

# Melton Borough Retail Study 2015

Volume 2

On behalf of **Melton Borough Council**

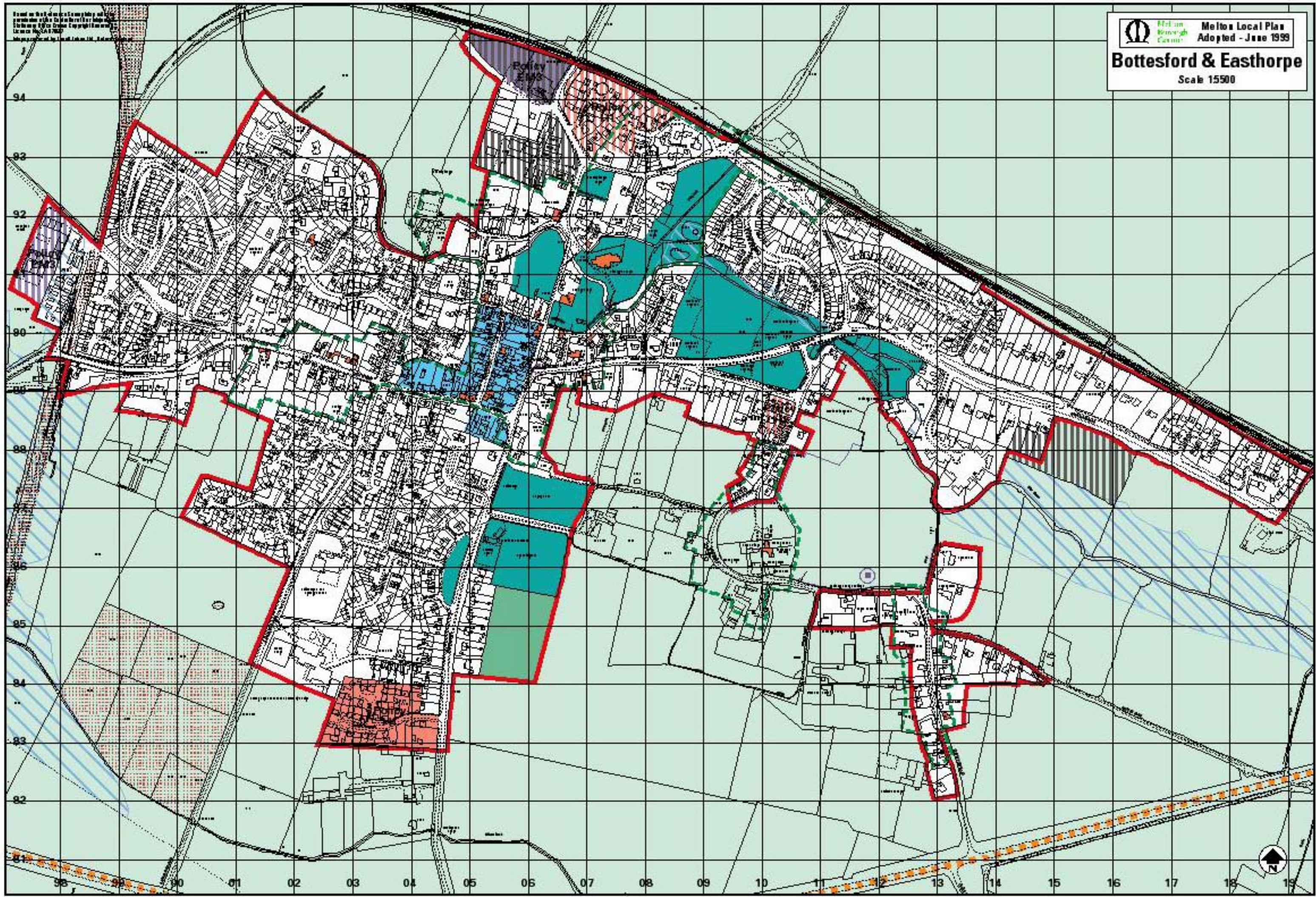


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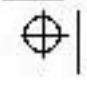
## **Appendix A Asfordby & Bottesford Proposals Map extracts**




**Melton Local Plan**  
 Adopted - June 1999  
**Bottesford & Easthorpe**  
 Scale 1:5500

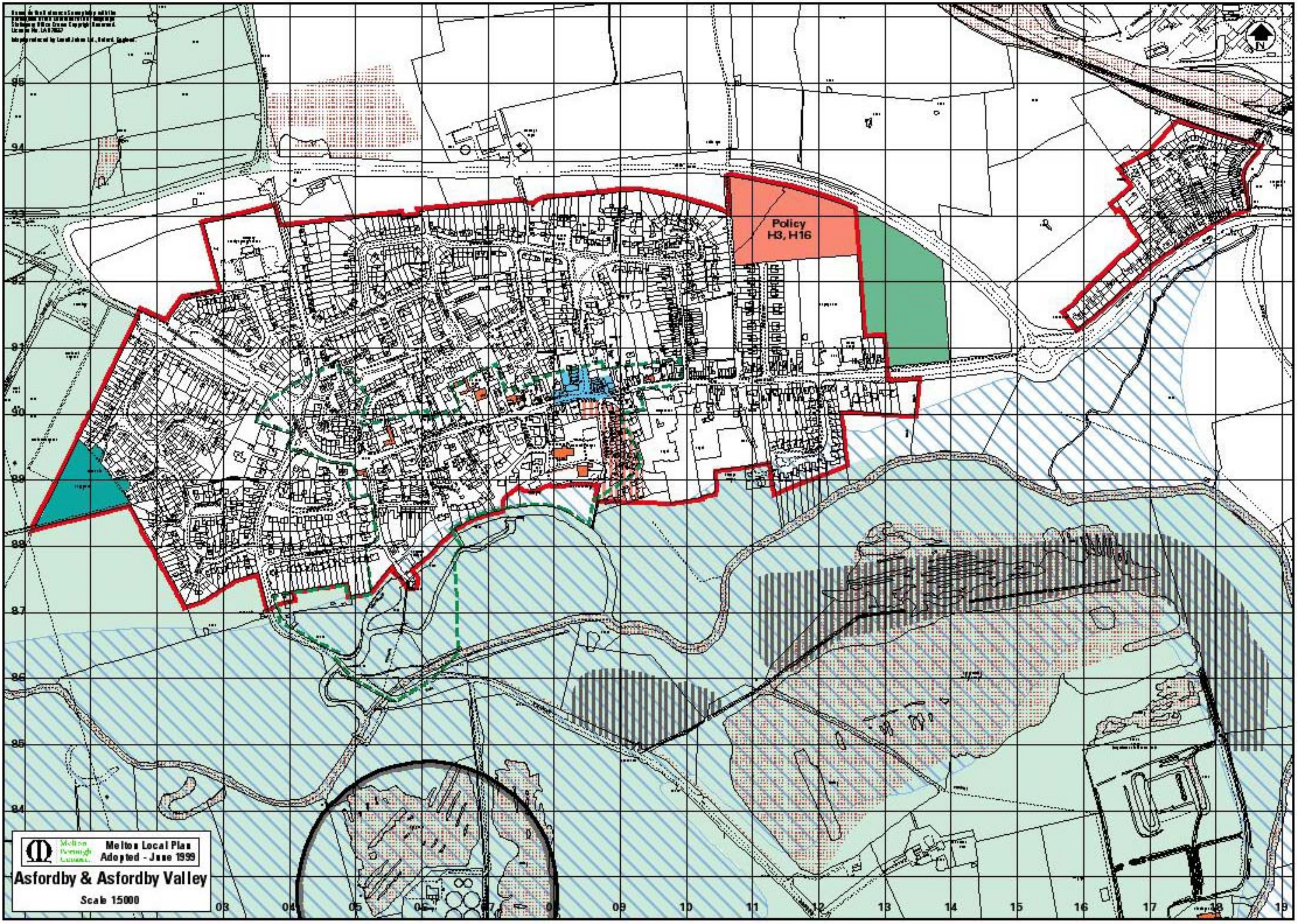
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Cyan Magenta Yellow Black



**BOTTESFORD & EASTHROP**



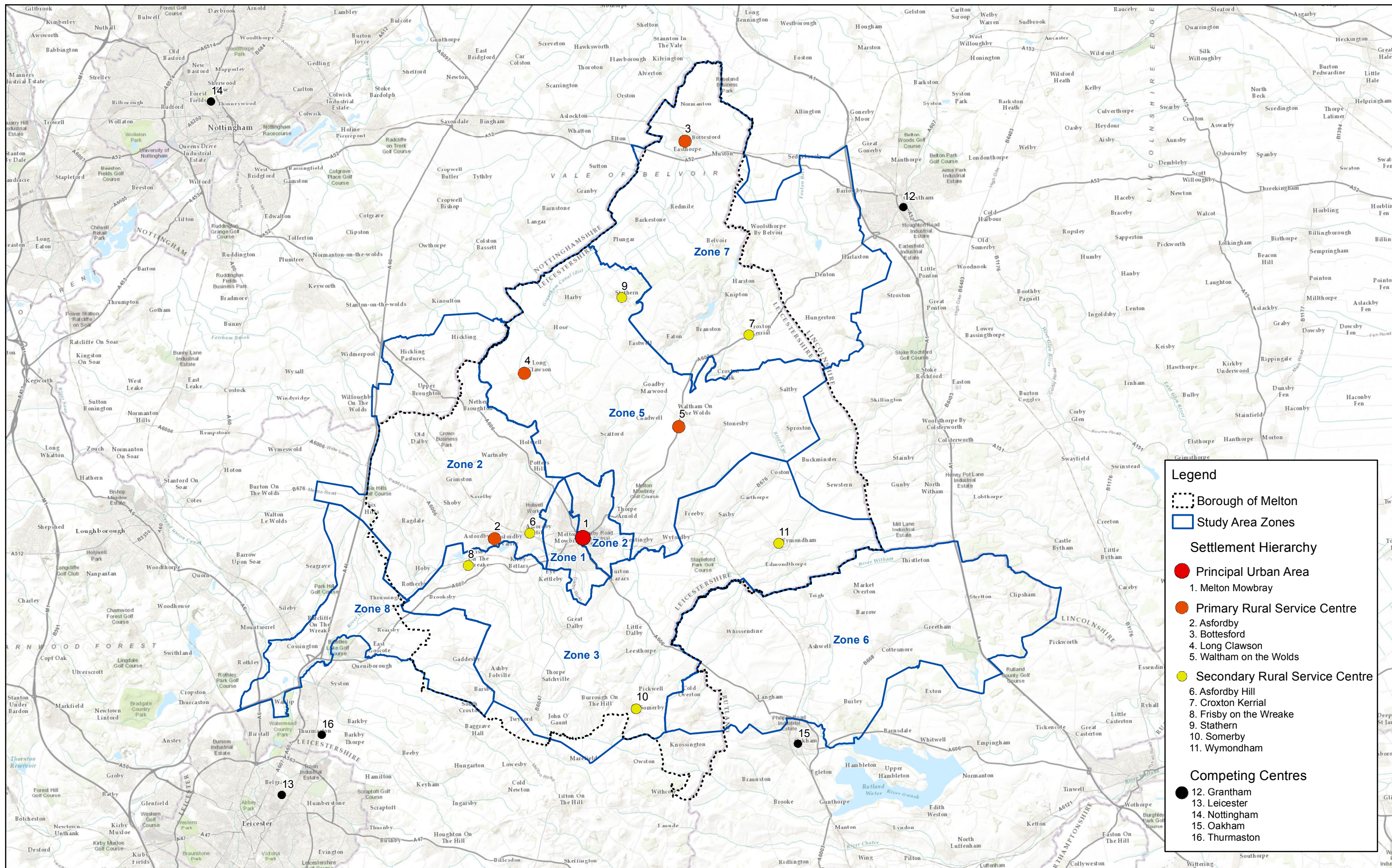


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**Melton Local Plan**  
 Adopted - June 1999  
**Asfordby & Asfordby Valley**  
 Scale 15000

Cyan Magenta Yellow Black

# Appendix B Study Area Plan



**Legend**

- Borough of Melton
- Study Area Zones

**Settlement Hierarchy**

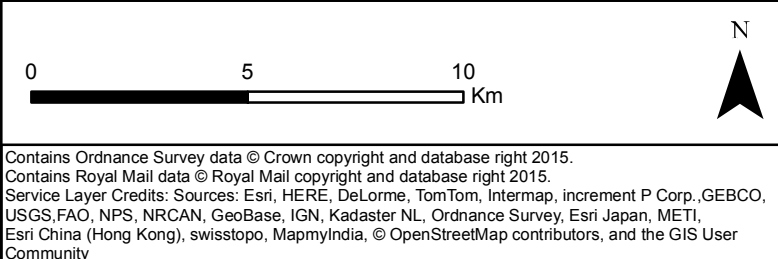
- Principal Urban Area
  1. Melton Mowbray
- Primary Rural Service Centre
  2. Asfordby
  3. Bottesford
  4. Long Clawson
  5. Waltham on the Wolds
- Secondary Rural Service Centre
  6. Asfordby Hill
  7. Croxton Kerrial
  8. Frisby on the Wreake
  9. Stathern
  10. Somerby
  11. Wymondham

**Competing Centres**

- 12. Grantham
- 13. Leicester
- 14. Nottingham
- 15. Oakham
- 16. Thurmaston



Figure Number



Date	19/06/2015	Client
Scale	1:175,000 @ A3	
Drawn By	HF	
Checked By	CH	
Revision Number	01	

**Settlement Hierarchy**

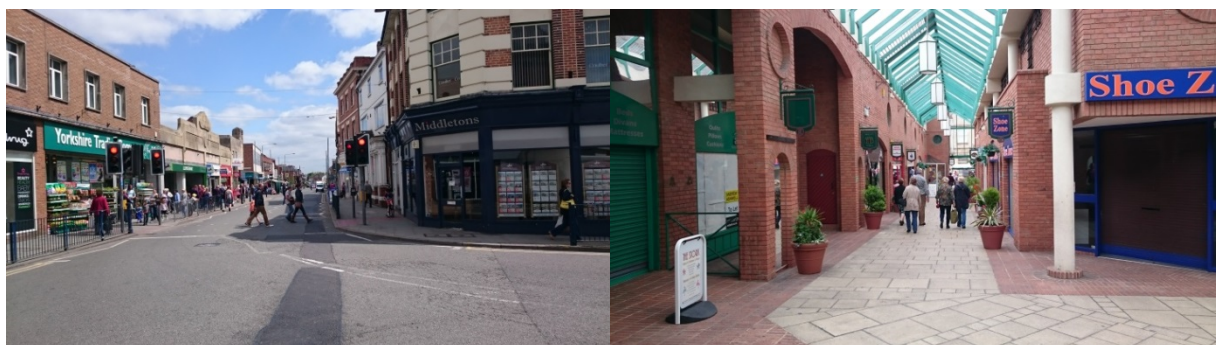
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 Service Layer Credits: Sources: Esri, HERE, DeLorme, TomTom, Intermap, increment P Corp., GEBCO, USGS, FAO, NPS, NRCAN, GeoBase, IGN, Kadaster NL, Ordnance Survey, Esri Japan, METI, Esri China (Hong Kong), swisstopo, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community

# Appendix C Health checks

# MELTON BOROUGH CENTRE HEALTH CHECKS

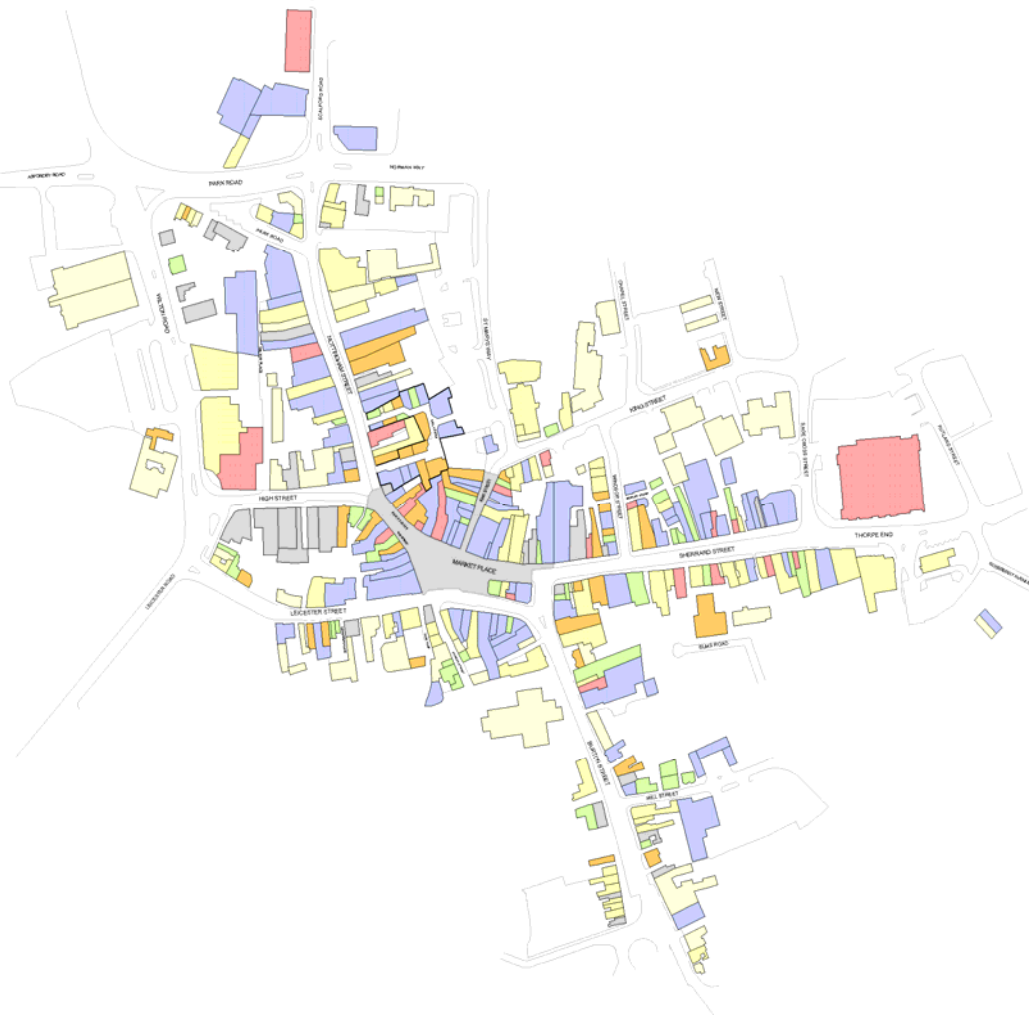
## Melton Mowbray


Melton Mowbray is the principal town centre in the Borough. The main commercial streets comprise the High Street, Sherrard Street, Nottingham Street, Cheapside, Leicester Street, Windsor Street and Burton Street.

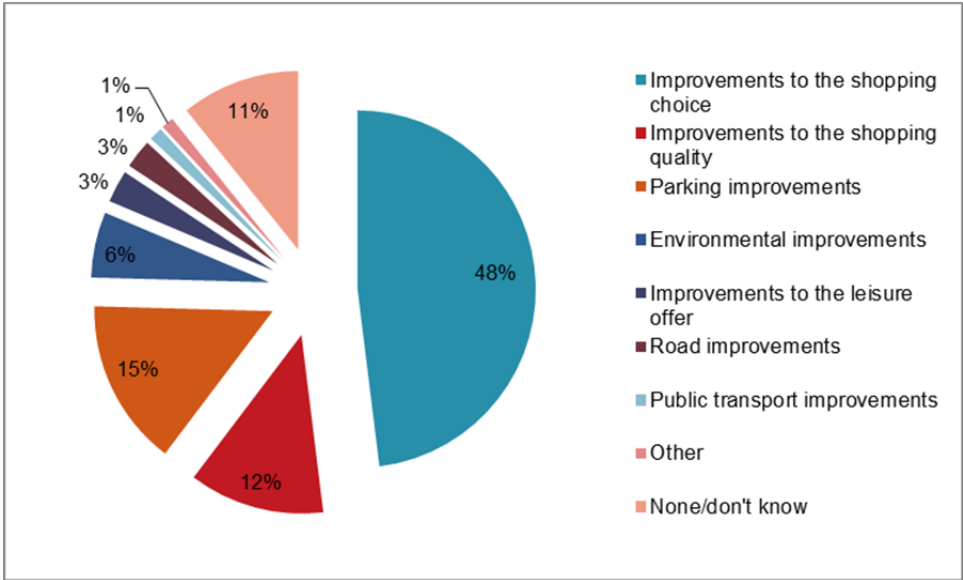


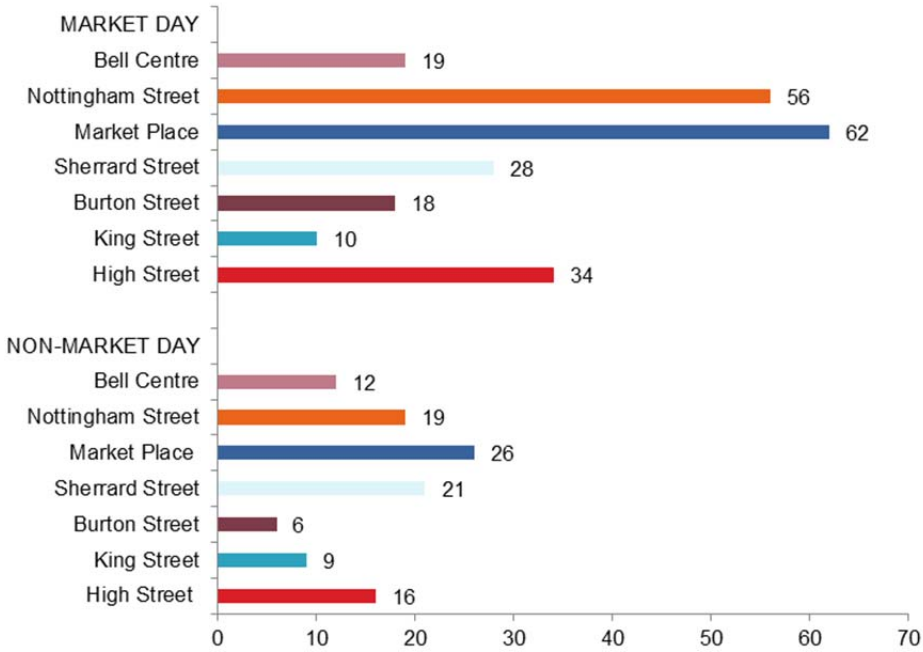
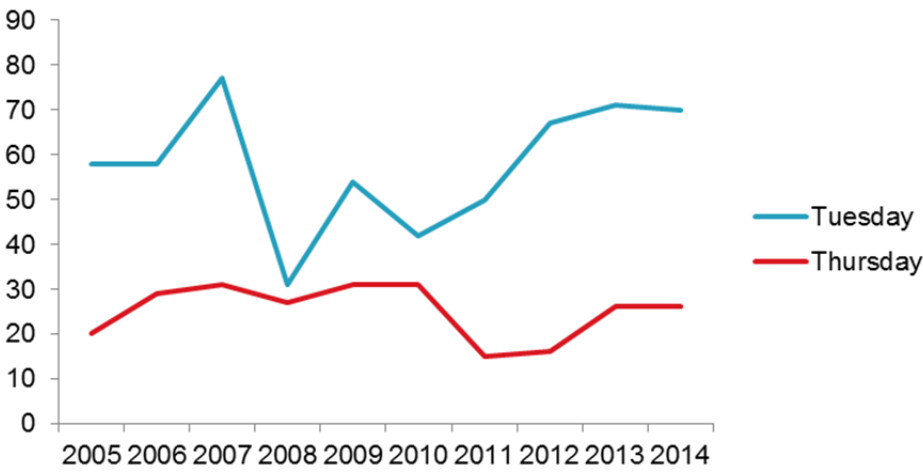
Health check indicator	Commentary
Diversity of uses	<p>The plan below illustrates the diversity of uses within Melton Mowbray town centre.</p> <p>Convenience (shaded red): extensive range of independent and specialist food shops including butchers, bakeries, delicatessens and greengrocers. The in-centre supermarket offer very limited (Londis). This compares to the edge-of-centre Iceland, Morrisons and recently opened Lidl store.</p> <p>Comparison (blue): the non-food offer in the town centre is focused on the lower value end of the market, with Wilko and Argos occupying the larger units in the town centre.</p>



Health check indicator	Commentary
	<p>Other key comparison occupiers include Boots and Superdrug. The clothing and footwear offer in the town centre is limited, primarily focused on the value-end of the women's market (Peacocks, M&amp;Co). There are a large number of independent comparison operators in the town centre. At the edge of the main shopping core is a Pets At Home store at the southern end of Norman Way.</p> <p>The retail offer in the centre is enhanced by a street market selling food and lower-value comparison goods comprising c. 80 stalls which runs on Tuesdays, and in a reduced form on Wednesdays and Saturdays.</p>  <p>Service: the town centre includes a wide range of retail (shaded green), leisure (yellow) and financial services (purple). These uses are found across the town centre but are noticeably more prevalent on the secondary streets (Leicester Street, High Street and peripheral units on the main streets).</p> <p>The food and beverage offer in the town comprises primarily independent operators (public houses, cafes, takeaways and sandwich bars). Multiple operators in the centre are limited (Costa, Caffe Nero, Wetherspoons and Pizza Express).</p>

Health check indicator	Commentary																				
	<p>The leisure offer in the centre comprises a refurbished cinema on King Street and a theatre attached to Brooksby College.</p>																				
<p>Proportion of vacant street level property</p>	<p>Whilst overall occupancy in the centre is relatively high, the most recent GOAD report indicates that there is a 12% vacancy level in the wider town centre i.e. extending beyond the adopted shopping frontages. The plan below shows the vacancies in the centre (shaded red) as of June 2015.</p>  <p>As shown above, the majority of vacant units are located off the main shopping streets or are of limited size. The notable exception to this is the Bell Shopping Centre on Nottingham Street, which has 23 retail units had a vacancy level of 48%. Discussions with stakeholders indicate that this has had persistently high vacancies since it first opened.</p>																				
<p>Commercial yields on non-domestic property</p>	<table border="1"> <thead> <tr> <th></th> <th>National Small Towns</th> <th>National Large Towns</th> <th>East Mids. Small Towns</th> <th>East Mids. Large Towns</th> <th>Typ. 2</th> <th>Melton Mowbray</th> </tr> </thead> <tbody> <tr> <td><b>Yield</b></td> <td>7</td> <td>7</td> <td>n/a</td> <td>7</td> <td>7</td> <td>7</td> </tr> </tbody> </table>								National Small Towns	National Large Towns	East Mids. Small Towns	East Mids. Large Towns	Typ. 2	Melton Mowbray	<b>Yield</b>	7	7	n/a	7	7	7
	National Small Towns	National Large Towns	East Mids. Small Towns	East Mids. Large Towns	Typ. 2	Melton Mowbray															
<b>Yield</b>	7	7	n/a	7	7	7															

