

DOVER DISTRICT COUNCIL RETAIL AND TOWN CENTRE NEEDS ASSESSMENT (RTCNA) - 2021 UPDATE



for:

Dover District Council

FINAL Volume 4: Appendices on Quantitative Outputs

October 2021

Ish.co.uk



Volume 4: Quantitative Modelling Outputs

Appendix 1	Population and Expenditure: Convenience Goods
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Appendix 1: Population and Expenditure: Convenience Goods

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2021) POPULATION & PROJECTIONS (to 2040) GROWTH 2021 to 2040: 2021-40 24.605 25,686 28.128 29.327 19 2% 4,722 Zone 1 26.937 Zone 2 13,785 14,400 15,076 15,638 16,153 17.2% 2,368 7,351 7,590 7,836 8,013 11.0% 809 Zone 3 8,160 Zone 4 15,880 16,398 16,983 17,462 17,932 12.9% 2,052 Zone 5 16,816 17,453 18,085 18,565 19,019 13.1% 2,203 Zone 6 12,826 13,246 13,668 14,027 14,333 11.7% 1,507 Zone 7 14,341 15,009 15,703 16,345 16,974 18.4% 2,633 14,168 14,721 15,255 15,659 16,063 13.4% 1,895 Zone 8 8,237 8,356 8,588 8,819 9,003 9.3% 766 Zone 9 15.9% Zone 10 12.371 12.811 13.321 13.825 14.333 1.962 Study Area 140,380 145,670 151,452 156,481 161,296 14.9% 20,916

EXPERIAN BUSINESS STRATEGIES

Notes:

The base year (2021) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death rates, etc.

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

		2021	2025	2030	2035	2040
	2021	= 1.0				
	(incl SFT)	EXC	LUDING SP	ECIAL FORM	/IS OF TRAE	JING
EXPERIAN - SPECIAL FORMS OF TRADI	NG (%):	5.4%	6.2%	6.8%	7.1%	7.4%
REVISED SPECIAL FORMS OF TRADING	i (%):	2.6%	3.0%	3.3%	3.4%	3.6%
Zone 1	£2,231	£2,173	£2,168	£2,168	£2,176	£2,184
Zone 2	£2,232	£2,173	£2,169	£2,169	£2,177	£2,184
Zone 3	£2,655	£2,586	£2,581	£2,581	£2,590	£2,599
Zone 4	£2,414	£2,352	£2,347	£2,347	£2,355	£2,363
Zone 5	£2,495	£2,430	£2,425	£2,425	£2,434	£2,442
Zone 6	£2,556	£2,490	£2,485	£2,485	£2,494	£2,502
Zone 7	£2,427	£2,363	£2,359	£2,359	£2,367	£2,375
Zone 8	£2,472	£2,408	£2,403	£2,403	£2,411	£2,420
Zone 9	£2,682	£2,612	£2,607	£2,607	£2,616	£2,625
Zone 10	£2,368	£2,307	£2,302	£2,302	£2,310	£2,318
STUDY AREA AVERAGE:	£2,453	£2,389	£2,385	£2,385	£2,393	£2,401
Dover DC Area (Zones 1-8) Average	£2,435	£2,372	£2,367	£2,367	£2,375	£2,384

Average spend per capita estimates (2019 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-Source: on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 18 published by Experian Business Strategies (October 2020).

Notes:

An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 18 (October 2020).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE, BASE YEAR (2021) TO 2040 (£m)

	2021	2021	2025	2030	2035	2040
	(incl SFT)					
Zone 1	£54.9	£53.5	£55.7	£58.4	£61.2	£64.0
Zone 2	£30.8	£30.0	£31.2	£32.7	£34.0	£35.3
Zone 3	£19.5	£19.0	£19.6	£20.2	£20.8	£21.2
Zone 4	£38.3	£37.3	£38.5	£39.9	£41.1	£42.4
Zone 5	£42.0	£40.9	£42.3	£43.9	£45.2	£46.4
Zone 6	£32.8	£31.9	£32.9	£34.0	£35.0	£35.9
Zone 7	£34.8	£33.9	£35.4	£37.0	£38.7	£40.3
Zone 8	£35.0	£34.1	£35.4	£36.7	£37.8	£38.9
Zone 9	£22.1	£21.5	£21.8	£22.4	£23.1	£23.6
Zone 10	£29.3	£28.5	£29.5	£30.7	£31.9	£33.2
STUDY AREA:	£339.5	£330.6	£342.3	£355.8	£368.7	£381.3
Dover DC Area (Zones 1-8)	£288.1	£280.6	£291.0	£302.7	£313.7	£324.4

%	2021-40
19.8%	£10.6
17.8%	£5.3
11.6%	£2.2
13.5%	£5.0
13.7%	£5.6
12.3%	£3.9
19.0%	£6.4
14.0%	£4.8
9.8%	£2.1
16.4%	£4.7
15.3%	£50.7
15.6%	£43.8



Appendix 2: Convenience Goods Market Shares (including SFT)



TABLE 1: ALL CONVENIENCE GOODS - 2021 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

													DDC AREA	TOTA
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	(Zones 1-8)	STUD
OVER TOW	N & EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)													
	Co-op, Castle Street, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Costcutter, Pencester Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Iceland, High Street, Dover		0.9%	0.2% 2.1%	0.4% 1.6%	0.7%	0.2%	0.0%	0.1%	0.5% 2.7%	0.0%	0.0%	0.4% 1.2%	1.
	Marks & Spencer, Biggin Street, Dover Spar, Folkestone Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.8%	1.8%	0.4%	0.0%	0.5%	0.0%	0.0%	1.7%	0.0%	0.0%	0.6%	0.
		Subtotal	3.9%	4.0%	2.4%	0.7%	0.7%	0.3%	0.4%	4.9%	0.0%	0.0%	2.2%	1.
FAI TOWN	& EDGE OF CENTRE (DISTRICT CENTRE)													
LAL TOWN	Co-op, Park Street, Deal		0.0%	0.0%	1.0%	0.5%	6.5%	0.4%	0.0%	0.0%	0.2%	0.0%	1.1%	1
	Co-op, Queens Street, Deal		0.0%	0.0%	1.3%	0.6%	0.6%	0.0%	0.0%	0.2%	0.0%	0.0%	0.3%	0
	Iceland, Queen Street, Deal		0.0%	0.0%	0.6%	3.4%	6.4%	0.2%	0.2%	0.0%	0.0%	0.0%	1.5%	1
	Marks & Spencer, High Street, Deal		0.0%	0.0%	3.0%	2.6%	5.3%	1.4%	0.7%	0.4%	0.0%	0.0%	1.6%	1
	Sainsbury's Superstore, West Street, Deal		0.0%	0.4%	12.3%	32.6%	40.7%	12.0%	1.7%	0.4%	0.0%	0.0%	12.8%	10
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.2%	0.3%	1.0%	3.1% 42.8%	9.7%	0.4%	0.1% 2.7%	0.3%	0.4%	0.0%	2.1% 19.3%	16
		Subtotal	0.276	0.6%	19.5%	42.076	09.276	14.476	2.176	1.476	0.0%	0.0%	19.3%	10
ANDWICH	TOWN & EDGE OF CENTRE (RURAL SERVICE CENTRE)													
	Spar, Market Street, Sandwich		0.0%	0.0%	0.0%	0.0%	0.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0
	Co-op, Moat Sole Road, Sandwich		0.0%	0.0%	0.0%	0.0%	0.2%	18.2%	3.8%	0.7%	0.7%	0.0%	2.6%	2
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0%	0.0%	0.0%	0.0%	0.5%	3.7% 22.8%	1.9%	0.0%	0.0%	0.0%	0.7% 3.5%	3
		Subtotal	0.070	0.070	0.070	0.070	1.170	££.070	0.070	0.770	0.770	0.070	0.070	Ů
YLESHAM (RURAL SERVICE CENTRE)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	1.5%	0.0%	0.9%	0.
	Co-op, Market Square, Aylesham OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.9%	0
	OTTER EDGAE SHOTS IN THE TOWN CENTRE	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.2%	0.0%	1.5%	0.0%	1.1%	1
OCAL CEN			0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	5.00/	0.00/	0.00/	0.00/	0.70/	
	ASH CAPEL-LE-FERNE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6% 0.0%	0.0%	0.0%	0.0%	0.7% 0.0%	0
	EASTRY		0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	SHEPHERDSWELL		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%	0
	WINGHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	2.3%	0.3%	0.5%	0
		Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	9.4%	1.0%	2.3%	0.3%	1.3%	1.
ILLAGES &	HAMIFTS													
illinois a	ELHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.8%	0.0%	0.
	KINGSDOWN		0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	PRESTON		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.
	ST.MARGARET'S AT CLIFFE	Subtotal	0.0%	0.0%	4.6% 5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3% 0.4%	0.
		Subtotal	0.076	0.076	3.176	0.076	0.076	0.076	0.476	0.076	0.076	0.676	0.476	0.
OUT-OF-CE														
over	Aldi, Cherry Tree Avenue, Dover		24.8%	17.3%	10.9%	9.9%	3.9%	8.7%	1.4%	23.9%	0.0%	0.4%	13.3%	11
	Asda Supermarket, Charlton Green, Dover		9.1%	4.4%	3.2%	0.4%	3.6%	0.0%	0.7%	1.5%	0.4%	0.0%	3.3%	2
	Co-op, Lower Road, River, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9% 0.0%	0.0%	0.0%	1.0% 0.0%	0
	Costcutter, Sheriden Road, Dover Farm Foods, Charlton Green, Dover		0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	Morrisons, Bridge Street, Dover		33.8%	18.5%	9.3%	2.7%	2.2%	2.3%	0.0%	14.7%	0.0%	1.8%	11.8%	10
	Spar, Townwall Street, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover		14.6%	38.5%	35.9%	12.7%	4.0%	22.1%	14.2%	31.4%	1.3%	2.1%	19.7%	16
	Whitfield-Local_Stores (EXCLUDING White Cliffs)		0.0%	4.4%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0
	Construction Activities and		4.00/	0.00/	0.40/	0.00/	0.40/	0.00/	0.00/	0.00/	0.00/	0.00/	0.40/	
eal	Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal		1.6% 0.0%	0.0%	0.4%	8.0% 0.0%	3.1% 0.0%	2.6% 0.0%	0.0%	0.0%	0.0%	0.0%	2.1% 0.0%	1
	Tesco Express, Mill Hill, Deal		0.0%	0.3%	2.9%	5.0%	2.6%	1.1%	0.0%	0.0%	0.0%	0.0%	1.6%	1
	Walmer-Local Stores		0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0
	N1/A		0.00/	0.0%	0.0%	0.00/	0.00/	0.00/	0.0%	0.0%	0.00/	0.00/	0.00/	,
Sandwich	IV/M	Subtotal	0.0% 85.2%	83.3%	63.7%	0.0% 39.0%	0.0% 19.7%	0.0% 37.2%	16.5%	79.4%	0.0% 2.1%	0.0% 4.3%	0.0% 53.4%	0. 45.
OVER DIS	TRICT COUNCIL AREA		89.3%	88.1%	90.4%	82.5%	90.6%	75.2%	44.4%	87.4%	7.2%	5.4%	81.3%	69.
THER STO	RES OUTSIDE DDC AREA													
	Ashford		0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.2%	0.3%	0.1%	0
	Broadstairs / Westwood		0.2%	0.0%	2.1%	1.7%	1.3%	7.8%	2.8%	0.0%	0.2%	0.0%	1.9%	1
	Canterbury		1.7%	2.2%	2.1%	2.3%	0.7%	3.1%	39.4%	3.8%	81.0%	3.9%	6.7%	11
	Folkestone		4.4%	3.7%	1.6%	0.0%	0.0%	0.3%	0.4%	4.3%	0.5%	59.6%	1.9%	
	Hawkinge		0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%	0.0%	0.6%	22.0%	0.1%	2
	Hythe		0.0%	0.0%	0.2%	0.5%	0.0%	0.1%	0.0%	0.4%	0.0%	1.8%	0.1%	C
	Margate		0.0%	0.0%	0.0%	0.0%	1.7%	1.2%	0.4%	0.0%	0.0%	0.0%	0.4%	(
	Ramsgate		0.0%	0.0%	0.3%	0.9%	0.0%	7.8%	5.1%	0.2%	0.0%	0.0%	1.7%	1
LL OTHER	CENTRES / STORES:		0.1%	0.0%	0.2%	1.3%	0.0%	0.3%	1.4%	0.6%	1.2%	0.7%	0.5%	(
ll other Co	entres / stores		6.9%	5.9%	6.5%	6.6%	4.0%	20.6%	50.1%	9.5%	84.2%	88.2%	13.4%	24
			3.8%	6.0%	3.1%	10.8%	5.4%	4.2%	5.4%	3.1%	8.6%	6.4%	5.3%	
PECIAL FO	RMS OF TRADING/ INTERNET SHOPPING:													



TABLE 2: MAIN FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading
Based on 2017 Household Survey

			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	STUDY
DOVER TOW	N & EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)													AREA
	Co-op, Castle Street, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
	Costcutter, Pencester Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
	Iceland, High Street, Dover		0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%	0.19
	Marks & Spencer, Biggin Street, Dover		0.4%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.19
	Spar, Folkestone Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1% 0.4%	0.19
	& EDGE OF CENTRE (DISTRICT CENTRE)													
	Co-op, Park Street, Deal		0.0%	0.0%	0.0%	0.5%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.5
	Co-op, Queens Street, Deal		0.0%	0.0%	1.3%	0.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3
	Iceland, Queen Street, Deal		0.0%	0.0%	0.7%	3.1%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.2
	Marks & Spencer, High Street, Deal		0.0%	0.0%	0.7%	1.2%	2.8%	0.6%	1.1%	0.0%	0.0%	0.0%	0.8%	0.7
	Sainsbury's Superstore, West Street, Deal		0.0%	0.5%	15.4%	40.0%	56.0%	11.4%	2.4%	0.7%	0.0%	0.0%	16.3%	13.8
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0%	0.0%	0.0%	0.6%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2
		Subtotal	0.0%	0.5%	18.0%	45.9%	70.9%	12.0%	3.5%	0.7%	0.0%	0.0%	19.6%	16.6
	TOWN & EDGE OF CENTRE (RURAL SERVICE CENTRE)		0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.000	
	Spar, Market Street, Sandwich		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Co-op, Moat Sole Road, Sandwich OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0%	0.0%	0.0%	0.0%	0.0%	13.9% 0.5%	4.9% 0.0%	0.7%	0.0%	0.0%	2.3% 0.1%	1.9 0.0
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	14.3%	4.9%	0.0%	0.0%	0.0%	2.3%	2.0
		Jubiotal	0.070	0.070	0.070	0.070	0.070	14.576	4.570	0.770	0.070	0.070	2.070	2.0
YLESHAM (I	RURAL SERVICE CENTRE) Co-op, Market Square, Aylesham		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.7%	0.0%	0.1%	0.2
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
		Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.7%	0.0%	0.1%	0.2
OCAL CENT	TRES													
	ASH		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.1%	0.1
	CAPEL-LE-FERNE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	EASTRY		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	SHEPHERDSWELL		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	WINGHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%	0.
		Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.2%	0.2
/ILLAGES & F	HAMLETS													
	ELHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	KINGSDOWN		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	PRESTON		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	ST.MARGARET'S AT CLIFFE	Subtotal	0.0%	0.0%	5.7% 5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3
		Jubiotal	0.070	0.070	3.7 70	0.070	0.070	0.070	0.070	0.070	0.070	0.070	0.470	0.0
OUT-OF-CEI														
	Aldi, Cherry Tree Avenue, Dover		27.4%	19.0%	6.7%	7.4%	3.5%	13.2%	1.5%	26.1%	0.0%	0.7%	14.1%	12.0
	Asda Supermarket, Charlton Green, Dover		7.7% 0.0%	1.7% 0.0%	1.8%	0.6%	6.1% 0.0%	0.0%	1.1%	0.0% 1.4%	0.0%	0.0%	2.9% 0.2%	2.4 0.
	Co-op, Lower Road, River, Dover Costcutter, Sheriden Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.
	Farm Foods, Charlton Green, Dover		0.0%	0.0%	0.7%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Morrisons, Bridge Street, Dover		33.4%	15.5%	5.3%	2.6%	3.3%	2.1%	0.0%	15.2%	0.0%	0.0%	11.3%	9.0
	Spar, Townwall Street, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover		16.4%	53.8%	49.7%	14.4%	4.8%	28.7%	18.9%	43.1%	0.7%	3.4%	25.6%	22.
	Whitfield-Local_Stores (EXCLUDING White Cliffs)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Deal	Co-op, Beauchamp Avenue, Mill Hill, Deal		0.0%	0.0%	0.0%	5.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.8
	Co-op, Lord Warden, Hamilton Road, Deal		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Tesco Express, Mill Hill, Deal		0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.
	Walmer-Local Stores		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sandwich	N/A		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
		Subtotal	84.8%	90.1%	64.2%	31.1%	19.2%	44.5%	21.5%	85.8%	0.7%	4.8%	55.2%	47.3
OVER DIST	TRICT COUNCIL AREA		85.6%	90.6%	88.6%	77.0%	90.8%	70.8%	33.1%	87.8%	1.3%	4.8%	78.2%	66.
THER STO	RES OUTSIDE DDC AREA													
	Ashford		0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%	0.
	Broadstairs / Westwood		0.5%	0.0%	2.5%	1.9%	2.0%	11.2%	3.9%	0.0%	1.3%	0.0%	2.6%	2.
	Canterbury		1.6%	0.6%	2.0%	2.1%	0.0%	4.2%	45.4%	3.0%	81.7%	2.4%	7.1%	11.
	Folkestone		6.2%	1.9%	2.5%	0.0%	0.0%	0.5%	0.6%	3.6%	0.8%	68.6%	2.1%	7.
	Hawkinge		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	12.3%	0.1%	1.
	Hythe		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	2.2%	0.1%	0.
	Margate Ramsgate		0.0%	0.0%	0.0%	0.0% 1.0%	0.0%	2.0% 7.3%	0.6% 6.1%	0.0%	0.0%	0.0%	0.3% 1.7%	0. 1.
	_													
ALL OTHER	CENTRES / STORES:		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.2%	0.0%	0.1%	0.
	entres / stores		8.7%	2.5%	6.9%	5.0%	2.0%	25.2%	57.8%	7.8%	85.0%	85.5%	14.2%	24.
All other Ce	inites y stores													
	RMS OF TRADING/ INTERNET SHOPPING:		5.7%	6.9%	4.5%	18.0%	7.2%	3.9%	9.1%	4.3%	13.7%	9.7%	7.6%	8.



TABLE 3: OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading
Based on 2017 Household Survey

	Based on 2017 Household Survey													TAT.
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	STUD
OVER TOW	N & EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)													ARE
	Co-op, Castle Street, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Costcutter, Pencester Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	Iceland, High Street, Dover		2.1%	1.0%	0.9%	0.0%	0.0%	0.0%	1.0%	1.3%	0.0%	0.0%	0.8%	0
	Marks & Spencer, Biggin Street, Dover		2.7%	2.4%	1.7%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	1.5%	1
			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	Spar, Folkestone Road, Dover OTHER LOCAL SHOPS IN THE TOWN CENTRE		2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	6.8%	3.4%	2.6%	0.0%	0.0%	0.0%	1.0%	6.4%	0.0%	0.0%	2.7%	2
	-	Subtotui	0.070	0.170	2.070	0.070	0.070	0.070	1.070	0.170	0.070	0.070	2.770	
EAL TOWN	& EDGE OF CENTRE (DISTRICT CENTRE) Co-op, Park Street, Deal		0.0%	0.0%	1.7%	1.1%	6.3%	0.9%	0.0%	0.0%	1.2%	0.0%	1.3%	1
	Co-op, Queens Street, Deal		0.0%	0.0%	0.9%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	(
	Iceland, Queen Street, Deal		0.0%	0.0%	1.7%	10.4%	2.9%	1.6%	0.0%	0.0%	0.0%	0.0%	2.1%	,
	Marks & Spencer, High Street, Deal		0.0%	0.0%	5.4%	2.9%	16.7%	4.4%	0.0%	0.0%	0.0%	0.0%	3.7%	3
	Sainsbury's Superstore, West Street, Deal		0.0%	0.0%	12.3%	23.7%	18.8%	5.4%	1.8%	0.0%	0.0%	0.0%	7.5%	ě
			0.0%	0.0%	0.0%	1.1%	6.8%	0.0%	0.0%	0.0%	0.0%			
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0%	0.0%	22.0%	40.7%	51.6%	12.3%	1.8%	0.0%	1.2%	0.0%	1.1% 16.0%	13
*********	TOWN A FROM OF CENTRE (BURN CERVICE CENTRE)													
ANDWICH	TOWN & EDGE OF CENTRE (RURAL SERVICE CENTRE) Spar, Market Street, Sandwich		0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.2%	(
	Co-op, Moat Sole Road, Sandwich		0.0%	0.0%	0.0%	0.0%	0.0%	16.5%	1.0%	0.0%	0.0%	0.0%	2.0%	
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	1.0%	0.0%	0.0%	0.0%	0.3%	(
		Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	20.3%	1.9%	0.0%	0.0%	0.0%	2.5%	2
YLFSHAM (RURAL SERVICE CENTRE)													
(Co-op, Market Square, Aylesham		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.8%	C
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	0.0%	0.0%	0.0%	0.0%	(
		Subtorgl	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.6%	- (
OCAL CEN														
	ASH		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	(
	CAPEL-LE-FERNE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	EASTRY		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	(
	SHEPHERDSWELL		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	WINGHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	1.2%	0.0%	0.7%	
		Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	0.0%	1.2%	0.0%	0.8%	(
ILLAGES & I	HAMIETS													
TILLAGES & I	ELHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	c
	KINGSDOWN		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	(
	PRESTON		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	(
	ST.MARGARET'S AT CLIFFE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	(
		Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	(
OUT-OF-CE	NTRE													
over	Aldi, Cherry Tree Avenue, Dover		32.3%	23.5%	21.2%	13.8%	11.8%	5.2%	2.9%	29.0%	0.0%	0.0%	18.1%	15
	Asda Supermarket, Charlton Green, Dover		10.8%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	2.9%	
	Co-op, Lower Road, River, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Costcutter, Sheriden Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
			0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Farm Foods, Charlton Green, Dover		26.2%	32.0%	23.8%	7.5%	1.7%		1.8%	16.3%	0.0%	0.0%	14.1%	11
	Morrisons, Bridge Street, Dover							5.2%						
	Spar, Townwall Street, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover Whitfield-Local_Stores (EXCLUDING White Cliffs)		13.2%	15.0% 0.0%	18.9% 0.0%	19.9% 0.0%	5.9% 0.0%	21.8% 0.0%	8.7% 0.0%	23.7%	3.4% 0.0%	0.0%	15.3% 0.0%	1:
Deal	Co-op, Beauchamp Avenue, Mill Hill, Deal		0.0%	0.0%	0.0%	0.9%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	
	Co-op, Lord Warden, Hamilton Road, Deal		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Tesco Express, Mill Hill, Deal Walmer-Local Stores		0.0%	1.0% 0.0%	0.9%	1.6% 0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.5% 0.0%	
andwich	N/A	Subtotal	0.0% 82.5%	0.0% 73.1%	0.0% 64.7%	0.0% 43.8%	0.0% 25.7%	0.0%	0.0%	0.0% 74.4%	0.0%	0.0%	0.0% 51.9%	4
OVER DIS	TRICT COUNCIL AREA		89.3%	76.6%	89.3%	84.5%	77.3%	65.7%	31.7%	80.8%	5.7%	0.0%	74.9%	6
THER STO	RES OUTSIDE DDC AREA													
	Ashford		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.3%	0.0%	
	Broadstairs / Westwood		0.0%	0.0%	1.7%	3.6%	0.9%	6.8%	2.9%	1.3%	0.0%	0.0%	2.0%	
	Canterbury		3.3%	1.0%	4.4%	5.2%	1.7%	3.9%	46.4%	2.9%	89.4%	5.4%	8.4%	13
	Folkestone		4.0%	10.2%	0.9%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	62.8%	3.1%	
	Hawkinge		0.8%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	2.2%	24.6%	0.3%	
	Hythe		0.0%	0.0%	1.1%	1.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.9%	0.3%	
	Margate		0.0%	0.0%	0.0%	0.0%	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	
	Ramsgate		0.0%	0.0%	0.0%	2.0%	0.0%	13.0%	9.7%	1.6%	0.0%	0.0%	3.1%	
LL OTHER	CENTRES / STORES:		0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	9.3%	0.0%	0.0%	0.0%	1.6%	
ll other Ce	entres / stores		8.1%	11.2%	8.0%	15.5%	15.3%	24.7%	68.3%	15.5%	92.8%	96.1%	20.5%	3
			2.6%	12.2%	2.7%	0.0%	7.4%	9.6%	0.0%	3.7%	1.5%	3.9%	4.6%	
PECIAL EO														
OTAL	RMS OF TRADING/ INTERNET SHOPPING:		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	10



TABLE 4: TOP UP FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading
Based on 2017 Household Survey

			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTAL
DOVER TOW	N & EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)												,	AREA
	Co-op. Castle Street. Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
	Costcutter, Pencester Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
	Iceland, High Street, Dover		0.9%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.39
	Marks & Spencer, Biggin Street, Dover		7.9%	4.1%	4.6%	0.0%	0.0%	0.0%	1.8%	7.9%	0.0%	0.0%	3.4%	2.9
	Spar, Folkestone Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.9% 9.6%	5.1% 9.2%	2.4% 7.0%	0.0%	0.8%	0.0%	0.0%	9.0%	0.0%	0.0%	2.1% 5.8%	1.8 ⁹
		Subtotal	9.0%	9.2%	7.0%	0.0%	1.9%	0.0%	1.076	10.9%	0.0%	0.0%	5.6%	4.97
	& EDGE OF CENTRE (DISTRICT CENTRE)													
	Co-op, Park Street, Deal		0.0%	0.0%	2.7%	0.0%	6.9%	1.5%	0.0%	0.0%	0.0%	0.0%	1.4%	1.19
	Co-op, Queens Street, Deal		0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.4%	0.3
	Iceland, Queen Street, Deal		0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.8
	Marks & Spencer, High Street, Deal		0.0%	0.0%	5.3%	5.7%	3.2%	2.5%	0.0%	0.0%	0.0%	0.0%	1.9%	1.6
	Sainsbury's Superstore, West Street, Deal		0.0%	0.9%	6.4%	23.2%	26.5%	9.5%	0.0%	0.0%	0.0%	0.0%	8.6%	7.3
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0%	1.7%	4.6% 21.6%	11.8% 40.7%	44.6% 87.9%	0.8% 14.3%	1.0%	2.3%	0.0%	0.0%	9.0% 22.1%	7.6 18.7
	FOWN & EDGE OF CENTRE (RURAL SERVICE CENTRE) Spar. Market Street. Sandwich		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Co-op, Moat Sole Road, Sandwich		0.0%	0.0%	0.0%	0.0%	1.0%	45.4%	2.0%	1.5%	4.6%	0.0%	5.7%	5.2
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0%	0.0%	0.0%	0.0%	1.6%	8.2%	0.0%	0.0%	0.0%	0.0%	1.2%	1.0
	OTHER EOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0%	0.0%	0.0%	0.0%	2.6%	53.5%	2.0%	1.5%	4.6%	0.0%	6.9%	6.1
AYLESHAM (I	RURAL SERVICE CENTRE) Co-op, Market Square, Aylesham		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.4%	0.0%	4.6%	0.0%	4.0%	3.7
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.5%	0.4
		Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	37.1%	0.0%	4.6%	0.0%	4.5%	4.1
LOCAL CENT			0.0%	0.0%	0.0%	0.0%	0.00/	0.0%	07.00/	0.00/	0.0%	0.00/	3.3%	2.8
	ASH CAPEL-LE-FERNE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.6% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	FASTRY		0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	SHEPHERDSWELL		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.8%	0.7
	WINGHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.8%	0.0%	10.9%	0.0%	1.2%	1.7
	THOUSE AND ADDRESS OF THE PARTY	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	37.3%	6.7%	10.9%	0.0%	5.7%	5.6
/ILLAGES & I	HAMLETS FLHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	5.5%	0.2%	0.7
	KINGSDOWN		0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2 %	0.1
	PRESTON		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.
	ST.MARGARET'S AT CLIFFE		0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4
	J. W. W. C. W. C.	Subtotal	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	5.5%	0.8%	1.2
OUT-OF-CEI Dover	NTRE Aldi, Cherry Tree Avenue, Dover		13.0%	14.7%	15.3%	5.7%	0.0%	0.0%	0.0%	11.8%	0.0%	0.0%	7.3%	6.2
	Asda Supermarket, Charlton Green, Dover		6.7%	8.0%	14.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	21
	Co-op, Lower Road, River, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	34.0%	0.0%	0.0%	4.1%	3.
	Costcutter, Sheriden Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Farm Foods, Charlton Green, Dover		0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.
	Morrisons, Bridge Street, Dover		49.1%	17.5%	3.3%	0.0%	0.0%	1.8%	0.0%	8.1%	2.1%	0.0%	12.6%	10.
	Spar, Townwall Street, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover		12.2%	22.9%	19.7%	3.8%	0.0%	9.5%	10.8%	9.0%	0.0%	0.0%	10.1%	8.6
	Whitfield-Local_Stores (EXCLUDING White Cliffs)		0.0%	17.7%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	1.
Deal	Co. on Donathorn Assess Mill Hill Dool		0.0%	0.0%	3.0%	19.3%	3.4%	2.5%	0.0%	0.0%	0.0%	0.0%	3.6%	3.0
	Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Tesco Express, Mill Hill, Deal		6.1%	0.9%	3.0%	26.8%	3.1%	4.9%	0.0%	0.0%	0.0%	0.0%	6.0%	5.1
	Walmer-Local Stores		0.0%	0.0%	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.:
			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Sandwich	N/A	Subtotal	87.1%	81.8%	62.2%	57.7%	6.5%	18.7%	10.8%	62.9%	2.1%	0.0%	49.2%	0.0 41.9
OVER DIST	TRICT COUNCIL AREA		96.7%	92.6%	98.4%	98.4%	99.0%	90.0%	92.8%	91.9%	22.1%	5.5%	95.1%	82.6
OTHER STO	RES OUTSIDE DDC AREA													
	Ashford		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Broadstairs / Westwood		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Canterbury		1.7%	0.8%	0.0%	1.6%	1.0%	0.0%	7.2%	4.4%	76.8%	3.7%	2.2%	7.
	Folkestone		0.7%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	36.3%	1.1%	4.
	Hawkinge		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	47.6%	0.0%	4.
	Hythe		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.
	Margate Ramsgate		0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0. 0.
	_													
	CENTRES / STORES:		0.9%	0.0%	1.6%	0.0%	0.0%	1.8%	0.0%	1.3%	0.0%	4.8%	0.6%	1.
All other Ce	entres / stores		3.3%	7.4%	1.6%	1.6%	1.0%	10.0%	7.2%	8.1%	76.8%	94.5%	4.9%	17.
					0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.
PECIAL FO	RMS OF TRADING/ INTERNET SHOPPING:		0.0%	0.0%	0.076	0.0%	0.076	0.076	0.0%	0.076	1.170	0.0%	0.076	٠



TABLE 5: OTHER TOP UP FOOD PURCHASES - 2021 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading
Based on 2017 Household Survey

