



Cannock Chase District Council

Cannock Chase Retail & Town Centre Uses Study 2022 Retail Capacity Update

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1.0 Introduction

- 1.1 Alder King Planning has been commissioned by Cannock Chase District Council to undertake a retail capacity update for the Cannock Chase administrative area. It represents an addendum to the Cannock Chase Retail and Town Centre Uses Study, 2021.
- 1.2 This statement takes into account:
- updated retail expenditure growth and Special Forms of Trading (internet) projections published by retail data provider Experian (Retail Planner Briefing Note 19 December 2021));
 - updated sales density data published by GlobalData.com; and
 - any new or expired retail planning permissions/commitments since the 2021 Study.
- 1.3 This assessment updates the base year to reflect the current year (2022), and to allow direct comparison with the 2021 Study, it assesses capacity at years 2026, 2036 and 2040. The assessment also assesses retail capacity at 2032, which represents 10 years from the base year and the minimum timeframe identified by the NPPF when allocating sites.
- 1.4 The detailed methodology for the quantitative needs assessment in this report can be found in Appendix I of the 2021 Study. It is worth reiterating here, however, that the expenditure and floorspace capacity figures identified for each year in the statistical tables are not cumulative figures. They represent the capacity between the base year (2022) and the year identified and should not be added together.
- 1.5 For the avoidance of doubt, all other elements of the 2021 Retail and Town Centres Uses Study methodology and assumptions remain. Where not updated by this addendum, the findings and recommendations set out in the 2021 study remain applicable.
- 1.6 The Council have asked us to note that potential future population growth forecasts for the District as well as increased visitors as a legacy of the Commonwealth Games may contribute to increased retail spend in the District. Levelling Up funding and improvements and further development of the Designer Outlet West Midlands (DOWM), and s106 monies from the DOWM (which had not been spent at the time of 2020 household survey) may also contribute to increased retail spending which in turn could potentially result in an increase in retail floorspace capacity.
- 1.7 Updated quantitative retail capacity statistical tables are contained at **Appendices A-C** of this report.

2.0 Updated Convenience Goods Quantitative Need Assessment

Introduction

2.1 This section of the report provides an updated convenience goods floorspace capacity assessment for the three town centres in Cannock Chase.

Updated Convenience Goods Capacity Findings

2.2 Figure 2.1 sets out the overall convenience goods floorspace capacity for the centres in Cannock District from 2026 up to 2040, before and after commitments. They compare the updated floorspace capacity need with the capacity need figures identified in the 2021 Study.

2.3 Since the 2021 Study was produced, we are not aware of any additional convenience floorspace commitments coming forward in Cannock district (above 250 sq m net).

2.4 Figure 2.1 shows that convenience goods floorspace capacity is estimated to have broadly remained the same in the plan period since the 2021 Study with Hednesford the only town to have identified convenience goods capacity.

Figure 2.1: Summary of Convenience Goods Floorspace Need (sq. m net)

Year	2021 Study	2022 Update	Difference
Cannock			
Before/After Commitments			
2026	0	0	0
2032	Not tested	Not tested	-
2036	0	0	0
2040	0	0	0
Rugeley			
Before/After Commitments			
2026	0	0	0
2032	Not tested	0	-
2036	0	0	0
2040	0	0	0
Hednesford			
Before/After Commitments			
2026	1,000	1,100	+100
2032	Not tested	1,200	-
2036	1,000	1,200	+200
2040	1,000	1,200	+200
District-wide			
Before/After Commitments			
2026	-	0	0
2032	Not tested	0	-
2036	-	0	0
2040	-	0	0

Source:

Tables 5-8, Appendix B

Tables 5-8, Appendix Iii, Cannock Chase Retail & Town Centre Uses Study, 2021

2018 Prices

- 2.5 In the 2021 study, Hednesford was the only Town Centre assessed to have any additional convenience floorspace capacity. This was because, at that time, existing stores in the town were over trading, suggesting an under-provision of facilities. The updated capacity assessment shows that existing provision in the town centre (primarily the Aldi store on Victoria Street) continues to be overtrading. It is assessed that there is capacity for 1,100sq m convenience floorspace by 2026 increasing to 1,200sq m by 2032 (the NPPF minimum period), remaining at 1,200sq m by 2040 (the end of the plan period).
- 2.6 In terms of Cannock and Rugeley the updated capacity assessment indicates that both of these towns continue to be well provided for by convenience goods facilities and no capacity is identified.
- 2.7 Finally, turning to the district-wide capacity, when floorspace capacity is assessed on a district-wide basis, there is assessed to be no floorspace capacity within the plan period.

Summary

- 2.8 Overall, the updated convenience goods capacity assessment shows that convenience goods floorspace capacity is estimated to have broadly remained the same in the plan period since the 2021 Study. The only town forecast to have convenience goods floorspace capacity is Hednesford where capacity for a small sized foodstore or two smaller format convenience stores is identified in the 10 year NPPF period/end of plan period.

3.0 Updated Comparison Goods Quantitative Retail Need Assessment

Introduction

- 3.1 This section of the report provides an updated assessment of comparison goods quantitative floorspace capacity requirements in Cannock Chase to 2040, before and after commitments.
- 3.2 The updated assessment shows that the comparison goods floorspace capacity requirements across Cannock Chase District have reduced since the 2021 Study. Changing consumer behaviour coupled with the impact of the ongoing Covid-19 pandemic and resultant lockdowns has resulted in: reduced forecasts of growth in comparison goods expenditure per head; higher forecasts of growth in internet shopping; and higher forecast comparison goods sales density growth.

Updated Comparison Goods Capacity Findings

- 3.3 Figure 3.1 sets out the comparison goods floorspace need in the town centres in Cannock Chase before and after commitments.
- 3.4 Since the 2021 Study, we have been made aware of one new comparison goods floorspace commitment/planning permission, namely:
- planning permission for mixed-use development comprising: up to 2,300 new dwellings and residential units; up to 1.2 ha of mixed-use (use classes A1, A2, A3, A4, A5, C1, C2, C3, D1 and D2); up to 5 ha of employment; a school; open space; and key infrastructure, Rugeley B Power Station, Rugeley (planning application ref. CH/19/201)
- 3.5 In addition to the above commitment, since the 2021 Study, the Designer Outlet West Midlands (DOWM) development at Mill Green (granted planning permission under application ref. CH/17/279), which was considered as a commitment in the 2021 Study, has opened. Rather than make assumptions and manual adjustments to the shopping patterns, for the purpose of this capacity assessment, we continue to treat the DOWM as a commitment/planning permission implemented since 2021 Study.
- 3.6 Figure 3.1 shows that Cannock, before any commitments are taken into account, continues to have a limited amount of surplus expenditure in the period to 2040. However, when the DOWM is taken into account, this surplus will be absorbed and as a result there is no resultant capacity for additional floorspace in the short, medium or long term in Cannock.
- 3.7 For Rugeley and Hednesford, there is assessed to continue to be no capacity in the short to medium term with a very minimal amount (<100sq m) identified for each town at 2040. The very minimal comparison goods capacity identified for Rugeley is assessed to be absorbed by the mixed use development planning commitment/permission at the Rugeley B Power Station site.

Figure 3.1: Summary of Comparison Goods Floorspace Need (sq. m net)

Year	2021 Study	2022 Update	Difference
Cannock			
Before Commitments			
2026	1,100	800	-300
2032	Not tested	800	-
2036	900	1,100	+200
2040	1,700	1,400	-300
After Commitments/Recently Implemented DOWM			
2026	0	0	0
2032	Not tested	0	-
2036	0	0	0
2040	0	0	-0
Rugeley			
Before Commitments			
2026	0	0	0
2032	Not tested	0	-
2036	0	0	0
2040	<100	<100	0
After Commitments			
2026	0	0	0
2032	Not tested	0	-
2036	0	0	0
2040	<100	0	-100
Hednesford			
Before/After Commitments			
2026	0	0	0
2032	Not tested	0	-
2036	0	0	0
2040	<100	<100	0
District-wide			
Before Commitments			
2026	0	0	0
2032	Not tested	0	-
2036	0	0	0
2040	500	100	-400
After Commitments			
2026	0	0	0
2032	Not tested	0	-
2036	0	0	0
2040	500	0	-500

Source:
 Tables 26-29, Appendix C
 Tables 26-29, Appendix Iiii, Cannock Chase Retail & Town Centre Uses Study, 2021
 2018 Prices

3.8 For Rugeley and Hednesford, there is assessed to continue to be no capacity in the short to medium term with a very minimal amount (<100sq m) identified for each town at 2040. The very minimal comparison goods capacity identified for Rugeley is assessed to be absorbed by the mixed use development planning commitment/permission at the Rugeley B Power Station site.

3.9 When the district-wide comparison goods capacity is assessed, a similar picture is apparent. A very minimal amount of floorspace capacity is identified. However, again, after taking into account planning permissions/commitments, this capacity is assessed to be absorbed.

Summary

3.10 The updated comparison goods capacity assessment indicates that, after commitments, there is now no capacity requirement for additional comparison goods floorspace in any of the centres across Cannock Chase within the plan period. The reduction in comparison goods capacity is primarily as a result of reduced forecasts of growth in comparison goods expenditure per head; higher forecasts of growth in internet shopping; and higher forecast comparison goods sales density growth.

4.0 Conclusions

- 4.1 This retail capacity update has been prepared by Alder King Planning on behalf of Cannock Chase District Council. It represents an addendum to the Cannock Chase Retail & Town Centre Uses Study, 2021.
- 4.2 The report specifically provides an update to the retail capacity/quantitative retail need assessment provided in the 2021 Study. It takes into account updated expenditure forecast data; updated sales density data; and the current position on retail planning commitments/permissions. The statement also updates the base year (2022) and sets out capacity forecast to 2032 (NPPF minimum timeframe) and to 2040 (the end of the plan period).
- 4.3 The updated convenience goods capacity assessment shows that convenience goods floorspace capacity is estimated to have broadly remained the same in the plan period since the 2021 Study. The only town forecast to have convenience goods floorspace is Hednesford where capacity for a small sized foodstore or two smaller format convenience stores is identified in the 10 year NPPF period/end of plan period.
- 4.4 In terms of comparison goods capacity, the updated assessment indicates that, after commitments, there is now no capacity requirement for additional comparison goods floorspace in any of the centres across Cannock Chase within the plan period. The reduction in comparison goods capacity is primarily as a result of reduced forecasts of growth in comparison goods expenditure per head; higher forecasts of growth in internet shopping; and higher forecast comparison goods sales density growth.

Appendices

Appendix A: Population & Expenditure Statistical Tables

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
POPULATION & EXPENDITURE**

Table 1: Population Growth, by Zone

Zone	2022	2026	2032	2036	2040	Change 2022-2026		Change 2022-2032		Change 2022-2036		Change 2022-2040	
						No.	%	No.	%	No.	%	No.	%
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[12]	[13]
1	12,138	12,272	12,429	12,439	12,447	134	1.1	291	2.4	301	2.5	309	2.5
2	14,705	14,742	14,738	14,739	14,740	37	0.3	33	0.2	34	0.2	35	0.2
3	12,295	12,279	12,240	12,241	12,242	-16	-0.1	-55	-0.4	-54	-0.4	-53	-0.4
4	12,157	12,268	12,412	12,467	12,511	111	0.9	255	2.1	310	2.5	354	2.9
5	32,186	32,415	32,690	32,894	33,057	229	0.7	504	1.6	708	2.2	871	2.7
6	25,473	25,557	25,677	25,840	25,970	84	0.3	204	0.8	367	1.4	497	2.0
7	16,040	16,074	16,050	15,988	15,938	34	0.2	10	0.1	-52	-0.3	-102	-0.6
8	9,837	9,900	10,021	10,051	10,075	63	0.6	184	1.9	214	2.2	238	2.4
9	18,968	19,104	19,378	19,571	19,725	136	0.7	410	2.2	603	3.2	757	4.0
10	16,868	17,140	17,455	17,692	17,882	272	1.6	587	3.5	824	4.9	1,014	6.0
11	30,649	30,921	31,179	31,348	31,483	272	0.9	530	1.7	699	2.3	834	2.7
Total	201,316	202,672	204,269	205,270	206,071	1,356	0.7	2,953	1.5	3,954	2.0	4,755	2.4

Notes:

[1], [2], [3], [4], [5] Population figures taken from Experian Retail Planner Area Profile Report for each zone (2011 Census)

[6] = [2] - [1]

[7] = [6] / [1]

[8] = [3] - [1]

[9] = [8] / [1]

[10] = [4] - [1]

[11] = [10] / [1]

[12] = [5] - [1]

[13] = [11] / [1]

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
POPULATION & EXPENDITURE**

Table 2a - Per Capita Comparison Goods Expenditure, by Category, 2018 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	894	232	199	270	131	526	456	148	266	245	219	3,588
2	724	170	150	188	101	445	339	117	256	158	157	2,804
3	776	181	138	192	94	450	339	128	298	147	141	2,885
4	829	213	181	255	92	549	407	157	253	220	203	3,361
5	756	173	146	189	100	459	338	116	277	153	155	2,862
6	729	171	136	177	98	438	326	102	250	139	140	2,707
7	761	184	157	205	107	451	363	123	267	163	167	2,947
8	786	182	145	198	102	459	351	117	277	161	147	2,925
9	713	171	142	187	89	413	322	123	254	160	159	2,733
10	725	166	150	175	99	435	325	102	248	142	142	2,710
11	756	177	151	202	97	453	348	131	258	173	164	2,912

Table 2b - Per Capita Comparison Goods Expenditure, by Category, 2022 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	877	228	196	265	129	516	447	145	261	241	215	3,519
2	710	166	147	185	99	436	333	115	251	155	154	2,751
3	762	178	136	189	92	441	332	125	292	144	138	2,830
4	814	209	178	250	91	539	399	154	249	216	199	3,297
5	742	170	143	185	98	450	332	114	272	150	152	2,808
6	715	168	133	173	97	430	319	101	245	136	138	2,655
7	746	180	154	201	105	442	356	121	262	160	164	2,891
8	771	178	142	195	101	450	344	115	271	158	145	2,869
9	700	168	139	184	87	405	316	121	249	157	156	2,681
10	711	163	147	172	97	427	319	100	244	139	140	2,658
11	742	174	148	198	96	445	342	129	253	170	161	2,857

Notes

2018 base expenditure taken from Experian MMG3 data

Comparison goods expenditure growth projected forward from 2017 base using growth rates in Appendix 3 of Experian Retail Planner Briefing Note 19

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 19

2018 prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
POPULATION & EXPENDITURE**

Table 2c: Per Capita Comparison Goods Expenditure, by Category, 2026 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	937	243	209	283	137	552	478	155	278	257	229	3,765
2	759	178	157	197	106	466	355	123	268	165	164	2,943
3	814	190	145	202	99	471	355	134	312	154	148	3,027
4	869	223	190	267	97	575	427	165	266	231	213	3,528
5	792	181	153	198	105	481	354	121	290	160	162	3,004
6	764	179	142	185	103	459	341	107	262	146	147	2,841
7	797	193	165	215	112	472	381	129	280	171	175	3,093
8	824	191	152	208	107	481	367	122	290	169	154	3,070
9	747	179	149	196	93	433	337	129	266	168	167	2,869
10	760	174	157	184	104	456	341	107	260	149	149	2,844
11	792	186	158	212	102	475	365	137	271	181	172	3,056

Table 2d: Per Capita Comparison Goods Expenditure, by Category, 2032 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	1,078	280	240	326	158	634	549	179	320	296	264	4,325
2	873	205	181	227	122	536	409	142	308	190	189	3,381
3	936	218	167	232	113	542	408	154	359	177	170	3,478
4	1,000	257	218	308	111	662	491	189	306	265	245	4,052
5	912	209	176	228	121	554	408	140	334	185	187	3,451
6	879	206	164	213	119	528	392	124	302	168	169	3,263
7	917	222	189	247	129	543	438	148	322	197	201	3,553
8	948	219	175	239	124	553	423	141	334	194	178	3,527
9	860	206	171	226	107	498	388	148	306	193	192	3,295
10	874	200	180	211	120	525	392	123	299	171	172	3,267
11	912	214	182	243	118	547	420	158	311	209	198	3,511

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
POPULATION & EXPENDITURE**

Table 2e: Per Capita Comparison Goods Expenditure, by Category, 2036 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	1,197	310	267	362	175	704	610	198	355	329	293	4,802
2	969	227	201	252	135	596	454	157	342	211	210	3,753
3	1,039	243	185	257	126	602	453	171	399	197	189	3,861
4	1,110	285	242	342	124	735	545	210	339	295	272	4,499
5	1,012	232	195	253	134	615	453	155	371	205	207	3,831
6	975	229	182	236	132	587	436	137	335	186	188	3,623
7	1,018	246	210	274	144	603	486	164	357	218	223	3,944
8	1,052	243	194	265	137	614	469	156	370	216	197	3,915
9	955	229	190	251	119	553	431	165	340	215	213	3,658
10	970	222	200	235	133	583	435	136	332	190	191	3,627
11	1,012	237	202	270	130	607	466	175	346	232	220	3,898