Health check indicator	Commentary																				
	<p>Analysis of available yield data indicates that the town centre is performing at not only a similar level to similar order centres but also larger centres. However, finer grain analysis of the centre indicates that away from the prime, yields levels are less healthy.</p>																				
Customers' views and behaviour	<p>Results derived from the household survey indicates that Melton Mowbray exert influence on all parts of the study area, albeit this influence is diminished at the periphery by the presence of higher order competing centres.</p> <p>The overwhelming majority of respondents identified areas for improvement in the centre with only 11% stating that they either didn't know it could be improved or that they felt there was no scope for improvement. For the majority, 60% stated that the retail offer could be improved, either in terms of choice or quality. Car parking improvements (15%) was the third most popular response.</p>  <table border="1" data-bbox="408 819 1374 1397"> <caption>Survey Results for Retail Improvements</caption> <thead> <tr> <th>Improvement Category</th> <th>Percentage</th> </tr> </thead> <tbody> <tr> <td>Improvements to the shopping choice</td> <td>48%</td> </tr> <tr> <td>Improvements to the shopping quality</td> <td>12%</td> </tr> <tr> <td>Parking improvements</td> <td>15%</td> </tr> <tr> <td>Environmental improvements</td> <td>6%</td> </tr> <tr> <td>Improvements to the leisure offer</td> <td>3%</td> </tr> <tr> <td>Road improvements</td> <td>3%</td> </tr> <tr> <td>Public transport improvements</td> <td>1%</td> </tr> <tr> <td>Other</td> <td>1%</td> </tr> <tr> <td>None/don't know</td> <td>11%</td> </tr> </tbody> </table>	Improvement Category	Percentage	Improvements to the shopping choice	48%	Improvements to the shopping quality	12%	Parking improvements	15%	Environmental improvements	6%	Improvements to the leisure offer	3%	Road improvements	3%	Public transport improvements	1%	Other	1%	None/don't know	11%
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Retailer representation and intentions to change representation	<p>The Focus Costar database indicates that there is interest from Benson for Beds, Screwfix, Select, a charity shop, a gym operator and Travelodge in Melton Mowbray. Outside the town centre, Aldi have recently submitted an application for a foodstore on the former ambulance station site.</p>																				
Commercial rents	<table border="1" data-bbox="373 1675 1407 1839"> <thead> <tr> <th></th> <th>National Small Towns</th> <th>National Large Towns</th> <th>East Mids. Small Towns</th> <th>East Mids. Large Towns</th> <th>Typ. 2</th> <th>Melton Mowbray</th> </tr> </thead> <tbody> <tr> <td><b>Zone A</b></td> <td>27</td> <td>61</td> <td>n/a</td> <td>54</td> <td>30</td> <td>40</td> </tr> </tbody> </table> <p>As with yields in the centre</p>		National Small Towns	National Large Towns	East Mids. Small Towns	East Mids. Large Towns	Typ. 2	Melton Mowbray	<b>Zone A</b>	27	61	n/a	54	30	40						
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<b>Zone A</b>	27	61	n/a	54	30	40															
Pedestrian flows	<p>Footfall surveys of the town centre show both the level of variation between the different parts of the town centre and between market and non-market days, as shown</p>																				

Health check indicator	Commentary												
	<p style="text-align: center;">in the two figures below.</p>  <p>It is clear from the chart below that the centre's performance on market days has strengthened relative to footfall levels on non-market days over the last 10 years.</p> 												
Accessibility	<p>Car park surveys of the town centre indicate that there are over 1,700 spaces in Melton Mowbray. The table below identifies those car parks with over 100 spaces and their occupancy levels on market and non-market days.</p> <table border="1" data-bbox="414 1836 1364 1993"> <thead> <tr> <th>Car park</th> <th>Capacity</th> <th>Occupancy – market day</th> <th>Occupancy – non-market day</th> </tr> </thead> <tbody> <tr> <td>St Mary's Way</td> <td>112</td> <td>102</td> <td>62</td> </tr> <tr> <td>Wilton Road</td> <td>144</td> <td>119</td> <td>84</td> </tr> </tbody> </table>	Car park	Capacity	Occupancy – market day	Occupancy – non-market day	St Mary's Way	112	102	62	Wilton Road	144	119	84
Car park	Capacity	Occupancy – market day	Occupancy – non-market day										
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Health check indicator	Commentary																							
	<table border="1"> <tr> <td><b>Co-op</b></td> <td>108</td> <td>106</td> <td>34</td> </tr> <tr> <td><b>Scalford Road</b></td> <td>204</td> <td>199</td> <td>5</td> </tr> <tr> <td><b>Morrisons</b></td> <td>255</td> <td>185</td> <td>225</td> </tr> <tr> <td><b>Burton Street</b></td> <td>165</td> <td>160</td> <td>134</td> </tr> <tr> <td><b>Total car parking (all)</b></td> <td>1,727</td> <td>1,459 (85%)</td> <td>1,023 (59%)</td> </tr> </table>	<b>Co-op</b>	108	106	34	<b>Scalford Road</b>	204	199	5	<b>Morrisons</b>	255	185	225	<b>Burton Street</b>	165	160	134	<b>Total car parking (all)</b>	1,727	1,459 (85%)	1,023 (59%)			
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<b>Total car parking (all)</b>	1,727	1,459 (85%)	1,023 (59%)																					
	<p>With the exception of the Morrisons car park, the town centre car parks are less busy on non-market days. This confirms the other trends observed in the centre and also confirms that Morrisons is a footfall driver for everyday shopping needs. Additionally, it is noted that some car parks, notably those on Scalford Road (Co-op and Scalford Road) are barely used at all on non-market days i.e. it is their location proximate to the cattle market that attracts shoppers.</p> <p>With regard to non-private car accessibility, the town centre has a bus station and railway station. Bus services link Melton Mowbray with the villages in the rural hinterland of the Borough, as well as the larger centres located outwith the Borough.</p> <p>Hourly rail services link Melton Mowbray with Birmingham, Leicester, Oakham, Stamford, Peterborough, Cambridge and Stansted Airport. Both bus and trains are subject to more limited services in the evenings (last train c. 8pm) and at weekends (first trains c. 11am).</p>																							
Perception of safety and occurrence of crime	<p>Whilst there is no evidence of crime, vandalism or excessive litter in the town centre, discussions with stakeholders did identify that the night-time economy of the centre does not have a positive image.</p>																							
State of town centre environmental quality	<p>The town centre is characterised by small traditional shop units concentrated along Nottingham Street, Market Place, Sherrard Street and High Street. Although many of the buildings are historic, there are a number of less attractive modern units within the centre, notably on Sherrard Way and towards the upper end of Nottingham Street where the built environment is subject to poor quality buildings and greater fragmentation.</p> <p>The quality of overall street scene considered to be relatively high and is enhanced by the limited vehicular access on Nottingham Street and to the Market Place. That said, flows of traffic along Sherrard Street and through the southern side of the Market Place to Leicester Street detract from the quality of the centre.</p>																							

Conclusions: the centre is performing relatively well. However, there are signs of weakness that are concerning, notably the persistent vacancies, the poor fashion offer, the limited food and beverage offer and the reliance on the market to draw customers to the centre. Whilst the cattle market is a major strength of the centre, it also poses risks in terms of narrowing the offer of the centre so that it does not cater to the needs of the everyday shoppers in the centre. Conversely, it is notable that the town centre offer is failing to capitalise on the increased footfall in the town centre as a consequence of the market because of its limited comparison offer and its lack of quality food and beverage outlets to tie into the Rural Capital for Food badge.

## MELTON BOROUGH CENTRE HEALTH CHECKS

### Asfordby

Asfordby is located approximately five kilometres to the west of Melton Mowbray. The A6006 bypasses the village centre to the north, directing non-local traffic away from Asfordby. The retail and service core is located at the junction of Main Street and Bradgate Lane. The retail core is in close proximity to residential dwellings, employment uses and local facilities.



It is subject to saved Local Plan Policy S7 and, under emerging policy in the form of the Asfordby Neighbourhood Plan, is termed a Local Centre, focused on Bradgate Lane. A draft Neighbourhood Plan policy (A19) seeks to protect and promote the Local Centre through retaining the dominance of A1 uses and defines permitted Local Centre uses as only those falling into Use Classes A1-5.

Health check indicator	Commentary
Diversity of uses	<p>Convenience: Co-op, newsagent, butcher</p> <p>Comparison: Boots, kitchen shop</p> <p>Services: two pubs, two takeaway and Indian restaurant</p>
Proportion of vacant street level property	No vacant premises identified in the core shopping area.
Customers' views and behaviour	<p>Analysis of the survey results indicates that Asfordby caters primarily to a local shopping catchment; its location within close proximity to Melton Mowbray inevitably limiting its role to top-up shopping and services.</p> <p>Of those using Asfordby (15% of those surveyed), the majority are drawn from the village's home zone (4), with smaller draws from Zones 1, 3 and 7. Customer feedback derived from the survey results indicates that over three quarters of those using the centre either identified no need for improvement or did not know what improvements might be made (77%).</p> <p>Some respondents felt that improvements to the shopping choice, environment and car parking might benefit the centre.</p>
Pedestrian flows	Low pedestrian flow. The stores were quiet at the time of the visit.
Accessibility	<p>The centre is well connected to the road network, albeit it is not located on the main road because of the bypass. Ample off-street car parking provision is located in close proximity of the retail core.</p> <p>Buses serve stops on Bradgate Lane and Main Street, linking the centre with Melton Mowbray, Loughborough and Grantham, as well as the rural</p>

Health check indicator	Commentary
	<p>hinterland. There is no railway serving the village.</p>
Perception of safety and occurrence of crime	No evidence of crime or vandalism in the village core.
State of town centre environmental quality	<p>During the time of the visit (Tuesday morning) limited traffic was observed. The retail units are well presented and the environment was clean and appeared well managed.</p>

There was no evidence of any new retailers coming to the village or of the existing occupiers to leave. Due to the size of the centre, there is no information available on commercial rents or yields in the centre.

Conclusion: the centre continues to provide a top-up shopping and service function; the Co-op. There is little indication from customers' views that there is any appetite for the function of the centre to change.

## MELTON BOROUGH CENTRE HEALTH CHECKS

### Bottesford

Bottesford is located in the northern part of the Borough to the west of Grantham. The commercial core is focused on the junction of Grantham Road and High Street in the centre of the village, with retail uses concentrated on Queen Street and Market Street.



Along with Asfordby, saved Local Plan Policy S7 (Retailing in Asfordby and Bottesford) seeks to focus new retail development within the identified core of the village. There is a designation for a Neighbourhood Plan to cover the parish but no substantive progress has been made on bringing this forward.

Health check indicator	Commentary
Diversity of uses	<p>Convenience: Co-op, Spar, greengrocer, butcher and delicatessen</p> <p>Comparison: none</p> <p>Service: Post Office, restaurant, café, two takeaways, two hair salons.</p>
Proportion of vacant street level property	There is no vacant street level property.
Customers' views and behaviour	<p>Across the study area, only 1% of respondents stated that they used Bottesford regularly for shopping, leisure or Work. However, in Zone 7, 63% of respondents confirmed that they used the village centre regularly i.e. whilst its catchment across the study area as a whole is limited, it fulfils a local role.</p> <p>Approximately half of those using the village centre did not identify any need for improvement. Parking was identified as the main area of improvement in village (18%), followed by public transport improvements (14%).</p>
Pedestrian flows	Whilst there was a steady flow of pedestrians, a high proportion of those visiting the shops and services were travelling to the individual outlets by car.
Accessibility	Five bus services stop in the village centre on the high street, linking Bottesford with Grantham, Melton Mowbray and Bingham



Health check indicator	Commentary
	<p style="text-align: center;">station.</p> <p style="text-align: center;">There is a station on the outskirts of the village which has services to Grantham and Bingham.</p>
<p style="text-align: center;">Perception of safety and occurrence of crime</p>	<p style="text-align: center;">No evidence of crime or vandalism in the village centre.</p>
<p style="text-align: center;">State of town centre environmental quality</p>	<p style="text-align: center;">Because the centre is not located on the main road, traffic flow through the village centre is limited.</p>

There was no evidence of any new retailers coming to the village or of the existing occupiers to leave. Due to the size of the centre, there is no information available on commercial rents or yields in the centre.

Conclusion: the centre is considered to be performing well in relation to its current function in the settlement hierarchy. There is limited evidence from shoppers to suggest that there is a need to enhance its offer.

## MELTON BOROUGH CENTRE HEALTH CHECKS

### Long Clawson

The village centre is located to the north of Melton Mowbray, accessed via local roads, approximately two miles from the A6006. The commercial uses are focused around Sands Road in the centre of the village.



Long Clawson is covered by saved Local Plan Policy S6 'Village and Neighbourhood Centres' as a rural centre. The provision of local shopping facilities within village boundaries provided the development is appropriate in terms of its impact on residential amenity and the character and appearance of the historic environment.

Health check indicator	Commentary
Diversity of uses	Convenience: butcher (not located within the main commercial focus) Comparison: pharmacy Services: café/deli, public house and surgery
Proportion of vacant street level property	There is no vacant street level property.
Pedestrian flows	Steady flow of pedestrians: the presence of the surgery is a key generator of footfall with some observed to link trips with the shops and services. The popularity of the café/deli with cyclists was evident with the flow of cyclists stopping to visit the store.
Accessibility	There is a car park attached to the surgery and therefore in close proximity of the retail units. On-street parking is also available. Bus services run along high street, stopping immediately outside surgery and providing links to Melton Mowbray, Bingham and Nottingham.
Perception of safety and occurrence of crime	No evidence of crime or vandalism.
State of town centre environmental quality	Overall environmental quality considered to be high: the retail units were in good repair and attractive.

Because the centre's limited size, the household survey did not include any direct questions that sought views on Long Clawson; however, it was identified by respondents in Zones 1, 2, 4, 5, 6 and 8 as a centre they regularly visited, accounting for 2% over the whole survey area.

There was no evidence of any new retailers coming to the village or of the existing occupiers to leave. Due to the size of the centre, there is no information available on commercial rents or yields in the centre.

Conclusion: whilst its function is limited, it does play a role in meeting local needs, particularly because of the presence of the surgery which is considered to generate footfall in the village.

## MELTON BOROUGH CENTRE HEALTH CHECKS

### Waltham on the Wolds



The village is located on the main road between Melton Mowbray and Grantham (A607), to the north-east of Melton Mowbray. However, the retail units are located on the High Street i.e. off the main arterial route. The retail units are located to the east of the village and the surrounding uses are predominately residential.

Waltham on the Wolds is covered by saved Local Plan Policy S6 'Village and Neighbourhood Centres' as a rural centre. The provision of local shopping facilities within village boundaries provided the development is appropriate in terms of its impact on residential amenity and the character and appearance of the historic environment.

Health check indicator	Commentary
Diversity of uses	Convenience: newsagent, with limited hours Post Office, delicatessen Comparison: none Service: hairdresser, public house (located on the main road, separated from the other commercial uses)
Proportion of vacant street level property	There is no vacant street level property. Given the limited number of commercial units, this is unsurprising and it is anticipated that should units become vacant, there would be appetite in the market to convert them into residential use.
Pedestrian flows	Low flow of pedestrians. A large proportion of those using the stores drove to the units and parked outside of the stores.
Accessibility	A limited frequency bus service operates along High Street and links the village to Melton Mowbray and Grantham.
Perception of safety and occurrence of crime	The high street is a relatively quiet road and the location had a low traffic flow. A greater amount of traffic through the village was along the A607.
State of town centre environmental quality	The village was clean. The newsagent shop frontage was tired and offered limited street scene appeal.

As with Long Clawson, because the centre's limited size, the household survey did not include any direct questions that sought views on Long Clawson; however, it was identified by respondents in Zones 4, 5, 6 and 8 as a centre they regularly visited, accounting for 1% over the whole survey area.

There was no evidence of any new retailers or service operators coming to the village or of the existing occupiers intending to leave. Due to the size of the centre, there is no information available on commercial rents or yields in the centre.

Conclusion: unlike Long Clawson, there is no service in Waltham on the Wolds that drives footfall to the commercial uses. As such, the role the centre plays is limited by the fact it is located off the main road and there is limited provision to draw people in or retain local residents.

## Appendix D Technical Inputs

Data	Source	How the data has been used																								
Base Population	Experian	Experian's MMG3 software provides 2013-based population forecasts at postcode sector level. The postcode sector populations are grouped together to form the study zones used for the purpose of the analysis.																								
Population Projections	Leicester & Leicestershire SHMA	Population projections in line with the growth forecast for Melton Borough under PROJ4 (Experian job-led – HMA level) have been applied to the base 2013 Experian data i.e. annual population growth of 0.8%.																								
Base Per Capita Expenditure	Experian	Experian's MMG software provides per capita annual expenditure in each zone of the study area on convenience (food), comparison (non-food) and commercial leisure.																								
Retail and leisure expenditure growth forecasts	Experian	<p>Expenditure growth rates from Experian Retail Planner Briefing Note 12.1 (Figure 1a) have been adopted as follows:</p> <table border="1"> <thead> <tr> <th></th> <th>Comparison goods</th> <th>Convenience goods</th> <th>Commercial leisure</th> </tr> </thead> <tbody> <tr> <td>2013-14</td> <td>5.60%</td> <td>-0.50%</td> <td>2.10%</td> </tr> <tr> <td>2014-15</td> <td>4.40%</td> <td>0.50%</td> <td>2.80%</td> </tr> <tr> <td>2015-16</td> <td>3.10%</td> <td>0.40%</td> <td>1.30%</td> </tr> <tr> <td>2017-21*</td> <td>3.10%</td> <td>0.60%</td> <td>1.10%</td> </tr> <tr> <td>2022+*</td> <td>3.30%</td> <td>0.60%</td> <td>1.30%</td> </tr> </tbody> </table> <p>*per annum growth rates</p>		Comparison goods	Convenience goods	Commercial leisure	2013-14	5.60%	-0.50%	2.10%	2014-15	4.40%	0.50%	2.80%	2015-16	3.10%	0.40%	1.30%	2017-21*	3.10%	0.60%	1.10%	2022+*	3.30%	0.60%	1.30%
	Comparison goods	Convenience goods	Commercial leisure																							
2013-14	5.60%	-0.50%	2.10%																							
2014-15	4.40%	0.50%	2.80%																							
2015-16	3.10%	0.40%	1.30%																							
2017-21*	3.10%	0.60%	1.10%																							
2022+*	3.30%	0.60%	1.30%																							
Base Year Special Forms of Trading (SFT)	Experian / Household survey	<p>Special Forms of Trading refers to the amount of money <u>not</u> spent in bricks and mortar retail floorspace (includes internet, temporary markets etc...). Experian's Retail Planner Briefing Note 12.1 (Appendix 3) advises the following SFT discounts at the base year of the study:</p> <p>Comparison goods (2014): 11.1% Convenience goods (2014): 2.3%</p> <p>For the purposes of our assessment, the 'adjusted' figure presented by Experian, which makes allowance for store-picked online shopping transactions, has been used.</p>																								
Growth in SFT	Experian	<p>Experian's Retail Planner Briefing Note 12.1 (Appendix 3) advises the following SFT discounts at the study forecast years:</p> <table border="1"> <thead> <tr> <th></th> <th>Comparison goods</th> <th>Convenience goods</th> </tr> </thead> <tbody> <tr> <td>2015</td> <td>12.5%</td> <td>2.8%</td> </tr> <tr> <td>2016</td> <td>13.2%</td> <td>3.1%</td> </tr> <tr> <td>2021</td> <td>15.9%</td> <td>4.4%</td> </tr> <tr> <td>2026</td> <td>15.9%</td> <td>5.0%</td> </tr> <tr> <td>2031</td> <td>15.5%</td> <td>5.6%</td> </tr> <tr> <td>2036</td> <td>15.2%</td> <td>6.1%</td> </tr> </tbody> </table> <p>For the purposes of the study, the 'adjusted' figures presented by Experian, which make allowance for store-picked online shopping transactions have been used. Experian do not project SFT to 2036 and therefore the 2035 figure is held constant for the remainder of the study period.</p>		Comparison goods	Convenience goods	2015	12.5%	2.8%	2016	13.2%	3.1%	2021	15.9%	4.4%	2026	15.9%	5.0%	2031	15.5%	5.6%	2036	15.2%	6.1%			
	Comparison goods	Convenience goods																								
2015	12.5%	2.8%																								
2016	13.2%	3.1%																								
2021	15.9%	4.4%																								
2026	15.9%	5.0%																								
2031	15.5%	5.6%																								
2036	15.2%	6.1%																								

Data	Source	How the data has been used
Retailer productivity changes	PBA	<p>Experian's forecast of retailer productivity changes outstrips the per capita expenditure growth figures highlighted above. PBA have therefore assumed the following productivity changes for the purposes of the quantitative analysis:</p> <p>Comparison goods: 1.5% per annum, 2015-36 Convenience goods: 0.3% per annum, 2015-36.</p>

## Appendix E Population and expenditure data



## Melton Borough Retail Study

### Table 1: Population

	1	2	3	4	5	6	7	8	Total
2013	14,808	12,475	4,677	6,798	6,091	8,502	9,028	3,659	66,038
2015	15,046	12,675	4,752	6,907	6,189	8,639	9,173	3,718	67,099
2016	15,166	12,777	4,790	6,962	6,238	8,708	9,246	3,748	67,636
2021	15,783	13,296	4,985	7,245	6,492	9,062	9,622	3,900	70,385
2026	16,424	13,837	5,187	7,540	6,756	9,430	10,013	4,058	73,245
2031	17,092	14,399	5,398	7,846	7,030	9,813	10,420	4,223	76,223
2036	17,786	14,984	5,618	8,165	7,316	10,212	10,844	4,395	79,321

#### Population growth summary

2015-2021	3,286
2021-2026	2,861
2026-2031	2,977
2031-2036	3,098
<b>2015-2036</b>	<b>12,222</b>

#### Notes

2013 population sourced from Experian MMG3 GIS based on ONS 2011 Census-based household and population estimates  
Population projected forward annually at 0.8% growth based on Leicester and Leicestershire SHMA (2014) projections

## Melton Borough Retail Study

### Table 2: Convenience expenditure per capita

Including Special Forms of Trading (SFT)								
	1	2	3	4	5	6	7	8
2013	£1,885	£2,004	£2,629	£2,218	£2,436	£2,376	£2,374	£2,362
2015	£1,885	£2,004	£2,629	£2,218	£2,436	£2,376	£2,374	£2,362
2016	£1,892	£2,012	£2,639	£2,227	£2,446	£2,385	£2,383	£2,371
2021	£1,950	£2,073	£2,720	£2,294	£2,520	£2,458	£2,456	£2,443
2026	£2,009	£2,136	£2,802	£2,364	£2,596	£2,532	£2,530	£2,518
2031	£2,070	£2,201	£2,887	£2,436	£2,675	£2,609	£2,607	£2,594
2036	£2,133	£2,268	£2,975	£2,510	£2,757	£2,689	£2,686	£2,673
Excluding SFT								
	1	2	3	4	5	6	7	8
2013	£1,842	£1,958	£2,569	£2,167	£2,380	£2,321	£2,319	£2,308
2015	£1,832	£1,948	£2,555	£2,156	£2,368	£2,309	£2,307	£2,296
2016	£1,834	£1,950	£2,558	£2,158	£2,370	£2,311	£2,309	£2,298
2021	£1,864	£1,982	£2,600	£2,193	£2,409	£2,350	£2,348	£2,336
2026	£1,909	£2,029	£2,662	£2,246	£2,467	£2,406	£2,404	£2,392
2031	£1,954	£2,078	£2,726	£2,299	£2,525	£2,463	£2,461	£2,449
2036	£2,003	£2,129	£2,793	£2,357	£2,588	£2,525	£2,522	£2,510

#### Notes

2013 prices

2013 expenditure derived from Experian MMG3 GIS

Expenditure grown in line with Experian Retail Planner Briefing Note 12.1 (EPRBN) Figure 1a

SFT deducted in line with EPRBN Appendix 3, adjusted for sales from stores

## Melton Borough Retail Study

### Table 3: Convenience expenditure generated

	1	2	3	4	5	6	7	8	Total
2013	£27.27	£24.42	£12.01	£14.73	£14.50	£19.74	£20.94	£8.44	£142.05
2015	£27.45	£24.57	£12.08	£14.83	£14.60	£19.69	£21.08	£8.58	£142.88
2016	£27.63	£24.73	£12.16	£14.94	£14.71	£19.76	£21.24	£8.55	£143.72
2021	£28.96	£25.87	£12.74	£15.67	£15.44	£20.62	£22.32	£9.14	£150.76
2026	£30.67	£27.34	£13.47	£16.60	£16.37	£21.66	£23.57	£9.73	£159.40
2031	£31.98	£28.48	£14.03	£17.31	£17.06	£22.62	£24.74	£10.30	£166.52
2036	£35.62	£31.91	£15.69	£19.24	£18.94	£25.78	£27.35	£11.03	£185.57

#### Expenditure growth summary

2015-2021	£7.88
2021-2026	£8.64
2026-2031	£7.12
2031-2036	£19.05
<b>2015-2036</b>	<b>£42.69</b>

#### Notes

EM  
Product Tables 1 & 2

## Melton Borough Retail Study

### Table 4: Comparison expenditure per capita

Including Special Forms of Trading (SFT)								
	1	2	3	4	5	6	7	8
2013	£2,645	£2,915	£4,397	£3,348	£4,037	£3,898	£3,741	£4,117
2015	£2,916	£3,214	£4,848	£3,691	£4,451	£4,297	£4,125	£4,539
2016	£3,006	£3,313	£4,998	£3,805	£4,589	£4,431	£4,253	£4,680
2021	£3,502	£3,860	£5,822	£4,433	£5,345	£5,161	£4,954	£5,451
2026	£4,119	£4,540	£6,848	£5,214	£6,287	£6,071	£5,827	£6,412
2031	£4,846	£5,340	£8,055	£6,133	£7,396	£7,141	£6,854	£7,542
2036	£5,700	£6,281	£9,475	£7,215	£8,699	£8,400	£8,062	£8,872
Excluding SFT								
	1	2	3	4	5	6	7	8
2013	£2,351	£2,591	£3,909	£2,976	£3,589	£3,465	£3,326	£3,660
2015	£2,552	£2,812	£4,242	£3,230	£3,894	£3,760	£3,609	£3,971
2016	£2,610	£2,876	£4,338	£3,303	£3,983	£3,846	£3,691	£4,062
2021	£2,945	£3,246	£4,896	£3,728	£4,495	£4,341	£4,166	£4,585
2026	£3,464	£3,818	£5,759	£4,385	£5,288	£5,106	£4,901	£5,393
2031	£4,095	£4,512	£6,807	£5,183	£6,249	£6,034	£5,792	£6,373
2036	£4,833	£5,327	£8,035	£6,118	£7,377	£7,123	£6,837	£7,523

#### Notes

2013 prices

2013 expenditure derived from Experian MMG3 GIS

Expenditure grown in line with EPRBN Figure 1a

SFT deducted in line with EPRBN Appendix 3, adjusted for sales from stores

## Melton Borough Retail Study

### Table 5: Comparison expenditure generated

	1	2	3	4	5	6	7	8	Total
2013	£34.82	£32.33	£18.28	£20.23	£21.86	£29.46	£30.03	£13.39	£200.40
2015	£38.22	£35.47	£20.05	£22.22	£24.01	£32.06	£32.98	£14.84	£219.86
2016	£39.32	£36.48	£20.62	£22.86	£24.72	£32.87	£33.96	£15.12	£225.95
2021	£45.76	£42.37	£23.99	£26.63	£28.81	£38.10	£39.62	£17.95	£263.22
2026	£55.67	£51.44	£29.15	£32.41	£35.09	£45.96	£48.04	£21.93	£319.70
2031	£66.99	£61.87	£35.04	£39.01	£42.21	£55.42	£58.22	£26.81	£385.57
2036	£85.97	£79.82	£45.14	£49.95	£53.97	£72.74	£74.14	£33.06	£494.78

#### Expenditure growth summary

2015-2021	£43.36
2021-2026	£56.48
2026-2031	£65.87
2031-2036	£109.22
2015-2036	£274.93

#### Notes

EM  
Product Tables 1 & 4

## Melton Borough Retail Study

### Table 6: Leisure expenditure per capita

Accommodation services								
	1	2	3	4	5	6	7	8
2013	£95	£116	£194	£140	£176	£166	£156	£178
2015	£100	£122	£204	£147	£185	£174	£163	£187
2016	£101	£123	£206	£149	£187	£176	£165	£189
2021	£107	£130	£218	£157	£198	£186	£175	£200
2026	£114	£139	£232	£168	£211	£199	£186	£213
2031	£121	£148	£248	£179	£225	£212	£199	£227
2036	£129	£158	£264	£191	£240	£226	£212	£243

Cultural services								
	1	2	3	4	5	6	7	8
2013	£278	£305	£456	£342	£417	£403	£373	£440
2015	£292	£320	£479	£359	£438	£423	£391	£462
2016	£296	£324	£485	£364	£443	£428	£396	£468
2021	£312	£343	£512	£384	£468	£453	£418	£494
2026	£333	£365	£546	£410	£500	£483	£446	£527
2031	£355	£390	£583	£437	£533	£515	£476	£562
2036	£379	£416	£622	£466	£568	£549	£508	£600

