

DARTFORD & EBBSFLEET: RETAIL AND LEISURE STUDY

APPENDIX A

for:

DARTFORD BOROUGH COUNCIL & EBBSFLEET DEVELOPMENT CORPORATION

January 2021

lsh.co.uk

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Signed:

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For and on behalf of Lambert Smith Hampton

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APPENDICES

Appendix A:

Appendix A1: Catchment/Study Area
Appendix A2: 'Baseline' Population and Expenditure Growth
Appendix A3: Convenience Goods - Market Share Analysis (incl SFT)
Appendix A4: Comparison Goods - Market Share Analysis (incl SFT)
Appendix A5: Convenience Goods Turnover (excl SFT)
Appendix A6: Comparison Goods Turnover (excl SFT)
Appendix A7: 'Baseline' Scenario 1 - Convenience Capacity (excl commitments)
Appendix A8: 'Baseline' Scenario 1 - Comparison Capacity (excl commitments)
Appendix A9: 'Baseline' Scenario 2 - Capacity Assessment (excl commitments)
Appendix A10: Retail Floorspace Commitments
Appendix A11: 'Baseline' Scenario 1 - Capacity Assessment (incl all commitments)
Appendix A12: 'Higher Population Growth' Capacity Assessment (incl all commitments)
Appendix A13: Leisure Expenditure Forecasts

Appendix B:

Household Telephone Interview Survey – Method Statement and Tabulations

Appendix C:

Dartford Town Centre: Street Interview Survey – Method Statement and Tabulations

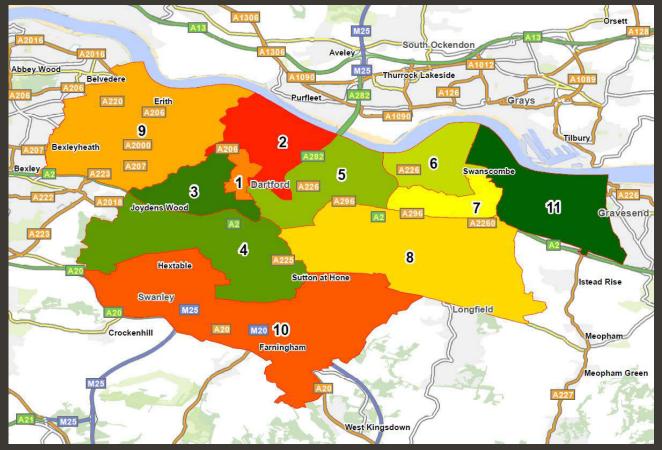
Appendix D:

Dartford Town Centre: Pedestrian Footfall Survey – Method Statement and Results

APPENDIX A1

CATCHMENT / STUDY AREA & ZONES

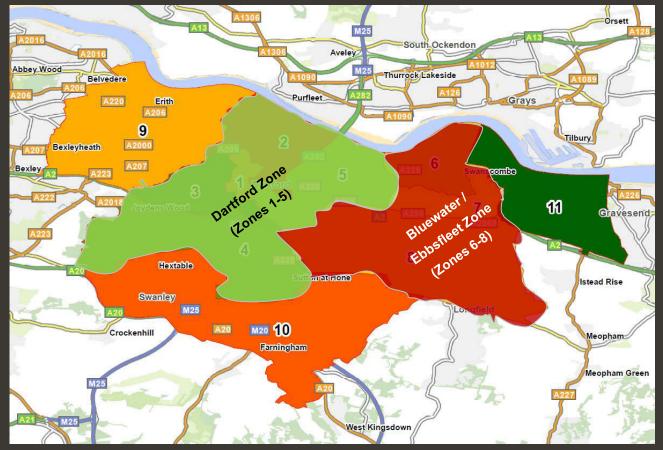
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CATCHMENT / STUDY AREA & ZONES

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APPENDIX A2

DARTFORD EBBSFLEET RETAIL LEISURE STUDY Population and Expenditure Forecasts

TABLE 1: 'BASELINE' POPULATION & PROJECTIONS (2019 - 2036)

TABLE I. DA	SELINE POPULATION & PROJECTIONS (2019 - 2036)	Experian		Popula	ation Base	line & Proie	ections		Growth 20	20 2030:	Growth 20	20 2036:
		2019	2019	2020	2025	2030	2035	2036	%	No.	%	No.
Zone 1		2,524	2,645	3,145	5,642	6,609	7,572	7,764	110.2%	3,465	146.9%	4,620
Zone 2		17,819	17,941	17,963	18,071	18,272	18,473	18,513	1.7%	309	3.1%	550
Zone 3		23,529	23,529	23,551	23,659	23,836	24,013	24,048	1.2%	285	2.1%	497
Zone 4		16,736	16,736	16,751	16,828	16,989	17,150	17,182	1.4%	238	2.6%	431
Zone 5		19,877	19,998	20,197	21,192	22,012	22,829	22,992	9.0%	1,815	13.8%	2,795
Zone 6		14,349	14,470	14,711	15,917	16,175	16,432	16,483	10.0%	1,464	12.0%	1,772
Zone 7		1,444	1,566	2,896	9,543	16,243	22,915	24,244	461.0%	13,348	737.3%	21,349
Zone 8		12,815	12,815	12,829	12,901	13,029	13,157	13,182	1.6%	200	2.7%	353
Zone 9		79,641	79,641	80,587	85,341	89,924	94,170	94,981	11.6%	9,337	17.9%	14,394
Zone 10		27,004	27,004	27,242	28,350	29,341	30,337	30,508	7.7%	2,099	12.0%	3,266
Zone 11		43,601	43,601	44,060	46,243	48,350	50,476	50,904	9.7%	4,290	15.5%	6,844
STUDY AREA	- TOTAL:	259,339	259,946	263,931	283,687	300,780	317,524	320,801	14.0%	36,849	21.5%	56,870
Zones 1-5	DARTFORD WEST (incl Dartford Town Centre)	80,485	80,849	81,606	85,392	87,718	90,037	90,499	7.5%	6,112	10.9%	8,893
Zones 6-8	DARTFORD EAST (incl Bluewater / Ebbsfleet)	28,608	28,851	30,436	38,361	45,447	52,504	53,909	49.3%	15,011	77.1%	23,473
Zones 9-11	OUTSIDE BOROUGH	150,246	150,246	151,889	159,934	167,615	174,983	176,393	10.4%	15,726	16.1%	24,504
STUDY AREA	- TOTAL:	259,339	259,946	263,931	283,687	300,780	317,524	320,801	14.0%	36,849	21.5%	56,870

Experian Business Strategies - MMG3 Geographic Information Systmes (GIS) 'Retail Area Planner Population & Expenditure Datasets' Source:

Base year population & projections for Zones 1-8 sourced from Darford Borough Council. Forecasts for Zones 9-11 have been sourced from LSH's Experian MMG3 datasets Notes:

	2019	2019	2020	2025	2030	2035	2036
	Including SFT			Exclud	ing SFT		
EXPERIAN-BASED SFT MARKET SHARES (%):	Scenario 1:	4.2%	6.3%	6.2%	6.8%	7.1%	7.2%
SURVEY-BASED SFT MARKET SHARES (%):	Scenario 2:	1.4%	2.1%	2.3%	2.4%	2.5%	2.5%
Zone 1	£2,416	£2,315	£2,454	£2,309	£2,301	£2,305	£2,305
Zone 2	£2,143	£2,053	£2,176	£2,048	£2,041	£2,044	£2,044
Zone 3	£2,308	£2,211	£2,344	£2,205	£2,198	£2,202	£2,202
Zone 4	£2,489	£2,384	£2,528	£2,378	£2,370	£2,374	£2,374
Zone 5	£2,254	£2,160	£2,290	£2,154	£2,147	£2,151	£2,151
Zone 6	£2,181	£2,089	£2,215	£2,084	£2,077	£2,081	£2,081
Zone 7	£2,547	£2,440	£2,587	£2,434	£2,426	£2,430	£2,430
Zone 8	£2,611	£2,502	£2,652	£2,496	£2,487	£2,492	£2,491
Zone 9	£2,146	£2,056	£2,179	£2,051	£2,044	£2,047	£2,047
Zone 10	£2,441	£2,339	£2,480	£2,333	£2,325	£2,329	£2,329
Zone 11	£2,136	£2,046	£2,169	£2,041	£2,034	£2,038	£2,037
STUDY AREA - AVERAGE	£2,334	£2,236	£2,370	£2,230	£2,223	£2,227	£2,227

Average spend per capita estimates (2017 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 17 published by Experian Business Strategies (February 202).

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) drawing on Experian's latest Retail Planner Briefing Note 17 (Figure 5). The market shares have been adjusted for SFT sales from stores. Notes:

		2019	2019	2020	2025	2030	2035	2036	Growth 20	20 2030:	Growth 20	20 2036:
		Incl SFT			Exclud	ing SFT			%	£m	%	£m
Zone 1		£6.4	£6.1	£7.7	£13.0	£15.2	£17.5	£17.9	97.1%	£7.5	131.9%	£10.2
Zone 2		£38.4	£36.8	£39.1	£37.0	£37.3	£37.8	£37.8	-4.6%	-£1.8	-3.2%	-£1.2
Zone 3		£54.3	£52.0	£55.2	£52.2	£52.4	£52.9	£52.9	-5.1%	-£2.8	-4.1%	-£2.3
Zone 4		£41.7	£39.9	£42.3	£40.0	£40.3	£40.7	£40.8	-4.9%	-£2.1	-3.7%	-£1.5
Zone 5		£45.1	£43.2	£46.2	£45.7	£47.3	£49.1	£49.4	2.2%	£1.0	6.9%	£3.2
Zone 6		£31.6	£30.2	£32.6	£33.2	£33.6	£34.2	£34.3	3.1%	£1.0	5.2%	£1.7
Zone 7		£4.0	£3.8	£7.5	£23.2	£39.4	£55.7	£58.9	426.0%	£31.9	686.4%	£51.4
Zone 8		£33.5	£32.1	£34.0	£32.2	£32.4	£32.8	£32.8	-4.8%	-£1.6	-3.5%	-£1.2
Zone 9		£170.9	£163.7	£175.6	£175.0	£183.8	£192.8	£194.4	4.6%	£8.1	10.7%	£18.8
Zone 10		£65.9	£63.2	£67.6	£66.1	£68.2	£70.7	£71.1	1.0%	£0.7	5.2%	£3.5
Zone 11		£93.1	£89.2	£95.6	£94.4	£98.3	£102.8	£103.7	2.9%	£2.8	8.5%	£8.1
STUDY AR	EA - TOTAL:	£584.8	£560.2	£603.5	£612.0	£648.2	£686.9	£694.2	6.9%	£41.9	14.7%	£82.6
Zones 1-5	DARTFORD WEST (incl Dartford Town Centre)	£185.9	£178.1	£190.6	£187.9	£192.4	£197.9	£198.9	1.0%	£1.8	4.4%	£8.3
Zones 6-8	DARTFORD EAST (incl Bluewater / Ebbsfleet)	£69.0	£66.1	£74.1	£88.6	£105.4	£122.7	£126.0	42.2%	£31.3	70.1%	£51.9
Zones 9-11	OUTSIDE BOROUGH	£329.9	£316.1	£338.8	£335.5	£350.3	£366.3	£369.2	3.4%	£11.6	9.0%	£30.4
STUDY AREA	- TOTAL:	£584.8	£560.2	£603.5	£612.0	£648.2	£686.9	£694.2	7.4%	£44.7	15.0%	£90.7

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (fmillion)

TABLE 4: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	2019	2019	2020	2025	2030	2035	2036
	Incl SFT			Exclud	ing SFT		
EXPERIAN-BASED SFT MARKET SHARES (%):	Scenario 1:	17.6%	22.9%	24.6%	26.9%	28.1%	28.7%
SURVEY-BASED SFT MARKET SHARES (%):	Scenario 2:	14.7%	19.1%	20.5%	22.4%	23.4%	23.5%
Zone 1	£3,999	£3,295	£2,821	£3,332	£3,734	£4,238	£4,354
Zone 2	£3,772	£3,108	£2,661	£3,144	£3,523	£3,997	£4,108
Zone 3	£4,205	£3,465	£2,966	£3,504	£3,927	£4,456	£4,579
Zone 4	£4,905	£4,042	£3,461	£4,088	£4,581	£5,199	£5,342
Zone 5	£4,100	£3,378	£2,892	£3,417	£3,829	£4,345	£4,464
Zone 6	£3,709	£3,056	£2,616	£3,091	£3,464	£3,930	£4,039
Zone 7	£5,353	£4,411	£3,777	£4,461	£5,000	£5,673	£5,830
Zone 8	£5,281	£4,352	£3,726	£4,401	£4,932	£5,597	£5,751
Zone 9	£3,767	£3,104	£2,657	£3,139	£3,518	£3,992	£4,102
Zone 10	£4,522	£3,726	£3,190	£3,768	£4,223	£4,792	£4,924
Zone 11	£3,672	£3,026	£2,591	£3,060	£3,429	£3,891	£3,999
STUDY AREA - AVERAGE	£4,299	£3,542	£3,032	£3,582	£4,015	£4,555	£4,681

forecasts have been informed by the latest RPBN published by Experian Business Strategies.

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) drawing on Experian's latest Retail Planner Briefing Note 17 (February 2020), Figure 5. The market shares have been adjusted for SFT sales from stores.

TABLE 5: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (£million)

		2019	2019	2020	2025	2030	2035	2036	Growth 20	20 2030:	Growth 20	20 2036:
		Incl SFT			Exclud	ling SFT			%	£m	%	£m
Zone 1		£10.6	£8.7	£8.9	£18.8	£24.7	£32.1	£33.8	178.2%	£15.8	281.1%	£24.9
Zone 2		£67.7	£55.8	£47.8	£56.8	£64.4	£73.8	£76.0	34.7%	£16.6	59.1%	£28.2
Zone 3		£98.9	£81.5	£69.9	£82.9	£93.6	£107.0	£110.1	34.0%	£23.7	57.6%	£40.3
Zone 4		£82.1	£67.6	£58.0	£68.8	£77.8	£89.2	£91.8	34.3%	£19.9	58.3%	£33.8
Zone 5		£82.0	£67.6	£58.4	£72.4	£84.3	£99.2	£102.6	44.3%	£25.9	75.7%	£44.2
Zone 6		£53.7	£44.2	£38.5	£49.2	£56.0	£64.6	£66.6	45.6%	£17.5	73.0%	£28.1
Zone 7		£8.4	£6.9	£10.9	£42.6	£81.2	£130.0	£141.3	642.7%	£70.3	1192.5%	£130.4
Zone 8		£67.7	£55.8	£47.8	£56.8	£64.3	£73.6	£75.8	34.4%	£16.5	58.6%	£28.0
Zone 9		£300.0	£247.2	£214.1	£267.9	£316.3	£375.9	£389.6	47.7%	£102.2	81.9%	£175.4
Zone 10		£122.1	£100.6	£86.9	£106.8	£123.9	£145.4	£150.2	42.6%	£37.0	72.9%	£63.3
Zone 11		£160.1	£131.9	£114.1	£141.5	£165.8	£196.4	£203.6	45.3%	£51.7	78.3%	£89.4
STUDY AREA -	TOTAL:	£1,053.2	£867.8	£755.3	£964.5	£1,152.3	£1,387.2	£1,441.5	52.6%	£397.0	79.1%	£686.2
			-									
Zones 1-5	DARTFORD WEST (incl Dartford Town Centre)	£341.3	£281.2	£242.9	£299.7	£344.8	£401.3	£414.4	41.9%	£101.9	70.6%	£171.5
Zones 6-8	DARTFORD EAST (incl Bluewater / Ebbsfleet)	£129.7	£106.9	£97.2	£148.6	£201.5	£268.2	£283.7	107.3%	£104.3	191.8%	£186.5
Zones 9-11	OUTSIDE BOROUGH	£582.2	£479.7	£415.2	£516.2	£606.1	£717.7	£743.4	46.0%	£190.9	79.0%	£328.2
STUDY AREA -	TOTAL:	£1,053.2	£867.8	£755.3	£964.5	£1,152.3	£1,387.2	£1,441.5	52.6%	£397.0	90.8%	£686.2

		2019	2019	2020	2025	2030	2035	2036	GRO\ 2019	
		Incl SFT			Exclud	ing SFT			%	£m
COMPARISON	GOODS - AVAILABLE EXPENDITURE (£m):									
Secanario 1:	Experian-based SFT Market Shares	£1,053	£868	£755	£965	£1,152	£1,387	£1,441	66.1%	£574
Secanario 2:	Survey-Derived SFT Market Shares	£1,053	£899	£793	£1,017	£1,223	£1,478	£1,536	70.9%	£637
	Difference between Scenarios 1 & 2:	£0	-£31	-£37	-£53	-£71	-£91	-£95		-£64
CONVENIENCE	E GOODS - AVAILABLE EXPENDITURE (£m):									
Secanario 1:	Experian-based SFT Market Shares	£585	£560	£603	£612	£648	£687	£694	23.9%	£134
Secanario 2:	Survey-Derived SFT Market Shares	£585	£576	£630	£639	£679	£721	£730	26.6%	£153
	Difference between Scenarios 1 & 2:	£0.0	-£16	-£27	-£27	-£31	-£35	-£35		-£19

APPENDIX A3

TABLE 1: Where do households normally shop for all their main "bulk" and "top-up" food/grocery/convenience goods purchases?

DARTOR I J <th></th> <th></th> <th></th> <th></th> <th></th> <th></th>						
Alther shopy/larges 5.3% 4.1% 5.4% 0.7% 2.5% 0.0% 0.0% 1.1% 0.7% 0.5% Propaget Flace 1.84% 1.85% 1.35% 0.20% 0.0%	11	1-5	6-8	9-11	TOTAL	Bo (
Air other shop/stores: 5.3% 4.1% 5.4% 0.7% 2.5% 0.6% 0.0% 0.1% 0.7% 0.5% Proconcentre-Aidi 16.6K 1.5% 1.5% 1.5% 0.0%						
Ordards Shopping Center - Aldi 1.6.% 1.8.% 1.3.% 5.4.% 1.2.% 0.7.% 0.7%	0.0%	3.4%	0.3%	0.8%	1.6%	2
Prospect Piece 1.8% 1.6K 1.5% 3.2% 0.8% 0.0%	0.0%	11.5%	1.6%	1.2%	4.8%	8
Priory Centre - other 0.0% 0.0% 0.2% 0.0%	0.0%	1.7%	0.2%	0.1%	0.7%	1
Phony Centre - Sambuory's 24.7% 19.9% 15.2% 13.5% 0.6% 1.5% 0.5%	0.0%	0.1%	0.0%	0.0%	0.0%	
List 1.4.% 3.8% 9.7% 4.0% 6.4% 1.3% 1.3% 1.1% Sum Ora 6.4.% 4.5.2% 45.2% 27.1% 31.4% 4.1% 2.9% 5.3% 4.5% 7.5% STRUCT CENTRES: 0.0% </td <td>0.0%</td> <td>14.6%</td> <td>1.1%</td> <td>1.4%</td> <td>5.9%</td> <td>1</td>	0.0%	14.6%	1.1%	1.4%	5.9%	1
sub-rora: 64.7% 45.2% 43.2% 27.3% 31.4% 4.1% 2.9% 5.3% 4.5% 7.6% STRICT CENTRES: 0.0% 0.0	0.0%	6.7%	1.5%	0.9%	3.0%	5
STRICT CENTRES: DDM DDM <thddm< th=""></thddm<>	0.0%	37.9%	4.6%	4.4%	15.9%	2
Havely Road/Low/Held Street 0.0% <t< td=""><td></td><td></td><td></td><td></td><td></td><td>(</td></t<>						(
Tempic Hill Square 1.9% 3.8% 0.0% <td>0.0%</td> <td>1.0%</td> <td>0.0%</td> <td>0.0%</td> <td>0.3%</td> <td>,</td>	0.0%	1.0%	0.0%	0.0%	0.3%	,
Dartford East 0.3% 2.4% 0.2% 0.0% 0.3% 0.0%	0.0%	0.8%	0.0%	0.0%	0.3%	
Dartford West 0.5% 1.0% 2.7% 0.6% 0.0%	0.0%	1.2%	0.1%	0.0%	0.4%	
Longfield 0.0%	0.0%	1.2%	0.1%	0.0%	0.4%	
Sumarcombe 0.0% 0.0% 0.0% 5.2% 2.9% 0.0%	0.3%	0.5%	14.2%	0.3%	2.1%	
SUB-TOTAL: 2.6% 7.2% 4.4% 4.7% 3.4% 6.2% 4.8% 28.8% 0.0% 1.0% GHBOURHOOD CENTRES: Birchwood frive, jordens Wood (McColl's / Corner Shop) 0.0% 0.7% 0.0% 0.3% 0.0%	0.3%	0.0%	2.7%	0.3%	0.3%	
GHBOURHOOD CENTRES: D D/W D/W <thd th="" w<=""> D/W <thd th="" w<=""></thd></thd>	0.0%	4.7%	17.1%	0.0%	3.9%	
Birchwood Drive, Joydens Wood (McColl's / Corner Shop) 0.0% 0.7% 0.9% 0.9% 0.0%	0.5%	4.7%	17.1%	0.5%	3.9%	-
Chastilian Road (Co-op) 0.0% 0.2% 3.8% 0.7% 0.4% 0.0% 0.	0.00/	0.004	0.00/		0.004	11
Colney Road / St Vincents Road (Co-op) 0.5% 5.0% 0.0% 0.3% 0.3% 0.3% 0.0%	0.0%	0.8%	0.0%	0.1%	0.3%	
Henderson Drive, Temple Hill (Tesco Express / Co-op) 0.7% 5.7% 0.0%	0.0%	1.4%	0.0%	0.4%	0.7%	
Landon Raad, Stone (Co-op / Nisa) Summerhouse Drive, Joydens Wood Stone 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0%	1.2%	0.0%	0.0%	0.4%	
Summerhouse Drive, Joydens Wood 0.0%	0.0%	1.2%	0.0%	0.0%	0.4%	
Stone 0.0% <t< td=""><td>0.0%</td><td>0.8%</td><td>0.8%</td><td>0.0%</td><td>0.4%</td><td></td></t<>	0.0%	0.8%	0.8%	0.0%	0.4%	
Sutton-st-Hone (North / South) 0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	
Fleetdale Parade 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Maplehurst Close 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Craylands Lane / Milton Street 0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	
Green St / Green Rd / Green Lane 0.2% 0.0% <td>0.0%</td> <td>0.1%</td> <td>0.0%</td> <td>0.0%</td> <td>0.0%</td> <td></td>	0.0%	0.1%	0.0%	0.0%	0.0%	
All other stores 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
SUB-TOTAL: 1.5% 11.9% 3.8% 5.1% 5.3% 1.1% 5.5% 0.9% 0.7% 0.7% HER SMALER STORES IN BOROUGH: 0.7% 0.0%	0.0%	0.3%	0.4%	0.0%	0.2%	
HER SMALER STORES IN BOROUGH: 0.7% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
HER SMALER STORES IN BOROUGH: Co-op, Talbot Lane, Ebbsfleet 0.7% 0.0% </td <td>0.0%</td> <td>6.1%</td> <td>1.3%</td> <td>0.6%</td> <td>2.5%</td> <td></td>	0.0%	6.1%	1.3%	0.6%	2.5%	
Co-op. Oldfield Place - Northern Gateway 4.4% 0.0% <td></td> <td></td> <td></td> <td></td> <td>1</td> <td></td>					1	
Co-op, Oldfield Place - Northern Gateway 4.4% 0.0% <td>0.0%</td> <td>0.0%</td> <td>0.5%</td> <td>0.0%</td> <td>0.1%</td> <td></td>	0.0%	0.0%	0.5%	0.0%	0.1%	
Other Stores in Borough 0.4% 1.1% 0.4% 2.4% 0.9% 4.0% 0.0% 0.0% 0.0% 0.2% SUB-TOTAL: 5.4% 1.1% 0.4% 2.4% 0.9% 4.0% 9.1% 0.0% 0.0% 0.2% EWATER Waitrose / M&S / other 2.1% 3.8% 1.2% 4.7% 5.1% 4.4% 9.4% 2.0% 1.7% 1.9% CTFORD BOROUGH: OUT OF CENTRE STORES Asda, Sandpit Road 0.0%<	0.0%	0.1%	0.0%	0.0%	0.1%	
SUB-TOTAL: 5.4% 1.1% 0.4% 2.4% 0.9% 4.0% 9.1% 0.0% 0.0% 0.2% Waitrose / M&S / ather 2.1% 3.8% 1.2% 4.7% 5.1% 4.4% 9.4% 2.0% 1.7% 1.9% Waitrose / M&S / ather 2.1% 3.8% 1.2% 4.7% 5.1% 4.4% 9.4% 2.0% 1.7% 1.9% Atda, Sandpit Road 0.0%	0.0%	1.1%	1.8%	0.1%	0.6%	
EWATER Waitrose / M&S / other 2.1% 3.8% 1.2% 4.7% 5.1% 4.4% 9.4% 2.0% 1.7% 1.9% Asda, Sandpit Road 0.0%	0.0%	1.3%	2.3%	0.1%	0.8%	
Waitrose / M&S / other 2.1% 3.8% 1.2% 4.7% 5.1% 4.4% 9.4% 2.0% 1.7% 1.9% XTFORD BOROUGH: OUT OF CENTRE STORES Asda, Sandpit Road 0.0%	01070	21070	21070	0.1270	0.070	
Bornough: Out of centre stores Asda, Sandpit Road 0.0% </td <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Asda, Sandpit Road 0.0% <td>1.6%</td> <td>3.5%</td> <td>3.5%</td> <td>1.7%</td> <td>2.6%</td> <td></td>	1.6%	3.5%	3.5%	1.7%	2.6%	
Asda, Sandpit Road 0.0% <td></td> <td></td> <td></td> <td></td> <td></td> <td></td>						
Asda, Crossways Boulevard, Greenhithe 8.3% 15.8% 4.7% 2.7% 30.7% 42.2% 19.0% 4.4% 1.1% 0.0% SUB-TOTAL: 8.3% 15.8% 4.7% 2.7% 30.7% 42.2% 19.0% 4.4% 1.1% 0.0% NS TORES/CENTRES OUTSIDE BOROUGH 8.3% 15.8% 4.7% 2.7% 31.1% 42.2% 19.0% 4.4% 1.3% 0.0% NS TORES/CENTRES OUTSIDE BOROUGH 0.9% 0.4% 1.3% 2.2% 0.0% 0.4% 0.8% 0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	
SUB-TOTAL: 8.3% 15.8% 4.7% 2.7% 31.1% 42.2% 19.0% 4.4% 1.3% 0.0% N STORES/CENTRES OUTSIDE BOROUGH BEXLEYHEATH 0.9% 0.4% 1.3% 2.2% 0.0% 0.4% 0.8% 0.0% 0	1.5%	13.0%	22.5%	0.1%	7.8%	
N STORES/CENTRES OUTSIDE BOROUGH BEXLEYHEATH 0.9% 0.4% 1.3% 2.2% 0.0% 0.4% 0.9% 0.5% BROMLEY 0.0%	1.5%	13.1%	22.5%	1.0%	7.9%	
BEXLEYHEATH 0.9% 0.4% 1.3% 2.2% 0.0% 0.4% 0.8% 0.0% 19.0% 0.5% BROMLEY 0.0%	1.3/0	13.1/6	22.3/8	1.0/6	7.578	1 -
BROMLEY 0.0%	0.0%	1.0%	0.2%	11.4%	6.4%	11
CRAYFORD 3.5% 3.1% 30.1% 13.0% 5.7% 0.4% 1.3% 0.9% 32.4% 3.5% ENITH 1.2% 0.0% 2.2% 0.0% 0.0% 0.0% 0.6% 2.3.9% 0.0% GRAVESEND 1.9% 3.4% 1.0% 0.4% 3.8% 21.5% 10.5% 17.5% 0.0% 0.6% NORTHFLEET 0.0% 0.0% 0.0% 0.0% 0.0% 0.5% 0.5% ORPINGTON 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0% 0.5% SIDCUP 0.0% 0.4% 1.1% 5.1% 0.2% 0.0% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 11.6% 3.0% 0.0% 0.3% 0.0% 1.5% SIDCUP 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.						
ERITH 1.2% 0.0% 2.2% 0.0% <t< td=""><td>0.0% 0.0%</td><td>0.0% 13.8%</td><td>0.0% 0.7%</td><td>0.1% 20.1%</td><td>0.0% 15.5%</td><td></td></t<>	0.0% 0.0%	0.0% 13.8%	0.0% 0.7%	0.1% 20.1%	0.0% 15.5%	
GRAVESEND 1.9% 3.4% 1.0% 0.4% 3.8% 21.5% 10.5% 17.5% 0.0% 0.6% NORTHFLEET 0.0% 1.0% 0.0% 0.9% 4.9% 11.6% 31.0% 30.7% 0.0% 0.5% ORNINGTON 0.0% 0.0% 0.0% 0.7% 0.0% 0.5% 17.5% 0.0% 0.5% SIDCUP 0.0% 0.4% 1.1% 5.1% 0.2% 0.0% 1.7% 0.0% 0.3% 1.0% SWANLEY 0.2% 0.7% 0.9% 24.9% 0.0% 0.0% 0.0% 6.3% 1.6% 0.0% 6.3% LAKESIDE 0.0% 0.0	0.0%	13.8%	0.7%	20.1%	15.5%	
NORTHFLEET 0.0% 1.0% 0.0% 0.9% 1.1.6% 31.0% 30.7% 0.0% 0.5% ORPINGTON 0.0% 0.0% 0.0% 0.7% 0.0% 0.0% 0.3% 0.0% 1.5% SIDCUP 0.0% 0.4% 1.1% 5.1% 0.2% 0.0% 1.7% 0.0% 0.3% 1.0% SWANLEY 0.2% 0.7% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0% 0.3% 1.0% 0.3% 1.0% 0.3% 1.0% 0.0% 0.3% 1.0% 0.3% 1.0% 0.3% 1.0% 0.3% 1.0% 0.3% 1.0% 0.3% 1.0% 0.3% 1.0% 0.0% 0.3% 1.0% 0.0%	0.0% 74.1%	0.7%	0.3%	14.2%	10.0%	
ORPINGTON 0.0%	20.0%	2.1%	22.0%	3.6%	5.2%	
SIDCUP 0.0% 0.4% 1.1% 5.1% 0.2% 0.0% 1.7% 0.0% 0.3% 11.0% SWANLEY 0.2% 0.7% 0.9% 24.9% 0.0% 0.3% 1.1% 5.1% LAKESIDE 0.0%	20.0%	1.4%	22.0%	3.6%	0.3%	
SWANLEY 0.2% 0.7% 0.9% 24.9% 0.0% 0.3% 0.0% 1.6% 0.0% 63.3% LAKESIDE 0.0%	0.0%	0.1%	0.1%	0.4% 2.7%	2.0%	
LAKESIDE 0.0%	0.0%	6.0%	0.1%	14.5%	9.9%	
ALL OTHER STORES: 0.8% 1.4% 2.1% 3.3% 2.7% 1.3% 1.4% 4.0% 8.3% 5.9% SUB-TOTAL: 8.5% 10.2% 38.7% 49.7% 17.4% 35.5% 46.7% 55.5% 83.9% 87.0%	0.0%	0.0%	0.9%	0.0%	0.0%	
SUB-TOTAL: 8.5% 10.2% 38.7% 49.7% 17.4% 35.5% 46.7% 55.5% 83.9% 87.0%						11
	0.2% 94.2%	2.3% 29.1%	2.6% 45.8%	6.3% 86.4%	4.5% 61.6%	
ERNET / SPECIAL FORMS OF TRADING 6.8% 4.8% 3.6% 3.6% 5.4% 2.5% 2.6% 3.1% 8.0% 1.6%	2.4%	4.4%	2.8%	5.5%	4.8%	
AL: 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

TABLE 2: [Q1] Where do households normally shop for all their main "bulk" food and grocery purchases?

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	15	68	9 11	TO
RTFORD TOWN CENTRE:															
All other shops/stores	2.3%	2.9%	5.7%	0.0%	1.6%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	2.7%	0.0%	1.1%	1.
Orchards Shopping Centre - Aldi	22.1%	21.4%	13.2%	6.0%	12.9%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	13.5%	1.4%	0.0%	4
Prospect Place	0.0%	0.6%	0.0%	2.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.6%	0.3%	0.0%	0.
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0
Priory Centre - other	31.7%	23.3%	14.5%	13.1%	6.6%	1.7%	3.2%	0.0%	0.6%	6.0%	0.0%	14.7%	1.3%	1.7%	6
Priory Centre - Sainsbury's								••••							-
Lidl, Instone Road	14.4%	4.2%	7.9%	5.2%	6.4%	2.2%	0.0%	0.9%	1.9%	0.8%	0.0%	6.4%	1.5%	1.3%	3
SUB-TOTAL:	70.6%	52.4%	41.4%	26.4%	27.4%	4.0%	3.2%	5.2%	4.4%	6.8%	0.0%	37.9%	4.5%	4.2%	15
TRICT CENTRES:															
Hawley Road/Lowfield Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Temple Hill Square	0.4%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0
Dartford East	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Dartford West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0
Longfield	0.0%	0.0%	0.6%	1.5%	0.0%	0.9%	0.0%	16.9%	0.0%	0.0%	0.0%	0.5%	8.6%	0.0%	1
Swanscombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0
SUB-TOTAL:	0.4%	2.1%	0.6%	1.5%	0.0%	1.5%	3.2%	16.9%	0.0%	0.0%	0.0%	0.9%	9.1%	0.0%	1
GHBOURHOOD CENTRES:	01470	2.12/0	01070	11070	0.070	1.570	512/0	2013/0	0.070	0.070	01070	0.570	5.12/0	0.070	1
	0.0%	0.6%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0
Birchwood Drive, Joydens Wood (McColl's / Corner Shop)	0.0%	0.6%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0
Chastilian Road (Co-op)															
Colney Road / St Vincents Road (Co-op)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Henderson Drive, Temple Hill (Tesco Express / Co-op)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
London Road, Stone (Co-op / Nisa)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0
Summerhouse Drive, Joydens Wood	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0
Stone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Sutton-at-Hone (North / South)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Fleetdale Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Maplehurst Close	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Craylands Lane / Milton Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Green St / Green Rd / Green Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
All other 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%	0.0%	0.0%	0
SUB-TOTAL:	0.0%	0.6%	0.0%	1.5%	0.8%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%	0.0%	0
HER SMALER STORES IN BOROUGH:	0.070	0.070	0.070	1.370	0.070	0.070	7.1/0	0.070	0.070	0.070	0.076	0.776	0.4/0	0.076	Ť
Co-op, Talbot Lane, Ebbsfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0
Co-op, Oldfield Place - Northern Gateway															
Other Stores in Borough	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0
SUB-TOTAL:	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.5%	0.2%	0.0%	0
JEWATER															
Waitrose / M&S / other	1.8%	4.9%	0.8%	2.6%	2.9%	1.7%	5.6%	0.7%	1.8%	1.4%	0.7%	2.6%	1.4%	1.5%	1
															1
RTFORD BOROUGH: OUT OF CENTRE STORES															
Asda, Sandpit Road	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0
Asda, Crossways Boulevard, Greenhithe	11.7%	23.4%	4.7%	2.3%	41.4%	55.4%	25.3%	5.6%	1.9%	0.0%	1.3%	17.2%	29.5%	1.4%	10
SUB-TOTAL:	11.7%	23.4%	4.7%	2.3%	42.2%	55.4%	25.3%	5.6%	1.9%	0.0%	1.3%	17.4%	29.5%	1.4%	10
IN STORES/CENTRES OUTSIDE BOROUGH	11.770	23.4/0	4.770	2.3/0	42.270	55.470	23.3/0	5.070	1.570	0.070	1.3/0	17.470	23.3/0	1.470	Ť
-	0.0%	0.00/	4.00/	4 50/	0.00/	0.00	0.00/	0.00/	45 404	0.00/	0.0%	0.0%	0.20/	0.0%	
BEXLEYHEATH	0.0%	0.0%	1.9%	1.5%	0.0%	0.6%	0.0%	0.0%	15.1%	0.0%	0.0%	0.9%	0.3%	9.0%	5
BROMLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
CRAYFORD	3.5%	2.8%	39.7%	16.0%	7.2%	0.6%	0.0%	0.9%	38.1%	4.8%	0.0%	17.6%	0.7%	23.8%	18
ERITH	1.1%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	24.0%	0.0%	0.0%	0.8%	0.0%	14.3%	7
GRAVESEND	1.6%	4.8%	0.6%	0.7%	3.4%	20.8%	2.1%	18.9%	0.0%	0.0%	68.6%	2.2%	18.8% 29.4%	12.0%	9
NORTHFLEET	0.0%	0.0%	0.0%	0.0%	5.8%	12.4%	49.6%	42.9%	0.0%	0.8%	26.2%	1.4%	20.170	4.7%	6
ORPINGTON	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.5%	0
SIDCUP	0.0%	0.0%	1.5%	5.6%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	0.0%	1.7%	0.0%	2.4%	1
SWANLEY	0.0%	0.6%	1.5%	32.2%	0.0%	0.0%	0.0%	1.6%	0.0%	69.3%	0.0%	7.8%	0.8%	15.9%	1
LAKESIDE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
												0.0%	0.0%	0.0%	0
ALL OTHER STORES:	1.3%	1.7%	0.0%	2.0%	2.9%	0.0%	0.0%	2.3%	5.6%	2.3%	0.0%	1.6%	1.1%	3.9%	2
SUB-TOTAL:	7.5%	9.9%	47.6%	58.0%	19.3%	34.5%	51.7%	66.7%	82.8%	89.7%	94.8%	33.9%	51.1%	86.4%	63
															6
	0.40/	6.00/	4 00/	E 20/	7 20/	2.00/	0.00/	E 00/		2 20/		C 40/			
ERNET / SPECIAL FORMS OF TRADING	8.1%	6.8%	4.9%	5.3%	7.3%	2.9%	0.0%	5.0%	9.1%	2.2%	3.2%	6.1%	3.7%	6.5%	6
ERNET / SPECIAL FORMS OF TRADING	8.1% 100.0%	6.8% 100.0%	4.9% 100.0%	5.3% 100.0%				5.0% 100.0%	9.1% 100.0%	2.2%	3.2% 100.0%	6.1% 100.0%	3.7% 100.0%	6.5% 100.0%	10

TABLE 3: [Q3] Where else do households regularly shop for their main "bulk" food and grocery purchases

Including Special Forms of Trading															
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	15	68	9 11	то
RTFORD TOWN CENTRE:															
All other shops/stores	9.3%	6.0%	3.3%	0.0%	4.5%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.9%	0.0%	1.
Orchards Shopping Centre - Aldi	8.6%	19.6%	7.7%	5.0%	7.8%	4.5%	0.0%	3.1%	4.7%	1.2%	0.0%	9.6%	3.6%	3.0%	5
Prospect Place	4.4%	4.9%	3.4%	4.4%	0.9%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	3.4%	0.0%	0.3%	1
Priory Centre - other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Priory Centre - Sainsbury's	20.2%	21.6%	16.9%	23.2%	24.2%	3.1%	2.8%	0.0%	0.0%	1.2%	0.0%	21.2%	1.6%	0.3%	7
Lidl, Instone Road	23.7%	4.8%	12.2%	3.5%	5.7%	0.0%	4.2%	4.3%	0.0%	1.2%	0.0%	7.6%	2.3%	0.3%	3
SUB-TOTAL:	66.2%	57.0%	43.6%	36.1%	43.0%	9.6%	6.9%	7.4%	4.7%	4.6%	0.0%	45.3%	8.4%	3.8%	18
STRICT CENTRES:															1
Hawley Road/Lowfield Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Temple Hill Square	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0
Dartford East	0.0%	2.6%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Dartford West	0.0%	0.0%	0.8%		0.0%		0.0%		0.0%	6.6%	0.0%	0.0%	17.8%	1.5%	
Longfield				2.1%		1.6%		35.2%							3
Swanscombe	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0
SUB-TOTAL:	2.2%	2.6%	0.8%	2.1%	3.1%	3.5%	0.0%	35.2%	0.0%	6.6%	0.0%	2.1%	18.7%	1.5%	3
IGHBOURHOOD CENTRES:															
Birchwood Drive, Joydens Wood (McColl's / Corner Shop)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Chastilian Road (Co-op)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Colney Road / St Vincents Road (Co-op)	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0
Henderson Drive, Temple Hill (Tesco Express / Co-op)	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0
London Road, Stone (Co-op / Nisa)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Summerhouse Drive, Joydens Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Stone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Sutton-at-Hone (North / South)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Fleetdale Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Maplehurst Close	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Craylands Lane / Milton Street															
Green St / Green Rd / Green Lane	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
All other 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%	0.0%	0.0%	0
SUB-TOTAL:	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0
HER SMALER STORES IN BOROUGH:															
Co-op, Talbot Lane, Ebbsfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0
Co-op, Oldfield Place - Northern Gateway	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Other Stores in Borough	0.0%	0.9%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0
SUB-TOTAL:	1.4%	0.9%	1.2%	0.0%	0.0%	0.0%	14.5%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%	0.0%	0
UEWATER															
Waitrose / M&S / other	1.4%	0.9%	0.0%	4.7%	7.8%	8.9%	8.4%	5.7%	0.0%	3.7%	5.7%	3.2%	7.3%	1.8%	3
															1
RTFORD BOROUGH: OUT OF CENTRE STORES															
Asda, Sandpit Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Asda, Crossways Boulevard, Greenhithe	8.2%	11.6%	12.4%	8.5%	20.0%	22.4%	9.2%	4.2%	0.0%	0.0%	1.7%	13.1%	12.8%	0.3%	6
SUB-TOTAL:	8.2%	11.6%	12.4%	8.5%	20.0%	22.4%	9.2%	4.2%	0.0%	0.0%	1.7%	13.1%	12.8%	0.3%	6
AIN STORES/CENTRES OUTSIDE BOROUGH															
BEXLEYHEATH	3.9%	0.0%	0.0%	2.1%	0.0%	0.0%	5.2%	0.0%	17.3%	1.2%	0.0%	0.6%	0.3%	10.6%	5
BROMLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.4%	0
CRAYFORD	9.7%	7.5%	18.9%	17.4%	7.3%	0.0%	4.2%	0.9%	33.6%	4.0%	0.0%	13.1%	0.7%	20.9%	1
ERITH	0.9%	0.0%	4.6%	0.0%	0.0%	0.0%	0.0%	2.2%	25.6%	0.0%	0.0%	1.4%	1.1%	15.3%	8
GRAVESEND	1.9%	1.6%	3.9%	0.0%	7.3%	35.3%	29.7%	19.0%	0.0%	0.0%	78.3%	3.3%	27.1%	13.7%	1:
NORTHFLEET	0.0%	6.4%	0.0%	0.0%	3.3%	13.3%	5.2%	17.8%	0.0%	0.0%	11.1%	2.1%	15.0%	1.9%	3
ORPINGTON	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.3%	0.0%	0.5%	0
SIDCUP	0.0%	0.0%	1.2%	6.1%	1.7%	0.0%	5.2%	0.0%	0.0%	22.4%	0.0%	2.1%	0.3%	5.1%	3
SWANLEY	0.0%	1.3%	0.0%	17.7%	0.0%	0.0%	0.0%	4.1%	0.0%	48.5%	0.0%	4.2%	2.0%	11.2%	7
LAKESIDE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
												0.0%	0.0%	0.0%	0
	0.0%	2.5%	8.9%	2.1%	0.9%	1.6%	0.0%	2.5%	8.1%	5.4%	0.0%	3.8%	1.9%	6.1%	4
ALL OTHER STORES:		19.3%	37.5%	46.5%	20.4%	50.2%	49.4%	46.6%	84.6%	85.1%	89.4%	30.9%	48.4%	85.6%	62
ALL OTHER STORES: SUB-TOTAL:	16.3%	19.3%	071070												
SUB-TOTAL:					E. 6%	E 49/	11 6%	0.0%	10.7%	0.0%	2 20/	4 30/	2.6%	6.0%	-
	16.3% 4.3%	19.3% 5.1%	4.4%	2.1%	5.6%	5.4%	11.6%	0.9%	10.7%	0.0%	3.2%	4.3%	3.6%	6.9%	5
SUB-TOTAL:			4.4%	2.1%			11.6% 100.0%				3.2% 100.0%	4.3% 100.0%	3.6% 100.0%	6.9% 100.0%	5 10

TABLE 4 [Q5] Where do households normally shop for their more frequent 'top-up' ('basket') food shopping?