			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	STUDY
DOVER TOW	N & EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)												,	AREA
	Co-op. Castle Street. Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Costcutter, Pencester Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Iceland, High Street, Dover		1.9%	0.0%	2.7%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.3
	Marks & Spencer, Biggin Street, Dover		4.2%	11.4%	2.7%	0.0%	0.0%	2.7%	0.0%	7.2%	0.0%	0.0%	3.4%	2.9
	Spar, Folkestone Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	3.4% 9.5%	10.0%	0.0% 5.4%	0.0% 7.5%	0.0%	0.0% 2.7%	0.0%	3.6% 10.8%	0.0%	0.0%	2.2% 7.1%	1.8°
		Subtotal	9.5%	21.476	3.476	7.5%	0.0%	2.176	0.0%	10.6%	0.0%	0.0%	7.176	6.0
	& EDGE OF CENTRE (DISTRICT CENTRE)													
	Co-op, Park Street, Deal		0.0%	0.0%	3.3%	0.0%	26.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	3.4
	Co-op, Queens Street, Deal		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Iceland, Queen Street, Deal		0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	2.1%	0.0%	0.0%	0.0%	1.6%	1.4
	Marks & Spencer, High Street, Deal		0.0%	0.0%	10.4%	6.4%	6.7%	0.0%	0.0%	3.6%	0.0%	0.0%	3.0%	2.5
	Sainsbury's Superstore, West Street, Deal		0.0%	0.0%	2.7%	16.1%	2.4%	29.7%	0.0%	0.0%	0.0%	0.0%	6.1%	5.1
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	1.9%	2.3%	2.7% 19.1%	7.5%	12.5% 57.2%	2.7% 32.5%	0.0% 2.1%	0.0% 3.6%	4.3%	0.0%	3.9% 18.6%	3.6 16.1
		Subtotai	1.070	2.070	10.170	00.070	07.270	02.070	2.170	0.070	1.070	0.070	10.070	10.1
	TOWN & EDGE OF CENTRE (RURAL SERVICE CENTRE)		0.0%	0.0%	0.0%	0.0%	4.3%	5.5%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1
	Spar, Market Street, Sandwich						0.0%			0.0%				
	Co-op, Moat Sole Road, Sandwich		0.0%	0.0%	0.0%	0.0%	2.4%	6.3% 19.1%	4.6% 17.9%	0.0%	0.0%	0.0%	1.3% 4.7%	1.1 4.0
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0%	0.0%	0.0%	0.0%	6.7%	30.9%	22.4%	0.0%	0.0%	0.0%	7.2%	6.1
		Subtotal	0.070	0.070	0.070	0.070	0.1 70	00.070	LL.170	0.070	0.070	0.070	7.270	0.1
YLESHAM (RURAL SERVICE CENTRE)		0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	0.00/	4.00/	0.00/	4.00/	
	Co-op, Market Square, Aylesham OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0%	0.0%	0.0% 0.0%	0.0%	0.0% 0.0%	0.0%	9.9% 7.9%	0.0%	4.3% 0.0%	0.0%	1.2% 1.0%	1.3 0.8
	OTHER EDUAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.8%	0.0%	4.3%	0.0%	2.2%	2.1
		Subtotui	0.070	0.070	0.070	0.070	0.070	0.070	17.070	0.070	1.070	0.070	2.270	
OCAL CENT														
	ASH		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	0.7%	0.6
	CAPEL-LE-FERNE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	EASTRY		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	SHEPHERDSWELL		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 10.9%	0.0%	0.0% 5.2%	0.0%	0.0% 1.3%	0.0
	WINGHAM	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	5.2%	3.3%	2.0%	1.
		Subtotui	0.070	0.070	0.070	0.070	0.070	0.070	10.1 70	0.070	0.270	0.070	2.070	
/ILLAGES & F														
	ELHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	KINGSDOWN		0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2
	PRESTON		0.0%	0.0%	0.0% 2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.2%	0.0
	ST.MARGARET'S AT CLIFFE	Subtotal	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2
OUT-OF-CEI			15.7%	1.9%	44.00/	25.3%	0.0%	0.0%	0.0%	04.00/	0.0%	0.0%	10.1%	8.6
	Aldi, Cherry Tree Avenue, Dover				14.3%	25.3%		0.0%	0.0%	21.2% 7.2%	4.3%		6.3%	
	Asda Supermarket, Charlton Green, Dover		18.1% 0.0%	18.6% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	0.0%	0.0%	2.3%	5. 2.
	Co-op, Lower Road, River, Dover Costcutter, Sheriden Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2. 0.
	Farm Foods, Charlton Green, Dover		3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Morrisons, Bridge Street, Dover		25.2%	17.2%	20.9%	0.0%	0.0%	0.0%	0.0%	19.1%	0.0%	13.4%	10.4%	10.
	Spar, Townwall Street, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover		9.9%	4.6%	2.7%	5.2%	2.4%	2.2%	0.0%	6.6%	4.3%	0.0%	4.7%	4.
	Whitfield-Local_Stores (EXCLUDING White Cliffs)		0.0%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.
	Co-op, Beauchamp Avenue, Mill Hill, Deal		16.3%	0.0%	0.0%	16.6%	9.6%	22.1%	0.0%	0.0%	0.0%	0.0%	9.2%	7.i 0.i
	Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal		0.0%	0.0%	23.4%	4.5%	0.0% 21.2%	0.0% 2.7%	0.0%	0.0%	0.0%	0.0%	5.6%	4.
	Walmer-Local Stores		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
Sandwich	N/A	Cultantal	0.0%	0.0% 60.0%	0.0%	0.0% 51.6%	0.0%	0.0% 27.0%	0.0%	0.0%	0.0% 8.6%	0.0%	0.0%	0.0 45.1
		Subtotal	88.6%	60.0%	01.476	31.0%	33.2%	27.0%	0.0%	73.2%	0.0%	13.4%	51.1%	45.
OVER DIST	TRICT COUNCIL AREA		100.0%	83.7%	91.3%	89.1%	97.1%	93.1%	59.1%	87.6%	22.3%	16.7%	88.6%	78.0
OTHER STO	RES OUTSIDE DDC AREA													
	Ashford		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	Broadstairs / Westwood		0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	Canterbury		0.0%	16.3%	2.7%	0.0%	2.9%	0.0%	40.9%	8.8%	71.1%	10.2%	8.4%	12
	Folkestone		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	35.5%	0.4%	3.
	Hawkinge		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	37.5%	0.0%	3.
	Hythe		0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.
	Margate		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Ramsgate		0.0%	0.0%	2.7%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.5%	0.
ALL OTHER	CENTRES / STORES:		0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	1.0%	1.
III other Co	entres / stores		0.0%	16.3%	8.7%	10.9%	2.9%	2.7%	40.9%	12.4%	77.7%	83.3%	11.0%	21.
di ottiei ce														
	RMS OF TRADING/ INTERNET SHOPPING:		0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0



Appendix 3: Convenience Goods Turnover (excluding SFT)



TABLE 1: ALL CONVENIENCE GOODS - 2021 MARKET SHARE ANALYSIS (%)

Excluding Internet Shanning	and other Special Forms of Tradina

	Excluding Internet Shopping and other Special Forms of Trail	unig	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA	TOTAL STUDY
DOVED TOW	N & EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)												(Zones 1-8)	AREA
DOVER TOW	Co-op, Castle Street, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Costcutter, Pencester Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Iceland, High Street, Dover		0.9%	0.2%	0.4%	0.8%	0.2%	0.0%	0.2%	0.6%	0.0%	0.0%	0.4%	0.4%
	Marks & Spencer, Biggin Street, Dover		2.3%	2.2%	1.7%	0.0%	0.0%	0.3%	0.3%	2.8%	0.0%	0.0%	1.2%	1.0%
	Spar, Folkestone Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.8% 4.0%	1.9% 4.3%	0.4% 2.5%	0.0%	0.5%	0.0%	0.0%	1.8% 5.1%	0.0%	0.0%	0.7% 2.3%	0.6% 2.0%
		Subtotui	4.070	1.070	2.070	0.070	0.1 70	0.070	0.170	0.170	0.070	0.070	2.070	2.070
DEAL TOWN	& EDGE OF CENTRE (DISTRICT CENTRE)													
	Co-op, Park Street, Deal Co-op, Queens Street, Deal		0.0%	0.0%	1.0% 1.4%	0.5%	6.9% 0.6%	0.4%	0.0%	0.0% 0.2%	0.2%	0.0%	1.2% 0.3%	1.0%
	Iceland, Queen Street, Deal		0.0%	0.0%	0.7%	3.8%	6.8%	0.0%	0.0%	0.2%	0.0%	0.0%	1.6%	1.3%
	Marks & Spencer, High Street, Deal		0.0%	0.0%	3.1%	2.9%	5.7%	1.5%	0.2%	0.0%	0.0%	0.0%	1.7%	1.5%
	Sainsbury's Superstore, West Street, Deal		0.0%	0.5%	12.7%	36.6%	43.0%	12.6%	1.8%	0.4%	0.0%	0.0%	13.5%	11.5%
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.2%	0.4%	1.0%	3.4%	10.2%	0.4%	0.2%	0.4%	0.5%	0.0%	2.2%	1.9%
		Subtotal	0.2%	0.8%	19.9%	47.9%	73.2%	15.1%	2.9%	1.4%	0.7%	0.0%	20.4%	17.4%
SANDWICH	OWN & EDGE OF CENTRE (RURAL SERVICE CENTRE)													
SANDWICH	Spar, Market Street, Sandwich		0.0%	0.0%	0.0%	0.0%	0.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
	Co-op, Moat Sole Road, Sandwich		0.0%	0.0%	0.0%	0.0%	0.2%	19.0%	4.1%	0.7%	0.7%	0.0%	2.8%	2.4%
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0%	0.0%	0.0%	0.0%	0.5%	3.8%	2.0%	0.0%	0.0%	0.0%	0.8%	0.6%
		Subtotal	0.0%	0.0%	0.0%	0.0%	1.1%	23.8%	6.1%	0.7%	0.7%	0.0%	3.7%	3.2%
AYLESHAM (RURAL SERVICE CENTRE)													
zeomalei (Co-op, Market Square, Aylesham		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%	1.7%	0.0%	1.0%	1.0%
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.2%	0.1%
		Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	1.7%	0.0%	1.2%	1.1%
LOCAL CEN	DEC													
LOCAL CEN	ASH		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.7%	0.6%
	CAPEL-LE-FERNE		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	EASTRY		0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	SHEPHERDSWELL		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%	
	WINGHAM	C broad	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	2.6%	0.4%	0.5%	
		Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	10.0%	1.0%	2.6%	0.4%	1.4%	1.4%
VILLAGES & I	IAMLETS													
	ELHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.9%	0.0%	0.1%
	KINGSDOWN		0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	PRESTON		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
	ST.MARGARET'S AT CLIFFE	Subtotal	0.0%	0.0%	4.7% 5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3% 0.4%	0.3%
		Subtotui	0.070	0.070	0.270	0.070	0.070	0.070	0.170	0.070	0.070	0.070	0.170	0.170
OUT-OF-CE														
Dover	Aldi, Cherry Tree Avenue, Dover		25.8%	18.4%	11.3%	11.1%	4.1%	9.1%	1.4%	24.7%	0.0%	0.5%	14.0%	12.0%
	Asda Supermarket, Charlton Green, Dover Co-op, Lower Road, River, Dover		9.4%	4.6%	3.3%	0.4%	3.8%	0.0%	0.7%	1.6% 8.1%	0.5%	0.0%	3.4% 1.0%	3.0%
	Costcutter, Sheriden Road, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.9%
	Farm Foods, Charlton Green, Dover		0.4%	0.0%	0.6%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
	Morrisons, Bridge Street, Dover		35.2%	19.6%	9.6%	3.0%	2.4%	2.4%	0.3%	15.2%	0.3%	1.9%	12.5%	10.8%
	Spar, Townwall Street, Dover		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover		15.2%	40.9%	37.0%	14.3%	4.2%	23.1%	15.1%	32.4%	1.5%	2.2%	20.8%	
	Whitfield-Local_Stores (EXCLUDING White Cliffs)		0.0%	4.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%
Deal	Co-op, Beauchamp Avenue, Mill Hill, Deal		1.7%	0.0%	0.5%	8.9%	3.2%	2.7%	0.0%	0.0%	0.0%	0.0%	2.3%	1.9%
	Co-op, Lord Warden, Hamilton Road, Deal		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Tesco Express, Mill Hill, Deal		1.0%	0.3%	3.0%	5.6%	2.7%	1.2%	0.0%	0.0%	0.0%	0.0%	1.7%	1.4%
	Walmer-Local Stores		0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Sandwich	N/A		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	,	Subtotal	88.6%	88.6%	65.7%	43.8%	20.8%	38.8%	17.5%	82.0%	2.3%	4.5%	56.4%	
DOVED DIC	RICT COUNCIL AREA		92.8%	93.7%	93.3%	92.5%	95.8%	78.5%	47.0%	90.2%	7.9%	5.8%	85.8%	74.1%
DOVER DIS	RICI COUNCIL AREA		92.0%	93.776	93.3%	92.5%	95.6%	76.5%	47.0%	90.2%	7.9%	3.6%	00.0%	74.176
OTHER STO	RES OUTSIDE DDC AREA													
	Authorit		0.001	0.001	0.051	0.001	2.001	0.001	0.401	0.001	0.001	0.401		
	Ashford Broadstairs / Westwood		0.2%	0.0%	0.0% 2.2%	0.0% 1.9%	0.0% 1.4%	0.0% 8.1%	0.4% 2.9%	0.0%	0.2%	0.4%	0.1% 2.0%	0.1% 1.7%
	Canterbury		1.8%	2.4%	2.2%	2.6%	0.7%	3.3%	41.6%	3.9%	88.6%	4.1%	7.1%	
	Folkestone		4.6%	3.9%	1.7%	0.0%	0.7%	0.3%	0.4%	4.5%	0.5%	63.6%	2.1%	7.2%
	Hawkinge		0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%	0.0%	0.6%	23.4%	0.1%	2.1%
	Hythe		0.0%	0.0%	0.2%	0.6%	0.0%	0.1%	0.0%	0.4%	0.0%	1.9%	0.1%	0.3%
	Margate		0.0%	0.0%	0.0%	0.0%	1.8%	1.2%	0.4%	0.0%	0.0%	0.0%	0.5%	0.4%
	Ramsgate		0.0%	0.0%	0.3%	1.0%	0.0%	8.2%	5.4%	0.3%	0.0%	0.0%	1.8%	1.5%
ALL OTHER	CENTRES / STORES:		0.1%	0.0%	0.3%	1.4%	0.0%	0.3%	1.5%	0.6%	1.3%	0.8%	0.5%	0.6%
All other Ce	ntres / stores		7.2%	6.3%	6.7%	7.5%	4.2%	21.5%	53.0%	9.8%	92.1%	94.2%	14.2%	25.9%
TOTAL			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
											/0	/0		



TABLE 2: 2021 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Excluding Internet Shopping and other Special Forms of Trading	Zone	L Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTA STUD
	TOTAL AVAILABLE SPEND (excludir	ng SFT): 53.5	30.0	19.0	37.3	40.9	31.9	33.9	34.1	21.5	28.5	280.6	AREA 330.6
OOVER TOW	N & EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)												
	Co-op, Castle Street, Dover Costcutter, Pencester Road, Dover		.0 0.0		0.0	0.0	0.0	0.0	0.0	0.0		0.0	
	Iceland, High Street, Dover		.5 0.0		0.0	0.0	0.0	0.0	0.0	0.0			
	Marks & Spencer, Biggin Street, Dover		.2 0.7		0.0	0.0	0.0	0.1	0.2	0.0			
	Spar, Folkestone Road, Dover		.0 0.0		0.0	0.0	0.0	0.0	0.0	0.0		0.0	
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	(.4 0.6	0.1	0.0	0.2	0.0	0.0	0.6	0.0			
	S	iubtotal 2	.2 1.3	0.5	0.3	0.3	0.1	0.1	1.7	0.0	0.0	6.5	- 6
EAL TOWN	& EDGE OF CENTRE (DISTRICT CENTRE)												
	Co-op, Park Street, Deal		.0 0.0		0.2	2.8	0.1	0.0	0.0	0.0		3.3	
	Co-op, Queens Street, Deal Iceland, Queen Street, Deal		.0 0.0		0.2 1.4	0.3 2.8	0.0	0.0 0.1	0.1	0.0		0.8 4.4	
	Marks & Spencer, High Street, Deal		.0 0.0		1.1	2.3	0.1	0.1	0.0	0.0		4.4	
	Sainsbury's Superstore, West Street, Deal		.0 0.1	2.4	13.7	17.6	4.0	0.6	0.2	0.0		37.8	
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		.1 0.1	0.2	1.3	4.2	0.1	0.1	0.1	0.1	0.0	6.1	
	S	ubtotal (.1 0.2	3.8	17.9	29.9	4.8	1.0	0.5	0.1	0.0	57.3	5
ANDWICH T	FOWN & EDGE OF CENTRE (RURAL SERVICE CENTRE)	,	.0 0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.5	
	Spar, Market Street, Sandwich Co-op. Moat Sole Road. Sandwich		.0 0.0		0.0	0.2	6.1	1.4	0.0	0.0		7.8	
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		.0 0.0		0.0	0.1	1.2	0.7	0.0				
			.0 0.0		0.0	0.5	7.6	2.1	0.2	0.2			
VIECUANA (RURAL SERVICE CENTRE)												
TILESHAW (Co-op, Market Square, Aylesham	(.0 0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.4	0.0	2.8	
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		.0 0.0		0.0	0.0	0.0	0.5	0.0	0.0			
	S	iubtotal (.0 0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.4	0.0	3.3	
OCAL CENT													
	ASH CAREL LE SERVE		.0 0.0		0.0	0.0	0.0	2.0	0.0	0.0		2.0	
	CAPEL-LE-FERNE EASTRY		.0 0.0		0.0	0.0	0.0	0.0	0.0	0.0			
	SHEPHERDSWELL		.0 0.0		0.0	0.0	0.2	0.0	0.0	0.0		0.2	
	WINGHAM		.0 0.0		0.0	0.0	0.0	1.4	0.0	0.5		1.4	
		iubtotal (.0 0.0	0.0	0.0	0.0	0.2	3.4	0.4	0.5	0.1	3.9	
/ILLAGES & F	HAMLETS												
	ELHAM	(.0 0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.1	
	KINGSDOWN		.0 0.0		0.0	0.0	0.0	0.0	0.0				
	PRESTON		.0 0.0		0.0	0.0	0.0	0.1	0.0	0.0		0.1	
	ST.MARGARET'S AT CLIFFE		.0 0.0		0.0	0.0	0.0	0.0	0.0	0.0			
OUT-OF-CEI Dover	NTRE Aldi, Cherry Tree Avenue, Dover	13	.8 5.5	2.1	4.2	1.7	2.9	0.5	8.4	0.0	0.1	39.3	3
20161	Asda Supermarket, Charlton Green, Dover		.0 1.4		0.2	1.6	0.0	0.2	0.5	0.1			,
	Co-op, Lower Road, River, Dover		0 00		0.0	0.0	0.0	0.0	2.8	0.0		2.8	
	Costcutter, Sheriden Road, Dover		.0 0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0		
	Farm Foods, Charlton Green, Dover		.2 0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0		0.5	
	Morrisons, Bridge Street, Dover	18			1.1	1.0	0.8	0.1	5.2	0.1	0.5	35.0	
	Spar, Townwall Street, Dover		.0 0.0		0.0	0.0	0.0	0.0	0.0	0.0		0.0	
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover Whitfield-Local_Stores (EXCLUDING White Cliffs)		.1 12.3	7.0	5.3 0.0	1.7 0.0	7.4 0.0	5.1 0.0	11.1 0.0	0.3		58.3	
					0.0	0.0				0.0	0.0	1.4	
Deal	Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal		.9 0.0		3.3 0.0	1.3 0.0	0.9	0.0	0.0	0.0		6.4 0.0	
	Tesco Express, Mill Hill, Deal		.5 0.1	0.6	2.1	1.1	0.4	0.0	0.0	0.0		4.7	
	Walmer-Local Stores		.0 0.0		0.1	0.0	0.0	0.0	0.0	0.0		0.2	
andwich	N/A	(.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	S	ubtotal 47	.3 26.5	12.5	16.3	8.5	12.4	5.9	28.0	0.5	1.3	158.2	16
OVED DIC.	TRICT COUNCIL AREA	49	.6 28.1	17.7	34.6	39.1	25.1	15.9	30.8	1.7	1.6	240.8	24
OVER DIS													
	RES OUTSIDE DDC AREA												
	RES OUTSIDE DDC AREA	,	1 01	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	Us	
			.1 0.0		0.0 0.7	0.0 0.6	0.0 2.6	0.1 1.0	0.0 0.1	0.0 0.2		0.3 5.5	
	RES OUTSIDE DDC AREA Ashford	· ·											
	RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone	2	.2 0.0 .0 0.7 .5 1.2	0.4 0.4 0.3	0.7 1.0 0.0	0.6 0.3 0.0	2.6 1.0 0.1	1.0 14.1 0.1	0.1 1.3 1.5	0.2 19.1 0.1	0.0 1.2 18.2	5.5 19.8 5.8	
	RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge	2	.2 0.0 .0 0.7 .5 1.2 .1 0.0	0.4 0.4 0.3 0.0	0.7 1.0 0.0 0.0	0.6 0.3 0.0 0.1	2.6 1.0 0.1 0.0	1.0 14.1 0.1 0.1	0.1 1.3 1.5 0.0	0.2 19.1 0.1 0.1	0.0 1.2 18.2 6.7	5.5 19.8 5.8 0.3	
	RES OUTSIDE DDC AREA Ashford Ashford Foradstairs / Westwood Canterbury Folkestone Hawkinge Hythe	(2 (.2 0.0 .0 0.7 .5 1.2 .1 0.0	0.4 0.4 0.3 0.0 0.0	0.7 1.0 0.0 0.0 0.2	0.6 0.3 0.0 0.1 0.0	2.6 1.0 0.1 0.0 0.0	1.0 14.1 0.1 0.1 0.0	0.1 1.3 1.5 0.0	0.2 19.1 0.1 0.1	0.0 1.2 18.2 6.7 0.5	5.5 19.8 5.8 0.3 0.4	
	RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate		.2 0.0 .0 0.7 .5 1.2 .1 0.0 .0 0.0	0.4 0.4 0.3 0.0 0.0 0.0	0.7 1.0 0.0 0.0 0.2 0.0	0.6 0.3 0.0 0.1 0.0 0.8	2.6 1.0 0.1 0.0 0.0 0.0	1.0 14.1 0.1 0.1 0.0 0.1	0.1 1.3 1.5 0.0 0.1 0.0	0.2 19.1 0.1 0.1 0.0 0.0	0.0 1.2 18.2 6.7 0.5 0.0	5.5 19.8 5.8 0.3 0.4 1.3	
THER STO	RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate Ramsgate		.2 0.0 .0 0.7 .5 1.2 .1 0.0	0.4 0.4 0.3 0.0 0.0 0.0	0.7 1.0 0.0 0.0 0.2	0.6 0.3 0.0 0.1 0.0	2.6 1.0 0.1 0.0 0.0	1.0 14.1 0.1 0.1 0.0	0.1 1.3 1.5 0.0	0.2 19.1 0.1 0.1	0.0 1.2 18.2 6.7 0.5 0.0	5.5 19.8 5.8 0.3 0.4 1.3	
THER STO	RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate	(2 (((.2 0.0 .0 0.7 .5 1.2 .1 0.0 .0 0.0	0.4 0.4 0.3 0.0 0.0 0.0	0.7 1.0 0.0 0.0 0.2 0.0	0.6 0.3 0.0 0.1 0.0 0.8	2.6 1.0 0.1 0.0 0.0 0.0	1.0 14.1 0.1 0.1 0.0 0.1	0.1 1.3 1.5 0.0 0.1 0.0	0.2 19.1 0.1 0.1 0.0 0.0	0.0 1.2 18.2 6.7 0.5 0.0	5.5 19.8 5.8 0.3 0.4 1.3 4.9	
THER STO	RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate Ramsgate	(2 (((.2 0.0 .0 0.7 .5 1.2 .1 0.0 .0 0.0 .0 0.0	0.4 0.4 0.3 0.0 0.0 0.0 0.1	0.7 1.0 0.0 0.0 0.2 0.0 0.4	0.6 0.3 0.0 0.1 0.0 0.8 0.0	2.6 1.0 0.1 0.0 0.0 0.4 2.6	1.0 14.1 0.1 0.1 0.0 0.1 1.8	0.1 1.3 1.5 0.0 0.1 0.0	0.2 19.1 0.1 0.1 0.0 0.0 0.0	0.0 1.2 18.2 6.7 0.5 0.0 0.0	5.5 19.8 5.8 0.3 0.4 1.3 4.9	



TABLE 3: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

	Excluding Internet Shopping and other Special Forms of Trading TOTAL AVAILABLE SPEND (excluding	Zone :	Zone 2 31.2	Zone 3 19.6	Zone 4 38.5	Zone 5	Zone 6 32.9	Zone 7 35.4	Zone 8 35.4	Zone 9 21.8	Zone 10 29.5	DDC AREA (Zones 1-8) 291.0	STUD AREA 342.
DOVER TOW	N & EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)												
	Co-op, Castle Street, Dover	0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Costcutter, Pencester Road, Dover	0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Iceland, High Street, Dover	0		0.1	0.3	0.1	0.0	0.1	0.2	0.0		1.3	
	Marks & Spencer, Biggin Street, Dover	1 0	.3 0.7 .0 0.0	0.3	0.0	0.0	0.1	0.1	1.0	0.0	0.0	3.5 0.0	
	Spar, Folkestone Road, Dover	0		0.0 0.1	0.0	0.0 0.2	0.0	0.0	0.0	0.0	0.0	2.0	
	OTHER LOCAL SHOPS IN THE TOWN CENTRE Si	ubtotal 2		0.1	0.0	0.2	0.0	0.0	1.8	0.0	0.0		
EAL TOWN	& EDGE OF CENTRE (DISTRICT CENTRE)												
EAL TOWN	Co-op, Park Street, Deal	0	.0 0.0	0.2	0.2	2.9	0.1	0.0	0.0	0.0	0.0	3.5	
	Co-op, Queens Street, Deal	0	.0 0.0	0.3	0.2	0.3	0.0	0.0	0.1	0.0	0.0	0.8	
	Iceland, Queen Street, Deal	0	.0 0.0	0.1	1.5	2.9	0.1	0.1	0.0	0.0	0.0	4.6	
	Marks & Spencer, High Street, Deal		.0 0.0	0.6	1.1	2.4	0.5	0.3	0.1	0.0	0.0	5.0	
	Sainsbury's Superstore, West Street, Deal	0	.0 0.1	2.5	14.1	18.2	4.1	0.6	0.2	0.0	0.0	39.3	
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	ubtotal 0		0.2 3.9	1.3 18.5	4.3 31.0	0.1 5.0	0.1	0.1	0.1	0.0	6.3 59.4	
		ubtotai u	.1 0.3	3.9	18.5	31.0	5.0	1.0	0.5	0.1	0.0	59.4	
ANDWICH 1	TOWN & EDGE OF CENTRE (RURAL SERVICE CENTRE) Spar, Market Street, Sandwich	0	.0 0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.5	
	Co-op, Moat Sole Road, Sandwich		.0 0.0	0.0	0.0	0.2	6.3	1.4	0.0	0.0	0.0	8.1	
		0		0.0	0.0	0.1		0.7	0.2	0.2			
	OTHER LOCAL SHOPS IN THE TOWN CENTRE Si		.0 0.0	0.0	0.0	0.2	1.3 7.8	2.2	0.0	0.0	0.0		
			. 5.0	0.0	0.0	0.0	0		U.E	0.2	0.0	.5.0	
YLESHAM ((RURAL SERVICE CENTRE) Co-op, Market Square, Aylesham	0	.0 0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.4	0.0	2.9	
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	0	.0 0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.5	
	Si	ubtotal 0	.0 0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.4	0.0	3.4	
OCAL CEN			_										
	ASH CAPEL-LE-FERNE	0	.0 0.0 .0 0.0	0.0	0.0	0.0	0.0	2.1 0.0	0.0	0.0	0.0	2.1 0.0	
	FASTRY	0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
		-											
	SHEPHERDSWELL	0		0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	
	WINGHAM	ubtotal 0	0.0	0.0	0.0	0.0	0.0	3.5	0.0	0.6	0.1	1.4 4.1	
ILLAGES & I	HAMLETS ELHAM	0	.0 0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.1	
	KINGSDOWN		.0 0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
	PRESTON		.0 0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	
	ST.MARGARET'S AT CLIFFE	0	.0 0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	
	S	ubtotal 0	.0 0.0	1.0	0.0	0.0	0.0	0.2	0.0	0.0	0.3	1.2	
UT-OF-CE													
Oover	Aldi, Cherry Tree Avenue, Dover	14		2.2	4.3	1.7	3.0	0.5	8.7	0.0	0.1	40.8	
	Asda Supermarket, Charlton Green, Dover		.3 1.4	0.6	0.2	1.6	0.0	0.3	0.6	0.1	0.0	10.0	
	Co-op, Lower Road, River, Dover	0		0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	2.9	
	Costcutter, Sheriden Road, Dover	0	.0 0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Farm Foods, Charlton Green, Dover	0		0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.5	
	Morrisons, Bridge Street, Dover	19		1.9	1.2	1.0	0.8	0.1	5.4	0.1	0.6	36.3	
	Spar, Townwall Street, Dover	0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover	8		7.3	5.5	1.8	7.6	5.3	11.5	0.3	0.6	60.4	
	Whitfield-Local_Stores (EXCLUDING White Cliffs)	0	.0 1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	
eal	Co-op, Beauchamp Avenue, Mill Hill, Deal		.9 0.0	0.1	3.4	1.4	0.9	0.0	0.0	0.0	0.0	6.6	
	Co-op, Lord Warden, Hamilton Road, Deal	0		0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	
	Tesco Express, Mill Hill, Deal Walmer-Local Stores	0	.5 0.1 .0 0.0	0.6	2.2 0.1	1.2 0.0	0.4	0.0	0.0	0.0	0.0	4.9 0.2	
andwich	Si	ubtotal 49		0.0 12.9	0.0 16.8	0.0 8.8	0.0 12.8	0.0 6.2	0.0 29.0	0.0	0.0 1.3	0.0 164.1	1
OVER DIS	TRICT COUNCIL AREA	51	.7 29.3	18.3	35.6	40.6	25.8	16.6	31.9	1.7	1.7	249.8	2
	PRES OUTSIDE DDC AREA		20.0	10.0	55.5	-10.0	20.0		00	- 64		2.0.0	
EN 31U													
	Ashford Broadstairs / Westwood	0		0.0	0.0 0.7	0.0 0.6	0.0 2.7	0.1 1.0	0.0	0.0	0.1 0.0	0.3 5.7	
	Canterbury		.2 0.0	0.4	1.0	0.6	1.1	1.0	1.4	19.3	1.2	20.6	
	Folkestone	1 2		0.4	0.0	0.3	0.1	0.1	1.4	19.3		20.6 6.0	
			.6 1.2 .1 0.0	0.3	0.0	0.0	0.1	0.1	1.6 0.0		18.8	6.0 0.3	
				U.U						0.1	6.9		
	Hawkinge												
	Hawkinge Hythe	0	.0 0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.6	0.4	
	Hawkinge Hythe Margate	0	.0 0.0 .0 0.0	0.0	0.2 0.0 0.4	0.8	0.4	0.1	0.0	0.0	0.0	1.3	
	Hawkinge Hythe Margate Ramsgate	0	.0 0.0 .0 0.0 .0 0.0	0.0 0.1	0.0 0.4	0.8 0.0	0.4 2.7	0.1 1.9	0.0 0.1	0.0	0.0 0.0	1.3 5.1	
	Hawkinge Hythe Margate Ramsgate CENTRES / STORES:	0	0 0.0 0 0.0 .0 0.0	0.0 0.1 0.0	0.0 0.4 0.6	0.8 0.0 0.0	0.4 2.7 0.1	0.1 1.9 0.5	0.0 0.1 0.2	0.0 0.0 0.3	0.0 0.0 0.2	1.3 5.1 1.5	
	Hawkinge Hythe Margate Ramsgate	0	.0 0.0 .0 0.0 .0 0.0	0.0 0.1	0.0 0.4	0.8 0.0	0.4 2.7	0.1 1.9	0.0 0.1	0.0	0.0 0.0	1.3 5.1 1.5	