Games of chance								
	1	2	3	4	5	6	7	8
2013	£156	£154	£168	£167	£160	£158	£160	£145
2015	£164	£162	£176	£175	£168	£166	£168	£152
2016	£166	£164	£179	£178	£170	£168	£170	£154
2021	£175	£173	£189	£188	£180	£177	£180	£163
2026	£187	£184	£201	£200	£192	£189	£192	£174
2031	£199	£197	£215	£213	£204	£202	£204	£185
2036	£213	£210	£229	£228	£218	£215	£218	£198

Recreational and sporting services								
	1	2	3	4	5	6	7	8
2013	£82	£98	£158	£116	£144	£138	£133	£160
2015	£86	£103	£166	£122	£151	£145	£139	£168
2016	£87	£104	£168	£123	£153	£147	£141	£170
2021	£92	£110	£177	£130	£162	£155	£149	£180
2026	£98	£117	£189	£139	£173	£165	£159	£192
2031	£105	£125	£202	£148	£184	£176	£169	£204
2036	£112	£134	£215	£158	£196	£188	£181	£218

Restaurants, cafes etc.								
	1	2	3	4	5	6	7	8
2013	£867	£983	£1,432	£1,097	£1,347	£1,303	£1,217	£1,365
2015	£910	£1,032	£1,503	£1,151	£1,414	£1,368	£1,278	£1,433
2016	£922	£1,045	£1,523	£1,166	£1,432	£1,385	£1,294	£1,451
2021	£974	£1,104	£1,608	£1,232	£1,513	£1,463	£1,367	£1,533
2026	£1,039	£1,178	£1,715	£1,314	£1,614	£1,561	£1,458	£1,635
2031	£1,108	£1,256	£1,830	£1,402	£1,721	£1,665	£1,555	£1,744
2036	£1,182	£1,340	£1,952	£1,495	£1,836	£1,776	£1,659	£1,861

#### Notes

2013 prices

2013 expenditure derived from Experian MMG3 GIS

Expenditure grown in line with EPRBN Figure 1a

## Melton Borough Retail Study

### Table 7: Leisure expenditure generated

Accommodation services									
	1	2	3	4	5	6	7	8	Total
2013	£1.41	£1.45	£0.91	£0.95	£1.07	£1.41	£1.40	£0.65	£9.25
2015	£1.50	£1.54	£0.97	£1.01	£1.14	£1.51	£1.50	£0.69	£9.87
2016	£1.53	£1.58	£0.99	£1.04	£1.17	£1.54	£1.53	£0.71	£10.07
2021	£1.68	£1.73	£1.09	£1.14	£1.28	£1.69	£1.68	£0.78	£11.07
2026	£1.87	£1.92	£1.21	£1.26	£1.42	£1.88	£1.87	£0.87	£12.29
2031	£2.07	£2.13	£1.34	£1.40	£1.58	£2.08	£2.07	£0.96	£13.65
2036	£2.30	£2.37	£1.49	£1.56	£1.76	£2.31	£2.30	£1.07	£15.15

Cultural services									
	1	2	3	4	5	6	7	8	Total
2013	£4.12	£3.80	£2.13	£2.32	£2.54	£3.43	£3.36	£1.61	£23.32
2015	£4.39	£4.06	£2.27	£2.48	£2.71	£3.65	£3.59	£1.72	£24.87
2016	£4.48	£4.14	£2.32	£2.53	£2.77	£3.73	£3.66	£1.75	£25.39
2021	£4.93	£4.55	£2.55	£2.78	£3.04	£4.10	£4.03	£1.93	£27.91
2026	£5.47	£5.06	£2.83	£3.09	£3.37	£4.55	£4.47	£2.14	£30.98
2031	£6.07	£5.61	£3.15	£3.43	£3.75	£5.05	£4.96	£2.37	£34.39
2036	£6.74	£6.23	£3.49	£3.81	£4.16	£5.61	£5.51	£2.64	£38.18

Games of chance									
	1	2	3	4	5	6	7	8	Total
2013	£2.31	£1.92	£0.79	£1.14	£0.97	£1.34	£1.44	£0.53	£10.45
2015	£2.46	£2.05	£0.84	£1.21	£1.04	£1.43	£1.54	£0.57	£11.14
2016	£2.52	£2.09	£0.86	£1.24	£1.06	£1.46	£1.57	£0.58	£11.37
2021	£2.76	£2.30	£0.94	£1.36	£1.17	£1.61	£1.73	£0.64	£12.50
2026	£3.07	£2.55	£1.04	£1.51	£1.29	£1.78	£1.92	£0.70	£13.88
2031	£3.41	£2.83	£1.16	£1.67	£1.44	£1.98	£2.13	£0.78	£15.41
2036	£3.78	£3.15	£1.29	£1.86	£1.60	£2.20	£2.36	£0.87	£17.10

Recreational and sporting services									
	1	2	3	4	5	6	7	8	Total
2013	£1.21	£1.22	£0.74	£0.79	£0.88	£1.17	£1.20	£0.59	£7.80
2015	£1.29	£1.30	£0.79	£0.84	£0.94	£1.25	£1.28	£0.62	£8.31
2016	£1.32	£1.33	£0.80	£0.86	£0.96	£1.28	£1.30	£0.64	£8.49
2021	£1.45	£1.46	£0.88	£0.94	£1.05	£1.40	£1.43	£0.70	£9.33
2026	£1.61	£1.62	£0.98	£1.05	£1.17	£1.56	£1.59	£0.78	£10.36
2031	£1.79	£1.80	£1.09	£1.16	£1.29	£1.73	£1.76	£0.86	£11.50
2036	£1.99	£2.00	£1.21	£1.29	£1.44	£1.92	£1.96	£0.96	£12.77

Restaurants, cafes etc.									
	1	2	3	4	5	6	7	8	Total
2013	£12.84	£12.26	£6.70	£7.46	£8.20	£11.08	£10.99	£4.99	£74.52
2015	£13.69	£13.08	£7.14	£7.95	£8.75	£11.81	£11.72	£5.33	£79.47
2016	£13.98	£13.35	£7.29	£8.12	£8.93	£12.06	£11.97	£5.44	£81.15
2021	£15.37	£14.68	£8.02	£8.93	£9.82	£13.26	£13.15	£5.98	£89.20
2026	£17.06	£16.29	£8.90	£9.91	£10.90	£14.72	£14.60	£6.64	£99.02
2031	£18.94	£18.09	£9.88	£11.00	£12.10	£16.34	£16.21	£7.37	£109.91
2036	£21.02	£20.08	£10.97	£12.21	£13.43	£18.14	£17.99	£8.18	£122.01

Expenditure growth summary					
	Accommodation services	Cultural services	Games of chance	Recreational and sporting services	Restaurants, cafes
2015-2021	£1.21	£3.04	£1.36	£1.02	£9.72
2021-2026	£1.22	£3.07	£1.38	£1.03	£9.82
2026-2031	£1.35	£3.41	£1.53	£1.14	£10.90
2031-2036	£1.50	£3.79	£1.70	£1.27	£12.10
2015-2036	£5.28	£13.31	£5.96	£4.45	£42.54

#### Notes

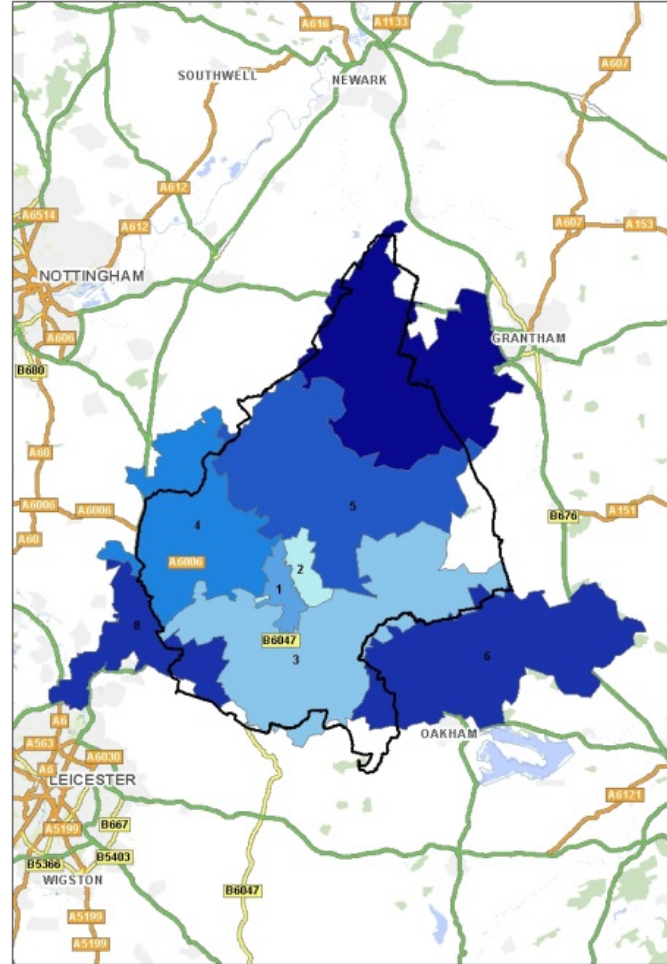
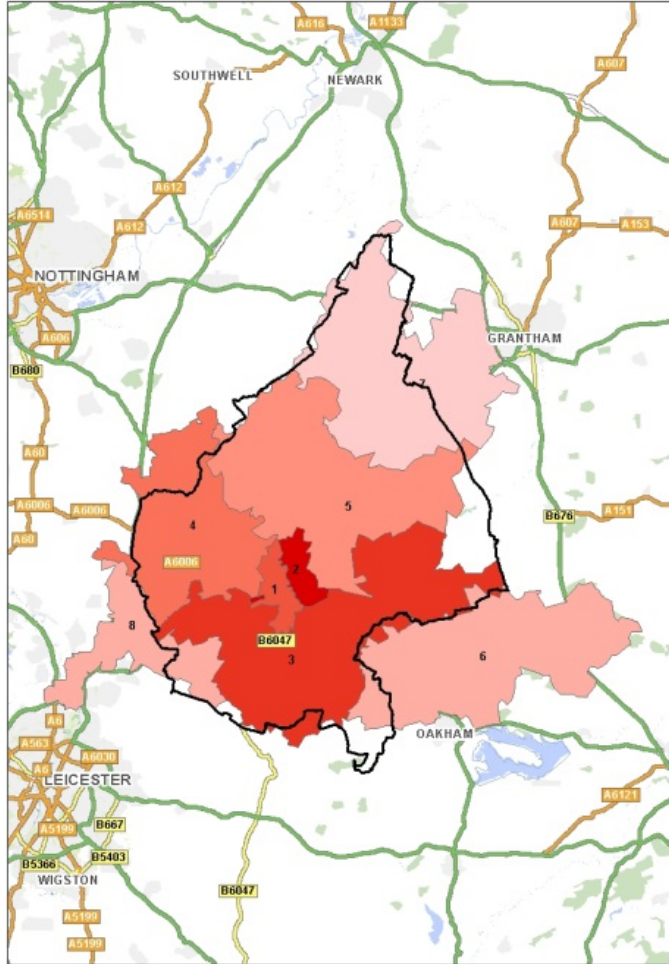
EM

Product Tables 1 & 6

# Appendix F Comparison spending patterns



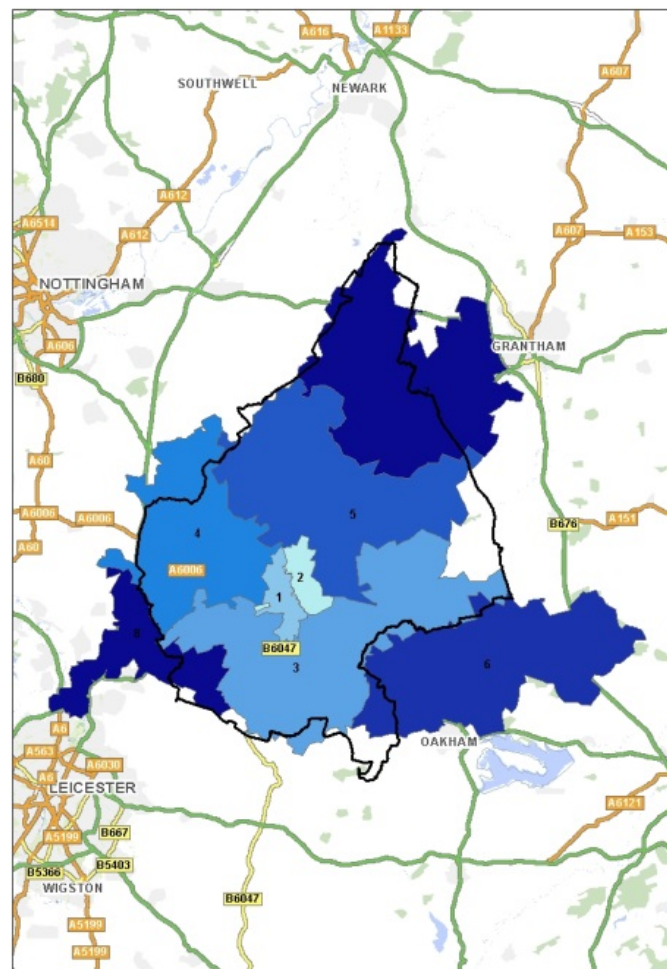
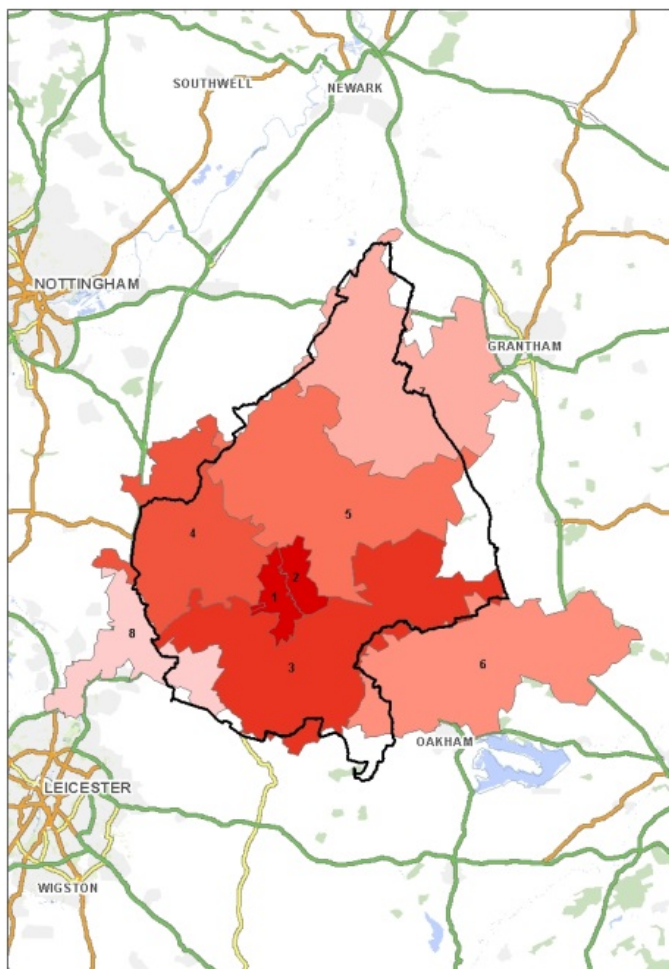
## Clothing and footwear market shares



Clothing	1	2	3	4	5	6	7	8	Total
Melton Mowbray stores	23%	31%	26%	16%	14%	12%	4%	12%	18%
Leakage	76%	69%	74%	84%	86%	88%	96%	88%	81%

Source: NEMS household survey 2015 Q14&17

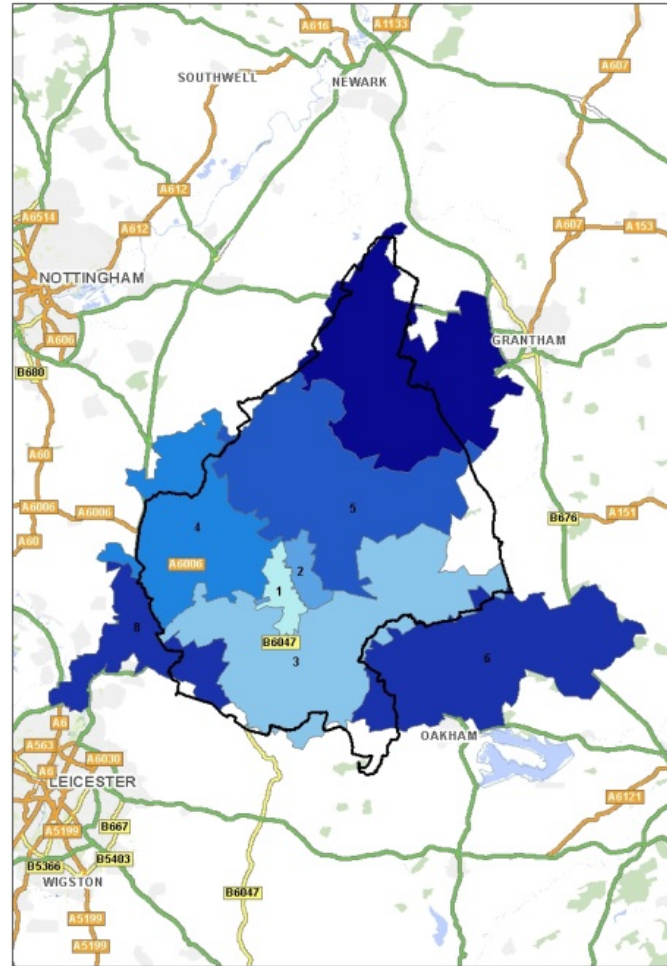
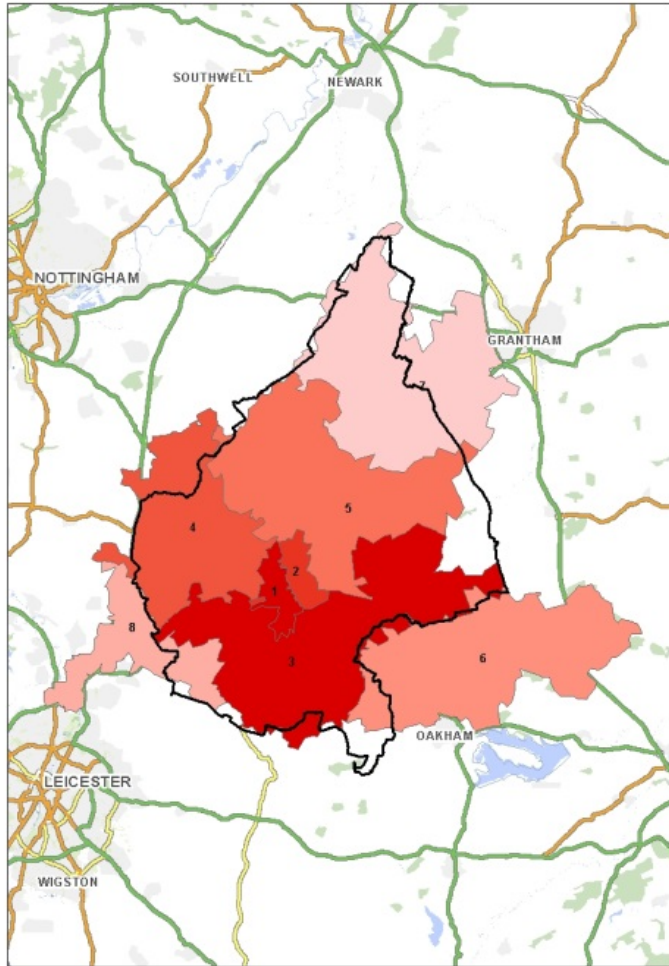
## Furniture and textile goods market shares



Furniture and textiles	1	2	3	4	5	6	7	8	Total
Melton Mowbray stores	46%	47%	43%	31%	27%	5%	4%	3%	28%
Leakage	54%	53%	57%	69%	73%	94%	95%	96%	72%

Source: NEMS household survey 2015 Q18&19

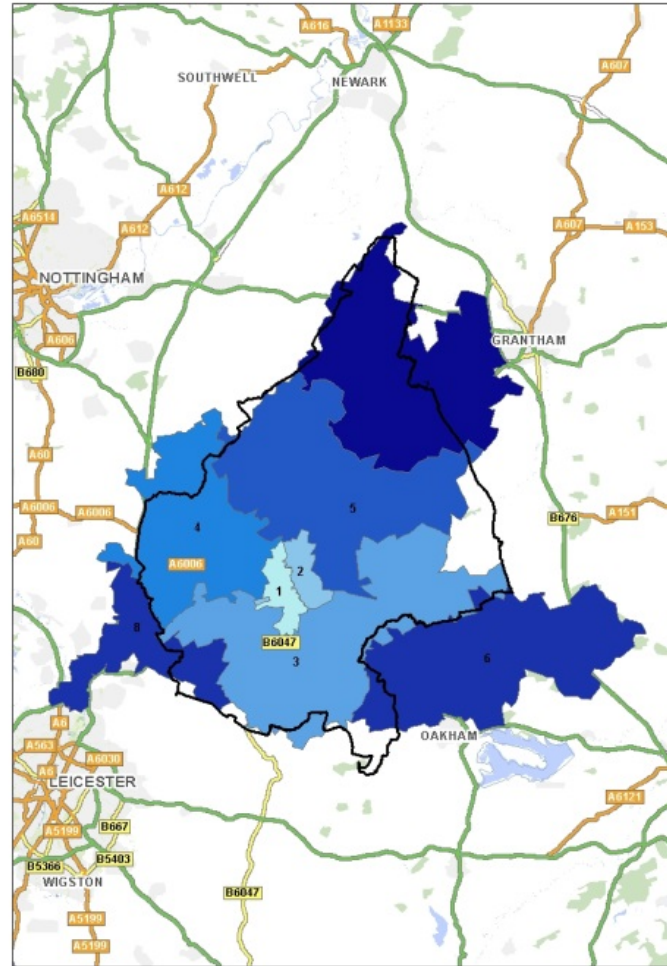
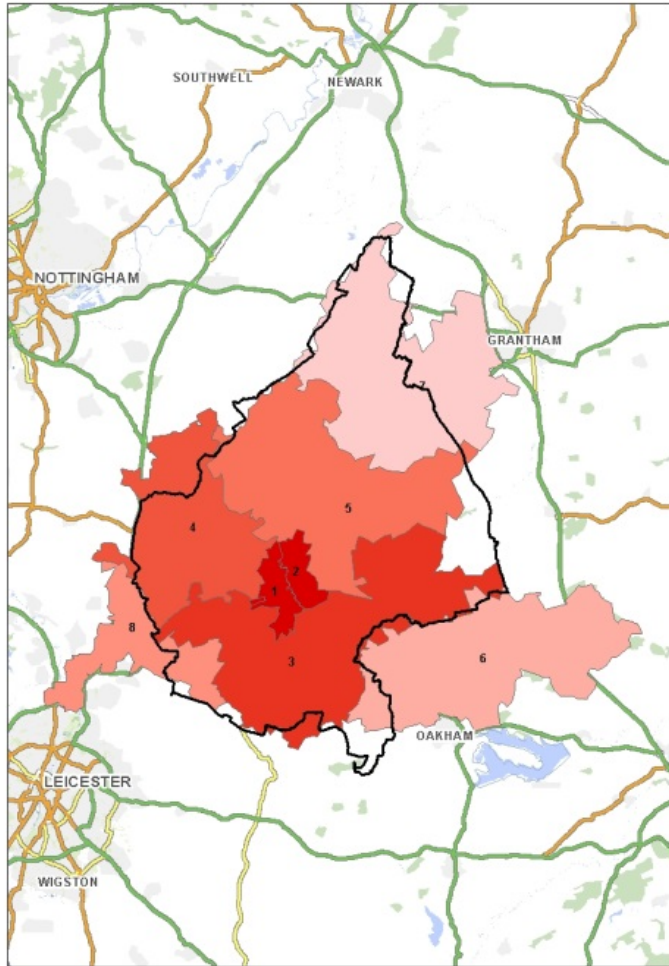
## DIY and hardware goods market shares



Hardware and DIY	1	2	3	4	5	6	7	8	Total
Melton Mowbray stores	88%	73%	83%	57%	56%	45%	6%	34%	59%
Leakage	12%	27%	17%	43%	44%	55%	93%	66%	41%

Source: NEMS household survey 2015 Q20&21

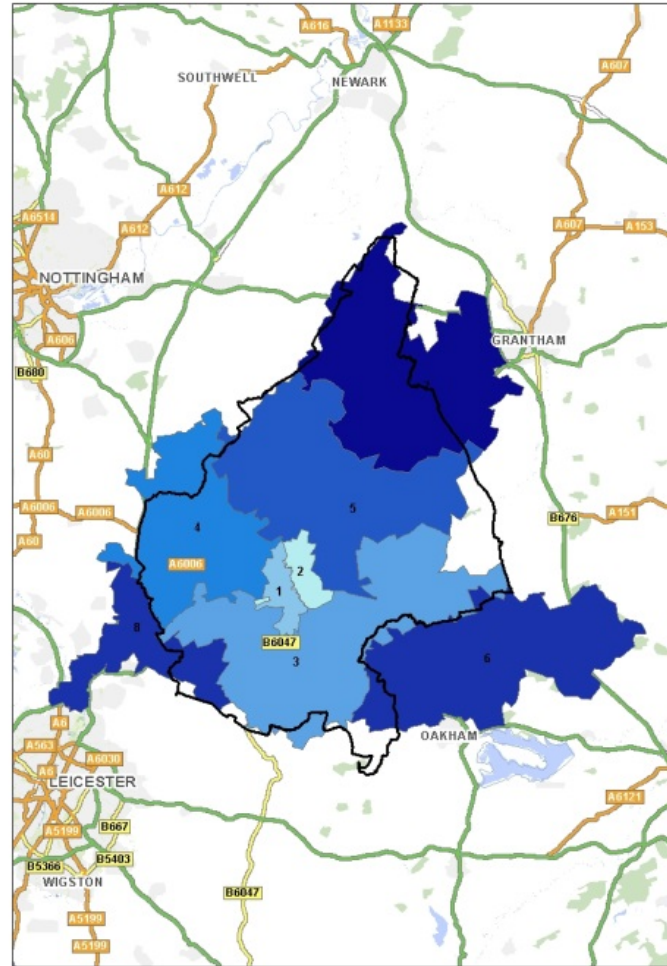
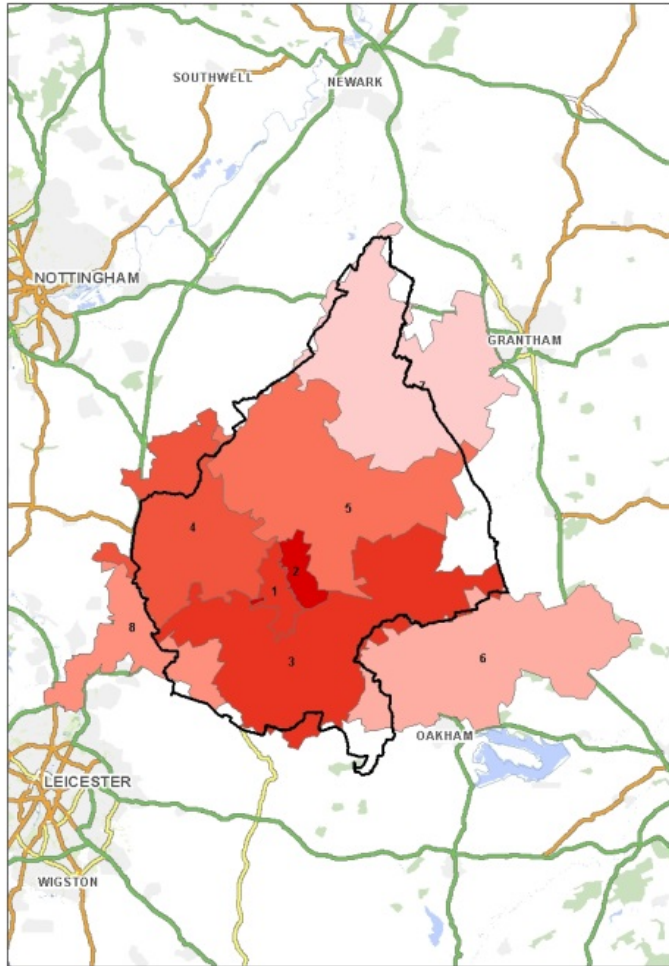
## Electrical goods market shares