Including Special Forms of Trading	Zone 1	Zone 2	7000 2	Zono A	Zone 5	Zono 6	7000 7	7000 8	7000 0	7000 10	7000 11	15	68	9 11	TO
RTFORD TOWN CENTRE:	Zone 1	Zone Z	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	15	68	9 11	10
	c	= 00/		0.00/	e					0.007	0.007		0.007	0.00/	
All other shops/stores	6.3%	5.0%	4.3%	0.0%	6.1%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.9%	0.0%	1.
Orchards Shopping Centre - Aldi	10.6%	5.0%	11.7%	7.2%	9.0%	0.0%	0.0%	2.9%	2.0%	0.0%	0.0%	8.6%	1.4%	1.2%	3
Prospect Place	5.4%	0.9%	5.2%	7.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	1
Priory Centre - other	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0
Priory Centre - Sainsbury's	8.0%	6.7%	11.5%	10.1%	11.5%	0.0%	0.0%	0.9%	0.8%	2.1%	0.0%	10.1%	0.4%	0.9%	4
Lidl, Instone Road	19.6%	2.4%	11.4%	2.6%	5.1%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	6.3%	0.0%	0.6%	2
SUB-TOTAL:	49.8%	20.0%	44.0%	28.6%	32.4%	2.0%	0.0%	3.8%	2.8%	4.9%	0.0%	33.0%	2.8%	2.8%	13
TRICT CENTRES:															
Hawley Road/Lowfield Street	0.0%	0.0%	3.9%	14.9%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	1
Temple Hill Square	5.8%	14.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	1
Dartford East	0.0%	4.7%	1.1%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	1
	3.1%	3.0%	10.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	1
Dartford West															-
Longfield	0.0%	0.0%	1.3%	0.0%	2.4%	0.0%	0.0%	51.5%	0.0%	0.0%	0.0%	1.0%	25.0%	0.0%	3
Swanscombe	0.0%	0.0%	0.0%	0.0%	0.0%	28.5%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	13.6%	0.0%	1
SUB-TOTAL:	8.9%	21.7%	16.9%	14.9%	16.9%	28.5%	9.6%	51.5%	0.0%	0.0%	0.0%	17.2%	38.6%	0.0%	10
IGHBOURHOOD CENTRES:															
Birchwood Drive, Joydens Wood (McColl's / Corner Shop)	0.0%	2.4%	0.0%	11.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	1
Chastilian Road (Co-op)	0.0%	1.3%	15.7%	1.5%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	5.2%	0.0%	2.8%	3
Colney Road / St Vincents Road (Co-op)	0.0%	21.5%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	1
Henderson Drive, Temple Hill (Tesco Express / Co-op)	3.5%	21.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	1
London Road, Stone (Co-op / Nisa)	0.0%	1.6%	0.0%	0.0%	7.0%	1.6%	0.0%	0.0%	0.0%	1.1%	0.0%	2.0%	0.7%	0.2%	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0
Summerhouse Drive, Joydens Wood															
Stone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Sutton-at-Hone (North / South)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Fleetdale Parade	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0
Maplehurst Close	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0
Craylands Lane / Milton Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Green St / Green Rd / Green Lane	1.6%	0.0%	0.0%	2.6%	2.0%	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	1.1%	2.8%	0.0%	0
All other 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%	0.0%	0.0%	0
SUB-TOTAL:	5.0%	47.9%	15.7%	17.5%	14.7%	1.6%	0.0%	5.8%	4.7%	1.1%	0.0%	22.2%	3.6%	3.0%	9
HER SMALER STORES IN BOROUGH:	0.075					,-		0.075					0.075		1
Co-op, Talbot Lane, Ebbsfleet	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	22.5%	0.0%	0.0%	0.0%	0.0%	0.2%	1.3%	0.0%	0
Co-op, Oldfield Place - Northern Gateway	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0
Other Stores in Borough	0.0%	4.7%	1.5%	4.7%	5.8%	18.2%	0.0%	0.0%	0.0%	1.5%	0.0%	3.9%	8.3%	0.3%	2
SUB-TOTAL:	20.1%	4.7%	1.5%	4.7%	5.8%	18.2%	22.5%	0.0%	0.0%	1.5%	0.0%	4.6%	9.6%	0.3%	3
JEWATER															
Waitrose / M&S / other	1.9%	2.4%	2.5%	5.4%	4.4%	3.6%	13.7%	2.1%	1.1%	1.1%	0.9%	3.6%	3.5%	1.0%	2
		-						-	-	-					1
RTFORD BOROUGH: OUT OF CENTRE STORES															
Asda, Sandpit Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0
	0.8%		0.0%	0.0%				1.3%	0.0%		3.0%	4.1%			3
Asda, Crossways Boulevard, Greenhithe		0.0%			16.7%	31.3%	16.4%			0.0%			15.8%	0.5%	-
SUB-TOTAL:	0.8%	0.0%	0.0%	0.0%	16.7%	31.3%	16.4%	1.3%	0.8%	0.0%	3.0%	4.1%	15.8%	1.0%	3
AIN STORES/CENTRES OUTSIDE BOROUGH															
BEXLEYHEATH	1.9%	0.0%	1.1%	3.0%	0.0%	0.0%	0.0%	0.0%	37.2%	0.0%	0.0%	1.0%	0.0%	22.2%	12
BROMLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
CRAYFORD	0.0%	0.0%	15.6%	3.0%	0.0%	0.0%	4.7%	1.3%	13.2%	0.0%	0.0%	5.2%	0.9%	7.9%	6
ERITH	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.0%	0.0%	0.0%	0.1%	0.0%	16.7%	8
GRAVESEND	1.6%	0.0%	0.8%	0.0%	2.1%	5.5%	18.4%	16.8%	0.0%	0.0%	83.6%	0.8%	11.7%	14.6%	9
NORTHFLEET	0.0%	0.0%	0.0%	0.0%	1.1%	3.7%	3.1%	10.4%	0.0%	0.0%	11.1%	0.3%	6.9%	1.9%	2
ORPINGTON	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0
SIDCUP	0.0%	2.4%	0.0%	4.5%	0.0%	0.0%	5.8%	0.0%	2.0%	6.4%	0.0%	1.5%	0.3%	2.7%	2
SWANLEY	1.6%	0.9%	0.0%	9.3%	0.0%	2.0%	0.0%	0.0%	0.0%	58.9%	0.0%	2.3%	0.9%	13.5%	8
LAKESIDE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
													'		1
ALL OTHER STORES:	0.0%	0.0%	2.0%	6.1%	5.1%	3.6%	0.0%	7.0%	8.3%	24.3%	1.3%	3.2%	5.1%	10.8%	7
SUB-TOTAL:	7.6%	3.3%	19.4%	27.7%	8.3%	14.8%	32.0%	35.4%	88.7%	89.6%	96.1%	14.8%	25.8%	90.2%	50
	,,0	0.0/3	10.470	271770	0.075	1	52.070	2011/0	2017/0	55.676	50.2/5	1.070	20.070	50.270	1
FERNET / SPECIAL FORMS OF TRADING	5.9%	0.0%	0.0%	1.1%	0.8%	0.0%	5.8%	0.0%	2.0%	1.9%	0.0%	0.6%	0.3%	1.6%	1
						2.0/0	2.0/0			2.070	2.370	0.070		2.0/0	
	100.0%	100.0%	100.0%	100.0%	100-0%	100-0%	100-0%	100.0%	100-0%	100-0%	100-0%	100.0%	100.0%	100.0%	10
TAL:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	1

TABLE 5. [Q7] In addition to response to Q5, where else do households shop for their more frequent 'top-up' food purchases?

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	15	68	9 11	TOT
RTFORD TOWN CENTRE:															
All other shops/stores	15.7%	6.9%	9.1%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	6.2%	0.0%	1.6%	3.
Orchards Shopping Centre - Aldi	4.2%	2.6%	4.6%	0.0%	17.8%	0.0%	0.0%	0.0%	7.5%	3.5%	0.0%	6.3%	0.0%	5.3%	5.
Prospect Place	2.8%	3.8%	2.4%	1.9%	5.3%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	3.3%	0.0%	0.8%	1.
Priory Centre - other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	14.7%	7.0%	22.2%	6.5%	3.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	10.6%	0.0%	1.6%	4
Priory Centre - Sainsbury's	14.7%	2.0%	14.6%	0.0%	10.2%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	7.6%	2.5%	0.0%	2
Lidl, Instone Road															_
SUB-TOTAL:	49.7%	22.3%	52.9%	15.4%	36.2%	0.0%	0.0%	5.2%	7.5%	21.2%	0.0%	34.0%	2.5%	9.3%	16
TRICT CENTRES:	0.00/	0.004		e						0.007	0.00/		0.00/	0.007	
Hawley Road/Lowfield Street	0.0%	0.0%	2.4%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0
Temple Hill Square	4.2%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0
Dartford East	2.8%	13.0%	0.0%	0.0%	4.2%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	3.8%	1.4%	0.0%	1
Dartford West	0.0%	5.9%	11.6%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	2
Longfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	53.4%	0.0%	0.0%	2.7%	0.0%	25.9%	0.5%	3
Swanscombe	0.0%	0.0%	0.0%	0.0%	0.0%	5.1%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.
SUB-TOTAL:	7.0%	22.9%	14.0%	12.4%	4.2%	5.1%	14.9%	56.2%	0.0%	0.0%	2.7%	12.9%	30.5%	0.5%	8
GHBOURHOOD CENTRES:															
Birchwood Drive, Joydens Wood (McColl's / Corner Shop)	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	1.3%	0.0%	1.1%	1
Chastilian Road (Co-op)	0.0%	0.0%	14.4%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	1
Colney Road / St Vincents Road (Co-op)	5.2%	15.9%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	1
Henderson Drive, Temple Hill (Tesco Express / Co-op)	2.2%	23.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.9%	0.0%	0.0%	1
London Road, Stone (Co-op / Nisa)	0.0%	0.0%	0.0%	0.0%	22.0%	9.0%	12.0%	0.0%	0.0%	0.0%	0.0%	5.3%	4.8%	0.0%	2
Summerhouse Drive, Joydens Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Stone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Sutton-at-Hone (North / South)															-
Fleetdale Parade	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Maplehurst Close	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0
Craylands Lane / Milton Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Green St / Green Rd / Green Lane	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0
All other 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%	0.0%	0.0%	0
SUB-TOTAL:	7.5%	39.1%	14.4%	16.3%	26.2%	9.0%	12.0%	0.0%	0.0%	5.0%	0.0%	22.6%	4.8%	1.1%	9.
HER SMALER STORES IN BOROUGH:															
Co-op, Talbot Lane, Ebbsfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0
Co-op, Oldfield Place - Northern Gateway	17.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0
Other Stores in Borough	4.2%	2.6%	0.0%	1.9%	0.0%	12.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	5.7%	0.0%	1
SUB-TOTAL:	22.1%	2.6%	0.0%	1.9%	0.0%	12.4%	12.0%	0.0%	0.0%	0.0%	0.0%	1.7%	6.3%	0.0%	1.
JEWATER															_
Waitrose / M&S / other	5.2%	3.8%	3.0%	16.7%	15.1%	14.4%	26.9%	4.4%	4.0%	3.5%	1.9%	9.3%	10.3%	3.5%	6
RTFORD BOROUGH: OUT OF CENTRE STORES															
Asda, Sandpit Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Asda, Crossways Boulevard, Greenhithe	0.0%	0.0%	0.0%	0.0%	3.0%	9.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.7%	5.2%	0.0%	0
SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	3.0%	9.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.7%	5.2%	0.0%	0
IN STORES/CENTRES OUTSIDE BOROUGH															
BEXLEYHEATH	0.0%	3.8%	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	17.5%	3.5%	0.0%	2.2%	0.0%	11.2%	6
BROMLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
CRAYFORD	0.0%	2.6%	11.1%	3.4%	3.0%	0.0%	0.0%	0.0%	25.9%	0.0%	0.0%	5.3%	0.0%	15.4%	10
ERITH	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	14.5%	0.0%	0.0%	0.0%	1.1%	8.7%	4
GRAVESEND	4.2%	2.9%	0.0%	0.0%	4.2%	28.6%	19.9%	7.8%	0.0%	6.2%	86.2%	1.8%	18.0%	16.5%	11
NORTHFLEET	0.0%	0.0%	0.0%	0.0%	8.0%	16.3%	0.0%	7.4%	0.0%	0.0%	9.2%	1.9%	11.0%	1.6%	2
ORPINGTON	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.4%	1.4%	0.0%	0
SIDCUP	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.4%	0.0%	1.1%	0
SWANLEY	0.0%	0.0%	0.0%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	55.6%	0.0%	3.4%	0.0%	12.8%	7
LAKESIDE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
												0.0%	0.0%	0.0%	0
ALL OTHER STORES:	0.0%	0.0%	4.6%	8.7%	0.0%	5.1%	14.3%	11.8%	24.7%	0.0%	0.0%	3.3%	8.9%	14.7%	10
SUB-TOTAL:	4.2%	9.3%	15.7%	37.2%	15.2%	50.0%	34.3%	32.0%	82.5%	70.3%	95.4%	18.7%	40.4%	82.0%	54
															-
		0.000		0.000	0.00/										
ERNET / SPECIAL FORMS OF TRADING	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.1%	0.0%	3.6%	1
ERNET / SPECIAL FORMS OF TRADING	4.2% 100.0%	0.0%	0.0%	0.0%							0.0%	0.1%	0.0%	3.6% 100.0%	1

APPENDIX A4

TABLE 1: 2019 - ALL COMPARISON GOODS - MARKET SHARE ANALYSIS (%) (2017 PRICES) Including Special Forms of Trading

Including Special Forms of Trading															
ZONI	ES: 1		3	4				8		10	11	1-5	6-8	9-11	TOTAL
RTFORD TOWN CENTRE:															
All Town Centre Shops/Stores	25.2%	22.7%	19.4%	12.2%	13.1%	5.8%	0.0%	2.5%	4.2%	8.1%	0.8%	16.6%	4.4%	3.3%	7.7%
Orchards Shopping Centre	2.5%	5.9%	7.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	2.6%	1.7%	0.2%	0.6%	0.9%
Prospect Place	0.0%	8.3%	2.4%	3.9%	4.7%	0.0%	0.0%	1.9%	0.0%	1.9%	1.9%	7.1%	2.3%	2.0%	3.7%
Priory Shopping Centre	1.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.1%	0.4%	0.7%
SUB-TOTAL:	29.3%	37.6%	29.6%	16.8%	17.8%	5.8%	0.0%	4.4%	4.2%	12.0%	5.3%	26.9%	6.9%	6.3%	13.0%
ARTFORD OUT OF CENTRE:															
Wickes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
Dartford Heath Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.7%	0.6%	0.8%
Homebase / Argos	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.4%	0.3%	0.6%
Asda, Crossways Boulevard	3.6%	0.6%	0.6%	0.0%	2.5%	2.4%	11.3%	0.0%	0.0%	0.0%	1.4%	1.7%	4.1%	0.3%	1.2%
SUB-TOTAL:	3.6%	0.6%	0.6%	0.0%	2.5%	3.3%	11.3%	0.0%	0.0%	0.0%	1.4%	4.1%	5.3%	1.2%	2.7%
UEWATER SHOPPING CENTRE:	41.3%	30.8%	50.4%	56.5%	56.0%	56.0%	51.0%	71.8%	21.2%	50.4%	49.5%	26.9%	39.2%	20.3%	24.8%
STRICT CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Hawley Road/Lowfield Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%			0.0%
Temple Hill Square	0.0%		0.0%									0.1%	0.0%	0.0%	0.0%
Dartford East	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%
Dartford West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%
Longfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	2.1%	0.1%	0.3%
Swanscombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.9%	0.0%	0.1%
SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	3.1%	0.1%	0.8%
IGHBOURHOOD CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.0%	0.3%
THER PARADES, SHOPS AND STORES:															
Greenhithe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.1%
Ebbsfleet 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%	0.0%	0.0%	0.0%
All other Parades, Shops & Stores:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.2%	0.1%
SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.2%	0.3%
AJOR CENTRES/STORES OUTSIDE BOROUGH:															
Bexleyheath	5.2%	1.7%	0.6%	3.6%	0.0%	0.0%	0.0%	0.7%	40.4%	2.3%	0.0%	1.4%	0.4%	12.5%	7.4%
Bromley	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.2%	0.3%	0.2%
Crayford	0.0%	0.0%	5.0%	1.1%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	12.4%	3.8%	9.2%	9.6%
Erith	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.1%	0.0%	3.3%	1.8%
Gravesend	2.1%	1.1%	0.0%	0.0%	1.5%	19.5%	4.0%	11.0%	0.0%	0.0%	27.7%	0.8%	12.3%	10.2%	7.4%
Northfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.1%
Orpington	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	2.3%	0.0%	0.9%	0.6%	2.2%	1.6%
Swanley	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	0.6%	0.0%	3.6%	2.2%
Lakeside	1.6%	1.1%	1.5%	1.5%	3.5%	1.1%	0.0%	1.6%	2.6%	5.5%	0.0%	3.1%	4.7%	3.7%	3.6%
All other Centres, Shops & Stores:	2.7%	1.1%	0.0%	0.0%	1.7%	0.0%	20.7%	2.3%	0.6%	1.9%	2.2%	2.2%	5.1%	6.1%	4.7%
SUB-TOTAL:	11.6%	5.7%	7.1%	8.3%	6.6%	21.7%	20.7% 24.7%	15.6%	48.4%	22.3%	2.2% 29.9%	2.2%	27.3%	51.3%	4.7% 38.7%
TERNET / SPECIAL FORMS OF TRADING	14.1%	25.2%	12.3%	18.4%	17.2%	13.1%	13.0%	8.2%	26.3%	15.3%	14.0%	18.3%	17.7%	20.7%	19.5%
	100.0%					100.0%	100.0%	100.0%	100.0%	100.0%	100.0%				
DTAL:		100.0%	100.0%	100.0%	100.0%							100.0%	100.0%	100.0%	100.0%

 TABLE 2:
 [Q12] Where do households normally shop for clothing and footwear?¹

 Including Special Forms of Trading

ARTFORD OWN CENTRE: 22.7% 19.4% 12.2% 13.1% 5.8% 0.0% 2.5% 8.1% 0.4% 7.8% 0.8% 0.0% 0.0% 0.0% 1.3% 0.0% 0.0% 1.3% 0.0% 0.0% 1.3% 0.0% 1.3% 0.0% 0.	Including Special Forms of Trading															
All Town Centre Stopping Centre 25.2% 2.2.% 5.8% 0.0% 0.0% 2.5% 2.4% 8.1% 0.8% 1.1% 3.7% 4.0% 8 Prospect Place 0.0% 0.5% 5.9% 7.8% 0.8% 0.0%		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	1-5	6-8	9-11	TOTA
Orchards Shopping Centre 2.5% 5.9% 7.8% 0.8% 0.0% 0.0% 0.0% 0.0% 2.1% 2.6% 3.7% 0.0% 1.1% 1.1% 1.1% 1.1% 1.1% 1.1% 1.1% 1.1% 1.1% 0.0% 0	ARTFORD TOWN CENTRE:															
Prospect Place 0.0% 8.3% 2.4% 3.9% 4.7% 0.0%	All Town Centre Shops/Stores	25.2%								4.2%	8.1%		17.1%	3.7%	4.0%	8.19
Priory Superging centre 1.6% 0.0% 0.	Orchards Shopping Centre	2.5%	5.9%	7.8%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	2.6%	3.7%	0.0%	1.1%	1.89
SUB-TOTAL: 23.3% 37.6% 29.3% 17.8% 5.8% 0.0% 4.4% 4.2% 12.0% 5.3% 25.3% 6.0% 0.0%	Prospect Place	0.0%	8.3%	2.4%	3.9%	4.7%	0.0%	0.0%	1.9%	0.0%	1.9%	1.9%	4.4%	0.9%	0.9%	2.09
Name Over Over< Ove	Priory Shopping Centre	1.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.19
Wicks 0.0% <t< td=""><td>SUB-TOTAL:</td><td>29.3%</td><td>37.6%</td><td>29.6%</td><td>16.8%</td><td>17.8%</td><td>5.8%</td><td>0.0%</td><td>4.4%</td><td>4.2%</td><td>12.0%</td><td>5.3%</td><td>25.5%</td><td>4.7%</td><td>6.0%</td><td>12.0</td></t<>	SUB-TOTAL:	29.3%	37.6%	29.6%	16.8%	17.8%	5.8%	0.0%	4.4%	4.2%	12.0%	5.3%	25.5%	4.7%	6.0%	12.0
Dartford Heath Retail Park 0.0% <th< td=""><td>RTFORD OUT OF CENTRE:</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></th<>	RTFORD OUT OF CENTRE:															
Homebase / Argos 0.0%	Wickes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Adds. Crosswap. Boulevard 3.6% 0.6% 0.0% 2.5% 2.4% 11.3% 0.0% 0.0% 1.4% 1.0% 1.9% 0.4% 0.4% SUB-TOTAL: 3.6% 0.6% 0.0% 2.5% 3.3% 11.3% 0.0% 0.0% 1.4% 1.0% 2.3% 0.4% 0 UEWATER SHOPPING CENTRE: 41.3% 3.6% 0.6% 0.0% 0.	Dartford Heath Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.09
SUB-TOTAL: 3.6% 0.6% 0.0% 2.5% 3.3% 11.3% 0.0% 0.0% 1.4% 1.0% 2.3% 0.4% 0.4% UEWATER SHOPPING CENTRE: 41.3% 30.8% 50.4% 56.5% 56.0% 51.0% 71.8% 21.2% 50.4% 49.5% 48.7% 63.5% 44.5% 48.7% 63.5% 44.5% 48.7% 63.5% 44.5% 48.7% 63.5% 49.5% 48.7% 63.5% 44.5% 48.7% 63.5% 45.5% 40.5% 49.5% 48.7% 63.5% 40.5% 49.5% 48.7% 63.5% 40.5% 49.5% 48.7% 63.5% 40.5% 48.7% 63.5% 40.5% 48.7% 63.5% 40.5% 49.5% 48.7% 63.5% 60.5% 0.0%	Homebase / Argos	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
UEWATER SHOPPING CENTRE: 41.3% 30.8% 50.4% 56.5% 56.0% 51.0% 71.8% 21.2% 50.4% 49.7% 63.5% 34.5% 42 STRICT CENTRES: Imadely Road/Lowfield Street 0.0% 0.0	Asda, Crossways Boulevard	3.6%	0.6%	0.6%	0.0%	2.5%	2.4%	11.3%	0.0%	0.0%	0.0%	1.4%	1.0%	1.9%	0.4%	0.89
STRICT CENTRES: 0.0% <t< td=""><td>SUB-TOTAL:</td><td>3.6%</td><td>0.6%</td><td>0.6%</td><td>0.0%</td><td>2.5%</td><td>3.3%</td><td>11.3%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>1.4%</td><td>1.0%</td><td>2.3%</td><td>0.4%</td><td>0.85</td></t<>	SUB-TOTAL:	3.6%	0.6%	0.6%	0.0%	2.5%	3.3%	11.3%	0.0%	0.0%	0.0%	1.4%	1.0%	2.3%	0.4%	0.85
Hawley Road/Louffield Street 0.0% <	UEWATER SHOPPING CENTRE:	41.3%	30.8%	50.4%	56.5%	56.0%	56.0%	51.0%	71.8%	21.2%	50.4%	49.5%	48.7%	63.5%	34.5%	42.4
Hawley Road/Loufield Street 0.0% <t< td=""><td>STRICT CENTRES.</td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>	STRICT CENTRES.															
Temple Hill Square 0.0% <td></td> <td>0.0%</td> <td>0.09</td>		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Dartford East 0.0%																0.0
Dartford West 0.0%																0.0
Longfield 0.0%																0.0
Swanscombe 0.0%																0.0
SUB-TOTAL: 0.0%	-															0.0
BigHeBOURHOOD CENTRES: 0.0% 0.0																0.0
HER PARADES, SHOPS AND STORES:																
Greenhithe Village Centre 0.0%	IGHBOURHOOD CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Ebbsfleet Centre 0.0%	THER PARADES, SHOPS AND STORES:															
All other Parades, Shops & Stores: 0.0%<	Greenhithe Village Centre		0.0%	0.0%	0.0%							0.0%				0.09
SUB-TOTAL: 0.0%	Ebbsfleet 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%	0.09
Job Contract Init	All other Parades, Shops & 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%	0.0%	0.0%	0.09
Bexleyheath 5.2% 1.7% 0.6% 3.6% 0.0% 0.0% 0.7% 40.4% 2.3% 0.0% 1.5% 0.3% 2.21% 13 Bromley 0.0%	SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Bexleyheath 5.2% 1.7% 0.6% 3.6% 0.0% 0.0% 0.7% 40.4% 2.3% 0.0% 1.5% 0.3% 2.1% 13 Bromley 0.0%	AJOR CENTRES/STORES OUTSIDE BOROUGH:															
Bromley 0.0%		5.2%	1.7%	0.6%	3.6%	0.0%	0.0%	0.0%	0.7%	40.4%	2.3%	0.0%	1.5%	0.3%	22.1%	13.0
Crayford 0.0% 0.0% 5.0% 1.1% 0.0%		0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%				0.25
Erith 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.8% 0.0% <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td>1.19</td></t<>																1.19
Gravesend 2.1% 1.1% 0.0% 0.0% 1.5% 19.5% 4.0% 11.0% 0.0% 2.7% 0.7% 14.1% 7.4% 6 Northfleet 0.0%<																0.8
Northfleet 0.0%																6.1
Orpington 0.0% 0.0% 0.0% 0.0% 1.1% 0.0% 0.0% 2.3% 0.0% 0.0% 0.5% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.5% 0.0% 0.3% 0.0% 0.5% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0% 0.3% 0.0%																0.0
Swanley 0.0% 0.0% 0.0% 1.3% 0.0% 1.0%																0.3
Lakeside 1.6% 1.1% 1.5% 1.5% 3.5% 1.1% 0.0% 1.6% 2.6% 5.5% 0.0% 1.9% 1.3% 2.5% 2 All other Centres, Shops & Stores: 2.7% 1.8% 0.0% 0.0% 1.7% 0.0% 2.07% 2.3% 0.6% 1.9% 2.2% 0.9% 2.7% 1.3% 1 SUB-TOTAL: 11.6% 5.7% 7.1% 8.3% 6.6% 21.7% 2.4% 15.6% 48.4% 22.3% 29.9% 7.1% 18.9% 38.3% 26																1.1
All other Centres, Shops & Stores: 2.7% 1.8% 0.0% 0.7% 2.3% 0.6% 1.9% 2.2% 0.9% 2.7% 1.3% 1 SUB-TOTAL: 11.6% 5.7% 7.1% 8.3% 6.6% 21.7% 24.7% 15.6% 48.4% 22.3% 29.9% 7.1% 18.9% 38.3% 26																2.2
SUB-TOTAL: 11.6% 5.7% 7.1% 8.3% 6.6% 21.7% 24.7% 15.6% 48.4% 22.3% 29.9% 7.1% 18.9% 38.3% 26																1.3
																26.1
TERNET / SPECIAL FORMS OF TRADING 14.1% 25.2% 12.3% 18.4% 17.2% 13.1% 13.0% 8.2% 26.3% 15.3% 14.0% 17.6% 10.7% 20.8% 18																
	FERNET / SPECIAL FORMS OF TRADING	14.1%	25.2%	12.3%	18.4%	17.2%	13.1%	13.0%	8.2%	26.3%	15.3%	14.0%	17.6%	10.7%	20.8%	18.6
100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%	tes: ¹ Excludes sports clothing and footwear															100

Notes: ¹ Excludes sports clothing and footwear

				-	-						7			6.0	0.44	
		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	1-5	6-8	9-11	тот
ARTFORD T	OWN CENTRE:															
	All Town Centre Shops/Stores	16.5%	14.2%	15.7%	11.0%	12.6%	13.7%	0.0%	5.4%	3.6%	9.3%	2.1%	13.6%	8.6%	4.3%	7.8
	Orchards Shopping Centre	3.7%	6.0%	4.4%	4.3%	0.0%	1.1%	0.0%	0.0%	2.7%	0.0%	0.0%	3.6%	0.5%	1.4%	2.0
	Prospect Place	4.9%	7.5%	8.3%	3.1%	4.6%	1.5%	0.0%	0.0%	0.0%	4.2%	2.4%	5.9%	0.7%	1.5%	2.8
	Priory Shopping Centre	3.7%	3.1%	0.8%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.4
	SUB-TOTAL:	28.8%	30.7%	29.2%	18.4%	18.6%	16.3%	0.0%	5.4%	6.3%	13.5%	4.5%	24.5%	9.7%	7.2%	13.
RTFORD O	UT OF CENTRE:															
	Wickes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Dartford Heath Retail Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.1
	Homebase / Argos	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
	Asda, Crossways Boulevard	0.0%	0.0%	2.2%	0.0%	1.8%	6.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	2.9%	0.0%	0.
	SUB-TOTAL:	0.0%	0.0%	2.2%	0.0%	1.8%	6.8%	0.0%	2.2%	0.0%	0.0%	0.0%	1.1%	4.0%	0.0%	0.
UEWATER	SHOPPING CENTRE:	24.0%	30.0%	15.1%	32.8%	33.5%	26.2%	48.0%	12.1%	31.8%	23.8%	24.4%	27.0%	20.8%	28.3%	27.
STRICT CEN																
TRICT CEN		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.00/	0.0%	0.00/	0.00/	0.00/	
	Hawley Road/Lowfield Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Temple Hill Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
	Dartford East	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Dartford West	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0
	Longfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Swanscombe	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.
	SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.
IGHBOUR	HOOD CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
HER PARA	DES, SHOPS AND STORES:															
	Greenhithe Village 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%	0.0%	0.0%	0.
	Ebbsfleet 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%	0.0%	0.0%	0.
	All other Parades, Shops & 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%	0.0%	0.0%	0.
	SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
JOR CENT	RES/STORES OUTSIDE BOROUGH:															
	Bexleyheath	15.2%	7.5%	9.8%	14.5%	2.7%	0.0%	24.2%	3.5%	19.3%	8.3%	0.0%	8.9%	3.5%	12.0%	10
	Bromley	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.8%	10.4%	0.0%	0.0%	0.8%	2.5%	1.
	Crayford	4.1%	0.0%	4.9%	3.1%	2.7%	0.0%	2.5%	1.8%	8.7%	1.5%	0.0%	2.9%	1.1%	5.0%	3.
	Erith	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.
	Gravesend	4.9%	7.0%	0.0%	0.0%	2.0%	19.3%	14.6%	11.7%	0.0%	0.0%	40.6%	2.1%	15.2%	10.9%	8.
	Northfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
	Orpington	0.0%	0.0%	0.0%	4.1%	2.7%	0.0%	0.0%	2.2%	0.0%	9.1%	0.0%	1.6%	1.1%	1.8%	1.
	Swanley	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.5%	0.0%	0.6%	0.
	Lakeside	11.2%	6.4%	12.7%	9.1%	13.4%	11.3%	0.0%	9.4%	8.5%	1.0%	2.9%	10.7%	9.5%	5.5%	7.
	All other Centres, Shops & Stores:	3.7%	6.4%	5.0%	2.6%	1.8%	3.7%	4.3%	15.4%	5.0%	8.1%	6.9%	3.9%	9.6%	6.1%	5.
	SUB-TOTAL:	39.1%	27.4%	34.1%	33.5%	25.1%	36.2%	45.5%	44.0%	45.3%	41.2%	50.4%	30.6%	40.8%	45.9%	40
ERNET / S	PECIAL FORMS OF TRADING	8.2%	11.9%	19.4%	15.2%	21.0%	12.2%	6.5%	36.2%	16.5%	21.5%	20.7%	16.9%	23.8%	18.6%	18

TABLE 4: [Q15] Where do you normally do most of your household's shopping for CDs, vinyl, DVDs, etc.) (Excluding gaming)? Including Special Forms of Trading Zone 1 Zone 11 9-11 OTAL 6-8 DARTFORD TOWN CENTRE: All Town Centre Shops/Stores 6.4% 0.0% 19.5% 1.2% 1.8% 12.6% 2.2% 4.9% 1.8% 4.7% 2.4% 6.2% 2.1% 3.2% 4.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Orchards Shopping Centre 1.5% 0.0% 0.0% 0.0% 0.1% 0.0% 0.0% 0.0% 0.9% 0.0% 1.9% Prospect Place 0.0% 3.9% 4.0% 5.8% 5.0% 0.0% 0.0% 0.0% 1.6% 0.0% 0.0% 4.5% Priory Shopping Centre SUB-TOTAL: DARTFORD OUT OF CENTRE: 6.7% 9.1% 0.0% 0.0% 6.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 3 3% 0.0% 0.0% 0% 27.89 14.2% 10.4% 7.6% 23.6% 2.2% 4.9% 1.8% 6.3% 0.0% 2.4% 14.1% 2.1% 4.1% 6.8% Wickes 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 3.5% 0.0% 0.0% 5.6% 5.6% 0.0% 0.0% 2.1% Dartford Heath Retail Park 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Homebase / Argos Asda, Crossways Boulevard SUB-TOTAL: 0.0% 0.0% 0.0% 3.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.6% 3.9% 2.4% 3.5% 2.1% 6.6% 4.9% 3.8% 0.0% 5.3% 11.2% 1.8% 0.0% 0.0% 0.6% BLUEWATER SHOPPING CENTRE: 15.9% 36.8% 26.8% 42.9% 24.7% 43.3% 30.1% 35.2% 9.2% 6.4% 18.2% 31.8% 38.0% 10.9% 20.4% DISTRICT CENTRES: Hawley Road/Lowfield Street 0.0% Temple Hill Square Dartford East 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.3% 0.0% Dartford West 0.0% 0.0% 0.2% Longfield 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.6% 0.0% Swanscombe 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% SUB-TOTAL: 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.6% 0.0% 0.0% 0.0% 0.3% 0.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% **NEIGHBOURHOOD CENTRES:** 0.0% 0.0% 0.0% OTHER PARADES SHOPS AND STORES Greenhithe Village Centre Ebbsfleet Centre 0.0% All other Parades, Shops & Stores: 0.0% 0.0% SUB-TOTAL: 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% MAJOR CENTRES/STORES OUTSIDE BOROUGH: 1.5% Bexleyheath Bromley 0.0% 0.0% 3.1% 0.0% 0.0% 0.0% 0.0% 7.8% 0.0% 0.0% 0.8% 0.0% 4.3% 2.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.6% 0.0% 0.0% 0.0% 0.3% 0.2% Crayford Erith Gravesend 0.0% 0.0% 0.0% 0.0% 2.1% 0.0% 0.0% 0.0% 7.8% 0.0% 0.0% 0.7% 0.0% 0.0% 0.0% 0.0% 2.9% 0.0% 4.4% 7.8% 0.2% 2.5% 4.9% 1.5% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 1.5% 0.0% 1.2% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 3.7% 0.0% 0.0% 31.4% 0.0% 2.2% 0.0% 0.0% 0.0% Northfleet 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% Orpington Swanley Lakeside 0.0% 0.0% 0.0% 0.0% 5.6% 2.7% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.8% 0.0% 4.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 2.0% 0.3% 3.9% 1.6% 29.0% 5.3% All other Centres, Shops & Stores 3.2% 1.2% 0.0% 3.1% 0.0% 0.0% 16.3% 1.8% 2.9% 5.3% 9.2% 1.1% 1.9% 4.9% 3.4% SUB-TOTAL 7 5% 1 2% 4 9% 11 1% 1 3% 2 2% 16 3% 5 5% 21 4% 41 2% 40 6% 5.0% 4.8% 30.0% 19 5% INTERNET / SPECIAL FORMS OF TRADING 42.1% 42.9% 54.1% 38.5% 45.1% 41.1% 44.8% 55.7% 63.1% 50.7% 36.4% 45.6% 49.4% 54.1% 51.0% TOTAL: 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0% 100.0%

