

**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

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## **Volume 4: Quantitative Modelling Outputs**

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

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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
<b>Study Area</b>	<b>140,380</b>	<b>145,670</b>	<b>151,452</b>	<b>156,481</b>	<b>161,296</b>	<b>14.9%</b>	<b>20,916</b>
<b>Dover DC Area (Zones 1-8)</b>	<b>119,772</b>	<b>124,503</b>	<b>129,543</b>	<b>133,837</b>	<b>137,961</b>	<b>15.2%</b>	<b>18,189</b>

Source: 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 (incl SFT)	2021	2025	2030	2035	2040
		EXCLUDING SPECIAL FORMS OF TRADING				
EXPERIAN - SPECIAL FORMS OF TRADING (%):		5.4%	6.2%	6.8%	7.1%	7.4%
REVISED SPECIAL FORMS OF TRADING (%):		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
<b>STUDY AREA AVERAGE:</b>	<b>£2,453</b>	<b>£2,389</b>	<b>£2,385</b>	<b>£2,385</b>	<b>£2,393</b>	<b>£2,401</b>
<b>Dover DC Area (Zones 1-8) Average</b>	<b>£2,435</b>	<b>£2,372</b>	<b>£2,367</b>	<b>£2,367</b>	<b>£2,375</b>	<b>£2,384</b>

Source: Average spend per capita estimates (2019 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-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 (incl SFT)	2021	2025	2030	2035	2040	GROWTH 2021 to 2040:	
							%	2021-40
Zone 1	£54.9	£53.5	£55.7	£58.4	£61.2	£64.0	19.8%	£10.6
Zone 2	£30.8	£30.0	£31.2	£32.7	£34.0	£35.3	17.8%	£5.3
Zone 3	£19.5	£19.0	£19.6	£20.2	£20.8	£21.2	11.6%	£2.2
Zone 4	£38.3	£37.3	£38.5	£39.9	£41.1	£42.4	13.5%	£5.0
Zone 5	£42.0	£40.9	£42.3	£43.9	£45.2	£46.4	13.7%	£5.6
Zone 6	£32.8	£31.9	£32.9	£34.0	£35.0	£35.9	12.3%	£3.9
Zone 7	£34.8	£33.9	£35.4	£37.0	£38.7	£40.3	19.0%	£6.4
Zone 8	£35.0	£34.1	£35.4	£36.7	£37.8	£38.9	14.0%	£4.8
Zone 9	£22.1	£21.5	£21.8	£22.4	£23.1	£23.6	9.8%	£2.1
Zone 10	£29.3	£28.5	£29.5	£30.7	£31.9	£33.2	16.4%	£4.7
<b>STUDY AREA:</b>	<b>£339.5</b>	<b>£330.6</b>	<b>£342.3</b>	<b>£355.8</b>	<b>£368.7</b>	<b>£381.3</b>	<b>15.3%</b>	<b>£50.7</b>
<b>Dover DC Area (Zones 1-8)</b>	<b>£288.1</b>	<b>£280.6</b>	<b>£291.0</b>	<b>£302.7</b>	<b>£313.7</b>	<b>£324.4</b>	<b>15.6%</b>	<b>£43.8</b>

**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  
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 STUDY AREA
<b>DOVER TOWN &amp; EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)</b>												
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%	0.7%	0.2%	0.0%	0.1%	0.5%	0.0%	0.0%	0.4%	0.4%
Marks & Spencer, Biggin Street, Dover	2.2%	2.1%	1.6%	0.0%	0.0%	0.3%	0.3%	2.7%	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	0.8%	1.8%	0.4%	0.0%	0.5%	0.0%	0.0%	1.7%	0.0%	0.0%	0.6%	0.5%
Subtotal	3.9%	4.0%	2.4%	0.7%	0.7%	0.3%	0.4%	4.9%	0.0%	0.0%	2.2%	1.9%
<b>DEAL TOWN &amp; EDGE OF CENTRE (DISTRICT CENTRE)</b>												
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%	1.0%
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%	0.2%
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%	1.3%
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%	1.4%
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%	10.8%
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.2%	0.3%	1.0%	3.1%	9.7%	0.4%	0.1%	0.3%	0.4%	0.0%	2.1%	1.8%
Subtotal	0.2%	0.8%	19.3%	42.8%	69.2%	14.4%	2.7%	1.4%	0.6%	0.0%	19.3%	16.4%
<b>SANDWICH TOWN &amp; EDGE OF CENTRE (RURAL SERVICE CENTRE)</b>												
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%	0.1%
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%	2.3%
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.0%	0.0%	0.0%	0.0%	0.5%	3.7%	1.9%	0.0%	0.0%	0.0%	0.7%	0.6%
Subtotal	0.0%	0.0%	0.0%	0.0%	1.1%	22.8%	5.8%	0.7%	0.7%	0.0%	3.5%	3.0%
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>												
Co-op, Market Square, Aylesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%	1.5%	0.0%	0.9%	0.9%
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%	9.2%	0.0%	1.5%	0.0%	1.1%	1.0%
<b>LOCAL CENTRES</b>												
ASH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	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%	0.1%
WINGHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	2.3%	0.3%	0.5%	0.6%
Subtotal	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	9.4%	1.0%	2.3%	0.3%	1.3%	1.3%
<b>VILLAGES &amp; HAMLETS</b>												
ELHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.8%	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%	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%	0.0%
ST.MARGARET'S AT CLIFFE	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
Subtotal	0.0%	0.0%	5.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.8%	0.4%	0.4%
<b>OUT-OF-CENTRE</b>												
<b>Dover</b>												
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%	11.3%
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%	2.8%
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%	1.0%	0.8%
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	0.3%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%
Morrisons, Bridge Street, Dover	33.8%	18.5%	9.3%	2.7%	2.2%	2.3%	0.3%	14.7%	0.3%	1.8%	11.8%	10.2%
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%	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%	16.9%
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%	0.4%
<b>Deal</b>												
Co-op, Beauchamp Avenue, Mill Hill, Deal	1.6%	0.0%	0.4%	8.0%	3.1%	2.6%	0.0%	0.0%	0.0%	0.0%	2.1%	1.8%
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	0.9%	0.3%	2.9%	5.0%	2.6%	1.1%	0.0%	0.0%	0.0%	0.0%	1.6%	1.3%
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%
<b>Sandwich</b>												
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	85.2%	83.3%	63.7%	39.0%	19.7%	37.2%	16.5%	79.4%	2.1%	4.3%	53.4%	45.8%
<b>DOVER DISTRICT COUNCIL AREA</b>												
	89.3%	88.1%	90.4%	82.5%	90.6%	75.2%	44.4%	87.4%	7.2%	5.4%	81.3%	69.9%
<b>OTHER STORES OUTSIDE DDC AREA</b>												
Ashford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.2%	0.3%	0.1%	0.1%
Broadstairs / Westwood	0.3%	0.0%	2.1%	1.7%	1.3%	7.8%	2.8%	0.2%	0.8%	0.0%	1.9%	1.6%
Canterbury	1.7%	2.2%	2.1%	2.3%	0.7%	3.1%	39.4%	3.8%	81.0%	3.9%	6.7%	11.3%
Folkestone	4.4%	3.7%	1.6%	0.0%	0.0%	0.3%	0.4%	4.3%	0.5%	59.6%	1.9%	6.8%
Hawkinge	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%	0.3%	0.6%	22.0%	0.1%	2.0%
Hythe	0.0%	0.0%	0.2%	0.5%	0.0%	0.1%	0.0%	0.4%	0.0%	1.8%	0.1%	0.3%
Margate	0.0%	0.0%	0.0%	0.0%	1.7%	1.2%	0.4%	0.0%	0.0%	0.0%	0.4%	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%	1.4%
<b>ALL OTHER CENTRES / STORES:</b>	0.1%	0.0%	0.2%	1.3%	0.0%	0.3%	1.4%	0.6%	1.2%	0.7%	0.5%	0.6%
<b>All other centres / stores</b>	6.9%	5.9%	6.5%	6.6%	4.0%	20.6%	50.1%	9.5%	84.2%	88.2%	13.4%	24.5%
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:</b>												
	3.8%	6.0%	3.1%	10.8%	5.4%	4.2%	5.4%	3.1%	8.6%	6.4%	5.3%	5.6%
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**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)	TOTAL STUDY AREA
<b>DOVER TOWN &amp; EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)</b>												
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	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%	0.1%
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%	0.1%
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	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
<b>Subtotal</b>	<b>0.8%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.4%</b>	<b>0.3%</b>
<b>DEAL TOWN &amp; EDGE OF CENTRE (DISTRICT CENTRE)</b>												
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%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.5%</b>	<b>18.0%</b>	<b>45.9%</b>	<b>70.9%</b>	<b>12.0%</b>	<b>3.5%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>19.6%</b>	<b>16.6%</b>
<b>SANDWICH TOWN &amp; EDGE OF CENTRE (RURAL SERVICE CENTRE)</b>												
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%	0.0%	13.9%	4.9%	0.7%	0.0%	0.0%	2.3%	1.9%
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>14.3%</b>	<b>4.9%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.3%</b>	<b>2.0%</b>
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>												
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%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.2%</b>
<b>LOCAL CENTRES</b>												
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%	0.1%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.2%</b>	<b>0.2%</b>
<b>VILLAGES &amp; HAMLETS</b>												
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	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.7%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.4%</b>	<b>0.3%</b>
<b>OUT-OF-CENTRE</b>												
<b>Dover</b>												
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%	1.7%	1.8%	0.8%	6.1%	0.0%	1.1%	0.0%	0.0%	0.0%	2.9%	2.4%
Co-op, Lower Road, River, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.2%	0.1%
Costcutter, Sheridan 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	0.0%	0.0%	0.7%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Morrisons, Bridge Street, Dover	33.4%	15.5%	5.3%	2.8%	3.3%	2.1%	0.0%	15.2%	0.0%	0.7%	11.3%	9.6%
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	16.4%	53.8%	49.7%	14.4%	4.8%	28.7%	18.9%	43.1%	0.7%	3.4%	25.6%	22.1%
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%
<b>Deal</b>												
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%	0.1%
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%
<b>Sandwich</b>												
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%
<b>Subtotal</b>	<b>84.8%</b>	<b>90.1%</b>	<b>64.2%</b>	<b>31.1%</b>	<b>19.2%</b>	<b>44.5%</b>	<b>21.5%</b>	<b>85.8%</b>	<b>0.7%</b>	<b>4.8%</b>	<b>55.2%</b>	<b>47.3%</b>
<b>DOVER DISTRICT COUNCIL AREA</b>												
	<b>85.6%</b>	<b>90.6%</b>	<b>88.6%</b>	<b>77.0%</b>	<b>90.8%</b>	<b>70.8%</b>	<b>33.1%</b>	<b>87.8%</b>	<b>1.3%</b>	<b>4.8%</b>	<b>78.2%</b>	<b>66.9%</b>
<b>OTHER STORES OUTSIDE DDC AREA</b>												
Ashford	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.2%	0.1%
Broadstairs / Westwood	0.5%	0.0%	2.5%	1.9%	2.0%	11.2%	3.9%	0.0%	1.3%	0.0%	2.6%	2.3%
Canterbury	1.6%	0.6%	2.0%	2.1%	0.0%	4.2%	45.4%	3.0%	81.7%	2.4%	7.1%	11.6%
Folkestone	6.2%	1.9%	2.5%	0.0%	0.0%	0.5%	0.6%	3.6%	0.8%	68.6%	2.1%	7.8%
Hawkinge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	12.3%	0.1%	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%	0.3%
Margate	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.6%	0.0%	0.0%	0.0%	0.3%	0.3%
Ramsgate	0.0%	0.0%	0.0%	1.0%	0.0%	7.3%	6.1%	0.0%	0.0%	0.0%	1.7%	1.4%
<b>ALL OTHER CENTRES / STORES:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.7%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.2%</b>
<b>All other Centres / stores</b>	<b>8.7%</b>	<b>2.5%</b>	<b>6.9%</b>	<b>5.0%</b>	<b>2.0%</b>	<b>25.2%</b>	<b>57.8%</b>	<b>7.8%</b>	<b>85.0%</b>	<b>85.5%</b>	<b>14.2%</b>	<b>24.9%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:</b>												
	<b>5.7%</b>	<b>6.9%</b>	<b>4.5%</b>	<b>18.0%</b>	<b>7.2%</b>	<b>3.9%</b>	<b>9.1%</b>	<b>4.3%</b>	<b>13.7%</b>	<b>9.7%</b>	<b>7.6%</b>	<b>8.2%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**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

