

Table 1a: Expected Turnover of Existing Floorspace within Huyton (Convenience Goods) - 2024

Location	Gross Floorspace (square metres)	Net Floorspace (square metres)	Net Conv. Floorspace (square metres)	Sales Density (£ per sq m)	Turnover (£m)
<u>Huyton town centre</u>					
ASDA, Huyton Lane	9,000	6,456	3,228	9,885	31.91
Home Bargains, Derby Road	790	632	284	4,565	1.30
Poundstretcher, Derby Road	560	448	67	785	0.05
B&M, Cavendish Walk	1,060	848	254	3,270	0.83
Iceland, Derby Road	520	416	374	6,370	2.38
Other	35,910	28,728	840	5,000	4.20
Sub-total	47,840	37,528	5,048	-	40.68
<u>Edge-of / out-of-centre</u>					
Tesco Esso Express, Cronton Road	340	272	245	14,360	3.52
Aldi, Coppice Lane	1,800	1,254	1,003	13,712	13.76
Total	49,980	39,054	6,296	-	57.95

- Notes:
- 1. Existing floorspace taken from GOAD and relevant planning applications
 - 2. Sales densities derived from GlobalData (2024) for national traders. Quod assumption for 'other' floorspace and sales density for Home Bargains based on information provided directly by TJ Morris Limited
 - 3. Turnover = net conv. Floorspace x sales density
 - 4. At 2022 prices

Table 1b: Expected Turnover of Existing Floorspace within Huyton (Comparison Goods) - 2024

Location	Gross Floorspace (square metres)	Net Floorspace (square metres)	Net Comp. Floorspace (square metres)	Sales Density (£ per sq m)	Turnover (£m)
<u>Huyton town centre</u>					
ASDA, Huyton Lane	9,000	6,456	3,228	6,215	20.06
Home Bargains, Derby Road	790	632	348	4,565	1.59
Poundstretcher, Derby Road	560	448	381	785	0.30
B&M, Cavendish Walk	1,060	848	594	3,270	1.94
Iceland, Derby Road	520	416	42	1,856	0.08
Other	35,910	28,728	4,920	3,000	14.76
Sub-total	47,840	37,528	9,512	-	38.73
<u>Edge-of / out-of-centre</u>					
Tesco Esso Express, Cronton Road	340	272	27	8,349	0.23
Aldi, Coppice Lane	1,800	1,254	251	8,636	2.17
Total	49,980	39,054	9,790	-	41.12

- Notes:
- 1. Existing floorspace taken from GOAD and relevant planning applications
 - 2. Sales densities derived from GlobalData (2023) for national traders. Quod assumption for 'other' floorspace
 - 3. Turnover = net conv. Floorspace x sales density
 - 4. At 2022 prices

Table 2: Potential Turnover of Proposal (2024)

	Net Floorspace (sq m)	Sales Density (£ per sq m)	Overall Turnover (£m)
Proposal (Home Bargains)	2,111	4,565	9.64

- Notes:**
- 1. Sales density derived from information on trading performance provided by TJ Morris Limited
 - 2. Turnover = floorspace x sales density
 - 3. At 2022 prices

Table 3a: Trading Effects of the Proposal (Convenience only) - UPDATED

Location	Turnover Pre-development		Trade Diversion to Proposal		Turnover Post Development (2029) (£m)	Impact
	2024 (£m)	2029 (£m)	(%)	2029 (£m)		
Proposal					4.37	
Huyton town centre						
ASDA, Huyton Lane	31.91	32.16	28.0%	1.22	30.94	-3.8%
Home Bargains, Derby Road	1.30	1.31	2.0%	0.09	1.22	-6.7%
Poundstretcher, Derby Road	0.05	0.05	0.0%	0.00	0.05	0.0%
B&M, Cavendish Walk	0.83	0.84	0.5%	0.02	0.82	-2.6%
Iceland, Derby Road	2.38	2.40	1.3%	0.05	2.35	-2.3%
Other	4.20	4.23	1.8%	0.08	4.16	-1.8%
Sub-total	40.68	41.00	33.5%	1.46	39.54	-3.6%
Edge-of / out-of-centre						
Tesco Esso Express, Cronton Road	3.52	3.54	0.5%	0.02	3.52	-0.6%
Aldi, Coppice Lane	13.76	13.87	5.0%	0.22	13.65	-1.6%
Elsewhere			61.0%	2.67		
Total	-	-	100.0%	4.37	-	-

- Notes:
1. Turnover pre development taken from Table 1a and allows for increases in sales efficiencies between 2024 and 2029 - as identified by Experian Retail Planner Briefing Note 21 (February 2024) (Figure 4a)
 2. Turnover of proposal taken from Table 2 and assumes that 45% of the turnover is generated by the convenience retail sector and allows for increases in sales efficiency post 2024
 3. Trade diversion to proposal based on professional assumptions informed by the strength and proximity of competing provision and the nature of retailing proposed
 4. Turnover post development = turnover pre-development minus trade diversion to proposal
 4. Impact = change in turnover expressed as a proportion of the reduction in turnover from pre-development levels
 6. At 2022 prices