Table 2f: Per Capita Comparison Goods Expenditure, by Category, 2040 (£)

Zone	Expenditure Category											Total Per Capita Expenditure
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings	
1	1,333	346	297	403	195	784	679	221	396	366	326	5,345
2	1,079	253	223	281	150	663	505	175	381	235	234	4,178
3	1,157	270	206	286	140	670	505	191	444	219	210	4,298
4	1,236	317	270	380	138	818	606	234	378	328	303	5,008
5	1,127	258	217	282	150	684	504	172	413	228	231	4,265
6	1,086	255	202	263	147	653	485	153	373	207	209	4,033
7	1,133	274	234	305	160	671	541	183	398	243	248	4,391
8	1,171	271	216	296	153	684	522	174	412	240	220	4,358
9	1,063	255	211	279	132	615	480	183	379	239	237	4,072
10	1,080	247	223	261	148	649	484	152	370	212	212	4,037
11	1,126	264	225	301	145	676	519	195	385	258	245	4,339

Notes

2018 base expenditure taken from Experian MMG3 data

Comparison goods expenditure growth projected forward using the growth rates in Appendix 3 of Experian Retail Planner Briefing Note 19

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 19

2018 prices

Table 3a: Total Comparison Goods Expenditure, by Category, 2022 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	10.7	2.8	2.4	3.2	1.6	6.3	5.4	1.8	3.2	2.9	2.6
2	10.4	2.4	2.2	2.7	1.5	6.4	4.9	1.7	3.7	2.3	2.3
3	9.4	2.2	1.7	2.3	1.1	5.4	4.1	1.5	3.6	1.8	1.7
4	9.9	2.5	2.2	3.0	1.1	6.5	4.9	1.9	3.0	2.6	2.4
5	23.9	5.5	4.6	6.0	3.2	14.5	10.7	3.7	8.7	4.8	4.9
6	18.2	4.3	3.4	4.4	2.5	11.0	8.1	2.6	6.3	3.5	3.5
7	12.0	2.9	2.5	3.2	1.7	7.1	5.7	1.9	4.2	2.6	2.6
8	7.6	1.8	1.4	1.9	1.0	4.4	3.4	1.1	2.7	1.6	1.4
9	13.3	3.2	2.6	3.5	1.7	7.7	6.0	2.3	4.7	3.0	3.0
10	12.0	2.7	2.5	2.9	1.6	7.2	5.4	1.7	4.1	2.4	2.4
11	22.7	5.3	4.5	6.1	2.9	13.6	10.5	3.9	7.8	5.2	4.9
Total	150.0	35.6	29.9	39.3	19.8	90.2	69.0	24.1	51.9	32.6	31.7

Table 3b: Total Comparison Goods Expenditure, by Category, 2026 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	11.5	3.0	2.6	3.5	1.7	6.8	5.9	1.9	3.4	3.2	2.8
2	11.2	2.6	2.3	2.9	1.6	6.9	5.2	1.8	3.9	2.4	2.4
3	10.0	2.3	1.8	2.5	1.2	5.8	4.4	1.6	3.8	1.9	1.8
4	10.7	2.7	2.3	3.3	1.2	7.1	5.2	2.0	3.3	2.8	2.6
5	25.7	5.9	4.9	6.4	3.4	15.6	11.5	3.9	9.4	5.2	5.3
6	19.5	4.6	3.6	4.7	2.6	11.7	8.7	2.7	6.7	3.7	3.8
7	12.8	3.1	2.6	3.5	1.8	7.6	6.1	2.1	4.5	2.7	2.8
8	8.2	1.9	1.5	2.1	1.1	4.8	3.6	1.2	2.9	1.7	1.5
9	14.3	3.4	2.8	3.8	1.8	8.3	6.4	2.5	5.1	3.2	3.2
10	13.0	3.0	2.7	3.1	1.8	7.8	5.8	1.8	4.5	2.6	2.6
11	24.5	5.7	4.9	6.5	3.2	14.7	11.3	4.2	8.4	5.6	5.3
Total	161.3	38.3	32.1	42.2	21.3	97.0	74.2	25.9	55.9	35.0	34.1

Table 3c: Total Comparison Goods Expenditure, by Category, 2032 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	13.4	3.5	3.0	4.1	2.0	7.9	6.8	2.2	4.0	3.7	3.3
2	12.9	3.0	2.7	3.3	1.8	7.9	6.0	2.1	4.5	2.8	2.8
3	11.5	2.7	2.0	2.8	1.4	6.6	5.0	1.9	4.4	2.2	2.1
4	12.4	3.2	2.7	3.8	1.4	8.2	6.1	2.4	3.8	3.3	3.0
5	29.8	6.8	5.7	7.5	4.0	18.1	13.3	4.6	10.9	6.0	6.1
6	22.6	5.3	4.2	5.5	3.0	13.6	10.1	3.2	7.7	4.3	4.3
7	14.7	3.6	3.0	4.0	2.1	8.7	7.0	2.4	5.2	3.2	3.2
8	9.5	2.2	1.8	2.4	1.2	5.5	4.2	1.4	3.3	1.9	1.8
9	16.7	4.0	3.3	4.4	2.1	9.6	7.5	2.9	5.9	3.7	3.7
10	15.3	3.5	3.1	3.7	2.1	9.2	6.8	2.1	5.2	3.0	3.0
11	28.4	6.7	5.7	7.6	3.7	17.0	13.1	4.9	9.7	6.5	6.2
Total	187.1	44.4	37.3	49.0	24.7	112.4	86.1	30.0	64.7	40.6	39.5

Table 3d: Total Comparison Goods Expenditure, by Category, 2036 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	14.9	3.9	3.3	4.5	2.2	8.8	7.6	2.5	4.4	4.1	3.6
2	14.3	3.3	3.0	3.7	2.0	8.8	6.7	2.3	5.0	3.1	3.1
3	12.7	3.0	2.3	3.2	1.5	7.4	5.6	2.1	4.9	2.4	2.3
4	13.8	3.6	3.0	4.3	1.5	9.2	6.8	2.6	4.2	3.7	3.4
5	33.3	7.6	6.4	8.3	4.4	20.2	14.9	5.1	12.2	6.7	6.8
6	25.2	5.9	4.7	6.1	3.4	15.2	11.3	3.5	8.7	4.8	4.9
7	16.3	3.9	3.4	4.4	2.3	9.6	7.8	2.6	5.7	3.5	3.6
8	10.6	2.4	2.0	2.7	1.4	6.2	4.7	1.6	3.7	2.2	2.0
9	18.7	4.5	3.7	4.9	2.3	10.8	8.4	3.2	6.7	4.2	4.2
10	17.2	3.9	3.5	4.2	2.3	10.3	7.7	2.4	5.9	3.4	3.4
11	31.7	7.4	6.3	8.5	4.1	19.0	14.6	5.5	10.8	7.3	6.9
Total	208.7	49.5	41.6	54.6	27.5	125.4	96.0	33.5	72.2	45.3	44.1

Table 3e: Total Comparison Goods Expenditure, by Category, 2040 (£m)

Zone	Expenditure Category										
	Clothing & Footwear	Books/CD's/ DVD's	Furnishings & Textiles	Small Household Goods	Clocks, J'lery & Watches	Recreational Goods	Chemist Goods	Large Electrical	Small Electrical Appliances	DIY & Gardening	Furniture & Floorcoverings
1	16.6	4.3	3.7	5.0	2.4	9.8	8.5	2.7	4.9	4.6	4.1
2	15.9	3.7	3.3	4.1	2.2	9.8	7.4	2.6	5.6	3.5	3.4
3	14.2	3.3	2.5	3.5	1.7	8.2	6.2	2.3	5.4	2.7	2.6
4	15.5	4.0	3.4	4.8	1.7	10.2	7.6	2.9	4.7	4.1	3.8
5	37.2	8.5	7.2	9.3	4.9	22.6	16.7	5.7	13.6	7.5	7.6
6	28.2	6.6	5.3	6.8	3.8	17.0	12.6	4.0	9.7	5.4	5.4
7	18.1	4.4	3.7	4.9	2.5	10.7	8.6	2.9	6.3	3.9	4.0
8	11.8	2.7	2.2	3.0	1.5	6.9	5.3	1.8	4.2	2.4	2.2
9	21.0	5.0	4.2	5.5	2.6	12.1	9.5	3.6	7.5	4.7	4.7
10	19.3	4.4	4.0	4.7	2.6	11.6	8.7	2.7	6.6	3.8	3.8
11	35.5	8.3	7.1	9.5	4.6	21.3	16.3	6.1	12.1	8.1	7.7
Total	233.2	55.3	46.5	61.0	30.7	140.1	107.3	37.4	80.7	50.6	49.3

Notes:

Total Expenditure = Population for each zone (Table 1) multiplied by per capita expenditure for each zone (Table 2b-2f)

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
POPULATION & EXPENDITURE**



Table 4: Per Capita Convenience Goods Expenditure, by Zone (£)

Zone	2022	2026	2032	2036	2040
1	2,154	2,095	2,096	2,104	2,110
2	2,019	1,963	1,965	1,972	1,978
3	1,984	1,930	1,931	1,938	1,944
4	2,210	2,149	2,150	2,158	2,165
5	2,002	1,947	1,949	1,956	1,962
6	1,941	1,887	1,888	1,896	1,901
7	2,094	2,036	2,038	2,045	2,051
8	2,018	1,962	1,964	1,971	1,977
9	1,927	1,874	1,875	1,882	1,888
10	1,990	1,936	1,937	1,944	1,950
11	2,002	1,947	1,948	1,955	1,961

Notes

Per capita expenditure derived from Experian MMG3 data

Per capita expenditure projected forward using forecast growth rates taken from Experian Retail Planner Briefing Note 19

Expenditure excludes Special Forms of Trading in line with 'adjusted' allowance derived from Appendix 3 of Experian Retail Planner Briefing Note 19

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
POPULATION & EXPENDITURE**

Table 5: Total Available Convenience Expenditure, by Zone (£m)

Zone	2022	2026	2032	2036	2040	Change 2022-26		Change 2022-32		Change 2022-36		Change 2022-40	
	[1]	[2]	[3]	[4]	[5]	No.	%	No.	%	No.	%	No.	%
	[1]	[2]	[3]	[4]	[5]	[6]	[7]	[8]	[9]	[10]	[11]	[10]	[11]
1	26.1	25.7	26.1	26.2	26.3	-0.4	-1.7	-0.1	-0.4	0.0	0.1	0.1	0.4
2	29.7	28.9	29.0	29.1	29.1	-0.7	-2.5	-0.7	-2.5	-0.6	-2.1	-0.5	-1.8
3	24.4	23.7	23.6	23.7	23.8	-0.7	-2.9	-0.8	-3.1	-0.7	-2.8	-0.6	-2.5
4	26.9	26.4	26.7	26.9	27.1	-0.5	-1.9	-0.2	-0.6	0.0	0.2	0.2	0.8
5	64.5	63.1	63.7	64.3	64.8	-1.3	-2.1	-0.7	-1.2	-0.1	-0.2	0.4	0.6
6	49.4	48.2	48.5	49.0	49.4	-1.2	-2.4	-0.9	-1.9	-0.5	-0.9	-0.1	-0.1
7	33.6	32.7	32.7	32.7	32.7	-0.9	-2.5	-0.9	-2.6	-0.9	-2.6	-0.9	-2.7
8	19.9	19.4	19.7	19.8	19.9	-0.4	-2.1	-0.2	-0.9	0.0	-0.2	0.1	0.3
9	36.5	35.8	36.3	36.8	37.2	-0.7	-2.1	-0.2	-0.6	0.3	0.8	0.7	1.9
10	33.6	33.2	33.8	34.4	34.9	-0.4	-1.2	0.2	0.7	0.8	2.5	1.3	3.8
11	61.3	60.2	60.7	61.3	61.7	-1.2	-1.9	-0.6	-1.0	-0.1	-0.1	0.4	0.6
Total	405.9	397.4	400.8	404.2	406.9	-8.5	-2.1	-5.1	-1.3	-1.7	-0.4	1.0	0.3

Notes

[1] to [4] Calculated by multiplying population (Table 1) by per capita convenience goods expenditure (Table 4)

[6] = [2] - [1]

[7] = [6] / [1]

[8] = [3] - [1]

[9] = [8] / [1]

[10] = [4] - [1]

[11] = [10] / [1]

2018 Prices

Appendix B: Convenience Goods Capacity Statistical Tables

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
CONVENIENCE GOODS CAPACITY**

Table 1: Main and Top Up Food Shopping Market Share of Convenience Facilities by Zone, 2022 (%)

	Zone																																											
	1		2		3		4		5		6		7		8		9		10		11																							
	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up																						
Cannoct Town Centre	6%		2%		1%		0%		19%		10%		35%		19%		66%		47%		8%		3%		56%		21%		2%		2%		3%		1%									
Asda, Avon Road, Cannock									10%	1%	15%	11%	21%	20%	5%	1%	25%	7%	1%	2%	3%	1%	1%																					
Morrisons, Mill Street, Cannock		5%	2%	1%					5%	4%	7%	5%	35%	17%	1%	1%	9%	2%	1%	2%	1%	1%																						
Aldi, Walsall Road, Cannock									2%	1%	12%	7%	9%	7%	2%	1%	22%	11%	1%	1%																								
Iceland, Market Place, Cannock									3%	3%	1%	0%	1%	1%	1%																													
Other		1%								1%		2%		3%																														
Other Stores in Cannock									2%	2%	3%	12%	3%	6%	1%	1%																					0%							
Asda, Rumer Hill, Lichfield Road, Cannock									1%	1%	3%	3%	3%	3%	1%																													
Tesco Express, Stafford Road, Cannock									1%	2%		9%		2%																														
Rugeley Town Centre	6%		4%		90%		71%		91%		52%		60%		40%		1%																											
Morrisons, Market Street, Rugeley		1%	27%	23%	37%	21%	16%	17%																																				
Tesco Superstore, Power Station Road, Rugeley		4%	40%	29%	35%	8%	32%	21%																																				
Aldi, Market Street, Rugeley		0%	19%	8%	13%	10%	11%	2%																																				
Iceland, Market Place, Rugeley			4%	8%	6%	5%	1%																																					
Other				3%	1%	7%					1%																																	
Other Stores In Rugeley			0%	22%	0%																																							
Co-op, Springfield Road, Etching Hill, Rugeley			0%	15%		0%																																						
Other				7%																																								
Hednesford Town Centre			2%		2%		2%		0%		1%		54%		42%		31%		16%		3%		5%		2%		2%		0%		4%		3%		2%									
Tesco Superstore, Victoria Shopping Park, Hednesford			2%	2%	0%	0%	1%		33%	33%	14%	9%	2%	5%	1%		1%	0%	2%	2%																								
Aldi, Chase Gateway, Victoria Street, Hednesford			1%		1%	0%			21%	8%	17%	6%	1%						1%	0%	2%	2%																						
Other				0%	1%					0%	1%																																	
Other Stores in Hednesford									4%																																			
Other									4%																																			
Other Stores in Cannock Chase District	3%		0%		1%		3%		4%		46%		2%		7%		18%		23%		28%		53%		26%		38%		38%		52%		27%		15%		9%		5%		10%		7%	
Sainsbury's Superstore, Orbital Retail Park, Cannock		3%	1%		3%	1%			6%	3%	9%	3%	18%	9%	23%	15%	24%	9%	8%	1%	5%	4%																						
Tesco Superstore, Hawks Green / Heath Hayes, Cannock									11%	10%	18%	28%	3%	6%	1%	1%	0%	4%	1%	0%	3%	0%																						
M&S (Foodhall), Orbital Retail Park, Cannock				0%					0%	1%	1%	1%	1%	1%																														
Co-op, Brownhills Road, Norton Canes, Cannock												1%																																
Co-op, Redbrook Lane, Brereton, Rugeley					1%	24%						6%																																
Iceland, Linkway Retail Park, Watling Street, Cannock														1%																														
Other				3%		22%					0%		9%																															
Cannoct Chase Total	9%		10%		95%		99%		97%		99%		63%		47%		92%		81%		97%		99%		98%		96%		50%		55%		86%		36%		15%		7%		17%		10%	
Outside of District	91%		90%		5%		1%		3%		1%		37%		53%		8%		19%		3%		1%		2%		4%		50%		45%		14%		64%		85%		93%		83%		90%	
Burntwood						1%			6%	5%	2%	0%	1%																															
Stafford		87%	88%						0%	1%																																		
Lichfield		2%	3%			2%			1%																																			
Walsall																																												
Brownhills																																												
Other Destinations		2%	2%			1%			1%																																			
Total	100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%		100%			