TABLE 4: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTA STUD
DOVED TOW	TOTAL AVAILABLE SPEND (exclu N & EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)	ding SFT):	58.4	32.7	20.2	39.9	43.9	34.0	37.0	36.7	22.4	30.7	302.7	355.8
	Co-op, Castle Street, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	C
	Costcutter, Pencester Road, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Iceland, High Street, Dover		0.5	0.1	0.1	0.3	0.1	0.0	0.1	0.2	0.0	0.0	1.3	1
	Marks & Spencer, Biggin Street, Dover		1.4	0.7	0.3	0.0	0.0	0.1	0.1	1.0	0.0	0.0	3.7	3
	Spar. Folkestone Road. Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.5	0.6	0.1	0.0	0.2	0.0	0.0	0.6	0.0	0.0	2.1	
		Subtotal	2.4	1.4	0.5	0.3	0.3	0.1	0.2	1.9	0.0	0.0	7.1	
EAL TOWN	& EDGE OF CENTRE (DISTRICT CENTRE)													
	Co-op, Park Street, Deal		0.0	0.0	0.2	0.2	3.0	0.1	0.0	0.0	0.0	0.0	3.6	
	Co-op, Queens Street, Deal		0.0	0.0	0.3	0.2	0.3	0.0	0.0	0.1	0.0	0.0	0.9	
	Iceland, Queen Street, Deal		0.0	0.0	0.1	1.5	3.0	0.1	0.1	0.0	0.0	0.0	4.7	
	Marks & Spencer, High Street, Deal		0.0	0.0	0.6	1.2	2.5	0.5	0.3	0.1	0.0	0.0	5.2	
	Sainsbury's Superstore, West Street, Deal		0.0	0.1	2.6	14.6	18.9	4.3	0.7	0.2	0.0	0.0	40.8	
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.1	0.1	0.2 4.0	1.4 19.1	4.5 32.1	0.1 5.1	0.1 1.1	0.1	0.1	0.0	6.6 61.8	
		Subtotal	0.1	0.3	4.0	19.1	32.1	5.1	1.1	0.5	0.1	0.0	01.0	-
ANDWICH T	OWN & EDGE OF CENTRE (RURAL SERVICE CENTRE) Spar, Market Street, Sandwich		0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.5	
	Co-op, Moat Sole Road, Sandwich		0.0	0.0	0.0	0.0	0.1	6.5	1.5	0.3	0.2	0.0	8.4	
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0	0.0	0.0	0.0	0.1	1.3	0.8	0.0	0.0	0.0	2.3	
		Subtotal	0.0	0.0	0.0	0.0	0.5	8.1	2.3	0.3	0.0	0.0	11.3	
VIECUAA!	DUDAL CEDVICE CENTRE													
	RURAL SERVICE CENTRE) Co-op, Market Square, Aylesham		0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.4	0.0	3.0	
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.5 3.6	0.0	0.0	0.0	0.5 3.5	
		Justolai	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.4	0.0	0.0	
OCAL CENT	ASH		0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	2.1	
	CAPEL-LE-FERNE		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	EASTRY		0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	
	SHEPHERDSWELL		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	
	WINGHAM		0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.6	0.1	1.5	
		Subtotal	0.0	0.0	0.0	0.0	0.0	0.2	3.7	0.4	0.6	0.1	4.2	
ILLAGES & H														
	ELHAM		0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.1	
	KINGSDOWN		0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
	PRESTON		0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	
	ST.MARGARET'S AT CLIFFE	Subtotal	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0 1.3	
		Subtotai	0.0	0.0		0.0	0.0	0.0	0.2	0.0	0.0	0.0	1.0	
OUT-OF-CEN	NTRE Aldi, Cherry Tree Avenue, Dover		15.0	6.0	2.3	4.4	1.8	3.1	0.5	9.1	0.0	0.1	42.4	_
	Asda Supermarket, Charlton Green, Dover		5.5	1.5	0.7	0.2	1.7	0.0	0.3	0.6	0.1	0.0	10.4	
	Co-op, Lower Road, River, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	3.1	
	Costcutter, Sheriden Road, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
	Farm Foods, Charlton Green, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	
	Morrisons, Bridge Street, Dover		20.5	6.4	1.9	1.2	1.0	0.1	0.0	5.6	0.0	0.0		
	Spar, Townwall Street, Dover		0.0			1.2	1.0	0.0		0.0	0.1			
				0.0	0.0	0.0	0.0				0.0		37.8	:
				0.0	0.0	0.0	0.0		0.0		0.0	0.0	0.0	
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover Whitfield-Local_Stores (EXCLUDING White Cliffs)		8.9 0.0	0.0 13.4 1.5	0.0 7.5 0.0	0.0 5.7 0.0	0.0 1.9 0.0	7.9 0.0	0.0 5.6 0.0	11.9 0.0	0.0 0.3 0.0			
	Whitfield-Local_Stores (EXCLUDING White Cliffs)		8.9 0.0	13.4 1.5	7.5 0.0	5.7 0.0	1.9 0.0	7.9 0.0	5.6 0.0	11.9 0.0	0.3 0.0	0.0 0.7 0.0	0.0 62.9 1.6	
Deal	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal		8.9	13.4	7.5	5.7	1.9	7.9	5.6	11.9	0.3	0.0 0.7	0.0 62.9	
Deal	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal		8.9 0.0 1.0 0.0 0.6	13.4 1.5 0.0 0.0 0.1	7.5 0.0 0.1 0.0 0.6	5.7 0.0 3.6 0.0 2.3	1.9 0.0 1.4 0.0 1.2	7.9 0.0 0.9 0.0 0.4	5.6 0.0 0.0 0.0 0.0	11.9 0.0 0.0	0.3 0.0 0.0	0.0 0.7 0.0	0.0 62.9 1.6 6.9	
eal	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal		8.9 0.0 1.0 0.0	13.4 1.5 0.0 0.0	7.5 0.0 0.1 0.0	5.7 0.0 3.6 0.0	1.9 0.0 1.4 0.0	7.9 0.0 0.9 0.0	5.6 0.0 0.0 0.0	11.9 0.0 0.0 0.0	0.3 0.0 0.0 0.0	0.0 0.7 0.0 0.0	0.0 62.9 1.6 6.9 0.0	
)eal	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores		8.9 0.0 1.0 0.0 0.6 0.0	13.4 1.5 0.0 0.0 0.1 0.0	7.5 0.0 0.1 0.0 0.6 0.0	5.7 0.0 3.6 0.0 2.3 0.1	1.9 0.0 1.4 0.0 1.2 0.0	7.9 0.0 0.9 0.0 0.4 0.0	5.6 0.0 0.0 0.0 0.0 0.0	11.9 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0	0.0 0.7 0.0 0.0 0.0 0.0 0.0	0.0 62.9 1.6 6.9 0.0 5.1 0.2	(
Deal Sandwich	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A	Subtotal	8.9 0.0 1.0 0.0 0.6 0.0 0.0 51.7	13.4 1.5 0.0 0.0 0.1 0.0 0.0 29.0	7.5 0.0 0.1 0.0 0.6 0.0 0.0	5.7 0.0 3.6 0.0 2.3 0.1 0.0	1.9 0.0 1.4 0.0 1.2 0.0 0.0 9.1	7.9 0.0 0.9 0.0 0.4 0.0 0.0	5.6 0.0 0.0 0.0 0.0 0.0 0.0	11.9 0.0 0.0 0.0 0.0 0.0 0.0 30.1	0.3 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.7 0.0 0.0 0.0 0.0 0.0 0.0	0.0 62.9 1.6 6.9 0.0 5.1 0.2 0.0	17
Deal Sandwich	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores	Subtotal	8.9 0.0 1.0 0.0 0.6 0.0	13.4 1.5 0.0 0.0 0.1 0.0	7.5 0.0 0.1 0.0 0.6 0.0	5.7 0.0 3.6 0.0 2.3 0.1	1.9 0.0 1.4 0.0 1.2 0.0	7.9 0.0 0.9 0.0 0.4 0.0	5.6 0.0 0.0 0.0 0.0 0.0	11.9 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0	0.0 0.7 0.0 0.0 0.0 0.0 0.0	0.0 62.9 1.6 6.9 0.0 5.1 0.2 0.0	(
eal andwich	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A	Subtotal	8.9 0.0 1.0 0.0 0.6 0.0 0.0 51.7	13.4 1.5 0.0 0.0 0.1 0.0 0.0 29.0	7.5 0.0 0.1 0.0 0.6 0.0 0.0	5.7 0.0 3.6 0.0 2.3 0.1 0.0	1.9 0.0 1.4 0.0 1.2 0.0 0.0 9.1	7.9 0.0 0.9 0.0 0.4 0.0 0.0	5.6 0.0 0.0 0.0 0.0 0.0 0.0	11.9 0.0 0.0 0.0 0.0 0.0 0.0 30.1	0.3 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.7 0.0 0.0 0.0 0.0 0.0 0.0	0.0 62.9 1.6 6.9 0.0 5.1 0.2 0.0	1
oeal Sandwich OOVER DIST	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA Ashford	Subtotal	8.9 0.0 1.0 0.0 0.6 0.0 51.7 54.2	13.4 1.5 0.0 0.0 0.1 0.0 29.0 30.6	7.5 0.0 0.1 0.0 0.6 0.0 0.0	5.7 0.0 3.6 0.0 2.3 0.1 0.0	1.9 0.0 1.4 0.0 1.2 0.0 0.0 9.1 42.0	7.9 0.0 0.9 0.0 0.4 0.0 13.2 26.7	5.6 0.0 0.0 0.0 0.0 0.0 0.0	11.9 0.0 0.0 0.0 0.0 0.0 0.0 30.1	0.3 0.0 0.0 0.0 0.0 0.0 0.0	0.0 0.7 0.0 0.0 0.0 0.0 0.0 1.4 1.8	0.0 62.9 1.6 6.9 0.0 5.1 0.2 0.0	1
eal andwich OVER DIST	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood	Subtotal	8.9 0.0 1.0 0.0 0.6 0.0 51.7 54.2	13.4 1.5 0.0 0.0 0.1 0.0 29.0 30.6	7.5 0.0 0.1 0.0 0.6 0.0 0.0 13.3 18.9	5.7 0.0 3.6 0.0 2.3 0.1 0.0 17.4 36.9	1.9 0.0 1.4 0.0 1.2 0.0 9.1 42.0	7.9 0.0 0.9 0.0 0.4 0.0 13.2 26.7	5.6 0.0 0.0 0.0 0.0 0.0 0.0 6.5	11.9 0.0 0.0 0.0 0.0 0.0 30.1 33.1	0.3 0.0 0.0 0.0 0.0 0.0 0.5 1.8	0.0 0.7 0.0 0.0 0.0 0.0 0.0 1.4 1.8	0.0 62.9 1.6 6.9 0.0 5.1 0.2 0.0 170.7 259.9	1 2 2
eal andwich OVER DIST	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A IRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury	Subtotal	8.9 0.0 1.0 0.0 0.6 0.0 51.7 54.2	13.4 1.5 0.0 0.0 0.1 0.0 29.0 30.6	7.5 0.0 0.1 0.0 0.6 0.0 13.3 18.9	5.7 0.0 3.6 0.0 2.3 0.1 0.0 17.4 36.9	1.9 0.0 1.4 0.0 1.2 0.0 9.1 42.0	7.9 0.0 0.9 0.0 0.4 0.0 13.2 26.7	5.6 0.0 0.0 0.0 0.0 0.0 0.0 6.5 17.4	11.9 0.0 0.0 0.0 0.0 0.0 30.1 33.1	0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.5 1.8	0.0 0.7 0.0 0.0 0.0 0.0 0.0 0.0 1.4 1.8	0.0 62.9 1.6 6.9 0.0 5.1 0.2 0.0 170.7 259.9	1 2
eal andwich OVER DIST	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Broadstairs / Westwood Canterbury Folkestone	Subtotal	8.9 0.0 1.0 0.0 0.6 0.0 51.7 54.2	13.4 1.5 0.0 0.0 0.1 0.0 29.0 30.6	7.5 0.0 0.1 0.0 0.6 0.0 13.3 18.9	5.7 0.0 3.6 0.0 2.3 0.1 0.0 17.4 36.9	1.9 0.0 1.4 0.0 1.2 0.0 9.1 42.0	7.9 0.0 0.9 0.0 0.4 0.0 13.2 26.7 0.0 2.7 1.1 0.1	5.6 0.0 0.0 0.0 0.0 0.0 0.0 6.5 17.4	11.9 0.0 0.0 0.0 0.0 0.0 30.1 33.1	0.3 0.0 0.0 0.0 0.0 0.0 0.5 1.8	0.0 0.7 0.0 0.0 0.0 0.0 0.0 1.4 1.8	0.0 62.9 1.6.6 6.9 0.0 5.1 0.2 0.0 170.7 259.9	1 2 2
eal andwich OVER DIST	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A IRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury	Subtotal	8.9 0.0 1.0 0.0 0.6 0.0 51.7 54.2	13.4 1.5 0.0 0.0 0.1 0.0 29.0 30.6	7.5 0.0 0.1 0.0 0.6 0.0 13.3 18.9	5.7 0.0 3.6 0.0 2.3 0.1 0.0 17.4 36.9	1.9 0.0 1.4 0.0 1.2 0.0 9.1 42.0	7.9 0.0 0.9 0.0 0.4 0.0 13.2 26.7	5.6 0.0 0.0 0.0 0.0 0.0 0.0 6.5 17.4	11.9 0.0 0.0 0.0 0.0 0.0 30.1 33.1	0.3 0.0 0.0 0.0 0.0 0.0 0.0 0.5 1.8	0.0 0.7 0.0 0.0 0.0 0.0 0.0 0.0 1.4 1.8	0.0 62.9 1.6 6.9 0.0 5.1 0.2 0.0 170.7 259.9	1 2 2
eal andwich OVER DIST	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Broadstairs / Westwood Canterbury Folkestone	Subtotal	8.9 0.0 1.0 0.0 0.6 0.0 51.7 54.2	13.4 1.5 0.0 0.1 0.0 29.0 30.6	7.5 0.0 0.1 0.0 0.6 0.0 13.3 18.9	5.7 0.0 3.6 0.0 2.3 0.1 0.0 17.4 36.9 0.0 0.8 1.0 0.0 0.0	1.9 0.0 1.4 0.0 1.2 0.0 9.1 42.0	7.9 0.0 0.9 0.0 0.4 0.0 13.2 26.7 0.0 2.7 1.1 0.1 0.0	5.6 0.0 0.0 0.0 0.0 0.0 6.5 17.4	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.5 1.8	0.0 0.7 0.0 0.0 0.0 0.0 0.0 1.4 1.8	0.0 62.9 1.6.6 6.9 0.0 5.1 0.2 0.0 170.7 259.9	1 2
eal andwich OVER DIST	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A IRICT COUNCIL AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge	Subtotal	8.9 0.0 1.0 0.0 0.6 0.0 51.7 54.2 0.1 0.2 1.0 2.7 0.1	13.4 1.5 0.0 0.0 0.1 0.0 29.0 30.6	7.5 0.0 0.1 0.0 0.6 0.0 13.3 18.9	5.7 0.0 3.6 0.0 2.3 0.1 0.0 17.4 36.9	1.9 0.0 1.4 0.0 1.2 0.0 9.1 42.0	7.9 0.0 0.9 0.0 0.4 0.0 13.2 26.7 0.0 2.7 1.1 0.1	5.6 0.0 0.0 0.0 0.0 0.0 0.0 6.5 17.4	11.9 0.0 0.0 0.0 0.0 30.1 33.1 0.0 0.1 1.4 1.6 0.0	0.3 0.0 0.0 0.0 0.0 0.0 0.5 1.8	0.0 0.7 0.0 0.0 0.0 0.0 0.0 1.4 1.8	0.0 62.9 1.6 6.9 0.0 5.1 0.2 0.0 170.7 259.9	1 2
eal andwich OVER DIST	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe	Subtotal	8.9 0.0 1.0 0.0 0.6 0.0 51.7 54.2	13.4 1.5 0.0 0.1 0.0 29.0 30.6	7.5 0.0 0.1 0.0 0.6 0.0 13.3 18.9	5.7 0.0 3.6 0.0 2.3 0.1 0.0 17.4 36.9 0.0 0.8 1.0 0.0 0.0	1.9 0.0 1.4 0.0 1.2 0.0 9.1 42.0	7.9 0.0 0.9 0.0 0.4 0.0 13.2 26.7 0.0 2.7 1.1 0.1 0.0	5.6 0.0 0.0 0.0 0.0 0.0 6.5 17.4	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.5 1.8	0.0 0.7 0.0 0.0 0.0 0.0 0.0 1.4 1.8	0.0 62.99 1.6 6.9 0.0 5.1 0.2 0.0 170.7 259.9 0.3 6.0 2.1.4 6.2 0.3	1 2 2
eal andwich OVER DIST	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate	Subtotal	8.9 0.0 1.0 0.0 0.6 0.0 51.7 54.2 0.1 0.2 1.0 2.7 0.1 0.0	13.4 1.5 0.0 0.0 0.1 1 0.0 29.0 30.6	7.5 0.0 0.1 0.0 0.6 0.0 13.3 18.9 0.0 0.4 0.4 0.3 0.0 0.0	5.7 0.0 3.6 0.0 2.3 0.1 0.0 17.4 36.9 0.0 0.8 1.0 0.0 0.0	1.9 0.0 1.4 0.0 1.2 0.0 0.0 9.1 42.0 0.0 0.6 0.3 3 0.0 0.1 0.0 0.8	7.9 0.0 0.9 0.0 0.4 4 0.0 13.2 26.7 0.0 2.7 1.1 0.1 0.0 0.0	5.6 0.0 0.0 0.0 0.0 0.0 0.0 6.5 17.4	0.0 0.0 0.0 0.0 0.0 30.1 33.1 0.0 0.1 1.4 1.6 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.0 0.5 1.8	0.0 0.7 0.0 0.0 0.0 0.0 0.0 1.4 1.8 0.1 0.0 1.3 19.5 7.2 0.6 0.0	0.0 62.9 1.6 6.9 0.0 1.6 6.9 0.0 1.7 0.7 0.0 1.7 0.7 0.0 1.7 0.7 0.0 1.7 0.7 0.0 1.7 0.7 0.0 1.7 0.7 0.0 1.7 0.7 0.0 1	1 2
eal andwich OVER DIST	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A IRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate Ramsgate CENTRES / STORES:	Subtotal	8.9 0.0 1.0 0.6 0.0 51.7 54.2 0.1 0.2 1.0 2.7 0.1 0.0 0.0	13.4 1.5 0.0 0.1 0.0 0.0 29.0 30.6 0.0 0.8 1.3 0.0 0.0 0.0	7.5 0.0 0.1 0.0 0.6 0.0 13.3 18.9 0.0 0.4 0.3 0.0 0.0 0.4	5.7 0.0 3.6 0.0 2.3 0.1 0.0 17.4 36.9 0.0 0.8 1.0 0.0 0.0 0.0 0.0 0.0	1.9 0.0 1.4 0.0 1.2 0.0 9.1 42.0 0.0 0.6 0.3 0.0 0.1 0.0 0.8	7.9 0.0 0.9 0.0 0.4 4 0.0 26.7 26.7 1.1 0.1 0.0 0.0 2.7 1.1 0.1 0.0 0.4 2.8	0.0 0.0 0.0 0.0 0.0 0.0 6.5 17.4 0.1 1.1 1.5.4 0.1 0.1 0.0 0.1 2.0	11.9 0.0 0.0 0.0 0.0 30.1 33.1 0.0 0.1 1.4 1.6 0.0 0.1	0.3 0.0 0.0 0.0 0.0 0.0 0.5 1.8 0.0 0.2 19.8 0.1 0.1 0.0 0.0	0.0 0.7 0.0 0.0 0.0 0.0 0.0 1.4 1.8 0.1 0.0 1.3 19.5 7.2 0.6 0.0	0.0 62.9 1.6 6.9 0.0 5.1. 0.2 0.0 170.7 259.9 0.3 6.0 21.4 6.0 21.4 6.0 3.0 4.1 6.3	1 2 2
eal andwich OVER DIST	Whitfield-Local_Stores (EXCLUDING White Cliffs) Co-op, Beauchamp Avenue, Mill Hill, Deal Co-op, Lord Warden, Hamilton Road, Deal Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A IRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate Ramsgate	Subtotal	8.9 0.0 1.0 0.6 0.0 51.7 54.2 0.1 0.2 1.0 2.7 0.1 0.0 0.0	13.4 1.5 0.0 0.0 0.1 0.0 29.0 30.6 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	7.5 0.0 0.1 0.0 0.6 0.0 13.3 18.9 0.0 0.4 0.4 0.3 0.0 0.0 0.0	5.7 0.0 3.6 0.0 2.3 0.1 0.0 17.4 36.9 0.8 1.0 0.0 0.0 0.2 0.0 0.4	1.9 0.0 1.4 0.0 1.2 0.0 0.0 0.6 0.3 0.0 0.1 0.0 0.8 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	7.9 0.0 0.9 0.0 0.4 0.0 13.2 26.7 0.0 2.7 1.1 0.1 0.0 0.0 4.2.8	5.6 0.0 0.0 0.0 0.0 0.0 0.0 6.5 17.4 0.1 1.1 15.4 0.1 0.1 0.0 0.1 2.0	0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0	0.3 0.0 0.0 0.0 0.0 0.5 1.8 0.0 0.2 19.8 0.1 0.0 0.0 0.0	0.0 0.7 0.0 0.0 0.0 0.0 0.0 1.4 1.8 0.1 0.0 1.3 19.5 7.2 0.0 0.0	0.0 62.9 1.6 6.9 0.0 5.1.1 0.2 259.9 0.3 6.0 21.4 5.3 0.4 1.4 5.3	1 2



TABLE 5: 2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTAL STUDY AREA
	TOTAL AVAILABLE SPEND (exc	luding SFT):	61.2	34.0	20.8	41.1	45.2	35.0	38.7	37.8	23.1	31.9	313.7	368.7
DOVER TOW	N & EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Co-op, Castle Street, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Costcutter, Pencester Road, Dover Iceland, High Street, Dover		0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.4
	Marks & Spencer, Biggin Street, Dover		1.4	0.1	0.1	0.0	0.0	0.0	0.1	1.0	0.0	0.0	3.8	3.8
	Spar. Folkestone Road. Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	2.1
	OTHER EGGAE SHOTS IN THE TOWN CENTRE	Subtotal	2.5	1.5	0.1	0.3	0.2	0.1	0.0	1.9	0.0	0.0	7.3	7.3
DEAL TOWN	& EDGE OF CENTRE (DISTRICT CENTRE)													
	Co-op, Park Street, Deal		0.0	0.0	0.2	0.2	3.1	0.1	0.0	0.0	0.0	0.0	3.7	3.8
	Co-op, Queens Street, Deal		0.0	0.0	0.3	0.3	0.3	0.0	0.0	0.1	0.0	0.0	0.9	0.9
	Iceland, Queen Street, Deal		0.0	0.0	0.1 0.7	1.6	3.1 2.6	0.1 0.5	0.1 0.3	0.0 0.1	0.0	0.0	4.9 5.4	4.9
	Marks & Spencer, High Street, Deal Sainsbury's Superstore, West Street, Deal		0.0	0.0	2.6	1.2 15.1	19.4	4.4	0.3	0.1	0.0	0.0	42.3	5.4 42.3
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0	0.2	0.2	1.4	4.6	0.1	0.7	0.2	0.0	0.0	6.8	6.9
	OTHER EDGAE SHOTS IN THE TOWN CENTRE	Subtotal	0.1	0.3	4.1	19.7	33.1	5.3	1.1	0.5	0.1	0.0	64.1	64.3
ANDWICH 1	OWN & EDGE OF CENTRE (RURAL SERVICE CENTRE) Spar, Market Street, Sandwich		0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.5	0.5
	Co-op, Moat Sole Road, Sandwich		0.0	0.0	0.0	0.0	0.2	6.7	1.6	0.0	0.0	0.0	8.8	8.9
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0	0.0	0.0	0.0	0.1	1.3	0.8	0.0	0.2	0.0	0.0 2.4	
	OTHER EDUAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0	0.0	0.0	0.0	0.2	8.3	2.4	0.0	0.0	0.0	11.7	11.9
			0.0	0.0	0.0	0.0	0.0	0.0		0.0	0.2	5.0		17.5
YLESHAM (RURAL SERVICE CENTRE)													
	Co-op, Market Square, Aylesham OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0	0.0	0.0	0.0	0.0	0.0	3.2 0.6	0.0	0.4	0.0 0.0	3.1 0.5	3.5 0.5
	OTHER EOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	3.7	4.0
			0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.4	5.0	5.7	-7.0
OCAL CEN														
	ASH		0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0	0.0	0.0	2.2	2.2
	CAPEL-LE-FERNE		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	EASTRY		0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.2
	SHEPHERDSWELL		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.4
	WINGHAM	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	1.6 3.9	0.0	0.6	0.1 0.1	1.5 4.4	2.3 5.1
		Subtotal	0.0	0.0	0.0	0.0	0.0	0.2	3.5	0.4	0.0	0.1	4.4	3.1
/ILLAGES & I	HAMLETS													
	ELHAM		0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.1	0.4
	KINGSDOWN		0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1
	PRESTON		0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.1
	ST.MARGARET'S AT CLIFFE	Subtotal	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0 1.3	1.0
		Jubiotal	0.0	0.0	1.1	0.0	0.0	0.0	0.2	0.0	0.0	0.5	1.0	1.0
OUT-OF-CE														
Dover	Aldi, Cherry Tree Avenue, Dover		15.8	6.3	2.3	4.6	1.9	3.2	0.6	9.3	0.0	0.1	43.9	44.
	Asda Supermarket, Charlton Green, Dover		5.8	1.6	0.7	0.2	1.7	0.0	0.3	0.6	0.1	0.0	10.8	10.
	Co-op, Lower Road, River, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0	3.2	3.:
	Costcutter, Sheriden Road, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Farm Foods, Charlton Green, Dover		0.2	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.6	0.
	Morrisons, Bridge Street, Dover		21.5	6.7	2.0	1.3	1.1	0.8	0.1	5.7	0.1	0.6	39.2	39.
	Spar, Townwall Street, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover Whitfield-Local_Stores (EXCLUDING White Cliffs)		9.3 0.0	13.9 1.6	7.7 0.0	5.9 0.0	1.9 0.0	8.1 0.0	5.8	12.2	0.3	0.7 0.0	65.2 1.6	66.
	Willtheid-Local_Stores (EXCLODING White CHTS)		0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.0
Deal	Co-op, Beauchamp Avenue, Mill Hill, Deal		1.0	0.0	0.1	3.7	1.5	0.9	0.0	0.0	0.0	0.0	7.1	7.
	Co-op, Lord Warden, Hamilton Road, Deal			0.0	0.0	0.0	0.0		0.0	0.0	0.0			
			0.0					0.0				0.0	0.0	
	Tesco Express, Mill Hill, Deal		0.6	0.1	0.6	2.3	1.2	0.4	0.0	0.0	0.0	0.0	5.2	5.2
														5.2
andwich	Tesco Express, Mill Hill, Deal Walmer-Local Stores		0.6	0.1	0.6	2.3	1.2	0.4	0.0	0.0	0.0	0.0	5.2	5.2 0.2
Sandwich	Tesco Express, Mill Hill, Deal Walmer-Local Stores	Subtotal	0.6 0.0	0.1 0.0	0.6 0.0	2.3 0.1	1.2 0.0	0.4 0.0	0.0	0.0	0.0	0.0 0.0	5.2 0.2	5.2 0.2 0.0
	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A	Subtotal	0.6 0.0 0.0 54.2	0.1 0.0 0.0 30.2	0.6 0.0 0.0 13.6	2.3 0.1 0.0 18.0	1.2 0.0 0.0 9.4	0.4 0.0 0.0 13.6	0.0 0.0 0.0 6.8	0.0 0.0 0.0 31.0	0.0 0.0 0.0 0.5	0.0 0.0 0.0 1.4	5.2 0.2 0.0 176.9	0.0 5.2 0.2 0.0 179.0
	Tesco Express, Mill Hill, Deal Walmer-Local Stores	Subtotal	0.6 0.0 0.0	0.1 0.0 0.0	0.6 0.0	2.3 0.1	1.2 0.0	0.4 0.0	0.0 0.0	0.0	0.0 0.0 0.0	0.0 0.0 0.0	5.2 0.2 0.0 176.9	5.: 0.: 0.: 179.:
OVER DIS	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A	Subtotal	0.6 0.0 0.0 54.2	0.1 0.0 0.0 30.2	0.6 0.0 0.0 13.6	2.3 0.1 0.0 18.0	1.2 0.0 0.0 9.4	0.4 0.0 0.0 13.6	0.0 0.0 0.0 6.8	0.0 0.0 0.0 31.0	0.0 0.0 0.0 0.5	0.0 0.0 0.0 1.4	5.2 0.2 0.0 176.9	5.: 0.: 0.
OVER DIS	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA	Subtotal	0.6 0.0 0.0 54.2 56.8	0.1 0.0 0.0 30.2 31.9	0.6 0.0 0.0 13.6	2.3 0.1 0.0 18.0	1.2 0.0 0.0 9.4 43.3	0.4 0.0 0.0 13.6 27.5	0.0 0.0 0.0 6.8	0.0 0.0 31.0 34.1	0.0 0.0 0.0 0.5	0.0 0.0 0.0 1.4	5.2 0.2 0.0 176.9 269.3	5.: 0.: 179.: 273.
OVER DIS	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford	Subtotal	0.6 0.0 0.0 54.2 56.8	0.1 0.0 0.0 30.2 31.9	0.6 0.0 0.0 13.6 19.4	2.3 0.1 0.0 18.0 38.1	1.2 0.0 0.0 9.4 43.3	0.4 0.0 0.0 13.6 27.5	0.0 0.0 0.0 6.8 18.2	0.0 0.0 31.0 34.1	0.0 0.0 0.5 1.8	0.0 0.0 0.0 1.4 1.8	5.2 0.2 0.0 176.9 269.3	5. 0. 179. 273.
OVER DIS	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood	Subtotal	0.6 0.0 0.0 54.2 56.8	0.1 0.0 30.2 31.9	0.6 0.0 0.0 13.6 19.4	2.3 0.1 0.0 18.0 38.1	1.2 0.0 0.0 9.4 43.3	0.4 0.0 0.0 13.6 27.5	0.0 0.0 6.8 18.2	0.0 0.0 31.0 34.1	0.0 0.0 0.5 1.8	0.0 0.0 0.0 1.4 1.8	5.2 0.2 0.0 176.9 269.3	5. 0. 179. 273.
OVER DIS	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A IRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury	Subtotal	0.6 0.0 0.0 54.2 56.8	0.1 0.0 30.2 31.9 0.0 0.0 0.0	0.6 0.0 0.0 13.6 19.4	2.3 0.1 0.0 18.0 38.1	1.2 0.0 0.0 9.4 43.3	0.4 0.0 0.0 13.6 27.5	0.0 0.0 6.8 18.2	0.0 0.0 31.0 34.1	0.0 0.0 0.5 1.8	0.0 0.0 1.4 1.8	5.2 0.2 0.0 176.9 269.3 0.3 6.2 22.2	5. 0. 179. 273. 0. 6.
OVER DIS	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folklestone	Subtotal	0.6 0.0 0.0 54.2 56.8 0.2 0.2 1.1 2.8	0.1 0.0 30.2 31.9 0.0 0.0 0.8 1.3	0.6 0.0 0.0 13.6 19.4 0.0 0.4 0.4 0.3	2.3 0.1 0.0 18.0 38.1	1.2 0.0 0.0 9.4 43.3 0.0 0.6 0.3 0.0	0.4 0.0 13.6 27.5 0.0 2.8 1.1 0.1	0.0 0.0 0.0 6.8 18.2 0.2 1.1 16.1 0.2	0.0 0.0 31.0 34.1	0.0 0.0 0.5 1.8 0.0 0.2 20.5 0.1	0.0 0.0 0.0 1.4 1.8 0.1 0.0 1.3 20.3	5.2 0.2 0.0 176.9 269.3 0.3 6.2 22.2 6.4	5. 0. 179. 273. 0. 6. 44. 26.
OVER DIS	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge	Subtotal	0.6 0.0 54.2 56.8 0.2 0.2 1.1 2.8 0.1	0.1 0.0 30.2 31.9 0.0 0.0 0.8 1.3 0.0	0.6 0.0 13.6 19.4 0.0 0.4 0.4 0.3 0.0	2.3 0.1 0.0 18.0 38.1 0.0 0.8 1.1 0.0 0.0	1.2 0.0 9.4 43.3 0.0 0.6 0.3 0.0 0.1	0.4 0.0 0.0 13.6 27.5 0.0 2.8 1.1 0.1	0.0 0.0 6.8 18.2 0.2 1.1 16.1 0.2 0.2	0.0 0.0 31.0 34.1 0.0 0.1 1.5 1.7 0.0	0.0 0.0 0.5 1.8 0.0 0.2 20.5 0.1 0.1	0.0 0.0 0.0 1.4 1.8 0.1 0.0 1.3 20.3 7.5	5.2 0.2 0.0 176.9 269.3 0.3 6.2 22.2 6.4 0.3	5. 0. 179. 273. 0. 6. 44. 26. 7.
OVER DIS	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe	Subtotal	0.6 0.0 0.0 54.2 56.8 0.2 0.2 1.1 2.8 0.1	0.1 0.0 30.2 31.9 0.0 0.0 0.8 1.3 0.0 0.0	0.6 0.0 13.6 19.4 0.0 0.4 0.4 0.3 0.0 0.0	2.3 0.1 0.0 18.0 38.1 0.0 0.8 1.1 0.0 0.0 0.2	1.2 0.0 9.4 43.3 0.0 0.6 0.3 0.0 0.1 0.0	0.4 0.0 13.6 27.5 0.0 2.8 1.1 0.1 0.0 0.0	0.0 0.0 6.8 18.2 0.2 1.1 16.1 0.2 0.2	0.0 0.0 31.0 34.1 0.0 0.1 1.5 1.7 0.0 0.1	0.0 0.0 0.5 1.8 0.0 0.2 20.5 0.1 0.1	0.0 0.0 1.4 1.8 0.1 0.0 1.3 20.3 7.5 0.6	5.2 0.2 0.0 176.9 269.3 0.3 6.2 22.2 6.4 0.3 0.4	0 179 273 0 6 44 26 7
OVER DIS	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate	Subtotal	0.6 0.0 54.2 56.8 0.2 0.2 1.1 2.8 0.1	0.1 0.0 30.2 31.9 0.0 0.0 0.8 1.3 0.0	0.6 0.0 13.6 19.4 0.0 0.4 0.4 0.3 0.0 0.0 0.0	2.3 0.1 0.0 18.0 38.1 0.0 0.8 1.1 0.0 0.0	1.2 0.0 9.4 43.3 0.0 0.6 0.3 0.0 0.1 0.0 0.8	0.4 0.0 0.0 13.6 27.5 0.0 2.8 1.1 0.1	0.0 0.0 6.8 18.2 0.2 1.1 16.1 0.2 0.2	0.0 0.0 31.0 34.1 0.0 0.1 1.5 1.7 0.0 0.1	0.0 0.0 0.5 1.8 0.0 0.2 20.5 0.1 0.1	0.0 0.0 0.0 1.4 1.8 0.1 0.0 1.3 20.3 7.5	5.2 0.2 0.0 176.9 269.3 0.3 6.2 22.2 6.4 0.3	0 179 273 0 6 44 26 7 1
OVER DIS	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate Ramsgate Ramsgate	Subtotal	0.6 0.0 0.0 54.2 56.8 0.2 0.2 1.1 2.8 0.1 0.0 0.0	0.1 0.0 30.2 31.9 0.0 0.0 0.8 1.3 0.0 0.0	0.6 0.0 13.6 19.4 0.0 0.4 0.4 0.3 0.0 0.0 0.0	2.3 0.1 0.0 18.0 38.1 0.0 0.8 1.1 0.0 0.0 0.2 0.0	1.2 0.0 9.4 43.3 0.0 0.6 0.3 0.0 0.1 1 0.0 0.8	0.4 0.0 13.6 27.5 0.0 2.8 1.1 0.1 0.0 0.0 0.4 2.9	0.0 0.0 6.8 18.2 0.2 1.1 16.1 0.2 0.2 0.0 0.2 2.1	0.0 0.0 31.0 34.1 0.0 0.1 1.5 1.7 0.0 0.1 0.1	0.0 0.0 0.5 1.8 0.0 0.2 20.5 0.1 0.1 0.0 0.0	0.0 0.0 1.4 1.8 0.1 0.0 1.3 20.3 7.5 0.6 0.0	5.2 0.2 0.0 176.9 269.3 0.3 6.2 22.2 6.4 0.3 0.4 1.4 5.5	0. 179. 273. 0. 6. 44. 26. 7. 1.
OVER DIS	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate	Subtotal	0.6 0.0 0.0 54.2 56.8 0.2 0.2 0.2 1.1 2.8 0.1 0.0	0.1 0.0 30.2 31.9 0.0 0.0 0.8 1.3 0.0 0.0	0.6 0.0 13.6 19.4 0.0 0.4 0.4 0.3 0.0 0.0 0.0	2.3 0.1 0.0 18.0 38.1 0.0 0.8 1.1 0.0 0.2 0.2	1.2 0.0 9.4 43.3 0.0 0.6 0.3 0.0 0.1 0.0 0.8	0.4 0.0 13.6 27.5 0.0 2.8 1.1 0.1 0.0 0.0	0.0 0.0 6.8 18.2 0.2 1.1 16.1 0.2 0.0 0.0	0.0 0.0 31.0 34.1 0.0 0.1 1.5 1.7 0.0 0.1	0.0 0.0 0.5 1.8 0.0 0.2 20.5 0.1 0.1 0.0	0.0 0.0 1.4 1.8 0.1 0.0 1.3 20.3 7.5 0.6 0.0	5.2 0.2 0.0 176.9 269.3 0.3 6.2 22.2 22.2 6.4 0.3 0.4	0. 179. 273. 0. 6. 44. 26. 7. 1.
OVER DIS' THER STO	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate Ramsgate Ramsgate	Subtotal	0.6 0.0 0.0 54.2 56.8 0.2 0.2 1.1 2.8 0.1 0.0 0.0	0.1 0.0 30.2 31.9 0.0 0.0 0.8 1.3 0.0 0.0	0.6 0.0 13.6 19.4 0.0 0.4 0.4 0.3 0.0 0.0 0.0	2.3 0.1 0.0 18.0 38.1 0.0 0.8 1.1 0.0 0.0 0.2 0.0	1.2 0.0 9.4 43.3 0.0 0.6 0.3 0.0 0.1 1 0.0 0.8	0.4 0.0 13.6 27.5 0.0 2.8 1.1 0.1 0.0 0.0 0.4 2.9	0.0 0.0 6.8 18.2 0.2 1.1 16.1 0.2 0.2 0.0 0.2 2.1	0.0 0.0 31.0 34.1 0.0 0.1 1.5 1.7 0.0 0.1 0.1	0.0 0.0 0.5 1.8 0.0 0.2 20.5 0.1 0.1 0.0 0.0	0.0 0.0 1.4 1.8 0.1 0.0 1.3 20.3 7.5 0.6 0.0	5.2 0.2 0.0 176.9 269.3 0.3 6.2 22.2 6.4 0.3 0.4 1.4 5.5	5. 0. 179. 273. 0. 6. 44. 26. 7. 1. 1. 5.
OVER DIS	Tesco Express, Mill Hill, Deal Walmer-Local Stores N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate Ramsgate CENTRES / STORES:	Subtotal	0.6 0.0 54.2 56.8 0.2 0.2 1.1 2.8 0.1 0.0 0.0	0.1 0.0 30.2 31.9 0.0 0.0 0.8 1.3 0.0 0.0 0.0 0.0	0.6 0.0 13.6 19.4 0.0 0.4 0.4 0.3 0.0 0.0 0.0 0.1	2.3 0.1 0.0 18.0 38.1 0.0 0.8 1.1 0.0 0.0 0.2 0.0	1.2 0.0 9.4 43.3 0.0 0.6 0.3 0.0 0.1 0.0 0.8 0.0	0.4 0.0 13.6 27.5 0.0 2.8 1.1 0.0 0.0 0.4 2.9	0.0 0.0 6.8 18.2 0.2 1.1 16.1 0.2 0.2 0.0 0.2	0.0 0.0 31.0 34.1 0.0 0.1 1.5 1.7 0.0 0.1 0.0 0.1	0.0 0.0 0.5 1.8 0.0 0.2 20.5 0.1 0.1 0.0 0.0 0.0	0.0 0.0 0.0 1.4 1.8 0.1 0.0 1.3 20.3 7.5 0.6 0.0 0.0	5.2 0.2 0.0 176.9 269.3 0.3 6.2 22.2 22.2 6.4 0.3 0.4 1.4 5.5	5. 0. 179. 273.



