00	0.10
Sub-Total	0.67	0.07	0.00	0.00	0.07	0.23	0.30
Sefton Council							
Aintree Retail Park, Aintree	0.70	0.00	0.00	0.00	0.00	0.00	0.70
Other, Sefton Council	0.10	0.00	0.00	0.00	0.00	0.00	0.10
Sub-Total	0.80	0.00	0.00	0.00	0.00	0.00	0.80
Warrington Borough Council							
Warrington	14.24	0.14	2.37	1.50	10.15	0.08	0.00
Riverside Retail Park, Warrington	1.18	0.14	0.31	0.08	0.58	0.08	0.00
Sub-Total	15.42	0.28	2.68	1.58	10.72	0.15	0.00
Wigan Council							
Leigh	1.75	0.00	1.75	0.00	0.00	0.00	0.00
Wigan	2.37	0.00	2.37	0.00	0.00	0.00	0.00
Other, Wigan Borough Council	0.21	0.00	0.21	0.00	0.00	0.00	0.00
Sub-Total	4.33	0.00	4.33	0.00	0.00	0.00	0.00
Other							
Other, Outside Catchment	0.23	0.00	0.00	0.08	0.07	0.08	0.00
Sub-Total	0.23	0.00	0.00	0.08	0.07	0.08	0.00
SUB-TOTAL OUTSIDE STUDY AREA	23.92	0.35	7.01	1.74	11.15	2.46	1.20
TOTAL	63.56	12.37	17.21	3.88	13.31	9.40	7.40

Notes:

a. Market shares derived from Household Survey

TABLE 23: TURNOVER (ALL COMPARISON GOODS)