Notes:
 Main food market share figure derived from a 50:50 combined figure between Questions 1 & 3, NEMS Household Survey
 Top-up market share figure derived from Question 7, NEMS Household Survey
 Excludes responses 'don't do this', 'don't know / varies', 'abroad', and 'internet / delivered'
 Figures may not add due to rounding
2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
CONVENIENCE GOODS CAPACITY**

Table 2: Main and Top Up Food Shopping Turnover of Convenience Facilities, 2022 (£m)

	1		2		3		4		5		6		7		8		9		10		11	
	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up	Main	Top-up
Cannock Town Centre	0.2		0.5	0.0	0.1				10.9	0.7	15.4	1.1	19.1	2.2	1.4	0.1	18.0	1.0	0.6	0.1	1.8	0.1
Asda, Avon Road, Cannock				0.0	0.1				5.7	0.1	6.5	0.7	6.0	1.0	0.8	0.0	8.1	0.3	0.2	0.1	1.4	0.1
Morrisons, Mill Street, Cannock	0.2		0.5						2.7	0.3	3.1	0.3	10.2	0.8	0.2	0.0	3.0	0.1	0.2		0.5	0.1
Aldi, Walsall Road, Cannock									0.9	0.1	5.2	0.3	2.6	0.3	0.3	0.0	6.9	0.5	0.2			
Iceland, Market Place, Cannock									1.6	0.2	0.6	0.0	0.2	0.0	0.1			0.0				
Other	0.0									0.1		0.1		0.1								
Other Stores in Cannock									0.9	0.1	1.3	0.7	1.0	0.3	0.2		0.2					0.2
Asda, Rumer Hill, Lichfield Road, Cannock									0.5	0.0	1.3	0.2	1.0	0.2	0.2		0.2					0.2
Tesco Express, Stafford Road, Cannock									0.4	0.1		0.5		0.1								
Rugeley Town Centre	1.4	0.1	22.3	3.5	19.7	1.5	14.2	1.3		0.0												
Morrisons, Market Street, Rugeley	0.3		6.8	1.1	8.0	0.6	3.7	0.5														
Tesco Superstore, Power Station Road, Rugeley	1.0	0.1	9.8	1.4	7.6	0.2	7.7	0.7														
Aldi, Market Street, Rugeley	0.1		4.6	0.4	2.7	0.3	2.7	0.1														
Iceland, Market Place, Rugeley			1.1	0.4	1.2	0.1	0.2															
Other				0.2	0.1	0.2				0.0												
Other Stores In Rugeley			0.1	1.1		0.0																
Co-op, Springfield Road, Etching Hill, Rugeley			0.1	0.7		0.0																
Other				0.4																		
Hednesford Town Centre			0.5	0.1	0.4	0.0	0.3		31.1	2.9	13.3	1.0	0.8	0.3	0.3		0.5	0.0	1.2		1.7	0.1
Tesco Superstore, Victoria Shopping Park, Hednesford			0.4	0.1	0.1	0.0	0.3		18.9	2.3	6.1	0.5	0.4	0.3	0.2		0.3	0.0	0.7		1.7	0.1
Aldi, Chase Gateway, Victoria Street, Hednesford			0.1		0.2	0.0			12.2	0.6	7.2	0.4	0.4	0.1	0.1		0.2	0.0	0.5			
Other				0.0	0.1					0.0		0.0										
Other Stores in Hednesford										0.2												
Other										0.2												
Other Stores in Cannock Chase District	0.7	0.0	0.2	0.2	0.8	1.3	0.5	0.2	10.1	1.6	12.1	3.2	7.4	1.8	6.5	1.4	8.6	0.7	2.6	0.2	5.3	0.5
Sainsbury's Superstore, Orbital Retail Park, Cannock	0.7		0.2		0.6	0.0	0.3		3.4	0.2	3.8	0.2	5.3	0.4	4.0	0.4	7.7	0.4	2.2	0.0	2.6	0.3
Tesco Superstore, Hawks Green / Heath Hayes, Cannock							0.1		6.5	0.7	7.9	1.7	1.0	0.1	1.1	0.0	0.4		0.1	0.0	1.6	0.0
M&S (Foodhall), Orbital Retail Park, Cannock		0.0							0.2	0.1	0.4	0.1	0.4	0.1	0.1	0.1	0.3	0.2	0.3		0.1	0.1
Co-op, Brownhills Road, Norton Canes, Cannock								0.0							1.4	0.7	0.1	0.0				0.0
Co-op, Redbrook Lane, Brereton, Rugeley					0.1	0.7		0.2														
Iceland, Linkway Retail Park, Watling Street, Cannock						0.6		0.0					0.4		0.1		0.1	0.0			1.1	
Other				0.2		0.6		0.0		0.6		1.3	0.3	1.3		0.2		0.0		0.1		
Cannock Chase Total	2.1	0.3	23.6	4.8	20.9	2.9	15.0	1.5	52.9	5.6	42.0	6.1	28.2	4.5	8.5	1.5	27.4	1.7	4.3	0.3	9.1	0.7
Outside of District	20.9	2.9	1.2	0.0	0.6	0.0	8.7	1.7	4.6	1.3	1.3	0.1	0.7	0.2	8.6	1.2	4.5	3.0	24.7	4.2	45.1	6.4
Burntwood						0.0	2.4	0.2	3.6	0.3	1.1	0.0	0.2		4.5	0.6	0.8		3.1	0.5	38.4	6.0
Stafford	20.0	2.8	0.4	0.0			5.2	0.2	0.2	0.0			0.2		0.4	0.0			0.9		5.5	0.1
Lichfield	0.4		0.6		0.4				0.5		0.1		0.2		0.7	0.2	0.2		1.3	0.0		
Walsall															1.9	0.0			2.0	1.0		
Brownhills								0.1		0.0			0.2		1.1	0.4			13.1	1.6		
Other Destinations	0.5	0.1	0.1		0.1		1.1	1.1	0.3	0.9	0.1	0.0	0.2	0.2			3.4	3.0	4.3	1.1	1.2	0.3
Total	23.0	3.2	24.8	4.9	21.5	2.9	23.7	3.1	57.6	6.9	43.3	6.1	28.9	4.7	17.1	2.8	31.9	4.7	29.1	4.5	54.2	7.1

Notes:
 Total convenience goods expenditure per zone taken from Table 5, Appendix X
 Split in Main/Top-up expenditure derived from Questions 3 and 7, NEMS Household Survey
 Excludes responses 'don't do this', 'don't know / varies', 'abroad', and 'internet / delivered'
 Figures may not add due to rounding
2018 Prices

CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
CONVENIENCE GOODS CAPACITY

Table 3: Total Turnover of Convenience Facilities, 2022

	Zone											Total Survey Derived Turnover (£m)											
	% 1 £m	% 2 £m	% 3 £m	% 4 £m	% 5 £m	% 6 £m	% 7 £m	% 8 £m	% 9 £m	% 10 £m	% 11 £m												
Cannock Town Centre	1	0.2	2	0.6	0	0.1			18	11.6	33	16.5	63	21.3	7	1.5	52	19.0	2	0.6	3	1.9	73.2
Asda, Avon Road, Cannock			0	0.0	0	0.1			9	5.7	14	7.2	21	7.0	4	0.9	23	8.4	1	0.3	2	1.4	30.9
Morrisons, Mill Street, Cannock	1	0.2	2	0.5					5	3.0	7	3.4	33	11.0	1	0.2	8	3.1	1	0.2	1	0.6	22.1
Aldi, Walsall Road, Cannock									1	0.9	10	5.2	9	2.9	2	0.3	20	7.4	1	0.2			16.9
Iceland, Market Place, Cannock									3	1.8	1	0.6	1	0.3	0	0.1	0	0.0					2.8
Other	0	0.0							0	0.1	0	0.1	0	0.1									0.3
Other Stores in Cannock									2	1.0	4	2.0	4	1.3	1	0.2	1	0.2			0	0.2	4.9
Asda, Rumer Hill, Lichfield Road, Cannock									1	0.6	3	1.4	3	1.1	1	0.2	1	0.2			0	0.2	3.8
Tesco Express, Stafford Road, Cannock									1	0.5	1	0.5	0	0.1									1.1
Rugeley Town Centre	6	1.5	87	25.8	87	21.2	58	15.5	0	0.0													63.9
Morrisons, Market Street, Rugeley	1	0.3	27	7.9	35	8.6	16	4.3															21.1
Tesco Superstore, Power Station Road, Rugeley	4	1.1	38	11.2	32	7.8	31	8.3															28.5
Aldi, Market Street, Rugeley	0	0.1	17	5.0	12	3.0	10	2.8															10.9
Iceland, Market Place, Rugeley			5	1.5	5	1.3	1	0.2															3.0
Other			1	0.2	1	0.4			0	0.0													0.6
Other Stores In Rugeley			4	1.1	0	0.0																	1.2
Co-op, Springfield Road, Etching Hill, Rugeley			3	0.8	0	0.0																	0.8
Other			1	0.4																			0.4
Hednesford Town Centre			2	0.7	2	0.4	1	0.3	53	34.0	29	14.3	3	1.0	2	0.3	1	0.5	4	1.2	3	1.9	54.7
Tesco Superstore, Victoria Shopping Park, Hednesford			2	0.5	0	0.1	1	0.3	33	21.2	13	6.6	2	0.7	1	0.2	1	0.3	2	0.7	3	1.9	32.4
Aldi, Chase Gateway, Victoria Street, Hednesford			1	0.1	1	0.2			20	12.7	15	7.6	1	0.4	1	0.1	1	0.2	2	0.5			22.0
Other			0	0.0	1	0.1			0	0.0	0	0.0											0.2
Other Stores in Hednesford									0	0.2													0.2
Other									0	0.2													0.2
Other Stores in Cannock Chase District	3	0.7	1	0.3	9	2.1	2	0.7	18	11.7	31	15.3	27	9.1	40	7.9	26	9.4	8	2.8	9	5.8	65.9
Sainsbury's Superstore, Orbital Retail Park, Cannock	3	0.7	1	0.2	3	0.7	1	0.3	6	3.6	8	4.0	17	5.7	22	4.4	22	8.1	7	2.2	5	2.9	32.8
Tesco Superstore, Hawks Green / Heath Hayes, Cannock							1	0.1	11	7.2	19	9.6	3	1.0	6	1.1	1	0.4	0	0.1	3	1.6	21.2
M&S (Foodhall), Orbital Retail Park, Cannock	0	0.0							0	0.2	1	0.4	1	0.5	0	0.1	1	0.5	1	0.3	0	0.2	2.3
Co-op, Brownhills Road, Norton Canes, Cannock							0	0.0							10	2.1	0	0.1	0	0.1			2.4
Co-op, Redbrook Lane, Brereton, Rugeley					3	0.8	1	0.2													0	0.0	1.0
Iceland, Linkway Retail Park, Watling Street, Cannock													1	0.4	0	0.1	0	0.1			2	1.1	1.7
Other			1	0.2	3	0.6	0	0.0	1	0.6	3	1.3	5	1.6	1	0.2	0	0.0	0	0.1			4.5
Cannock Chase Total	9	2.4	96	28.4	98	23.8	61	16.5	91	58.5	97	48.1	97	32.7	50	10.0	80	29.1	14	4.6	16	9.8	264.0
Outside of District	91	23.7	4	1.3	2	0.6	39	10.4	9	5.9	3	1.3	3	0.9	50	9.9	20	7.5	86	28.9	84	51.5	141.9
Burntwood					0	0.0	10	2.7	6	3.9	2	1.1	0	0.2	26	5.1	2	0.8	10	3.5	72	44.4	61.7
Stafford									0	0.2									3	0.9			24.4
Lichfield	87	22.8	2	0.5	2	0.4	20	5.4	1	0.5	0	0.1	1	0.2	2	0.4			4	1.3	9	5.6	15.1
Walsall	1	0.4	2	0.6											5	0.9	1	0.2	9	3.0			4.2
Brownhills							1	0.1	0	0.0					10	2.0			44	14.7			17.1
Other Destinations	2	0.6	1	0.1	1	0.1	8	2.2	2	1.2	0	0.1	1	0.4	7	1.4	18	6.4	16	5.4	2	1.5	19.6
Total	100	26.1	100	29.7	100	24.4	100	26.9	100	64.5	100	49.4	100	33.6	100	19.9	100	36.6	100	33.6	100	61.3	405.9

Notes:
 Derived from Table 2
 Figures may not add due to rounding.

2018 Prices

Table 4. Survey-derived performance of convenience floorspace compared to expected benchmark performance at 2022

	Net Sales (sq.m)	Net Convenience Sales Area (sq m)	Sales Density (£ per sq.m)	Benchmark Convenience Goods Turnover (£m)	Survey Turnover (£m)	Overtrading (£m)
Cannock Town Centre				67.4	73.2	5.8
Asda, Avon Road, Cannock	3,799	2,545	12,634	32.2	30.9	-1.3
Morrisons, Mill Street, Cannock	2,379	1,903	11,450	21.8	22.1	0.3
Aldi, Walsall Road, Cannock	935	853	11,114	9.5	16.9	7.5
Iceland, Market Place, Cannock	600	582	6,165	3.6	2.8	-0.7
Other	-	-	-	0.3	0.3	
Other Stores in Cannock				9.8	4.9	-4.9
Asda, Rumer Hill, Lichfield Road, Cannock	740	546	12,634	6.9	3.8	-3.1
Tesco Express, Stafford Road, Cannock	256	238	12,279	2.9	1.1	-1.8
Rugeley Town Centre				58.4	63.9	5.5
Morrisons, Market Street, Rugeley	2,186	1,818	11,450	20.8	21.1	0.2
Tesco Superstore, Power Station Road, Rugeley	2,862	2,167	12,279	26.6	28.5	1.8
Aldi, Market Street, Rugeley	762	697	11,114	7.7	10.9	3.1
Iceland, Market Place, Rugeley	441	439	6,165	2.7	3.0	0.3
Other	-	-	-	0.6	0.6	
Other Stores In Rugeley				4.3	1.2	-3.2
Co-op, Springfield Road, Etching Hill, Rugeley	437	382	10,364	4.0	0.8	-3.2
Other				0.4	0.4	
Hednesford Town Centre				40.9	54.7	13.7
Tesco Superstore, Victoria Shopping Park, Hednesford	3,564	2,698	12,279	33.1	32.4	-0.7
Aldi, Chase Gateway, Victoria Street, Hednesford	820	681	11,114	7.6	22.0	14.4
Other	-	-	-	0.2	0.2	
Other Stores in Hednesford				0.2	0.2	
Other	-	-	-	0.2	0.2	
Other Stores in Cannock Chase District				84.9	65.9	-19.0
Sainsbury's Superstore, Orbital Retail Park, Cannock	5,225	3,560	10,693	38.1	32.8	-5.3
Tesco Superstore, Hawks Green / Heath Hayes, Cannock	2,798	2,118	12,279	26.0	21.2	-4.8
M&S (Foodhall), Orbital Retail Park, Cannock	581	471	9,568	4.5	2.3	-2.2
Co-op, Brownhills Road, Norton Canes, Cannock	345	304	10,364	3.2	2.4	-0.8
Iceland, Linkway Retail Park, Watling Street, Cannock	527	427	6,165	2.6	1.7	-0.9
Other	-	-	-	8.4	8.4	
Cannock Chase Total				266.0	264.0	-2.1

Notes:

Gross floorspace derived from Retail Studies, Retail Impact Assessments, VOA website, Experian Goad or WYG assessment

Net convenience floorspace derived from above sources where available or based on WYG professional judgement having regard to Experian Goad Data/WYG visits

Sales densities derived from information provided by GlobalData and Mintel Retail Rankings.