TABLE 6: 2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTAL STUDY AREA
	TOTAL AVAILABLE SPEND (exc	luding SFT):	64.0	35.3	21.2	42.4	46.4	35.9	40.3	38.9	23.6	33.2	324.4	381.3
DOVER TOW	N & EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE) Co-op, Castle Street, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Costcutter, Pencester Road, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	Iceland, High Street, Dover		0.6	0.1	0.1	0.4	0.1	0.0	0.1	0.2	0.0	0.0	1.4	1.4
	Marks & Spencer, Biggin Street, Dover		1.5	0.8	0.4	0.0	0.0	0.1	0.1	1.1	0.0	0.0	3.9	3.9
	Spar, Folkestone Road, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.5	0.7	0.1	0.0	0.3	0.0	0.0	0.7	0.0	0.0	2.2	2.2
		Subtotal	2.6	1.5	0.5	0.4	0.3	0.1	0.2	2.0	0.0	0.0	7.6	7.6
DEAL TOWN	& EDGE OF CENTRE (DISTRICT CENTRE) Co-op, Park Street, Deal		0.0	0.0	0.2	0.2	3.2	0.1	0.0	0.0	0.0	0.0	3.8	3.9
	Co-op, Queens Street, Deal		0.0	0.0	0.3	0.3	0.3	0.0	0.0	0.1	0.0	0.0	0.9	0.9
	Iceland, Queen Street, Deal		0.0	0.0	0.1	1.6	3.1	0.1	0.1	0.0	0.0	0.0	5.1	5.1
	Marks & Spencer, High Street, Deal		0.0	0.0	0.7	1.2	2.6	0.5	0.3	0.1	0.0	0.0	5.5	5.
	Sainsbury's Superstore, West Street, Deal		0.0	0.2	2.7	15.5	20.0	4.5	0.7	0.2	0.0	0.0	43.8	43.
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.1	0.1	0.2	1.5	4.8	0.1	0.1	0.1	0.1	0.0	7.1	7.2
		Subtotal	0.1	0.3	4.2	20.3	34.0	5.4	1.2	0.6	0.2	0.0	66.2	66.4
ANDWICH 7	TOWN & EDGE OF CENTRE (RURAL SERVICE CENTRE)													
	Spar, Market Street, Sandwich		0.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.6	0.0
	Co-op, Moat Sole Road, Sandwich		0.0	0.0	0.0	0.0	0.1	6.8	1.6	0.3	0.2	0.0	9.0	9.
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		0.0	0.0	0.0	0.0	0.2	1.4	0.8	0.0	0.0	0.0	2.5	2.
		Subtotal	0.0	0.0	0.0	0.0	0.5	8.5	2.5	0.3	0.2	0.0	12.1	12.:
YLESHAM (RURAL SERVICE CENTRE)													
	Co-op, Market Square, Aylesham		0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.0	0.4	0.0	3.2	3.6
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.6 3.9	0.0	0.0	0.0	0.6 3.8	0.6 4.2
	-		0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.4	0.0	5.0	7.2
OCAL CEN														
	ASH CAPEL-LE-FERNE		0.0	0.0	0.0	0.0	0.0	0.0	2.4 0.0	0.0	0.0	0.0	2.3 0.0	2.
	EASTRY		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	SHEPHERDSWELL		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0
	WINGHAM		0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.4	0.6	0.0	1.6	2.
	Will distribute	Subtotal	0.0	0.0	0.0	0.0	0.0	0.2	4.0	0.4	0.6	0.1	4.5	5.2
/ILLAGES & I	ELHAM		0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.1	0.4
	KINGSDOWN		0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.
	PRESTON		0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.
	ST.MARGARET'S AT CLIFFE		0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	1.1
		Subtotal	0.0	0.0	1.1	0.0	0.0	0.0	0.2	0.0	0.0	0.3	1.3	1.6
OUT-OF-CE	NTRE													
Dover	Aldi, Cherry Tree Avenue, Dover		16.5	6.5	2.4	4.7	1.9	3.3	0.6	9.6	0.0	0.2	45.4	45.
	Asda Supermarket, Charlton Green, Dover		6.0	1.6	0.7	0.2	1.8	0.0	0.3	0.6	0.1	0.0	11.2	11.
	Co-op, Lower Road, River, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	3.3	3.
	Costcutter, Sheriden Road, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
	Farm Foods, Charlton Green, Dover		0.2	0.0	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.6	0.
	Morrisons, Bridge Street, Dover		22.5	6.9	2.0	1.3	1.1	0.9	0.1	5.9	0.1	0.6	40.5	41.
	Spar, Townwall Street, Dover		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover		9.7	14.4	7.9	6.0	2.0	8.3	6.1	12.6	0.3	0.7	67.4	68.
	Whitfield-Local_Stores (EXCLUDING White Cliffs)		0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	1.
Deal	Co-op, Beauchamp Avenue, Mill Hill, Deal		1.1	0.0	0.1	3.8	1.5	1.0	0.0	0.0	0.0	0.0	7.3	7.
	Co-op, Lord Warden, Hamilton Road, Deal		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
	Tesco Express, Mill Hill, Deal		0.6	0.1	0.6	2.4	1.3	0.4	0.0	0.0	0.0	0.0	5.4	5.
	Walmer-Local Stores		0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.:
andwich				0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
andwich		Subtotal	0.0											
	N/A	Subtotal	0.0 0.0 56.7	0.0 31.3	0.0	0.0	9.7	0.0	0.0 7.1	0.0 31.9	0.0	0.0	0.0 182.9	0.0 185.
OVER DIS	N/A TRICT COUNCIL AREA	Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0 182.9	0.
OVER DIS	N/A	Subtotal	0.0 0.0 56.7	0.0 31.3	0.0	0.0	9.7	0.0	0.0 7.1	0.0 31.9	0.0	0.0	0.0 182.9	0. 185.
OVER DIS	N/A TRICT COUNCIL AREA PRES OUTSIDE DDC AREA Ashford	Subtotal	0.0 0.0 56.7 59.4	0.0 31.3 33.1	0.0 13.9 19.8	0.0 18.5 39.2	0.0 9.7 44.5	0.0 13.9 28.2	0.0 7.1 18.9	0.0 31.9 35.1	0.0 0.5	0.0 1.5 1.9	0.0 182.9 278.5	0. 185. 282.
OVER DIS	N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood	Subtotal	0.0 56.7 59.4 0.2 0.2	0.0 31.3 33.1	0.0 13.9 19.8	0.0 18.5 39.2	0.0 9.7 44.5	0.0 13.9 28.2	0.0 7.1 18.9	0.0 31.9 35.1	0.0 0.5 1.9	0.0 1.5	0.0 182.9 278.5 0.3 6.4	0. 185. 282. 0. 6.
OVER DIS	N/A TRICT COUNCIL AREA PRES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury	Subtotal	0.0 56.7 59.4 0.2 0.2 1.1	0.0 31.3 33.1 0.0 0.0 0.0	0.0 13.9 19.8 0.0 0.5 0.5	0.0 18.5 39.2 0.0 0.8 1.1	0.0 9.7 44.5 0.0 0.7 0.3	0.0 13.9 28.2 0.0 2.9 1.2	0.0 7.1 18.9 0.2 1.2 16.8	0.0 31.9 35.1 0.0 0.1 1.5	0.0 0.5 1.9 0.0 0.2 21.0	0.0 1.5 1.9 0.1 0.0 1.4	0.0 182.9 278.5 0.3 6.4 22.9	0. 185. 282. 0. 6. 45.
OVER DIS	N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone	Subtotal	0.0 56.7 59.4 0.2 0.2 1.1 2.9	0.0 31.3 33.1 0.0 0.0 0.8 1.4	0.0 13.9 19.8 0.0 0.5 0.5 0.4	0.0 18.5 39.2 0.0 0.8 1.1 0.0	0.0 9.7 44.5 0.0 0.7 0.3 0.0	0.0 13.9 28.2 0.0 2.9 1.2 0.1	0.0 7.1 18.9 0.2 1.2 16.8 0.2	0.0 31.9 35.1 0.0 0.1 1.5 1.7	0.0 0.5 1.9 0.0 0.2 21.0 0.1	0.0 1.5 1.9 0.1 0.0 1.4 21.1	0.0 182.9 278.5 0.3 6.4 22.9 6.7	0 185 282 0 6 45 27
OVER DIS	N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge	Subtotal	0.0 56.7 59.4 0.2 0.2 1.1 2.9 0.1	0.0 31.3 33.1 0.0 0.0 0.8 1.4 0.0	0.0 13.9 19.8 0.0 0.5 0.5 0.4 0.0	0.0 18.5 39.2 0.0 0.8 1.1 0.0 0.0	0.0 9.7 44.5 0.0 0.7 0.3 0.0 0.1	0.0 13.9 28.2 0.0 2.9 1.2 0.1 0.0	0.0 7.1 18.9 0.2 1.2 16.8 0.2 0.2	0.0 31.9 35.1 0.0 0.1 1.5 1.7 0.0	0.0 0.5 1.9 0.0 0.2 21.0 0.1 0.1	0.0 1.5 1.9 0.1 0.0 1.4 21.1 7.8	0.0 182.9 278.5 0.3 6.4 22.9 6.7 0.3	0 185 282 0 6 45 27
OVER DIS	N/A TRICT COUNCIL AREA DRES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe	Subtotal	0.0 56.7 59.4 0.2 0.2 1.1 2.9 0.1 0.0	0.0 31.3 33.1 0.0 0.0 0.0 0.8 1.4 0.0 0.0	0.0 13.9 19.8 0.0 0.5 0.5 0.4 0.0 0.0	0.0 18.5 39.2 0.0 0.8 1.1 0.0 0.0	0.0 9.7 44.5 0.0 0.7 0.3 0.0 0.1 0.0	0.0 13.9 28.2 0.0 2.9 1.2 0.1 0.0 0.0	0.0 7.1 18.9 0.2 1.2 16.8 0.2 0.2 0.2	0.0 31.9 35.1 0.0 0.1 1.5 1.7 0.0 0.1	0.0 0.5 1.9 0.0 0.2 21.0 0.1 0.1	0.0 1.5 1.9 0.1 0.0 1.4 21.1 7.8 0.6	0.0 182.9 278.5 0.3 6.4 22.9 6.7 0.3 0.5	(185 282 (6 45 27
OVER DIS	N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate	Subtotal	0.0 56.7 59.4 0.2 0.2 0.2 1.1 2.9 0.1 0.0 0.0	0.0 31.3 33.1 0.0 0.0 0.8 1.4 0.0 0.0	0.0 13.9 19.8 0.0 0.5 0.5 0.4 0.0 0.0	0.0 18.5 39.2 0.0 0.8 1.1 0.0 0.0 0.2	0.0 9.7 44.5 0.0 0.7 0.3 0.0 0.1 1 0.0 0.9	0.0 13.9 28.2 0.0 2.9 1.2 0.1 0.0 0.0 0.4	0.0 7.1 18.9 0.2 1.2 16.8 0.2 0.2 0.0	0.0 31.9 35.1 0.0 0.1 1.5 1.7 0.0 0.1 0.1	0.0 0.5 1.9 0.0 0.2 21.0 0.1 0.1 0.0 0.0	0.0 1.5 1.9 0.1 0.0 1.4 21.1 7.8 0.6 0.0	0.0 182.9 278.5 0.3 6.4 22.9 6.7 0.3 0.5 1.5	0 185 282 0 6 45 27 8
OVER DIS	N/A TRICT COUNCIL AREA DRES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe	Subtotal	0.0 56.7 59.4 0.2 0.2 1.1 2.9 0.1 0.0	0.0 31.3 33.1 0.0 0.0 0.0 0.8 1.4 0.0 0.0	0.0 13.9 19.8 0.0 0.5 0.5 0.4 0.0 0.0	0.0 18.5 39.2 0.0 0.8 1.1 0.0 0.0	0.0 9.7 44.5 0.0 0.7 0.3 0.0 0.1 0.0	0.0 13.9 28.2 0.0 2.9 1.2 0.1 0.0 0.0	0.0 7.1 18.9 0.2 1.2 16.8 0.2 0.2 0.2	0.0 31.9 35.1 0.0 0.1 1.5 1.7 0.0 0.1	0.0 0.5 1.9 0.0 0.2 21.0 0.1 0.1	0.0 1.5 1.9 0.1 0.0 1.4 21.1 7.8 0.6	0.0 182.9 278.5 0.3 6.4 22.9 6.7 0.3 0.5	0 185 282 0 6 45 27 8 1
OVER DIS	N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate	Subtotal	0.0 56.7 59.4 0.2 0.2 0.2 1.1 2.9 0.1 0.0 0.0	0.0 31.3 33.1 0.0 0.0 0.8 1.4 0.0 0.0	0.0 13.9 19.8 0.0 0.5 0.5 0.4 0.0 0.0	0.0 18.5 39.2 0.0 0.8 1.1 0.0 0.0 0.2	0.0 9.7 44.5 0.0 0.7 0.3 0.0 0.1 1 0.0 0.9	0.0 13.9 28.2 0.0 2.9 1.2 0.1 0.0 0.0 0.4	0.0 7.1 18.9 0.2 1.2 16.8 0.2 0.2 0.0	0.0 31.9 35.1 0.0 0.1 1.5 1.7 0.0 0.1 0.1	0.0 0.5 1.9 0.0 0.2 21.0 0.1 0.1 0.0 0.0	0.0 1.5 1.9 0.1 0.0 1.4 21.1 7.8 0.6 0.0	0.0 182.9 278.5 0.3 6.4 22.9 6.7 0.3 0.5 1.5	0 185 282 0 6 45 27 8 1 1
OOVER DIS	N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate Ramsgate CENTRES / STORES:	Subtotal	0.0 0.0 56.7 59.4 0.2 0.2 1.1 2.9 0.1 0.0 0.0	0.0 31.3 33.1 0.0 0.0 0.8 1.4 0.0 0.0 0.0 0.0	0.0 13.9 19.8 0.0 0.5 0.5 0.4 0.0 0.0 0.0 0.1	0.0 18.5 39.2 0.0 0.8 1.1 0.0 0.0 0.2 0.0 0.4	0.0 9.7 44.5 0.0 0.7 0.3 0.0 0.1 0.0 0.9 0.0	0.0 13.9 28.2 0.0 2.9 1.2 0.1 0.0 0.0 0.4 2.9	0.0 7.1 18.9 0.2 1.2 16.8 0.2 0.2 0.0 0.2 2.2	0.0 31.9 35.1 0.0 0.1 1.5 1.7 0.0 0.1 0.0 0.1	0.0 0.5 1.9 0.0 0.2 21.0 0.1 0.1 0.0 0.0 0.0 0.0	0.0 1.5 1.9 0.1 0.0 1.4 21.1 7.8 0.6 0.0 0.0	0.0 182.9 278.5 0.3 6.4 22.9 6.7 0.3 0.5 1.5 5.7	0. 185. 282. 0. 6. 45. 27. 8. 1. 1. 5.
OOVER DIS	N/A TRICT COUNCIL AREA RES OUTSIDE DDC AREA Ashford Broadstairs / Westwood Canterbury Folkestone Hawkinge Hythe Margate Ramsgate	Subtotal	0.0 56.7 59.4 0.2 0.2 0.2 1.1 2.9 0.1 0.0 0.0	0.0 31.3 33.1 0.0 0.0 0.8 1.4 0.0 0.0 0.0 0.0	0.0 13.9 19.8 0.0 0.5 0.5 0.4 4 0.0 0.0 0.0	0.0 18.5 39.2 0.0 0.8 1.1 0.0 0.0 0.2 0.0	0.0 9.7 44.5 0.0 0.7 0.3 0.0 0.1 0.0 0.9	0.0 13.9 28.2 0.0 2.9 1.2 0.1 0.0 0.0 0.4 2.9	0.0 7.1 18.9 0.2 1.2 16.8 0.2 0.2 0.0 0.2 2.2	0.0 31.9 35.1 0.0 0.1 1.5 1.7 0.0 0.1 0.0	0.0 0.5 1.9 0.0 0.2 21.0 0.1 0.1 0.0 0.0 0.0	0.0 1.5 1.9 0.1 0.0 1.4 21.1 7.8 0.6 0.0 0.0	0.0 182.9 278.5 0.3 6.4 22.9 6.7 0.3 0.5 1.5	0 185 282 0 6 45 27 8 1 1



Appendix 4: Convenience Goods Capacity



TABLE 1: REVISED FORECAST CONVENIENCE GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

			Estimated 'Inflow' from Outside Study Area	2021	2025	2030	2035	2040
DOVER TOWN & EDGE-O	DF-CENTRE (SECONDARY REGIONAL CENTRE)							
	Co-op, Castle Street, Dover		2%	£0.0	£0.0	£0.0	£0.0	£0
	Costcutter, Pencester Road, Dover		2%	£0.0	£0.0	£0.0	£0.0	£0
	Iceland, High Street, Dover		10%	£1.4	£1.4	£1.5	£1.5	£1
	Marks & Spencer, Biggin Street, Dover Spar, Folkestone Road, Dover		10% 2%	£3.8 £0.0	£3.9 £0.0	£4.1 £0.0	£4.2 £0.0	£4 £0
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		2%	£1.9	£2.0	£2.1	£2.2	£2
		Subtotal		£7.1	£7.4	£7.7	£7.9	£8
DEAL TOWN & EDGE OF	CENTRE (DISTRICT CENTRE)							
	Co-op, Park Street, Deal		5%	£3.6	£3.7	£3.8	£4.0	£4
	Co-op, Queens Street, Deal		5%	£0.9	£0.9	£0.9	£1.0	£1
	Iceland, Queen Street, Deal		5%	£4.6	£4.8	£5.0	£5.2	£5
	Marks & Spencer, High Street, Deal		5%	£5.1	£5.2	£5.4	£5.6	£5
	Sainsbury's Superstore, West Street, Deal OTHER LOCAL SHOPS IN THE TOWN CENTRE		5% 2%	£40.0 £6.4	£41.4 £6.6	£43.0 £6.8	£44.6 £7.1	£46 £7
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	Subtotal	270	£60.4	£62.6	£65.0	£67.4	£69
SANDWICH TOWN CENT	RE (RURAL SERVICE CENTRE) Spar, Market Street, Sandwich		5%	£0.5	£0.5	£0.5	£0.6	£0
	Co-op, Moat Sole Road, Sandwich		2%	£8.2	£8.5	£8.8	£9.1	£9
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		2%	£2.2	£2.3	£2.3	£2.4	£2
		Subtotal		£10.9	£11.2	£11.7	£12.1	£12
YLESHAM (RURAL SERV	/ICE CENTRE)							
	Co-op, Market Square, Aylesham		2%	£3.2	£3.3	£3.5	£3.6	£3
	OTHER LOCAL SHOPS IN THE TOWN CENTRE		2%	£0.5	£0.5	£0.5	£0.6	£0
		Subtotal		£3.7	£3.8	£4.0	£4.1	£4
LOCAL CENTRES								
	ASH		2%	£2.0	£2.1	£2.2	£2.3	£2
	CAPEL-LE-FERNE		2%	£0.0	£0.0	£0.0	£0.0	£0
	EASTRY SHEPHERDSWELL		2% 2%	£0.2 £0.4	£0.2 £0.4	£0.2 £0.4	£0.2 £0.4	£0
	WINGHAM		2%	£2.1	£2.1	£2.2	£2.3	£2
	1	Subtotal		£4.6	£4.8	£5.0	£5.2	£5
/ILLAGES & HAMLETS								
TILLAGES & TIAMILE 15	ELHAM		2%	£0.4	£0.4	£0.4	£0.4	£0
	KINGSDOWN		2%	£0.1	£0.1	£0.1	£0.1	£0
	PRESTON		2%	£0.1	£0.1	£0.1	£0.1	£0
	ST.MARGARET'S AT CLIFFE	Subtotal	2%	£0.9 £1.4	£1.0 £1.5	£1.0 £1.6	£1.1 £1.6	£1
		Subtotal		21.4	21.0	21.0	21.0	
OUT-OF-CENTRE			100/					
Dover	Aldi, Cherry Tree Avenue, Dover		10%	£43.9	£45.5	£47.3	£49.0	£50
	Asda Supermarket, Charlton Green, Dover Co-op, Lower Road, River, Dover		10% 2%	£10.9 £2.9	£11.3 £3.0	£11.7 £3.1	£12.1 £3.2	£12
	Costcutter, Sheriden Road, Dover		2%	£0.0	£0.0	£0.0	£0.0	£0
	Farm Foods, Charlton Green, Dover		2%	£0.5	£0.6	£0.6	£0.6	£C
	Morrisons, Bridge Street, Dover		10%	£39.7	£41.1	£42.7	£44.3	£45
	Spar, Townwall Street, Dover		2%	£0.0	£0.0	£0.0	£0.0	£0
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover Whitfield-Local_Stores (EXCLUDING White Cliffs)		10% 2%	£66.0 £1.5	£68.3 £1.5	£71.0 £1.6	£73.6 £1.6	£76
	WHITTIEIU-LOCAL_STOTES (EXCLODING WHITE CHITS)		∠70	11.5	11.5	II.b	E1.b	£
Deal	Co-op, Beauchamp Avenue, Mill Hill, Deal		2%	£6.5	£6.7	£7.0	£7.3	£7
	Co-op, Lord Warden, Hamilton Road, Deal		2%	£0.0	£0.0	£0.0	£0.0	£0
	Tesco Express, Mill Hill, Deal		2%	£4.8	£5.0	£5.2	£5.3	£5
	Walmer-Local Stores		2%	£0.2	£0.2	£0.2	£0.2	£0
Sandwich	N/A							
		Subtotal		£176.9	£183.1	£190.3	£197.3	£204



TABLE 2: COMMITTED CONVENIENCE FLOORSPACE

			Gross Floorspace	Net	Sales	Turnover (£m)					
Centre	Scheme	Planning Ref	Gross Floorspace (sq m)	Floorspace	Density 2021 (£ per sqm)	2021	2025	2030	2035	2040	
[1] Dover Town Centre	St James's Site (DTIZ) between Townwall Street, Castle Street/King Street, Russell Street, Woolcomber Street	13/00907	7,473	1,046	£10,000	£10.5	£10.6	£10.8	£11.0	£11.1	
[2] Dover Town Centre	62 Castle Street Dover CT16 1PA	18/00221	1,353	474	£7,500	£3.6	£3.6	£3.7	£3.7	£3.8	
[3] Deal - Town Centre	Erection of a building incorporating 3 retail units (A1) and 16 self contained flats (existing building to be demolished).	18/01169	350	123	£7,500	£0.9	£0.9	£0.9	£1.0	£1.0	
[4] Deal - Town Centre	Land on the west side of Albert Road, Deal - mixed use development inc 142 residential units	15/01290	370	259	£7,500	£1.9	£2.0	£2.0	£2.0	£2.1	
[5] Aylesham - Town Centre	e Aylesham Village Expansion, Aylesham	07/01081	477	334	£7,500	£2.5	£2.5	£2.6	£2.6	£2.7	
[6] Whitfield - Out-of-Centre	whitfield Urban Extension (land to east of Sandwich Rd and nw of Napchester Rd)	10/01011	1,900	652	£7,500	£4.9	£5.0	£5.0	£5.1	£5.2	
	Land at Honeywood Parkway, White Cliffs Business Park, Dover CT16 3FH	16/00976	2,760	1,546	£10,000	£15.5	£15.7	£15.9	£16.2	£16.4	
[8] Dover - Out-of-Centre	Maxton Service Station 367-371 Folkestone Road Dover CT17 9JR	20/00869	412	288	£7,500	£2.2	£2.2	£2.2	£2.3	£2.3	
[9] Deal - Out-of-Centre	Land On The West Side Of Albert Road Deal CT14 9RB	18/00892	370	259	£7,500	£1.9	£2.0	£2.0	£2.0	£2.1	
TOTAL			15,465	4,980		£43.8	£44.5	£45.2	£45.9	£46.6	

Notes:

- [1] 13/00907 Demolition of existing buildings to provide 7429 sqm of retail (A1) floor space in 2 main blocks together with 2472 sqm of cinema (D2) floor space, 1060m2 of restaurant (A3/A4) in a further block and 44 sqm of retail (A1) in a kiosk to Flying Horse Lane, together with associated car parking, highway works and landscaping at 5t James Site (DTIZ) generally between town wall Street, Castle Street/King Street, Russell Street, Woolcomber Street and including land fronting Flying Horse Lane. Commitment in the 2018 RTCNA, now built out and therefore incorporated into the current assessment.
- [2] 18/00221 Erection of a six storrey building, comprising flexible Class A1, A2, A3 & A4 uses (ground floor) and flexible Class A1, A2, A3 & A4 uses and B1 (1st Floor) and the formation of 28no flats (2nd 5th floor); Separate Commercial and residential bin and cycle storage; Gated rear service yard, 4no parking spaces; Communal roof garden at third floor level and associated works. Proposed 3no Class A units at ground floor level (467sgm GIA in total)" plus "Class A1/B1 (TBA) at first floor level (868sgm in total) is, at total of 1,353 sgm gross it is assumed that the convenience (comparison split will be 50% / 50%. This is thereafter netted down using a gross to net factor of 70%.
- [3] 18/01169 Erection of a building incorporating 3no retail units (Use Class A1) and 16no self-contained flats (existing building to be demolished). Of the 350 sqm gross it is assumed that the convenience /comparison split will be 50% / 50%. This is thereafter netted down using a gross to net factor of 70%.
- [4] 15/01290 Land on the West side of Albert Road, Deal, CT14 9RB. Outline Application for a mixed use development inc 142 residential units, 960 sqm B1 office, 370 sqm A1 & 280 sqm D1 & link road between Albert Rd & Southwall Rd. Commitment in the 2018 RTCNA, since that time the residential element of permission has been implemented but the commercial element has not commenced. The permission remains live and therefore incorporated in to the current assessment.
- [5] 07/01081 A full application for residential development for 191 dwellings of which 20% will be affordable; all associated works and infrastructure, together with new shops and apartments; alterations to existing shops and apartments; landscaping to existing streets and public open spaces including Market Square; the formation of new public open spaces; upgrade of sports pitch and provision of changing facilities at Ratting Road; formation of squares and a strategic play area; traffic management schemes and new car parking areas; other landscaping works; temporary works and access; construction compounds and off-site highwainent in the 2018 RTCNA, now built out and therefore incorporated into the current assessment
- [6] 10/01011 Outline Application for the construction of a new community hub/district centre, comprising BRT hub, health and social care centre (class D1) and police office (Class b1) totalling up to 1900 sqm, retail space (class A1-A3) and employment space (Class B1(A) totalling up to 2,725 sqm, and 100 no. 2-5 bed residential units including 6 no. supported living units (class C3) provision of learning and community campus to incorporate secondary energy centre, new 420 place 2fe primary school including early years provision and provision of access arrangements, all associated car parking, infrastructure and landscaping, with all matters reserved for future consideration (referred to as | Phase 1A in application documentation). For the purposes of this assessment it is assumed that 70% of the floorspace will be for convenience goods and 30% for comparison goods. Commitment in the 2018 RTCNA, since that time the residential element of permission ihas been implemented but the commercial element has not commenced. The permission remains live and therefore incorporated in to the current assessment.
- [7] 16/00976 Erection of detached retail store (2760 sqm gross internal floor space, including mezzanine) together with provision of 159 car parking spaces and assoc landscaping. It is assumed that 80% of the net sales area will be used for convenience goods and 20% for comparison goods. Commitment in the 2018 RTCNA, now built out and therefore incorporated into the current assessment.
- [8] 20/00869 Change of use to retail store (Use Class A1) from car showroom (Sui Generis) with associated access, car parking, alterations to shopfront, installation of plant equipment, internal walls and associated works. Based on information supplied by Council, floorspace of 412sqm gross for convenience goods only netted down by 70%.
- [9] 18/00892 Reserved Matters application for the approval of Appearance, Layout, Landscaping and Scale pursuant to DOV/18/00203 for the erection of 142 dwellings and 370sqm of retail (A1) space, together with associated parking and groundworks. Assumed 370 sqm gross is all for convenience goods. This is thereafter netted down using a gross to net factor of 70%.