	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
<b>DOVER TOWN &amp; EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)</b>												
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	2.1%	1.0%	0.9%	0.0%	0.0%	0.0%	1.0%	1.3%	0.0%	0.0%	0.8%	0.7%
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%	1.3%
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%	0.0%
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%	0.4%	0.3%
<b>Subtotal</b>	<b>6.8%</b>	<b>3.4%</b>	<b>2.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.0%</b>	<b>6.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.7%</b>	<b>2.3%</b>
<b>DEAL TOWN &amp; EDGE OF CENTRE (DISTRICT CENTRE)</b>												
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%	1.2%
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%	0.2%
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%	1.8%
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%	3.1%
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%	6.4%
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.0%	0.0%	0.0%	1.1%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.0%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>22.0%</b>	<b>40.7%</b>	<b>51.6%</b>	<b>12.3%</b>	<b>1.8%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>16.0%</b>	<b>13.7%</b>
<b>SANDWICH TOWN &amp; EDGE OF CENTRE (RURAL SERVICE CENTRE)</b>												
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%	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%	1.7%
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%	0.3%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>20.3%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.5%</b>	<b>2.2%</b>
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>												
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%	0.7%
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%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.8%</b>	<b>0.7%</b>
<b>LOCAL CENTRES</b>												
ASH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	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%	5.7%	0.0%	1.2%	0.0%	0.7%	0.7%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.6%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>0.0%</b>	<b>0.8%</b>	<b>0.8%</b>
<b>VILLAGES &amp; HAMLETS</b>												
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	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>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
<b>OUT-OF-CENTRE</b>												
<b>Dover</b>												
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%	15.4%
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%	2.5%
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%	0.0%
Costcutter, Sheridan 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	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Morrisons, Bridge Street, Dover	26.2%	32.0%	23.8%	7.5%	1.7%	5.2%	1.8%	16.3%	0.0%	0.0%	14.1%	11.9%
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	13.2%	15.0%	18.9%	19.9%	5.9%	21.8%	8.7%	23.7%	3.4%	0.0%	15.3%	13.2%
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%
<b>Deal</b>												
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%	0.7%
Co-op, Lord Warden, Hamilton Road, Deal	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Mill Hill, Deal	0.0%	1.0%	0.9%	1.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%
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%	0.0%
<b>Sandwich</b>												
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%
<b>Subtotal</b>	<b>82.5%</b>	<b>73.1%</b>	<b>64.7%</b>	<b>43.8%</b>	<b>25.7%</b>	<b>33.1%</b>	<b>13.4%</b>	<b>74.4%</b>	<b>3.4%</b>	<b>0.0%</b>	<b>51.9%</b>	<b>44.3%</b>
<b>DOVER DISTRICT COUNCIL AREA</b>												
	<b>89.3%</b>	<b>76.6%</b>	<b>89.3%</b>	<b>84.5%</b>	<b>77.3%</b>	<b>65.7%</b>	<b>31.7%</b>	<b>80.8%</b>	<b>5.7%</b>	<b>0.0%</b>	<b>74.9%</b>	<b>63.9%</b>
<b>OTHER STORES OUTSIDE DDC AREA</b>												
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	2.3%	0.0%	0.3%
Broadstairs / Westwood	0.0%	0.0%	1.7%	3.6%	0.9%	6.8%	2.9%	1.3%	0.0%	0.0%	2.0%	1.7%
Canterbury	3.3%	1.0%	4.4%	5.2%	1.7%	3.9%	46.4%	2.9%	89.4%	5.4%	8.4%	13.4%
Folkestone	4.0%	10.2%	0.9%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	62.8%	3.1%	8.0%
Hawkinge	0.8%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	2.2%	24.6%	0.3%	2.5%
Hythe	0.0%	0.0%	1.1%	1.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.9%	0.3%	0.4%
Margate	0.0%	0.0%	0.0%	0.0%	11.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	1.4%
Ramsgate	0.0%	0.0%	0.0%	2.0%	0.0%	13.0%	9.7%	1.6%	0.0%	0.0%	3.1%	2.6%
<b>ALL OTHER CENTRES / STORES:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>9.3%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>1.4%</b>
<b>All other Centres / stores</b>	<b>8.1%</b>	<b>11.2%</b>	<b>8.0%</b>	<b>15.5%</b>	<b>15.3%</b>	<b>24.7%</b>	<b>68.3%</b>	<b>15.5%</b>	<b>92.8%</b>	<b>96.1%</b>	<b>20.5%</b>	<b>31.7%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:</b>												
	<b>2.6%</b>	<b>12.2%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>7.4%</b>	<b>9.6%</b>	<b>0.0%</b>	<b>3.7%</b>	<b>1.5%</b>	<b>3.9%</b>	<b>4.6%</b>	<b>4.3%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**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 STUDY AREA
<b>DOVER TOWN &amp; EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)</b>												
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%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
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%	0.0%	3.4%
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	0.9%	5.1%	2.4%	0.0%	0.8%	0.0%	0.0%	9.0%	0.0%	0.0%	0.0%	2.1%
<b>Subtotal</b>	<b>9.6%</b>	<b>9.2%</b>	<b>7.0%</b>	<b>0.0%</b>	<b>1.9%</b>	<b>0.0%</b>	<b>1.8%</b>	<b>16.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.8%</b>	<b>4.9%</b>
<b>DEAL TOWN &amp; EDGE OF CENTRE (DISTRICT CENTRE)</b>												
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%	1.1%
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	0.0%	0.8%	4.6%	11.8%	44.6%	0.8%	1.0%	2.3%	0.0%	0.0%	9.0%	7.6%
<b>Subtotal</b>	<b>0.0%</b>	<b>1.7%</b>	<b>21.6%</b>	<b>40.7%</b>	<b>87.9%</b>	<b>14.3%</b>	<b>1.0%</b>	<b>3.9%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>22.1%</b>	<b>18.7%</b>
<b>SANDWICH TOWN &amp; EDGE OF CENTRE (RURAL SERVICE CENTRE)</b>												
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, Moot 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%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.6%</b>	<b>53.5%</b>	<b>2.0%</b>	<b>1.5%</b>	<b>4.6%</b>	<b>0.0%</b>	<b>6.9%</b>	<b>6.1%</b>
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>												
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%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>37.1%</b>	<b>0.0%</b>	<b>4.6%</b>	<b>0.0%</b>	<b>4.5%</b>	<b>4.1%</b>
<b>LOCAL CENTRES</b>												
ASH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	27.6%	0.0%	0.0%	0.0%	3.3%	2.8%
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%	0.0%
EASTRY	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%
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%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>3.5%</b>	<b>37.3%</b>	<b>6.7%</b>	<b>10.9%</b>	<b>0.0%</b>	<b>5.7%</b>	<b>5.6%</b>
<b>VILLAGES &amp; HAMLETS</b>												
ELHAM	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%	0.1%	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%	0.1%
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%	0.4%	0.4%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.5%</b>	<b>0.8%</b>	<b>1.2%</b>
<b>OUT-OF-CENTRE</b>												
<b>Dover</b>												
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%	2.6%
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%	3.5%
Costcutter, Sheridan 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	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
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%	10.9%
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%	1.7%
<b>Deal</b>												
Co-op, Beauchamp Avenue, Mill Hill, Deal	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, 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%	0.3%
<b>Sandwich</b>												
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%
<b>Subtotal</b>	<b>87.1%</b>	<b>81.8%</b>	<b>62.2%</b>	<b>57.7%</b>	<b>6.5%</b>	<b>18.7%</b>	<b>10.8%</b>	<b>62.9%</b>	<b>2.1%</b>	<b>0.0%</b>	<b>49.2%</b>	<b>41.9%</b>
<b>DOVER DISTRICT COUNCIL AREA</b>												
	<b>96.7%</b>	<b>92.6%</b>	<b>98.4%</b>	<b>98.4%</b>	<b>99.0%</b>	<b>90.0%</b>	<b>92.8%</b>	<b>91.9%</b>	<b>22.1%</b>	<b>5.5%</b>	<b>95.1%</b>	<b>82.6%</b>
<b>OTHER STORES OUTSIDE DDC AREA</b>												
Ashford	0.0%	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%	0.0%
Canterbury	1.7%	0.8%	0.0%	1.6%	1.0%	0.0%	7.2%	4.4%	76.8%	3.7%	2.2%	7.2%
Folkestone	0.7%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	36.3%	1.1%	4.1%
Hawkinge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	47.6%	0.0%	4.1%
Hythe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.2%
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%	8.2%	0.0%	0.0%	0.0%	0.0%	0.9%	0.8%
<b>ALL OTHER CENTRES / STORES:</b>	<b>0.9%</b>	<b>0.0%</b>	<b>1.6%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.8%</b>	<b>0.0%</b>	<b>1.3%</b>	<b>0.0%</b>	<b>4.8%</b>	<b>0.6%</b>	<b>1.0%</b>
<b>All other Centres / stores</b>	<b>3.3%</b>	<b>7.4%</b>	<b>1.6%</b>	<b>1.6%</b>	<b>1.0%</b>	<b>10.0%</b>	<b>7.2%</b>	<b>8.1%</b>	<b>76.8%</b>	<b>94.5%</b>	<b>4.9%</b>	<b>17.3%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:</b>												
	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.1%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**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)	TOTAL STUDY AREA
<b>DOVER TOWN &amp; EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)</b>												
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	3.4%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	2.2%	1.8%
<b>Subtotal</b>	<b>9.5%</b>	<b>21.4%</b>	<b>5.4%</b>	<b>7.5%</b>	<b>0.0%</b>	<b>2.7%</b>	<b>0.0%</b>	<b>10.8%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.1%</b>	<b>6.0%</b>
<b>DEAL TOWN &amp; EDGE OF CENTRE (DISTRICT CENTRE)</b>												
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	1.9%	2.3%	2.7%	7.5%	12.5%	2.7%	0.0%	0.0%	4.3%	0.0%	3.9%	3.6%
<b>Subtotal</b>	<b>1.9%</b>	<b>2.3%</b>	<b>19.1%</b>	<b>30.0%</b>	<b>57.2%</b>	<b>32.5%</b>	<b>2.1%</b>	<b>3.6%</b>	<b>4.3%</b>	<b>0.0%</b>	<b>18.6%</b>	<b>16.1%</b>
<b>SANDWICH TOWN &amp; EDGE OF CENTRE (RURAL SERVICE CENTRE)</b>												
Spar, Market Street, Sandwich	0.0%	0.0%	0.0%	0.0%	4.3%	5.5%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%
Co-op, Moat Sole Road, Sandwich	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	4.6%	0.0%	0.0%	0.0%	1.3%	1.1%
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.0%	0.0%	0.0%	0.0%	2.4%	19.1%	17.9%	0.0%	0.0%	0.0%	4.7%	4.0%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.7%</b>	<b>30.9%</b>	<b>22.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.2%</b>	<b>6.1%</b>
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>												
Co-op, Market Square, Aylesham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	0.0%	4.3%	0.0%	1.2%	1.3%
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.0%	1.0%	0.8%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>17.8%</b>	<b>0.0%</b>	<b>4.3%</b>	<b>0.0%</b>	<b>2.2%</b>	<b>2.1%</b>
<b>LOCAL CENTRES</b>												
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%	0.0%	0.0%	0.0%	0.0%	0.0%
WINGHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.9%	0.0%	5.2%	3.3%	1.3%	1.7%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>16.7%</b>	<b>0.0%</b>	<b>5.2%</b>	<b>3.3%</b>	<b>2.0%</b>	<b>2.3%</b>
<b>VILLAGES &amp; HAMLETS</b>												
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%	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%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.4%</b>	<b>0.3%</b>
<b>OUT-OF-CENTRE</b>												
<b>Dover</b>												
Aldi, Cherry Tree Avenue, Dover	15.7%	1.9%	14.3%	25.3%	0.0%	0.0%	0.0%	21.2%	0.0%	0.0%	10.1%	8.6%
Asda Supermarket, Charlton Green, Dover	18.1%	18.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	4.3%	0.0%	6.3%	5.6%
Co-op, Lower Road, River, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	0.0%	0.0%	2.3%	2.0%
Costcutter, Sheridan 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	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.6%
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%	10.0%
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%	0.0%
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%	4.2%
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%	1.6%
<b>Deal</b>												
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%	7.8%
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%	23.4%	4.5%	21.2%	2.7%	0.0%	0.0%	0.0%	0.0%	5.6%	4.7%
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%
<b>Sandwich</b>												
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%
<b>Subtotal</b>	<b>88.6%</b>	<b>60.0%</b>	<b>61.4%</b>	<b>51.6%</b>	<b>33.2%</b>	<b>27.0%</b>	<b>0.0%</b>	<b>73.2%</b>	<b>8.6%</b>	<b>13.4%</b>	<b>51.1%</b>	<b>45.1%</b>
<b>DOVER DISTRICT COUNCIL AREA</b>												
	<b>100.0%</b>	<b>83.7%</b>	<b>91.3%</b>	<b>89.1%</b>	<b>97.1%</b>	<b>93.1%</b>	<b>59.1%</b>	<b>87.6%</b>	<b>22.3%</b>	<b>16.7%</b>	<b>88.6%</b>	<b>78.0%</b>
<b>OTHER STORES OUTSIDE DDC AREA</b>												
Ashford	0.0%	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%	0.2%	0.2%
Canterbury	0.0%	16.3%	2.7%	0.0%	2.9%	0.0%	40.9%	8.8%	71.1%	10.2%	8.4%	12.6%
Folkestone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	35.5%	0.4%	3.4%
Hawkinge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	37.5%	0.0%	3.4%
Hythe	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%
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%	2.7%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.5%	0.4%
<b>ALL OTHER CENTRES / STORES:</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>7.5%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.3%</b>	<b>0.0%</b>	<b>1.0%</b>	<b>1.1%</b>
<b>All other Centres / stores</b>	<b>0.0%</b>	<b>16.3%</b>	<b>8.7%</b>	<b>10.9%</b>	<b>2.9%</b>	<b>2.7%</b>	<b>40.9%</b>	<b>12.4%</b>	<b>77.7%</b>	<b>83.3%</b>	<b>11.0%</b>	<b>21.6%</b>
<b>SPECIAL FORMS OF TRADING/ INTERNET SHOPPING:</b>												
	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>4.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>0.4%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

