

Centres, Retail & Commercial Leisure Needs Assessment

Volume 2: Technical Appendices - FINAL

Prepared for:

Thurrock Council

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lsh.co.uk

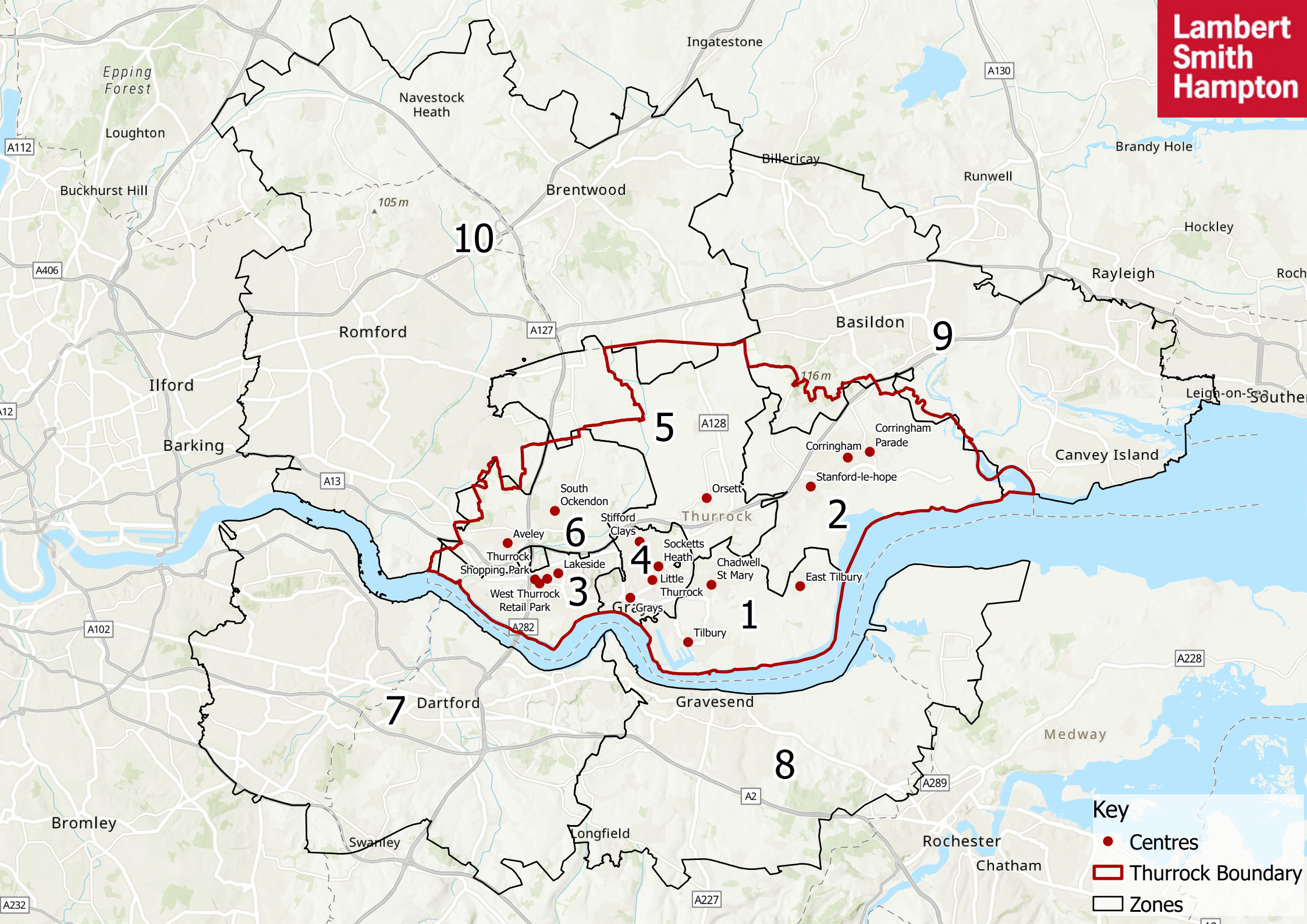


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Appendix 1:

Defined Catchment Area & Zones



Appendix 2:
Population And Expenditure:
Convenience Goods – Baseline

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2025) POPULATION & PROJECTIONS (to 2045)

GROWTH 2025 to 2045 (%)

ZONE:	2025	2030	2035	2040	2044	2045	2025-2035	2025-2044	2025-2045
Zone 1	31,553	32,768	33,799	34,812	35,678	35,927	7.1%	13.1%	13.9%
Zone 2	34,789	35,639	36,311	36,820	37,237	37,376	4.4%	7.0%	7.4%
Zone 3	31,160	32,565	33,882	35,268	36,400	36,718	8.7%	16.8%	17.8%
Zone 4	44,899	46,427	47,614	48,697	49,631	49,918	6.0%	10.5%	11.2%
Zone 5	11,947	12,150	12,347	12,537	12,691	12,730	3.3%	6.2%	6.6%
Zone 6	34,106	35,291	36,295	37,360	38,289	38,544	6.4%	12.3%	13.0%
Zone 7	418,440	430,796	441,951	453,290	462,597	465,034	5.6%	10.6%	11.1%
Zone 8	112,455	113,548	114,809	116,491	117,856	118,131	2.1%	4.8%	5.0%
Zone 9	240,320	244,557	248,739	253,439	257,434	258,380	3.5%	7.1%	7.5%
Zone 10	504,925	513,791	522,246	531,587	538,957	540,663	3.4%	6.7%	7.1%
Study Area	1,464,594	1,497,532	1,527,993	1,560,301	1,586,769	1,593,421	6.5%	8.3%	8.8%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2025) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) Location Analyst Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model'; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: REVISED CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2025 (incl SFT)	2025	2030	2035	2040	2044	2045
		EXCLUDING SPECIAL FORMS OF TRADING					
EXPERIAN - SPECIAL FORMS OF TRADING (%):		5.2%	6.0%	6.6%	7.3%	7.3%	7.3%
REVISED SPECIAL FORMS OF TRADING (%):		4.9%	5.7%	6.3%	6.9%	6.9%	6.9%
Zone 1	£2,360	£2,244	£2,186	£2,149	£2,112	£2,095	£2,091
Zone 2	£2,728	£2,593	£2,526	£2,483	£2,441	£2,421	£2,417
Zone 3	£2,446	£2,325	£2,265	£2,227	£2,189	£2,172	£2,167
Zone 4	£2,479	£2,357	£2,296	£2,257	£2,219	£2,201	£2,197
Zone 5	£3,035	£2,885	£2,811	£2,763	£2,716	£2,695	£2,689
Zone 6	£2,532	£2,407	£2,345	£2,305	£2,266	£2,248	£2,243
Zone 7	£2,639	£2,508	£2,444	£2,402	£2,362	£2,343	£2,338
Zone 8	£2,637	£2,507	£2,442	£2,401	£2,360	£2,341	£2,336
Zone 9	£2,784	£2,646	£2,578	£2,535	£2,492	£2,472	£2,467
Zone 10	£2,589	£2,461	£2,398	£2,357	£2,317	£2,299	£2,294
STUDY AREA AVERAGE:	£2,623	£2,493	£2,429	£2,388	£2,347	£2,329	£2,324

Source: Average spend per capita estimates (2023 prices) are derived from Experian 'Retail Area Planner' Reports using the Experian Location Analyst GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 22 published by Experian Business Strategies (March 2025).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the Retail Planner Briefing Note 22 (March 2025).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2025) TO 2045 (£m)

GROWTH 2025 to 2045 (%)

	2025 (incl SFT)	2025	2030	2035	2040	2044	2045	2025-2035	2025-2044	2025-2045
		EXCLUDING SPECIAL FORMS OF TRADING								
Zone 1	74.5	70.8	71.6	72.6	73.5	74.8	75.1	2.6%	5.6%	6.1%
Zone 2	94.9	90.2	90.0	90.2	89.9	90.2	90.3	0.0%	0.0%	0.1%
Zone 3	76.2	72.4	73.8	75.5	77.2	79.0	79.6	4.1%	9.1%	9.8%
Zone 4	111.3	105.8	106.6	107.5	108.0	109.2	109.6	1.6%	3.2%	3.6%
Zone 5	36.3	34.5	34.2	34.1	34.1	34.2	34.2	-1.0%	-0.8%	-0.7%
Zone 6	86.3	82.1	82.7	83.7	84.6	86.1	86.5	1.9%	4.9%	5.3%
Zone 7	1,104.2	1,049.6	1,052.8	1,061.8	1,070.5	1,083.8	1,087.3	1.2%	3.3%	3.6%
Zone 8	296.5	281.9	277.3	275.6	274.9	275.9	276.0	-2.2%	-2.1%	-2.1%
Zone 9	669.1	636.0	630.5	630.5	631.4	636.3	637.3	-0.9%	0.0%	0.2%
Zone 10	1,307.4	1,242.7	1,232.0	1,231.1	1,231.8	1,238.9	1,240.3	-0.9%	-0.3%	-0.2%
STUDY AREA:	3,856.8	3,666.0	3,651.5	3,662.4	3,676.0	3,708.3	3,716.4	-0.1%	1.2%	1.4%

Appendix 3:

Convenience Goods Market Shares (Including SFT) – Baseline

TABLE 1: ALL CONVENIENCE GOODS - 2025 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	0.1%	0.0%	0.2%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%
Lakeside Retail Park-Lidl	0.4%	0.5%	4.8%	2.1%	0.8%	2.5%	0.0%	0.0%	0.0%	1.3%	0.7%	1.9%
Lakeside-Lakeside Retail Park-Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Lakeside-Lakeside Shopping Centre-M&S	4.6%	0.4%	1.6%	1.8%	2.7%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%	1.9%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Tesco Extra	5.1%	1.4%	16.6%	5.3%	6.4%	9.2%	1.6%	0.0%	0.0%	2.3%	2.1%	7.1%
Thurrock Shopping Park-Iceland (The Food Warehouse)	0.7%	0.5%	0.3%	0.5%	0.1%	3.2%	0.0%	0.0%	0.1%	0.2%	0.2%	0.9%
Subtotal	10.9%	2.8%	24.8%	10.4%	10.1%	16.5%	1.6%	0.0%	0.1%	4.0%	3.4%	12.3%
TOWN CENTRE: GRAYS												
Farmfoods	1.7%	1.2%	0.1%	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.6%	0.3%	0.6%
Iceland	0.9%	0.0%	1.0%	0.3%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Morrisons	6.9%	0.7%	8.1%	15.6%	5.9%	0.4%	0.0%	0.0%	0.8%	0.0%	1.0%	6.6%
All Other Floorspace	0.2%	1.4%	0.3%	1.2%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Subtotal	9.6%	3.3%	9.4%	17.3%	5.9%	4.2%	0.0%	0.0%	0.8%	0.6%	1.4%	8.9%
LOCAL CENTRE: AVELEY												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
One Stop	0.0%	0.0%	0.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
All Other Floorspace	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.8%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
LOCAL CENTRE: CORRINGHAM												
Costcutter	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Iceland	0.6%	17.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.5%
Morrisons DAILY	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
Morrisons SUPERMARKET	3.0%	17.7%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%
All Other Floorspace	0.0%	0.6%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.3%
Subtotal	3.6%	39.9%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%	8.6%
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	0.4%	0.3%	1.0%	5.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.6%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.4%	0.3%	1.0%	5.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.6%
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	0.7%	0.0%	0.3%	4.4%	4.5%	17.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.6%
Nisa Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	0.0%	0.0%	0.0%	0.0%	0.9%	2.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	0.7%	0.0%	0.3%	4.4%	5.3%	20.6%	0.0%	0.0%	0.0%	0.0%	0.7%	5.3%
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	0.8%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Tesco Express	0.5%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
All Other Floorspace	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	1.3%	7.5%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.7%
LOCAL CENTRE: TILBURY												
Premier, Civic Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Dock Road	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
All Other Floorspace	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	15.4%	7.3%	11.7%	5.1%	2.7%	3.1%	2.2%	0.0%	0.3%	0.4%	1.8%	7.6%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	10.6%	0.9%	17.1%	18.7%	3.1%	7.6%	0.0%	0.3%	0.0%	0.0%	1.3%	10.5%
Asda, Thurrock Park Way, Tilbury	24.4%	3.5%	0.0%	14.1%	4.6%	3.1%	0.0%	0.0%	0.0%	0.0%	1.1%	8.6%
Costco, West Thurrock Way	0.9%	1.5%	0.6%	0.3%	0.0%	0.8%	1.3%	0.0%	0.0%	0.2%	0.6%	0.7%
Sainsbury's Superstore, Howard Road, Chafford Hundred	2.9%	0.3%	13.4%	4.9%	6.9%	6.9%	0.7%	0.0%	0.0%	0.9%	1.2%	5.5%
Tesco Express, Lakeside Business Village, Chafford Hundred	1.3%	0.4%	2.3%	1.4%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.2%	1.4%
Subtotal	40.0%	6.6%	33.3%	39.4%	14.5%	20.8%	2.0%	0.3%	0.0%	1.2%	4.3%	26.8%
THURROCK COUNCIL AREA	85.4%	67.8%	81.5%	82.2%	40.2%	69.3%	5.8%	0.3%	1.2%	6.3%	13.2%	74.2%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA											Study Area Zones: 1-10	Council Area Zones: 1-6
Basildon	3.0%	6.1%	0.0%	1.7%	2.2%	0.0%	1.8%	0.0%	31.7%	2.4%	7.1%	2.2%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Bexleyheath	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	9.2%	0.0%	0.2%	0.0%	2.7%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	7.5%	2.6%	0.1%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.6%	0.0%	0.0%	4.9%	2.4%	0.2%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	8.3%	0.0%	0.0%	0.0%	2.4%	0.1%
Gravesend	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	46.5%	0.0%	0.4%	4.5%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	5.4%	0.1%	0.0%	1.4%	0.0%
Pitsea	2.5%	10.8%	0.2%	0.0%	0.5%	1.4%	0.0%	0.0%	16.5%	0.0%	3.2%	2.9%
Romford	0.0%	0.0%	0.4%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	4.7%	1.6%	0.1%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	1.3%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.5%	0.0%
All Other Centres / Stores	0.0%	4.6%	1.8%	0.5%	44.8%	5.5%	36.0%	39.5%	45.7%	54.1%	40.3%	5.7%
Subtotal	5.6%	21.6%	2.4%	2.1%	49.1%	8.5%	71.4%	91.3%	94.2%	73.9%	70.3%	11.3%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	8.9%	10.6%	16.1%	15.7%	10.7%	22.2%	22.8%	8.4%	4.6%	19.8%	16.5%	14.5%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	14.6%	32.2%	18.5%	17.8%	59.8%	30.7%	94.2%	99.7%	98.8%	93.7%	86.8%	25.8%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: MAIN FOOD PURCHASES - 2025 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Lidl	0.4%	0.0%	3.7%	0.4%	0.6%	2.7%	0.0%	0.0%	0.0%	1.5%	0.7%	1.3%
Lakeside-Lakeside Retail Park-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Lakeside Shopping Centre-M&S	3.8%	0.4%	0.6%	0.0%	1.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Tesco Extra	6.8%	1.8%	23.3%	8.3%	7.3%	11.7%	2.0%	0.0%	0.0%	2.6%	2.6%	9.7%
Thurrock Shopping Park-Iceland (The Food Warehouse)	0.0%	0.0%	0.3%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
Subtotal	11.0%	2.1%	27.9%	8.7%	9.7%	19.9%	2.0%	0.0%	0.0%	4.1%	3.6%	12.9%
TOWN CENTRE: GRAYS												
Farmfoods	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Iceland	0.0%	0.0%	1.6%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Morrisons	6.2%	0.4%	6.3%	16.3%	8.5%	0.3%	0.0%	0.0%	1.3%	0.0%	1.0%	6.5%
All Other Floorspace	0.0%	1.8%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Subtotal	6.7%	2.1%	7.9%	16.3%	8.5%	4.6%	0.0%	0.0%	1.3%	0.0%	1.2%	8.0%
LOCAL CENTRE: AVELEY												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
One Stop	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: CORRINGHAM												
Costcutter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland	0.0%	19.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	3.9%
Morrisons DAILY	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
Morrisons SUPERMARKET	2.1%	23.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.9%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	2.1%	48.3%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	9.9%
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	0.0%	0.0%	0.0%	3.0%	3.8%	21.1%	0.0%	0.0%	0.0%	0.0%	0.6%	4.8%
Nisa Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	3.0%	3.8%	21.7%	0.0%	0.0%	0.0%	0.0%	0.6%	4.9%
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Tesco Express	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
LOCAL CENTRE: TILBURY												
Premier, Civic Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Dock Road	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	5.9%	0.0%	1.0%	0.4%	0.0%	0.0%	2.6%	0.0%	0.4%	0.0%	0.9%	1.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	13.3%	1.4%	22.6%	21.4%	3.8%	11.3%	0.0%	0.5%	0.0%	0.0%	1.7%	13.2%
Asda, Thurrock Park Way, Tilbury	31.1%	4.9%	0.0%	19.9%	5.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.4%	11.2%
Costco, West Thurrock Way	1.3%	2.4%	1.0%	0.0%	0.0%	1.2%	2.2%	0.0%	0.0%	0.0%	0.8%	1.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	4.0%	0.0%	11.4%	3.6%	8.2%	9.2%	0.0%	0.0%	0.0%	1.5%	1.2%	5.6%
Tesco Express, Lakeside Business Village, Chafford Hundred	2.1%	0.4%	0.6%	0.8%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%
Subtotal	51.7%	9.1%	35.7%	45.6%	17.0%	27.1%	2.2%	0.5%	0.0%	1.5%	5.2%	32.3%
THURROCK COUNCIL AREA	77.8%	63.8%	72.5%	74.1%	39.5%	73.6%	6.7%	0.5%	1.7%	5.7%	12.8%	69.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basilidon	4.8%	8.8%	0.0%	2.0%	2.4%	0.0%	1.0%	0.0%	37.0%	3.1%	8.2%	3.1%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.4%	0.0%	3.3%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	10.5%	3.6%	0.2%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	2.6%	0.0%	0.0%	2.9%	1.8%	0.4%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	1.9%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	48.1%	0.0%	0.0%	4.3%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	3.3%	0.0%	0.0%	1.5%	0.0%
Pitsea	2.9%	15.0%	0.3%	0.0%	0.0%	2.3%	0.0%	0.0%	18.7%	0.0%	3.7%	3.9%
Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.6%	0.0%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.5%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.6%	0.0%
All Other Centres / Stores	0.0%	7.1%	2.4%	0.4%	40.4%	6.4%	37.7%	37.2%	39.8%	53.1%	39.3%	6.1%
Subtotal	7.7%	30.8%	2.8%	2.4%	45.1%	10.6%	69.4%	88.6%	95.9%	71.4%	69.2%	13.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	14.5%	5.4%	24.7%	23.6%	15.3%	15.8%	23.9%	11.0%	2.5%	22.9%	18.0%	16.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	22.2%	36.2%	27.5%	25.9%	60.5%	26.4%	93.3%	99.5%	98.3%	94.3%	87.2%	30.3%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2025 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.7%	0.0%	1.2%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%
Lakeside Retail Park-Lidl	0.7%	3.3%	11.2%	7.9%	2.9%	5.9%	0.0%	0.0%	0.0%	0.0%	0.7%	5.7%
Lakeside-Lakeside Retail Park-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Lakeside Shopping Centre-M&S	13.4%	0.5%	1.2%	12.3%	3.7%	0.5%	0.0%	0.0%	0.0%	0.0%	0.7%	5.6%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Tesco Extra	3.5%	2.5%	9.4%	2.0%	7.5%	8.3%	2.7%	0.0%	0.0%	4.1%	2.8%	5.1%
Thurrock Shopping Park-Iceland (The Food Warehouse)	0.7%	3.3%	0.6%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.5%	0.4%	1.6%
Subtotal	19.0%	9.5%	23.6%	25.5%	14.0%	19.0%	2.7%	0.0%	0.0%	4.6%	4.7%	19.0%
TOWN CENTRE: GRAYS												
Farmfoods	0.0%	4.9%	0.6%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	4.1%	1.6%	1.6%
Iceland	5.3%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
Morrisons	12.3%	3.0%	22.2%	25.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.5%	12.0%
All Other Floorspace	0.0%	2.5%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
Subtotal	17.6%	10.3%	22.8%	25.6%	0.0%	7.1%	0.0%	0.0%	0.0%	4.1%	3.3%	15.6%
LOCAL CENTRE: AVELEY												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM												
Costcutter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland	2.9%	21.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.7%
Morrisons DAILY	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Morrisons SUPERMARKET	1.4%	10.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.3%
All Other Floorspace	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.1%
Subtotal	4.2%	36.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.2%	8.0%
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	4.6%	0.0%	0.0%	0.7%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.2%
Nisa Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	4.6%	0.0%	0.0%	0.7%	0.0%	13.5%	0.0%	0.0%	0.0%	0.0%	0.4%	3.3%
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: TILBURY												
Premier, Civic Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Dock Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	8.0%	6.5%	7.0%	0.0%	0.0%	3.3%	4.2%	0.0%	0.0%	0.0%	1.7%	4.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	10.9%	0.0%	13.0%	20.5%	4.6%	3.1%	0.0%	0.0%	0.0%	0.0%	1.2%	9.4%
Asda, Thurrock Park Way, Tilbury	25.8%	3.5%	0.0%	7.8%	10.2%	5.9%	0.0%	0.0%	0.0%	0.0%	1.0%	8.4%
Costco, West Thurrock Way	0.7%	0.5%	0.0%	2.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.6%	0.7%	0.8%
Sainsbury's Superstore, Howard Road, Chafford Hundred	3.5%	1.0%	14.7%	12.0%	13.4%	6.5%	0.0%	0.0%	0.0%	0.0%	1.0%	8.0%
Tesco Express, Lakeside Business Village, Chafford Hundred	0.0%	0.0%	7.8%	0.7%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.1%
Subtotal	40.9%	4.9%	35.5%	43.0%	28.2%	20.0%	0.0%	0.0%	0.0%	1.6%	4.1%	28.7%
THURROCK COUNCIL AREA	95.1%	68.3%	89.4%	94.8%	42.3%	62.8%	7.0%	0.0%	0.0%	10.8%	15.5%	79.0%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basilidon	0.0%	5.0%	0.0%	3.3%	4.7%	0.0%	4.2%	0.0%	21.3%	0.5%	5.3%	2.1%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	1.9%	0.1%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.5%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	9.9%	4.4%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	7.6%	0.0%	0.0%	0.0%	2.2%	0.6%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.6%	0.0%	0.0%	3.4%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	10.0%	0.0%	0.0%	1.4%	0.0%
Pitsea	4.2%	9.6%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	19.4%	0.0%	3.7%	2.6%
Romford	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	4.3%	1.5%	0.1%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	3.1%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%	0.0%
All Other Centres / Stores	0.0%	2.0%	1.9%	0.7%	45.8%	5.0%	35.9%	39.6%	49.8%	60.5%	43.1%	5.2%
Subtotal	4.2%	17.1%	1.9%	3.9%	52.3%	8.1%	71.6%	94.2%	90.4%	76.7%	70.8%	10.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	0.7%	14.6%	8.7%	1.3%	5.5%	29.1%	21.4%	5.8%	9.6%	12.4%	13.7%	10.3%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	4.9%	31.7%	10.6%	5.2%	57.7%	37.2%	93.0%	100.0%	100.0%	89.2%	84.5%	21.0%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: TOP UP FOOD PURCHASES - 2025 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	1.6%	0.6%	0.1%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Lakeside Retail Park-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Lakeside Shopping Centre-M&S	2.4%	0.0%	4.7%	0.0%	0.7%	2.1%	0.0%	0.0%	0.0%	0.0%	0.2%	1.6%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Tesco Extra	0.0%	0.0%	8.0%	0.0%	5.5%	5.9%	0.0%	0.0%	0.0%	1.2%	0.8%	2.8%
Thurrock Shopping Park-Iceland (The Food Warehouse)	3.8%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.3%	1.4%
Subtotal	6.2%	0.0%	12.8%	3.3%	6.9%	8.0%	0.0%	0.0%	0.5%	2.9%	1.8%	5.7%
TOWN CENTRE: GRAYS												
Farmfoods	3.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Iceland	0.8%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
Morrisons	1.5%	0.0%	6.7%	5.7%	5.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	3.1%
All Other Floorspace	0.0%	0.0%	2.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
Subtotal	5.4%	0.0%	8.6%	9.0%	5.5%	2.1%	0.0%	0.0%	0.0%	0.0%	0.6%	5.1%
LOCAL CENTRE: AVELEY												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	0.0%	0.0%	0.0%	0.3%	2.5%
One Stop	0.0%	0.0%	4.8%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.2%	1.9%
All Other Floorspace	0.0%	0.0%	0.6%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal	0.0%	0.0%	5.4%	0.0%	0.0%	20.4%	0.0%	0.0%	0.0%	0.0%	0.6%	4.5%
LOCAL CENTRE: CORRINGHAM												
Costcutter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland	0.0%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.5%
Morrisons DAILY	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Morrisons SUPERMARKET	7.3%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.3%
All Other Floorspace	0.0%	1.6%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%
Subtotal	7.3%	22.1%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.4%
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	1.5%	1.9%	6.9%	16.3%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	1.5%	1.9%	6.9%	16.3%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.1%
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	0.0%	0.0%	0.0%	6.2%	9.4%	11.7%	0.0%	0.0%	0.0%	0.0%	0.5%	4.3%
Nisa Extra	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Tesco Express	0.0%	0.0%	0.0%	0.0%	0.7%	5.8%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Subtotal	0.0%	0.0%	0.0%	6.2%	10.1%	22.6%	0.0%	0.0%	0.0%	0.0%	0.8%	6.3%
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	5.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.9%
Tesco Express	0.0%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.5%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	5.0%	28.2%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.4%
LOCAL CENTRE: TILBURY												
Premier, Civic Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Dock Road	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	16.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.5%
All Other Floorspace	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	17.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.8%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	42.1%	31.7%	43.2%	21.2%	14.9%	13.2%	0.0%	0.0%	0.5%	0.4%	3.7%	28.1%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	5.3%	0.0%	8.2%	16.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.8%	6.3%
Asda, Thurrock Park Way, Tilbury	6.9%	0.0%	0.0%	6.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.4%	3.0%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	1.2%	10.4%	4.9%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	3.1%
Tesco Express, Lakeside Business Village, Chafford Hundred	0.0%	0.0%	3.2%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.7%
Subtotal	12.3%	1.2%	21.9%	32.9%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	1.8%	14.1%
THURROCK COUNCIL AREA	97.7%	85.2%	98.7%	93.0%	46.1%	71.2%	0.0%	0.0%	1.1%	3.3%	11.9%	85.6%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basilidon	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	3.4%	0.0%	21.9%	3.1%	5.8%	0.1%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	1.7%	0.0%
Bexleyheath	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.6%	0.1%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	1.9%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	4.3%	2.4%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	1.5%	0.0%
Gravesend	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	38.6%	0.0%	2.6%	6.7%	0.1%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	6.7%	0.0%	0.0%	1.8%	0.0%
Pitsea	0.8%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	1.8%	0.5%
Romford	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	2.9%	0.1%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	3.0%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.6%	0.0%
All Other Centres / Stores	0.0%	0.0%	0.6%	0.8%	53.2%	2.6%	34.8%	49.4%	61.1%	63.1%	46.3%	4.8%
Subtotal	1.5%	2.4%	1.3%	0.8%	53.9%	2.6%	82.0%	94.8%	92.7%	87.2%	77.1%	5.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	0.8%	12.4%	0.0%	6.2%	0.0%	26.2%	18.0%	5.2%	6.2%	9.5%	11.0%	8.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	2.3%	14.8%	1.3%	7.0%	53.9%	28.8%	100.0%	100.0%	98.9%	96.7%	88.1%	14.4%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2025 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	2.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Lidl	0.0%	0.0%	8.8%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.5%	2.9%
Lakeside-Lakeside Retail Park-Other	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.2%
Lakeside-Lakeside Shopping Centre-M&S	0.0%	1.4%	2.8%	0.0%	10.1%	3.2%	0.0%	0.0%	0.0%	0.0%	0.3%	2.1%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside-Tesco Extra	5.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Thurrock Shopping Park-Iceland (The Food Warehouse)	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.1%	0.4%	0.1%
Subtotal	5.0%	1.4%	25.6%	8.3%	11.2%	5.1%	0.0%	0.0%	0.0%	4.4%	2.6%	8.8%
TOWN CENTRE: GRAYS												
Farmfoods	9.6%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.4%
Iceland	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Morrisons	10.6%	0.0%	0.0%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.5%
All Other Floorspace	1.6%	0.0%	0.0%	10.4%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.3%	2.8%
Subtotal	21.8%	4.5%	0.0%	22.7%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	1.2%	9.8%
LOCAL CENTRE: AVELEY												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.2%	1.3%
One Stop	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	0.2%	1.5%
LOCAL CENTRE: CORRINGHAM												
Costcutter	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%
Iceland	1.6%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.6%
Morrisons DAILY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons SUPERMARKET	5.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.0%
All Other Floorspace	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Subtotal	6.6%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	5.3%
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	1.6%	0.0%	0.0%	26.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.5%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	1.6%	0.0%	0.0%	26.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.5%
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	0.0%	0.0%	2.8%	15.6%	7.6%	6.3%	0.0%	0.0%	0.0%	0.0%	0.7%	5.8%
Nisa Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	0.0%	0.0%	0.0%	0.0%	7.6%	14.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	2.8%	15.6%	15.2%	20.9%	0.0%	0.0%	0.0%	0.0%	1.1%	9.0%
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	5.0%	18.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.4%
All Other Floorspace	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	5.0%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.6%
LOCAL CENTRE: TILBURY												
Premier, Civic Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Dock Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
All Other Floorspace	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
Subtotal	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	43.9%	15.8%	35.7%	16.4%	4.8%	6.2%	0.0%	0.0%	0.0%	3.3%	3.7%	20.9%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	1.6%	0.0%	2.8%	4.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.7%
Asda, Thurrock Park Way, Tilbury	8.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.3%	2.1%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	27.3%	2.0%	0.0%	3.2%	7.0%	0.0%	0.0%	0.0%	2.7%	5.4%
Tesco Express, Lakeside Business Village, Chafford Hundred	0.0%	2.2%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Subtotal	9.6%	2.2%	33.0%	6.1%	1.1%	8.0%	7.0%	0.0%	0.0%	0.0%	3.2%	10.1%
THURROCK COUNCIL AREA	98.4%	64.9%	97.2%	95.9%	32.3%	50.1%	7.0%	0.0%	0.0%	7.7%	14.2%	77.3%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	1.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.6%	0.0%	5.3%	0.4%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.3%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.9%	0.0%	0.0%	0.0%	3.1%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.4%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	3.5%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.9%	0.0%	0.0%	0.0%	6.6%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	51.0%	0.0%	0.0%	3.9%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	1.0%	0.0%	0.9%	0.0%
Pitsea	0.0%	1.4%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	9.1%	0.0%	1.6%	0.5%
Romford	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.9%	5.5%	0.5%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	1.3%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	0.0%	0.0%	0.0%	57.1%	5.2%	27.8%	38.3%	51.9%	37.4%	33.2%	5.2%
Subtotal	1.6%	2.1%	2.8%	0.0%	60.8%	5.2%	67.2%	98.5%	92.5%	64.8%	65.6%	6.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	0.0%	33.0%	0.0%	4.1%	6.9%	44.8%	25.8%	1.5%	7.5%	27.5%	20.1%	16.1%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	1.6%	35.1%	2.8%	4.1%	67.7%	49.9%	93.0%	100.0%	100.0%	92.3%	85.8%	22.7%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix 4:

Convenience Goods Turnover (Excluding SFT) – Baseline

TABLE 1: ALL CONVENIENCE GOODS - 2025 MARKET SHARE ANALYSIS (%)
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	0.1%	0.0%	0.2%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.2%
Lakeside Retail Park-Lidl	0.4%	0.5%	5.7%	2.4%	0.9%	3.2%	0.0%	0.0%	0.0%	1.6%	0.8%	2.2%
Lakeside-Lakeside Retail Park-Other	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Lakeside-Lakeside Shopping Centre-M&S	5.1%	0.5%	1.9%	2.2%	3.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.3%	2.2%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Tesco Extra	5.6%	1.6%	19.8%	6.2%	7.1%	11.8%	2.1%	0.0%	0.0%	2.9%	2.6%	8.3%
Thurrock Shopping Park-Iceland (The Food Warehouse)	0.7%	0.5%	0.3%	0.6%	0.1%	4.1%	0.0%	0.0%	0.1%	0.2%	0.2%	1.1%
Subtotal	12.0%	3.2%	29.5%	12.3%	11.3%	21.2%	2.1%	0.0%	0.1%	5.0%	4.0%	14.4%
TOWN CENTRE: GRAYS												
Farmfoods	1.8%	1.3%	0.1%	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.8%	0.3%	0.7%
Iceland	1.0%	0.0%	1.1%	0.4%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
Morrisons	7.6%	0.7%	9.7%	18.5%	6.6%	0.5%	0.0%	0.0%	0.8%	0.0%	1.1%	7.8%
All Other Floorspace	0.2%	1.6%	0.3%	1.4%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%
Subtotal	10.6%	3.7%	11.3%	20.5%	6.6%	5.5%	0.0%	0.0%	0.8%	0.8%	1.7%	10.4%
LOCAL CENTRE: AVELEY												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
One Stop	0.0%	0.0%	0.9%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
All Other Floorspace	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	0.0%	0.0%	1.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
LOCAL CENTRE: CORRINGHAM												
Costcutter	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Iceland	0.6%	19.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%
Morrisons DAILY	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Morrisons SUPERMARKET	3.3%	19.8%	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.7%
All Other Floorspace	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.3%
Subtotal	4.0%	44.6%	0.1%	0.7%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%	1.3%	10.1%
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	0.4%	0.3%	1.2%	6.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.8%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.4%	0.3%	1.2%	6.1%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.8%
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	0.8%	0.0%	0.3%	5.2%	5.0%	21.9%	0.0%	0.0%	0.0%	0.0%	0.7%	5.4%
Nisa Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	0.0%	0.0%	0.0%	0.0%	1.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	0.8%	0.0%	0.3%	5.2%	6.0%	26.4%	0.0%	0.0%	0.0%	0.0%	0.8%	6.2%
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	0.8%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
Tesco Express	0.6%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%
All Other Floorspace	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	1.4%	8.4%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.0%
LOCAL CENTRE: TILBURY												
Premier, Civic Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Dock Road	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
All Other Floorspace	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	16.9%	8.2%	14.0%	6.0%	3.0%	4.0%	2.8%	0.0%	0.3%	0.5%	2.1%	8.9%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	11.6%	1.0%	20.3%	22.2%	3.5%	9.8%	0.0%	0.3%	0.0%	0.0%	1.6%	12.2%
Asda, Thurrock Park Way, Tilbury	26.7%	3.9%	0.0%	16.7%	5.1%	4.0%	0.0%	0.0%	0.0%	0.0%	1.3%	10.1%
Costco, West Thurrock Way	1.0%	1.7%	0.7%	0.4%	0.0%	1.0%	1.7%	0.0%	0.0%	0.3%	0.7%	0.9%
Sainsbury's Superstore, Howard Road, Chafford Hundred	3.2%	0.4%	15.9%	5.8%	7.7%	8.9%	0.9%	0.0%	0.0%	1.2%	1.4%	6.5%
Tesco Express, Lakeside Business Village, Chafford Hundred	1.4%	0.5%	2.8%	1.6%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.2%	1.6%
Subtotal	43.9%	7.4%	39.7%	46.7%	16.3%	26.7%	2.6%	0.3%	0.0%	1.5%	5.2%	31.3%
THURROCK COUNCIL AREA	93.8%	75.8%	97.1%	97.5%	45.0%	89.1%	7.5%	0.3%	1.2%	7.8%	15.9%	86.8%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	3.3%	6.8%	0.0%	2.0%	2.5%	0.0%	2.3%	0.0%	33.3%	3.0%	8.5%	2.6%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.3%	0.0%
Bexleyheath	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	11.9%	0.0%	0.3%	0.0%	3.2%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	9.3%	3.1%	0.1%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	3.4%	0.0%	0.0%	6.1%	2.9%	0.2%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	10.7%	0.0%	0.0%	0.0%	2.8%	0.1%
Gravesend	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	50.7%	0.0%	0.5%	5.4%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	5.9%	0.1%	0.0%	1.7%	0.0%
Pitsea	2.7%	12.1%	0.2%	0.0%	0.6%	1.8%	0.0%	0.0%	17.3%	0.0%	3.8%	3.3%
Romford	0.0%	0.0%	0.5%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	5.8%	1.9%	0.1%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.5%	0.0%
All Other Centres / Stores	0.0%	5.1%	2.2%	0.5%	50.2%	7.0%	46.6%	43.1%	47.9%	67.5%	48.3%	6.6%
Subtotal	6.2%	24.2%	2.9%	2.5%	55.0%	10.9%	92.5%	99.7%	98.8%	92.2%	84.1%	13.2%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	6.2%	24.2%	2.9%	2.5%	55.0%	10.9%	92.5%	99.7%	98.8%	92.2%	84.1%	13.2%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Lakeside Retail Park-Home Bargains	£0.1	£0.0	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.6	£0.9
Lakeside Retail Park-Lidl	£0.3	£0.5	£4.1	£2.6	£0.3	£2.7	£0.0	£0.0	£0.0	£19.5	£29.2	£10.1
Lakeside-Lakeside Retail Park-Other	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2
Lakeside-Lakeside Shopping Centre-M&S	£3.6	£0.4	£1.3	£2.3	£1.0	£1.3	£0.0	£0.0	£0.0	£0.0	£10.4	£10.2
Lakeside Shopping Centre-Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Lakeside-Tesco Extra	£4.0	£1.5	£14.3	£6.6	£2.5	£9.7	£21.8	£0.0	£0.0	£36.1	£93.5	£37.7
Thurrock Shopping Park-Iceland (The Food Warehouse)	£0.5	£0.5	£0.2	£0.6	£0.0	£3.4	£0.0	£0.0	£0.5	£2.9	£8.5	£5.0
Subtotal	£8.5	£2.9	£21.4	£13.0	£3.9	£17.4	£21.8	£0.0	£0.5	£62.4	£148.0	£65.7
TOWN CENTRE: GRAYS												
Farmfoods	£1.3	£1.2	£0.1	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£9.5	£12.5	£3.3
Iceland	£0.7	£0.0	£0.8	£0.4	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£3.7	£3.6
Morrisons	£5.3	£0.7	£7.0	£19.6	£2.3	£0.4	£0.0	£0.0	£5.1	£0.0	£42.0	£35.4
All Other Floorspace	£0.1	£1.5	£0.3	£1.5	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£5.1	£5.0
Subtotal	£7.5	£3.3	£8.2	£21.6	£2.3	£4.5	£0.0	£0.0	£5.1	£9.5	£63.2	£47.3
LOCAL CENTRE: AVELEY												
Co-op	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
One Stop	£0.0	£0.0	£0.6	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.5
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2
Subtotal	£0.0	£0.0	£0.7	£0.0	£0.0	£4.3	£0.0	£0.0	£0.0	£0.0	£4.7	£4.6
LOCAL CENTRE: CORRINGHAM												
Costcutter	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Iceland	£0.5	£17.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.8	£18.4
Morrisons DAILY	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£4.3
Morrisons SUPERMARKET	£2.4	£17.9	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£21.9	£21.4
All Other Floorspace	£0.0	£0.6	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.6	£1.4
Subtotal	£2.8	£40.3	£0.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£48.4	£46.1
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	£0.3	£0.3	£0.9	£6.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£8.3
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal	£0.3	£0.3	£0.9	£6.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£8.3
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	£0.5	£0.0	£0.2	£5.5	£1.7	£18.0	£0.0	£0.0	£0.0	£0.0	£25.0	£24.4
Nisa Extra	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Tesco Express	£0.0	£0.0	£0.0	£0.0	£0.3	£2.7	£0.0	£0.0	£0.0	£0.0	£2.8	£2.8
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.5	£0.0	£0.2	£5.5	£2.1	£21.7	£0.0	£0.0	£0.0	£0.0	£28.8	£28.1
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	£0.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£3.7
Tesco Express	£0.4	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£5.2
All Other Floorspace	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal	£1.0	£7.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.3	£9.0
LOCAL CENTRE: TILBURY												
Premier, Civic Square	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Premier, Dock Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Tesco Express	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.2
All Other Floorspace	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Subtotal	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£2.9
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£12.0	£7.4	£10.1	£6.3	£1.0	£3.3	£29.6	£0.0	£2.1	£6.1	£77.3	£40.7
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£8.2	£0.9	£14.7	£23.5	£1.2	£8.0	£0.0	£0.9	£0.0	£0.0	£58.1	£55.8
Asda, Thurrock Park Way, Tilbury	£18.9	£3.5	£0.0	£17.6	£1.8	£3.3	£0.0	£0.0	£0.0	£0.0	£47.1	£46.0
Costco, West Thurrock Way	£0.7	£1.5	£0.5	£0.4	£0.0	£0.9	£17.9	£0.0	£0.0	£3.8	£24.2	£4.0
Sainsbury's Superstore, Howard Road, Chafford Hundred	£2.3	£0.3	£11.5	£6.1	£2.7	£7.3	£9.5	£0.0	£0.0	£14.4	£52.8	£29.6
Tesco Express, Lakeside Business Village, Chafford Hundred	£1.0	£0.4	£2.0	£1.7	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£7.6	£7.5
Subtotal	£31.1	£6.6	£28.8	£49.4	£5.6	£21.9	£27.3	£0.9	£0.0	£18.2	£190.0	£142.8
THURROCK COUNCIL AREA	£66.4	£68.4	£70.4	£103.1	£15.5	£73.1	£78.7	£0.9	£7.7	£97.3	£581.2	£395.7
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	£2.4	£6.1	£0.0	£2.1	£0.9	£0.0	£24.0	£0.0	£211.5	£37.1	£311.6	£11.9
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.4	£0.0	£0.0	£0.0	£12.4	£0.0
Bexleyheath	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£125.0	£0.0	£1.6	£0.0	£117.5	£0.1
Brentwood	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£116.0	£112.0	£0.6
Dagenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£35.2	£0.0	£0.0	£75.6	£106.2	£1.1
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£112.3	£0.0	£0.0	£0.0	£104.3	£0.4
Gravesend	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£38.3	£143.0	£0.0	£6.1	£198.1	£0.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£48.0	£16.6	£0.7	£0.0	£63.3	£0.0
Pitsea	£1.9	£10.9	£0.2	£0.0	£0.2	£1.5	£0.0	£0.0	£109.9	£0.0	£141.1	£15.2
Romford	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£72.3	£69.9	£0.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£63.3	£0.0	£0.0	£0.0	£58.5	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£21.8	£0.0	£0.0	£0.0	£20.2	£0.0
All Other Centres / Stores	£0.0	£4.6	£1.6	£0.6	£17.3	£5.8	£489.6	£121.5	£304.6	£838.3	£1,769.7	£30.2
Subtotal	£4.4	£21.8	£2.1	£2.7	£18.9	£9.0	£970.9	£281.0	£628.2	£1,145.4	£3,084.8	£60.1
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	£4.4	£21.8	£2.1	£2.7	£18.9	£9.0	£970.9	£281.0	£628.2	£1,145.4	£3,084.8	£60.1
OVERALL TOTAL	£70.8	£90.2	£72.4	£105.8	£34.5	£82.1	£1,049.6	£281.9	£636.0	£1,242.7	£3,666.0	£455.8