Excludes sports clothing and footwear

DARTFORD O	OWN CENTRE: All Town Centre Shops/Stores Orchards Shopping Centre Priory Shopping Centre SUB-TOTAL: DT OF CENTRE: Wickes Dartford Heath Retail Park Homebase / Argos Asda, Crossways Boulevard SUB-TOTAL: SHOPPING CENTRE: NTRES: Hawley Road/Lowfield Street Temple Hill Square	Zone 1 37.8% 1.5% 0.0% 0.0% 39.2% 0.0% 0.0% 0.0% 0.0% 3.4% 3.4% 21.4%	Zone 2 46.9% 0.0% 0.0% 0.8% 47.6% 0.0% 0.0% 0.0% 2.7% 2.7% 21.4%	Zone 3 33.4% 0.0% 3.7% 6.2% 43.4% 0.0% 0.0% 0.0% 0.7% 0.7% 16.4%	Zone 4 29.0% 0.0% 0.0% 29.0% 0.0% 0.0% 0.0% 0.0% 0.0%	Zone 5 31.8% 0.0% 2.9% 34.7% 0.0% 0.0% 0.0% 0.0% 5.6%	Zone 6 5.4% 0.0% 0.0% 5.4% 0.0% 0.0% 0.0%	20ne 7 0.0% 0.0% 0.0% 0.0% 0.0%	Zone 8 4.5% 1.1% 0.0% 0.0% 5.6% 0.0% 0.0%	Zone 9 8.9% 0.0% 0.0% 8.9% 0.0% 0.0%	2one 10 9.5% 0.0% 0.0% 0.0% 9.5% 0.0%	Zone 11 0.0% 0.0% 0.0% 0.0% 0.0%	1-5 34.5% 0.0% 1.1% 2.7% 38.3% 0.0% 0.0%	6-8 4.6% 0.6% 0.0% 5.2% 0.0% 0.0%	9-11 6.7% 0.0% 0.0% 6.7% 0.0% 0.0%	TOTAL 15.4% 0.1% 0.4% 0.9% 16.7% 0.0%
NARTFORD O	All Town Centre Shops/Stores Orchards Shopping Centre Prospect Place Briory Shopping Centre SUB-TOTAL DUT OF CENTRE: Wickes Darford Heath Retail Park Homebase / Argos Asda, Crossways Boulevard SUB-TOTAL: SHOPPING CENTRE: VTRES: Hawley Road/Lowfield Street	1.5% 0.0% 0.0% 39.2% 0.0% 0.0% 0.0% 3.4% 3.4%	0.0% 0.0% 0.8% 47.6% 0.0% 0.0% 0.0% 2.7% 2.7%	0.0% 3.7% 6.2% 43.4% 0.0% 0.0% 0.0% 0.7% 0.7%	0.0% 0.0% 29.0% 0.0% 0.0% 0.0%	0.0% 0.0% 2.9% 34.7% 0.0% 0.0%	0.0% 0.0% 0.0% 5.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	1.1% 0.0% 0.0% 5.6% 0.0%	0.0% 0.0% 0.0% 8.9%	0.0% 0.0% 9.5% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 1.1% 2.7% 38.3% 0.0%	0.6% 0.0% 0.0% 5.2%	0.0% 0.0% 0.0% 6.7% 0.0%	0.1% 0.4% 0.9% 16.7% 0.0%
ARTFORD O	Orchards Shopping Centre Prospect Place Priory Shopping Centre SUB-TOTAL: DUT OF CENTRE: Wickes Dardford Heath Retail Park Homebase / Argos Asda, Crossways Boulevard SUB-TOTAL: SHOPPING CENTRE: WTRES: Hawley Road/Lowfield Street	1.5% 0.0% 0.0% 39.2% 0.0% 0.0% 0.0% 3.4% 3.4%	0.0% 0.0% 0.8% 47.6% 0.0% 0.0% 0.0% 2.7% 2.7%	0.0% 3.7% 6.2% 43.4% 0.0% 0.0% 0.0% 0.7% 0.7%	0.0% 0.0% 29.0% 0.0% 0.0% 0.0%	0.0% 0.0% 2.9% 34.7% 0.0% 0.0%	0.0% 0.0% 0.0% 5.4% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	1.1% 0.0% 0.0% 5.6% 0.0%	0.0% 0.0% 0.0% 8.9%	0.0% 0.0% 9.5% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 1.1% 2.7% 38.3% 0.0%	0.6% 0.0% 0.0% 5.2%	0.0% 0.0% 0.0% 6.7% 0.0%	0.1% 0.4% 0.9% 16.7% 0.0%
ARTFORD O	Prospect Place Priory Shopping Centre SUB-TOTAL: UT OF CENTRE: Wickes Dariford Heath Retail Park Homebase / Argos Asda, Crossways Boulevard SUB-TOTAL: SHOPPING CENTRE: Hawley Road/Lowfield Street	0.0% 0.0% 39.2% 0.0% 0.0% 0.0% 3.4% 3.4%	0.0% 0.8% 47.6% 0.0% 0.0% 0.0% 2.7% 2.7%	3.7% 6.2% 43.4% 0.0% 0.0% 0.0% 0.7% 0.7%	0.0% 0.0% 29.0% 0.0% 0.0% 0.0%	0.0% 2.9% 34.7% 0.0% 0.0%	0.0% 0.0% 5.4% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 5.6% 0.0%	0.0% 0.0% 8.9% 0.0%	0.0% 0.0% 9.5% 0.0%	0.0% 0.0% 0.0%	1.1% 2.7% 38.3% 0.0%	0.0% 0.0% 5.2% 0.0%	0.0% 0.0% 6.7% 0.0%	0.4% 0.9% 16.7% 0.0%
ARTFORD O	Priory Shopping Centre SUB-TOTAL: DUT OF CENTRE: Wickes Dartford Heath Retail Park Homebase / Argos Asda, Crossways Boulevard SuB-TOTAL: SHOPPING CENTRE: VTRES: Hawley Road/Lowfield Street	0.0% 39.2% 0.0% 0.0% 3.4% 3.4%	0.8% 47.6% 0.0% 0.0% 0.0% 2.7% 2.7%	6.2% 43.4% 0.0% 0.0% 0.0% 0.7% 0.7%	0.0% 29.0% 0.0% 0.0% 0.0%	2.9% 34.7% 0.0% 0.0%	0.0% 5.4% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 5.6% 0.0%	0.0% 8.9% 0.0%	0.0% 9.5% 0.0%	0.0% 0.0%	2.7% 38.3% 0.0%	0.0% 5.2% 0.0%	0.0% 6.7% 0.0%	0.9% 16.7% 0.0%
ARTFORD O	SUB-TOTAL: DUT OF CENTRE: Wickes Dardford Heath Retail Park Homebase / Argos Asda, Crossways Boulevard SUB-TOTAL: SHOPPING CENTRE: Hawley Road/Lowfield Street	39.2% 0.0% 0.0% 3.4% 3.4%	47.6% 0.0% 0.0% 2.7% 2.7%	43.4% 0.0% 0.0% 0.7% 0.7%	29.0% 0.0% 0.0% 0.0%	34.7% 0.0% 0.0%	5.4% 0.0% 0.0%	0.0% 0.0% 0.0%	5.6%	8.9% 0.0%	9.5% 0.0%	0.0%	38.3%	5.2% 0.0%	6.7% 0.0%	16.7%
ARTFORD O	DUT OF CENTRE: Wickes Dartford Heath Retail Park Homebase / Argos Asda, Crossways Boulevard Sub-TOTAL: SHOPPING CENTRE: VTRES: Hawley Road/Lowfield Street	0.0% 0.0% 3.4% 3.4%	0.0% 0.0% 0.0% 2.7% 2.7%	0.0% 0.0% 0.0% 0.7% 0.7%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
LUEWATER S	Wickes Dartford Heath Retail Park Homebase / Argos Asda, Crossways Boulevard SUB-TOTAL: SHOPPING CENTRE: VTRES: Hawley Road/Lowfield Street	0.0% 0.0% 3.4% 3.4%	0.0% 0.0% 2.7% 2.7%	0.0% 0.0% 0.7% 0.7%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0%	0.0%								
LUEWATER S	Dartford Heath Retail Park Homebase / Argos Asda, Crossways Boulevard SUB-TOTAL: SHOPPING CENTRE: Hawley Road/Lowfield Street	0.0% 0.0% 3.4% 3.4%	0.0% 0.0% 2.7% 2.7%	0.0% 0.0% 0.7% 0.7%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0%	0.0%								
LUEWATER S	Homebase / Argos Asda, Crossways Boulevard SUB-TOTAL: SHOPPING CENTRE: VTRES: Hawley Road/Lowfield Street	0.0% 3.4% 3.4%	0.0% 2.7% 2.7%	0.0% 0.7% 0.7%	0.0% 0.0%	0.0%			0.0%							
LUEWATER S	Asda, Crossways Boulevard SUB-TOTAL: SHOPPING CENTRE: VTRES: Hawley Road/Lowfield Street	3.4% 3.4%	2.7% 2.7%	0.7% 0.7%	0.0%		0.0%		0.0%	0.0%	0.0%	0.0%				0.0%
LUEWATER S	SUB-TOTAL: SHOPPING CENTRE: NTRES: Hawley Road/Lowfield Street	3.4%	2.7%	0.7%		5.6%	43.00/	3.5%					0.0%	0.2%	0.0%	0.0%
LUEWATER S	SHOPPING CENTRE: NTRES: Hawley Road/Lowfield Street				0.0%	F CO/	13.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	5.5%	0.0%	1.4%
ISTRICT CEN	NTRES: Hawley Road/Lowfield Street	21.4%	21.4%	16.4%		5.6%	13.6%	3.5%	0.0%	0.0%	0.0%	0.0%	2.1%	5.7%	0.0%	1.4%
	Hawley Road/Lowfield Street			10.470	31.4%	25.7%	43.9%	45.6%	34.5%	10.5%	12.1%	32.8%	23.5%	38.9%	16.8%	21.8%
	Temple Hill Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Dartford East	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Dartford West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Longfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.2%
	Swanscombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
	SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.2%
FIGHBOURH	HOOD CENTRES:	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
Lighbooki	HOOD CENTRES.	0.070	0.070	0.770	0.070	0.070	0.070	0.070	0.070	0.070	0.070	0.070	0.270	0.075	0.076	0.170
THER PARA	DES, SHOPS AND STORES:															
	Greenhithe Village 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%	0.0%	0.0%	0.0%
	Ebbsfleet 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%	0.0%	0.0%	0.0%
	All other Parades, Shops & 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%	0.0%	0.0%	0.0%
	SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
AJOR CENTI	RES/STORES OUTSIDE BOROUGH:															
	Bexleyheath	0.0%	0.0%	0.0%	5.7%	0.0%	0.0%	4.4%	0.8%	24.1%	0.0%	0.0%	1.4%	0.7%	12.5%	7.4%
	Bromley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.2%	0.1%
	Crayford	2.9%	1.5%	5.6%	2.7%	0.0%	0.0%	0.0%	1.4%	6.4%	0.0%	0.0%	2.7%	0.8%	3.3%	2.8%
	Erith	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%	4.2%	2.3%
	Gravesend	2.4%	0.0%	0.7%	0.0%	0.0%	10.1%	2.3%	9.0%	0.0%	0.0%	41.4%	0.3%	9.1%	11.0%	7.3%
	Northfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Orpington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%	0.0%	1.9%	1.1%
	Swanley	0.0%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	34.7%	0.0%	0.9%	0.0%	7.5%	4.4%
	Lakeside	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.8%	5.2%	0.0%	0.1%	0.6%	2.1%	1.2%
	All other Centres, Shops & Stores:	2.6%	-0.8%	0.0%	1.5%	2.2%	2.4%	12.3%	5.2%	3.7%	0.0%	2.6%	0.8%	4.4%	2.6%	2.3%
	SUB-TOTAL:	10.8%	0.8%	6.2%	13.5%	2.2%	12.4%	12.3%	17.5%	44.2%	49.7%	44.0%	6.2%	4.4% 15.5%	45.3%	2.3%
		25.19/	27 59/	22.6%	26.0%	21.0%	22.0%	21.00/	40.0%	26 49/	20 70/	22.2%	20 641	22.00/	24.20	20.000
NTERNET / SI	SPECIAL FORMS OF TRADING	25.1%	27.5%	32.6%	26.0%	31.8%	23.8%	31.8%	40.0%	36.4%	28.7%	23.2%	29.6%	33.0%	31.2%	30.9%

TABLE 6:	[Q17] Where do households normally shop for books (incl. dictionaries, encyclopaedias, text books, guidebooks and musical scores) and stationery (incl. writing pads, envelopes pens, diaries, etc.) and drawing materials

Including Special Forms of Trading															
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	1-5	6-8	9-11	TOTA
ARTFORD TOWN CENTRE:															
All Town Centre Shops/Stores	12.4%	9.4%	3.8%	2.5%	3.5%	3.7%	4.4%	0.8%	0.6%	1.7%	0.0%	4.8%	2.2%	0.7%	2.39
Orchards Shopping 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%	0.0%	0.0%	0.05
Prospect Place	0.0%	5.9%	1.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	2.0%	0.0%	0.5%	1.0
Priory Shopping Centre	1.3%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.3
SUB-TOTAL:	13.6%	15.3%	7.4%	4.7%	3.5%	3.7%	4.4%	0.8%	0.6%	2.6%	0.9%	7.6%	2.2%	1.2%	3.6
ARTFORD OUT OF CENTRE:															
Wickes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Dartford Heath Retail Park	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0
Homebase / Argos	0.0%	3.5%	0.0%	1.6%	0.7%	0.0%	0.0%	1.1%	1.7%	0.0%	0.0%	1.3%	0.6%	0.8%	0.9
Asda, Crossways Boulevard	3.2%	1.2%	0.7%	0.0%	0.7%	5.9%	4.4%	0.0%	0.0%	0.0%	0.0%	0.7%	2.7%	0.0%	0.6
SUB-TOTAL:	3.2%	5.3%	0.7%	1.6%	1.4%	5.9%	4.4%	1.1%	1.7%	0.0%	0.0%	2.1%	3.3%	0.8%	1.6
UEWATER SHOPPING CENTRE:	28.4%	11.8%	24.4%	25.8%	25.2%	37.4%	44.9%	41.3%	10.8%	24.1%	32.4%	22.5%	40.0%	20.5%	23.7
STRICT CENTRES:															
Hawley Road/Lowfield Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Temple Hill Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Dartford East	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Dartford West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Longfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Swanscombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
SOB-TOTAL.	0.0%	0.076	0.0%	0.076	0.076	0.0%	0.0%	0.0%	0.0%	0.0%	0.078	0.0%	0.0%	0.0%	0.0
IGHBOURHOOD CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0
THER PARADES, SHOPS AND STORES:															
Greenhithe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1
Ebbsfleet 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%	0.0%	0.0%	0.0
All other Parades, Shops & 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%	0.0%	0.0%	0.0
SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1
AJOR CENTRES/STORES OUTSIDE BOROUGH:															
Bexleyheath	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	5.1%	0.0%	0.0%	0.2%	0.0%	2.3%	1.3
Bromley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.9%	0.0%	0.0%	0.6%	0.2%	0.2
Crayford	16.4%	41.7%	47.0%	36.7%	35.6%	14.5%	1.3%	22.2%	33.5%	19.4%	5.2%	39.7%	17.5%	21.6%	27.
Erith	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.9%	0.0%	0.0%	2.4%	1.3
Gravesend	0.0%	0.0%	0.0%	0.0%	0.0%	9.9%	0.0%	4.8%	0.0%	0.0%	12.3%	0.0%	6.5%	3.7%	2.8
Northfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.1
Orpington	0.0%	0.0%	0.0%	0.8%	0.0%	1.3%	0.0%	0.0%	0.0%	20.9%	0.0%	0.2%	0.5%	5.2%	2.8
Swanley	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.2%	0.0%	1.3%	0.8
Lakeside	7.7%	1.0%	1.2%	4.1%	1.9%	1.3%	0.0%	4.3%	2.8%	2.8%	1.8%	2.2%	2.8%	2.5%	2.4
All other Centres, Shops & Stores:	2.6%	0.7%	1.2%	2.3%	0.0%	1.0%	11.4%	4.6%	5.4%	2.6%	5.6%	1.3%	3.7%	4.8%	3.4
SUB-TOTAL:	2.0%	43.4%	50.2%	45.5%	37.5%	28.1%	12.7%	37.8%	51.5%	51.9%	25.9%	43.8%	32.0%	43.9%	42.
	20.2%	24.20/	17.49/	22.2%	32.4%	22.09/	22.7%	10.1%	25 49/	21 59/	40.8%	24.00/	24 70/	22.62/	-
TERNET / SPECIAL FORMS OF TRADING	28.2%	24.2%	17.4%	22.3%	32.4%	22.9%	33.7%	19.1%	35.4%	21.5%	40.8%	24.0%	21.7%	33.6%	28.3
DTAL:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.

TABLE 5: [Q16] Where households normally shop for audio visual, photographic, computer items and all other domestic electrical goods? Including Special Forms of Trading

DARTFORD EBBSFLEET RETAIL LEISURE STUDY 2020: COMPARISON GOODS MARKET SHARE ANALYSIS

	Including Special Forms of Trading															
All Town Centre Shopping Centre 0.05,		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	1-5	6-8	9-11	TOTAL
Orchards Shopping Centre 0.0% 0	DARTFORD TOWN CENTRE:															
Proper Place Dork 12.3% 13.7%	All Town Centre Shops/Stores	20.5%	34.1%	15.3%	13.8%	15.3%	11.4%	0.0%	5.7%	4.4%	14.2%	1.1%	18.3%	7.6%	5.5%	9.8%
Priory Shopping Curter 0.0% 0.0	Orchards Shopping Centre	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
SUB-TOTAL: 31.34 31.34 30.05 22.35 27.36 14.05 0.05 6.55 22.85 27.36 10.35 15.65 DARTORO UD OF CENTRE: 0.05 0.076 <th>Prospect Place</th> <th>10.6%</th> <th>15.2%</th> <th>18.7%</th> <th>8.3%</th> <th>10.5%</th> <th></th> <th>0.0%</th> <th>3.0%</th> <th></th> <th>8.7%</th> <th>1.6%</th> <th>13.3%</th> <th>2.7%</th> <th>3.3%</th> <th>6.4%</th>	Prospect Place	10.6%	15.2%	18.7%	8.3%	10.5%		0.0%	3.0%		8.7%	1.6%	13.3%	2.7%	3.3%	6.4%
DARTEO QUI O C EXTRE: Control Control Control Control Contro	Priory Shopping Centre	0.0%	3.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.3%
Wickes 0.0% <	SUB-TOTAL:	31.1%	53.1%	34.0%	22.1%	27.9%	14.0%	0.0%	8.7%	6.5%	22.8%	2.7%	32.8%	10.3%	8.8%	16.6%
Durfford Heath Park 0.0% 6.3% 4.0% 2.7% 0.0% 6.2% 2.4% 2.4% 2.4% 1.6% 3.0% 2.2% 3.1% Acda, Crosswap Boulevard 0.0%	DARTFORD OUT OF CENTRE:															
Interbase / Args 3.8% 0.0%	Wickes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Acds, Corsensing Bauleard 0.0%	Dartford Heath Retail Park	0.0%	6.3%	4.0%	2.7%	0.0%	4.2%	0.0%	2.2%	4.2%	2.4%	1.6%	3.0%	2.9%	3.2%	3.1%
SUB-TOTAL: 3.8% 6.3% 4.0% 3.6% 2.6% 4.2% 0.0% 2.2% 4.2% 1.6% 4.0% 2.9% 3.4% 3.5% BLUEWATER SHOPPING CENTRE: 23.1% 9.1% 13.3% 23.7% 15.0% 0.0%	Homebase / Argos	3.8%	0.0%	0.0%	1.0%	2.6%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%	0.0%	0.2%	0.4%
BLUEWATER SHOPPING CENTRE: 23.1% 9.1% 13.9% 23.7% 15.0% 0.4% 52.6% 34.7% 9.7% 15.8% 19.3% 16.0% 2.6.% 15.8% DISTINCT EXTIRES: 0.0%	Asda, Crossways Boulevard	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
District cannue District c	SUB-TOTAL:	3.8%	6.3%	4.0%	3.6%	2.6%	4.2%	0.0%	2.2%	4.2%	3.4%	1.6%	4.0%	2.9%	3.4%	3.5%
Hawley Road/Lowfield Street 0.0% <t< td=""><td>BLUEWATER SHOPPING CENTRE:</td><td>23.1%</td><td>9.1%</td><td>13.9%</td><td>23.7%</td><td>15.0%</td><td>10.4%</td><td>52.6%</td><td>34.7%</td><td>9.7%</td><td>15.8%</td><td>19.3%</td><td>16.0%</td><td>26.1%</td><td>13.4%</td><td>15.8%</td></t<>	BLUEWATER SHOPPING CENTRE:	23.1%	9.1%	13.9%	23.7%	15.0%	10.4%	52.6%	34.7%	9.7%	15.8%	19.3%	16.0%	26.1%	13.4%	15.8%
Temple Hill Square 0.0% <td>DISTRICT CENTRES:</td> <td></td>	DISTRICT CENTRES:															
Temp Temp <th< td=""><td>Hawley Road/Lowfield Street</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td></th<>	Hawley Road/Lowfield Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Dartford East 0.0%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
Dartford West Longfield 0.0% 0.		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Longfield 0.0%		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%				
Swarscombe 0.0%		0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	1.0%	0.0%				
SUB-TOTAL: 0.0% 0.8% 0.0%	-															
OTHER PARADES, SHOPS AND STORES: ON% O.0%		0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	1.0%	0.0%				
Greenhithe Village Centre 0.0% 0.0% 3.4% 2.1% 0.0%	NEIGHBOURHOOD CENTRES:	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.2%
Greenhithe Village Centre 0.0% 0.0% 3.4% 2.1% 0.0%	OTHER PARADES SHOPS AND STORES															
Ebbs/let Centre All other Parades, Shops & Stores: 0.0% <		0.0%	0.0%	0.0%	3.4%	2 1%	0.0%	0.0%	1 3%	0.0%	0.0%	0.0%	1 /1%	0.7%	0.0%	0.5%
All other Parades, Shops & Stores: 0.0%<	-															
SUB-TOTAL: 0.0% 0.0% 3.4% 2.1% 0.0%																
Beskeyheath 0.0% 0.8% 2.2% 0.0% 0.0% 0.0% 14.1% 0.0% 0.8% 0.5% 7.6% 4.6% Bromley 0.0%																
Beskeyheath 0.0% 0.8% 2.2% 0.0% 0.0% 0.0% 14.1% 0.0% 0.8% 0.5% 7.6% 4.6% Bromley 0.0%																
Bromley 0.0%		0.00/	0.00/	2 20/	0.00/	0.00/	0.00/	0.44	0.00/		0.00/	0.001				
Grayford 5.2% 2.2% 7.3% 0.0% 9.4% 1.8% 0.0% 0.0% 2.6% 1.0% 0.0% 5.0% 0.7% 1.6% 2.6% Erith 0.0% <																
Erith 0.0% <t< td=""><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td></t<>																
Gravesend 4.0% 5.6% 0.0% 1.4% 1.1% 15.8% 0.0% 8.3% 0.0% 1.0% 30.1% 1.7% 10.8% 8.0% 6.3% Northfleet 0.0%																
Northfleet 0.0%																
Orpington 0.8% 1.6% 4.5% 14.2% 0.0% 1.4% 0.0% 3.5% 3.0% 18.5% 0.0% 5.2% 2.5% 5.3% 5.0% Swanley 0.0% 1.4% 0.0% 0.0% 0.0% 0.0% 0.8% 7.8% 0.0% 0.5% 0.0% 2.5% 5.3% 5.0% Jakeside 15.9% 5.9% 10.5% 9.3% 9.1% 30.1% 12.3% 10.6% 8.9% 20.2% 0.2% 19.5% 12.4% All other Centres, Shops & Stores: 4.8% -0.2% 9.9% 5.2% 5.2% 5.2% 5.2% 6.1% 1.1% 1.5% 1.2% 15.5% 4.2% 6.1% 6.1% 1.1% 9.0% 5.2% 5.2% 52.0% 37.9% 33.9% 48.3% 54.1% 54.6% 28.6% 41.2% 51.1% 42.8% INTERNET / SPECIAL FORMS OF TRADING 11.4% 13.3% 13.7% 16.2% 22.8% 19.5% 9.5% 13.0% <																
Swanley 0.0% 1.4% 0.0% 1.0% 0.0% 0.0% 0.8% 7.8% 0.0% 0.5% 0.0% 2.0% 1.3% Lakeside 15.9% 5.9% 10.5% 9.3% 9.1% 30.1% 15.0% 12.3% 10.6% 8.9% 20.2% 9.9% 12.4% All other Centres, Shops & Stores: 4.8% -0.2% 9.9% 5.2% 6.8% 2.8% 13.8% 8.9% 12.7% 15.5% 4.2% 6.1% 6.7% 11.1% 9.0% SUB-TOTAL: 30.6% 17.4% 34.5% 31.0% 26.5% 5.2% 37.9% 33.9% 48.3% 54.1% 54.6% 28.6% 41.2% 51.1% 42.8% INTERNET / SPECIAL FORMS OF TRADING 11.4% 13.3% 16.2% 22.8% 19.5% 9.5% 13.0% 31.4% 2.8% 21.8%																
Lakeside 15.9% 5.9% 10.5% 9.3% 9.1% 30.1% 15.0% 12.3% 10.6% 8.9% 20.2% 9.2% 19.5% 12.7% 12.4% All other Centres, Shops & Stores: 4.8% -0.2% 9.9% 5.2% 6.8% 2.8% 13.8% 8.9% 12.7% 15.5% 4.2% 6.1% 6.7% 11.1% 9.0% SUB-TOTAL: 30.6% 17.4% 34.5% 31.0% 26.5% 52.0% 37.9% 33.9% 48.3% 54.1% 54.6% 28.6% 41.2% 51.1% 42.8% INTERNET / SPECIAL FORMS OF TRADING 11.4% 13.3% 16.2% 22.8% 19.5% 9.5% 13.0% 31.4% 2.8% 21.8% 21.8% 21.4% 23.1% 20.1%																
All other Centres, Shops & Stores: 4.8% -0.2% 9.9% 5.2% 6.8% 2.8% 13.8% 8.9% 12.7% 15.5% 4.2% 6.1% 6.7% 11.1% 9.0% SUB-TOTAL: 30.6% 17.4% 34.5% 31.0% 26.5% 52.0% 37.9% 33.9% 48.3% 54.1% 54.6% 28.6% 41.2% 51.1% 42.8% INTERNET / SPECIAL FORMS OF TRADING 11.4% 13.3% 13.7% 16.2% 22.8% 19.5% 9.5% 13.0% 31.4% 2.8% 21.8% 16.4% 15.4% 23.1% 20.1%																
SUB-TOTAL: 30.6% 17.4% 34.5% 31.0% 26.5% 52.0% 37.9% 48.3% 54.1% 54.6% 28.6% 41.2% 51.1% 42.8% INTERNET / SPECIAL FORMS OF TRADING 11.4% 13.3% 13.7% 16.2% 22.8% 19.5% 9.5% 13.0% 31.4% 2.8% 21.8% INTERNET / SPECIAL FORMS OF TRADING 11.4% 13.3% 13.7% 16.2% 22.8% 19.5% 9.5% 13.0% 31.4% 2.8% 21.8%																
INTERNET / SPECIAL FORMS OF TRADING 11.4% 13.3% 13.7% 16.2% 22.8% 19.5% 9.5% 13.0% 31.4% 2.8% 21.8% 16.4% 15.4% 23.1% 20.1%																
	SUB-TOTAL:	30.6%	17.4%	34.5%	31.0%	26.5%	52.0%	37.9%	33.9%	48.3%	54.1%	54.6%	28.6%	41.2%	51.1%	42.8%
TOTAL-	INTERNET / SPECIAL FORMS OF TRADING	11.4%	13.3%	13.7%	16.2%	22.8%	19.5%	9.5%	13.0%	31.4%	2.8%	21.8%	16.4%	15.4%	23.1%	20.1%
	TOTAL:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

TABLE 8: [Q19] Where do households normally shop for furniture, carpets, other floor coverings and household textiles (includes beds, sofas, tables, etc) Including Special Forms of Trading

	Zone 1	Zone 2													
		20116-2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	1-5	6-8	9-11	TOTA
DARTFORD TOWN CENTRE:															
All Town Centre Shops/Stores	32.4%	15.4%	8.3%	4.1%	13.5%	1.0%	0.0%	2.9%	3.2%	4.7%	0.0%	10.8%	1.9%	2.6%	5.2%
Orchards Shopping Centre	0.0%	1.6%	3.3%	1.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.69
Prospect Place	0.0%	1.4%	1.1%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.9%	0.0%	0.2%	0.49
Priory Shopping Centre	3.8%	0.0%	2.0%	1.1%	0.9%	0.0%	0.0%	0.0%	2.4%	1.0%	0.0%	1.2%	0.0%	1.4%	1.29
SUB-TOTAL:	36.1%	18.5%	14.7%	8.3%	15.3%	1.0%	0.0%	2.9%	5.6%	6.7%	0.0%	14.8%	1.9%	4.2%	7.49
ARTFORD OUT OF CENTRE:															
Wickes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.09
Dartford Heath Retail Park	0.0%	3.7%	0.8%	6.5%	4.6%	1.4%	0.0%	1.0%	0.0%	4.1%	0.0%	3.6%	1.1%	0.9%	1.8
Homebase / Argos	0.0%	2.6%	3.1%	0.0%	0.0%	0.0%	4.6%	1.4%	0.0%	2.7%	0.0%	1.5%	1.0%	0.6%	0.99
Asda, Crossways Boulevard	3.5%	2.3%	0.0%	0.0%	1.6%	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	5.5%	0.0%	1.05
SUB-TOTAL:	3.5%	8.6%	3.9%	6.5%	6.2%	14.3%	4.6%	2.5%	0.0%	6.7%	0.0%	6.0%	7.6%	1.4%	3.79
LUEWATER SHOPPING CENTRE:	23.8%	11.7%	9.1%	8.8%	11.8%	32.1%	46.2%	27.5%	3.2%	6.8%	29.5%	10.7%	30.6%	11.7%	13.7
ISTRICT CENTRES:															
Hawley Road/Lowfield Street	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.19
Temple Hill Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0
Dartford East	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Dartford West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Longfield	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.3%	2.5%	0.0%	0.4
Swanscombe	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.4
SUB-TOTAL:	0.0%	0.8%	0.0%	0.0%	2.8%	0.0%	0.0%	4.9%	0.0%	0.0%	0.0%	0.4%	2.5%	0.0%	0.6
SOB-TOTAL:	0.0%	0.8%	0.0%	0.0%	2.0/0	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.8%	2.5%	0.0%	0.6
EIGHBOURHOOD CENTRES:	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.5%	0.7%	0.0%	0.25
THER PARADES, SHOPS AND STORES:															
Greenhithe Village Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%	0.19
Ebbsfleet 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%	0.0%	0.0%	0.05
All other Parades, Shops & 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%	0.0%	0.0%	0.0
SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%	0.1
AJOR CENTRES/STORES OUTSIDE BOROUGH:															
Bexleyheath	0.0%	0.8%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.9%	0.0%	4.3%	2.7
Bromley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Crayford	9.5%	23.0%	42.0%	45.9%	22.5%	9.1%	0.0%	11.2%	41.7%	17.2%	11.2%	33.3%	9.6%	27.5%	27.2
Erith	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	1.7%	1.0
Gravesend	2.7%	0.0%	1.4%	0.0%	1.6%	16.3%	6.1%	9.2%	0.0%	0.0%	31.0%	0.8%	12.1%	9.1%	6.8
Northfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Orpington	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.3%	0.0%	2.2%	1.3
Swanley	0.0%	0.8%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	0.4%	0.0%	2.7%	1.6
Lakeside	6.6%	1.2%	0.0%	1.9%	0.0%	3.2%	0.0%	1.4%	2.7%	4.3%	1.0%	0.9%	2.1%	2.6%	2.0
All other Centres, Shops & Stores:	-1.9%	2.6%	0.0%	0.0%	0.0%	2.0%	10.2%	5.6%	2.7%	4.3%	5.0%	0.5%	4.4%	3.1%	2.4
SUB-TOTAL:	-1.9% 16.8%	2.0%	43.3%	53.1%	24.1%	30.6%	10.2% 16.3%	27.5%	2.4% 59.2%	46.9%	48.2%	37.1%	28.1%	53.4%	44.9
ITERNET / SPECIAL FORMS OF TRADING	19.8%	29.7%	29.0%	23.3%	39.8%	22.0%	32.9%	33.3%	32.0%	31.9%	22.3%	30.1%	28.5%	29.1%	29.4
				100.0%	100.0%		100.0%	100.0%			100.0%		100.0%	100.0%	100.0

TABLE 7: [Q18] Where do households normally shop for games & toys; pets and pet products; hobby items; sport clothing/footwear and equipment; camping goods; bicycles; and musical instruments Including Special Forms of Trading

Zone J Zone J <thzone j<="" th=""> <thzone j<="" th=""> <thzone j<="" th="" tr<=""><th></th><th>Including Special Forms of Trading</th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th><th></th></thzone></thzone></thzone>		Including Special Forms of Trading															
All Town Centre Shopy/Stores 41.3% 5.7% 0.8.1% 0.9% <th></th> <th></th> <th>Zone 1</th> <th>Zone 2</th> <th>Zone 3</th> <th>Zone 4</th> <th>Zone 5</th> <th>Zone 6</th> <th>Zone 7</th> <th>Zone 8</th> <th>Zone 9</th> <th>Zone 10</th> <th>Zone 11</th> <th>1-5</th> <th>6-8</th> <th>9-11</th> <th>TOTA</th>			Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	1-5	6-8	9-11	TOTA
orchards shopping Centre 5.0% 4.3% 6.8% 0.9% 0.9% 0.0% 1.0% 2.0% 0	ARTFORD																
Prospect Place 0.5% 0.9% 1.5% 0.0%		All Town Centre Shops/Stores	41.3%	52.7%	28.1%	19.2%	22.2%	5.5%	0.0%	6.5%	2.6%	4.0%	0.0%	29.6%	5.7%	2.2%	11.2
priory Shopping Centre 109% 5.9% 6.4% 4.1% 3.7% 0.0% 0.0% 0.0% 2.1% 0.0% 3.8% 0.4% 1.5% ART FOO CIT OF CENTE: 77.6% 0.0%		Orchards Shopping Centre	5.0%	4.3%	6.8%	0.8%	0.9%	0.9%	0.0%	1.0%	2.0%	0.0%	0.0%	3.4%	0.9%	1.1%	1.8
SUB-TOTAL: 57.6% 6.3.9% 42.9% 24.3% 26.5% 0.0%		Prospect Place	0.5%		1.5%	0.0%	0.0%			0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.2
ARTTOR OUT OF CENTE: Normality		Priory Shopping Centre	10.9%	5.9%	6.4%	4.1%	3.7%	0.0%	0.0%	0.7%	2.0%	2.1%	0.0%	5.3%	0.4%	1.5%	2.5
Wicks 0.0% <t< td=""><td></td><td>SUB-TOTAL:</td><td>57.6%</td><td>63.9%</td><td>42.9%</td><td>24.1%</td><td>26.8%</td><td>6.5%</td><td>0.0%</td><td>8.2%</td><td>6.5%</td><td>6.1%</td><td>0.0%</td><td>38.9%</td><td>7.0%</td><td>4.7%</td><td>15.7</td></t<>		SUB-TOTAL:	57.6%	63.9%	42.9%	24.1%	26.8%	6.5%	0.0%	8.2%	6.5%	6.1%	0.0%	38.9%	7.0%	4.7%	15.7
Dartford Heath Retail Park Homebase Argos 0.0% </td <td>ARTFORD</td> <td>OUT OF CENTRE:</td> <td></td>	ARTFORD	OUT OF CENTRE:															
Homebase Argos Sub-TOTAL: 0.0%		Wickes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Adds, Crosswap South C		Dartford Heath Retail Park	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1
SUB-TOTAL: 5.9% 6.2% 1.1% 2.7% 21.6% 29.6% 8.6% 4.4% 2.0% 0.0% 1.4% LUEWATER SHOPPING CENTRE: 17.1% 9.3% 10.8% 30.2% 26.4% 25.5% 46.2% 31.8% 1.7% 17.4% 9.5% 10.2% 20.0% 6.8% INTERT CENTRE: Hawkey Road/Lowfield Street 0.0% <td< td=""><td></td><td>Homebase / Argos</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0%</td><td>0.0</td></td<>		Homebase / Argos	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
LUEWATER SHOPPING CHTTE: 17.1% 9.3% 10.8% 30.2% 26.4% 25.5% 46.2% 31.8% 17.% 17.4% 9.5% 19.2% 30.0% 6.8% ISTRICT CENTRES:		Asda, Crossways Boulevard	5.9%	6.2%	1.1%	1.3%	21.6%	29.6%	8.6%	4.4%	2.0%	0.0%	1.4%	7.1%	15.5%	1.4%	4.9
NSTRICT CENTRES: Normalization Normalizati			5.9%	6.2%	1.1%	2.7%	21.6%	29.6%	8.6%	4.4%	2.0%	0.0%	1.4%	7.4%	15.5%	1.4%	5.0
NSTRICT CENTRES: Normalization Normalizati																	
Hawley Road/Lowfield Street 0.0% 0.7% 0.0% <t< td=""><td>LUEWATER</td><td>SHOPPING CENTRE:</td><td>17.1%</td><td>9.3%</td><td>10.8%</td><td>30.2%</td><td>26.4%</td><td>25.5%</td><td>46.2%</td><td>31.8%</td><td>1.7%</td><td>17.4%</td><td>9.5%</td><td>19.2%</td><td>30.0%</td><td>6.8%</td><td>13.4</td></t<>	LUEWATER	SHOPPING CENTRE:	17.1%	9.3%	10.8%	30.2%	26.4%	25.5%	46.2%	31.8%	1.7%	17.4%	9.5%	19.2%	30.0%	6.8%	13.4
Temple Hill Square 0.0% 5.9% 0.0% <td>ISTRICT CE</td> <td>NTRES:</td> <td></td>	ISTRICT CE	NTRES:															
Dartford East 0.5% 5.2% 1.6% 0.0%		Hawley Road/Lowfield Street	0.0%	0.7%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1
Dartford West Longfield 0.0% 0.		Temple Hill Square	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.3
Longfield 0.0%		Dartford East	0.5%	5.2%	1.6%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.7
Swanscombe 0.0% 0.0% 0.0% 0.0% 15.0% 0.0%		Dartford West	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.8
SUB-TOTAL: 0.5% 11.7% 10.4% 1.3% 4.0% 15.5% 0.0% 0.0% 0.0% 6.5% 14.3% 0.0% EIGHBOURHOOD CENTRES: 0.0% 0.0% 0.0% 17.4% 0.0%		Longfield	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	15.5%	0.0%	0.0%	0.0%	0.3%	7.9%	0.0%	1.0
SUB-TOTAL: 0.5% 11.7% 10.4% 1.3% 4.0% 15.0% 0.0% 15.5% 0.0% 0.0% 0.0% 6.6% 14.3% 0.0% EEGHBOURHOOD CENTRES: 0.0%							0.0%						0.0%				0.8
HER PARADES, SHOPS AND STORES: International			0.5%	11.7%	10.4%	1.3%	4.0%	15.0%	0.0%	15.5%	0.0%	0.0%	0.0%	6.6%	14.3%	0.0%	3.8
Greenhithe Village Centre 0.0%	EIGHBOUR	RHOOD CENTRES:	0.0%	0.0%	0.0%	17.4%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	4.3%	0.4%	0.0%	1.4
Ebbsfleet Centre All other Parades, Shops & Stores: 0.0%	THER PARA	ADES, SHOPS AND STORES:															
Ebbsfleet Centre 0.0%		Greenhithe Village Centre	0.0%	0.0%	0.0%	0.0%	3.6%	1.2%	4.3%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%	0.4
All other Parades, Shops & Stores: 0.0% 0.0% 0.3% 0.0%<			0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%			0.0%	0.0
SUB-TOTAL: 0.0% 0.0% 2.3% 0.8% 3.6% 1.2% 4.3% 0.0% 0.0% 5.3% 0.0% 1.7% 0.8% 1.0% ALOR CENTRES/STORES OUTSIDE BOROUGH: Bexleyheath 0.5% 3.5% 2.0% 1.5% 0.0% 0.0% 32.5% 0.0% 0.0% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 1.7% 0.1% 0.1% 1.7% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%																	0.9
Bexleyheath 0.5% 3.5% 2.0% 1.5% 0.0% 0.0% 2.3% 0.0% 3.2.5% 0.0% 0.0% 1.7% 1.7% 1.7% 1.7% Bromley 0.0% 0.0% 0.0% 0.0% 1.2% 0.0%			0.0%	0.0%	2.3%	0.8%	3.6%	1.2%	4.3%	0.0%	0.0%	5.3%	0.0%	1.7%	0.8%	1.0%	1.2
Bromley 0.0% 0.0% 0.0% 0.0% 1.2% 0.0%	AJOR CEN	TRES/STORES OUTSIDE BOROUGH:															
Bromley 0.0%		Bexlevheath	0.5%	3.5%	2.0%	1.5%	0.0%	0.0%	2.3%	0.0%	32.5%	0.0%	0.0%	1.7%	0.1%	17.7%	10.
Crayford 3.5% 1.3% 23.1% 3.2% 2.5% 0.0% 3.5% 0.0% 24.0% 3.0% 0.0% 0.5% 0.0% 13.6% Erith 0.0% 0.0% 1.6% 0.0%		,	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1
Erith 0.0% 0.0% 1.6% 0.0% 0.0% 0.0% 0.0% 0.0% 19.1% 0.0% 0.0% 0.0% 10.4% Gravesend 2.7% 0.0% 0.0% 0.0% 14.0% 6.6% 16.2% 0.0% 0.0% 0.5% 0.0% 14.4% Northfleet 0.0%																	10.
Gravesend 2.7% 0.0% 0.0% 0.8% 0.9% 14.0% 6.6% 16.2% 0.0% 73.4% 0.5% 14.7% 18.8% Northfleet 0.0% <td></td> <td>,</td> <td></td> <td>6.1</td>		,															6.1
Northfleet 0.0%																	12.
Orpington 0.0%																	0.3
Swanley 0.0%																	0.3
Lakeside 1.5% 0.0%																	7.5
All other Centres, Shops & Stores: 0.8% 0.0% 0.0% 5.7% 1.2% 13.6% 15.1% 7.5% 3.3% 9.8% 2.9% 9.1% 7.3% SUB-TOTAL: 8.9% 4.8% 26.8% 19.5% 9.1% 16.4% 26.0% 31.3% 83.0% 66.8% 88.2% 16.1% 24.6% 81.1%		,															0.0
SUB-TOTAL: 8.9% 4.8% 26.8% 19.5% 9.1% 16.4% 26.0% 31.3% 83.0% 66.8% 88.2% 16.1% 24.6% 81.1%																	
NTERNET / SPECIAL FORMS OF TRADING 10.0% 4.2% 5.8% 4.0% 8.5% 5.9% 14.8% 8.1% 6.9% 4.5% 0.8% 5.8% 7.5% 4.9%																	6.1 54.
	TEDNET /		10.0%	4.2%	5.8%	4.0%	8 5%	5.9%	14.8%	8 1%	6.9%	4 5%	0.8%	5.8%	7 5%	4 9%	5.5
	TERNET /		10.0/0	4.2/0	5.676	4.070	0.3/0	5.570	14.0/0	0.1/0	0.578	4.5/0	0.070	3.0%	1.3/0	4.370	5.5

TABLE 10-	[021] Where do households normally shon for personal care	other medical /nharmaceutical products and therapeutic appliances?