**Appendix 3: Convenience Goods Turnover  
(excluding SFT)**

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

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTAL STUDY AREA
<b>DOVER TOWN &amp; EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)</b>												
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	0.8%	1.9%	0.4%	0.0%	0.5%	0.0%	0.0%	1.8%	0.0%	0.0%	0.7%	0.6%
<b>Subtotal</b>	<b>4.0%</b>	<b>4.3%</b>	<b>2.5%</b>	<b>0.8%</b>	<b>0.7%</b>	<b>0.3%</b>	<b>0.4%</b>	<b>5.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>2.3%</b>	<b>2.0%</b>
<b>DEAL TOWN &amp; EDGE OF CENTRE (DISTRICT CENTRE)</b>												
Co-op, Park Street, Deal	0.0%	0.0%	1.0%	0.5%	6.9%	0.4%	0.0%	0.0%	0.2%	0.0%	1.2%	1.0%
Co-op, Queens Street, Deal	0.0%	0.0%	1.4%	0.6%	0.6%	0.0%	0.0%	0.2%	0.0%	0.0%	0.3%	0.2%
Iceland, Queen Street, Deal	0.0%	0.0%	0.7%	3.8%	6.8%	0.3%	0.2%	0.0%	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%	0.7%	0.4%	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%
<b>Subtotal</b>	<b>0.2%</b>	<b>0.8%</b>	<b>19.9%</b>	<b>47.9%</b>	<b>73.2%</b>	<b>15.1%</b>	<b>2.9%</b>	<b>1.4%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>20.4%</b>	<b>17.4%</b>
<b>SANDWICH TOWN &amp; EDGE OF CENTRE (RURAL SERVICE CENTRE)</b>												
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%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.1%</b>	<b>23.8%</b>	<b>6.1%</b>	<b>0.7%</b>	<b>0.7%</b>	<b>0.0%</b>	<b>3.7%</b>	<b>3.2%</b>
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>												
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%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>9.7%</b>	<b>0.0%</b>	<b>1.7%</b>	<b>0.0%</b>	<b>1.2%</b>	<b>1.1%</b>
<b>LOCAL CENTRES</b>												
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%	0.1%
WINGHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	2.6%	0.4%	0.5%	0.6%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>10.0%</b>	<b>1.0%</b>	<b>2.6%</b>	<b>0.4%</b>	<b>1.4%</b>	<b>1.4%</b>
<b>VILLAGES &amp; HAMLETS</b>												
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%	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	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%
<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>5.2%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.4%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.9%</b>	<b>0.4%</b>	<b>0.4%</b>
<b>OUT-OF-CENTRE</b>												
<b>Dover</b>												
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	9.4%	4.6%	3.3%	0.4%	3.8%	0.0%	0.7%	1.6%	0.5%	0.0%	3.4%	3.0%
Co-op, Lower Road, River, Dover	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	0.0%	0.0%	1.0%	0.9%
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%	0.0%
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%	18.0%
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%
<b>Deal</b>												
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%	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%
<b>Sandwich</b>												
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%
<b>Subtotal</b>	<b>88.6%</b>	<b>88.6%</b>	<b>65.7%</b>	<b>43.8%</b>	<b>20.8%</b>	<b>38.8%</b>	<b>17.5%</b>	<b>82.0%</b>	<b>2.3%</b>	<b>4.5%</b>	<b>56.4%</b>	<b>48.5%</b>
<b>DOVER DISTRICT COUNCIL AREA</b>	<b>92.8%</b>	<b>93.7%</b>	<b>93.3%</b>	<b>92.5%</b>	<b>95.8%</b>	<b>78.5%</b>	<b>47.0%</b>	<b>90.2%</b>	<b>7.9%</b>	<b>5.8%</b>	<b>85.8%</b>	<b>74.1%</b>
<b>OTHER STORES OUTSIDE DDC AREA</b>												
Ashford	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.2%	0.4%	0.1%	0.1%
Broadstairs / Westwood	0.3%	0.0%	2.2%	1.9%	1.4%	8.1%	2.9%	0.2%	0.9%	0.0%	2.0%	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%	12.0%
Folkestone	4.6%	3.9%	1.7%	0.0%	0.0%	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%
<b>ALL OTHER CENTRES / STORES:</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.3%</b>	<b>1.4%</b>	<b>0.0%</b>	<b>0.3%</b>	<b>1.5%</b>	<b>0.6%</b>	<b>1.3%</b>	<b>0.8%</b>	<b>0.5%</b>	<b>0.6%</b>
<b>All other Centres / stores</b>	<b>7.2%</b>	<b>6.3%</b>	<b>6.7%</b>	<b>7.5%</b>	<b>4.2%</b>	<b>21.5%</b>	<b>53.0%</b>	<b>9.8%</b>	<b>92.1%</b>	<b>94.2%</b>	<b>14.2%</b>	<b>25.9%</b>
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

	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
<b>TOTAL AVAILABLE SPEND (excluding SFT):</b>	<b>53.5</b>	<b>30.0</b>	<b>19.0</b>	<b>37.3</b>	<b>40.9</b>	<b>31.9</b>	<b>33.9</b>	<b>34.1</b>	<b>21.5</b>	<b>28.5</b>	<b>280.6</b>	<b>330.6</b>
<b>DOVER TOWN &amp; EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)</b>												
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	0.5	0.0	0.1	0.3	0.1	0.0	0.1	0.2	0.0	0.0	1.2	1.2
Marks & Spencer, Biggin Street, Dover	1.2	0.7	0.3	0.0	0.0	0.1	0.1	0.9	0.0	0.0	3.4	3.4
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	0.4	0.6	0.1	0.0	0.2	0.0	0.0	0.6	0.0	0.0	1.9	1.9
<b>Subtotal</b>	<b>2.2</b>	<b>1.3</b>	<b>0.5</b>	<b>0.3</b>	<b>0.3</b>	<b>0.1</b>	<b>0.1</b>	<b>1.7</b>	<b>0.0</b>	<b>0.0</b>	<b>6.5</b>	<b>6.6</b>
<b>DEAL TOWN &amp; EDGE OF CENTRE (DISTRICT CENTRE)</b>												
Co-op, Park Street, Deal	0.0	0.0	0.2	0.2	2.8	0.1	0.0	0.0	0.0	0.0	3.3	3.4
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	0.8
Iceland, Queen Street, Deal	0.0	0.0	0.1	1.4	2.8	0.1	0.1	0.0	0.0	0.0	4.4	4.4
Marks & Spencer, High Street, Deal	0.0	0.0	0.6	1.1	2.3	0.5	0.2	0.1	0.0	0.0	4.8	4.8
Sainsbury's Superstore, West Street, Deal	0.0	0.1	2.4	13.7	17.6	4.0	0.6	0.2	0.0	0.0	37.8	38.0
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.1	0.1	0.2	1.3	4.2	0.1	0.1	0.1	0.1	0.0	6.1	6.2
<b>Subtotal</b>	<b>0.1</b>	<b>0.2</b>	<b>3.8</b>	<b>17.9</b>	<b>29.9</b>	<b>4.8</b>	<b>1.0</b>	<b>0.5</b>	<b>0.1</b>	<b>0.0</b>	<b>57.3</b>	<b>57.6</b>
<b>SANDWICH TOWN &amp; EDGE OF CENTRE (RURAL SERVICE CENTRE)</b>												
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	0.1	6.1	1.4	0.2	0.2	0.0	7.8	8.0
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.0	0.0	0.0	0.0	0.2	1.2	0.7	0.0	0.0	0.0	2.1	2.1
<b>Subtotal</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>7.6</b>	<b>2.1</b>	<b>0.2</b>	<b>0.2</b>	<b>0.0</b>	<b>10.4</b>	<b>10.6</b>
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>												
Co-op, Market Square, Aylesham	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.4	0.0	2.8	3.1
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	0.5
<b>Subtotal</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>3.3</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>	<b>3.3</b>	<b>3.6</b>
<b>LOCAL CENTRES</b>												
ASH	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	2.0	2.0
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	0.2	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	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.5	0.1	1.4	2.0
<b>Subtotal</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>3.4</b>	<b>0.4</b>	<b>0.5</b>	<b>0.1</b>	<b>3.9</b>	<b>4.6</b>
<b>VILLAGES &amp; HAMLETS</b>												
ELHAM	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.1	0.3
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	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.9
<b>Subtotal</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>1.2</b>	<b>1.4</b>
<b>OUT-OF-CENTRE</b>												
<b>Dover</b>												
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	39.6
Asda Supermarket, Charlton Green, Dover	5.0	1.4	0.6	0.2	1.6	0.0	0.2	0.5	0.1	0.0	9.7	9.8
Co-op, Lower Road, River, Dover	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	2.8	2.8
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	0.5	0.5
Morrisons, Bridge Street, Dover	18.8	5.9	1.8	1.1	1.0	0.8	0.1	5.2	0.1	0.5	35.0	35.7
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	8.1	12.3	7.0	5.3	1.7	7.4	5.1	11.1	0.3	0.6	58.3	59.4
Whitfield-Local_Stores (EXCLUDING White Cliffs)	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	1.4
<b>Deal</b>												
Co-op, Beauchamp Avenue, Mill Hill, Deal	0.9	0.0	0.1	3.3	1.3	0.9	0.0	0.0	0.0	0.0	6.4	6.4
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	0.5	0.1	0.6	2.1	1.1	0.4	0.0	0.0	0.0	0.0	4.7	4.7
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	0.2
<b>Sandwich</b>												
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
<b>Subtotal</b>	<b>47.3</b>	<b>26.5</b>	<b>12.5</b>	<b>16.3</b>	<b>8.5</b>	<b>12.4</b>	<b>5.9</b>	<b>28.0</b>	<b>0.5</b>	<b>1.3</b>	<b>158.2</b>	<b>160.5</b>
<b>DOVER DISTRICT COUNCIL AREA</b>	<b>49.6</b>	<b>28.1</b>	<b>17.7</b>	<b>34.6</b>	<b>39.1</b>	<b>25.1</b>	<b>15.9</b>	<b>30.8</b>	<b>1.7</b>	<b>1.6</b>	<b>240.8</b>	<b>244.9</b>
<b>OTHER STORES OUTSIDE DDC AREA</b>												
Ashford	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.3	0.4
Broadstairs / Westwood	0.2	0.0	0.4	0.7	0.6	2.6	1.0	0.1	0.2	0.0	5.5	5.7
Canterbury	1.0	0.7	0.4	1.0	0.3	1.0	14.1	1.3	19.1	1.2	19.8	39.5
Folkestone	2.5	1.2	0.3	0.0	0.0	0.1	0.1	1.5	0.1	18.2	5.8	23.9
Hawkinge	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	6.7	0.3	7.0
Hythe	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.5	0.4	0.9
Margate	0.0	0.0	0.0	0.0	0.8	0.4	0.1	0.0	0.0	0.0	1.3	1.3
Ramsgate	0.0	0.0	0.1	0.4	0.0	2.6	1.8	0.1	0.0	0.0	4.9	5.0
<b>ALL OTHER CENTRES / STORES:</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>0.0</b>	<b>0.1</b>	<b>0.5</b>	<b>0.2</b>	<b>0.3</b>	<b>0.2</b>	<b>1.4</b>	<b>1.9</b>
<b>All other Centres / stores</b>	<b>3.8</b>	<b>1.9</b>	<b>1.3</b>	<b>2.8</b>	<b>1.7</b>	<b>6.9</b>	<b>18.0</b>	<b>3.3</b>	<b>19.8</b>	<b>26.9</b>	<b>39.7</b>	<b>85.7</b>
<b>TOTAL</b>	<b>53.5</b>	<b>30.0</b>	<b>19.0</b>	<b>37.3</b>	<b>40.9</b>	<b>31.9</b>	<b>33.9</b>	<b>34.1</b>	<b>21.5</b>	<b>28.5</b>	<b>280.6</b>	<b>330.6</b>