TABLE 3: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Lakeside Retail Park-Home Bargains	£0.1	£0.0	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.5	£0.9
Lakeside Retail Park-Lidl	£0.3	£0.5	£4.2	£2.6	£0.3	£2.7	£0.0	£0.0	£0.0	£19.4	£29.0	£10.2
Lakeside-Lakeside Retail Park-Other	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2
Lakeside-Lakeside Shopping Centre-M&S	£3.6	£0.4	£1.4	£2.3	£1.0	£1.3	£0.0	£0.0	£0.0	£0.0	£10.4	£10.2
Lakeside Shopping Centre-Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Lakeside-Tesco Extra	£4.0	£1.4	£14.6	£6.7	£2.4	£9.8	£21.9	£0.0	£0.0	£35.8	£93.1	£38.0
Thurrock Shopping Park-Iceland (The Food Warehouse)	£0.5	£0.5	£0.2	£0.6	£0.0	£3.4	£0.0	£0.0	£0.5	£2.9	£8.5	£5.1
Subtotal	£8.6	£2.9	£21.8	£13.1	£3.8	£17.5	£21.9	£0.0	£0.5	£61.8	£147.4	£66.2
TOWN CENTRE: GRAYS												
Farmfoods	£1.3	£1.2	£0.1	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£9.4	£12.4	£3.3
Iceland	£0.7	£0.0	£0.8	£0.4	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£3.7	£3.6
Morrisons	£5.4	£0.7	£7.1	£19.8	£2.3	£0.4	£0.0	£0.0	£5.0	£0.0	£41.8	£35.6
All Other Floorspace	£0.1	£1.4	£0.3	£1.5	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£5.1	£5.0
Subtotal	£7.6	£3.3	£8.3	£21.8	£2.3	£4.5	£0.0	£0.0	£5.0	£9.4	£63.0	£47.6
LOCAL CENTRE: AVELEY												
Co-op	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
One Stop	£0.0	£0.0	£0.6	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.5
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.0	£0.0	£0.7	£0.0	£0.0	£4.4	£0.0	£0.0	£0.0	£0.0	£4.7	£4.7
LOCAL CENTRE: CORRINGHAM												
Costcutter	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Iceland	£0.5	£17.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.8	£18.5
Morrisons DAILY	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£4.3
Morrisons SUPERMARKET	£2.4	£17.8	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£21.9	£21.6
All Other Floorspace	£0.0	£0.6	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.6	£1.4
Subtotal	£2.9	£40.2	£0.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£48.2	£46.4
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	£0.3	£0.3	£0.9	£6.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£8.4	£8.3
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal	£0.3	£0.3	£0.9	£6.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£8.4
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	£0.5	£0.0	£0.2	£5.6	£1.7	£18.1	£0.0	£0.0	£0.0	£0.0	£24.9	£24.6
Nisa Extra	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Tesco Express	£0.0	£0.0	£0.0	£0.0	£0.3	£2.7	£0.0	£0.0	£0.0	£0.0	£2.8	£2.8
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.5	£0.0	£0.2	£5.6	£2.0	£21.9	£0.0	£0.0	£0.0	£0.0	£28.7	£28.3
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	£0.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£3.8
Tesco Express	£0.4	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£5.2
All Other Floorspace	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal	£1.0	£7.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.2	£9.1
LOCAL CENTRE: TILBURY												
Premier, Civic Square	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Premier, Dock Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Tesco Express	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.3
All Other Floorspace	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Subtotal	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£2.9
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£12.1	£7.4	£10.3	£6.4	£1.0	£3.3	£29.6	£0.0	£2.1	£6.0	£77.0	£41.0
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£8.3	£0.9	£15.0	£23.7	£1.2	£8.1	£0.0	£0.8	£0.0	£0.0	£57.9	£56.2
Asda, Thurrock Park Way, Tilbury	£19.2	£3.5	£0.0	£17.8	£1.7	£3.3	£0.0	£0.0	£0.0	£0.0	£47.0	£46.4
Costco, West Thurrock Way	£0.7	£1.5	£0.5	£0.4	£0.0	£0.9	£17.9	£0.0	£0.0	£3.8	£24.2	£4.0
Sainsbury's Superstore, Howard Road, Chafford Hundred	£2.3	£0.3	£11.8	£6.2	£2.6	£7.3	£9.5	£0.0	£0.0	£14.3	£52.6	£29.8
Tesco Express, Lakeside Business Village, Chafford Hundred	£1.0	£0.4	£2.0	£1.7	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£7.6	£7.5
Subtotal	£31.4	£6.6	£29.3	£49.8	£5.6	£22.1	£27.4	£0.8	£0.0	£18.1	£189.2	£143.8
THURROCK COUNCIL AREA	£67.2	£68.2	£71.7	£103.9	£15.4	£73.7	£79.0	£0.8	£7.7	£96.5	£578.9	£398.4
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	£2.4	£6.1	£0.0	£2.1	£0.9	£0.0	£24.1	£0.0	£209.7	£36.8	£310.4	£12.0
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.5	£0.0	£0.0	£0.0	£12.4	£0.0
Bexleyheath	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£125.3	£0.0	£1.6	£0.0	£117.0	£0.1
Brentwood	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£115.0	£111.6	£0.6
Dagenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£35.3	£0.0	£0.0	£74.9	£105.8	£1.1
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£112.7	£0.0	£0.0	£0.0	£103.9	£0.4
Gravesend	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£38.4	£140.7	£0.0	£6.0	£197.4	£0.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£48.2	£16.3	£0.7	£0.0	£63.0	£0.0
Pitsea	£2.0	£10.9	£0.2	£0.0	£0.2	£1.5	£0.0	£0.0	£108.9	£0.0	£140.5	£15.3
Romford	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£71.7	£69.6	£0.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£63.5	£0.0	£0.0	£0.0	£58.3	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£21.9	£0.0	£0.0	£0.0	£20.1	£0.0
All Other Centres / Stores	£0.0	£4.6	£1.6	£0.6	£17.1	£5.8	£491.1	£119.5	£302.0	£831.0	£1,762.7	£30.4
Subtotal	£4.4	£21.8	£2.1	£2.7	£18.8	£9.0	£973.8	£276.5	£622.9	£1,135.5	£3,072.7	£60.5
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	£4.4	£21.8	£2.1	£2.7	£18.8	£9.0	£973.8	£276.5	£622.9	£1,135.5	£3,072.7	£60.5
OVERALL TOTAL	£71.6	£90.0	£73.8	£106.6	£34.2	£82.7	£1,052.8	£277.3	£630.5	£1,232.0	£3,651.5	£458.9

TABLE 4: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Lakeside Retail Park-Home Bargains	£0.1	£0.0	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.6	£0.9
Lakeside Retail Park-Lidl	£0.3	£0.5	£4.3	£2.6	£0.3	£2.7	£0.0	£0.0	£0.0	£19.4	£29.1	£10.3
Lakeside-Lakeside Retail Park-Other	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2
Lakeside-Lakeside Shopping Centre-M&S	£3.7	£0.4	£1.4	£2.3	£1.0	£1.3	£0.0	£0.0	£0.0	£0.0	£10.4	£10.3
Lakeside Shopping Centre-Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Lakeside-Tesco Extra	£4.1	£1.4	£14.9	£6.7	£2.4	£9.9	£22.1	£0.0	£0.0	£35.8	£93.4	£38.4
Thurrock Shopping Park-Iceland (The Food Warehouse)	£0.5	£0.5	£0.3	£0.6	£0.0	£3.4	£0.0	£0.0	£0.5	£2.9	£8.5	£5.1
Subtotal	£8.7	£2.9	£22.3	£13.2	£3.8	£17.7	£22.1	£0.0	£0.5	£61.8	£147.8	£66.8
TOWN CENTRE: GRAYS												
Farmfoods	£1.3	£1.2	£0.1	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£9.4	£12.5	£3.4
Iceland	£0.7	£0.0	£0.9	£0.4	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£3.7	£3.7
Morrisons	£5.5	£0.7	£7.3	£19.9	£2.3	£0.4	£0.0	£0.0	£5.0	£0.0	£41.9	£35.9
All Other Floorspace	£0.1	£1.4	£0.3	£1.5	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£5.1	£5.1
Subtotal	£7.7	£3.3	£8.5	£22.0	£2.3	£4.6	£0.0	£0.0	£5.0	£9.4	£63.2	£48.1
LOCAL CENTRE: AVELEY												
Co-op	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
One Stop	£0.0	£0.0	£0.6	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.5
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.0	£0.0	£0.7	£0.0	£0.0	£4.4	£0.0	£0.0	£0.0	£0.0	£4.7	£4.7
LOCAL CENTRE: CORRINGHAM												
Costcutter	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Iceland	£0.5	£17.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.8	£18.7
Morrisons DAILY	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£4.4
Morrisons SUPERMARKET	£2.4	£17.9	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£21.9	£21.8
All Other Floorspace	£0.0	£0.6	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.6	£1.4
Subtotal	£2.9	£40.3	£0.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£48.3	£46.9
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	£0.3	£0.3	£0.9	£6.5	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£8.4
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal	£0.3	£0.3	£0.9	£6.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£8.5
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	£0.5	£0.0	£0.3	£5.6	£1.7	£18.3	£0.0	£0.0	£0.0	£0.0	£25.0	£24.8
Nisa Extra	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Tesco Express	£0.0	£0.0	£0.0	£0.0	£0.3	£2.7	£0.0	£0.0	£0.0	£0.0	£2.8	£2.8
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.5	£0.0	£0.3	£5.6	£2.0	£22.1	£0.0	£0.0	£0.0	£0.0	£28.8	£28.6
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	£0.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£3.8
Tesco Express	£0.4	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£5.3
All Other Floorspace	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal	£1.0	£7.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.2	£9.2
LOCAL CENTRE: TILBURY												
Premier, Civic Square	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Premier, Dock Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Tesco Express	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.3
All Other Floorspace	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Subtotal	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£3.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£12.3	£7.4	£10.5	£6.4	£1.0	£3.3	£29.9	£0.0	£2.1	£6.0	£77.3	£41.4
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£8.4	£0.9	£15.3	£23.9	£1.2	£8.2	£0.0	£0.8	£0.0	£0.0	£58.0	£56.8
Asda, Thurrock Park Way, Tilbury	£19.4	£3.5	£0.0	£17.9	£1.7	£3.3	£0.0	£0.0	£0.0	£0.0	£47.1	£46.8
Costco, West Thurrock Way	£0.7	£1.5	£0.5	£0.4	£0.0	£0.9	£18.1	£0.0	£0.0	£3.8	£24.2	£4.0
Sainsbury's Superstore, Howard Road, Chafford Hundred	£2.3	£0.3	£12.0	£6.2	£2.6	£7.4	£9.6	£0.0	£0.0	£14.3	£52.8	£30.1
Tesco Express, Lakeside Business Village, Chafford Hundred	£1.0	£0.4	£2.1	£1.7	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£7.6	£7.6
Subtotal	£31.9	£6.6	£30.0	£50.2	£5.6	£22.4	£27.7	£0.8	£0.0	£18.0	£189.8	£145.3
THURROCK COUNCIL AREA	£68.1	£68.4	£73.3	£104.8	£15.4	£74.5	£79.7	£0.8	£7.7	£96.4	£580.6	£402.4
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	£2.4	£6.1	£0.0	£2.1	£0.9	£0.0	£24.3	£0.0	£209.7	£36.8	£311.3	£12.1
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.6	£0.0	£0.0	£0.0	£12.4	£0.0
Bexleyheath	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£126.4	£0.0	£1.6	£0.0	£117.4	£0.1
Brentwood	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£114.9	£111.9	£0.6
Dagenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£35.6	£0.0	£0.0	£74.9	£106.1	£1.2
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£113.6	£0.0	£0.0	£0.0	£104.2	£0.5
Gravesend	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£38.7	£139.8	£0.0	£6.0	£198.0	£0.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£48.6	£16.2	£0.7	£0.0	£63.2	£0.0
Pitsea	£2.0	£10.9	£0.2	£0.0	£0.2	£1.5	£0.0	£0.0	£108.9	£0.0	£141.0	£15.5
Romford	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£71.7	£69.8	£0.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£64.1	£0.0	£0.0	£0.0	£58.5	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.1	£0.0	£0.0	£0.0	£20.1	£0.0
All Other Centres / Stores	£0.0	£4.6	£1.6	£0.6	£17.1	£5.9	£495.2	£118.8	£301.9	£830.4	£1,768.0	£30.8
Subtotal	£4.5	£21.8	£2.2	£2.7	£18.8	£9.1	£982.1	£274.8	£622.8	£1,134.6	£3,081.8	£61.1
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	£4.5	£21.8	£2.2	£2.7	£18.8	£9.1	£982.1	£274.8	£622.8	£1,134.6	£3,081.8	£61.1
OVERALL TOTAL	£72.6	£90.2	£75.5	£107.5	£34.1	£83.7	£1,061.8	£275.6	£630.5	£1,231.1	£3,662.4	£463.5

TABLE 5: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Lakeside Retail Park-Home Bargains	£0.1	£0.0	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.6	£0.9
Lakeside Retail Park-Lidl	£0.3	£0.5	£4.4	£2.6	£0.3	£2.7	£0.0	£0.0	£0.0	£19.4	£29.2	£10.4
Lakeside-Lakeside Retail Park-Other	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2
Lakeside-Lakeside Shopping Centre-M&S	£3.7	£0.4	£1.4	£2.4	£1.0	£1.4	£0.0	£0.0	£0.0	£0.0	£10.4	£10.4
Lakeside Shopping Centre-Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Lakeside-Tesco Extra	£4.1	£1.4	£15.2	£6.8	£2.4	£10.0	£22.3	£0.0	£0.0	£35.8	£93.8	£38.7
Thurrock Shopping Park-Iceland (The Food Warehouse)	£0.5	£0.5	£0.3	£0.6	£0.0	£3.5	£0.0	£0.0	£0.5	£2.9	£8.6	£5.2
Subtotal	£8.8	£2.9	£22.8	£13.3	£3.8	£17.9	£22.3	£0.0	£0.5	£61.8	£148.4	£67.4
TOWN CENTRE: GRAYS												
Farmfoods	£1.4	£1.2	£0.1	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£9.4	£12.5	£3.4
Iceland	£0.7	£0.0	£0.9	£0.4	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£3.7	£3.7
Morrisons	£5.6	£0.7	£7.5	£20.0	£2.3	£0.4	£0.0	£0.0	£5.0	£0.0	£42.1	£36.2
All Other Floorspace	£0.1	£1.4	£0.3	£1.5	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£5.1	£5.1
Subtotal	£7.8	£3.3	£8.7	£22.1	£2.3	£4.6	£0.0	£0.0	£5.0	£9.4	£63.4	£48.5
LOCAL CENTRE: AVELEY												
Co-op	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
One Stop	£0.0	£0.0	£0.7	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.5
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.0	£0.0	£0.8	£0.0	£0.0	£4.5	£0.0	£0.0	£0.0	£0.0	£4.7	£4.7
LOCAL CENTRE: CORRINGHAM												
Costcutter	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Iceland	£0.5	£17.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.9	£18.9
Morrisons DAILY	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£4.4
Morrisons SUPERMARKET	£2.5	£17.8	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£22.0	£22.0
All Other Floorspace	£0.0	£0.6	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.6	£1.4
Subtotal	£2.9	£40.1	£0.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£48.5	£47.3
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	£0.3	£0.3	£0.9	£6.6	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£8.5
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal	£0.3	£0.3	£0.9	£6.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£8.5
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	£0.6	£0.0	£0.3	£5.7	£1.7	£18.5	£0.0	£0.0	£0.0	£0.0	£25.1	£25.0
Nisa Extra	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Tesco Express	£0.0	£0.0	£0.0	£0.0	£0.3	£2.7	£0.0	£0.0	£0.0	£0.0	£2.8	£2.8
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.6	£0.0	£0.3	£5.7	£2.0	£22.4	£0.0	£0.0	£0.0	£0.0	£28.9	£28.9
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	£0.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£3.8
Tesco Express	£0.4	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£5.3
All Other Floorspace	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal	£1.0	£7.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.3	£9.3
LOCAL CENTRE: TILBURY												
Premier, Civic Square	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Premier, Dock Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Tesco Express	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.3
All Other Floorspace	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Subtotal	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£3.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£12.5	£7.4	£10.8	£6.5	£1.0	£3.4	£30.1	£0.0	£2.1	£6.0	£77.5	£41.8
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£8.5	£0.9	£15.7	£24.0	£1.2	£8.3	£0.0	£0.8	£0.0	£0.0	£58.3	£57.2
Asda, Thurrock Park Way, Tilbury	£19.7	£3.5	£0.0	£18.0	£1.7	£3.4	£0.0	£0.0	£0.0	£0.0	£47.3	£47.2
Costco, West Thurrock Way	£0.7	£1.5	£0.6	£0.4	£0.0	£0.9	£18.2	£0.0	£0.0	£3.8	£24.3	£4.1
Sainsbury's Superstore, Howard Road, Chafford Hundred	£2.3	£0.3	£12.3	£6.3	£2.6	£7.5	£9.7	£0.0	£0.0	£14.3	£53.0	£30.3
Tesco Express, Lakeside Business Village, Chafford Hundred	£1.0	£0.4	£2.1	£1.8	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£7.7	£7.7
Subtotal	£32.3	£6.6	£30.7	£50.4	£5.5	£22.6	£27.9	£0.8	£0.0	£18.1	£190.5	£146.5
THURROCK COUNCIL AREA	£69.0	£68.1	£75.0	£105.3	£15.3	£75.4	£80.3	£0.8	£7.7	£96.5	£582.7	£405.7
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	£2.4	£6.1	£0.0	£2.1	£0.9	£0.0	£24.5	£0.0	£210.0	£36.8	£312.5	£12.2
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.7	£0.0	£0.0	£0.0	£12.5	£0.0
Bexleyheath	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£127.4	£0.0	£1.6	£0.0	£117.8	£0.1
Brentwood	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£115.0	£112.3	£0.6
Dagenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£35.9	£0.0	£0.0	£74.9	£106.5	£1.2
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£114.6	£0.0	£0.0	£0.0	£104.6	£0.5
Gravesend	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£39.0	£139.4	£0.0	£6.0	£198.7	£0.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£49.0	£16.1	£0.7	£0.0	£63.5	£0.0
Pitsea	£2.0	£10.9	£0.2	£0.0	£0.2	£1.5	£0.0	£0.0	£109.1	£0.0	£141.5	£15.6
Romford	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£71.7	£70.1	£0.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£64.6	£0.0	£0.0	£0.0	£58.7	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.2	£0.0	£0.0	£0.0	£20.2	£0.0
All Other Centres / Stores	£0.0	£4.6	£1.7	£0.6	£17.1	£6.0	£499.3	£118.5	£302.4	£830.9	£1,774.5	£31.0
Subtotal	£4.6	£21.7	£2.2	£2.7	£18.7	£9.3	£990.2	£274.1	£623.8	£1,135.3	£3,093.3	£61.6
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	£4.6	£21.7	£2.2	£2.7	£18.7	£9.3	£990.2	£274.1	£623.8	£1,135.3	£3,093.3	£61.6
OVERALL TOTAL	£73.5	£89.9	£77.2	£108.0	£34.1	£84.6	£1,070.5	£274.9	£631.4	£1,231.8	£3,676.0	£467.4

TABLE 6: 2044 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Lakeside Retail Park-Home Bargains	£0.1	£0.0	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.6	£0.9
Lakeside Retail Park-Lidl	£0.3	£0.5	£4.5	£20.3	£0.3	£2.8	£0.0	£0.0	£0.0	£19.5	£29.5	£10.5
Lakeside-Lakeside Retail Park-Other	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2
Lakeside-Lakeside Shopping Centre-M&S	£3.8	£0.4	£1.5	£2.4	£1.0	£1.4	£0.0	£0.0	£0.0	£0.0	£10.5	£10.6
Lakeside Shopping Centre-Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Lakeside-Tesco Extra	£4.2	£1.4	£15.6	£6.8	£2.4	£10.2	£22.6	£0.0	£0.0	£36.0	£94.6	£39.2
Thurrock Shopping Park-Iceland (The Food Warehouse)	£0.6	£0.5	£0.3	£0.6	£0.0	£3.5	£0.0	£0.0	£0.5	£2.9	£8.6	£5.2
Subtotal	£8.9	£2.9	£23.3	£13.4	£3.9	£18.2	£22.6	£0.0	£0.5	£62.2	£149.7	£68.3
TOWN CENTRE: GRAYS												
Farmfoods	£1.4	£1.2	£0.1	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£9.4	£12.6	£3.5
Iceland	£0.8	£0.0	£0.9	£0.4	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£3.8	£3.8
Morrisons	£5.6	£0.7	£7.6	£20.3	£2.3	£0.4	£0.0	£0.0	£5.1	£0.0	£42.5	£36.7
All Other Floorspace	£0.1	£1.4	£0.3	£1.5	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£5.1	£5.2
Subtotal	£7.9	£3.3	£8.9	£22.4	£2.3	£4.7	£0.0	£0.0	£5.1	£9.4	£64.0	£49.1
LOCAL CENTRE: AVELEY												
Co-op	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£0.0	£0.0	£0.0	£3.0	£3.0
One Stop	£0.0	£0.0	£0.7	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.6
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.0	£0.0	£0.8	£0.0	£0.0	£4.5	£0.0	£0.0	£0.0	£0.0	£4.8	£4.8
LOCAL CENTRE: CORRINGHAM												
Costcutter	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Iceland	£0.5	£17.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£19.1	£19.1
Morrisons DAILY	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£4.5
Morrisons SUPERMARKET	£2.5	£17.9	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£22.2	£22.3
All Other Floorspace	£0.0	£0.6	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.6	£1.4
Subtotal	£3.0	£40.3	£0.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£48.9	£47.9
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	£0.3	£0.3	£1.0	£6.6	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6	£8.6
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal	£0.3	£0.3	£1.0	£6.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6	£8.6
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	£0.6	£0.0	£0.3	£5.7	£1.7	£18.8	£0.0	£0.0	£0.0	£0.0	£25.3	£25.4
Nisa Extra	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Tesco Express	£0.0	£0.0	£0.0	£0.0	£0.3	£2.8	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.6	£0.0	£0.3	£5.7	£2.0	£22.7	£0.0	£0.0	£0.0	£0.0	£29.1	£29.2
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	£0.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£3.9
Tesco Express	£0.4	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4	£5.4
All Other Floorspace	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal	£1.0	£7.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.4	£9.4
LOCAL CENTRE: TILBURY												
Premier, Civic Square	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Premier, Dock Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Tesco Express	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.3
All Other Floorspace	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Subtotal	£2.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£3.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£12.7	£7.4	£11.0	£6.6	£1.0	£3.4	£30.5	£0.0	£2.2	£6.1	£78.2	£42.3
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£8.7	£0.9	£16.1	£24.3	£1.2	£8.4	£0.0	£0.8	£0.0	£0.0	£58.8	£58.0
Asda, Thurrock Park Way, Tilbury	£20.0	£3.5	£0.0	£18.2	£1.7	£3.4	£0.0	£0.0	£0.0	£0.0	£47.7	£47.8
Costco, West Thurrock Way	£0.7	£1.5	£0.6	£0.4	£0.0	£0.9	£18.5	£0.0	£0.0	£3.8	£24.5	£4.1
Sainsbury's Superstore, Howard Road, Chafford Hundred	£2.4	£0.3	£12.6	£6.3	£2.6	£7.6	£9.8	£0.0	£0.0	£14.3	£53.4	£30.7
Tesco Express, Lakeside Business Village, Chafford Hundred	£1.0	£0.4	£2.2	£1.8	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£7.7	£7.8
Subtotal	£32.8	£6.6	£31.4	£51.0	£5.6	£23.0	£28.2	£0.8	£0.0	£18.2	£192.2	£148.4
THURROCK COUNCIL AREA	£70.1	£68.4	£76.8	£106.5	£15.4	£76.7	£81.3	£0.8	£7.7	£97.0	£587.9	£411.0
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	£2.5	£6.1	£0.0	£2.2	£0.9	£0.0	£24.8	£0.0	£211.6	£37.0	£315.2	£12.4
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.9	£0.0	£0.0	£0.0	£12.6	£0.0
Bexleyheath	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£129.0	£0.0	£1.6	£0.0	£118.8	£0.1
Brentwood	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£115.7	£113.3	£0.6
Dagenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£36.3	£0.0	£0.0	£75.3	£107.5	£1.2
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£116.0	£0.0	£0.0	£0.0	£105.5	£0.5
Gravesend	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£39.5	£140.0	£0.0	£6.1	£200.4	£0.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£49.6	£16.2	£0.7	£0.0	£64.0	£0.0
Pitsea	£2.1	£10.9	£0.2	£0.0	£0.2	£1.5	£0.0	£0.0	£109.9	£0.0	£142.7	£15.8
Romford	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£72.1	£70.7	£0.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£65.4	£0.0	£0.0	£0.0	£59.2	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.5	£0.0	£0.0	£0.0	£20.4	£0.0
All Other Centres / Stores	£0.0	£4.6	£1.7	£0.6	£17.2	£6.1	£505.5	£118.9	£304.7	£835.7	£1,790.1	£31.4
Subtotal	£4.6	£21.8	£2.3	£2.8	£18.8	£9.4	£1,002.5	£275.1	£628.6	£1,141.9	£3,120.5	£62.4
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	£4.6	£21.8	£2.3	£2.8	£18.8	£9.4	£1,002.5	£275.1	£628.6	£1,141.9	£3,120.5	£62.4
OVERALL TOTAL	£74.8	£90.2	£79.0	£109.2	£34.2	£86.1	£1,083.8	£275.9	£636.3	£1,238.9	£3,708.3	£473.5

TABLE 7: 2045 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Lakeside Retail Park-Home Bargains	£0.1	£0.0	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.6	£0.9
Lakeside Retail Park-Lidl	£0.3	£0.5	£4.5	£2.7	£0.3	£2.8	£0.0	£0.0	£0.0	£19.5	£29.6	£10.6
Lakeside-Lakeside Retail Park-Other	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2
Lakeside-Lakeside Shopping Centre-M&S	£3.8	£0.4	£1.5	£2.4	£1.0	£1.4	£0.0	£0.0	£0.0	£0.0	£10.5	£10.6
Lakeside Shopping Centre-Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Lakeside-Tesco Extra	£4.2	£1.5	£15.7	£6.9	£2.4	£10.2	£22.6	£0.0	£0.0	£36.1	£94.8	£39.4
Thurrock Shopping Park-Iceland (The Food Warehouse)	£0.6	£0.5	£0.3	£0.6	£0.0	£3.6	£0.0	£0.0	£0.5	£2.9	£8.7	£5.3
Subtotal	£9.0	£2.9	£23.5	£13.5	£3.9	£18.3	£22.6	£0.0	£0.5	£62.2	£150.0	£68.5
TOWN CENTRE: GRAYS												
Farmfoods	£1.4	£1.2	£0.1	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£9.4	£12.7	£3.5
Iceland	£0.8	£0.0	£0.9	£0.4	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£3.8	£3.8
Morrisons	£5.7	£0.7	£7.7	£20.3	£2.3	£0.4	£0.0	£0.0	£5.1	£0.0	£42.5	£36.9
All Other Floorspace	£0.1	£1.5	£0.3	£1.5	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£5.2	£5.2
Subtotal	£7.9	£3.3	£9.0	£22.4	£2.3	£4.7	£0.0	£0.0	£5.1	£9.4	£64.1	£49.3
LOCAL CENTRE: AVELEY												
Co-op	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£0.0	£0.0	£0.0	£3.0	£3.0
One Stop	£0.0	£0.0	£0.7	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.6
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.0	£0.0	£0.8	£0.0	£0.0	£4.6	£0.0	£0.0	£0.0	£0.0	£4.8	£4.8
LOCAL CENTRE: CORRINGHAM												
Costcutter	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Iceland	£0.5	£17.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£19.1	£19.2
Morrisons DAILY	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£4.5
Morrisons SUPERMARKET	£2.5	£17.9	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£22.2	£22.4
All Other Floorspace	£0.0	£0.6	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.6	£1.4
Subtotal	£3.0	£40.3	£0.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£49.0	£48.1
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	£0.3	£0.3	£1.0	£6.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6	£8.6
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal	£0.3	£0.3	£1.0	£6.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6	£8.7
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	£0.6	£0.0	£0.3	£5.7	£1.7	£18.9	£0.0	£0.0	£0.0	£0.0	£25.3	£25.5
Nisa Extra	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Tesco Express	£0.0	£0.0	£0.0	£0.0	£0.3	£2.8	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.6	£0.0	£0.3	£5.7	£2.0	£22.9	£0.0	£0.0	£0.0	£0.0	£29.2	£29.4
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	£0.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£3.9
Tesco Express	£0.4	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4	£5.4
All Other Floorspace	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal	£1.0	£7.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.4	£9.4
LOCAL CENTRE: TILBURY												
Premier, Civic Square	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Premier, Dock Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Tesco Express	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.3
All Other Floorspace	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Subtotal	£2.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£3.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£12.7	£7.4	£11.1	£6.6	£1.0	£3.4	£30.6	£0.0	£2.2	£6.1	£78.4	£42.5
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£8.7	£0.9	£16.2	£24.4	£1.2	£8.5	£0.0	£0.8	£0.0	£0.0	£58.9	£58.2
Asda, Thurrock Park Way, Tilbury	£20.1	£3.5	£0.0	£18.3	£1.7	£3.4	£0.0	£0.0	£0.0	£0.0	£47.8	£48.0
Costco, West Thurrock Way	£0.7	£1.5	£0.6	£0.4	£0.0	£0.9	£18.5	£0.0	£0.0	£3.8	£24.6	£4.1
Sainsbury's Superstore, Howard Road, Chafford Hundred	£2.4	£0.3	£12.7	£6.4	£2.7	£7.7	£9.8	£0.0	£0.0	£14.4	£53.6	£30.8
Tesco Express, Lakeside Business Village, Chafford Hundred	£1.0	£0.4	£2.2	£1.8	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£7.8	£7.8
Subtotal	£33.0	£6.7	£31.6	£51.2	£5.6	£23.1	£28.3	£0.8	£0.0	£18.2	£192.6	£149.0
THURROCK COUNCIL AREA	£70.5	£68.5	£77.3	£106.9	£15.4	£77.0	£81.6	£0.8	£7.7	£97.1	£589.1	£412.7
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	£2.5	£6.1	£0.0	£2.2	£0.9	£0.0	£24.8	£0.0	£212.0	£37.0	£315.9	£12.4
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.9	£0.0	£0.0	£0.0	£12.6	£0.0
Bexleyheath	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£129.4	£0.0	£1.6	£0.0	£119.1	£0.1
Brentwood	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£115.8	£113.6	£0.6
Dagenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£36.4	£0.0	£0.0	£75.4	£107.7	£1.2
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£116.4	£0.0	£0.0	£0.0	£105.7	£0.5
Gravesend	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£39.6	£140.0	£0.0	£6.1	£200.9	£0.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£49.7	£16.2	£0.7	£0.0	£64.1	£0.0
Pitsea	£2.1	£11.0	£0.2	£0.0	£0.2	£1.5	£0.0	£0.0	£110.1	£0.0	£143.0	£15.9
Romford	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£72.2	£70.8	£0.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£65.6	£0.0	£0.0	£0.0	£59.3	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.6	£0.0	£0.0	£0.0	£20.4	£0.0
All Other Centres / Stores	£0.0	£4.6	£1.7	£0.6	£17.2	£6.1	£507.1	£119.0	£305.2	£836.7	£1,794.0	£31.5
Subtotal	£4.7	£21.8	£2.3	£2.8	£18.8	£9.5	£1,005.7	£275.2	£629.6	£1,143.2	£3,127.2	£62.7
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	£4.7	£21.8	£2.3	£2.8	£18.8	£9.5	£1,005.7	£275.2	£629.6	£1,143.2	£3,127.2	£62.7
OVERALL TOTAL	£75.1	£90.3	£79.6	£109.6	£34.2	£86.5	£1,087.3	£276.0	£637.3	£1,240.3	£3,716.4	£475.4

Appendix 5:

Convenience Goods Capacity – Baseline

TABLE 1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
Excluding SFT & 'Inflow' from outside Study Area

	2025	2030	2035	2040	2044	2045
THURROCK COUNCIL AREA						
REGIONAL CENTRE: LAKESIDE	£148.0	£147.4	£147.8	£148.4	£149.7	£150.0
TOWN CENTRE: GRAYS	£63.2	£63.0	£63.2	£63.4	£64.0	£64.1
LOCAL CENTRE: AVELEY	£4.7	£4.7	£4.7	£4.7	£4.8	£4.8
LOCAL CENTRE: CORRINGHAM	£48.4	£48.2	£48.3	£48.5	£48.9	£49.0
LOCAL CENTRE: SOCKETTS HEATH	£8.5	£8.5	£8.5	£8.5	£8.6	£8.6
LOCAL CENTRE: SOUTH OCKENDON	£28.8	£28.7	£28.8	£28.9	£29.1	£29.2
LOCAL CENTRE: STANFORD-LE-HOPE	£9.3	£9.2	£9.2	£9.3	£9.4	£9.4
LOCAL CENTRE: TILBURY	£3.0	£3.0	£3.0	£3.0	£3.0	£3.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£77.3	£77.0	£77.3	£77.5	£78.2	£78.4
OUT-OF-TOWN CENTRE STORES / LOCATIONS	£190.0	£189.2	£189.8	£190.5	£192.2	£192.6
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE THURROCK COUNCIL AREA	£581.2	£578.9	£580.6	£582.7	£587.9	£589.1

TABLE 2: ALL CONVENIENCE GOODS - TOTAL TURNOVER
Including 'Inflow' from outside Study Area

	2025	2030	2035	2040	2044	2045
THURROCK COUNCIL AREA						
REGIONAL CENTRE: LAKESIDE	5.0%	£155.3	£154.7	£155.2	£155.8	£157.5
TOWN CENTRE: GRAYS	2.0%	£64.5	£64.3	£64.4	£64.7	£65.4
LOCAL CENTRE: AVELEY	2.0%	£4.8	£4.8	£4.8	£4.8	£4.9
LOCAL CENTRE: CORRINGHAM	2.0%	£49.3	£49.1	£49.3	£49.5	£49.9
LOCAL CENTRE: SOCKETTS HEATH	2.0%	£8.7	£8.7	£8.7	£8.8	£8.8
LOCAL CENTRE: SOUTH OCKENDON	1.0%	£29.1	£29.0	£29.1	£29.2	£29.5
LOCAL CENTRE: STANFORD-LE-HOPE	1.0%	£9.3	£9.3	£9.3	£9.4	£9.5
LOCAL CENTRE: TILBURY	1.0%	£3.0	£3.0	£3.0	£3.0	£3.1
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.0%	£78.1	£77.8	£78.0	£78.3	£79.0
OUT-OF-TOWN CENTRE STORES / LOCATIONS	5.0%	£199.5	£198.7	£199.3	£200.0	£201.8
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE THURROCK COUNCIL AREA		£601.7	£599.4	£601.1	£603.4	£608.7

TABLE 3: COMMITTED CONVENIENCE GOODS FLOORSPACE

	CENTRE	PLANNING REF	LOCATION	Gross Floorspace (sq m)	Net Floorspace (sq m)	2025 Average Sales Density (£ per sqm)	FORECAST TURNOVER (£M)					
							2025	2030	2035	2040	2044	2045
1	Proposed Lidl, St. Chads Road, Tilbury	23/01203/RES	Out-of-Centre	1,949	1,210	12,500	-	£15.2	£15.3	£15.4	£15.4	£15.4
2	Development Land East Of Caspian Way And North And South Of London Road Purfleet	17/01668/OUT	New Centre	8,808	4,973	12,500	-	-	£62.8	£63.1	£63.4	£63.4
THURROCK COUNCIL AREA TOTAL							-	£15.2	£78.1	£78.5	£78.8	£78.8

Notes

- Planning Ref No. 23/01150/FUL. Bumbles Yard, St. Chads Road, Tilbury. Planning Application by Lidl for "Demolition of existing structures and erection of Class E discount foodstore with associated car parking, landscaping, engineering and drainage works". The gross floorspace is some 1,949 sqm with a net sales area of 1,512 sqm net. This net floorspace is broken down further into 1,210 sqm net for convenience goods and the remainder 302 sqm net for comparison goods.
- Planning Ref No. 17/01668/OUT. Development Land East Of Caspian Way And North And South Of London Road Purfleet Essex. Bumbles Yard, St. Chads Road, Tilbury. for outline planning permission to include development of up to 2,850 dwelling houses (Use Class C3), up to 11,000 sq.m (f/s) of business uses (Use Class B1), up to 8,880 sq.m (f/s) of shops (Use Class A1), up to 5,220 sq.m (f/s) of restaurants and cafes (Use Class A3), up to 900 sq.m (f/s) drinking establishments (Use Class A4), up to 20,000 sq.m (f/s) of hotel accommodation (Use Class C1), up to 18,300 sq.m (f/s) of non-residential institutions uses, comprising a primary school, secondary school and sixth form, medical and community uses (Use Class D1), up to 6,200 sq.m (f/s) of assembly and leisure uses (Use Class D2), up to 135,000 sq.m (f/s) together with external backlot production space) film and television production space including ancillary workshops, offices and post production facilities and ancillary infrastructure, together with ancillary car park, provision of temporary railway station facilities, up to 1,600 sq.m (f/s) of upgraded railway station facilities and local waste and power facilities (Sui Generis).

The gross floorspace is some 8,880 sqm with a net sales area of 7,104 sqm (assuming a gross to net ratio of 80%). It has been further assumed that in light of the anticipated housing growth, the retail component will be convenience goods led. On this basis, of the 7,104 sqm net floorspace it is assumed 70% (4,973 sqm net) is for convenience goods provision and the remainder 30% (2,131sqm net) is for comparison goods. It is assumed that all the floorspace will be operational by 2035.

TABLE 4: THURROCK COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):					
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):					
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):					
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:					
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):					
	(ii) Net Floorspace Capacity (sq m):					
	(iii) Assumed Net / Gross Floorspace Ratio:					
	(iv) Gross Floorspace Capacity (sq m):					

Notes:

- STEP 1:
STEP 2:
- The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 2). It has been assumed for the purpose of this assessment that the LPA's convenience goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 22 (March 2025) and other research evidence.
- STEP 3:
STEP 4:
- The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 3. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2030.
- STEP 5:
STEP 6:
- The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and supermarket and Limited Assortment Discount (LAD) operators.

TABLE 5: REGIONAL CENTRE: LAKESIDE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):					
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):					
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):					
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:					
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):					
	(ii) Net Floorspace Capacity (sq m):					
	(iii) Assumed Net / Gross Floorspace Ratio:					
	(iv) Gross Floorspace Capacity (sq m):					

TABLE 6: TOWN CENTRE: GRAYS - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£64.5	£64.3	£64.4	£64.7	£65.3	£65.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£64.5	£64.8	£65.2	£65.5	£65.7	£65.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.6	-£0.7	-£0.8	-£0.5	-£0.4
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.6	-£0.7	-£0.8	-£0.5	-£0.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-46	-56	-63	-39	-33
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-66	-80	-90	-55	-47

TABLE 7: LOCAL CENTRE: AVELEY - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.8	£4.8	£4.8	£4.8	£4.9	£4.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£4.8	£4.9	£4.9	£4.9	£4.9	£4.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	-£0.1	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	-£0.1	-£0.1	£0.0	£0.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-3	-4	-5	-3	-2
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-5	-6	-7	-4	-3

TABLE 8: LOCAL CENTRE: CORRINGHAM - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£49.3	£49.1	£49.3	£49.5	£49.9	£50.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£49.3	£49.6	£49.8	£50.1	£50.3	£50.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	-£0.5	-£0.6	-£0.4	-£0.3
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.4	-£0.5	-£0.6	-£0.4	-£0.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-35	-43	-48	-30	-25
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-50	-62	-69	-42	-36

TABLE 9: LOCAL CENTRE: SOCKETTS HEATH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£8.7	£8.7	£8.7	£8.7	£8.8	£8.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£8.7	£8.7	£8.8	£8.8	£8.9	£8.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.1	-£0.1	-£0.1	-£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.1	-£0.1	-£0.1	-£0.1	-£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-6	-8	-8	-5	-4
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-9	-11	-12	-7	-6

TABLE 10: LOCAL CENTRE: SOUTH OCKENDON - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSAPCE (£m):	£29.1	£29.0	£29.1	£29.2	£29.4	£29.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSAPCE (£m):	£29.1	£29.3	£29.4	£29.5	£29.7	£29.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	-£0.3	-£0.4	-£0.2	-£0.2
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSAPCE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.3	-£0.3	-£0.4	-£0.2	-£0.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSAPCE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-21	-25	-28	-17	-15
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-30	-36	-41	-25	-21

TABLE 11: LOCAL CENTRE: STANFORD-LE-HOPE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSAPCE (£m):	£9.3	£9.3	£9.3	£9.4	£9.5	£9.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSAPCE (£m):	£9.3	£9.4	£9.4	£9.5	£9.5	£9.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.1	-£0.1	-£0.1	-£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSAPCE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.1	-£0.1	-£0.1	-£0.1	-£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSAPCE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-7	-8	-9	-6	-5
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-10	-12	-13	-8	-7

TABLE 12: LOCAL CENTRE: TILBURY - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSAPCE (£m):	£3.0	£3.0	£3.0	£3.0	£3.0	£3.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSAPCE (£m):	£3.0	£3.0	£3.0	£3.1	£3.1	£3.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSAPCE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSAPCE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-2	-3	-3	-2	-2
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-3	-4	-4	-3	-2

TABLE 13: ALL LOCAL CENTRES / ALL OTHER SHOPS - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSAPCE (£m):	£78.1	£77.8	£78.0	£78.3	£79.0	£79.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSAPCE (£m):	£78.1	£78.5	£78.9	£79.3	£79.6	£79.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.7	-£0.9	-£1.0	-£0.6	-£0.5
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSAPCE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.7	-£0.9	-£1.0	-£0.6	-£0.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSAPCE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-56	-5,041	-5,049	-5,020	-5,013
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-80	-7,202	-7,213	-7,171	-7,161

TABLE 14: ALL OUT-OF-CENTRE FLOORSPACE IN THE THURROCK COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£199.5	£198.7	£199.3	£200.0	£201.8	£202.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£199.5	£200.5	£201.5	£202.5	£203.3	£203.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.8	-£2.2	-£2.5	-£1.5	-£1.3
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£15.2	£15.3	£15.4	£15.4	£15.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£17.0	-£17.5	-£17.8	-£16.9	-£16.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-1,352	-1,384	-1,405	-1,329	-1,311
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-1,932	-1,977	-2,006	-2,006	-1,899	-1,873

SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW FLOORSPACE (NET SQ M)

	2030	2035	2040	2044	2045
REGIONAL CENTRE: LAKESIDE	-111	-136	-152	-93	-79
TOWN CENTRE: GRAYS	-46	-56	-63	-39	-33
LOCAL CENTRE: AVELEY	-3	-4	-5	-3	-2
LOCAL CENTRE: CORRINGHAM	-35	-43	-48	-30	-25
LOCAL CENTRE: SOCKETTS HEATH	-6	-8	-8	-5	-4
LOCAL CENTRE: SOUTH OCKENDON	-21	-25	-28	-17	-15
LOCAL CENTRE: STANFORD-LE-HOPE	-7	-8	-9	-6	-5
LOCAL CENTRE: TILBURY	-2	-3	-3	-2	-2
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	-56	-5,041	-5,049	-5,020	-5,013
OUT-OF-TOWN CENTRE STORES / LOCATIONS	-1,352	-1,384	-1,405	-1,329	-1,311
GRAND TOTAL: THURROCK COUNCIL AREA	-1,639	-6,709	-6,770	-6,543	-6,487

Appendix 6:

Population And Expenditure: Comparison Goods – Baseline

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2025) POPULATION & PROJECTIONS (to 2045)

GROWTH 2025 to 2045 (%)

ZONE:	2025	2030	2035	2040	2044	2045	2025-2035	2025-2044	2025-2045
Zone 1	31,553	32,768	33,799	34,812	35,678	35,927	7.1%	13.1%	13.9%
Zone 2	34,789	35,639	36,311	36,820	37,237	37,376	4.4%	7.0%	7.4%
Zone 3	31,160	32,565	33,882	35,268	36,400	36,718	8.7%	16.8%	17.8%
Zone 4	44,899	46,427	47,614	48,697	49,631	49,918	6.0%	10.5%	11.2%
Zone 5	11,947	12,150	12,347	12,537	12,691	12,730	3.3%	6.2%	6.6%
Zone 6	34,106	35,291	36,295	37,360	38,289	38,544	6.4%	12.3%	13.0%
Zone 7	418,440	430,796	441,951	453,290	462,597	465,034	5.6%	10.6%	11.1%
Zone 8	112,455	113,548	114,809	116,491	117,856	118,131	2.1%	4.8%	5.0%
Zone 9	240,320	244,557	248,739	253,439	257,434	258,380	3.5%	7.1%	7.5%
Zone 10	504,925	513,791	522,246	531,587	538,957	540,663	3.4%	6.7%	7.1%
Study Area	1,464,594	1,497,532	1,527,993	1,560,301	1,586,769	1,593,421	6.5%	8.3%	8.8%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2025) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) Location Analyst Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model'; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2025 (incl SFT)	2025	2030	2035	2040	2044	2045
		EXCLUDING SPECIAL FORMS OF TRADING					
EXPERIAN - SPECIAL FORMS OF TRADING (%):		24.1%	25.9%	27.6%	29.3%	29.3%	29.3%
REVISED SPECIAL FORMS OF TRADING (%):		30.0%	32.2%	34.4%	36.5%	36.5%	36.5%
Zone 1	£3,165	£2,216	£2,398	£2,639	£2,903	£3,217	£3,301
Zone 2	£3,885	£2,719	£2,943	£3,239	£3,563	£3,949	£4,051
Zone 3	£3,531	£2,472	£2,675	£2,944	£3,239	£3,589	£3,682
Zone 4	£3,478	£2,435	£2,635	£2,900	£3,191	£3,536	£3,628
Zone 5	£4,761	£3,332	£3,607	£3,969	£4,367	£4,839	£4,965
Zone 6	£3,454	£2,417	£2,617	£2,879	£3,168	£3,510	£3,602
Zone 7	£3,750	£2,625	£2,841	£3,126	£3,440	£3,812	£3,911
Zone 8	£3,671	£2,569	£2,781	£3,060	£3,367	£3,731	£3,828
Zone 9	£3,923	£2,746	£2,972	£3,271	£3,599	£3,988	£4,092
Zone 10	£3,695	£2,587	£2,800	£3,081	£3,390	£3,756	£3,854
STUDY AREA AVERAGE:	£3,731	£2,612	£2,827	£3,111	£3,423	£3,793	£3,891

Source: Average spend per capita estimates (2023 prices) are derived from Experian 'Retail Area Planner' Reports using the Experian Location Analyst GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 22 published by Experian Business Strategies (March 2025).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the Retail Planner Briefing Note 22 (March 2025).