Electrical	1	2	3	4	5	6	7	8	Total
Melton Mowbray stores	61%	60%	50%	30%	24%	14%	0%	17%	36%
Leakage	39%	40%	49%	69%	76%	85%	100%	83%	64%

Source: NEMS household survey 2015 Q22&23

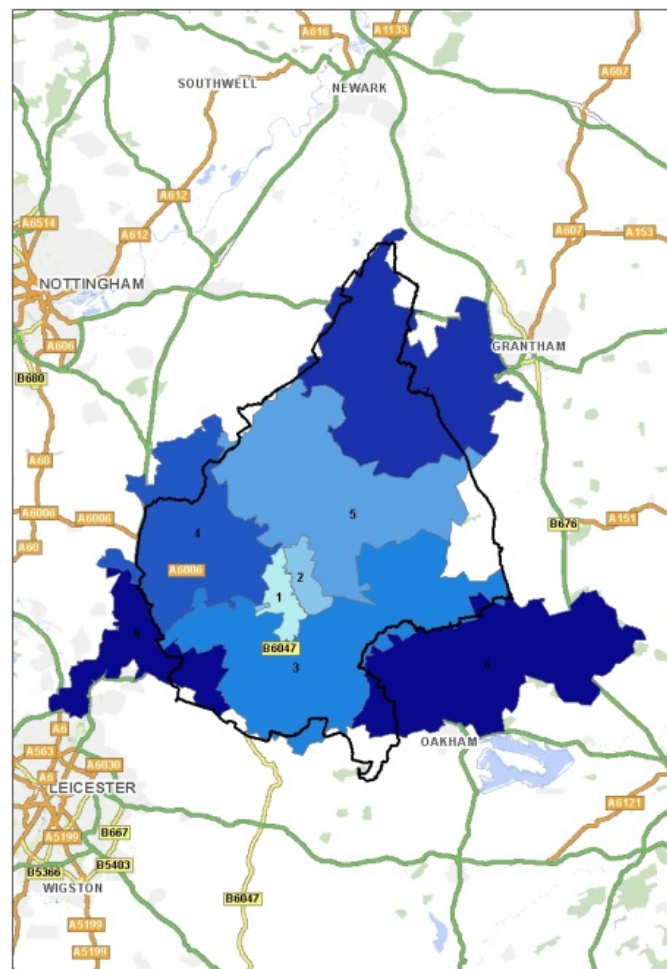
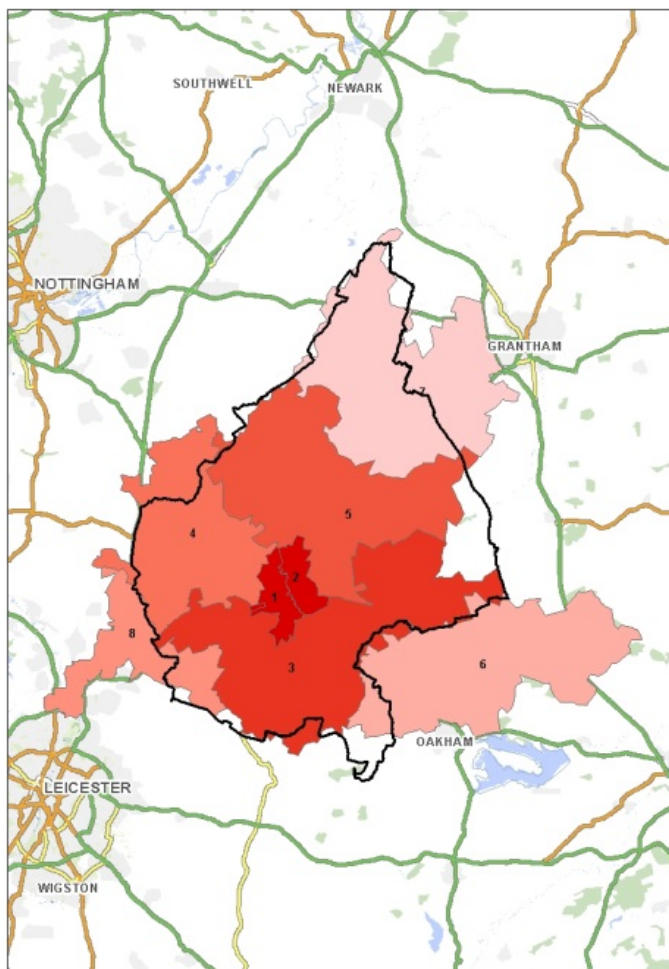
## Appliances market shares



Appliances	1	2	3	4	5	6	7	8	Total
Melton Mowbray stores	64%	80%	61%	54%	39%	13%	7%	19%	44%
Leakage	36%	20%	39%	46%	61%	87%	93%	81%	56%

Source: NEMS household survey 2015 Q24&25

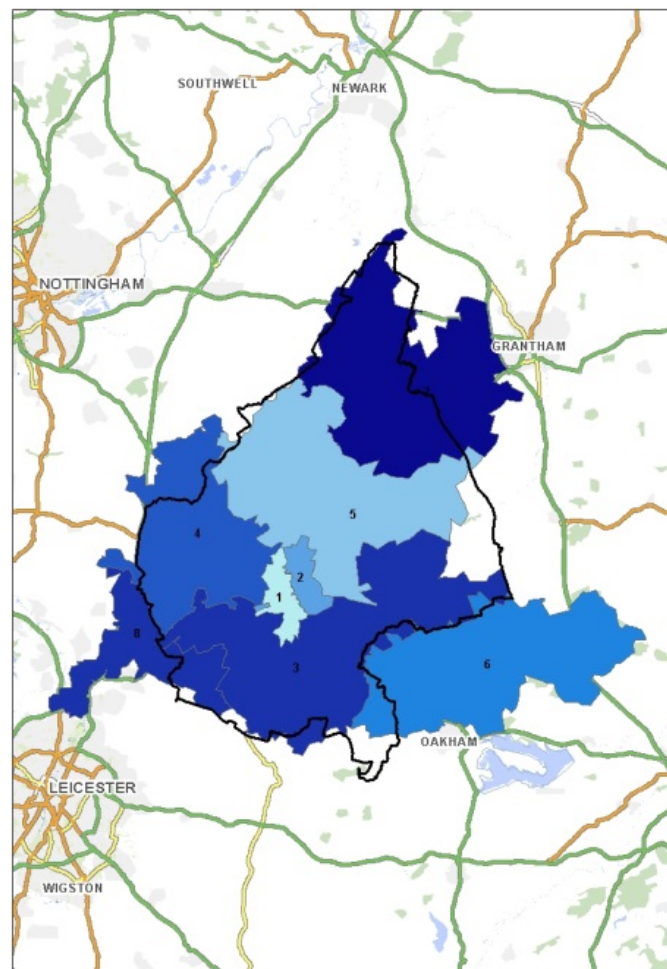
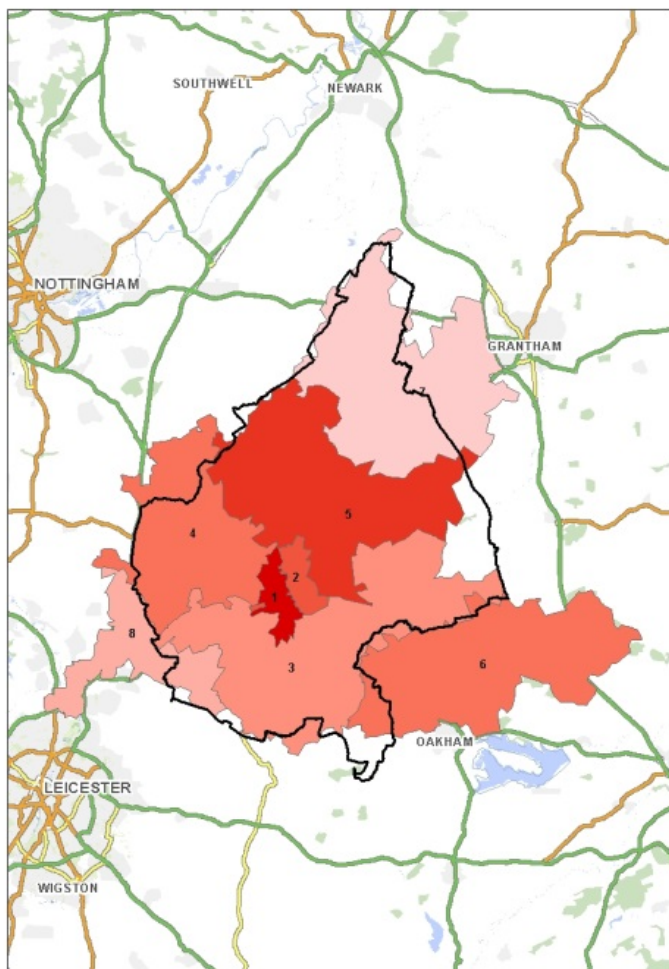
## Health and beauty market shares



Health and beauty	1	2	3	4	5	6	7	8	Total
Melton Mowbray stores	94%	90%	74%	57%	71%	15%	10%	16%	60%
Leakage	6%	10%	22%	25%	18%	83%	60%	84%	32%

Source: NEMS household survey 2015 Q26&27

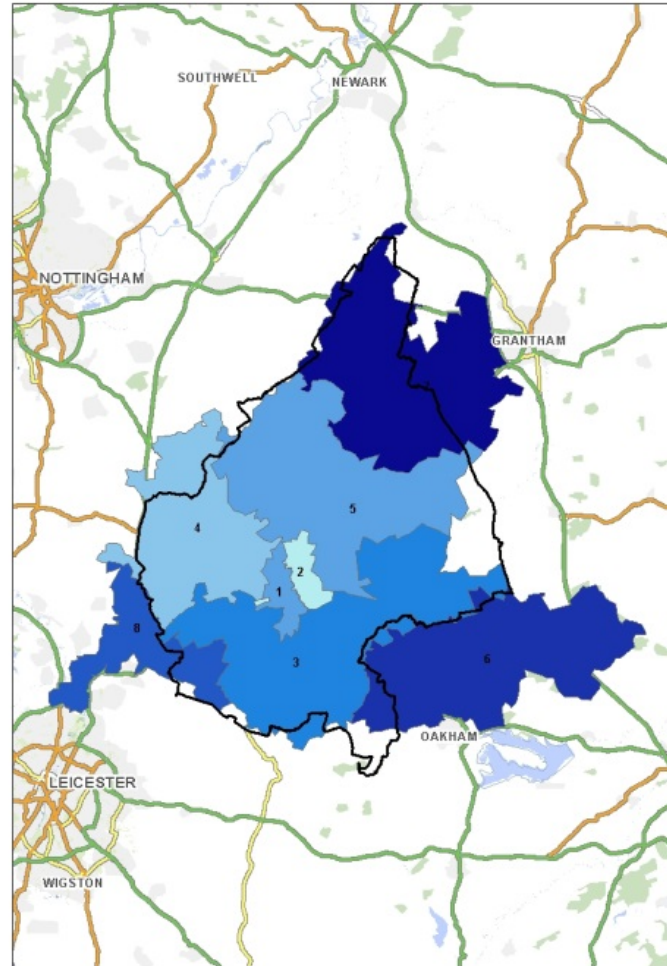
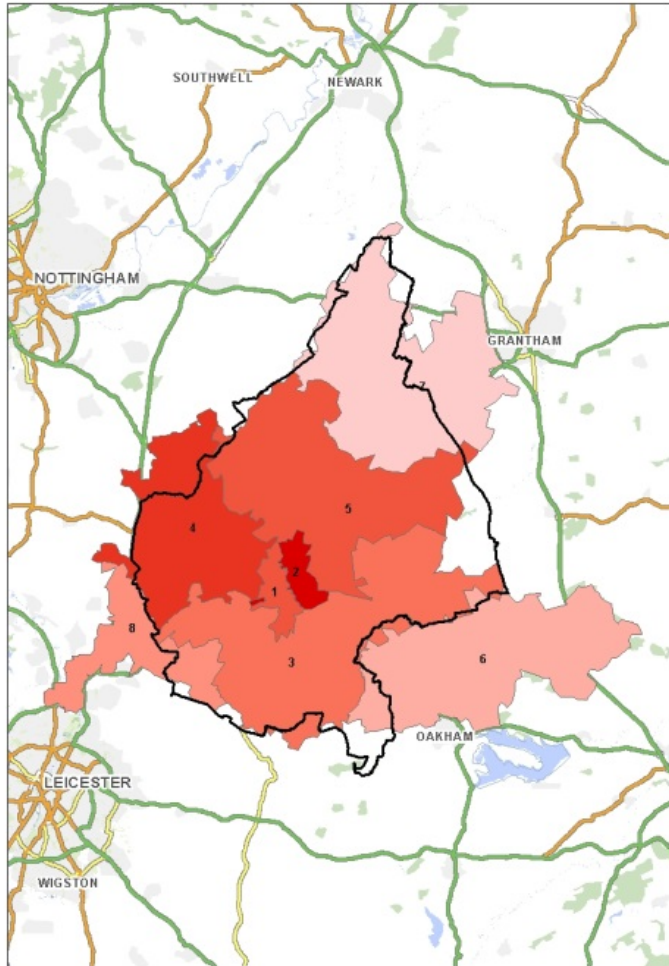
## Recreation goods market shares



Recreation	1	2	3	4	5	6	7	8	Total
Melton Mowbray stores	45%	35%	16%	29%	42%	29%	3%	14%	30%
Leakage	52%	65%	84%	71%	58%	68%	97%	86%	69%

Source: NEMS household survey 2015 Q28&29

## Other comparison market shares

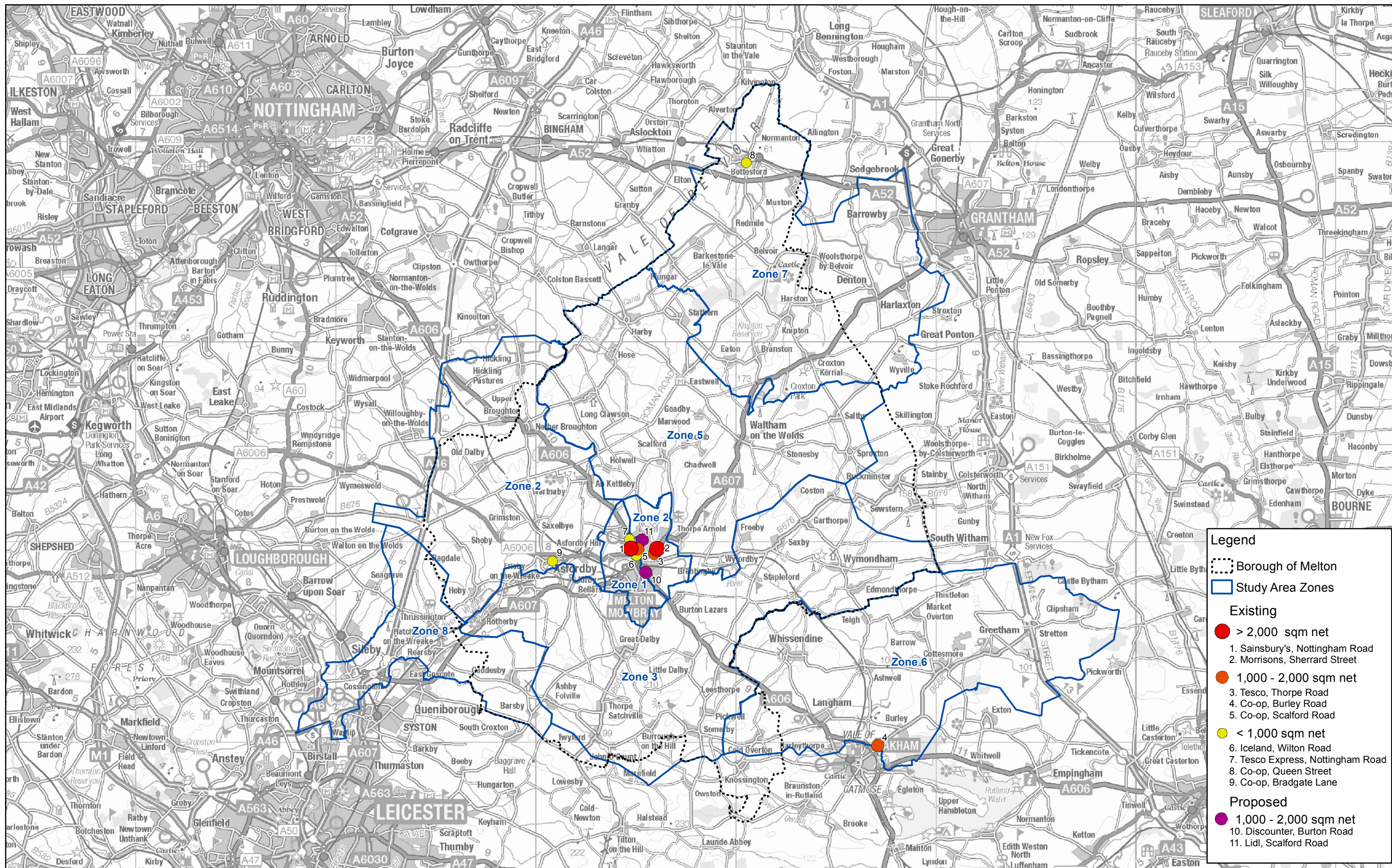


Other comparison goods	1	2	3	4	5	6	7	8	Total
Melton Mowbray stores	61%	67%	60%	62%	61%	20%	4%	25%	48%
Leakage	39%	33%	40%	38%	39%	78%	96%	75%	52%

Source: NEMS household survey 2015 Q30&31



# Appendix G Foodstore plan



**Legend**

- Borough of Melton
- Study Area Zones

**Existing**

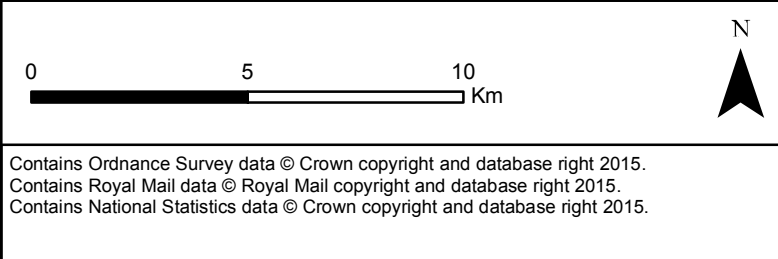
- > 2,000 sqm net
  1. Sainsbury's, Nottingham Road
  2. Morrisons, Sherrard Street
- 1,000 - 2,000 sqm net
  3. Tesco, Thorpe Road
  4. Co-op, Burley Road
  5. Co-op, Scaford Road
- < 1,000 sqm net
  6. Iceland, Wilton Road
  7. Tesco Express, Nottingham Road
  8. Co-op, Queen Street
  9. Co-op, Bradgate Lane

**Proposed**

- 1,000 - 2,000 sqm net
  10. Discounter, Burton Road
  11. Lidl, Scaford Road



Figure Number



Date	19/06/2015	Client
Scale	1:175,000 @ A3	
Drawn By	HF	
Checked By	CH	
Revision Number	01	

**Study Area and Convenience Shopping Provision Plan**

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# Appendix H Quantitative retail capacity tables

# Melton Borough Retail Study

## Table CN1: Convenience market shares 2015

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre	10.15%	7.61%	6.72%	3.96%	3.85%	1.96%	1.35%	0.93%	5.46%
Morrison, Thorpe End	34.45%	25.72%	15.01%	21.92%	8.54%	5.36%	4.38%	2.88%	18.30%
Iceland, Wilton Road	0.85%	1.47%	0.51%	2.39%	0.83%	0.00%	0.56%	0.34%	0.97%
Sainsbury's, Nottingham Road	20.31%	16.29%	21.86%	26.04%	21.26%	8.74%	2.78%	7.31%	15.92%
Tesco, Thorpe Road	10.16%	20.95%	15.35%	14.06%	28.69%	4.83%	2.31%	2.93%	12.39%
Co-op, Scaford Road	1.79%	3.94%	2.17%	1.13%	2.38%	0.00%	0.16%	0.52%	1.70%
Tesco Express, Nottingham Road	5.08%	1.55%	3.33%	4.57%	4.09%	0.00%	0.00%	0.00%	2.56%
Spar, Valley Road	0.20%	0.00%	0.43%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%
Marks & Spencer, Egerton Park BP	0.23%	0.00%	0.90%	0.00%	0.00%	0.27%	0.00%	0.00%	0.15%
<b>Zone 3</b>									
Frisby on the Wreake	0.00%	0.00%	0.66%	0.00%	0.00%	0.00%	0.00%	0.00%	0.05%
Somerby	0.00%	0.93%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.19%
Wymondham	0.00%	0.00%	0.29%	0.00%	0.00%	0.30%	0.00%	0.00%	0.07%
<b>Zone 4</b>									
Co-op, Asfordby	0.00%	0.00%	0.40%	3.03%	0.00%	0.00%	0.00%	0.26%	0.37%
Asfordby	0.12%	0.00%	0.21%	2.91%	0.00%	0.00%	0.00%	0.00%	0.31%
Asfordby Hill	0.00%	0.00%	0.44%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%
Upper Broughton	0.00%	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.00%	0.06%
<b>Zone 5</b>									
Long Clawson	0.00%	0.00%	0.00%	0.24%	1.39%	0.00%	0.16%	0.00%	0.22%
Stathern	0.00%	0.00%	0.00%	0.00%	2.87%	0.00%	0.28%	0.00%	0.31%
Waltham in the Wolds	0.00%	0.00%	0.00%	0.23%	0.51%	0.00%	0.00%	0.00%	0.07%
Harby	0.00%	0.00%	0.00%	0.00%	1.86%	0.00%	0.00%	0.00%	0.20%
<b>Zone 6</b>									
Co-op Burley Road, Oakham	0.39%	1.25%	0.93%	0.00%	0.75%	18.42%	0.00%	0.00%	2.60%
Cottesmore	0.00%	0.00%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.09%
Market Overton	0.00%	0.00%	0.00%	0.00%	0.00%	1.27%	0.00%	0.00%	0.17%
Whissendine	0.00%	0.00%	0.00%	0.00%	0.00%	1.18%	0.00%	0.00%	0.13%
<b>Zone 7</b>									
Co-op, Bottesford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	8.17%	0.00%	1.03%
Bottesford	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.00%	0.00%	0.64%
Croxton Kerrial	0.00%	0.00%	0.12%	0.00%	0.19%	0.00%	0.00%	0.00%	0.02%
Harlaxton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.51%	0.00%	0.06%
Knipton	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.02%
<b>Zone 8</b>									
Cossington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.36%	0.02%
Thrussington	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.59%	0.10%
Wanlip	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.16%	0.01%
<b>Study area total</b>									
	83.74%	79.71%	70.07%	81.11%	77.21%	43.10%	25.78%	17.29%	64.30%
<b>Outside the study area</b>									
Tesco, Oakham	0.58%	0.00%	4.80%	0.00%	0.00%	28.12%	0.00%	0.00%	3.80%
Local shops, Oakham	0.00%	0.00%	0.26%	0.00%	0.00%	2.38%	0.00%	0.00%	0.32%
Grantham	3.08%	1.64%	4.55%	2.35%	9.31%	2.93%	64.03%	0.00%	11.25%
Keyworth	0.00%	0.08%	0.00%	0.19%	0.00%	0.00%	0.00%	0.00%	0.04%
Leicester	1.85%	2.53%	1.48%	0.76%	3.08%	0.00%	0.68%	14.87%	2.46%
Loughborough	2.35%	4.92%	6.06%	2.30%	5.26%	0.00%	0.00%	2.16%	2.75%
New Ollerton	0.00%	0.00%	0.51%	0.00%	0.00%	0.00%	0.28%	0.00%	0.07%
Newark	0.00%	3.64%	0.43%	0.23%	0.38%	0.00%	5.55%	0.26%	1.48%
Nottingham	0.00%	4.55%	3.53%	1.36%	1.58%	0.00%	0.39%	0.00%	1.39%
Stamford	0.00%	0.67%	0.25%	0.00%	0.00%	15.47%	0.00%	0.26%	2.00%
Syston	3.85%	1.19%	3.82%	6.42%	0.00%	0.19%	0.00%	35.15%	4.41%
Thurmaston	4.18%	0.48%	1.73%	2.05%	0.00%	0.00%	0.00%	19.78%	2.74%
Other - Outside catchment area	0.37%	0.60%	2.50%	3.24%	3.18%	7.81%	3.28%	10.23%	3.00%
<b>Total outside study area</b>									
	16.26%	20.29%	29.93%	18.89%	22.79%	56.90%	74.22%	82.71%	35.70%
<b>Total</b>									
	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Notes

# Melton Borough Retail Study

## Table CN2: Convenience turnover 2015

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre	£2.79	£1.87	£0.81	£0.59	£0.56	£0.39	£0.28	£0.08	£7.37
Morrison, Thorpe End	£9.45	£6.32	£1.81	£3.25	£1.25	£1.06	£0.92	£0.25	£24.31
Iceland, Wilton Road	£0.23	£0.36	£0.06	£0.36	£0.12	£0.00	£0.12	£0.03	£1.28
Sainsbury's, Nottingham Road	£5.57	£4.00	£2.64	£3.86	£3.10	£1.72	£0.59	£0.63	£22.12
Tesco, Thorpe Road	£2.79	£5.15	£1.85	£2.09	£4.19	£0.95	£0.49	£0.25	£17.76
Co-op, Scafford Road	£0.49	£0.97	£0.26	£0.17	£0.35	£0.00	£0.03	£0.04	£2.32
Tesco Express, Nottingham Road	£1.39	£0.38	£0.40	£0.68	£0.60	£0.00	£0.00	£0.00	£3.45
Spar, Valley Road	£0.06	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
Marks & Spencer, Egerton Park BP	£0.06	£0.00	£0.11	£0.00	£0.00	£0.05	£0.00	£0.00	£0.22
<b>Zone 3</b>									
Frisby on the Wreake	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08
Somerby	£0.00	£0.23	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32
Wymondham	£0.00	£0.00	£0.04	£0.00	£0.00	£0.06	£0.00	£0.00	£0.10
<b>Zone 4</b>									
Co-op, Asfordby	£0.00	£0.00	£0.05	£0.45	£0.00	£0.00	£0.00	£0.02	£0.52
Asfordby	£0.03	£0.00	£0.02	£0.43	£0.00	£0.00	£0.00	£0.00	£0.49
Asfordby Hill	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05
Upper Broughton	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.09
<b>Zone 5</b>									
Long Clawson	£0.00	£0.00	£0.00	£0.04	£0.20	£0.00	£0.03	£0.00	£0.27
Stathern	£0.00	£0.00	£0.00	£0.00	£0.42	£0.00	£0.06	£0.00	£0.48
Waltham in the Wolds	£0.00	£0.00	£0.00	£0.03	£0.07	£0.00	£0.00	£0.00	£0.11
Harby	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.27
<b>Zone 6</b>									
Co-op Burley Road, Oakham	£0.11	£0.31	£0.11	£0.00	£0.11	£3.63	£0.00	£0.00	£4.27
Cottesmore	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.15
Market Overton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.25
Whissendine	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.00	£0.00	£0.23
<b>Zone 7</b>									
Co-op, Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.72	£0.00	£1.72
Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.05	£0.00	£1.05
Croxton Kerrial	£0.00	£0.00	£0.01	£0.00	£0.03	£0.00	£0.00	£0.00	£0.04
Harlaxton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.11
Knipton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.02
<b>Zone 8</b>									
Cossington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.03
Thrussington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.14
Wanlip	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01
<b>Study area total</b>	<b>£22.98</b>	<b>£19.58</b>	<b>£8.47</b>	<b>£12.03</b>	<b>£11.27</b>	<b>£8.49</b>	<b>£5.44</b>	<b>£1.48</b>	<b>£89.74</b>
<b>Outside the study area</b>									
Tesco, Oakham	£0.16	£0.00	£0.58	£0.00	£0.00	£5.54	£0.00	£0.00	£6.28
Local shops, Oakham	£0.00	£0.00	£0.03	£0.00	£0.00	£0.47	£0.00	£0.00	£0.50
Grantham	£0.84	£0.40	£0.55	£0.35	£1.36	£0.58	£13.50	£0.00	£17.58
Keyworth	£0.00	£0.02	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.05
Leicester	£0.51	£0.62	£0.18	£0.11	£0.45	£0.00	£0.14	£1.28	£3.29
Loughborough	£0.64	£1.21	£0.73	£0.34	£0.77	£0.00	£0.00	£0.19	£3.88
New Ollerton	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.06	£0.00	£0.12
Newark	£0.00	£0.89	£0.05	£0.03	£0.06	£0.00	£1.17	£0.02	£2.23
Nottingham	£0.00	£1.12	£0.43	£0.20	£0.23	£0.00	£0.08	£0.00	£2.06
Stamford	£0.00	£0.16	£0.03	£0.00	£0.00	£3.05	£0.00	£0.02	£3.26
System	£1.06	£0.29	£0.46	£0.95	£0.00	£0.04	£0.00	£3.02	£5.82
Thurmaston	£1.15	£0.12	£0.21	£0.30	£0.00	£0.00	£0.00	£1.70	£3.48
Other - Outside catchment area	£0.10	£0.15	£0.30	£0.48	£0.46	£1.54	£0.69	£0.88	£4.60
<b>Total outside study area</b>	<b>£4.46</b>	<b>£4.98</b>	<b>£3.62</b>	<b>£2.80</b>	<b>£3.33</b>	<b>£11.20</b>	<b>£15.65</b>	<b>£7.10</b>	<b>£53.14</b>
<b>Total</b>	<b>£27.45</b>	<b>£24.57</b>	<b>£12.08</b>	<b>£14.83</b>	<b>£14.60</b>	<b>£19.69</b>	<b>£21.08</b>	<b>£8.58</b>	<b>£142.88</b>