**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*

	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										
<b>TOTAL AVAILABLE SPEND (excluding SFT):</b>	<b>55.7</b>	<b>31.2</b>	<b>19.6</b>	<b>38.5</b>	<b>42.3</b>	<b>32.9</b>	<b>35.4</b>	<b>35.4</b>	<b>21.8</b>	<b>29.5</b>	<b>291.0</b>	<b>342.3</b>										
<b>DOVER TOWN &amp; EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)</b>																						
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	0.5	0.1	0.1	0.3	0.1	0.0	0.1	0.2	0.0	0.0	1.3	1.3										
Marks & Spencer, Biggin Street, Dover	1.3	0.7	0.3	0.0	0.0	0.1	0.1	1.0	0.0	0.0	3.5	3.5										
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	0.4	0.6	0.1	0.0	0.2	0.0	0.0	0.6	0.0	0.0	2.0	2.0										
<b>Subtotal</b>	<b>2.2</b>	<b>1.3</b>	<b>0.5</b>	<b>0.3</b>	<b>0.3</b>	<b>0.1</b>	<b>0.2</b>	<b>1.8</b>	<b>0.0</b>	<b>0.0</b>	<b>6.8</b>	<b>6.8</b>										
<b>DEAL TOWN &amp; EDGE OF CENTRE (DISTRICT CENTRE)</b>																						
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	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	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	4.6										
Marks & Spencer, High Street, Deal	0.0	0.0	0.6	1.1	2.4	0.5	0.3	0.1	0.0	0.0	5.0	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	39.3										
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.1	0.1	0.2	1.3	4.3	0.1	0.1	0.1	0.1	0.0	6.3	6.4										
<b>Subtotal</b>	<b>0.1</b>	<b>0.3</b>	<b>3.9</b>	<b>18.5</b>	<b>31.0</b>	<b>5.0</b>	<b>1.0</b>	<b>0.5</b>	<b>0.1</b>	<b>0.0</b>	<b>59.4</b>	<b>59.6</b>										
<b>SANDWICH TOWN &amp; EDGE OF CENTRE (RURAL SERVICE CENTRE)</b>																						
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	0.1	6.3	1.4	0.2	0.2	0.0	8.1	8.3										
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.0	0.0	0.0	0.0	0.2	1.3	0.7	0.0	0.0	0.0	2.2	2.2										
<b>Subtotal</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>7.6</b>	<b>2.2</b>	<b>0.2</b>	<b>0.2</b>	<b>0.0</b>	<b>10.8</b>	<b>11.0</b>										
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>																						
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	3.3										
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	0.5										
<b>Subtotal</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>3.4</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>	<b>3.4</b>	<b>3.8</b>										
<b>LOCAL CENTRES</b>																						
ASH	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0	0.0	0.0	2.1	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	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	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.6	0.1	1.4	2.1										
<b>Subtotal</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>3.5</b>	<b>0.4</b>	<b>0.6</b>	<b>0.1</b>	<b>4.1</b>	<b>4.7</b>										
<b>VILLAGES &amp; HAMLETS</b>																						
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	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0										
<b>Subtotal</b>	<b>0.0</b>	<b>0.0</b>	<b>1.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>1.2</b>	<b>1.5</b>										
<b>OUT-OF-CENTRE</b>																						
<b>Dover</b>																						
Aldi, Cherry Tree Avenue, Dover	14.3	5.8	2.2	4.3	1.7	3.0	0.5	8.7	0.0	0.1	40.8	40.9										
Asda Supermarket, Charlton Green, Dover	5.3	1.4	0.6	0.2	1.6	0.0	0.3	0.6	0.1	0.0	10.0	10.1										
Co-op, Lower Road, River, Dover	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	2.9	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	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	0.5	0.5										
Morrisons, Bridge Street, Dover	19.6	6.1	1.9	1.2	1.0	0.8	0.1	5.4	0.1	0.6	38.3	37.0										
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	0.0										
Tesco Extra, White Cliffs Business Park, Whitfield, Dover	8.5	12.8	7.3	5.5	1.8	7.6	5.3	11.5	0.3	0.6	60.4	61.5										
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	1.5										
<b>Deal</b>																						
Co-op, Beauchamp Avenue, Mill Hill, Deal	0.9	0.0	0.1	3.4	1.4	0.9	0.0	0.0	0.0	0.0	6.6	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	0.0	0.0	0.0	0.0										
Tesco Express, Mill Hill, Deal	0.5	0.1	0.6	2.2	1.2	0.4	0.0	0.0	0.0	0.0	4.9	4.9										
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	0.2										
<b>Sandwich</b>																						
<b>Subtotal</b>	<b>49.3</b>	<b>27.7</b>	<b>12.9</b>	<b>16.8</b>	<b>8.8</b>	<b>12.8</b>	<b>6.2</b>	<b>29.0</b>	<b>0.5</b>	<b>1.3</b>	<b>164.1</b>	<b>166.2</b>										
<b>DOVER DISTRICT COUNCIL AREA</b>											<b>51.7</b>	<b>29.3</b>	<b>18.3</b>	<b>35.6</b>	<b>40.6</b>	<b>25.8</b>	<b>16.6</b>	<b>31.9</b>	<b>1.7</b>	<b>1.7</b>	<b>249.8</b>	<b>253.5</b>
<b>OTHER STORES OUTSIDE DDC AREA</b>																						
Ashford	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.3	0.4										
Broadstairs / Westwood	0.2	0.0	0.4	0.7	0.6	2.7	1.0	0.1	0.2	0.0	5.7	5.9										
Canterbury	1.0	0.7	0.4	1.0	0.3	1.1	14.7	1.4	19.3	1.2	20.6	40.9										
Folkestone	2.6	1.2	0.3	0.0	0.0	0.1	0.1	1.6	0.1	18.8	6.0	24.8										
Hawkinge	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	8.9	0.3	7.3										
Hythe	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.1	0.6	0.4	1.0										
Margate	0.0	0.0	0.0	0.0	0.8	0.4	0.1	0.0	0.0	0.0	1.3	1.3										
Ramsgate	0.0	0.0	0.1	0.4	0.0	2.7	1.9	0.1	0.0	0.0	5.1	5.1										
<b>ALL OTHER CENTRES / STORES:</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.6</b>	<b>0.0</b>	<b>0.1</b>	<b>0.5</b>	<b>0.2</b>	<b>0.3</b>	<b>0.2</b>	<b>1.5</b>	<b>2.0</b>										
<b>All other Centres / stores</b>	<b>4.0</b>	<b>2.0</b>	<b>1.3</b>	<b>2.9</b>	<b>1.8</b>	<b>7.1</b>	<b>18.8</b>	<b>3.5</b>	<b>20.1</b>	<b>27.8</b>	<b>41.2</b>	<b>88.8</b>										
<b>TOTAL</b>	<b>65.7</b>	<b>31.2</b>	<b>19.6</b>	<b>38.5</b>	<b>42.3</b>	<b>32.9</b>	<b>35.4</b>	<b>35.4</b>	<b>21.8</b>	<b>29.5</b>	<b>291.0</b>	<b>342.3</b>										

**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)	TOTAL STUDY AREA
<b>TOTAL AVAILABLE SPEND (excluding SFT):</b>	<b>58.4</b>	<b>32.7</b>	<b>20.2</b>	<b>39.9</b>	<b>43.9</b>	<b>34.0</b>	<b>37.0</b>	<b>36.7</b>	<b>22.4</b>	<b>30.7</b>	<b>302.7</b>	<b>355.8</b>
<b>DOVER TOWN &amp; EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)</b>												
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	0.5	0.1	0.1	0.3	0.1	0.0	0.1	0.2	0.0	0.0	0.0	1.3
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	0.0	3.7
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	0.1	0.0	0.2	0.0	0.0	0.6	0.0	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	0.0	7.1
<b>DEAL TOWN &amp; EDGE OF CENTRE (DISTRICT CENTRE)</b>												
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	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	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	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	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	40.9
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.1	0.1	0.2	1.4	4.5	0.1	0.1	0.1	0.1	0.0	6.6	6.7
Subtotal	0.1	0.3	4.0	19.1	32.1	5.1	1.1	0.5	0.1	0.0	61.8	62.0
<b>SANDWICH TOWN &amp; EDGE OF CENTRE (RURAL SERVICE CENTRE)</b>												
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	0.1	6.5	1.5	0.3	0.2	0.0	8.4	8.6
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.0	0.0	0.0	0.0	0.2	1.3	0.8	0.0	0.0	0.0	2.3	2.3
Subtotal	0.0	0.0	0.0	0.0	0.5	8.1	2.3	0.3	0.2	0.0	11.3	11.4
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>												
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	3.4
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	0.5
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.0	0.4	0.0	3.5	3.9
<b>LOCAL CENTRES</b>												
ASH	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	2.1	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	0.0
EASTRY	0.0	0.0	0.0	0.0	0.0	0.0	0.2	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	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.6	0.1	1.5	2.2
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.4	0.6	0.1	4.2	4.9
<b>VILLAGES &amp; HAMLETS</b>												
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	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0
Subtotal	0.0	0.0	1.1	0.0	0.0	0.0	0.2	0.0	0.0	0.3	1.3	1.5
<b>OUT-OF-CENTRE</b>												
<b>Dover</b>												
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	42.6
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	10.5
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	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	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	0.6
Morrisons, Bridge Street, Dover	20.5	6.4	1.9	1.2	1.0	0.8	0.1	5.6	0.1	0.6	37.8	38.5
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	8.9	13.4	7.5	5.7	1.9	7.9	5.6	11.9	0.3	0.7	62.9	63.9
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	1.6	1.6
<b>Deal</b>												
Co-op, Beauchamp Avenue, Mill Hill, Deal	1.0	0.0	0.1	3.6	1.4	0.9	0.0	0.0	0.0	0.0	6.9	6.9
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	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	5.1	5.1
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	0.2
<b>Sandwich</b>												
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	51.7	29.0	13.3	17.4	9.1	13.2	6.5	30.1	0.5	1.4	170.7	172.7
<b>DOVER DISTRICT COUNCIL AREA</b>												
	54.2	30.6	18.9	36.9	42.0	26.7	17.4	33.1	1.8	1.8	259.9	263.5
<b>OTHER STORES OUTSIDE DDC AREA</b>												
Ashford	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.3	0.4
Broadstairs / Westwood	0.2	0.0	0.4	0.8	0.6	2.7	1.1	0.1	0.2	0.0	6.0	6.1
Canterbury	1.0	0.8	0.4	1.0	0.3	1.1	15.4	1.4	19.8	1.3	21.4	42.5
Folkestone	2.7	1.3	0.3	0.0	0.0	0.1	0.1	1.6	0.1	19.5	6.2	25.7
Hawkinge	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1	7.2	0.3	7.6
Hythe	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.6	0.4	1.0
Margate	0.0	0.0	0.0	0.0	0.8	0.4	0.1	0.0	0.0	0.0	1.4	1.4
Ramsgate	0.0	0.0	0.1	0.4	0.0	2.8	2.0	0.1	0.0	0.0	5.3	5.3
<b>ALL OTHER CENTRES / STORES:</b>	0.1	0.0	0.1	0.6	0.0	0.1	0.5	0.2	0.3	0.2	1.6	2.1
<b>All other Centres / stores</b>	4.2	2.1	1.4	3.0	1.8	7.3	19.6	3.6	20.6	28.9	42.9	92.2
<b>TOTAL</b>	<b>58.4</b>	<b>32.7</b>	<b>20.2</b>	<b>39.9</b>	<b>43.9</b>	<b>34.0</b>	<b>37.0</b>	<b>36.7</b>	<b>22.4</b>	<b>30.7</b>	<b>302.7</b>	<b>355.8</b>