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2025) TO 2045 (£m)

GROWTH 2025 to 2045 (%)

	2025 (incl SFT)	2025	2030	2035	2040	2044	2045	2025-2035	2025-2044	2025-2045
		EXCLUDING SPECIAL FORMS OF TRADING								
Zone 1	99.9	69.9	78.6	89.2	101.1	114.8	118.6	27.6%	64.2%	69.6%
Zone 2	135.1	94.6	104.9	117.6	131.2	147.0	151.4	24.3%	55.4%	60.1%
Zone 3	110.0	77.0	87.1	99.7	114.2	130.6	135.2	29.5%	69.6%	75.6%
Zone 4	156.2	109.3	122.4	138.1	155.4	175.5	181.1	26.3%	60.5%	65.6%
Zone 5	56.9	39.8	43.8	49.0	54.7	61.4	63.2	23.1%	54.3%	58.8%
Zone 6	117.8	82.5	92.3	104.5	118.4	134.4	138.8	26.7%	63.0%	68.4%
Zone 7	1569.1	1098.4	1223.9	1381.6	1559.2	1763.3	1818.6	25.8%	60.5%	65.6%
Zone 8	412.8	288.9	315.8	351.3	392.2	439.7	452.2	21.6%	52.2%	56.5%
Zone 9	942.9	660.0	726.9	813.6	912.1	1026.6	1057.2	23.3%	55.6%	60.2%
Zone 10	1865.9	1306.1	1438.5	1608.9	1801.9	2024.5	2083.7	23.2%	55.0%	59.5%
STUDY AREA:	5,466.5	3,826.5	4,234.3	4,753.6	5,340.4	6,017.9	6,200.1	24.2%	57.3%	62.0%

Appendix 7:

Comparison Goods Market Shares (Including SFT) – Baseline

TABLE 1: ALL COMPARISON GOODS - 2025 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.1%	0.0%	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	0.6%	0.0%	1.1%	0.8%	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%	0.1%
Lakeside Retail Park-Other	12.0%	7.7%	15.0%	14.8%	13.9%	13.5%	1.2%	1.1%	1.6%	3.2%	3.4%	12.7%
Lakeside Shopping Centre-M&S	0.5%	0.2%	0.2%	0.6%	0.4%	0.5%	0.3%	0.0%	0.0%	0.9%	0.5%	0.4%
Lakeside Shopping Centre-Other	13.4%	4.9%	15.8%	14.0%	16.9%	12.0%	0.4%	0.0%	3.9%	5.0%	4.0%	12.3%
Lakeside-Tesco Extra	0.9%	0.2%	3.4%	2.2%	1.4%	2.3%	0.1%	0.0%	0.5%	0.6%	0.5%	1.8%
Subtotal	27.4%	13.0%	35.5%	32.8%	33.3%	29.2%	2.4%	1.2%	6.1%	9.8%	8.6%	27.9%
TOWN CENTRE: GRAYS												
	8.1%	1.0%	9.7%	12.4%	5.8%	2.4%	0.0%	0.0%	0.0%	0.4%	1.0%	6.7%
LOCAL CENTRE: AVELEY												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM												
	1.5%	10.7%	0.1%	0.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.6%
LOCAL CENTRE: SOCKETTS HEATH												
	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
	0.0%	0.0%	0.4%	0.0%	0.0%	3.9%	0.0%	0.0%	0.5%	0.0%	0.2%	0.7%
LOCAL CENTRE: STANFORD-LE-HOPE												
	0.0%	0.2%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
LOCAL CENTRE: TILBURY												
	2.7%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.2%	0.6%	1.1%	0.5%	0.2%	0.0%	0.0%	0.0%	0.3%	0.1%	0.2%	0.6%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.7%	0.0%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Asda, Thurrock Park Way, Tilbury	5.0%	0.5%	0.3%	3.2%	2.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%	1.9%
B&Q, West Thurrock	2.6%	1.1%	2.9%	2.7%	2.4%	2.4%	0.6%	0.0%	0.0%	0.1%	0.5%	2.3%
Costco, West Thurrock Way	0.1%	0.0%	0.3%	0.2%	0.6%	0.6%	0.3%	0.1%	0.1%	0.0%	0.1%	0.3%
IKEA, West Thurrock Way	1.8%	0.0%	0.3%	0.9%	0.1%	0.5%	0.6%	0.8%	0.4%	0.8%	0.6%	0.6%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.3%	0.1%	2.3%	0.9%	1.1%	2.5%	0.0%	0.0%	0.0%	0.0%	0.1%	1.2%
Screwfix, London Road, Grays	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Toolstation, Motherwell Way	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.6%	0.4%	0.4%	0.5%	1.4%	0.6%	0.0%	0.0%	0.2%	0.2%	0.2%	0.6%
Subtotal	11.1%	2.4%	6.9%	8.9%	8.0%	7.4%	1.4%	0.8%	0.5%	1.1%	1.8%	7.3%
THURROCK COUNCIL AREA	52.2%	27.8%	53.9%	55.3%	47.9%	43.1%	3.8%	2.0%	7.3%	11.4%	12.1%	46.4%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA											Study Area Zones: 1-10	Council Area Zones: 1-6
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
Basildon	5.1%	8.8%	0.3%	2.0%	1.8%	0.3%	0.0%	0.0%	32.2%	0.7%	6.2%	3.2%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	3.2%	0.0%
Bluewater Shopping Centre	1.4%	0.4%	0.2%	1.2%	0.8%	1.5%	10.6%	26.0%	0.6%	0.0%	5.2%	0.9%
Brentwood	0.1%	0.0%	0.0%	0.1%	1.0%	0.1%	0.0%	0.0%	0.1%	5.7%	2.0%	0.1%
Central London	0.4%	1.4%	0.1%	0.7%	0.6%	0.6%	0.7%	0.5%	0.5%	1.6%	0.9%	0.7%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.7%	0.3%	0.2%	0.1%
Dagenham	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.3%	0.9%	0.6%	0.1%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	9.3%	3.4%	0.0%	0.0%	2.9%	0.0%
Gravesend	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	3.0%	29.7%	0.0%	0.0%	3.1%	0.1%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%
Pitsea	1.7%	3.9%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	6.8%	0.0%	1.3%	1.0%
Romford	1.4%	2.3%	1.8%	0.1%	5.2%	1.4%	0.0%	0.1%	0.2%	24.3%	8.5%	1.7%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.2%	0.0%	0.0%	0.5%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
All Other Centres / Stores	1.9%	4.8%	2.2%	1.3%	16.1%	2.2%	16.5%	11.9%	15.9%	11.5%	12.8%	3.6%
Subtotal	12.1%	22.1%	5.2%	5.5%	26.0%	6.2%	54.3%	71.8%	58.3%	45.0%	47.9%	11.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING												
	35.7%	50.1%	40.9%	39.2%	26.1%	50.7%	41.9%	26.1%	34.4%	43.5%	40.0%	42.0%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	47.8%	72.2%	46.1%	44.7%	52.1%	56.9%	96.2%	98.0%	92.7%	88.6%	87.9%	53.6%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: CLOTHING & FOOTWEAR - 2025 MARKET SHARE ANALYSIS (%)
THURROCK COUNCIL AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Other	6.3%	4.9%	10.1%	5.1%	5.1%	6.0%	1.7%	0.0%	1.1%	1.3%	1.9%	6.2%
Lakeside Shopping Centre-M&S	1.6%	0.8%	1.0%	2.4%	1.8%	1.9%	1.3%	0.0%	0.0%	3.7%	1.9%	1.6%
Lakeside Shopping Centre-Other	28.6%	12.1%	35.1%	30.3%	32.5%	27.2%	1.6%	0.2%	12.2%	12.9%	10.2%	27.1%
Lakeside-Tesco Extra	0.5%	0.3%	0.4%	1.0%	1.4%	3.3%	0.0%	0.0%	0.0%	0.5%	0.3%	1.1%
Subtotal	37.0%	18.1%	46.6%	38.8%	40.7%	38.4%	4.6%	0.2%	13.3%	18.4%	14.3%	36.0%
TOWN CENTRE: GRAYS												
	4.6%	0.3%	7.9%	10.5%	3.8%	2.7%	0.0%	0.0%	0.0%	1.4%	1.1%	5.3%
LOCAL CENTRE: AVELEY												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM												
	1.0%	0.3%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
LOCAL CENTRE: SOCKETTS HEATH												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: STANFORD-LE-HOPE												
	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY												
	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Thurrock Park Way, Tilbury	2.5%	0.3%	1.1%	3.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.4%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	3.5%	0.8%	0.4%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	2.5%	0.3%	4.6%	3.8%	2.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.3%	2.5%
THURROCK COUNCIL AREA	45.6%	19.1%	59.1%	53.1%	47.2%	42.5%	4.6%	0.2%	13.3%	19.8%	15.8%	44.2%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%
Basildon	6.1%	7.3%	0.2%	3.3%	3.5%	0.2%	0.0%	0.0%	33.2%	0.0%	5.8%	3.4%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.1%	0.2%	0.0%	0.0%	3.9%	0.0%
Bluewater Shopping Centre	1.8%	1.9%	1.0%	4.8%	1.4%	2.7%	19.9%	44.3%	0.3%	0.0%	9.5%	2.5%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.3%	6.9%	2.5%	0.0%
Central London	1.5%	5.7%	0.0%	3.0%	1.6%	2.1%	1.0%	0.2%	1.6%	3.0%	1.9%	2.5%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.5%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.0%	0.7%	0.4%	0.2%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.6%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	1.9%	0.0%	0.0%	2.3%	0.0%
Gravesend	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	2.9%	18.1%	0.0%	0.0%	2.2%	0.1%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.9%	0.4%
Romford	1.6%	3.4%	0.0%	0.3%	3.7%	1.6%	0.0%	0.0%	0.0%	24.1%	8.6%	1.5%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	3.7%	11.7%	4.8%	3.1%	7.8%	4.1%	13.4%	11.3%	8.2%	9.9%	10.3%	5.6%
Subtotal	15.3%	32.0%	6.8%	14.4%	19.5%	10.7%	57.5%	76.5%	53.7%	44.8%	48.9%	16.2%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	39.1%	48.9%	34.2%	32.5%	33.3%	46.9%	37.9%	23.3%	33.1%	35.4%	35.4%	39.5%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	54.4%	80.9%	40.9%	46.9%	52.8%	57.5%	95.4%	99.8%	86.7%	80.2%	84.2%	55.8%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: RECORDING MEDIA - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Other	10.6%	1.1%	1.7%	2.7%	8.4%	0.9%	0.0%	0.0%	0.0%	7.7%	3.1%	3.4%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Shopping Centre-Other	16.2%	6.5%	14.1%	32.5%	23.1%	15.0%	0.0%	0.0%	0.0%	1.2%	2.8%	18.2%
Lakeside-Tesco Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	26.8%	7.6%	15.9%	35.2%	31.6%	15.9%	0.0%	0.0%	0.0%	8.9%	5.9%	21.6%
TOWN CENTRE: GRAYS												
	0.0%	1.1%	1.7%	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%
LOCAL CENTRE: AVELEY												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM												
	5.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
LOCAL CENTRE: SOCKETTS HEATH												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: STANFORD-LE-HOPE												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY												
	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	1.6%	0.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Thurrock Park Way, Tilbury	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
THURROCK COUNCIL AREA	37.7%	9.8%	17.6%	35.2%	41.4%	16.7%	0.0%	0.0%	0.0%	13.6%	7.9%	24.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	3.5%	7.8%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	33.7%	0.0%	6.6%	2.3%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	3.0%	0.0%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	30.2%	0.0%	0.0%	3.7%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.6%	0.0%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.2%	0.0%	0.0%	3.1%	1.7%	0.1%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.7%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	6.4%	0.0%	0.0%	1.7%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.6%	0.8%
Romford	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	3.3%	1.7%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	9.0%	8.2%	4.3%	5.3%	5.6%	0.3%
Subtotal	9.1%	16.1%	0.0%	0.0%	8.0%	0.9%	33.4%	44.9%	40.7%	21.1%	27.6%	5.2%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	53.3%	74.1%	82.4%	64.8%	50.6%	82.4%	66.6%	55.1%	59.3%	65.3%	64.4%	70.0%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	62.3%	90.2%	82.4%	64.8%	58.6%	83.3%	100.0%	100.0%	100.0%	86.4%	92.1%	75.3%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: AUDIO VISUAL + DOMESTIC ELECTRICAL - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	1.7%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Other	32.1%	15.8%	20.5%	32.9%	24.2%	25.3%	0.0%	1.7%	0.4%	3.7%	5.1%	25.3%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Shopping Centre-Other	0.9%	0.4%	3.4%	1.4%	5.6%	3.7%	0.0%	0.0%	0.0%	0.4%	0.4%	2.1%
Lakeside-Tesco Extra	0.9%	0.0%	1.0%	3.1%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%
Subtotal	33.9%	16.2%	26.7%	37.3%	29.8%	31.9%	0.0%	1.7%	0.4%	4.1%	5.7%	29.2%
TOWN CENTRE: GRAYS	4.4%	0.0%	4.9%	7.0%	4.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.5%	3.5%
LOCAL CENTRE: AVELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM	0.9%	2.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
LOCAL CENTRE: SOCKETTS HEATH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.7%	0.0%
LOCAL CENTRE: STANFORD-LE-HOPE	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
LOCAL CENTRE: TILBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Thurrock Park Way, Tilbury	1.8%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Way	0.0%	0.0%	1.1%	0.4%	1.9%	1.7%	2.6%	0.0%	0.4%	0.0%	0.9%	0.7%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	1.9%	0.0%	0.7%	0.4%	0.6%	3.3%	0.0%	0.0%	0.0%	0.0%	0.2%	1.1%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	3.7%	0.0%	1.8%	2.2%	2.5%	5.0%	2.6%	0.0%	0.4%	0.0%	1.1%	2.4%
THURROCK COUNCIL AREA	43.0%	18.4%	34.4%	47.1%	37.6%	37.3%	2.6%	1.7%	4.3%	4.1%	8.2%	36.1%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	3.8%	9.7%	0.3%	5.5%	4.4%	0.0%	0.0%	0.0%	37.2%	3.2%	9.3%	4.3%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.4%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	1.7%	0.0%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.4%	1.2%	0.0%	7.8%	25.0%	0.4%	0.0%	4.0%	0.2%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	1.1%	0.0%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	4.7%	1.5%	0.1%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dagenham	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.7%	0.5%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	8.4%	0.0%	0.0%	3.7%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	10.1%	0.0%	0.0%	1.4%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	1.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.5%	0.4%
Romford	0.0%	3.7%	0.0%	0.0%	4.9%	0.0%	0.0%	0.5%	0.0%	17.3%	5.7%	1.1%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	2.4%	0.3%	0.9%	3.6%	1.4%	13.6%	24.3%	10.1%	2.7%	8.4%	1.3%
Subtotal	5.2%	19.2%	0.7%	6.9%	14.1%	1.7%	43.9%	68.3%	50.1%	33.4%	38.4%	7.8%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	51.8%	62.4%	64.9%	46.1%	48.3%	61.0%	53.6%	30.1%	45.6%	62.6%	53.4%	56.1%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	57.0%	81.6%	65.6%	52.9%	62.4%	62.7%	97.4%	98.3%	95.7%	95.9%	91.8%	63.9%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: BOOKS, STATIONERY & DRAWING MATERIALS - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Other	6.5%	2.8%	0.6%	0.7%	5.1%	1.6%	2.9%	0.0%	0.0%	1.5%	1.7%	2.5%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Shopping Centre-Other	3.4%	9.4%	25.5%	20.2%	17.1%	10.0%	0.0%	0.0%	0.0%	1.5%	2.3%	14.6%
Lakeside-Tesco Extra	1.3%	0.0%	4.2%	1.5%	6.9%	7.8%	0.0%	0.0%	0.0%	1.2%	0.8%	3.2%
Subtotal	11.2%	12.2%	30.4%	25.5%	29.1%	19.4%	2.9%	0.0%	0.0%	4.2%	4.9%	20.9%
TOWN CENTRE: GRAYS												
Grays	15.2%	0.0%	5.4%	15.2%	5.4%	5.6%	0.0%	0.0%	0.0%	0.0%	1.0%	7.9%
LOCAL CENTRE: AVELEY												
Aveley	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: CORRINGHAM												
Corringham	3.4%	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.3%
LOCAL CENTRE: SOCKETTS HEATH												
Socketts Heath	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: SOUTH OCKENDON												
South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
LOCAL CENTRE: STANFORD-LE-HOPE												
Stanford-le-Hope	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY												
Tilbury	2.0%	0.0%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.3%	0.7%	0.6%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Thurrock Park Way, Tilbury	7.4%	0.0%	0.0%	6.9%	2.2%	10.8%	0.0%	0.0%	0.0%	0.0%	0.6%	4.6%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	1.2%	0.7%	4.9%	2.5%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	7.4%	0.0%	1.2%	7.6%	7.2%	13.3%	0.0%	0.0%	0.0%	0.0%	0.7%	5.8%
THURROCK COUNCIL AREA	40.6%	26.6%	38.2%	49.0%	43.1%	42.7%	2.9%	0.0%	0.0%	4.2%	7.2%	39.8%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	5.4%	5.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	23.7%	0.0%	4.3%	1.9%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	4.9%	0.0%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	6.3%	22.9%	0.0%	0.0%	3.7%	0.1%
Brentwood	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	7.2%	2.4%	0.2%
Central London	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.4%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.3%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.9%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.6%	0.0%	0.0%	2.4%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	28.3%	0.0%	0.0%	3.2%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	0.7%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	1.0%	1.5%
Romford	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	22.0%	7.3%	0.5%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.5%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
All Other Centres / Stores	2.1%	0.0%	0.0%	0.0%	13.4%	1.2%	5.8%	6.8%	10.6%	14.0%	8.9%	1.7%
Subtotal	8.1%	14.1%	0.6%	0.0%	21.4%	1.2%	42.8%	58.7%	41.2%	46.0%	40.3%	6.2%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	51.2%	59.3%	61.2%	51.0%	35.5%	56.1%	54.3%	41.3%	58.8%	49.7%	52.5%	53.9%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	59.4%	73.4%	61.8%	51.0%	56.9%	57.3%	97.1%	100.0%	100.0%	95.8%	92.8%	60.2%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 6: PET PRODUCTS, HOBBY ITEMS, SPORTSWEAR, CAMPING, CYCLING & MUSICAL INSTRUMENTS - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.6%	0.0%	0.9%	0.6%	0.7%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Lakeside Retail Park-Other	11.7%	3.8%	30.2%	22.3%	22.4%	27.9%	0.0%	0.0%	2.0%	3.1%	3.8%	18.9%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Shopping Centre-Other	12.7%	3.7%	4.0%	12.6%	15.5%	2.8%	0.0%	0.0%	0.0%	3.0%	2.0%	8.0%
Lakeside-Tesco Extra	0.6%	0.0%	0.0%	4.7%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%	1.3%
Subtotal	25.6%	7.5%	35.0%	42.0%	38.7%	33.2%	0.0%	0.0%	2.0%	6.1%	6.1%	29.2%
TOWN CENTRE: GRAYS	6.9%	3.8%	5.3%	9.9%	5.8%	2.6%	0.0%	0.0%	0.0%	0.0%	0.7%	5.8%
LOCAL CENTRE: AVELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM	0.6%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
LOCAL CENTRE: SOCKETTS HEATH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON	0.0%	0.0%	2.9%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
LOCAL CENTRE: STANFORD-LE-HOPE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.3%	0.0%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Asda, Thurrock Park Way, Tilbury	6.9%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.3%
B&Q, West Thurrock	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.6%	1.8%	0.0%	3.7%	2.9%	0.0%	0.0%	0.0%	0.0%	0.2%	1.3%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.6%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal	7.5%	1.3%	2.3%	0.6%	6.1%	4.5%	0.0%	0.0%	0.0%	0.0%	0.4%	3.2%
THURROCK COUNCIL AREA	40.7%	16.4%	45.4%	52.5%	50.6%	41.1%	0.0%	0.0%	3.5%	6.1%	7.7%	39.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	3.8%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.7%	2.2%	4.3%	1.4%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	3.0%	0.0%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	11.6%	0.0%	0.0%	3.0%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%	3.3%	1.1%	0.3%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.4%	0.9%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	2.9%	0.0%	0.0%	3.0%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	33.8%	0.0%	0.0%	4.4%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
Pitsea	6.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	0.0%	2.8%	2.8%
Romford	0.0%	0.0%	3.4%	0.0%	2.4%	0.0%	0.0%	0.0%	19.9%	0.0%	6.6%	0.7%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.6%	1.3%	1.8%	0.6%	12.7%	0.8%	16.8%	9.7%	15.8%	9.3%	11.7%	2.1%
Subtotal	10.5%	13.8%	5.2%	1.2%	16.6%	0.8%	54.1%	57.9%	47.9%	35.1%	41.1%	7.2%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	48.9%	69.8%	49.4%	46.4%	32.8%	58.1%	45.9%	42.1%	48.7%	58.8%	51.2%	53.1%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	59.3%	83.6%	54.6%	47.5%	49.4%	58.9%	100.0%	100.0%	96.5%	93.9%	92.3%	60.3%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 7: FURNITURE, CARPETS, OTHER FLOOR COVERINGS AND HOUSEHOLD TEXTILES - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Other	26.5%	22.4%	32.9%	29.1%	23.1%	28.6%	1.6%	3.5%	8.1%	8.7%	8.2%	27.1%
Lakeside Shopping Centre-M&S	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Shopping Centre-Other	1.8%	2.9%	0.0%	3.3%	18.7%	0.8%	0.0%	0.0%	1.6%	0.4%	0.8%	3.8%
Lakeside-Tesco Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.7%	0.0%
Subtotal	33.3%	25.3%	33.3%	32.4%	41.8%	29.3%	1.6%	3.5%	14.0%	9.1%	9.9%	31.7%
TOWN CENTRE: GRAYS	2.3%	0.5%	3.9%	2.3%	5.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	2.1%
LOCAL CENTRE: AVELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM	0.0%	1.9%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
LOCAL CENTRE: SOCKETTS HEATH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: STANFORD-LE-HOPE	0.0%	1.5%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.4%
LOCAL CENTRE: TILBURY	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Thurrock Park Way, Tilbury	6.7%	0.5%	0.0%	0.0%	2.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%	1.5%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	5.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Costco, West Thurrock Way	0.6%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
IKEA, West Thurrock Way	16.4%	0.0%	3.2%	7.1%	0.7%	2.9%	4.2%	4.3%	1.7%	4.3%	3.9%	4.9%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	0.0%	0.5%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	1.5%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Subtotal	23.7%	1.9%	3.2%	8.1%	11.1%	6.8%	4.2%	4.3%	1.7%	4.3%	4.3%	8.3%
THURROCK COUNCIL AREA	59.3%	31.1%	41.9%	49.4%	58.1%	37.3%	5.8%	7.7%	15.7%	13.8%	14.8%	44.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	6.7%	7.5%	1.0%	1.9%	0.0%	0.0%	0.0%	0.0%	35.6%	0.4%	6.3%	3.1%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.2%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	1.1%	0.0%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	22.0%	2.3%	0.0%	3.9%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.5%	0.0%
Central London	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	2.6%	0.0%	0.0%	0.0%	0.8%	0.1%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.4%	0.3%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	10.4%	0.0%	0.0%	4.0%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	11.0%	0.0%	0.0%	1.8%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	0.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.3%	0.2%
Romford	4.4%	5.9%	12.8%	0.5%	3.3%	2.9%	0.0%	1.7%	31.6%	12.2%	12.2%	4.7%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	1.4%	0.0%	0.0%	0.7%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.2%	0.0%
All Other Centres / Stores	1.2%	3.6%	2.9%	1.9%	28.0%	3.6%	16.1%	15.8%	16.3%	15.5%	14.7%	5.4%
Subtotal	12.8%	17.4%	16.6%	4.3%	32.7%	6.5%	47.1%	60.6%	58.6%	49.7%	47.1%	13.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	27.9%	51.5%	41.5%	46.3%	9.2%	56.2%	47.1%	31.7%	25.6%	36.5%	38.1%	41.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	40.7%	68.9%	58.1%	50.6%	41.9%	62.7%	94.2%	92.3%	84.3%	86.2%	85.2%	55.3%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 8: DIY GOODS, DECORATING SUPPLIES AND GARDEN PRODUCTS - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	2.7%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Lakeside Retail Park-Other	8.5%	5.6%	18.7%	13.2%	13.1%	10.7%	0.0%	0.0%	0.0%	0.0%	1.5%	11.4%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	2.2%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Lakeside-Tesco Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	9.8%	5.6%	21.4%	17.6%	13.1%	11.1%	0.0%	0.0%	0.0%	0.0%	1.7%	13.2%
TOWN CENTRE: GRAYS												
Grays	2.6%	4.0%	13.6%	8.7%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.8%	6.0%
LOCAL CENTRE: AVELEY												
Aveley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM												
Corringham	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
LOCAL CENTRE: SOCKETTS HEATH												
Socketts Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
South Ockendon	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: STANFORD-LE-HOPE												
Stanford-le-Hope	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY												
Tilbury	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	4.5%	4.9%	1.4%	0.0%	2.6%	0.0%	0.0%	0.0%	1.0%	0.0%	0.5%	2.1%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Asda, Thurrock Park Way, Tilbury	0.6%	0.0%	0.0%	1.7%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
B&Q, West Thurrock	40.6%	14.7%	41.1%	40.1%	22.0%	35.5%	9.1%	0.0%	0.0%	1.1%	7.2%	32.6%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, London Road, Grays	0.0%	4.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.9%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
Toolstation, Motherwell Way	0.6%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
All Other Out-of-Centre Locations	8.4%	3.2%	6.4%	6.6%	10.4%	9.4%	0.0%	0.0%	0.5%	3.7%	2.2%	6.9%
Subtotal	50.2%	21.9%	50.6%	50.5%	37.1%	48.9%	9.1%	0.0%	0.5%	4.8%	9.9%	43.1%
THURROCK COUNCIL AREA	71.7%	37.2%	87.0%	76.9%	52.8%	63.6%	9.1%	0.0%	1.5%	4.8%	13.0%	65.1%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	7.6%	34.1%	0.5%	3.3%	0.0%	3.1%	0.0%	0.0%	47.3%	0.0%	10.3%	9.5%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	1.2%	0.0%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	2.6%	1.4%	0.0%	0.0%	0.0%	6.4%	2.0%	0.5%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	21.8%	3.8%	0.0%	0.0%	6.5%	0.6%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	88.1%	0.0%	0.0%	8.0%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	1.3%	0.2%
Romford	0.0%	0.0%	0.0%	0.0%	31.2%	4.6%	0.0%	0.0%	0.0%	58.7%	18.8%	3.6%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.6%	0.0%	0.0%	0.0%	4.1%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	1.3%	6.4%	2.2%	0.5%	4.4%	0.0%	27.2%	3.8%	29.2%	6.1%	15.8%	2.4%
Subtotal	10.2%	40.5%	2.7%	3.8%	38.1%	12.7%	70.5%	96.2%	83.4%	71.5%	68.3%	16.8%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	18.1%	22.4%	10.3%	19.3%	9.0%	23.6%	20.4%	3.8%	15.1%	23.6%	18.7%	18.1%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	28.3%	62.8%	13.0%	23.1%	47.2%	36.4%	90.9%	100.0%	98.5%	95.2%	87.0%	34.9%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9: PERSONAL CARE PRODUCTS AND MEDICAL GOODS - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	2.0%	3.2%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.4%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Other	2.2%	0.7%	2.0%	7.0%	6.3%	2.8%	2.8%	0.0%	0.0%	0.3%	1.3%	3.4%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Shopping Centre-Other	10.5%	1.4%	17.1%	6.0%	5.5%	13.1%	0.0%	0.0%	0.9%	2.6%	2.1%	8.8%
Lakeside-Tesco Extra	3.1%	0.7%	15.0%	5.1%	5.2%	5.7%	0.4%	0.0%	0.0%	2.8%	1.8%	5.7%
Subtotal	15.9%	2.8%	36.0%	21.8%	20.9%	23.6%	3.2%	0.0%	0.9%	5.7%	5.4%	19.8%
TOWN CENTRE: GRAYS												
Grays	20.2%	0.0%	19.7%	26.0%	12.3%	2.7%	0.0%	0.0%	0.0%	0.3%	1.8%	13.8%
LOCAL CENTRE: AVELEY												
Aveley	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: CORRINGHAM												
Corringham	4.9%	55.6%	0.3%	2.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	12.4%
LOCAL CENTRE: SOCKETTS HEATH												
Socketts Heath	0.4%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
LOCAL CENTRE: SOUTH OCKENDON												
South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	21.4%	0.0%	0.0%	0.0%	0.0%	0.5%	3.8%
LOCAL CENTRE: STANFORD-LE-HOPE												
Stanford-le-Hope	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY												
Tilbury	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.7%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	4.9%	1.4%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.9%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	4.2%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.2%
Asda, Thurrock Park Way, Tilbury	8.3%	2.1%	0.0%	8.7%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.2%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Way	0.0%	0.0%	1.0%	0.4%	0.0%	0.4%	0.0%	0.5%	0.0%	0.0%	0.1%	0.3%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	6.2%	3.2%	1.2%	5.7%	0.0%	0.0%	0.0%	0.0%	0.4%	2.9%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	12.6%	2.1%	7.2%	14.7%	8.4%	6.1%	0.0%	0.5%	0.0%	0.0%	1.1%	8.7%
THURROCK COUNCIL AREA	70.2%	62.0%	68.9%	64.8%	44.5%	54.6%	3.2%	0.5%	0.9%	6.0%	10.8%	62.4%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	5.1%	7.9%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	37.2%	0.0%	6.7%	2.5%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	0.0%	0.0%	0.0%	5.6%	0.0%
Bluewater Shopping Centre	2.9%	0.0%	0.0%	0.0%	0.0%	4.8%	8.1%	15.2%	0.0%	0.0%	3.6%	1.3%
Brentwood	0.4%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	13.6%	4.7%	0.2%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.2%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	1.4%	1.0%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	0.0%	0.0%	0.0%	3.0%	0.0%
Gravesend	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.4%	56.3%	0.0%	0.0%	5.1%	0.4%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.0%
Pitsea	1.4%	9.4%	0.0%	0.0%	0.6%	0.0%	0.0%	11.8%	0.0%	0.0%	2.3%	2.1%
Romford	3.4%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	21.2%	7.3%	0.7%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.7%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.5%	0.0%
All Other Centres / Stores	0.0%	3.5%	0.3%	0.4%	35.4%	2.0%	25.0%	12.9%	31.0%	25.8%	22.8%	3.9%
Subtotal	13.1%	20.8%	2.5%	0.4%	44.1%	6.8%	71.5%	84.4%	84.3%	62.0%	64.0%	11.1%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	16.7%	17.2%	28.6%	34.8%	11.4%	38.6%	25.4%	15.1%	14.8%	32.0%	25.1%	26.5%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	29.8%	38.0%	31.1%	35.2%	55.5%	45.4%	96.8%	99.5%	99.1%	94.0%	89.2%	37.6%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 10: ALL OTHER GOODS (JEWELLERY, GLASSWARE, TABLEWARE HOUSEHOLD UTENSILS) - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	2.7%	0.6%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	1.2%	0.0%
Lakeside Retail Park-Other	0.9%	5.2%	8.0%	6.8%	11.3%	3.7%	0.0%	6.7%	0.5%	6.5%	3.6%	5.8%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Shopping Centre-Other	23.1%	6.8%	24.9%	22.4%	23.7%	16.4%	0.0%	0.0%	10.5%	8.1%	6.5%	19.2%
Lakeside-Tesco Extra	0.0%	0.0%	5.7%	0.6%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%	1.2%
Subtotal	23.9%	12.0%	41.3%	30.4%	35.1%	22.9%	3.8%	6.7%	11.0%	14.5%	11.5%	27.2%
TOWN CENTRE: GRAYS	16.7%	0.0%	19.1%	25.2%	5.8%	5.5%	0.0%	0.0%	0.0%	0.0%	1.4%	13.0%
LOCAL CENTRE: AVELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: SOCKETTS HEATH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: STANFORD-LE-HOPE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Thurrock Park Way, Tilbury	10.1%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.9%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.6%	0.0%	2.6%	0.0%	3.2%	2.6%	2.5%	1.6%	0.6%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	1.1%	0.6%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	10.1%	0.0%	1.1%	7.7%	4.4%	3.9%	0.0%	3.2%	2.6%	2.5%	2.0%	4.5%
THURROCK COUNCIL AREA	57.4%	12.5%	61.5%	63.3%	45.3%	32.2%	3.8%	9.9%	13.6%	17.0%	15.1%	45.9%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%	0.0%
Basildon	2.6%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	2.5%	1.0%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%	2.9%	0.0%
Bluewater Shopping Centre	6.7%	0.5%	0.0%	0.0%	4.4%	0.4%	12.9%	48.4%	2.7%	0.0%	8.2%	1.6%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.0%	0.4%	0.1%
Central London	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.6%	5.1%	2.2%	2.5%	1.8%	0.3%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.3%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.6%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%	0.0%	0.3%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	0.0%	1.0%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	1.1%	0.7%
Romford	0.0%	0.0%	0.0%	0.0%	0.9%	4.6%	0.0%	0.0%	0.0%	16.4%	6.1%	0.9%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	8.7%	3.1%	2.8%	0.6%	17.7%	0.8%	12.0%	3.1%	10.8%	2.0%	6.7%	4.3%
Subtotal	18.0%	11.5%	4.4%	0.6%	26.6%	5.8%	36.0%	71.5%	39.8%	24.0%	31.9%	9.2%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	24.6%	76.0%	34.1%	36.1%	28.1%	61.9%	60.1%	18.6%	46.6%	59.0%	53.0%	44.9%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	42.6%	87.5%	38.5%	36.7%	54.7%	67.8%	96.2%	90.1%	86.4%	83.0%	84.9%	54.1%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix 8:

Comparison Goods Turnover (Excluding SFT) – Baseline

TABLE 1: ALL COMPARISON GOODS - 2025 MARKET SHARE ANALYSIS (%)
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.1%	0.0%	0.1%	0.0%	0.8%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	0.9%	0.0%	1.8%	1.3%	0.1%	1.9%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%	0.1%
Lakeside Retail Park-Other	18.6%	15.5%	25.4%	24.4%	18.8%	27.3%	2.1%	1.6%	2.5%	5.7%	5.6%	21.9%
Lakeside Shopping Centre-M&S	0.7%	0.4%	0.4%	1.1%	0.5%	1.0%	0.6%	0.0%	0.0%	1.7%	0.8%	0.7%
Lakeside Shopping Centre-Other	20.8%	9.8%	26.8%	23.0%	22.9%	24.3%	0.7%	0.1%	5.9%	8.9%	6.7%	21.2%
Lakeside-Tesco Extra	1.4%	0.3%	5.7%	3.7%	1.8%	4.8%	0.1%	0.0%	0.8%	1.1%	0.9%	3.0%
Subtotal	42.6%	26.0%	60.1%	54.0%	45.0%	59.3%	4.1%	1.6%	9.2%	17.3%	14.3%	48.1%
TOWN CENTRE: GRAYS												
Grays	12.6%	2.0%	16.4%	20.3%	7.8%	4.9%	0.0%	0.0%	0.0%	0.7%	1.6%	11.6%
LOCAL CENTRE: AVELEY												
Aveley	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM												
Corringham	2.4%	21.4%	0.1%	1.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.4%
LOCAL CENTRE: SOCKETTS HEATH												
Socketts Heath	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
South Ockendon	0.1%	0.0%	0.6%	0.0%	0.0%	7.8%	0.0%	0.0%	0.7%	0.0%	0.3%	1.3%
LOCAL CENTRE: STANFORD-LE-HOPE												
Stanford-le-Hope	0.0%	0.5%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%
LOCAL CENTRE: TILBURY												
Tilbury	4.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.9%	1.2%	1.8%	0.8%	0.3%	0.0%	0.0%	0.0%	0.4%	0.2%	0.3%	1.1%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	1.1%	0.0%	0.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Asda, Thurrock Park Way, Tilbury	7.8%	0.9%	0.4%	5.3%	3.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.4%	3.3%
B&Q, West Thurrock	4.0%	2.3%	4.9%	4.4%	3.3%	4.9%	1.0%	0.0%	0.0%	0.1%	0.8%	4.0%
Costco, West Thurrock Way	0.1%	0.0%	0.5%	0.3%	0.8%	1.2%	0.5%	0.1%	0.1%	0.0%	0.2%	0.4%
IKEA, West Thurrock Way	2.9%	0.0%	0.6%	1.4%	0.1%	1.0%	1.0%	1.0%	0.6%	1.4%	1.1%	1.1%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.4%	0.2%	4.0%	1.5%	1.5%	5.1%	0.0%	0.0%	0.0%	0.0%	0.2%	2.0%
Screwfix, London Road, Grays	0.0%	0.6%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Toolstation, Motherwell Way	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Out-of-Centre Locations	1.0%	0.8%	0.8%	0.8%	1.9%	1.3%	0.0%	0.0%	0.1%	0.4%	0.3%	1.0%
Subtotal	17.3%	4.8%	11.6%	14.6%	10.9%	15.0%	2.4%	1.1%	0.7%	1.9%	3.0%	12.5%
THURROCK COUNCIL AREA	81.2%	55.8%	91.2%	91.0%	64.8%	87.4%	6.5%	2.8%	11.1%	20.3%	20.2%	80.0%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%
Basildon	8.0%	17.7%	0.4%	3.3%	2.4%	0.5%	0.0%	0.0%	49.1%	1.2%	10.3%	5.6%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	0.1%	0.0%	0.0%	5.3%	0.0%
Bluewater Shopping Centre	2.2%	0.9%	0.4%	2.0%	1.1%	3.0%	18.2%	35.1%	0.9%	0.0%	8.7%	1.6%
Brentwood	0.1%	0.0%	0.0%	0.1%	1.3%	0.2%	0.0%	0.0%	0.1%	10.1%	3.3%	0.2%
Central London	0.6%	2.7%	0.2%	1.2%	0.8%	1.2%	1.2%	0.6%	0.8%	2.8%	1.6%	1.2%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	1.0%	0.5%	0.4%	0.1%
Dagenham	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	2.0%	1.5%	1.1%	0.1%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	16.0%	4.7%	0.0%	0.0%	4.9%	0.1%
Gravesend	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	5.2%	40.2%	0.0%	0.0%	5.2%	0.2%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%
Pitsea	2.7%	7.8%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	10.3%	0.0%	2.2%	1.8%
Romford	2.2%	4.5%	3.1%	0.2%	7.1%	2.8%	0.0%	0.1%	0.3%	43.1%	14.2%	2.9%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.2%	0.0%	0.0%	0.9%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.0%
All Other Centres / Stores	3.0%	9.6%	3.7%	2.2%	21.7%	4.4%	28.4%	16.1%	24.2%	20.4%	21.3%	6.3%
Subtotal	18.8%	44.2%	8.8%	9.0%	35.2%	12.6%	93.5%	97.2%	88.9%	79.7%	79.8%	20.0%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	18.8%	44.2%	8.8%	9.0%	35.2%	12.6%	93.5%	97.2%	88.9%	79.7%	79.8%	20.0%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.1	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Lakeside Retail Park-Home Bargains	£0.6	£0.0	£1.4	£1.4	£0.1	£1.6	£0.0	£0.0	£0.0	£0.0	£4.9	£5.0
Lakeside Retail Park-Lidl	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£6.3	£0.0	£0.0	£0.0	£6.8	£0.7
Lakeside Retail Park-Other	£13.0	£14.7	£19.5	£26.7	£7.5	£22.5	£23.3	£4.5	£16.5	£74.1	£215.9	£103.6
Lakeside Shopping Centre-M&S	£0.5	£0.3	£0.3	£1.2	£0.2	£0.8	£6.3	£0.0	£0.0	£21.7	£29.8	£3.4
Lakeside Shopping Centre-Other	£14.6	£9.3	£20.6	£25.1	£9.1	£20.0	£7.5	£0.2	£39.1	£116.0	£256.1	£100.1
Lakeside-Tesco Extra	£1.0	£0.3	£4.4	£4.0	£0.7	£3.9	£1.1	£0.0	£5.3	£14.5	£34.3	£14.3
Subtotal	£29.8	£24.6	£46.3	£59.0	£17.9	£48.9	£44.6	£4.7	£60.9	£226.3	£548.5	£227.7
TOWN CENTRE: GRAYS												
	£8.8	£1.9	£12.6	£22.2	£3.1	£4.1	£0.0	£0.0	£0.0	£9.3	£61.8	£55.0
LOCAL CENTRE: AVELEY												
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
LOCAL CENTRE: CORRINGHAM												
	£1.7	£20.2	£0.1	£1.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£20.2	£20.9
LOCAL CENTRE: SOCKETTS HEATH												
	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
LOCAL CENTRE: SOUTH OCKENDON												
	£0.0	£0.0	£0.5	£0.0	£0.0	£6.5	£0.0	£0.0	£4.8	£0.0	£11.0	£6.0
LOCAL CENTRE: STANFORD-LE-HOPE												
	£0.0	£0.5	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£2.0	£0.7
LOCAL CENTRE: TILBURY												
	£2.9	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£3.5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.3	£1.1	£1.4	£0.9	£0.1	£0.0	£0.0	£0.0	£2.8	£2.5	£10.3	£5.0
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£0.7	£0.0	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.7
Asda, Thurrock Patk Way, Tilbury	£5.4	£0.9	£0.3	£5.7	£1.3	£0.9	£0.0	£0.0	£0.0	£0.0	£15.1	£15.6
B&Q, West Thurrock	£2.8	£2.2	£3.8	£4.8	£1.3	£4.0	£10.8	£0.0	£0.0	£1.5	£30.2	£18.9
Costco, West Thurrock Way	£0.1	£0.0	£0.4	£0.3	£0.3	£1.0	£5.0	£0.3	£0.6	£0.0	£7.9	£2.1
IKEA, West Thurrock Way	£2.0	£0.0	£0.5	£1.6	£0.1	£0.9	£10.8	£3.0	£3.9	£18.8	£41.0	£5.1
Sainsbury's Superstore, Howard Road, Chafford Hundred	£0.3	£0.2	£3.1	£1.6	£0.6	£4.2	£0.0	£0.0	£0.0	£0.0	£9.3	£9.6
Screwfix, London Road, Grays	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.7
Screwfix, Thurrock Business Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Toolstation, Motherwell Way	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
All Other Out-of-Centre Locations	£0.7	£0.8	£0.6	£0.9	£0.7	£1.0	£0.0	£0.0	£0.4	£5.0	£9.8	£4.8
Subtotal	£12.1	£4.5	£9.0	£16.0	£4.3	£12.4	£26.7	£3.3	£4.9	£25.3	£116.3	£59.3
THURROCK COUNCIL AREA												
	£56.7	£52.8	£70.2	£99.4	£25.8	£72.1	£71.3	£8.0	£73.3	£264.8	£773.9	£378.5
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£1.5	£2.4	£0.0
Basildon	£5.6	£16.8	£0.3	£3.6	£1.0	£0.4	£0.0	£0.0	£324.2	£15.9	£395.0	£26.4
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.0	£0.0	£0.0	£0.0	£6.7	£0.0
Bexleyheath	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£209.8	£0.2	£0.0	£0.0	£203.2	£0.0
Bluewater Shopping Centre	£1.5	£0.9	£0.3	£2.2	£0.5	£2.5	£200.1	£101.6	£6.0	£0.0	£332.7	£7.7
Brentwood	£0.1	£0.0	£0.0	£0.1	£0.5	£0.2	£0.0	£0.0	£0.7	£132.4	£126.3	£1.0
Central London	£0.4	£2.6	£0.2	£1.3	£0.3	£1.0	£13.3	£1.8	£5.3	£36.1	£60.2	£5.5
Chatham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£0.0	£0.0	£1.1	£0.0
Chelmsford	£0.0	£0.2	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£6.6	£6.6	£13.9	£0.5
Dagenham	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£7.1	£0.0	£13.5	£19.7	£40.7	£0.6
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£176.2	£13.4	£0.0	£0.0	£187.4	£0.3
Gravesend	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£56.7	£116.0	£0.0	£0.0	£198.4	£0.7
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£0.0	£0.0	£3.2	£0.0
Pitsea	£1.9	£7.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£68.1	£0.0	£82.6	£8.5
Romford	£1.6	£4.3	£2.4	£0.2	£2.8	£2.3	£0.0	£0.2	£2.1	£562.5	£545.1	£13.6
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£33.5	£0.6	£0.0	£0.0	£33.2	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3	£0.0	£0.0	£0.0	£7.0	£0.0
All Other Centres / Stores	£2.1	£9.1	£2.9	£2.4	£8.6	£3.6	£311.5	£46.4	£160.0	£266.6	£813.2	£29.7
Subtotal	£13.2	£41.8	£6.8	£9.9	£14.0	£10.4	£1,027.1	£281.0	£586.6	£1,041.3	£3,052.6	£94.6
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
	£13.2	£41.8	£6.8	£9.9	£14.0	£10.4	£1,027.1	£281.0	£586.6	£1,041.3	£3,052.6	£94.6
OVERALL TOTAL												
	£69.9	£94.6	£77.0	£109.3	£39.8	£82.5	£1,098.4	£288.9	£660.0	£1,306.1	£3,826.5	£473.1