Notes

# Melton Borough Retail Study

## Table CN3: Convenience turnover 2016

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre	£2.81	£1.88	£0.82	£0.59	£0.57	£0.39	£0.29	£0.08	£7.42
Morrison, Thorpe End	£9.52	£6.36	£1.82	£3.27	£1.26	£1.06	£0.93	£0.25	£24.47
Iceland, Wilton Road	£0.24	£0.36	£0.06	£0.36	£0.12	£0.00	£0.12	£0.03	£1.29
Sainsbury's, Nottingham Road	£5.61	£4.03	£2.66	£3.89	£3.13	£1.73	£0.59	£0.62	£22.26
Tesco, Thorpe Road	£2.81	£5.18	£1.87	£2.10	£4.22	£0.95	£0.49	£0.25	£17.87
Co-op, Scaford Road	£0.49	£0.97	£0.26	£0.17	£0.35	£0.00	£0.03	£0.04	£2.33
Tesco Express, Nottingham Road	£1.40	£0.38	£0.41	£0.68	£0.60	£0.00	£0.00	£0.00	£3.48
Spar, Valley Road	£0.06	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
Marks & Spencer, Egerton Park BP	£0.06	£0.00	£0.11	£0.00	£0.00	£0.05	£0.00	£0.00	£0.23
<b>Zone 3</b>									
Frisby on the Wreake	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08
Somerby	£0.00	£0.23	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.32
Wymondham	£0.00	£0.00	£0.04	£0.00	£0.00	£0.06	£0.00	£0.00	£0.10
<b>Zone 4</b>									
Co-op, Asfordby	£0.00	£0.00	£0.05	£0.45	£0.00	£0.00	£0.00	£0.02	£0.52
Asfordby	£0.03	£0.00	£0.02	£0.44	£0.00	£0.00	£0.00	£0.00	£0.49
Asfordby Hill	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05
Upper Broughton	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.09
<b>Zone 5</b>									
Long Clawson	£0.00	£0.00	£0.00	£0.04	£0.20	£0.00	£0.03	£0.00	£0.27
Stathern	£0.00	£0.00	£0.00	£0.00	£0.42	£0.00	£0.06	£0.00	£0.48
Waltham in the Wolds	£0.00	£0.00	£0.00	£0.03	£0.08	£0.00	£0.00	£0.00	£0.11
Harby	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.27
<b>Zone 6</b>									
Co-op Burley Road, Oakham	£0.11	£0.31	£0.11	£0.00	£0.11	£3.64	£0.00	£0.00	£4.28
Cottesmore	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.15
Market Overton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.25
Whissendine	£0.00	£0.00	£0.00	£0.00	£0.00	£0.23	£0.00	£0.00	£0.23
<b>Zone 7</b>									
Co-op, Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.74	£0.00	£1.74
Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.06	£0.00	£1.06
Croxton Kerrial	£0.00	£0.00	£0.01	£0.00	£0.03	£0.00	£0.00	£0.00	£0.04
Harlaxton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.11
Knipton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.03
<b>Zone 8</b>									
Cossington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.03
Thrussington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.14
Wanlip	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01
<b>Study area total</b>	<b>£23.14</b>	<b>£19.71</b>	<b>£8.52</b>	<b>£12.12</b>	<b>£11.36</b>	<b>£8.52</b>	<b>£5.48</b>	<b>£1.48</b>	<b>£90.31</b>
<b>Outside the study area</b>									
Tesco, Oakham	£0.16	£0.00	£0.58	£0.00	£0.00	£5.56	£0.00	£0.00	£6.30
Local shops, Oakham	£0.00	£0.00	£0.03	£0.00	£0.00	£0.47	£0.00	£0.00	£0.50
Grantham	£0.85	£0.41	£0.55	£0.35	£1.37	£0.58	£13.60	£0.00	£17.71
Keyworth	£0.00	£0.02	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.05
Leicester	£0.51	£0.63	£0.18	£0.11	£0.45	£0.00	£0.15	£1.27	£3.30
Loughborough	£0.65	£1.22	£0.74	£0.34	£0.77	£0.00	£0.00	£0.18	£3.90
New Ollerton	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.06	£0.00	£0.12
Newark	£0.00	£0.90	£0.05	£0.03	£0.06	£0.00	£1.18	£0.02	£2.24
Nottingham	£0.00	£1.12	£0.43	£0.20	£0.23	£0.00	£0.08	£0.00	£2.07
Stamford	£0.00	£0.17	£0.03	£0.00	£0.00	£3.06	£0.00	£0.02	£3.27
Syston	£1.06	£0.29	£0.46	£0.96	£0.00	£0.04	£0.00	£3.01	£5.83
Thurmaston	£1.16	£0.12	£0.21	£0.31	£0.00	£0.00	£0.00	£1.69	£3.48
Other - Outside catchment area	£0.10	£0.15	£0.30	£0.48	£0.47	£1.54	£0.70	£0.87	£4.62
<b>Total outside study area</b>	<b>£4.49</b>	<b>£5.02</b>	<b>£3.64</b>	<b>£2.82</b>	<b>£3.35</b>	<b>£11.24</b>	<b>£15.77</b>	<b>£7.07</b>	<b>£53.40</b>
<b>Total</b>	<b>£27.63</b>	<b>£24.73</b>	<b>£12.16</b>	<b>£14.94</b>	<b>£14.71</b>	<b>£19.76</b>	<b>£21.24</b>	<b>£8.55</b>	<b>£143.72</b>

Notes

# Melton Borough Retail Study

## Table CN4: Convenience turnover 2021

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre	£2.94	£1.97	£0.86	£0.62	£0.59	£0.40	£0.30	£0.08	£7.77
Morrison, Thorpe End	£9.98	£6.65	£1.91	£3.43	£1.32	£1.11	£0.98	£0.26	£25.64
Iceland, Wilton Road	£0.25	£0.38	£0.07	£0.38	£0.13	£0.00	£0.13	£0.03	£1.35
Sainsbury's, Nottingham Road	£5.88	£4.21	£2.79	£4.08	£3.28	£1.80	£0.62	£0.67	£23.33
Tesco, Thorpe Road	£2.94	£5.42	£1.96	£2.20	£4.43	£1.00	£0.52	£0.27	£18.73
Co-op, Scafford Road	£0.52	£1.02	£0.28	£0.18	£0.37	£0.00	£0.04	£0.05	£2.44
Tesco Express, Nottingham Road	£1.47	£0.40	£0.42	£0.72	£0.63	£0.00	£0.00	£0.00	£3.64
Spar, Valley Road	£0.06	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11
Marks & Spencer, Egerton Park BP	£0.07	£0.00	£0.11	£0.00	£0.00	£0.06	£0.00	£0.00	£0.24
<b>Zone 3</b>									
Frisby on the Wreake	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08
Somerby	£0.00	£0.24	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33
Wymondham	£0.00	£0.00	£0.04	£0.00	£0.00	£0.06	£0.00	£0.00	£0.10
<b>Zone 4</b>									
Co-op, Asfordby	£0.00	£0.00	£0.05	£0.47	£0.00	£0.00	£0.00	£0.02	£0.55
Asfordby	£0.04	£0.00	£0.03	£0.46	£0.00	£0.00	£0.00	£0.00	£0.52
Asfordby Hill	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06
Upper Broughton	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.10
<b>Zone 5</b>									
Long Clawson	£0.00	£0.00	£0.00	£0.04	£0.21	£0.00	£0.04	£0.00	£0.29
Stathern	£0.00	£0.00	£0.00	£0.00	£0.44	£0.00	£0.06	£0.00	£0.50
Waltham in the Wolds	£0.00	£0.00	£0.00	£0.04	£0.08	£0.00	£0.00	£0.00	£0.12
Harby	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.29
<b>Zone 6</b>									
Co-op Burley Road, Oakham	£0.11	£0.32	£0.12	£0.00	£0.12	£3.80	£0.00	£0.00	£4.47
Cottesmore	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.00	£0.16
Market Overton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.26
Whissendine	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.24
<b>Zone 7</b>									
Co-op, Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.82	£0.00	£1.82
Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.12	£0.00	£1.12
Croxton Kerrial	£0.00	£0.00	£0.02	£0.00	£0.03	£0.00	£0.00	£0.00	£0.04
Harlaxton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.11
Knipton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.03
<b>Zone 8</b>									
Cossington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.03
Thrussington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.15
Wanlip	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.01
<b>Study area total</b>	<b>£24.25</b>	<b>£20.62</b>	<b>£8.93</b>	<b>£12.71</b>	<b>£11.92</b>	<b>£8.89</b>	<b>£5.76</b>	<b>£1.58</b>	<b>£94.65</b>
<b>Outside the study area</b>									
Tesco, Oakham	£0.17	£0.00	£0.61	£0.00	£0.00	£5.80	£0.00	£0.00	£6.58
Local shops, Oakham	£0.00	£0.00	£0.03	£0.00	£0.00	£0.49	£0.00	£0.00	£0.52
Grantham	£0.89	£0.42	£0.58	£0.37	£1.44	£0.61	£14.29	£0.00	£18.60
Keyworth	£0.00	£0.02	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.05
Leicester	£0.54	£0.65	£0.19	£0.12	£0.48	£0.00	£0.15	£1.36	£3.49
Loughborough	£0.68	£1.27	£0.77	£0.36	£0.81	£0.00	£0.00	£0.20	£4.09
New Ollerton	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.06	£0.00	£0.13
Newark	£0.00	£0.94	£0.05	£0.04	£0.06	£0.00	£1.24	£0.02	£2.35
Nottingham	£0.00	£1.18	£0.45	£0.21	£0.24	£0.00	£0.09	£0.00	£2.17
Stamford	£0.00	£0.17	£0.03	£0.00	£0.00	£3.19	£0.00	£0.02	£3.42
Syston	£1.12	£0.31	£0.49	£1.01	£0.00	£0.04	£0.00	£3.21	£6.17
Thurmaston	£1.21	£0.12	£0.22	£0.32	£0.00	£0.00	£0.00	£1.81	£3.69
Other - Outside catchment area	£0.11	£0.15	£0.32	£0.51	£0.49	£1.61	£0.73	£0.94	£4.86
<b>Total outside study area</b>	<b>£4.71</b>	<b>£5.25</b>	<b>£3.81</b>	<b>£2.96</b>	<b>£3.52</b>	<b>£11.73</b>	<b>£16.57</b>	<b>£7.56</b>	<b>£56.11</b>
<b>Total</b>	<b>£28.96</b>	<b>£25.87</b>	<b>£12.74</b>	<b>£15.67</b>	<b>£15.44</b>	<b>£20.62</b>	<b>£22.32</b>	<b>£9.14</b>	<b>£150.76</b>

Notes

# Melton Borough Retail Study

## Table CN5: Convenience turnover 2026

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre	£3.11	£2.08	£0.90	£0.66	£0.63	£0.42	£0.32	£0.09	£8.22
Morrison, Thorpe End	£10.57	£7.03	£2.02	£3.64	£1.40	£1.16	£1.03	£0.28	£27.13
Iceland, Wilton Road	£0.26	£0.40	£0.07	£0.40	£0.14	£0.00	£0.13	£0.03	£1.43
Sainsbury's, Nottingham Road	£6.23	£4.45	£2.95	£4.32	£3.48	£1.89	£0.65	£0.71	£24.69
Tesco, Thorpe Road	£3.12	£5.73	£2.07	£2.33	£4.70	£1.05	£0.54	£0.29	£19.82
Co-op, Scafford Road	£0.55	£1.08	£0.29	£0.19	£0.39	£0.00	£0.04	£0.05	£2.58
Tesco Express, Nottingham Road	£1.56	£0.42	£0.45	£0.76	£0.67	£0.00	£0.00	£0.00	£3.86
Spar, Valley Road	£0.06	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12
Marks & Spencer, Egerton Park BP	£0.07	£0.00	£0.12	£0.00	£0.00	£0.06	£0.00	£0.00	£0.25
<b>Zone 3</b>									
Frisby on the Wreake	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09
Somerby	£0.00	£0.25	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.35
Wymondham	£0.00	£0.00	£0.04	£0.00	£0.00	£0.07	£0.00	£0.00	£0.11
<b>Zone 4</b>									
Co-op, Asfordby	£0.00	£0.00	£0.05	£0.50	£0.00	£0.00	£0.00	£0.03	£0.58
Asfordby	£0.04	£0.00	£0.03	£0.48	£0.00	£0.00	£0.00	£0.00	£0.55
Asfordby Hill	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06
Upper Broughton	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.10
<b>Zone 5</b>									
Long Clawson	£0.00	£0.00	£0.00	£0.04	£0.23	£0.00	£0.04	£0.00	£0.30
Stathern	£0.00	£0.00	£0.00	£0.00	£0.47	£0.00	£0.07	£0.00	£0.53
Waltham in the Wolds	£0.00	£0.00	£0.00	£0.04	£0.08	£0.00	£0.00	£0.00	£0.12
Harby	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.30
<b>Zone 6</b>									
Co-op Burley Road, Oakham	£0.12	£0.34	£0.13	£0.00	£0.12	£3.99	£0.00	£0.00	£4.70
Cottesmore	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.17
Market Overton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.28
Whissendine	£0.00	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.25
<b>Zone 7</b>									
Co-op, Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.93	£0.00	£1.93
Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.18	£0.00	£1.18
Croxton Kerrial	£0.00	£0.00	£0.02	£0.00	£0.03	£0.00	£0.00	£0.00	£0.05
Harlaxton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.12
Knipton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.03
<b>Zone 8</b>									
Cossington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.03
Thrussington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.15
Wanlip	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.02
<b>Study area total</b>	<b>£25.68</b>	<b>£21.79</b>	<b>£9.44</b>	<b>£13.46</b>	<b>£12.64</b>	<b>£9.34</b>	<b>£6.08</b>	<b>£1.68</b>	<b>£100.11</b>
<b>Outside the study area</b>									
Tesco, Oakham	£0.18	£0.00	£0.65	£0.00	£0.00	£6.09	£0.00	£0.00	£6.91
Local shops, Oakham	£0.00	£0.00	£0.03	£0.00	£0.00	£0.51	£0.00	£0.00	£0.55
Grantham	£0.94	£0.45	£0.61	£0.39	£1.52	£0.64	£15.09	£0.00	£19.65
Keyworth	£0.00	£0.02	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.05
Leicester	£0.57	£0.69	£0.20	£0.13	£0.50	£0.00	£0.16	£1.45	£3.70
Loughborough	£0.72	£1.35	£0.82	£0.38	£0.86	£0.00	£0.00	£0.21	£4.33
New Ollerton	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.07	£0.00	£0.14
Newark	£0.00	£0.99	£0.06	£0.04	£0.06	£0.00	£1.31	£0.03	£2.48
Nottingham	£0.00	£1.24	£0.48	£0.23	£0.26	£0.00	£0.09	£0.00	£2.29
Stamford	£0.00	£0.18	£0.03	£0.00	£0.00	£3.35	£0.00	£0.03	£3.59
Syston	£1.18	£0.32	£0.52	£1.07	£0.00	£0.04	£0.00	£3.42	£6.55
Thurmaston	£1.28	£0.13	£0.23	£0.34	£0.00	£0.00	£0.00	£1.92	£3.91
Other - Outside catchment area	£0.11	£0.16	£0.34	£0.54	£0.52	£1.69	£0.77	£0.99	£5.13
<b>Total outside study area</b>	<b>£4.99</b>	<b>£5.55</b>	<b>£4.03</b>	<b>£3.14</b>	<b>£3.73</b>	<b>£12.32</b>	<b>£17.49</b>	<b>£8.05</b>	<b>£59.29</b>
<b>Total</b>	<b>£30.67</b>	<b>£27.34</b>	<b>£13.47</b>	<b>£16.60</b>	<b>£16.37</b>	<b>£21.66</b>	<b>£23.57</b>	<b>£9.73</b>	<b>£159.40</b>

Notes



# Melton Borough Retail Study

## Table CN6: Convenience turnover 2031

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre	£3.25	£2.17	£0.94	£0.69	£0.66	£0.44	£0.33	£0.10	£8.57
Morrison, Thorpe End	£11.01	£7.33	£2.11	£3.79	£1.46	£1.21	£1.08	£0.30	£28.29
Iceland, Wilton Road	£0.27	£0.42	£0.07	£0.41	£0.14	£0.00	£0.14	£0.04	£1.50
Sainsbury's, Nottingham Road	£6.49	£4.64	£3.07	£4.51	£3.63	£1.98	£0.69	£0.75	£25.75
Tesco, Thorpe Road	£3.25	£5.97	£2.15	£2.43	£4.89	£1.09	£0.57	£0.30	£20.66
Co-op, Scafford Road	£0.57	£1.12	£0.30	£0.20	£0.41	£0.00	£0.04	£0.05	£2.69
Tesco Express, Nottingham Road	£1.62	£0.44	£0.47	£0.79	£0.70	£0.00	£0.00	£0.00	£4.02
Spar, Valley Road	£0.07	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13
Marks & Spencer, Egerton Park BP	£0.07	£0.00	£0.13	£0.00	£0.00	£0.06	£0.00	£0.00	£0.26
<b>Zone 3</b>									
Frisby on the Wreake	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09
Somerby	£0.00	£0.26	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.37
Wymondham	£0.00	£0.00	£0.04	£0.00	£0.00	£0.07	£0.00	£0.00	£0.11
<b>Zone 4</b>									
Co-op, Asfordby	£0.00	£0.00	£0.06	£0.52	£0.00	£0.00	£0.00	£0.03	£0.61
Asfordby	£0.04	£0.00	£0.03	£0.50	£0.00	£0.00	£0.00	£0.00	£0.57
Asfordby Hill	£0.00	£0.00	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06
Upper Broughton	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.00	£0.00	£0.11
<b>Zone 5</b>									
Long Clawson	£0.00	£0.00	£0.00	£0.04	£0.24	£0.00	£0.04	£0.00	£0.32
Stathern	£0.00	£0.00	£0.00	£0.00	£0.49	£0.00	£0.07	£0.00	£0.56
Waltham in the Wolds	£0.00	£0.00	£0.00	£0.04	£0.09	£0.00	£0.00	£0.00	£0.13
Harby	£0.00	£0.00	£0.00	£0.00	£0.32	£0.00	£0.00	£0.00	£0.32
<b>Zone 6</b>									
Co-op Burley Road, Oakham	£0.13	£0.36	£0.13	£0.00	£0.13	£4.17	£0.00	£0.00	£4.91
Cottesmore	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.17
Market Overton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.29
Whissendine	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.27
<b>Zone 7</b>									
Co-op, Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.02	£0.00	£2.02
Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.24	£0.00	£1.24
Croxton Kerrial	£0.00	£0.00	£0.02	£0.00	£0.03	£0.00	£0.00	£0.00	£0.05
Harlaxton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.13
Knipton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.03
<b>Zone 8</b>									
Cossington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.04
Thrussington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.16
Wanlip	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.02
<b>Study area total</b>	<b>£26.77</b>	<b>£22.71</b>	<b>£9.83</b>	<b>£14.04</b>	<b>£13.17</b>	<b>£9.75</b>	<b>£6.38</b>	<b>£1.78</b>	<b>£104.43</b>
<b>Outside the study area</b>									
Tesco, Oakham	£0.19	£0.00	£0.67	£0.00	£0.00	£6.36	£0.00	£0.00	£7.22
Local shops, Oakham	£0.00	£0.00	£0.04	£0.00	£0.00	£0.54	£0.00	£0.00	£0.57
Grantham	£0.98	£0.47	£0.64	£0.41	£1.59	£0.66	£15.84	£0.00	£20.59
Keyworth	£0.00	£0.02	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.05
Leicester	£0.59	£0.72	£0.21	£0.13	£0.53	£0.00	£0.17	£1.53	£3.88
Loughborough	£0.75	£1.40	£0.85	£0.40	£0.90	£0.00	£0.00	£0.22	£4.52
New Ollerton	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.07	£0.00	£0.14
Newark	£0.00	£1.04	£0.06	£0.04	£0.06	£0.00	£1.37	£0.03	£2.60
Nottingham	£0.00	£1.29	£0.50	£0.23	£0.27	£0.00	£0.10	£0.00	£2.39
Stamford	£0.00	£0.19	£0.04	£0.00	£0.00	£3.50	£0.00	£0.03	£3.75
Syston	£1.23	£0.34	£0.54	£1.11	£0.00	£0.04	£0.00	£3.62	£6.88
Thurmaston	£1.34	£0.14	£0.24	£0.35	£0.00	£0.00	£0.00	£2.04	£4.11
Other - Outside catchment area	£0.12	£0.17	£0.35	£0.56	£0.54	£1.77	£0.81	£1.05	£5.37
<b>Total outside study area</b>	<b>£5.20</b>	<b>£5.78</b>	<b>£4.20</b>	<b>£3.27</b>	<b>£3.89</b>	<b>£12.87</b>	<b>£18.36</b>	<b>£8.52</b>	<b>£62.09</b>
<b>Total</b>	<b>£31.98</b>	<b>£28.48</b>	<b>£14.03</b>	<b>£17.31</b>	<b>£17.06</b>	<b>£22.62</b>	<b>£24.74</b>	<b>£10.30</b>	<b>£166.52</b>

Notes

# Melton Borough Retail Study

## Table CN7: Convenience turnover 2036

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre	£3.62	£2.43	£1.05	£0.76	£0.73	£0.51	£0.37	£0.10	£9.57
Morrison, Thorpe End	£12.27	£8.21	£2.35	£4.22	£1.62	£1.38	£1.20	£0.32	£31.57
Iceland, Wilton Road	£0.30	£0.47	£0.08	£0.46	£0.16	£0.00	£0.15	£0.04	£1.66
Sainsbury's, Nottingham Road	£7.23	£5.20	£3.43	£5.01	£4.03	£2.25	£0.76	£0.81	£28.72
Tesco, Thorpe Road	£3.62	£6.68	£2.41	£2.71	£5.43	£1.25	£0.63	£0.32	£23.05
Co-op, Scafford Road	£0.64	£1.26	£0.34	£0.22	£0.45	£0.00	£0.04	£0.06	£3.00
Tesco Express, Nottingham Road	£1.81	£0.49	£0.52	£0.88	£0.77	£0.00	£0.00	£0.00	£4.48
Spar, Valley Road	£0.07	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14
Marks & Spencer, Egerton Park BP	£0.08	£0.00	£0.14	£0.00	£0.00	£0.07	£0.00	£0.00	£0.29
<b>Zone 3</b>									
Frisby on the Wreake	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10
Somerby	£0.00	£0.30	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.41
Wymondham	£0.00	£0.00	£0.05	£0.00	£0.00	£0.08	£0.00	£0.00	£0.12
<b>Zone 4</b>									
Co-op, Asfordby	£0.00	£0.00	£0.06	£0.58	£0.00	£0.00	£0.00	£0.03	£0.67
Asfordby	£0.04	£0.00	£0.03	£0.56	£0.00	£0.00	£0.00	£0.00	£0.64
Asfordby Hill	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07
Upper Broughton	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.00	£0.00	£0.12
<b>Zone 5</b>									
Long Clawson	£0.00	£0.00	£0.00	£0.05	£0.26	£0.00	£0.04	£0.00	£0.35
Stathern	£0.00	£0.00	£0.00	£0.00	£0.54	£0.00	£0.08	£0.00	£0.62
Waltham in the Wolds	£0.00	£0.00	£0.00	£0.04	£0.10	£0.00	£0.00	£0.00	£0.14
Harby	£0.00	£0.00	£0.00	£0.00	£0.35	£0.00	£0.00	£0.00	£0.35
<b>Zone 6</b>									
Co-op Burley Road, Oakham	£0.14	£0.40	£0.15	£0.00	£0.14	£4.75	£0.00	£0.00	£5.58
Cottesmore	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£0.20
Market Overton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£0.00	£0.33
Whissendine	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30	£0.00	£0.00	£0.30
<b>Zone 7</b>									
Co-op, Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.23	£0.00	£2.23
Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.37	£0.00	£1.37
Croxton Kerrial	£0.00	£0.00	£0.02	£0.00	£0.04	£0.00	£0.00	£0.00	£0.05
Harlaxton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.14
Knipton	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.03
<b>Zone 8</b>									
Cossington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.04
Thrussington	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.18
Wanlip	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.02
<b>Study area total</b>									
	£29.83	£25.43	£11.00	£15.61	£14.62	£11.11	£7.05	£1.91	£116.56
<b>Outside the study area</b>									
Tesco, Oakham	£0.21	£0.00	£0.75	£0.00	£0.00	£7.25	£0.00	£0.00	£8.21
Local shops, Oakham	£0.00	£0.00	£0.04	£0.00	£0.00	£0.61	£0.00	£0.00	£0.65
Grantham	£1.10	£0.52	£0.71	£0.45	£1.76	£0.76	£17.51	£0.00	£22.82
Keyworth	£0.00	£0.02	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.06
Leicester	£0.66	£0.81	£0.23	£0.15	£0.58	£0.00	£0.19	£1.64	£4.25
Loughborough	£0.84	£1.57	£0.95	£0.44	£1.00	£0.00	£0.00	£0.24	£5.03
New Ollerton	£0.00	£0.00	£0.08	£0.00	£0.00	£0.00	£0.08	£0.00	£0.16
Newark	£0.00	£1.16	£0.07	£0.04	£0.07	£0.00	£1.52	£0.03	£2.89
Nottingham	£0.00	£1.45	£0.55	£0.26	£0.30	£0.00	£0.11	£0.00	£2.67
Stamford	£0.00	£0.21	£0.04	£0.00	£0.00	£3.99	£0.00	£0.03	£4.27
Syston	£1.37	£0.38	£0.60	£1.24	£0.00	£0.05	£0.00	£3.88	£7.51
Thurmaston	£1.49	£0.15	£0.27	£0.39	£0.00	£0.00	£0.00	£2.18	£4.49
Other - Outside catchment area	£0.13	£0.19	£0.39	£0.62	£0.60	£2.01	£0.90	£1.13	£5.98
<b>Total outside study area</b>									
	£5.79	£6.47	£4.70	£3.63	£4.32	£14.67	£20.30	£9.12	£69.00
<b>Total</b>									
	£35.62	£31.91	£15.69	£19.24	£18.94	£25.78	£27.35	£11.03	£185.57

Notes

# Melton Borough Retail Study

## Table CN8: Convenience trading assessment 2015

	Survey-derived turnover from SA £m	Net floorspace sq.m	Convenience floorspace %	Net convenience floorspace sq.m	Average sales density £ / sq.m net	Benchmark turnover £m	Under / over- trading £m
Melton Mowbray town centre	£7.37	2,748	100%	2,748	£2,500	£6.87	£0.50
Morrison, Thorpe End	£24.31	2,383	90%	2,145	£13,221	£28.36	£-4.04
Iceland, Wilton Road	£1.28	450	90%	405	£7,682	£3.11	£-1.83
Sainsbury's, Nottingham Road	£22.12	3,516	76%	2,672	£14,237	£38.04	£-15.93
Tesco, Thorpe Road	£17.76	1,789	90%	1,610	£11,967	£19.27	£-1.51
Co-op, Scalford Road	£2.32	1,738	70%	1,217	£4,858	£5.91	£-3.60
Co-op, Asfordby	£0.52	127	100%	127	£4,858	£0.62	£-0.10
Co-op, Bottesford	£1.72	146	100%	146	£4,858	£0.71	£1.01
Total							£-25.49

### Notes

Foodstores listed are 'main' food shopping destinations with a meaningful market share

The proportion of convenience floorspace is informed by company average food / non-food splits in Verdict's 2010 UK Grocery Retailers document, updated by PBA through site visits where appropriate.