It has been assumed that all unnamed convenience stores within a centre are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)

Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 3

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
CONVENIENCE GOODS CAPACITY**



TABLE 5: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN CANNOCK

Table 5a: Estimated 'Capacity' for Convenience Goods Facilities - Cannock

Year	Benchmark Turnover £m ¹	Turnover £m ²	Surplus Expenditure £m
2022	77.2	78.1	0.9
2026	80.4	76.4	-4.0
2032	80.6	77.1	-3.5
2036	80.6	77.7	-2.9
2040	80.6	78.3	-2.3
Market Share (%)		19.2	

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19
2. Assumes constant market share claimed by facilities

2018 Prices

Table 5b: Quantitative Need for Additional Convenience Goods Floorspace - Cannock

Year	Surplus £m	Floorspace Requirement (sq m net)
2022	0.9	96
2026	-4.0	-
2032	-3.5	-
2036	-2.9	-
2040	-2.3	-

Notes:

Average sales density assumed to be £9,230 per sq.m (@2022) based on the average sales density of all grocery operators provided by Global Data & Mintel Retail Rankings

Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19

No commitments/planning permissions that need to be taken into account in this assessment

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
CONVENIENCE GOODS CAPACITY**



TABLE 6: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN RUGELEY

Table 6a: Estimated 'Capacity' for Convenience Goods Facilities - Rugeley

Year	Benchmark Turnover £m ¹	Turnover £m ²	Surplus Expenditure £m
2022	62.8	65.1	2.3
2026	65.4	63.7	-1.7
2032	65.5	64.3	-1.3
2036	65.5	64.8	-0.7
2040	65.5	65.3	-0.3
Market Share (%)		16.0	

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19
2. Assumes constant market share claimed by facilities

2018 Prices

Table 6b: Quantitative Need for Additional Convenience Goods Floorspace - Rugeley

Year	Surplus £m	Floorspace Requirement (sq m net)
2022	2.3	300
2026	-1.7	-
2032	-1.3	-
2036	-0.7	-
2040	-0.3	-

Notes:

Average sales density assumed to be £9,230 per sq.m (@2022) based on the average sales density of all grocery operators
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19
No commitments/planning permissions that need to be taken into account in this assessment

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
CONVENIENCE GOODS CAPACITY**



TABLE 7: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN HEDNESFORD

Table 7a: Estimated 'Capacity' for Convenience Goods Facilities - Hednesford

Year	Benchmark Turnover £m ¹	Turnover £m ²	Surplus Expenditure £m
2021	41.2	54.9	13.7
2026	42.9	53.8	10.8
2031	43.0	54.2	11.2
2036	43.0	54.7	11.7
2040	43.0	55.1	12.0
Market Share (%)		13.5	

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19
2. Assumes constant market share claimed by facilities

2017 Prices

Table 7b: Quantitative Need for Additional Convenience Goods Floorspace - Hednesford

Year	Surplus £m	Floorspace Requirement (sq m net)
2022	13.7	1,500
2026	10.8	1,100
2032	11.2	1,200
2036	11.7	1,200
2040	12.0	1,200

Notes:

Average sales density assumed to be £9,230 per sq.m (@2022) based on the average sales density of all grocery operators
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19
No commitments/planning permissions that need to be taken into account in this assessment

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
CONVENIENCE GOODS CAPACITY**



TABLE 8: ESTIMATED CAPACITY FOR NEW CONVENIENCE GOODS PROVISION WITHIN CANNOCK CHASE DISTRICT

Table 8a: Estimated 'Capacity' for Convenience Goods Facilities - Cannock Chase District

Year	Benchmark Turnover £m ¹	Turnover £m ²	Surplus Expenditure £m
2022	266.0	264.0	-2.1
2026	277.3	258.4	-18.9
2032	277.9	260.6	-17.2
2036	277.9	262.9	-15.0
2040	277.9	264.6	-13.2
Market Share (%)		65.0	

Notes:

1. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18
2. Assumes constant market share claimed by facilities

2018 Prices

Table 8b: Quantitative Need for Additional Convenience Goods Floorspace - Cannock Chase District

Year	Surplus £m	Floorspace Requirement (sq m net)
2022	-2.1	-
2024	-18.9	-
2032	-17.2	-
2034	-15.0	-
2040	-13.2	-

Notes:

Average sales density assumed to be £9,230 per sq.m (@2022) based on the average sales density of all grocery operators
Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 19
No commitments/planning permissions that need to be taken into account in this assessment

2018 Prices

Appendix C: Comparison Goods Capacity Statistical Tables

Table 1: Market Share of clothing and footwear goods, by Zone (%)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock	1%	2%	11%	1%	18%	37%	40%	17%	14%	4%	4%	18%
Cannock Town Centre	1%	2%	11%	1%	15%	24%	29%	17%	8%	2%	4%	13%
Other Destinations in Cannock					3%	13%	10%		6%	2%		5%
Rugeley		16%	21%	14%								2%
Rugeley Town Centre		16%	21%	14%								2%
Elsewhere in Rugeley												
Hednesford	8%			1%	7%	2%	2%					2%
Hednesford Town Centre	8%			1%	7%	2%	2%					2%
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	2%	8%			16%	11%	14%	11%	37%	8%	9%	12%
District and Local Centres						4%	1%	2%	2%	2%		1%
Hawks Green District Centre						1%		1%	1%	2%		0%
Bridgtown Local Centre							1%		1%			0%
Brereton Local Centre												
Chadsmoor Local Centre												
Norton Canes Local Centre												
Fernwood Local Centre												
Heath Hayes Local Centre						3%		1%				1%
Other Destinations in Cannock Chase District	2%	8%			16%	7%	13%	10%	35%	6%	9%	10%
Wyrley Brook Retail Park		1%						1%				0%
Orbital Retail Park	2%	7%			16%	5%	11%	9%	30%	5%	9%	9%
Walsall Road Cannock												
Linkway Retail Park, Cannock						1%	2%		3%			1%
Gateway Retail Park, Cannock						1%			3%	1%		0%
Other Stores												
Total Inside Cannock District	12%	26%	32%	16%	41%	50%	56%	29%	51%	12%	13%	34%
Outside Cannock District												
Stafford	76%	46%	31%	14%	38%	32%	24%	8%	7%	4%	2%	22%
Birmingham		2%	5%	15%	6%	5%		2%	12%	5%	9%	6%
Lichfield	6%	10%	10%	10%	2%	2%	2%	10%		12%	18%	7%
Burton upon Trent			1%	13%	1%					1%	2%	1%
Walsall	1%	1%	1%	2%	5%	1%	1%	18%	11%	27%	2%	5%
Wolverhampton							10%	1%	4%	1%		2%
Tamworth		10%	15%	11%	4%	5%	1%	18%	3%	17%	38%	13%
Burntwood				7%				3%	3%		12%	3%
Wednesbury												
Other	6%	5%	5%	13%	2%	5%	6%	12%	10%	22%	4%	7%
Total Outside Cannock District	88%	74%	68%	84%	59%	50%	44%	71%	49%	88%	87%	66%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 2: Market Share of books, CD's, DVD's, by Zone (%)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		2%	2%	16%	22%	42%	71%	34%	31%	3%	3%	29%
Cannock Town Centre			2%		11%	33%	47%	34%	22%	3%	3%	20%
Other Destinations in Cannock		2%		16%	11%	9%	24%		9%			10%
Rugeley	2%	75%	43%	17%	3%					3%		6%
Rugeley Town Centre	2%	75%	43%	17%	3%					3%		6%
Elsewhere in Rugeley												
Hednesford					9%	10%				3%		2%
Hednesford Town Centre					9%	10%				3%		2%
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District					3%	23%	14%	18%	32%	3%		10%
District and Local Centres					3%	14%	1%	14%	4%			3%
Hawks Green District Centre					3%	9%	1%	5%	2%			2%
Bridgtown Local Centre												
Brereton Local Centre												
Chadsmoor Local Centre												
Norton Canes Local Centre								5%				0%
Fernwood Local Centre												
Heath Hayes Local Centre						5%		5%	2%			1%
Other Destinations in Cannock Chase District						9%	13%	5%	29%	3%		8%
Wyrley Brook Retail Park												
Orbital Retail Park						9%	13%	5%	24%	3%		7%
Walsall Road Cannock												
Linkway Retail Park, Cannock									4%			1%
Gateway Retail Park, Cannock												
Other Stores												
Total Inside Cannock District	2%	77%	46%	33%	37%	75%	85%	52%	63%	13%	3%	47%
Outside Cannock District												
Stafford	90%	6%	32%	3%	19%	5%	7%		4%		2%	13%
Birmingham		13%			10%	11%		5%	2%	6%	16%	6%
Lichfield			20%	33%	15%	5%		10%	2%	12%	46%	14%
Burton upon Trent		2%		14%			3%					1%
Walsall								14%	8%	23%		2%
Wolverhampton									2%			0%
Tamworth										17%	3%	1%
Burntwood				3%	3%		1%	5%			26%	6%
Wednesbury												
Other	8%	2%	2%	14%	16%	5%	3%	15%	18%	29%	5%	9%
Total Outside Cannock District	98%	23%	54%	67%	63%	25%	15%	48%	37%	87%	97%	53%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 3: Market Share of furnishings and household textile goods, by Zone (%)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		10%		6%	16%	29%	12%	6%	5%	1%	4%	11%
Cannock Town Centre		10%		6%	14%	26%	5%	6%	4%	1%	4%	9%
Other Destinations in Cannock					2%	3%	7%		1%			2%
Rugeley		20%	15%	10%								2%
Rugeley Town Centre		20%	14%	10%								2%
Elsewhere in Rugeley			1%									0%
Hednesford					11%	1%						1%
Hednesford Town Centre					11%	1%						1%
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	3%	26%	36%	25%	48%	51%	77%	56%	83%	51%	54%	55%
District and Local Centres					1%	4%	1%	1%	5%			2%
Hawks Green District Centre						3%						1%
Bridgtown Local Centre					1%		1%	1%	5%			1%
Brereton Local Centre												
Chadsmoor Local Centre												
Norton Canes Local Centre												
Fernwood Local Centre												
Heath Hayes Local Centre						1%						0%
Other Destinations in Cannock Chase District	3%	26%	36%	25%	47%	47%	76%	55%	78%	51%	54%	53%
Wyrley Brook Retail Park			1%					1%		1%	1%	0%
Orbital Retail Park	1%	1%	1%		1%	10%	8%	2%	3%	4%	1%	4%
Walsall Road Cannock			2%			3%	1%		1%	3%	2%	1%
Linkway Retail Park, Cannock	2%	20%	31%	23%	45%	33%	66%	52%	72%	40%	50%	46%
Gateway Retail Park, Cannock		3%		1%								0%
Other Stores		2%	1%		1%		2%		1%	3%		1%
Total Inside Cannock District	3%	57%	51%	41%	75%	81%	89%	62%	88%	52%	58%	68%
Outside Cannock District												
Stafford	96%	42%	43%	18%	16%	8%	5%				1%	13%
Birmingham			1%			1%						0%
Lichfield			3%	4%					1%	1%	4%	1%
Burton upon Trent			1%	20%							1%	1%
Walsall					6%	2%	1%	23%	6%	14%	1%	3%
Wolverhampton	1%								2%	2%		0%
Tamworth		1%		13%				2%		7%	17%	4%
Burntwood				1%		1%		9%			18%	4%
Wednesbury				1%	1%	5%	4%			1%		2%
Other			1%	1%	2%	1%	2%	4%	2%	24%	1%	3%
Total Outside Cannock District	97%	43%	49%	59%	25%	19%	11%	38%	12%	48%	42%	32%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 4: Market Share of small household goods, by Zone (%)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		2%		1%	18%	11%	32%	21%	10%	6%	6%	12%
Cannock Town Centre		2%		1%	12%	11%	19%	21%	3%	6%	5%	9%
Other Destinations in Cannock					5%		13%		7%		2%	4%
Rugeley		45%	35%	32%								5%
Rugeley Town Centre		45%	35%	32%								5%
Elsewhere in Rugeley												
Hednesford					27%	5%				2%		4%
Hednesford Town Centre					27%	5%				2%		4%
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	3%	10%	20%	9%	20%	53%	61%	27%	69%	35%	14%	35%
District and Local Centres					1%	10%	2%	2%	6%			3%
Hawks Green District Centre					1%	8%		2%				2%
Bridgtown Local Centre							2%		6%			1%
Brereton Local Centre												
Chadsmoor Local Centre												
Norton Canes Local Centre												
Fernwood Local Centre												
Heath Hayes Local Centre						1%						0%
Other Destinations in Cannock Chase District	3%	10%	20%	9%	19%	44%	60%	25%	63%	35%	14%	33%
Wyrley Brook Retail Park			2%					2%	1%			0%
Orbital Retail Park		2%	3%	8%	5%	23%	9%	14%	21%	11%	13%	12%
Walsall Road Cannock			1%		2%	4%	1%		12%	9%		3%
Linkway Retail Park, Cannock	3%	8%	14%	1%	12%	15%	47%	9%	27%	16%	1%	16%
Gateway Retail Park, Cannock						2%	2%		1%			1%
Other Stores												
Total Inside Cannock District	3%	56%	55%	42%	65%	69%	94%	48%	79%	43%	21%	57%
Outside Cannock District												
Stafford	89%	35%	30%	8%	8%	10%						9%
Birmingham						2%						0%
Lichfield		5%	3%	24%	5%			4%		18%	5%	5%
Burton upon Trent				2%							1%	0%
Walsall					4%	3%		29%	5%	9%	6%	4%
Wolverhampton									1%			0%
Tamworth		3%	3%	13%	4%			2%		6%	19%	5%
Burntwood				8%		2%		11%	3%	6%	20%	5%
Wednesbury	3%		8%		2%	10%	3%		6%	2%	21%	7%
Other	5%	2%	1%	3%	11%	5%	3%	7%	6%	21%	7%	6%
Total Outside Cannock District	97%	44%	45%	58%	35%	31%	6%	52%	21%	57%	79%	43%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 5: Market Share of clocks, jewellery, and watches goods, by Zone (%)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		3%	3%		40%	44%	74%	35%	24%	4%	2%	26%
Cannock Town Centre		3%	3%		40%	44%	74%	35%	24%	4%	2%	26%
Other Destinations in Cannock												
Rugeley	3%	28%	50%	10%	1%							4%
Rugeley Town Centre	3%	28%	50%	10%	1%							4%
Elsewhere in Rugeley												
Hednesford												
Hednesford Town Centre												
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District		3%	3%		1%	21%		5%	10%	3%	14%	8%
District and Local Centres					1%			2%	3%			1%
Hawks Green District Centre								2%				0%
Bridgtown Local Centre									3%			0%
Brereton Local Centre												
Chadsmoor Local Centre												
Norton Canes Local Centre												
Fernwood Local Centre												
Heath Hayes Local Centre					1%							0%
Other Destinations in Cannock Chase District		3%	3%			21%		2%	7%	3%	14%	7%
Wyrley Brook Retail Park												
Orbital Retail Park		3%				21%			7%		14%	7%
Walsall Road Cannock												
Linkway Retail Park, Cannock			3%							3%		0%
Gateway Retail Park, Cannock								2%				0%
Other Stores												
Total Inside Cannock District	3%	34%	56%	10%	42%	65%	74%	40%	34%	7%	16%	37%
Outside Cannock District												
Stafford	81%	10%	9%	2%	24%						2%	9%
Birmingham	8%	30%	15%	4%	19%	10%	3%	5%	23%	15%	24%	15%
Lichfield	3%	8%	10%	40%	8%	3%		2%	2%	26%	34%	14%
Burton upon Trent				12%								1%
Walsall				4%		3%	5%	20%	25%	18%		5%
Wolverhampton			7%	2%				2%	4%			1%
Tamworth				12%		3%				3%	2%	2%
Burntwood				4%	1%	3%		2%			7%	3%
Wednesbury												
Other	5%	19%	3%	11%	5%	13%	18%	28%	12%	30%	14%	13%
Total Outside Cannock District	97%	66%	44%	90%	58%	35%	26%	60%	66%	93%	84%	63%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 6: Market Share of toys, games, bicycles and other recreational/sports goods, by Zone (%)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		4%	13%		15%	26%	38%	10%	6%	2%	2%	14%
Cannock Town Centre		4%	13%		9%	26%	26%	10%	6%	2%	2%	11%
Other Destinations in Cannock					6%		11%					3%
Rugeley		24%	24%	35%								4%
Rugeley Town Centre		24%	22%	35%								4%
Elsewhere in Rugeley			2%									0%
Hednesford		4%			7%	2%	3%	4%		2%		2%
Hednesford Town Centre		4%			7%	2%	1%	4%		2%		2%
Elsewhere in Hednesford							1%					0%
Elsewhere in Cannock Chase District		11%	22%	2%	50%	50%	30%	41%	52%	19%	12%	29%
District and Local Centres						2%	12%		9%			3%
Hawks Green District Centre												
Bridgtown Local Centre							2%					0%
Brereton Local Centre												
Chadsmoor Local Centre						2%	10%					2%
Norton Canes Local Centre												
Fernwood Local Centre												
Heath Hayes Local Centre									9%			1%
Other Destinations in Cannock Chase District		11%	22%	2%	50%	48%	18%	41%	43%	19%	12%	25%
Wyrley Brook Retail Park		11%			29%	21%	3%	31%	6%	17%	11%	11%
Orbital Retail Park			11%		15%	14%	13%	7%	32%	2%		10%
Walsall Road Cannock							1%				2%	1%
Linkway Retail Park, Cannock			11%			14%		3%	6%			3%
Gateway Retail Park, Cannock				2%								0%
Other Stores					6%		1%					1%
Total Inside Cannock District		43%	59%	37%	72%	78%	70%	54%	58%	22%	14%	48%
Outside Cannock District												
Stafford	86%	19%	5%	2%	13%	5%	8%	4%	8%			12%
Birmingham	2%	13%			4%	3%			2%	8%		2%
Lichfield		20%	16%	28%	4%	5%		2%		4%	22%	8%
Burton upon Trent			2%	8%								1%
Walsall	4%				2%	5%	7%	7%	12%	42%		6%
Wolverhampton					2%		3%	2%	2%			1%
Tamworth		4%	18%	17%		3%		2%		9%	51%	12%
Burntwood				2%			1%	9%		4%	7%	2%
Wednesbury							5%	4%				1%
Other	8%	2%		8%	4%	2%	6%	18%	19%	12%	6%	7%
Total Outside Cannock District	100%	57%	41%	63%	28%	22%	30%	46%	42%	78%	86%	52%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 7: Market Share of chemist goods, by Zone (%)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		2%		2%	20%	45%	78%	1%	20%	1%	10%	27%
Cannock Town Centre		2%		2%	20%	40%	64%	1%	13%	1%	6%	22%
Other Destinations in Cannock						6%	13%		7%		5%	5%
Rugeley	2%	87%	91%	39%	3%							9%
Rugeley Town Centre	2%	87%	91%	39%	3%							9%
Elsewhere in Rugeley												
Hednesford	4%		1%		43%	6%	1%	2%	1%	4%	2%	6%
Hednesford Town Centre	4%		1%		43%	6%	1%	2%	1%	4%	2%	6%
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District		1%	6%	1%	16%	46%	16%	54%	38%	14%	8%	21%
District and Local Centres		1%	5%	1%	12%	36%	2%	39%	2%	2%	2%	10%
Hawks Green District Centre					1%	24%		1%	1%		2%	4%
Bridgtown Local Centre							1%		1%			0%
Brereton Local Centre			5%	1%								0%
Chadsmoor Local Centre					1%	9%						2%
Norton Canes Local Centre								36%		2%		2%
Fernwood Local Centre		1%										0%
Heath Hayes Local Centre					10%	3%	1%	2%				2%
Other Destinations in Cannock Chase District			1%	1%	4%	10%	14%	15%	36%	13%	6%	11%
Wyrley Brook Retail Park								1%	1%			0%
Orbital Retail Park				1%	4%	9%	14%	14%	36%	13%	6%	11%
Walsall Road Cannock												
Linkway Retail Park, Cannock			1%			1%						0%
Gateway Retail Park, Cannock												
Other Stores												
Total Inside Cannock District	6%	90%	98%	42%	81%	97%	94%	56%	59%	19%	20%	63%
Outside Cannock District												
Stafford	89%	4%	1%	1%	5%					4%		6%
Birmingham								5%		1%	1%	0%
Lichfield	1%	1%	1%	21%		1%		2%	7%	5%	17%	6%
Burton upon Trent												
Walsall									1%	7%		0%
Wolverhampton					1%					1%		0%
Tamworth		1%		5%				1%		1%	6%	1%
Burntwood		4%		10%	1%			14%	2%	3%	56%	12%
Wednesbury												
Other	4%	1%		21%	11%	2%	6%	22%	32%	60%		11%
Total Outside Cannock District	94%	10%	2%	58%	19%	3%	6%	44%	41%	81%	80%	37%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 8: Market Share of large household electrical items, by Zone (%)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock	4%	5%	1%	2%	9%	13%	10%	12%	6%	10%	13%	9%
Cannock Town Centre	4%	5%	1%	2%	9%	13%	9%	7%	6%	8%	13%	8%
Other Destinations in Cannock							1%	5%		1%		1%
Rugeley	2%	46%	67%	25%								6%
Rugeley Town Centre	2%	46%	66%	25%								6%
Elsewhere in Rugeley			1%									0%
Hednesford			1%									0%
Hednesford Town Centre			1%									0%
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	10%	29%	17%	24%	66%	84%	86%	57%	80%	47%	27%	59%
District and Local Centres		3%	1%	1%	11%	7%	4%	2%	3%	1%	3%	4%
Hawks Green District Centre					1%							0%
Bridgtown Local Centre			1%	1%	7%	2%	4%	2%	2%		2%	2%
Brereton Local Centre												
Chadsmoor Local Centre		3%			3%	6%	1%			1%		1%
Norton Canes Local Centre									1%		1%	0%
Fernwood Local Centre												
Heath Hayes Local Centre												
Other Destinations in Cannock Chase District	10%	26%	16%	23%	55%	77%	81%	55%	77%	46%	24%	54%
Wyrley Brook Retail Park								1%			3%	1%
Orbital Retail Park	2%	6%	3%	1%	7%	15%	9%	29%	26%	17%	6%	11%
Walsall Road Cannock						11%	4%		1%			3%
Linkway Retail Park, Cannock	4%	20%	12%	22%	47%	48%	63%	23%	48%	28%	9%	37%
Gateway Retail Park, Cannock												
Other Stores	4%		1%			3%	5%	1%	1%	1%	6%	3%
Total Inside Cannock District	16%	81%	86%	51%	74%	97%	95%	69%	86%	57%	40%	74%
Outside Cannock District												
Stafford	70%	16%	6%		3%			8%			2%	5%
Birmingham											5%	1%
Lichfield	4%			4%	3%			2%		1%	3%	1%
Burton upon Trent			3%	14%								1%
Walsall		3%			7%		2%	4%		18%		2%
Wolverhampton	2%											0%
Tamworth	2%			29%	10%	1%	2%				32%	8%
Burntwood				1%			1%				9%	2%
Wednesbury					3%	2%		4%	8%	11%	3%	3%
Other	6%		5%					14%	6%	13%	6%	4%
Total Outside Cannock District	84%	19%	14%	49%	26%	3%	5%	31%	14%	43%	60%	26%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 9: Market Share of small electrical goods, by Zone (%)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		4%	8%		13%	29%	29%	7%	22%	5%	8%	16%
Cannock Town Centre		4%	8%		9%	9%	13%	7%	10%	5%	8%	8%
Other Destinations in Cannock					4%	20%	16%		12%			7%
Rugeley	2%	68%	71%	49%								9%
Rugeley Town Centre	2%	67%	71%	49%								9%
Elsewhere in Rugeley		1%										0%
Hednesford					10%	4%				1%	1%	2%
Hednesford Town Centre					10%	4%				1%	1%	2%
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	2%	13%	10%	13%	54%	64%	59%	55%	65%	30%	17%	41%
District and Local Centres		1%	1%		2%	5%	3%	1%			1%	2%
Hawks Green District Centre						4%	1%				1%	1%
Bridgtown Local Centre					2%		1%					0%
Brereton Local Centre												
Chadsmoor Local Centre		1%	1%			1%	1%					0%
Norton Canes Local Centre								1%				0%
Fernwood Local Centre												
Heath Hayes Local Centre												
Other Destinations in Cannock Chase District	2%	12%	9%	13%	52%	59%	56%	54%	65%	30%	16%	40%
Wyrley Brook Retail Park									1%		1%	0%
Orbital Retail Park		7%	4%	4%	17%	26%	16%	40%	34%	16%	11%	18%
Walsall Road Cannock					8%	5%	2%		1%			2%
Linkway Retail Park, Cannock	2%	5%	4%	9%	26%	28%	38%	13%	29%	14%	3%	19%
Gateway Retail Park, Cannock												
Other Stores										1%		0%
Total Inside Cannock District	3%	85%	89%	62%	77%	97%	88%	62%	87%	37%	27%	68%
Outside Cannock District												
Stafford	94%	13%	10%	1%	9%		2%	9%	5%			8%
Birmingham	2%							1%				0%
Lichfield			1%	10%	5%			1%		6%	19%	5%
Burton upon Trent		1%		2%								0%
Walsall					6%	1%		13%	3%	10%		2%
Wolverhampton												
Tamworth	2%	1%		17%			2%			1%	15%	4%
Burntwood				2%				3%		1%	29%	5%
Wednesbury					1%	1%	7%	5%	3%	8%	3%	3%
Other				4%	1%			6%	1%	36%	8%	4%
Total Outside Cannock District	97%	15%	11%	38%	23%	3%	12%	38%	13%	63%	73%	32%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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Table 10: Market Share of furniture, carpets and floor coverings, by Zone (%)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock	4%	10%		15%	27%	26%	18%	9%	9%	1%	19%	16%
Cannock Town Centre	4%	9%		15%	27%	25%	14%	9%	8%	1%	19%	15%
Other Destinations in Cannock		1%				1%	4%		1%			1%
Rugeley	3%	42%	67%	37%								7%
Rugeley Town Centre	3%	42%	66%	35%								7%
Elsewhere in Rugeley			1%	2%								0%
Hednesford		3%	2%		2%		2%	1%	1%			1%
Hednesford Town Centre		3%	2%		2%		2%	1%	1%			1%
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	23%	25%	22%	21%	40%	60%	46%	63%	73%	51%	41%	46%
District and Local Centres		2%			3%	13%	7%	16%	6%	5%	1%	5%
Hawks Green District Centre												
Bridgtown Local Centre		2%			1%	1%	5%	11%	5%	5%		2%
Brereton Local Centre												
Chadsmoor Local Centre					1%							0%
Norton Canes Local Centre								4%				0%
Fernwood Local Centre												
Heath Hayes Local Centre					1%	11%	2%	1%	1%		1%	2%
Other Destinations in Cannock Chase District	23%	22%	22%	21%	37%	48%	40%	47%	67%	46%	40%	41%
Wyrley Brook Retail Park			1%			4%	4%		10%		7%	4%
Orbital Retail Park	4%	7%	6%	6%	13%	20%	23%	17%	28%	17%	16%	16%
Walsall Road Cannock		1%			1%	1%	2%		2%	3%		1%
Linkway Retail Park, Cannock		4%	1%	2%	3%	3%	7%	4%	2%	6%	2%	3%
Gateway Retail Park, Cannock	5%		1%	2%	6%			23%		1%		2%
Other Stores	14%	11%	13%	10%	13%	20%	5%	4%	25%	19%	15%	15%
Total Inside Cannock District	30%	80%	92%	72%	70%	86%	66%	73%	83%	52%	60%	70%
Outside Cannock District												
Stafford	53%	13%	3%	2%	13%	1%	4%		1%			6%
Birmingham					1%					7%		0%
Lichfield			2%	5%				3%	1%			1%
Burton upon Trent				4%								0%
Walsall		1%						8%	2%	2%	4%	2%
Wolverhampton					1%		4%			3%		1%
Tamworth		3%	2%	8%	2%		15%	1%		3%	6%	4%
Burntwood				3%	4%		7%	3%			29%	8%
Wednesbury	14%	2%		1%	7%	7%	2%	4%	4%	5%		4%
Other	3%		1%	4%	1%	6%	4%	9%	8%	28%	2%	5%
Total Outside Cannock District	70%	20%	8%	28%	30%	14%	34%	27%	17%	48%	40%	30%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 11: Market Share of DIY (including gardening) goods, by Zone (%)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		2%	1%	7%	24%	32%	17%	19%	3%	5%	17%	16%
Cannock Town Centre				1%	13%	10%	4%		1%	1%	10%	6%
Other Destinations in Cannock		2%	1%	6%	11%	22%	13%	19%	2%	4%	7%	10%
Rugeley		35%	37%	27%		1%					1%	4%
Rugeley Town Centre		29%	36%	21%		1%					1%	4%
Elsewhere in Rugeley		5%	1%	6%								1%
Hednesford			2%		1%	1%						0%
Hednesford Town Centre			2%		1%	1%						0%
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	3%	24%	16%	12%	68%	59%	77%	54%	79%	46%	35%	50%
District and Local Centres					1%	2%	5%	1%				1%
Hawks Green District Centre					1%			1%				0%
Bridgtown Local Centre						1%	5%					1%
Brereton Local Centre												
Chadsmoor Local Centre							1%					0%
Norton Canes Local Centre												
Fernwood Local Centre												
Heath Hayes Local Centre						1%						0%
Other Destinations in Cannock Chase District	3%	24%	16%	12%	68%	57%	72%	53%	79%	46%	35%	49%
Wyrley Brook Retail Park		21%	13%	5%	50%	34%	60%	40%	63%	37%	25%	36%
Orbital Retail Park	2%	3%	1%	7%	13%	20%	10%	12%	6%	6%	9%	10%
Walsall Road Cannock			1%			1%						0%
Linkway Retail Park, Cannock			1%					1%			1%	0%
Gateway Retail Park, Cannock												
Other Stores	1%				5%	1%	2%		10%	3%		2%
Total Inside Cannock District	3%	61%	56%	46%	93%	92%	94%	73%	82%	51%	53%	70%
Outside Cannock District												
Stafford	89%	20%	23%	7%	2%				1%	1%	1%	8%
Birmingham												
Lichfield		1%	5%	22%	3%						8%	4%
Burton upon Trent				6%						1%		0%
Walsall		2%							1%	12%		1%
Wolverhampton												
Tamworth				1%				1%			2%	1%
Burntwood					1%			9%		6%	23%	5%
Wednesbury								1%	3%			0%
Other	8%	16%	16%	18%	2%	8%	6%	16%	12%	30%	14%	11%
Total Outside Cannock District	97%	39%	44%	54%	7%	8%	6%	27%	18%	49%	47%	30%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 12: Turnover of clothing and footwear goods, by Zone (£m)