SUB-TOTAL: MAJOR CENTRES/STORES O Bexleyheath Bromley Crayford Erith Gravesend Northfleet Orpington Swanley Lakeside	res, Shops & Stores:	0.0% 0.0% 0.0% 3.1% 0.0% 2.5% 0.0% 0.0% 0.0% 0.0% 0.0% 12.2%	0.8% 0.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.8% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 3.7% 5.1% 1.6%	0.0% 0.6% 2.1% 0.0% 2.6% 0.0% 0.0% 0.0% 2.1% 0.6% 8.2% 2.8%	0.7% 0.0% 0.0% 0.0% 43.5% 0.7% 0.0% 4.0% 4.0% 4.8% 53.1%	0.0% 0.0% 0.0% 0.0% 19.2% 0.0% 13.0% 7.5% 39.6%	1.9% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0	11.2% 0.0% 0.9% 8.6% 0.0% 1.6% 0.0% 0.0% 39.2% 61.6%	0.9% 0.0% 1.2% 0.0% 0.0% 0.0% 0.0% 0.0% 30.2% 40.7% 0.9%	0.0% 0.0% 0.0% 0.0% 86.8% 0.0% 0.0% 1.3% 1.3% 90.4% 7.4%	0.6% 0.2% 2.2% 0.0% 0.7% 0.0% 0.4% 0.2% 0.7% 1.8% 6.0%	0.0% 0.0% 0.0% 0.0% 40.1% 0.2% 0.0% 2.0% 2.5% 44.9% 3.1%	5.4% 0.3% 0.5% 4.2% 24.2% 0.0% 2.8% 0.4% 0.4% 26.5% 64.6%	3.09 0.29 0.99 2.39 18.6 0.09 1.79 0.39 0.79 15.3 43.0 3.49
Greenhithe Vill Ebbsfleet Cent All other Parad SUB-TOTAL: NAJOR CENTRES/STORES O Bexleyheath Bromley Crayford Erith Gravesend Northfleet Orpington Swanley Lakeside All other Centr SUB-TOTAL:	DUTSIDE BOROUGH: res, Shops & Stores:	0.0% 0.0% 3.1% 0.0% 2.5% 0.0% 0.0% 6.7% 0.0% 12.2%	0.8% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 5.1% 0.0% 0.0% 0.0% 0.0% 0.0% 0.0% 5.8%	0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 0.0% 3.7% 5.1%	0.0% 0.6% 2.1% 0.0% 2.6% 0.0% 0.0% 2.1% 0.6% 8.2%	0.0% 0.0% 0.0% 43.5% 0.7% 0.0% 4.0% 4.8% 53.1%	0.0% 0.0% 0.0% 19.2% 0.0% 0.0% 13.0% 7.5% 39.6%	0.0% 0.0% 0.0% 39.7% 0.0% 0.0% 0.0% 0.0% 0.7% 40.4%	11.2% 0.0% 0.9% 8.6% 0.0% 1.6% 0.0% 0.0% 39.2% 61.6%	0.0% 1.2% 0.0% 0.0% 0.0% 7.6% 1.7% 0.0% 30.2% 40.7%	0.0% 0.0% 0.0% 86.8% 0.0% 0.9% 0.0% 1.3% 1.3% 90.4%	0.0% 0.2% 2.2% 0.0% 0.7% 0.0% 0.4% 0.2% 0.7% 1.8% 6.0%	0.0% 0.0% 0.0% 40.1% 0.2% 0.0% 2.0% 2.5% 44.9%	5.4% 0.3% 0.5% 4.2% 24.2% 0.0% 2.8% 0.4% 0.4% 0.4% 26.5% 64.6%	0.29 0.99 2.39 18.6 0.09 1.79 0.39 0.79 15.3 43.0
Greenhithe VI Ebsfleet Cent All other Parad SUB-TOTAL: AJOR CENTRES/STORES O Bexleyheath Bromley Crayford Erith Gravesend Northfleet Orpington Swanley Lakeside All other Centr	DUTSIDE BOROUGH:	0.0% 0.0% 3.1% 0.0% 2.5% 0.0% 0.0% 0.0% 6.7% 0.0%	0.8% 0.0% 0.8% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 5.1% 0.0% 0.0% 0.0% 0.0% 0.7% 0.0%	0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 0.0% 3.7%	0.0% 0.6% 2.1% 0.0% 2.6% 0.0% 0.0% 0.0% 2.1% 0.6%	0.0% 0.0% 0.0% 43.5% 0.7% 0.0% 4.0% 4.8%	0.0% 0.0% 0.0% 19.2% 0.0% 0.0% 0.0% 13.0% 7.5%	0.0% 0.0% 0.0% 39.7% 0.0% 0.0% 0.0% 0.0%	11.2% 0.0% 0.9% 8.6% 0.0% 1.6% 0.0% 0.0% 39.2%	0.0% 1.2% 0.0% 0.0% 0.0% 7.6% 1.7% 0.0% 30.2%	0.0% 0.0% 0.0% 86.8% 0.0% 0.9% 0.0% 1.3%	0.0% 0.2% 2.2% 0.0% 0.7% 0.4% 0.2% 0.7% 1.8%	0.0% 0.0% 0.0% 40.1% 0.2% 0.0% 0.0% 2.0% 2.5%	5.4% 0.3% 0.5% 4.2% 24.2% 0.0% 2.8% 0.4% 0.4% 26.5%	0.29 0.99 2.39 18.6 0.09 1.79 0.39 0.79 15.3
Greenhithe Vill Ebbsfleet Cent All other Parad SUB-TOTAL: VOR CENTRES/STORES O Bexleyheath Bromley Crayford Erith Gravesend Northfleet Orpington Swanley Lakeside	DUTSIDE BOROUGH:	0.0% 0.0% 3.1% 0.0% 2.5% 0.0% 0.0% 0.0% 6.7%	0.8% 0.0% 0.8% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 5.1% 0.0% 0.0% 0.0% 0.0% 0.7% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0% 0.0%	0.0% 0.6% 2.1% 0.0% 2.6% 0.0% 0.0% 0.0% 2.1%	0.0% 0.0% 0.0% 43.5% 0.7% 0.0% 0.0% 4.0%	0.0% 0.0% 0.0% 19.2% 0.0% 0.0% 0.0% 13.0%	0.0% 0.0% 0.0% 39.7% 0.0% 0.0% 0.0%	11.2% 0.0% 0.9% 8.6% 0.0% 1.6% 0.0% 0.0%	0.0% 1.2% 0.0% 0.0% 0.0% 7.6% 1.7% 0.0%	0.0% 0.0% 0.0% 86.8% 0.0% 0.9% 0.0% 1.3%	0.0% 0.2% 2.2% 0.0% 0.7% 0.0% 0.4% 0.2% 0.7%	0.0% 0.0% 0.0% 40.1% 0.2% 0.0% 0.0% 2.0%	5.4% 0.3% 0.5% 4.2% 24.2% 0.0% 2.8% 0.4% 0.4%	0.29 0.99 2.39 18.6 0.09 18.6 0.09 1.79 0.39 0.79
Greenhithe Vil Ebbsfleet Cent All other Parad SUB-TOTAL: JOR CENTRES/STORES O Bexleyheath Bromley Crayford Erith Gravesend Northfleet Orpington Swanley		0.0% 0.0% 3.1% 0.0% 2.5% 0.0% 0.0% 0.0%	0.8% 0.0% 0.8% 0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 5.1% 0.0% 0.0% 0.0% 0.0% 0.7%	0.0% 0.0% 0.0% 0.0% 0.0% 1.4% 0.0%	0.0% 0.6% 2.1% 0.0% 2.6% 0.0% 0.0%	0.0% 0.0% 0.0% 43.5% 0.7% 0.0%	0.0% 0.0% 0.0% 19.2% 0.0% 0.0%	0.0% 0.0% 0.0% 39.7% 0.0% 0.0%	11.2% 0.9% 8.6% 0.0% 0.0% 1.6% 0.0%	0.0% 1.2% 0.0% 0.0% 0.0% 7.6% 1.7%	0.0% 0.0% 0.0% 86.8% 0.0% 0.9% 0.0%	0.0% 0.2% 2.2% 0.0% 0.7% 0.0% 0.4% 0.2%	0.0% 0.0% 0.0% 40.1% 0.2% 0.0%	5.4% 0.3% 4.2% 24.2% 0.0% 2.8% 0.4%	0.2 0.9 2.3 18.6 0.0 1.7 0.3
Greenhithe Vil Ebbsfleet Cent All other Parad SUB-TOTAL: JOR CENTRES/STORES O Bexleyheath Bromley Crayford Erith Gravesend Northfleet Orpington		0.0% 0.0% 3.1% 0.0% 2.5% 0.0% 0.0%	0.8% 0.0% 0.8% 0.0% 0.0% 0.0%	0.0% 0.0% 5.1% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0% 1.4%	0.0% 0.6% 2.1% 0.0% 2.6% 0.0%	0.0% 0.0% 0.0% 43.5% 0.7% 0.0%	0.0% 0.0% 0.0% 19.2% 0.0%	0.0% 0.0% 0.0% 39.7% 0.0%	11.2% 0.9% 8.6% 0.0% 0.0% 1.6%	0.0% 1.2% 0.0% 0.0% 0.0% 0.0% 7.6%	0.0% 0.0% 0.0% 86.8% 0.0% 0.9%	0.0% 0.2% 2.2% 0.0% 0.7% 0.0% 0.4%	0.0% 0.0% 0.0% 40.1% 0.2% 0.0%	5.4% 0.3% 0.5% 4.2% 24.2% 0.0% 2.8%	0.2 0.9 2.3 18.0 0.0 1.7
Greenhithe Vill Ebbsfleet Cent All other Parad SUB-TOTAL: JOR CENTRES/STORES O Bexleyheath Bromley Crayford Erith Gravesend Northfleet		0.0% 0.0% 3.1% 0.0% 2.5% 0.0%	0.8% 0.0% 0.8% 0.0% 0.0% 0.0%	0.0% 0.0% 5.1% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0% 0.0%	0.0% 0.6% 2.1% 0.0% 2.6% 0.0%	0.0% 0.0% 0.0% 43.5% 0.7%	0.0% 0.0% 0.0% 19.2% 0.0%	0.0% 0.0% 0.0% 39.7% 0.0%	11.2% 0.0% 0.9% 8.6% 0.0% 0.0%	0.0% 1.2% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 86.8% 0.0%	0.0% 0.2% 2.2% 0.0% 0.7% 0.0%	0.0% 0.0% 0.0% 40.1% 0.2%	5.4% 0.3% 0.5% 4.2% 24.2% 0.0%	0.2 0.9 2.3 18.0 0.0
Greenhithe Vill Ebbsfleet Cent All other Parad SUB-TOTAL: IOR CENTRES/STORES O Bexleyheath Bromley Crayford Erith Gravesend		0.0% 0.0% 3.1% 0.0% 2.5%	0.8% 0.0% 0.8% 0.0% 0.0%	0.0% 0.0% 5.1% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.6% 2.1% 0.0% 2.6%	0.0% 0.0% 0.0% 43.5%	0.0% 0.0% 0.0% 19.2%	0.0% 0.0% 0.0% 39.7%	11.2% 0.0% 0.9% 8.6% 0.0%	0.0% 1.2% 0.0% 0.0%	0.0% 0.0% 0.0% 86.8%	0.0% 0.2% 2.2% 0.0% 0.7%	0.0% 0.0% 0.0% 0.0% 40.1%	5.4% 0.3% 0.5% 4.2% 24.2%	0.2 0.9 2.3 18.
Greenhithe Vill Ebbsfleet Cent All other Parad SUB-TOTAL: OR CENTRES/STORES O Bexleyheath Bromley Crayford Erith		0.0% 0.0% 3.1% 0.0%	0.8% 0.0% 0.8% 0.0%	0.0% 0.0% 5.1% 0.0%	0.0% 0.0% 0.0%	0.0% 0.6% 2.1% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	11.2% 0.0% 0.9% 8.6%	0.0% 1.2% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.2% 2.2% 0.0%	0.0% 0.0% 0.0% 0.0%	5.4% 0.3% 0.5% 4.2%	0.2
Greenhithe Vill Ebbsfleet Cent All other Parad SUB-TOTAL: IOR CENTRES/STORES O Bexleyheath Bromley Crayford		0.0% 0.0% 3.1%	0.8% 0.0% 0.8%	0.0% 0.0% 5.1%	0.0% 0.0% 0.0%	0.0% 0.6% 2.1%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0% 0.0%	11.2% 0.0% 0.9%	0.0% 1.2% 0.0%	0.0% 0.0% 0.0%	0.0% 0.2% 2.2%	0.0% 0.0% 0.0%	5.4% 0.3% 0.5%	0.
Greenhithe Vill Ebbsfleet Cent All other Parad SUB-TOTAL: IOR CENTRES/STORES O Bexleyheath Bromley		0.0% 0.0% 0.0%	0.8% 0.0% 0.0%	0.0% 0.0% 0.0%	0.0% 0.0%	0.0% 0.6%	0.0%	0.0% 0.0%	0.0%	11.2% 0.0%	0.0% 1.2%	0.0%	0.0% 0.2%	0.0% 0.0%	5.4% 0.3%	0.
Greenhithe Vill Ebbsfleet Cent All other Parad SUB-TOTAL: IOR CENTRES/STORES O Bexleyheath		0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.2%	0.0%	0.0%	0.0%	0.0%	5.4%	
Greenhithe Vill Ebbsfleet Cent All other Parad SUB-TOTAL: JOR CENTRES/STORES O		0.0%	0.8%	0.0%												
Greenhithe Vil Ebbsfleet Cent All other Parad	des, Shops & Stores:				0.8%	0.9%	0.7%	0.0%	1.9%	0.0%	0.9%	0.076	0.6%	1.470		
Greenhithe Vil Ebbsfleet Cent All other Parad	des, Shops & Stores:				0.8%	0.9%	0.7%				0.9%		0.6%			
Greenhithe Vil Ebbsfleet Cent	des Shons & Stores	0.0%	0.8%					0.0%		0.0%		0.0%		1.1%	0.2%	0.
Greenhithe Vil		0.070		0.0%	0.8%	0.9%	0.0%	0.0%	1.9%	0.0%	0.9%	0.0%	0.6%	1.1%	0.2%	0.4
	•	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.
		0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0
GHBOURHOOD CENTRES	S:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.3
SUB-TOTAL:		0.0%	2.0%	1.4%	2.2%	0.0%	0.0%	0.0%	6.7%	0.7%	0.0%	0.0%	1.4%	4.0%	0.3%	1.
Swanscombe		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Longfield		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.
Dartford West	t	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.
Dartford East		0.0%	2.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.
Temple Hill Squ	quare	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
Hawley Road/L	/Lowfield Street	0.0%	0.0%	0.7%	1.4%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.6%	0.0%	0.3%	0.4
IEWATER SHOPPING CEN	NIKE:	3.6%	0.0%	0.7%	0.0%	3.8%	0.0%	13.7%	5.0%	0.0%	0.0%	0.0%	1.2%	3.7%	0.0%	0.9
		3.6%	0.0%	0.7%	0.0%	3.8%	0.0%	13.7%	5.0%	0.0%	0.0%	0.0%	1.2%	3.7%	0.0%	0.9
SUB-TOTAL:	ays boulevalu	22.2%	14.4%	20.1%	17.9%	7.8%	3.5%	7.1%	7.5%	0.7%	10.3%	0.0%	15.7%	6.1%	2.8%	7.4
Asda, Crosswa		1.5%	0.0%	0.0%	0.0%	0.0%	0.7%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	2.4%	0.1
Homebase / Ar		13.4%	5.5%	17.5%	14.2%	6.9%	0.0%	2.5%	7.5%	0.7%	8.6%	0.0%	12.0%	4.6%	2.4%	5.
Dartford Heath	h Rotail Dark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Wickes	-	7.3%	8.9%	2.6%	3.7%	0.9%	2.8%	0.0%	0.0%	0.0%	1.7%	0.0%	3.7%	1.0%	0.4%	1.5
RTFORD OUT OF CENTRE	E.	34.070	13.3/0	72.070	12.3/0	70.078	41.3/0	20.1/6	34.070	32.770	47.2/0	2.2/0	73.376	30.4/0	21.170	43.
SUB-TOTAL:	ng centre	54.8%	75.5%	72.0%	72.5%	76.6%	41.5%	20.1%	34.8%	32.7%	47.2%	2.2%	73.3%	36.4%	27.7%	43.
Prospect Place Priory Shoppin		42.7%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	2.3%	0.0%	40.0%	0.0%	0.4%	32.5% 1.4%	24.3%	59. 0.3
Orchards Shop		42.7%	64.9%	66.2%	68.8%	69.1%	37.6%	20.1%	30.5%	26.2%	46.0%	2.2%	66.8%	32.5%	24.3%	39
	re Shops/Stores	0.0%	0.0%	5.8% 0.0%	3.7%	5.7%	3.9% 0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	2.6% 0.0%	3.4%	4.2
RTFORD TOWN CENTRE:		12.1%	10.6%	F 00/	3.7%	5.7%	2.00/	0.0%	2.0%	6.5%	1.2%	0.0%	6.1%	2.69/	3.4%	

TABLE 9: [Q20] Where do households normally shop for DIY goods, decorating supplies and garden products? Including Special Forms of Trading

TABLE 11: [Q22] Where do households normally shop for all other goods (including jewellery/watches, glassware, china, tableware, household utensils and other personal effects (e.g. travel goods) Including Special Forms of Trading

AL:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0
ERNET / SPECIAL FORMS OF TRADING	9.4%	20.1%	13.2%	17.5%	14.5%	13.6%	31.3%	22.2%	15.2%	7.8%	11.5%	15.8%	19.3%	12.5%	14.5
SUB-TOTAL:	15.7%	2.8%	8.6%	9.7%	4.6%	16.6%	4.8%	3.5% 9.8%	4.3% 55.1%	4.5% 33.4%	3.0%	6.8%	4.5% 13.3%	4.1%	3.57 26.9
All other Centres, Shops & Stores:	5.4%	1.8%	4.8%	3.5% 5.1%	1.2%	1.9%	4.8%	3.3%	4.3%	3.9% 4.3%	3.6%	2.7%	3.2% 4.5%	2.9% 4.1%	3.5
Lakeside	5.4%	1.8%	4.8%	3.5%	0.0%	1.9%	10.8%	3.3%	4.3%	3.9%	0.0%	2.7%	3.2%	2.7%	2.9
Orpington Swanley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	2.7%	0.3 1.5
Northfleet	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.2
	0.0%	0.0%	0.0%	0.0%	3.5% 0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	27.0%	0.9%	4.2%	8.4%	
Gravesend	1.5%	0.0%	0.0%	0.0%	3.5%	6.3%	0.0%	3.1%	3.5% 0.0%	1.7%	27.0%	0.0%	4.2%	1.7%	0. 5.
Erith	1.8%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.8%	0.0%	1.3%	1.
Bromley Crayford	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	1.2%	0.0%	0.0%	0.0%	0.3%	0. 1.
Bexleyheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	40.3%	1.2%	0.0%	0.2%	0.2%	0.3%	11
OR CENTRES/STORES OUTSIDE BOROUGH:	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	3.2%	0.0%	40.3%	7.2%	0.0%	0.2%	0.2%	21.2%	
SUB-TUTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
All other Parades, Shops & Stores: SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0. 0.
Ebbsfleet 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%	0.0%	0.0% 0.0%	0.0%	
Greenhithe Village 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%	0.0%	0.0%	0
ER PARADES, SHOPS AND STORES:															
HBOURHOOD CENTRES:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
SUB-TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.3%	0
Swanscombe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
Longfield	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.3%	0
Dartford West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	C
Dartford East	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	C
Temple Hill Square	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	C
RICT CENTRES: Hawley Road/Lowfield Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
WATER SHOPPING CENTRE:	46.7%	33.8%	43.1%	55.5%	64.5%	62.6%	49.9%	62.9%	26.2%	48.1%	56.8%	49.3%	61.9%	40.0%	46
SUB-TOTAL:	3.3%	8.2%	0.0%	1.1%	3.2%	0.0%	0.0%	1.8%	0.0%	1.2%	0.0%	2.9%	0.9%	0.3%	1
Asda, Crossways Boulevard	1.8%	4.4%	0.0%	0.0%	1.5%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	1.4%	0.9%	0.0%	0
Homebase / Argos	1.5%	1.8%	0.0%	1.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	C
Dartford Heath Retail Park	0.0%	2.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.6%	0.0%	0.3%	C
Wickes	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0
TFORD OUT OF CENTRE:															
SUB-TOTAL:	25.0%	35.2%	35.0%	16.2%	13.2%	7.1%	0.0%	3.3%	3.5%	8.3%	1.1%	25.2%	4.6%	3.8%	11
Priory Shopping Centre	0.0%	0.0%	3.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0
Prospect Place	0.0%	4.3%	5.4%	0.0%	2.3%	0.0%	0.0%	1.4%	0.0%	2.4%	0.0%	3.0%	0.7%	0.5%	1
Orchards Shopping Centre	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.1%	0.0%	1.3%	0
All Town Centre Shops/Stores	23.1%	30.8%	26.3%	15.2%	10.9%	7.1%	0.0%	1.8%	0.8%	5.9%	1.1%	20.9%	3.9%	2.0%	8

APPENDIX A5

TABLE 1: 2019 - ALL FOOD / CONVENIENCE GOODS - MARKET SHARE ANALYSIS (%)

Excludin	a Special F	orms of Trading

												Dartford West	Dartford East	Outside Borough	
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	15	68	9 11	тоти
ARTFORD TOWN CENTRE:															
All other shops/stores	5.7%	4.3%	5.7%	0.7%	2.7%	0.6%	0.0%	0.0%	1.2%	0.7%	0.0%	3.5%	0.3%	0.9%	1.79
Orchards Shopping Centre - Aldi	17.8%	17.6%	11.7%	5.6%	12.7%	0.7%	0.0%	2.7%	1.9%	0.5%	0.0%	12.0%	1.6%	1.2%	5.0%
Prospect Place	1.9%	1.7%	1.6%	3.3%	0.8%	0.0%	0.0%	0.4%	0.0%	0.5%	0.0%	1.8%	0.2%	0.1%	0.79
Priory Centre - other	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.09
Priory Centre - Sainsbury's	26.5%	19.9%	15.8%	14.0%	10.2%	1.6%	2.4%	0.6%	0.5%	4.9%	0.0%	15.2%	1.1%	1.5%	6.25
Lidl, Instone Road	17.5%	4.0%	10.1%	4.2%	6.8%	1.4%	0.6%	1.8%	1.2%	1.1%	0.0%	7.0%	1.5%	1.0%	3.19
SUB-TOTAL:	69.4%	47.5%	44.9%	28.1%	33.2%	4.2%	3.0%	5.5%	4.9%	7.7%	0.0%	39.6%	4.8%	4.7%	16.7
STRICT CENTRES:															
Hawley Road/Lowfield Street	0.0%	0.0%	0.9%	3.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.3
Temple Hill Square	2.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.3
Dartford East	0.3%	2.5%	0.2%	0.0%	2.9%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.3%	0.1%	0.0%	0.5
Dartford West	0.5%	1.1%	2.8%	0.7%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.1%	0.0%	0.4
Longfield	0.0%	0.0%	0.7%	1.2%	0.4%	0.8%	0.0%	29.4%	0.0%	1.0%	0.3%	0.6%	14.6%	0.3%	2.2
Swanscombe	0.0%	0.0%	0.0%	0.0%	0.0%	5.6%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.4
SUB-TOTAL:	2.8%	7.5%	4.6%	4.9%	3.6%	6.4%	5.0%	29.7%	0.0%	1.0%	0.3%	5.0%	17.6%	0.3%	4.1
EIGHBOURHOOD CENTRES:															
Birchwood Drive, Joydens Wood (McColl's / Co		0.8%	0.0%	2.5%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.8%	0.0%	0.1%	0.4
Chastilian Road (Co-op)	0.0%	0.2%	3.9%	0.7%	0.4%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	1.5%	0.0%	0.4%	0.7
Colney Road / St Vincents Road (Co-op)	0.6%	5.2%	0.0%	0.4%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.4
Henderson Drive, Temple Hill (Tesco Express /		6.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.4
London Road, Stone (Co-op / Nisa)	0.0%	0.3%	0.0%	0.0%	3.4%	1.2%	5.6%	0.0%	0.0%	0.2%	0.0%	0.9%	0.9%	0.0%	0.4
Summerhouse Drive, Joydens Wood	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0
Stone	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Sutton-at-Hone (North / South)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Fleetdale Parade	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0
Maplehurst Close	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0
Craylands Lane / Milton Street	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0
Green St / Green Rd / Green Lane	0.3%	0.0%	0.0%	0.9%	0.3%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.3%	0.4%	0.0%	0.2
All other 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%	0.0%	0.0%	0.0
SUB-TOTAL:	1.6%	12.5%	3.9%	5.3%	5.6%	1.2%	5.6%	0.9%	0.8%	0.7%	0.0%	6.3%	1.3%	0.6%	2.7
THER SMALLER STORES IN BOROUGH:															1
Co-op, Talbot Lane, Ebbsfleet	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.1
Co-op, Oldfield Place - Northern Gateway	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1
Other Stores in Borough	0.5%	1.2%	0.4%	2.4%	0.9%	4.1%	0.0%	0.0%	0.0%	0.2%	0.0%	1.1%	1.9%	0.1%	0.7
SUB-TOTAL:	5.8%	1.2%	0.4%	2.4%	0.9%	4.1%	9.4%	0.0%	0.0%	0.2%	0.0%	1.3%	2.4%	0.1%	0.8
UEWATER															1
Waitrose / M&S / other	2.2%	4.0%	1.2%	4.9%	5.4%	4.5%	9.6%	2.1%	1.8%	1.9%	1.7%	3.7%	3.6%	1.8%	2.7
ARTFORD BOROUGH: OUT OF CENTRE STORES															
Asda, Sandpit Road	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1
Asda, Crossways Boulevard, Greenhithe	9.0%	16.6%	4.9%	2.8%	32.4%	43.3%	19.5%	4.5%	1.2%	0.0%	1.5%	13.6%	23.2%	1.0%	8.2
SUB-TOTAL:	9.0%	16.6%	4.9%	2.8%	32.9%	43.3%	19.5%	4.5%	1.4%	0.0%	1.5%	13.7%	23.2%	1.1%	8.3
AIN STORES/CENTRES OUTSIDE BOROUGH															Ι.
BEXLEYHEATH	0.9%	0.4%	1.3%	2.3%	0.0%	0.4%	0.8%	0.0%	20.6%	0.5%	0.0%	1.0%	0.2%	12.1%	6.7
BROMLEY	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0
CRAYFORD	3.8%	3.2%	31.2%	13.5%	6.1%	0.4%	1.4%	0.9%	35.3%	3.5%	0.0%	14.5%	0.7%	21.3%	16.
ERITH	1.3%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.6%	26.0%	0.0%	0.0%	0.7%	0.3%	15.1%	8.3
GRAVESEND	2.1%	3.6%	1.1%	0.5%	4.1%	22.0%	10.7%	18.1%	0.0%	0.6%	75.9%	2.2%	19.5%	13.8%	10.
NORTHFLEET	0.0%	1.0%	0.0%	0.0%	5.2%	12.0%	31.8%	31.7%	0.0%	0.5%	20.4%	1.5%	22.7%	3.8%	5.4
ORPINGTON	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.3%	0.0%	1.6%	0.0%	0.2%	0.1%	0.4%	0.3
SIDCUP	0.0%	0.4%	1.1%	5.3%	0.3%	0.0%	1.7%	0.0%	0.3%	11.2%	0.0%	1.7%	0.1%	2.9%	2.:
SWANLEY	0.3%	0.7%	0.9%	25.8%	0.0%	0.3%	0.0%	1.6%	0.0%	64.3%	0.0%	6.3%	0.9%	15.4%	10
LAKESIDE	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.
ALL OTHER STORES:	0.9%	1.4%	2.2%	3.5%	2.8%	1.3%	1.5%	4.1%	9.0%	6.0%	0.2%	2.4%	2.7%	6.7%	4.
SUB-TOTAL:	9.1%	10.8%	40.1%	51.6%	18.4%	36.4%	47.9%	57.3%	91.2%	88.4%	96.5%	30.4%	47.2%	91.5%	64.
		/0		/0				/0							

TABLE 2: 2019 - ALL FOOD / CONVENIENCE GOODS - MARKET SHARE ANALYSIS (£M)

Excluding Special Forms of Trading DTAL AVAILABLE EXPENDITURE (£M) (excl SFT)	£6.1	£36.8	£52.0	£39.9	£43.2	£30.2	£3.8	£32.1	£163.7	£63.2	£89.2	£178.1	£66.1	£316.1	£56
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	1 5	6 8	9 11	T01
ARTFORD TOWN CENTRE:															
All other shops/stores	£0.35	£1.57	£2.94	£0.29	£1.16	£0.18	£0.00	£0.00	£2.04	£0.45	£0.00	£6.3	£0.2	£2.5	£9
Orchards Shopping Centre - Aldi	£1.09	£6.50	£6.11	£2.25	£5.48	£0.21	£0.00	£0.87	£3.11	£0.34	£0.00	£21.4	£1.1	£3.4	£2
Prospect Place	£0.12	£0.63	£0.82	£1.31	£0.36	£0.00	£0.00	£0.13	£0.00	£0.34	£0.00	£3.2	£0.1	£0.3	£
Priory Centre - other	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.1	£0.0	£0.0	£
Priory Centre - Sainsbury's	£1.62	£7.32	£8.20	£5.60	£4.39	£0.47	£0.09	£0.18	£0.82	£3.08	£0.00	£27.1	£0.7	£3.9	£
Lidl, Instone Road	£1.07	£1.48	£5.26	£1.66	£2.94	£0.41	£0.02	£0.57	£2.04	£0.68	£0.00	£12.4	£1.0	£2.7	£
SUB-TOTAL:	£4.3	£17.5	£23.3	£11.2	£14.3	£1.3	£0.1	£1.8	£8.0	£4.9	£0.0	£70.6	£3.2	£12.9	£
TRICT CENTRES:															
Hawley Road/Lowfield Street	£0.00	£0.00	£0.45	£1.18	£0.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.8	£0.0	£0.0	f
Temple Hill Square	£0.12	£1.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.6	£0.0	£0.0	f
Dartford East	£0.02	£0.92	£0.09	£0.00	£1.26	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£2.3	£0.1	£0.0	1
Dartford West	£0.03	£0.40	£1.48	£0.26	£0.00	£0.00	£0.07	£0.00	£0.00	£0.00	£0.00	£2.2	£0.1	£0.0	1
Longfield	£0.00	£0.00	£0.36	£0.50	£0.16	£0.24	£0.00	£9.43	£0.00	£0.63	£0.25	£1.0	£9.7	£0.9	£
Swanscombe	£0.00	£0.00	£0.00	£0.00	£0.00	£1.69	£0.11	£0.00	£0.00	£0.00	£0.00	£0.0	£1.8	£0.0	f
SUB-TOTAL:	£0.2	£2.8	£2.4	£1.9	£1.6	£1.9	£0.2	£9.5	£0.0	£0.6	£0.2	£8.8	£11.6	£0.9	£
IGHBOURHOOD CENTRES:															1
Birchwood Drive, Joydens Wood (McColl's / Cc	£0.00	£0.29	£0.00	£0.98	£0.22	£0.00	£0.00	£0.00	£0.00	£0.32	£0.00	£1.5	£0.0	£0.3	1
Chastilian Road (Co-op)	£0.00	£0.07	£2.05	£0.28	£0.19	£0.00	£0.00	£0.00	£1.24	£0.00	£0.00	£2.6	£0.0	£1.2	1
Colney Road / St Vincents Road (Co-op)	£0.03	£1.92	£0.00	£0.14	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.2	£0.0	£0.0	1
Henderson Drive, Temple Hill (Tesco Express /	£0.05	£2.22	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.3	£0.0	£0.0	1
London Road, Stone (Co-op / Nisa)	£0.00	£0.09	£0.00	£0.00	£1.48	£0.35	£0.21	£0.00	£0.00	£0.10	£0.00	£1.6	£0.6	£0.1	1
Summerhouse Drive, Joydens Wood	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£0.0	£0.0	
Stone	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	1
Sutton-at-Hone (North / South)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	
Fleetdale Parade	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£0.0	£0.0	1
	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£0.0	£0.0	1
Maplehurst Close	£0.00 £0.00	£0.00	£0.00 £0.00	£0.17 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.2 £0.0	£0.0 £0.0	£0.0 £0.0	Í
Craylands Lane / Milton Street	£0.00	£0.00	£0.00	£0.00 £0.38	£0.00 £0.14	£0.00 £0.00	£0.00 £0.00	£0.00 £0.29	£0.00 £0.00	£0.00	£0.00 £0.00	£0.0 £0.5	£0.0 £0.3	£0.0	
Green St / Green Rd / Green Lane All other stores	£0.02 £0.00	£0.00 £0.00	£0.00 £0.00	£0.38 £0.00	£0.14 £0.00	£0.00 £0.00	£0.00 £0.00	£0.29 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.5 £0.0	£0.3 £0.0	£0.0 £0.0	1
SUB-TOTAL:											£0.00 £0.0				
	£0.1	£4.6	£2.0	£2.1	£2.4	£0.4	£0.2	£0.3	£1.2	£0.4	£0.0	£11.3	£0.9	£1.7	£
THER SMALER STORES IN BOROUGH:															
Co-op, Talbot Lane, Ebbsfleet	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.36	£0.00	£0.00	£0.00	£0.00	£0.0	£0.4	£0.0	1
Co-op, Oldfield Place - Northern Gateway	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3	£0.0	£0.0	i
Other Stores in Borough SUB-TOTAL:	£0.03 £0.4	£0.42	£0.22 £0.2	£0.97 £1.0	£0.40 £0.4	£1.23 £1.2	£0.00 £0.4	£0.00 £0.0	£0.00 £0.0	£0.14 £0.1	£0.00	£2.0 £2.4	£1.2 £1.6	£0.1 £0.1	f
	£0.4	£0.4	±0.2	£1.0	£0.4	±1.2	£0.4	£0.0	£0.0	£0.1	£0.0	±2.4	£1.6	£0.1	f
JEWATER Waitrose / M&S / other	£0.14	£1.47	£0.62	£1.97	£2.32	£1.35	£0.37	£0.66	£2.97	£1.21	£1.49	£6.5	£2.4	£5.7	£
															L
RTFORD BOROUGH: OUT OF CENTRE STORES															
Asda, Sandpit Road	£0.00	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.00	£0.20	£0.00	£0.00	£0.2	£0.0	£0.2	1
Asda, Crossways Boulevard, Greenhithe	£0.55	£6.11	£2.54	£1.11	£13.99	£13.08	£0.75	£1.45	£2.04	£0.00	£1.36	£24.3	£15.3	£3.4	£
SUB-TOTAL:	£0.5	£6.1	£2.5	£1.1	£14.2	£13.1	£0.7	£1.5	£2.2	£0.0	£1.4	£24.5	£15.3	£3.6	£
AIN STORES/CENTRES OUTSIDE BOROUGH															
BEXLEYHEATH	£0.06	£0.15	£0.69	£0.93	£0.00	£0.12	£0.03	£0.00	£33.73	£0.34	£0.00	£1.8	£0.1	£34.1	£
BROMLEY	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.0	£0.0	£0.2	f
CRAYFORD	£0.23	£1.18	£16.24	£5.39	£2.61	£0.12	£0.05	£0.30	£57.71	£2.23	£0.00	£25.7	£0.5	£59.9	£
ERITH	£0.08	£0.00	£1.18	£0.00	£0.00	£0.00	£0.00	£0.18	£42.53	£0.00	£0.00	£1.3	£0.2	£42.5	£
GRAVESEND	£0.13	£1.32	£0.56	£0.18	£1.75	£6.66	£0.41	£5.79	£0.00	£0.40	£67.69	£3.9	£12.9	£68.1	£
NORTHFLEET	£0.00	£0.37	£0.00	£0.00	£2.24	£3.61	£1.22	£10.17	£0.00	£0.30	£18.23	£2.6	£15.0	£18.5	£
ORPINGTON	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.09	£0.00	£0.99	£0.00	£0.3	£0.1	£1.0	1
SIDCUP	£0.00	£0.14	£0.58	£2.12	£0.11	£0.00	£0.06	£0.00	£0.54	£7.07	£0.00	£3.0	£0.1	£7.6	£
SWANLEY	£0.02	£0.28	£0.49	£10.30	£0.00	£0.09	£0.00	£0.53	£0.00	£40.60	£0.00	£11.1	£0.6	£40.6	£
LAKESIDE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	ł
	co ==	co = 2	<i>ca</i>	64.00	<i>ca c c</i>	co	co o c	CA 22	64.6 70	ca =c	co - c		~ ~	640 T	Ι.
ALL OTHER STORES: SUB-TOTAL:	£0.05 £0.6	£0.53 £4.0	£1.13 £20.9	£1.38 £20.6	£1.21 £7.9	£0.40 £11.0	£0.06 £1.8	£1.32 £18.4	£14.72 £149.2	£3.76 £55.9	£0.18 £86.1	£4.3 £53.9	£1.8 £31.2	£18.7 £291.2	£ £3
JUPIOIAL	10.0	14.0	120.5	120.0	17.5	111.0	11.0	110.4	1143.2	133.5	100.1	133.5	131.2	1231.2	1.3

TABLE 3: 2020 - ALL FOOD / CONVENIENCE GOODS - MARKET SHARE ANALYSIS (£M)