Average sales densities are goods based sales densities derived from Verdict's UK Grocery Retailers Report

A positive figure indicates that the store is overtrading compared to company averages.

Floor areas derived from IGD and planning application documents

# Melton Borough Retail Study

## Table CN9: Convenience goods floorspace requirements

	2015	2016	2021	2026	2031	2036
<b>Study area population and expenditure</b>						
A Total population (persons)	67,099	67,636	70,385	73,245	76,223	79,321
B Total convenience goods expenditure (£m)	£142.88	£143.72	£150.76	£159.40	£166.52	£185.57
<b>Melton Borough population and expenditure</b>						
C Total population (persons)	54,742	42,880	35,660	#####	27,718	88,628
D Total convenience goods expenditure (£m)	£114.61	£115.41	£121.00	£128.02	£133.59	£148.75
<b>Retained expenditure</b>						
E Retained convenience goods expenditure in Melton Borough (%)	69%	69%	69%	69%	69%	69%
F Retained convenience goods expenditure in Melton Borough (£m)	£79.13	£79.68	£83.51	£88.38	£92.16	£102.71
G Convenience goods expenditure leakage (£m)	£35.48	£35.73	£37.49	£39.63	£41.44	£46.04
<b>Inflow</b>						
H Inflow (%)	7%	7%	7%	7%	7%	7%
I Inflow (£m)	£5.53	£5.54	£5.81	£6.13	£6.42	£7.21
<b>Total turnover</b>						
J Baseline convenience goods turnover of stores (£m)	£84.66	£84.66	£84.66	£84.66	£84.66	£84.66
<b>Initial surplus</b>						
K Growth in retained convenience goods expenditure (£m)	£0.00	£0.55	£4.66	£9.85	£13.91	£25.26
<b>Claims on expenditure</b>						
L Sales efficiency growth in existing retailers (£m)		£0.00	£1.28	£2.57	£3.89	£5.23
M Convenience goods commitments (£m)	£12.42	£12.46	£12.61	£12.80	£12.99	£13.19
N Total claims on capacity	£12.42	£12.46	£13.89	£15.38	£16.89	£18.42
<b>Expenditure summary</b>						
O Initial surplus of convenience goods expenditure (£m)	£0.00	£0.55	£4.66	£9.85	£13.91	£25.26
P Total claims on capacity (£m)	£12.42	£12.46	£13.89	£15.38	£16.89	£18.42
Q Foodstore trading performance allowance (£m)	£-25.49	£-25.49	£-25.49	£-25.49	£-25.49	£-25.49
R Residual convenience goods expenditure (£m)	£-37.92	£-37.40	£-34.72	£-31.02	£-28.47	£-18.65
<b>Conversion to floorspace need</b>						
S Assumed turnover per sq.m (£ per sq.m)						
T Convenience goods floorspace need (sq.m net)						
U Convenience goods floorspace need (sq.m gross)						

### Notes

Melton Borough assumed to constitute Zones 1-5 & 7

Expenditure from Zones 6 & 8 to locations within MBC constitutes inflow

Sales efficiency growth of 0.3% per annum applied

Turnover per sq.m at 2014 PBA estimate. Turnover per sq.m increased to 2036 in line with sales efficiency growth rate.

Total requirement shown is cumulative.

Gross: net ratio of 65% applied.

Commitments:

	2015	2016	2021	2026	2031	2036
<i>Lidl</i>	£3.44	£3.45	£3.49	£3.54	£3.60	£3.65
<i>Burton Street</i>	£8.33	£8.35	£8.46	£8.58	£8.71	£8.84
<i>King Street</i>	£0.20	£0.20	£0.20	£0.21	£0.21	£0.21
<i>Norman Way</i>	£0.45	£0.46	£0.46	£0.47	£0.48	£0.48
<i>Total</i>	£12.42	£12.46	£12.61	£12.80	£12.99	£13.19

## Melton Borough Retail Study

### Table CM1: Comparison market shares 2015

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre	44.04%	40.55%	34.49%	28.71%	26.69%	14.06%	3.14%	13.12%	28.13%
Morrison, Thorpe End	0.00%	1.52%	0.00%	0.64%	0.00%	0.00%	0.00%	0.02%	0.31%
Sainsbury's, Nottingham Road	1.75%	2.25%	2.00%	1.15%	2.84%	0.46%	0.00%	0.00%	1.41%
Tesco, Thorpe Road	0.29%	0.50%	0.00%	1.53%	0.08%	0.04%	0.02%	0.00%	0.31%
B&Q, Bowling Green	3.92%	4.83%	6.89%	2.26%	3.68%	1.72%	0.15%	2.38%	3.26%
Thorpe Arnold	0.29%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.08%
<b>Zone 3</b>									
Frisby on the Wreake	0.00%	1.57%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.27%
Somerby	0.00%	0.00%	0.08%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%
Wymondham	0.00%	0.00%	0.21%	0.00%	0.00%	0.14%	0.03%	0.00%	0.04%
<b>Zone 4</b>									
Grange Garden Centre, Asfordby	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Asfordby	0.00%	0.00%	0.05%	0.59%	0.00%	0.00%	0.00%	0.00%	0.07%
Asfordby Hill	0.00%	0.00%	0.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Zone 5</b>									
Long Clawson	0.00%	0.00%	0.00%	0.17%	0.29%	0.00%	0.03%	0.09%	0.05%
Stathern	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waltham in the Wolds	0.00%	0.00%	0.00%	0.15%	0.05%	0.00%	0.03%	0.00%	0.03%
<b>Zone 6</b>									
Clipsham	0.00%	0.00%	0.00%	0.00%	0.00%	0.26%	0.00%	0.00%	0.04%
Cold Overton	0.11%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%
Greetham	0.00%	0.00%	0.00%	0.00%	0.00%	0.19%	0.00%	0.00%	0.02%
Rutland Garden Centre, Oakham	0.00%	0.00%	0.10%	0.00%	0.00%	0.00%	0.00%	0.00%	0.01%
Co-op, Burley Road, Oakham	0.00%	0.00%	0.00%	0.00%	0.00%	0.46%	0.00%	0.00%	0.06%
Whissendine	0.00%	0.00%	0.00%	0.00%	0.00%	0.12%	0.00%	0.00%	0.01%
<b>Zone 7</b>									
Bottesford	0.00%	0.00%	0.02%	0.00%	0.00%	0.00%	1.56%	0.00%	0.21%
Croxton Kerrial	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.03%	0.00%	0.00%
<b>Study area total</b>	<b>50.40%</b>	<b>51.23%</b>	<b>43.91%</b>	<b>35.20%</b>	<b>33.63%</b>	<b>17.45%</b>	<b>5.01%</b>	<b>15.64%</b>	<b>34.35%</b>
<b>Outside the study area</b>									
Leicester	17.24%	19.43%	16.76%	16.94%	8.05%	8.47%	4.10%	30.57%	14.80%
Leicester out-of-centre stores	6.57%	2.75%	6.44%	7.19%	5.72%	1.87%	0.25%	14.58%	5.05%
Nottingham	5.68%	9.21%	7.96%	14.48%	25.06%	7.62%	22.30%	3.62%	11.37%
Nottingham out-of-centre stores	0.42%	2.88%	3.73%	7.93%	2.81%	0.62%	0.34%	0.00%	2.14%
Grantham	1.59%	4.03%	1.29%	0.89%	11.26%	4.50%	45.65%	0.13%	8.48%
Grantham out-of-centre stores	1.13%	1.16%	0.63%	0.37%	5.82%	3.42%	11.75%	0.21%	3.08%
Peterborough	0.11%	0.00%	2.16%	0.00%	0.00%	10.83%	0.35%	0.00%	1.61%
Peterborough out-of-centre stores	0.00%	0.31%	0.04%	0.00%	0.00%	0.02%	0.01%	0.00%	0.05%
Stamford	0.08%	0.79%	1.23%	0.03%	0.00%	8.01%	0.49%	0.00%	1.40%
Stamford out-of-centre stores	0.03%	0.04%	0.21%	0.00%	0.00%	1.94%	0.00%	0.00%	0.29%
Thurmaston	11.48%	2.03%	5.22%	7.56%	0.24%	0.73%	0.00%	14.37%	5.31%
Oakham	0.77%	0.56%	4.00%	0.49%	0.51%	26.78%	0.00%	0.11%	4.30%
Loughborough	2.14%	1.33%	1.94%	3.24%	0.70%	0.19%	0.14%	5.30%	1.73%
Syston	0.34%	0.00%	1.42%	0.21%	0.00%	0.05%	0.00%	7.14%	0.71%
Newark	0.00%	0.13%	0.22%	0.04%	1.20%	0.00%	3.71%	0.12%	0.67%
Uppingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.33%	0.00%	0.10%	0.05%
Other stores outside the study area	2.01%	4.13%	2.85%	5.43%	5.00%	7.17%	5.90%	8.10%	4.62%
<b>Total outside study area</b>	<b>49.60%</b>	<b>48.77%</b>	<b>56.09%</b>	<b>64.80%</b>	<b>66.37%</b>	<b>82.55%</b>	<b>94.99%</b>	<b>84.36%</b>	<b>65.65%</b>
<b>Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>

#### Notes

Market shares derived from NEMS household survey (May 2015)

## Melton Borough Retail Study

### Table CM2: Comparison turnover 2015

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre shops	£16.83	£14.38	£6.92	£6.38	£6.41	£4.51	£1.04	£1.95	£61.84
Morrison, Thorpe End	£0.00	£0.54	£0.00	£0.14	£0.00	£0.00	£0.00	£0.00	£0.69
Sainsbury's, Nottingham Road	£0.67	£0.80	£0.40	£0.26	£0.68	£0.15	£0.00	£0.00	£3.10
Tesco, Thorpe Road	£0.11	£0.18	£0.00	£0.34	£0.02	£0.01	£0.01	£0.00	£0.68
B&Q, Bowling Green	£1.50	£1.71	£1.38	£0.50	£0.88	£0.55	£0.05	£0.35	£7.17
Thorpe Arnold	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
<b>Zone 3</b>									
Frisby on the Wreake	£0.00	£0.56	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.59
Somerby	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Wyndham	£0.00	£0.00	£0.04	£0.00	£0.00	£0.04	£0.01	£0.00	£0.08
<b>Zone 4</b>									
Grange Garden Centre, Asfordby	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Asfordby	£0.00	£0.00	£0.01	£0.13	£0.00	£0.00	£0.00	£0.00	£0.15
Asfordby Hill	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 5</b>									
Long Clawson	£0.00	£0.00	£0.00	£0.04	£0.07	£0.00	£0.01	£0.01	£0.12
Stathern	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waltham in the Wolds	£0.00	£0.00	£0.00	£0.03	£0.01	£0.00	£0.01	£0.00	£0.06
<b>Zone 6</b>									
Clipsham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.09
Cold Overton	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06
Greetham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.05
Rutland Garden Centre, Oakham	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Co-op, Burley Road, Oakham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.14
Whissendine	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.03
<b>Zone 7</b>									
Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.51	£0.00	£0.45
Croxton Kerrial	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.01
<b>Study area total</b>									
	£19.26	£18.17	£8.80	£7.82	£8.08	£5.59	£1.65	£2.32	£75.51
<b>Outside the study area</b>									
Leicester	£6.59	£6.89	£3.36	£3.77	£1.93	£2.72	£1.35	£4.54	£32.54
Leicester out-of-centre stores	£2.51	£0.98	£1.29	£1.60	£1.37	£0.60	£0.08	£2.16	£11.09
Nottingham	£2.17	£3.27	£1.60	£3.22	£6.02	£2.44	£7.35	£0.54	£25.00
Nottingham out-of-centre stores	£0.16	£1.02	£0.75	£1.76	£0.68	£0.20	£0.11	£0.00	£4.70
Grantham	£0.61	£1.43	£0.26	£0.20	£2.70	£1.44	£15.05	£0.02	£18.64
Grantham out-of-centre stores	£0.43	£0.41	£0.13	£0.08	£1.40	£1.10	£3.87	£0.03	£6.76
Peterborough	£0.04	£0.00	£0.43	£0.00	£0.00	£3.47	£0.12	£0.00	£3.55
Peterborough out-of-centre stores	£0.00	£0.11	£0.01	£0.00	£0.00	£0.01	£0.00	£0.00	£0.11
Stamford	£0.03	£0.28	£0.25	£0.01	£0.00	£2.57	£0.16	£0.00	£3.09
Stamford out-of-centre stores	£0.01	£0.01	£0.04	£0.00	£0.00	£0.62	£0.00	£0.00	£0.64
Thurmaston	£4.39	£0.72	£1.05	£1.68	£0.06	£0.23	£0.00	£2.13	£11.67
Oakham	£0.29	£0.20	£0.80	£0.11	£0.12	£8.59	£0.00	£0.02	£9.46
Loughborough	£0.82	£0.47	£0.39	£0.72	£0.17	£0.06	£0.05	£0.79	£3.81
Syston	£0.13	£0.00	£0.28	£0.05	£0.00	£0.02	£0.00	£1.06	£1.56
Newark	£0.00	£0.05	£0.04	£0.01	£0.29	£0.00	£1.22	£0.02	£1.46
Uppingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.02	£0.11
Other stores outside the study area	£0.77	£1.46	£0.57	£1.21	£1.20	£2.30	£1.94	£1.20	£10.16
<b>Total outside study area</b>									
	£18.96	£17.30	£11.25	£14.40	£15.94	£26.47	£31.32	£12.52	£144.34
<b>Total</b>									
	£38.22	£35.47	£20.05	£22.22	£24.01	£32.06	£32.98	£14.84	£219.86

#### Notes

## Melton Borough Retail Study

### Table CM3: Comparison turnover 2016

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre shops	£17.32	£14.79	£7.11	£6.56	£6.60	£4.62	£1.07	£1.98	£63.55
Morrison, Thorpe End	£0.00	£0.55	£0.00	£0.15	£0.00	£0.00	£0.00	£0.00	£0.71
Sainsbury's, Nottingham Road	£0.69	£0.82	£0.41	£0.26	£0.70	£0.15	£0.00	£0.00	£3.18
Tesco, Thorpe Road	£0.11	£0.18	£0.00	£0.35	£0.02	£0.01	£0.01	£0.00	£0.70
B&Q, Bowling Green	£1.54	£1.76	£1.42	£0.52	£0.91	£0.57	£0.05	£0.36	£7.37
Thorpe Arnold	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17
<b>Zone 3</b>									
Frisby on the Wreake	£0.00	£0.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.61
Somerby	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Wymondham	£0.00	£0.00	£0.04	£0.00	£0.00	£0.05	£0.01	£0.00	£0.08
<b>Zone 4</b>									
Grange Garden Centre, Asfordby	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Asfordby	£0.00	£0.00	£0.01	£0.14	£0.00	£0.00	£0.00	£0.00	£0.15
Asfordby Hill	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
<b>Zone 5</b>									
Long Clawson	£0.00	£0.00	£0.00	£0.04	£0.07	£0.00	£0.01	£0.01	£0.12
Stathern	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waltham in the Wolds	£0.00	£0.00	£0.00	£0.03	£0.01	£0.00	£0.01	£0.00	£0.06
<b>Zone 6</b>									
Clipsham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.09
Cold Overton	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06
Greetham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.05
Rutland Garden Centre, Oakham	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02
Co-op, Burley Road, Oakham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.15
Whissendine	£0.00	£0.00	£0.00	£0.00	£0.00	£0.04	£0.00	£0.00	£0.03
<b>Zone 7</b>									
Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.53	£0.00	£0.46
Croxton Kerrial	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.01
<b>Study area total</b>	<b>£19.82</b>	<b>£18.69</b>	<b>£9.05</b>	<b>£8.05</b>	<b>£8.31</b>	<b>£5.74</b>	<b>£1.70</b>	<b>£2.36</b>	<b>£77.61</b>
<b>Outside the study area</b>									
Leicester	£6.78	£7.09	£3.46	£3.87	£1.99	£2.78	£1.39	£4.62	£33.45
Leicester out-of-centre stores	£2.58	£1.00	£1.33	£1.64	£1.41	£0.62	£0.09	£2.20	£11.40
Nottingham	£2.23	£3.36	£1.64	£3.31	£6.20	£2.50	£7.57	£0.55	£25.69
Nottingham out-of-centre stores	£0.17	£1.05	£0.77	£1.81	£0.70	£0.20	£0.12	£0.00	£4.83
Grantham	£0.63	£1.47	£0.27	£0.20	£2.78	£1.48	£15.50	£0.02	£19.15
Grantham out-of-centre stores	£0.45	£0.42	£0.13	£0.08	£1.44	£1.12	£3.99	£0.03	£6.95
Peterborough	£0.04	£0.00	£0.44	£0.00	£0.00	£3.56	£0.12	£0.00	£3.64
Peterborough out-of-centre stores	£0.00	£0.11	£0.01	£0.00	£0.00	£0.01	£0.00	£0.00	£0.11
Stamford	£0.03	£0.29	£0.25	£0.01	£0.00	£2.63	£0.17	£0.00	£3.17
Stamford out-of-centre stores	£0.01	£0.01	£0.04	£0.00	£0.00	£0.64	£0.00	£0.00	£0.66
Thurmaston	£4.51	£0.74	£1.08	£1.73	£0.06	£0.24	£0.00	£2.17	£12.00
Oakham	£0.30	£0.20	£0.82	£0.11	£0.13	£8.81	£0.00	£0.02	£9.72
Loughborough	£0.84	£0.49	£0.40	£0.74	£0.17	£0.06	£0.05	£0.80	£3.91
Syston	£0.13	£0.00	£0.29	£0.05	£0.00	£0.02	£0.00	£1.08	£1.60
Newark	£0.00	£0.05	£0.05	£0.01	£0.30	£0.00	£1.26	£0.02	£1.50
Uppingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.02	£0.11
Other stores outside the study area	£0.79	£1.51	£0.59	£1.24	£1.24	£2.36	£2.00	£1.22	£10.45
<b>Total outside study area</b>	<b>£19.50</b>	<b>£17.79</b>	<b>£11.57</b>	<b>£14.82</b>	<b>£16.40</b>	<b>£27.14</b>	<b>£32.25</b>	<b>£12.75</b>	<b>£148.35</b>
<b>Total</b>	<b>£39.32</b>	<b>£36.48</b>	<b>£20.62</b>	<b>£22.86</b>	<b>£24.72</b>	<b>£32.87</b>	<b>£33.96</b>	<b>£15.12</b>	<b>£225.95</b>

#### Notes

## Melton Borough Retail Study

### Table CM4: Comparison turnover 2021

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre shops	£20.16	£17.18	£8.27	£7.64	£7.69	£5.36	£1.24	£2.36	£74.03
Morrison, Thorpe End	£0.00	£0.64	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.82
Sainsbury's, Nottingham Road	£0.80	£0.95	£0.48	£0.31	£0.82	£0.17	£0.00	£0.00	£3.71
Tesco, Thorpe Road	£0.13	£0.21	£0.00	£0.41	£0.02	£0.01	£0.01	£0.00	£0.82
B&Q, Bowling Green	£1.79	£2.05	£1.65	£0.60	£1.06	£0.66	£0.06	£0.43	£8.58
Thorpe Arnold	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.20
<b>Zone 3</b>									
Frisby on the Wreake	£0.00	£0.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.71
Somerby	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Wyndham	£0.00	£0.00	£0.05	£0.00	£0.00	£0.05	£0.01	£0.00	£0.09
<b>Zone 4</b>									
Grange Garden Centre, Asfordby	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Asfordby	£0.00	£0.00	£0.01	£0.16	£0.00	£0.00	£0.00	£0.00	£0.18
Asfordby Hill	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
<b>Zone 5</b>									
Long Clawson	£0.00	£0.00	£0.00	£0.05	£0.08	£0.00	£0.01	£0.02	£0.14
Stathern	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waltham in the Wolds	£0.00	£0.00	£0.00	£0.04	£0.01	£0.00	£0.01	£0.00	£0.07
<b>Zone 6</b>									
Clipsham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.10
Cold Overton	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.07
Greetham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.06
Rutland Garden Centre, Oakham	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02
Co-op, Burley Road, Oakham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.17
Whissendine	£0.00	£0.00	£0.00	£0.00	£0.00	£0.05	£0.00	£0.00	£0.04
<b>Zone 7</b>									
Bottesford	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.62	£0.00	£0.54
Croxton Kerrial	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.00	£0.01
<b>Study area total</b>	<b>£23.06</b>	<b>£21.70</b>	<b>£10.53</b>	<b>£9.37</b>	<b>£9.69</b>	<b>£6.65</b>	<b>£1.99</b>	<b>£2.81</b>	<b>£90.40</b>
<b>Outside the study area</b>									
Leicester	£7.89	£8.23	£4.02	£4.51	£2.32	£3.23	£1.62	£5.49	£38.96
Leicester out-of-centre stores	£3.00	£1.17	£1.54	£1.91	£1.65	£0.71	£0.10	£2.62	£13.28
Nottingham	£2.60	£3.90	£1.91	£3.86	£7.22	£2.90	£8.83	£0.65	£29.93
Nottingham out-of-centre stores	£0.19	£1.22	£0.90	£2.11	£0.81	£0.24	£0.14	£0.00	£5.63
Grantham	£0.73	£1.71	£0.31	£0.24	£3.24	£1.71	£18.08	£0.02	£22.31
Grantham out-of-centre stores	£0.52	£0.49	£0.15	£0.10	£1.68	£1.30	£4.65	£0.04	£8.10
Peterborough	£0.05	£0.00	£0.52	£0.00	£0.00	£4.13	£0.14	£0.00	£4.25
Peterborough out-of-centre stores	£0.00	£0.13	£0.01	£0.00	£0.00	£0.01	£0.01	£0.00	£0.13
Stamford	£0.04	£0.34	£0.29	£0.01	£0.00	£3.05	£0.20	£0.00	£3.69
Stamford out-of-centre stores	£0.01	£0.02	£0.05	£0.00	£0.00	£0.74	£0.00	£0.00	£0.77
Thurmaston	£5.25	£0.86	£1.25	£2.01	£0.07	£0.28	£0.00	£2.58	£13.97
Oakham	£0.35	£0.24	£0.96	£0.13	£0.15	£10.20	£0.00	£0.02	£11.32
Loughborough	£0.98	£0.56	£0.47	£0.86	£0.20	£0.07	£0.06	£0.95	£4.56
Syston	£0.15	£0.00	£0.34	£0.06	£0.00	£0.02	£0.00	£1.28	£1.86
Newark	£0.00	£0.06	£0.05	£0.01	£0.34	£0.00	£1.47	£0.02	£1.75
Uppingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.13	£0.00	£0.02	£0.13
Other stores outside the study area	£0.92	£1.75	£0.68	£1.45	£1.44	£2.73	£2.34	£1.45	£12.17
<b>Total outside study area</b>	<b>£22.70</b>	<b>£20.66</b>	<b>£13.46</b>	<b>£17.25</b>	<b>£19.12</b>	<b>£31.45</b>	<b>£37.63</b>	<b>£15.14</b>	<b>£172.81</b>
<b>Total</b>	<b>£45.76</b>	<b>£42.37</b>	<b>£23.99</b>	<b>£26.63</b>	<b>£28.81</b>	<b>£38.10</b>	<b>£39.62</b>	<b>£17.95</b>	<b>£263.22</b>

#### Notes



## Melton Borough Retail Study

### Table CM5: Comparison turnover 2026

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre shops	£24.52	£20.86	£10.05	£9.31	£9.37	£6.46	£1.51	£2.88	£89.92
Morrison, Thorpe End	£0.00	£0.78	£0.00	£0.21	£0.00	£0.00	£0.00	£0.00	£1.00
Sainsbury's, Nottingham Road	£0.97	£1.16	£0.58	£0.37	£1.00	£0.21	£0.00	£0.00	£4.50
Tesco, Thorpe Road	£0.16	£0.26	£0.00	£0.50	£0.03	£0.02	£0.01	£0.00	£1.00
B&Q, Bowling Green	£2.18	£2.49	£2.01	£0.73	£1.29	£0.79	£0.07	£0.52	£10.42
Thorpe Arnold	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24
<b>Zone 3</b>									
Frisby on the Wreake	£0.00	£0.81	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.86
Somerby	£0.00	£0.00	£0.02	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02
Wyndham	£0.00	£0.00	£0.06	£0.00	£0.00	£0.06	£0.02	£0.00	£0.11
<b>Zone 4</b>									
Grange Garden Centre, Asfordby	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Asfordby	£0.00	£0.00	£0.02	£0.19	£0.00	£0.00	£0.00	£0.00	£0.21
Asfordby Hill	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
<b>Zone 5</b>									
Long Clawson	£0.00	£0.00	£0.00	£0.06	£0.10	£0.00	£0.02	£0.02	£0.18
Stathern	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waltham in the Wolds	£0.00	£0.00	£0.00	£0.05	£0.02	£0.00	£0.02	£0.00	£0.08
<b>Zone 6</b>									
Clipsham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.13
Cold Overton	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.09
Greetham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.07
Rutland Garden Centre, Oakham	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02
Co-op, Burley Road, Oakham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.21	£0.00	£0.00	£0.21
Whissendine	£0.00	£0.00	£0.00	£0.00	£0.00	£0.06	£0.00	£0.00	£0.05
<b>Zone 7</b>									
Bottesford	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.75	£0.00	£0.66
Croxton Kerrial	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.01
<b>Study area total</b>	<b>£28.06</b>	<b>£26.35</b>	<b>£12.80</b>	<b>£11.41</b>	<b>£11.80</b>	<b>£8.02</b>	<b>£2.41</b>	<b>£3.43</b>	<b>£109.80</b>
<b>Outside the study area</b>									
Leicester	£9.60	£9.99	£4.89	£5.49	£2.83	£3.89	£1.97	£6.71	£47.32
Leicester out-of-centre stores	£3.66	£1.41	£1.88	£2.33	£2.01	£0.86	£0.12	£3.20	£16.13
Nottingham	£3.16	£4.74	£2.32	£4.69	£8.79	£3.50	£10.71	£0.79	£36.35
Nottingham out-of-centre stores	£0.24	£1.48	£1.09	£2.57	£0.99	£0.29	£0.17	£0.00	£6.84
Grantham	£0.89	£2.07	£0.38	£0.29	£3.95	£2.07	£21.93	£0.03	£27.10
Grantham out-of-centre stores	£0.63	£0.59	£0.18	£0.12	£2.04	£1.57	£5.64	£0.05	£9.83
Peterborough	£0.06	£0.00	£0.63	£0.00	£0.00	£4.98	£0.17	£0.00	£5.16
Peterborough out-of-centre stores	£0.00	£0.16	£0.01	£0.00	£0.00	£0.01	£0.01	£0.00	£0.16
Stamford	£0.04	£0.41	£0.36	£0.01	£0.00	£3.68	£0.24	£0.00	£4.49
Stamford out-of-centre stores	£0.02	£0.02	£0.06	£0.00	£0.00	£0.89	£0.00	£0.00	£0.94
Thurmaston	£6.39	£1.04	£1.52	£2.45	£0.08	£0.34	£0.00	£3.15	£16.97
Oakham	£0.43	£0.29	£1.17	£0.16	£0.18	£12.31	£0.00	£0.02	£13.75
Loughborough	£1.19	£0.69	£0.57	£1.05	£0.25	£0.09	£0.07	£1.16	£5.54
Syston	£0.19	£0.00	£0.41	£0.07	£0.00	£0.02	£0.00	£1.57	£2.26
Newark	£0.00	£0.07	£0.06	£0.01	£0.42	£0.00	£1.78	£0.03	£2.13
Uppingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.02	£0.16
Other stores outside the study area	£1.12	£2.12	£0.83	£1.76	£1.76	£3.30	£2.83	£1.78	£14.78
<b>Total outside study area</b>	<b>£27.61</b>	<b>£25.09</b>	<b>£16.35</b>	<b>£21.00</b>	<b>£23.29</b>	<b>£37.94</b>	<b>£45.64</b>	<b>£18.50</b>	<b>£209.90</b>
<b>Total</b>	<b>£55.67</b>	<b>£51.44</b>	<b>£29.15</b>	<b>£32.41</b>	<b>£35.09</b>	<b>£45.96</b>	<b>£48.04</b>	<b>£21.93</b>	<b>£319.70</b>