	Zone											Total
	1	2	3	4	5	6	7	8	9	10	11	
Cannock	0.1	0.2	1.0	0.1	4.4	6.6	4.8	1.3	1.8	0.4	1.0	26.5
Cannock Town Centre	0.1	0.2	1.0	0.1	3.6	4.3	3.5	1.3	1.1	0.2	1.0	19.5
Other Destinations in Cannock					0.7	2.3	1.3		0.8	0.2		6.9
Rugeley		1.7	2.0	1.4								3.5
Rugeley Town Centre		1.7	2.0	1.4								3.5
Elsewhere in Rugeley												
Hednesford	0.8			0.1	1.7	0.4	0.3					2.7
Hednesford Town Centre	0.8			0.1	1.7	0.4	0.3					2.7
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	0.3	0.8			3.8	2.0	1.7	0.9	4.9	0.9	2.1	17.6
District and Local Centres						0.8	0.1	0.1	0.3	0.2		1.9
Hawks Green District Centre						0.2		0.1	0.1	0.2		0.7
Bridgtown Local Centre							0.1		0.2			0.4
Brereton Local Centre												
Chadsmoor Local Centre												
Norton Canes Local Centre												
Fernwood Local Centre												
Heath Hayes Local Centre						0.6		0.1				0.9
Other Destinations in Cannock Chase District	0.3	0.8			3.8	1.3	1.5	0.7	4.6	0.7	2.1	15.6
Wyrley Brook Retail Park		0.1						0.1				0.1
Orbital Retail Park	0.3	0.7			3.8	0.9	1.3	0.7	3.9	0.6	2.1	13.9
Stores at Walsall Road												
Linkway Retail Park												
Gateway Retail Park						0.2	0.2		0.3			1.0
Other Stores Elsewhere						0.2			0.3	0.1		0.6
Total Inside Cannock District	1.2	2.7	3.0	1.6	9.8	9.1	6.7	2.2	6.8	1.4	3.1	50.3
Outside Cannock District												
Stafford	8.1	4.8	2.9	1.4	9.1	5.8	2.9	0.6	0.9	0.5	0.4	33.3
Birmingham		0.2	0.5	1.5	1.5	0.9		0.1	1.6	0.6	2.0	8.7
Lichfield	0.6	1.1	0.9	1.0	0.4	0.3	0.3	0.7		1.5	4.2	11.1
Burton upon Trent			0.1	1.3	0.2					0.1	0.4	2.1
Walsall	0.1	0.1	0.1	0.2	1.3	0.2	0.1	1.3	1.5	3.2	0.4	7.2
Wolverhampton							1.2	0.1	0.5	0.1		2.9
Tamworth		1.0	1.4	1.0	1.0	0.9	0.1	1.4	0.5	2.0	8.6	19.0
Burntwood				0.6				0.2	0.3		2.8	4.8
Wednesbury												
Other Destinations Elsewhere	0.6	0.5	0.5	1.3	0.5	1.0	0.7	0.9	1.3	2.7	0.9	10.6
Total Outside Cannock District	9.4	7.7	6.4	8.3	14.1	9.1	5.3	5.4	6.5	10.6	19.7	99.7
Total	10.7	10.4	9.4	9.9	23.9	18.2	12.0	7.6	13.3	12.0	22.7	150.0