TABLE 3: DOVER DISTRICT COUNCIL LOCAL AUTHORITY AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Fauilibrium at Base Year and Constant Market Shares

	Assume Equilibrium at Base Year and Constant Warket Shares						
			2021	2025	2030	2035	2040
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):		£265.1	£274.5	£285.3	£295.7	£305.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):		£265.1	£269.4	£273.4	£277.5	£281.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-	£5.1	£11.8	£18.1	£24.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		-	£44.5	£45.2	£45.9	£46.6
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-	-£39.4	-£33.4	-£27.8	-£22.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,701	£12,893	£13,087	£13,285
		(ii) Net Floorspace Capacity (sq m):	-	-3,105	-2,588	-2,122	-1,702
		(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-4,436	-3,698	-3,032	-2,431
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,113	£7,220	£7,329	£7,440
		(ii) Net Floorspace Capacity (sq m):	-	-5,545	-4,622	-3,790	-3,039
		(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-7,921	-6,603	-5,414	-4,341

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).

It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2025.

STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEPS 6 & 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lower average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and the lo

TABLE 4: DOVER TOWN CENTRE- CONVENIENCE GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares

			2021	2025	2030	2035	2040
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):		£7.1	£7.4	£7.7	£7.9	£8.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):		£7.1	£7.2	£7.3	£7.5	£7.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-	£0.1	£0.3	£0.5	£0.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		-	£14.2	£14.5	£14.7	£14.9
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-	-£14.1	-£14.1	-£14.2	-£14.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,701	£12,893	£13,087	£13,285
		(ii) Net Floorspace Capacity (sq m):	-	-1,110	-1,096	-1,084	-1,073
		(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-1,586	-1,566	-1,548	-1,532
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,113	£7,220	£7,329	£7,440
		(ii) Net Floorspace Capacity (sq m):	-	-1,983	-1,958	-1,936	-1,915
	·	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-2.832	-2.797	-2.765	-2,736

Notes: Commitments (from Table 2 above):

[1] 13/00907 - Demolition of existing buildings to provide 7429 sqm of retail (A1) floor space in 2 main blocks together with 2472 sqm of cinema (D2) floor space, 1060m2 of restaurant (A3/A4) in a further block and 44 sqm of retail (A1) in a kinsk to Flying Horse Lane, together with associated car parking, highway works and landscaping at St James Site (D11Z) generally between town wall Street, Castle Street/King Street, Russell Street, Woolcomber Street and including land fronting Flying Horse Lane. Commitment in the 2018 RTCNA, now built out and therefore incorporated into the current assessment

[2] 18/00221 - Erection of a six storey building, comprising flexible Class A1, A2, A3 & A4 uses (ground floor) and flexible Class A1, A2, A3 & A4 uses and B1 (1st Floor) and the formation of 28no flats (2nd - 5th floor); Separate Commercial and residential access; Associated commercial bin storage; Secure residential bin and cycle storage; Gated rear service yard, 4no parking spaces; Communal roof garden at third floor level and associated works. Proposed ano Class A units at ground floor level (467sqm GIA in total)⁷ plus "Class A1/B1 (TBA) at first floor level (885sqm in total) i.e. at total of 1,333 GIA of the 1,333 GIA of



TABLE 5: DEAL AND SANDWICH TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT

	Assume Equilibrium at Base Year and Constant Market Shares						
			2021	2025	2030	2035	2040
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):		£71.3	£73.8	£76.7	£79.5	£82.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):		£71.3	£72.5	£73.5	£74.7	£75.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-	£1.4	£3.2	£4.9	£6.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		-	£2.9	£3.0	£3.0	£3.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-	-£1.5	£0.2	£1.9	£3.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,701	£12,893	£13,087	£13,285
		(ii) Net Floorspace Capacity (sq m):	-	-121	18	143	256
	•	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-173	26	205	366
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,113	£7,220	£7,329	£7,440
		(ii) Net Floorspace Capacity (sq m):	-	-216	32	256	458
		(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-309	46	366	654

Notes: Commitments (from Table 2 above

[3] 18/01169 - Erection of a building incorporating 3no retail units (Use Class A1) and 16no self-contained flats (existing building to be demolished). Of the 350 sqm gross it is assumed that the convenience /comparison split will be 50% / 50%. This is thereafter netted down using a gross to net factor of 70%.

[4] 15/01290 - Land on the West side of Albert Road, Deal, CT14 9R8. Outline Application for a mixed use development inc 142 residential units, 960 sqm B1 office, 370 sqm A1 & 280 sqm D1 & link road between Albert Rd & Southwall Rd. Commitment in the 2018 RTCNA, since that time the residential element of permission has been implemented but the commercial element has not commenced. The permission remains live and therefore incorporated in to the current assessment.

TABLE 6: ALL OTHER LOCAL & VILLAGE CENTRES ACROSS DOVER DISTRICT AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT

	Assume Equilibrium at Base Year and Constant Market Shares						
			2021	2025	2030	2035	2040
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):		£9.8	£10.1	£10.5	£10.9	£11.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):		£9.8	£10.0	£10.1	£10.3	£10.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-	£0.2	£0.4	£0.7	£0.9
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		-	£2.5	£2.6	£2.6	£2.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-	-£2.4	-£2.1	-£2.0	-£1.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,701	£12,893	£13,087	£13,285
		(ii) Net Floorspace Capacity (sq m):	-	-186	-166	-149	-134
		(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-265	-238	-213	-191
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,113	£7,220	£7,329	£7,440
1		(ii) Net Floorspace Capacity (sq m):	-	-331	-297	-266	-239
1		(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-473	-425	-381	-341

lotes: Commitments (from Table 2 above

[5] 07/01081 - A full application for residential development for 191 dwellings of which 20% will be affordable; all associated works and infrastructure, together with new shops and apartments; alterations to existing shops and apartments; landscaping to existing streets and public open spaces including Market Square; the formation of new public open spaces; upgrade of sports pitch and provision of changing facilities at Rating Road; formation of squares and a strategic play area; traffic management schemes and new car parking areas; other landscaping works; temporary works and access; construction compounds and off-site highway works. Commitment in the 2018 RTCM, now built out and therefore incorporated into the current assessment.



TABLE 7: ALL OUT-OF-CENTRE FLOORSPACE ACROSS DOVER DISTRICT AREA - CONVENIENCE GOODS CAPACITY ASSESSMENT

	Assume Equilibrium at Base Year and Constant Market Shares						
			2021	2025	2030	2035	2040
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):		£176.9	£183.1	£190.3	£197.3	£204.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):		£176.9	£179.7	£182.4	£185.2	£188.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-	£3.4	£7.9	£12.1	£16.0
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		-	£24.8	£25.2	£25.6	£26.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-	-£21.4	-£17.3	-£13.5	-£10.0
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,701	£12,893	£13,087	£13,285
		(ii) Net Floorspace Capacity (sq m):	-	-1,688	-1,344	-1,033	-752
		(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-2,412	-1,919	-1,475	-1,074
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,113	£7,220	£7,329	£7,440
		(ii) Net Floorspace Capacity (sq m):	-	-3,015	-2,399	-1,844	-1,343
		(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-4,307	-3,427	-2,634	-1,918

Notes: Commitments (from Table 2 above):

- [6] 10/10111 Outline Application for the construction of a new community hub/district centre, comprising BRT hub, health and social care centre (class D1) and police office (Class b1) totalling up to 1900 sqm, retail space (class A1-A3) and employment space (Class B1(A) totalling up to 2,725 sqm, and 100 no. 2-5 bed residential units including 6 no. Supported living units (class C3) provision of learning and community remains for excendancy energy centre, new 420 place 2/e primary school including early years provision and provision of access arrangements, all associated car parking, infrastructure and landscaping, with all matters reserved for future consideration (referred to as | Phase 1 Ai application documentation). For the purposes of this assessment it is assumed that 70% of the floorspace will be for convenience goods and 30% for comparison goods. Commitment in the 2018 RTCNA, since that time the residential element of permission remains live and therefore incorporated in to the current assessment.
- [7] 16/00976 Erection of detached retail store (2760 sqm gross internal floor space, including mezzanine) together with provision of 159 car parking spaces and assoc landscaping. It is assumed that 80% of the net sales area will be used for convenience goods and 20% for comparison goods. Commitment in the 2018 RTCNA, now built out and therefore incorporated into the current assessment.
- [8] 20(0869 Change of use to retail store (Use Class A1) from car shownoom (Sui Generic) with associated access, car parking, alterations to shopfront, installation of plant equipment, internal walls and associated works. Based on information supplied by Council, floorspace of 412sqm gross for convenience goods only netted down by 10%.
- by 13/0892 Reserved Matters application for the approval of Appearance, Layout, Landscaping and Scale pursuant to DOV/18/00203 for the erection of 142 dwellings and 370sqm of retail (A1) space, together with associated parking and groundworks. Assumed 370 sqm gross is all for convenience goods. This is thereafter netted down using a gross to net factor of 70%.

TABLE 8: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M)

			2025	2030	2035	2040
Dover	er	Town Centre	-1,110	-1,096	-1,084	-1,073
Deal a	& Sandwich	Town Centre(s)	-121	18	143	256
All Ot	ther Local &	Village Centres	-186	-166	-149	-134
All Ou	ut-of-Centre	Floorspace	-1,688	-1,344	-1,033	-752
TOTA	AL DISTRICT	WIDE CONVENIENCE GOODS CAPACITY	-3,105	-2,588	-2,122	-1,702

TABLE 9: SUMMARY TABLE - CONVENIENCE GOODS CAPACITY ASSESSMENT FOR NEW SUPERSTORE FORMAT FLOORSPACE (NET SQ M) Assume Equilibrium at 2021 and Constant Market Shares

	2025	2030	2035	2040
Dover Town Cent Town Centre	-1,983	-1,958	-1,936	-1,915
Deal & Sandwich Town Centre(s)	-216	32	256	458
All Other Local & Village Centres	-331	-297	-266	-239
All Out-of-Centre Floorspace	-3,015	-2,399	-1,844	-1,343
TOTAL DISTRICT WIDE CONVENIENCE GOODS CAPACITY	-5,545	-4,622	-3,790	-3,039



Appendix 5: Population and Expenditure: Comparison Goods

TABLE 1: EXPERIAN BUSINESS STRATEGIES - BASE YEAR (2021) POPULATION & PROJECTIONS (to 2040) GROWTH 2021 to 2040:

ZONE:	2021	2025	2030	2035	2040	%	2021-40
Zone 1	24,605	25,686	26,937	28,128	29,327	19.2%	4,722
Zone 2	13,785	14,400	15,076	15,638	16,153	17.2%	2,368
Zone 3	7,351	7,590	7,836	8,013	8,160	11.0%	809
Zone 4	15,880	16,398	16,983	17,462	17,932	12.9%	2,052
Zone 5	16,816	17,453	18,085	18,565	19,019	13.1%	2,203
Zone 6	12,826	13,246	13,668	14,027	14,333	11.7%	1,507
Zone 7	14,341	15,009	15,703	16,345	16,974	18.4%	2,633
Zone 8	14,168	14,721	15,255	15,659	16,063	13.4%	1,895
Zone 9	8,237	8,356	8,588	8,819	9,003	9.3%	766
Zone 10	12,371	12,811	13,321	13,825	14,333	15.9%	1,962
Study Area	140,380	145,670	151,452	156,481	161,296	14.9%	20,916
Dover DC Area (Zones 1-8)	119,772	124,503	129,543	133,837	137,961	15.2%	18,189

EXPERIAN BUSINESS STRATEGIES

Notes:

The base year (2021) population figures have been sourced directly from Experian's 'Retail Area Planner' Reports for each study zone using LSH's (Experian-based) MMG3 Geographic Information System (GIS). The base year figures are based on ONS (mid-year) population figures. The projections for zones are derived from Experian's revised 'demographic component model; these projections take into account mid-year age and gender estimates and project the population forward year-on-year based on Government population projections for local authority areas in England. The yearly components of population change that are taken into account are the birth rate (0-4 age band), ageing, net migration, death

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

TABLE 2. REVISED CONFARISON E	XI ENDITOR	E I ER CAI I	ATORECAS	15 (excludil)	g 31 1)	
	2021	2021	2025	2030	2035	2040
	(incl SFT)	EXC	LUDING SPI	CIAL FORN	IS OF TRAD	DING
EXPERIAN - SPECIAL FORMS OF TRA	ADING (%):	21.8%	24.6%	26.9%	28.1%	28.7%
REVISED SPECIAL FORMS OF TRAD	ING (%):	26.8%	30.2%	33.0%	34.5%	35.2%
Zone 1	£3,168	£2,320	£2,508	£2,782	£3,139	£3,581
Zone 2	£3,372	£2,470	£2,670	£2,962	£3,342	£3,812
Zone 3	£4,659	£3,413	£3,689	£4,092	£4,617	£5,266
Zone 4	£3,915	£2,867	£3,100	£3,438	£3,879	£4,425
Zone 5	£3,945	£2,889	£3,123	£3,464	£3,909	£4,459
Zone 6	£4,428	£3,244	£3,506	£3,889	£4,388	£5,006
Zone 7	£3,930	£2,879	£3,112	£3,452	£3,895	£4,443
Zone 8	£4,223	£3,094	£3,344	£3,709	£4,185	£4,774
Zone 9	£4,810	£3,523	£3,809	£4,224	£4,766	£5,437
Zone 10	£4,102	£3,005	£3,248	£3,603	£4,065	£4,637
STUDY AREA AVERAGE:	£4,055	£2,970	£3,211	£3,562	£4,019	£4,584
Dover DC Area (Zones 1-8) Averag	£3,955	£2,897	£3,132	£3,474	£3,919	£4,471

Average spend per capita estimates (2019 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and Source:

Notes:

Experian Business Strategies (October 2020).

An allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) at the base year informed by the household survey-derived market shares for SFT. Forecast growth in SFT is based on the year-on-year forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 18 (October 2020).

TARLE 2: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE BASE YEAR (2017) TO 2027 (Em)

TABLE 3: TOTAL AVAILABLE COM	PARISON GC	JODS EXPEN	DITUKE, BA	SE YEAR (20	17) 10 2037	(±m)
	2021	2021	2025	2030	2035	2040
	(incl SFT)					
Zone 1	£77.9	£57.1	£64.4	£74.9	£88.3	£105.0
Zone 2	£46.5	£34.1	£38.5	£44.7	£52.3	£61.6
Zone 3	£34.2	£25.1	£28.0	£32.1	£37.0	£43.0
Zone 4	£62.2	£45.5	£50.8	£58.4	£67.7	£79.4
Zone 5	£66.3	£48.6	£54.5	£62.7	£72.6	£84.8
Zone 6	£56.8	£41.6	£46.4	£53.2	£61.6	£71.7
Zone 7	£56.4	£41.3	£46.7	£54.2	£63.7	£75.4
Zone 8	£59.8	£43.8	£49.2	£56.6	£65.5	£76.7
Zone 9	£39.6	£29.0	£31.8	£36.3	£42.0	£48.9
Zone 10	£50.7	£37.2	£41.6	£48.0	£56.2	£66.5
STUDY AREA AVERAGE:	£550.5	£403.3	£452.1	£520.9	£606.8	£713.0
Dover DC Area (Zones 1-8)	£460.2	£337.1	£378.6	£436.7	£508.6	£597.6

GROWTH 2021 to 2040:

%	2021-40
83.9%	£47.9
80.8%	£27.5
71.3%	£17.9
74.3%	£33.8
74.5%	£36.2
72.5%	£30.1
82.7%	£34.1
75.0%	£32.9
68.7%	£19.9
78.8%	£29.3
76.8%	£309.7
77.3%	£260.5



Appendix 6: Comparison Goods Market Shares (including SFT)



ALL COMPARISON GOODS - 2021 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2017 Household Survey TABLE 1:

ASH CAPELLE-FERNE ONN ONN ONN ONN ONN ONN ONN ONN ONN ON		Based Un 2017 Produceriola Survey	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA	TOTAL STUDY
Table													(Zones 1-8)	AREA
De Bradel Wind Fougre Outlet 20%														
Segon Control Center Control Ce	Town Centre													
Special Spec	Edge of Contro													
DATE	Euge-or Centre													
March Marc														
SECULAL ETHEL ELIMA SERVICE CENTRE) 1001 178 1078 1078 1078 1078 1078 1078 1														.
Name	Town Centre	DEAL	0.7%	0.5%	10.5%	21.4%	37.5%	8.5%	1.2%	2.2%	0.2%	0.0%	10.7%	9.0%
Name	SANDWICH TOW	(N CENTRE (RURAL SERVICE CENTRE)												.
RSCATESHAM COAN CO			0.0%	1.7%	0.0%	0.4%	0.5%	6.4%	1.2%	0.5%	0.2%	0.0%	1.3%	1.1%
RSCATESHAM COAN CO														.
CAPT	AYLESHAM (RUR													
ASH CAPELLE-FERNE ONN ONN ONN ONN ONN ONN ONN ONN ONN ON		RSC-AYLESHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.3%	0.2%
CAPELLIFERNE EASTRY ON'S ON'S ON'S ON'S ON'S ON'S ON'S ON'S	LOCAL CENTRES													.
EASTRY O.0%		ASH	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.7%	0.0%	0.2%	0.1%	0.2%	0.2%
SHEPHERDSVELL O.0														
MINGHAM														
VILLAGES & HAMLETS ALICHAM OUT-OF-CENTRE Dover Granville St (Carpetright/Halifords) OUT-OF-CENTRE Dover Granville St (Carpetright/Halifords) BQ, (noneywood Parkway, Whitfield AJ 47 47 38 58 47 10 58 11 11 11 11 11 11 11 11 11 11 11 11 11														
AkithAM		Subtot	dl 0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.9%	0.1%	0.2%	0.1%	0.3%	0.3%
AkithAM	VILLAGES & HAN	ILETS												.
Down			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Down														
B.B.C. Index-yound Parkway, Whitfield 3.4% 4.2% 3.8% 3.4% 1.9% 1.9% 1.9% 1.9% 0.4% 0.3% 3.1% 2.9% 1.9% 1.9% 1.9% 1.9% 1.9% 1.9% 1.9% 1.9% 0.0%														.
Homebase, Dover Business Park, Whitfield 0.6% 1.0% 1.0% 0.7% 0.0% 0.0% 0.1% 0.0% 0.1% 0.0%	Dover													
Screwling Dover Business Park, Whitfield, Dover 0.1% 0.0% 0.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.1% 0.1% 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.1% 0.1% 0.1% 0.1% 0.0%														
Jewson, Coombe Valley Road, Dover 10% and Soft														
Honeywood Retail Park (BaM, Bensons for Peds, Pets @ Home), Whitfield 18% 0.0% 0.5% 0.0%														
White Cliffs Business Park (Tesco Extra, Travis Perkins, Bulldbase), Whitfield 18% 6.0% 6.5% 4.4% 1.1% 5.5% 1.0% 8.3% 0.2% 0.0% 0.0% 0.0% 0.2% 0.0% 0.0% 0.2% 0.0% 0.0														
Whitfield-Other 0.0% 0.3% 2.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.2% 0.2% 0.2% 0.2% 0.2% 0.0														
Deal Out-of-centre O.0%														
Malmer Down		Subtot	al 7.7%	12.3%	15.8%	8.9%	4.0%	8.9%	2.8%	15.1%	0.7%	0.3%	8.9%	7.5%
Malmer Down	L .													
Subtotal 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.1% 0.0% 0.0	Deal													
DOVER DISTRICT COUNCIL AREA 39.9% 43.5% 37.5% 35.2% 45.1% 26.8% 10.6% 35.6% 2.1% 1.0% 34.4% 29.0% OTHER STORES OUTSIDE DOC AREA Ashford Ashford Designer Outlet 33.% 0.4% 0.5% 0.0% 0.3% 0.1% 0.1% 0.3% 0.4% 0.5% 0.0% 0.3% 0.4% 0.5% 0.0% 0.3% 0.4% 0.5% 0.0% 0.3% 0.4% 0.5% 0.0% 0.3% 0.4% 0.5% 0.0% 0.3% 0.4% 0.5% 0.0% 0.3% 0.4% 0.5% 0.0% 0.3% 0.4% 0.5% 0.0% 0.3% 0.4% 0.5% 0.0% 0.3% 0.4% 0.5% 0.0% 0.5% 0.0% 0.5% 0.0% 0.5% 0.0% 0.3% 0.4% 0.5% 0.0% 0.5% 0.0% 0.5% 0.0% 0.5% 0.0% 0.5% 0.5														
OTHER STORES OUTSIDE DDC AREA Ashford Ashford Ashford Designer Outlet Ashford Ashford Ashford Designer Outlet 3.3 % 0.4% 0.5% 0.0% 0.1% 0.1% 0.0% 0.8% 0.3% 0.4% 0.2% 3.5% 0.7% 1.0% 0.8% 0.3% 0.4% 0.2% 0.3% 0.8% 0.8% 0.3% 0.8% 0.8% 0.3% 0.8% 0.8% 0.3% 0.8% 0.8% 0.3% 0.8% 0.8% 0.3% 0.8% 0.8% 0.3% 0.8% 0.8% 0.3% 0.8% 0.3% 0.8% 0.8% 0.3% 0.8% 0.8% 0.3% 0.8% 0.8% 0.8% 0.3% 0.8% 0.8% 0.8% 0.8% 0.8% 0.8% 0.8% 0.8														
Ashford Ashford Lesigner Outlet Westwood Ashford Lesigner Outlet Westwood Ashford Lesigner Outlet Lesigner Out	DOVER DISTRIC	T COUNCIL AREA	39.9%	43.5%	37.5%	35.2%	45.1%	26.8%	10.6%	35.6%	2.1%	1.0%	34.4%	29.0%
Ashford Ashford Lesigner Outlet Westwood Ashford Lesigner Outlet Westwood Ashford Lesigner Outlet Lesigner Out	OTHER STORES	OUTSIDE DDC ADEA												
Ashford- Ashford Designer Outlet Ashford- Ashford Designer Outlet Ashford- Ashford Designer Outlet 4.5% 3.0% 8.3% 24.5% 14.1% 28.2% 8.8% 4.2% 0.8% 0.3% 12.1% 10.2% Canterbury 11.7% 19.4% 24.3% 12.8% 0.3% 11.5% 0.2% 1.6% 15.3% 54.3% 30.5% 86.1% 16.5% 12.1% 10.2% Folkestone 8.8% 6.2% 2.8% 0.3% 1.1% 0.2% 1.0% 0.3% 0.0% 0.1% 46.0% 22.3% 6.9% Margate 0.2% 1.1% 0.1% 0.2% 0.5% 1.6% 0.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0	OTHER STORES		2.49/	1.00	0.60	0.20/	0.39/	0.19/	0.20/	0.49/	0.20/	2 50/	0.70/	100
Westwood 4.5% 3.0% 8.3% 2.4.5% 14.1% 28.2% 8.8% 4.2% 0.8% 0.3% 12.1% 10.2% Canterbury 11.7% 19.4% 24.3% 12.6% 9.1% 15.3% 5.0% 66.1% 16.5% 21.3% 24.0% Folkestone 8.8% 4.2% 0.2% 1.0% 0.3% 1.1% 0.2% 1.0% 3.3% 0.0%														
Canterbury Folkestone 11.7% 19.4% 24.3% 12.5% 9.1% 15.3% 54.3% 30.5% 66.1% 16.5% 21.3% 24.0% Folkestone 8.8% 6.2% 2.8% 0.3% 1.1% 0.2% 1.5% 0.2% 0.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0														
Folkestone 8.8% 6.2% 2.8% 0.3% 1.1% 0.2% 1.0% 3.3% 0.1% 46.0% 3.2% 6.5% Margate 0.2% 1.1% 0.1% 0.2% 0.5% 1.6% 0.3% 0.0% 0.0% 0.0% 0.5% 0.4% 0.4% 0.5% 0.4% 0.4% 0.5% 0.5% 0.4% 0.4% 0.5% 0.5% 0.4% 0.5% 0.5% 0.4% 0.5% 0.5% 0.4% 0.5% 0.5% 0.5% 0.4% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5% 0.5														
RAMSgate 0.0% 0.0% 0.5% 0.0% 0.0% 0.7% 1.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0				6.2%										
ALL OTHER CENTRES / STORES: 0.7% 2.6% 1.6% 2.2% 0.8% 1.6% 1.1% 0.8% 6.2% 4.7% 1.4% 2.0% All other Centres / stores 31.8% 33.6% 38.8% 40.1% 26.0% 47.7% 66.8% 40.5% 74.0% 71.4% 40.1% 45.5% SPECIAL FORMS OF TRADING/INTERNET SHOPPING: 28.5% 22.8% 23.7% 24.8% 28.9% 25.5% 22.6% 23.9% 23.9% 27.7% 25.4% 25.5%		Margate	0.2%	1.1%	0.1%	0.2%	0.5%	1.6%	0.3%	0.0%	0.0%	0.0%	0.5%	0.4%
All other Centres / stores 31.6% 33.6% 38.8% 40.1% 28.0% 47.7% 66.8% 40.5% 74.0% 71.4% 40.1% 45.5% SPECIAL FORMS OF TRADING/ INTERNET SHOPPING: 28.5% 22.8% 23.7% 24.8% 28.9% 25.5% 22.6% 23.9% 23.9% 27.7% 25.4% 25.5%		Ramsgate	0.0%	0.0%	0.5%	0.0%	0.0%	0.7%	1.0%	0.0%	0.0%	0.0%	0.2%	0.2%
All other Centres / stores 31.6% 33.6% 38.8% 40.1% 28.0% 47.7% 66.8% 40.5% 74.0% 71.4% 40.1% 45.5% SPECIAL FORMS OF TRADING/ INTERNET SHOPPING: 28.5% 22.8% 23.7% 24.8% 28.9% 25.5% 22.6% 23.9% 23.9% 27.7% 25.4% 25.5%														.
All other Centres / stores 31.6% 33.6% 38.8% 40.1% 28.0% 47.7% 66.8% 40.5% 74.0% 71.4% 40.1% 45.5% SPECIAL FORMS OF TRADING/ INTERNET SHOPPING: 28.5% 22.8% 23.7% 24.8% 28.9% 25.5% 22.6% 23.9% 23.9% 27.7% 25.4% 25.5%		ALL OTHER CENTRES / STORES	0.79/	2.60	1.60	2.20/	0.00/	1.69/	1 10/	0.89/	6.20/	4 70/	4.40/	
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING: 28.5% 22.8% 23.7% 24.8% 28.9% 25.5% 22.6% 23.9% 27.7% 25.4% 25.5%		ALL OTHER CERTILES / STORES.	0.7%	2.0%	1.0%	2.2%	U.0%	1.0%	1.1%	0.6%	0.2%	4.7%	1.4%	2.0%
	All other Centre	es / stores	31.6%	33.6%	38.8%	40.1%	26.0%	47.7%	66.8%	40.5%	74.0%	71.4%	40.1%	45.5%
	SPECIAL FORMS	S OF TRADING/ INTERNET SHOPPING:	28.5%	22.8%	23.7%	24.8%	28.9%	25.5%	22.6%	23.9%	23.9%	27.7%	25.4%	25.5%
TOTAL 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%														
	TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 2: CLOTHING & FOOTWEAR - 2017 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTAL STUDY AREA
	ARY REGIONAL CENTRE)												
Town Centre		10.6%	12.6%	8.6%	0.7%	1.3%	0.9%	2.0%	8.5%	0.0%	0.6%	5.6%	4.7%
	De Bradlei Wharf Designer Outlet	0.0%	0.0%	0.7%	0.0%	0.0%	0.5%	0.0%	0.7%	0.7%	0.0%	0.2%	0.2%
Edge-of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Subtotal	10.6%	12.6%	9.3%	0.7%	1.3%	1.4%	2.0%	9.2%	0.7%	0.6%	5.8%	4.9%
DEAL (DISTRICT O	CENTRE)												
Town Centre		0.0%	0.5%	6.0%	4.9%	23.4%	2.9%	0.0%	3.1%	0.0%	0.0%	5.4%	4.5%
	/N CENTRE (RURAL SERVICE CENTRE)												
Town Centre	SANDWICH	0.0%	0.0%	0.0%	1.1%	0.5%	3.8%	0.0%	0.0%	0.0%	0.0%	0.7%	0.6%
AYLESHAM (RUR	AL SERVICE CENTRE)												
	RSC-AYLESHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRES													
	ASH CASE US SERVIS	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	CAPEL-LE-FERNE EASTRY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	SHEPHERDSWELL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%
	WINGHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
VILLAGES & HAN													
	ALKHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTR	E												
Dover	Dover, Granville St (Carpetright/Halfords)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
2010.	B&Q, Honeywood Parkway, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Homebase, Dover Business Park, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
	Screwfix, Dover Business Park, Whitfield, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Jewson, Coombe Valley Road, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield Whitfield-Other	0.0%	0.6%	0.0%	0.0%	0.5%	0.0%	1.3%	3.2% 0.0%	0.0%	0.0%	0.7% 0.0%	0.6% 0.0%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	1.3%	3.2%	0.0%	0.0%		0.6%
												-	
Deal	Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Walmer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DOLUTE DISTRIC	T COLUMN A REA												
DOVEK DISTRIC	T COUNCIL AREA	10.6%	13.6%	15.4%	6.7%	25.8%	8.7%	3.3%	15.5%	0.7%	0.6%	12.6%	10.6%
OTHER STORES	OUTSIDE DDC AREA												
	Ashford	3.8%	1.9%	0.7%	0.7%	1.3%	0.6%	0.6%	0.0%	0.0%	6.8%	1.4%	1.8%
	Ashford- Ashford Designer Outlet	10.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	2.7%	1.3%	2.2%	2.2%
	Westwood	6.3%	4.5%	16.1%	50.3%	32.2%	41.0%	8.2%	8.2%	1.5%	1.3%	21.2%	18.0%
	Canterbury	18.3%	40.6%	50.8%	23.2%	18.7%	24.8%	70.6%	52.3%	66.1%	34.3%	34.9%	36.9%
	Folkestone	22.5%	13.0%	2.1%	1.0%	1.0%	0.0%	0.6%	3.3%	0.0%	38.2%	6.3%	8.9%
	Margate Ramsgate	0.5%	4.1% 0.0%	0.0%	0.7%	0.0%	2.5% 1.2%	0.0%	0.0%	0.0%	0.0%	0.9% 0.1%	0.8% 0.1%
	паптавате	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	U.1%	U. 176
	ALL OTHER CENTRES / STORES:	0.4%	1.9%	0.7%	4.3%	0.7%	0.6%	1.3%	0.6%	5.2%	1.2%	1.3%	1.6%
All other Centre	es / stores	62.8%	66.7%	70.5%	80.2%	53.9%	70.7%	81.5%	66.8%	75.5%	83.1%	68.4%	70.3%
SPECIAL FORMS	S OF TRADING/ INTERNET SHOPPING:	26.6%	19.7%	14.2%	13.2%	20.3%	20.6%	15.3%	17.7%	23.9%	16.3%	19.1%	19.1%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 3: RECORDING MEDIA - 2017 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Section Sect			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTAL STUDY AREA
De Bodde Niver for Designer Contret Contret Sabtotal 1976	DOVER (SECOND	DARY REGIONAL CENTRE)												AITEN
Septemble Sept	Town Centre		5.8%	16.2%	6.0%	2.4%	0.0%	1.6%	0.0%	7.8%	0.0%	0.0%	4.6%	3.9%
Spin Classified Certified Spin Classified Spin Classified Certified Spin Classified Spin Classified Spin Classified Certified Spin Classified Spin C		De Bradlei Wharf Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Margin M	Edge-of Centre													
Transfer Total Sept Se		Subtotal	5.8%	16.2%	6.0%	2.4%	0.0%	1.6%	0.0%	7.8%	0.0%	0.0%	4.6%	3.9%
Transfer Total Sept Se	DEAL (DISTRICT	CENTRE)												
SMOUNCH TOWN CENTRE (BUBAL SERVICE CENTRE) TOWN CENTRE (BUBAL SERVICE CENTRE) RSC.ANT.ESMAM 80% 80% 80% 80% 80% 80% 80% 80% 80% 80%			0.0%	0.0%	1 200	E E94	22.4%	1.0%	0.0%	0.0%	0.0%	0.0%	4 704	4.0%
Table Man	Town dentile	DEAL	0.076	0.070	1.270	3.370	23.470	1.070	0.070	0.070	0.070	0.070	4.7.70	4.070
NECANTESMAM (BURAL SERVICE CENTES) RECANTESMAM (BURAL SERVICE CENTES) RECANTESMAM (BURAL SERVICE CENTES) RECANTESMAM (BURAL SERVICE CENTES) ASH CAPELLE-FERRY CON	SANDWICH TOW	VN CENTRE (RURAL SERVICE CENTRE)												
SCALESHAM SOB	Town Centre	SANDWICH	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
SCALESHAM SOB														
CALCHATERS	AYLESHAM (RUF													
ASH CAPELLE FERNE		RSC-AYLESHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
ASH CAPELLE FERNE	LOCAL CENTRES													
CAPELLEFENE 0.0%	LOCAL CENTRES	нга	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.000
EATRY 00% 00% 00% 00% 00% 00% 00% 00% 00% 0														
Separation Separation Separation Subtotal Sub														
MINGHAM														
Subtotal O.Ph O.P														
ALKHAM			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
ALKHAM														
OUT-OF-CENTE Dover Dover Caraville St (Carpetright/Halfords) 0.0% 0	VILLAGES & HAN													
Dover, Grammile St (CarpertightHalfords) Down Own O		ALKHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dover, Grammile St (CarpertightHalfords) Down Own O														
B&Q, Indrewwood Parkway, Whitfield														
Homebase, Dover Business Park, Whitfield 0.0%	Dover													
Screwish, Dover Business Park, Whitfield, Dover 0.0%														
All Other Courts Alley Road, Dover 10% 1													: :	
Honeywood Retail Park (B&M, Bensons for Beds, Pet's (Phome), Whitfield 10% 00% 00% 15% 10% 00%														
White Cliffs business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield 4.2% 3.2% 3.5% 0.9% 7.3% 2.9% 8.1% 0.0% 0.0% 4.0% 4.2% 2.2% 5.2% 0.9%														
Main														
Deal Qut-of-centre														
Malmer			4.2%	3.2%		9.3%	1.9%	7.3%	2.9%	9.1%	0.0%	0.0%	5.4%	
Malmer														
Subtotal 0.0% 0.0	Deal	Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DOVER DISTRICT COUNCIL AREA 10.0% 20.3% 13.3% 17.2% 25.4% 12.3% 2.9% 16.8% 0.0% 0.0% 14.9% 12.7% OTHER STORES OUTSIDE DDC AREA Ashford Ashford-Ashford Designer Outlet 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%														
## OTHER STORES OUTSIDE DDC AREA Ashford Ashford Designer Outlet 0.0% 3.7% 0.0		Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
## OTHER STORES OUTSIDE DDC AREA Ashford Ashford Designer Outlet 0.0% 3.7% 0.0	DOVED DISTRIC	T COUNCIL AREA	40.007	20.20	40.00	47.00	DE 401	10.00	2.00	46.00	0.007	0.007	14.00/	40.70
Ashford Ashford Ashford Designer Outlet 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	DOVER DISTRIC	COUNCIL AILLA	10.0%	20.3%	13.3%	17.2%	20.476	12.3%	2.9%	10.6%	0.0%	0.0%	14.9%	12.7%
Ashford Ashford Ashford Designer Outlet 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	OTHER STORES	OUTSIDE DDC AREA												
Ashford-Ashford Designer Outlet 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0			0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%
Westwood 9.4% 0.9% 7.4% 11.2% 5.4% 14.7% 2.9% 0.0% 0.0% 6.9% 5.9% Canterbury 6.1% 12.5% 5.7% 0.8% 3.4% 16.9% 39.4% 10.8% 37.3% 11.2% 11.2% Folkestone 10.2% 3.7% 0.0% 0.9% 0.0% 0.0% 1.3% 1.7% 0.0% 2.7% 2.4% Margate 13.3% 0.0%														
Folkestone 10.2% 3.7% 0.0% 0.8% 0.0% 1.3% 1.7% 0.0% 27.3% 2.7% 4.4% Margate 11.3% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0													: :	
Margate 13% 0.0% 0.0% 0.0% 0.0% 3.4% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0		Canterbury	6.1%	12.5%	5.7%	0.8%	3.4%	16.9%	39.4%	10.6%	37.3%	13.7%	11.2%	13.2%
Ramsgate 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0		Folkestone	10.2%	3.7%	0.0%	0.8%	0.0%	0.0%	1.3%	1.7%	0.0%	27.3%	2.7%	4.4%
ALI OTHER CENTRES / STORES: 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.4% 1.1% 0.0% 1.5% 0.4% 0.5% All other Centres / stores 26.9% 20.9% 13.1% 12.7% 8.7% 35.9% 52.4% 13.4% 37.3% 42.5% 23.0% 25.5% SPECIAL FORMS OF TRADING/INTERNET SHOPPING: 63.1% 58.8% 73.5% 70.0% 65.9% 51.8% 44.7% 69.7% 62.7% 57.5% 62.1% 61.8%														
All other Centres / stores 26.9% 20.9% 13.1% 12.7% 8.7% 35.9% 52.4% 13.4% 37.3% 42.5% 23.0% 25.5% SPECIAL FORMS OF TRADING/ INTERNET SHOPPING: 63.1% 58.8% 73.5% 70.0% 65.9% 51.8% 44.7% 69.7% 62.7% 57.5% 62.1% 61.8%		Ramsgate	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.5%	0.0%	0.0%	0.0%	0.8%	0.7%
All other Centres / stores 26.9% 20.9% 13.1% 12.7% 8.7% 35.9% 52.4% 13.4% 37.3% 42.5% 23.0% 25.5% SPECIAL FORMS OF TRADING/ INTERNET SHOPPING: 63.1% 58.8% 73.5% 70.0% 65.9% 51.8% 44.7% 69.7% 62.7% 57.5% 62.1% 61.8%														
All other Centres / stores 26.9% 20.9% 13.1% 12.7% 8.7% 35.9% 52.4% 13.4% 37.3% 42.5% 23.0% 25.5% SPECIAL FORMS OF TRADING/ INTERNET SHOPPING: 63.1% 58.8% 73.5% 70.0% 65.9% 51.8% 44.7% 69.7% 62.7% 57.5% 62.1% 61.8%		ALL OTHER CENTRES / STORES.		0.07	0.07	0.0	0.0	0.0	0.47	4 4 ***	0.5			
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING: 63.1% 58.8% 73.5% 70.0% 65.9% 51.8% 44.7% 69.7% 62.7% 57.5% 62.1% 61.8%		ALL OTHER CENTRES / STUKES:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	1.1%	0.0%	1.5%	0.4%	0.5%
SPECIAL FORMS OF TRADING/ INTERNET SHOPPING: 63.1% 58.8% 73.5% 70.0% 65.9% 51.8% 44.7% 69.7% 62.7% 57.5% 62.1% 61.8%	All other Centre	es / stores	26.9%	20.9%	13.1%	12.7%	8.7%	35.9%	52.4%	13,4%	37.3%	42.5%	23 0%	25.5%
			20.070	20.070	/0	70	270	22.270	22.770		2370	.2.070		22.570
TOTAL 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%	SPECIAL FORM	S OF TRADING/ INTERNET SHOPPING:	63.1%	58.8%	73.5%	70.0%	65.9%	51.8%	44.7%	69.7%	62.7%	57.5%	62.1%	61.8%
	TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