**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 (excluding 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
<b>DOVER TOWN &amp; EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)</b>												
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	0.3	0.1	0.0	0.1	0.2	0.0	0.0	1.4	1.4
Marks & Spencer, Biggin Street, Dover	1.4	0.8	0.3	0.0	0.0	0.1	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	0.1	0.0	0.2	0.0	0.0	0.7	0.0	0.0	2.1	2.1
Subtotal	2.5	1.5	0.5	0.3	0.3	0.1	0.2	1.9	0.0	0.0	7.3	7.3
<b>DEAL TOWN &amp; EDGE OF CENTRE (DISTRICT CENTRE)</b>												
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	1.6	3.1	0.1	0.1	0.0	0.0	0.0	4.9	4.9
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	5.4	5.4
Sainsbury's Superstore, West Street, Deal	0.0	0.2	2.6	15.1	19.4	4.4	0.7	0.2	0.0	0.0	42.3	42.3
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.1	0.1	0.2	1.4	4.6	0.1	0.1	0.1	0.1	0.0	6.8	6.9
Subtotal	0.1	0.3	4.1	19.7	33.1	5.3	1.1	0.5	0.2	0.0	64.1	64.3
<b>SANDWICH TOWN &amp; EDGE OF CENTRE (RURAL SERVICE CENTRE)</b>												
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	0.1	6.7	1.6	0.3	0.2	0.0	8.8	8.9
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.0	0.0	0.0	0.0	0.2	1.3	0.8	0.0	0.0	0.0	2.4	2.4
Subtotal	0.0	0.0	0.0	0.0	0.5	8.3	2.4	0.3	0.2	0.0	11.7	11.9
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>												
Co-op, Market Square, Aylesham	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.4	0.0	3.1	3.5
OTHER LOCAL SHOPS IN THE TOWN CENTRE	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.5	0.5
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.4	0.0	3.7	4.0
<b>LOCAL CENTRES</b>												
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	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.6	0.1	1.5	2.3
Subtotal	0.0	0.0	0.0	0.0	0.0	0.2	3.9	0.4	0.6	0.1	4.4	5.1
<b>VILLAGES &amp; HAMLETS</b>												
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	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	1.0
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
<b>OUT-OF-CENTRE</b>												
<b>Dover</b>												
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	44.1
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	10.9
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	3.2
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	0.6
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	39.9
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	9.3	13.9	7.7	5.9	1.9	8.1	5.8	12.2	0.3	0.7	65.2	66.2
Whitfield-Local_Stores (EXCLUDING White Cliffs)	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.6
<b>Deal</b>												
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	7.1
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	0.6	0.1	0.6	2.3	1.2	0.4	0.0	0.0	0.0	0.0	5.2	5.2
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	0.2
<b>Sandwich</b>												
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	54.2	30.2	13.6	18.0	9.4	13.6	6.8	31.0	0.5	1.4	176.9	179.0
<b>DOVER DISTRICT COUNCIL AREA</b>												
	56.8	31.9	19.4	38.1	43.3	27.5	18.2	34.1	1.8	1.8	269.3	273.1
<b>OTHER STORES OUTSIDE DDC AREA</b>												
Ashford	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.3	0.5
Broadstairs / Westwood	0.2	0.0	0.4	0.8	0.6	2.8	1.1	0.1	0.2	0.0	6.2	6.4
Canterbury	1.1	0.8	0.4	1.1	0.3	1.1	16.1	1.5	20.5	1.3	22.2	44.1
Folkestone	2.8	1.3	0.3	0.0	0.0	0.1	0.2	1.7	0.1	20.3	6.4	26.7
Hawkinge	0.1	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.1	7.5	0.3	7.9
Hythe	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.6	0.4	1.0
Margate	0.0	0.0	0.0	0.0	0.8	0.4	0.2	0.0	0.0	0.0	1.4	1.4
Ramsgate	0.0	0.0	0.1	0.4	0.0	2.9	2.1	0.1	0.0	0.0	5.5	5.5
<b>ALL OTHER CENTRES / STORES:</b>	0.1	0.0	0.1	0.6	0.0	0.1	0.6	0.2	0.3	0.2	1.6	2.2
<b>All other Centres / stores</b>	4.4	2.1	1.4	3.1	1.9	7.5	20.5	3.7	21.3	30.1	44.4	95.6
<b>TOTAL</b>	<b>61.2</b>	<b>34.0</b>	<b>20.8</b>	<b>41.1</b>	<b>45.2</b>	<b>35.0</b>	<b>38.7</b>	<b>37.8</b>	<b>23.1</b>	<b>31.9</b>	<b>313.7</b>	<b>368.7</b>

**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
<b>TOTAL AVAILABLE SPEND (excluding SFT):</b>	<b>64.0</b>	<b>35.3</b>	<b>21.2</b>	<b>42.4</b>	<b>46.4</b>	<b>35.9</b>	<b>40.3</b>	<b>38.9</b>	<b>23.6</b>	<b>33.2</b>	<b>324.4</b>	<b>381.3</b>
<b>DOVER TOWN &amp; EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)</b>												
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
<b>DEAL TOWN &amp; EDGE OF CENTRE (DISTRICT CENTRE)</b>												
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	5.5
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	43.8
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
<b>SANDWICH TOWN &amp; EDGE OF CENTRE (RURAL SERVICE CENTRE)</b>												
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	0.6
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	9.2
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	2.5
Subtotal	0.0	0.0	0.0	0.0	0.5	8.5	2.5	0.3	0.2	0.0	12.1	12.3
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>												
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	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.6	0.6
Subtotal	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.4	0.0	3.8	4.2
<b>LOCAL CENTRES</b>												
ASH	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	0.0	2.3	2.3
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	0.2	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	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.6	0.1	1.6	2.3
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
<b>VILLAGES &amp; HAMLETS</b>												
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	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
<b>OUT-OF-CENTRE</b>												
<b>Dover</b>												
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	45.6
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	11.3
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	3.3
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	0.6
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	41.2
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	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	68.5
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	1.7
<b>Deal</b>												
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	7.3
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	0.6	0.1	0.6	2.4	1.3	0.4	0.0	0.0	0.0	0.0	5.4	5.4
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	0.2
<b>Sandwich</b>												
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	56.7	31.3	13.9	18.5	9.7	13.9	7.1	31.9	0.5	1.5	182.9	185.1
<b>DOVER DISTRICT COUNCIL AREA</b>	<b>59.4</b>	<b>33.1</b>	<b>19.8</b>	<b>39.2</b>	<b>44.5</b>	<b>28.2</b>	<b>18.9</b>	<b>35.1</b>	<b>1.9</b>	<b>1.9</b>	<b>278.5</b>	<b>282.4</b>
<b>OTHER STORES OUTSIDE DDC AREA</b>												
Ashford	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.1	0.3	0.5
Broadstairs / Westwood	0.2	0.0	0.5	0.8	0.7	2.9	1.2	0.1	0.2	0.0	6.4	6.6
Canterbury	1.1	0.8	0.5	1.1	0.3	1.2	16.8	1.5	21.0	1.4	22.9	45.6
Folkestone	2.9	1.4	0.4	0.0	0.0	0.1	0.2	1.7	0.1	21.1	6.7	27.6
Hawkinge	0.1	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.1	7.8	0.3	8.1
Hythe	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.6	0.5	1.1
Margate	0.0	0.0	0.0	0.0	0.9	0.4	0.2	0.0	0.0	0.0	1.5	1.5
Ramsgate	0.0	0.0	0.1	0.4	0.0	2.9	2.2	0.1	0.0	0.0	5.7	5.7
<b>ALL OTHER CENTRES / STORES:</b>	<b>0.1</b>	<b>0.0</b>	<b>0.1</b>	<b>0.6</b>	<b>0.0</b>	<b>0.1</b>	<b>0.6</b>	<b>0.2</b>	<b>0.3</b>	<b>0.3</b>	<b>1.7</b>	<b>2.2</b>
<b>All other Centres / stores</b>	<b>4.6</b>	<b>2.2</b>	<b>1.4</b>	<b>3.2</b>	<b>1.9</b>	<b>7.7</b>	<b>21.4</b>	<b>3.8</b>	<b>21.8</b>	<b>31.3</b>	<b>45.9</b>	<b>98.9</b>
<b>TOTAL</b>	<b>64.0</b>	<b>35.3</b>	<b>21.2</b>	<b>42.4</b>	<b>46.4</b>	<b>35.9</b>	<b>40.3</b>	<b>38.9</b>	<b>23.6</b>	<b>33.2</b>	<b>324.4</b>	<b>381.3</b>

## **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
<b>DOVER TOWN &amp; EDGE-OF-CENTRE (SECONDARY REGIONAL CENTRE)</b>							
	Co-op, Castle Street, Dover	2%	£0.0	£0.0	£0.0	£0.0	£0.0
	Costcutter, Pencester Road, Dover	2%	£0.0	£0.0	£0.0	£0.0	£0.0
	Iceland, High Street, Dover	10%	£1.4	£1.4	£1.5	£1.5	£1.6
	Marks & Spencer, Biggin Street, Dover	10%	£3.8	£3.9	£4.1	£4.2	£4.4
	Spar, Folkestone Road, Dover	2%	£0.0	£0.0	£0.0	£0.0	£0.0
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	2%	£1.9	£2.0	£2.1	£2.2	£2.2
	Subtotal		£7.1	£7.4	£7.7	£7.9	£8.2
<b>DEAL TOWN &amp; EDGE OF CENTRE (DISTRICT CENTRE)</b>							
	Co-op, Park Street, Deal	5%	£3.6	£3.7	£3.8	£4.0	£4.1
	Co-op, Queens Street, Deal	5%	£0.9	£0.9	£0.9	£1.0	£1.0
	Iceland, Queen Street, Deal	5%	£4.6	£4.8	£5.0	£5.2	£5.4
	Marks & Spencer, High Street, Deal	5%	£5.1	£5.2	£5.4	£5.6	£5.8
	Sainsbury's Superstore, West Street, Deal	5%	£40.0	£41.4	£43.0	£44.6	£46.1
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	2%	£6.4	£6.6	£6.8	£7.1	£7.3
	Subtotal		£60.4	£62.6	£65.0	£67.4	£69.7
<b>SANDWICH TOWN CENTRE (RURAL SERVICE CENTRE)</b>							
	Spar, Market Street, Sandwich	5%	£0.5	£0.5	£0.5	£0.6	£0.6
	Co-op, Moat Sole Road, Sandwich	2%	£8.2	£8.5	£8.8	£9.1	£9.4
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	2%	£2.2	£2.3	£2.3	£2.4	£2.5
	Subtotal		£10.9	£11.2	£11.7	£12.1	£12.5
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>							
	Co-op, Market Square, Aylesham	2%	£3.2	£3.3	£3.5	£3.6	£3.7
	OTHER LOCAL SHOPS IN THE TOWN CENTRE	2%	£0.5	£0.5	£0.5	£0.6	£0.6
	Subtotal		£3.7	£3.8	£4.0	£4.1	£4.3
<b>LOCAL CENTRES</b>							
	ASH	2%	£2.0	£2.1	£2.2	£2.3	£2.3
	CAPEL-LE-FERNE	2%	£0.0	£0.0	£0.0	£0.0	£0.0
	EASTRY	2%	£0.2	£0.2	£0.2	£0.2	£0.2
	SHEPHERDSWELL	2%	£0.4	£0.4	£0.4	£0.4	£0.4
	WINGHAM	2%	£2.1	£2.1	£2.2	£2.3	£2.4
	Subtotal		£4.6	£4.8	£5.0	£5.2	£5.4
<b>VILLAGES &amp; HAMLETS</b>							
	ELHAM	2%	£0.4	£0.4	£0.4	£0.4	£0.4
	KINGSDOWN	2%	£0.1	£0.1	£0.1	£0.1	£0.1
	PRESTON	2%	£0.1	£0.1	£0.1	£0.1	£0.1
	ST.MARGARET'S AT CLIFFE	2%	£0.9	£1.0	£1.0	£1.1	£1.1
	Subtotal		£1.4	£1.5	£1.6	£1.6	£1.7
<b>OUT-OF-CENTRE</b>							
Dover	Aldi, Cherry Tree Avenue, Dover	10%	£43.9	£45.5	£47.3	£49.0	£50.7
	Asda Supermarket, Charlton Green, Dover	10%	£10.9	£11.3	£11.7	£12.1	£12.5
	Co-op, Lower Road, River, Dover	2%	£2.9	£3.0	£3.1	£3.2	£3.3
	Costcutter, Sheriden Road, Dover	2%	£0.0	£0.0	£0.0	£0.0	£0.0
	Farm Foods, Charlton Green, Dover	2%	£0.5	£0.6	£0.6	£0.6	£0.6
	Morrisons, Bridge Street, Dover	10%	£39.7	£41.1	£42.7	£44.3	£45.8
	Spar, Townwall Street, Dover	2%	£0.0	£0.0	£0.0	£0.0	£0.0
	Tesco Extra, White Cliffs Business Park, Whitfield, Dover	10%	£66.0	£68.3	£71.0	£73.6	£76.1
	Whitfield-Local_Stores (EXCLUDING White Cliffs)	2%	£1.5	£1.5	£1.6	£1.6	£1.7
Deal	Co-op, Beauchamp Avenue, Mill Hill, Deal	2%	£6.5	£6.7	£7.0	£7.3	£7.5
	Co-op, Lord Warden, Hamilton Road, Deal	2%	£0.0	£0.0	£0.0	£0.0	£0.0
	Tesco Express, Mill Hill, Deal	2%	£4.8	£5.0	£5.2	£5.3	£5.5
	Walmer-Local Stores	2%	£0.2	£0.2	£0.2	£0.2	£0.2
Sandwich	N/A						
	Subtotal		£176.9	£183.1	£190.3	£197.3	£204.0
<b>DOVER DISTRICT COUNCIL AREA</b>			<b>£265.1</b>	<b>£274.5</b>	<b>£285.3</b>	<b>£295.7</b>	<b>£305.7</b>

TABLE 2: COMMITTED CONVENIENCE FLOORSPACE

Centre	Scheme	Planning Ref	Gross Floorspace (sq m)	Net Floorspace (sq m)	Sales Density 2021 (£ per sqm)	Turnover (£m)				
						2021	2025	2030	2035	2040
[1] Dover Town Centre	St James's Site (DT1Z) 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	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
[7] Whitfield - Out-of-Centre	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
<b>TOTAL</b>			<b>15,465</b>	<b>4,980</b>		<b>£43.8</b>	<b>£44.5</b>	<b>£45.2</b>	<b>£45.9</b>	<b>£46.6</b>