DESTINATION	TOTAL (£m)	ZONE 1 (£m)	ZONE 2 (£m)	ZONE 3 (£m)	ZONE 4 (£m)	ZONE 5 (£m)	ZONE 6 (£m)
WITHIN STUDY AREA							
Zone 1							
Ravenhead Retail Park, St Helens	62.10	24.86	13.64	2.95	0.82	8.93	10.90
St Helens	238.44	93.90	65.46	10.47	4.94	27.79	35.87
St Helens Retail Park, St Helens	23.17	7.89	7.59	0.54	0.52	3.61	3.03
Other, Zone 1	0.64	0.57	0.00	0.07	0.00	0.00	0.00
Sub-Total	324.35	127.21	86.68	14.03	6.29	40.33	49.81
Zone 2							
Ashton-in-Makerfield	1.89	0.33	1.43	0.00	0.00	0.14	0.00
Golborne	4.69	0.00	4.69	0.00	0.00	0.00	0.00
Lowton	1.07	0.00	1.07	0.00	0.00	0.00	0.00
Haydock	9.01	0.75	6.59	0.71	0.13	0.00	0.82
Billinge	1.08	0.00	0.93	0.00	0.00	0.00	0.15
Parr	0.18	0.00	0.18	0.00	0.00	0.00	0.00
Sub-Total	17.92	1.08	14.89	0.71	0.13	0.14	0.97
Zone 3							
Earlestown	9.68	0.34	1.25	6.89	1.05	0.00	0.14
Newton-le-Willows	4.12	0.00	0.60	3.24	0.27	0.00	0.00
Sub-Total	13.79	0.34	1.86	10.13	1.32	0.00	0.14
Zone 4							
Alban Retail Park, Warrington	13.08	0.12	1.48	1.38	9.86	0.23	0.00
B&Q Warehouse, Delph Lane, Winwick, Zone 4	2.67	0.00	0.31	1.28	1.08	0.00	0.00
Gemini Retail Park, Warrington	47.20	7.71	6.56	3.67	20.98	4.88	3.40
Other, Zone 4	1.02	0.00	0.00	0.20	0.82	0.00	0.00
Sub-Total	63.97	7.83	8.35	6.53	32.74	5.12	3.40
Zone 5							
Cables Retail Park, Prescot	14.37	0.34	0.00	0.00	0.00	14.03	0.00
Prescot	17.24	2.37	0.18	0.38	0.00	13.10	1.22
Rainhill	2.00	0.00	0.00	0.00	0.00	1.85	0.15
Whiston	0.49	0.00	0.00	0.00	0.00	0.49	0.00
Sub-Total	34.10	2.71	0.18	0.38	0.00	29.47	1.37
Zone 6							
All Zone 6	2.21	0.00	0.00	0.00	0.00	0.00	2.21
Sub-Total	2.21	0.00	0.00	0.00	0.00	0.00	2.21
In St Helens	352.62	128.30	96.24	24.87	7.75	42.18	53.28
SUB-TOTAL STUDY AREA	456.35	139.17	111.96	31.78	40.49	75.05	57.90
OUTSIDE STUDY AREA							
Bolton Council							
Bolton	2.60	0.24	2.17	0.00	0.18	0.00	0.00
Other, Bolton	1.26	0.00	1.16	0.00	0.00	0.00	0.10
Sub-Total	3.86	0.24	3.33	0.00	0.18	0.00	0.10
Cheshire West Council							
Cheshire Oaks Designer Outlet, Ellesmere	3.30	0.12	0.36	0.26	1.92	0.00	0.65
Sub-Total	3.30	0.12	0.36	0.26	1.92	0.00	0.65
Halton Council							
Runcom	0.25	0.00	0.00	0.00	0.11	0.00	0.14
Widnes	20.80	3.19	0.64	0.41	1.98	14.48	0.11
Sub-Total	21.05	3.19	0.64	0.41	2.09	14.48	0.25
Knowsley Council							
Huyton	2.90	0.00	0.00	0.32	0.00	2.59	0.00
Kirkby	1.09	0.37	0.00	0.00	0.00	0.49	0.23
Other, Knowsley Borough Council	0.76	0.12	0.00	0.00	0.00	0.34	0.29
Sub-Total	4.75	0.49	0.00	0.32	0.00	3.42	0.52
Liverpool City Council							
Edge Lane Retail Park	0.48	0.10	0.00	0.00	0.00	0.28	0.10
Liverpool City Centre	43.73	7.51	5.36	0.32	2.90	15.41	12.23
New Mersey Shopping Park, Speke	4.03	0.22	0.00	0.00	0.35	3.14	0.32
Speke	2.15	0.20	0.32	0.10	0.00	1.40	0.14
Other, Liverpool	0.40	0.17	0.00	0.00	0.00	0.23	0.00
Sub-Total	50.80	8.21	5.67	0.43	3.25	20.47	12.78
Manchester City Council							
Manchester City Centre	16.05	2.21	5.74	0.92	4.62	0.77	1.79
Sub-Total	16.05	2.21	5.74	0.92	4.62	0.77	1.79
Sefton Council							
Aintree Retail Park, Aintree	4.45	0.07	0.15	0.00	0.13	0.22	3.88
Bootle	0.59	0.00	0.00	0.00	0.59	0.00	0.00
Southport	8.46	0.10	3.22	0.32	0.07	1.96	2.79
Other, Sefton Council	1.80	0.00	0.36	0.00	0.00	0.29	1.15
Sub-Total	15.31	0.17	3.73	0.32	0.80	2.47	7.82
Trafford Council							
The Trafford Centre, Manchester	21.83	2.08	10.45	0.76	5.59	1.96	1.00
Sub-Total	21.83	2.08	10.45	0.76	5.59	1.96	1.00
Warrington Borough Council							
Riverside Retail Park, Warrington	5.06	0.24	0.46	0.61	3.07	0.55	0.14
Warrington	181.80	8.29	29.81	14.24	123.11	4.60	1.75
Other, Warrington	0.49	0.00	0.00	0.00	0.49	0.00	0.00
Sub-Total	187.35	8.53	30.27	14.85	126.67	5.15	1.88
West Lancashire Borough Council							
Skelmersdale	1.35	0.00	0.00	0.32	0.00	0.00	1.03
Other, West Lancashire Borough Council	1.55	0.00	0.58	0.00	0.00	0.00	0.96
Sub-Total	2.90	0.00	0.58	0.32	0.00	0.00	1.99
Wigan Council							
Leigh	16.13	0.10	14.17	0.48	0.70	0.68	0.00
Wigan	37.54	1.42	32.11	1.22	0.84	0.44	1.51
Other, Wigan Borough Council	6.01	0.00	6.01	0.00	0.00	0.00	0.00
Sub-Total	59.69	1.51	52.30	1.70	1.54	1.12	1.51
Other							
Other	13.16	2.06	4.17	0.52	3.47	1.25	1.69
Sub-Total	13.16	2.06	4.17	0.52	3.47	1.25	1.69
SUB-TOTAL OUTSIDE STUDY AREA	400.06	28.82	117.25	20.81	150.12	51.08	31.98
TOTAL	856.40	167.98	229.21	52.59	190.61	126.14	89.87