AUDIO VISUAL, PHOTOGRAPHIC & COMPUTER ITEMS - 2017 MARKET SHARE ANALYSIS (%) Including Internet Shopping and other Special Forms of Trading Based on 2017 Household Survey TABLE 4:

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTAL STUDY AREA
	ARY REGIONAL CENTRE)												
Town Centre		18.2%	22.3%	2.3%	12.7%	2.8%	0.0%	0.0%	8.5%	1.3%	0.0%	8.4%	7.2%
Ed	De Bradlei Wharf Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge-of Centre		0.0% ototal 18.2%	0.0%	0.0% 2.3%	0.0% 12.7%	0.0%	0.0%	0.0%	0.0% 8.5%	0.0%	0.0%	0.0% 8.4%	0.0% 7.2%
		10.27	EE.070	2.070	12.170	2.070	0.070	0.070	0.070	1.070	0.070	0.470	7.270
DEAL (DISTRICT O	CENTRE)												
Town Centre	DEAL	0.0%	0.6%	3.8%	3.1%	18.8%	4.1%	0.7%	0.0%	0.0%	0.0%	4.3%	3.6%
SANDWICH TOW	(N CENTRE (RURAL SERVICE CENTRE)												
Town Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.5%	0.0%	0.0%	0.0%	0.4%	0.3%
AYLESHAM (RUR	AL SERVICE CENTRE)												
	RSC-AYLESHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRES													
	ASH	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.7%	0.0%	0.2%	0.3%
	CAPEL-LE-FERNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	EASTRY SHEPHERDSWELL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	WINGHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%
		ototal 0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.7%	0.0%	0.2%	0.3%
VILLAGES & HAN													
	ALKHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTR	F												
Dover	Dover, Granville St (Carpetright/Halfords)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	B&Q, Honeywood Parkway, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%	0.1%
	Homebase, Dover Business Park, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Screwfix, Dover Business Park, Whitfield, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Jewson, Coombe Valley Road, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield	0.0%	0.0%	1.5% 6.1%	0.0% 6.9%	0.0%	0.0% 6.5%	0.0%	0.0%	0.0%	0.0%	0.1% 5.0%	0.1% 4.3%
	Whitfield-Other	4.3%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		ototal 4.3%	3.8%	7.6%	6.9%	1.9%	6.5%	1.5%	10.0%	1.3%	0.0%	5.2%	4.4%
Deal	Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Walmer	0.0% ototal 0.0%	0.0%	0.0%	0.6%	0.0%	0.6%	0.0%	0.7%	0.0%	0.0%	0.2% 0.2%	0.2%
	300	total 0.0%	0.0%	0.0%	0.076	0.076	0.076	0.0%	0.776	0.0%	0.0%	0.276	0.276
DOVER DISTRIC	T COUNCIL AREA	22.4%	26.7%	13.7%	23.4%	23.4%	13.6%	4.7%	19.1%	3.3%	0.0%	18.8%	16.1%
OTHER STORES	OUTSIDE DDC AREA												
	Ashford Ashford-Ashford Designer Outlet	0.0%	2.3%	1.5%	0.0%	0.0%	0.0%	0.0%	0.8%	1.3%	5.7%	0.4%	0.9%
	Westwood	0.0% 4.5%	0.0%	0.0% 9.7%	0.0% 19.3%	0.7% 13.9%	0.6% 27.8%	0.0% 7.5%	2.2% 5.1%	0.0%	0.0%	0.5% 11.5%	0.4% 9.8%
	Canterbury	5.2%	9.7%	7.8%	13.8%	7.9%	6.2%	44.3%	19.5%	57.8%	1.7%	14.1%	16.2%
	Folkestone	5.4%	7.9%	9.5%	0.0%	0.0%	0.6%	0.7%	5.4%	0.0%	49.6%	3.2%	6.8%
	Margate	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	1.5%	0.0%	0.0%	0.0%	0.6%	0.5%
	Ramsgate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.3%	0.3%
													ļ
	ALL OTHER CENTRES / STORES:	3.7%	0.0%	3.1%	0.6%	0.0%	0.6%	4.0%	0.7%	4.1%	4.6%	1.6%	2.0%
All other Centre	es / stores	18.9%	21.0%	31.7%	33.8%	22.5%	38.8%	60.8%	33.6%	63.2%	61.6%	32.2%	36.9%
SPECIAL FORMS	S OF TRADING/ INTERNET SHOPPING:	58.7%	52.3%	54.7%	42.9%	54.1%	47.6%	34.5%	47.3%	33.4%	38.4%	49.1%	47.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 5: BOOKS, STATIONERY & DRAWING MATERIALS - 2017 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTAL STUDY AREA
	ARY REGIONAL CENTRE)												
Town Centre		63.8%	49.3%	29.6%	0.0%	0.8%	1.1%	0.0%	21.9%	1.3%	1.6%	20.1%	16.8%
L	De Bradlei Wharf Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge-of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Subtotal	63.8%	49.3%	29.6%	0.0%	0.8%	1.1%	0.0%	21.9%	1.3%	1.6%	20.1%	16.8%
DEAL (DISTRICT O	CENTRE)												
Town Centre		0.0%	0.0%	8.8%	30.7%	51.3%	16.8%	1.5%	0.0%	0.0%	0.0%	14.4%	11.9%
	(N CENTRE (RURAL SERVICE CENTRE)												
Town Centre	SANDWICH	0.0%	5.0%	0.0%	0.0%	0.6%	11.2%	2.6%	0.9%	0.0%	0.0%	2.5%	2.0%
AYLESHAM (RUR	AL SERVICE CENTRE)												
(RSC-AYLESHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.3%	0.3%
LOCAL CENTRES													
	ASH CARE LE FERME	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	CAPEL-LE-FERNE EASTRY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	SHEPHERDSWELL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%
	WINGHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
VILLAGES & HAN	NLETS												
	ALKHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTR	r												
Dover	Dover, Granville St (Carpetright/Halfords)	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Dover	B&Q, Honeywood Parkway, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	Homebase, Dover Business Park, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		0.0%
	Screwfix, Dover Business Park, Whitfield, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Jewson, Coombe Valley Road, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield	0.7%	2.4%	2.3%	2.0%	0.0%	0.8%	1.0%	9.5%	0.0%	0.0%	2.4%	1.9%
	Whitfield-Other Subtotal	0.0%	0.0% 2.4%	3.8%	2.0%	0.0%	0.0%	0.0%	0.0% 9.5%	0.0%	0.0%	0.0% 2.6%	0.0% 2.1%
	Subtotal	1.3%	2.4%	3.8%	2.0%	0.0%	0.8%	1.0%	9.5%	0.0%	0.0%	2.6%	2.1%
Deal	Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Jou.	Walmer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
DOVER DISTRIC	T COUNCIL AREA	65.1%	56.7%	42.1%	32.7%	52.7%	29.9%	7.6%	32.3%	1.3%	1.6%	39.9%	33.1%
OTUES 670	OUTSIDE DOG ADEA												
OTHER STORES	OUTSIDE DDC AREA Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.5%
	Ashford- Ashford Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
	Westwood	0.0%	1.6%	1.7%	10.9%	4.3%	19.1%	2.0%	1.7%	0.0%	0.0%	5.3%	4.4%
	Canterbury	5.3%	10.4%	8.8%	8.7%	0.8%	10.3%	47.7%	13.5%	53.7%	13.1%	13.0%	16.3%
	Folkestone	0.7%	2.3%	0.0%	0.0%	0.0%	0.0%	2.3%	3.6%	0.0%	31.4%	1.1%	4.0%
	Margate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Ramsgate	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	ALL OTHER CENTRES / STORES:	0.0%	2.3%	2.7%	2.7%	0.0%	0.0%	0.8%	1.7%	0.0%	8.6%	1.1%	1.8%
								2.570					570
All other Centre	es / stores	6.1%	16.8%	13.2%	22.3%	5.8%	30.2%	52.9%	20.4%	53.7%	58.3%	20.8%	27.1%
SPECIAL FORMS	S OF TRADING/ INTERNET SHOPPING:	28.8%	26.5%	44.6%	45.0%	41.5%	39.9%	39.5%	47.3%	45.0%	40.1%	39.3%	39.8%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 6: PET PRODUCTS, HOBBY ITEMS, SPORTSWEAR, CAMPING, CYCLING & MUSICAL INSTRUMENTS - 2017 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

	Based on 2017 Household Survey												TOTAL
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	STUDY AREA
DOVER (SECOND	ARY REGIONAL CENTRE)												.
Town Centre	DOVER	39.0%	43.3%	8.3%	4.3%	8.4%	2.1%	2.0%	17.2%	1.8%	0.0%	16.0%	13.5%
	De Bradlei Wharf Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge-of Centre		0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
	Subtotal	39.9%	43.3%	8.3%	4.3%	8.4%	2.1%	2.0%	17.2%	1.8%	0.0%	16.1%	13.6%
DEAL (DISTRICT O													
Town Centre	DEAL	4.4%	0.0%	10.0%	14.9%	37.7%	2.2%	2.6%	0.0%	0.0%	0.0%	9.1%	7.6%
CANDWICH TOW	N CENTRE (RURAL SERVICE CENTRE)												. 1
Town Centre		0.0%	5.9%	0.0%	0.0%	0.0%	3.4%	1.7%	0.0%	0.0%	0.0%	1.3%	1.1%
TOWN OCHUC	SANDWICH	0.070	3.570	0.070	0.070	0.070	3.470	1.770	0.070	0.070	0.070	1.570	. 1.170
AYLESHAM (RUR	AL SERVICE CENTRE)												.
(RSC-AYLESHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRES													. 1
	ASH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%
	CAPEL-LE-FERNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	EASTRY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	SHEPHERDSWELL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	WINGHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%
VILLAGES & HAN													.
	ALKHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	_												.
OUT-OF-CENTR		2.0%	0.0%										
Dover	Dover, Granville St (Carpetright/Halfords)			0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%
	B&Q, Honeywood Parkway, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Homebase, Dover Business Park, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Screwfix, Dover Business Park, Whitfield, Dover Jewson, Coombe Valley Road, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield	5.0%	2.8%	6.1%	1.5%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	1.9%	1.6%
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield	5.2%	2.0%	10.6%	13.0%	0.0%	7.3%	1.1%	12.9%	0.0%	0.0%	6.4%	5.4%
	Whitfield-Other	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	Subtotal	12.3%	5.5%	18.2%	14.5%	1.8%	7.3%	1.1%	14.5%	0.0%	0.0%	9.0%	7.5%
	300000	12.070	0.070	10.270	14.070	1.070	7.070	1.170	14.070	0.070	0.070	0.070	
Deal	Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Walmer	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	
													-
DOVER DISTRIC	T COUNCIL AREA	56.5%	54.8%	36.5%	33.7%	48.7%	15.0%	7.3%	31.7%	2.8%	0.0%	35.6%	30.0%
OTHER STORES	OUTSIDE DDC AREA												.
	Ashford	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.2%	0.5%	0.5%
	Ashford- Ashford Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Westwood	4.7%	5.6%	8.8%	28.8%	11.0%	30.5%	10.1%	2.2%	1.8%	0.0%	12.7%	10.8%
	Canterbury	4.5%	12.1%	13.8%	3.5%	0.8%	10.6%	52.6%	29.6%	45.5%	3.6%	16.1%	17.0%
	Folkestone	1.2%	0.0%	0.9%	0.0%	3.3%	0.0%	1.7%	2.9%	0.0%	50.5%	1.3%	5.8%
	Margate	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%
	Ramsgate	0.0%	0.0%	3.3%	0.0%	0.0%	0.9%	1.7%	0.0%	0.0%	0.0%	0.6%	0.5%
													.
	ALL OTHER CENTRES / STORES:	0.007	0.70	0.00*	0.02	0.00	0.40	0.00	0.00	10.227	0.70	0.000	
	ALL OTHER CENTRES / STURES:	0.0%	0.7%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	10.3%	2.7%	0.9%	1.7%
All other Centre	es / stores	12.5%	18.4%	26.7%	32.3%	15.1%	51.3%	66.0%	35.7%	57.5%	58.0%	32.4%	36.5%
other cantre	,	12.376	10.470	20.70	02.070	10.170	01.070	00.070	00.70	57.570	55.576	52.470	55.576
SPECIAL FORMS	S OF TRADING/ INTERNET SHOPPING:	31.0%	26.9%	36.8%	34.1%	36.3%	33.8%	26.7%	32.7%	39.7%	42.0%	32.0%	33.5%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
			•	•	•		•						



TABLE 7: FURNITURE, CARPETS, OTHER FLOOR COVERINGS AND HOUSEHOLD TEXTILES - 2017 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTAL STUDY AREA
	ARY REGIONAL CENTRE)												
Town Centre		28.2%	23.8%	11.1%	2.3%	4.4%	0.7%	1.3%	18.6%	0.0%	0.0%	11.5%	9.5%
l	De Bradlei Wharf Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.1%
Edge-of Centre	Subtotal	0.0% 28.2%	3.2% 27.0%	0.0%	2.3%	0.0% 4.4%	0.9%	0.0%	2.5%	0.0%	0.0%	0.7% 12.3%	0.6% 10.2%
	Subtotal	20.270	27.070	11.170	2.070	4.470	1.0%	1.070	21.170	1.070	0.070	12.070	10.270
DEAL (DISTRICT O													
Town Centre	DEAL	0.0%	0.6%	4.9%	33.7%	39.0%	9.2%	0.0%	2.8%	0.0%	0.0%	12.1%	10.0%
SANDWICH TOW	N CENTRE (RURAL SERVICE CENTRE)												
Town Centre		0.0%	0.0%	0.0%	1.4%	0.0%	7.0%	0.0%	3.6%	0.0%	0.0%	1.5%	1.3%
AYLESHAM (RUR	AL SERVICE CENTRE) RSC-AYLESHAM	0.00/	0.007	0.007	0.004	0.001	0.004	0.00/	0.004	0.00/	0.00/	0.00/	0.001
	RSC-ATLESTIANI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRES													
1	ASH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	CAPEL-LE-FERNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	EASTRY SHEPHERDSWELL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%
1	WINGHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.0%	0.0%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
VILLAGES & HAN													
	ALKHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTR	E												
Dover	Dover, Granville St (Carpetright/Halfords)	1.4%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.6%	0.5%
	B&Q, Honeywood Parkway, Whitfield	0.9%	6.7%	0.0%	0.9%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.0%	0.9%
	Homebase, Dover Business Park, Whitfield	3.1%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.5%
	Screwfix, Dover Business Park, Whitfield, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Jewson, Coombe Valley Road, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield	0.0%	0.0%	0.0% 3.4%	0.0%	0.0%	0.0%	1.0%	3.6% 1.1%	0.0%	0.0%	0.6% 0.8%	0.5% 0.7%
	Whitfield-Other	0.0%	2.6%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.7%
	Subtotal	6.2%	12.7%	14.0%	0.9%	0.8%	0.7%	2.1%	5.5%	0.0%	0.0%		3.8%
Deal	Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Walmer Subtotal	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1% 0.1%	0.1% 0.1%
	Subtotal	0.076	0.070	0.070	0.770	0.070	0.070	0.070	0.070	0.076	0.070	0.176	0.170
DOVER DISTRIC	T COUNCIL AREA	34.4%	40.3%	30.0%	39.0%	44.2%	18.5%	3.3%	33.0%	1.0%	0.0%	30.7%	25.4%
OTHER STORES	OUTSIDE DDC AREA Ashford	4.5%	0.0%	2.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	1.0%	1.2%
1	Ashford- Ashford Designer Outlet	4.5% 0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	Westwood	10.6%	5.1%	10.9%	19.6%	9.7%	38.2%	12.8%	10.2%	1.8%	0.0%	14.9%	12.4%
1	Canterbury	24.0%	10.7%	30.8%	8.5%	10.3%	18.8%	59.9%	36.3%	79.4%	25.4%	24.5%	28.9%
1	Folkestone	4.3%	7.4%	3.5%	0.0%	1.0%	0.0%	1.0%	3.6%	0.0%	26.8%	2.4%	4.6%
1	Margate	0.0%	0.0%	1.1%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%
1	Ramsgate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1													
1	ALL OTHER CENTRES / STORES:	0.0%	8.8%	5.6%	6.4%	0.0%	0.0%	0.0%	1.6%	5.8%	12.4%	2.4%	3.6%
All ather Co		43.4%	00.45	50.07	05.47	00.471	57.07	70.77	£4.7**	07.5	00	45	50.50
All other Centre	בי / זנוינים	43.4%	32.1%	53.9%	35.4%	22.4%	57.0%	73.7%	51.7%	87.0%	68.0%	45.6%	50.9%
SPECIAL FORMS	G OF TRADING/ INTERNET SHOPPING:	22.2%	27.7%	16.1%	25.6%	33.4%	24.5%	22.9%	15.3%	12.1%	32.0%	23.8%	23.6%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 8: DIY GOODS, DECORATING SUPPLIES AND GARDEN PRODUCTS - 2017 MARKET SHARE ANALYSIS (%)

Including Internet Shopping and other Special Forms of Trading

	Based Un 2017 Household Survey	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA	TOTAL STUDY
												(Zones 1-8)	AREA
	DARY REGIONAL CENTRE)												
Town Centre	DOVER De Bradlei Wharf Designer Outlet	3.2%	1.9%	1.7%	1.3%	3.9% 0.0%	4.8% 0.0%	0.0%	2.8%	0.0%	0.0%	2.5%	2.1%
Edge-of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Luge-or Genta	Subtota		1.9%	1.7%	1.3%	3.9%	4.8%	0.0%	2.8%	0.0%	0.0%	2.5%	2.1%
													$\overline{}$
DEAL (DISTRICT													. 1
Town Centre	DEAL	0.0%	0.0%	5.5%	9.9%	27.1%	1.7%	0.0%	0.6%	0.0%	0.0%	5.7%	4.7%
SANDWICH TOW	VN CENTRE (RURAL SERVICE CENTRE)												.
	SANDWICH	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.8%	0.0%	0.0%	0.0%	0.7%	0.6%
AYLESHAM (RUF	RAL SERVICE CENTRE) RSC-AYLESHAM	0.007	0.007	0.007	0.004	0.001	0.004	0.00/	0.00/	0.00/	0.00/	0.00/	
	RSC-ATLESHAW	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRES													.
	ASH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	CAPEL-LE-FERNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
1	EASTRY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	SHEPHERDSWELL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	WINGHAM	0.0% al 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	3001013	0.0%	0.0%	0.0%	0.076	0.076	0.076	0.0%	0.076	0.0%	0.0%	0.0%	0.0%
VILLAGES & HAN	MLETS												.
	ALKHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	0.1%
													.
OUT-OF-CENTR													
Dover	Dover, Granville St (Carpetright/Halfords)	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.5%	0.4%
	B&Q, Honeywood Parkway, Whitfield	75.8%	69.4%	56.4%	59.8%	37.5%	28.5%	21.2%	74.6%	5.8%	5.0%	52.2%	43.7%
	Homebase, Dover Business Park, Whitfield	5.5%	20.3%	13.3%	13.8%	11.8%	17.3%	1.5%	10.6%	2.2%	0.0%	11.3%	9.5% 1.6%
	Screwfix, Dover Business Park, Whitfield, Dover Jewson, Coombe Valley Road, Dover	2.0%	0.6%	10.4%	0.7%	0.8%	2.1% 4.9%	0.8%	0.6%	0.0%	0.0%	1.9% 1.3%	1.0%
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield	4.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.5%
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield	0.0%	2.9%	2.6%	3.1%	0.0%	3.8%	0.8%	0.8%	0.0%	0.0%	1.7%	1.4%
	Whitfield-Other	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2%	0.2%
	Subtota	92.8%	93.9%	82.6%	77.3%	50.9%	56.7%	24.3%	90.3%	8.0%	5.0%	69.7%	58.3%
D	Out of water												
Deal	Out-of-centre Walmer	0.0%	0.0%	0.0%	2.4%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6% 0.0%	0.5%
	Subtota		0.0%	0.0%	2.4%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.5%
DOVER DISTRIC	T COUNCIL AREA	95.9%	95.7%	89.8%	90.9%	83.9%	67.5%	25.1%	94.5%	8.0%	5.0%	79.4%	66.2%
OTHER STORES	OUTSIDE DDC AREA												. 1
O'HEK STOKES	Ashford	0.0%	0.0%	0.0%	1 1%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.2%	0.2%
	Ashford- Ashford Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.2%	0.2%
	Westwood	0.0%	0.0%	1.4%	4.4%	3.7%	17.9%	15.2%	0.0%	0.0%	0.0%	5.7%	4.7%
	Canterbury	2.0%	0.0%	8.1%	0.7%	1.5%	4.5%	49.2%	2.1%	89.7%	7.1%	8.9%	15.9%
1	Folkestone	2.0%	1.8%	0.8%	0.0%	1.2%	1.6%	0.0%	2.6%	0.0%	86.5%	1.3%	9.0%
	Margate	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	1.7%	0.0%	0.0%	0.0%	1.0%	0.8%
	Ramsgate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
													.
	ALL OTHER CENTRES / STORES:	0.0%	0.0%	0.0%	0.7%	1.3%	0.0%	0.8%	0.0%	1.5%	0.7%	0.4%	0.5%
	·	0.0%	0.076	0.076	0.770	1.070	0.070	0.070	0.076	1.3%	0.776	0.476	0.3%
All other Centre	es / stores	4.1%	1.8%	10.2%	6.9%	13.5%	24.0%	67.7%	4.8%	91.2%	94.3%	17.5%	31.1%
SPECIAL FORM	S OF TRADING/ INTERNET SHOPPING:	0.0%	2.5%	0.0%	2.2%	2.7%	8.5%	7.2%	0.8%	0.8%	0.7%	3.2%	2.7%
TOTAL			400.07	400.07	100.07	400.07	400.07	400.07	400.07	400 5	400.57	400	400.55
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



TABLE 9: PERSONAL CARE, NON-ELECTRIC APPLIANCES, COSMETICS - 2017 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

Edge-of Centre DEAL (DISTRICT CENTRE) TOWN CENTRE DEAL SANDWICH TOWN CENTRE (RUR. TOWN CENTRE SANDWICH AYLESHAM (RURAL SERVICE CEN. RSC-AYLESHAI LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	Wharf Designer Outlet Subtotal URAL SERVICE CENTRE) ENTRE 1-AM	Zone 1 88.6% 0.0% 0.0% 0.0% 0.0%	56.5% 0.0% 0.0% 56.5% 1.1%	29.3% 0.0% 0.0% 29.3% 31.3%	6.7% 0.0% 0.0% 6.7% 74.9%	0.7% 0.0% 0.0% 0.7% 88.2%	7.2% 0.0% 0.0% 7.2% 25.0%	0.0% 0.0% 0.0% 0.0%	45.2% 0.0% 0.0% 45.2%	0.0% 0.0% 0.0% 0.0%	2.0% 0.0% 0.0% 2.0%	31.7% 0.0% 31.7% 28.6%	TOTAL STUDY AREA 26.8% 0.0% 0.0% 26.8%
Town Centre DOVER De Bradlei Wh Edge-of Centre Chariton SC DEAL (DISTRICT CENTRE) TOWN CENTRE (BURL TOWN CENTRE (RUR. TOWN CENTRE (RUR. AYLESHAM (RURAL SERVICE CEN. RSC-AYLESHAI LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	Wharf Designer Outlet Subtotal URAL SERVICE CENTRE) ENTRE 1-AM	0.0% 0.0% 88.6% 0.0% 0.0%	0.0% 0.0% 56.5% 1.1%	0.0% 0.0% 29.3% 31.3%	0.0% 0.0% 6.7% 74.9%	0.0% 0.0% 0.7% 88.2%	0.0% 0.0% 7.2%	0.0% 0.0% 0.0%	0.0% 0.0% 45.2%	0.0% 0.0% 0.0%	0.0% 0.0% 2.0%	0.0% 0.0% 31.7%	26.8% 0.0% 0.0% 26.8%
De Bradlei WH Edge-of Centre Charlton SC DEAL (DISTRICT CENTRE) Town Centre DEAL SANDWICH TOWN CENTRE (RUR. TOWN CENTRE SANDWICH AYLESHAM (RURAL SERVICE CEN. RSC-AYLESHAI LOCAL CENTRES ASH CAPEL-LE-FER. EASTRY SHEPHERDSW	Subtotal URAL SERVICE CENTRE) ENTRE) 1AM	0.0% 0.0% 88.6% 0.0% 0.0%	0.0% 0.0% 56.5% 1.1%	0.0% 0.0% 29.3% 31.3%	0.0% 0.0% 6.7% 74.9%	0.0% 0.0% 0.7% 88.2%	0.0% 0.0% 7.2%	0.0% 0.0% 0.0%	0.0% 0.0% 45.2%	0.0% 0.0% 0.0%	0.0% 0.0% 2.0%	0.0% 0.0% 31.7%	0.0% 0.0% 26.8%
Edge-of Centre Charlton SC DEAL (DISTRICT CENTRE) TOWN CENTRE DEAL SANDWICH TOWN CENTRE (RUR. TOWN CENTRE SANDWICH AYLESHAM (RURAL SERVICE CEN. RSC-AYLESHAI LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	Subtotal URAL SERVICE CENTRE) ENTRE) 1AM	0.0% 88.6% 0.0% 0.0%	0.0% 56.5% 1.1% 4.4%	0.0% 29.3% 31.3%	0.0% 6.7% 74.9%	0.0% 0.7% 88.2%	0.0% 7.2%	0.0%	0.0% 45.2%	0.0%	0.0% 2.0%	0.0% 31.7%	0.0% 26.8%
DEAL (DISTRICT CENTRE) TOWN CENTRE DEAL SANDWICH TOWN CENTRE (RUR. TOWN CENTRE SANDWICH AYLESHAM (RURAL SERVICE CEN RSC-AYLESHAI LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	Subtotal URAL SERVICE CENTRE) ENTRE) 1-AM ERNE	0.0%	56.5% 1.1% 4.4%	29.3% 31.3%	6.7% 74.9%	0.7% 88.2%	7.2%	0.0%	45.2%	0.0%	2.0%	31.7%	26.8%
TOWN CENTRE DEAL SANDWICH TOWN CENTRE (RUR. TOWN CENTRE SANDWICH AYLESHAM (RURAL SERVICE CEN. RSC-AYLESHA! LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	URAL SERVICE CENTRE) ENTRE) HAM	0.0%	1.1%	31.3%	74.9%	88.2%							
TOWN CENTRE DEAL SANDWICH TOWN CENTRE (RUR. TOWN CENTRE SANDWICH AYLESHAM (RURAL SERVICE CEN RSC-AYLESHAI LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	ENTRE) HAMI	0.0%	4.4%				25.0%	1.4%	3.9%	1.3%	0.0%	28.6%	24.1%
TOWN CENTRE DEAL SANDWICH TOWN CENTRE (RUR. TOWN CENTRE SANDWICH AYLESHAM (RURAL SERVICE CEN RSC-AYLESHAI LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	ENTRE) HAMI	0.0%	4.4%				25.0%	1.4%	3.9%	1.3%	0.0%	28.6%	24.1%
Town Centre SANDWICH AYLESHAM (RURAL SERVICE CEN RSC-AYLESHAI LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	ENTRE) HAMI	0.0%		0.0%	0.0%	0.00							
Town Centre SANDWICH AYLESHAM (RURAL SERVICE CEN RSC-AYLESHAI LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	ENTRE) HAMI	0.0%		0.0%	0.0%	0.004							
AYLESHAM (RURAL SERVICE CEN RSC-AYLESHAI LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	entre) 1AM Erne	0.0%		0.0%	0.0%								
RSC-AYLESHAI LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	HAM .		0.0%			0.6%	22.9%	1.5%	0.0%	1.3%	0.0%	3.4%	3.0%
RSC-AYLESHAI LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	HAM .		0.0%										
LOCAL CENTRES ASH CAPEL-LE-FER EASTRY SHEPHERDSW	ERNE		0.070	0.0%	0.0%	0.0%	0.0%	15.8%	0.0%	0.0%	0.0%	1.9%	1.6%
ASH CAPEL-LE-FER EASTRY SHEPHERDSW				0.070	0.070	0.070	0.070	10.070	0.070	0.070	0.070	1.070	
CAPEL-LE-FER EASTRY SHEPHERDSW													
EASTRY SHEPHERDSW		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.6%	0.0%	0.0%	0.7%	1.5%	1.3%
SHEPHERDSW	CALCU	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	1.4%	0.9%	0.0%	0.0%	0.5%	0.4%
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
WINGHAM	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	14.0%	0.0%	0.0%	0.0%	2.0%	0.0%
	Subtotal	0.076	0.070	0.070	0.070	0.070	1.070	14.070	0.870	0.070	0.776	2.070	1.070
VILLAGES & HAMLETS													
ALKHAM		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTRE													
	nville St (Carpetright/Halfords)	0.5%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
	ywood Parkway, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Dover Business Park, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	over Business Park, Whitfield, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	ombe Valley Road, Dover d Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield	0.0%	0.0%	0.0% 2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0% 0.2%	0.0% 0.2%
	Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield	1.4%	27.2%	20.7%	4.6%	3.5%	21.1%	1.7%	25.7%	0.0%	0.0%	11.6%	9.7%
Whitfield-Oth		0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.5%	0.4%
	Subtotal	1.8%	27.2%	29.1%	4.6%	4.2%	21.6%	1.7%	26.5%	0.0%	0.0%	12.5%	10.5%
Deal Out-of-centre	tre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Walmer		0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	Subtotal	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
DOVER DISTRICT COUNCIL ARE	ADEA	90.5%	89.2%	89.7%	86.7%	93.7%	78.4%	34.3%	76.5%	2.6%	2.7%	80.2%	67.9%
DOVER DISTRICT COUNCIL ARE	INCA	90.5%	09.270	09.770	00.770	93.770	7 0.470	34.370	70.5%	2.0%	2.176	80.2%	07.9%
OTHER STORES OUTSIDE DDC	OC AREA												
Ashford		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.1%	0.1%
	shford Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Westwood		0.0%	0.0%	0.7%	6.6%	1.8%	11.7%	2.3%	0.0%	0.0%	0.0%	2.9%	2.4%
Canterbury		3.5%	5.2%	4.4%	0.0%	0.0%	5.7%	45.6%	9.5%	77.4%	8.3%	8.9%	13.6%
Folkestone		2.9%	5.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.8%	0.9%	62.1%	2.0%	7.3%
Margate		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ramsgate		0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.9%	0.0%	0.0%	0.0%	0.2%	0.2%
ALL OTHER CE	CENTRES / STORES:	0.5%	0.6%	0.0%	0.0%	0.6%	1.1%	1.4%	0.7%	12.7%	8.1%	0.6%	2.1%
ALLOTHERCE	cerrines, stones.	0.5%	0.070	0.070	0.070	0.070	1.170	1.470	0.770	12.170	0.176	0.0%	2.170
All other Centres / stores		6.8%	10.8%	5.1%	6.6%	2.4%	19.2%	50.9%	17.9%	91.0%	78.5%	14.7%	25.7%
SPECIAL FORMS OF TRADING/	G/ INTERNET SHOPPING:	2.7%	0.0%	5.2%	6.7%	3.9%	2.4%	14.7%	5.6%	6.4%	18.8%	5.1%	6.4%
TOTAL							100.0%					100.0%	100.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%		100.0%	100.0%	100.0%	100.0%		