DTAL AVAILABLE EXPENDITURE (£M) (excl SFT)	£7.7	£39.1	£55.2	£42.3	£46.2	£32.6	£7.5	£34.0	£175.6	£67.6	£95.6	£190.6	£74.1	£338.8	£603
ARTFORD TOWN CENTRE:	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	15	68	9 11	тот
All other shops/stores	£0.44	£1.66	£3.12	£0.31	£1.24	£0.20	£0.00	£0.00	£2.19	£0.48	£0.00	£6.8	£0.2	£2.7	£9.
Orchards Shopping Centre - Aldi	£1.37	£6.90	£6.48	£2.39	£5.87	£0.23	£0.00	£0.92	£3.34	£0.36	£0.00	£23.0	£1.2	£3.7	£27
Prospect Place	£0.15	£0.67	£0.87	£1.39	£0.38	£0.00	£0.00	£0.14	£0.00	£0.36	£0.00	£3.5	£0.1	£0.4	£4
Priory Centre - other	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.1	£0.0	£0.0	£0
Priory Centre - Sainsbury's	£2.05	£7.77	£8.70	£5.95	£4.70	£0.51	£0.18	£0.19	£0.88	£3.29	£0.00	£29.2	£0.9	£4.2	£34
Lidl, Instone Road	£1.35	£1.57	£5.58	£1.76	£3.15	£0.45	£0.05	£0.61	£2.19	£0.73	£0.00	£13.4	£1.1	£2.9	£13
SUB-TOTAL:	£5.4	£18.6	£24.8	£11.9	£15.3	£1.4	£0.05	£1.9	£8.6	£5.2	£0.00	£75.9	£3.5	£13.8	£93
ISTRICT CENTRES:	13.4	110.0	124.0	111.5	115.5	11.4	10.2	11.5	10.0	13.2	10.0	173.5	13.5	113.0	1 15.
Hawley Road/Lowfield Street	£0.00	£0.00	£0.48	£1.25	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.9	£0.0	£0.0	£1
Temple Hill Square	£0.00 £0.15	£0.00 £1.54	£0.48 £0.00	£0.00	£0.15 £0.00	£0.00 £0.00	£0.00 £0.00	£0.00	£0.00	£0.00	£0.00 £0.00	£1.9 £1.7	£0.0	£0.0	£1
Dartford East	£0.02	£0.98	£0.00	£0.00	£1.35	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£2.4	£0.1	£0.0	£2
Dartford West	£0.02 £0.04	£0.98 £0.42	£0.09 £1.57	£0.00 £0.28	£0.00	£0.00 £0.00	£0.00 £0.15	£0.10 £0.00	£0.00	£0.00	£0.00 £0.00	£2.4 £2.3	£0.1 £0.1	£0.0	£2
Longfield	£0.00	£0.00	£0.38	£0.53	£0.18	£0.26	£0.00	£10.01	£0.00	£0.68	£0.27	£1.1	£10.3	£0.9	£1
Swanscombe	£0.00	£0.00	£0.00	£0.00	£0.00	£1.83	£0.23	£0.00	£0.00	£0.00	£0.00	£0.0	£2.1	£0.0	£2
SUB-TOTAL:	£0.2	£2.9	£2.5	£2.1	£1.7	£2.1	£0.4	£10.1	£0.0	£0.7	£0.3	£9.4	£12.6	£0.9	£23
EIGHBOURHOOD CENTRES:															
Birchwood Drive, Joydens Wood (McColl's / Cc		£0.30	£0.00	£1.04	£0.24	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£1.6	£0.0	£0.3	£1
Chastilian Road (Co-op)	£0.00	£0.08	£2.17	£0.29	£0.21	£0.00	£0.00	£0.00	£1.33	£0.00	£0.00	£2.7	£0.0	£1.3	£4
Colney Road / St Vincents Road (Co-op)	£0.04	£2.04	£0.00	£0.15	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.4	£0.0	£0.0	£2
Henderson Drive, Temple Hill (Tesco Express /	£0.06	£2.35	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.4	£0.0	£0.0	£2
London Road, Stone (Co-op / Nisa)	£0.00	£0.10	£0.00	£0.00	£1.59	£0.38	£0.42	£0.00	£0.00	£0.11	£0.00	£1.7	£0.8	£0.1	£
Summerhouse Drive, Joydens Wood	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£0.0	£0.0	£0
Stone	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	£
Sutton-at-Hone (North / South)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	£
Fleetdale Parade	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3	£0.0	£0.0	£
Maplehurst Close	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£0.0	£0.0	£C
Craylands Lane / Milton Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	£C
Green St / Green Rd / Green Lane	£0.02	£0.00	£0.00	£0.40	£0.15	£0.00	£0.00	£0.31	£0.00	£0.00	£0.00	£0.6	£0.3	£0.0	£
All other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	£C
SUB-TOTAL:	£0.1	£4.9	£2.2	£2.3	£2.6	£0.4	£0.4	£0.3	£1.3	£0.5	£0.0	£12.0	£1.1	£1.8	£1
THER SMALER STORES IN BOROUGH:															
Co-op, Talbot Lane, Ebbsfleet	£0.06	£0.00	£0.00	£0.00	£0.00	£0.00	£0.70	£0.00	£0.00	£0.00	£0.00	£0.1	£0.7	£0.0	£C
Co-op, Oldfield Place - Northern Gateway	£0.36	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.4	£0.0	£0.0	£C
Other Stores in Borough	£0.03	£0.45	£0.23	£1.03	£0.43	£1.33	£0.00	£0.00	£0.00	£0.15	£0.00	£2.2	£1.3	£0.2	£3
SUB-TOTAL:	£0.5	£0.4	£0.2	£1.0	£0.4	£1.3	£0.7	£0.0	£0.0	£0.2	£0.0	£2.6	£2.0	£0.2	£4
LUEWATER															1
Waitrose / M&S / other	£0.17	£1.56	£0.66	£2.09	£2.49	£1.46	£0.72	£0.71	£3.18	£1.30	£1.60	£7.0	£2.9	£6.1	£1
ARTFORD BOROUGH: OUT OF CENTRE STORES															
Asda, Sandpit Road	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.2	£0.0	£0.2	£0
Asda, Sanupit Road Asda, Crossways Boulevard, Greenhithe	£0.69	£6.48	£0.00 £2.70	£0.00 £1.18	£0.24 £14.98	£0.00 £14.10	£0.00 £1.46	£0.00 £1.54	£0.22 £2.19	£0.00	£0.00 £1.46	£26.0	£0.0 £17.1	£3.7	£4
SUB-TOTAL:	£0.89	£6.5	£2.70 £2.7	£1.18 £1.2	£14.98 £15.2	£14.10 £14.1	£1.40 £1.5	£1.54 £1.5	£2.19 £2.4	£0.00		£26.0	£17.1 £17.1	£3.9	£4
AIN STORES/CENTRES OUTSIDE BOROUGH	10.7	10.5	12.7	11.2	115.2	114.1	11.5	11.5	12.4	10.0	£1.5	120.5	11/.1	13.9	1 14
	CO 07	CO 1C	co 72	co. oo	co. oo	CO 12	co. oc	co. oc	C2C 10	co 26	co oo	c2 0	co 2	C26 F	
BEXLEYHEATH	£0.07	£0.16	£0.73	£0.99	£0.00	£0.13	£0.06	£0.00	£36.18	£0.36	£0.00	£2.0	£0.2	£36.5	£3
BROMLEY CRAYFORD	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.0	£0.0	£0.2	£9
	£0.29	£1.25	£17.23	£5.72	£2.80	£0.13	£0.10	£0.31	£61.91	£2.39	£0.00	£27.3	£0.5	£64.3	
ERITH	£0.10	£0.00	£1.26	£0.00	£0.00	£0.00	£0.00	£0.19	£45.62	£0.00	£0.00	£1.4	£0.2	£45.6	£4
GRAVESEND	£0.16	£1.40	£0.60	£0.19	£1.88	£7.18	£0.80	£6.15	£0.00	£0.43	£72.52	£4.2	£14.1	£73.0	£9
NORTHFLEET	£0.00	£0.39	£0.00	£0.00	£2.40	£3.89	£2.39	£10.80	£0.00	£0.32	£19.53	£2.8	£17.1	£19.9	£3
ORPINGTON	£0.00	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.10	£0.00	£1.06	£0.00	£0.3	£0.1	£1.1	£
SIDCUP	£0.00	£0.15	£0.62	£2.25	£0.12	£0.00	£0.13	£0.00	£0.58	£7.57	£0.00	£3.1	£0.1	£8.1	£1
SWANLEY	£0.02	£0.29	£0.52	£10.93	£0.00	£0.10	£0.00	£0.56	£0.00	£43.43	£0.00	£11.8	£0.7	£43.4	£5
LAKESIDE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	£
															£2
ALL OTHER STORES:	£0.07	£0.56	£1.20	£1.46	£1.30	£0.43	£0.11	£1.40	£15.80	£4.03	£0.19	£4.6	£1.9	£20.0	
ALL OTHER STORES: SUB-TOTAL:	£0.07 £0.7	£0.56 £4.2	£1.20 £22.2	£1.46 £21.8	£1.30 £8.5	£0.43 £11.9	£0.11 £3.6	£1.40 £19.5	£15.80 £160.1	£4.03 £59.7	£0.19 £92.3	£4.6 £57.4	£1.9 £34.9	£20.0 £312.1	£40

TABLE 4: 2025 - ALL FOOD / CONVENIENCE GOODS - MARKET SHARE ANALYSIS (£M)

Excluding Special Forms of Trading TAL AVAILABLE EXPENDITURE (£M) (excl SFT)	£13.0	£37.0	£52.2	£40.0	£45.7	£33.2	£23.2	£32.2	£175.0	£66.1	£94.4	£187.9	£88.6	£335.5	£61
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	15	68	9 11	тот
ARTFORD TOWN CENTRE:	£0.74	£1.58	£2.95	£0.29	£1.23	£0.20	£0.00	£0.00	£2.19	£0.47	£0.00	CC 9	£0.2	£2.7	£9.
All other shops/stores	£0.74 £2.31	£1.58 £6.53	£2.95 £6.13	£0.29 £2.26	£1.23 £5.80	£0.20 £0.23	£0.00 £0.00	£0.00 £0.88	£2.19 £3.33	£0.47 £0.35	£0.00 £0.00	£6.8 £23.0	£0.2 £1.1	£2.7 £3.7	£27
Orchards Shopping Centre - Aldi Prospect Place	£2.31 £0.24	£0.64	£0.13 £0.83	£2.26 £1.32	£5.80 £0.38	£0.23 £0.00	£0.00 £0.00	£0.88 £0.13	£3.33 £0.00	£0.35 £0.35	£0.00 £0.00	£23.0 £3.4	£1.1 £0.1	£3.7 £0.4	£2.
													£0.1	£0.4 £0.0	
Priory Centre - other Priory Centre - Sainsbury's	£0.00 £3.46	£0.00 £7.35	£0.00 £8.23	£0.09 £5.62	£0.00 £4.64	£0.00 £0.51	£0.00 £0.55	£0.00 £0.18	£0.00 £0.88	£0.00 £3.22	£0.00 £0.00	£0.1 £29.3	£0.0 £1.2	£0.0 £4.1	£0 £34
Lidl, Instone Road	£2.29	£1.49	£5.28	£1.66	£3.11	£0.45	£0.55 £0.15	£0.18 £0.58	£0.88 £2.19	£0.71	£0.00 £0.00	£13.8	£1.2 £1.2	£2.9	£1
SUB-TOTAL:	£9.0	£1.49	£23.4	£11.00	£15.11	£1.4	£0.15	£0.58	£8.6	£5.1	£0.00	£15.8 £76.4	£1.2 £3.9	£13.7	£9
STRICT CENTRES:	19.0	117.0	123.4	111.2	115.2	11.4	10.7	11.0	10.0	15.1	10.0	1/0.4	13.9	115./	19
Hawley Road/Lowfield Street	£0.00	£0.00	£0.45	£1.18	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.8	£0.0	£0.0	£1
Temple Hill Square	£0.26	£1.46	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.7	£0.0	£0.0	£1
Dartford East	£0.04	£0.93	£0.00	£0.00	£1.33	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.4	£0.1	£0.0	£
Dartford West	£0.04	£0.40	£1.48	£0.26	£0.00	£0.00	£0.45	£0.00	£0.00	£0.00	£0.00	£2.2	£0.5	£0.0	£
Longfield	£0.00	£0.00	£0.36	£0.50	£0.17	£0.26	£0.00	£9.47	£0.00	£0.66	£0.26	£1.0	£9.7	£0.9	£1
Swanscombe	£0.00	£0.00	£0.00	£0.00	£0.00	£1.86	£0.70	£0.00	£0.00	£0.00	£0.00	£0.0	£2.6	£0.0	£
SUB-TOTAL:	£0.00	£2.8	£2.4	£1.9	£1.6	£2.1	£1.2	£9.6	£0.00	£0.00	£0.3	£9.1	£12.8	£0.9	£2
IGHBOURHOOD CENTRES:	10.4	12.0	12.4	11.5	11.0	12.1	11.2	13.0	10.0	10.7	10.5	13.1	112.0	10.5	1
Birchwood Drive, Joydens Wood (McColl's / Cc	£0.00	£0.29	£0.00	£0.98	£0.24	£0.00	£0.00	£0.00	£0.00	£0.33	£0.00	£1.5	£0.0	£0.3	£
Chastilian Road (Co-op)	£0.00	£0.29 £0.07	£2.05	£0.98	£0.24 £0.20	£0.00	£0.00 £0.00	£0.00	£0.00 £1.33	£0.00	£0.00 £0.00	£2.6	£0.0	£0.5 £1.3	£
Colney Road / St Vincents Road (Co-op)	£0.00	£1.93	£0.00	£0.14	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.3	£0.0	£0.0	£
Henderson Drive, Temple Hill (Tesco Express /	£0.07	£2.23	£0.00	£0.14 £0.00	£0.16	£0.00	£0.00 £0.00	£0.00	£0.00 £0.00	£0.00	£0.00 £0.00	£2.3	£0.0	£0.0	£
London Road, Stone (Co-op / Nisa)	£0.00	£0.09	£0.00	£0.00	£1.57	£0.39	£1.30	£0.00	£0.00	£0.11	£0.00	£1.7	£1.7	£0.1	f
Summerhouse Drive, Joydens Wood	£0.00	£0.09	£0.00	£0.00 £0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00 £0.00	£1.7 £0.2	£0.0	£0.1 £0.0	f
Stone	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	f
Sutton-at-Hone (North / South)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	f
Fleetdale Parade	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3	£0.0	£0.0	f
Maplehurst Close	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£0.0	£0.0	f
Craylands Lane / Milton Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	f
Green St / Green Rd / Green Lane	£0.03	£0.00	£0.00	£0.38	£0.15	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.6	£0.3	£0.0	f
All other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	f
SUB-TOTAL:	£0.00	£4.6	£2.1	£2.1	£2.6	£0.4	£1.3	£0.3	£1.3	£0.4	£0.0	£11.6	£2.0	£1.8	£1
THER SMALER STORES IN BOROUGH:	10.2	14.0	11.1	11.1	12.0	10.4	11.5	10.5	11.5	20.4	10.0	111.0	12.0	11.0	1 ~
Co-op, Talbot Lane, Ebbsfleet	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£2.17	£0.00	£0.00	£0.00	£0.00	£0.1	£2.2	£0.0	£
Co-op, Oldfield Place - Northern Gateway	£0.61	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.6	£0.0	£0.0	£
Other Stores in Borough	£0.01	£0.43	£0.22	£0.98	£0.42	£1.35	£0.00	£0.00	£0.00	£0.15	£0.00	£2.1	£1.4	£0.2	£
SUB-TOTAL:	£0.8	£0.4	£0.2	£1.0	£0.42	£1.4	£2.2	£0.00	£0.00	£0.2	£0.0	£2.8	£3.5	£0.2	£
UEWATER	10.0	10.4	10.2	11.0	10.4	11.4	16.6	10.0	10.0	10.2	10.0	12.0	13.5	10.2	1
Waitrose / M&S / other	£0.29	£1.48	£0.63	£1.97	£2.45	£1.49	£2.23	£0.67	£3.17	£1.27	£1.58	£6.8	£4.4	£6.0	£1
RTFORD BOROUGH: OUT OF CENTRE STORES															
Asda, Sandpit Road	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.22	£0.00	£0.00	£0.2	£0.0	£0.2	£
Asda, Crossways Boulevard, Greenhithe	£1.17	£6.14	£2.55	£1.11	£14.79	£14.35	£4.53	£1.46	£2.19	£0.00	£1.44	£25.8	£20.3	£3.6	£4
SUB-TOTAL:	£1.2	£6.1	£2.5	£1.1	£15.0	£14.4	£4.5	£1.5	£2.4	£0.0	£1.4	£26.0	£20.3	£3.8	£
AIN STORES/CENTRES OUTSIDE BOROUGH															
BEXLEYHEATH	£0.12	£0.15	£0.69	£0.93	£0.00	£0.13	£0.19	£0.00	£36.05	£0.35	£0.00	£1.9	£0.3	£36.4	£
BROMLEY	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.0	£0.0	£0.2	f
CRAYFORD	£0.49	£1.19	£16.29	£5.41	£2.76	£0.13	£0.32	£0.30	£61.69	£2.34	£0.00	£26.1	£0.7	£64.0	£
ERITH	£0.16	£0.00	£1.19	£0.00	£0.00	£0.00	£0.00	£0.18	£45.46	£0.00	£0.00	£1.3	£0.2	£45.5	£
GRAVESEND	£0.27	£1.32	£0.57	£0.18	£1.85	£7.30	£2.50	£5.81	£0.00	£0.42	£71.62	£4.2	£15.6	£72.0	£
NORTHFLEET	£0.00	£0.37	£0.00	£0.00	£2.37	£3.96	£7.40	£10.21	£0.00	£0.31	£19.29	£2.7	£21.6	£19.6	£
ORPINGTON	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.09	£0.00	£1.04	£0.00	£0.3	£0.1	£1.0	f
SIDCUP	£0.00	£0.14	£0.59	£2.13	£0.12	£0.00	£0.39	£0.00	£0.58	£7.41	£0.00	£3.0	£0.4	£8.0	£
SWANLEY	£0.03	£0.28	£0.49	£10.33	£0.00	£0.10	£0.00	£0.53	£0.00	£42.52	£0.00	£11.1	£0.6	£42.5	£
LAKESIDE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	£
	£0.11	£0.53	£1.13	£1.38	£1.28	£0.44	£0.34	£1.32	£15.74	£3.94	£0.19	£4.4	£2.1	£19.9	£
ALL OTHER STORES:															
ALL OTHER STORES: SUB-TOTAL:	£1.2	£4.0	£20.9	£20.6	£8.4	£12.1	£11.1	£18.5	£159.5	£58.5	£91.1	£55.1	£41.7	£309.1	£4

TABLE 5: 2030 - ALL FOOD / CONVENIENCE GOODS - MARKET SHARE ANALYSIS (£M)

TAL AVAILABLE EXPENDITURE (£M) (excl SFT)	£15.2	£37.3	£52.4	£40.3	£47.3	£33.6	£39.4	£32.4	£183.8	£68.2	£98.3	£192.4	£105.4	£350.3	£64
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	15	68	9 11	TOT
ARTFORD TOWN CENTRE:	£0.87	£1.59	£2.96	£0.29	£1.27	£0.21	£0.00	£0.00	£2.30	£0.49	£0.00	£7.0	£0.2	£2.8	£10
All other shops/stores		£1.59 £6.58		£0.29 £2.27		£0.21 £0.23			£2.30 £3.49	£0.49 £0.37	£0.00 £0.00		£0.2 £1.1		£1
Orchards Shopping Centre - Aldi	£2.70	£0.64	£6.15 £0.83	£2.27 £1.33	£6.00 £0.39	£0.23 £0.00	£0.00 £0.00	£0.88 £0.13	£3.49 £0.00	£0.37 £0.37	£0.00 £0.00	£23.7 £3.5	£1.1 £0.1	£3.9 £0.4	£2 £4
Prospect Place	£0.29														
Priory Centre - other	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00 £3.33	£0.00 £0.00	£0.1 £30.2	£0.0 £1.6	£0.0	£ £3
Priory Centre - Sainsbury's	£4.03 £2.67	£7.41 £1.50	£8.26 £5.30	£5.65 £1.68	£4.80 £3.22	£0.52 £0.46	£0.94 £0.25	£0.18	£0.93 £2.30	£3.33 £0.74	£0.00 £0.00	£30.2 £14.4	£1.6 £1.3	£4.3 £3.0	£3 £1
Lidl, Instone Road								£0.58							
SUB-TOTAL:	£10.6	£17.7	£23.5	£11.3	£15.7	£1.4	£1.2	£1.8	£9.0	£5.3	£0.0	£78.8	£4.4	£14.3	£S
STRICT CENTRES:															
Hawley Road/Lowfield Street	£0.00	£0.00	£0.45	£1.19	£0.15	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.8	£0.0	£0.0	£
Temple Hill Square	£0.30	£1.47	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.8	£0.0	£0.0	£
Dartford East	£0.05	£0.93	£0.09	£0.00	£1.38	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£2.4	£0.1	£0.0	f
Dartford West	£0.08	£0.41	£1.49	£0.26	£0.00	£0.00	£0.77	£0.00	£0.00	£0.00	£0.00	£2.2	£0.8	£0.0	f
Longfield	£0.00	£0.00	£0.36	£0.50	£0.18	£0.27	£0.00	£9.53	£0.00	£0.68	£0.27	£1.0	£9.8	£1.0	£
Swanscombe	£0.00	£0.00	£0.00	£0.00	£0.00	£1.88	£1.18	£0.00	£0.00	£0.00	£0.00	£0.0	£3.1	£0.0	f
SUB-TOTAL:	£0.4	£2.8	£2.4	£2.0	£1.7	£2.1	£2.0	£9.6	£0.0	£0.7	£0.3	£9.3	£13.7	£1.0	£
IGHBOURHOOD CENTRES:															
Birchwood Drive, Joydens Wood (McColl's / Cc		£0.29	£0.00	£0.99	£0.24	£0.00	£0.00	£0.00	£0.00	£0.34	£0.00	£1.5	£0.0	£0.3	f
Chastilian Road (Co-op)	£0.00	£0.07	£2.06	£0.28	£0.21	£0.00	£0.00	£0.00	£1.39	£0.00	£0.00	£2.6	£0.0	£1.4	f
Colney Road / St Vincents Road (Co-op)	£0.09	£1.94	£0.00	£0.14	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.3	£0.0	£0.0	f
Henderson Drive, Temple Hill (Tesco Express /	£0.12	£2.24	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.4	£0.0	£0.0	f
London Road, Stone (Co-op / Nisa)	£0.00	£0.09	£0.00	£0.00	£1.62	£0.39	£2.21	£0.00	£0.00	£0.11	£0.00	£1.7	£2.6	£0.1	4
Summerhouse Drive, Joydens Wood	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£0.0	£0.0	4
Stone	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	1
Sutton-at-Hone (North / South)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	f
Fleetdale Parade	£0.00	£0.00	£0.00	£0.00	£0.26	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3	£0.0	£0.0	f
Maplehurst Close	£0.00	£0.00	£0.00	£0.17	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£0.0	£0.0	f
Craylands Lane / Milton Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	f
Green St / Green Rd / Green Lane	£0.04	£0.00	£0.00	£0.38	£0.15	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.6	£0.3	£0.0	f
All other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	f
SUB-TOTAL:	£0.2	£4.6	£2.1	£2.2	£2.7	£0.4	£2.2	£0.3	£1.4	£0.5	£0.0	£11.8	£2.9	£1.8	£
THER SMALER STORES IN BOROUGH:															1
Co-op, Talbot Lane, Ebbsfleet	£0.11	£0.00	£0.00	£0.00	£0.00	£0.00	£3.69	£0.00	£0.00	£0.00	£0.00	£0.1	£3.7	£0.0	f
Co-op, Oldfield Place - Northern Gateway	£0.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.7	£0.0	£0.0	f
Other Stores in Borough	£0.07	£0.43	£0.22	£0.98	£0.44	£1.37	£0.00	£0.00	£0.00	£0.16	£0.00	£2.1	£1.4	£0.2	f
SUB-TOTAL:	£0.9	£0.4	£0.2	£1.0	£0.4	£1.4	£3.7	£0.0	£0.0	£0.2	£0.0	£3.0	£5.1	£0.2	f
UEWATER															1
Waitrose / M&S / other	£0.34	£1.49	£0.63	£1.99	£2.54	£1.50	£3.79	£0.67	£3.33	£1.31	£1.64	£7.0	£6.0	£6.3	£
RTFORD BOROUGH: OUT OF CENTRE STORES															
Asda, Sandpit Road	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.00	£0.23	£0.00	£0.00	£0.2	£0.0	£0.2	f
Asda, Crossways Boulevard, Greenhithe	£1.36	£6.18	£2.56	£1.12	£15.31	£14.54	£7.68	£1.47	£2.30	£0.00	£1.50	£26.5	£23.7	£3.8	£
SUB-TOTAL:	£1.4	£6.2	£2.6	£1.1	£15.5	£14.5	£7.7	£1.5	£2.5	£0.0	£1.5	£26.8	£23.7	£4.0	£
AIN STORES/CENTRES OUTSIDE BOROUGH															1
BEXLEYHEATH	£0.14	£0.15	£0.70	£0.94	£0.00	£0.13	£0.31	£0.00	£37.86	£0.37	£0.00	£1.9	£0.4	£38.2	£
BROMLEY	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.17	£0.00	£0.0	£0.0	£0.2	đ
CRAYFORD	£0.58	£1.20	£16.35	£5.44	£2.86	£0.13	£0.54	£0.30	£64.78	£2.41	£0.00	£26.4	£1.0	£67.2	£
ERITH	£0.19	£0.00	£1.19	£0.00	£0.00	£0.00	£0.00	£0.19	£47.74	£0.00	£0.00	£1.4	£0.2	£47.7	£
GRAVESEND	£0.31	£1.33	£0.57	£0.19	£1.92	£7.40	£4.23	£5.85	£0.00	£0.43	£74.62	£4.3	£17.5	£75.1	£
NORTHFLEET	£0.00	£0.37	£0.00	£0.00	£2.45	£4.02	£12.55	£10.28	£0.00	£0.32	£20.10	£2.8	£26.8	£20.4	£
ORPINGTON	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.09	£0.00	£1.07	£0.00	£0.3	£0.1	£1.1	f
SIDCUP	£0.00	£0.14	£0.59	£2.14	£0.12	£0.00	£0.67	£0.00	£0.61	£7.64	£0.00	£3.0	£0.7	£8.2	£
SWANLEY	£0.04	£0.28	£0.49	£10.39	£0.00	£0.10	£0.00	£0.53	£0.00	£43.86	£0.00	£11.2	£0.6	£43.9	£
LAKESIDE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	1
															L
ALL OTHER STORES:	£0.13	£0.54	£1.14	£1.39	£1.33	£0.44	£0.58	£1.33	£16.53	£4.07	£0.20	£4.5	£2.4	£20.8	£
SUB-TOTAL:	£1.4	£4.0	£21.0	£20.8	£8.7	£12.2	£18.9	£18.6	£167.5	£60.3	£94.9	£55.9	£49.7	£322.8	£4

TABLE 6: 2035 - ALL FOOD / CONVENIENCE GOODS - MARKET SHARE ANALYSIS (£M)

Excluding Special Forms of Trading															_
OTAL AVAILABLE EXPENDITURE (£M) (excl SFT)	£17.5 Zone 1	£37.8 Zone 2	£52.9 Zone 3	£40.7 Zone 4	£49.1 Zone 5	£34.2 Zone 6	£55.7 Zone 7	£32.8 Zone 8	£192.8 Zone 9	£70.7 Zone 10	£102.8 Zone 11	£197.9 1 5	£122.7 6 8	£366.3 9 11	£68 TO
ARTFORD TOWN CENTRE:	20110 1	20110 2	Lone 5	Zone 4	20ne 5	20110-0	Zone /	20110-0	20ne 5	20110 10	20110 11	13	00	511	
All other shops/stores	£0.99	£1.61	£2.99	£0.30	£1.32	£0.21	£0.00	£0.00	£2.41	£0.51	£0.00	£7.2	£0.2	£2.9	£10
Orchards Shopping Centre - Aldi	£3.10	£6.66	£6.21	£2.30	£6.23	£0.24	£0.00	£0.89	£3.66	£0.38	£0.00	£24.5	£1.1	£4.0	£2
Prospect Place	£0.33	£0.65	£0.84	£1.34	£0.41	£0.00	£0.00	£0.14	£0.00	£0.38	£0.00	£3.6	£0.1	£0.4	£
Priory Centre - other	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.1	£0.0	£0.0	£
Priory Centre - Sainsbury's	£4.63	£7.51	£8.34	£5.72	£4.99	£0.53	£1.33	£0.18	£0.97	£3.44	£0.00	£31.2	£2.0	£4.4	£3
Lidl, Instone Road	£3.06	£1.52	£5.35	£1.69	£3.35	£0.47	£0.36	£0.59	£2.41	£0.76	£0.00	£15.0	£1.4	£3.2	£1
SUB-TOTAL:	£12.1	£17.9	£23.7	£11.4	£16.3	£1.4	£1.7	£1.8	£9.5	£5.5	£0.0	£81.5	£4.9	£14.9	£1
ISTRICT CENTRES:															1
Hawley Road/Lowfield Street	£0.00	£0.00	£0.46	£1.20	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.8	£0.0	£0.0	£
Temple Hill Square	£0.35	£1.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.8	£0.0	£0.0	£
Dartford East	£0.05	£0.95	£0.09	£0.00	£1.43	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£2.5	£0.1	£0.0	£
Dartford West	£0.09	£0.41	£1.50	£0.27	£0.00	£0.00	£1.09	£0.00	£0.00	£0.00	£0.00	£2.3	£1.1	£0.0	£
Longfield	£0.00	£0.00	£0.37	£0.51	£0.19	£0.27	£0.00	£9.64	£0.00	£0.71	£0.29	£1.1	£9.9	£1.0	£1
Swanscombe	£0.00	£0.00	£0.00	£0.00	£0.00	£1.92	£1.67	£0.00	£0.00	£0.00	£0.00	£0.0	£3.6	£0.0	£
SUB-TOTAL:	£0.5	£2.8	£2.4	£2.0	£1.8	£2.2	£2.8	£9.7	£0.0	£0.7	£0.3	£9.5	£14.7	£1.0	£2
IGHBOURHOOD CENTRES:															Î.
Birchwood Drive, Joydens Wood (McColl's / Cc	£0.00	£0.29	£0.00	£1.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.36	£0.00	£1.5	£0.0	£0.4	£
Chastilian Road (Co-op)	£0.00	£0.08	£2.08	£0.28	£0.22	£0.00	£0.00	£0.00	£1.46	£0.00	£0.00	£2.7	£0.0	£1.5	£
Colney Road / St Vincents Road (Co-op)	£0.10	£1.97	£0.00	£0.14	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.4	£0.0	£0.0	f
Henderson Drive, Temple Hill (Tesco Express /	£0.14	£2.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.4	£0.0	£0.0	f
London Road, Stone (Co-op / Nisa)	£0.00	£0.09	£0.00	£0.00	£1.69	£0.40	£3.12	£0.00	£0.00	£0.11	£0.00	£1.8	£3.5	£0.1	f
Summerhouse Drive, Joydens Wood	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£0.0	£0.0	f
Stone	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	f
Sutton-at-Hone (North / South)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	f
Fleetdale Parade	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3	£0.0	£0.0	f
Maplehurst Close	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£0.0	£0.0	f
Craylands Lane / Milton Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	f
Green St / Green Rd / Green Lane	£0.04	£0.00	£0.00	£0.39	£0.16	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.6	£0.3	£0.0	f
All other stores	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	f
SUB-TOTAL:	£0.3	£4.7	£2.1	£2.2	£2.8	£0.4	£3.1	£0.3	£1.5	£0.5	£0.0	£12.0	£3.8	£1.9	£
THER SMALER STORES IN BOROUGH:															1
Co-op, Talbot Lane, Ebbsfleet	£0.12	£0.00	£0.00	£0.00	£0.00	£0.00	£5.21	£0.00	£0.00	£0.00	£0.00	£0.1	£5.2	£0.0	f
Co-op, Oldfield Place - Northern Gateway	£0.81	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.8	£0.0	£0.0	f
Other Stores in Borough	£0.08	£0.43	£0.22	£0.99	£0.45	£1.39	£0.00	£0.00	£0.00	£0.16	£0.00	£2.2	£1.4	£0.2	f
SUB-TOTAL:	£1.0	£0.4	£0.2	£1.0	£0.5	£1.4	£5.2	£0.0	£0.0	£0.2	£0.0	£3.1	£6.6	£0.2	£
UEWATER															1
Waitrose / M&S / other	£0.39	£1.51	£0.63	£2.01	£2.64	£1.53	£5.35	£0.68	£3.49	£1.36	£1.72	£7.2	£7.6	£6.6	£
RTFORD BOROUGH: OUT OF CENTRE STORES															
	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.3	£0.0	£0.2	f
Asda, Sandpit Road Asda, Crossways Boulevard, Greenhithe	£0.00 £1.56	£6.26	£2.58	£0.00 £1.13	£0.25 £15.90	£0.00 £14.80	£0.00 £10.86	£0.00 £1.49	£0.24 £2.41	£0.00	£0.00 £1.57	£27.4	£0.0 £27.1	£0.2 £4.0	£
SUB-TOTAL:	£1.50	£6.3	£2.56	£1.15 £1.1	£15.90 £16.2	£14.80	£10.86	£1.49 £1.5	£2.41 £2.6	£0.00	£1.57	£27.4	£27.1 £27.1	£4.0 £4.2	£
AIN STORES/CENTRES OUTSIDE BOROUGH	11.0	10.5	12.0	11.1	110.2	114.0	£10.9	11.5	12.0	10.0	11.0	127.7	127.1	14.2	1
	CO 16	CO 15	co 70	CO. 05	co oo	CO 12	CO 44	co oo	C20 72	0.20	co oo	c2 0	c0 c	C40.1	
BEXLEYHEATH	£0.16	£0.15	£0.70	£0.95	£0.00	£0.13	£0.44	£0.00	£39.72	£0.38	£0.00	£2.0	£0.6	£40.1	£
BROMLEY CRAYFORD	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.0	£0.0	£0.2	f
	£0.66	£1.21	£16.50	£5.50	£2.97	£0.13	£0.76	£0.30	£67.96	£2.50	£0.00	£26.8	£1.2	£70.5	£
ERITH	£0.22	£0.00	£1.20	£0.00	£0.00	£0.00	£0.00	£0.19	£50.08	£0.00	£0.00	£1.4	£0.2	£50.1	£
GRAVESEND	£0.36	£1.35	£0.57	£0.19	£1.99	£7.53	£5.98	£5.92	£0.00	£0.45	£78.04	£4.5	£19.4	£78.5	£1
NORTHFLEET	£0.00	£0.38	£0.00	£0.00	£2.55	£4.09	£17.73	£10.40	£0.00	£0.34	£21.02	£2.9	£32.2	£21.4	£
ORPINGTON	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.09	£0.00	£1.11	£0.00	£0.3	£0.1	£1.1	f
SIDCUP	£0.00	£0.14	£0.59	£2.17	£0.13	£0.00	£0.94	£0.00	£0.63	£7.92	£0.00	£3.0	£0.9	£8.6	£
SWANLEY	£0.04	£0.28	£0.50	£10.51	£0.00	£0.11	£0.00	£0.54	£0.00	£45.43	£0.00	£11.3	£0.6	£45.4	£
	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	f
LAKESIDE															1.
LAKESIDE ALL OTHER STORES:	£0.15	£0.55	£1.15	£1.40	£1.38	£0.45	£0.83	£1.35	£17.34	£4.21	£0.21	£4.6	£2.6	£21.8	£
	£0.15 £1.6	£0.55 £4.1	£1.15 £21.2	£1.40 £21.0	£1.38 £9.0	£0.45 £12.4	£0.83 £26.7	£1.35 £18.8	£17.34 £175.7	£4.21 £62.5	£0.21 £99.3	£4.6 £56.9	£2.6 £57.9	£21.8 £337.5	£4

TABLE 7: 2036 - ALL FOOD / CONVENIENCE GOODS - MARKET SHARE ANALYSIS (£M)

OTAL AV	AILABLE EXPENDITURE (£M) (excl SFT)	£17.9	£37.8	£52.9	£40.8	£49.4	£34.3	£58.9	£32.8	£194.4	£71.1	£103.7	£198.9	£126.0	£369.2	£69
,		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	15	68	9 11	тот
ARTFOR	D TOWN CENTRE:															
	All other shops/stores	£1.02	£1.61	£2.99	£0.30	£1.33	£0.21	£0.00	£0.00	£2.43	£0.51	£0.00	£7.2	£0.2	£2.9	£1
	Orchards Shopping Centre - Aldi	£3.18	£6.68	£6.22	£2.30	£6.28	£0.24	£0.00	£0.89	£3.69	£0.38	£0.00	£24.7	£1.1	£4.1	£2
	Prospect Place	£0.34	£0.65	£0.84	£1.34	£0.41	£0.00	£0.00	£0.14	£0.00	£0.38	£0.00	£3.6	£0.1	£0.4	£
	Priory Centre - other	£0.00	£0.00	£0.00	£0.10	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.1	£0.0	£0.0	£
	Priory Centre - Sainsbury's	£4.75	£7.52	£8.35	£5.73	£5.03	£0.53	£1.40	£0.18	£0.98	£3.46	£0.00	£31.4	£2.1	£4.4	£
	Lidl, Instone Road	£3.14	£1.52	£5.36	£1.70	£3.37	£0.47	£0.38	£0.59	£2.43	£0.77	£0.00	£15.1	£1.4	£3.2	£
	SUB-TOTAL:	£12.4	£18.0	£23.8	£11.5	£16.4	£1.5	£1.8	£1.8	£9.5	£5.5	£0.0	£82.0	£5.0	£15.0	£1
STRICT	CENTRES:															
	Hawley Road/Lowfield Street	£0.00	£0.00	£0.46	£1.21	£0.16	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.8	£0.0	£0.0	f
	Temple Hill Square	£0.36	£1.50	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.9	£0.0	£0.0	f
	Dartford East	£0.05	£0.95	£0.09	£0.00	£1.44	£0.00	£0.00	£0.09	£0.00	£0.00	£0.00	£2.5	£0.1	£0.0	f
	Dartford West	£0.09	£0.41	£1.51	£0.27	£0.00	£0.00	£1.15	£0.00	£0.00	£0.00	£0.00	£2.3	£1.2	£0.0	f
	Longfield	£0.00	£0.00	£0.37	£0.51	£0.19	£0.27	£0.00	£9.66	£0.00	£0.71	£0.29	£1.1	£9.9	£1.0	£
	Swanscombe	£0.00	£0.00	£0.00	£0.00	£0.00	£1.92	£1.77	£0.00	£0.00	£0.00	£0.00	£0.0	£3.7	£0.0	f
	SUB-TOTAL:	£0.5	£2.9	£2.4	£2.0	£1.8	£2.2	£2.9	£9.8	£0.0	£0.7	£0.3	£9.5	£14.9	£1.0	£
IGHBO	URHOOD CENTRES:															1
	Birchwood Drive, Joydens Wood (McColl's / Cc	£0.00	£0.29	£0.00	£1.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.36	£0.00	£1.5	£0.0	£0.4	1
	Chastilian Road (Co-op)	£0.00	£0.08	£2.08	£0.28	£0.22	£0.00	£0.00	£0.00	£1.47	£0.00	£0.00	£2.7	£0.0	£1.5	1
	Colney Road / St Vincents Road (Co-op)	£0.10	£1.97	£0.00	£0.14	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.4	£0.0	£0.0	1
	Henderson Drive, Temple Hill (Tesco Express /	£0.14	£2.28	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£2.4	£0.0	£0.0	1
	London Road, Stone (Co-op / Nisa)	£0.00	£0.09	£0.00	£0.00	£1.70	£0.40	£3.30	£0.00	£0.00	£0.11	£0.00	£1.8	£3.7	£0.1	t
	Summerhouse Drive, Joydens Wood	£0.00	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£0.0	£0.0	
	Stone	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	t
	Sutton-at-Hone (North / South)	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	1
	Fleetdale Parade	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3	£0.0	£0.0	
	Maplehurst Close	£0.00	£0.00	£0.00	£0.18	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£0.0	£0.0	
	Craylands Lane / Milton Street	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	
	Green St / Green Rd / Green Lane	£0.00	£0.00	£0.00	£0.39	£0.16	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.6	£0.3	£0.0	
	All other stores	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	
	SUB-TOTAL:	£0.00	£4.7	£2.1	£2.2	£2.8	£0.4	£3.3	£0.3	£1.5	£0.5	£0.00	£12.0	£4.0	£1.9	£
	ALER STORES IN BOROUGH:	10.5	14.7	12.1	12.2	12.0	10.4	13.3	10.3	11.5	10.5	10.0	112.0	14.0	11.5	1
HER SN	Co-op, Talbot Lane, Ebbsfleet	£0.13	£0.00	£0.00	£0.00	£0.00	£0.00	£5.51	£0.00	£0.00	£0.00	£0.00	£0.1	£5.5	£0.0	f
	Co-op, Oldfield Place - Northern Gateway	£0.84	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.8	£0.0	£0.0	1
	Other Stores in Borough	£0.04	£0.44	£0.22	£1.00	£0.46	£1.40	£0.00	£0.00	£0.00	£0.16	£0.00	£2.2	£1.4	£0.2	
	SUB-TOTAL:	£0.08	£0.44	£0.22 £0.22	£1.00	£0.46 £0.5	£1.40	£5.5	£0.00	£0.00	£0.16	£0.00	£2.2 £3.2	£6.9	£0.2 £0.2	f f
UEWAT		11.0	10.4	10.2	11.0	10.5	11.4	13.5	10.0	10.0	10.2	10.0	13.2	10.9	10.2	1 1
JEWAI	K Waitrose / M&S / other	£0.40	£1.51	£0.64	£2.01	£2.66	£1.54	£5.66	£0.68	£3.52	£1.36	£1.73	£7.2	£7.9	£6.6	£
	Hallose, mas, outer	20140	21.51	20104	22.02	22.00	21.04	25100	20.00	20102	21.00	2100	2712	2715	2010	Ē
RTFOR	D BOROUGH: OUT OF CENTRE STORES															
	Asda, Sandpit Road	£0.00	£0.00	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.24	£0.00	£0.00	£0.3	£0.0	£0.2	1
	Asda, Crossways Boulevard, Greenhithe	£1.60	£6.28	£2.59	£1.13	£16.01	£14.84	£11.49	£1.49	£2.43	£0.00	£1.58	£27.6	£27.8	£4.0	£
	SUB-TOTAL:	£1.6	£6.3	£2.6	£1.1	£16.3	£14.8	£11.5	£1.5	£2.7	£0.0	£1.6	£27.9	£27.8	£4.3	£
AIN STC	DRES/CENTRES OUTSIDE BOROUGH															
	BEXLEYHEATH	£0.17	£0.15	£0.70	£0.95	£0.00	£0.13	£0.47	£0.00	£40.06	£0.38	£0.00	£2.0	£0.6	£40.4	£
	BROMLEY	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.18	£0.00	£0.0	£0.0	£0.2	1
	CRAYFORD	£0.68	£1.21	£16.53	£5.51	£2.99	£0.13	£0.81	£0.30	£68.54	£2.51	£0.00	£26.9	£1.2	£71.1	£
	ERITH	£0.22	£0.00	£1.20	£0.00	£0.00	£0.00	£0.00	£0.19	£50.51	£0.00	£0.00	£1.4	£0.2	£50.5	£
	GRAVESEND	£0.37	£1.35	£0.57	£0.19	£2.01	£7.55	£6.33	£5.93	£0.00	£0.45	£78.70	£4.5	£19.8	£79.1	£
	NORTHFLEET	£0.00	£0.38	£0.00	£0.00	£2.57	£4.10	£18.76	£10.42	£0.00	£0.34	£21.20	£2.9	£33.3	£21.5	£
	ORPINGTON	£0.00	£0.00	£0.00	£0.28	£0.00	£0.00	£0.00	£0.09	£0.00	£1.12	£0.00	£0.3	£0.1	£1.1	1
	SIDCUP	£0.00	£0.14	£0.59	£2.17	£0.13	£0.00	£1.00	£0.00	£0.64	£7.96	£0.00	£3.0	£1.0	£8.6	£
	SWANLEY	£0.04	£0.28	£0.50	£10.53	£0.00	£0.11	£0.00	£0.54	£0.00	£45.68	£0.00	£11.4	£0.6	£45.7	£
	LAKESIDE	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	ł
		co	co	ca	ca	CA 20	co :-	co c=	CA 25	c4= +0	64 66	co 21		ca =	63 - 6	Ι.
	ALL OTHER STORES: SUB-TOTAL:	£0.15 £1.6	£0.55 £4.1	£1.15 £21.2	£1.41 £21.0	£1.39 £9.1	£0.45 £12.5	£0.87 £28.2	£1.35 £18.8	£17.49 £177.2	£4.23 £62.8	£0.21 £100.1	£4.6 £57.1	£2.7 £59.5	£21.9 £340.2	£ £4
			14.1	121.2	121.0	£9.1	L12.3	140.4	L10.0	L1/1.2	LU2.0	E100.1	13/.1	139.5	1340.2	I4