TABLE 3: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.1	£0.0	£0.1	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Lakeside Retail Park-Home Bargains	£0.7	£0.0	£1.6	£1.6	£0.1	£1.8	£0.0	£0.0	£0.0	£0.0	£5.4	£5.6
Lakeside Retail Park-Lidl	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£7.1	£0.0	£0.0	£0.0	£7.5	£0.7
Lakeside Retail Park-Other	£14.6	£16.3	£22.1	£29.8	£8.2	£25.2	£26.0	£4.9	£18.2	£81.6	£238.9	£115.9
Lakeside Shopping Centre-M&S	£0.6	£0.4	£0.4	£1.3	£0.2	£0.9	£7.0	£0.0	£0.0	£23.9	£33.0	£3.8
Lakeside Shopping Centre-Other	£16.4	£10.3	£23.3	£28.1	£10.0	£22.4	£8.4	£0.2	£43.1	£127.7	£283.4	£112.0
Lakeside-Tesco Extra	£1.1	£0.4	£5.0	£4.5	£0.8	£4.4	£1.3	£0.0	£5.8	£16.0	£38.0	£16.0
Subtotal	£33.5	£27.3	£52.4	£66.0	£19.7	£54.7	£49.7	£5.1	£67.1	£249.3	£606.9	£254.7
TOWN CENTRE: GRAYS												
	£9.9	£2.1	£14.3	£24.9	£3.4	£4.6	£0.0	£0.0	£0.0	£10.2	£68.4	£61.5
LOCAL CENTRE: AVELEY												
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
LOCAL CENTRE: CORRINGHAM												
	£1.9	£22.4	£0.1	£1.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£22.3	£23.3
LOCAL CENTRE: SOCKETTS HEATH												
	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3
LOCAL CENTRE: SOUTH OCKENDON												
	£0.1	£0.0	£0.5	£0.0	£0.0	£7.2	£0.0	£0.0	£5.2	£0.0	£12.2	£6.7
LOCAL CENTRE: STANFORD-LE-HOPE												
	£0.0	£0.5	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£2.2	£0.8
LOCAL CENTRE: TILBURY												
	£3.3	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.5	£1.3	£1.6	£1.0	£0.1	£0.0	£0.0	£0.0	£3.1	£2.8	£11.4	£5.6
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£0.8	£0.0	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£1.9
Asda, Thurrock Patk Way, Tilbury	£6.1	£1.0	£0.4	£6.4	£1.5	£1.0	£0.0	£0.0	£0.0	£0.0	£16.7	£17.5
B&Q, West Thurrock	£3.2	£2.4	£4.3	£5.4	£1.4	£4.5	£12.1	£0.0	£0.0	£1.7	£33.5	£21.2
Costco, West Thurrock Way	£0.1	£0.0	£0.5	£0.4	£0.3	£1.1	£5.6	£0.3	£0.7	£0.0	£8.8	£2.3
IKEA, West Thurrock Way	£2.2	£0.0	£0.5	£1.8	£0.1	£1.0	£12.0	£3.3	£4.3	£20.7	£45.4	£5.7
Sainsbury's Superstore, Howard Road, Chafford Hundred	£0.3	£0.2	£3.5	£1.8	£0.7	£4.7	£0.0	£0.0	£0.0	£0.0	£10.3	£10.8
Screwfix, London Road, Grays	£0.0	£0.6	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Screwfix, Thurrock Business Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Toolstation, Motherwell Way	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
All Other Out-of-Centre Locations	£0.8	£0.9	£0.7	£1.0	£0.8	£1.2	£0.0	£0.0	£0.4	£5.5	£10.8	£5.4
Subtotal	£13.6	£5.0	£10.1	£17.9	£4.8	£13.9	£29.7	£3.6	£5.4	£27.9	£128.7	£66.3
THURROCK COUNCIL AREA												
	£63.8	£58.5	£79.5	£111.3	£28.4	£80.7	£79.4	£8.7	£80.8	£291.7	£856.3	£423.3
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£1.7	£2.6	£0.0
Basildon	£6.3	£18.6	£0.4	£4.1	£1.1	£0.5	£0.0	£0.0	£357.1	£17.5	£437.1	£29.5
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.8	£0.0	£0.0	£0.0	£7.5	£0.0
Bexleyheath	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£233.8	£0.2	£0.0	£0.0	£224.9	£0.0
Bluewater Shopping Centre	£1.7	£0.9	£0.4	£2.5	£0.5	£2.8	£223.0	£111.0	£6.6	£0.0	£368.2	£8.6
Brentwood	£0.1	£0.0	£0.0	£0.2	£0.6	£0.2	£0.0	£0.0	£0.8	£145.8	£139.8	£1.1
Central London	£0.5	£2.9	£0.2	£1.5	£0.3	£1.1	£14.9	£2.0	£5.9	£39.7	£66.6	£6.1
Chatham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.7	£0.0	£0.0	£1.3	£0.0
Chelmsford	£0.0	£0.2	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£7.3	£7.2	£15.4	£0.6
Dagenham	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£7.9	£0.0	£14.9	£21.7	£45.1	£0.6
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£196.4	£14.7	£0.0	£0.0	£207.4	£0.4
Gravesend	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£63.1	£126.8	£0.0	£0.0	£219.5	£0.8
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	£0.0	£3.6	£0.0
Pitsea	£2.1	£8.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£75.0	£0.0	£91.4	£9.5
Romford	£1.8	£4.7	£2.7	£0.3	£3.1	£2.6	£0.0	£0.3	£2.4	£619.5	£603.2	£15.2
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£37.3	£0.7	£0.0	£0.0	£36.7	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.1	£0.0	£0.0	£0.0	£7.8	£0.0
All Other Centres / Stores	£2.4	£10.1	£3.2	£2.7	£9.5	£4.1	£347.1	£50.7	£176.2	£293.7	£899.9	£33.3
Subtotal	£14.8	£46.4	£7.7	£11.1	£15.4	£11.6	£1,144.5	£307.1	£646.2	£1,146.8	£3,378.0	£105.8
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
	£14.8	£46.4	£7.7	£11.1	£15.4	£11.6	£1,144.5	£307.1	£646.2	£1,146.8	£3,378.0	£105.8
OVERALL TOTAL												
	£78.6	£104.9	£87.1	£122.4	£43.8	£92.3	£1,223.9	£315.8	£726.9	£1,438.5	£4,234.3	£529.1

TABLE 4: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.1	£0.0	£0.1	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.8
Lakeside Retail Park-Home Bargains	£0.8	£0.0	£1.8	£1.8	£0.1	£2.0	£0.0	£0.0	£0.0	£0.0	£6.1	£6.4
Lakeside Retail Park-Lidl	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£8.0	£0.0	£0.0	£0.0	£8.4	£0.8
Lakeside Retail Park-Other	£16.6	£18.2	£25.3	£33.7	£9.2	£28.6	£29.3	£5.4	£20.4	£91.2	£268.2	£131.0
Lakeside Shopping Centre-M&S	£0.7	£0.4	£0.4	£1.5	£0.3	£1.0	£8.0	£0.0	£0.0	£26.8	£37.0	£4.2
Lakeside Shopping Centre-Other	£18.6	£11.5	£26.7	£31.7	£11.2	£25.4	£9.5	£0.2	£48.2	£142.9	£318.2	£126.6
Lakeside-Tesco Extra	£1.2	£0.4	£5.7	£5.1	£0.9	£5.0	£1.4	£0.0	£6.5	£17.9	£42.7	£18.1
Subtotal	£38.0	£30.6	£60.0	£74.5	£22.1	£62.0	£56.1	£5.7	£75.0	£278.8	£681.3	£287.9
TOWN CENTRE: GRAYS												
	£11.3	£2.3	£16.3	£28.1	£3.8	£5.2	£0.0	£0.0	£0.0	£11.4	£76.8	£69.5
LOCAL CENTRE: AVELEY												
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3
LOCAL CENTRE: CORRINGHAM												
	£2.1	£25.1	£0.1	£1.3	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£25.0	£26.4
LOCAL CENTRE: SOCKETTS HEATH												
	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
LOCAL CENTRE: SOUTH OCKENDON												
	£0.1	£0.0	£0.6	£0.0	£0.0	£8.2	£0.0	£0.0	£5.9	£0.0	£13.7	£7.6
LOCAL CENTRE: STANFORD-LE-HOPE												
	£0.0	£0.6	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£2.5	£0.9
LOCAL CENTRE: TILBURY												
	£3.7	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3	£4.5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.7	£1.4	£1.8	£1.1	£0.1	£0.0	£0.0	£0.0	£3.5	£3.1	£12.8	£6.3
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£0.9	£0.0	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.1
Asda, Thurrock Patk Way, Tilbury	£6.9	£1.1	£0.4	£7.3	£1.6	£1.1	£0.0	£0.0	£0.0	£0.0	£18.7	£19.7
B&Q, West Thurrock	£3.6	£2.7	£4.9	£6.1	£1.6	£5.1	£13.6	£0.0	£0.0	£1.9	£37.6	£23.9
Costco, West Thurrock Way	£0.1	£0.0	£0.5	£0.4	£0.4	£1.2	£6.3	£0.4	£0.8	£0.0	£9.8	£2.6
IKEA, West Thurrock Way	£2.5	£0.0	£0.6	£2.0	£0.1	£1.1	£13.6	£3.6	£4.8	£23.1	£51.0	£6.5
Sainsbury's Superstore, Howard Road, Chafford Hundred	£0.3	£0.2	£4.0	£2.1	£0.7	£5.3	£0.0	£0.0	£0.0	£0.0	£11.5	£12.2
Screwfix, London Road, Grays	£0.0	£0.7	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8
Screwfix, Thurrock Business Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Toolstation, Motherwell Way	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
All Other Out-of-Centre Locations	£0.9	£1.0	£0.8	£1.2	£0.9	£1.3	£0.0	£0.0	£0.4	£6.2	£12.1	£6.1
Subtotal	£15.4	£5.6	£11.6	£20.2	£5.3	£15.7	£33.6	£4.0	£6.0	£31.2	£144.5	£74.9
THURROCK COUNCIL AREA												
	£72.4	£65.6	£91.0	£125.6	£31.8	£91.3	£89.7	£9.7	£90.4	£326.2	£961.4	£478.5
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£1.9	£2.9	£0.0
Basildon	£7.1	£20.8	£0.4	£4.6	£1.2	£0.5	£0.0	£0.0	£399.6	£19.6	£490.7	£33.3
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.8	£0.0	£0.0	£0.0	£8.4	£0.0
Bexleyheath	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£263.9	£0.2	£0.0	£0.0	£252.5	£0.0
Bluewater Shopping Centre	£1.9	£1.1	£0.4	£2.8	£0.6	£3.2	£251.8	£123.5	£7.4	£0.0	£413.4	£9.8
Brentwood	£0.1	£0.0	£0.0	£0.2	£0.6	£0.2	£0.0	£0.0	£0.9	£163.1	£157.0	£1.3
Central London	£0.6	£3.2	£0.2	£1.7	£0.4	£1.2	£16.8	£2.2	£6.6	£44.4	£74.8	£6.9
Chatham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.8	£0.0	£0.0	£1.4	£0.0
Chelmsford	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£8.2	£8.1	£17.3	£0.7
Dagenham	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£8.9	£0.0	£16.7	£24.3	£50.6	£0.7
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£221.7	£16.4	£0.0	£0.0	£232.9	£0.4
Gravesend	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£71.3	£141.1	£0.0	£0.0	£246.5	£0.9
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2	£0.0	£0.0	£0.0	£4.0	£0.0
Pitsea	£2.4	£9.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£83.9	£0.0	£102.7	£10.7
Romford	£2.0	£5.3	£3.1	£0.3	£3.5	£2.9	£0.0	£0.3	£2.6	£692.9	£677.2	£17.2
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£42.1	£0.8	£0.0	£0.0	£41.2	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.1	£0.0	£0.0	£0.0	£8.7	£0.0
All Other Centres / Stores	£2.7	£11.3	£3.7	£3.0	£10.6	£4.6	£391.8	£56.4	£197.3	£328.4	£1,010.2	£37.6
Subtotal	£16.8	£52.0	£8.8	£12.5	£17.2	£13.2	£1,292.0	£341.7	£723.2	£1,282.7	£3,792.2	£119.6
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
	£16.8	£52.0	£8.8	£12.5	£17.2	£13.2	£1,292.0	£341.7	£723.2	£1,282.7	£3,792.2	£119.6
OVERALL TOTAL												
	£89.2	£117.6	£99.7	£138.1	£49.0	£104.5	£1,381.6	£351.3	£813.6	£1,608.9	£4,753.6	£598.1

TABLE 5: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.1	£0.0	£0.1	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8	£0.9
Lakeside Retail Park-Home Bargains	£0.9	£0.0	£2.1	£2.0	£0.1	£2.3	£0.0	£0.0	£0.0	£0.0	£6.8	£7.2
Lakeside Retail Park-Lidl	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£9.0	£0.0	£0.0	£0.0	£9.4	£0.9
Lakeside Retail Park-Other	£18.8	£20.3	£29.0	£37.9	£10.3	£32.3	£33.1	£6.1	£22.8	£102.2	£301.4	£147.9
Lakeside Shopping Centre-M&S	£0.8	£0.5	£0.5	£1.6	£0.3	£1.1	£9.0	£0.0	£0.0	£30.0	£41.6	£4.8
Lakeside Shopping Centre-Other	£21.0	£12.9	£30.6	£35.7	£12.6	£28.7	£10.7	£0.3	£54.0	£160.0	£357.5	£142.9
Lakeside-Tesco Extra	£1.4	£0.5	£6.5	£5.7	£1.0	£5.6	£1.6	£0.0	£7.3	£20.1	£47.9	£20.4
Subtotal	£43.0	£34.1	£68.7	£83.9	£24.6	£70.2	£63.3	£6.3	£84.1	£312.2	£765.5	£324.9
TOWN CENTRE: GRAYS												
	£12.8	£2.6	£18.7	£31.6	£4.3	£5.8	£0.0	£0.0	£0.0	£12.8	£86.3	£78.4
LOCAL CENTRE: AVELEY												
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
LOCAL CENTRE: CORRINGHAM												
	£2.4	£28.0	£0.1	£1.5	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£28.1	£29.8
LOCAL CENTRE: SOCKETTS HEATH												
	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
LOCAL CENTRE: SOUTH OCKENDON												
	£0.1	£0.0	£0.7	£0.0	£0.0	£9.3	£0.0	£0.0	£6.6	£0.0	£15.4	£8.6
LOCAL CENTRE: STANFORD-LE-HOPE												
	£0.0	£0.6	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£2.8	£1.0
LOCAL CENTRE: TILBURY												
	£4.2	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8	£5.1
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£2.0	£1.6	£2.1	£1.3	£0.2	£0.0	£0.0	£0.0	£3.9	£3.5	£14.4	£7.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£1.1	£0.0	£0.1	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.4
Asda, Thurrock Patk Way, Tilbury	£7.9	£1.2	£0.5	£8.2	£1.8	£1.3	£0.0	£0.0	£0.0	£0.0	£21.0	£22.3
B&Q, West Thurrock	£4.1	£3.0	£5.6	£6.8	£1.8	£5.8	£15.4	£0.0	£0.0	£2.1	£42.2	£27.0
Costco, West Thurrock Way	£0.1	£0.0	£0.6	£0.5	£0.4	£1.4	£7.2	£0.4	£0.9	£0.0	£11.0	£2.9
IKEA, West Thurrock Way	£2.9	£0.0	£0.7	£2.2	£0.1	£1.2	£15.3	£4.0	£5.4	£25.9	£57.3	£7.3
Sainsbury's Superstore, Howard Road, Chafford Hundred	£0.4	£0.2	£4.5	£2.3	£0.8	£6.0	£0.0	£0.0	£0.0	£0.0	£13.0	£13.7
Screwfix, London Road, Grays	£0.0	£0.7	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£1.0
Screwfix, Thurrock Business Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6	£0.7
Toolstation, Motherwell Way	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
All Other Out-of-Centre Locations	£1.0	£1.1	£0.9	£1.3	£1.0	£1.5	£0.0	£0.0	£0.5	£6.9	£13.6	£6.9
Subtotal	£17.4	£6.3	£13.3	£22.7	£6.0	£17.8	£37.9	£4.5	£6.8	£34.9	£162.3	£84.5
THURROCK COUNCIL AREA												
	£82.0	£73.2	£104.2	£141.3	£35.5	£103.4	£101.2	£10.8	£101.4	£365.4	£1,080.0	£540.0
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£2.1	£3.3	£0.0
Basildon	£8.1	£23.3	£0.5	£5.2	£1.3	£0.6	£0.0	£0.0	£448.0	£21.9	£551.3	£37.6
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.9	£0.0	£0.0	£0.0	£9.4	£0.0
Bexleyheath	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£297.8	£0.3	£0.0	£0.0	£283.6	£0.0
Bluewater Shopping Centre	£2.2	£1.2	£0.5	£3.1	£0.6	£3.6	£284.1	£137.9	£8.3	£0.0	£464.4	£11.0
Brentwood	£0.1	£0.0	£0.0	£0.2	£0.7	£0.2	£0.0	£0.0	£1.0	£182.6	£176.3	£1.5
Central London	£0.6	£3.6	£0.2	£1.9	£0.4	£1.4	£18.9	£2.5	£7.4	£49.8	£84.0	£7.8
Chatham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.9	£0.0	£0.0	£1.6	£0.0
Chelmsford	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£9.2	£9.1	£19.5	£0.7
Dagenham	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£10.1	£0.0	£18.7	£27.2	£56.8	£0.8
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£250.2	£18.3	£0.0	£0.0	£261.6	£0.5
Gravesend	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£80.4	£157.5	£0.0	£0.0	£276.9	£1.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	£0.0	£4.5	£0.0
Pitsea	£2.7	£10.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£94.1	£0.0	£115.3	£12.1
Romford	£2.3	£5.9	£3.5	£0.3	£3.9	£3.3	£0.0	£0.3	£3.0	£776.1	£760.8	£19.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£47.5	£0.9	£0.0	£0.0	£46.3	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.3	£0.0	£0.0	£0.0	£9.8	£0.0
All Other Centres / Stores	£3.1	£12.7	£4.3	£3.4	£11.9	£5.2	£442.2	£63.0	£221.1	£367.8	£1,134.9	£42.4
Subtotal	£19.0	£58.0	£10.1	£14.1	£19.3	£14.9	£1,458.0	£381.4	£810.7	£1,436.6	£4,260.4	£135.0
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
	£19.0	£58.0	£10.1	£14.1	£19.3	£14.9	£1,458.0	£381.4	£810.7	£1,436.6	£4,260.4	£135.0
OVERALL TOTAL												
	£101.1	£131.2	£114.2	£155.4	£54.7	£118.4	£1,559.2	£392.2	£912.1	£1,801.9	£5,340.4	£675.0

TABLE 6: 2044 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.1	£0.0	£0.1	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.9	£1.0
Lakeside Retail Park-Home Bargains	£1.0	£0.0	£2.4	£2.3	£0.1	£2.6	£0.0	£0.0	£0.0	£0.0	£7.7	£8.1
Lakeside Retail Park-Lidl	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£10.2	£0.0	£0.0	£0.0	£10.6	£1.1
Lakeside Retail Park-Other	£21.4	£22.8	£33.1	£42.8	£11.5	£36.7	£37.4	£6.8	£25.7	£114.8	£339.6	£167.3
Lakeside Shopping Centre-M&S	£0.9	£0.5	£0.5	£1.9	£0.3	£1.3	£10.2	£0.0	£0.0	£33.7	£46.9	£5.4
Lakeside Shopping Centre-Other	£23.9	£14.4	£35.0	£40.3	£14.1	£32.6	£12.1	£0.3	£60.8	£179.8	£402.8	£161.7
Lakeside-Tesco Extra	£1.6	£0.5	£7.4	£6.4	£1.1	£6.4	£1.8	£0.0	£8.2	£22.5	£54.0	£23.1
Subtotal	£48.9	£38.2	£78.5	£94.7	£27.6	£79.7	£71.6	£7.1	£94.7	£350.8	£862.6	£367.6
TOWN CENTRE: GRAYS												
	£14.5	£2.9	£21.4	£35.7	£4.8	£6.6	£0.0	£0.0	£0.0	£14.4	£97.2	£88.7
LOCAL CENTRE: AVELEY												
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
LOCAL CENTRE: CORRINGHAM												
	£2.7	£31.4	£0.1	£1.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£31.7	£33.7
LOCAL CENTRE: SOCKETTS HEATH												
	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
LOCAL CENTRE: SOUTH OCKENDON												
	£0.1	£0.0	£0.8	£0.0	£0.0	£10.5	£0.0	£0.0	£7.4	£0.0	£17.3	£9.7
LOCAL CENTRE: STANFORD-LE-HOPE												
	£0.0	£0.7	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£3.1	£1.1
LOCAL CENTRE: TILBURY												
	£4.8	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4	£5.7
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£2.2	£1.8	£2.4	£1.4	£0.2	£0.0	£0.0	£0.0	£4.4	£3.9	£16.2	£8.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£1.2	£0.0	£0.1	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£2.7
Asda, Thurrock Patk Way, Tilbury	£8.9	£1.3	£0.6	£9.2	£2.1	£1.4	£0.0	£0.0	£0.0	£0.0	£23.7	£25.2
B&Q, West Thurrock	£4.6	£3.4	£6.4	£7.7	£2.0	£6.6	£17.4	£0.0	£0.0	£2.4	£47.5	£30.6
Costco, West Thurrock Way	£0.1	£0.0	£0.7	£0.5	£0.5	£1.5	£8.1	£0.5	£1.0	£0.0	£12.4	£3.3
IKEA, West Thurrock Way	£3.3	£0.0	£0.8	£2.5	£0.1	£1.4	£17.3	£4.5	£6.1	£29.1	£64.5	£8.3
Sainsbury's Superstore, Howard Road, Chafford Hundred	£0.4	£0.3	£5.2	£2.6	£0.9	£6.8	£0.0	£0.0	£0.0	£0.0	£14.6	£15.5
Screwfix, London Road, Grays	£0.0	£0.8	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.1
Screwfix, Thurrock Business Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.7	£0.8
Toolstation, Motherwell Way	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
All Other Out-of-Centre Locations	£1.1	£1.2	£1.0	£1.5	£1.1	£1.7	£0.0	£0.0	£0.6	£7.7	£15.3	£7.8
Subtotal	£19.8	£7.0	£15.2	£25.6	£6.7	£20.2	£42.8	£5.0	£7.6	£39.2	£182.9	£95.7
THURROCK COUNCIL AREA												
	£93.2	£82.0	£119.1	£159.6	£39.8	£117.5	£114.4	£12.1	£114.1	£410.5	£1,217.0	£611.1
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£2.4	£3.7	£0.0
Basildon	£9.2	£26.1	£0.6	£5.8	£1.5	£0.7	£0.0	£0.0	£504.3	£24.6	£621.2	£42.6
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.2	£0.0	£0.0	£0.0	£10.6	£0.0
Bexleyheath	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£336.8	£0.3	£0.0	£0.0	£319.6	£0.0
Bluewater Shopping Centre	£2.5	£1.3	£0.5	£3.5	£0.7	£4.1	£321.3	£154.6	£9.3	£0.0	£523.3	£12.5
Brentwood	£0.1	£0.0	£0.0	£0.2	£0.8	£0.3	£0.0	£0.0	£1.1	£205.2	£198.7	£1.6
Central London	£0.7	£4.0	£0.3	£2.1	£0.5	£1.6	£21.4	£2.8	£8.3	£55.9	£94.7	£8.8
Chatham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.0	£0.0	£0.0	£1.8	£0.0
Chelmsford	£0.0	£0.3	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£10.3	£10.2	£21.9	£0.8
Dagenham	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£11.4	£0.0	£21.0	£30.5	£64.0	£0.9
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£282.9	£20.5	£0.0	£0.0	£294.8	£0.5
Gravesend	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£90.9	£176.6	£0.0	£0.0	£312.0	£1.2
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£0.0	£0.0	£0.0	£5.1	£0.0
Pitsea	£3.1	£11.4	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£105.9	£0.0	£130.0	£13.7
Romford	£2.6	£6.7	£4.0	£0.4	£4.4	£3.7	£0.0	£0.4	£3.3	£871.9	£857.3	£22.0
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£53.8	£1.0	£0.0	£0.0	£52.2	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.7	£0.0	£0.0	£0.0	£11.1	£0.0
All Other Centres / Stores	£3.5	£14.2	£4.9	£3.8	£13.3	£5.9	£500.0	£70.6	£248.9	£413.3	£1,278.9	£48.0
Subtotal	£21.6	£65.0	£11.5	£15.9	£21.6	£16.9	£1,648.8	£427.6	£912.5	£1,614.0	£4,800.8	£152.7
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
	£21.6	£65.0	£11.5	£15.9	£21.6	£16.9	£1,648.8	£427.6	£912.5	£1,614.0	£4,800.8	£152.7
OVERALL TOTAL												
	£114.8	£147.0	£130.6	£175.5	£61.4	£134.4	£1,763.3	£439.7	£1,026.6	£2,024.5	£6,017.9	£763.8

TABLE 7: 2045 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.2	£0.0	£0.1	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Lakeside Retail Park-Home Bargains	£1.1	£0.0	£2.4	£2.4	£0.1	£2.6	£0.0	£0.0	£0.0	£0.0	£7.9	£8.4
Lakeside Retail Park-Lidl	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£10.5	£0.0	£0.0	£0.0	£11.0	£1.1
Lakeside Retail Park-Other	£22.1	£23.5	£34.3	£44.2	£11.9	£37.9	£38.6	£7.0	£26.4	£118.1	£349.9	£172.7
Lakeside Shopping Centre-M&S	£0.9	£0.6	£0.6	£1.9	£0.3	£1.3	£10.5	£0.0	£0.0	£34.7	£48.3	£5.6
Lakeside Shopping Centre-Other	£24.7	£14.8	£36.2	£41.6	£14.5	£33.7	£12.4	£0.3	£62.6	£185.0	£415.0	£166.9
Lakeside-Tesco Extra	£1.6	£0.5	£7.7	£6.6	£1.2	£6.6	£1.9	£0.0	£8.5	£23.2	£55.7	£23.8
Subtotal	£50.5	£39.4	£81.3	£97.7	£28.4	£82.3	£73.8	£7.3	£97.5	£361.0	£888.7	£379.5
TOWN CENTRE: GRAYS												
	£15.0	£3.0	£22.1	£36.8	£4.9	£6.8	£0.0	£0.0	£0.0	£14.8	£100.2	£91.6
LOCAL CENTRE: AVELEY												
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
LOCAL CENTRE: CORRINGHAM												
	£2.8	£32.3	£0.1	£1.8	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£32.7	£34.8
LOCAL CENTRE: SOCKETTS HEATH												
	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
LOCAL CENTRE: SOUTH OCKENDON												
	£0.1	£0.0	£0.8	£0.0	£0.0	£10.9	£0.0	£0.0	£7.6	£0.0	£17.8	£10.0
LOCAL CENTRE: STANFORD-LE-HOPE												
	£0.0	£0.7	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£3.2	£1.2
LOCAL CENTRE: TILBURY												
	£5.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.6	£5.9
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£2.3	£1.8	£2.4	£1.5	£0.2	£0.0	£0.0	£0.0	£4.5	£4.1	£16.7	£8.3
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£1.3	£0.0	£0.1	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£2.8
Asda, Thurrock Patk Way, Tilbury	£9.2	£1.4	£0.6	£9.5	£2.1	£1.5	£0.0	£0.0	£0.0	£0.0	£24.4	£26.0
B&Q, West Thurrock	£4.8	£3.5	£6.6	£8.0	£2.1	£6.8	£17.9	£0.0	£0.0	£2.5	£49.0	£31.5
Costco, West Thurrock Way	£0.1	£0.0	£0.7	£0.5	£0.5	£1.6	£8.3	£0.5	£1.0	£0.0	£12.8	£3.4
IKEA, West Thurrock Way	£3.4	£0.0	£0.8	£2.6	£0.1	£1.4	£17.9	£4.7	£6.3	£29.9	£66.5	£8.5
Sainsbury's Superstore, Howard Road, Chafford Hundred	£0.5	£0.3	£5.4	£2.7	£0.9	£7.1	£0.0	£0.0	£0.0	£0.0	£15.1	£16.0
Screwfix, London Road, Grays	£0.0	£0.9	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.1
Screwfix, Thurrock Business Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.7	£0.8
Toolstation, Motherwell Way	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
All Other Out-of-Centre Locations	£1.2	£1.3	£1.0	£1.5	£1.2	£1.8	£0.0	£0.0	£0.6	£8.0	£15.8	£8.0
Subtotal	£20.5	£7.2	£15.7	£26.5	£6.9	£20.9	£44.2	£5.1	£7.8	£40.4	£188.4	£98.7
THURROCK COUNCIL AREA												
	£96.3	£84.5	£123.3	£164.7	£41.0	£121.3	£118.0	£12.4	£117.5	£422.5	£1,253.9	£630.7
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£2.4	£3.8	£0.0
Basildon	£9.5	£26.8	£0.6	£6.0	£1.5	£0.7	£0.0	£0.0	£519.3	£25.3	£640.0	£43.9
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.5	£0.0	£0.0	£0.0	£10.9	£0.0
Bexleyheath	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£347.3	£0.3	£0.0	£0.0	£329.3	£0.0
Bluewater Shopping Centre	£2.6	£1.4	£0.6	£3.6	£0.7	£4.2	£331.4	£158.9	£9.6	£0.0	£539.1	£12.9
Brentwood	£0.1	£0.0	£0.0	£0.2	£0.8	£0.3	£0.0	£0.0	£1.2	£211.2	£204.7	£1.7
Central London	£0.7	£4.1	£0.3	£2.2	£0.5	£1.7	£22.1	£2.8	£8.5	£57.6	£97.6	£9.1
Chatham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.1	£0.0	£0.0	£1.9	£0.0
Chelmsford	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£10.6	£10.5	£22.6	£0.9
Dagenham	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£11.8	£0.0	£21.7	£31.4	£66.0	£0.9
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£291.8	£21.0	£0.0	£0.0	£303.7	£0.6
Gravesend	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£93.8	£181.6	£0.0	£0.0	£321.5	£1.2
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.5	£0.0	£0.0	£0.0	£5.2	£0.0
Pitsea	£3.2	£11.8	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£109.0	£0.0	£133.9	£14.1
Romford	£2.7	£6.8	£4.1	£0.4	£4.5	£3.9	£0.0	£0.4	£3.4	£897.4	£883.2	£22.7
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£55.5	£1.0	£0.0	£0.0	£53.8	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.0	£0.0	£0.0	£0.0	£11.4	£0.0
All Other Centres / Stores	£3.6	£14.6	£5.0	£3.9	£13.7	£6.1	£515.7	£72.6	£256.3	£425.3	£1,317.6	£49.6
Subtotal	£22.3	£66.9	£11.9	£16.4	£22.2	£17.5	£1,700.6	£439.8	£939.7	£1,661.2	£4,946.2	£157.6
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
	£22.3	£66.9	£11.9	£16.4	£22.2	£17.5	£1,700.6	£439.8	£939.7	£1,661.2	£4,946.2	£157.6
OVERALL TOTAL												
	£118.6	£151.4	£135.2	£181.1	£63.2	£138.8	£1,818.6	£452.2	£1,057.2	£2,083.7	£6,200.1	£788.3

Appendix 9:

Comparison Goods Capacity – Baseline

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
Excluding SFT & 'inflow' from outside Study Area

	2025	2030	2035	2040	2044	2045
THURROCK COUNCIL AREA						
REGIONAL CENTRE: LAKESIDE	£548.5	£606.9	£681.3	£765.5	£862.6	£888.7
TOWN CENTRE: GRAYS	£61.8	£68.4	£76.8	£86.3	£97.2	£100.2
LOCAL CENTRE: AVELEY	£0.2	£0.2	£0.2	£0.3	£0.3	£0.3
LOCAL CENTRE: CORRINGHAM	£20.2	£22.3	£25.0	£28.1	£31.7	£32.7
LOCAL CENTRE: SOCKETTS HEATH	£0.2	£0.2	£0.3	£0.3	£0.3	£0.4
LOCAL CENTRE: SOUTH OCKENDON	£11.0	£12.2	£13.7	£15.4	£17.3	£17.8
LOCAL CENTRE: STANFORD-LE-HOPE	£2.0	£2.2	£2.5	£2.8	£3.1	£3.2
LOCAL CENTRE: TILBURY	£3.4	£3.8	£4.3	£4.8	£5.4	£5.6
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£10.3	£11.4	£12.8	£14.4	£16.2	£16.7
OUT-OF-TOWN CENTRE STORES / LOCATIONS	£116.3	£128.7	£144.5	£162.3	£182.9	£188.4
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE THURROCK COUNCIL AREA	£773.9	£856.3	£961.4	£1,080.0	£1,217.0	£1,253.9

TABLE 2: ALL COMPARISON GOODS - TOTAL TURNOVER
Including 'inflow' from outside Study Area

		2025	2030	2035	2040	2044	2045
THURROCK COUNCIL AREA							
REGIONAL CENTRE: LAKESIDE	70.0%	£932.4	£1,031.8	£1,158.3	£1,301.3	£1,466.4	£1,510.8
TOWN CENTRE: GRAYS	2.0%	£63.1	£69.8	£78.3	£88.0	£99.2	£102.2
LOCAL CENTRE: AVELEY	1.0%	£0.2	£0.2	£0.3	£0.3	£0.3	£0.3
LOCAL CENTRE: CORRINGHAM	1.0%	£20.4	£22.5	£25.3	£28.4	£32.0	£33.0
LOCAL CENTRE: SOCKETTS HEATH	1.0%	£0.2	£0.2	£0.3	£0.3	£0.3	£0.4
LOCAL CENTRE: SOUTH OCKENDON	1.0%	£11.1	£12.3	£13.8	£15.5	£17.5	£18.0
LOCAL CENTRE: STANFORD-LE-HOPE	1.0%	£2.0	£2.2	£2.5	£2.8	£3.1	£3.2
LOCAL CENTRE: TILBURY	2.0%	£3.5	£3.9	£4.3	£4.9	£5.5	£5.7
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.0%	£10.4	£11.5	£12.9	£14.5	£16.3	£16.8
OUT-OF-TOWN CENTRE STORES / LOCATIONS	20.0%	£139.5	£154.4	£173.3	£194.7	£219.4	£226.1
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE THURROCK COUNCIL AREA		£1,182.8	£1,308.8	£1,469.4	£1,650.8	£1,860.2	£1,916.5

TABLE 3: COMMITTED COMPARISON GOODS FLOORSPACE

TABLE 3: COMMITTED COMPANION GOODS FLOORSPACE												
CENTRE	PLANNING REF	LOCATION	Gross Floorpace (sq m)	Net Floorpace (sq m)	2025 Average Sales Density (£ per sqm)	FORECAST TURNOVER (£M)						
						2025	2030	2035	2040	2044	2045	
Proposed Lidl, St. Chads Road, Tilbury	23/01203/RES	Out-of-Centre	1,949	302	6,500	-	£2.2	£2.5	£2.8	£3.1	£3.2	
Development Land East Of Caspian Way And North And South Of London Road Purfleet	17/01668/OUT	New Centre	8,808	2,131	6,500	-	-	£17.6	£19.9	£22.0	£22.5	
THURROCK COUNCIL AREA TOTAL						-	£2.2	£20.1	£22.7	£25.1	£25.7	

Notes

- 1 Planning Ref No. 23/01150/FUL. Bumbles Yard, St. Chads Road, Tilbury. Planning Application by Lidl for "Demolition of existing structures and erection of Class E discount foodstore with associated car parking, landscaping, engineering and drainage works". The gross floorpace is some 1,949 sqm with a net sales area of 1,512 sqm net. This net floorpace is broken down further into 1,210 sqm net for convenience goods and the remainder 302 sqm net for comparison goods.
- 2 The gross floorpace is some 8,880 sqm with a net sales area of 7,104 sqm (assuming a gross to net ratio of 80%). It has been further assumed that in light of the anticipated housing growth, the retail component will be convenience goods led. On this basis, of the 7,104 sqm net floorpace it is assumed 70% (4,973 sqm net) is for convenience goods provision and the remainder 30% (2,131sqm net) is for comparison goods. It is assumed that all the floorpace will be operational by 2035.

TABLE 4: THURROCK COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1,182.8	£1,308.8	£1,469.4	£1,650.8	£1,860.2	£1,916.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1,182.8	£1,327.8	£1,502.3	£1,699.7	£1,876.1	£1,923.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£18.9	-£32.9	-£48.9	-£16.0	-£6.5
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£2.2	£20.1	£22.7	£25.1	£25.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£21.1	-£53.0	-£71.6	-£41.1	-£32.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorpace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorpace Capacity (sq m):	-	-2,897	-6,419	-7,670	-3,982	-3,053
	(iii) Assumed Net / Gross Floorpace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorpace Capacity (sq m):	-4,139	-9,170	-10,957	-5,688	-4,361	

Notes:

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 2).
- STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 22 (March 2025) and other research evidence.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: The turnover of all known commitments has been derived from Table 3. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2030.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorpace capacity estimate based on the assumed average sales performance of new (prime) retail floorpace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorpace.