- 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 St James Site (DT1Z) 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 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 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%.
- [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 Ratling 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 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 has 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 Equilibrium at Base Year and Constant Market 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) <sup>(1)</sup> :	£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 COMMITTED FLOORSPACE (€m)	-	£44.5	£45.2	£45.9	£46.6
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£39.4</b>	<b>-£33.4</b>	<b>-£27.8</b>	<b>-£22.6</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (€ per sq m):	£12,500	£12,701	£12,893	£13,087	£13,285
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-3,105</b>	<b>-2,588</b>	<b>-2,122</b>	<b>-1,702</b>
	(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:	<b>FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (€ per sq m):	£7,000	£7,113	£7,220	£7,329	£7,440
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-5,545</b>	<b>-4,622</b>	<b>-3,790</b>	<b>-3,039</b>
	(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).  
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' growth 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 supermarket and discount operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

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) <sup>(1)</sup> :	£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 COMMITTED FLOORSPACE (€m)	-	£14.2	£14.5	£14.7	£14.9
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£14.1</b>	<b>-£14.1</b>	<b>-£14.2</b>	<b>-£14.2</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (€ per sq m):	£12,500	£12,701	£12,893	£13,087	£13,285
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,110</b>	<b>-1,096</b>	<b>-1,084</b>	<b>-1,073</b>
	(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:	<b>FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (€ per sq m):	£7,000	£7,113	£7,220	£7,329	£7,440
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,983</b>	<b>-1,958</b>	<b>-1,936</b>	<b>-1,915</b>
	(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, 1060m<sup>2</sup> of restaurant (A3/A4) in a further block and 44 sqm of retail (A1) in a kiosk at Flying Horse Lane, together with associated car parking, highway works and landscaping at St James Site (DT12) 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 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 sqm GIA. Of the 1,353 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 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) <sup>(1)</sup> :	£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 COMMITTED FLOORSPACE (£m)	-	£2.9	£3.0	£3.0	£3.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£1.5</b>	<b>£0.2</b>	<b>£1.9</b>	<b>£3.4</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,701	£12,893	£13,087	£13,285
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-121</b>	<b>18</b>	<b>143</b>	<b>256</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-173	26	205	366
STEP 7:	<b>FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,113	£7,220	£7,329	£7,440
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-216</b>	<b>32</b>	<b>256</b>	<b>458</b>
	(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 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.

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) <sup>(1)</sup> :	£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 COMMITTED FLOORSPACE (£m)	-	£2.5	£2.6	£2.6	£2.7
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£2.4</b>	<b>-£2.1</b>	<b>-£2.0</b>	<b>-£1.8</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,701	£12,893	£13,087	£13,285
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-186</b>	<b>-166</b>	<b>-149</b>	<b>-134</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-265	-238	-213	-191
STEP 7:	<b>FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,113	£7,220	£7,329	£7,440
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-331</b>	<b>-297</b>	<b>-266</b>	<b>-239</b>
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-473	-425	-381	-341

Notes: 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 RTCNA, 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) <sup>(1)</sup> :	£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 COMMITTED FLOORSPACE (£m)	-	£24.8	£25.2	£25.6	£26.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£21.4</b>	<b>-£17.3</b>	<b>-£13.5</b>	<b>-£10.0</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,701	£12,893	£13,087	£13,285
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-1,688</b>	<b>-1,344</b>	<b>-1,033</b>	<b>-752</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):	-	-2,412	-1,919	-1,475	-1,074
STEP 7:	<b>FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,000	£7,113	£7,220	£7,329	£7,440
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-3,015</b>	<b>-2,399</b>	<b>-1,844</b>	<b>-1,343</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	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] 10/01011 - 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 2<sup>nd</sup> 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.
- [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 (Su1 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 8: 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 Centre	-1,110	-1,096	-1,084	-1,073
	Deal & Sandwich Town Centre(s)	-121	18	143	256
	All Other Local & Village Centres	-186	-166	-149	-134
	All Out-of-Centre Floorspace	-1,688	-1,344	-1,033	-752
<b>TOTAL DISTRICT WIDE CONVENIENCE GOODS CAPACITY</b>		<b>-3,105</b>	<b>-2,588</b>	<b>-2,122</b>	<b>-1,702</b>

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 Cen/ 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
<b>TOTAL DISTRICT WIDE CONVENIENCE GOODS CAPACITY</b>		<b>-5,545</b>	<b>-4,622</b>	<b>-3,790</b>	<b>-3,039</b>

**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
<b>Study Area</b>	<b>140,380</b>	<b>145,670</b>	<b>151,452</b>	<b>156,481</b>	<b>161,296</b>	<b>14.9%</b>	<b>20,916</b>
<b>Dover DC Area (Zones 1-8)</b>	<b>119,772</b>	<b>124,503</b>	<b>129,543</b>	<b>133,837</b>	<b>137,961</b>	<b>15.2%</b>	<b>18,189</b>

Source: 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 COMPARISON EXPENDITURE PER CAPITA FORECASTS (excluding SFT)

	2021 (incl SFT)	2021	2025	2030	2035	2040
		EXCLUDING SPECIAL FORMS OF TRADING				
<b>EXPERIAN - SPECIAL FORMS OF TRADING (%):</b>		<b>21.8%</b>	<b>24.6%</b>	<b>26.9%</b>	<b>28.1%</b>	<b>28.7%</b>
<b>REVISED SPECIAL FORMS OF TRADING (%):</b>		<b>26.8%</b>	<b>30.2%</b>	<b>33.0%</b>	<b>34.5%</b>	<b>35.2%</b>
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
<b>STUDY AREA AVERAGE:</b>	<b>£4,055</b>	<b>£2,970</b>	<b>£3,211</b>	<b>£3,562</b>	<b>£4,019</b>	<b>£4,584</b>
<b>Dover DC Area (Zones 1-8) Averag</b>	<b>£3,955</b>	<b>£2,897</b>	<b>£3,132</b>	<b>£3,474</b>	<b>£3,919</b>	<b>£4,471</b>

Source: Average spend per capita estimates (2019 prices) are derived from Experian 'Retail Area Planner' Reports using the MMG3 GIS and the year-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 COMPARISON GOODS EXPENDITURE, BASE YEAR (2017) TO 2037 (£m)

	2021 (incl SFT)	2021	2025	2030	2035	2040	GROWTH 2021 to 2040:	
							%	2021-40
Zone 1	£77.9	£57.1	£64.4	£74.9	£88.3	£105.0	83.9%	£47.9
Zone 2	£46.5	£34.1	£38.5	£44.7	£52.3	£61.6	80.8%	£27.5
Zone 3	£34.2	£25.1	£28.0	£32.1	£37.0	£43.0	71.3%	£17.9
Zone 4	£62.2	£45.5	£50.8	£58.4	£67.7	£79.4	74.3%	£33.8
Zone 5	£66.3	£48.6	£54.5	£62.7	£72.6	£84.8	74.5%	£36.2
Zone 6	£56.8	£41.6	£46.4	£53.2	£61.6	£71.7	72.5%	£30.1
Zone 7	£56.4	£41.3	£46.7	£54.2	£63.7	£75.4	82.7%	£34.1
Zone 8	£59.8	£43.8	£49.2	£56.6	£65.5	£76.7	75.0%	£32.9
Zone 9	£39.6	£29.0	£31.8	£36.3	£42.0	£48.9	68.7%	£19.9
Zone 10	£50.7	£37.2	£41.6	£48.0	£56.2	£66.5	78.8%	£29.3
<b>STUDY AREA AVERAGE:</b>	<b>£550.5</b>	<b>£403.3</b>	<b>£452.1</b>	<b>£520.9</b>	<b>£606.8</b>	<b>£713.0</b>	<b>76.8%</b>	<b>£309.7</b>
<b>Dover DC Area (Zones 1-8)</b>	<b>£460.2</b>	<b>£337.1</b>	<b>£378.6</b>	<b>£436.7</b>	<b>£508.6</b>	<b>£597.6</b>	<b>77.3%</b>	<b>£260.5</b>

**Appendix 6: Comparison Goods Market Shares  
(including SFT)**





















**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

		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
<b>DOVER (SECONDARY REGIONAL CENTRE)</b>													
<b>Town Centre</b>	DOVER	43.9%	37.0%	14.5%	5.4%	3.9%	2.7%	1.6%	22.4%	0.6%	0.8%	16.9%	14.3%
	De Bradley 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%
<b>Edge-of Centre</b>	Charlton SC	0.2%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.4%	0.0%	0.0%	0.2%	0.1%
	<b>Subtotal</b>	<b>44.1%</b>	<b>37.5%</b>	<b>14.7%</b>	<b>5.4%</b>	<b>3.9%</b>	<b>3.0%</b>	<b>1.6%</b>	<b>23.0%</b>	<b>1.0%</b>	<b>0.8%</b>	<b>17.1%</b>	<b>14.5%</b>
<b>DEAL (DISTRICT CENTRE)</b>													
<b>Town Centre</b>	DEAL	0.9%	0.7%	13.8%	28.5%	52.8%	11.5%	1.5%	2.9%	0.2%	0.0%	14.4%	12.1%
<b>SANDWICH TOWN CENTRE (RURAL SERVICE CENTRE)</b>													
<b>Town Centre</b>	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%
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>													
	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%
<b>LOCAL CENTRES</b>													
	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%
	<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.8%</b>	<b>2.5%</b>	<b>0.2%</b>	<b>0.3%</b>	<b>0.1%</b>	<b>0.4%</b>	<b>0.4%</b>
<b>VILLAGES &amp; HAMLETS</b>													
	ALKHAM	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
<b>OUT-OF-CENTRE</b>													
<b>Dover</b>	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	2.5%	7.8%	8.5%	5.8%	1.6%	7.4%	1.3%	10.9%	0.2%	0.0%	5.4%	4.5%
	Whitfield-Other	0.1%	0.4%	3.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.3%	0.3%
	<b>Subtotal</b>	<b>10.7%</b>	<b>16.0%</b>	<b>20.7%</b>	<b>11.8%</b>	<b>5.7%</b>	<b>12.0%</b>	<b>3.6%</b>	<b>19.8%</b>	<b>1.0%</b>	<b>0.4%</b>	<b>11.9%</b>	<b>10.1%</b>
<b>Deal</b>	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%
	<b>Subtotal</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.5%</b>	<b>0.3%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.1%</b>	<b>0.1%</b>
<b>DOVER DISTRICT COUNCIL AREA</b>		<b>55.8%</b>	<b>56.4%</b>	<b>49.2%</b>	<b>46.7%</b>	<b>63.4%</b>	<b>35.9%</b>	<b>13.7%</b>	<b>46.7%</b>	<b>2.7%</b>	<b>1.3%</b>	<b>46.2%</b>	<b>39.0%</b>
<b>OTHER STORES OUTSIDE DDC AREA</b>													
	Ashford	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	4.7%	0.5%	0.7%	0.0%	0.2%	0.1%	0.0%	1.1%	0.8%	0.5%	1.0%	1.0%
	Westwood	6.3%	3.8%	10.9%	32.6%	19.8%	37.9%	11.4%	5.6%	1.1%	0.5%	16.3%	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%
	<b>ALL OTHER CENTRES / STORES:</b>	<b>1.0%</b>	<b>3.4%</b>	<b>2.1%</b>	<b>3.0%</b>	<b>1.2%</b>	<b>2.1%</b>	<b>1.5%</b>	<b>1.0%</b>	<b>8.1%</b>	<b>6.5%</b>	<b>1.8%</b>	<b>2.7%</b>
<b>All other Centres / stores</b>		<b>44.2%</b>	<b>43.6%</b>	<b>50.8%</b>	<b>53.3%</b>	<b>36.6%</b>	<b>64.1%</b>	<b>86.3%</b>	<b>53.3%</b>	<b>97.3%</b>	<b>98.7%</b>	<b>53.8%</b>	<b>61.0%</b>
<b>TOTAL</b>		<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>