Table 3b: Trading Effects of the Proposal (Comparison only) - UPDATED

Location	Turnover Pre-development		Trade Diversion to Proposal		Turnover Post Development (2029) (£m)	Impact
	2024 (£m)	2029 (£m)	(%)	2029 (£m)		
Proposal					5.96	
Huyton town centre						
ASDA, Huyton Lane	20.06	22.56	18.0%	1.07	21.49	-4.8%
Home Bargains, Derby Road	1.59	1.78	2.0%	0.12	1.67	-6.7%
Poundstretcher, Derby Road	0.30	0.34	0.3%	0.01	0.32	-4.4%
B&M, Cavendish Walk	1.94	2.18	1.3%	0.07	2.11	-3.4%
Iceland, Derby Road	0.08	0.09	0.0%	0.00	0.09	0.0%
Other	14.76	16.60	2.0%	0.12	16.48	-0.7%
Sub-total	38.73	43.56	23.5%	1.40	42.16	-3.2%
Edge-of / out-of-centre						
Tesco Esso Express, Cronton Road	0.23	0.23	0.0%	0.00	0.23	0.0%
Aldi, Coppice Lane	2.17	2.18	1.0%	0.06	2.12	-2.7%
Elsewhere			75.5%	4.50		
Total	-	-	100.0%	5.96	-	-

- Notes:
1. Turnover pre development taken from Table 1a and allows for increases in sales efficiencies between 2024 and 2029 - as identified by Experian Retail Planner Briefing Note 21 (February 2024) (Figure 4b)
 2. Turnover of proposal taken from Table 2 and assumes that 55% of the turnover is generated by the convenience retail sector and allows for increases in sales efficiency post 2024
 3. Trade diversion to proposal based on professional assumptions informed by the strength and proximity of competing provision and the nature of retailing proposed
 4. Turnover post development = turnover pre-development minus trade diversion to proposal
 4. Impact = change in turnover expressed as a proportion of the reduction in turnover from pre-development levels
 6. At 2022 prices

Table 3c: Trading Effects of the Proposal (Convenience & Comparison) - UPDATED

Location	Turnover Pre-development		Trade Diversion to Proposal	Turnover Post Development (2029)	Impact	Change in Turnover Post Development (2024-2029) (£m)
	2024 (£m)	2029 (£m)				
Proposal				10.33		
Huyton town centre						
ASDA, Huyton Lane	51.97	55.60	2.30	53.30	-4.1%	1.33
Home Bargains, Derby Road	2.89	3.09	0.21	2.88	-6.7%	-0.01
Poundstretcher, Derby Road	0.35	0.38	0.01	0.36	-4.0%	0.01
B&M, Cavendish Walk	2.77	2.97	0.10	2.87	-3.2%	0.10
Iceland, Derby Road	2.46	2.63	0.05	2.58	-2.1%	0.12
Other	18.96	20.28	0.20	20.09	-1.0%	1.13
Sub-total	79.40	84.95	2.87	82.08	-3.4%	2.68
Edge-of / out-of-centre						
Tesco Esso Express, Cronton Road	3.74	4.00	0.02	3.98	-0.5%	0.24
Aldi, Coppice Lane	15.92	17.03	0.28	16.76	-1.6%	0.83
Elsewhere			7.17			
Total	-	-	10.33	-	-	-

- Notes:
1. Derived from Table 3a and Table 3b
 2. Change in turnover = turnover post development in 2029 minus turnover pre-development in 2024
 3. At 2022 prices

Table 4: Trading Effects of the Proposal (Convenience & Comparison) - SENSITIVITY TESTING

Location	Turnover Pre-development		Trade Diversion to Proposal	Turnover Post Development (2029)	Impact	Change in Turnover Post Development (2024-2029)
	2024 (£m)	2029 (£m)				
Proposal				10.33		
Huyton town centre						
ASDA, Huyton Lane	51.97	55.60	3.45	52.15	-6.2%	0.18
Home Bargains, Derby Road	2.89	3.09	0.31	2.78	-10.1%	-0.11
Poundstretcher, Derby Road	0.35	0.38	0.02	0.35	-5.9%	0.00
B&M, Cavendish Walk	2.77	2.97	0.14	2.82	-4.9%	0.05
Iceland, Derby Road	2.46	2.63	0.08	2.55	-3.1%	0.09
Other	18.96	20.28	0.29	19.99	-1.4%	1.03
Sub-total	79.40	84.95	4.30	80.65	-5.1%	1.24
Edge-of / out-of-centre						
Tesco Esso Express, Cronton Road	3.74	4.00	0.03	3.97	-0.8%	0.23
Aldi, Coppice Lane	15.92	17.03	0.42	16.62	-2.5%	0.69
Elsewhere			4.77			
Total	-	-	9.52	-	-	-

Notes:

1. Derived from Table 3a and Table 3b but reduces the turnover from 'elsewhere' by 25%, which is then redistributed to other destinations within the catchment area on a *pro rata* basis

2. Change in turnover = turnover post development in 2029 *minus* turnover pre-development in 2024

3. At 2022 prices