TABLE 5: REGIONAL CENTRE: LAKESIDE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£932.4	£1,031.8	£1,158.3	£1,301.3	£1,466.4	£1,510.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£932.4	£1,046.7	£1,184.2	£1,339.8	£1,478.9	£1,515.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£14.9	-£25.9	-£38.6	-£12.6	-£5.2
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£14.9	-£25.9	-£38.6	-£12.6	-£5.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-2,046	-3,142	-4,128	-1,221	-485
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-2,923	-4,489	-5,898	-1,744	-698

TABLE 6: TOWN CENTRE: GRAYS - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£63.1	£69.8	£78.3	£88.0	£99.2	£102.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£63.1	£70.8	£80.1	£90.6	£100.0	£102.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.0	-£1.8	-£2.6	-£0.9	-£0.3
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£1.0	-£1.8	-£2.6	-£0.9	-£0.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-138	-213	-279	-83	-33
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-198	-304	-399	-118	-47

TABLE 7: LOCAL CENTRE: AVELEY - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£0.2	£0.2	£0.3	£0.3	£0.3	£0.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£0.2	£0.2	£0.3	£0.3	£0.3	£0.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-0	-1	-1	-0	-0
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-1	-1	-1	-0	-0

TABLE 8: LOCAL CENTRE: CORRINGHAM - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£20.4	£22.5	£25.3	£28.4	£32.0	£33.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£20.4	£22.9	£25.9	£29.3	£32.3	£33.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	-£0.6	-£0.8	-£0.3	-£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.3	-£0.6	-£0.8	-£0.3	-£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-45	-69	-90	-27	-11
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-64	-98	-129	-38	-15

TABLE 9: LOCAL CENTRE: SOCKETTS HEATH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£0.2	£0.2	£0.3	£0.3	£0.3	£0.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£0.2	£0.2	£0.3	£0.3	£0.4	£0.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-0	-1	-1	-0	-0
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-1	-1	-1	-0	-0

TABLE 10: LOCAL CENTRE: SOUTH OCKENDON - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£11.1	£12.3	£13.8	£15.5	£17.5	£18.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£11.1	£12.5	£14.1	£16.0	£17.6	£18.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.3	-£0.5	-£0.2	-£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.2	-£0.3	-£0.5	-£0.2	-£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-24	-37	-49	-15	-6
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-35	-54	-70	-21	-8

TABLE 11: LOCAL CENTRE: STANFORD-LE-HOPE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.0	£2.2	£2.5	£2.8	£3.1	£3.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.0	£2.2	£2.5	£2.9	£3.2	£3.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	-£0.1	-£0.1	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	-£0.1	-£0.1	£0.0	£0.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-4	-7	-9	-3	-1
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-6	-10	-13	-4	-1

TABLE 12: LOCAL CENTRE: TILBURY - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.5	£3.9	£4.3	£4.9	£5.5	£5.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£3.5	£3.9	£4.4	£5.0	£5.5	£5.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.1	-£0.1	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.1	-£0.1	-£0.1	£0.0	£0.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-8	-12	-15	-5	-2
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-11	-17	-22	-7	-3

TABLE 13: ALL LOCAL CENTRES / ALL OTHER SHOPS - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£10.4	£11.5	£12.9	£14.5	£16.3	£16.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£10.4	£11.7	£13.2	£14.9	£16.5	£16.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.3	-£0.4	-£0.1	-£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£17.6	£10.9	£22.0	£22.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.2	-£17.9	-£20.3	-£22.1	-£22.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-23	-2,166	-2,177	-2,145	-2,136
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-33	-3,094	-3,110	-3,064	-3,052

TABLE 14: ALL OUT-OF-CENTRE FLOORSPACE IN THE THURROCK COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£139.5	£154.4	£173.3	£194.7	£219.4	£226.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£139.5	£156.6	£177.2	£200.5	£221.3	£226.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£2.2	-£3.9	-£5.8	-£1.9	-£0.8
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£2.2	£2.5	£2.8	£3.1	£3.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£4.4	-£6.4	-£8.6	-£5.0	-£4.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-608	-772	-920	-485	-375
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-869	-1,103	-1,314	-692	-536

SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT FOR NEW FLOORSPACE (NET SQ M)

	2030	2035	2040	2044	2045
REGIONAL CENTRE: LAKESIDE	-2,046	-3,142	-4,128	-1,221	-489
TOWN CENTRE: GRAYS	-138	-213	-279	-83	-33
LOCAL CENTRE: AVELEY	-0	-1	-1	-0	-0
LOCAL CENTRE: CORRINGTONHAM	-45	-69	-90	-27	-11
LOCAL CENTRE: SOCKETS HEATH	-0	-1	-1	-0	-0
LOCAL CENTRE: SOUTH OCKENDON	-24	-37	-49	-15	-6
LOCAL CENTRE: STANFORD-LE-HOPE	-4	-7	-9	-3	-1
LOCAL CENTRE: TILBURY	-8	-12	-15	-5	-2
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	-23	-2,166	-2,177	-2,145	-2,136
OUT-OF-TOWN CENTRE STORES / LOCATIONS	-608	-772	-920	-485	-375
GRAND TOTAL: THURROCK COUNCIL AREA	-2,897	-6,419	-7,670	-3,982	-3,053

Appendix 10:
Population And Expenditure:
Convenience Goods – Sensitivity

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2025) POPULATION & PROJECTIONS (to 2045)

GROWTH 2025 to 2045 (%)

ZONE:	2025	2030	2035	2040	2044	2045	2025-2035	2025-2044	2025-2045
Zone 1	31,415	33,487	35,683	38,213	40,605	41,149	13.6%	29.3%	31.0%
Zone 2	34,641	36,412	38,339	40,480	42,539	42,995	10.7%	22.8%	24.1%
Zone 3	31,022	33,285	35,769	38,675	41,335	41,949	15.3%	33.2%	35.2%
Zone 4	44,705	47,440	50,269	53,489	56,575	57,277	12.4%	26.6%	28.1%
Zone 5	11,896	12,414	13,039	13,786	14,500	14,648	9.6%	21.9%	23.1%
Zone 6	33,958	36,064	38,322	41,019	43,590	44,163	12.9%	28.4%	30.1%
Zone 7	418,440	430,796	441,951	453,290	462,597	465,034	5.6%	10.6%	11.1%
Zone 8	112,455	113,548	114,809	116,491	117,856	118,131	2.1%	4.8%	5.0%
Zone 9	240,320	244,557	248,739	253,439	257,434	258,380	3.5%	7.1%	7.5%
Zone 10	504,925	513,791	522,246	531,587	538,957	540,663	3.4%	6.7%	7.1%
Study Area	1,463,777	1,501,793	1,539,167	1,580,468	1,615,988	1,624,389	8.0%	10.4%	11.0%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2025) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) Location Analyst Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model'; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: REVISED CONVENIENCE GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2025 (incl SFT)	2025	2030	2035	2040	2044	2045
		EXCLUDING SPECIAL FORMS OF TRADING					
EXPERIAN - SPECIAL FORMS OF TRADING (%):		5.2%	6.0%	6.6%	7.3%	7.3%	7.3%
REVISED SPECIAL FORMS OF TRADING (%):		4.9%	5.7%	6.3%	6.9%	6.9%	6.9%
Zone 1	£2,360	£2,244	£2,186	£2,149	£2,112	£2,095	£2,091
Zone 2	£2,728	£2,593	£2,526	£2,483	£2,441	£2,421	£2,417
Zone 3	£2,446	£2,325	£2,265	£2,227	£2,189	£2,172	£2,167
Zone 4	£2,479	£2,357	£2,296	£2,257	£2,219	£2,201	£2,197
Zone 5	£3,035	£2,885	£2,811	£2,763	£2,716	£2,695	£2,689
Zone 6	£2,532	£2,407	£2,345	£2,305	£2,266	£2,248	£2,243
Zone 7	£2,639	£2,508	£2,444	£2,402	£2,362	£2,343	£2,338
Zone 8	£2,637	£2,507	£2,442	£2,401	£2,360	£2,341	£2,336
Zone 9	£2,784	£2,646	£2,578	£2,535	£2,492	£2,472	£2,467
Zone 10	£2,589	£2,461	£2,398	£2,357	£2,317	£2,299	£2,294
STUDY AREA AVERAGE:	£2,623	£2,493	£2,429	£2,388	£2,347	£2,329	£2,324

Source: Average spend per capita estimates (2023 prices) are derived from Experian 'Retail Area Planner' Reports using the Experian Location Analyst GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 22 published by Experian Business Strategies (March 2025).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the Retail Planner Briefing Note 22 (March 2025).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2025) TO 2045 (£m)

GROWTH 2025 to 2045 (%)

	2025 (incl SFT)	2025	2030	2035	2040	2044	2045	2025-2035	2025-2044	2025-2045
		EXCLUDING SPECIAL FORMS OF TRADING								
Zone 1	74.2	70.5	73.2	76.7	80.7	85.1	86.1	8.8%	20.7%	22.1%
Zone 2	94.5	89.8	92.0	95.2	98.8	103.0	103.9	6.0%	14.7%	15.7%
Zone 3	75.9	72.1	75.4	79.7	84.7	89.8	90.9	10.4%	24.4%	26.0%
Zone 4	110.8	105.3	108.9	113.5	118.7	124.5	125.8	7.7%	18.2%	19.4%
Zone 5	36.1	34.3	34.9	36.0	37.4	39.1	39.4	5.0%	13.8%	14.8%
Zone 6	86.0	81.7	84.6	88.3	92.9	98.0	99.1	8.1%	19.9%	21.2%
Zone 7	1,104.2	1,049.6	1,052.8	1,061.8	1,070.5	1,083.8	1,087.3	1.2%	3.3%	3.6%
Zone 8	296.5	281.9	277.3	275.6	274.9	275.9	276.0	-2.2%	-2.1%	-2.1%
Zone 9	669.1	636.0	630.5	630.5	631.4	636.3	637.3	-0.9%	0.0%	0.2%
Zone 10	1,307.4	1,242.7	1,232.0	1,231.0	1,231.8	1,238.9	1,240.3	-0.9%	-0.3%	-0.2%
STUDY AREA:	3,854.7	3,664.0	3,661.5	3,688.2	3,721.9	3,774.3	3,786.1	0.7%	3.0%	3.3%

Appendix 11:

Convenience Goods Market Shares (Including SFT) – Sensitivity

TABLE 1: ALL CONVENIENCE GOODS - 2025 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	0.1%	0.0%	0.2%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%
Lakeside Retail Park-Lidl	0.4%	0.5%	4.8%	2.1%	0.8%	2.5%	0.0%	0.0%	0.0%	1.3%	0.7%	1.9%
Lakeside-Lakeside Retail Park-Other	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Lakeside-Lakeside Shopping Centre-M&S	4.6%	0.4%	1.6%	1.8%	2.7%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%	1.9%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Tesco Extra	5.1%	1.4%	16.6%	5.3%	6.4%	9.2%	1.6%	0.0%	0.0%	2.3%	2.1%	7.1%
Thurrock Shopping Park-Iceland (The Food Warehouse)	0.7%	0.5%	0.3%	0.5%	0.1%	3.2%	0.0%	0.0%	0.1%	0.2%	0.2%	0.9%
Subtotal	10.9%	2.8%	24.8%	10.4%	10.1%	16.5%	1.6%	0.0%	0.1%	4.0%	3.4%	12.3%
TOWN CENTRE: GRAYS												
Farmfoods	1.7%	1.2%	0.1%	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.6%	0.3%	0.6%
Iceland	0.9%	0.0%	1.0%	0.3%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Morrisons	6.9%	0.7%	8.1%	15.6%	5.9%	0.4%	0.0%	0.0%	0.8%	0.0%	1.0%	6.6%
All Other Floorspace	0.2%	1.4%	0.3%	1.2%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Subtotal	9.6%	3.3%	9.4%	17.3%	5.9%	4.2%	0.0%	0.0%	0.8%	0.6%	1.4%	8.9%
LOCAL CENTRE: AVELEY												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
One Stop	0.0%	0.0%	0.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
All Other Floorspace	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.8%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
LOCAL CENTRE: CORRINGHAM												
Costcutter	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Iceland	0.6%	17.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.5%
Morrisons DAILY	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
Morrisons SUPERMARKET	3.0%	17.7%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%
All Other Floorspace	0.0%	0.6%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.3%
Subtotal	3.6%	39.9%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%	8.6%
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	0.4%	0.3%	1.0%	5.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.6%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.4%	0.3%	1.0%	5.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.6%
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	0.7%	0.0%	0.3%	4.4%	4.5%	17.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.6%
Nisa Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	0.0%	0.0%	0.0%	0.0%	0.9%	2.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	0.7%	0.0%	0.3%	4.4%	5.3%	20.6%	0.0%	0.0%	0.0%	0.0%	0.7%	5.3%
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	0.8%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Tesco Express	0.5%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
All Other Floorspace	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	1.3%	7.5%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.7%
LOCAL CENTRE: TILBURY												
Premier, Civic Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Dock Road	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
All Other Floorspace	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	15.4%	7.3%	11.7%	5.1%	2.7%	3.1%	2.2%	0.0%	0.3%	0.4%	1.8%	7.6%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	10.6%	0.9%	17.1%	18.7%	3.1%	7.6%	0.0%	0.3%	0.0%	0.0%	1.3%	10.5%
Asda, Thurrock Park Way, Tilbury	24.4%	3.5%	0.0%	14.1%	4.6%	3.1%	0.0%	0.0%	0.0%	0.0%	1.1%	8.6%
Costco, West Thurrock Way	0.9%	1.5%	0.6%	0.3%	0.0%	0.8%	1.3%	0.0%	0.0%	0.2%	0.6%	0.7%
Sainsbury's Superstore, Howard Road, Chafford Hundred	2.9%	0.3%	13.4%	4.9%	6.9%	6.9%	0.7%	0.0%	0.0%	0.9%	1.2%	5.5%
Tesco Express, Lakeside Business Village, Chafford Hundred	1.3%	0.4%	2.3%	1.4%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.2%	1.4%
Subtotal	40.0%	6.6%	33.3%	39.4%	14.5%	20.8%	2.0%	0.3%	0.0%	1.2%	4.3%	26.8%
THURROCK COUNCIL AREA	85.4%	67.8%	81.5%	82.2%	40.2%	69.3%	5.8%	0.3%	1.2%	6.3%	13.2%	74.2%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA											Study Area Zones: 1-10	Council Area Zones: 1-6
Basildon	3.0%	6.1%	0.0%	1.7%	2.2%	0.0%	1.8%	0.0%	31.7%	2.4%	7.1%	2.2%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Bexleyheath	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	9.2%	0.0%	0.2%	0.0%	2.7%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	7.5%	2.6%	0.1%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.6%	0.0%	0.0%	4.9%	2.4%	0.2%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	8.3%	0.0%	0.0%	0.0%	2.4%	0.1%
Gravesend	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	46.5%	0.0%	0.4%	4.5%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	5.4%	0.1%	0.0%	1.4%	0.0%
Pitsea	2.5%	10.8%	0.2%	0.0%	0.5%	1.4%	0.0%	0.0%	16.5%	0.0%	3.2%	2.9%
Romford	0.0%	0.0%	0.4%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	4.7%	1.6%	0.1%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	1.3%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.5%	0.0%
All Other Centres / Stores	0.0%	4.6%	1.8%	0.5%	44.8%	5.5%	36.0%	39.5%	45.7%	54.1%	40.3%	5.7%
Subtotal	5.6%	21.6%	2.4%	2.1%	49.1%	8.5%	71.4%	91.3%	94.2%	73.9%	70.3%	11.3%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	8.9%	10.6%	16.1%	15.7%	10.7%	22.2%	22.8%	8.4%	4.6%	19.8%	16.5%	14.5%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	14.6%	32.2%	18.5%	17.8%	59.8%	30.7%	94.2%	99.7%	98.8%	93.7%	86.8%	25.8%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: MAIN FOOD PURCHASES - 2025 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Lidl	0.4%	0.0%	3.7%	0.4%	0.6%	2.7%	0.0%	0.0%	0.0%	1.5%	0.7%	1.3%
Lakeside-Lakeside Retail Park-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Lakeside Shopping Centre-M&S	3.8%	0.4%	0.6%	0.0%	1.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Tesco Extra	6.8%	1.8%	23.3%	8.3%	7.3%	11.7%	2.0%	0.0%	0.0%	2.6%	2.6%	9.7%
Thurrock Shopping Park-Iceland (The Food Warehouse)	0.0%	0.0%	0.3%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
Subtotal	11.0%	2.1%	27.9%	8.7%	9.7%	19.9%	2.0%	0.0%	0.0%	4.1%	3.6%	12.9%
TOWN CENTRE: GRAYS												
Farmfoods	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Iceland	0.0%	0.0%	1.6%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Morrisons	6.2%	0.4%	6.3%	16.3%	8.5%	0.3%	0.0%	0.0%	1.3%	0.0%	1.0%	6.5%
All Other Floorspace	0.0%	1.8%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Subtotal	6.7%	2.1%	7.9%	16.3%	8.5%	4.6%	0.0%	0.0%	1.3%	0.0%	1.2%	8.0%
LOCAL CENTRE: AVELEY												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
One Stop	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: CORRINGHAM												
Costcutter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland	0.0%	19.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	3.9%
Morrisons DAILY	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
Morrisons SUPERMARKET	2.1%	23.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.9%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	2.1%	48.3%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	9.9%
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	0.0%	0.0%	0.0%	3.0%	3.8%	21.1%	0.0%	0.0%	0.0%	0.0%	0.6%	4.8%
Nisa Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	3.0%	3.8%	21.7%	0.0%	0.0%	0.0%	0.0%	0.6%	4.9%
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Tesco Express	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
LOCAL CENTRE: TILBURY												
Premier, Civic Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Dock Road	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	5.9%	0.0%	1.0%	0.4%	0.0%	0.0%	2.6%	0.0%	0.4%	0.0%	0.9%	1.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	13.3%	1.4%	22.6%	21.4%	3.8%	11.3%	0.0%	0.5%	0.0%	0.0%	1.7%	13.2%
Asda, Thurrock Park Way, Tilbury	31.1%	4.9%	0.0%	19.9%	5.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.4%	11.2%
Costco, West Thurrock Way	1.3%	2.4%	1.0%	0.0%	0.0%	1.2%	2.2%	0.0%	0.0%	0.0%	0.8%	1.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	4.0%	0.0%	11.4%	3.6%	8.2%	9.2%	0.0%	0.0%	0.0%	1.5%	1.2%	5.6%
Tesco Express, Lakeside Business Village, Chafford Hundred	2.1%	0.4%	0.6%	0.8%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%
Subtotal	51.7%	9.1%	35.7%	45.6%	17.0%	27.1%	2.2%	0.5%	0.0%	1.5%	5.2%	32.3%
THURROCK COUNCIL AREA	77.8%	63.8%	72.5%	74.1%	39.5%	73.6%	6.7%	0.5%	1.7%	5.7%	12.8%	69.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basilidon	4.8%	8.8%	0.0%	2.0%	2.4%	0.0%	1.0%	0.0%	37.0%	3.1%	8.2%	3.1%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.4%	0.0%	3.3%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	10.5%	3.6%	0.2%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	2.6%	0.0%	0.0%	2.9%	1.8%	0.4%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	1.9%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	48.1%	0.0%	0.0%	4.3%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	3.3%	0.0%	0.0%	1.5%	0.0%
Pitsea	2.9%	15.0%	0.3%	0.0%	0.0%	2.3%	0.0%	0.0%	18.7%	0.0%	3.7%	3.9%
Romford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.6%	0.0%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.5%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.6%	0.0%
All Other Centres / Stores	0.0%	7.1%	2.4%	0.4%	40.4%	6.4%	37.7%	37.2%	39.8%	53.1%	39.3%	6.1%
Subtotal	7.7%	30.8%	2.8%	2.4%	45.1%	10.6%	69.4%	88.6%	95.9%	71.4%	69.2%	13.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	14.5%	5.4%	24.7%	23.6%	15.3%	15.8%	23.9%	11.0%	2.5%	22.9%	18.0%	16.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	22.2%	36.2%	27.5%	25.9%	60.5%	26.4%	93.3%	99.5%	98.3%	94.3%	87.2%	30.3%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2025 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.7%	0.0%	1.2%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%
Lakeside Retail Park-Lidl	0.7%	3.3%	11.2%	7.9%	2.9%	5.9%	0.0%	0.0%	0.0%	0.0%	0.7%	5.7%
Lakeside-Lakeside Retail Park-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Lakeside Shopping Centre-M&S	13.4%	0.5%	1.2%	12.3%	3.7%	0.5%	0.0%	0.0%	0.0%	0.0%	0.7%	5.6%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Tesco Extra	3.5%	2.5%	9.4%	2.0%	7.5%	8.3%	2.7%	0.0%	0.0%	4.1%	2.8%	5.1%
Thurrock Shopping Park-Iceland (The Food Warehouse)	0.7%	3.3%	0.6%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.5%	0.4%	1.6%
Subtotal	19.0%	9.5%	23.6%	25.5%	14.0%	19.0%	2.7%	0.0%	0.0%	4.6%	4.7%	19.0%
TOWN CENTRE: GRAYS												
Farmfoods	0.0%	4.9%	0.6%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	4.1%	1.6%	1.6%
Iceland	5.3%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
Morrisons	12.3%	3.0%	22.2%	25.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.5%	12.0%
All Other Floorspace	0.0%	2.5%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
Subtotal	17.6%	10.3%	22.8%	25.6%	0.0%	7.1%	0.0%	0.0%	0.0%	4.1%	3.3%	15.6%
LOCAL CENTRE: AVELEY												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
One Stop	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM												
Costcutter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland	2.9%	21.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.7%
Morrisons DAILY	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Morrisons SUPERMARKET	1.4%	10.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.3%
All Other Floorspace	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.1%
Subtotal	4.2%	36.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.2%	8.0%
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	4.6%	0.0%	0.0%	0.7%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.2%
Nisa Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	4.6%	0.0%	0.0%	0.7%	0.0%	13.5%	0.0%	0.0%	0.0%	0.0%	0.4%	3.3%
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: TILBURY												
Premier, Civic Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Dock Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	8.0%	6.5%	7.0%	0.0%	0.0%	3.3%	4.2%	0.0%	0.0%	0.0%	1.7%	4.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	10.9%	0.0%	13.0%	20.5%	4.6%	3.1%	0.0%	0.0%	0.0%	0.0%	1.2%	9.4%
Asda, Thurrock Park Way, Tilbury	25.8%	3.5%	0.0%	7.8%	10.2%	5.9%	0.0%	0.0%	0.0%	0.0%	1.0%	8.4%
Costco, West Thurrock Way	0.7%	0.5%	0.0%	2.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.6%	0.7%	0.8%
Sainsbury's Superstore, Howard Road, Chafford Hundred	3.5%	1.0%	14.7%	12.0%	13.4%	6.5%	0.0%	0.0%	0.0%	0.0%	1.0%	8.0%
Tesco Express, Lakeside Business Village, Chafford Hundred	0.0%	0.0%	7.8%	0.7%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.1%
Subtotal	40.9%	4.9%	35.5%	43.0%	28.2%	20.0%	0.0%	0.0%	0.0%	1.6%	4.1%	28.7%
THURROCK COUNCIL AREA	95.1%	68.3%	89.4%	94.8%	42.3%	62.8%	7.0%	0.0%	0.0%	10.8%	15.5%	79.0%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basilidon	0.0%	5.0%	0.0%	3.3%	4.7%	0.0%	4.2%	0.0%	21.3%	0.5%	5.3%	2.1%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	1.9%	0.1%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.5%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	9.9%	4.4%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	7.6%	0.0%	0.0%	0.0%	2.2%	0.6%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	44.6%	0.0%	0.0%	3.4%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	10.0%	0.0%	0.0%	1.4%	0.0%
Pitsea	4.2%	9.6%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	19.4%	0.0%	3.7%	2.6%
Romford	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	4.3%	1.5%	0.1%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	3.1%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%	0.0%
All Other Centres / Stores	0.0%	2.0%	1.9%	0.7%	45.8%	5.0%	35.9%	39.6%	49.8%	60.5%	43.1%	5.2%
Subtotal	4.2%	17.1%	1.9%	3.9%	52.3%	8.1%	71.6%	94.2%	90.4%	76.7%	70.8%	10.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	0.7%	14.6%	8.7%	1.3%	5.5%	29.1%	21.4%	5.8%	9.6%	12.4%	13.7%	10.3%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	4.9%	31.7%	10.6%	5.2%	57.7%	37.2%	93.0%	100.0%	100.0%	89.2%	84.5%	21.0%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: TOP UP FOOD PURCHASES - 2025 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	1.6%	0.6%	0.1%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Lakeside Retail Park-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Lakeside Shopping Centre-M&S	2.4%	0.0%	4.7%	0.0%	0.7%	2.1%	0.0%	0.0%	0.0%	0.0%	0.2%	1.6%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Tesco Extra	0.0%	0.0%	8.0%	0.0%	5.5%	5.9%	0.0%	0.0%	0.0%	1.2%	0.8%	2.8%
Thurrock Shopping Park-Iceland (The Food Warehouse)	3.8%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.3%	1.4%
Subtotal	6.2%	0.0%	12.8%	3.3%	6.9%	8.0%	0.0%	0.0%	0.5%	2.9%	1.8%	5.7%
TOWN CENTRE: GRAYS												
Farmfoods	3.1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Iceland	0.8%	0.0%	0.0%	1.6%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
Morrisons	1.5%	0.0%	6.7%	5.7%	5.5%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	3.1%
All Other Floorspace	0.0%	0.0%	2.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
Subtotal	5.4%	0.0%	8.6%	9.0%	5.5%	2.1%	0.0%	0.0%	0.0%	0.0%	0.6%	5.1%
LOCAL CENTRE: AVELEY												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	13.8%	0.0%	0.0%	0.0%	0.0%	0.3%	2.5%
One Stop	0.0%	0.0%	4.8%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.2%	1.9%
All Other Floorspace	0.0%	0.0%	0.6%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal	0.0%	0.0%	5.4%	0.0%	0.0%	20.4%	0.0%	0.0%	0.0%	0.0%	0.6%	4.5%
LOCAL CENTRE: CORRINGHAM												
Costcutter	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Iceland	0.0%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.5%
Morrisons DAILY	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Morrisons SUPERMARKET	7.3%	11.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.3%
All Other Floorspace	0.0%	1.6%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%
Subtotal	7.3%	22.1%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.4%
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	1.5%	1.9%	6.9%	16.3%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	6.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	1.5%	1.9%	6.9%	16.3%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.1%
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	0.0%	0.0%	0.0%	6.2%	9.4%	11.7%	0.0%	0.0%	0.0%	0.0%	0.5%	4.3%
Nisa Extra	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Tesco Express	0.0%	0.0%	0.0%	0.0%	0.7%	5.8%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Subtotal	0.0%	0.0%	0.0%	6.2%	10.1%	22.6%	0.0%	0.0%	0.0%	0.0%	0.8%	6.3%
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	5.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.9%
Tesco Express	0.0%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.5%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	5.0%	28.2%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.4%
LOCAL CENTRE: TILBURY												
Premier, Civic Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Dock Road	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	16.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.5%
All Other Floorspace	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	17.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.8%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	42.1%	31.7%	43.2%	21.2%	14.9%	13.2%	0.0%	0.0%	0.5%	0.4%	3.7%	28.1%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	5.3%	0.0%	8.2%	16.2%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.8%	6.3%
Asda, Thurrock Park Way, Tilbury	6.9%	0.0%	0.0%	6.5%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.4%	3.0%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	1.2%	10.4%	4.9%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	3.1%
Tesco Express, Lakeside Business Village, Chafford Hundred	0.0%	0.0%	3.2%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.7%
Subtotal	12.3%	1.2%	21.9%	32.9%	0.0%	4.9%	0.0%	0.0%	0.0%	0.0%	1.8%	14.1%
THURROCK COUNCIL AREA	97.7%	85.2%	98.7%	93.0%	46.1%	71.2%	0.0%	0.0%	1.1%	3.3%	11.9%	85.6%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basilidon	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	3.4%	0.0%	21.9%	3.1%	5.8%	0.1%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	1.7%	0.0%
Bexleyheath	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.6%	0.1%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	1.9%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	4.3%	2.4%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	1.5%	0.0%
Gravesend	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	38.6%	0.0%	2.6%	6.7%	0.1%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	6.7%	0.0%	0.0%	1.8%	0.0%
Pitsea	0.8%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	1.8%	0.5%
Romford	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	2.9%	0.1%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.6%	0.0%	0.0%	0.0%	3.0%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.6%	0.0%
All Other Centres / Stores	0.0%	0.0%	0.6%	0.8%	53.2%	2.6%	34.8%	49.4%	61.1%	63.1%	46.3%	4.8%
Subtotal	1.5%	2.4%	1.3%	0.8%	53.9%	2.6%	82.0%	94.8%	92.7%	87.2%	77.1%	5.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	0.8%	12.4%	0.0%	6.2%	0.0%	26.2%	18.0%	5.2%	6.2%	9.5%	11.0%	8.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	2.3%	14.8%	1.3%	7.0%	53.9%	28.8%	100.0%	100.0%	98.9%	96.7%	88.1%	14.4%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2025 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	2.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Lidl	0.0%	0.0%	8.8%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.5%	2.9%
Lakeside-Lakeside Retail Park-Other	0.0%	0.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.2%
Lakeside-Lakeside Shopping Centre-M&S	0.0%	1.4%	2.8%	0.0%	10.1%	3.2%	0.0%	0.0%	0.0%	0.0%	0.3%	2.1%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside-Tesco Extra	5.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Thurrock Shopping Park-Iceland (The Food Warehouse)	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.1%	0.4%	0.1%
Subtotal	5.0%	1.4%	25.6%	8.3%	11.2%	5.1%	0.0%	0.0%	0.0%	4.4%	2.6%	8.8%
TOWN CENTRE: GRAYS												
Farmfoods	9.6%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.4%
Iceland	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Morrisons	10.6%	0.0%	0.0%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.5%
All Other Floorspace	1.6%	0.0%	0.0%	10.4%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.3%	2.8%
Subtotal	21.8%	4.5%	0.0%	22.7%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	1.2%	9.8%
LOCAL CENTRE: AVELEY												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.2%	1.3%
One Stop	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.0%	0.0%	0.0%	0.2%	1.5%
LOCAL CENTRE: CORRINGHAM												
Costcutter	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%
Iceland	1.6%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.6%
Morrisons DAILY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Morrisons SUPERMARKET	5.0%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.0%
All Other Floorspace	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Subtotal	6.6%	21.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	5.3%
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	1.6%	0.0%	0.0%	26.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.5%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	1.6%	0.0%	0.0%	26.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.5%
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	0.0%	0.0%	2.8%	15.6%	7.6%	6.3%	0.0%	0.0%	0.0%	0.0%	0.7%	5.8%
Nisa Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	0.0%	0.0%	0.0%	0.0%	7.6%	14.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.1%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.0%	0.0%	2.8%	15.6%	15.2%	20.9%	0.0%	0.0%	0.0%	0.0%	1.1%	9.0%
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	5.0%	18.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.4%
All Other Floorspace	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	5.0%	19.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.6%
LOCAL CENTRE: TILBURY												
Premier, Civic Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Dock Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
All Other Floorspace	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
Subtotal	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	43.9%	15.8%	35.7%	16.4%	4.8%	6.2%	0.0%	0.0%	0.0%	3.3%	3.7%	20.9%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	1.6%	0.0%	2.8%	4.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.7%
Asda, Thurrock Park Way, Tilbury	8.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.3%	2.1%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	27.3%	2.0%	0.0%	3.2%	7.0%	0.0%	0.0%	0.0%	2.7%	5.4%
Tesco Express, Lakeside Business Village, Chafford Hundred	0.0%	2.2%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Subtotal	9.6%	2.2%	33.0%	6.1%	1.1%	8.0%	7.0%	0.0%	0.0%	0.0%	3.2%	10.1%
THURROCK COUNCIL AREA	98.4%	64.9%	97.2%	95.9%	32.3%	50.1%	7.0%	0.0%	0.0%	7.7%	14.2%	77.3%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	1.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.6%	0.0%	5.4%	0.4%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.3%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.9%	0.0%	0.0%	0.0%	3.1%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.4%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	3.5%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.9%	0.0%	0.0%	0.0%	6.6%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	51.0%	0.0%	0.0%	3.9%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	1.0%	0.0%	0.9%	0.0%
Pitsea	0.0%	1.4%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	9.1%	0.0%	1.6%	0.5%
Romford	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.9%	5.5%	0.5%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	1.3%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	0.0%	0.0%	0.0%	57.1%	5.2%	27.8%	38.3%	51.9%	37.4%	33.3%	5.2%
Subtotal	1.6%	2.1%	2.8%	0.0%	60.8%	5.2%	67.2%	98.5%	92.5%	64.8%	65.7%	6.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	0.0%	33.0%	0.0%	4.1%	6.9%	44.8%	25.8%	1.5%	7.5%	27.5%	20.1%	16.1%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	1.6%	35.1%	2.8%	4.1%	67.7%	49.9%	93.0%	100.0%	100.0%	92.3%	85.8%	22.7%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix 12:

Convenience Goods Turnover (Excluding SFT) – Sensitivity

TABLE 1: ALL CONVENIENCE GOODS - 2025 MARKET SHARE ANALYSIS (%)
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	0.1%	0.0%	0.2%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.2%
Lakeside Retail Park-Lidl	0.4%	0.5%	5.7%	2.4%	0.9%	3.2%	0.0%	0.0%	0.0%	1.6%	0.8%	2.2%
Lakeside-Lakeside Retail Park-Other	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Lakeside-Lakeside Shopping Centre-M&S	5.1%	0.5%	1.9%	2.2%	3.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.3%	2.2%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside-Tesco Extra	5.6%	1.6%	19.8%	6.2%	7.1%	11.8%	2.1%	0.0%	0.0%	2.9%	2.5%	8.3%
Thurrock Shopping Park-Iceland (The Food Warehouse)	0.7%	0.5%	0.3%	0.6%	0.1%	4.1%	0.0%	0.0%	0.1%	0.2%	0.2%	1.1%
Subtotal	12.0%	3.2%	29.5%	12.3%	11.3%	21.2%	2.1%	0.0%	0.1%	5.0%	4.0%	14.4%
TOWN CENTRE: GRAYS												
Farmfoods	1.8%	1.3%	0.1%	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.8%	0.3%	0.7%
Iceland	1.0%	0.0%	1.1%	0.4%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
Morrisons	7.6%	0.7%	9.7%	18.5%	6.6%	0.5%	0.0%	0.0%	0.8%	0.0%	1.1%	7.8%
All Other Floorspace	0.2%	1.6%	0.3%	1.4%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%
Subtotal	10.6%	3.7%	11.3%	20.5%	6.6%	5.5%	0.0%	0.0%	0.8%	0.8%	1.7%	10.4%
LOCAL CENTRE: AVELEY												
Co-op	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
One Stop	0.0%	0.0%	0.9%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
All Other Floorspace	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	0.0%	0.0%	1.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
LOCAL CENTRE: CORRINGHAM												
Costcutter	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Iceland	0.6%	19.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%
Morrisons DAILY	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
Morrisons SUPERMARKET	3.3%	19.8%	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	4.7%
All Other Floorspace	0.0%	0.7%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.3%
Subtotal	4.0%	44.6%	0.1%	0.7%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%	1.3%	10.1%
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	0.4%	0.3%	1.2%	6.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.8%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	0.4%	0.3%	1.2%	6.1%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.8%
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	0.8%	0.0%	0.3%	5.2%	5.0%	21.9%	0.0%	0.0%	0.0%	0.0%	0.7%	5.4%
Nisa Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	0.0%	0.0%	0.0%	0.0%	1.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
All Other Floorspace	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	0.8%	0.0%	0.3%	5.2%	6.0%	26.4%	0.0%	0.0%	0.0%	0.0%	0.8%	6.2%
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	0.8%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
Tesco Express	0.6%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%
All Other Floorspace	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	1.4%	8.4%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.0%
LOCAL CENTRE: TILBURY												
Premier, Civic Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Premier, Dock Road	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Tesco Express	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
All Other Floorspace	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Subtotal	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	16.9%	8.2%	14.0%	6.0%	3.0%	4.0%	2.8%	0.0%	0.3%	0.5%	2.1%	8.9%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	11.6%	1.0%	20.3%	22.2%	3.5%	9.8%	0.0%	0.3%	0.0%	0.0%	1.6%	12.2%
Asda, Thurrock Park Way, Tilbury	26.7%	3.9%	0.0%	16.7%	5.1%	4.0%	0.0%	0.0%	0.0%	0.0%	1.3%	10.1%
Costco, West Thurrock Way	1.0%	1.7%	0.7%	0.4%	0.0%	1.0%	1.7%	0.0%	0.0%	0.3%	0.7%	0.9%
Sainsbury's Superstore, Howard Road, Chafford Hundred	3.2%	0.4%	15.9%	5.8%	7.7%	8.9%	0.9%	0.0%	0.0%	1.2%	1.4%	6.5%
Tesco Express, Lakeside Business Village, Chafford Hundred	1.4%	0.5%	2.8%	1.6%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.2%	1.6%
Subtotal	43.9%	7.4%	39.7%	46.7%	16.3%	26.7%	2.6%	0.3%	0.0%	1.5%	5.2%	31.3%
THURROCK COUNCIL AREA	93.8%	75.8%	97.1%	97.5%	45.0%	89.1%	7.5%	0.3%	1.2%	7.8%	15.8%	86.8%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	3.3%	6.8%	0.0%	2.0%	2.5%	0.0%	2.3%	0.0%	33.3%	3.0%	8.5%	2.6%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.3%	0.0%
Bexleyheath	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	11.9%	0.0%	0.3%	0.0%	3.2%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	9.3%	3.1%	0.1%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	3.4%	0.0%	0.0%	6.1%	2.9%	0.2%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	10.7%	0.0%	0.0%	0.0%	2.8%	0.1%
Gravesend	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	50.7%	0.0%	0.5%	5.4%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	5.9%	0.1%	0.0%	1.7%	0.0%
Pitsea	2.7%	12.1%	0.2%	0.0%	0.6%	1.8%	0.0%	0.0%	17.3%	0.0%	3.8%	3.3%
Romford	0.0%	0.0%	0.5%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	5.8%	1.9%	0.1%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.5%	0.0%
All Other Centres / Stores	0.0%	5.1%	2.2%	0.5%	50.2%	7.0%	46.6%	43.1%	47.9%	67.5%	48.3%	6.6%
Subtotal	6.2%	24.2%	2.9%	2.5%	55.0%	10.9%	92.5%	99.7%	98.8%	92.2%	84.2%	13.2%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	6.2%	24.2%	2.9%	2.5%	55.0%	10.9%	92.5%	99.7%	98.8%	92.2%	84.2%	13.2%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Lakeside Retail Park-Home Bargains	£0.1	£0.0	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.6	£0.9
Lakeside Retail Park-Lidl	£0.3	£0.5	£4.1	£2.6	£0.3	£2.6	£0.0	£0.0	£0.0	£19.5	£29.1	£10.1
Lakeside-Lakeside Retail Park-Other	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2
Lakeside-Lakeside Shopping Centre-M&S	£3.6	£0.4	£1.3	£2.3	£1.0	£1.3	£0.0	£0.0	£0.0	£0.0	£10.4	£10.1
Lakeside Shopping Centre-Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Lakeside-Tesco Extra	£4.0	£1.4	£14.2	£6.6	£2.4	£9.7	£21.8	£0.0	£0.0	£36.1	£93.3	£37.6
Thurrock Shopping Park-Iceland (The Food Warehouse)	£0.5	£0.5	£0.2	£0.6	£0.0	£3.4	£0.0	£0.0	£0.5	£2.9	£8.5	£5.0
Subtotal	£8.4	£2.9	£21.3	£12.9	£3.9	£17.3	£21.8	£0.0	£0.5	£62.4	£147.7	£65.4
TOWN CENTRE: GRAYS												
Farmfoods	£1.3	£1.2	£0.1	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£9.5	£12.5	£3.3
Iceland	£0.7	£0.0	£0.8	£0.4	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£3.7	£3.6
Morrisons	£5.3	£0.7	£7.0	£19.5	£2.3	£0.4	£0.0	£0.0	£5.1	£0.0	£41.8	£35.2
All Other Floorspace	£0.1	£1.4	£0.3	£1.4	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£5.1	£4.9
Subtotal	£7.5	£3.3	£8.1	£21.6	£2.3	£4.5	£0.0	£0.0	£5.1	£9.5	£63.0	£47.1
LOCAL CENTRE: AVELEY												
Co-op	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
One Stop	£0.0	£0.0	£0.6	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.5
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.2
Subtotal	£0.0	£0.0	£0.7	£0.0	£0.0	£4.3	£0.0	£0.0	£0.0	£0.0	£4.7	£4.6
LOCAL CENTRE: CORRINGHAM												
Costcutter	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Iceland	£0.5	£17.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.8	£18.3
Morrisons DAILY	£0.0	£4.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£4.3
Morrisons SUPERMARKET	£2.4	£17.8	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£21.9	£21.3
All Other Floorspace	£0.0	£0.6	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.6	£1.4
Subtotal	£2.8	£40.1	£0.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£48.2	£45.9
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	£0.3	£0.3	£0.9	£6.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£8.4	£8.2
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal	£0.3	£0.3	£0.9	£6.4	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£8.3
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	£0.5	£0.0	£0.2	£5.5	£1.7	£17.9	£0.0	£0.0	£0.0	£0.0	£24.9	£24.3
Nisa Extra	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Tesco Express	£0.0	£0.0	£0.0	£0.0	£0.3	£2.6	£0.0	£0.0	£0.0	£0.0	£2.8	£2.7
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.5	£0.0	£0.2	£5.5	£2.0	£21.6	£0.0	£0.0	£0.0	£0.0	£28.7	£28.0
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	£0.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£3.7
Tesco Express	£0.4	£4.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£5.2
All Other Floorspace	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal	£1.0	£7.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.2	£9.0
LOCAL CENTRE: TILBURY												
Premier, Civic Square	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Premier, Dock Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Tesco Express	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.2
All Other Floorspace	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Subtotal	£2.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£2.9
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£11.9	£7.3	£10.1	£6.3	£1.0	£3.3	£29.6	£0.0	£2.1	£6.1	£77.2	£40.6
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£8.2	£0.9	£14.7	£23.4	£1.2	£8.0	£0.0	£0.9	£0.0	£0.0	£57.9	£55.6
Asda, Thurrock Park Way, Tilbury	£18.9	£3.5	£0.0	£17.6	£1.8	£3.2	£0.0	£0.0	£0.0	£0.0	£46.9	£45.8
Costco, West Thurrock Way	£0.7	£1.5	£0.5	£0.4	£0.0	£0.9	£17.9	£0.0	£0.0	£3.8	£24.2	£3.9
Sainsbury's Superstore, Howard Road, Chafford Hundred	£2.2	£0.3	£11.5	£6.1	£2.7	£7.3	£9.5	£0.0	£0.0	£14.4	£52.7	£29.4
Tesco Express, Lakeside Business Village, Chafford Hundred	£1.0	£0.4	£2.0	£1.7	£0.0	£2.5	£0.0	£0.0	£0.0	£0.0	£7.6	£7.4
Subtotal	£30.9	£6.6	£28.7	£49.2	£5.6	£21.9	£27.3	£0.9	£0.0	£18.2	£189.3	£142.2
THURROCK COUNCIL AREA	£66.1	£68.1	£70.1	£102.7	£15.5	£72.8	£78.7	£0.9	£7.7	£97.3	£579.4	£394.0
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	£2.3	£6.1	£0.0	£2.1	£0.9	£0.0	£24.0	£0.0	£211.5	£37.1	£311.6	£11.8
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.4	£0.0	£0.0	£0.0	£12.4	£0.0
Bexleyheath	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£125.0	£0.0	£1.6	£0.0	£117.5	£0.1
Brentwood	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£116.0	£112.0	£0.6
Dagenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£35.2	£0.0	£0.0	£75.6	£106.2	£1.1
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£112.3	£0.0	£0.0	£0.0	£104.3	£0.4
Gravesend	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£38.3	£143.0	£0.0	£6.1	£198.1	£0.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£48.0	£16.6	£0.7	£0.0	£63.3	£0.0
Pitsea	£1.9	£10.9	£0.2	£0.0	£0.2	£1.5	£0.0	£0.0	£109.9	£0.0	£141.0	£15.1
Romford	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£72.3	£69.9	£0.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£63.3	£0.0	£0.0	£0.0	£58.5	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£21.8	£0.0	£0.0	£0.0	£20.2	£0.0
All Other Centres / Stores	£0.0	£4.6	£1.6	£0.6	£17.2	£5.8	£489.6	£121.5	£304.6	£838.3	£1,769.6	£30.1
Subtotal	£4.4	£21.7	£2.1	£2.7	£18.9	£8.9	£970.9	£281.0	£628.2	£1,145.4	£3,084.6	£59.9
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	£4.4	£21.7	£2.1	£2.7	£18.9	£8.9	£970.9	£281.0	£628.2	£1,145.4	£3,084.6	£59.9
OVERALL TOTAL	£70.5	£89.8	£72.1	£105.3	£34.3	£81.7	£1,049.6	£281.9	£636.0	£1,242.7	£3,664.0	£453.8

TABLE 3: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Lakeside Retail Park-Home Bargains	£0.1	£0.0	£0.2	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.6	£0.9
Lakeside Retail Park-Lidl	£0.3	£0.5	£4.3	£2.7	£0.3	£2.7	£0.0	£0.0	£0.0	£19.4	£29.1	£10.4
Lakeside-Lakeside Retail Park-Other	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2
Lakeside-Lakeside Shopping Centre-M&S	£3.7	£0.4	£1.4	£2.4	£1.1	£1.4	£0.0	£0.0	£0.0	£0.0	£10.4	£10.5
Lakeside Shopping Centre-Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Lakeside-Tesco Extra	£4.1	£1.5	£14.9	£6.8	£2.5	£10.0	£21.9	£0.0	£0.0	£35.8	£93.3	£38.8
Thurrock Shopping Park-Iceland (The Food Warehouse)	£0.5	£0.5	£0.3	£0.6	£0.0	£3.5	£0.0	£0.0	£0.5	£2.9	£8.5	£5.2
Subtotal	£8.8	£2.9	£22.3	£13.4	£3.9	£17.9	£21.9	£0.0	£0.5	£61.8	£147.6	£67.6
TOWN CENTRE: GRAYS												
Farmfoods	£1.4	£1.2	£0.1	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£9.4	£12.5	£3.4
Iceland	£0.7	£0.0	£0.9	£0.4	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£3.7	£3.7
Morrisons	£5.5	£0.7	£7.3	£20.2	£2.3	£0.4	£0.0	£0.0	£5.0	£0.0	£41.8	£36.4
All Other Floorspace	£0.1	£1.5	£0.3	£1.5	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£5.1	£5.1
Subtotal	£7.7	£3.4	£8.5	£22.3	£2.3	£4.6	£0.0	£0.0	£5.0	£9.4	£63.0	£48.6
LOCAL CENTRE: AVELEY												
Co-op	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0	£0.0	£0.0	£0.0	£2.9	£2.9
One Stop	£0.0	£0.0	£0.6	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£1.5	£1.6
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.0	£0.0	£0.7	£0.0	£0.0	£4.5	£0.0	£0.0	£0.0	£0.0	£4.7	£4.8
LOCAL CENTRE: CORRINGHAM												
Costcutter	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Iceland	£0.5	£17.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.8	£18.9
Morrisons DAILY	£0.0	£4.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£4.4
Morrisons SUPERMARKET	£2.4	£18.2	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£21.8	£22.1
All Other Floorspace	£0.0	£0.6	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.6	£1.4
Subtotal	£2.9	£41.1	£0.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£48.1	£47.4
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	£0.3	£0.3	£0.9	£6.6	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£8.4	£8.5
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal	£0.3	£0.3	£0.9	£6.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£8.6
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	£0.5	£0.0	£0.3	£5.7	£1.7	£18.5	£0.0	£0.0	£0.0	£0.0	£24.9	£25.1
Nisa Extra	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Tesco Express	£0.0	£0.0	£0.0	£0.0	£0.3	£2.7	£0.0	£0.0	£0.0	£0.0	£2.8	£2.8
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.5	£0.0	£0.3	£5.7	£2.1	£22.3	£0.0	£0.0	£0.0	£0.0	£28.7	£29.0
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	£0.6	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£3.8
Tesco Express	£0.4	£4.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£5.3
All Other Floorspace	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal	£1.0	£7.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.2	£9.3
LOCAL CENTRE: TILBURY												
Premier, Civic Square	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Premier, Dock Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Tesco Express	£2.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.3
All Other Floorspace	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Subtotal	£2.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£3.0
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£12.4	£7.5	£10.5	£6.5	£1.1	£3.4	£29.6	£0.0	£2.1	£6.0	£77.1	£41.9
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£8.5	£0.9	£15.3	£24.2	£1.2	£8.3	£0.0	£0.8	£0.0	£0.0	£57.8	£57.4
Asda, Thurrock Park Way, Tilbury	£19.6	£3.6	£0.0	£18.2	£1.8	£3.4	£0.0	£0.0	£0.0	£0.0	£46.9	£47.4
Costco, West Thurrock Way	£0.7	£1.5	£0.5	£0.4	£0.0	£0.9	£17.9	£0.0	£0.0	£3.8	£24.2	£4.1
Sainsbury's Superstore, Howard Road, Chafford Hundred	£2.3	£0.3	£12.0	£6.3	£2.7	£7.5	£9.5	£0.0	£0.0	£14.3	£52.7	£30.4
Tesco Express, Lakeside Business Village, Chafford Hundred	£1.0	£0.4	£2.1	£1.8	£0.0	£2.6	£0.0	£0.0	£0.0	£0.0	£7.6	£7.7
Subtotal	£32.1	£6.8	£30.0	£50.9	£5.7	£22.6	£27.4	£0.8	£0.0	£18.1	£189.2	£147.0
THURROCK COUNCIL AREA	£68.7	£69.7	£73.2	£106.2	£15.7	£75.3	£79.0	£0.8	£7.7	£96.5	£579.0	£407.1
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	£2.4	£6.3	£0.0	£2.2	£0.9	£0.0	£24.1	£0.0	£209.7	£36.8	£311.4	£12.2
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.5	£0.0	£0.0	£0.0	£12.4	£0.0
Bexleyheath	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£125.3	£0.0	£1.6	£0.0	£117.4	£0.1
Brentwood	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£115.0	£112.0	£0.6
Dagenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£35.3	£0.0	£0.0	£74.9	£106.2	£1.2
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£112.7	£0.0	£0.0	£0.0	£104.2	£0.5
Gravesend	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£38.4	£140.7	£0.0	£6.0	£198.0	£0.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£48.2	£16.3	£0.7	£0.0	£63.2	£0.0
Pitsea	£2.0	£11.2	£0.2	£0.0	£0.2	£1.5	£0.0	£0.0	£108.9	£0.0	£140.9	£15.6
Romford	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£71.7	£69.8	£0.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£63.5	£0.0	£0.0	£0.0	£58.5	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£21.9	£0.0	£0.0	£0.0	£20.1	£0.0
All Other Centres / Stores	£0.0	£4.7	£1.6	£0.6	£17.5	£6.0	£491.0	£119.5	£302.0	£831.0	£1,768.4	£31.1
Subtotal	£4.5	£22.2	£2.2	£2.8	£19.2	£9.2	£973.8	£276.5	£622.9	£1,135.5	£3,082.5	£61.8
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	£4.5	£22.2	£2.2	£2.8	£19.2	£9.2	£973.8	£276.5	£622.9	£1,135.5	£3,082.5	£61.8
OVERALL TOTAL	£73.2	£92.0	£75.4	£108.9	£34.9	£84.6	£1,052.8	£277.3	£630.5	£1,232.0	£3,661.5	£468.9