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

		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 (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
<b>DOVER (SECONDARY REGIONAL CENTRE)</b>													
<b>Town Centre</b>	DOVER	25.1	12.6	3.6	2.5	1.9	1.1	0.7	9.8	0.2	0.3	56.9	57.5
	De Bradlei Wharf Designer Outlet	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.2	0.3
<b>Edge-of Centre</b>	Charlton SC	0.1	0.2	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.5	0.5
	<b>Subtotal</b>	25.2	12.8	3.7	2.5	1.9	1.2	0.7	10.1	0.3	0.3	57.7	58.4
<b>DEAL (DISTRICT CENTRE)</b>													
<b>Town Centre</b>	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
<b>SANDWICH TOWN CENTRE (RURAL SERVICE CENTRE)</b>													
<b>Town Centre</b>	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
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>													
	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
<b>LOCAL CENTRES</b>													
	ASH	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.9	0.0	0.1	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	0.0	0.0	0.0
	EASTRY	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.3	0.3
	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
	<b>Subtotal</b>	0.0	0.0	0.0	0.0	0.0	0.3	1.0	0.1	0.1	0.0	1.5	1.6
<b>VILLAGES &amp; HAMLETS</b>													
	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
<b>OUT-OF-CENTRE</b>													
<b>Dover</b>	Dover, Granville St (Carpentright/Halfords)	0.5	0.2	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.9	0.9
	B&Q, Honeywood Parkway, Whitfield	2.7	1.8	1.3	2.1	1.3	1.0	0.8	2.8	0.2	0.1	13.9	14.2
	Homebase, Dover Business Park, Whitfield	0.5	0.4	0.3	0.5	0.4	0.6	0.1	0.4	0.1	0.0	3.2	3.3
	Screwfix, Dover Business Park, Whitfield, Dover	0.1	0.0	0.2	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.5	0.5
	Jewson, Coombe Valley Road, Dover	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.3
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield	0.8	0.2	0.5	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	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
	<b>Subtotal</b>	6.1	5.4	5.2	5.4	2.8	5.0	1.5	8.7	0.3	0.1	40.3	40.7
<b>Deal</b>	Out-of-centre	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1
	Walmer	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3	0.3
	<b>Subtotal</b>	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.5
<b>DOVER DISTRICT COUNCIL AREA</b>		31.9	19.2	12.3	21.3	30.8	14.9	5.7	20.5	0.8	0.5	155.6	157.1
<b>OTHER STORES OUTSIDE DDC AREA</b>													
	Ashford	1.9	0.4	0.2	0.2	0.2	0.1	0.2	0.2	0.1	1.8	3.4	5.2
	Ashford- Ashford Designer Outlet	2.7	0.2	0.2	0.0	0.1	0.0	0.0	0.5	0.2	0.2	3.5	3.9
	Westwood	3.6	1.3	2.7	14.8	9.6	15.8	4.7	2.4	0.3	0.2	54.9	55.4
	Canterbury	9.4	8.5	8.0	7.6	6.2	8.5	28.9	17.5	25.2	8.5	96.1	130.2
	Folkestone	7.0	2.7	0.9	0.2	0.7	0.1	0.5	2.2	0.0	23.7	14.3	37.3
	Margate	0.2	0.5	0.0	0.1	0.3	0.9	0.2	0.0	0.0	0.0	2.1	2.2
	Ramsgate	0.0	0.0	0.2	0.0	0.0	0.4	0.5	0.0	0.0	0.0	1.1	1.1
	<b>ALL OTHER CENTRES / STORES:</b>	0.6	1.2	0.5	1.3	0.6	0.9	0.6	0.4	2.3	2.4	6.1	10.9
<b>All other Centres / stores</b>		25.2	14.8	12.7	24.3	17.8	26.7	35.6	23.3	28.2	36.7	181.5	246.2
<b>TOTAL</b>		57.1	34.1	25.1	45.5	48.6	41.6	41.3	43.8	29.0	37.2	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  
 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 (excluding SFT):										378.6	452.1
<b>DOVER (SECONDARY REGIONAL CENTRE)</b>													
<b>Town Centre</b>	DOVER	28.3	14.2	4.1	2.7	2.1	1.2	0.8	11.0	0.2	0.3	64.0	64.5
	De Bradlei Wharf Designer Outlet	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.3	0.4
<b>Edge-of Centre</b>	Charlton SC	0.1	0.2	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.6	0.6
<b>Subtotal</b>		28.4	14.4	4.1	2.7	2.1	1.4	0.8	11.3	0.3	0.3	64.8	65.4
<b>DEAL (DISTRICT CENTRE)</b>													
<b>Town Centre</b>	DEAL	0.6	0.3	3.9	14.5	28.8	5.3	0.7	1.4	0.1	0.0	54.5	54.6
<b>SANDWICH TOWN CENTRE (RURAL SERVICE CENTRE)</b>													
<b>Town Centre</b>	SANDWICH	0.0	0.9	0.0	0.3	0.4	4.0	0.7	0.3	0.1	0.0	6.6	6.7
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>													
	RSC-AYLESHAM	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	1.4	1.4
<b>LOCAL CENTRES</b>													
	ASH	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.0	0.0	0.1	1.2	1.4
	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	0.1	0.1	0.1	0.0	0.0	0.3	0.3
	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
<b>Subtotal</b>		0.0	0.0	0.0	0.0	0.0	0.4	1.2	0.1	0.1	0.1	1.7	1.8
<b>VILLAGES &amp; HAMLETS</b>													
	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
<b>OUT-OF-CENTRE</b>													
<b>Dover</b>	Dover, Granville St (Carpentright/Halfords)	0.5	0.2	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	1.1	1.1
	B&Q, Honeywood Parkway, Whitfield	3.1	2.1	1.4	2.3	1.5	1.1	0.9	3.2	0.2	0.2	15.6	15.9
	Homebase, Dover Business Park, Whitfield	0.5	0.5	0.4	0.5	0.5	0.7	0.1	0.4	0.1	0.0	3.6	3.7
	Screwfix, Dover Business Park, Whitfield, Dover	0.1	0.0	0.3	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.6	0.6
	Jewson, Coombe Valley Road, Dover	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.4	0.4
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield	0.9	0.2	0.6	0.2	0.0	0.0	0.1	0.4	0.0	0.0	2.4	2.4
	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	20.6
	Whitfield-Other	0.0	0.1	0.8	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.1	1.1
<b>Subtotal</b>		6.9	6.1	5.8	6.0	3.1	5.6	1.7	9.8	0.3	0.2	45.2	45.7
<b>Deal</b>	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
	Walmer	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.4	0.4
<b>Subtotal</b>		0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.5	0.5
<b>DOVER DISTRICT COUNCIL AREA</b>		35.9	21.7	13.8	23.7	34.6	16.7	6.4	23.0	0.9	0.6	174.8	176.1
<b>OTHER STORES OUTSIDE DDC AREA</b>													
	Ashford	2.1	0.5	0.2	0.2	0.3	0.1	0.2	0.3	0.1	2.0	3.8	5.8
	Ashford- Ashford Designer Outlet	3.0	0.2	0.2	0.0	0.1	0.0	0.0	0.5	0.3	0.2	3.9	4.4
	Westwood	4.1	1.5	3.0	16.6	10.8	17.6	5.3	2.7	0.4	0.2	61.6	62.1
	Canterbury	10.6	9.7	8.9	8.5	7.0	9.5	32.7	19.7	27.7	9.5	107.9	146.0
	Folkestone	7.9	3.1	1.0	0.2	0.8	0.1	0.6	2.5	0.0	26.5	16.0	41.8
	Margate	0.2	0.5	0.1	0.1	0.4	1.0	0.2	0.0	0.0	0.0	2.4	2.4
	Ramsgate	0.0	0.0	0.2	0.0	0.0	0.4	0.6	0.0	0.0	0.0	1.2	1.2
<b>ALL OTHER CENTRES / STORES:</b>		0.6	1.3	0.6	1.5	0.6	1.0	0.7	0.5	2.6	2.7	6.9	12.2
<b>All other Centres / stores</b>		28.5	16.8	14.2	27.1	19.9	29.8	40.3	26.2	31.0	41.1	203.8	275.9
<b>TOTAL</b>		64.4	38.5	28.0	50.8	54.5	46.4	46.7	49.2	31.8	41.6	378.6	452.1

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

		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 (excluding SFT):											436.7	520.9
<b>DOVER (SECONDARY REGIONAL CENTRE)</b>														
<b>Town Centre</b>	DOVER	32.9	16.5	4.7	3.1	2.5	1.4	0.9	12.7	0.2	0.4	73.8	74.3	
	De Bradley Wharf Designer Outlet	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.1	0.1	0.0	0.3	0.4	
<b>Edge-of Centre</b>	Charlton SC	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	0.7	0.7	
<b>Subtotal</b>		33.1	16.8	4.7	3.1	2.5	1.6	0.9	13.0	0.4	0.4	74.7	75.4	
<b>DEAL (DISTRICT CENTRE)</b>														
<b>Town Centre</b>	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	
<b>SANDWICH TOWN CENTRE (RURAL SERVICE CENTRE)</b>														
<b>Town Centre</b>	SANDWICH	0.0	1.0	0.0	0.3	0.5	4.5	0.8	0.3	0.1	0.0	7.6	7.7	
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>														
	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	
<b>LOCAL CENTRES</b>														
	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	0.2	1.2	0.0	0.1	0.1	1.4	1.6	
	EASTRY	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.0	0.4	0.4	
	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	
<b>Subtotal</b>		0.0	0.0	0.0	0.0	0.0	0.4	1.3	0.1	0.1	0.1	1.9	2.1	
<b>VILLAGES &amp; HAMLETS</b>														
	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	
<b>OUT-OF-CENTRE</b>														
<b>Dover</b>	Dover, Granville St (Carpentright/Halfords)	0.6	0.2	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	1.2	1.2	
	B&Q, Honeywood Parkway, Whitfield	3.6	2.4	1.6	2.6	1.7	1.3	1.1	3.6	0.2	0.2	18.0	18.3	
	Homebase, Dover Business Park, Whitfield	0.6	0.6	0.4	0.6	0.5	0.8	0.1	0.5	0.1	0.0	4.1	4.2	
	Screwfix, Dover Business Park, Whitfield, Dover	0.1	0.0	0.3	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.7	0.7	
	Jewson, Coombe Valley Road, Dover	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.4	0.4	
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield	1.0	0.3	0.6	0.2	0.0	0.1	0.1	0.5	0.0	0.0	2.8	2.8	
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield	1.9	3.5	2.7	3.4	1.0	3.9	0.7	6.2	0.1	0.0	23.6	23.7	
	Whitfield-Other	0.0	0.2	0.9	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.3	1.3	
<b>Subtotal</b>		8.1	7.1	6.6	6.9	3.6	6.4	2.0	11.2	0.3	0.2	52.2	52.6	
<b>Deal</b>	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	
	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	
<b>Subtotal</b>		0.0	0.0	0.0	0.3	0.2	0.1	0.0	0.1	0.0	0.0	0.6	0.6	
<b>DOVER DISTRICT COUNCIL AREA</b>		41.8	25.2	15.6	27.3	39.7	19.1	7.4	26.4	1.0	0.6	201.6	202.9	
<b>OTHER STORES OUTSIDE DDC AREA</b>														
	Ashford	2.5	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	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	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	9.2	3.6	1.2	0.2	1.0	0.1	0.7	2.9	0.1	30.5	18.5	48.2	
	Margate	0.2	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	0.0	0.0	0.5	0.7	0.0	0.0	0.0	1.4	1.4	
<b>ALL OTHER CENTRES / STORES:</b>		0.7	1.5	0.7	1.7	0.7	1.1	0.8	0.6	2.9	3.1	7.9	14.0	
<b>All other Centres / stores</b>		33.1	19.5	16.3	31.1	22.9	34.1	46.8	30.1	35.3	47.4	235.1	318.0	
<b>TOTAL</b>		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