#### Notes

## Melton Borough Retail Study

### Table CM6: Comparison turnover 2031

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre shops	£29.51	£25.09	£12.08	£11.20	£11.27	£7.79	£1.83	£3.52	£108.44
Morrison, Thorpe End	£0.00	£0.94	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£1.20
Sainsbury's, Nottingham Road	£1.17	£1.39	£0.70	£0.45	£1.20	£0.25	£0.00	£0.00	£5.43
Tesco, Thorpe Road	£0.20	£0.31	£0.00	£0.60	£0.03	£0.02	£0.01	£0.00	£1.20
B&Q, Bowling Green	£2.63	£2.99	£2.41	£0.88	£1.55	£0.95	£0.09	£0.64	£12.57
Thorpe Arnold	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.30
<b>Zone 3</b>									
Frisby on the Wreake	£0.00	£0.97	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.04
Somerby	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02
Wyndham	£0.00	£0.00	£0.08	£0.00	£0.00	£0.08	£0.02	£0.00	£0.14
<b>Zone 4</b>									
Grange Garden Centre, Asfordby	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Asfordby	£0.00	£0.00	£0.02	£0.23	£0.00	£0.00	£0.00	£0.00	£0.26
Asfordby Hill	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
<b>Zone 5</b>									
Long Clawson	£0.00	£0.00	£0.00	£0.07	£0.12	£0.00	£0.02	£0.02	£0.21
Stathern	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waltham in the Wolds	£0.00	£0.00	£0.00	£0.06	£0.02	£0.00	£0.02	£0.00	£0.10
<b>Zone 6</b>									
Clipsham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.15
Cold Overton	£0.07	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.11
Greetham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.11	£0.00	£0.00	£0.09
Rutland Garden Centre, Oakham	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
Co-op, Burley Road, Oakham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.25
Whissendine	£0.00	£0.00	£0.00	£0.00	£0.00	£0.07	£0.00	£0.00	£0.06
<b>Zone 7</b>									
Bottesford	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.91	£0.00	£0.79
Croxton Kerrial	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.02	£0.00	£0.02
<b>Study area total</b>	<b>£33.77</b>	<b>£31.69</b>	<b>£15.38</b>	<b>£13.73</b>	<b>£14.20</b>	<b>£9.67</b>	<b>£2.92</b>	<b>£4.19</b>	<b>£132.43</b>
<b>Outside the study area</b>									
Leicester	£11.55	£12.02	£5.87	£6.61	£3.40	£4.69	£2.39	£8.20	£57.07
Leicester out-of-centre stores	£4.40	£1.70	£2.26	£2.80	£2.41	£1.04	£0.15	£3.91	£19.45
Nottingham	£3.80	£5.70	£2.79	£5.65	£10.58	£4.22	£12.98	£0.97	£43.84
Nottingham out-of-centre stores	£0.28	£1.78	£1.31	£3.09	£1.19	£0.34	£0.20	£0.00	£8.24
Grantham	£1.07	£2.49	£0.45	£0.35	£4.75	£2.49	£26.58	£0.03	£32.68
Grantham out-of-centre stores	£0.76	£0.72	£0.22	£0.14	£2.46	£1.90	£6.84	£0.06	£11.86
Peterborough	£0.07	£0.00	£0.76	£0.00	£0.00	£6.00	£0.20	£0.00	£6.22
Peterborough out-of-centre stores	£0.00	£0.19	£0.01	£0.00	£0.00	£0.01	£0.01	£0.00	£0.19
Stamford	£0.05	£0.49	£0.43	£0.01	£0.00	£4.44	£0.29	£0.00	£5.41
Stamford out-of-centre stores	£0.02	£0.02	£0.08	£0.00	£0.00	£1.07	£0.00	£0.00	£1.13
Thurmaston	£7.69	£1.25	£1.83	£2.95	£0.10	£0.40	£0.00	£3.85	£20.47
Oakham	£0.52	£0.35	£1.40	£0.19	£0.22	£14.84	£0.00	£0.03	£16.58
Loughborough	£1.44	£0.83	£0.68	£1.26	£0.29	£0.10	£0.08	£1.42	£6.68
Syston	£0.23	£0.00	£0.50	£0.08	£0.00	£0.03	£0.00	£1.91	£2.73
Newark	£0.00	£0.08	£0.08	£0.01	£0.50	£0.00	£2.16	£0.03	£2.56
Uppingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.03	£0.19
Other stores outside the study area	£1.35	£2.55	£1.00	£2.12	£2.11	£3.98	£3.43	£2.17	£17.83
<b>Total outside study area</b>	<b>£33.23</b>	<b>£30.17</b>	<b>£19.66</b>	<b>£25.28</b>	<b>£28.01</b>	<b>£45.75</b>	<b>£55.31</b>	<b>£22.62</b>	<b>£253.14</b>
<b>Total</b>	<b>£66.99</b>	<b>£61.87</b>	<b>£35.04</b>	<b>£39.01</b>	<b>£42.21</b>	<b>£55.42</b>	<b>£58.22</b>	<b>£26.81</b>	<b>£385.57</b>

#### Notes

## Melton Borough Retail Study

### Table CM7: Comparison turnover 2036

	1	2	3	4	5	6	7	8	Total
<b>Zones 1 &amp; 2</b>									
Melton Mowbray town centre shops	£37.86	£32.37	£15.57	£14.34	£14.40	£10.23	£2.33	£4.34	£139.16
Morrison, Thorpe End	£0.00	£1.21	£0.00	£0.32	£0.00	£0.00	£0.00	£0.01	£1.55
Sainsbury's, Nottingham Road	£1.50	£1.79	£0.90	£0.58	£1.53	£0.33	£0.00	£0.00	£6.97
Tesco, Thorpe Road	£0.25	£0.40	£0.00	£0.76	£0.04	£0.03	£0.02	£0.00	£1.54
B&Q, Bowling Green	£3.37	£3.86	£3.11	£1.13	£1.99	£1.25	£0.11	£0.79	£16.13
Thorpe Arnold	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.38
<b>Zone 3</b>									
Frisby on the Wreake	£0.00	£1.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.34
Somerby	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
Wymondham	£0.00	£0.00	£0.10	£0.00	£0.00	£0.10	£0.03	£0.00	£0.18
<b>Zone 4</b>									
Grange Garden Centre, Asfordby	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
Asfordby	£0.00	£0.00	£0.02	£0.30	£0.00	£0.00	£0.00	£0.00	£0.33
Asfordby Hill	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01
<b>Zone 5</b>									
Long Clawson	£0.00	£0.00	£0.00	£0.09	£0.16	£0.00	£0.03	£0.03	£0.27
Stathern	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
Waltham in the Wolds	£0.00	£0.00	£0.00	£0.07	£0.03	£0.00	£0.03	£0.00	£0.13
<b>Zone 6</b>									
Clipsham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.20
Cold Overton	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.01	£0.14
Greetham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.11
Rutland Garden Centre, Oakham	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03
Co-op, Burley Road, Oakham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£0.00	£0.32
Whissendine	£0.00	£0.00	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.07
<b>Zone 7</b>									
Bottesford	£0.00	£0.00	£0.01	£0.00	£0.00	£0.00	£1.16	£0.00	£1.02
Croxton Kerrial	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.03	£0.00	£0.02
<b>Study area total</b>									
	£43.33	£40.89	£19.82	£17.58	£18.15	£12.69	£3.72	£5.17	£169.94
<b>Outside the study area</b>									
Leicester	£14.82	£15.51	£7.57	£8.46	£4.35	£6.16	£3.04	£10.11	£73.24
Leicester out-of-centre stores	£5.64	£2.19	£2.91	£3.59	£3.09	£1.36	£0.19	£4.82	£24.97
Nottingham	£4.88	£7.35	£3.59	£7.23	£13.53	£5.54	£16.53	£1.20	£56.25
Nottingham out-of-centre stores	£0.36	£2.30	£1.68	£3.96	£1.52	£0.45	£0.26	£0.00	£10.58
Grantham	£1.37	£3.22	£0.58	£0.44	£6.08	£3.27	£33.84	£0.04	£41.94
Grantham out-of-centre stores	£0.97	£0.92	£0.28	£0.19	£3.14	£2.49	£8.71	£0.07	£15.22
Peterborough	£0.09	£0.00	£0.97	£0.00	£0.00	£7.88	£0.26	£0.00	£7.98
Peterborough out-of-centre stores	£0.00	£0.24	£0.02	£0.00	£0.00	£0.02	£0.01	£0.00	£0.25
Stamford	£0.07	£0.63	£0.55	£0.02	£0.00	£5.82	£0.37	£0.00	£6.94
Stamford out-of-centre stores	£0.03	£0.03	£0.10	£0.00	£0.00	£1.41	£0.00	£0.00	£1.45
Thurmaston	£9.87	£1.62	£2.36	£3.78	£0.13	£0.53	£0.00	£4.75	£26.27
Oakham	£0.66	£0.45	£1.80	£0.24	£0.28	£19.48	£0.00	£0.04	£21.28
Loughborough	£1.84	£1.06	£0.88	£1.62	£0.38	£0.14	£0.10	£1.75	£8.57
Syston	£0.29	£0.00	£0.64	£0.10	£0.00	£0.04	£0.00	£2.36	£3.50
Newark	£0.00	£0.11	£0.10	£0.02	£0.65	£0.00	£2.75	£0.04	£3.29
Uppingham	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.03	£0.25
Other stores outside the study area	£1.73	£3.30	£1.29	£2.71	£2.70	£5.22	£4.37	£2.68	£22.87
<b>Total outside study area</b>									
	£42.64	£38.93	£25.32	£32.37	£35.82	£60.05	£70.42	£27.89	£324.85
<b>Total</b>									
	£85.97	£79.82	£45.14	£49.95	£53.97	£72.74	£74.14	£33.06	£494.78

#### Notes

# Melton Borough Retail Study

## Table CM8: Comparison goods floorspace requirements

	2015	2016	2021	2026	2031	2036
<b>Study area population and expenditure</b>						
A Total population (persons)	67,099	67,636	70,385	73,245	76,223	79,321
B Total comparison goods expenditure (£m)	£219.86	£225.95	£263.22	£319.70	£385.57	£494.78
<b>Melton Borough population and expenditure</b>						
C Total population (persons)	54,742	55,180	57,423	59,757	62,186	64,714
D Total comparison goods expenditure (£m)	£172.96	£177.96	£207.17	£251.81	£303.34	£388.98
<b>Retained expenditure</b>						
E Retained comparison goods expenditure in Melton Borough (%)	37%	37%	37%	37%	37%	37%
F Retained comparison goods expenditure in Melton Borough (£m)	£63.73	£65.56	£76.27	£92.74	£111.58	143.343
G Comparison goods expenditure leakage (£m)	£109.23	£112.40	£130.90	£159.07	£191.76	£245.64
<b>Inflow</b>						
H Inflow (%)	12%	12%	12%	12%	12%	12%
I Inflow (£m)	£7.58	£7.75	£9.05	£10.97	£13.28	£17.10
<b>Total turnover</b>						
J Baseline comparison goods turnover of stores (£m)	£71.30	£71.30	£71.30	£71.30	£71.30	£71.30
<b>Initial surplus</b>						
K Growth in retained comparison goods expenditure (£m)	£0.00	£2.01	£14.02	£32.40	£53.55	£89.14
<b>Claims on expenditure</b>						
L Sales efficiency growth in existing retailers (£m)		£0.00	£5.51	£11.45	£17.84	£24.73
M Comparison goods commitments (£m)	£3.06	£3.06	£3.30	£3.55	£3.83	£4.12
N Total claims on capacity	£3.06	£3.06	£8.81	£15.00	£21.67	£28.86
<b>Expenditure summary</b>						
O Initial surplus of comparison goods expenditure (£m)	£0.00	£2.01	£14.02	£32.40	£53.55	£89.14
P Total claims on capacity (£m)	£3.06	£3.06	£8.81	£15.00	£21.67	£28.86
Q Residual comparison goods expenditure (£m)	£-3.06	£-1.05	£5.21	£17.40	£31.88	£60.28
<b>Conversion to floorspace need</b>						
R Assumed turnover per sq.m (£ per sq.m)	£5,000	£5,075	£5,467	£5,890	£6,345	£6,835
S Comparison goods floorspace need (sq.m net)	-	-	954	2,954	5,025	8,819
T Comparison goods floorspace need (sq.m gross)	-	-	1,362	4,219	7,178	12,599

### Notes

Melton Borough assumed to constitute Zones 1-5 & 7

Expenditure from Zones 6 & 8 to locations within MBC constitutes inflow

Sales efficiency growth of 0.15% per annum applied

Turnover per sq.m at 2014 PBA estimate. Turnover per sq.m increased to 2036 in line with sales efficiency growth rate.

Total requirement shown is cumulative.

Gross: net ratio of 70% applied.

Commitments:

	2015	2016	2021	2026	2031	2036
<i>Lidl</i>	£0.55	£0.55	£0.59	£0.63	£0.68	£0.74
<i>Burton Street</i>	£1.86	£1.86	£2.01	£2.16	£2.33	£2.51
<i>King Street</i>	£0.20	£0.20	£0.22	£0.23	£0.25	£0.27
<i>Norman Way</i>	£0.45	£0.45	£0.49	£0.53	£0.57	£0.61
<b>Total</b>	<b>£3.06</b>	<b>£3.06</b>	<b>£3.30</b>	<b>£3.55</b>	<b>£3.83</b>	<b>£4.12</b>

## Appendix I Quantitative need methodology

The methodology for forecasting convenience (food) and comparison (non-food) retail needs follows a widely-adopted step-by-step methodology. The key steps of this are set out below, and should be read alongside the analysis in the main study report.

The technical inputs into each stage of the methodology which have been used for the purposes of this study are explained in the preceding appendix.

Step	Summary of methodology
1	Estimate the population growth over the course of the study period for each of the study area zones, using population projections agreed with the Council at the inception of the study. Define appropriate 'forecast years' at which to assess quantitative need.
2	Establish the base year per capita (per head) spending on convenience (food) and comparison (non-food) goods, using published data sources. Apply appropriate growth rates to establish the expenditure per head in the forecast years.
3	Calculate the 'pot' of expenditure within the study area at each of the forecast years by combining the population figures (calculated at <b>Step 1</b> ) with the expenditure figures (calculated at <b>Step 2</b> ), and making an allowance for Special Forms of Trading (SFT) such as internet / mobile shopping, catalogue shopping, and so on. SFT is increased in the forecast years to reflect the latest economic forecasts.
4	Calculate the study area spending by applying the market share data from the household telephone survey to the overall 'pot' of expenditure (calculated at <b>Step 3</b> )
5	Allow for any 'inflow' of expenditure from beyond the study area, if appropriate.
6	Calculate the sales densities of existing retail floorspace, to assess turnover performance in the base year, and if appropriate make allowance for over or under-trading of this floorspace (i.e. the difference between the household survey-derived turnovers and the 'benchmark' turnovers)
7	Project the spending forecasts forward to the forecast years.
8	Make allowances for sales density growth (i.e. money ring-fenced to allow for the growth in productivity / turnover of existing retailers), and/or any commitments to new retail floorspace (i.e. extant planning permissions, or schemes under construction)
9	Draw together steps 1 to 8 to assess whether there is any excess expenditure growth in the forecast years which can be translated into a quantitative need for new retail floorspace, by applying a typical sales density for new floorspace figure to the excess expenditure figure.
10	Assess alternative policy scenarios, and / or the sensitivity testing of key assumptions.

# Appendix J Quantitative leisure capacity tables

# Melton Borough Retail Study

## Table L1: Restaurants and cafes market shares 2015

### Cafes, bars and pubs

	Unadjusted (includes 'don't know'/'don't do this activity')									Total	Adjusted (excludes 'don't know'/'don't do this activity')									Total
	1	2	3	4	5	6	7	8	1		2	3	4	5	6	7	8			
Melton Mowbray	54%	32%	21%	18%	22%	3%	2%	6%	20%	86%	71%	31%	32%	34%	5%	3%	8%	32%		
Bottesford	0%	1%	0%	0%	0%	0%	16%	0%	2%	0%	2%	0%	0%	0%	0%	27%	0%	3%		
Asfordby	0%	0%	3%	12%	0%	0%	0%	0%	2%	0%	0%	4%	21%	0%	0%	0%	0%	3%		
Gaddesby	0%	0%	3%	0%	0%	0%	0%	12%	2%	0%	0%	4%	0%	0%	0%	0%	15%	3%		
Stathern	0%	0%	0%	0%	11%	1%	1%	0%	2%	0%	0%	0%	0%	17%	2%	2%	0%	3%		
Wymondham	0%	0%	6%	0%	0%	2%	2%	0%	1%	0%	0%	9%	0%	0%	3%	3%	0%	2%		
Harby	0%	0%	0%	0%	9%	0%	1%	0%	1%	0%	0%	0%	0%	14%	0%	2%	0%	2%		
Other villages within Borough	1%	3%	17%	12%	13%	14%	4%	4%	8%	2%	7%	25%	21%	20%	24%	7%	5%	14%		
<b>Sub-total within Borough</b>	<b>55%</b>	<b>36%</b>	<b>50%</b>	<b>42%</b>	<b>55%</b>	<b>20%</b>	<b>26%</b>	<b>21%</b>	<b>38%</b>	<b>87%</b>	<b>80%</b>	<b>74%</b>	<b>75%</b>	<b>85%</b>	<b>34%</b>	<b>44%</b>	<b>28%</b>	<b>62%</b>		
Outside borough	8%	9%	18%	14%	10%	39%	33%	54%	23%	13%	20%	26%	25%	15%	66%	56%	72%	38%		
(Don't know / varies)	4%	4%	2%	9%	6%	3%	5%	4%	5%											
(Don't do this activity)	33%	51%	31%	35%	29%	38%	36%	21%	34%											
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>		

### Restaurants

	Unadjusted (includes 'don't know'/'don't do this activity')									Total	Adjusted (excludes 'don't know'/'don't do this activity')									Total
	1	2	3	4	5	6	7	8	1		2	3	4	5	6	7	8			
Melton Mowbray	56%	62%	44%	34%	47%	10%	8%	13%	34%	70%	78%	51%	47%	55%	14%	11%	16%	43%		
Asfordby	1%	0%	2%	5%	0%	0%	0%	0%	1%	1%	0%	2%	7%	0%	0%	0%	0%	1%		
Bottesford	0%	0%	0%	0%	4%	0%	23%	0%	3%	0%	0%	0%	0%	5%	0%	31%	0%	4%		
Wymondham	0%	0%	8%	0%	0%	3%	1%	1%	2%	0%	0%	9%	0%	0%	4%	1%	1%	2%		
Other villages in Borough	1%	7%	7%	7%	12%	3%	5%	9%	6%	1%	9%	8%	10%	14%	4%	7%	10%	8%		
<b>Sub-total within Borough</b>	<b>58%</b>	<b>69%</b>	<b>60%</b>	<b>46%</b>	<b>63%</b>	<b>16%</b>	<b>37%</b>	<b>23%</b>	<b>46%</b>	<b>73%</b>	<b>86%</b>	<b>70%</b>	<b>63%</b>	<b>74%</b>	<b>22%</b>	<b>49%</b>	<b>28%</b>	<b>58%</b>		
Outside Borough	22%	11%	26%	27%	22%	58%	38%	61%	33%	28%	14%	30%	37%	26%	78%	51%	72%	42%		
(Don't know / varies)	6%	5%	6%	11%	5%	3%	4%	7%	6%											
(Don't do this activity)	14%	15%	8%	16%	10%	23%	21%	10%	15%											
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>		

### Notes

Market shares derived from NEMS household survey (Q36 & 37)

# Melton Borough Retail Study

## Table L2: Summary of A3, A4 and A5 requirements

	2015	2016	2021	2026	2031	2036
<b>Total population and expenditure</b>						
A Total population	67,099	67,636	70,385	73,245	76,223	79,321
B Total study area expenditure on food & drink (£M)	£79.47	£81.15	£89.20	£99.02	£109.91	£122.01
<b>Retained expenditure</b>						
C Retained food & drink expenditure (%)	60%	60%	60%	60%	60%	60%
D Retained food & drink expenditure (£M)	£47.85	£48.86	£53.71	£59.62	£66.18	£73.46
E Expenditure leakage (£M)	£31.62	£32.29	£35.49	£39.40	£43.73	£48.55
<b>Inflow</b>						
F Inflow (%)	15%	15%	15%	15%	15%	15%
G Inflow (£M)	£7.18	£7.33	£8.06	£8.94	£9.93	£11.02
<b>Total turnover of food &amp; drink facilities</b>						
H Total turnover	£55.03	£56.19	£61.76	£68.56	£76.11	£84.48
<b>Initial surplus</b>						
I Growth in retained expenditure	£0.00	£1.16	£6.73	£13.53	£21.08	£29.45
<b>Claims on expenditure</b>						
J Sales efficiency growth in existing operators	£0.00	£0.22	£1.33	£2.47	£3.63	£4.81
K Commitments for new floorspace	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00
L Total claims on capacity	£0.00	£0.22	£1.33	£2.47	£3.63	£4.81
<b>Expenditure summary</b>						
M Initial surplus of expenditure	£0.00	£1.16	£6.73	£13.53	£21.08	£29.45
N Total claims on capacity	£0.00	£0.22	£1.33	£2.47	£3.63	£4.81
O Residual expenditure	£0.00	£0.94	£5.40	£11.06	£17.45	£24.64
<b>Conversion to floorspace requirements</b>						
P Assumed turnover per sqm	£6,500	£6,526	£6,658	£6,792	£6,929	£7,068
Q Gross food & drink floorspace requirement	-	144	811	1629	2518	3486

### Notes

Sales efficiency growth rate of 0.4% per annum applied



# Melton Borough Retail Study

## Table L3: Cinema & theatre market shares 2015

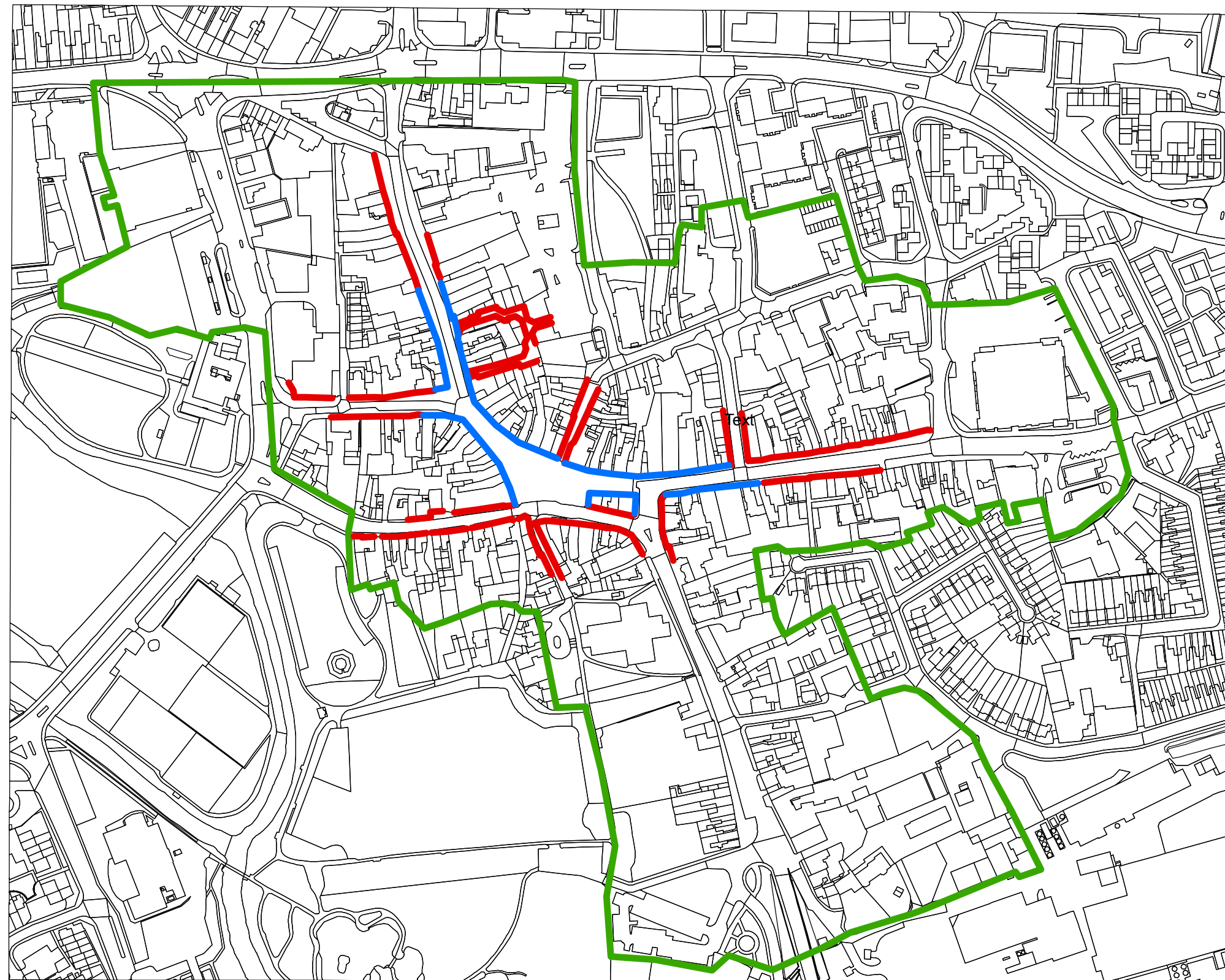
	1	2	3	4	5	6	7	8	Total
Regal Cinema, Melton Mowbray	40.0%	32.0%	30.7%	23.0%	29.0%	24.0%	4.0%	17.3%	24.97%
Melton Theatre, Melton Mowbray	6.0%	10.0%	14.9%	3.0%	5.0%	1.0%	1.0%	1.0%	5.22%
Bottesford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.12%
<b>Sub-total for Melton Borough</b>	<b>46.0%</b>	<b>42.0%</b>	<b>45.5%</b>	<b>26.0%</b>	<b>34.0%</b>	<b>25.0%</b>	<b>6.0%</b>	<b>18.3%</b>	<b>30.31%</b>
Locations outside Melton Borough									
Nottingham	11.0%	12.0%	6.9%	29.0%	21.0%	5.0%	21.0%	1.0%	13.29%
Leicester	15.0%	9.0%	11.9%	13.0%	5.0%	3.0%	2.0%	39.4%	12.42%
Grantham	0.0%	0.0%	1.0%	0.0%	2.0%	0.0%	16.0%	0.0%	2.36%
Peterborough	0.0%	0.0%	1.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.99%
Loughborough	1.0%	1.0%	0.0%	2.0%	0.0%	0.0%	0.0%	2.9%	0.87%
Stamford	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	1.0%	0.0%	0.50%
Newark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.87%
Other	1.0%	0.0%	2.0%	1.0%	2.0%	2.0%	1.0%	1.9%	1.37%
<b>Sub-total outside Melton Borough</b>	<b>28.0%</b>	<b>22.0%</b>	<b>22.8%</b>	<b>45.0%</b>	<b>30.0%</b>	<b>20.0%</b>	<b>48.0%</b>	<b>45.2%</b>	<b>32.67%</b>
(Don't know / varies)	0.0%	0.0%	0.0%	2.0%	2.0%	0.0%	1.0%	2.9%	0.99%
(Don't do this activity)	26.0%	36.0%	31.7%	27.0%	34.0%	55.0%	45.0%	33.7%	36.03%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

### Notes

Market shares derived from NEMS household survey (Q38)

## **Appendix K Melton Mowbray frontage and town centre boundary**

# Melton Mowbray town centre boundary and shopping frontages



## Key

- Primary Shopping Frontage
- Secondary Shopping Frontage
- Town centre boundary



## **Appendix L Stakeholder engagement summary**

## L.1 Introduction

- L.1.1 Stakeholder engagement comprised two main elements, notably a presentation of the draft retail study to the BID, Town Estate, a representative from the Melton Mowbray Chamber of Trade and Commerce, key local retailers and a representative from the LEP with a roundtable discussion on the draft findings, together with questionnaires sent to all the Parish Councils.
- L.1.2 The findings from the stakeholder engagement have informed the finalised study.