WYG PLANNING & DESIGN
ST HELENS RETAIL STUDY

TABLE 24a: BENCHMARK TURNOVER OF EXISTING CONVENIENCE PROVISION WITHIN STUDY AREA

DESTINATION	SOURCE	GROSS FLOORSPACE (SQ FT)	NET FLOORSPACE (SQ FT)	NET FLOORSPACE (SQ M)	CONVENIENCE GOODS SALES AREA (%)	NET CONVENIENCE £ (SQ M)	BENCHMARK TURNOVER PER SQ M (£)	BENCHMARK TURNOVER (£M)	PERCENTAGE OF TURNOVER DERIVED FROM STUDY AREA	BENCHMARK TURNOVER DERIVED FROM STUDY AREA (£M)	SURVEY ESTIMATE (£M)
WITHIN STUDY AREA											
Zone 1											
Aldi, Peasley Cross (St Helens Retail Park), St Helens	IGD	12,883	10,000	929	69%	541	4,670	2.99	95%	2.84	3.83
Aldi, Kirkland Street, St Helens	IGD	55,650	38,577	3,579	69%	2,112	13,470	28.45	95%	27.02	59.46
Co-op Food, Higher Parr Street, St Helens	IGD	-	2,500	232	86%	200	8,264	1.65	100%	1.65	0.27
Co-op Food, Cambridge Road, St Helens	IGD	-	2,500	232	86%	200	8,264	1.65	100%	1.65	0.68
Co-op Food, Parr Stocks Road, Parr Stocks	IGD	-	4,356	405	86%	348	8,264	2.88	100%	2.88	0.71
Co-op Food, Sutton Park Drive, Sherdley Park	IGD	-	1,980	184	86%	158	8,264	1.31	100%	1.31	0.90
Co-op Food, Nelson Green Drive, St Helens	IGD	-	2,500	232	86%	200	8,264	1.65	100%	1.65	0.86
Co-op Food, Millbrook Lane, Eccleston	IGD	-	1,500	139	86%	120	8,264	0.99	100%	0.99	1.17
Co-op Food, Elephant Lane, Thurst Heath	IGD	-	4,356	405	86%	348	8,264	2.88	100%	2.88	1.13
Co-op Food, Peckers Hill Road, Sutton	Survey	2,690	1,883	175	86%	150	8,264	1.34	100%	1.24	0.68
Farmfoods, Boundary Road, St Helens	Survey	32,355	19,413	1,804	90%	1,623	5,000	8.12	100%	8.12	2.04
Island, Ormskirk Street, St Helens	Historical data	-	4,801	446	98%	437	6,167	2.70	100%	2.70	3.83
Island, St Helens Retail Park, St Helens	IGD	8,887	5,385	500	88%	490	6,167	3.02	100%	3.02	3.73
Lidl, Lowe Street, St Helens	IGD	10,000	929	79%	724	3,485	2,364	2.56	100%	2.56	2.36
Marks & Spencer, Church Street, St Helens	IGD	52,800	12,000	1,118	95%	1,059	10,536	11.16	95%	10.60	7.05
WM Morrisons, Boundary Road, St Helens	IGD	78,896	31,046	2,884	79%	2,279	12,035	27.42	95%	26.05	54.64
WM Morrisons, Barber Lane, St Helens	IGD	35,000	2,252	79%	2,269	12,035	30.92	95%	29.37	53.35	
Spar, St Helens Linkway, St Helens	WYG Measurement	538	377	35	90%	31	7,319	0.23	100%	0.23	0.23
Spar, Prescott Road, St Anns	WYG Measurement	1,050	735	88	90%	61	7,319	0.45	100%	0.45	0.00
Tesco, Chalon Way West, St Helens	IGD	61,402	35,880	3,343	66%	2,206	11,942	26.35	95%	25.03	21.93
Survey	Survey	18,008	12,606	1,171	66%	773	11,942	9.23	100%	9.23	11.86
Other, St Helens Town Centre	Survey	-	-	-	-	-	-	11.39	100%	11.39	11.39