TABLE 4: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Lakeside Retail Park-Home Bargains	£0.1	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.6	£1.0
Lakeside Retail Park-Lidl	£0.3	£0.5	£4.5	£2.8	£0.3	£2.9	£0.0	£0.0	£0.0	£19.4	£29.3	£10.9
Lakeside-Lakeside Retail Park-Other	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.3
Lakeside-Lakeside Shopping Centre-M&S	£3.9	£0.5	£1.5	£2.5	£1.1	£1.4	£0.0	£0.0	£0.0	£0.0	£10.4	£10.9
Lakeside Shopping Centre-Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Lakeside-Tesco Extra	£4.3	£1.5	£15.7	£7.1	£2.6	£10.5	£22.1	£0.0	£0.0	£35.8	£94.0	£40.5
Thurrock Shopping Park-Iceland (The Food Warehouse)	£0.6	£0.5	£0.3	£0.7	£0.0	£3.6	£0.0	£0.0	£0.5	£2.9	£8.6	£5.4
Subtotal	£9.2	£3.0	£23.5	£13.9	£4.1	£18.7	£22.1	£0.0	£0.5	£61.8	£148.6	£70.5
TOWN CENTRE: GRAYS												
Farmfoods	£1.4	£1.3	£0.1	£0.2	£0.0	£0.5	£0.0	£0.0	£0.0	£9.4	£12.5	£3.6
Iceland	£0.8	£0.0	£0.9	£0.5	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£3.7	£3.9
Morrisons	£5.8	£0.7	£7.7	£21.0	£2.4	£0.4	£0.0	£0.0	£5.0	£0.0	£42.1	£38.0
All Other Floorspace	£0.1	£1.5	£0.3	£1.6	£0.0	£1.9	£0.0	£0.0	£0.0	£0.0	£5.1	£5.3
Subtotal	£8.1	£3.5	£9.0	£23.2	£2.4	£4.8	£0.0	£0.0	£5.0	£9.4	£63.4	£50.7
LOCAL CENTRE: AVELEY												
Co-op	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£0.0	£0.0	£0.0	£0.0	£2.9	£3.1
One Stop	£0.0	£0.0	£0.7	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.5	£1.6
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.0	£0.0	£0.8	£0.0	£0.0	£4.6	£0.0	£0.0	£0.0	£0.0	£4.7	£5.0
LOCAL CENTRE: CORRINGHAM												
Costcutter	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Iceland	£0.5	£18.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.9	£19.8
Morrisons DAILY	£0.0	£4.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£4.6
Morrisons SUPERMARKET	£2.6	£18.9	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£22.0	£23.0
All Other Floorspace	£0.0	£0.6	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.6	£1.5
Subtotal	£3.1	£42.5	£0.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£48.5	£49.5
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	£0.3	£0.3	£1.0	£6.9	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£8.9
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal	£0.3	£0.3	£1.0	£6.9	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£8.9
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	£0.6	£0.0	£0.3	£5.9	£1.8	£19.3	£0.0	£0.0	£0.0	£0.0	£25.0	£26.2
Nisa Extra	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Tesco Express	£0.0	£0.0	£0.0	£0.0	£0.3	£2.9	£0.0	£0.0	£0.0	£0.0	£2.8	£3.0
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.6	£0.0	£0.3	£5.9	£2.1	£23.3	£0.0	£0.0	£0.0	£0.0	£28.9	£30.2
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	£0.6	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.0
Tesco Express	£0.4	£4.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£5.6
All Other Floorspace	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal	£1.1	£8.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.3	£9.7
LOCAL CENTRE: TILBURY												
Premier, Civic Square	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Premier, Dock Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Tesco Express	£2.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.4
All Other Floorspace	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Subtotal	£3.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£3.1
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£13.0	£7.8	£11.1	£6.8	£1.1	£3.5	£29.9	£0.0	£2.1	£6.0	£77.7	£43.7
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£8.9	£0.9	£16.2	£25.2	£1.2	£8.6	£0.0	£0.8	£0.0	£0.0	£58.2	£59.9
Asda, Thurrock Park Way, Tilbury	£20.5	£3.7	£0.0	£18.9	£1.8	£3.5	£0.0	£0.0	£0.0	£0.0	£47.2	£49.4
Costco, West Thurrock Way	£0.7	£1.6	£0.6	£0.4	£0.0	£0.9	£18.1	£0.0	£0.0	£3.8	£24.4	£4.2
Sainsbury's Superstore, Howard Road, Chafford Hundred	£2.4	£0.4	£12.7	£6.6	£2.8	£7.8	£9.6	£0.0	£0.0	£14.3	£53.0	£31.7
Tesco Express, Lakeside Business Village, Chafford Hundred	£1.1	£0.5	£2.2	£1.8	£0.0	£2.7	£0.0	£0.0	£0.0	£0.0	£7.7	£8.0
Subtotal	£33.7	£7.0	£31.7	£53.0	£5.9	£23.6	£27.7	£0.8	£0.0	£18.0	£190.6	£153.4
THURROCK COUNCIL AREA	£71.9	£72.2	£77.4	£110.6	£16.2	£78.7	£79.7	£0.8	£7.7	£96.4	£583.2	£424.8
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	£2.6	£6.5	£0.0	£2.3	£0.9	£0.0	£24.3	£0.0	£209.7	£36.8	£313.6	£12.8
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.6	£0.0	£0.0	£0.0	£12.5	£0.0
Bexleyheath	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£126.4	£0.0	£1.6	£0.0	£118.3	£0.2
Brentwood	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£114.9	£112.8	£0.6
Dagenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£35.6	£0.0	£0.0	£74.9	£106.9	£1.2
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£113.6	£0.0	£0.0	£0.0	£105.0	£0.5
Gravesend	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£38.7	£139.8	£0.0	£6.0	£199.5	£0.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£48.6	£16.2	£0.7	£0.0	£63.7	£0.0
Pitsea	£2.1	£11.6	£0.2	£0.0	£0.2	£1.6	£0.0	£0.0	£108.9	£0.0	£142.0	£16.3
Romford	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£71.7	£70.3	£0.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£64.1	£0.0	£0.0	£0.0	£58.9	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.1	£0.0	£0.0	£0.0	£20.3	£0.0
All Other Centres / Stores	£0.0	£4.9	£1.7	£0.6	£18.1	£6.2	£495.2	£118.8	£301.9	£830.4	£1,781.3	£32.5
Subtotal	£4.8	£23.0	£2.3	£2.9	£19.8	£9.7	£982.1	£274.8	£622.8	£1,134.6	£3,105.0	£64.5
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	£4.8	£23.0	£2.3	£2.9	£19.8	£9.7	£982.1	£274.8	£622.8	£1,134.6	£3,105.0	£64.5
OVERALL TOTAL	£76.7	£95.2	£79.7	£113.5	£36.0	£88.3	£1,061.8	£275.6	£630.5	£1,231.0	£3,688.2	£489.3

TABLE 5: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Lakeside Retail Park-Home Bargains	£0.1	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.6	£1.0
Lakeside Retail Park-Lidl	£0.3	£0.5	£4.8	£2.9	£0.3	£3.0	£0.0	£0.0	£0.0	£19.4	£29.6	£11.4
Lakeside-Lakeside Retail Park-Other	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.3
Lakeside-Lakeside Shopping Centre-M&S	£4.1	£0.5	£1.6	£2.6	£1.1	£1.5	£0.0	£0.0	£0.0	£0.0	£10.5	£11.4
Lakeside Shopping Centre-Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Lakeside-Tesco Extra	£4.6	£1.6	£16.7	£7.4	£2.7	£11.0	£22.3	£0.0	£0.0	£35.8	£94.8	£42.5
Thurrock Shopping Park-Iceland (The Food Warehouse)	£0.6	£0.5	£0.3	£0.7	£0.0	£3.8	£0.0	£0.0	£0.5	£2.9	£8.7	£5.7
Subtotal	£9.7	£3.1	£25.0	£14.6	£4.2	£19.7	£22.3	£0.0	£0.5	£61.8	£150.0	£74.0
TOWN CENTRE: GRAYS												
Farmfoods	£1.5	£1.3	£0.1	£0.2	£0.0	£0.6	£0.0	£0.0	£0.0	£9.4	£12.7	£3.7
Iceland	£0.8	£0.0	£1.0	£0.5	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.1
Morrisons	£6.1	£0.7	£8.2	£22.0	£2.5	£0.4	£0.0	£0.0	£5.0	£0.0	£42.5	£39.8
All Other Floorspace	£0.1	£1.6	£0.3	£1.6	£0.0	£2.0	£0.0	£0.0	£0.0	£0.0	£5.1	£5.6
Subtotal	£8.5	£3.6	£9.5	£24.3	£2.5	£5.1	£0.0	£0.0	£5.0	£9.4	£64.0	£53.2
LOCAL CENTRE: AVELEY												
Co-op	£0.0	£0.0	£0.0	£0.0	£0.0	£3.6	£0.0	£0.0	£0.0	£0.0	£3.0	£3.2
One Stop	£0.0	£0.0	£0.7	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.6	£1.7
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.0	£0.0	£0.8	£0.0	£0.0	£4.9	£0.0	£0.0	£0.0	£0.0	£4.8	£5.2
LOCAL CENTRE: CORRINGHAM												
Costcutter	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Iceland	£0.5	£18.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£19.1	£20.7
Morrisons DAILY	£0.0	£4.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£4.9
Morrisons SUPERMARKET	£2.7	£19.6	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£22.2	£24.1
All Other Floorspace	£0.0	£0.7	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.6	£1.5
Subtotal	£3.2	£44.1	£0.1	£0.8	£0.1	£0.0	£0.0	£0.0	£0.0	£1.2	£48.9	£51.9
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	£0.3	£0.3	£1.0	£7.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6	£9.3
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Subtotal	£0.3	£0.3	£1.0	£7.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.6	£9.4
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	£0.6	£0.0	£0.3	£6.2	£1.9	£20.3	£0.0	£0.0	£0.0	£0.0	£25.3	£27.5
Nisa Extra	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.7	£0.8
Tesco Express	£0.0	£0.0	£0.0	£0.0	£0.4	£3.0	£0.0	£0.0	£0.0	£0.0	£2.9	£3.1
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.6	£0.0	£0.3	£6.2	£2.2	£24.6	£0.0	£0.0	£0.0	£0.0	£29.1	£31.7
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	£0.7	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£4.2
Tesco Express	£0.4	£5.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.4	£5.8
All Other Floorspace	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal	£1.1	£8.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.4	£10.2
LOCAL CENTRE: TILBURY												
Premier, Civic Square	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Premier, Dock Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Tesco Express	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.5
All Other Floorspace	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Subtotal	£3.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£3.3
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£13.7	£8.1	£11.8	£7.1	£1.1	£3.7	£30.1	£0.0	£2.1	£6.0	£78.4	£45.9
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£9.4	£0.9	£17.2	£26.4	£1.3	£9.1	£0.0	£0.8	£0.0	£0.0	£58.8	£62.9
Asda, Thurrock Park Way, Tilbury	£21.6	£3.8	£0.0	£19.8	£1.9	£3.7	£0.0	£0.0	£0.0	£0.0	£47.7	£51.8
Costco, West Thurrock Way	£0.8	£1.6	£0.6	£0.4	£0.0	£1.0	£18.2	£0.0	£0.0	£3.8	£24.6	£4.5
Sainsbury's Superstore, Howard Road, Chafford Hundred	£2.6	£0.4	£13.5	£6.9	£2.9	£8.2	£9.7	£0.0	£0.0	£14.3	£53.5	£33.3
Tesco Express, Lakeside Business Village, Chafford Hundred	£1.1	£0.5	£2.3	£1.9	£0.0	£2.9	£0.0	£0.0	£0.0	£0.0	£7.7	£8.4
Subtotal	£35.4	£7.3	£33.6	£55.4	£6.1	£24.9	£27.9	£0.8	£0.0	£18.1	£192.3	£160.9
THURROCK COUNCIL AREA	£75.7	£74.9	£82.2	£115.7	£16.9	£82.8	£80.3	£0.8	£7.7	£96.5	£588.6	£445.6
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	£2.7	£6.7	£0.0	£2.4	£0.9	£0.0	£24.5	£0.0	£210.0	£36.8	£316.5	£13.4
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.7	£0.0	£0.0	£0.0	£12.6	£0.0
Bexleyheath	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£127.4	£0.0	£1.6	£0.0	£119.3	£0.2
Brentwood	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£115.0	£113.8	£0.6
Dagenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£35.9	£0.0	£0.0	£74.9	£107.9	£1.3
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£114.6	£0.0	£0.0	£0.0	£105.9	£0.5
Gravesend	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£39.0	£139.4	£0.0	£6.0	£201.3	£0.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£49.0	£16.1	£0.7	£0.0	£64.3	£0.0
Pitsea	£2.2	£12.0	£0.2	£0.0	£0.2	£1.7	£0.0	£0.0	£109.1	£0.0	£143.3	£17.1
Romford	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£71.7	£71.0	£0.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£64.6	£0.0	£0.0	£0.0	£59.5	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.2	£0.0	£0.0	£0.0	£20.5	£0.0
All Other Centres / Stores	£0.0	£5.0	£1.8	£0.6	£18.8	£6.5	£499.3	£118.5	£302.4	£830.9	£1,797.5	£34.1
Subtotal	£5.0	£23.9	£2.4	£3.0	£20.6	£10.2	£990.2	£274.1	£623.8	£1,135.3	£3,133.3	£67.7
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	£5.0	£23.9	£2.4	£3.0	£20.6	£10.2	£990.2	£274.1	£623.8	£1,135.3	£3,133.3	£67.7
OVERALL TOTAL	£80.7	£98.8	£84.7	£118.7	£37.4	£92.9	£1,070.5	£274.9	£631.4	£1,231.8	£3,721.9	£513.2

TABLE 6: 2044 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.6
Lakeside Retail Park-Home Bargains	£0.1	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.7	£1.1
Lakeside Retail Park-Lidl	£0.3	£0.6	£5.1	£3.0	£0.3	£3.2	£0.0	£0.0	£0.0	£19.5	£30.0	£12.0
Lakeside-Lakeside Retail Park-Other	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.4
Lakeside-Lakeside Shopping Centre-M&S	£4.3	£0.5	£1.7	£2.7	£1.2	£1.6	£0.0	£0.0	£0.0	£0.0	£10.7	£12.0
Lakeside Shopping Centre-Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Lakeside-Tesco Extra	£4.8	£1.7	£17.7	£7.8	£2.8	£11.6	£22.6	£0.0	£0.0	£36.0	£96.2	£44.7
Thurrock Shopping Park-Iceland (The Food Warehouse)	£0.6	£0.6	£0.3	£0.7	£0.1	£4.0	£0.0	£0.0	£0.5	£2.9	£8.8	£6.0
Subtotal	£10.2	£3.3	£26.5	£15.3	£4.4	£20.8	£22.6	£0.0	£0.5	£62.2	£152.1	£77.8
TOWN CENTRE: GRAYS												
Farmfoods	£1.6	£1.4	£0.1	£0.2	£0.0	£0.6	£0.0	£0.0	£0.0	£9.4	£12.8	£3.9
Iceland	£0.9	£0.0	£1.0	£0.5	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£3.8	£4.3
Morrisons	£6.4	£0.8	£8.7	£23.1	£2.6	£0.5	£0.0	£0.0	£5.1	£0.0	£43.1	£41.8
All Other Floorspace	£0.2	£1.7	£0.3	£1.7	£0.0	£2.1	£0.0	£0.0	£0.0	£0.0	£5.2	£5.9
Subtotal	£9.0	£3.8	£10.1	£25.5	£2.6	£5.3	£0.0	£0.0	£5.1	£9.4	£64.9	£55.9
LOCAL CENTRE: AVELEY												
Co-op	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£0.0	£0.0	£0.0	£0.0	£3.0	£3.4
One Stop	£0.0	£0.0	£0.8	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£1.6	£1.8
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.0	£0.0	£0.9	£0.0	£0.0	£5.2	£0.0	£0.0	£0.0	£0.0	£4.9	£5.5
LOCAL CENTRE: CORRINGHAM												
Costcutter	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.7
Iceland	£0.6	£19.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£19.3	£21.8
Morrisons DAILY	£0.0	£4.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£5.1
Morrisons SUPERMARKET	£2.8	£20.4	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£22.5	£25.4
All Other Floorspace	£0.0	£0.7	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.7	£1.6
Subtotal	£3.4	£46.0	£0.1	£0.9	£0.2	£0.0	£0.0	£0.0	£0.0	£1.2	£49.6	£54.5
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	£0.4	£0.3	£1.1	£7.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.7	£9.8
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£0.4	£0.3	£1.1	£7.6	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.7	£9.9
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	£0.6	£0.0	£0.3	£6.5	£1.9	£21.4	£0.0	£0.0	£0.0	£0.0	£25.6	£28.9
Nisa Extra	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.7	£0.8
Tesco Express	£0.0	£0.0	£0.0	£0.0	£0.4	£3.2	£0.0	£0.0	£0.0	£0.0	£2.9	£3.3
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.6	£0.0	£0.3	£6.5	£2.3	£25.9	£0.0	£0.0	£0.0	£0.0	£29.6	£33.3
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	£0.7	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£4.4
Tesco Express	£0.5	£5.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.5	£6.1
All Other Floorspace	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal	£1.2	£8.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.5	£10.7
LOCAL CENTRE: TILBURY												
Premier, Civic Square	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Premier, Dock Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
Tesco Express	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£2.7
All Other Floorspace	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Subtotal	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£3.4
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£14.4	£8.4	£12.5	£7.5	£1.2	£3.9	£30.5	£0.0	£2.2	£6.1	£79.5	£48.2
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£9.9	£1.0	£18.3	£27.7	£1.3	£9.6	£0.0	£0.8	£0.0	£0.0	£59.6	£66.1
Asda, Thurrock Park Way, Tilbury	£22.8	£4.0	£0.0	£20.8	£2.0	£3.9	£0.0	£0.0	£0.0	£0.0	£48.3	£54.5
Costco, West Thurrock Way	£0.8	£1.7	£0.6	£0.5	£0.0	£1.0	£18.5	£0.0	£0.0	£3.8	£25.0	£4.7
Sainsbury's Superstore, Howard Road, Chafford Hundred	£2.7	£0.4	£14.3	£7.2	£3.0	£8.7	£9.8	£0.0	£0.0	£14.3	£54.3	£35.0
Tesco Express, Lakeside Business Village, Chafford Hundred	£1.2	£0.5	£2.5	£2.0	£0.0	£3.0	£0.0	£0.0	£0.0	£0.0	£7.8	£8.8
Subtotal	£37.4	£7.6	£35.7	£58.1	£6.4	£26.2	£28.2	£0.8	£0.0	£18.2	£195.0	£169.1
THURROCK COUNCIL AREA	£79.8	£78.1	£87.2	£121.4	£17.6	£87.3	£81.3	£0.8	£7.7	£97.0	£596.8	£468.3
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	£2.8	£7.0	£0.0	£2.5	£1.0	£0.0	£24.8	£0.0	£211.6	£37.0	£320.9	£14.1
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.9	£0.0	£0.0	£0.0	£12.8	£0.0
Bexleyheath	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£129.0	£0.0	£1.6	£0.0	£121.0	£0.2
Brentwood	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£115.7	£115.4	£0.7
Dagenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£36.3	£0.0	£0.0	£75.3	£109.4	£1.3
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£116.0	£0.0	£0.0	£0.0	£107.4	£0.5
Gravesend	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£39.5	£139.9	£0.0	£6.1	£204.1	£0.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£49.6	£16.2	£0.7	£0.0	£65.2	£0.0
Pitsea	£2.3	£12.5	£0.2	£0.0	£0.2	£1.7	£0.0	£0.0	£109.9	£0.0	£145.3	£18.0
Romford	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£72.1	£72.0	£0.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£65.4	£0.0	£0.0	£0.0	£60.3	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.5	£0.0	£0.0	£0.0	£20.8	£0.0
All Other Centres / Stores	£0.0	£5.3	£2.0	£0.7	£19.6	£6.9	£505.5	£118.9	£304.7	£835.7	£1,822.8	£35.8
Subtotal	£5.3	£24.9	£2.6	£3.1	£21.5	£10.7	£1,002.5	£275.1	£628.5	£1,141.9	£3,177.4	£71.1
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	£5.3	£24.9	£2.6	£3.1	£21.5	£10.7	£1,002.5	£275.1	£628.5	£1,141.9	£3,177.4	£71.1
OVERALL TOTAL	£85.1	£103.0	£89.8	£124.5	£39.1	£98.0	£1,083.8	£275.9	£636.3	£1,238.9	£3,774.3	£539.4

TABLE 7: 2045 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.0	£0.0	£0.0	£0.3	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.6
Lakeside Retail Park-Home Bargains	£0.1	£0.0	£0.2	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.7	£1.1
Lakeside Retail Park-Lidl	£0.3	£0.6	£5.2	£3.1	£0.3	£3.2	£0.0	£0.0	£0.0	£19.5	£30.1	£12.1
Lakeside-Lakeside Retail Park-Other	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.4
Lakeside-Lakeside Shopping Centre-M&S	£4.4	£0.5	£1.7	£2.7	£1.2	£1.6	£0.0	£0.0	£0.0	£0.0	£10.7	£12.2
Lakeside Shopping Centre-Other	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Lakeside-Tesco Extra	£4.9	£1.7	£18.0	£7.9	£2.8	£11.7	£22.6	£0.0	£0.0	£36.1	£96.5	£45.1
Thurrock Shopping Park-Iceland (The Food Warehouse)	£0.6	£0.6	£0.3	£0.7	£0.1	£4.1	£0.0	£0.0	£0.5	£2.9	£8.8	£6.0
Subtotal	£10.3	£3.3	£26.8	£15.5	£4.4	£21.0	£22.6	£0.0	£0.5	£62.2	£152.6	£78.6
TOWN CENTRE: GRAYS												
Farmfoods	£1.6	£1.4	£0.1	£0.2	£0.0	£0.6	£0.0	£0.0	£0.0	£9.4	£12.9	£4.0
Iceland	£0.9	£0.0	£1.0	£0.5	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£3.8	£4.3
Morrisons	£6.5	£0.8	£8.8	£23.3	£2.6	£0.5	£0.0	£0.0	£5.1	£0.0	£43.2	£42.3
All Other Floorspace	£0.2	£1.7	£0.3	£1.7	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£5.2	£5.9
Subtotal	£9.1	£3.8	£10.2	£25.7	£2.6	£5.4	£0.0	£0.0	£5.1	£9.4	£65.1	£56.5
LOCAL CENTRE: AVELEY												
Co-op	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£0.0	£0.0	£0.0	£0.0	£3.0	£3.4
One Stop	£0.0	£0.0	£0.8	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£1.6	£1.8
All Other Floorspace	£0.0	£0.0	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Subtotal	£0.0	£0.0	£0.9	£0.0	£0.0	£5.2	£0.0	£0.0	£0.0	£0.0	£4.9	£5.5
LOCAL CENTRE: CORRINGHAM												
Costcutter	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.7
Iceland	£0.6	£19.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£19.4	£22.0
Morrisons DAILY	£0.0	£4.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.5	£5.2
Morrisons SUPERMARKET	£2.9	£20.6	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£22.6	£25.6
All Other Floorspace	£0.0	£0.7	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.7	£1.6
Subtotal	£3.4	£46.4	£0.1	£0.9	£0.2	£0.0	£0.0	£0.0	£0.0	£1.2	£49.8	£55.1
LOCAL CENTRE: SOCKETTS HEATH												
Co-op	£0.4	£0.3	£1.1	£7.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.7	£9.9
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1
Subtotal	£0.4	£0.3	£1.1	£7.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£8.8	£10.0
LOCAL CENTRE: SOUTH OCKENDON												
Lidl	£0.6	£0.0	£0.3	£6.6	£2.0	£21.7	£0.0	£0.0	£0.0	£0.0	£25.7	£29.2
Nisa Extra	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.7	£0.8
Tesco Express	£0.0	£0.0	£0.0	£0.0	£0.4	£3.2	£0.0	£0.0	£0.0	£0.0	£2.9	£3.3
All Other Floorspace	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
Subtotal	£0.6	£0.0	£0.3	£6.6	£2.3	£26.2	£0.0	£0.0	£0.0	£0.0	£29.6	£33.7
LOCAL CENTRE: STANFORD-LE-HOPE												
Co-op	£0.7	£3.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.9	£4.5
Tesco Express	£0.5	£5.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.5	£6.2
All Other Floorspace	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Subtotal	£1.2	£8.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.5	£10.8
LOCAL CENTRE: TILBURY												
Premier, Civic Square	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Premier, Dock Road	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
Tesco Express	£2.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£2.7
All Other Floorspace	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
Subtotal	£3.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.1	£3.5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£14.6	£8.5	£12.7	£7.5	£1.2	£3.9	£30.6	£0.0	£2.2	£6.1	£79.7	£48.7
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£10.0	£1.0	£18.5	£28.0	£1.4	£9.7	£0.0	£0.8	£0.0	£0.0	£59.8	£66.8
Asda, Thurrock Park Way, Tilbury	£23.0	£4.0	£0.0	£21.0	£2.0	£3.9	£0.0	£0.0	£0.0	£0.0	£48.5	£55.1
Costco, West Thurrock Way	£0.8	£1.7	£0.6	£0.5	£0.0	£1.0	£18.5	£0.0	£0.0	£3.8	£25.0	£4.7
Sainsbury's Superstore, Howard Road, Chafford Hundred	£2.7	£0.4	£14.5	£7.3	£3.0	£8.8	£9.8	£0.0	£0.0	£14.4	£54.5	£35.3
Tesco Express, Lakeside Business Village, Chafford Hundred	£1.2	£0.5	£2.5	£2.0	£0.0	£3.1	£0.0	£0.0	£0.0	£0.0	£7.9	£8.9
Subtotal	£37.8	£7.7	£36.1	£58.7	£6.4	£26.5	£28.3	£0.8	£0.0	£18.2	£195.6	£170.8
THURROCK COUNCIL AREA	£80.7	£78.8	£88.3	£122.6	£17.7	£88.2	£81.6	£0.8	£7.7	£97.1	£598.7	£473.2
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Basildon	£2.9	£7.1	£0.0	£2.5	£1.0	£0.0	£24.8	£0.0	£212.0	£37.0	£322.0	£14.2
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£13.9	£0.0	£0.0	£0.0	£12.8	£0.0
Bexleyheath	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£129.4	£0.0	£1.6	£0.0	£121.4	£0.2
Brentwood	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£115.8	£115.8	£0.7
Dagenham	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£36.4	£0.0	£0.0	£75.4	£109.8	£1.4
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£116.4	£0.0	£0.0	£0.0	£107.7	£0.5
Gravesend	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£39.6	£140.0	£0.0	£6.1	£204.8	£0.1
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£49.7	£16.2	£0.7	£0.0	£65.4	£0.0
Pitsea	£2.4	£12.6	£0.2	£0.0	£0.2	£1.8	£0.0	£0.0	£110.1	£0.0	£145.7	£18.2
Romford	£0.0	£0.0	£0.4	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£72.2	£72.2	£0.4
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£65.6	£0.0	£0.0	£0.0	£60.5	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£22.6	£0.0	£0.0	£0.0	£20.8	£0.0
All Other Centres / Stores	£0.0	£5.3	£2.0	£0.7	£19.8	£7.0	£507.1	£119.0	£305.2	£836.6	£1,828.6	£36.2
Subtotal	£5.3	£25.1	£2.6	£3.2	£21.7	£10.8	£1,005.7	£275.2	£629.6	£1,143.2	£3,187.4	£71.9
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	£5.3	£25.1	£2.6	£3.2	£21.7	£10.8	£1,005.7	£275.2	£629.6	£1,143.2	£3,187.4	£71.9
OVERALL TOTAL	£86.1	£103.9	£90.9	£125.8	£39.4	£99.1	£1,087.3	£276.0	£637.3	£1,240.3	£3,786.1	£545.1

Appendix 13:
Convenience Goods Capacity – Sensitivity

TABLE 1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
Excluding SFT & 'Inflow' from outside Study Area

	2025	2030	2035	2040	2044	2045
THURROCK COUNCIL AREA						
REGIONAL CENTRE: LAKESIDE	£147.7	£147.6	£148.6	£150.0	£152.1	£152.6
TOWN CENTRE: GRAYS	£63.0	£63.0	£63.4	£64.0	£64.9	£65.1
LOCAL CENTRE: AVELEY	£4.7	£4.7	£4.7	£4.8	£4.9	£4.9
LOCAL CENTRE: CORRINGHAM	£48.2	£48.1	£48.5	£48.9	£49.6	£49.8
LOCAL CENTRE: SOCKETTS HEATH	£8.5	£8.5	£8.5	£8.6	£8.7	£8.8
LOCAL CENTRE: SOUTH OCKENDON	£28.7	£28.7	£28.9	£29.1	£29.6	£29.6
LOCAL CENTRE: STANFORD-LE-HOPE	£9.2	£9.2	£9.3	£9.4	£9.5	£9.5
LOCAL CENTRE: TILBURY	£3.0	£3.0	£3.0	£3.0	£3.1	£3.1
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£77.2	£77.1	£77.7	£78.4	£79.5	£79.7
OUT-OF-TOWN CENTRE STORES / LOCATIONS	£189.3	£189.2	£190.6	£192.3	£195.0	£195.6
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE THURROCK COUNCIL AREA	£579.4	£579.0	£583.2	£588.6	£596.8	£598.7

TABLE 2: ALL CONVENIENCE GOODS - TOTAL TURNOVER
Including 'Inflow' from outside Study Area

	2025	2030	2035	2040	2044	2045
THURROCK COUNCIL AREA						
REGIONAL CENTRE: LAKESIDE	5.0%	£155.0	£154.9	£156.1	£157.5	£159.7
TOWN CENTRE: GRAYS	2.0%	£64.3	£64.2	£64.7	£65.3	£66.4
LOCAL CENTRE: AVELEY	2.0%	£4.8	£4.8	£4.8	£4.9	£5.0
LOCAL CENTRE: CORRINGHAM	2.0%	£49.1	£49.1	£49.4	£49.9	£50.6
LOCAL CENTRE: SOCKETTS HEATH	2.0%	£8.7	£8.7	£8.7	£8.8	£8.9
LOCAL CENTRE: SOUTH OCKENDON	1.0%	£29.0	£29.0	£29.2	£29.4	£29.9
LOCAL CENTRE: STANFORD-LE-HOPE	1.0%	£9.3	£9.3	£9.4	£9.5	£9.6
LOCAL CENTRE: TILBURY	1.0%	£3.0	£3.0	£3.0	£3.1	£3.1
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.0%	£77.9	£77.9	£78.4	£79.2	£80.3
OUT-OF-TOWN CENTRE STORES / LOCATIONS	5.0%	£198.8	£198.7	£200.1	£201.9	£204.8
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE THURROCK COUNCIL AREA		£599.9	£599.5	£603.9	£609.4	£618.0

TABLE 3: COMMITTED CONVENIENCE GOODS FLOORSPACE

	CENTRE	PLANNING REF	LOCATION	Gross Floorspace (sq m)	Net Floorspace (sq m)	2025 Average Sales Density (£ per sqm)	FORECAST TURNOVER (£M)					
							2025	2030	2035	2040	2044	2045
1	Proposed Lidl, St. Chads Road, Tilbury	23/01203/RES	Out-of-Centre	1,949	1,210	12,500	-	£15.2	£15.3	£15.4	£15.4	£15.4
2	Development Land East Of Caspian Way And North And South Of London Road Purfleet	17/01668/OUT	New Centre	8,808	4,973	12,500	-	-	£62.8	£63.1	£63.4	£63.4
THURROCK COUNCIL AREA TOTAL							-	£15.2	£78.1	£78.5	£78.8	£78.8

Notes

- Planning Ref No. 23/01150/FUL. Bumbles Yard, St. Chads Road, Tilbury. Planning Application by Lidl for "Demolition of existing structures and erection of Class E discount foodstore with associated car parking, landscaping, engineering and drainage works". The gross floorspace is some 1,949 sqm with a net sales area of 1,512 sqm net. This net floorspace is broken down further into 1,210 sqm net for convenience goods and the remainder 302 sqm net for comparison goods.
- Planning Ref No. 17/01668/OUT. Development Land East Of Caspian Way And North And South Of London Road Purfleet Essex. Bumbles Yard, St. Chads Road, Tilbury, for outline planning permission to include development of up to 2,850 dwelling houses (Use Class C3), up to 11,000 sq.m (f/s) of business uses (Use Class B1), up to 8,880 sq.m (f/s) of shops (Use Class A1), up to 5,220 sq.m (f/s) of restaurants and cafes (Use Class A3), up to 900 sq.m (f/s) drinking establishments (Use Class A4), up to 20,000 sq.m (f/s) of hotel accommodation (Use Class C1), up to 18,300 sq.m (f/s) of non-residential institutions uses, comprising a primary school, secondary school and sixth form, medical and community uses (Use Class D1), up to 6,200 sq.m (f/s) of assembly and leisure uses (Use Class D2), up to 135,000 sq.m (f/s) together with external backlot production space) film and television production space including ancillary workshops, offices and post production facilities and ancillary infrastructure, together with ancillary car park, provision of temporary railway station facilities, up to 1,600 sq.m (f/s) of upgraded railway station facilities and local waste and power facilities (Sui Generis).

The gross floorspace is some 8,880 sqm with a net sales area of 7,104 sqm (assuming a gross to net ratio of 80%). It has been further assumed that in light of the anticipated housing growth, the retail component will be convenience goods led. On this basis, of the 7,104 sqm net floorspace it is assumed 70% (4,973 sqm net) is for convenience goods provision and the remainder 30% (2,131sqm net) is for comparison goods. It is assumed that all the floorspace will be operational by 2035.

TABLE 4: THURROCK COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):					
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):					
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):					
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:					
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):					
	(ii) Net Floorspace Capacity (sq m):					
	(iii) Assumed Net / Gross Floorspace Ratio:					
	(iv) Gross Floorspace Capacity (sq m):					

Notes:

- STEP 1:
STEP 2:
- The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 2). It has been assumed for the purpose of this assessment that the LPA's convenience goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 22 (March 2025) and other research evidence.
- STEP 3:
STEP 4:
- The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage. The turnover of all known commitments has been derived from Table 3. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2030.
- STEP 5:
STEP 6:
- The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4). The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and supermarket and Limited Assortment Discount (LAD) operators.

TABLE 5: REGIONAL CENTRE: LAKESIDE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):					
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):					
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):					
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)					
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:					
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):					
	(ii) Net Floorspace Capacity (sq m):					
	(iii) Assumed Net / Gross Floorspace Ratio:					
	(iv) Gross Floorspace Capacity (sq m):					

TABLE 6: TOWN CENTRE: GRAYS - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£64.3	£64.2	£64.7	£65.3	£66.2	£66.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£64.3	£64.6	£64.9	£65.3	£65.5	£65.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	-£0.2	£0.0	£0.7	£0.8
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.4	-£0.2	£0.0	£0.7	£0.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-29	-17	3	55	66
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-42	-25	5	79	95

TABLE 7: LOCAL CENTRE: AVELEY - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.8	£4.8	£4.8	£4.9	£4.9	£5.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£4.8	£4.8	£4.9	£4.9	£4.9	£4.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.1	£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	£0.0	£0.0	£0.1	£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-2	-1	0	4	5
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-3	-2	0	6	7

TABLE 8: LOCAL CENTRE: CORRINGHAM - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2041	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£49.1	£49.1	£49.4	£49.9	£50.6	£50.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£49.1	£49.4	£49.6	£49.9	£50.1	£50.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	-£0.2	£0.0	£0.5	£0.6
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.3	-£0.2	£0.0	£0.5	£0.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-22	-13	3	42	51
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-32	-19	4	60	72

TABLE 9: LOCAL CENTRE: SOCKETTS HEATH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£8.7	£8.7	£8.7	£8.8	£8.9	£8.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£8.7	£8.7	£8.7	£8.8	£8.8	£8.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.1	£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	£0.0	£0.0	£0.1	£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-4	-2	0	7	9
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-6	-3	1	11	13

TABLE 10: LOCAL CENTRE: SOUTH OCKENDON - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£29.0	£29.0	£29.2	£29.4	£29.9	£29.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£29.0	£29.1	£29.3	£29.4	£29.5	£29.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.2	-£0.1	£0.0	£0.3	£0.4
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.2	-£0.1	£0.0	£0.3	£0.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-13	-8	2	25	30
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-19	-11	2	35	43

TABLE 11: LOCAL CENTRE: STANFORD-LE-HOPE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£9.3	£9.3	£9.4	£9.5	£9.6	£9.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£9.3	£9.4	£9.4	£9.4	£9.5	£9.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	£0.0	£0.0	£0.1	£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.1	£0.0	£0.0	£0.1	£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-4	-3	1	8	10
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-6	-4	1	11	14

TABLE 12: LOCAL CENTRE: TILBURY - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.0	£3.0	£3.0	£3.0	£3.1	£3.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£3.0	£3.0	£3.0	£3.0	£3.1	£3.1
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-1	-1	0	3	3
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-2	-1	0	4	4

TABLE 13: ALL LOCAL CENTRES / ALL OTHER SHOPS - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£77.9	£77.9	£78.4	£79.2	£80.3	£80.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£77.9	£78.3	£78.7	£79.1	£79.4	£79.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.4	-£0.3	£0.1	£0.9	£1.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.4	-£0.3	£0.1	£0.9	£1.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-35	-4,994	-4,969	-4,906	-4,893
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-50	-7,135	-7,098	-7,009	-6,990

TABLE 14: ALL OUT-OF-CENTRE FLOORSPACE IN THE THURROCK COUNCIL AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£198.8	£198.7	£200.1	£201.9	£204.8	£205.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£198.8	£199.8	£200.8	£201.8	£202.6	£202.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.1	-£0.7	£0.1	£2.2	£2.6
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£15.2	£15.3	£15.4	£15.4	£15.4
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£16.3	-£16.0	-£15.2	-£13.2	-£12.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,563	£12,626	£12,689	£12,740	£12,752
	(ii) Net Floorspace Capacity (sq m):	-	-1,300	-1,264	-1,199	-1,040	-1,005
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-1,857	-1,806	-1,713	-1,485	-1,436	

SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW FLOORSPACE (NET SQ M)

	2030	2035	2040	2044	2045
REGIONAL CENTRE: LAKESIDE	-70	-42	8	133	160
TOWN CENTRE: GRAYS	-29	-17	3	55	66
LOCAL CENTRE: AVELEY	-2	-1	0	4	5
LOCAL CENTRE: CORRINGHAM	-22	-13	3	42	51
LOCAL CENTRE: SOCKETTS HEATH	-4	-2	0	7	9
LOCAL CENTRE: SOUTH OCKENDON	-13	-8	2	25	30
LOCAL CENTRE: STANFORD-LE-HOPE	-4	-3	1	8	10
LOCAL CENTRE: TILBURY	-1	-1	0	3	3
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	-35	-4,994	-4,969	-4,906	-4,893
OUT-OF-TOWN CENTRE STORES / LOCATIONS	-1,300	-1,264	-1,199	-1,040	-1,005
GRAND TOTAL: THURROCK COUNCIL AREA	-1,481	-6,346	-6,150	-5,669	-5,565

Appendix 14:

Population And Expenditure: Comparison Goods – Sensitivity

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2025) POPULATION & PROJECTIONS (to 2045)

GROWTH 2025 to 2045 (%)

ZONE:	2025	2030	2035	2040	2044	2045	2025-2035	2025-2044	2025-2045
Zone 1	31,415	33,487	35,683	38,213	40,605	41,149	13.6%	29.3%	31.0%
Zone 2	34,641	36,412	38,339	40,480	42,539	42,995	10.7%	22.8%	24.1%
Zone 3	31,022	33,285	35,769	38,675	41,335	41,949	15.3%	33.2%	35.2%
Zone 4	44,705	47,440	50,269	53,489	56,575	57,277	12.4%	26.6%	28.1%
Zone 5	11,896	12,414	13,039	13,786	14,500	14,648	9.6%	21.9%	23.1%
Zone 6	33,958	36,064	38,322	41,019	43,590	44,163	12.9%	28.4%	30.1%
Zone 7	418,440	430,796	441,951	453,290	462,597	465,034	5.6%	10.6%	11.1%
Zone 8	112,455	113,548	114,809	116,491	117,856	118,131	2.1%	4.8%	5.0%
Zone 9	240,320	244,557	248,739	253,439	257,434	258,380	3.5%	7.1%	7.5%
Zone 10	504,925	513,791	522,246	531,587	538,957	540,663	3.4%	6.7%	7.1%
Study Area	1,463,777	1,501,793	1,539,167	1,580,468	1,615,988	1,624,389	8.0%	10.4%	11.0%

Source: EXPERIAN BUSINESS STRATEGIES

Notes: The base year (2025) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) Location Analyst Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model'; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

TABLE 2: REVISED COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2025 (incl SFT)	2025	2030	2035	2040	2044	2045
		EXCLUDING SPECIAL FORMS OF TRADING					
EXPERIAN - SPECIAL FORMS OF TRADING (%):		24.1%	25.9%	27.6%	29.3%	29.3%	29.3%
REVISED SPECIAL FORMS OF TRADING (%):		30.0%	32.2%	34.4%	36.5%	36.5%	36.5%
Zone 1	£3,165	£2,216	£2,398	£2,639	£2,903	£3,217	£3,301
Zone 2	£3,885	£2,719	£2,943	£3,239	£3,563	£3,949	£4,051
Zone 3	£3,531	£2,472	£2,675	£2,944	£3,239	£3,589	£3,682
Zone 4	£3,478	£2,435	£2,635	£2,900	£3,191	£3,536	£3,628
Zone 5	£4,761	£3,332	£3,607	£3,969	£4,367	£4,839	£4,965
Zone 6	£3,454	£2,418	£2,617	£2,879	£3,168	£3,511	£3,602
Zone 7	£3,750	£2,625	£2,841	£3,126	£3,440	£3,812	£3,911
Zone 8	£3,671	£2,569	£2,781	£3,060	£3,367	£3,731	£3,828
Zone 9	£3,923	£2,746	£2,973	£3,271	£3,599	£3,988	£4,092
Zone 10	£3,695	£2,587	£2,800	£3,081	£3,390	£3,756	£3,854
STUDY AREA AVERAGE:	£3,731	£2,612	£2,827	£3,111	£3,423	£3,793	£3,891

Source: Average spend per capita estimates (2023 prices) are derived from Experian 'Retail Area Planner' Reports using the Experian Location Analyst GIS and the year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 22 published by Experian Business Strategies (March 2025).

Notes: An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the Retail Planner Briefing Note 22 (March 2025).