## L.2 Stakeholder questionnaires

- L.2.1 Questionnaires were sent to all the parish councils; this comprised 10 questions on Melton Mowbray, Asfordby and Bottesford and on the other rural centres in the Borough. Responses were received from Burton and Dalby, Kirby Bellars and Clawson, Hose and Harby. The results are summarised in the table below.

Question	Responses
1. Thinking about Melton Mowbray town centre, which centres do you think are its main competitors?	Thurmaston Retail park Nottingham City Centre Leicester City Centre / Highgate Grantham Oakham
2. How do you think it is faring compared to them?	Poorly! Melton Mowbray seems to be doing well – Grantham has lots of empty shops Poorly - plenty of charity shops and coffee shops but otherwise poor variety. Entrances gateways to town are shabby and littered
3. What about the larger centres such as Leicester, Nottingham and Loughborough? Should Melton Mowbray try and compete with them?	Yes, but only in the sense of choice and quality. No, Melton should capitalise on its rural centre, market town status Needs to compete with the larger units otherwise the town will decay, it needs to have sufficient easy parking – easy links to tidy retail units that offer similar to the larger retail parks
4. What type of investment or uses might the town centre look to attract to enable it to compete with other and larger centres?	Selection of good quality restaurants for eating out in the evening too limited. Too many charity shops and value stores compared to quality shops. Town would benefit from more recognisable brands e.g. Next Ring road needed to take heavy vehicles out of the town. Brighten up the market place with some

Question	Responses
	flower baskets and traditional street furniture. Better street cleaning. More housing, more non-food shops More non-food shops, technical centres, furniture and white goods Improved access and easy parking. Good community centres.
5. Thinking now about Asfordby and Bottesford: how would you describe their offer (type/quality/range of retail, leisure, services etc.) compared to Melton Mowbray? (Do not answer if you consider that neither of these play a significant role for residents in your Parish)	Asfordby is a useful provider of health, food and social opportunities
6. What investment or facilities would you like to see in these centres to improve their offer?	
7. Do you have any other comments on these centres?	
8. Thinking about the other smaller centres/villages in the Borough (particularly Long Clawson, Waltham on the Wolds, Asfordby Hill, Croxton Kerrial, Frisby on the Wreake, Stathern, Somerby, Wyomondham), do you consider any of these play a significant role in meeting the retail, leisure and/or service needs of your Parish's residents? (If yes, please specify which centre and the role performed)	No Shops in Long Clawson and the garage/shop/café in Harby are an example of what can be done – could be used as a model for other villages.
9. What investment or facilities would you like to see in these centres to improve their offer? (Please specify which centre this relates to if multiple centres are identified in Q10)	None Bus services are important. Encourage businesses to provide employment in and around the villages because most residents work and shop elsewhere.
10. Do you have any other comments on these centres?	

### L.3 Presentation and roundtable discussion

L.3.1 A copy of the presentation is provided within this appendix which formed the basis for discussion. Key points raised in the session included:

- Strengths:
  - The presence of edge-of-centre foodstores of a significant size.
  - TwinLakes should be considered as part of Melton Mowbray's leisure offer.
- Weaknesses:
  - Car parking in the town – extremely pressured on market days and on non-market days, some peripheral car parks are simply not used so that there remains pressure on the same central car parks.
  - Reality of Melton Mowbray at present does not match expectations of first-time visitors.
- Opportunities:
  - Competition with Leicester and Nottingham is inevitable; Melton Mowbray cannot be expected to compete on choice so should focus on quality. Melton Mowbray should be benchmarked against Loughborough, Grantham, Oakham and Stamford.
  - Scope to accommodate further shoppers on non-market days.
  - Improvement to the reputation of the town centre as a place for an evening out through a better food and drink offer.
  - Car parking strategy commissioned.

L.3.2 In addition, the BID were provided with the draft shopping frontages and town centre boundaries for comment. The finalised boundaries reflect this feedback.

# Melton Borough Council **Retail Study**

BID presentation – 25 June 2015

Cathy Hall





# Today's presentation

- Scope of the retail study
- Changes since the last retail study
- Findings of the household survey
- Findings of the health check of Melton Mowbray
- Need for additional floorspace
- Development opportunities
- Policy recommendations



# Scope of the Retail Study

- PBA instructed in April 2015 to prepare a new study to provide up-to-date retail and leisure evidence to inform the emerging local plan
- Study to cover the following elements:
  - Assess the health of the town centre
  - Identify a retail hierarchy for the Borough
  - Provide retail and leisure capacity recommendations
  - Advice on town centre boundaries and frontages
  - Identify opportunity sites
  - Understand the potential for new retail and leisure provision as part of the urban extensions



# NPPF & PPG plan making requirements for town centres

## Para. 161: evidence

- Quantitative & qualitative needs over plan period
- Review the role & function of town centres
- Capacity to accommodate growth

**PPG para. 4** – take full account of market signals

**PPG para. 2** – the importance of vision/town centre strategy

## Para. 23: local plans

- Define network of centres
- Town centre/primary shopping area boundaries
- Allocate range of sites to meet needs in full
- Use sequential test to allocate sites - where need can not be met in centres
- Set policies for consideration of out of centre proposals

**PPG para 26** - set local floorspace threshold for impact assessments



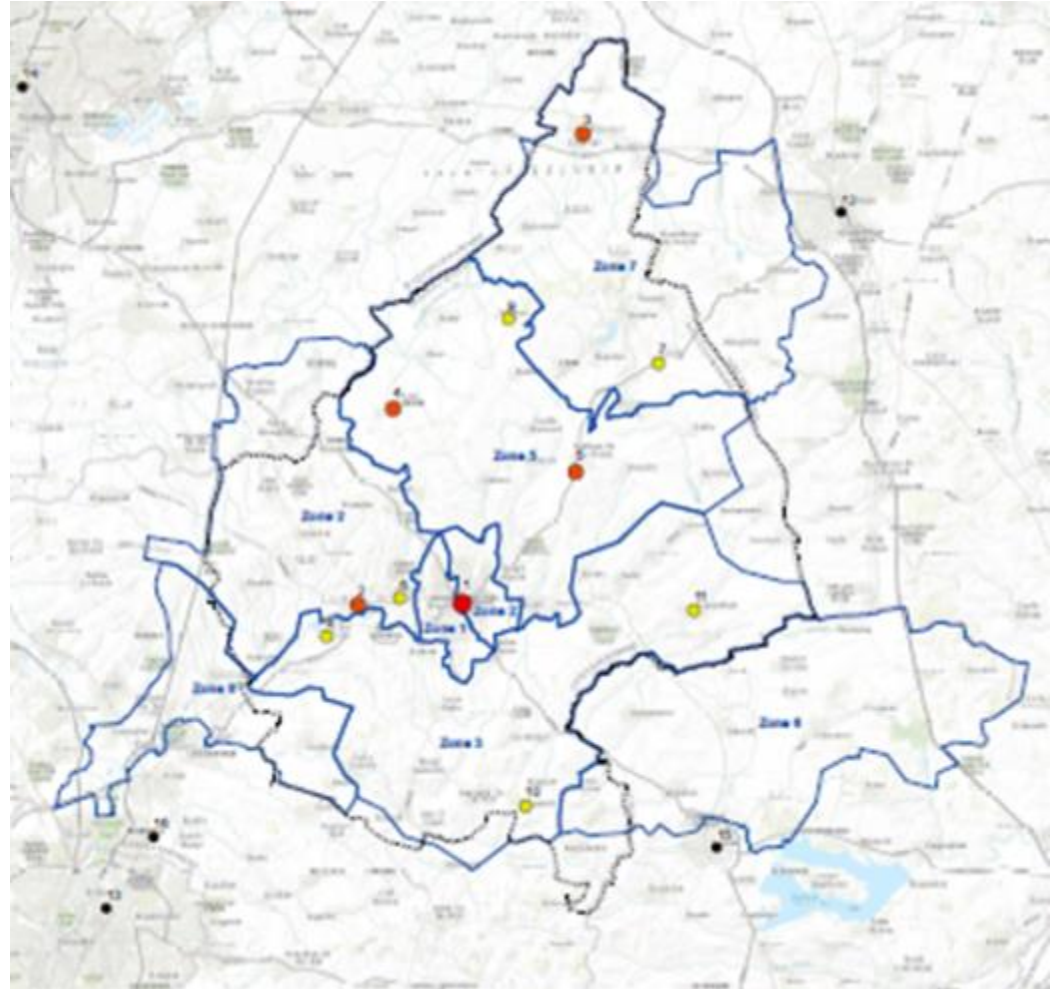
# Findings of the last retail study

- Last retail study undertaken in 2011, covering period up to 2026
- Health of the town centre
  - Food and non-food offer not performing strongly
- Potential for growth
  - No capacity for additional food floorspace
  - Non-food capacity from 2021 onwards (growing to 2,500 sqm by 2026)
- Opportunity sites
  - The Bell Centre/St Mary's Way
  - The Mall/Wilton Road
- Only addressed retail matters

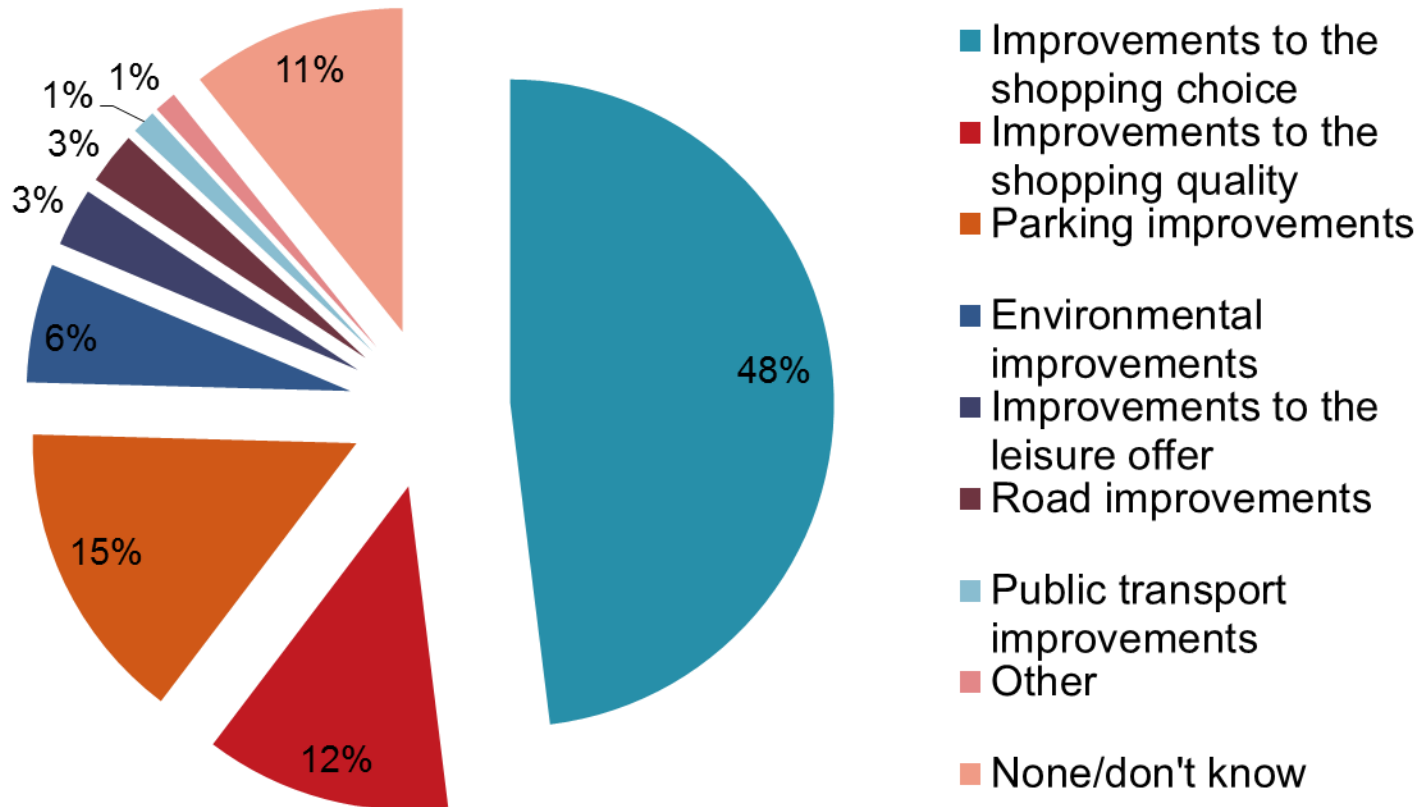


# Household survey

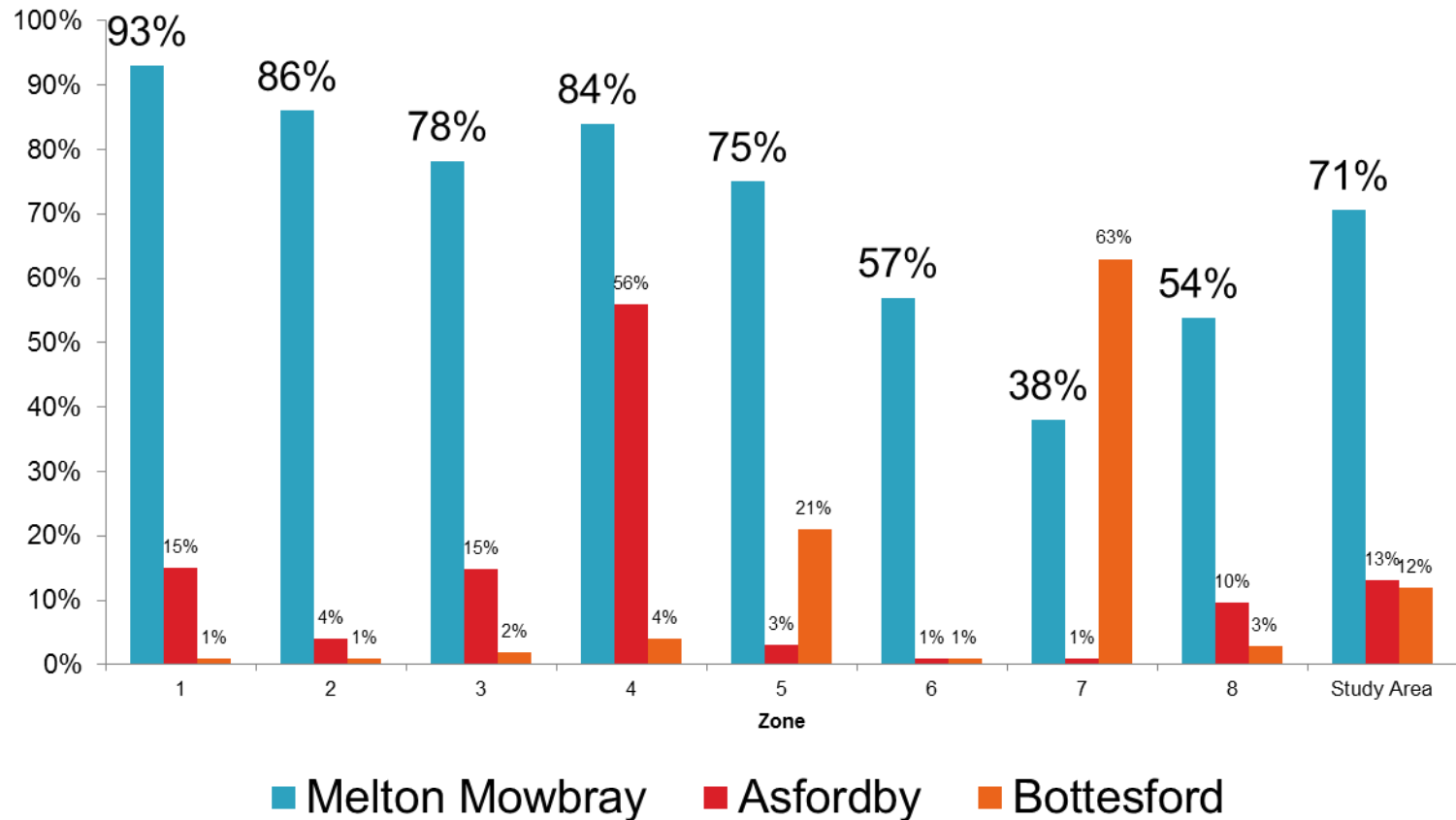
- 800-response survey undertaken in May
- Covers entire Borough
- Questions on shopping and leisure use patterns and scope for improvement of the Borough's centres



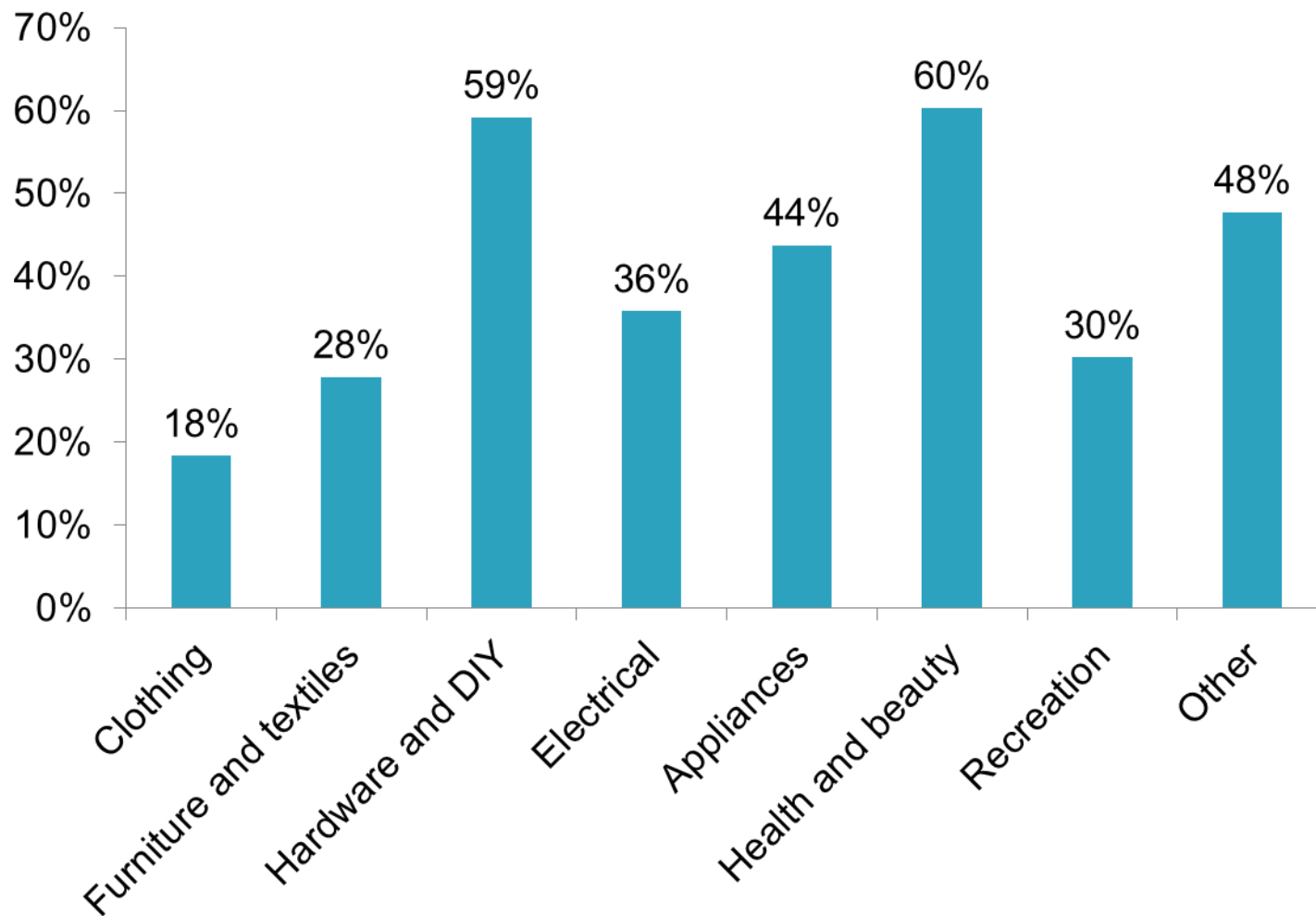
# Improvements to Melton Mowbray



# Usage of Melton Mowbray



# Melton Mowbray non-food shopping market shares





# Retail and leisure market shares

Borough-wide:

- Comparison (non-food):
  - 37% retained within Melton
  - £63.7m in 2015
  - £7.6m inflow from outside Melton
- Convenience (food):
  - 69% retained within Melton
  - £79.1m in 2015
  - £5.5m inflow from outside Melton
- Food and drink
  - 60% retained within Melton
  - £47.6m in 2015



# Health check of Melton Mowbray

## Strengths

- Attractive town centre
- Cattle market and street market
- Low vacancies
- Accessible and adequate car parking
- Cinema



# Health check of Melton Mowbray

## Weaknesses

- Foodstores outside the centre
- Persistent vacancies e.g. the Bell Centre
- Comparison (non-food) offer limited
- Small units in the centre
- Traffic through the town centre



# Health check of Melton Mowbray

## Opportunities

- High visitor numbers to the town
- Rural Capital of Food
- Available expenditure in catchment area
- Improving non-market day performance



# Health check of Melton Mowbray

## Threats

- Polarisation and competition from Nottingham, Leicester etc.
- Quality of town centre offer



# Need for additional floorspace

- Taking account of population and expenditure growth, role of the internet, leakage from the Borough and existing permission:
- Convenience (food)
  - Oversupply of floorspace across the plan period
- Comparison (non-food)
  - 2021: 1,450 sqm
  - 2026: 4,310 sqm
  - 2031: 5,080 sqm
  - 2036: 12,670 sqm

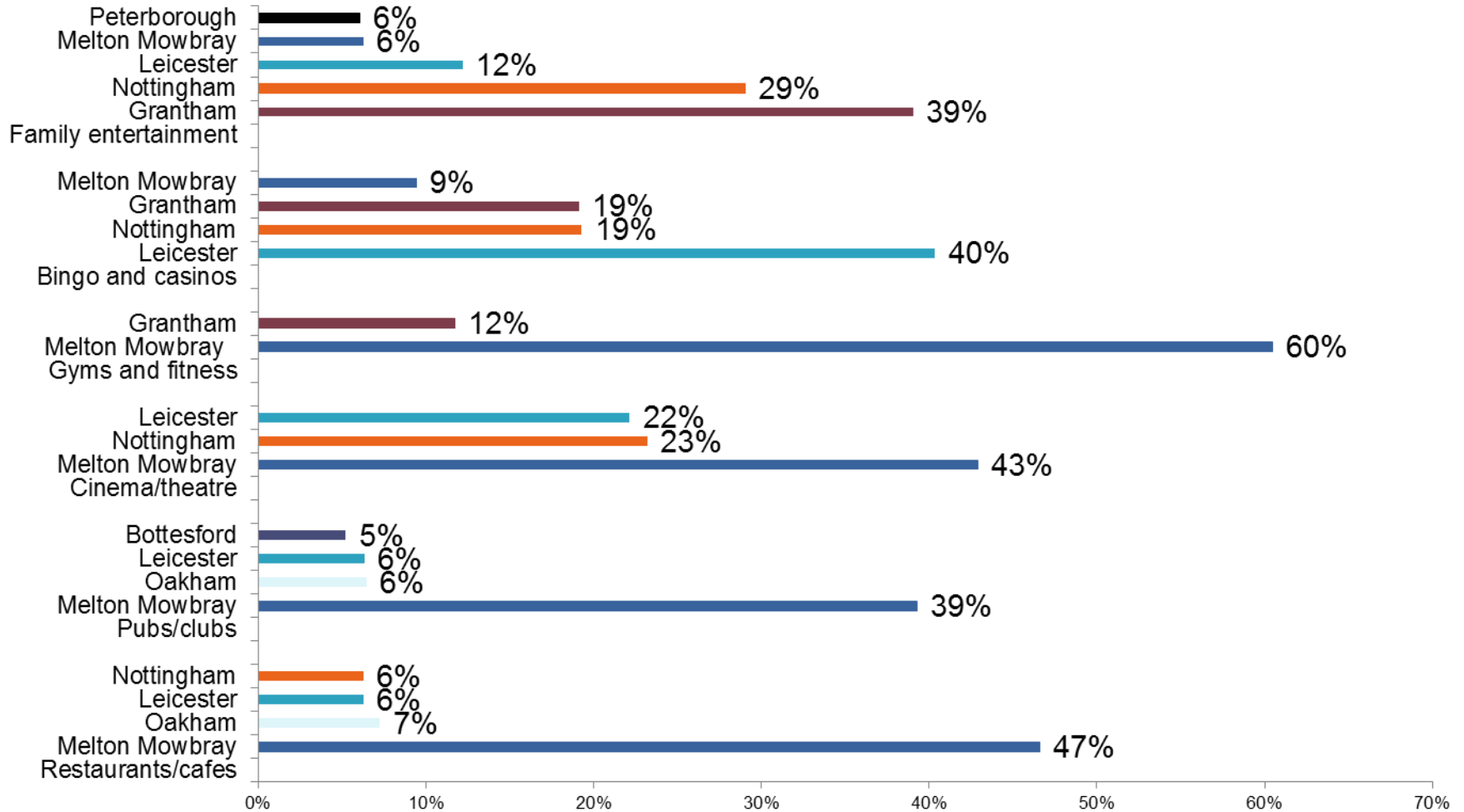


# Urban Extensions

- North Melton (1,000 units) and South Melton (2,000 units)
- Generates total retail needs of 2,100 sqm and 4,200 sqm respectively
- Should any of this be met by new floorspace within the urban extensions?
- Potentially up to 300 sqm and 600 sqm respectively



# Existing leisure patterns in Melton





# Leisure needs

- Food and drink
  - Most significant element of leisure spending
  - Expenditure growth of £42m (2015-36)
  - Capacity for up to 811 sqm by 2021 and 3,486 sqm by 2036
- Cinema and theatre, gyms
  - Market share reasonable given size of centre
  - No need identified
- Games of chance
  - Take up limited and increasing market share expected to go to internet. No need identified.
- Family entertainment
  - Some growth but not sufficient to support new facilities in Melton



# Questions and discussion

- What do you think are the main strengths and weaknesses of Melton?
- How is Melton performing compared to its competitors?
- Should Melton compete with Leicester, Nottingham, Grantham etc.?
- What type of improvements would enable the town centre to better compete?
- How do the urban extensions fit in?