Other, Zone 1	Survey	-	31,409	2,918	90%	2,625	3,000	7.88	100%	7.88	1.25
Sub-Total								187.10		180.79	242.34
Zone 2											
Aldi, Branch Way, Haydock	IGD	12,841	8,111	754	69%	520	4,670	2.43	100%	2.43	2.25
Co-op Food, Blackbrook Road, St Helens	IGD	5,000	1,500	139	86%	120	8,264	0.99	100%	0.99	0.50
Co-op Food, Chain Lane, St Helens	IGD	-	2,500	232	86%	200	8,264	1.65	100%	1.65	1.90
Island, Branch Way, Haydock	WYG Measurement	10,348	7,884	686	98%	672	6,167	4.15	100%	4.15	1.72
Spar, Haresfinch View, Haresfinch	WYG Measurement	2,260	1,582	147	90%	132	7,319	0.97	100%	0.97	0.00
Spar, Island Brow, St Helens	WYG Measurement	1,830	1,281	119	90%	107	7,319	0.78	100%	0.78	0.52
Spar, West End Road, Haydock	WYG Measurement	1,500	1,050	98	90%	88	7,319	0.64	100%	0.64	0.00
IGD	IGD	30,948	23,415	2,175	66%	1,436	11,942	17.15	95%	16.29	32.52
Other, Zone 2	Survey	-	23,250	2,160	90%	1,944	3,000	5.83	100%	5.83	5.16
Sub-Total								34.59		33.59	44.59
Zone 3											
Market, Earlestown	-	-	-	-	-	-	-	0.30	100%	0.30	0.00
WM Morrisons (formerly Netto), Haydock Street, Earlestown	IGD	-	10,742	998	79%	788	12,035	9.49	100%	9.49	4.70
Tesco, Erie Street, Earlestown	IGD	-	17,374	1,614	66%	1,065	11,942	12.72	95%	12.09	19.62
Local Shops, Earlestown Town Centre	-	-	-	-	-	-	-	0.63	100%	0.63	0.63
Other, Zone 3	Survey	-	1,638	152	90%	137	3,000	0.41	100%	0.41	2.63
Sub-Total								23.55		22.52	27.59
Zone 5											
Other, Zone 5 in St Helens Borough	Survey	-	7,233	672	90%	605	3,000	1.81	100%	1.81	0.86
Co-op Food, Warrington Road, Rainhill, Zone 5	IGD	8,640	5,356	498	86%	428	8,264	3.54	100%	3.54	6.18
Sub-Total								5.35		5.35	7.04
Zone 6											
Tesco Express, Greenfield Road, St Helens	IGD	3,064	1,523	141	66%	93	11,942	1.12	100%	1.12	3.26
Survey	Survey	3,772	2,179	198	66%	131	11,942	1.56	100%	1.56	0.25
Other, Zone 6 in St Helens Borough	Survey	-	8,788	770	90%	693	3,000	2.08	100%	2.08	1.24
Co-op, Church Road, Rainford, Zone 6	IGD	2,600	1,876	174	86%	150	8,264	1.24	100%	1.24	2.72
Sub-Total								5.99		5.99	7.46
TOTAL								256.58		248.72	329.00

Table 24b: Quantitative Need for Additional Floorspace – Convenience Goods

	Turnover - £m ¹	Expenditure Available - £m ²	Surplus Expenditure - £m
2011	248.72	329.00	80.28
2016	248.43	333.35	84.92
2021	251.93	347.17	95.24
2026	254.46	360.83	106.37

Table 24c: Net Quantitative Need for Additional Floorspace – Convenience Goods

	Convenience Goods				Floorspace Requirement	
	£m	£m	£m	Min ¹	Max ²	
2011	80.28	28.29	51.99	4,247	10,397	
2016	84.92	28.26	56.66	4,624	11,245	
2021	95.24	28.66	66.59	5,370	13,148	
2026	106.37	28.94	77.42	6,182	15,136	