APPENDIX A6

TABLE 1: 2019 - ALL COMPARISON GOODS - MARKET SHARE ANALYSIS (%)

Excluding Special Forms of Trading															
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	1-5	6-8	9-11	TOTAL
ARTFORD TOWN CENTRE:															
All Town Centre Shops/Stores	29.8%	31.7%	20.0%	13.5%	17.3%	7.2%	0.9%	4.3%	4.5%	7.6%	0.7%	20.4%	5.3%	4.1%	9.6%
Orchards Shopping Centre	2.0%	3.0%	3.7%	0.9%	0.3%	0.2%	0.0%	0.2%	1.0%	0.4%	0.6%	2.1%	0.2%	0.8%	1.1%
Prospect Place	4.0%	10.2%	9.5%	7.8%	7.8%	2.4%	0.9%	3.3%	1.9%	5.6%	1.2%	8.6%	2.8%	2.5%	4.6%
Priory Shopping Centre	3.4%	2.0%	2.5%	1.0%	1.6%	0.0%	0.0%	0.3%	0.8%	0.5%	0.0%	1.9%	0.1%	0.5%	0.9%
SUB-TOTAL:	39.2%	46.9%	35.7%	23.2%	27.0%	9.8%	1.8%	8.0%	8.2%	14.1%	2.5%	32.9%	8.4%	7.9%	16.29
ARTFORD OUT OF CENTRE:															
Wickes	0.3%	0.4%	0.1%	0.3%	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%	0.1%
Dartford Heath Retail Park	0.0%	2.1%	0.8%	1.7%	0.9%	1.1%	0.0%	0.7%	0.8%	1.2%	0.3%	1.3%	0.8%	0.8%	0.9%
Homebase / Argos	1.4%	1.6%	1.5%	1.5%	1.1%	0.0%	1.0%	0.9%	0.3%	1.1%	0.0%	1.4%	0.5%	0.4%	0.7%
Asda, Crossways Boulevard	3.5%	2.6%	0.7%	0.2%	5.4%	9.8%	5.4%	1.0%	0.4%	0.0%	0.6%	2.1%	5.0%	0.4%	1.5%
SUB-TOTAL:	5.1%	6.7%	3.1%	3.7%	7.5%	11.1%	6.5%	2.7%	1.5%	2.4%	0.9%	5.0%	6.5%	1.5%	3.3%
LUEWATER SHOPPING CENTRE:	33.7%	23.5%	28.4%	38.1%	41.1%	42.6%	59.9%	50.3%	16.8%	29.4%	37.8%	32.9%	47.6%	25.6%	30.8%
ISTRICT CENTRES:															
Hawley Road/Lowfield Street	0.0%	0.3%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Temple Hill Square	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%
Dartford East	0.1%	0.9%	0.3%	0.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%
Dartford West	0.0%	0.0%	1.5%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.19
Longfield	0.0%	0.1%	0.0%	0.2%	0.2%	0.0%	0.0%	5.0%	0.0%	0.3%	0.0%	0.1%	2.6%	0.1%	0.49
Swanscombe	0.0%	0.0%	0.0%	0.0%	0.3%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%	0.0%	0.29
SUB-TOTAL:	0.1%	2.2%	1.8%	0.4%	1.2%	2.7%	0.0%	5.0%	0.0%	0.3%	0.0%	1.3%	3.7%	0.1%	1.0%
EIGHBOURHOOD CENTRES:	0.0%	0.4%	0.0%	2.9%	0.5%	0.1%	0.0%	0.4%	0.0%	0.0%	0.0%	0.9%	0.3%	0.0%	0.3%
THER PARADES, SHOPS AND STORES:															
Greenhithe Village Centre	0.0%	0.0%	0.0%	0.6%	1.0%	0.4%	0.7%	0.2%	0.0%	0.2%	0.0%	0.4%	0.3%	0.0%	0.2%
Ebbsfleet 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%	0.0%	0.0%	0.0%
All other Parades, Shops & Stores:	0.0%	0.0%	0.4%	0.2%	0.1%	0.0%	0.0%	0.1%	0.0%	0.9%	0.0%	0.2%	0.1%	0.2%	0.2%
SUB-TOTAL:	0.0%	0.0%	0.4%	0.8%	1.0%	0.4%	0.7%	0.4%	0.0%	1.1%	0.0%	0.5%	0.4%	0.2%	0.4%
AJOR CENTRES/STORES OUTSIDE BOROUGH:															
Bexleyheath	2.6%	1.9%	1.6%	3.1%	0.2%	0.0%	4.5%	0.4%	31.2%	2.0%	0.0%	1.7%	0.5%	15.8%	9.2%
Bromley	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.2%	0.1%	1.7%	0.0%	0.0%	0.2%	0.4%	0.3%
Crayford	6.2%	11.8%	21.1%	14.3%	12.4%	3.9%	1.0%	5.5%	19.0%	6.6%	2.8%	15.2%	4.6%	11.6%	11.99
Erith	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.1%	0.1%	0.0%	4.1%	2.39
Gravesend	2.8%	1.7%	0.3%	0.4%	1.8%	18.4%	5.4%	13.3%	0.0%	0.4%	45.0%	1.0%	14.9%	12.8%	9.29
Northfleet	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.3%	0.2%	0.0%	0.4%	0.0%	0.3%	0.2%	0.29
Orpington	0.1%	0.2%	0.8%	3.1%	0.2%	0.7%	0.0%	0.8%	0.7%	10.8%	0.1%	1.1%	0.7%	2.8%	2.09
Swanley	0.0%	0.4%	0.2%	2.4%	0.0%	0.0%	0.0%	0.0%	0.2%	19.2%	0.4%	0.7%	0.0%	4.5%	2.79
Lakeside	7.3%	2.3%	3.9%	4.0%	4.0%	7.0%	4.5%	4.7%	5.1%	4.7%	4.1%	3.7%	5.7%	4.7%	4.5%
All other Centres, Shops & Stores:	2.9%	1.8%	2.5%	3.4%	3.0%	2.5%	15.8%	8.1%	8.8%	7.3%	6.0%	2.7%	6.2%	7.7%	5.9%
SUB-TOTAL:	21.9%	20.1%	30.6%	30.9%	21.7%	33.3%	31.1%	33.3%	73.4%	52.7%	58.8%	26.3%	33.1%	64.6%	48.1
OTAL:	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0

Notes: ¹ Excludes all 'null' responses (i.e. "don't know", "don't do", "nowhere else", etc.).

TABLE 2: 2019 - ALL COMPARISON GOODS - MARKET SHARE ANALYSIS (£M) (2017 PRICES)

Exlcuding Special Forms of Trading

Exlcuding Special Forms of Trading															
TOTAL AVAILABLE EXPENDITURE (£M) (excl SFT)	£8.7	£55.8	£81.5	£67.6	£67.6	£44.2	£6.9	£55.8	£247.2	£100.6	£131.9	£281.2 1-5	£106.9 6-8	£479.7 9-11	£867.8 TOTAL
DARTFORD TOWN CENTRE:	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	1-5	6-8	9-11	TOTAL
All Town Centre Shops/Stores	£2.60	£17.70	£16.29	£9.12	£11.65	£3.17	£0.06	£2.38	£11.04	£7.64	£0.97	£57.4	£5.6	£19.6	£82.6
Orchards Shopping Centre	£0.18	£1.70	£3.01	£0.62	£0.21	£0.10	£0.00	£0.12	£2.41	£0.44	£0.79	£5.7	£0.2	£3.7	£9.6
Prospect Place	£0.35	£5.66	£7.72	£5.30	£5.28	£1.06	£0.06	£1.83	£4.79	£5.59	£1.52	£24.3	£3.0	£11.9	£39.2
Priory Shopping Centre	£0.30	£1.12	£2.07	£0.67	£1.10	£0.00	£0.00	£0.15	£2.01	£0.50	£0.00	£5.3	£0.2	£2.5	£7.9
SUB-TOTAL:	£3.4	£26.2	£29.1	£15.7	£18.2	£4.3	£0.1	£4.5	£20.3	£14.2	£3.3	£92.6	£8.9	£37.7	£139.3
DARTFORD OUT OF CENTRE:	13.4	120.2	125.1	115.7	110.2	14.5	10.1	14.5	120.5	114.2	13.5	152.0	10.5	L3/./	1135.5
Wickes	£0.03	£0.24	£0.11	£0.17	£0.04	£0.06	£0.00	£0.00	£0.00	£0.11	£0.00	£0.6	£0.1	£0.1	£0.8
Dartford Heath Retail Park	£0.00	£1.15	£0.67	£1.18	£0.64	£0.49	£0.00	£0.41	£2.06	£1.21	£0.35	£3.6	£0.9	£3.6	£8.2
Homebase / Argos	£0.12	£0.89	£1.20	£1.03	£0.75	£0.00	£0.00	£0.52	£0.65	£1.14	£0.00	£4.0	£0.6	£1.8	£6.4
Asda, Crossways Boulevard	£0.30	£1.47	£0.55	£0.15	£3.62	£4.34	£0.38	£0.56	£0.97	£0.00	£0.80	£6.1	£5.3	£1.8	£13.1
													£6.8		£15.1 £28.4
SUB-TOTAL:	£0.4	£3.7	£2.5	£2.5	£5.0	£4.9	£0.4	£1.5	£3.7	£2.5	£1.1	£14.3	£0.8	£7.3	£28.4
BLUEWATER SHOPPING CENTRE:	£2.93	£13.11	£23.16	£25.76	£27.75	£18.86	£4.14	£28.03	£41.64	£29.56	£49.89	£92.7	£51.0	£121.1	£264.8
DISTRICT CENTRES:															
Hawley Road/Lowfield Street	£0.00	£0.14	£0.03	£0.06	£0.07	£0.00	£0.00	£0.00	£0.09	£0.00	£0.00	£0.3	£0.0	£0.1	£0.4
Temple Hill Square	£0.00	£0.52	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.5	£0.0	£0.0	£0.5
Dartford East	£0.01	£0.51	£0.22	£0.04	£0.39	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.2	£0.0	£0.0	£1.2
Dartford West	£0.00	£0.00	£1.20	£0.00	£0.00	£0.04	£0.00	£0.00	£0.00	£0.00	£0.00	£1.2	£0.0	£0.0	£1.2
Longfield	£0.00	£0.07	£0.00	£0.15	£0.15	£0.00	£0.00	£2.80	£0.00	£0.34	£0.00	£0.4	£2.8	£0.3	£3.5
Swanscombe	£0.00	£0.00	£0.00	£0.00	£0.19	£1.14	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£1.1	£0.0	£1.3
SUB-TOTAL:	£0.0	£1.2	£1.4	£0.3	£0.8	£1.2	£0.0	£2.8	£0.1	£0.3	£0.0	£3.7	£4.0	£0.4	£8.2
NEIGHBOURHOOD CENTRES:	£0.00	£0.24	£0.02	£1.96	£0.37	£0.05	£0.00	£0.23	£0.00	£0.00	£0.00	£2.6	£0.3	£0.0	£2.9
OTHER PARADES, SHOPS AND STORES:															
Greenhithe Village Centre	£0.00	£0.00	£0.00	£0.39	£0.67	£0.18	£0.05	£0.13	£0.00	£0.16	£0.00	£1.1	£0.4	£0.2	£1.6
Ebbsfleet Centre	£0.00 £0.00	£0.00 £0.00	£0.00 £0.00	£0.39 £0.00	£0.07	£0.00	£0.05 £0.00	£0.00	£0.00 £0.00	£0.10 £0.00	£0.00 £0.00	£0.0	£0.4 £0.0	£0.2 £0.0	£0.0
All other Parades, Shops & Stores:	£0.00	£0.02	£0.30	£0.12	£0.04	£0.00	£0.00	£0.07	£0.00	£0.90	£0.00	£0.5	£0.1	£0.9	£1.5
SUB-TOTAL:	£0.00	£0.02	£0.30	£0.12	£0.04	£0.00	£0.00	£0.07	£0.00	£1.1	£0.00	£1.5	£0.1	£1.1	£3.0
MAJOR CENTRES/STORES OUTSIDE BOROUGH:	co 22	C1 02	C1 27	C2 12	60.14	co oo	co 21	60.24	677.01	C1 00	00.00	64.0	CO F	670.0	C0 4 2
Bexleyheath	£0.22 £0.00	£1.03 £0.00	£1.27 £0.00	£2.13 £0.11	£0.14 £0.03	£0.00 £0.15	£0.31 £0.00	£0.24	£77.01	£1.99	£0.00	£4.8 £0.1	£0.5 £0.2	£79.0 £1.9	£84.3 £2.3
Bromley	£0.00 £0.54	£0.00 £6.59	£0.00 £17.24	£0.11 £9.69	£0.03 £8.40	£0.15 £1.74	£0.00 £0.07	£0.09 £3.06	£0.18 £46.92	£1.75 £6.68	£0.00 £3.69	£0.1 £42.5	£0.2 £4.9	£1.9 £57.3	£2.3 £104.6
Crayford	£0.54 £0.00	£6.59 £0.00	£17.24 £0.22	£9.69 £0.00	£8.40 £0.00	£1.74 £0.00	£0.07 £0.00	£3.06 £0.00		£6.68 £0.00	£3.69 £0.18	£42.5 £0.2	£4.9 £0.0	£57.3 £20.6	£104.6 £20.8
Erith									£20.42			£0.2 £2.9	£0.0 £15.9	£20.6 £59.7	£20.8 £78.4
Gravesend Northfleet	£0.24 £0.00	£0.94 £0.00	£0.21 £0.00	£0.24 £0.00	£1.22 £0.00	£8.12 £0.19	£0.37 £0.00	£7.41 £0.16	£0.00 £0.54	£0.37 £0.00	£59.30 £0.50	£2.9 £0.0	£15.9 £0.3	£59.7 £1.0	£78.4 £1.4
	£0.00 £0.01	£0.00 £0.14	£0.63	£0.00 £2.12	£0.00 £0.14	£0.19 £0.29	£0.00 £0.00	£0.16 £0.44	£0.54 £1.68	£0.00 £10.82	£0.50 £0.07	£0.0 £3.0	£0.3 £0.7	£1.0 £12.6	£1.4 £16.4
Orpington	£0.01 £0.00	£0.14 £0.21	£0.63 £0.17	£2.12 £1.59	£0.14 £0.00	£0.29 £0.00	£0.00 £0.00	£0.44 £0.00	£1.68 £0.38	£10.82 £19.36	£0.07 £0.58	£3.0 £2.0	£0.7 £0.0	£12.6 £20.3	£16.4 £22.3
Swanley Lakeside	£0.00 £0.63	£0.21 £1.30	£0.17 £3.18	£1.59 £2.69	£0.00 £2.69	£0.00 £3.11	£0.00 £0.31	£0.00 £2.60	£0.38 £12.63	£19.36 £4.71	£0.58 £5.41	£2.0 £10.5	£0.0 £6.0	£20.3 £22.7	£22.3 £39.3
		£1.30 £1.02	£3.18 £2.05	£2.69 £2.33	£2.69 £2.04		£0.31 £1.09		£12.63 £21.76	£4.71 £7.32	£5.41 £7.86	£10.5 £7.7	£6.0 £6.7	£36.9	£39.3 £51.4
All other Centres, Shops & Stores: SUB-TOTAL:	£0.26 £1.9	£1.02 £11.2	£2.05 £25.0	£2.33 £20.9	£2.04 £14.7	£1.13 £14.7	£1.09 £2.2	£4.53 £18.5	£21.76 £181.5	£7.32 £53.0	£7.86 £77.6	£7.7 £73.7	£5.7	£36.9 £312.1	£51.4 £421.2
SUB-TUTAL.	11.5	111.2	125.0	120.5	114./	114./	12.2	110.5	1101.3	133.0	177.0	1/3./	133.4	1312.1	1421.2
TOTAL:	£8.7	£55.8	£81.5	£67.6	£67.6	£44.2	£6.9	£55.8	£247.2	£100.6	£131.9	£281.2	£106.9	£479.7	£867.8

TABLE 3: 2020 - ALL COMPARISON GOODS - MARKET SHARE ANALYSIS (£M) (2017 PRICES)

Exlcuding Special Forms of Trading

Exlcuding Special Forms of Trading															
TOTAL AVAILABLE EXPENDITURE (£M) (excl SFT)	£8.9 Zone 1	£47.8 Zone 2	£69.9 Zone 3	£58.0 Zone 4	£58.4 Zone 5	£38.5 Zone 6	£10.9 Zone 7	£47.8 Zone 8	£214.1 Zone 9	£86.9 Zone 10	£114.1 Zone 12	£242.9 1-5	£97.2 6-8	£415.2 9-11	£755.3 TOTAL
DARTFORD TOWN CENTRE:	20110 1	20110 2	20118 3	20110 4	Zone 5	20110-0	20110 7	20110-0	20110-5	20110 10	20110 12	1-5	0-0	5-11	TOTAL
All Town Centre Shops/Stores	£2.64	£15.17	£13.96	£7.81	£10.08	£2.76	£0.10	£2.04	£9.57	£6.60	£0.84	£49.7	£4.9	£17.0	£71.6
Orchards Shopping Centre	£0.18	£1.45	£2.58	£0.53	£0.18	£0.09	£0.00	£0.10	£2.09	£0.38	£0.69	£4.9	£0.2	£3.2	£8.3
Prospect Place	£0.35	£4.85	£6.62	£4.54	£4.57	£0.93	£0.10	£1.57	£4.15	£4.83	£1.31	£20.9	£2.6	£10.3	£33.8
Priory Shopping Centre	£0.30	£0.96	£1.77	£0.58	£0.95	£0.00	£0.00	£0.13	£1.74	£0.43	£0.00	£4.6	£0.1	£2.2	£6.9
SUB-TOTAL:	£3.5	£22.4	£24.9	£13.5	£15.8	£3.8	£0.00	£3.8	£17.5	£12.2	£2.8	£80.1	£7.8	£32.6	£120.5
DARTFORD OUT OF CENTRE:	13.5	122.4	124.5	113.5	115.8	13.0	10.2	13.0	117.5	112.2	12.0	180.1	17.0	132.0	1120.5
Wickes	£0.03	£0.21	£0.10	£0.15	£0.03	£0.05	£0.00	£0.00	£0.00	£0.09	£0.00	£0.5	£0.1	£0.1	£0.7
Dartford Heath Retail Park	£0.00	£0.99	£0.10	£1.01	£0.55	£0.42	£0.00	£0.35	£1.78	£1.05	£0.30	£3.1	£0.8	£3.1	£7.0
Homebase / Argos	£0.12	£0.76	£1.03	£0.88	£0.65	£0.00	£0.11	£0.45	£0.57	£0.98	£0.00	£3.4	£0.6	£1.5	£5.5
	£0.12 £0.31	£0.76 £1.26	£1.05 £0.47	£0.88 £0.13	£3.13	£0.00 £3.78	£0.11 £0.59	£0.45 £0.48	£0.37 £0.84	£0.98 £0.00	£0.69	£5.3	£0.8 £4.9	£1.5 £1.5	£3.5 £11.7
Asda, Crossways Boulevard	£0.51	£1.20 £3.2	£0.47	£0.15	£4.4	£4.3	£0.59 £0.7	£0.48		£0.00 £2.1	£0.89		£6.2	£6.3	£11.7 £24.9
SUB-TOTAL:	£0.5	±3.2	±2.2	±2.2	£4.4	£4.3	£0.7	£1.3	£3.2	±2.1	£1.0	£12.4	£6.2	±0.3	£24.9
BLUEWATER SHOPPING CENTRE:	£2.98	£11.24	£19.85	£22.08	£23.99	£16.42	£6.55	£24.02	£36.07	£25.53	£43.16	£80.1	£47.0	£104.8	£231.9
DISTRICT CENTRES:															
Hawley Road/Lowfield Street	£0.00	£0.12	£0.03	£0.06	£0.06	£0.00	£0.00	£0.00	£0.08	£0.00	£0.00	£0.3	£0.0	£0.1	£0.3
Temple Hill Square	£0.00	£0.45	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.4	£0.0	£0.0	£0.4
Dartford East	£0.01	£0.44	£0.19	£0.03	£0.34	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.0	£0.0	£0.0	£1.0
Dartford West	£0.00	£0.00	£1.03	£0.00	£0.00	£0.03	£0.00	£0.00	£0.00	£0.00	£0.00	£1.0	£0.0	£0.0	£1.1
Longfield	£0.00	£0.06	£0.00	£0.13	£0.13	£0.00	£0.00	£2.40	£0.00	£0.30	£0.00	£0.3	£2.4	£0.3	£3.0
Swanscombe	£0.00	£0.00	£0.00	£0.00	£0.16	£0.99	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£1.0	£0.0	£1.2
SUB-TOTAL:	£0.0	£1.1	£1.2	£0.2	£0.7	£1.0	£0.0	£2.4	£0.1	£0.3	£0.0	£3.2	£3.4	£0.4	£7.0
NEIGHBOURHOOD CENTRES:	£0.00	£0.20	£0.02	£1.68	£0.32	£0.04	£0.00	£0.19	£0.00	£0.00	£0.00	£2.2	£0.2	£0.0	£2.5
OTHER PARADES, SHOPS AND STORES:															
Greenhithe Village Centre	£0.00	£0.00	£0.00	£0.34	£0.58	£0.16	£0.07	£0.11	£0.00	£0.14	£0.00	£0.9	£0.3	£0.1	£1.4
Ebbsfleet Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	£0.0
All other Parades, Shops & Stores:	£0.00	£0.02	£0.26	£0.10	£0.03	£0.00	£0.00	£0.06	£0.00	£0.78	£0.00	£0.4	£0.1	£0.8	£1.3
SUB-TOTAL:	£0.0	£0.0	£0.3	£0.4	£0.6	£0.2	£0.1	£0.2	£0.0	£0.9	£0.0	£1.3	£0.4	£0.9	£2.7
MAJOR CENTRES/STORES OUTSIDE BOROUGH:															
Bexleyheath	£0.23	£0.89	£1.09	£1.82	£0.12	£0.00	£0.49	£0.21	£66.71	£1.72	£0.00	£4.1	£0.7	£68.4	£73.3
Bromley	£0.00	£0.00	£0.00	£0.10	£0.02	£0.13	£0.00	£0.08	£0.16	£1.51	£0.00	£0.1	£0.2	£1.7	£2.0
Crayford	£0.55	£5.65	£14.78	£8.31	£7.26	£1.52	£0.11	£2.62	£40.65	£5.77	£3.20	£36.5	£4.3	£49.6	£90.4
Erith	£0.00	£0.00	£0.19	£0.00	£0.00	£0.00	£0.00	£0.00	£17.69	£0.00	£0.16	£0.2	£0.0	£17.9	£18.0
Gravesend	£0.25	£0.81	£0.19	£0.21	£1.05	£7.07	£0.59	£6.35	£0.00	£0.32	£51.31	£2.5	£14.0	£51.6	£68.1
Northfleet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.16	£0.00	£0.14	£0.46	£0.00	£0.43	£0.0	£0.3	£0.9	£1.2
Orpington	£0.00	£0.12	£0.54	£1.82	£0.12	£0.26	£0.00	£0.38	£1.45	£9.35	£0.06	£2.6	£0.6	£10.9	£14.1
Swanley	£0.00	£0.12	£0.15	£1.36	£0.00	£0.00	£0.00	£0.00	£0.33	£16.72	£0.50	£1.7	£0.0	£17.6	£19.2
Lakeside	£0.64	£1.11	£2.72	£2.30	£2.32	£2.71	£0.49	£2.23	£10.94	£4.07	£4.68	£9.1	£5.4	£19.7	£34.2
All other Centres, Shops & Stores:	£0.26	£0.87	£1.76	£2.00	£1.77	£0.98	£1.72	£3.89	£18.85	£6.33	£6.80	£6.7	£6.6	£32.0	£45.2
SUB-TOTAL:	£1.9	£9.6	£21.4	£17.9	£12.7	£12.8	£3.4	£15.9	£157.2	£45.8	£67.1	£63.6	£32.1	£270.2	£365.8
TOTAL:	£8.9	£47.8	£69.9	£58.0	£58.4	£38.5	£10.9	£47.8	£214.1	£86.9	£114.1	£242.9	£97.2	£415.2	£755.3

TABLE 4: 2025 - ALL COMPARISON GOODS - MARKET SHARE ANALYSIS (£M) (2017 PRICES)

Exlcuding Special Forms of Trading

TAL AVAILABLE EVPROTURE (EM) (exit SFT) E18.8 E52.8 E72.4 E40.6 E72.4 E40.6 E26.5 Cone J
NTFORD OWN CENTRE: V
All Town Centre Shops/Stores 65.60 £18.03 £16.57 £9.77 £12.49 £3.53 £0.39 £2.42 £11.97 £8.11 £1.04 £6.0
Orchards Shopping Centre 60.8 61.7 60.0 60.0 6
Prospect Place £0.75 £5.77 £7.86 £5.39 £5.66 £1.18 £0.39 £1.86 £5.19 £5.94 £1.63 £2.4 £3.4 £1.28 £1.66 Priory Shopping Centre £0.64 £1.14 £2.10 £0.68 £1.17 £0.00 £0.00 £0.06 £0.16 £2.18 £0.53 £0.00 £5.7 £6.6 £1.2 £2.7 £6.6 £5.7 £6.6 £6.7 £6.6 £1.12 £0.07 £0.00 </td
Priory Shopping Centre £0.64 £1.14 £2.0 £0.68 £1.17 £0.00 £0.06 £0.16 £2.18 £0.05 £0.0 £0.07 £0.0 £0.08 £2.0 £1.0 £0.07 £0.0 £0.08 £2.0 £1.0 £0.07 £0.0 £0.00 £0.01
SUB-TOTAL: £7.4 £26.7 £28.6 £16.0 £19.5 £4.8 £0.8 £4.6 £22.0 £15.1 £3.5 £9.2 £10.2 £10.5 £10.9 NTFOR DUT OF CNTRE: £0.00 £0.01 £0.01 £0.00 £0.01 £0.00 £0.01 £0.00 £0.01 £0.00 £0.01 £0.00 £0.01 £0.00 £0.01 £0.00 £0.01 £0.00 £0.01 £0.00 £0.01 £0.00 £0.00 £0.01 £0.00 £0.00 £0.00 £0.01 £0.00 £0.01 £0.00 £0.01 £0.00 £0.01 £0.00 £0.01 £0.00
RTFORD OUT OF CENTRE: Wickes 60.06 60.24 60.17 60.07 60.07 60.00 60.42 62.23 61.11 60.00 60.1 60.0 60.01 60.01 60.01 60.01 60.01 60.01 60.01 60.01 60.01 60.01 60.01 60.01 60.01 60.00 60.01 60.00 60.01 60.01 60.01 60.01 60.01 60.01 60.01 60.01
Wickes £0.06 £0.24 £0.12 £0.17 £0.06 £0.07 £0.00 £0.00 £0.11 £0.00 £0.37 £1.29 £0.37 £1.30 £1.30 £2.6 £0.06 £0.55 £1.00 £0.07 £0.00 £0.00 £0.11 £0.07 £1.27 £1.0 £3.7
Dartford Heath Retail Park £0.00 £1.17 £0.68 £1.20 £0.69 £0.54 £0.00 £0.42 £2.23 £1.29 £0.37 £1.0 £1.0 £1.05 £0.00 £0.42 £0.23 £1.21 £0.00 £4.2 £1.05 £0.00 £0.42 £1.05 £0.07 £1.17 £1.0
Homebase / Argos £0.26 £0.90 £1.22 £1.05 £0.81 £0.00 £0.44 £0.55 £0.71 £1.21 £0.00 £0.26 £1.7 £1.3 £0.55 £1.9 £1.35 £0.35 £0.35 £0.35 £2.31 £0.55 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.01 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £1.05 £0.05 £0.05 £2.05
Asda, Crossways Boulevard £0.65 £1.49 £0.56 £0.15 £3.87 £4.83 £2.31 £0.57 £1.05 £0.00 £0.86 £6.7 £7.7 £1.9 £1.63 SUB-TOTAL: £1.0 £3.8 £2.6 £2.6 £5.4 £5.4 £2.8 £1.5 £4.0 £2.6 £1.2 £1.3 £6.7 £7.7 £1.9 £1.63 UEWATER SHOPPING CENTRE: £6.33 £1.36 £2.35 £26.00 £2.97 £2.98 £25.49 £4.51 £4.51 £1.30 £5.52 £9.92 £7.50 £1.30 £3.00 £3.02 VEWATER SHOPPING CENTRE: £0.33 £0.35 £0.07 £0.08 £0.00
SUB-TOTAL: £1.0 £3.8 £2.6 £2.6 £5.4 £2.8 £1.5 £4.0 £2.6 £1.3 £9.7 £7.8 £3.9 JEWATER SHOPPING CENTRE: £6.33 £13.36 £23.55 £26.20 £29.74 £20.98 £25.49 £45.12 £31.39 £53.52 £99.2 £75.0 £13.00 £30.0 £00.0 £00.0 £00.0 £00.0 £10.0
STRICT CENTRES: Hawley Road/Lowfield Street £0.00 £0.15 £0.03 £0.07 £0.08 £0.00
Hawley Road/Lowfield Street £0.00 £0.15 £0.03 £0.07 £0.08 £0.00 <t< td=""></t<>
Temple Hill Square £0.00 £0.53 £0.00 </td
Temple Hill Square £0.00 £0.53 £0.00 </td
Dartford East £0.01 £0.52 £0.22 £0.04 £0.42 £0.00
Dartford West £0.00 £0.00 £1.22 £0.00
Swarscombe £0.00
Swanscombe £0.00
IGHBOURHOOD CENTRES: £0.00 £0.24 £0.02 £2.00 £0.39 £0.05 £0.00 £0.23 £0.00 £0.00 £2.7 £0.3 £0.0 £2.9 HER PARADES, SHOPS AND STORES: Greenhithe Village Centre £0.00 <t< td=""></t<>
HER PARADES, SHOPS AND STORES: Greenhithe Village Centre £0.00 £0.00 £0.40 £0.71 £0.29 £0.13 £0.00 £0.11 £0.6 £0.2 £1.9 Ebbsfleet Centre £0.00
Greenhithe Village Centre £0.00 £0
Ebbsfleet Centre £0.00
All other Darades, Share & Stares
All other Parades, Shops & Stores: £0.00 £0.02 £0.31 £0.12 £0.04 £0.00 £0.00 £0.07 £0.00 £0.96 £0.00 £0.5 £0.1 £1.0 £1.5
SUB-TOTAL: £0.0 £0.0 £0.3 £0.5 £0.8 £0.2 £0.3 £0.2 £0.0 £1.1 £0.0 £1.6 £0.7 £1.1 £3.4
AJOR CENTRES/STORES OUTSIDE BOROUGH:
Bexleyheath £0.48 £1.05 £1.29 £2.16 £0.15 £0.00 £1.90 £0.24 £83.46 £2.12 £0.00 £5.1 £2.1 £85.6 £92.9
Bromley £0.00 £0.00 £0.00 £0.11 £0.03 £0.17 £0.00 £0.09 £0.19 £1.85 £0.00 £0.1 £0.3 £2.0 £2.4
Crayford £1.17 £6.72 £17.54 £9.86 £9.00 £1.94 £0.43 £3.12 £50.85 £7.09 £3.96 £44.3 £5.5 £61.9 £111.7
Erith £0.00 £0.00 £0.22 £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £22.14 £0.00 £0.20 £0.2 £0.0 £22.3 £22.6
Gravesend £0.52 £0.96 £0.21 £0.25 £1.31 £9.03 £2.29 £7.54 £0.00 £0.40 £63.61 £3.2 £18.9 £64.0 £86.1
Northfleet £0.00 £0.00 £0.00 £0.00 £0.00 £0.00 £0.21 £0.00 £0.16 £0.58 £0.00 £0.54 £0.0 £0.4 £1.1 £1.5
Orpington £0.02 £0.14 £0.64 £2.16 £0.15 £0.33 £0.00 £0.45 £1.82 £11.49 £0.07 £3.1 £0.8 £13.4 £17.3
Swanley £0.00 £0.21 £0.18 £1.62 £0.00 £0.00 £0.41 £20.56 £0.63 £2.0 £0.0 £21.6 £23.6
Lakeside £1.36 £1.32 £3.23 £2.73 £2.88 £3.46 £1.92 £2.65 £13.69 £5.00 £5.80 £11.5 £8.0 £24.5 £44.0
All other Centres, Shops & Stores: £0.55 £1.04 £2.09 £2.37 £2.19 £1.25 £6.72 £4.62 £23.58 £7.78 £8.43 £8.2 £12.6 £39.8 £60.6
SUB-TOTAL: £4.1 £11.4 £25.4 £21.3 £15.7 £16.4 £13.3 £18.9 £196.7 £56.3 £83.2 £77.9 £48.5 £336.3 £462.7
TAL: £18.8 £56.8 £82.9 £68.8 £72.4 £49.2 £42.6 £56.8 £267.9 £106.8 £141.5 £299.7 £148.6 £516.2 £964.5

TABLE 5: 2030 - ALL COMPARISON GOODS - MARKET SHARE ANALYSIS (£M) (2017 PRICES)

Exlcuding Special Forms of Trading

Exlcuding Special Forms of Trading															
TOTAL AVAILABLE EXPENDITURE (£M) (excl SFT)	£24.7 Zone 1	£64.4 Zone 2	£93.6 Zone 3	£77.8 Zone 4	£84.3 Zone 5	£56.0 Zone 6	£81.2 Zone 7	£64.3 Zone 8	£316.3 Zone 9	£123.9 Zone 10	£165.8 Zone 12	£344.8 1-5	£201.5 6-8	£606.1 9-11	£1,152.3 TOTAL
DARTFORD TOWN CENTRE:	20110 1	20110 2	Zone 5	20110 4	20110 5	20110-0	Zone 7	20110-8	20110 9	20110 10	20110-12	1-5	0-0	5-11	TOTAL
All Town Centre Shops/Stores	£7.35	£20.43	£18.70	£10.49	£14.54	£4.02	£0.75	£2.74	£14.13	£9.40	£1.22	£71.5	£7.5	£24.8	£103.8
Orchards Shopping Centre	£0.50	£1.96	£3.46	£0.71	£0.26	£0.13	£0.00	£0.14	£3.09	£0.55	£1.00	£6.9	£0.3	£4.6	£11.8
Prospect Place	£0.98	£6.54	£8.87	£6.10	£6.59	£1.35	£0.75	£2.11	£6.13	£6.89	£1.91	£29.1	£4.2	£14.9	£48.2
Priory Shopping Centre	£0.85	£1.29	£2.37	£0.77	£1.37	£0.00	£0.00	£0.18	£2.58	£0.62	£0.00	£6.7	£0.2	£3.2	£10.0
SUB-TOTAL:	£9.7	£30.2	£33.4	£18.1	£22.8	£5.5	£1.5	£5.2	£25.9	£17.5	£4.1	£114.1	£12.2	£47.5	£173.8
DARTFORD OUT OF CENTRE:															
Wickes	£0.08	£0.28	£0.13	£0.20	£0.04	£0.08	£0.00	£0.00	£0.00	£0.13	£0.00	£0.7	£0.1	£0.1	£0.9
Dartford Heath Retail Park	£0.00	£1.33	£0.77	£1.36	£0.80	£0.62	£0.00	£0.47	£2.64	£1.49	£0.44	£4.3	£1.1	£4.6	£9.9
Homebase / Argos	£0.34	£1.02	£1.38	£1.19	£0.94	£0.00	£0.84	£0.60	£0.84	£1.40	£0.00	£4.9	£1.4	£2.2	£8.5
Asda, Crossways Boulevard	£0.85	£1.69	£0.63	£0.17	£4.51	£5.50	£4.42	£0.65	£1.24	£0.00	£1.01	£7.9	£10.6	£2.2	£20.7
SUB-TOTAL:	£1.3	£4.3	£2.9	£2.9	£6.3	£6.2	£5.3	£1.7	£4.7	£3.0	£1.4	£17.7	£13.2	£9.2	£40.1
BLUEWATER SHOPPING CENTRE:	£8.31	£15.14	£26.59	£29.64	£34.62	£23.89	£48.62	£32.30	£53.28	£36.41	£62.71	£114.3	£104.8	£152.4	£371.5
DISTRICT CENTRES:															
Hawley Road/Lowfield Street	£0.00	£0.17	£0.04	£0.07	£0.09	£0.00	£0.00	£0.00	£0.12	£0.00	£0.00	£0.4	£0.0	£0.1	£0.5
Temple Hill Square	£0.00	£0.60	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.6	£0.0	£0.0	£0.6
Dartford East	£0.02	£0.59	£0.25	£0.04	£0.49	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.4	£0.0	£0.0	£1.4
Dartford West	£0.00	£0.00	£1.37	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£1.4	£0.0	£0.0	£1.4
Longfield	£0.00	£0.08	£0.00	£0.17	£0.19	£0.00	£0.00	£3.23	£0.00	£0.42	£0.00	£0.4	£3.2	£0.4	£4.1
Swanscombe	£0.00	£0.00	£0.00	£0.00	£0.23	£1.44	£0.00	£0.00	£0.00	£0.00	£0.00	£0.2	£1.4	£0.0	£1.7
SUB-TOTAL:	£0.0	£1.4	£1.7	£0.3	£1.0	£1.5	£0.0	£3.2	£0.1	£0.4	£0.0	£4.4	£4.7	£0.5	£9.7
NEIGHBOURHOOD CENTRES:	£0.00	£0.27	£0.03	£2.26	£0.46	£0.06	£0.00	£0.26	£0.00	£0.00	£0.00	£3.0	£0.3	£0.0	£3.3
OTHER PARADES, SHOPS AND STORES:															
Greenhithe Village Centre	£0.00	£0.00	£0.00	£0.45	£0.83	£0.23	£0.54	£0.15	£0.00	£0.20	£0.00	£1.3	£0.9	£0.2	£2.4
Ebbsfleet Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	£0.0
All other Parades, Shops & Stores:	£0.00	£0.02	£0.35	£0.14	£0.04	£0.00	£0.00	£0.08	£0.00	£1.11	£0.00	£0.6	£0.1	£1.1	£1.7
SUB-TOTAL:	£0.0	£0.0	£0.3	£0.6	£0.9	£0.2	£0.5	£0.2	£0.0	£1.3	£0.0	£1.8	£1.0	£1.3	£4.2
MAJOR CENTRES/STORES OUTSIDE BOROUGH:															
Bexleyheath	£0.63	£1.19	£1.46	£2.45	£0.18	£0.00	£3.63	£0.28	£98.55	£2.46	£0.00	£5.9	£3.9	£101.0	£110.8
Bromley	£0.00	£0.00	£0.00	£0.13	£0.03	£0.19	£0.00	£0.11	£0.23	£2.15	£0.00	£0.2	£0.3	£2.4	£2.8
Crayford	£1.54	£7.61	£19.80	£11.15	£10.48	£2.21	£0.82	£3.53	£60.05	£8.22	£4.64	£50.6	£6.6	£72.9	£130.0
Erith	£0.00	£0.00	£0.25	£0.00	£0.00	£0.00	£0.00	£0.00	£26.14	£0.00	£0.23	£0.3	£0.0	£26.4	£26.6
Gravesend	£0.69	£1.09	£0.24	£0.28	£1.52	£10.28	£4.37	£8.54	£0.00	£0.46	£74.54	£3.8	£23.2	£75.0	£102.0
Northfleet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.24	£0.00	£0.18	£0.69	£0.00	£0.63	£0.0	£0.4	£1.3	£1.7
Orpington	£0.03	£0.16	£0.72	£2.44	£0.18	£0.37	£0.00	£0.51	£2.15	£13.33	£0.09	£3.5	£0.9	£15.6	£20.0
Swanley	£0.00	£0.24	£0.20	£1.83	£0.00	£0.00	£0.00	£0.00	£0.49	£23.85	£0.73	£2.3	£0.0	£25.1	£27.3
Lakeside	£1.79	£1.50	£3.65	£3.09	£3.35	£3.94	£3.66	£3.00	£16.16	£5.80	£6.80	£13.4	£10.6	£28.8	£52.7
All other Centres, Shops & Stores:	£0.73	£1.17	£2.36	£2.68	£2.55	£1.43	£12.81	£5.22	£27.84	£9.02	£9.88	£9.5	£19.5	£46.7	£75.7
SUB-TOTAL:	£5.4	£13.0	£28.7	£24.1	£18.3	£18.7	£25.3	£21.4	£232.3	£65.3	£97.5	£89.4	£65.3	£395.1	£549.8
TOTAL:	£24.7	£64.4	£93.6	£77.8	£84.3	£56.0	£81.2	£64.3	£316.3	£123.9	£165.8	£344.8	£201.5	£606.1	£1,152.3