Notes:
Zonal market shares (Table 1) applied to available relevant expenditure per zone
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 13: Turnvoer of books, CD's, DVD's, by Zone (£m)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		0.1	0.0	0.4	1.2	1.8	2.1	0.6	1.0	0.1	0.1	10.5
Cannock Town Centre			0.0		0.6	1.4	1.4	0.6	0.7	0.1	0.1	7.0
Other Destinations in Cannock		0.1		0.4	0.6	0.4	0.7		0.3			3.4
Rugeley	0.1	1.8	1.0	0.4	0.2					0.1		2.0
Rugeley Town Centre	0.1	1.8	1.0	0.4	0.2					0.1		2.0
Elsewhere in Rugeley												
Hednesford					0.5	0.4				0.1		0.7
Hednesford Town Centre					0.5	0.4				0.1		0.7
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District					0.2	1.0	0.4	0.3	1.0	0.1		3.6
District and Local Centres					0.2	0.6	0.0	0.2	0.1			0.9
Hawks Green District Centre					0.2	0.4	0.0	0.1	0.1			0.6
Bridgtown Local Centre												
Brereton Local Centre												
Chadsmoor Local Centre								0.1				0.0
Norton Canes Local Centre												
Fernwood Local Centre												
Heath Hayes Local Centre						0.2		0.1	0.1			0.3
Other Destinations in Cannock Chase District						0.4	0.4	0.1	0.9	0.1		2.7
Wyrley Brook Retail Park												
Orbital Retail Park						0.4	0.4	0.1	0.8	0.1		2.5
Stores at Walsall Road												
Linkway Retail Park									0.1			0.2
Gateway Retail Park												
Other Stores Elsewhere												
Total Inside Cannock District	0.1	1.9	1.0	0.8	2.0	3.2	2.5	0.9	2.0	0.3	0.1	16.8
Outside Cannock District												
Stafford	2.5	0.2	0.7	0.1	1.0	0.2	0.2		0.1		0.1	4.8
Birmingham		0.3			0.5	0.5		0.1	0.1	0.2	0.8	2.1
Lichfield			0.4	0.8	0.8	0.2		0.2	0.1	0.3	2.5	4.9
Burton upon Trent		0.0		0.3			0.1					0.5
Walsall								0.2	0.3	0.6		0.8
Wolverhampton									0.1			0.1
Tamworth										0.5	0.1	0.4
Burntwood				0.1	0.2		0.0	0.1			1.4	2.0
Wednesbury												
Other Destinations Elsewhere	0.2	0.0	0.0	0.3	0.9	0.2	0.1	0.3	0.6	0.8	0.3	3.2
Total Outside Cannock District	2.7	0.6	1.2	1.7	3.4	1.1	0.4	0.8	1.2	2.4	5.2	18.7
Total	2.8	2.4	2.2	2.5	5.5	4.3	2.9	1.8	3.2	2.7	5.3	35.6

Notes:
Zonal market shares (Table 2) applied to available relevant expenditure per zone
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 14: Turnover of furnishings and household textile goods, by Zone (£m)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		0.2		0.1	0.8	1.0	0.3	0.1	0.1	0.0	0.2	3.2
Cannock Town Centre		0.2		0.1	0.6	0.9	0.1	0.1	0.1	0.0	0.2	2.6
Other Destinations in Cannock					0.1	0.1	0.2		0.0			0.7
Rugeley		0.4	0.2	0.2								0.5
Rugeley Town Centre		0.4	0.2	0.2								0.5
Elsewhere in Rugeley			0.0									0.0
Hednesford					0.5	0.0						0.3
Hednesford Town Centre					0.5	0.0						0.3
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	0.1	0.6	0.6	0.5	2.2	1.7	1.9	0.8	2.2	1.3	2.5	16.4
District and Local Centres					0.0	0.1	0.0	0.0	0.1			0.5
Hawks Green District Centre						0.1						0.2
Bridgtown Local Centre					0.0		0.0	0.0	0.1			0.2
Brereton Local Centre												
Chadsmoor Local Centre												
Norton Canes Local Centre												
Fernwood Local Centre												
Heath Hayes Local Centre						0.0						0.1
Other Destinations in Cannock Chase District	0.1	0.6	0.6	0.5	2.2	1.6	1.9	0.8	2.1	1.3	2.5	15.9
Wyrley Brook Retail Park			0.0					0.0		0.0	0.1	0.1
Orbital Retail Park	0.0	0.0	0.0		0.1	0.3	0.2	0.0	0.1	0.1	0.1	1.3
Stores at Walsall Road			0.0			0.1	0.0		0.0	0.1	0.1	0.4
Linkway Retail Park	0.0	0.4	0.5	0.5	2.1	1.1	1.6	0.7	1.9	1.0	2.2	13.7
Gateway Retail Park		0.1		0.0								0.0
Other Stores Elsewhere		0.1	0.0		0.1		0.0		0.0	0.1		0.2
Total Inside Cannock District	0.1	1.2	0.9	0.9	3.5	2.8	2.2	0.9	2.3	1.3	2.6	20.4
Outside Cannock District												
Stafford	2.3	0.9	0.7	0.4	0.7	0.3	0.1				0.0	3.9
Birmingham			0.0			0.0						0.1
Lichfield			0.1	0.1					0.0	0.0	0.2	0.3
Burton upon Trent			0.0	0.4							0.0	0.4
Walsall					0.3	0.1	0.0	0.3	0.2	0.4		1.0
Wolverhampton	0.0								0.1			0.1
Tamworth		0.0		0.3				0.0		0.2	0.8	1.2
Burntwood				0.0				0.1			0.8	1.1
Wednesbury				0.0	0.1	0.2	0.1			0.0		0.6
Other Destinations Elsewhere			0.0	0.0	0.1	0.0	0.0	0.1	0.1	0.6	0.1	0.8
Total Outside Cannock District	2.3	0.9	0.8	1.3	1.1	0.6	0.3	0.5	0.3	1.2	1.9	9.4
Total	2.4	2.2	1.7	2.2	4.6	3.4	2.5	1.4	2.6	2.5	4.5	29.9

Notes:
Zonal market shares (Table 3) applied to available relevant expenditure per zone
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 15: Turnover of small household goods, by Zone (£m)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		0.0		0.0	1.1	0.5	1.0	0.4	0.3	0.2	0.4	4.8
Cannock Town Centre		0.0		0.0	0.7	0.5	0.6	0.4	0.1	0.2	0.3	3.4
Other Destinations in Cannock					0.3		0.4		0.2		0.1	1.4
Rugeley		1.2	0.8	1.0								2.1
Rugeley Town Centre		1.2	0.8	1.0								2.1
Elsewhere in Rugeley												
Hednesford					1.6	0.2				0.1		1.7
Hednesford Town Centre					1.6	0.2				0.1		1.7
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	0.1	0.3	0.5	0.3	1.2	2.4	2.0	0.5	2.4	1.0	0.9	13.9
District and Local Centres					0.1	0.4	0.1	0.0	0.2			1.1
Hawks Green District Centre					0.1	0.4		0.0				0.6
Bridgtown Local Centre							0.1		0.2			0.4
Brereton Local Centre												
Chadsmoor Local Centre												
Norton Canes Local Centre												
Fernwood Local Centre												
Heath Hayes Local Centre						0.1						0.1
Other Destinations in Cannock Chase District	0.1	0.3	0.5	0.3	1.2	1.9	1.9	0.5	2.2	1.0	0.9	12.8
Wyrley Brook Retail Park			0.0					0.0	0.1			0.1
Orbital Retail Park		0.0	0.1	0.2	0.3	1.0	0.3	0.3	0.7	0.3	0.8	4.9
Stores at Walsall Road			0.0		0.1	0.2	0.0		0.4	0.3		1.1
Linkway Retail Park	0.1	0.2	0.3	0.0	0.7	0.6	1.5	0.2	1.0	0.5	0.1	6.4
Gateway Retail Park						0.1	0.1		0.1			0.3
Other Stores Elsewhere												
Total Inside Cannock District	0.1	1.5	1.3	1.3	3.9	3.1	3.0	0.9	2.8	1.3	1.3	22.5
Outside Cannock District												
Stafford	2.9	1.0	0.7	0.3	0.5	0.4						3.5
Birmingham						0.1						0.1
Lichfield		0.1	0.1	0.7	0.3			0.1		0.5	0.3	1.8
Burton upon Trent				0.1							0.1	0.2
Walsall					0.2	0.1		0.6	0.2	0.3	0.3	1.7
Wolverhampton									0.0			0.1
Tamworth		0.1	0.1	0.4	0.3			0.0		0.2	1.2	2.1
Burntwood				0.2		0.1		0.2	0.1		1.2	2.0
Wednesbury	0.1		0.2		0.1	0.4	0.1		0.2	0.1	1.3	2.9
Other Destinations Elsewhere	0.2	0.0	0.0	0.1	0.7	0.2	0.1	0.1	0.2	0.6	0.4	2.5
Total Outside Cannock District	3.1	1.2	1.0	1.8	2.1	1.4	0.2	1.0	0.7	1.6	4.8	16.7
Total	3.2	2.7	2.3	3.0	6.0	4.4	3.2	1.9	3.5	2.9	6.1	39.3

Notes:
Zonal market shares (Table 4) applied to available relevant expenditure per zone
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 16: Turnover of clocks, jewellery, and watches goods, by Zone (£m)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		0.0	0.0		1.3	1.1	1.2	0.4	0.4	0.1	0.1	5.1
Cannock Town Centre		0.0	0.0		1.3	1.1	1.2	0.4	0.4	0.1	0.1	5.1
Other Destinations in Cannock												
Rugeley	0.0	0.4	0.6	0.1	0.0							0.7
Rugeley Town Centre	0.0	0.4	0.6	0.1	0.0							0.7
Elsewhere in Rugeley												
Hednesford												
Hednesford Town Centre												
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District		0.0	0.0		0.0	0.5		0.0	0.2	0.1	0.4	1.5
District and Local Centres					0.0			0.0	0.0			0.1
Hawks Green District Centre								0.0				0.0
Bridgtown Local Centre									0.0			0.1
Brereton Local Centre												
Chadsmoor Local Centre												
Norton Canes Local Centre												
Fernwood Local Centre												
Heath Hayes Local Centre					0.0							0.0
Other Destinations in Cannock Chase District		0.0	0.0			0.5		0.0	0.1	0.1	0.4	1.4
Wyrley Brook Retail Park						0.5			0.1		0.4	1.3
Orbital Retail Park		0.0										
Stores at Walsall Road												
Linkway Retail Park			0.0							0.1		0.0
Gateway Retail Park								0.0				0.0
Other Stores Elsewhere												
Total Inside Cannock District	0.0	0.5	0.6	0.1	1.3	1.6	1.2	0.4	0.6	0.1	0.5	7.3
Outside Cannock District												
Stafford	1.3	0.1	0.1	0.0	0.8						0.1	1.9
Birmingham	0.1	0.4	0.2	0.0	0.6	0.2	0.0	0.0	0.4	0.2	0.7	2.9
Lichfield	0.0	0.1	0.1	0.4	0.2	0.1	0.0	0.0	0.0	0.4	1.0	2.8
Burton upon Trent				0.1								0.2
Walsall				0.0		0.1	0.1	0.2	0.4	0.3		1.1
Wolverhampton			0.1	0.0				0.0	0.1			0.2
Tamworth				0.1		0.1				0.1	0.1	0.4
Burntwood				0.0	0.0	0.1		0.0			0.2	0.5
Wednesbury												
Other Destinations Elsewhere	0.1	0.3	0.0	0.1	0.2	0.3	0.3	0.3	0.2	0.5	0.4	2.6
Total Outside Cannock District	1.5	1.0	0.5	1.0	1.8	0.9	0.4	0.6	1.1	1.5	2.5	12.4
Total	1.6	1.5	1.1	1.1	3.2	2.5	1.7	1.0	1.7	1.6	2.9	19.8

Notes:
Zonal market shares (Table 5) applied to available relevant expenditure per zone
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 17: Turnover of toys, games, bicycles and other recreational/sports goods, by Zone (£m)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		0.3	0.7		2.1	2.8	2.7	0.4	0.5	0.1	0.2	12.6
Cannock Town Centre		0.3	0.7		1.3	2.8	1.9	0.4	0.5	0.1	0.2	10.3
Other Destinations in Cannock					0.8		0.8					2.3
Rugeley		1.5	1.3	2.3								3.6
Rugeley Town Centre		1.5	1.2	2.3								3.5
Elsewhere in Rugeley			0.1									0.1
Hednesford		0.3			1.1	0.2	0.2	0.2		0.1		1.6
Hednesford Town Centre		0.3			1.1	0.2	0.1	0.2		0.1		1.4
Elsewhere in Hednesford							0.1					0.2
Elsewhere in Cannock Chase District		0.7	1.2	0.1	7.2	5.5	2.1	1.8	4.0	1.3	1.7	25.7
District and Local Centres						0.2	0.8		0.7			3.0
Hawks Green District Centre												
Bridgtown Local Centre							0.1					0.3
Brereton Local Centre												
Chadsmoor Local Centre						0.2	0.7					1.9
Norton Canes Local Centre												
Fernwood Local Centre												
Heath Hayes Local Centre									0.7			0.8
Other Destinations in Cannock Chase District		0.7	1.2	0.1	7.2	5.3	1.3	1.8	3.3	1.3	1.7	22.8
Wyrley Brook Retail Park		0.7			4.2	2.3	0.2	1.4	0.4	1.2	1.4	9.9
Orbital Retail Park			0.6		2.2	1.5	0.9	0.3	2.4	0.1		8.7
Stores at Walsall Road							0.1				0.2	0.5
Linkway Retail Park			0.6			1.5		0.1	0.4			2.8
Gateway Retail Park				0.1								0.1
Other Stores Elsewhere					0.8		0.1					0.7
Total Inside Cannock District		2.7	3.2	2.4	10.4	8.6	5.0	2.4	4.5	1.6	1.9	43.6
Outside Cannock District	5.4	1.2	0.3	0.1	1.9	0.5	0.5	0.2	0.6			10.5
Stafford	0.1	0.8			0.5	0.3			0.1	0.5		1.5
Birmingham		1.3	0.9	1.8	0.5	0.5		0.1		0.3	3.0	7.3
Lichfield			0.1	0.5								0.5
Burton upon Trent					0.3	0.5	0.5	0.3	0.9	3.0		5.6
Walsall	0.2				0.3		0.2	0.1	0.2			0.9
Wolverhampton		0.2	1.0	1.1		0.3		0.1		0.6	6.9	10.7
Tamworth				0.1				0.4		0.3	1.0	2.1
Burntwood								0.2				1.0
Wednesbury								0.8	1.4	0.9	0.8	6.6
Other Destinations Elsewhere	0.5	0.1		0.5	0.5	0.2	0.4					
Total Outside Cannock District	6.3	3.7	2.2	4.1	4.1	2.4	2.1	2.0	3.2	5.6	11.7	46.6
Total	6.3	6.4	5.4	6.5	14.5	11.0	7.1	4.4	7.7	7.2	13.6	90.2

Notes:
Zonal market shares (Table 6) applied to available relevant expenditure per zone
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 18: Turnover of chemist goods, by Zone (£m)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		0.1		0.1	2.1	3.7	4.4	0.0	1.2	0.0	1.1	18.3
Cannock Town Centre		0.1		0.1	2.1	3.2	3.7	0.0	0.8	0.0	0.6	15.1
Other Destinations in Cannock						0.5	0.8		0.4		0.5	3.2
Rugeley	0.1	4.3	3.7	1.9	0.3							6.4
Rugeley Town Centre	0.1	4.3	3.7	1.9	0.3							6.4
Elsewhere in Rugeley												
Hednesford	0.2		0.1		4.5	0.5	0.0	0.1	0.0	0.2	0.2	4.2
Hednesford Town Centre	0.2		0.1		4.5	0.5	0.0	0.1	0.0	0.2	0.2	4.2
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District		0.0	0.2	0.1	1.7	3.7	0.9	1.8	2.3	0.8	0.8	14.6
District and Local Centres		0.0	0.2	0.0	1.3	2.9	0.1	1.3	0.1	0.1	0.2	7.0
Hawks Green District Centre					0.1	1.9		0.0	0.0		0.2	3.1
Bridgtown Local Centre							0.1		0.1			0.3
Brereton Local Centre			0.2	0.0								0.2
Chadsmoor Local Centre					0.1	0.8						1.1
Norton Canes Local Centre								1.2		0.1		1.2
Fernwood Local Centre		0.0										0.0
Heath Hayes Local Centre					1.1	0.2	0.0	0.1				1.1
Other Destinations in Cannock Chase District			0.0	0.0	0.5	0.8	0.8	0.5	2.2	0.7	0.7	7.5
Wyrley Brook Retail Park								0.0	0.0			0.1
Orbital Retail Park				0.0	0.5	0.7	0.8	0.5	2.1	0.7	0.7	7.3
Stores at Walsall Road												
Linkway Retail Park			0.0			0.1						0.1
Gateway Retail Park												
Other Stores Elsewhere												
Total Inside Cannock District	0.3	4.4	4.0	2.0	8.7	7.9	5.4	1.9	3.5	1.0	2.1	43.4
Outside Cannock District												
Stafford	4.9	0.2	0.1	0.0	0.6					0.2		4.2
Birmingham								0.2		0.0	0.1	0.3
Lichfield	0.0	0.0	0.0	1.0		0.1		0.1	0.4	0.3	1.8	3.8
Burton upon Trent												
Walsall									0.0	0.4		0.3
Wolverhampton					0.1					0.0		0.1
Tamworth		0.0		0.2				0.0		0.0	0.7	1.0
Burntwood		0.2		0.5	0.1			0.5	0.1	0.2	5.9	8.0
Wednesbury												
Other Destinations Elsewhere	0.2	0.0		1.0	1.2	0.2	0.3	0.7	1.9	3.2		7.8
Total Outside Cannock District	5.1	0.5	0.1	2.8	2.0	0.2	0.3	1.5	2.5	4.4	8.4	25.6
Total	5.4	4.9	4.1	4.9	10.7	8.1	5.7	3.4	6.0	5.4	10.5	69.0