		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 (excluding SFT):										508.6	606.8
<b>DOVER (SECONDARY REGIONAL CENTRE)</b>													
<b>Town Centre</b>	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
	De Bradley Wharf Designer Outlet	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.2	0.2	0.0	0.3	0.5
<b>Edge-of Centre</b>	Charlton SC	0.2	0.2	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.8	0.8
<b>Subtotal</b>		<b>38.9</b>	<b>19.6</b>	<b>5.5</b>	<b>3.7</b>	<b>2.9</b>	<b>1.8</b>	<b>1.0</b>	<b>15.1</b>	<b>0.4</b>	<b>0.5</b>	<b>87.0</b>	<b>87.8</b>
<b>DEAL (DISTRICT CENTRE)</b>													
<b>Town Centre</b>	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
<b>SANDWICH TOWN CENTRE (RURAL SERVICE CENTRE)</b>													
<b>Town Centre</b>	SANDWICH	0.0	1.2	0.0	0.4	0.5	5.3	1.0	0.4	0.1	0.0	8.9	9.0
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>													
	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
<b>LOCAL CENTRES</b>													
	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	0.2	1.4	0.0	0.1	0.1	1.6	1.8
	EASTRY	0.0	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
<b>Subtotal</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.5</b>	<b>1.6</b>	<b>0.1</b>	<b>0.1</b>	<b>0.1</b>	<b>2.2</b>	<b>2.4</b>
<b>VILLAGES &amp; HAMLETS</b>													
	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
<b>OUT-OF-CENTRE</b>													
<b>Dover</b>	Dover, Granville St (Carpentright/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	0.0	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	0.0	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	0.0	0.2	1.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	1.5	1.5
<b>Subtotal</b>		<b>9.5</b>	<b>8.3</b>	<b>7.6</b>	<b>8.0</b>	<b>4.1</b>	<b>7.4</b>	<b>2.3</b>	<b>13.0</b>	<b>0.4</b>	<b>0.2</b>	<b>60.8</b>	<b>61.3</b>
<b>Deal</b>	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
	Walmer	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.1	0.0	0.0	0.5	0.5
<b>Subtotal</b>		<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.3</b>	<b>0.2</b>	<b>0.1</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.7</b>	<b>0.7</b>
<b>DOVER DISTRICT COUNCIL AREA</b>		<b>49.3</b>	<b>29.5</b>	<b>18.2</b>	<b>31.6</b>	<b>46.0</b>	<b>22.1</b>	<b>8.7</b>	<b>30.6</b>	<b>1.2</b>	<b>0.7</b>	<b>234.8</b>	<b>236.4</b>
<b>OTHER STORES OUTSIDE DDC AREA</b>													
	Ashford	2.9	0.7	0.3	0.3	0.3	0.1	0.2	0.3	0.1	2.7	5.1	7.8
	Ashford- Ashford Designer Outlet	4.1	0.3	0.3	0.0	0.1	0.1	0.0	0.7	0.3	0.3	5.3	5.9
	Westwood	5.6	2.0	4.0	22.1	14.4	23.3	7.3	3.7	0.5	0.3	82.8	83.4
	Canterbury	14.5	13.1	11.8	11.3	9.3	12.6	44.6	26.2	36.5	12.8	145.0	195.9
	Folkestone	10.8	4.2	1.3	0.2	1.1	0.1	0.8	3.3	0.1	35.8	21.5	56.1
	Margate	0.2	0.7	0.1	0.1	0.5	1.3	0.2	0.0	0.0	0.0	3.2	3.2
	Ramsgate	0.0	0.0	0.2	0.0	0.0	0.6	0.8	0.0	0.0	0.0	1.7	1.7
<b>ALL OTHER CENTRES / STORES:</b>		<b>0.9</b>	<b>1.8</b>	<b>0.8</b>	<b>2.0</b>	<b>0.8</b>	<b>1.3</b>	<b>0.9</b>	<b>0.7</b>	<b>3.4</b>	<b>3.6</b>	<b>9.2</b>	<b>16.3</b>
<b>All other Centres / stores</b>		<b>39.0</b>	<b>22.8</b>	<b>18.8</b>	<b>36.1</b>	<b>26.5</b>	<b>39.4</b>	<b>54.9</b>	<b>34.9</b>	<b>40.9</b>	<b>55.5</b>	<b>273.8</b>	<b>370.4</b>
<b>TOTAL</b>		<b>88.3</b>	<b>52.3</b>	<b>37.0</b>	<b>67.7</b>	<b>72.6</b>	<b>61.6</b>	<b>63.7</b>	<b>65.5</b>	<b>42.0</b>	<b>56.2</b>	<b>508.6</b>	<b>606.8</b>

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

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	DDC AREA (Zones 1-8)	TOTAL STUDY AREA
		TOTAL AVAILABLE SPEND (excluding SFT):										597.6	713.0
<b>DOVER (SECONDARY REGIONAL CENTRE)</b>													
<b>Town Centre</b>	DOVER	46.1	22.8	6.2	4.3	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	0.4	0.6
<b>Edge-of Centre</b>	Charlton SC	0.2	0.3	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.9	0.9
<b>Subtotal</b>		46.3	23.1	6.3	4.3	3.3	2.1	1.2	17.7	0.5	0.5	102.3	103.2
<b>DEAL (DISTRICT CENTRE)</b>													
<b>Town Centre</b>	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
<b>SANDWICH TOWN CENTRE (RURAL SERVICE CENTRE)</b>													
<b>Town Centre</b>	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
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>													
	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
<b>LOCAL CENTRES</b>													
	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	0.2	1.7	0.0	0.2	0.1	1.9	2.2
	EASTRY	0.0	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
<b>Subtotal</b>		0.0	0.0	0.0	0.0	0.0	0.6	1.9	0.1	0.2	0.1	2.6	2.9
<b>VILLAGES &amp; HAMLETS</b>													
	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
<b>OUT-OF-CENTRE</b>													
<b>Dover</b>	Dover, Granville St (Carpentright/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
	B&Q, Honeywood Parkway, Whitfield	5.0	3.3	2.1	3.6	2.3	1.7	1.5	4.9	0.3	0.3	24.6	25.1
	Homebase, Dover Business Park, Whitfield	0.9	0.8	0.6	0.8	0.7	1.1	0.1	0.7	0.1	0.0	5.7	5.8
	Screwfix, Dover Business Park, Whitfield, Dover	0.1	0.0	0.4	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.9	0.9
	Jewson, Coombe Valley Road, Dover	0.3	0.0	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	0.3	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	2.7	4.8	3.6	4.6	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	0.0	1.8	1.8
<b>Subtotal</b>		11.3	9.8	8.9	9.3	4.8	8.6	2.7	15.2	0.5	0.3	71.4	72.0
<b>Deal</b>	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
<b>Subtotal</b>		0.0	0.0	0.0	0.4	0.3	0.1	0.0	0.1	0.0	0.0	0.8	0.8
<b>DOVER DISTRICT COUNCIL AREA</b>		58.6	34.7	21.1	37.1	53.8	25.8	10.3	35.8	1.3	0.9	275.9	277.7
<b>OTHER STORES OUTSIDE DDC AREA</b>													
	Ashford	3.5	0.8	0.3	0.3	0.4	0.1	0.3	0.4	0.1	3.2	6.0	9.2
	Ashford- Ashford Designer Outlet	4.9	0.3	0.3	0.0	0.1	0.1	0.0	0.8	0.4	0.3	6.2	6.9
	Westwood	6.6	2.4	4.7	25.8	16.8	27.2	8.6	4.3	0.5	0.3	97.3	98.0
	Canterbury	17.2	15.5	13.7	13.3	10.9	14.7	52.8	30.7	42.5	15.1	170.4	230.2
	Folkestone	12.9	4.9	1.6	0.3	1.3	0.2	1.0	3.9	0.1	42.3	25.3	66.0
	Margate	0.3	0.9	0.1	0.2	0.6	1.5	0.3	0.0	0.0	0.0	3.8	3.8
	Ramsgate	0.0	0.0	0.3	0.0	0.0	0.7	1.0	0.0	0.0	0.0	1.9	1.9
<b>ALL OTHER CENTRES / STORES:</b>		1.0	2.1	0.9	2.3	1.0	1.5	1.1	0.8	4.0	4.3	10.8	19.2
<b>All other Centres / stores</b>		46.4	28.8	21.8	42.3	31.0	46.0	65.1	40.8	47.6	65.6	321.7	435.2
<b>TOTAL</b>		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
<b>DOVER (SECONDARY REGIONAL CENTRE)</b>							
<b>Town Centre</b>	DOVER	15%	£67.7	£75.8	£87.4	£101.8	£119.6
	De Bradlei Wharf Designer Outlet	5%	£0.4	£0.4	£0.5	£0.5	£0.6
<b>Edge-of Centre</b>	Charlton SC	2%	£0.5	£0.6	£0.7	£0.8	£0.9
	Subtotal		£68.5	£76.8	£88.5	£103.1	£121.2
<b>DEAL (DISTRICT CENTRE)</b>							
<b>Town Centre</b>	DEAL	10%	£54.1	£60.6	£69.9	£81.4	£95.6
<b>SANDWICH TOWN CENTRE (RURAL SERVICE CENTRE)</b>							
<b>Town Centre</b>	SANDWICH	10%	£6.6	£7.4	£8.6	£10.0	£11.7
<b>AYLESHAM (RURAL SERVICE CENTRE)</b>							
	RSC-AYLESHAM	2%	£1.3	£1.4	£1.6	£1.9	£2.2
<b>LOCAL CENTRES</b>							
	ASH	2%	£1.3	£1.4	£1.6	£1.9	£2.2
	CAPEL-LE-FERNE	2%	£0.0	£0.0	£0.0	£0.0	£0.0
	EASTRY	2%	£0.3	£0.4	£0.4	£0.5	£0.6
	SHEPHERDSWELL	2%	£0.0	£0.0	£0.0	£0.0	£0.0
	WINGHAM	2%	£0.1	£0.1	£0.1	£0.1	£0.1
	Subtotal		£1.6	£1.8	£2.1	£2.5	£2.9
<b>VILLAGES &amp; HAMLETS</b>							
	ALKHAM	2%	£0.0	£0.0	£0.0	£0.0	£0.1
<b>OUT-OF-CENTRE</b>							
<b>Dover</b>	Dover, Granville St (Carpetright/Halfords)	2%	£1.0	£1.1	£1.2	£1.4	£1.7
	B&Q, Honeywood Parkway, Whitfield	2%	£14.5	£16.2	£18.7	£21.8	£25.6
	Homebase, Dover Business Park, Whitfield	2%	£3.3	£3.7	£4.3	£5.0	£5.9
	Screwfix, Dover Business Park, Whitfield, Dover	2%	£0.5	£0.6	£0.7	£0.8	£0.9
	Jewson, Coombe Valley Road, Dover	2%	£0.3	£0.4	£0.4	£0.5	£0.6
	Honeywood Retail Park (B&M, Bensons for Beds, Pets @ Home), Whitfield	5%	£2.3	£2.5	£2.9	£3.4	£4.0
	White Cliffs Business Park (Tesco Extra, Travis Perkins, Buildbase), Whitfield	5%	£19.3	£21.6	£24.9	£29.0	£34.1
	Whitfield-Other	2%	£1.0	£1.2	£1.3	£1.6	£1.8
	Subtotal		£42.2	£47.4	£54.6	£63.6	£74.7
<b>Deal</b>	Out-of-centre	2%	£0.1	£0.2	£0.2	£0.2	£0.3
	Walmer	2%	£0.3	£0.4	£0.4	£0.5	£0.6
	Subtotal		£0.5	£0.5	£0.6	£0.7	£0.8
<b>DOVER DISTRICT COUNCIL AREA</b>			<b>£174.9</b>	<b>£196.1</b>	<b>£225.9</b>	<b>£263.2</b>	<b>£309.2</b>

TABLE 2: COMMITTED COMPARISON GOODS FLOORSPACE

Centre	Scheme	Planning Ref	Gross Floorspace (sqm)	Net Sales Floorspace (sqm)	Sales Density 2017 (£ per sqm)	Turnover (£m)				
						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
<b>TOTAL</b>			<b>18,666</b>	<b>6,461</b>		<b>£31.0</b>	<b>£34.6</b>	<b>£39.7</b>	<b>£45.8</b>	<b>£52.8</b>

**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 St 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 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 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 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%.
- [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 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 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*

		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) <sup>(1)</sup> :	£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 COMMITTED FLOORSPACE (£m)	-	£34.6	£39.7	£45.8	£52.8
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£33.9</b>	<b>-£37.8</b>	<b>-£41.0</b>	<b>-£41.7</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(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.
- STEP 5: The 'net' residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimate based on the assumed average sales performance of new (prime) retail floorspace. It should be noted that different comparison goods retailers trade at different average sales levels and this will need to be taken into account when assessing the relative merits and need for different types of retail floorspace.

TABLE 4: DOVER 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):	£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 COMMITTED FLOORSPACE (£m)	-	£27.6	£31.6	£36.5	£42.1
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£27.3</b>	<b>-£30.9</b>	<b>-£34.6</b>	<b>-£37.7</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,701	£7,685	£8,866	£10,228
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-4,069</b>	<b>-4,015</b>	<b>-3,902</b>	<b>-3,688</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		<b>-5,813</b>	<b>-5,736</b>	<b>-5,575</b>	<b>-5,269</b>

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, 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 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 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 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 COMMITTED FLOORSPACE (£m)	-	£0.5	£0.5	£0.6	£0.7
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£0.2</b>	<b>£0.1</b>	<b>£1.0</b>	<b>£3.1</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,701	£7,685	£8,866	£10,228
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-33</b>	<b>15</b>	<b>115</b>	<b>304</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		<b>-47</b>	<b>21</b>	<b>164</b>	<b>435</b>

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
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£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
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£0.0	£0.0	£0.1	£0.2
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>£0.0</b>	<b>£0.0</b>	<b>£0.1</b>	<b>£0.2</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,701	£7,685	£8,866	£10,228
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>2</b>	<b>4</b>	<b>9</b>	<b>18</b>
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		3	6	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*

		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 COMMITTED FLOORSPACE (£m)	-	£6.6	£7.5	£8.7	£10.0
STEP 5:	<b>NET RESIDUAL EXPENDITURE AFTER COMMITMENTS:</b>	-	<b>-£6.4</b>	<b>-£7.1</b>	<b>-£7.5</b>	<b>-£7.3</b>
STEP 6:	<b>FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:</b>					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,701	£7,685	£8,866	£10,228
	<b>(ii) Net Floorspace Capacity (sq m):</b>	-	<b>-953</b>	<b>-919</b>	<b>-849</b>	<b>-716</b>
	(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 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 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 8: SUMMARY TABLE - COMPARISON GOODS CAPACITY (NET SQ M)**  
*Assume Equilibrium at 2021 and Constant Market Shares*

	2025	2030	2035	2040
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
<b>TOTAL DISTRICT WIDE COMPARISON GOODS CAPACITY</b>	<b>-5,053</b>	<b>-4,915</b>	<b>-4,628</b>	<b>-4,082</b>