TABLE 10: ALL OTHER GOODS (JEWLLERY,GLASSWARE, TABLEWARE HOUSEHOLD UTENSILS - 2017 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	Based On 2017 Household Survey	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA	TOTAL STUDY
		20110 1	Zone Z	Zone 3	Zone 4	Lone 3	Zone o	Zone /	Zone o	Zone 3	Zone 10	(Zones 1-8)	AREA
DOVER (SECOND	ARY REGIONAL CENTRE)												
Town Centre		16.4%	33.2%	7.8%	3.3%	0.0%	0.0%	3.9%	19.2%	0.0%	1.1%	10.3%	8.7%
	De Bradlei Wharf Designer Outlet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Edge-of Centre		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Subtotal	16.4%	33.2%	7.8%	3.3%	0.0%	0.0%	3.9%	19.2%	0.0%	1.1%	10.3%	8.7%
DEAL (DISTRICT C	FNTRF)												
Town Centre		0.0%	0.9%	18.0%	21.1%	29.4%	21.0%	5.0%	6.7%	0.0%	0.0%	12.4%	10.3%

SANDWICH TOW	N CENTRE (RURAL SERVICE CENTRE)												
Town Centre	SANDWICH	0.0%	0.0%	0.0%	0.0%	3.5%	2.3%	3.0%	0.0%	0.0%	0.0%	1.1%	0.9%
AYLESHAM (RUR	AL SERVICE CENTRE) RSC-AYLESHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	RSC-ATLESTIAINI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LOCAL CENTRES													
	ASH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	CAPEL-LE-FERNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	EASTRY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	SHEPHERDSWELL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	WINGHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
VILLAGES & HAM	LETS												
VILLAGES & HAIV	ALKHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%

OUT-OF-CENTRI	Ē.												
Dover	Dover, Granville St (Carpetright/Halfords)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	B&Q, Honeywood Parkway, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Homebase, Dover Business Park, Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Screwfix, Dover Business Park, Whitfield, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Jewson, Coombe Valley Road, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield Whitfield-Other	0.0%	10.2%	6.7% 0.0%	3.3% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0% 0.0%	1.7% 0.0%
	Subtotal	0.0%	10.2%	6.7%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	1.7%
Deal	Out-of-centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Walmer	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
DOVED DISTRIC	T COUNCIL AREA	16.4%	44.3%	32.4%	27.8%	32.9%	23.3%	11.9%	25.9%	0.0%	1.1%	25.9%	21.6%
DOVER DISTRIC	I COUNCIL AREA	10.476	44.370	32.470	27.070	32.970	23.370	11.970	25.976	0.0%	1.170	25.9%	21.0%
OTHER STORES	OUTSIDE DDC AREA												
	Ashford	6.3%	0.9%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	4.3%	1.4%	1.6%
	Ashford- Ashford Designer Outlet	6.9%	3.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	1.7%
	Westwood	0.0%	0.7%	1.4%	7.7%	6.4%	19.7%	16.0%	0.0%	0.0%	0.0%	6.3%	5.2%
	Canterbury	21.3%	32.5%	41.6%	37.4%	22.0%	32.3%	46.7%	47.6%	77.4%	16.0%	34.0%	35.4%
	Folkestone	8.4%	0.0%	5.0%	0.0%	1.9%	0.0%	1.4%	2.9%	0.0%	45.5%	2.7%	6.7%
	Margate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Ramsgate	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
	ALL OTHER CENTRES / STORES:	0.9%	10.2%	2.7%	2.0%	6.4%	2.1%	0.0%	1.6%	3.9%	4.3%	3.0%	3.2%
	······································	0.576	10.270	270	2.070	0.470	2.170	0.070	1.570	0.370	4.570	0.070	5.270
All other Centre	s / stores	43.8%	47.3%	56.2%	47.1%	36.7%	55.5%	65.4%	52.1%	81.3%	70.2%	49.6%	53.9%
SPECIAL FORMS	OF TRADING/ INTERNET SHOPPING:	39.7%	8.4%	11.3%	25.1%	30.4%	21.2%	22.7%	22.0%	18.7%	28.8%	24.5%	24.5%
TOTAL			400.0	400.0	400.00	400.00	400.00	400.0	400 577	400.57	400.571	400	400
IOIAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%



Appendix 7: Comparison Goods Turnover (excluding SFT)



TABLE 1: ALL COMPARISON GOODS - 2021 MARKET SHARE ANALYSIS (%)

Excluding Internet Shopping and other Special Forms of Trading

	Excluding Internet Shopping and other Special Forms of Trading											:	
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA	TOTAL STUDY
		20110 1	Zone Z	Zone 3	20110 4	Zone 3	Zone o	Zone /	Zone o	Zone 3	20110 10	(Zones 1-8)	AREA
	ARY REGIONAL CENTRE)												
Town Centre		43.9%	37.0%	14.5%	5.4%	3.9%	2.7%	1.6%	22.4%	0.6%	0.8%	16.9%	14.3%
L	De Bradlei Wharf Designer Outlet	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.2%	0.4%	0.0%	0.1%	0.1%
Edge-of Centre		0.2%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.4%	0.0%	0.0%	0.2%	0.1%
	Sub	ototal 44.1%	37.5%	14.7%	5.4%	3.9%	3.0%	1.6%	23.0%	1.0%	0.8%	17.1%	14.5%
DEAL (DISTRICT	CENTRE)												
Town Centre		0.9%	0.7%	13.8%	28.5%	52.8%	11.5%	1.5%	2.9%	0.2%	0.0%	14.4%	12.1%
SANDWICH TOW	/N CENTRE (RURAL SERVICE CENTRE)												
Town Centre	SANDWICH	0.0%	2.3%	0.0%	0.6%	0.7%	8.5%	1.5%	0.6%	0.2%	0.0%	1.7%	1.5%
AYLESHAM (RUF	AL SERVICE CENTRE)												
	RSC-AYLESHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.4%	0.3%
LOCAL CENTRES													
	ASH	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.2%	0.0%	0.3%	0.1%	0.3%	0.3%
	CAPEL-LE-FERNE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	EASTRY	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.2%	0.0%	0.0%	0.1%	0.1%
	SHEPHERDSWELL	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	WINGHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Sub	ototal 0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.5%	0.2%	0.3%	0.1%	0.4%	0.4%
VILLAGES & HAN	ALKHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.000
	ALKHAIVI	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	U. 176	0.0%	0.0%	0.0%	0.0%
OUT-OF-CENTR	E												
Dover	Dover, Granville St (Carpetright/Halfords)	0.8%	0.4%	0.0%	0.0%	0.3%	0.0%	0.0%	0.4%	0.0%	0.0%	0.3%	0.2%
	B&Q, Honeywood Parkway, Whitfield	4.8%	5.4%	5.0%	4.5%	2.7%	2.4%	2.0%	6.4%	0.5%	0.4%	4.1%	3.5%
	Homebase, Dover Business Park, Whitfield	0.8%	1.3%	1.4%	1.0%	0.9%	1.5%	0.1%	0.9%	0.2%	0.0%	1.0%	0.8%
	Screwfix, Dover Business Park, Whitfield, Dover	0.1%	0.0%	0.9%	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.0%	0.2%	0.1%
	Jewson, Coombe Valley Road, Dover	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield	1.3%	0.6%	2.0%	0.4%	0.1%	0.1%	0.2%	0.9%	0.0%	0.0%	0.6%	0.5%
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield Whitfield-Other	2.5% 0.1%	7.8% 0.4%	8.5% 3.0%	5.8%	1.6%	7.4%	1.3%	10.9%	0.2%	0.0%	5.4%	4.5%
		ototal 10.7%	16.0%	20.7%	11.8%	5.7%	12.0%	3.6%	0.2% 19.8%	1.0%	0.0%	0.3% 11.9%	0.3%
		10.7 %	10.070	20.770	11.070	3.770	12.070	3.070	10.070	1.070	0.470	11.570	10.176
Deal	Out-of-centre	0.0%	0.0%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Walmer	0.0%	0.0%	0.0%	0.3%	0.2%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%
	Sub	ototal 0.0%	0.0%	0.0%	0.5%	0.3%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%
DOVER DISTRIC	T COUNCIL AREA	55.8%	56.4%	49.2%	46.7%	63.4%	35.9%	13.7%	46.7%	2.7%	1.3%	46.2%	39.0%
OTHER STORES	OUTSIDE DDC AREA												
	Ashford Ashford Designer Outlet	3.3%	1.3%	0.8%	0.4%	0.5%	0.2%	0.4%	0.5%	0.2%	4.9%	1.0%	1.3%
	Ashford- Ashford Designer Outlet Westwood	4.7% 6.3%	0.5% 3.8%	0.7% 10.9%	0.0% 32.6%	0.2% 19.8%	0.1% 37.9%	0.0% 11.4%	1.1% 5.6%	0.8% 1.1%	0.5% 0.5%	1.0% 16.3%	1.0% 13.7%
	Canterbury	16.4%	25.1%	31.9%	16.7%	12.8%	20.5%	70.1%	40.0%	86.9%	22.8%	28.5%	32.3%
[Folkestone	12.3%	8.0%	3.6%	0.4%	1.5%	0.2%	1.3%	5.1%	0.2%	63.6%	4.2%	9.3%
	Margate	0.3%	1.4%	0.2%	0.2%	0.7%	2.1%	0.4%	0.0%	0.0%	0.0%	0.6%	0.5%
	Ramsgate	0.0%	0.0%	0.6%	0.0%	0.0%	0.9%	1.3%	0.0%	0.0%	0.0%	0.3%	0.3%
	ALL OTHER CENTRES / STORES:	1.0%	3.4%	2.1%	3.0%	1.2%	2.1%	1.5%	1.0%	8.1%	6.5%	1.8%	2.7%
All other Carri	os I stavos		10.00	E0 04:	F0 00:		0	00.00	E0 04:	AT A	00.00	E0.0**	0.00
All other Centre	es / stores	44.2%	43.6%	50.8%	53.3%	36.6%	64.1%	86.3%	53.3%	97.3%	98.7%	53.8%	61.0%
TOTAL		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
		100.070	70										



TABLE 2: 2021 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Excluding Internet Shopping and other Special Forms of Trading

	Excluding Internet Shopping and other Special Forms of Trading													TOTAL
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	STUDY AREA
		TOTAL AVAILABLE SPEND (excluding SFT):	57.1	34.1	25.1	45.5	48.6	41.6	41.3	43.8	29.0	37.2	337.1	403.3
	ARY REGIONAL CENTRE)													
Town Centre			25.1	12.6			1.9	1.1	0.7	9.8	0.2		56.9	57.5
E	De Bradlei Wharf Designer Outlet		0.0	0.0		0.0	0.0	0.1	0.0	0.1	0.1		0.2	0.3
Edge-of Centre	Chariton SC	Subtotal	0.1 25.2	0.2 12.8			1.9	0.1 1.2	0.0		0.0		0.5 57.7	0.5 58.4
		Subtotal	20.2	12.0	5.1	2.5	1.0	1.2	0.7	10.1	0.5	0.5	51.1	30.4
DEAL (DISTRICT C	ENTRE)													
Town Centre	DEAL		0.5	0.2	3.5	13.0	25.6	4.8	0.6	1.3	0.1	0.0	48.5	48.7
	N CENTRE (RURAL SERVICE CENTRE)													
Town Centre	SANDWICH		0.0	0.8	0.0	0.3	0.4	3.6	0.6	0.3	0.1	0.0	5.9	6.0
AYLESHAM (RUR	AL SERVICE CENTRE)													
(RSC-AYLESHAM		0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	1.2	1.2
			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
LOCAL CENTRES			0.0	0.0			0.0	0.0	0.0		0.0		0.0	0.0
	ASH		0.0	0.0			0.0	0.1	0.9	0.0	0.1	0.0	1.1	1.2
	CAPEL-LE-FERNE		0.0	0.0	0.0		0.0	0.0	0.0		0.0		0.0	0.0
	EASTRY SHEPHERDSWELL		0.0	0.0		0.0	0.0	0.1	0.1	0.1	0.0		0.3 0.0	0.3 0.0
	WINGHAM		0.0	0.0			0.0	0.0	0.0		0.0		0.0	0.0
	WINGITAM	Subtotal	0.0				0.0	0.3	1.0		0.1			1.6
VILLAGES & HAM	ILETS													
	ALKHAM		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUT-OF-CENTRE														
Dover	Dover, Granville St (Carpetright/Halfords) B&Q, Honeywood Parkway, Whitfield		0.5 2.7	0.2	0.0		0.2 1.3	0.0 1.0	0.0		0.0		0.9 13.9	0.9
	Homebase, Dover Business Park, Whitfield		0.5	0.4	0.3		0.4	0.6	0.8	0.4	0.2		3.2	14.2 3.3
	Screwfix, Dover Business Park, Whitfield, Dover		0.1	0.0			0.1	0.1	0.0		0.0		0.5	0.5
	Jewson, Coombe Valley Road, Dover		0.2	0.0			0.0	0.2	0.0		0.0		0.3	0.3
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield		0.8	0.2		0.2	0.0	0.0	0.1	0.4	0.0	0.0	2.2	2.2
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield	I	1.4	2.7	2.1	2.7	0.8	3.1	0.5	4.8	0.1	0.0	18.2	18.3
	Whitfield-Other		0.0	0.1	0.7	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.0	1.0
		Subtotal	6.1	5.4	5.2	5.4	2.8	5.0	1.5	8.7	0.3	0.1	40.3	40.7
Deal	Out-of-centre		0.0	0.0			0.1	0.0	0.0		0.0		0.1	0.1
	Walmer	Subtotal	0.0	0.0			0.1	0.0	0.0		0.0		0.3 0.5	0.3
		Subtotal	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.5
DOVER DISTRIC	T COUNCIL AREA		31.9	19.2	12.3	21.3	30.8	14.9	5.7	20.5	0.8	0.5	155.6	157.1
OTHER STORES	OUTSIDE DDC AREA													
	Ashford		1.9	0.4			0.2	0.1	0.2		0.1		3.4	5.2
	Ashford- Ashford Designer Outlet		2.7	0.2			0.1	0.0	0.0		0.2		3.5	3.9
	Westwood		3.6	1.3		14.8	9.6	15.8	4.7	2.4	0.3		54.9	55.4
	Canterbury Folkestone		9.4 7.0	8.5 2.7	8.0 0.9	7.6 0.2	6.2 0.7	8.5 0.1	28.9 0.5	17.5 2.2	25.2 0.0		96.1 14.3	130.2 37.3
	Margate		7.0 0.2	0.5			0.7	0.1	0.5		0.0		14.3 2.1	2.2
	Ramsgate		0.2	0.0			0.0	0.9	0.5		0.0		1.1	1.1
			3.0	0.0	0.2	3.0	5.0	5.4	0.0	5.0	0.0	0.0		
	ALL OTHER CENTRES / STORES:		0.6	1.2	0.5	1.3	0.6	0.9	0.6	0.4	2.3	2.4	6.1	10.9
• • • • • • • • • • • • • • • • • • • •														
All other Centre	s / stores		25.2	14.8	12.7	24.3	17.8	26.7	35.6	23.3	28.2	36.7	181.5	246.2
TOTAL			57.1	34.1	25.1	45.5	48.6	41.6	41.3	43.8	29.0	37.2	337.1	403.3
LOTAL			57.1	34.1	45.1	40.5	40.6	41.0	41.3	43.8	29.0	31.2	337.1	403.3



TABLE 3: 2025 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

	ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, Excluding Internet Shopping and other Special Forms of Trading	51101 571115 5101125 111 1112 521 11												
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	STUDY
		TOTAL AVAILABLE SPEND (excluding SFT):	64.4	38.5	28.0	50.8	54.5	46.4	46.7	49.2	31.8	41.6	378.6	AREA 452.1
	DARY REGIONAL CENTRE)													
Town Centre			28.3	14.2	4.1	2.7	2.1	1.2	0.8	11.0	0.2	0.3		64.
Edge-of Centre	De Bradlei Wharf Designer Outlet		0.0	0.0	0.1	0.0	0.0	0.1 0.1	0.0	0.1 0.2	0.1	0.0	0.3 0.6	0. 0.
Luge-or Centre	e chanton 3c	Subtotal	28.4	14.4	4.1	2.7	2.1	1.4	0.8	11.3	0.0	0.3		
DEAL (DISTRICT O	CENTRE)													
Town Centre			0.6	0.3	3.9	14.5	28.8	5.3	0.7	1.4	0.1	0.0	54.5	54.0
SANDWICH TOW	VN CENTRE (RURAL SERVICE CENTRE)													
Town Centre			0.0	0.9	0.0	0.3	0.4	4.0	0.7	0.3	0.1	0.0	6.6	6.
AYLESHAM (RUR	RAL SERVICE CENTRE)													
	RSC-AYLESHAM		0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	1.4	1.
			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.
LOCAL CENTRES			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		
	ASH CAPEL-LE-FERNE		0.0	0.0	0.0	0.0	0.0	0.2	1.0	0.0	0.1	0.1	1.2 0.0	1. 0.
	EASTRY		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
	SHEPHERDSWELL		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
	WINGHAM		0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	:	0.
		Subtotal	0.0	0.0	0.0	0.0	0.0	0.4	1.2	0.1	0.1	0.1		
VILLAGES & HAN	MLETS													
	ALKHAM		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.
OUT-OF-CENTR														
Dover	Dover, Granville St (Carpetright/Halfords)		0.5	0.2	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	1.1	1.
	B&Q, Honeywood Parkway, Whitfield Homebase, Dover Business Park, Whitfield		3.1 0.5	2.1 0.5	1.4 0.4	2.3	1.5 0.5	1.1 0.7	0.9	3.2 0.4	0.2	0.2	15.6	15.
	Screwfix, Dover Business Park, Whitfield, Dover		0.5	0.5	0.4	0.5	0.5	0.7	0.1	0.4	0.1	0.0	3.6 0.6	3. 0.
	Jewson, Coombe Valley Road, Dover		0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.6	0.
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield		0.2	0.0	0.6	0.0	0.0	0.2	0.0	0.4	0.0	0.0	2.4	2.
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield		1.6	3.0	2.4	3.0	0.9	3.4	0.6	5.4	0.1	0.0	20.5	20.
	Whitfield-Other		0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	:	1.
		Subtotal	6.9	6.1	5.8	6.0	3.1	5.6	1.7	9.8	0.3	0.2		
Deal	Out-of-centre		0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.
	Walmer		0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.4	0.
		Subtotal	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.5	0.
DOVER DISTRIC	CT COUNCIL AREA		35.9	21.7	13.8	23.7	34.6	16.7	6.4	23.0	0.9	0.6	174.8	176.
OTHER STORES	OUTSIDE DDC AREA													
CITIEN STORES	Ashford		2.1	0.5	0.2	0.2	0.3	0.1	0.2	0.3	0.1	2.0	3.8	5.
	Ashford- Ashford Designer Outlet		3.0	0.2	0.2	0.0	0.1	0.0	0.0	0.5	0.1	0.2	!	4.
	Westwood		4.1	1.5	3.0	16.6	10.8	17.6	5.3	2.7	0.4	0.2	!	62.
	Canterbury		10.6	9.7	8.9	8.5	7.0	9.5	32.7	19.7	27.7	9.5	107.9	146.
	Folkestone		7.9	3.1	1.0	0.2	0.8	0.1	0.6	2.5	0.0	26.5	16.0	41.
	Margate		0.2	0.5	0.1	0.1	0.4	1.0	0.2	0.0	0.0	0.0	2.4	2.
	Ramsgate		0.0	0.0	0.2	0.0	0.0	0.4	0.6	0.0	0.0	0.0	1.2	1.
	ALL OTHER CENTRES / STORES:		0.6	1.3	0.6	1.5	0.6	1.0	0.7	0.5	2.6	2.7	6.9	12.
All other Centre	es / stores		28.5	16.8	14.2	27.1	19.9	29.8	40.3	26.2	31.0	41.1	203.8	275.
TOTAL			64.4	38.5	28.0	50.8	54.5	46.4	46.7	49.2	31.8	41.6	378.6	452.
IJIAL			64.4	30.5	∠8.0	50.8	54.5	46.4	46.7	49.2	31.8			



TABLE 4: 2030 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

Second S		Excluding Internet Shopping and other Special Forms of Trading													
Marie Mari							100		100					DDC AREA	TOTAL
Marine M				Zone 1	Zone Z	Zone 3	Zone 4	Zone 5	Zone 6	Zone /	Zone 8	Zone 9	Zone 10	(Zones 1-8)	
## DATE SHOWS ALT STOCK A			TOTAL AVAILABLE SPEND (oveluding SET):	74.0	44.7	22.1	E0 4	62.7	E2 2	E4.2	56.6	26.2	49.0	426.7	
Town Cert Count	DOVER (SECOND	ARY REGIONAL CENTRE)	TOTAL AVAILABLE SPEND (excluding SPT).	74.5	44.7	32.1	30.4	02.7	33.2	34.2	50.0	30.3	40.0	450.7	520.9
Bendel Wharf Deligner Outlet 10				32.9	16.5	47	3.1	2.5	1.4	0.9	12 7	0.2	0.4	73.8	74.3
Segue of the Position Script	Touri Commo														
Subtorial Subt	Edge-of Centre														
Town Centre (Bullal SENCE CENTER) 1	_		Subtotal	33.1	16.8	4.7	3.1	2.5	1.6	0.9	13.0	0.4	0.4	74.7	75.4
Town Centre (Bullal SENCE CENTER) 1															
SMONICH TOWN CENTRE (BUINA SERVICE CENTRE) 70															
Town Given M.D.Wich 0.0	Town Centre	DEAL		0.7	0.3	4.4	16.6	33.1	6.1	0.8	1.6	0.1	0.0	62.9	62.9
Town Given M.D.Wich 0.0	SANDWICH TOW	IN CENTRE (RURAL SERVICE CENTRE)													
NESAME SALVES SA				0.0	1.0	0.0	0.3	0.5	4.5	0.8	0.3	0.1	0.0	7.6	7.7
SCAMESHAM	Town ocharc	SANDWICH		0.0	1.0	0.0	0.5	0.5	4.5	0.0	0.5	0.1	0.0	7.0	,.,
CAPICLE-FERNE 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0	AYLESHAM (RUR	AL SERVICE CENTRE)													
COAL CENTRES 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0		RSC-AYLESHAM		0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	1.6	1.6
ASH CAPELLE-FERNE CA				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0		0.0	
CAPEL-LEFENNE	LOCAL CENTRES			0.0											
EASTRY 0,0 0,0 0,0 0,0 0,0 0,0 0,0 0,0 0,0 0															
Min-Ham Min															
MINCHAM															
VILLAGES & HANLET VILLAGES & HANLET VILLAGES & HANLET ALKHAM 0														:	
VILAGES & HAMLETS ALKHAM 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0		WINGHAM	Cubtotal												
AlkHAM			Subtotal	0.0	0.0	0.0	0.0	0.0	0.4	1.3	0.1	0.1	0.1	1.9	2.1
AlkHAM	VILLAGES & HAN	ALETS													
Divor-O-CENTE Divo				0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dover, Dover, Carnwille St (Carnetright-Haiffords) 0.6															
BBQ, Honeywood Parkway, Whitfield 3.6	OUT-OF-CENTR	E													
Homebase, Dover Business Park, Whitfield, Dover 0.1	Dover									0.0		0.0			
Screenific, Dover Business Park, Whitfield, Dover 0.1															
Jewson, Coombe Valley Road, Dover 100, 000 000															
Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield Milte Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield 19 35 27 34 10 39 0.7 6.2 0.1 0.0 0.28 2.8 2.8 White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield 10 0 0.2 0.9 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0 0.0															
Mitteld-Other (Tresco Extra, Travis Perkins, Buildbase), Whitfield 19 35 27 34 10 39 07 62 01 00 00 236 237 Mitteld-Other 00 02 09 00 00 00 01 00 01 00 01 3 13 13 13															
Mitfield-Other 00															
Deal Out-of-centre Ou															
Deal Out-of-centre Walmer 0.0 0.0 0.0 0.1 0.1 0.0		Willtield-Ottlei	Subtotal												
Malmer 0.0 0.0 0.0 0.2 0.1 0.1 0.0 0.1 0.0 0.0 0.4 0.4 0.4			Subtotal	0.1		0.0	0.0	0.0	0.4	2.0	11.2	0.0	0.2	OL.L	02.0
Subtotal 0.0 0.0 0.0 0.3 0.2 0.1 0.0 0.1 0.0 0.0 0.6 0.6 0.6	Deal	Out-of-centre		0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.2
DOVER DISTRICT COUNCIL AREA 41.8 25.2 15.8 27.3 39.7 19.1 7.4 26.4 1.0 0.6 20.6 20.9 20.9 20.9 20.0 20.0 20.0 20.0 20.0		Walmer		0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.1	0.0	0.0	0.4	0.4
OTHER STORES OUTSIDE DDC AREA Ashford Ashford-Ashford Designer Outlet 3.5 0.2 0.2 0.0 0.1 0.1 0.0 0.6 0.3 0.2 4.5 5.1 Westwood 4.7 1.7 3.5 19.0 12.4 20.2 6.2 3.2 0.4 0.2 7.1 71.6 Canterbury 50/kestone 9.2 3.6 1.2 0.2 1.0 0.1 0.1 0.7 2.9 0.1 30.5 18.5 48.2 Margate 9.2 0.6 0.1 0.1 0.4 0.1 0.0 0.0 0.0 0.0 2.8 2.8 Ramsgate 9.2 0.6 0.1 0.1 0.4 0.1 0.2 0.0 0.0 0.0 1.8 Ramsgate 9.2 0.6 0.1 0.1 0.4 1.1 0.2 0.0 0.0 0.0 2.8 Ramsgate 9.3 1.5 10.5 1.5 0.7 1.7 0.7 1.1 0.8 0.6 2.9 3.1 7.9 14.0 All other Centres / stores 9.3 1.1 19.5 16.3 31.1 2.9 34.1 46.8 30.1 35.3 47.4 235.1 318.0			Subtotal	0.0	0.0	0.0	0.3	0.2	0.1	0.0	0.1	0.0	0.0	0.6	0.6
OTHER STORES OUTSIDE DDC AREA Ashford Ashford-Ashford Designer Outlet 3.5 0.2 0.2 0.0 0.1 0.1 0.0 0.6 0.3 0.2 4.5 5.1 Westwood 4.7 1.7 3.5 19.0 12.4 20.2 6.2 3.2 0.4 0.2 7.1 71.6 Canterbury 50/kestone 9.2 3.6 1.2 0.2 1.0 0.1 0.1 0.7 2.9 0.1 30.5 18.5 48.2 Margate 9.2 0.6 0.1 0.1 0.4 0.1 0.0 0.0 0.0 0.0 2.8 2.8 Ramsgate 9.2 0.6 0.1 0.1 0.4 0.1 0.2 0.0 0.0 0.0 1.8 Ramsgate 9.2 0.6 0.1 0.1 0.4 1.1 0.2 0.0 0.0 0.0 2.8 Ramsgate 9.3 1.5 10.5 1.5 0.7 1.7 0.7 1.1 0.8 0.6 2.9 3.1 7.9 14.0 All other Centres / stores 9.3 1.1 19.5 16.3 31.1 2.9 34.1 46.8 30.1 35.3 47.4 235.1 318.0															
Ashford Ashford Designer Outlet 25 0.6 0.3 0.3 0.3 0.1 0.2 0.3 0.1 2.3 4.4 6.7 Ashford-Ashford Designer Outlet 35 0.2 0.2 0.0 0.1 0.1 0.0 0.6 0.3 0.2 71.1 71.6 Canterbury 123 11.2 10.2 9.8 8.0 10.9 38.0 22.6 31.5 10.9 124.5 168.2 Folkestone 9.2 3.6 1.2 0.2 10. 0.1 0.1 0.0 0.6 0.3 31.5 10.9 124.5 168.2 Margate 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0 0.5 0.7 0.0 0.0 0.0 0.2 8.8 Ramsgate 0.0 0.0 0.0 0.0 0.0 0.5 0.7 0.0 0.0 0.0 0.0 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4	DOVER DISTRIC	T COUNCIL AREA		41.8	25.2	15.8	27.3	39.7	19.1	7.4	26.4	1.0	0.6	201.6	202.9
Ashford Ashford Designer Outlet 25 0.6 0.3 0.3 0.3 0.1 0.2 0.3 0.1 2.3 4.4 6.7 Ashford-Ashford Designer Outlet 35 0.2 0.2 0.0 0.1 0.1 0.0 0.6 0.3 0.2 71.1 71.6 Canterbury 123 11.2 10.2 9.8 8.0 10.9 38.0 22.6 31.5 10.9 124.5 168.2 Folkestone 9.2 3.6 1.2 0.2 10. 0.1 0.1 0.0 0.6 0.3 31.5 10.9 124.5 168.2 Margate 0.0 0.0 0.0 0.0 0.2 0.0 0.0 0.0 0.5 0.7 0.0 0.0 0.0 0.2 8.8 Ramsgate 0.0 0.0 0.0 0.0 0.0 0.5 0.7 0.0 0.0 0.0 0.0 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4	OTHER STORES	OUTSIDE DDC AREA													
Ashford-Ashford Designer Outlet 3.5 0.2 0.2 0.0 0.1 0.1 0.0 0.6 0.3 0.2 4.5 5.1 Westwood 4.7 1.7 3.5 19.0 12.4 20.2 6.2 3.2 0.4 0.2 71.1 71.6 Canterbury 123 11.2 10.2 9.8 8.0 10.9 38.0 22.6 31.5 10.9 124.5 1682 Folkestone 92 3.6 1.2 0.2 1.0 0.1 0.7 2.9 0.1 30.5 18.5 Margate 02 0.6 0.1 0.1 0.4 1.1 0.2 0.0 0.0 0.0 2.8 Ramsgate 03 0.0 0.0 0.0 0.2 0.0 0.0 0.5 0.7 0.0 0.0 0.0 1.4 1.4 ALLOTHER CENTRES / STORES: 07 1.5 0.7 1.7 0.7 1.1 0.8 0.6 2.9 3.1 7.9 14.0 All other Centres / stores 33.1 19.5 16.3 31.1 2.9 34.1 46.8 30.1 35.3 47.4 235.1 31.8 Only 1.5 0.7 1.5 0.7 1.7 0.7 1.1 0.8 0.6 2.9 3.1 7.9 14.0	OTHER STORES			25	0.0	U a	n o	0.9	0.4	0.2	n o	0.4	22	4.4	67
Westwood 4.7 1.7 3.5 19.0 12.4 20.2 6.2 3.2 0.4 0.2 71.1 71.6 Canterbury 12.3 11.2 10.2 9.8 8.0 10.9 38.0 22.6 31.5 10.9 124.5 188.2 Folkestone 9.2 3.6 1.2 0.2 1.0 0.1 0.7 0.7 0.1 0.7 0.1 0.7 0.0 0.0 0.0 0.0 2.8 Ramsgate 0.0 0.0 0.2 0.0 0.0 0.5 0.7 0.0 0.0 0.0 0.1 1.4 ALL OTHER CENTRES / STORES: 0.7 1.5 0.7 1.7 0.7 1.1 0.8 0.6 2.9 3.1 7.9 14.0 All other Centres / stores 33.1 19.5 16.3 31.1 22.9 34.1 46.8 30.1 35.3 47.4 235.1 318.0															
Canterbury 12.3 11.2 10.2 9.8 8.0 10.9 38.0 22.6 31.5 10.9 124.5 168.2 Folkestone 92 3.6 1.2 0.2 1.0 0.1 0.7 2.9 0.1 30.5 18.5 48.2 Margate 0.0 0.0 0.0 0.2 0.0 0.0 0.5 0.7 0.0 0.0 0.0 2.8 8.8 Ramsgate 0.0 0.0 0.0 1.5 0.7 0.0 0.0 0.0 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.4															
Folkestone 92 3.6 1.2 0.2 1.0 0.1 0.7 2.9 0.1 30.5 18.5 48.2 Margate 02 0.6 0.1 0.1 0.4 1.1 0.2 0.0 0.0 0.0 2.8 2.8 Ramsgate 0.0 0.0 0.2 0.5 0.7 0.0 0.0 0.0 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5															
Margate 6 02 0.6 0.1 0.1 0.4 1.1 0.2 0.0 0.0 0.0 2.8 2.8 Ramsgate 0.0 0.0 0.0 0.2 0.0 0.0 0.0 0.0 1.4 1.4 1.4 1.4 1.4 1.4 1.4 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5 1.5														i	
Ramsgate 0.0 0.0 0.2 0.0 0.0 0.5 0.7 0.0 0.0 0.0 1.4 1.4 ALL OTHER CENTRES / STORES: 0.7 1.5 0.7 1.7 0.7 1.1 0.8 0.6 2.9 3.1 7.9 14.0 All other Centres / stores 33.1 19.5 16.3 31.1 22.9 34.1 46.8 30.1 35.3 47.4 235.1 318.0															
All other Centres / stores 33.1 19.5 16.3 31.1 22.9 34.1 46.8 30.1 35.3 47.4 235.1 318.0				0.0	0.0	0.2	0.0	0.0	0.5	0.7	0.0	0.0	0.0	1.4	
All other Centres / stores 33.1 19.5 16.3 31.1 22.9 34.1 46.8 30.1 35.3 47.4 235.1 318.0															
All other Centres / stores 33.1 19.5 16.3 31.1 22.9 34.1 46.8 30.1 35.3 47.4 235.1 318.0															
		ALL OTHER CENTRES / STORES:		0.7	1.5	0.7	1.7	0.7	1.1	0.8	0.6	2.9	3.1	7.9	14.0
	All sabsur Control	/		ac :	46.7	46.5		96.			0.7 .		·		046 -
TOTAL 74.9 44.7 32.1 58.4 62.7 53.2 54.2 56.6 36.3 48.0 436.7 520.9	All Other Centre	es / stutes		33.1	19.5	16.3	31.1	22.9	34.1	46.8	30.1	35.3	47.4	235.1	318.0
	TOTAL			74.9	44.7	32,1	58.4	62.7	53.2	54.2	56,6	36.3	48.0	436.7	520.9