Table 24d: Convenience Goods Commitments

Reference	Location	Proposal	Gross Retail Floorspace	Net Retail Convenience Floorspace	Estimated Turnover per sq m (£)	Estimated Turnover (£)	Status
P/2007/1027	Earlestown Labour Club	Erection of three storey building with retail on ground floor	1,170	819	3,000	2.46	Extant
P/2007/1074	Land at Former UCB Site, Peasley Cross Lane, St Helens, Merseyside	Erection of a new stadium and superstore (A1), including petrol filling station	13,035	2,050	11,942	24.40	Under construction
P/2008/1005	Land fronting LEA Green Urban Village, Lovfield Lane, St Helens	Proposed Local Store and Medical Centre with pharmacy	645	452	3,000	1.35	Extant

Note: Tesco net sales area of 8,446 sq.m, split equally between convenience and comparison goods. Committed floorspace adjudged to be that above and beyond the existing Tesco provision at Chalon Way.

Table 25a: Quantitative Need for Additional Floorspace – Comparison Goods

	Turnover - £m ¹	Expenditure Available - £m ²	Surplus Expenditure - £m
2011	352.62	352.62	0.00
2016	383.26	393.62	10.37
2021	416.96	465.74	48.78
2026	453.63	549.44	95.82

Table 25b: Net Quantitative Need for Additional Floorspace – Comparison Goods

	Comparison Goods				
	£m	£m	£m	Floorspace Requirement	
		Commitments	Residual	Min ^{1*}	Max ^{2*}
2011	0.00	163.77	-163.77	-32,753	-54,589
2016	10.37	177.99	-167.62	-30,845	-51,409
2021	48.78	193.64	-144.87	-24,503	-40,838
2026	95.82	210.67	-114.86	-17,856	-29,761

Table 25c: Quantitative Need for Additional Floorspace – Comparison Goods

	Turnover - £m ¹	Expenditure Available - £m ²	Surplus Expenditure - £m
2011	352.62	395.44	42.82
2016	383.26	441.42	58.17
2021	416.96	522.29	105.33
2026	453.63	616.16	162.54

Table 25d: Net Quantitative Need for Additional Floorspace – Comparison Goods

	Comparison Goods				
	£m	£m	£m	Floorspace Requirement	
		Commitments	Residual	Min ^{1*}	Max ^{2*}
2011	42.82	163.77	-120.95	-24,189	-40,315
2016	58.17	176.42	-118.26	-21,761	-36,268
2021	105.33	190.06	-84.72	-14,330	-23,884
2026	162.54	204.75	-42.21	-6,562	-10,936

Table 25e: Comparison Goods Commitments

Reference	Location	Proposal	Gross Retail Floorspace	Net Comparison Retail Floorspace	Estimated Turnover per sq m (£)	Estimated Turnover (£)	Status
Non-Bulky							
P/2004/0540	Former ABBA site, Burtonhead Road	Erection of retail units	2,300	1,840	5,000	9.2	Extant
P/2004/1558	Mainsway Site, Burtonhead Road	Demolition of existing buildings and erection of retail units	5,760	4,608	5,000	23.0	Extant
P/2007/1179	Tesco, Chalon Way West	Outline application for the redevelopment of the existing Tesco at Chalon Way for A1 non-food use, A3, car parking and servicing	25,650	20,520	5,000	102.6	Extant
P/2007/1074	Land at Former UGB Site, Peasley Cross Lane, St Helens, Merseyside	Erection of a new stadium and superstore (A1), including petrol filling station	13,035	3,053	8,313	25.4	Under construction
Bulky							
P/2010/0058	Unit K2, St Helens Retail Park, Peasley Cross Lane	Installation of mezzanine flooring	325	325	3000	0.975	Extant
P/2007/1253	West Point, Liverpool Rd St Helens Merseyside	Mixed use development consisting of retail, leisure and hotel (amendment to P/2006/1013)	1073	858.4	3000	2.5752	Extant

Note: Tesco net sales area of 8,446 sq.m, split equally between convenience and comparison goods. Committed floorspace adjudged to be that above and beyond existing Tesco provision at Chalon Way.