TABLE 6: 2035 - ALL COMPARISON GOODS - MARKET SHARE ANALYSIS (£M) (2017 PRICES)

Exlcuding Special Forms of Trading

Exlcuding Special Forms of Trading															
TOTAL AVAILABLE EXPENDITURE (£M) (excl SFT)	£32.1	£73.8	£107.0	£89.2	£99.2	£64.6	£130.0	£73.6	£375.9	£145.4	£196.4	£401.3 1-5	£268.2 6-8	£717.7 9-11	£1,387.2 TOTAL
DARTFORD TOWN CENTRE:	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 12	1-5	6-8	9-11	TOTAL
All Town Centre Shops/Stores	£9.55	£23.44	£21.38	£12.02	£17.11	£4.63	£1.20	£3.14	£16.79	£11.03	£1.44	£83.5	£9.0	£29.3	£121.7
Orchards Shopping Centre	£0.65	£2.25	£3.96	£0.82	£0.30	£0.15	£0.00	£0.16	£3.67	£0.64	£1.18	£8.0	£0.3	£5.5	£13.8
Prospect Place	£1.28	£7.50	£10.14	£6.98	£7.75	£1.55	£1.20	£2.42	£7.28	£8.08	£2.26	£33.7	£5.2	£17.6	£56.5
Priory Shopping Centre	£1.10	£1.48	£2.71	£0.89	£1.61	£0.00	£0.00	£0.20	£3.06	£0.73	£0.00	£7.8	£0.2	£3.8	£11.8
SUB-TOTAL:	£12.6	£34.7	£38.2	£20.7	£26.8	£6.3	£2.4	£5.9	£30.8	£20.5	£4.9	£132.9	£14.7	£56.2	£203.8
DARTFORD OUT OF CENTRE:	112.0	134.7	130.2	120.7	120.8	10.5	12.4	13.5	130.0	120.5	14.5	1132.5	114./	130.2	1203.0
Wickes	£0.11	£0.32	£0.15	£0.22	£0.05	£0.09	£0.00	£0.00	£0.00	£0.16	£0.00	£0.8	£0.1	£0.2	£1.1
Dartford Heath Retail Park	£0.00	£1.52	£0.88	£1.56	£0.94	£0.71	£0.00	£0.54	£3.13	£1.75	£0.52	£4.9	£1.3	£5.4	£11.6
Homebase / Argos	£0.44	£1.17	£1.57	£1.36	£1.10	£0.00	£1.34	£0.69	£0.99	£1.64	£0.00	£5.7	£2.0	£2.6	£10.3
Asda, Crossways Boulevard	£1.11	£1.94	£0.72	£0.20	£5.31	£6.34	£7.07	£0.74	£1.47	£0.00	£1.19	£9.3	£14.1	£2.7	£26.1
SUB-TOTAL:	£1.11 £1.7	£1.94	£3.3	£0.20	£7.4	£0.54	£8.4	£0.74 £2.0	£1.47	£0.00 £3.6	£1.19 £1.7	£9.5 £20.7	£14.1 £17.5	£10.9	£20.1 £49.1
SOB-TOTAL:	±1./	£5.0	13.3	13.3	£7.4	±7.1	£8.4	£2.0	£5.0	13.0	±1./	£20.7	£17.5	£10.9	£49.1
BLUEWATER SHOPPING CENTRE:	£10.80	£17.36	£30.40	£33.96	£40.74	£27.54	£77.83	£37.01	£63.32	£42.71	£74.28	£133.3	£142.4	£180.3	£456.0
DISTRICT CENTRES:															
Hawley Road/Lowfield Street	£0.00	£0.19	£0.04	£0.08	£0.10	£0.00	£0.00	£0.00	£0.14	£0.00	£0.00	£0.4	£0.0	£0.1	£0.6
Temple Hill Square	£0.00	£0.69	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.7	£0.0	£0.0	£0.7
Dartford East	£0.02	£0.68	£0.29	£0.05	£0.57	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.6	£0.0	£0.0	£1.6
Dartford West	£0.00	£0.00	£1.57	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£1.6	£0.1	£0.0	£1.6
Longfield	£0.00	£0.09	£0.00	£0.20	£0.22	£0.00	£0.00	£3.70	£0.00	£0.50	£0.00	£0.5	£3.7	£0.5	£4.7
Swanscombe	£0.00	£0.00	£0.00	£0.00	£0.27	£1.66	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3	£1.7	£0.0	£1.9
SUB-TOTAL:	£0.0	£1.7	£1.9	£0.3	£1.2	£1.7	£0.0	£3.7	£0.1	£0.5	£0.0	£5.1	£5.4	£0.6	£11.1
NEIGHBOURHOOD CENTRES:	£0.00	£0.31	£0.03	£2.59	£0.54	£0.07	£0.00	£0.30	£0.00	£0.00	£0.00	£3.5	£0.4	£0.0	£3.8
OTHER PARADES, SHOPS AND STORES:															
Greenhithe Village Centre	£0.00	£0.00	£0.00	£0.52	£0.98	£0.27	£0.87	£0.17	£0.00	£0.24	£0.00	£1.5	£1.3	£0.2	£3.1
Ebbsfleet Centre	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.0	£0.0	£0.0	£0.0
All other Parades, Shops & Stores:	£0.00	£0.03	£0.40	£0.16	£0.05	£0.00	£0.00	£0.10	£0.00	£1.30	£0.00	£0.6	£0.1	£1.3	£2.0
SUB-TOTAL:	£0.0	£0.0	£0.4	£0.7	£1.0	£0.3	£0.9	£0.3	£0.0	£1.5	£0.0	£2.1	£1.4	£1.5	£5.1
MAJOR CENTRES/STORES OUTSIDE BOROUGH:															
Bexleyheath	£0.82	£1.37	£1.67	£2.80	£0.21	£0.00	£5.81	£0.32	£117.11	£2.88	£0.00	£6.9	£6.1	£120.0	£133.0
Bromley	£0.02	£0.00	£0.00	£0.15	£0.04	£0.22	£0.00	£0.12	£0.27	£2.52	£0.00	£0.2	£0.3	£2.8	£3.3
Crayford	£2.00	£8.73	£22.63	£12.77	£12.33	£2.54	£1.31	£4.04	£71.36	£9.64	£5.50	£58.5	£7.9	£86.5	£152.9
Erith	£0.00	£0.00	£0.29	£0.00	£0.00	£0.00	£0.00	£0.00	£31.06	£0.00	£0.27	£0.3	£0.0	£31.3	£31.6
Gravesend	£0.89	£1.24	£0.27	£0.32	£1.79	£11.86	£7.00	£9.78	£0.00	£0.54	£88.30	£4.5	£28.6	£88.8	£122.0
Northfleet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.27	£0.00	£0.21	£0.82	£0.00	£0.74	£0.0	£0.5	£1.6	£2.0
Orpington	£0.04	£0.18	£0.83	£2.80	£0.21	£0.43	£0.00	£0.59	£2.55	£15.64	£0.10	£4.1	£1.0	£18.3	£23.4
Swanley	£0.00	£0.27	£0.23	£2.10	£0.00	£0.00	£0.00	£0.00	£0.58	£27.98	£0.87	£2.6	£0.0	£29.4	£32.0
Lakeside	£2.33	£1.72	£4.17	£3.54	£3.95	£4.54	£5.85	£3.44	£19.21	£6.80	£8.05	£15.7	£13.8	£34.1	£63.6
All other Centres, Shops & Stores:	£0.95	£1.35	£2.69	£3.07	£3.00	£1.64	£20.51	£5.99	£33.08	£10.58	£11.71	£11.1	£28.1	£55.4	£94.6
SUB-TOTAL:	£7.0	£14.9	£32.8	£27.6	£21.5	£21.5	£40.5	£24.5	£276.0	£76.6	£115.5	£103.7	£86.5	£468.2	£658.4
TOTAL:	£32.1	£73.8	£107.0	£89.2	£99.2	£64.6	£130.0	£73.6	£375.9	£145.4	£196.4	£401.3	£268.2	£717.7	£1,387.2

TABLE 7: 2036 - ALL COMPARISON GOODS - MARKET SHARE ANALYSIS (£M) (2017 PRICES)

Exlcuding Special Forms of Trading

Exlcuding Special Forms of Trading															
TOTAL AVAILABLE EXPENDITURE (£M) (excl SFT)	£33.8	£76.0	£110.1	£91.8	£102.6	£66.6	£141.3	£75.8	£389.6	£150.2	£203.6	£414.4	£283.7	£743.4	£1,441.5
DARTFORD TOWN CENTRE:	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 12	1-5	6-8	9-11	TOTAL
All Town Centre Shops/Stores	£10.07	£24.14	£22.00	£12.37	£17.71	£4.78	£1.31	£3.23	£17.40	£11.40	£1.50	£86.3	£9.3	£30.3	£125.9
Orchards Shopping Centre	£0.69	£2.31	£4.07	£0.84	£0.31	£0.16	£0.00	£0.16	£3.80	£0.66	£1.30	£8.2	£0.3	£5.7	£14.2
Prospect Place	£1.35	£7.72	£10.43	£7.19	£8.02	£1.60	£1.31	£2.49	£7.55	£8.35	£2.34	£34.7	£5.4	£18.2	£58.4
-	£1.55 £1.16	£1.52	£10.43 £2.79	£0.91	£8.02 £1.66	£0.00	£0.00	£2.49 £0.21	£3.17	£0.55 £0.75	£0.00	£8.1	£0.2	£18.2 £3.9	£38.4 £12.2
Priory Shopping Centre SUB-TOTAL:	£1.16 £13.3	£1.52 £35.7	£2.79 £39.3	£0.91 £21.3	£1.00 £27.7	£0.00 £6.5	£0.00 £2.6	£0.21 £6.1	£3.17 £31.9	£0.75 £21.2	£0.00 £5.1	£137.3	£0.2 £15.2	£3.9 £58.2	£12.2 £210.7
DARTFORD OUT OF CENTRE:	115.5	135.7	139.5	121.5	127.7	10.5	12.0	10.1	131.9	121.2	13.1	1157.5	115.2	130.2	1210.7
	£0.11	£0.33	£0.15	£0.23	£0.05	£0.09	£0.00	£0.00	£0.00	£0.16	£0.00	£0.9	£0.1	£0.2	£1.1
Wickes Dartford Heath Retail Park	£0.11 £0.00	£0.33 £1.57	£0.15 £0.90	£0.23 £1.60	£0.05 £0.97	£0.09 £0.73	£0.00 £0.00	£0.00 £0.56	£0.00 £3.25	£0.16 £1.81	£0.00 £0.53	£0.9 £5.1	£0.1 £1.3	£0.2 £5.6	£1.1 £11.9
		£1.57 £1.21										£5.1 £5.8	£1.3 £2.2	£5.6 £2.7	£11.9 £10.7
Homebase / Argos	£0.46		£1.62	£1.40	£1.14	£0.00	£1.46	£0.71	£1.03	£1.70	£0.00				
Asda, Crossways Boulevard	£1.17	£2.00	£0.74	£0.20	£5.49	£6.54	£7.68	£0.76	£1.52	£0.00	£1.24	£9.6	£15.0	£2.8	£27.3
SUB-TOTAL:	£1.7	£5.1	£3.4	£3.4	£7.7	£7.4	£9.1	£2.0	£5.8	£3.7	£1.8	£21.4	£18.5	£11.2	£51.1
BLUEWATER SHOPPING CENTRE:	£11.38	£17.88	£31.28	£34.96	£42.16	£28.39	£84.61	£38.10	£65.62	£44.14	£76.98	£137.7	£151.1	£186.7	£475.5
DISTRICT CENTRES:															
Hawley Road/Lowfield Street	£0.00	£0.20	£0.04	£0.09	£0.11	£0.00	£0.00	£0.00	£0.15	£0.00	£0.00	£0.4	£0.0	£0.1	£0.6
Temple Hill Square	£0.00	£0.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£0.7	£0.0	£0.0	£0.7
Dartford East	£0.03	£0.70	£0.30	£0.05	£0.59	£0.00	£0.00	£0.00	£0.00	£0.00	£0.00	£1.7	£0.0	£0.0	£1.7
Dartford West	£0.00	£0.00	£1.62	£0.00	£0.00	£0.05	£0.00	£0.00	£0.00	£0.00	£0.00	£1.6	£0.1	£0.0	£1.7
Longfield	£0.00	£0.09	£0.00	£0.20	£0.23	£0.00	£0.00	£3.81	£0.00	£0.51	£0.00	£0.5	£3.8	£0.5	£4.8
Swanscombe	£0.00	£0.00	£0.00	£0.00	£0.28	£1.71	£0.00	£0.00	£0.00	£0.00	£0.00	£0.3	£1.7	£0.0	£2.0
SUB-TOTAL:	£0.0	£1.7	£2.0	£0.3	£1.2	£1.8	£0.0	£3.8	£0.1	£0.5	£0.0	£5.2	£5.6	£0.7	£11.5
NEIGHBOURHOOD CENTRES:	£0.00	£0.32	£0.03	£2.66	£0.56	£0.07	£0.00	£0.31	£0.00	£0.00	£0.00	£3.6	£0.4	£0.0	£4.0
OTHER PARADES, SHOPS AND STORES:															
Greenhithe Village Centre	£0.00	£0.00	£0.00	£0.54	£1.01	£0.28	£0.95	£0.18	£0.00	£0.25	£0.00	£1.5	£1.4	£0.2	£3.2
Ebbsfleet Centre	£0.00 £0.00	£0.00	£0.00 £0.00	£0.54 £0.00	£0.00	£0.28 £0.00	£0.95 £0.00	£0.18 £0.00	£0.00 £0.00	£0.25 £0.00	£0.00 £0.00	£1.5 £0.0	£1.4 £0.0	£0.2 £0.0	£0.0
		£0.00 £0.03	£0.00 £0.41	£0.00 £0.17	£0.00 £0.05	£0.00 £0.00	£0.00 £0.00				£0.00 £0.00	£0.0 £0.7	£0.0 £0.1	£0.0 £1.3	£0.0 £2.1
All other Parades, Shops & Stores: SUB-TOTAL:	£0.00 £0.0	£0.05	£0.41 £0.4	£0.17	£0.05	£0.00	£0.00 £0.9	£0.10 £0.3	£0.00 £0.0	£1.34 £1.6	£0.00	£0.7	£0.1 £1.5	£1.5 £1.6	£5.3
	2010	2010	2011	2007		2010	2010	2010	2010	2210	2010			2210	2010
MAJOR CENTRES/STORES OUTSIDE BOROUGH:															
Bexleyheath	£0.87	£1.41	£1.71	£2.89	£0.21	£0.00	£6.32	£0.33	£121.37	£2.98	£0.00	£7.1	£6.6	£124.3	£138.1
Bromley	£0.00	£0.00	£0.00	£0.15	£0.04	£0.22	£0.00	£0.13	£0.28	£2.61	£0.00	£0.2	£0.4	£2.9	£3.4
Crayford	£2.11	£8.99	£23.29	£13.15	£12.76	£2.62	£1.43	£4.16	£73.96	£9.97	£5.70	£60.3	£8.2	£89.6	£158.1
Erith	£0.00	£0.00	£0.30	£0.00	£0.00	£0.00	£0.00	£0.00	£32.19	£0.00	£0.28	£0.3	£0.0	£32.5	£32.8
Gravesend	£0.94	£1.28	£0.28	£0.33	£1.85	£12.22	£7.61	£10.07	£0.00	£0.56	£91.50	£4.7	£29.9	£92.1	£126.6
Northfleet	£0.00	£0.00	£0.00	£0.00	£0.00	£0.28	£0.00	£0.22	£0.85	£0.00	£0.77	£0.0	£0.5	£1.6	£2.1
Orpington	£0.04	£0.19	£0.85	£2.88	£0.21	£0.44	£0.00	£0.60	£2.64	£16.16	£0.11	£4.2	£1.0	£18.9	£24.1
Swanley	£0.00	£0.28	£0.23	£2.16	£0.00	£0.00	£0.00	£0.00	£0.60	£28.91	£0.90	£2.7	£0.0	£30.4	£33.1
Lakeside	£2.45	£1.77	£4.29	£3.65	£4.08	£4.68	£6.36	£3.54	£19.91	£7.03	£8.35	£16.2	£14.6	£35.3	£66.1
All other Centres, Shops & Stores:	£1.00	£1.39	£2.77	£3.16	£3.11	£1.70	£22.29	£6.16	£34.29	£10.94	£12.13	£11.4	£30.2	£57.4	£98.9
SUB-TOTAL:	£7.4	£15.3	£33.7	£28.4	£22.3	£22.2	£44.0	£25.2	£286.1	£79.1	£119.7	£107.1	£91.4	£485.0	£683.4
TOTAL:	£33.8	£76.0	£110.1	£91.8	£102.6	£66.6	£141.3	£75.8	£389.6	£150.2	£203.6	£414.4	£283.7	£743.4	£1,441.5
	19940	1/0.0	1110.1	191.0	1.102.0	-100.0	1141.5	1/3.8	138910	1130.2	120510	101070	1203./	1745.4	11,441.3

	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	£86.7	£93.3	£94.0	£97.5	£101.4	£102.1
BLUEWATER:	£14.6	£15.9	£17.2	£19.2	£21.3	£21.7
DISTRICT CENTRES:						
Hawley Road/Lowfield Street	£1.8	£1.9	£1.8	£1.8	£1.8	£1.8
Temple Hill Square	£1.6	£1.7	£1.7	£1.8	£1.8	£1.9
Dartford East	£2.4	£2.5	£2.5	£2.5	£2.6	£2.6
Dartford West	£2.2	£2.5	£2.7	£3.0	£3.4	£3.4
Longfield	£11.6	£12.3	£11.7	£11.8	£12.0	£12.0
Swanscombe	£1.8	£2.1	£2.6	£3.1	£3.6	£3.7
NEIGHBOURHOOD CENTRES:	£13.8	£14.9	£15.3	£16.5	£17.8	£18.0
OTHER SMALLER STORES IN BOROUGH:	£4.1	£4.8	£6.5	£8.2	£9.9	£10.2
ALL OUT OF CENTRE STORES IN BOROUGH:	£43.4	£47.2	£50.2	£54.5	£59.1	£59.9
TOTAL EXPENDITURE RETAINED BY BOROUGH'S CENTRES/STORES:	£183.9	£199.0	£206.1	£219.8	£234.6	£237.4
TOTAL AVAILABLE EXPENDITURE:	£560.2	£603.5	£612.0	£648.2	£686.9	£694.2
TOTAL RETENTION LEVEL (%)	33%	33%	34%	34%	34%	34%

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

Notes:

Notes:

Total expenditure allocated to main centres, stores and floorspace based on household survey results. Assume constant market shares over forecast period.

TABLE 2: ALL CONVENIENCE GOODS FLOORSPACE IN DARTFORD BOROUGH - TOTAL TURNOVER

	Estimated 'Inflow'	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	5%	£91.3	£98.2	£98.9	£102.6	£106.7	£107.5
BLUEWATER:	70%	£48.6	£53.1	£57.4	£64.1	£71.0	£72.4
DISTRICT CENTRES:							
Hawley Road/Lowfield Street	2%	£1.8	£1.9	£1.8	£1.8	£1.9	£1.9
Temple Hill Square	2%	£1.6	£1.7	£1.8	£1.8	£1.9	£1.9
Dartford East	2%	£2.4	£2.6	£2.5	£2.6	£2.7	£2.7
Dartford West	2%	£2.3	£2.5	£2.7	£3.1	£3.4	£3.5
Longfield	50%	£23.1	£24.6	£23.4	£23.6	£23.9	£24.0
Swanscombe	15%	£2.1	£2.4	£3.0	£3.6	£4.2	£4.3
NEIGHBOURHOOD CENTRES:	0%	£13.8	£14.9	£15.3	£16.5	£17.8	£18.0
OTHER SMALLER STORES IN BOROUGH:	0%	£4.1	£4.8	£6.5	£8.2	£9.9	£10.2
ALL OUT OF CENTRE STORES IN BOROUGH:	15%	£51.1	£55.6	£59.0	£64.1	£69.5	£70.5
TOTAL ESTIMATED TURNOVER OF ALL CENTRES/FLOORS	PACE	£242.2	£262.3	£272.4	£292.0	£312.8	£316.8

Including 'Inflow' from outside Study Area

Estimated 'inflow' (or trade draw) from outside the defined study area is based on informed judgements by LSH that take account of range of factors including: (ii) location; (ii) existing critical mass and attraction of retail offer compared with competing centres and shopping locations/stores; and (iii) estimates of the level of retail spend likely to be generated by commuter (those working in centres, but living outside the study area), visitors and tourists; (iv) reference to other research and evidence-based documents, including previous retail and town centre studies prepared for the Council.

TABLE 3: DARTFORD BOROUGH - CONVENIENCE GOODS CAPACITY - EXCLUDING RETAIL FLOORSPACE COMMITMENTS Constant Market Share Approach Constant Market Share Approach

		2020	2025	2030	2035	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£262.3	£272.4	£292.0	£312.8	£316.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$:	£262.3	£253.7	£257.5	£261.4	£262.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (fm):	-	£18.7	£34.4	£51.4	£54.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£18.7	£34.4	£51.4	£54.6
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£9,673	£9,819	£9,967	£10,118
	(ii) Net Floorspace Capacity (sq m):	-	1,934	3,507	5,159	5,401
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2,763	5,010	7,370	7,716

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 Borough'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* 17 (February 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.
- STEPS 4/5: Retail commitments have not been factored into the retail capacity.
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on an average sales performance for the 'top 6' grocers (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and other supermarket and Limited Assortment Discount (LAD) operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

Excluding SFT & 'Inflow' from outside Study Area

	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	£139.3	£120.5	£149.9	£173.8	£203.8	£210.7
BLUEWATER	£264.8	£231.9	£304.2	£371.5	£456.0	£475.5
DISTRICT CENTRES:						
Hawley Road/Lowfield Street	£0.4	£0.3	£0.4	£0.5	£0.6	£0.6
Temple Hill Square	£0.5	£0.4	£0.5	£0.6	£0.7	£0.7
Dartford East	£1.2	£1.0	£1.2	£1.4	£1.6	£1.7
Dartford West	£1.2	£1.1	£1.3	£1.4	£1.6	£1.7
Longfield	£3.5	£3.0	£3.6	£4.1	£4.7	£4.8
Swanscombe	£1.3	£1.2	£1.5	£1.7	£1.9	£2.0
NEIGHBOURHOOD CENTRES:	£2.9	£2.5	£2.9	£3.3	£3.8	£4.0
OTHER PARADES / STORES:	£3.0	£2.7	£3.4	£4.2	£5.1	£5.3
ALL OUT OF CENTRE FLOORSPACE IN BOROUGH:	£28.4	£24.9	£32.9	£40.1	£49.1	£51.1
TOTAL EXPENDITURE RETAINED BY BOROUGH'S CENTRES/STORES:	£446.6	£389.5	£501.8	£602.5	£728.8	£758.0
TOTAL AVAILABLE EXPENDITURE:	£867.8	£755.3	£964.5	£1,152.3	£1,387.2	£1,441.5
TOTAL RETENTION LEVEL (%)	51%	52%	52%	52%	53%	53%

Notes: Total expenditure allocated to main centres, stores and floorspace based on household survey results. Assume constant market shares over forecast period.

TABLE 2: ALL COMPARISON GOODS - TOTAL TURNOVER

Including 'Inflow' from outside Study Area

	Estimated 'Inflow ⁽¹⁾	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	10%	£154.8	£133.9	£166.5	£193.1	£226.4	£234.1
BLUEWATER	70%	£882.8	£773.0	£1,014.1	£1,238.3	£1,519.8	£1,585.0
DISTRICT CENTRES:							
Hawley Road/Lowfield Street	5%	£0.4	£0.4	£0.4	£0.5	£0.6	£0.6
Temple Hill Square	5%	£0.5	£0.5	£0.6	£0.6	£0.7	£0.7
Dartford East	5%	£1.2	£1.1	£1.3	£1.5	£1.7	£1.8
Dartford West	5%	£1.3	£1.1	£1.3	£1.5	£1.7	£1.8
Longfield	35%	£5.4	£4.6	£5.5	£6.3	£7.2	£7.5
Swanscombe	15%	£1.6	£1.4	£1.7	£2.0	£2.3	£2.3
NEIGHBOURHOOD CENTRES:	0%	£2.9	£2.5	£2.9	£3.3	£3.8	£4.0
OTHER PARADES / STORES:	0%	£3.0	£2.7	£3.4	£4.2	£5.1	£5.3
ALL OUT OF CENTRE FLOORSPACE IN BOROUGH:	15%	£33.4	£29.3	£38.7	£47.1	£57.7	£60.2
TOTAL ESTIMATED TURNOVER OF ALL CENTRES/FLOORSPA	CE	£1,087.3	£950.3	£1,236.5	£1,498.4	£1,827.1	£1,903.2

Notes: Estimated 'inflow' (or trade draw) from outside the defined study area is based on informed judgements by LSH that take account of range of factors including: (i) location; (ii) existing critical mass and attraction of retail offer compared with competing centres and shopping locations/stores; and (iii) estimates of the level of retail spend likely to be generated by commuter (those working in centres, but living outside the study area), visitors and tourists; (iv) reference to other research and evidence-based documents, including previous retail and town centre studies prepared for the Council.

TABLE 3: DARTFORD BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT - EXCLUDING RETAIL FLOORSPACE COMMITMENTS

	Constant Market Share Approach					
		2020	2025	2030	2035	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (fm):	£950.3	£1,236.5	£1,498.4	£1,827.1	£1,903.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$:	£950.3	£1,194.8	£1,381.0	£1,593.2	£1,639.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£41.7	£117.4	£233.8	£263.7
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£41.7	£117.4	£233.8	£263.7
STEP 5: STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m): CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:	-	£41.7	£117.4	£233.8	£263.7
		- £6,000	£41.7 £7,543	£117.4 £8,719	£233.8 £10,059	£263.7 £10,351
	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):		£7,543	£8,719	£10,059	£10,351

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 District's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the surveyderived '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 17* (February 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.

- STEPS 4/5: This retail capacity scenario does not take account of retail commitments
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed average sales performance for new modern comparison goods floorspace trading in prime shopping locations

Exclading of the inflow from outside study fired						
	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	£89.2	£97.4	£98.1	£102.1	£106.5	£107.3
BLUEWATER:	£15.0	£16.6	£18.0	£20.2	£22.4	£22.8
DISTRICT CENTRES:						
Hawley Road/Lowfield Street	£1.8	£2.0	£1.9	£1.9	£1.9	£1.9
Temple Hill Square	£1.6	£1.8	£1.8	£1.9	£1.9	£1.9
Dartford East	£2.4	£2.7	£2.6	£2.7	£2.7	£2.8
Dartford West	£2.3	£2.6	£2.8	£3.1	£3.5	£3.6
Longfield	£11.9	£12.8	£12.2	£12.4	£12.6	£12.6
Swanscombe	£1.9	£2.1	£2.7	£3.2	£3.8	£3.9
NEIGHBOURHOOD CENTRES:	£14.2	£15.6	£16.0	£17.3	£18.6	£18.9
OTHER SMALLER STORES IN BOROUGH:	£4.2	£5.0	£6.8	£8.6	£10.4	£10.7
ALL OUT OF CENTRE STORES IN BOROUGH:	£44.7	£49.3	£52.4	£57.1	£62.0	£63.0
TOTAL EXPENDITURE RETAINED BY BOROUGH'S CENTRES/STORES:	£189.2	£207.8	£215.1	£230.4	£246.3	£249.5
TOTAL AVAILABLE EXPENDITURE:	£576.4	£630.2	£638.6	£679.2	£721.4	£729.6
TOTAL RETENTION LEVEL (%)	33%	33%	34%	34%	34%	34%

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

Notes:

Total expenditure allocated to main centres, stores and floorspace based on household survey results. Assume constant market shares over forecast period.

TABLE 2: ALL CONVENIENCE GOODS FLOORSPACE IN DARTFORD BOROUGH - TOTAL TURNOVER

	Estimated 'Inflow'	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	5%	£93.9	£102.5	£103.2	£107.5	£112.1	£112.9
BLUEWATER:	70%	£50.0	£55.5	£59.9	£67.2	£74.6	£76.1
DISTRICT CENTRES:							
Hawley Road/Lowfield Street	2%	£1.9	£2.0	£1.9	£1.9	£1.9	£2.0
Temple Hill Square	2%	£1.7	£1.8	£1.8	£1.9	£2.0	£2.0
Dartford East	2%	£2.5	£2.7	£2.6	£2.7	£2.8	£2.8
Dartford West	2%	£2.4	£2.6	£2.8	£3.2	£3.6	£3.7
Longfield	50%	£23.8	£25.7	£24.4	£24.7	£25.1	£25.2
Swanscombe	15%	£2.2	£2.5	£3.1	£3.8	£4.4	£4.6
NEIGHBOURHOOD CENTRES:	0%	£14.2	£15.6	£16.0	£17.3	£18.6	£18.9
OTHER SMALLER STORES IN BOROUGH:	0%	£4.2	£5.0	£6.8	£8.6	£10.4	£10.7
ALL OUT OF CENTRE STORES IN BOROUGH:	15%	£52.5	£58.0	£61.6	£67.2	£73.0	£74.1
TOTAL ESTIMATED TURNOVER OF ALL CENTRES/FLOOI	RSPACE	£249.2	£273.9	£284.3	£306.0	£328.6	£333.0

Including 'Inflow' from outside Study Area

Notes: Estimated 'inflow' (or trade draw) from outside the defined study area is based on informed judgements by LSH that take account of range of factors including: (i) location; (ii) existing critical mass and attraction of retail offer compared with competing centres and shopping locations/stores; and (iii) estimates of the level of retail spend likely to be generated by commuter (those working in centres, but living outside the study area), visitors and tourists; (iv) reference to other research and evidence-based documents, including previous retail and town centre studies prepared for the Council.

TABLE 3: DARTFORD BOROUGH - CONVENIENCE GOODS CAPACITY - EXCLUDING RETAIL FLOORSPACE COMMITMENTS Constant Market Share Approach Constant Market Share Approach

		2020	2025	2030	2035	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£273.9	£284.3	£306.0	£328.6	£333.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$:	£273.9	£264.9	£268.9	£273.0	£273.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£19.3	£37.1	£55.6	£59.2
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	£19.3	£37.1	£55.6	£59.2
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£9,673	£9,819	£9,967	£10,118
	(ii) Net Floorspace Capacity (sq m):	-	1,999	3,774	5,577	5,853
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2,855	5,391	7,967	8,361

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 Borough'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.
- STEPS 4/5: Retail commitments have not been factored into the retail capacity.
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on an average sales performance for the 'top 6' grocers (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and other supermarket and Limited Assortment Discount (LAD) operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

Excluding SFT & 'Inflow' from outside Study Area

	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	£144.3	£126.5	£158.0	£184.5	£217.1	£224.5
BLUEWATER	£274.3	£243.4	£320.8	£394.4	£485.7	£506.7
DISTRICT CENTRES:						
Hawley Road/Lowfield Street	£0.4	£0.4	£0.4	£0.5	£0.6	£0.6
Temple Hill Square	£0.5	£0.5	£0.6	£0.6	£0.7	£0.8
Dartford East	£1.2	£1.1	£1.3	£1.5	£1.7	£1.8
Dartford West	£1.3	£1.1	£1.3	£1.5	£1.7	£1.8
Longfield	£3.6	£3.2	£3.8	£4.3	£5.0	£5.2
Swanscombe	£1.4	£1.2	£1.5	£1.8	£2.1	£2.1
NEIGHBOURHOOD CENTRES:	£3.0	£2.6	£3.1	£3.5	£4.1	£4.2
OTHER PARADES / STORES:	£3.1	£2.8	£3.6	£4.4	£5.4	£5.6
ALL OUT OF CENTRE FLOORSPACE IN BOROUGH:	£29.4	£26.1	£34.7	£42.5	£52.3	£54.5
TOTAL EXPENDITURE RETAINED BY BOROUGH'S CENTRES/STORES:	£462.6	£408.8	£529.2	£639.6	£776.4	£807.8
TOTAL AVAILABLE EXPENDITURE:	£898.8	£792.8	£1,017.1	£1,223.2	£1,477.8	£1,536.1
TOTAL RETENTION LEVEL (%)	51%	52%	52%	52%	53%	53%

Notes: Total expenditure allocated to main centres, stores and floorspace based on household survey results. Assume constant market shares over forecast period.

TABLE 2: ALL COMPARISON GOODS - TOTAL TURNOVER

Including 'Inflow' from outside Study Area

	Estimated 'Inflow ⁽¹⁾	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	10%	£160.3	£140.6	£175.6	£205.0	£241.2	£249.5
BLUEWATER	70%	£914.3	£811.4	£1,069.4	£1,314.5	£1,619.1	£1,689.1
DISTRICT CENTRES:							
Hawley Road/Lowfield Street	5%	£0.4	£0.4	£0.5	£0.5	£0.6	£0.6
Temple Hill Square	5%	£0.6	£0.5	£0.6	£0.7	£0.8	£0.8
Dartford East	5%	£1.3	£1.1	£1.3	£1.6	£1.8	£1.9
Dartford West	5%	£1.3	£1.2	£1.4	£1.6	£1.8	£1.9
Longfield	35%	£5.6	£4.9	£5.8	£6.7	£7.7	£7.9
Swanscombe	15%	£1.6	£1.4	£1.8	£2.1	£2.4	£2.5
NEIGHBOURHOOD CENTRES:	0%	£3.0	£2.6	£3.1	£3.5	£4.1	£4.2
OTHER PARADES / STORES:	0%	£3.1	£2.8	£3.6	£4.4	£5.4	£5.6
ALL OUT OF CENTRE FLOORSPACE IN BOROUGH:	15%	£34.6	£30.8	£40.8	£50.0	£61.5	£64.1
TOTAL ESTIMATED TURNOVER OF ALL CENTRES/FLOORSPA	£1,126.2	£997.5	£1,303.9	£1,590.6	£1,946.5	£2,028.1	

Notes: Estimated 'inflow' (or trade draw) from outside the defined study area is based on informed judgements by LSH that take account of range of factors including: (i) location; (ii) existing critical mass and attraction of retail offer compared with competing centres and shopping locations/stores; and (iii) estimates of the level of retail spend likely to be generated by commuter (those working in centres, but living outside the study area), visitors and tourists; (iv) reference to other research and evidence-based documents, including previous retail and town centre studies prepared for the Council.

TABLE 3: DARTFORD BOROUGH - COMPARISON GOODS CAPACITY ASSESSMENT - EXCLUDING RETAIL FLOORSPACE COMMITMENTS

	Constant Market Share Approach					
		2020	2025	2030	2035	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£997.5	£1,303.9	£1,590.6	£1,946.5	£2,028.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (fm) $^{(1)}$	£997.5	£1,254.1	£1,449.6	£1,672.3	£1,720.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (fm):	-	£49.8	£141.0	£274.1	£307.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£0.0	£0.0	£0.0	£0.0
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):		£49.8	£141.0	£274.1	£307.3
			145.0	1141.0	12/4.1	1507.5
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:		145.0	1141.0	12/4.1	1307.5
STEP 6:		£6,000	£7,543	£8,719	£10,059	£10,351
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:	£6,000 -				
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000 -	£7,543	£8,719	£10,059	£10,351

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 District's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the surveyderived '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.

- STEPS 4/5: This retail capacity scenario does not take account of retail commitments
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed average sales performance for new modern comparison goods floorspace trading in prime shopping locations

DARTFORD BOROUGH: PLANNED/COMMITTED RETAIL FLOORSPACE (@ June 2020)

TABLE 1: DARTFORD TOWN CENTRE - LOWFIELD STREET (COPPERHOUSE GREEN)

PLANNING REFERENCE:	TOTAL PERMITTED COMMERCIAL FLOORSPACE (gross	FLOORSPACE TO BE IMPLEMENTED		Sales Density 2020		FORECAST TURNOVER OF NEW CLASS A1 RETAIL FLOORSPACE (£m)						
16/01919/FUL	sqm)	Gross Sqm	Net Sqm	(£ per sqm)		2020	2025	2030	2035	2036		
CONVENIENCE GOODS		292	234	£10,000		£2.3	£2.3	£2.3	£2.3	£2.3		
COMPARISON GOODS		336	269	£6,000		£1.6	£2.0	£2.3	£2.7	£2.8		
TOTAL NEW CLASS A1 RETAIL TO BE IMPLEMENTED:	932	626	438			£3.9	£4.3	£4.6	£5.0	£5.1		

Notes: The Council approved the application (ref: 16/01919/FUL) in September 2017 for:

1. Detailed permission for the demolition of existing buildings, refurbishment of No. 26 Lowfield Street and the construction of 188 dwellings, Class A retail units, office, café/micro-brewery, car parking, new internal access roads and associated works; and

2. Outline permission, with all matters reserved (except access) for the demolition of existing buildings and the erection of up to 360 dwellings and flexibility for Class A1-A3 uses and Class D1 (non-residential institutions) fronting Lowfield Street..

The illustrative (ground floor) masterplan for the permitted scheme shows the potential for four Class A1 retail units with a total GEA of 626 sqm and frontage on to Lowfield Street. The four retail units (Block D) have the following floor areas: 107 sqm, 144 sqm, 192 sqm and 185 sqm. There is also permission for two food and beverage units (Class A3) with a gross area of 142 sqm and 164 sqm respectively.

For the purpose of this assessment it has been assumed that the Class A1 retail will be split between convenience and comparison goods retailing. With 292 sqm (185 sqm + 107 sqm units) for convenience sales and 336 sqm (192 sqm + 144 sqm) for comparison sales. A net/gross ratio of 80% has been applied to the gross floor areas to derive the sales areas.