Notes:
Zonal market shares (Table 7) applied to available relevant expenditure per zone
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 19: Turnover of large household electrical items, by Zone (£m)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock	0.1	0.1	0.1	0.0	0.1	0.2	0.2	0.1	0.3	0.1	0.4	3.2
Cannock Town Centre	0.1	0.1	0.1	0.0	0.1	0.2	0.2	0.1	0.1	0.1	0.3	3.2
Other Destinations in Cannock								0.0	0.1		0.0	
Rugeley	0.8	0.0	0.7	1.3	0.9							
Rugeley Town Centre	0.8	0.0	0.7	1.2	0.9							
Elsewhere in Rugeley				0.0								
Hednesford				0.0								
Hednesford Town Centre				0.0								
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	0.5	0.2	0.5	0.3	0.9	1.7	1.6	1.0	1.3	1.4	1.9	6.6
District and Local Centres	0.1		0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.1	0.0	0.7
Hawks Green District Centre						0.0						
Bridgtown Local Centre				0.0	0.0	0.2	0.0	0.0	0.0	0.0		0.4
Brereton Local Centre												
Chadsmoor Local Centre	0.1		0.0			0.1	0.1	0.0			0.0	0.3
Norton Canes Local Centre										0.0		
Fernwood Local Centre												
Heath Hayes Local Centre												
Other Destinations in Cannock Chase District	0.5	0.2	0.4	0.3	0.8	1.4	1.5	0.9	1.2	1.3	1.8	5.8
Wyrley Brook Retail Park									0.0			0.8
Orbital Retail Park	0.1	0.0	0.1	0.0	0.1	0.2	0.3	0.1	0.7	0.4	0.7	1.5
Stores at Walsall Road							0.2	0.0		0.0		
Linkway Retail Park	0.4	0.1	0.3	0.2	0.8	1.2	0.9	0.7	0.5	0.8	1.1	2.2
Gateway Retail Park												
Other Stores Elsewhere		0.1		0.0			0.1	0.1	0.0	0.0	0.1	1.4
Total Inside Cannock District	1.4	0.3	1.2	1.6	1.9	1.9	1.9	1.1	1.6	1.5	2.2	9.7
Outside Cannock District												
Stafford	0.3	1.2	0.2	0.1		0.1			0.2			0.4
Birmingham												1.2
Lichfield		0.1			0.1	0.1			0.1		0.0	0.7
Burton upon Trent				0.0	0.5							
Walsall	0.1		0.0			0.2		0.0	0.1		0.7	
Wolverhampton		0.0										
Tamworth		0.0			1.1	0.2	0.0	0.0				7.7
Burntwood					0.0			0.0				2.2
Wednesbury						0.1	0.0		0.1	0.1	0.4	0.7
Other Destinations Elsewhere		0.1		0.1					0.3	0.1	0.5	1.5
Total Outside Cannock District	0.3	1.4	0.3	0.3	1.8	0.7	0.1	0.1	0.7	0.2	1.7	14.3
Total	1.8	1.7	1.5	1.9	3.7	2.6	1.9	1.1	2.3	1.7	3.9	24.1

Notes:
Zonal market shares (Table 8) applied to available relevant expenditure per zone
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 20: Turnover of small electrical goods, by Zone (£m)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		0.1	0.3		1.1	1.8	1.2	0.2	1.0	0.2	0.7	8.2
Cannock Town Centre		0.1	0.3		0.8	0.6	0.6	0.2	0.5	0.2	0.7	4.3
Other Destinations in Cannock					0.3	1.2	0.7		0.6			3.9
Rugeley	0.0	2.5	2.6	1.5								4.5
Rugeley Town Centre	0.0	2.5	2.6	1.5								4.5
Elsewhere in Rugeley		0.0										0.0
Hednesford					0.9	0.3				0.0	0.1	1.0
Hednesford Town Centre					0.9	0.3				0.0	0.1	1.0
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	0.1	0.5	0.3	0.4	4.7	4.0	2.5	1.5	3.1	1.2	1.3	21.5
District and Local Centres		0.0	0.0		0.2	0.3	0.1	0.0			0.1	1.0
Hawks Green District Centre						0.2	0.0				0.1	0.5
Bridgtown Local Centre					0.2		0.0					0.2
Brereton Local Centre												
Chadsmoor Local Centre		0.0	0.0			0.1	0.0					0.2
Norton Canes Local Centre								0.0				0.0
Fernwood Local Centre												
Heath Hayes Local Centre												
Other Destinations in Cannock Chase District	0.1	0.4	0.3	0.4	4.5	3.7	2.4	1.4	3.1	1.2	1.2	20.5
Wyrley Brook Retail Park									0.1		0.1	0.2
Orbital Retail Park		0.3	0.2	0.1	1.5	1.6	0.7	1.1	1.6	0.6	0.9	9.3
Stores at Walsall Road					0.7	0.3	0.1		0.0			1.0
Linkway Retail Park	0.1	0.2	0.2	0.3	2.3	1.7	1.6	0.4	1.4	0.6	0.2	10.1
Gateway Retail Park												
Other Stores Elsewhere										0.0		0.0
Total Inside Cannock District	0.1	3.1	3.2	1.9	6.7	6.1	3.7	1.7	4.1	1.5	2.1	35.1
Outside Cannock District												
Stafford	3.0	0.5	0.4	0.0	0.8		0.1	0.2	0.2			4.2
Birmingham	0.0							0.0				0.1
Lichfield			0.0	0.3	0.5			0.0		0.3	1.4	2.5
Burton upon Trent		0.0		0.1								0.1
Walsall					0.6	0.1		0.4	0.2	0.4		1.2
Wolverhampton												
Tamworth	0.0	0.0		0.5			0.1			0.0	1.1	2.1
Burntwood				0.1				0.1		0.0	2.3	2.7
Wednesbury					0.1	0.1	0.3	0.1	0.2	0.3	0.2	1.6
Other Destinations Elsewhere				0.1	0.1			0.2	0.0	1.5	0.6	2.3
Total Outside Cannock District	3.1	0.6	0.4	1.1	2.0	0.2	0.5	1.0	0.6	2.6	5.7	16.8
Total	3.2	3.7	3.6	3.0	8.7	6.3	4.2	2.7	4.7	4.1	7.8	51.9

Notes:
Zonal market shares (Table 9) applied to available relevant expenditure per zone
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 21: Turnover of furniture, carpets and floor coverings, by Zone (£m)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock	0.1	0.2		0.4	1.3	0.9	0.5	0.1	0.3	0.0	0.9	5.0
Cannock Town Centre	0.1	0.2		0.4	1.3	0.9	0.4	0.1	0.2	0.0	0.9	4.8
Other Destinations in Cannock		0.0				0.0	0.1		0.0			0.2
Rugeley	0.1	1.0	1.1	0.9								2.3
Rugeley Town Centre	0.1	1.0	1.1	0.8								2.3
Elsewhere in Rugeley			0.0	0.1								0.1
Hednesford		0.1	0.0		0.1		0.0	0.0	0.0			0.2
Hednesford Town Centre		0.1	0.0		0.1		0.0	0.0	0.0			0.2
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	0.6	0.6	0.4	0.5	2.0	2.1	1.2	0.9	2.2	1.2	2.0	14.5
District and Local Centres		0.1			0.2	0.4	0.2	0.2	0.2	0.1	0.0	1.6
Hawks Green District Centre												
Bridgtown Local Centre		0.1			0.1	0.0	0.1	0.2	0.1	0.1		0.7
Brereton Local Centre												0.0
Chadsmoor Local Centre					0.1							0.1
Norton Canes Local Centre								0.0				
Fernwood Local Centre					0.1	0.4	0.0	0.0	0.0		0.0	0.8
Heath Hayes Local Centre												
Other Destinations in Cannock Chase District	0.6	0.5	0.4	0.5	1.8	1.7	1.0	0.7	2.0	1.1	2.0	12.9
Wyrley Brook Retail Park			0.0			0.1	0.1		0.3		0.3	1.2
Orbital Retail Park	0.1	0.1	0.1	0.1	0.6	0.7	0.6	0.2	0.8	0.4	0.8	5.1
Stores at Walsall Road		0.0			0.1	0.0	0.0		0.1	0.1		0.3
Linkway Retail Park		0.1	0.0	0.1	0.2	0.1	0.2	0.1	0.1	0.1	0.1	0.9
Gateway Retail Park	0.1		0.0	0.1	0.3			0.3		0.0		0.7
Other Stores Elsewhere	0.4	0.2	0.2	0.2	0.6	0.7	0.1	0.0	0.7	0.5	0.8	4.6
Total Inside Cannock District	0.8	1.8	1.6	1.8	3.4	3.0	1.7	1.0	2.5	1.2	3.0	22.1
Outside Cannock District												
Stafford	1.4	0.3	0.1	0.1	0.7	0.1	0.1		0.0			1.8
Birmingham					0.1					0.2		0.1
Lichfield			0.0	0.1				0.0	0.0			0.2
Burton upon Trent				0.1								0.1
Walsall		0.0						0.1	0.1	0.0	0.2	0.5
Wolverhampton					0.1		0.1			0.1		0.2
Tamworth		0.1	0.0	0.2	0.1		0.4	0.0		0.1	0.3	1.3
Burntwood				0.1	0.2		0.2	0.0			1.4	2.6
Wednesbury	0.4	0.1		0.0	0.4	0.2	0.0	0.1	0.1	0.1		1.2
Other Destinations Elsewhere	0.1		0.0	0.1	0.1	0.2	0.1	0.1	0.2	0.7	0.1	1.5
Total Outside Cannock District	1.8	0.4	0.1	0.7	1.5	0.5	0.9	0.4	0.5	1.1	2.0	9.6
Total	2.6	2.3	1.7	2.4	4.9	3.5	2.6	1.4	3.0	2.4	4.9	31.7

Notes:
Zonal market shares (Table 10) applied to available relevant expenditure per zone
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 22: Turnover of DIY (including gardening) goods, by Zone (£m)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		0.1	0.0	0.2	1.1	1.1	0.4	0.3	0.1	0.1	0.9	5.1
Cannock Town Centre				0.0	0.6	0.3	0.1		0.0	0.0	0.5	1.8
Other Destinations in Cannock		0.1	0.0	0.2	0.5	0.8	0.3	0.3	0.1	0.1	0.4	3.3
Rugeley		0.8	0.7	0.7		0.0					0.0	1.4
Rugeley Town Centre		0.7	0.6	0.5		0.0					0.0	1.2
Elsewhere in Rugeley		0.1	0.0	0.2								0.2
Hednesford			0.0		0.0	0.0						0.1
Hednesford Town Centre			0.0		0.0	0.0						0.1
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	0.1	0.6	0.3	0.3	3.3	2.1	2.0	0.8	2.4	1.1	1.8	16.2
District and Local Centres					0.0	0.1	0.1	0.0				0.4
Hawks Green District Centre					0.0			0.0				0.0
Bridgtown Local Centre						0.0	0.1					0.3
Brereton Local Centre												0.0
Chadsmoor Local Centre												0.0
Norton Canes Local Centre												0.0
Fernwood Local Centre												0.0
Heath Hayes Local Centre												0.0
Other Destinations in Cannock Chase District	0.1	0.6	0.3	0.3	3.3	2.0	1.9	0.8	2.4	1.1	1.8	15.8
Wyrley Brook Retail Park		0.5	0.2	0.1	2.4	1.2	1.5	0.6	1.9	0.9	1.3	11.6
Orbital Retail Park	0.1	0.1	0.0	0.2	0.6	0.7	0.3	0.2	0.2	0.1	0.5	3.4
Stores at Walsall Road			0.0			0.0						0.1
Linkway Retail Park			0.0					0.0			0.0	0.1
Gateway Retail Park												0.1
Other Stores Elsewhere	0.0				0.2	0.0	0.1		0.3	0.1		0.7
Total Inside Cannock District	0.1	1.4	1.0	1.2	4.5	3.2	2.4	1.1	2.5	1.2	2.7	22.9
Outside Cannock District												
Stafford	2.6	0.5	0.4	0.2	0.1				0.0	0.0	0.0	2.5
Birmingham											0.4	1.2
Lichfield		0.0	0.1	0.6	0.2							0.1
Burton upon Trent				0.2						0.0		0.2
Walsall		0.0							0.0	0.3		0.3
Wolverhampton												0.2
Tamworth				0.0				0.0			0.1	0.2
Burntwood					0.0			0.1		0.1	1.2	1.7
Wednesbury								0.0	0.1			0.1
Other Destinations Elsewhere	0.2	0.4	0.3	0.5	0.1	0.3	0.1	0.3	0.4	0.7	0.7	3.6
Total Outside Cannock District	2.8	0.9	0.8	1.4	0.3	0.3	0.1	0.4	0.5	1.2	2.5	9.7
Total	2.9	2.3	1.8	2.6	4.8	3.5	2.6	1.6	3.0	2.4	5.2	32.6

Notes:
Zonal market shares (Table 11) applied to available relevant expenditure per zone
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 23: Turnover bulky comparison goods, by Zone (£m)

	Zone											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock	0.2	0.4	0.1	0.6	2.6	2.2	1.2	0.5	0.6	0.3	2.2	13.3
Cannock Town Centre	0.2	0.3	0.1	0.4	2.0	1.4	0.7	0.2	0.4	0.2	1.8	9.8
Other Destinations in Cannock		0.1	0.0	0.2	0.5	0.8	0.4	0.3	0.2	0.1	0.4	3.5
Rugeley	0.9	1.8	2.5	2.8	0.9	0.0					0.0	3.8
Rugeley Town Centre	0.9	1.7	2.5	2.6	0.9	0.0					0.0	3.5
Elsewhere in Rugeley		0.1	0.0	0.2								0.2
Hednesford		0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0			0.3
Hednesford Town Centre		0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0			0.3
Elsewhere in Hednesford												
Elsewhere in Cannock Chase District	1.2	1.3	1.1	1.1	6.1	5.8	4.8	2.7	5.8	3.6	5.7	37.3
District and Local Centres	0.1	0.1	0.0	0.0	0.2	0.8	0.4	0.3	0.2	0.2	0.1	2.7
Hawks Green District Centre					0.0	0.0		0.0				0.0
Bridgtown Local Centre		0.1		0.0	0.1	0.2	0.3	0.2	0.2	0.1		1.4
Brereton Local Centre												
Chadsmoor Local Centre	0.1		0.0		0.1	0.1	0.1	0.0			0.0	0.1
Norton Canes Local Centre								0.0		0.0		0.4
Fernwood Local Centre												
Heath Hayes Local Centre					0.1	0.4	0.0	0.0	0.0		0.0	0.8
Other Destinations in Cannock Chase District	1.1	1.2	1.1	1.1	5.9	5.0	4.4	2.4	5.6	3.5	5.6	34.6
Wyrley Brook Retail Park		0.5	0.2	0.1	2.4	1.3	1.6	0.6	2.2	0.9	1.6	13.6
Orbital Retail Park	0.3	0.3	0.2	0.4	1.3	1.6	1.2	0.5	1.7	1.0	1.9	10.0
Stores at Walsall Road		0.0	0.0		0.1	0.1	0.3	0.0	0.1	0.1	0.1	0.3
Linkway Retail Park	0.4	0.1	0.3	0.3	1.0	1.3	1.1	0.8	0.6	0.9	1.2	3.2
Gateway Retail Park	0.1		0.0	0.1	0.3			0.3		0.0		0.7
Other Stores Elsewhere	0.4	0.3	0.2	0.3	0.9	0.7	0.3	0.1	1.1	0.5	0.8	6.8
Total Inside Cannock District	2.3	3.5	3.8	4.6	9.8	8.1	6.0	3.2	6.5	3.9	7.9	54.7
Outside Cannock District												
Stafford	4.2	1.9	0.7	0.4	0.7	0.1	0.1		0.2	0.0	0.0	4.7
Birmingham					0.1				0.2			1.3
Lichfield		0.1	0.1	0.7	0.3	0.1		0.0	0.1		0.5	2.1
Burton upon Trent				0.3	0.5					0.0		0.2
Walsall	0.1	0.1	0.0			0.2		0.1	0.2	0.3	0.9	0.8
Wolverhampton		0.0			0.1		0.1			0.1		0.2
Tamworth		0.1	0.0	0.2	1.2	0.2	0.4	0.1		0.1	0.4	9.2
Burntwood				0.1	0.3		0.2	0.2		0.1	2.6	6.6
Wednesbury	0.4	0.1		0.0	0.4	0.3	0.1	0.1	0.3	0.2	0.4	2.0
Other Destinations Elsewhere	0.3	0.5	0.3	0.7	0.1	0.5	0.2	0.4	0.9	1.5	1.3	6.7
Total Outside Cannock District	5.0	2.7	1.2	2.4	3.6	1.4	1.1	0.9	1.8	2.5	6.2	33.6
Total	7.3	6.2	5.0	6.9	13.4	9.5	7.1	4.1	8.2	6.4	14.1	88.3