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE, BASE YEAR (2025) TO 2045 (£m)

GROWTH 2025 to 2045 (%)

	2025 (incl SFT)	2025	2030	2035	2040	2044	2045	2025-2035	2025-2044	2025-2045
		EXCLUDING SPECIAL FORMS OF TRADING								
Zone 1	99.4	69.6	80.3	94.2	110.9	130.6	135.8	35.3%	87.7%	95.2%
Zone 2	134.6	94.2	107.2	124.2	144.2	168.0	174.2	31.8%	78.3%	84.9%
Zone 3	109.5	76.7	89.0	105.3	125.3	148.4	154.5	37.3%	93.5%	101.5%
Zone 4	155.5	108.8	125.0	145.8	170.7	200.0	207.8	33.9%	83.8%	90.9%
Zone 5	56.6	39.6	44.8	51.8	60.2	70.2	72.7	30.5%	77.0%	83.4%
Zone 6	117.3	82.1	94.4	110.3	129.9	153.0	159.1	34.4%	86.4%	93.8%
Zone 7	1569.1	1098.4	1224.0	1381.7	1559.2	1763.3	1818.7	25.8%	60.5%	65.6%
Zone 8	412.8	288.9	315.8	351.3	392.2	439.7	452.2	21.6%	52.2%	56.5%
Zone 9	942.9	660.0	727.0	813.6	912.1	1026.6	1057.2	23.3%	55.6%	60.2%
Zone 10	1865.9	1306.1	1438.5	1609.0	1802.0	2024.5	2083.7	23.2%	55.0%	59.5%
STUDY AREA:	5,463.6	3,824.5	4,245.9	4,787.0	5,406.8	6,124.4	6,315.9	25.2%	60.1%	65.1%

Appendix 15:

Comparison Goods Market Shares (Including SFT) – Sensitivity

TABLE 1: ALL COMPARISON GOODS - 2025 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

THURROCK COUNCIL AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.1%	0.0%	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	0.6%	0.0%	1.1%	0.8%	0.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%	0.1%
Lakeside Retail Park-Other	12.0%	7.7%	15.0%	14.8%	13.9%	13.5%	1.2%	1.1%	1.6%	3.2%	3.4%	12.7%
Lakeside Shopping Centre-M&S	0.5%	0.2%	0.2%	0.6%	0.4%	0.5%	0.3%	0.0%	0.0%	0.9%	0.5%	0.4%
Lakeside Shopping Centre-Other	13.4%	4.9%	15.8%	14.0%	16.9%	12.0%	0.4%	0.0%	3.9%	5.0%	4.0%	12.3%
Lakeside-Tesco Extra	0.9%	0.2%	3.4%	2.2%	1.4%	2.3%	0.1%	0.0%	0.5%	0.6%	0.5%	1.8%
Subtotal	27.4%	13.0%	35.5%	32.8%	33.3%	29.2%	2.4%	1.2%	6.1%	9.8%	8.6%	27.9%
TOWN CENTRE: GRAYS												
	8.1%	1.0%	9.7%	12.4%	5.8%	2.4%	0.0%	0.0%	0.0%	0.4%	1.0%	6.7%
LOCAL CENTRE: AVELEY												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM												
	1.5%	10.7%	0.1%	0.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.6%
LOCAL CENTRE: SOCKETTS HEATH												
	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
	0.0%	0.0%	0.4%	0.0%	0.0%	3.9%	0.0%	0.0%	0.5%	0.0%	0.2%	0.7%
LOCAL CENTRE: STANFORD-LE-HOPE												
	0.0%	0.2%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
LOCAL CENTRE: TILBURY												
	2.7%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.2%	0.6%	1.1%	0.5%	0.2%	0.0%	0.0%	0.0%	0.3%	0.1%	0.2%	0.6%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.7%	0.0%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Asda, Thurrock Park Way, Tilbury	5.0%	0.5%	0.3%	3.2%	2.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%	1.9%
B&Q, West Thurrock	2.6%	1.1%	2.9%	2.7%	2.4%	2.4%	0.6%	0.0%	0.0%	0.1%	0.5%	2.3%
Costco, West Thurrock Way	0.1%	0.0%	0.3%	0.2%	0.6%	0.6%	0.3%	0.1%	0.1%	0.0%	0.1%	0.3%
IKEA, West Thurrock Way	1.8%	0.0%	0.3%	0.9%	0.1%	0.5%	0.6%	0.8%	0.4%	0.8%	0.6%	0.6%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.3%	0.1%	2.3%	0.9%	1.1%	2.5%	0.0%	0.0%	0.0%	0.0%	0.1%	1.2%
Screwfix, London Road, Grays	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Toolstation, Motherwell Way	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.6%	0.4%	0.4%	0.5%	1.4%	0.6%	0.0%	0.0%	0.2%	0.2%	0.2%	0.6%
Subtotal	11.1%	2.4%	6.9%	8.9%	8.0%	7.4%	1.4%	0.8%	0.5%	1.1%	1.8%	7.3%
THURROCK COUNCIL AREA	52.2%	27.8%	53.9%	55.3%	47.9%	43.1%	3.8%	2.0%	7.3%	11.4%	12.1%	46.4%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA											Study Area Zones: 1-10	Council Area Zones: 1-6
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
Basildon	5.1%	8.8%	0.3%	2.0%	1.8%	0.3%	0.0%	0.0%	32.2%	0.7%	6.2%	3.2%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	3.2%	0.0%
Bluewater Shopping Centre	1.4%	0.4%	0.2%	1.2%	0.8%	1.5%	10.6%	26.0%	0.6%	0.0%	5.2%	0.9%
Brentwood	0.1%	0.0%	0.0%	0.1%	1.0%	0.1%	0.0%	0.0%	0.1%	5.7%	2.0%	0.1%
Central London	0.4%	1.4%	0.1%	0.7%	0.6%	0.6%	0.7%	0.5%	0.5%	1.6%	0.9%	0.7%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.7%	0.3%	0.2%	0.1%
Dagenham	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.3%	0.9%	0.6%	0.1%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	9.3%	3.4%	0.0%	0.0%	2.9%	0.0%
Gravesend	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	3.0%	29.7%	0.0%	0.0%	3.1%	0.1%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%
Pitsea	1.7%	3.9%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	6.8%	0.0%	1.3%	1.0%
Romford	1.4%	2.3%	1.8%	0.1%	5.2%	1.4%	0.0%	0.1%	0.2%	24.3%	8.6%	1.7%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.2%	0.0%	0.0%	0.5%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
All Other Centres / Stores	1.9%	4.8%	2.2%	1.3%	16.1%	2.2%	16.5%	11.9%	15.9%	11.5%	12.8%	3.6%
Subtotal	12.1%	22.1%	5.2%	5.5%	26.0%	6.2%	54.3%	71.8%	58.3%	45.0%	47.9%	11.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING												
	35.7%	50.1%	40.9%	39.2%	26.1%	50.7%	41.9%	26.1%	34.4%	43.5%	40.0%	42.0%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	47.8%	72.2%	46.1%	44.7%	52.1%	56.9%	96.2%	98.0%	92.7%	88.6%	87.9%	53.6%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: CLOTHING & FOOTWEAR - 2025 MARKET SHARE ANALYSIS (%)
THURROCK COUNCIL AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Other	6.3%	4.9%	10.1%	5.1%	5.1%	6.0%	1.7%	0.0%	1.1%	1.3%	1.9%	6.2%
Lakeside Shopping Centre-M&S	1.6%	0.8%	1.0%	2.4%	1.8%	1.9%	1.3%	0.0%	0.0%	3.7%	1.9%	1.6%
Lakeside Shopping Centre-Other	28.6%	12.1%	35.1%	30.3%	32.5%	27.2%	1.6%	0.2%	12.2%	12.9%	10.2%	27.1%
Lakeside-Tesco Extra	0.5%	0.3%	0.4%	1.0%	1.4%	3.3%	0.0%	0.0%	0.0%	0.5%	0.3%	1.1%
Subtotal	37.0%	18.1%	46.6%	38.8%	40.7%	38.4%	4.6%	0.2%	13.3%	18.4%	14.3%	36.0%
TOWN CENTRE: GRAYS												
	4.6%	0.3%	7.9%	10.5%	3.8%	2.7%	0.0%	0.0%	0.0%	1.4%	1.1%	5.3%
LOCAL CENTRE: AVELEY												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM												
	1.0%	0.3%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
LOCAL CENTRE: SOCKETTS HEATH												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: STANFORD-LE-HOPE												
	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY												
	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Thurrock Park Way, Tilbury	2.5%	0.3%	1.1%	3.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.4%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	3.5%	0.8%	0.4%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	2.5%	0.3%	4.6%	3.8%	2.2%	1.3%	0.0%	0.0%	0.0%	0.0%	0.3%	2.5%
THURROCK COUNCIL AREA	45.6%	19.1%	59.1%	53.1%	47.2%	42.5%	4.6%	0.2%	13.3%	19.8%	15.8%	44.2%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%
Basildon	6.1%	7.3%	0.2%	3.3%	3.5%	0.2%	0.0%	0.0%	33.2%	0.0%	5.8%	3.4%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.1%	0.2%	0.0%	0.0%	3.9%	0.0%
Bluewater Shopping Centre	1.8%	1.9%	1.0%	4.8%	1.4%	2.7%	19.9%	44.3%	0.3%	0.0%	9.5%	2.5%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.3%	6.9%	2.5%	0.0%
Central London	1.5%	5.7%	0.0%	3.0%	1.6%	2.1%	1.0%	0.2%	1.6%	3.0%	1.9%	2.5%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.5%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	1.0%	0.7%	0.4%	0.2%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.6%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	1.9%	0.0%	0.0%	2.3%	0.0%
Gravesend	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	2.9%	18.1%	0.0%	0.0%	2.2%	0.1%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.9%	0.4%
Romford	1.6%	3.4%	0.0%	0.3%	3.7%	1.6%	0.0%	0.0%	0.0%	24.1%	8.6%	1.5%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	3.7%	11.7%	4.8%	3.1%	7.8%	4.1%	13.4%	11.3%	8.2%	9.9%	10.3%	5.6%
Subtotal	15.3%	32.0%	6.8%	14.4%	19.5%	10.7%	57.5%	76.5%	53.7%	44.8%	48.9%	16.2%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING												
	39.1%	48.9%	34.2%	32.5%	33.3%	46.9%	37.9%	23.3%	33.1%	35.4%	35.4%	39.5%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	54.4%	80.9%	40.9%	46.9%	52.8%	57.5%	95.4%	99.8%	86.7%	80.2%	84.2%	55.8%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 3: RECORDING MEDIA - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Other	10.6%	1.1%	1.7%	2.7%	8.4%	0.9%	0.0%	0.0%	0.0%	7.7%	3.1%	3.4%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Shopping Centre-Other	16.2%	6.5%	14.1%	32.5%	23.1%	15.0%	0.0%	0.0%	0.0%	1.2%	2.8%	18.2%
Lakeside-Tesco Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	26.8%	7.6%	15.9%	35.2%	31.6%	15.9%	0.0%	0.0%	0.0%	8.9%	5.9%	21.6%
TOWN CENTRE: GRAYS												
	0.0%	1.1%	1.7%	0.0%	9.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%
LOCAL CENTRE: AVELEY												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM												
	5.5%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
LOCAL CENTRE: SOCKETTS HEATH												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: STANFORD-LE-HOPE												
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY												
	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	1.6%	0.2%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Thurrock Park Way, Tilbury	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
THURROCK COUNCIL AREA	37.7%	9.8%	17.6%	35.2%	41.4%	16.7%	0.0%	0.0%	0.0%	13.6%	7.9%	24.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	3.5%	7.8%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	33.7%	0.0%	6.6%	2.3%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	3.0%	0.0%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	30.2%	0.0%	0.0%	3.7%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.6%	0.0%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.2%	0.0%	0.0%	3.1%	1.7%	0.1%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.7%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	6.4%	0.0%	0.0%	1.7%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	5.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.6%	0.8%
Romford	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	3.3%	1.7%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	9.0%	8.2%	4.3%	5.3%	5.6%	0.3%
Subtotal	9.1%	16.1%	0.0%	0.0%	8.0%	0.9%	33.4%	44.9%	40.7%	21.1%	27.7%	5.2%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	53.3%	74.1%	82.4%	64.8%	50.6%	82.4%	66.6%	55.1%	59.3%	65.3%	64.4%	70.0%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	62.3%	90.2%	82.4%	64.8%	58.6%	83.3%	100.0%	100.0%	100.0%	86.4%	92.1%	75.3%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 4: AUDIO VISUAL + DOMESTIC ELECTRICAL - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	1.7%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Other	32.1%	15.8%	20.5%	32.9%	24.2%	25.3%	0.0%	1.7%	0.4%	3.7%	5.0%	25.3%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Shopping Centre-Other	0.9%	0.4%	3.4%	1.4%	5.6%	3.7%	0.0%	0.0%	0.0%	0.4%	0.4%	2.1%
Lakeside-Tesco Extra	0.9%	0.0%	1.0%	3.1%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%
Subtotal	33.9%	16.2%	26.7%	37.3%	29.8%	31.9%	0.0%	1.7%	0.4%	4.1%	5.7%	29.2%
TOWN CENTRE: GRAYS	4.4%	0.0%	4.9%	7.0%	4.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.5%	3.5%
LOCAL CENTRE: AVELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM	0.9%	2.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
LOCAL CENTRE: SOCKETTS HEATH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.7%	0.0%
LOCAL CENTRE: STANFORD-LE-HOPE	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
LOCAL CENTRE: TILBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Thurrock Park Way, Tilbury	1.8%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Way	0.0%	0.0%	1.1%	0.4%	1.9%	1.7%	2.6%	0.0%	0.4%	0.0%	0.9%	0.7%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	1.9%	0.0%	0.7%	0.4%	0.6%	3.3%	0.0%	0.0%	0.0%	0.0%	0.2%	1.1%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	3.7%	0.0%	1.8%	2.2%	2.5%	5.0%	2.6%	0.0%	0.4%	0.0%	1.1%	2.4%
THURROCK COUNCIL AREA	43.0%	18.4%	34.4%	47.1%	37.6%	37.3%	2.6%	1.7%	4.3%	4.1%	8.2%	36.1%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	3.8%	9.7%	0.3%	5.5%	4.4%	0.0%	0.0%	0.0%	37.2%	3.2%	9.3%	4.3%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.4%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	0.0%	0.0%	1.7%	0.0%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.4%	1.2%	0.0%	7.8%	25.0%	0.4%	0.0%	4.0%	0.2%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	1.1%	0.0%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	4.7%	1.5%	0.1%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dagenham	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.7%	0.5%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	8.4%	0.0%	0.0%	3.7%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	10.1%	0.0%	0.0%	1.4%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	1.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.5%	0.4%
Romford	0.0%	3.7%	0.0%	0.0%	4.9%	0.0%	0.0%	0.5%	0.0%	17.3%	5.7%	1.1%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.0%	2.4%	0.3%	0.9%	3.6%	1.4%	13.6%	24.3%	10.1%	2.7%	8.4%	1.3%
Subtotal	5.2%	19.2%	0.7%	6.9%	14.1%	1.7%	43.9%	68.3%	50.1%	33.4%	38.4%	7.8%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	51.8%	62.4%	64.9%	46.1%	48.3%	61.0%	53.6%	30.1%	45.6%	62.6%	53.4%	56.1%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	57.0%	81.6%	65.6%	52.9%	62.4%	62.7%	97.4%	98.3%	95.7%	95.9%	91.8%	63.9%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 5: BOOKS, STATIONERY & DRAWING MATERIALS - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Other	6.5%	2.8%	0.6%	0.7%	5.1%	1.6%	2.9%	0.0%	0.0%	1.5%	1.7%	2.5%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Shopping Centre-Other	3.4%	9.4%	25.5%	20.2%	17.1%	10.0%	0.0%	0.0%	0.0%	1.5%	2.3%	14.6%
Lakeside-Tesco Extra	1.3%	0.0%	4.2%	1.5%	6.9%	7.8%	0.0%	0.0%	0.0%	1.2%	0.8%	3.2%
Subtotal	11.2%	12.2%	30.4%	25.5%	29.1%	19.4%	2.9%	0.0%	0.0%	4.2%	4.8%	20.9%
TOWN CENTRE: GRAYS	15.2%	0.0%	5.4%	15.2%	5.4%	5.6%	0.0%	0.0%	0.0%	0.0%	1.0%	7.9%
LOCAL CENTRE: AVELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: CORRINGHAM	3.4%	13.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.3%
LOCAL CENTRE: SOCKETTS HEATH	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: SOUTH OCKENDON	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
LOCAL CENTRE: STANFORD-LE-HOPE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY	2.0%	0.0%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.3%	0.7%	0.6%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Thurrock Park Way, Tilbury	7.4%	0.0%	0.0%	6.9%	2.2%	10.8%	0.0%	0.0%	0.0%	0.0%	0.6%	4.6%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	1.2%	0.7%	4.9%	2.5%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	7.4%	0.0%	1.2%	7.6%	7.2%	13.3%	0.0%	0.0%	0.0%	0.0%	0.7%	5.8%
THURROCK COUNCIL AREA	40.6%	26.6%	38.2%	49.0%	43.1%	42.7%	2.9%	0.0%	0.0%	4.2%	7.2%	39.8%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	5.4%	5.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	23.7%	0.0%	4.3%	1.9%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	4.9%	0.0%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	6.3%	22.9%	0.0%	0.0%	3.7%	0.1%
Brentwood	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	7.2%	2.4%	0.2%
Central London	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1%	0.4%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.3%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.9%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	0.6%	0.0%	0.0%	2.4%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	28.3%	0.0%	0.0%	3.2%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	0.7%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	1.0%	1.5%
Romford	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	0.0%	0.0%	22.0%	7.3%	0.5%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.5%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
All Other Centres / Stores	2.1%	0.0%	0.0%	0.0%	13.4%	1.2%	5.8%	6.8%	10.6%	14.0%	8.9%	1.7%
Subtotal	8.1%	14.1%	0.6%	0.0%	21.4%	1.2%	42.8%	58.7%	41.2%	46.0%	40.3%	6.2%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	51.2%	59.3%	61.2%	51.0%	35.5%	56.1%	54.3%	41.3%	58.8%	49.7%	52.5%	53.9%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	59.4%	73.4%	61.8%	51.0%	56.9%	57.3%	97.1%	100.0%	100.0%	95.8%	92.8%	60.2%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 6: PET PRODUCTS, HOBBY ITEMS, SPORTSWEAR, CAMPING, CYCLING & MUSICAL INSTRUMENTS - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Home Bargains	0.6%	0.0%	0.9%	0.6%	0.7%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Lakeside Retail Park-Other	11.7%	3.8%	30.2%	22.3%	22.4%	27.9%	0.0%	0.0%	2.0%	3.1%	3.7%	18.9%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Shopping Centre-Other	12.7%	3.7%	4.0%	12.6%	15.5%	2.8%	0.0%	0.0%	0.0%	3.0%	2.0%	8.0%
Lakeside-Tesco Extra	0.6%	0.0%	0.0%	4.7%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%	1.3%
Subtotal	25.6%	7.5%	35.0%	42.0%	38.7%	33.2%	0.0%	0.0%	2.0%	6.1%	6.0%	29.2%
TOWN CENTRE: GRAYS	6.9%	3.8%	5.3%	9.9%	5.8%	2.6%	0.0%	0.0%	0.0%	0.0%	0.7%	5.8%
LOCAL CENTRE: AVELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM	0.6%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
LOCAL CENTRE: SOCKETTS HEATH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON	0.0%	0.0%	2.9%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
LOCAL CENTRE: STANFORD-LE-HOPE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.3%	0.0%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Asda, Thurrock Park Way, Tilbury	6.9%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.3%
B&Q, West Thurrock	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.6%	1.8%	0.0%	3.7%	2.9%	0.0%	0.0%	0.0%	0.0%	0.2%	1.3%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.6%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Subtotal	7.5%	1.3%	2.3%	0.6%	6.1%	4.5%	0.0%	0.0%	0.0%	0.0%	0.4%	3.2%
THURROCK COUNCIL AREA	40.7%	16.4%	45.4%	52.5%	50.6%	41.1%	0.0%	0.0%	3.5%	6.1%	7.6%	39.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	3.8%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.7%	2.2%	4.3%	1.4%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	3.0%	0.0%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	11.6%	0.0%	0.0%	3.0%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.6%	1.5%	0.0%	0.0%	0.0%	0.0%	3.3%	1.1%	0.3%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.4%	0.9%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	2.9%	0.0%	0.0%	3.0%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	33.8%	0.0%	0.0%	4.4%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
Pitsea	6.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	13.3%	0.0%	2.8%	2.8%
Romford	0.0%	0.0%	3.4%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	19.9%	6.6%	0.7%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	0.6%	1.3%	1.8%	0.6%	12.7%	0.8%	16.8%	9.7%	15.8%	9.3%	11.7%	2.1%
Subtotal	10.5%	13.8%	5.2%	1.2%	16.6%	0.8%	54.1%	57.9%	47.9%	35.1%	41.1%	7.2%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	48.9%	69.8%	49.4%	46.4%	32.8%	58.1%	45.9%	42.1%	48.7%	58.8%	51.2%	53.1%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	59.3%	83.6%	54.6%	47.5%	49.4%	58.9%	100.0%	100.0%	96.5%	93.9%	92.4%	60.3%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 7: FURNITURE, CARPETS, OTHER FLOOR COVERINGS AND HOUSEHOLD TEXTILES - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Other	26.5%	22.4%	32.9%	29.1%	23.1%	28.6%	1.6%	3.5%	8.1%	8.7%	8.2%	27.1%
Lakeside Shopping Centre-M&S	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Shopping Centre-Other	1.8%	2.9%	0.0%	3.3%	18.7%	0.8%	0.0%	0.0%	1.6%	0.4%	0.8%	3.8%
Lakeside-Tesco Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.7%	0.0%
Subtotal	33.3%	25.3%	33.3%	32.4%	41.8%	29.3%	1.6%	3.5%	14.0%	9.1%	9.8%	31.7%
TOWN CENTRE: GRAYS	2.3%	0.5%	3.9%	2.3%	5.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	2.1%
LOCAL CENTRE: AVELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM	0.0%	1.9%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
LOCAL CENTRE: SOCKETTS HEATH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: STANFORD-LE-HOPE	0.0%	1.5%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.4%
LOCAL CENTRE: TILBURY	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Thurrock Park Way, Tilbury	6.7%	0.5%	0.0%	0.0%	2.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.2%	1.5%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	5.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Costco, West Thurrock Way	0.6%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
IKEA, West Thurrock Way	16.4%	0.0%	3.2%	7.1%	0.7%	2.9%	4.2%	4.3%	1.7%	4.3%	3.9%	4.9%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	0.0%	0.5%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	1.5%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.7%
Subtotal	23.7%	1.9%	3.2%	8.1%	11.1%	6.8%	4.2%	4.3%	1.7%	4.3%	4.3%	8.3%
THURROCK COUNCIL AREA	59.3%	31.1%	41.9%	49.4%	58.1%	37.3%	5.8%	7.7%	15.7%	13.8%	14.8%	44.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	6.7%	7.5%	1.0%	1.9%	0.0%	0.0%	0.0%	0.0%	35.6%	0.4%	6.3%	3.1%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.2%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	1.1%	0.0%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	22.0%	2.3%	0.0%	3.9%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.5%	0.0%
Central London	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	2.6%	0.0%	0.0%	0.0%	0.8%	0.1%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.4%	0.3%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	10.4%	0.0%	0.0%	4.0%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	11.0%	0.0%	0.0%	1.8%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	0.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.3%	0.2%
Romford	4.4%	5.9%	12.8%	0.5%	3.3%	2.9%	0.0%	1.7%	31.6%	12.2%	12.2%	4.7%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	1.4%	0.0%	0.0%	0.7%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.2%	0.0%
All Other Centres / Stores	1.2%	3.6%	2.9%	1.9%	28.0%	3.6%	16.1%	15.8%	16.3%	15.5%	14.7%	5.4%
Subtotal	12.8%	17.4%	16.6%	4.3%	32.7%	6.5%	47.1%	60.6%	58.6%	49.7%	47.1%	13.6%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	27.9%	51.5%	41.5%	46.3%	9.2%	56.2%	47.1%	31.7%	25.6%	36.5%	38.1%	41.7%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	40.7%	68.9%	58.1%	50.6%	41.9%	62.7%	94.2%	92.3%	84.3%	86.2%	85.2%	55.3%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 8: DIY GOODS, DECORATING SUPPLIES AND GARDEN PRODUCTS - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	2.7%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Lakeside Retail Park-Other	8.5%	5.6%	18.7%	13.2%	13.1%	10.7%	0.0%	0.0%	0.0%	0.0%	1.5%	11.4%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Shopping Centre-Other	0.0%	0.0%	0.0%	2.2%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%
Lakeside-Tesco Extra	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	9.8%	5.6%	21.4%	17.6%	13.1%	11.1%	0.0%	0.0%	0.0%	0.0%	1.7%	13.2%
TOWN CENTRE: GRAYS												
Grays	2.6%	4.0%	13.6%	8.7%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.8%	6.0%
LOCAL CENTRE: AVELEY												
Aveley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM												
Corringham	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
LOCAL CENTRE: SOCKETTS HEATH												
Socketts Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
South Ockendon	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: STANFORD-LE-HOPE												
Stanford-le-Hope	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY												
Tilbury	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	4.5%	4.9%	1.4%	0.0%	2.6%	0.0%	0.0%	0.0%	1.0%	0.0%	0.5%	2.1%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Asda, Thurrock Park Way, Tilbury	0.6%	0.0%	0.0%	1.7%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
B&Q, West Thurrock	40.6%	14.7%	41.1%	40.1%	22.0%	35.5%	9.1%	0.0%	0.0%	1.1%	7.2%	32.6%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, London Road, Grays	0.0%	4.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.9%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
Toolstation, Motherwell Way	0.6%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
All Other Out-of-Centre Locations	8.4%	3.2%	6.4%	6.6%	10.4%	9.4%	0.0%	0.0%	0.5%	3.7%	2.2%	6.9%
Subtotal	50.2%	21.9%	50.6%	50.5%	37.1%	48.9%	9.1%	0.0%	0.5%	4.8%	9.8%	43.1%
THURROCK COUNCIL AREA	71.7%	37.2%	87.0%	76.9%	52.8%	63.6%	9.1%	0.0%	1.5%	4.8%	12.9%	65.1%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	7.6%	34.1%	0.5%	3.3%	0.0%	3.1%	0.0%	0.0%	47.3%	0.0%	10.3%	9.5%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	1.2%	0.0%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%
Brentwood	0.0%	0.0%	0.0%	0.0%	2.6%	1.4%	0.0%	0.0%	0.0%	6.4%	2.0%	0.5%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.1%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	21.8%	3.8%	0.0%	0.0%	6.6%	0.6%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	88.1%	0.0%	0.0%	8.0%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	1.3%	0.2%
Romford	0.0%	0.0%	0.0%	0.0%	31.2%	4.6%	0.0%	0.0%	0.0%	58.7%	18.8%	3.6%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.6%	0.0%	0.0%	0.0%	4.1%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	1.3%	6.4%	2.2%	0.5%	4.4%	0.0%	27.2%	3.8%	29.2%	6.1%	15.8%	2.4%
Subtotal	10.2%	40.5%	2.7%	3.8%	38.1%	12.7%	70.5%	96.2%	83.4%	71.5%	68.4%	16.8%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	18.1%	22.4%	10.3%	19.3%	9.0%	23.6%	20.4%	3.8%	15.1%	23.6%	18.7%	18.1%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	28.3%	62.8%	13.0%	23.1%	47.2%	36.4%	90.9%	100.0%	98.5%	95.2%	87.1%	34.9%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 9: PERSONAL CARE PRODUCTS AND MEDICAL GOODS - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	2.0%	3.2%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.4%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Retail Park-Other	2.2%	0.7%	2.0%	7.0%	6.3%	2.8%	2.8%	0.0%	0.0%	0.3%	1.3%	3.4%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Shopping Centre-Other	10.5%	1.4%	17.1%	6.0%	5.5%	13.1%	0.0%	0.0%	0.9%	2.6%	2.1%	8.8%
Lakeside-Tesco Extra	3.1%	0.7%	15.0%	5.1%	5.2%	5.7%	0.4%	0.0%	0.0%	2.8%	1.7%	5.7%
Subtotal	15.9%	2.8%	36.0%	21.8%	20.9%	23.6%	3.2%	0.0%	0.9%	5.7%	5.4%	19.8%
TOWN CENTRE: GRAYS												
Grays	20.2%	0.0%	19.7%	26.0%	12.3%	2.7%	0.0%	0.0%	0.0%	0.3%	1.8%	13.8%
LOCAL CENTRE: AVELEY												
Aveley	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: CORRINGHAM												
Corringham	4.9%	55.6%	0.3%	2.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	12.4%
LOCAL CENTRE: SOCKETTS HEATH												
Socketts Heath	0.4%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
LOCAL CENTRE: SOUTH OCKENDON												
South Ockendon	0.0%	0.0%	0.0%	0.0%	0.0%	21.4%	0.0%	0.0%	0.0%	0.0%	0.5%	3.8%
LOCAL CENTRE: STANFORD-LE-HOPE												
Stanford-le-Hope	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY												
Tilbury	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.7%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	4.9%	1.4%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.9%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	4.2%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.2%
Asda, Thurrock Park Way, Tilbury	8.3%	2.1%	0.0%	8.7%	7.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.2%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Way	0.0%	0.0%	1.0%	0.4%	0.0%	0.4%	0.0%	0.5%	0.0%	0.0%	0.1%	0.3%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	6.2%	3.2%	1.2%	5.7%	0.0%	0.0%	0.0%	0.0%	0.4%	2.9%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	12.6%	2.1%	7.2%	14.7%	8.4%	6.1%	0.0%	0.5%	0.0%	0.0%	1.1%	8.7%
THURROCK COUNCIL AREA	70.2%	62.0%	68.9%	64.8%	44.5%	54.6%	3.2%	0.5%	0.9%	6.0%	10.8%	62.4%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Basildon	5.1%	7.9%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	37.2%	0.0%	6.7%	2.5%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.7%	0.0%	0.0%	0.0%	5.6%	0.0%
Bluewater Shopping Centre	2.9%	0.0%	0.0%	0.0%	0.0%	4.8%	8.1%	15.2%	0.0%	0.0%	3.6%	1.3%
Brentwood	0.4%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	13.6%	4.7%	0.2%
Central London	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.2%	0.0%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	1.4%	1.0%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	0.0%	0.0%	0.0%	3.0%	0.0%
Gravesend	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	2.4%	56.3%	0.0%	0.0%	5.1%	0.4%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.0%
Pitsea	1.4%	9.4%	0.0%	0.0%	0.6%	0.0%	0.0%	11.8%	0.0%	0.0%	2.3%	2.1%
Romford	3.4%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	21.2%	7.3%	0.7%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.7%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.5%	0.0%
All Other Centres / Stores	0.0%	3.5%	0.3%	0.4%	35.4%	2.0%	25.0%	12.9%	31.0%	25.8%	22.8%	3.9%
Subtotal	13.1%	20.8%	2.5%	0.4%	44.1%	6.8%	71.5%	84.4%	84.3%	62.0%	64.1%	11.1%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	16.7%	17.2%	28.6%	34.8%	11.4%	38.6%	25.4%	15.1%	14.8%	32.0%	25.1%	26.5%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	29.8%	38.0%	31.1%	35.2%	55.5%	45.4%	96.8%	99.5%	99.1%	94.0%	89.2%	37.6%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 10: ALL OTHER GOODS (JEWELLERY, GLASSWARE, TABLEWARE HOUSEHOLD UTENSILS) - 2025 MARKET SHARE ANALYSIS (%)

THURROCK COUNCIL AREA	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	0.0%	0.0%	2.7%	0.6%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.0%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	1.2%	0.0%
Lakeside Retail Park-Other	0.9%	5.2%	8.0%	6.8%	11.3%	3.7%	0.0%	6.7%	0.5%	6.5%	3.6%	5.8%
Lakeside Shopping Centre-M&S	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lakeside Shopping Centre-Other	23.1%	6.8%	24.9%	22.4%	23.7%	16.4%	0.0%	0.0%	10.5%	8.1%	6.5%	19.2%
Lakeside-Tesco Extra	0.0%	0.0%	5.7%	0.6%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%	1.2%
Subtotal	23.9%	12.0%	41.3%	30.4%	35.1%	22.9%	3.8%	6.7%	11.0%	14.5%	11.5%	27.2%
TOWN CENTRE: GRAYS	16.7%	0.0%	19.1%	25.2%	5.8%	5.5%	0.0%	0.0%	0.0%	0.0%	1.4%	13.0%
LOCAL CENTRE: AVELEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
LOCAL CENTRE: SOCKETTS HEATH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: STANFORD-LE-HOPE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: TILBURY	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Thurrock Park Way, Tilbury	10.1%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.9%
B&Q, West Thurrock	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Costco, West Thurrock Way	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
IKEA, West Thurrock Way	0.0%	0.0%	0.0%	0.6%	0.0%	2.6%	0.0%	3.2%	2.6%	2.5%	1.6%	0.6%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.0%	0.0%	1.1%	0.6%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.5%
Screwfix, London Road, Grays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Toolstation, Motherwell Way	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out-of-Centre Locations	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Subtotal	10.1%	0.0%	1.1%	7.7%	4.4%	3.9%	0.0%	3.2%	2.6%	2.5%	2.0%	4.5%
THURROCK COUNCIL AREA	57.4%	12.5%	61.5%	63.3%	45.3%	32.2%	3.8%	9.9%	13.6%	17.0%	15.1%	45.9%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%	0.0%
Basildon	2.6%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	2.5%	1.0%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%	2.9%	0.0%
Bluewater Shopping Centre	6.7%	0.5%	0.0%	0.0%	4.4%	0.4%	12.9%	48.4%	2.7%	0.0%	8.2%	1.6%
Brentwood	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.0%	0.4%	0.1%
Central London	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.6%	5.1%	2.2%	2.5%	1.8%	0.3%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%	0.0%
Chelmsford	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.3%
Dagenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.6%	0.0%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%	0.0%	0.3%	0.0%
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	0.0%	1.0%	0.0%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Pitsea	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	1.1%	0.7%
Romford	0.0%	0.0%	0.0%	0.0%	0.9%	4.6%	0.0%	0.0%	0.0%	16.4%	6.1%	0.9%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Centres / Stores	8.7%	3.1%	2.8%	0.6%	17.7%	0.8%	12.0%	3.1%	10.8%	2.0%	6.7%	4.3%
Subtotal	18.0%	11.5%	4.4%	0.6%	26.6%	5.8%	36.0%	71.5%	39.8%	24.0%	31.9%	9.2%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING	24.6%	76.0%	34.1%	36.1%	28.1%	61.9%	60.1%	18.6%	46.6%	59.0%	53.0%	44.9%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	42.6%	87.5%	38.5%	36.7%	54.7%	67.8%	96.2%	90.1%	86.4%	83.0%	84.9%	54.1%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Appendix 16:

Comparison Goods Turnover (Excluding SFT) – Sensitivity

TABLE 1: ALL COMPARISON GOODS - 2025 MARKET SHARE ANALYSIS (%)
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	0.1%	0.0%	0.1%	0.0%	0.8%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Lakeside Retail Park-Home Bargains	0.9%	0.0%	1.8%	1.3%	0.1%	1.9%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%
Lakeside Retail Park-Lidl	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%	0.1%
Lakeside Retail Park-Other	18.6%	15.5%	25.4%	24.4%	18.8%	27.3%	2.1%	1.6%	2.5%	5.7%	5.6%	21.9%
Lakeside Shopping Centre-M&S	0.7%	0.4%	0.4%	1.1%	0.5%	1.0%	0.6%	0.0%	0.0%	1.7%	0.8%	0.7%
Lakeside Shopping Centre-Other	20.8%	9.8%	26.8%	23.0%	22.9%	24.3%	0.7%	0.1%	5.9%	8.9%	6.7%	21.2%
Lakeside-Tesco Extra	1.4%	0.3%	5.7%	3.7%	1.8%	4.8%	0.1%	0.0%	0.8%	1.1%	0.9%	3.0%
Subtotal	42.6%	26.0%	60.1%	54.0%	45.0%	59.3%	4.1%	1.6%	9.2%	17.3%	14.3%	48.1%
TOWN CENTRE: GRAYS												
Grays	12.6%	2.0%	16.4%	20.3%	7.8%	4.9%	0.0%	0.0%	0.0%	0.7%	1.6%	11.6%
LOCAL CENTRE: AVELEY												
Aveley	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: CORRINGHAM												
Corringham	2.4%	21.4%	0.1%	1.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	4.4%
LOCAL CENTRE: SOCKETTS HEATH												
Socketts Heath	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRE: SOUTH OCKENDON												
South Ockendon	0.1%	0.0%	0.6%	0.0%	0.0%	7.8%	0.0%	0.0%	0.7%	0.0%	0.3%	1.3%
LOCAL CENTRE: STANFORD-LE-HOPE												
Stanford-le-Hope	0.0%	0.5%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%
LOCAL CENTRE: TILBURY												
Tilbury	4.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.8%
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.9%	1.2%	1.8%	0.8%	0.3%	0.0%	0.0%	0.0%	0.4%	0.2%	0.3%	1.1%
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	1.1%	0.0%	0.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Asda, Thurrock Park Way, Tilbury	7.8%	0.9%	0.4%	5.3%	3.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.4%	3.3%
B&Q, West Thurrock	4.0%	2.3%	4.9%	4.4%	3.3%	4.9%	1.0%	0.0%	0.0%	0.1%	0.8%	4.0%
Costco, West Thurrock Way	0.1%	0.0%	0.5%	0.3%	0.8%	1.2%	0.5%	0.1%	0.1%	0.0%	0.2%	0.4%
IKEA, West Thurrock Way	2.9%	0.0%	0.6%	1.4%	0.1%	1.0%	1.0%	1.0%	0.6%	1.4%	1.1%	1.1%
Sainsbury's Superstore, Howard Road, Chafford Hundred	0.4%	0.2%	4.0%	1.5%	1.5%	5.1%	0.0%	0.0%	0.0%	0.0%	0.2%	2.0%
Screwfix, London Road, Grays	0.0%	0.6%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Screwfix, Thurrock Business Centre	0.0%	0.0%	0.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Toolstation, Motherwell Way	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
All Other Out-of-Centre Locations	1.0%	0.8%	0.8%	0.8%	1.9%	1.3%	0.0%	0.0%	0.1%	0.4%	0.3%	1.0%
Subtotal	17.3%	4.8%	11.6%	14.6%	10.9%	15.0%	2.4%	1.1%	0.7%	1.9%	3.0%	12.5%
THURROCK COUNCIL AREA	81.2%	55.8%	91.2%	91.0%	64.8%	87.4%	6.5%	2.8%	11.1%	20.3%	20.2%	80.0%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%
Basildon	8.0%	17.7%	0.4%	3.3%	2.4%	0.5%	0.0%	0.0%	49.1%	1.2%	10.3%	5.6%
Bexley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	0.1%	0.0%	0.0%	5.3%	0.0%
Bluewater Shopping Centre	2.2%	0.9%	0.4%	2.0%	1.1%	3.0%	18.2%	35.1%	0.9%	0.0%	8.7%	1.6%
Brentwood	0.1%	0.0%	0.0%	0.1%	1.3%	0.2%	0.0%	0.0%	0.1%	10.1%	3.3%	0.2%
Central London	0.6%	2.7%	0.2%	1.2%	0.8%	1.2%	1.2%	0.6%	0.8%	2.8%	1.6%	1.2%
Chatham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Chelmsford	0.0%	0.2%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	1.0%	0.5%	0.4%	0.1%
Dagenham	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	2.0%	1.5%	1.1%	0.1%
Dartford	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	16.0%	4.7%	0.0%	0.0%	4.9%	0.1%
Gravesend	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	5.2%	40.2%	0.0%	0.0%	5.2%	0.2%
Greenhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%
Pitsea	2.7%	7.8%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	10.3%	0.0%	2.2%	1.8%
Romford	2.2%	4.5%	3.1%	0.2%	7.1%	2.8%	0.0%	0.1%	0.3%	43.1%	14.3%	2.9%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.2%	0.0%	0.0%	0.9%	0.0%
Thamesmead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.2%	0.0%
All Other Centres / Stores	3.0%	9.6%	3.7%	2.2%	21.7%	4.4%	28.4%	16.1%	24.2%	20.4%	21.3%	6.3%
Subtotal	18.8%	44.2%	8.8%	9.0%	35.2%	12.6%	93.5%	97.2%	88.9%	79.7%	79.8%	20.0%
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA	18.8%	44.2%	8.8%	9.0%	35.2%	12.6%	93.5%	97.2%	88.9%	79.7%	79.8%	20.0%
OVERALL TOTAL	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 2: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.1	£0.0	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Lakeside Retail Park-Home Bargains	£0.6	£0.0	£1.4	£1.4	£0.1	£1.6	£0.0	£0.0	£0.0	£0.0	£4.9	£5.0
Lakeside Retail Park-Lidl	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£6.3	£0.0	£0.0	£0.0	£6.8	£0.7
Lakeside Retail Park-Other	£13.0	£14.6	£19.4	£26.6	£7.4	£22.4	£23.3	£4.5	£16.5	£74.1	£215.5	£103.2
Lakeside Shopping Centre-M&S	£0.5	£0.3	£0.3	£1.2	£0.2	£0.8	£6.3	£0.0	£0.0	£21.7	£29.8	£3.3
Lakeside Shopping Centre-Other	£14.5	£9.2	£20.5	£25.0	£9.1	£19.9	£7.5	£0.2	£39.1	£116.0	£255.7	£99.7
Lakeside-Tesco Extra	£1.0	£0.3	£4.4	£4.0	£0.7	£3.9	£1.1	£0.0	£5.3	£14.5	£34.3	£14.2
Subtotal	£29.6	£24.5	£46.1	£58.8	£17.8	£48.7	£44.6	£4.7	£60.9	£226.3	£547.5	£226.8
TOWN CENTRE: GRAYS												
	£8.8	£1.9	£12.5	£22.1	£3.1	£4.0	£0.0	£0.0	£0.0	£9.3	£61.6	£54.7
LOCAL CENTRE: AVELEY												
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
LOCAL CENTRE: CORRINGHAM												
	£1.7	£20.1	£0.1	£1.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£20.1	£20.8
LOCAL CENTRE: SOCKETTS HEATH												
	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
LOCAL CENTRE: SOUTH OCKENDON												
	£0.0	£0.0	£0.5	£0.0	£0.0	£6.4	£0.0	£0.0	£4.8	£0.0	£11.0	£6.0
LOCAL CENTRE: STANFORD-LE-HOPE												
	£0.0	£0.5	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£2.0	£0.7
LOCAL CENTRE: TILBURY												
	£2.9	£0.0	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.4	£3.5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.3	£1.1	£1.4	£0.9	£0.1	£0.0	£0.0	£0.0	£2.8	£2.5	£10.3	£5.0
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£0.7	£0.0	£0.1	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.7
Asda, Thurrock Park Way, Tilbury	£5.4	£0.9	£0.3	£5.7	£1.3	£0.9	£0.0	£0.0	£0.0	£0.0	£15.0	£15.5
B&Q, West Thurrock	£2.8	£2.1	£3.7	£4.8	£1.3	£4.0	£10.8	£0.0	£0.0	£1.5	£30.2	£18.8
Costco, West Thurrock Way	£0.1	£0.0	£0.4	£0.3	£0.3	£0.9	£5.0	£0.3	£0.6	£0.0	£7.9	£2.0
IKEA, West Thurrock Way	£2.0	£0.0	£0.5	£1.6	£0.1	£0.9	£10.8	£3.0	£3.9	£18.8	£41.0	£5.1
Sainsbury's Superstore, Howard Road, Chafford Hundred	£0.3	£0.2	£3.0	£1.6	£0.6	£4.2	£0.0	£0.0	£0.0	£0.0	£9.3	£9.6
Screwfix, London Road, Grays	£0.0	£0.5	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.7
Screwfix, Thurrock Business Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5
Toolstation, Motherwell Way	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3
All Other Out-of-Centre Locations	£0.7	£0.8	£0.6	£0.9	£0.7	£1.0	£0.0	£0.0	£0.4	£5.0	£9.7	£4.8
Subtotal	£12.0	£4.5	£8.9	£15.9	£4.3	£12.4	£26.7	£3.3	£4.9	£25.3	£116.0	£59.0
THURROCK COUNCIL AREA												
	£56.5	£52.6	£69.9	£99.0	£25.7	£71.7	£71.3	£8.0	£73.3	£264.8	£772.3	£376.9
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£1.5	£2.4	£0.0
Basildon	£5.6	£16.7	£0.3	£3.6	£1.0	£0.4	£0.0	£0.0	£324.2	£15.9	£394.9	£26.3
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.0	£0.0	£0.0	£0.0	£6.7	£0.0
Bexleyheath	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£209.8	£0.2	£0.0	£0.0	£203.2	£0.0
Bluewater Shopping Centre	£1.5	£0.8	£0.3	£2.2	£0.5	£2.5	£200.1	£101.6	£6.0	£0.0	£332.7	£7.7
Brentwood	£0.1	£0.0	£0.0	£0.1	£0.5	£0.2	£0.0	£0.0	£0.7	£132.4	£126.3	£1.0
Central London	£0.4	£2.6	£0.2	£1.3	£0.3	£1.0	£13.3	£1.8	£5.3	£36.1	£60.2	£5.5
Chatham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£0.0	£0.0	£1.1	£0.0
Chelmsford	£0.0	£0.2	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£6.6	£6.6	£13.9	£0.5
Dagenham	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£7.1	£0.0	£13.5	£19.7	£40.7	£0.6
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£176.3	£13.4	£0.0	£0.0	£187.4	£0.3
Gravesend	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£56.7	£116.0	£0.0	£0.0	£198.4	£0.7
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.3	£0.0	£0.0	£0.0	£3.2	£0.0
Pitsea	£1.9	£7.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£68.1	£0.0	£82.6	£8.4
Romford	£1.6	£4.3	£2.3	£0.2	£2.8	£2.3	£0.0	£0.2	£2.1	£562.5	£545.0	£13.6
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£33.5	£0.6	£0.0	£0.0	£33.2	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.3	£0.0	£0.0	£0.0	£7.0	£0.0
All Other Centres / Stores	£2.1	£9.1	£2.9	£2.4	£8.6	£3.6	£311.5	£46.4	£160.0	£266.6	£813.1	£29.6
Subtotal	£13.1	£41.6	£6.7	£9.8	£13.9	£10.4	£1,027.1	£281.0	£586.7	£1,041.3	£3,052.2	£94.2
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
	£13.1	£41.6	£6.7	£9.8	£13.9	£10.4	£1,027.1	£281.0	£586.7	£1,041.3	£3,052.2	£94.2
OVERALL TOTAL												
	£69.6	£94.2	£76.7	£108.8	£39.6	£82.1	£1,098.4	£288.9	£660.0	£1,306.1	£3,824.5	£471.1