TABLE 5:

2035 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA

Excluding Internet Shopping and other Special Forms of Trading

	Excluding Internet Shopping and other Special Forms of Trading													TOTAL
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTAL STUDY AREA
DOVED (SECOND	ADV DECIDALAL CENTRE!	TOTAL AVAILABLE SPEND (excluding SFT):	88.3	52.3	37.0	67.7	72.6	61.6	63.7	65.5	42.0	56.2	508.6	606.8
Town Centre	ARY REGIONAL CENTRE) DOVER		38.8	19.4	5.4	3.7	2.9	1.7	1.0	14.7	0.3	0.5	85.9	86.5
Town Centre	De Bradlei Wharf Designer Outlet		0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.2	0.3	0.0	0.3	0.5
Edge-of Centre			0.2	0.2	0.0		0.0	0.1	0.0	0.3	0.0	0.0	0.8	0.8
		Subtotal	38.9	19.6	5.5		2.9	1.8	1.0		0.4		87.0	
DEAL (DISTRICT O														
Town Centre	DEAL		0.8	0.4	5.1	19.3	38.3	7.1	1.0	1.9	0.1	0.0	73.3	73.3
CANDUMENT TOW	N CENTRE (RURAL SERVICE CENTRE)													
Town Centre			0.0	1.2	0.0	0.4	0.5	5.3	1.0	0.4	0.1	0.0	8.9	9.0
Town Centre	SANDWICH		0.0	1.2	0.0	0.4	0.5	5.5	1.0	0.4	0.1	0.0	0.9	9.0
AYLESHAM (RUR	AL SERVICE CENTRE)													
	RSC-AYLESHAM		0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	1.9	1.9
			0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0	0.0
LOCAL CENTRES			0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	ASH		0.0	0.0	0.0	0.0	0.0	0.2	1.4	0.0	0.1	0.1	1.6	1.8
	CAPEL-LE-FERNE		0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	EASTRY		0.0	0.0	0.0		0.0	0.2	0.2	0.1	0.0	0.0	0.5	0.5
	SHEPHERDSWELL		0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	WINGHAM	Subtotal	0.0	0.0	0.0		0.0	0.1	0.0	0.0	0.0	0.0 0.1	0.1 2.2	0.1 2.4
		Subtotal	0.0	0.0	0.0	0.0	0.0	0.5	1.0	0.1	0.1	0.1	2.2	2.4
VILLAGES & HAW	NETS													
VILLAGES & ITAL	ALKHAM		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
			0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
OUT-OF-CENTR	E													
Dover	Dover, Granville St (Carpetright/Halfords)		0.7	0.2	0.0	0.0	0.3	0.0	0.0	0.3	0.0	0.0	1.4	1.4
	B&Q, Honeywood Parkway, Whitfield		4.2	2.8	1.8	3.1	2.0	1.5	1.2	4.2	0.2	0.2	20.9	21.3
	Homebase, Dover Business Park, Whitfield		0.7	0.7	0.5	0.7	0.6	0.9	0.1	0.6	0.1	0.0	4.8	4.9
	Screwfix, Dover Business Park, Whitfield, Dover		0.1	0.0	0.3		0.1	0.1	0.0	0.0	0.0	0.0	0.8	0.8
	Jewson, Coombe Valley Road, Dover		0.2	0.0	0.0		0.0	0.3	0.0	0.0	0.0	0.0	0.5	0.5
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield		1.2	0.3	0.7	0.2	0.0	0.1	0.1	0.6	0.0	0.0	3.3	3.3
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield		2.2	4.1	3.1	4.0	1.2	4.5	0.8	7.2	0.1	0.0	27.5	27.6
	Whitfield-Other	College	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.5	1.5
		Subtotal	9.5	8.3	7.6	8.0	4.1	7.4	2.3	13.0	0.4	0.2	60.8	61.3
Deal	Out-of-centre		0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2	0.2
Dear	Walmer		0.0	0.0	0.0		0.1	0.0	0.0		0.0	0.0	0.2	0.2
	Wolling	Subtotal	0.0	0.0	0.0		0.1	0.1	0.0	0.1	0.0		0.7	0.7
													-	
DOVER DISTRIC	T COUNCIL AREA		49.3	29.5	18.2	31.6	46.0	22.1	8.7	30.6	1.2	0.7	234.8	236.4
OTHER STORES	OUTSIDE DDC AREA													
1	Ashford		2.9	0.7	0.3		0.3	0.1	0.2	0.3	0.1	2.7	5.1	7.8
1	Ashford- Ashford Designer Outlet		4.1	0.3	0.3		0.1	0.1	0.0	0.7	0.3	0.3	5.3	5.9
	Westwood		5.6	2.0	4.0		14.4	23.3	7.3	3.7	0.5	0.3	82.8	83.4
	Canterbury		14.5	13.1	11.8		9.3	12.6	44.6	26.2	36.5	12.8	145.0	195.9
1	Folkestone		10.8	4.2	1.3		1.1	0.1	0.8	3.3	0.1	35.8	21.5	56.1
1	Margate Ramsgate		0.2	0.7	0.1	0.1	0.5	1.3	0.2	0.0	0.0	0.0 0.0	3.2 1.7	3.2 1.7
1	numsgate		0.0	0.0	0.2	0.0	0.0	0.0	0.8	0.0	0.0	0.0	1.7	1.7
1	ALL OTHER CENTRES / STORES:		0.9	1.8	0.8	2.0	0.8	1.3	0.9	0.7	3.4	3.6	9.2	16.3
All other Centre	es / stores		39.0	22.8	18.8	36.1	26.5	39.4	54.9	34.9	40.9	55.5	273.8	370.4
TOTAL			88.3	52.3	37.0	67.7	72.6	61.6	63.7	65.5	42.0	56.2	508.6	606.8



2040 SURVEY-DERIVED MARKET SHARE ANALYSIS (£m)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA TABLE 6:

Excluding Internet Shopping and other Special Forms of Trading

	Excluding Internet Shopping and other Special Forms of Trading													
			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA	TOTAL STUDY
			20110 1	Zone Z	20110 3	20110 4	Lone 3	Zone o	Zone /	20110 0	Zone 3	Zone 10	(Zones 1-8)	AREA
		TOTAL AVAILABLE SPEND (excluding SFT):	105.0	61.6	43.0	79.4	84.8	71.7	75.4	76.7	48.9	66.5	597.6	713.0
	ARY REGIONAL CENTRE)													
Town Centre			46.1	22.8	6.2		3.3	1.9	1.2	17.2	0.3	0.5	101.0	101.7
	De Bradlei Wharf Designer Outlet		0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.2	0.2	0.0 0.0	0.4	0.6
Edge-of Centre	e Chariton SC	Subtotal	0.2 46.3	23.1	6.3		0.0 3.3	0.1 2.1	0.0	0.3 17.7	0.0		0.9 102.3	103.2
		Subtotal	40.3	23.1	0.3	4.3	3.3	2.1	1.2	17.7	0.5	0.5	102.3	103.2
DEAL (DISTRICT C	CENTRE)													
Town Centre	DEAL		1.0	0.4	5.9	22.6	44.7	8.2	1.2	2.2	0.1	0.0	86.1	86.1
	N CENTRE (RURAL SERVICE CENTRE)													
Town Centre	SANDWICH		0.0	1.4	0.0	0.5	0.6	6.1	1.2	0.5	0.1	0.0	10.4	10.5
AVIECUANA (DUD	AL CERUICE CENTRE)													
AYLESHAM (RUR	AL SERVICE CENTRE) RSC-AYLESHAM		0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	2.2	2.2
	RSC-ATLESTIAIVI		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0	0.0
LOCAL CENTRES			0.0	0.0	0.0		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	ASH		0.0	0.0	0.0	0.0	0.0	0.2	1.7	0.0	0.2	0.1	1.9	2.2
	CAPEL-LE-FERNE		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0	0.0
	EASTRY		0.0	0.0	0.0		0.0	0.2	0.2	0.1	0.0	0.0	0.5	0.5
	SHEPHERDSWELL		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
	WINGHAM		0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1
		Subtotal	0.0	0.0	0.0	0.0	0.0	0.6	1.9	0.1	0.2	0.1	2.6	2.9
VILLAGES & HAM														ļ
	ALKHAM		0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1
OUT-OF-CENTRI	E													
Dover	Dover, Granville St (Carpetright/Halfords)		0.8	0.3	0.0	0.0	0.3	0.0	0.0	0.3	0.0	0.0	1.7	1.7
Dovei	B&Q, Honeywood Parkway, Whitfield		5.0	3.3	2.1	3.6	2.3	1.7	1.5	4.9	0.0	0.0	24.6	25.1
	Homebase, Dover Business Park, Whitfield		0.9	0.8	0.6		0.7	1.1	0.1	0.7	0.3	0.0	5.7	5.8
	Screwfix, Dover Business Park, Whitfield, Dover		0.1	0.0	0.4		0.1	0.1	0.0	0.0	0.0	0.0	0.9	0.9
	Jewson, Coombe Valley Road, Dover		0.1	0.0	0.0		0.0	0.3	0.0	0.0	0.0	0.0	0.6	0.6
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield		1.4	0.4	0.8		0.0	0.1	0.1	0.7	0.0	0.0	3.8	3.8
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield	1	2.7	4.8	3.6		1.4	5.3	1.0	8.4	0.1	0.0	32.4	32.4
	Whitfield-Other	•	0.1	0.2	1.3		0.0	0.0	0.0	0.2	0.0	0.0	1.8	1.8
	Trincia duci	Subtotal	11.3	9.8	8.9		4.8	8.6	2.7	15.2	0.5		71.4	
Deal	Out-of-centre		0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.3
	Walmer		0.0	0.0	0.0	0.3	0.1	0.1	0.0	0.1	0.0	0.0	0.6	0.6
		Subtotal	0.0	0.0	0.0	0.4	0.3	0.1	0.0	0.1	0.0	0.0	0.8	0.8
DOVER DISTRIC	T COUNCIL AREA		58.6	34.7	21.1	37.1	53.8	25.8	10.3	35.8	1.3	0.9	275.9	277.7
OTHER STORES	OUTCIDE DDC AREA													
OTHER STURES	OUTSIDE DDC AREA			^ ~	^^									
	Ashford Ashford- Ashford Designer Outlet		3.5 4.9	0.8	0.3		0.4	0.1 0.1	0.3	0.4	0.1	3.2	6.0 6.2	9.2
	Westwood		4.9 6.6		0.3 4.7		16.8	27.2	8.6	4.3	0.4	0.3 0.3	6.2 97.3	6.9 98.0
	Canterbury		17.2	2.4 15.5	13.7	25.8 13.3	10.9	14.7	52.8	4.3 30.7	0.5 42.5	0.3 15.1	97.3 170.4	230.2
	Folkestone		17.2	15.5	13.7		10.9	0.2	52.8	30.7	42.5 0.1	15.1 42.3	170.4 25.3	230.2 66.0
	Margate		0.3	0.9	0.1	0.3	0.6	1.5	0.3	0.0	0.0	42.3 0.0	25.3 3.8	3.8
	Ramsgate		0.0	0.9	0.1		0.0	0.7	1.0	0.0	0.0	0.0	1.9	1.9
	non-space		0.0	0.0	0.3	0.0	0.0	5.7	1.0	0.0	0.0	0.0	1.9	1.9
	ALL OTHER CENTRES / STORES:		1.0	2.1	0.9	2.3	1.0	1.5	1.1	0.8	4.0	4.3	10.8	19.2
All other Centre	es / stores		46.4	26.8	21.8	42.3	31.0	46.0	65.1	40.8	47.6	65.6	321.7	435.2
												_		
TOTAL			105.0	61.6	43.0	79.4	84.8	71.7	75.4	76.7	48.9	66.5	597.6	713.0



Appendix 8: Comparison Goods Capacity



TABLE 1: REVISED FORECAST COMPARISON GOODS TURNOVER (£m) - ALLOW FOR INFLOW FROM OUTSIDE STUDY AREA

		Estimated 'Inflow' from Outside Study Area	2017	2022	2027	2032	2037
DOVER (SECONDARY REG	IONAL CENTRE)						
Town Centre	DOVER	15%	£67.7	£75.8	£87.4	£101.8	£119
	De Bradlei Wharf Designer Outlet	5%	£0.4	£0.4	£0.5	£0.5	£C
Edge-of Centre	Charlton SC	2%	£0.5	£0.6	£0.7	£0.8	£C
	Subtotal	_	£68.5	£76.8	£88.5	£103.1	£121
DEAL (DISTRICT CENTRE)							
Town Centre	DEAL	10%	£54.1	£60.6	£69.9	£81.4	£95
Town Contro	DEAL	1070	154.1	100.0	103.3	101.4	133
	E (RURAL SERVICE CENTRE)						
Town Centre	SANDWICH	10%	£6.6	£7.4	£8.6	£10.0	£11
AYLESHAM (RURAL SERVI	CE CENTRE)						
,	RSC-AYLESHAM	2%	£1.3	£1.4	£1.6	£1.9	£2
LOCAL CENTRES							
	ASH	2%	£1.3	£1.4	£1.6	£1.9	£2
	CAPEL-LE-FERNE	2%	£0.0	£0.0	£0.0	£0.0	£0
	EASTRY	2%	£0.3	£0.4	£0.4	£0.5	£0
	SHEPHERDSWELL	2%	£0.0	£0.0	£0.0	£0.0	£0
	WINGHAM	2%	£0.1	£0.1	£0.1	£0.1	£0
	Subtotal		£1.6	£1.8	£2.1	£2.5	£2
VILLAGES & HAMLETS							
VILLAGES & HAIVILE IS	ALKHAM	2%	£0.0	£0.0	£0.0	£0.0	£0
OUT-OF-CENTRE Dover	Dover, Granville St (Carpetright/Halfords)	2%	£1.0	£1.1	£1.2	£1.4	£1
Dover	B&Q, Honeywood Parkway, Whitfield	2%	£14.5	£16.2	£18.7	£21.8	£25
	Homebase, Dover Business Park, Whitfield	2%	£3.3	£3.7	£4.3	£5.0	£5
	Screwfix, Dover Business Park, Whitfield, Dover	2%	£0.5	£0.6	£0.7	£0.8	£C
	Jewson, Coombe Valley Road, Dover	2%	£0.3	£0.4	£0.7	£0.5	£C
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield	5%	£2.3	£2.5	£2.9	£3.4	£4
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield	5%	£19.3	£21.6	£24.9	£29.0	£34
	Whitfield-Other	2%	£1.0	£1.2	£1.3	£1.6	£1
	Subtotal	270	£42.2	£47.4	£54.6	£63.6	£74
		-00/					
Deal	Out-of-centre Walmer	2% 2%	£0.1 £0.3	£0.2 £0.4	£0.2 £0.4	£0.2 £0.5	£0
	Subtotal	Z70	£0.5	£0.4	£0.4	£0.5	£0
		_					
DOVER DISTRICT COUN	CILADEA		£174.9	£196.1	£225.9	£263.2	£309



			Gross Floorspace	Floorenace I Do	Sales		Tu	rnover (£m)		
Centre	Scheme	Planning Ref	(sqm)	Floorspace (sqm)	Density 2017 (£ per sqm)	2021	2025	2030	2035	2040
[1] Dover - Town Centre	St James's Site (DTIZ) between Townwall Street, Castle Street/King Street, Russell Street, Woolcomber Street	13/00907	7,473	4,185	£5,500	£23.0	£25.7	£29.5	£34.0	£39.2
[2] Dover - Town Centre	62 Castle Street Dover CT16 1PA	18/00221	1,353	474	£3,500	£1.7	£1.9	£2.1	£2.4	£2.8
[3] Deal - Town Centre	Erection of a building incorporating 3 retail units (A1) and 16 self contained flats (existing building to be demolished).	18/01169	350	123	£3,500	£0.4	£0.5	£0.5	£0.6	£0.7
[4] Whitfield - Out-of-Centre	Whitfield Urban Extension (land to east of Sandwich Rd and nw of Napchester Rd)	10/01011	1,900	279	£3,500	£1.0	£1.1	£1.3	£1.4	£1.7
[5] Whitfield - Out-of-Centre	Land at Honeywood Parkway, White Cliffs Business Park, Dover CT16 3FH	16/00976	2,760	386	£3,500	£1.4	£1.5	£1.7	£2.0	£2.3
[6] Staple - Out-of-Centre	Layham Garden Centre Lower Road Staple CT3 1LH	13/00783	4,830	1,014	£3,500	£3.6	£4.0	£4.5	£5.2	£6.1
TOTAL			18,666	6,461		£31.0	£34.6	£39.7	£45.8	£52.8

Notes:

STEP 5:

STEP 6:

- [1] 13/00907 Demolition of existing buildings to provide 7429 sqm of retail (A1) floor space in 2 main blocks together with 2472 sqm of cinema (D2) floor space, 1060m2 of restaurant (A3/A4) in a further block and 44 sqm of retail (A1) in a kiosk to Flying Horse Lane, together with associated car parking, highway works and landscaping at St James Site (DTIZ) generally between town wall Street, Castle Street/King Street, Russell Street and including land fronting Flying Horse Lane. Commitment in the 2018 RTCNA, now built out and therefore incorporated into the
- [2] 18/00221 Erection of a six storey building, comprising flexible Class A1, A2, A3 & A4 uses (ground floor) and flexible Class A1, A2, A3 & A4 uses and B1 (1st Floor) and the formation of 28no flats (2nd 5th floor); Separate Commercial and residential access; Associated commercial bin storage; Secure residential bin and cycle storage; Gated rear service yard; Ano parking spaces; Communal roof garden at third floor level and associated works. Proposed 3no Class A units at ground floor level and floor level and associated works. Proposed 3no Class A units at ground floor level (467sqm GIA in total)" plus "Class A1/B1 (TBA) at first floor level (886sqm in total) i.e. at total of 1,353 GIA. Of the 1,353
- [3] 18/01169 Erection of a building incorporating 3no retail units (Use Class A1) and 16no self-contained flats (existing building to be demolished). Of the 350 sqm gross it is assumed that the convenience /comparison split will be 50% / 50%. This is thereafter netted down using a gross to net factor of 70%.
- [4] 10/01011 Outline Application for the construction of a new community hub/district centre, comprising BRT hub, health and social care centre (class D1) and police office (Class b1) totalling up to 1900 sqm, retail space (class A1-A3) and employment space (class B1(A) totalling up to 2,725 sqm, and 100 no. 2-5 bed residential units including 6 no. supported living units (class C3) provision of learning and communitity campus to incorporate secondary energy centre, new 420 place 2fe primary school including early years provision and provision of access arrangements, all associated car parking, infrastructure and landscaping, with all matters reserved for future consideration (referred to as | Phase 1A in application documentation). For the purposes of this assessment it is assumed that 70% of the floorspace will be for convenience goods and 30% for comparison goods. Commitment in the 2018 RTCNA, since that time the residential element of permission has been implemented but the commercial element has not commenced. The permission remains live and therefore incorporated in to the current assessment.
- [5] 16/00976 Erection of detached retail store (2760 sqm gross internal floor space, including mezzanine) together with provision of 159 car parking spaces and assoc landscaping. It is assumed that 80% of the net sales area will be used for convenience goods and 20% for comparison goods.

 Commitment in the 2018 RTCNA, now built out and therefore incorporated into the current assessment.
- [6] 18/00985 Erection of a building for the use as an extension to the Garden Centre including retail displays, new entrance, new wcs, café, offices, mess room for staff and additional covered display areas. Based on information supplied by Council, floorspace of 995 sqm gross for comparison goods only netted down by 70%.

TABLE 3: DOVER DISTRICT COUNCIL LOCAL AUTHORITY AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

	rissame Edumentam de Sase real and constant market onares						
			2021	2025	2030	2035	2040
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):		£174.9	£196.1	£225.9	£263.2	£309.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) (1):		£174.9	£195.3	£224.0	£258.4	£298.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-	£0.7	£1.9	£4.8	£11.1
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		-	£34.6	£39.7	£45.8	£52.8
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-	-£33.9	-£37.8	-£41.0	-£41.7
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,701	£7,685	£8,866	£10,228
		(ii) Net Floorspace Capacity (sq m):	-	-5,053	-4,915	-4,628	-4,082
		(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-7,219	-7,021	-6,611	-5,831

STEP 1:	The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1).
STEP 2:	It has been assumed for the purpose of this assessment that the LPA's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in
	the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growths rates informed by the latest Experian Retail Planner Briefing Note 18 (October 2020) and other research
	evidence.
STEP 3:	The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
STEP 4:	The turnover of all known commitments has been derived from Table 2. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2025.

The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.



TABLE 4: DOVER TOWN CENTRE- COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	A South Carden and Constant Market Shares						
			2021	2025	2030	2035	2040
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):		£68.5	£76.8	£88.5	£103.1	£121.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£68.5	£76.5	£87.8	£101.3	£116.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-	£0.3	£0.7	£1.9	£4.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		-	£27.6	£31.6	£36.5	£42.1
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-	-£27.3	-£30.9	-£34.6	-£37.7
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,701	£7,685	£8,866	£10,228
		(ii) Net Floorspace Capacity (sq m):	-	-4,069	-4,015	-3,902	-3,688
		(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-5,813	-5,736	-5,575	-5,269

Notes: Commitments (from Table 2 above):

- [1] 13/00907 Demolition of existing buildings to provide 7429 sqm of retail (A1) floor space in 2 main blocks together with 2472 sqm of cinema (D2) floor space, 1060m2 of restaurant (A3/A4) in a further block and 44 sqm of retail (A1) in a kiosk to Flying Horse Lane, together with associated car parking, highway works and landscaping at St James Site (DTIZ) generally between town wall Street, Castle Street/King Street, Woolcomber Street and including land fronting Flying Horse Lane. Commitment in the 2018 RTCNA, now built out and therefore incorporated into the current assessment
- [2] 18/00221 Erection of a six storrey building, comprising flexible Class A1, A2, A3 & A4 uses (ground floor) and flexible Class A1, A2, A3 & A4 uses and B1 (1st Floor) and the formation of 28no flats (2nd 5th floor); Separate Commercial and residential access; Associated commercial bin storage; Secure residential bin and cycle storage; Gated rear service yard; 4no parking spaces; Communal roof garden at third floor level and associated works. Proposed 3 no Class A units at ground floor level (467sqm GIA in total)* plus "Class A1/B1 (TBA) at first floor level (886sqm in total) i.e. at total of 1,353 GIA. Of the 1,353 sqm gross it is assumed that the convenience / Comparison spit in will be 50% / 50%. This is thereafter netted down using a gross to net factor of 70%.

TABLE 5: DEAL AND SANDWICH TOWN CENTRE- COMPARISON GOODS CAPACITY ASSESSMENT

	Assume Equilibrium at Base Year and Constant Market Shares						
			2021	2025	2030	2035	2040
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):		£60.7	£68.1	£78.4	£91.4	£107.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£60.7	£67.8	£77.8	£89.7	£103.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-	£0.3	£0.7	£1.7	£3.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		-	£0.5	£0.5	£0.6	£0.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-	-£0.2	£0.1	£1.0	£3.1
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,701	£7,685	£8,866	£10,228
		(ii) Net Floorspace Capacity (sq m):	-	-33	15	115	304
		(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-47	21	164	435

Notes: Commitments (from Table 2 above):

[3] 18/01169 - Erection of a building incorporating 3no retail units (Use Class A1) and 16no self-contained flats (existing building to be demolished). Of the 350 sqm gross it is assumed that the convenience /comparison split will be 50% / 50%. This is thereafter netted down using a gross to net factor of 70%.



TABLE 6: ALL OTHER LOCAL & VILLAGE CENTRES ACROSS DOVER DISTRICT AREA - COMPARISON GOODS CAPACITY ASSESSMENT

Assume Equilibrium at Base Year and Constant Market Shares 2021 2025 2030 2035 2040 TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m): STEP 1: £2.9 £3.3 £3.8 £4.4 £5.2 STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m): £2.9 £3.3 £3.8 £4.4 £5.0 NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m): STEP 3: £0.0 £0.0 £0.1 £0.2 STEP 4: TURNOVER OF ALL COMMITED FLOORSPACE (£m) £0.0 £0.0 £0.0 £0.0 STEP 5: NET RESIDUAL EXPENDITURE AFTER COMMITMENTS: £0.0 £0.0 £0.1 £0.2 STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: £6,701 £7.685 £10.228 £8.866 (i) Estimated Average Sales Density of New Floorspace (£ per sq m): £6,000 (ii) Net Floorspace Capacity (sq m): 18 (iii) Assumed Net / Gross Floorspace Ratio: 70% 70% 70% 70% 70% (iv) Gross Floorspace Capacity (sq m): 13 26

TABLE 7: ALL OUT-OF-CENTRE FLOORSPACE ACROSS DOVER DISTRICT AREA - COMPARISON GOODS CAPACITY ASSESSMENT Assume Equilibrium at Base Year and Constant Market Shares

	Assume Equilibrium at base Year and Constant Market Shares						
			2021	2025	2030	2035	2040
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):		£42.7	£47.9	£55.2	£64.3	£75.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m):		£42.7	£47.7	£54.7	£63.1	£72.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):		-	£0.2	£0.5	£1.2	£2.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)		-	£6.6	£7.5	£8.7	£10.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:		-	-£6.4	-£7.1	-£7.5	-£7.3
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:						l
		(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,701	£7,685	£8,866	£10,228
		(ii) Net Floorspace Capacity (sq m):	-	-953	-919	-849	-716
		(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
		(iv) Gross Floorspace Capacity (sq m):		-1,361	-1,313	-1,213	-1,022

Notes: Commitments (from Table 2 above):

[4] 10/01011 - Outline Application for the construction of a new community hub/district centre, comprising BRT hub, health and social care centre (class D1) and police office (Class b1) totalling up to 1900 sqm, retail space (class A1-A3) and employment space (class B1(A) totalling up to 2,725 sqm, and 100 no. 2-5 bed residential units including 6 no. supported living units (class S2) provision of learning and communitity campus to incorporate secondary energy centre, new 420 place 2fe primary school including early years provision and provision of access arrangements, all associated car parking, infrastructure and landscaping, with all matters reserved for future consideration (referred to as | Phase 1A in application documentation). For the purposes of this assessment it is assumed that 70% of the floorspace will be for convenience goods and 30% for comparison goods.

Commitment in the 2018 RTCNA. since that time the residential element of permission has been implemented but the commercial element has not commenced. The permission remains live and therefore incorporated in to the current assessment.

[5] 16/00976 - Erection of detached retail store (2760 sqm gross internal floor space, including mezzanine) together with provision of 159 car parking spaces and assoc landscaping. It is assumed that 80% of the net sales area will be used for convenience goods and 20% for comparison goods.

Commitment in the 2018 RTCNA. now built out and therefore incoroorated into the current assessment.
[6] 18/00985 - Erection of a building for the use as an extension to the Garden Centre including retail displays, new entrance, new wcs, café, offices, mess room for staff and additional covered display areas. Based on information supplied by Council, floorspace of 995 sqm gross for comparison goods only netted down by 70%.

TABLE 8: SUMMARY TABLE - COMPARISON GOODS CAPACITY (NET SQ M) Assume Equilibrium at 2021 and Constant Market Shares

2035 2040 2025 2030 Dover Town Centre -4,069 -4,015 -3,902 -3,688 Deal & Sandwich Town Centre(s) -33 15 115 304 All Other Local & Village Centres 2 4 9 18 All Out-of-Centre Floorspace -953 -919 -849 -716 TOTAL DISTRICT WIDE COMPARISON GOODS CAPACITY -4,082 -5,053 -4,915 -4,628