Notes:

Derived from Tables 19, 21 & 22
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 24: Turnover of non-bulky comparison goods (excluding clothing and footwear) , by Zone (£m)

	Zones											
	1	2	3	4	5	6	7	8	9	10	11	Total
Cannock		0.9	1.1	0.7	9.6	12.7	13.0	2.1	4.5	0.7	2.7	62.8
Cannock Town Centre		0.8	1.1	0.2	7.5	10.5	9.4	2.1	3.1	0.7	2.1	47.8
Other Destinations in Cannock		0.1		0.4	2.1	2.2	3.5		1.5		0.6	15.0
Rugeley	0.2	12.2	10.1	7.4	0.5					0.1		19.8
Rugeley Town Centre	0.2	12.2	10.0	7.4	0.5					0.1		19.7
Elsewhere in Rugeley		0.0	0.1									0.1
Hednesford	0.2	0.3	0.1		9.1	1.7	0.2	0.2	0.0	0.5	0.3	9.5
Hednesford Town Centre	0.2	0.3	0.1		9.1	1.7	0.1	0.2	0.0	0.5	0.3	9.3
Elsewhere in Hednesford							0.1					0.2
Elsewhere in Cannock Chase District	0.2	2.1	2.9	1.4	17.3	18.8	9.8	6.8	15.2	5.8	7.6	97.2
District and Local Centres		0.1	0.2	0.0	1.8	4.6	1.2	1.7	1.3	0.1	0.3	13.6
Hawks Green District Centre					0.4	3.0	0.1	0.2	0.1		0.3	5.1
Bridgtown Local Centre					0.3		0.3	0.0	0.5			1.4
Brereton Local Centre			0.2	0.0								0.2
Chadsmoor Local Centre		0.0	0.0		0.1	1.1	0.8					3.3
Norton Canes Local Centre								1.3		0.1		1.3
Fernwood Local Centre		0.0										0.0
Heath Hayes Local Centre					1.1	0.5	0.0	0.2	0.7			2.3
Other Destinations in Cannock Chase District	0.2	2.0	2.7	1.4	15.5	14.2	8.6	5.1	13.9	5.7	7.3	83.6
Wyrley Brook Retail Park		0.7	0.1		4.2	2.3	0.2	1.4	0.6	1.3	1.6	10.4
Orbital Retail Park	0.0	0.4	0.9	0.4	4.6	6.1	3.3	2.3	7.9	2.0	2.8	35.4
Stores at Walsall Road			0.1		0.8	0.6	0.2		0.5	0.3	0.3	3.1
Linkway Retail Park	0.2	0.8	1.7	0.8	5.1	5.1	4.7	1.4	4.8	2.1	2.5	33.4
Gateway Retail Park		0.1		0.2		0.1	0.1	0.0	0.1			0.4
Other Stores Elsewhere		0.1	0.0		0.9		0.1		0.0	0.1		0.9
Total Inside Cannock District	0.7	15.4	14.2	9.5	36.6	33.2	23.0	9.1	19.8	7.1	10.5	189.3
Outside Cannock District												
Stafford	22.1	4.1	2.9	0.9	6.3	1.5	1.0	0.4	1.0	0.2	0.2	32.9
Birmingham	0.3	1.6	0.2	0.0	1.7	1.1	0.0	0.3	0.6	1.0	1.6	7.1
Lichfield	0.1	1.5	1.6	5.2	2.3	0.9		0.4	0.5	2.2	10.2	23.4
Burton upon Trent		0.1	0.1	1.5			0.1				0.1	1.8
Walsall	0.2			0.0	1.3	0.9	0.6	2.0	2.1	5.3	0.3	11.7
Wolverhampton	0.0		0.1	0.0	0.3		0.2	0.1	0.4	0.0		1.3
Tamworth	0.0	0.4	1.1	2.6	0.3	0.3	0.1	0.2		1.6	10.9	17.9
Burntwood		0.2		1.1	0.4	0.2	0.1	1.4	0.2	0.5	12.7	18.4
Wednesbury	0.1		0.2	0.0	0.3	0.7	0.8	0.3	0.3	0.4	1.5	6.1
Other Destinations Elsewhere	1.2	0.5	0.1	2.2	3.6	1.2	1.3	2.5	4.4	8.1	2.6	25.7
Total Outside Cannock District	24.1	8.4	6.2	13.8	16.5	6.7	4.3	7.5	9.6	19.3	40.2	146.3
Total	24.8	23.8	20.4	23.3	53.1	39.9	27.3	16.5	29.4	26.4	50.7	335.6

Notes:
Derived from Tables 13-18 & 20
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

Table 25: Turnover of comparison goods (combined), by Zone (£m)

	Zone											Total Survey Derived Turnover		Inflow	
	1	2	3	4	5	6	7	8	9	10	11	%	£m	%	£m
Cannock	0.3	1.4	2.2	1.3	16.6	21.6	18.9	3.9	7.0	1.5	5.9	14	80.6		
Cannock Town Centre	0.3	1.3	2.2	0.7	13.2	16.2	13.7	3.6	4.5	1.1	4.9	11	61.8	5	3.1
Other Destinations in Cannock		0.1	0.0	0.6	3.4	5.4	5.2	0.3	2.5	0.3	1.0	3	18.8		
Rugeley	1.1	15.7	14.6	11.6	1.5	0.0				0.1	0.0	8	44.7		
Rugeley Town Centre	1.1	15.5	14.5	11.4	1.5	0.0				0.1	0.0	8	44.2	5	2.2
Elsewhere in Rugeley		0.2	0.1	0.2								0	0.5		
Hednesford	1.1	0.3	0.1	0.1	10.9	2.1	0.5	0.2	0.1	0.5	0.3	3	16.3		
Hednesford Town Centre	1.1	0.3	0.1	0.1	10.9	2.1	0.4	0.2	0.1	0.5	0.3	3	16.2	5	0.8
Elsewhere in Hednesford							0.1					0	0.1		
Elsewhere in Cannock Chase District	1.7	4.2	4.0	2.6	27.3	26.7	16.3	10.4	25.9	10.4	15.3	25	144.7		
District and Local Centres	0.1	0.1	0.3	0.1	2.0	6.2	1.8	2.1	1.9	0.5	0.3	3	15.3		
Hawks Green District Centre					0.4	3.3	0.1	0.2	0.2	0.2	0.3	1	4.7		
Bridgtown Local Centre		0.1		0.0	0.4	0.2	0.7	0.2	0.8	0.1		0	2.6		
Brereton Local Centre			0.2	0.0								0	0.2		
Chadsmoor Local Centre	0.1	0.0	0.1		0.1	1.2	0.9	0.0			0.0	0	2.4		
Norton Canes Local Centre								1.4		0.1		0	1.5		
Fernwood Local Centre		0.0										0	0.0		
Heath Hayes Local Centre					1.2	1.5	0.1	0.2	0.8		0.0	1	3.8		
Other Destinations in Cannock Chase District	1.6	4.0	3.7	2.5	25.2	20.5	14.6	8.3	24.0	9.9	15.0	23	129.4		
Wyrley Brook Retail Park		1.3	0.3	0.1	6.6	3.6	1.8	2.1	2.8	2.1	3.2	4	24.0	5	1.2
Orbital Retail Park	0.6	1.3	1.1	0.8	9.7	8.6	5.7	3.4	13.5	3.5	6.8	10	55.1	5	2.8
Stores at Walsall Road		0.0	0.1		0.8	0.7	0.5	0.0	0.5	0.4	0.3	1	3.5		
Linkway Retail Park	0.5	1.0	2.0	1.1	6.0	6.4	5.8	2.2	5.4	3.0	3.8	7	37.4	5	1.9
Gateway Retail Park	0.1	0.1	0.0	0.2	0.3	0.3	0.3	0.4	0.4	0.0		0	2.0	5	0.1
Other Stores Elsewhere	0.4	0.4	0.2	0.3	1.7	0.9	0.4	0.1	1.4	0.7	0.8	1	7.4		
Total Inside Cannock District	4.2	21.6	21.0	15.6	56.2	50.4	35.7	14.5	33.0	12.4	21.5	50	286.2	35	12.0298
Outside Cannock District															
Stafford	34.4	10.8	6.5	2.6	16.1	7.5	3.9	1.0	2.2	0.7	0.7	15	86.5		
Birmingham	0.3	1.8	0.6	1.5	3.2	2.0	0.0	0.5	2.2	1.7	3.7	3	17.5		
Lichfield	0.7	2.7	2.6	6.9	3.1	1.3	0.3	1.2	0.6	3.6	14.8	7	37.9		
Burton upon Trent		0.1	0.2	3.1	0.8		0.1			0.1	0.5	1	4.9		
Walsall	0.4	0.2	0.1	0.2	2.6	1.2	0.7	3.4	3.8	8.8	1.6	4	23.2		
Wolverhampton	0.0	0.0	0.1	0.0	0.4		1.5	0.2	0.9	0.2		1	3.3		
Tamworth	0.0	1.5	2.5	3.9	2.5	1.5	0.6	1.6	0.5	3.7	19.8	7	38.2		
Burntwood		0.2		1.8	0.6	0.2	0.3	1.8	0.6	0.6	18.1	4	24.1		
Wednesbury	0.5	0.1	0.2	0.1	0.6	1.0	0.9	0.4	0.7	0.7	1.9	1	7.0		
Other Destinations Elsewhere	2.1	1.5	0.9	4.2	4.2	2.6	2.2	3.7	6.6	12.2	4.8	8	45.1		
Total Outside Cannock District	38.5	18.8	13.8	24.5	34.2	17.3	10.6	13.7	17.8	32.4	66.0	50	287.7		
Total	42.7	40.5	34.8	40.1	90.4	67.6	46.4	28.2	50.9	44.8	87.6	100.0	573.9		

Notes:
Derived from Tables 12-22
Figures may not add due to rounding

2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**



TABLE 26: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN CANNOCK

Table 26a: Estimated 'Capacity' for Comparison Goods Facilities - Cannock

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure £m
2022	211.7	202.7	9.0	0.0
2026	231.2	225.8	10.0	4.7
2032	267.6	261.8	11.6	5.9
2036	296.5	292.1	13.0	8.6
2040	328.5	326.3	14.5	12.3
Market Share	36.6			

Notes:

1. Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 19
2. Assumes constant market share claimed by facilities

2018 prices

Table 26b: Quantitative Need for Additional Comparison Goods Floorspace - Cannock

Year	Surplus (£m)	Floorspace Requirement (sq m net)
2026	4.7	800
2032	5.9	800
2036	8.6	1,100
2040	12.3	1,400

Notes:

Average sales density for Cannock assumed to be circa £5,600 per sq.m (@2022)
Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 19

2018 prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

TABLE 27: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN RUGELEY

Table 27a: Estimated 'Capacity' for Comparison Goods Facilities - Rugeley

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure £m
2022	46.9	44.7	2.2	0.0
2026	51.2	48.1	2.4	-0.8
2032	59.3	55.7	2.8	-0.8
2036	65.7	62.2	3.1	-0.4
2040	72.8	69.4	3.4	0.1
Market Share	7.8			

Notes:
1. Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 19
2. Assumes constant market share claimed by facilities
2018 prices

Table 27b: Quantitative Need for Additional Comparison Goods Floorspace - Rugeley (before commitments)

Year	Surplus (£m)	Floorspace Requirement (sq m net)
2026	-0.8	0
2032	-0.8	0
2036	-0.4	0
2040	0.1	12

Notes:
Average sales density for Rugeley assumed to be circa £5,600 per sq.m (@2022)
Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 19
2018 prices

Table 27c: Extant Comparison Goods Commitments, 2022

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Rugeley B Power Station, Power Station Rd	CH/19/201	Mixed-use development comprising: up to 2,300 new dwellings and residential units; up to 1.2 ha of mixed-use (use classes A1, A2, A3, A4, A5, C1, C2, C3, D1 and D2); up to 5 ha of employment; a school; open space; and key infrastructure.	2,600	833	5,600	4.7	Unimplemented
TOTAL				833		4.7	

Notes:
Commitment details provided by Cannock Chase District Council
Sales density figure is Alder King assumption based on type and location of retail commitment.
2018 prices

Table 27d: Quantitative Need for Additional Convenience Goods Floorspace (after commitments)

Year	Surplus (£m)	Commitments (£m)	Residual (£m)	Floorspace Requirement (sq m net)
2026	-0.8	5.1	-	0
2032	-0.8	5.9	-	0
2036	-0.4	6.5	-	0
2040	0.1	7.2	-	0

Notes:
Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 19
2018 Prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**



TABLE 28: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN HEDNESFORD

Table 28a: Estimated 'Capacity' for Comparison Goods Facilities - Hednesford

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure £m
2022	17.1	16.3	0.8	0.0
2026	18.6	17.5	0.9	-0.3
2032	21.6	20.3	1.0	-0.3
2036	23.9	22.6	1.1	-0.2
2040	26.5	25.3	1.3	0.0
Market Share	2.8			

Notes:

1. Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 19
2. Assumes constant market share claimed by facilities

2018 prices

Table 28b: Quantitative Need for Additional Comparison Goods Floorspace - Hednesford

Year	Surplus (£m)	Floorspace Requirement (sq m net)
2022	0.0	-
2026	-0.3	-
2032	-0.3	-
2036	-0.2	-
2040	0.0	5

Notes:

Average sales density for Hednesford assumed to be circa £5,600 per sq.m (@2022)
Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 19

2018 prices

**CANNOCK CHASE RETAIL & TOWN CENTRE USES STUDY - 2022 RETAIL CAPACITY UPDATE
COMPARISON GOODS CAPACITY**

TABLE 29: ESTIMATED CAPACITY FOR NEW COMPARISON GOODS PROVISION WITHIN CANNOCK CHASE DISTRICT

Table 29a: Estimated 'Capacity' for Comparison Goods Facilities - Cannock Chase District

Year	Benchmark Turnover £m ¹	Turnover - £m ²	Inflow - £m	Surplus Expenditure £m
2022	298.2	286.2	12.0	0.0
2026	325.7	307.8	12.9	-4.9
2032	376.9	356.9	15.0	-5.0
2036	417.7	398.1	16.7	-2.8
2040	462.8	444.8	18.7	0.7
Market Share	49.9			

Notes:

1. Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 19
2. Assumes constant market share claimed by facilities

2018 prices

Table 29b: Quantitative Need for Additional Comparison Goods Floorspace - Cannock Chase District

Year	Surplus (£m)	Floorspace Requirement (sq m net)
2026	-4.9	-
2032	-5.0	-
2036	-2.8	-
2040	0.7	100

Notes:

Average sales density for Cannock Chase assumed to be circa £5,600 per sq.m (@2022)
Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 19

2018 prices

Table 29c: Extant Comparison Goods Commitments, 2022 - Cannock Chase District

Destination	Reference	Proposal	Gross Retail Floorspace (sq.m)	Net Comparison Floorspace (sq.m)	Estimated Sales Density (£/sq.m)	Estimated Comparison Turnover (£m)	Status
Rugeley B Power Station, Power Station Rd	CH/19/201	Mixed-use development comprising: up to 2,300 new dwellings and residential units; up to 1.2 ha of mixed- use (use classes A1, A2, A3, A4, A5, C1, C2, C3, D1 and D2); up to 5 ha of employment; a school; open space; and key infrastructure.	2,600	833	5,600	4.7	Unimplemented
TOTAL				833		4.7	

Notes:

Commitment details provided by Cannock Chase District Council
Sales density figure is Alder King assumption based on type and location of retail commitment.

2018 prices

Table 29d: Quantitative Need for Additional Comparison Goods Floorspace (after commitments) - Cannock Chase District

Year	Surplus (£m)	Commitments (£m)	Residual (£m)	Floorspace Requirement (sq m net)
2026	-4.9	5.3	-10.2	-
2032	-5.0	6.0	-11.0	-
2036	-2.8	6.7	-9.6	-
2040	0.7	7.7	-7.0	-

Notes:

Allows for increased turnover efficiency as set out in Figure 4a Experian Retail Planner 19

2018 Prices