TABLE 3: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.1	£0.0	£0.1	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Lakeside Retail Park-Home Bargains	£0.7	£0.0	£1.6	£1.6	£0.1	£1.8	£0.0	£0.0	£0.0	£0.0	£5.4	£5.8
Lakeside Retail Park-Lidl	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£7.1	£0.0	£0.0	£0.0	£7.5	£0.8
Lakeside Retail Park-Other	£14.9	£16.6	£22.6	£30.5	£8.4	£25.8	£26.0	£4.9	£18.2	£81.6	£239.2	£118.4
Lakeside Shopping Centre-M&S	£0.6	£0.4	£0.4	£1.3	£0.2	£0.9	£7.0	£0.0	£0.0	£23.9	£33.1	£3.8
Lakeside Shopping Centre-Other	£16.7	£10.5	£23.8	£28.7	£10.3	£22.9	£8.4	£0.2	£43.1	£127.7	£283.9	£114.4
Lakeside-Tesco Extra	£1.1	£0.4	£5.1	£4.6	£0.8	£4.5	£1.3	£0.0	£5.8	£16.0	£38.1	£16.3
Subtotal	£34.2	£27.9	£53.5	£67.5	£20.2	£55.9	£49.7	£5.1	£67.1	£249.3	£607.8	£260.3
TOWN CENTRE: GRAYS												
	£10.1	£2.1	£14.6	£25.4	£3.5	£4.7	£0.0	£0.0	£0.0	£10.2	£68.4	£62.8
LOCAL CENTRE: AVELEY												
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
LOCAL CENTRE: CORRINGHAM												
	£1.9	£22.9	£0.1	£1.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£22.3	£23.8
LOCAL CENTRE: SOCKETTS HEATH												
	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3
LOCAL CENTRE: SOUTH OCKENDON												
	£0.1	£0.0	£0.5	£0.0	£0.0	£7.4	£0.0	£0.0	£5.2	£0.0	£12.2	£6.9
LOCAL CENTRE: STANFORD-LE-HOPE												
	£0.0	£0.5	£0.2	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£2.2	£0.8
LOCAL CENTRE: TILBURY												
	£3.4	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.8	£4.1
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.5	£1.3	£1.6	£1.0	£0.1	£0.0	£0.0	£0.0	£3.1	£2.8	£11.4	£5.7
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£0.9	£0.0	£0.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£1.9
Asda, Thurrock Patk Way, Tilbury	£6.3	£1.0	£0.4	£6.6	£1.5	£1.0	£0.0	£0.0	£0.0	£0.0	£16.7	£17.8
B&Q, West Thurrock	£3.2	£2.4	£4.3	£5.5	£1.5	£4.6	£12.1	£0.0	£0.0	£1.7	£33.5	£21.6
Costco, West Thurrock Way	£0.1	£0.0	£0.5	£0.4	£0.4	£1.1	£5.6	£0.3	£0.7	£0.0	£8.8	£2.4
IKEA, West Thurrock Way	£2.3	£0.0	£0.5	£1.8	£0.1	£1.0	£12.0	£3.3	£4.3	£20.7	£45.5	£5.9
Sainsbury's Superstore, Howard Road, Chafford Hundred	£0.3	£0.2	£3.5	£1.9	£0.7	£4.8	£0.0	£0.0	£0.0	£0.0	£10.3	£11.0
Screwfix, London Road, Grays	£0.0	£0.6	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.8
Screwfix, Thurrock Business Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5
Toolstation, Motherwell Way	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
All Other Out-of-Centre Locations	£0.8	£0.9	£0.7	£1.1	£0.8	£1.2	£0.0	£0.0	£0.4	£5.5	£10.8	£5.5
Subtotal	£13.9	£5.1	£10.4	£18.3	£4.9	£14.2	£29.7	£3.6	£5.4	£27.9	£128.8	£67.7
THURROCK COUNCIL AREA												
	£65.2	£59.8	£81.2	£113.7	£29.0	£82.5	£79.4	£8.7	£80.8	£291.7	£857.4	£432.6
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£1.7	£2.6	£0.0
Basildon	£6.4	£19.0	£0.4	£4.2	£1.1	£0.5	£0.0	£0.0	£357.1	£17.5	£438.4	£30.1
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.8	£0.0	£0.0	£0.0	£7.5	£0.0
Bexleyheath	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£233.8	£0.2	£0.0	£0.0	£225.6	£0.0
Bluewater Shopping Centre	£1.7	£1.0	£0.4	£2.5	£0.5	£2.9	£223.0	£111.0	£6.6	£0.0	£369.4	£8.8
Brentwood	£0.1	£0.0	£0.0	£0.2	£0.6	£0.2	£0.0	£0.0	£0.8	£145.8	£140.3	£1.2
Central London	£0.5	£2.9	£0.2	£1.5	£0.3	£1.1	£14.9	£2.0	£5.9	£39.7	£66.8	£6.3
Chatham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.7	£0.0	£0.0	£1.3	£0.0
Chelmsford	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£7.3	£7.2	£15.5	£0.6
Dagenham	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£7.9	£0.0	£14.9	£21.7	£45.2	£0.6
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£196.4	£14.7	£0.0	£0.0	£208.1	£0.4
Gravesend	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£63.1	£126.8	£0.0	£0.0	£220.3	£0.9
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.7	£0.0	£0.0	£0.0	£3.6	£0.0
Pitsea	£2.2	£8.3	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£75.0	£0.0	£91.7	£9.7
Romford	£1.8	£4.8	£2.7	£0.3	£3.2	£2.6	£0.0	£0.3	£2.4	£619.6	£605.1	£15.6
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£37.3	£0.7	£0.0	£0.0	£36.8	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.1	£0.0	£0.0	£0.0	£7.8	£0.0
All Other Centres / Stores	£2.4	£10.3	£3.3	£2.7	£9.7	£4.2	£347.1	£50.7	£176.3	£293.7	£902.7	£34.0
Subtotal	£15.1	£47.4	£7.8	£11.3	£15.7	£11.9	£1,144.5	£307.1	£646.2	£1,146.9	£3,388.5	£108.1
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
	£15.1	£47.4	£7.8	£11.3	£15.7	£11.9	£1,144.5	£307.1	£646.2	£1,146.9	£3,388.5	£108.1
OVERALL TOTAL												
	£80.3	£107.2	£89.0	£125.0	£44.8	£94.4	£1,224.0	£315.8	£727.0	£1,438.5	£4,245.9	£540.7

TABLE 4: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.1	£0.0	£0.1	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.7	£0.8
Lakeside Retail Park-Home Bargains	£0.9	£0.0	£1.9	£1.9	£0.1	£2.1	£0.0	£0.0	£0.0	£0.0	£6.1	£6.7
Lakeside Retail Park-Lidl	£0.0	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.5	£0.9
Lakeside Retail Park-Other	£17.5	£19.2	£26.7	£35.6	£9.7	£30.2	£29.3	£5.4	£20.4	£91.2	£269.7	£138.3
Lakeside Shopping Centre-M&S	£0.7	£0.5	£0.4	£1.5	£0.3	£1.1	£8.0	£0.0	£0.0	£26.8	£37.3	£4.5
Lakeside Shopping Centre-Other	£19.6	£12.2	£28.2	£33.5	£11.9	£26.8	£9.5	£0.2	£48.2	£142.9	£320.1	£133.7
Lakeside-Tesco Extra	£1.3	£0.4	£6.0	£5.4	£1.0	£5.2	£1.4	£0.0	£6.5	£17.9	£42.9	£19.1
Subtotal	£40.1	£32.3	£63.3	£78.7	£23.3	£65.4	£56.1	£5.7	£75.1	£278.8	£685.3	£304.0
TOWN CENTRE: GRAYS												
	£11.9	£2.4	£17.2	£29.6	£4.0	£5.4	£0.0	£0.0	£0.0	£11.4	£77.1	£73.4
LOCAL CENTRE: AVELEY												
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3
LOCAL CENTRE: CORRINGHAM												
	£2.3	£26.5	£0.1	£1.4	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£25.1	£27.9
LOCAL CENTRE: SOCKETTS HEATH												
	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
LOCAL CENTRE: SOUTH OCKENDON												
	£0.1	£0.0	£0.6	£0.0	£0.0	£8.6	£0.0	£0.0	£5.9	£0.0	£13.8	£8.0
LOCAL CENTRE: STANFORD-LE-HOPE												
	£0.0	£0.6	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£2.5	£0.9
LOCAL CENTRE: TILBURY												
	£3.9	£0.0	£0.3	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.3	£4.7
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£1.8	£1.5	£1.9	£1.2	£0.2	£0.0	£0.0	£0.0	£3.5	£3.1	£12.9	£6.7
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£1.0	£0.0	£0.1	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.3
Asda, Thurrock Patk Way, Tilbury	£7.3	£1.1	£0.5	£7.7	£1.7	£1.2	£0.0	£0.0	£0.0	£0.0	£18.8	£20.8
B&Q, West Thurrock	£3.8	£2.8	£5.1	£6.4	£1.7	£5.4	£13.6	£0.0	£0.0	£1.9	£37.7	£25.3
Costco, West Thurrock Way	£0.1	£0.0	£0.6	£0.4	£0.4	£1.3	£6.3	£0.4	£0.8	£0.0	£9.9	£2.7
IKEA, West Thurrock Way	£2.7	£0.0	£0.6	£2.1	£0.1	£1.1	£13.6	£3.6	£4.8	£23.1	£51.3	£6.8
Sainsbury's Superstore, Howard Road, Chafford Hundred	£0.4	£0.2	£4.2	£2.2	£0.8	£5.6	£0.0	£0.0	£0.0	£0.0	£11.6	£12.8
Screwfix, London Road, Grays	£0.0	£0.7	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.9
Screwfix, Thurrock Business Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Toolstation, Motherwell Way	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
All Other Out-of-Centre Locations	£0.9	£1.0	£0.8	£1.2	£1.0	£1.4	£0.0	£0.0	£0.4	£6.2	£12.2	£6.4
Subtotal	£16.3	£5.9	£12.3	£21.3	£5.6	£16.6	£33.6	£4.0	£6.0	£31.2	£145.2	£79.1
THURROCK COUNCIL AREA												
	£76.4	£69.3	£96.0	£132.6	£33.5	£96.4	£89.7	£9.7	£90.4	£326.2	£966.6	£505.2
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£1.9	£3.0	£0.0
Basildon	£7.5	£22.0	£0.4	£4.9	£1.2	£0.6	£0.0	£0.0	£399.6	£19.6	£494.2	£35.2
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£8.8	£0.0	£0.0	£0.0	£8.4	£0.0
Bexleyheath	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£263.9	£0.2	£0.0	£0.0	£254.4	£0.0
Bluewater Shopping Centre	£2.0	£1.1	£0.4	£2.9	£0.6	£3.3	£251.8	£123.5	£7.4	£0.0	£416.4	£10.3
Brentwood	£0.1	£0.0	£0.0	£0.2	£0.7	£0.2	£0.0	£0.0	£0.9	£163.1	£158.1	£1.4
Central London	£0.6	£3.4	£0.2	£1.8	£0.4	£1.3	£16.8	£2.2	£6.6	£44.5	£75.3	£7.3
Chatham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.8	£0.0	£0.0	£1.4	£0.0
Chelmsford	£0.0	£0.3	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£8.2	£8.1	£17.4	£0.7
Dagenham	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£8.9	£0.0	£16.7	£24.3	£51.0	£0.7
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£221.7	£16.4	£0.0	£0.0	£234.6	£0.5
Gravesend	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£71.3	£141.1	£0.0	£0.0	£248.3	£1.0
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2	£0.0	£0.0	£0.0	£4.0	£0.0
Pitsea	£2.5	£9.6	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£83.9	£0.0	£103.4	£11.3
Romford	£2.1	£5.6	£3.2	£0.3	£3.7	£3.1	£0.0	£0.3	£2.6	£693.0	£682.2	£18.2
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£42.1	£0.8	£0.0	£0.0	£41.5	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.1	£0.0	£0.0	£0.0	£8.8	£0.0
All Other Centres / Stores	£2.9	£12.0	£3.9	£3.2	£11.2	£4.9	£391.8	£56.4	£197.3	£328.4	£1,017.7	£39.7
Subtotal	£17.7	£54.9	£9.3	£13.2	£18.2	£13.9	£1,292.0	£341.7	£723.2	£1,282.7	£3,820.4	£126.3
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
	£17.7	£54.9	£9.3	£13.2	£18.2	£13.9	£1,292.0	£341.7	£723.2	£1,282.7	£3,820.4	£126.3
OVERALL TOTAL												
	£94.2	£124.2	£105.3	£145.8	£51.8	£110.3	£1,381.7	£351.3	£813.6	£1,609.0	£4,787.0	£631.5

TABLE 5: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)

ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.1	£0.0	£0.1	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.8	£1.0
Lakeside Retail Park-Home Bargains	£1.0	£0.0	£2.3	£2.2	£0.1	£2.5	£0.0	£0.0	£0.0	£0.0	£6.9	£7.9
Lakeside Retail Park-Lidl	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£9.0	£0.0	£0.0	£0.0	£9.6	£1.0
Lakeside Retail Park-Other	£20.6	£22.4	£31.8	£41.6	£11.3	£35.5	£33.1	£6.1	£22.8	£102.2	£304.6	£162.4
Lakeside Shopping Centre-M&S	£0.8	£0.5	£0.5	£1.8	£0.3	£1.2	£9.0	£0.0	£0.0	£30.0	£42.1	£5.3
Lakeside Shopping Centre-Other	£23.1	£14.1	£33.5	£39.2	£13.8	£31.5	£10.7	£0.3	£54.0	£160.0	£361.5	£156.9
Lakeside-Tesco Extra	£1.5	£0.5	£7.1	£6.3	£1.1	£6.2	£1.6	£0.0	£7.3	£20.1	£48.5	£22.4
Subtotal	£47.2	£37.5	£75.3	£92.1	£27.1	£77.0	£63.3	£6.3	£84.1	£312.2	£774.0	£356.8
TOWN CENTRE: GRAYS												
	£14.0	£2.8	£20.5	£34.7	£4.7	£6.4	£0.0	£0.0	£0.0	£12.8	£87.1	£86.1
LOCAL CENTRE: AVELEY												
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
LOCAL CENTRE: CORRINGHAM												
	£2.7	£30.8	£0.1	£1.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£28.4	£32.7
LOCAL CENTRE: SOCKETTS HEATH												
	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
LOCAL CENTRE: SOUTH OCKENDON												
	£0.1	£0.0	£0.8	£0.0	£0.0	£10.2	£0.0	£0.0	£6.6	£0.0	£15.5	£9.4
LOCAL CENTRE: STANFORD-LE-HOPE												
	£0.0	£0.7	£0.3	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.9	£2.8	£1.1
LOCAL CENTRE: TILBURY												
	£4.6	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8	£5.6
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£2.1	£1.7	£2.3	£1.4	£0.2	£0.0	£0.0	£0.0	£3.9	£3.5	£14.5	£7.8
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£1.2	£0.0	£0.1	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.3	£2.7
Asda, Thurrock Patk Way, Tilbury	£8.6	£1.3	£0.6	£9.0	£2.0	£1.4	£0.0	£0.0	£0.0	£0.0	£21.2	£24.5
B&Q, West Thurrock	£4.5	£3.3	£6.1	£7.5	£2.0	£6.3	£15.4	£0.0	£0.0	£2.1	£42.6	£29.7
Costco, West Thurrock Way	£0.1	£0.0	£0.7	£0.5	£0.5	£1.5	£7.2	£0.4	£0.9	£0.0	£11.2	£3.2
IKEA, West Thurrock Way	£3.2	£0.0	£0.7	£2.5	£0.1	£1.4	£15.3	£4.0	£5.4	£25.9	£58.0	£8.0
Sainsbury's Superstore, Howard Road, Chafford Hundred	£0.4	£0.3	£5.0	£2.6	£0.9	£6.6	£0.0	£0.0	£0.0	£0.0	£13.1	£15.1
Screwfix, London Road, Grays	£0.0	£0.8	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£1.0
Screwfix, Thurrock Business Centre	£0.0	£0.0	£0.1	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.6	£0.7
Toolstation, Motherwell Way	£0.1	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
All Other Out-of-Centre Locations	£1.1	£1.2	£0.9	£1.4	£1.1	£1.7	£0.0	£0.0	£0.5	£6.9	£13.8	£7.6
Subtotal	£19.2	£6.9	£14.6	£24.9	£6.6	£19.6	£37.9	£4.5	£6.8	£34.9	£164.0	£92.9
THURROCK COUNCIL AREA												
	£90.1	£80.5	£114.2	£155.2	£39.0	£113.6	£101.2	£10.8	£101.4	£365.4	£1,091.8	£593.1
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£2.1	£3.3	£0.0
Basildon	£8.9	£25.6	£0.5	£5.7	£1.5	£0.7	£0.0	£0.0	£448.0	£21.9	£558.2	£41.3
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£9.9	£0.0	£0.0	£0.0	£9.5	£0.0
Bexleyheath	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£297.8	£0.3	£0.0	£0.0	£287.3	£0.0
Bluewater Shopping Centre	£2.4	£1.3	£0.5	£3.4	£0.7	£3.9	£284.1	£137.9	£8.3	£0.0	£470.4	£12.1
Brentwood	£0.1	£0.0	£0.0	£0.2	£0.8	£0.3	£0.0	£0.0	£1.0	£182.6	£178.6	£1.6
Central London	£0.7	£3.9	£0.3	£2.1	£0.5	£1.6	£18.9	£2.5	£7.4	£49.8	£85.1	£8.6
Chatham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.9	£0.0	£0.0	£1.6	£0.0
Chelmsford	£0.0	£0.3	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£9.2	£9.1	£19.7	£0.8
Dagenham	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£10.1	£0.0	£18.7	£27.2	£57.6	£0.9
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£250.2	£18.3	£0.0	£0.0	£265.0	£0.5
Gravesend	£0.0	£0.0	£1.2	£0.0	£0.0	£0.0	£80.4	£157.5	£0.0	£0.0	£280.5	£1.2
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	£0.0	£4.6	£0.0
Pitsea	£3.0	£11.2	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£94.1	£0.0	£116.8	£13.3
Romford	£2.5	£6.5	£3.8	£0.4	£4.3	£3.6	£0.0	£0.3	£3.0	£776.1	£770.5	£21.3
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£47.5	£0.9	£0.0	£0.0	£46.9	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.3	£0.0	£0.0	£0.0	£9.9	£0.0
All Other Centres / Stores	£3.4	£13.9	£4.7	£3.7	£13.1	£5.7	£442.2	£63.0	£221.1	£367.8	£1,149.5	£46.6
Subtotal	£20.9	£63.8	£11.0	£15.4	£21.2	£16.4	£1,458.0	£381.4	£810.7	£1,436.6	£4,315.0	£148.2
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
	£20.9	£63.8	£11.0	£15.4	£21.2	£16.4	£1,458.0	£381.4	£810.7	£1,436.6	£4,315.0	£148.2
OVERALL TOTAL												
	£110.9	£144.2	£125.3	£170.7	£60.2	£129.9	£1,559.2	£392.2	£912.1	£1,802.0	£5,406.8	£741.3

TABLE 6: 2044 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.2	£0.0	£0.1	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£1.0	£1.1
Lakeside Retail Park-Home Bargains	£1.2	£0.0	£2.7	£2.6	£0.1	£2.9	£0.0	£0.0	£0.0	£0.0	£7.8	£9.3
Lakeside Retail Park-Lidl	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£10.2	£0.0	£0.0	£0.0	£10.8	£1.2
Lakeside Retail Park-Other	£24.3	£26.0	£37.6	£48.8	£13.2	£41.8	£37.4	£6.8	£25.7	£114.8	£345.1	£190.6
Lakeside Shopping Centre-M&S	£1.0	£0.6	£0.6	£2.1	£0.4	£1.5	£10.2	£0.0	£0.0	£33.7	£47.7	£6.2
Lakeside Shopping Centre-Other	£27.2	£16.5	£39.7	£45.9	£16.1	£37.1	£12.1	£0.3	£60.8	£179.8	£409.5	£184.2
Lakeside-Tesco Extra	£1.8	£0.6	£8.4	£7.3	£1.3	£7.3	£1.8	£0.0	£8.2	£22.5	£54.9	£26.3
Subtotal	£55.6	£43.7	£89.2	£108.0	£31.6	£90.7	£71.6	£7.1	£94.7	£350.8	£876.8	£418.9
TOWN CENTRE: GRAYS												
	£16.5	£3.3	£24.3	£40.6	£5.5	£7.5	£0.0	£0.0	£0.0	£14.4	£98.6	£101.1
LOCAL CENTRE: AVELEY												
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
LOCAL CENTRE: CORRINGHAM												
	£3.1	£35.9	£0.1	£2.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£32.1	£38.4
LOCAL CENTRE: SOCKETTS HEATH												
	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
LOCAL CENTRE: SOUTH OCKENDON												
	£0.1	£0.0	£0.9	£0.0	£0.0	£12.0	£0.0	£0.0	£7.4	£0.0	£17.6	£11.1
LOCAL CENTRE: STANFORD-LE-HOPE												
	£0.0	£0.8	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.1	£3.2	£1.3
LOCAL CENTRE: TILBURY												
	£5.5	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.5	£6.5
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£2.5	£2.0	£2.7	£1.6	£0.2	£0.0	£0.0	£0.0	£4.4	£3.9	£16.4	£9.2
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£1.4	£0.0	£0.1	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£3.1
Asda, Thurrock Patk Way, Tilbury	£10.2	£1.5	£0.7	£10.5	£2.4	£1.6	£0.0	£0.0	£0.0	£0.0	£24.0	£28.7
B&Q, West Thurrock	£5.3	£3.8	£7.2	£8.8	£2.3	£7.5	£17.4	£0.0	£0.0	£2.4	£48.3	£34.8
Costco, West Thurrock Way	£0.1	£0.0	£0.8	£0.6	£0.6	£1.8	£8.1	£0.5	£1.0	£0.0	£12.7	£3.8
IKEA, West Thurrock Way	£3.7	£0.0	£0.9	£2.9	£0.1	£1.6	£17.3	£4.5	£6.1	£29.1	£65.7	£9.4
Sainsbury's Superstore, Howard Road, Chafford Hundred	£0.5	£0.3	£5.9	£3.0	£1.0	£7.8	£0.0	£0.0	£0.0	£0.0	£14.8	£17.7
Screwfix, London Road, Grays	£0.0	£1.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.2
Screwfix, Thurrock Business Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.8	£0.0	£0.0	£0.0	£0.0	£0.7	£0.9
Toolstation, Motherwell Way	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5
All Other Out-of-Centre Locations	£1.3	£1.4	£1.1	£1.7	£1.3	£1.9	£0.0	£0.0	£0.6	£7.7	£15.6	£8.9
Subtotal	£22.5	£8.0	£17.3	£29.2	£7.6	£23.0	£42.8	£5.0	£7.6	£39.2	£185.8	£109.0
THURROCK COUNCIL AREA												
	£106.0	£93.7	£135.3	£181.9	£45.5	£133.7	£114.4	£12.1	£114.1	£410.5	£1,236.7	£696.2
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£2.4	£3.8	£0.0
Basildon	£10.4	£29.8	£0.6	£6.7	£1.7	£0.8	£0.0	£0.0	£504.3	£24.6	£632.3	£48.5
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.2	£0.0	£0.0	£0.0	£10.8	£0.0
Bexleyheath	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£336.8	£0.3	£0.0	£0.0	£325.4	£0.0
Bluewater Shopping Centre	£2.8	£1.5	£0.6	£4.0	£0.8	£4.6	£321.3	£154.6	£9.3	£0.0	£532.8	£14.2
Brentwood	£0.1	£0.0	£0.0	£0.2	£0.9	£0.3	£0.0	£0.0	£1.1	£205.2	£202.3	£1.9
Central London	£0.8	£4.6	£0.3	£2.4	£0.5	£1.8	£21.4	£2.8	£8.3	£55.9	£96.4	£10.1
Chatham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.0	£0.0	£0.0	£1.8	£0.0
Chelmsford	£0.0	£0.4	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£10.3	£10.2	£22.3	£0.9
Dagenham	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£11.4	£0.0	£21.0	£30.5	£65.2	£1.0
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£282.9	£20.5	£0.0	£0.0	£300.2	£0.6
Gravesend	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£90.9	£176.6	£0.0	£0.0	£317.7	£1.4
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.3	£0.0	£0.0	£0.0	£5.2	£0.0
Pitsea	£3.5	£13.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£105.9	£0.0	£132.3	£15.6
Romford	£2.9	£7.6	£4.5	£0.4	£5.0	£4.3	£0.0	£0.4	£3.3	£871.9	£872.8	£25.1
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£53.8	£1.0	£0.0	£0.0	£53.1	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.7	£0.0	£0.0	£0.0	£11.3	£0.0
All Other Centres / Stores	£4.0	£16.2	£5.5	£4.3	£15.2	£6.8	£500.0	£70.6	£248.9	£413.3	£1,302.0	£54.7
Subtotal	£24.6	£74.2	£13.1	£18.1	£24.7	£19.3	£1,648.9	£427.6	£912.6	£1,614.0	£4,887.7	£174.0
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
	£24.6	£74.2	£13.1	£18.1	£24.7	£19.3	£1,648.9	£427.6	£912.6	£1,614.0	£4,887.7	£174.0
OVERALL TOTAL												
	£130.6	£168.0	£148.4	£200.0	£70.2	£153.0	£1,763.3	£439.7	£1,026.6	£2,024.5	£6,124.4	£870.2

TABLE 7: 2045 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Study Area Zones: 1-10	Council Area Zones: 1-6
THURROCK COUNCIL AREA												
REGIONAL CENTRE: LAKESIDE												
Lakeside Retail Park-B&M	£0.2	£0.0	£0.1	£0.0	£0.6	£0.1	£0.0	£0.0	£0.0	£0.0	£1.0	£1.2
Lakeside Retail Park-Home Bargains	£1.2	£0.0	£2.8	£2.7	£0.1	£3.0	£0.0	£0.0	£0.0	£0.0	£8.0	£9.6
Lakeside Retail Park-Lidl	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£10.5	£0.0	£0.0	£0.0	£11.2	£1.3
Lakeside Retail Park-Other	£25.3	£27.0	£39.2	£50.7	£13.6	£43.5	£38.6	£7.0	£26.4	£118.1	£355.9	£198.0
Lakeside Shopping Centre-M&S	£1.0	£0.6	£0.6	£2.2	£0.4	£1.5	£10.5	£0.0	£0.0	£34.7	£49.2	£6.4
Lakeside Shopping Centre-Other	£28.3	£17.1	£41.3	£47.7	£16.7	£38.6	£12.4	£0.3	£62.6	£185.0	£422.3	£191.4
Lakeside-Tesco Extra	£1.9	£0.6	£8.8	£7.6	£1.3	£7.6	£1.9	£0.0	£8.5	£23.2	£56.6	£27.3
Subtotal	£57.8	£45.3	£92.9	£112.2	£32.7	£94.3	£73.8	£7.3	£97.5	£361.1	£904.2	£435.2
TOWN CENTRE: GRAYS												
	£17.2	£3.4	£25.3	£42.2	£5.7	£7.8	£0.0	£0.0	£0.0	£14.8	£101.7	£105.0
LOCAL CENTRE: AVELEY												
	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4
LOCAL CENTRE: CORRINGHAM												
	£3.3	£37.2	£0.1	£2.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£33.1	£39.9
LOCAL CENTRE: SOCKETTS HEATH												
	£0.1	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.4
LOCAL CENTRE: SOUTH OCKENDON												
	£0.1	£0.0	£0.9	£0.0	£0.0	£12.5	£0.0	£0.0	£7.6	£0.0	£18.2	£11.5
LOCAL CENTRE: STANFORD-LE-HOPE												
	£0.0	£0.8	£0.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£3.3	£1.3
LOCAL CENTRE: TILBURY												
	£5.7	£0.0	£0.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.6	£6.8
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£2.6	£2.1	£2.8	£1.7	£0.2	£0.0	£0.0	£0.0	£4.5	£4.1	£17.0	£9.5
OUT-OF-TOWN CENTRE STORES / LOCATIONS												
Aldi, London Road, Grays	£1.4	£0.0	£0.1	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.7	£3.2
Asda, Thurrock Patk Way, Tilbury	£10.6	£1.6	£0.7	£10.9	£2.4	£1.7	£0.0	£0.0	£0.0	£0.0	£24.8	£29.8
B&Q, West Thurrock	£5.5	£4.0	£7.5	£9.1	£2.4	£7.8	£17.9	£0.0	£0.0	£2.5	£49.8	£36.2
Costco, West Thurrock Way	£0.1	£0.0	£0.8	£0.6	£0.6	£1.8	£8.3	£0.5	£1.0	£0.0	£13.0	£3.9
IKEA, West Thurrock Way	£3.9	£0.0	£0.9	£3.0	£0.1	£1.7	£17.9	£4.7	£6.3	£29.9	£67.7	£9.8
Sainsbury's Superstore, Howard Road, Chafford Hundred	£0.5	£0.3	£6.1	£3.1	£1.1	£8.1	£0.0	£0.0	£0.0	£0.0	£15.3	£18.4
Screwfix, London Road, Grays	£0.0	£1.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.3
Screwfix, Thurrock Business Centre	£0.0	£0.0	£0.2	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£0.0	£0.7	£0.9
Toolstation, Motherwell Way	£0.1	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.5
All Other Out-of-Centre Locations	£1.3	£1.4	£1.2	£1.8	£1.4	£2.0	£0.0	£0.0	£0.6	£8.0	£16.1	£9.2
Subtotal	£23.4	£8.3	£18.0	£30.4	£7.9	£23.9	£44.2	£5.1	£7.8	£40.4	£191.6	£113.2
THURROCK COUNCIL AREA												
	£110.2	£97.2	£140.9	£189.0	£47.1	£139.0	£118.0	£12.4	£117.5	£422.5	£1,275.4	£723.3
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
Ashford Designer Outlet Village	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£0.0	£0.0	£2.4	£3.9	£0.0
Basildon	£10.9	£30.9	£0.7	£6.9	£1.8	£0.8	£0.0	£0.0	£519.3	£25.3	£652.1	£50.4
Bexley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£11.5	£0.0	£0.0	£0.0	£11.1	£0.0
Bexleyheath	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£347.3	£0.3	£0.0	£0.0	£335.6	£0.0
Bluewater Shopping Centre	£2.9	£1.6	£0.6	£4.2	£0.8	£4.8	£331.4	£158.9	£9.6	£0.0	£549.4	£14.8
Brentwood	£0.1	£0.0	£0.0	£0.3	£0.9	£0.3	£0.0	£0.0	£1.2	£211.2	£208.6	£1.9
Central London	£0.9	£4.7	£0.3	£2.5	£0.6	£1.9	£22.1	£2.8	£8.5	£57.6	£99.4	£10.5
Chatham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.1	£0.0	£0.0	£1.9	£0.0
Chelmsford	£0.0	£0.4	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£10.6	£10.5	£23.0	£1.0
Dagenham	£0.0	£1.2	£0.0	£0.0	£0.0	£0.0	£11.8	£0.0	£21.7	£31.4	£67.2	£1.1
Dartford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£291.8	£21.0	£0.0	£0.0	£309.5	£0.6
Gravesend	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£93.8	£181.6	£0.0	£0.0	£327.6	£1.4
Greenhithe	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.5	£0.0	£0.0	£0.0	£5.3	£0.0
Pitsea	£3.6	£13.5	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£109.0	£0.0	£136.4	£16.2
Romford	£3.0	£7.9	£4.7	£0.4	£5.2	£4.4	£0.0	£0.4	£3.4	£897.4	£900.1	£26.0
Sidcup	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£55.5	£1.0	£0.0	£0.0	£54.8	£0.0
Thamesmead	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.0	£0.0	£0.0	£0.0	£11.6	£0.0
All Other Centres / Stores	£4.1	£16.8	£5.8	£4.5	£15.8	£7.0	£515.7	£72.6	£256.3	£425.4	£1,342.7	£56.9
Subtotal	£25.6	£77.0	£13.6	£18.8	£25.6	£20.1	£1,700.6	£439.8	£939.7	£1,661.2	£5,040.5	£180.8
OTHER CENTRES/STORES OUTSIDE THURROCK COUNCIL AREA												
	£25.6	£77.0	£13.6	£18.8	£25.6	£20.1	£1,700.6	£439.8	£939.7	£1,661.2	£5,040.5	£180.8
OVERALL TOTAL												
	£135.8	£174.2	£154.5	£207.8	£72.7	£159.1	£1,818.7	£452.2	£1,057.2	£2,083.7	£6,315.9	£904.1

Appendix 17:

Comparison Goods Capacity – Sensitivity

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)
Excluding SFT & 'inflow' from outside Study Area

	2025	2030	2035	2040	2044	2045
THURROCK COUNCIL AREA						
REGIONAL CENTRE: LAKESIDE	£547.5	£607.8	£685.3	£774.0	£876.8	£904.2
TOWN CENTRE: GRAYS	£61.6	£68.4	£77.1	£87.1	£98.6	£101.7
LOCAL CENTRE: AVELEY	£0.2	£0.2	£0.2	£0.3	£0.3	£0.3
LOCAL CENTRE: CORRINGHAM	£20.1	£22.3	£25.1	£28.4	£32.1	£33.1
LOCAL CENTRE: SOCKETTS HEATH	£0.2	£0.2	£0.3	£0.3	£0.4	£0.4
LOCAL CENTRE: SOUTH OCKENDON	£11.0	£12.2	£13.8	£15.5	£17.6	£18.2
LOCAL CENTRE: STANFORD-LE-HOPE	£2.0	£2.2	£2.5	£2.8	£3.2	£3.3
LOCAL CENTRE: TILBURY	£3.4	£3.8	£4.3	£4.8	£5.5	£5.6
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	£10.3	£11.4	£12.9	£14.5	£16.4	£17.0
OUT-OF-TOWN CENTRE STORES / LOCATIONS	£116.0	£128.8	£145.2	£164.0	£185.8	£191.6
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE THURROCK COUNCIL AREA	£772.3	£857.4	£966.6	£1,091.8	£1,236.7	£1,275.4

TABLE 2: ALL COMPARISON GOODS - TOTAL TURNOVER
Including 'inflow' from outside Study Area

		2025	2030	2035	2040	2044	2045
THURROCK COUNCIL AREA							
REGIONAL CENTRE: LAKESIDE	70.0%	£930.8	£1,033.3	£1,165.0	£1,315.8	£1,490.5	£1,537.1
TOWN CENTRE: GRAYS	2.0%	£62.8	£69.8	£78.6	£88.8	£100.6	£103.8
LOCAL CENTRE: AVELEY	1.0%	£0.2	£0.2	£0.3	£0.3	£0.3	£0.3
LOCAL CENTRE: CORRINGHAM	1.0%	£20.3	£22.5	£25.4	£28.7	£32.5	£33.5
LOCAL CENTRE: SOCKETTS HEATH	1.0%	£0.2	£0.2	£0.3	£0.3	£0.4	£0.4
LOCAL CENTRE: SOUTH OCKENDON	1.0%	£11.1	£12.3	£13.9	£15.7	£17.8	£18.3
LOCAL CENTRE: STANFORD-LE-HOPE	1.0%	£2.0	£2.2	£2.5	£2.8	£3.2	£3.3
LOCAL CENTRE: TILBURY	2.0%	£3.5	£3.9	£4.4	£4.9	£5.6	£5.7
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	1.0%	£10.4	£11.5	£13.0	£14.7	£16.6	£17.1
OUT-OF-TOWN CENTRE STORES / LOCATIONS	20.0%	£139.2	£154.6	£174.3	£196.8	£223.0	£229.9
TOTAL STUDY AREA - EXPENDITURE ALLOCATED TO STORES IN THE THURROCK COUNCIL AREA		£1,180.5	£1,310.5	£1,477.6	£1,668.9	£1,890.4	£1,949.5

TABLE 3: COMMITTED COMPARISON GOODS FLOORSPACE

	CENTRE	PLANNING REF	LOCATION	Gross Floorspace (sq m)	Net Floorspace (sq m)	2025 Average Sales Density (£ per sqm)	FORECAST TURNOVER (£M)					
							2025	2030	2035	2040	2044	2045
1	Proposed Lidl, St. Chads Road, Tilbury	23/01203/RES	Out-of-Centre	1,949	302	6,500	-	£2.2	£2.5	£2.8	£3.1	£3.2
2	Development Land East Of Caspian Way And North And South Of London Road Purfleet	17/01668/OUT	New Centre	8,808	2,131	6,500	-	-	£17.6	£19.9	£22.0	£22.5
THURROCK COUNCIL AREA TOTAL							-	£2.2	£20.1	£22.7	£25.1	£25.7

Notes

- 1 Planning Ref No. 23/01150/FUL. Bumbles Yard, St. Chads Road, Tilbury. Planning Application by Lidl for "Demolition of existing structures and erection of Class E discount foodstore with associated car parking, landscaping, engineering and drainage works". The gross floorspace is some 1,949 sqm with a net sales area of 1,512 sqm net. This net floorspace is broken down further into 1,210 sqm net for convenience goods and the remainder 302 sqm net for comparison goods.
- 2 The gross floorspace is some 8,880 sqm with a net sales area of 7,104 sqm (assuming a gross to net ratio of 80%). It has been further assumed that in light of the anticipated housing growth, the retail component will be convenience goods led. On this basis, of the 7,104 sqm net floorspace it is assumed 70% (4,973 sqm net) is for convenience goods provision and the remainder 30% (2,131sqm net) is for comparison goods. It is assumed that all the floorspace will be operational by 2035.

TABLE 4: THURROCK COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£1,180.5	£1,310.5	£1,477.6	£1,668.9	£1,890.4	£1,949.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£1,180.5	£1,325.2	£1,499.3	£1,696.3	£1,872.4	£1,919.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£14.6	-£21.7	-£27.5	£17.9	£30.2
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£2.2	£20.1	£22.7	£25.1	£25.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£16.8	-£41.8	-£50.2	-£7.2	£4.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-2,307	-5,067	-5,374	-695	426
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-3,295	-7,239	-7,677	-993	609	

Notes:

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 2).
- STEP 2: It has been assumed for the purpose of this assessment that the LPA's convenience goods retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 22 (March 2025) and other research evidence.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: The turnover of all known commitments has been derived from Table 3. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2030.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 5: REGIONAL CENTRE: LAKESIDE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£930.8	£1,033.3	£1,165.0	£1,315.8	£1,490.5	£1,537.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£930.8	£1,044.9	£1,182.2	£1,337.5	£1,476.4	£1,513.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£11.5	-£17.1	-£21.7	£14.1	£23.8
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£11.5	-£17.1	-£21.7	£14.1	£23.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-1,581	-2,077	-2,319	1,370	2,254
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-2,258	-2,967	-3,313	1,957	3,221

TABLE 6: TOWN CENTRE: GRAYS - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£62.8	£69.8	£78.6	£88.8	£100.6	£103.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£62.8	£70.5	£79.8	£90.3	£99.7	£102.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.8	-£1.2	-£1.5	£1.0	£1.6
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.8	-£1.2	-£1.5	£1.0	£1.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-107	-140	-157	92	152
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-152	-200	-224	132	217

TABLE 7: LOCAL CENTRE: AVELEY - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£0.2	£0.2	£0.3	£0.3	£0.3	£0.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£0.2	£0.2	£0.3	£0.3	£0.3	£0.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-0	-0	-1	0	0
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-0	-1	-1	0	1

TABLE 8: LOCAL CENTRE: CORRINGHAM - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£20.3	£22.5	£25.4	£28.7	£32.5	£33.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£20.3	£22.8	£25.7	£29.1	£32.2	£33.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.3	-£0.4	-£0.5	£0.3	£0.5
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.3	-£0.4	-£0.5	£0.3	£0.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-34	-45	-51	30	49
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-49	-65	-72	43	70

TABLE 9: LOCAL CENTRE: SOCKETTS HEATH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£0.2	£0.2	£0.3	£0.3	£0.4	£0.4
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£0.2	£0.2	£0.3	£0.3	£0.4	£0.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-0	-0	-1	0	1
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-1	-1	-1	0	1

TABLE 10: LOCAL CENTRE: SOUTH OCKENDON - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£11.1	£12.3	£13.9	£15.7	£17.8	£18.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£11.1	£12.5	£14.1	£16.0	£17.6	£18.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	-£0.3	£0.2	£0.3
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.1	-£0.2	-£0.3	£0.2	£0.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-19	-25	-28	16	27
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-27	-35	-40	23	38

TABLE 11: LOCAL CENTRE: STANFORD-LE-HOPE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£2.0	£2.2	£2.5	£2.8	£3.2	£3.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£2.0	£2.2	£2.5	£2.9	£3.2	£3.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.0	£0.0	£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	£0.0	£0.0	£0.0	£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-3	-4	-5	3	5
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-5	-6	-7	4	7

TABLE 12: LOCAL CENTRE: TILBURY - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£3.5	£3.9	£4.4	£4.9	£5.6	£5.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£3.5	£3.9	£4.4	£5.0	£5.5	£5.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.1	-£0.1	£0.1	£0.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	£0.0	-£0.1	-£0.1	£0.1	£0.1
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-6	-8	-9	5	8
	(iii) Assumed Net / Gross Floorspace Ratio:	-	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-8	-11	-12	7	12

TABLE 13: ALL LOCAL CENTRES / ALL OTHER SHOPS - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£10.4	£11.5	£13.0	£14.7	£16.6	£17.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£10.4	£11.6	£13.2	£14.9	£16.5	£16.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£0.1	-£0.2	-£0.2	£0.2	£0.3
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£17.6	£10.9	£22.0	£22.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£0.1	-£17.8	-£20.1	-£21.8	-£22.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-38	-2,154	-2,157	-2,116	-2,106
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-25	-3,077	-3,081	-3,022	-3,008

TABLE 14: ALL OUT-OF-CENTRE FLOORSPACE IN THE THURROCK COUNCIL AREA - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2025	2030	2035	2040	2044	2045
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£139.2	£154.6	£174.3	£196.8	£223.0	£229.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):	£139.2	£156.3	£176.8	£200.1	£220.9	£226.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	-£1.7	-£2.6	-£3.2	£2.1	£3.6
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£2.2	£2.6	£2.8	£3.1	£3.2
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:	-	-£3.9	-£5.1	-£6.1	-£1.0	£0.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,500	£7,297	£8,256	£9,340	£10,310	£10,568
	(ii) Net Floorspace Capacity (sq m):	-	-538	-613	-649	-97	35
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-769	-875	-927	-139	50

SUMMARY TABLE - COMPARISON GOODS CAPACITY ASSESSMENT FOR NEW FLOORSPACE (NET SQ M)

	2030	2035	2040	2044	2045
REGIONAL CENTRE: LAKESIDE	-1,581	-2,077	-2,319	1,370	2,254
TOWN CENTRE: GRAYS	-107	-140	-157	92	152
LOCAL CENTRE: AVELEY	-0	-0	-1	0	0
LOCAL CENTRE: CORRINGTONHAM	-34	-45	-51	30	49
LOCAL CENTRE: SOCKETS HEATH	-0	-0	-1	0	1
LOCAL CENTRE: SOUTH OCKENDON	-19	-25	-28	16	27
LOCAL CENTRE: STANFORD-LE-HOPE	-3	-4	-5	3	5
LOCAL CENTRE: TILBURY	-6	-8	-9	5	8
ALL LOCAL CENTRES / ALL OTHER SHOPS / STORES ELSEWHERE	-18	-2,154	-2,157	-2,116	-2,106
OUT-OF-TOWN CENTRE STORES / LOCATIONS	-538	-613	-649	-97	35
GRAND TOTAL: THURROCK COUNCIL AREA	-2,307	-5,067	-5,374	-695	426