Table 2: NORTHERN GATEWAY (MILL POND) - DARTFORD TOWN CENTRE

PLANNING REFERENCE:	TOTAL PERMITTED COMMERCIAL FLOORSPACE		IATED RETAIL RSPACE	Sales Density 2020		FORECAST TURNOVER OF RETAIL FLOORSPACE (£m)						
15/00625/REM	(gross sqm)	Gross Sqm	Net Sqm	(£ per sqm)		2020	2025	2030	2035	2036		
CONVENIENCE GOODS		267	214	£10,000		£2.1	£2.1	£2.1	£2.1	£2.1		
COMPARISON GOODS		267	214	£6,000		£1.3	£1.6	£1.9	£2.2	£2.2		
TOTAL NEW RETAIL FLOORSPACE:	2,582	535	428			£3.4	£3.7	£4.0	£4.3	£4.4		

Notes: The Council approved the reserved matters application (ref: 15/00625/REM) in December 2015 (pursuant to condition 1 of outline planning permission DA/15/00519/VCON) for 154 one-bed, 192 two-bed and 54 three-bed apartments (400 units in total). The permission also allowed for 2,582 sqm of non-residential uses comprising office uses (Class B1); retail, financial and professional services, restaurant, café and drinking establishment uses (Class A1/A2/A3/A4); and non-residential institutions/community and assembly and leisure uses (Class D1/D2). The permission also allowed for 359 car parking spaces and cycle parking.

The Council has confirmed that some 400 sqm of Class A1 retail floorspace has since been built out to accommodate the Co-op store, along with a further 400 sqm for a gym (Class D2). This leaves a residual of 1,782 sqm with permission for a mix of Class A1-A4 and B1 uses.

For the purpose of the economic capacity assessment it is assumed that Class A1 retailing will account for approximately 30% (535 sqm gross) of the residual Class A1-A4/B1 space with permission. It is assumed that 50% of the Class A1 space will be set aside for the sale of convenience goods and 50% for comparison goods. A net/gross ratio of 80% has been applied to the gross floorspace to derive the net sales area.

DARTFORD BOROUGH: PLANNED/COMMITTED RETAIL FLOORSPACE

Table 3: Ebbsfleet Central - Total estimated new retail floorspace, phasing, mix and forecast turnover

		TOTAL ESTIN FLOOF	Sales Density 2020	
	Gross Sqm	Net Sqm	(£ per sqm)	
CONVENIENCE GOODS				
2025-2031		3,552	2,487	£10,000
2031-2035		1,386	970	£10,000
2035-2036		543	380	£10,000
	TOTAL:	5,481	3,837	

FORECAST TURNOVER OF RETAIL FLOORSPACE (£m)									
2020	2025 2030 2035								
-	£24.1	£24.4	£24.8	£24.9					
-	-	-	£9.7	£9.7					
-	-	-	-	£3.8					
£0.0	£24.1	£24.4	£34.5	£38.4					

COMPARISON GOODS			
2025-2031	1,522	1,142	£6,000
2031-2035	3,235	2,426	£6,000
2035-2036	543	407	£6,000
TOTAL:	5,300	3,975	
TOTAL NEW RETAIL FLOORSPACE:	10,781	7,812	

-	£8.6	£10.0	£11.5	£11.8
-	-	-	£24.4	£25.1
-	-	-	-	£4.2
£0.0	£8.6	£10.0	£35.9	£41.1
£0.0	£32.7	£34.4	£70.3	£79.5

Table 4: Eastern Quarry - Total estimated new retail floorspace, phasing, mix and forecast turnover

		IATED RETAIL ISPACE	Sales Density 2020
	Gross Sqm	Net Sqm	(£ per sqm)
EASTERN VILLAGE - CASTLE HILL			
CONVENIENCE GOODS:	424	297	£10,000
COMPARISON GOODS:	151	113	£6,000
TOTAL:	575	410	
CENTRAL VILLAGE - ALKERDEN			
CONVENIENCE GOODS:	1,800	1,260	£10,000
COMPARISON GOODS:	1,975	1,481	£6,000
TOTAL:	3,775	2,741	
WESTERN VILLAGE - WESTERN CROSS/ASHMERE (3)			
CONVENIENCE GOODS:	1,050	735	£10,000
COMPARISON GOODS:	450	338	£6,000
TOTAL:	1,500	1,073	
TOTAL NEW RETAIL FLOORSPACE:	5,850	4,224	

F	FORECAST TURNOVER OF RETAIL FLOORSPACE (£m)									
2020	2025	2030	2035	2036						
£0.0	£0.0	£2.9	£3.0	£3.0						
£0.0	£0.0	£1.0	£1.1	£1.2						
£0.0	£0.0	£3.9	£4.1	£4.1						
£0.0	£0.0	£12.4	£12.6	£12.6						
£0.0	£0.0	£12.9	£14.9	£15.3						
£0.0	£0.0	£25.3	£27.5	£27.9						
£0.0	£0.0	£7.2	£7.3	£7.3						
£0.0	£0.0	£2.9	£3.4	£3.5						
£0.0	£0.0	£10.2	£10.7	£10.8						
£0.0	£0.0	£39.3	£42.3	£42.9						

DARTFORD BOROUGH: PLANNED/COMMITTED RETAIL FLOORSPACE

Table 5: BLUEWATER SHOPPING CENTRE - WEST VILLAGE

PLANNING REFERENCE:	TOTAL PERMITTED COMMERCIAL FLOORSPACE		IATED RETAIL RSPACE	2020		FORECAST TURNOVER OF RETAIL FLOORSPACE (£m)						
DA/12/01464/OUT & 16/01207/OUT	(gross sqm)	Gross Sqm	Net Sqm	(£ per sqm)		2020	2025	2030	2035	2036		
TOTAL MAX NEW CLASS A1 RETAIL FLOORSPACE PERMITTED:	28,500											
CONVENIENCE GOODS	285	285	200	£10,000		£2.0	£1.9	£2.0	£2.0	£2.0		
COMPARISON GOODS	28,215	23,948	16,764	£6,000		£100.6	£126.5	£146.2	£168.6	£173.5		
TOTAL MAX NEW CLASS A3-A5 FLOORSPACE PERMITTED:	2,500											
TOTAL NEW RETAIL FLOORSPACE:	30,000	24,233	16,963			£102.6	£128.4	£148.1	£170.6	£175.5		

Notes: The outline application (ref: 16/01207/OUT) was granted in June 2017 and allows for extensions/alterations to the West Village area of Bluewater. The permission allows for up to 30,000 sqm Gross External Area (GEA) of new Class A1-A5 floorspace (under condition 30). This superseded the consent granted in 2013 for the West Village extension (ref: DA/12/01464/OUT), which allowed for up to 30,500 sqm.

The permission was subject to conditions to limit the Class A1 comparison goods floorspace to a maximum of 28,500 sqm (condition 32) and a max of 2,500 sqm for Class A3-A5 uses (condition 33). Under condition 31 Class A1 convenience goods retail is restricted to 1% of the net additional floorspace permitted; in other words the permission does not allow for the bulk of the floorspace to be taken up by a large food superstore.

Based on the Retail Impact Assessment (RIA) prepared by Quod in October 2016 on behalf of Blueco Limited and Bluewater Outer Area Limited ("the Applicants") and the independent appraisal carried out by Carter Jonas ('CJ') in January 2017, the net sales area and turnover of the new floorspace was agreed as follows:

1. Assuming that the maximum permitted Class A1 comparison goods floorspace of 28,500 sqm gross will be developed out, it was assumed by Quod (and accepted by CJ) that this would be equivalent to a net sales area of 19,950 sqm. This is based on an assumed net/gross ratio of 70%.

2. Quod assumed an average sales density of £8,645 per sqm, which was equivalent to a total 'benchmark' comparison goods turnover of £172.46m. CJ accepted that this turnover assumption was reasonable at the time of their appraisal.

The Council has confirmed that some 4,267 sqm gross of Class A1 retail floorspace has been built out to date. This leaves a residual 24,233 sqm gross of Class A1 retail floorspace with permission (out of the total max Class A1 allowed under Condition 32 of 28,500 sqm gross) that had not been implemented at the time of preparing this assessment.

Applying a net/gross ratio of 70% to the residual 24,233 sqm gross of Class A1 retail floorspace results in a total residual sales area of circa 16,963 sqm gross that is still to be implemented. It is assumed that circa 285 sqm gross (i.e. 1% of the total max Class A1 permitted floorspace of 28,500 sqm) can be set aside for convenience goods retailing under Condition 31 of the permission.

PLANNING REFERENCE:	TOTAL PERMITTED COMMERCIAL FLOORSPACE		IATED RETAIL RSPACE	Sales Density 2020		FORECAST TURNOVER OF RETAIL FLOORSPACE (£m)					
DA/09/01473/VCON & 17/00493/REM	(gross sqm)	Gross Sqm	Net Sqm	(£ per sqm)	2020	2025	2030	2035	2036		
CONVENIENCE GOODS		91	73	£10,000		£0.7	£0.7	£0.7	£0.7	£0.7	
COMPARISON GOODS				£6,000		£0.0	£0.0	£0.0	£0.0	£0.0	
TOTAL NEW RETAIL FLOORSPACE:	207	91	73			£0.7	£0.7	£0.7	£0.7	£0.7	

Table 6: OUT-OF-CENTRE COMMITMENTS - GALLEON BOULEVARD (CROSSWAYS BUSINESS PARK), DARTFORD

Notes: The Council approved the reserved matters application (ref: 17/00493/REM) in June 2017 (pursuant to permission DA/09/01473/VCON) for erection of a 3-storey mixed use development comprising a Class A1 retail unit (91 sqm GIA), a Class A1/A3 coffee shop (116 sqm GIA), and Class B1 office units to the upper floors.

For the purpose of the economic capacity assessment it is assumed that the Class A1 floorspace (91 sqm gross) will be for convenenience goods retailing only. A net/gross ratio of 80% has been applied to the gross floorspace to derive the net sales area.

TABLE 1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON (CONSTANT) MARKET SHARE ANALYSIS (£m)

Excluding SFT & 'Inflow' from outside Study Area

	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	£86.7	£93.3	£94.0	£97.5	£101.4	£102.1
BLUEWATER:	£14.6	£15.9	£17.2	£19.2	£21.3	£21.7
DISTRICT CENTRES:						
Hawley Road/Lowfield Street	£1.8	£1.9	£1.8	£1.8	£1.8	£1.8
Temple Hill Square	£1.6	£1.7	£1.7	£1.8	£1.8	£1.9
Dartford East	£2.4	£2.5	£2.5	£2.5	£2.6	£2.6
Dartford West	£2.2	£2.5	£2.7	£3.0	£3.4	£3.4
Longfield	£11.6	£12.3	£11.7	£11.8	£12.0	£12.0
Swanscombe	£1.8	£2.1	£2.6	£3.1	£3.6	£3.7
NEIGHBOURHOOD CENTRES:	£13.8	£14.9	£15.3	£16.5	£17.8	£18.0
OTHER SMALLER STORES IN BOROUGH:	£4.1	£4.8	£6.5	£8.2	£9.9	£10.2
ALL OUT OF CENTRE STORES IN BOROUGH:	£43.4	£47.2	£50.2	£54.5	£59.1	£59.9
TOTAL EXPENDITURE RETAINED BY BOROUGH'S CENTRES/STORES:	£183.9	£199.0	£206.1	£219.8	£234.6	£237.4
TOTAL AVAILABLE EXPENDITURE:	£560.2	£603.5	£612.0	£648.2	£686.9	£694.2
TOTAL RETENTION LEVEL (%)	33%	33%	34%	34%	34%	34%

Notes: Total expenditure allocated to main centres, stores and floorspace based on household survey results. Assume constant market shares over forecast period.

TABLE 2: ALL CONVENIENCE GOODS FLOORSPACE IN DARTFORD BOROUGH - TOTAL TURNOVER

Including 'Inflow' from outside Study Are							
	Estimated 'Inflow'	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	5%	£91.3	£98.2	£98.9	£102.6	£106.7	£107.5
BLUEWATER:	70%	£48.6	£53.1	£57.4	£64.1	£71.0	£72.4
DISTRICT CENTRES:							
Hawley Road/Lowfield Street	2%	£1.8	£1.9	£1.8	£1.8	£1.9	£1.9
Temple Hill Square	2%	£1.6	£1.7	£1.8	£1.8	£1.9	£1.9
Dartford East	2%	£2.4	£2.6	£2.5	£2.6	£2.7	£2.7
Dartford West	2%	£2.3	£2.5	£2.7	£3.1	£3.4	£3.5
Longfield	50%	£23.1	£24.6	£23.4	£23.6	£23.9	£24.0
Swanscombe	15%	£2.1	£2.4	£3.0	£3.6	£4.2	£4.3
NEIGHBOURHOOD CENTRES:	0%	£13.8	£14.9	£15.3	£16.5	£17.8	£18.0
OTHER SMALLER STORES IN BOROUGH:	0%	£4.1	£4.8	£6.5	£8.2	£9.9	£10.2
ALL OUT OF CENTRE STORES IN BOROUGH:	15%	£51.1	£55.6	£59.0	£64.1	£69.5	£70.5
TOTAL ESTIMATED TURNOVER OF ALL CENTRES/FLOC	RSPACE	£242.2	£262.3	£272.4	£292.0	£312.8	£316.8

Including 'Inflow' from outside Study Area

Notes: Estimated 'inflow' (or trade draw) from outside the defined study area is based on informed judgements by LSH that take account of range of factors including: (ii) location; (iii) existing critical mass and attraction of retail offer compared with competing centres and shopping locations/stores; and (iii) estimates of the level of retail spend likely to be generated by commuter (those working in centres, but living outside the study area), visitors and tourists; (iv) reference to other research and evidence-based documents, including previous retail and town centre studies prepared for the Council.

TABLE 3: DARTFORD BOROUGH - CONVENIENCE GOODS CAPACITY - INCLUDING RETAIL FLOORSPACE COMMITMENTS IN DARTFORD TOWN CENTRE & EBBSFLEET Constant Market Share Approach

		2020	2025	2030	2035	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£262.3	£272.4	£292.0	£312.8	£316.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$:	£262.3	£253.7	£257.5	£261.4	£262.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£18.7	£34.4	£51.4	£54.6
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£28.4	£51.3	£61.8	£65.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£9.7	-£16.9	-£10.3	-£11.1
STEP 6:	CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£9,673	£9,819	£9,967	£10,118
	(ii) Net Floorspace Capacity (sq m):	-	-1,000	-1,719	-1,037	-1,097

70%

-1,428

70%

-2,456

70%

-1,482

70%

-1,567

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 Borough'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 17* (February 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).

(iii) Assumed Net / Gross Floorspace Ratio:

(iv) Gross Floorspace Capacity (sq m):

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on an average sales performance for the 'top 6' grocers (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and other supermarket and Limited Assortment Discount (LAD) operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

2030 £173.8 £371.5 £0.5 £0.6	2035 £203.8 £456.0 £0.6	2036 £210.7 £475.5 £0.6
£371.5 £0.5	£456.0	£475.5
£0.5		
	£0.6	£0 6
	£0.6	£0.6
£0.6		±0.0
	£0.7	£0.7
£1.4	£1.6	£1.7
£1.4	£1.6	£1.7
£4.1	£4.7	£4.8
£1.7	£1.9	£2.0
£3.3	£3.8	£4.0
£4.2	£5.1	£5.3
£40.1	£49.1	£51.1
£602.5	£728.8	£758.0
£1,152.3	£1,387.2	£1,441.5
52%	53%	53%
	£40.1 £602.5 £1,152.3	£40.1 £49.1 £602.5 £728.8 £1,152.3 £1,387.2

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

Notes: Total expenditure allocated to main centres, stores and floorspace based on household survey results. Assume constant market shares over forecast period.

TABLE 2: ALL COMPARISON GOODS - TOTAL TURNOVER

Including 'Inflow' from outside Study Area

	Estimated 'Inflow ⁽¹⁾	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	10%	£154.8	£133.9	£166.5	£193.1	£226.4	£234.1
BLUEWATER	70%	£882.8	£773.0	£1,014.1	£1,238.3	£1,519.8	£1,585.0
DISTRICT CENTRES:							
Hawley Road/Lowfield Street	5%	£0.4	£0.4	£0.4	£0.5	£0.6	£0.6
Temple Hill Square	5%	£0.5	£0.5	£0.6	£0.6	£0.7	£0.7
Dartford East	5%	£1.2	£1.1	£1.3	£1.5	£1.7	£1.8
Dartford West	5%	£1.3	£1.1	£1.3	£1.5	£1.7	£1.8
Longfield	35%	£5.4	£4.6	£5.5	£6.3	£7.2	£7.5
Swanscombe	15%	£1.6	£1.4	£1.7	£2.0	£2.3	£2.3
NEIGHBOURHOOD CENTRES:	0%	£2.9	£2.5	£2.9	£3.3	£3.8	£4.0
OTHER PARADES / STORES:	0%	£3.0	£2.7	£3.4	£4.2	£5.1	£5.3
ALL OUT OF CENTRE FLOORSPACE IN BOROUGH:	15%	£33.4	£29.3	£38.7	£47.1	£57.7	£60.2
TOTAL ESTIMATED TURNOVER OF ALL CENTRES/FLOORSPACE		£1,087.3	£950.3	£1,236.5	£1,498.4	£1,827.1	£1,903.2

Notes: Estimated 'inflow' (or trade draw) from outside the defined study area is based on informed judgements by LSH that take account of range of factors including: (i) location; (ii) existing critical mass and attraction of retail offer compared with competing centres and shopping locations/stores; and (iii) estimates of the level of retail spend likely to be generated by commuter (those working in centres, but living outside the study area), visitors and tourists; (iv) reference to other research and evidence-based documents, including previous retail and town centre studies prepared for the Council.

TABLE 3: DARTFORD BOROUGH - COMPARISON GOODS CAPACITY - ALL RETAIL COMMITMENTS Constant Market Share Approach

	Constant Market Share Approach					
		2020	2025	2030	2035	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£950.3	£1,236.5	£1,498.4	£1,827.1	£1,903.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) ⁽¹⁾ :	£950.3	£1,180.9	£1,354.4	£1,562.6	£1,607.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£55.6	£144.0	£264.5	£295.3
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£138.7	£177.2	£228.8	£239.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£83.1	-£33.2	£35.7	£55.7
STEP 6:	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£7,456	£8,551	£9,865	£10,151
	(ii) Net Floorspace Capacity (sq m):	-	-11,148	-3,879	3,623	5,483
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-15,926	-5,542	5,176	7,833

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 District's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the surveyderived '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 17* (February 2020) and other research evidence.

- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.
- 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 2024.

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 estimated based on the assumed average sales performance for new modern comparison goods floorspace trading in prime shopping locations

TABLE 1: TOTAL ALLOCATED CONVENIENCE GOODS EXPENDITURE BASED ON (CONSTANT) MARKET SHARE ANALYSIS (£m)

Excluding SFT & 'Inflow' from outside Study Area	•	•		. ,		
	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	£86.7	£93.3	£94.0	£101.4	£108.4	£109.9
BLUEWATER:	£14.6	£15.9	£17.2	£19.6	£22.0	£22.5
DISTRICT CENTRES:						
Hawley Road/Lowfield Street	£1.8	£1.9	£1.8	£1.8	£1.8	£1.8
Temple Hill Square	£1.6	£1.7	£1.7	£1.9	£2.0	£2.1
Dartford East	£2.4	£2.5	£2.5	£2.6	£2.6	£2.7
Dartford West	£2.2	£2.5	£2.7	£3.1	£3.5	£3.6
Longfield	£11.6	£12.3	£11.7	£11.8	£12.0	£12.0
Swanscombe	£1.8	£2.1	£2.6	£3.1	£3.7	£3.9
NEIGHBOURHOOD CENTRES:	£13.8	£14.9	£15.3	£16.7	£18.2	£18.5
OTHER SMALLER STORES IN BOROUGH:	£4.1	£4.8	£6.5	£8.7	£11.0	£11.4
ALL OUT OF CENTRE STORES IN BOROUGH:	£43.4	£47.2	£50.2	£55.4	£61.0	£62.1
TOTAL EXPENDITURE RETAINED BY BOROUGH'S CENTRES/STORES:	£183.9	£199.0	£206.1	£226.1	£246.3	£250.4
TOTAL AVAILABLE EXPENDITURE:	£560.2	£603.5	£612.0	£656.0	£702.1	£711.0
TOTAL RETENTION LEVEL (%)	33%	33%	34%	34%	35%	35%

Notes: Total expenditure allocated to main centres, stores and floorspace based on household survey results. Assume constant market shares over forecast period.

TABLE 2: ALL CONVENIENCE GOODS FLOORSPACE IN DARTFORD BOROUGH - TOTAL TURNOVER

Including 'Inflow' from outside Study Area							
	Estimated 'Inflow'	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	5%	£91.3	£98.2	£98.9	£106.7	£114.1	£115.7
BLUEWATER:	70%	£48.6	£53.1	£57.4	£65.3	£73.5	£75.1
DISTRICT CENTRES:							
Hawley Road/Lowfield Street	2%	£1.8	£1.9	£1.8	£1.8	£1.9	£1.9
Temple Hill Square	2%	£1.6	£1.7	£1.8	£1.9	£2.1	£2.1
Dartford East	2%	£2.4	£2.6	£2.5	£2.6	£2.7	£2.7
Dartford West	2%	£2.3	£2.5	£2.7	£3.1	£3.6	£3.7
Longfield	50%	£23.1	£24.6	£23.4	£23.6	£23.9	£24.0
Swanscombe	15%	£2.1	£2.4	£3.0	£3.7	£4.4	£4.5
NEIGHBOURHOOD CENTRES:	0%	£13.8	£14.9	£15.3	£16.7	£18.2	£18.5
OTHER SMALLER STORES IN BOROUGH:	0%	£4.1	£4.8	£6.5	£8.7	£11.0	£11.4
ALL OUT OF CENTRE STORES IN BOROUGH:	15%	£51.1	£55.6	£59.0	£65.2	£71.7	£73.0
TOTAL ESTIMATED TURNOVER OF ALL CENTRES/FLOORSP/	ACE	£242.2	£262.3	£272.4	£299.4	£327.0	£332.6

Notes: Estimated 'inflow' (or trade draw) from outside the defined study area is based on informed judgements by LSH that take account of range of factors including: (i) location; (ii) existing critical mass and attraction of retail offer compared with competing centres and shopping locations/stores; and (iii) estimates of the level of retail spend likely to be generated by commuter (those working in centres, but living outside the study area), visitors and tourists; (iv) reference to other research and evidence-based documents, including previous retail and town centre studies prepared for the Council.

TABLE 3: DARTFORD BOROUGH - CONVENIENCE GOODS CAPACITY - ALL RETAIL COMMITMENTS

	Constant Market Share Approach					
		2020	2025	2030	2035	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£262.3	£272.4	£299.4	£327.0	£332.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (fm) $^{(1)}$:	£262.3	£253.7	£257.5	£261.4	£262.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£18.7	£41.9	£65.6	£70.4
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£31.0	£54.0	£64.5	£68.5
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£12.3	-£12.1	£1.1	£1.9
STEP 6:	CAPACITY FOR NEW CONVENIENCE GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£10,000	£9,673	£9,819	£9,967	£10,118
	(ii) Net Floorspace Capacity (sq m):	-	-1,272	-1,235	115	193
	(iii) Assumed Net / Gross Floorspace Ratio:		70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,817	-1,764	164	275

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 Borough'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 estimated based on an average sales performance for the 'top 6' grocers (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) and other supermarket and Limited Assortment Discount (LAD) operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

Excluding SFT & 'Inflow' from outside Study Area 2019 2020 2025 2030 2035 2036 DARTFORD TOWN CENTRE £139.3 £120.5 £149.9 £177.4 £211.1 £219.1 BLUEWATER £264.8 £231.9 £304.2 £377.4 £469.4 £490.9 DISTRICT CENTRES: Hawley Road/Lowfield Street £0.4 £0.3 £0.4 £0.5 £0.6 £0.6 £0.5 £0.4 £0.5 £0.6 £0.7 £0.7 Temple Hill Square £1.2 £1.0 £1.2 £1.4 £1.6 £1.7 Dartford East £1.2 £1.1 £1.3 £1.4 £1.6 £1.7 Dartford West £3.5 £3.0 £3.6 £4.1 £4.7 £4.8 Longfield £1.3 £1.2 £1.5 £1.7 £1.9 £2.0 Swanscombe NEIGHBOURHOOD CENTRES: £2.9 £2.5 £2.9 £3.3 £3.8 £4.0 OTHER PARADES / STORES: £3.0 £2.7 £3.4 £4.2 £5.2 £5.4 ALL OUT OF CENTRE FLOORSPACE IN BOROUGH: £28.4 £24.9 £32.9 £40.8 £50.8 £53.1 TOTAL EXPENDITURE RETAINED BY BOROUGH'S CENTRES/STORES: £446.6 £389.5 £501.8 £612.8 £751.5 £783.9 TOTAL AVAILABLE EXPENDITURE: £867.8 £755.3 £964.5 £1,166.1 £1,417.7 £1,476.3 TOTAL RETENTION LEVEL (%) 52% 52% 53% 53% 51% 53%

TABLE 1: TOTAL ALLOCATED COMPARISON GOODS EXPENDITURE BASED ON MARKET SHARE ANALYSIS (£m)

Notes: Total expenditure allocated to main centres, stores and floorspace based on household survey results. Assume constant market shares over forecast period.

TABLE 2: ALL COMPARISON GOODS - TOTAL TURNOVER

Including 'Inflow' from outside Study Area

	Estimated 'Inflow ⁽¹⁾	2019	2020	2025	2030	2035	2036
DARTFORD TOWN CENTRE	10%	£154.8	£133.9	£166.5	£197.1	£234.6	£243.5
BLUEWATER	70%	£882.8	£773.0	£1,014.1	£1,258.0	£1,564.7	£1,636.2
DISTRICT CENTRES:							
Hawley Road/Lowfield Street	5%	£0.4	£0.4	£0.4	£0.5	£0.6	£0.6
Temple Hill Square	5%	£0.5	£0.5	£0.6	£0.6	£0.7	£0.7
Dartford East	5%	£1.2	£1.1	£1.3	£1.5	£1.7	£1.8
Dartford West	5%	£1.3	£1.1	£1.3	£1.5	£1.7	£1.8
Longfield	35%	£5.4	£4.6	£5.5	£6.3	£7.2	£7.5
Swanscombe	15%	£1.6	£1.4	£1.7	£2.0	£2.3	£2.3
NEIGHBOURHOOD CENTRES:	0%	£2.9	£2.5	£2.9	£3.3	£3.8	£4.0
OTHER PARADES / STORES:	0%	£3.0	£2.7	£3.4	£4.2	£5.2	£5.4
ALL OUT OF CENTRE FLOORSPACE IN BOROUGH:	15%	£33.4	£29.3	£38.7	£48.0	£59.7	£62.5
TOTAL ESTIMATED TURNOVER OF ALL CENTRES/FLOORSPACE		£1,087.3	£950.3	£1,236.5	£1,523.0	£1,882.3	£1,966.2

Notes: Estimated 'inflow' (or trade draw) from outside the defined study area is based on informed judgements by LSH that take account of range of factors including: (i) location; (ii) existing critical mass and attraction of retail offer compared with competing centres and shopping locations/stores; and (iii) estimates of the level of retail spend likely to be generated by commuter (those working in centres, but living outside the study area), visitors and tourists; (iv) reference to other research and evidence-based documents, including previous retail and town centre studies prepared for the Council.

TABLE 3: DARTFORD BOROUGH - COMPARISON GOODS CAPACITY - ALL RETAIL COMMITMENTS Constant Markot Share Approach

	Constant Market Share Approach					
		2020	2025	2030	2035	2036
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£950.3	£1,236.5	£1,523.0	£1,882.3	£1,966.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE (£m) $^{(1)}$:	£950.3	£1,194.8	£1,381.0	£1,593.2	£1,639.5
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	-	£41.7	£142.0	£289.1	£326.8
STEP 4:	TURNOVER OF ALL COMMITED FLOORSPACE (£m)	-	£138.7	£177.2	£228.8	£239.7
STEP 5:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m):	-	-£97.0	-£35.2	£60.3	£87.1
STEP 5: STEP 6:	NET RESIDUAL EXPENDITURE AFTER COMMITMENTS (£m): CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:	-	-£97.0	-£35.2	£60.3	£87.1
		- £6,000	-£97.0 £7,543	-£35.2 £8,719	£60.3 £10,059	£87.1 £10,351
	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE: (i) Estimated Average Sales Density of New Floorspace (£ per sq m):		£7,543	£8,719	£10,059	£10,351

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 District's convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the surveyderived '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.

-18,367

-5,766

12,023

8,562

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2.

(iv) Gross Floorspace Capacity (sq m):

- 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 2024.
- 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 estimated based on the assumed average sales performance for new modern comparison goods floorspace trading in prime shopping locations

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2019 - 2036)

	2019	2020	2025	2030	2035	2036
Zone 1	2,645	3,145	5,642	6,609	7,572	7,764
Zone 2	17,941	17,963	18,071	18,272	18,473	18,513
Zone 3	23,529	23,551	23,659	23,836	24,013	24,048
Zone 4	16,736	16,751	16,828	16,989	17,150	17,182
Zone 5	19,998	20,197	21,192	22,012	22,829	22,992
Zone 6	14,470	14,711	15,917	16,175	16,432	16,483
Zone 7	1,566	2,896	9,543	16,243	22,915	24,244
Zone 8	12,815	12,829	12,901	13,029	13,157	13,182
Zone 9	79,641	80,587	85,341	89,924	94,170	94,981
Zone 10	27,004	27,242	28,350	29,341	30,337	30,508
Zone 11	43,601	44,060	46,243	48,350	50,476	50,904
STUDY AREA - TOTAL:	259,946	263,931	283,687	300,780	317,524	320,801

		2019	2020	2025	2030	2035	2036
Zones 1-5	DARTFORD EAST	80,849	81,606	85,392	87,718	90,037	90,499
Zones 6-8	DARTFORD WEST	28,851	30,436	38,361	45,447	52,504	53,909
Zones 9-11	OUTER BOROUGH AREA	150,246	151,889	159,934	167,615	174,983	176,393
STUDY AREA	STUDY AREA TOTAL:		263,931	283,687	300,780	317,524	320,801

Experian Business Strategies - MMG3 Geographic Information System (GIS) 'Retail Area Planner Population & Expenditure Datasets'

Base year population & projections for Zones 1-8 sourced from Darford Borough Council. Forecasts for Zones 9-11 have been sourced from LSH's Experian MMG3 datasets Notes:

TABLE 2: TOTAL LEISURE EXPENDITURE PER CAPITA BY SERVICES (2017 price base)

£ per capita:	Accomm Services (1)	Cultural Services (2)	Games of Chance (3)	Personal Grooming (4)	Recreation & Sporting Services (5)	Food & Beverage (6)	TOTAL
Zone 1	£154	£375	£194	£113	£147	£1,346	£2,329
Zone 2	£123	£392	£217	£112	£158	£1,222	£2,223
Zone 3	£136	£395	£206	£129	£184	£1,309	£2,359
Zone 4	£183	£421	£245	£151	£219	£1,458	£2,677
Zone 5	£145	£407	£210	£132	£176	£1,345	£2,415
Zone 6	£136	£414	£221	£140	£175	£1,336	£2,422
Zone 7	£255	£530	£200	£177	£280	£2,057	£3,498
Zone 8	£193	£439	£223	£158	£216	£1,446	£2,675
Zone 9	£154	£386	£239	£112	£201	£1,269	£2,361
Zone 10	£162	£432	£257	£140	£177	£1,338	£2,506
Zone 11	£121	£341	£201	£103	£140	£1,138	£2,045
STUDY AREA AVERAGE:	£160	£412	£219	£133	£188	£1,388	£2,501
EXPRESSED AS % OF TOTAL AVERAGE SPEND:	6%	16%	9%	5%	8%	55%	100%
SOUTH EAST REGION AVERAGE:							£4,627
NATIONAL (UK) AVERAGE:							£3,551

Source:

Notes:

Source:

Average spend per capita estimates (2017 prices) are derived from Experian MMG3 'Retail Area Planner' Reports.

(1) Includes spend on hotels, bed & breakfast accommodation, etc.

(2) Includes spend on Museums, Theatres, Art Galleries, etc.

(3) includes spend on Bookmakers, Amusement Arcades, Bingo, Casinos, etc.

(4) Includes spend on Hairdressers, Nail Parlours, Health & Beauty, etc.

(5) Includes spend on Gyms, Golf, etc.

(6) Includes spend on restaurants, cafés, takeaways, etc.

TABLE 3: LEISURE EXPENDITURE PER CAPITA GROWTH FORECASTS (% per annum)

	2018	2019	2020	2021	2022	2023-2027	2028-2040	HISTORIC TREND: 1997-2019
LEISURE SPEND - GROWTH PER ANNUM (%):	-1.5%	-0.5%	-53.8%	64.7%	14.8%	2.9%	0.9%	-0.6%

Experian 'Retail Planner Briefing Note 18' (October 2020). Figures 1a and 1b. Source:

Growth	2019 30	Growth	2019 36
%	No.	%	No.
126.1%	3,964	162.8%	5,119
1.8%	331	3.2%	572
1.3%	307	2.2%	519
1.5%	253	2.7%	446
10.0%	2,014	14.8%	2,994
11.6%	1,705	13.7%	2,013
506.9%	14,677	783.2%	22,678
1.7%	214	2.9%	367
12.8%	10,283	19.0%	15,340
8.6%	2,337	12.9%	3,504
10.8%	4,749	16.6%	7,303
15.5%	40,834	23.1%	60,855

Growth	2019 30	Growth	2019 36
%	No.	%	No.
8.4%	6,869	11.8%	9,650
54.5%	16,596	82.3%	25,058
11.4%	17,369	17.2%	26,147
15.5%	40,834	23.1%	60,855

£ per cap	oita: 2019	2020	2025	2030	2035	2036
Zone 1	£2,282	£1,054	£2,172	£2,363	£2,471	£2,493
Zone 2	£2,179	£1,007	£2,074	£2,256	£2,359	£2,380
Zone 3	£2,312	£1,068	£2,200	£2,393	£2,503	£2,525
Zone 4	£2,624	£1,212	£2,497	£2,716	£2,841	£2,867
Zone 5	£2,367	£1,093	£2,253	£2,450	£2,562	£2,585
Zone 6	£2,374	£1,097	£2,260	£2,458	£2,570	£2,593
Zone 7	£3,428	£1,584	£3,263	£3,549	£3,712	£3,745
Zone 8	£2,622	£1,211	£2,496	£2,714	£2,839	£2,864
Zone 9	£2,314	£1,069	£2,202	£2,395	£2,505	£2,528
Zone 10	£2,456	£1,135	£2,337	£2,542	£2,659	£2,683
Zone 11	£2,005	£926	£1,908	£2,075	£2,170	£2,190
STUDY AREA:	£2,451	£1,132	£2,333	£2,537	£2,654	£2,678

TABLE 4a: TOTAL FORECAST GROWTH IN SPEND ON ACCOMMODATION SERVICES (£ per capita)

	£ per capita:	2019	2020	2025	2030	2035	2036	
Zone 1		£151	£70	£144	£156	£163	£165	
Zone 2		£121	£56	£115	£125	£131	£132	
Zone 3		£133	£62	£127	£138	£144	£145	
Zone 4		£179	£83	£170	£185	£194	£195	
Zone 5		£142	£66	£135	£147	£154	£155	
Zone 6		£133	£62	£127	£138	£144	£145	
Zone 7		£249	£115	£237	£258	£270	£273	
Zone 8		£190	£88	£180	£196	£205	£207	
Zone 9		£151	£70	£144	£156	£163	£165	
Zone 10		£159	£74	£152	£165	£172	£174	
Zone 11		£119	£55	£113	£123	£129	£130	
STUDY AREA:		£157	£73	£149	£163	£170	£172	

TABLE 4b: TOTAL FORECAST GROWTH IN SPEND ON CULTURAL SERVICES (£ per capita)

		£ per capita:	2019	2020	2025	2030	2035	2036	
Γ	Zone 1		£367	£170	£350	£380	£398	£401	
	Zone 2		£384	£177	£366	£398	£416	£420	
	Zone 3		£388	£179	£369	£401	£420	£423	
	Zone 4		£413	£191	£393	£427	£447	£451	
	Zone 5		£399	£184	£380	£413	£432	£436	
	Zone 6		£406	£187	£386	£420	£439	£443	
	Zone 7		£519	£240	£494	£538	£562	£567	
	Zone 8		£430	£199	£409	£445	£466	£470	
	Zone 9		£378	£175	£360	£392	£410	£413	
	Zone 10		£423	£195	£403	£438	£458	£462	
	Zone 11		£335	£155	£318	£346	£362	£365	
	STUDY AREA:		£404	£187	£384	£418	£437	£441	

TABLE 4c: TOTAL FORECAST GROWTH IN SPEND ON GAMES OF CHANCE (£ per capita)

	£ per capita:	2019	2020	2025	2030	2035	2036	
Zone 1		£190	£88	£181	£197	£206	£208	
Zone 2		£213	£98	£202	£220	£230	£232	
Zone 3		£202	£93	£192	£209	£218	£220	
Zone 4		£240	£111	£229	£249	£260	£262	
Zone 5		£206	£95	£196	£213	£223	£225	
Zone 6		£216	£100	£206	£224	£234	£236	
Zone 7		£196	£91	£187	£203	£213	£215	
Zone 8		£219	£101	£208	£226	£237	£239	
Zone 9		£234	£108	£223	£242	£254	£256	
Zone 10		£252	£116	£240	£261	£273	£275	
Zone 11		£197	£91	£188	£204	£214	£215	
STUDY AREA:		£215	£99	£205	£223	£233	£235	

TABLE 4d: TOTAL FORECAST GROWTH IN SPEND ON PERSONAL GROOMING (£ per capita)

	£ per capita:	2019	2020	2025	2030	2035	2036	
Zone 1		£111	£51	£106	£115	£120	£121	
Zone 2		£109	£50	£104	£113	£118	£119	
Zone 3		£126	£58	£120	£131	£137	£138	
Zone 4		£148	£69	£141	£154	£161	£162	
Zone 5		£129	£60	£123	£133	£140	£141	
Zone 6		£138	£64	£131	£142	£149	£150	
Zone 7		£173	£80	£165	£179	£188	£189	
Zone 8		£154	£71	£147	£160	£167	£169	
Zone 9		£110	£51	£104	£114	£119	£120	
Zone 10		£137	£63	£131	£142	£149	£150	
Zone 11		£101	£47	£96	£104	£109	£110	
STUDY AREA:		£131	£60	£124	£135	£141	£143	

TABLE 4e: TOTAL FORECAST GROWTH IN SPEND ON RECREATION & SPORTING SERVICES (£ per capita)

	£ per capita:	2019	2020	2025	2030	2035	2036	
Zone 1		£144	£66	£137	£149	£155	£157	
Zone 2		£154	£71	£147	£160	£167	£169	
Zone 3		£180	£83	£172	£187	£195	£197	
Zone 4		£214	£99	£204	£222	£232	£234	
Zone 5		£173	£80	£164	£179	£187	£189	
Zone 6		£171	£79	£163	£178	£186	£187	
Zone 7		£274	£127	£261	£284	£297	£299	
Zone 8		£212	£98	£202	£219	£229	£231	
Zone 9		£197	£91	£188	£204	£213	£215	
Zone 10		£173	£80	£165	£179	£188	£189	
Zone 11		£138	£64	£131	£143	£149	£150	
STUDY AREA:		£185	£85	£176	£191	£200	£202	

TABLE 4f: TOTAL FORECAST GROWTH IN SPEND ON FOOD & BEVERAGE (£ per capita) £ per capita: 2019 2020 2020 2030

	L per capita.	2015	2020	2025	2030	2033	2030	
Zone 1		£1,319	£610	£1,256	£1,366	£1,428	£1,441	
Zone 2		£1,198	£553	£1,140	£1,240	£1,297	£1,308	
Zone 3		£1,283	£593	£1,221	£1,328	£1,389	£1,401	
Zone 4		£1,429	£660	£1,360	£1,480	£1,548	£1,561	
Zone 5		£1,318	£609	£1,255	£1,365	£1,427	£1,440	
Zone 6		£1,309	£605	£1,246	£1,356	£1,418	£1,430	
Zone 7		£2,016	£931	£1,918	£2,087	£2,182	£2,202	
Zone 8		£1,418	£655	£1,349	£1,468	£1,535	£1,549	
Zone 9		£1,244	£575	£1,184	£1,287	£1,346	£1,358	
Zone 10		£1,311	£606	£1,248	£1,357	£1,419	£1,432	
Zone 11		£1,115	£515	£1,061	£1,155	£1,207	£1,218	
STUDY AREA:		£1,360	£628	£1,294	£1,408	£1,472	£1,486	

TABLE 5: ALL LEISURE SERVICES - TOTAL AVAILABLE EXPENDITURE FORECASTS (f million)

£m	illion: 2019	2020	2025	2030	2035	2036	
Zone 1	£6.0	£3.3	£12.3	£15.6	£18.7	£19.4	
Zone 2	£39.1	£18.1	£37.5	£41.2	£43.6	£44.1	
Zone 3	£54.4	£25.2	£52.1	£57.0	£60.1	£60.7	
Zone 4	£43.9	£20.3	£42.0	£46.2	£48.7	£49.3	
Zone 5	£47.3	£22.1	£47.7	£53.9	£58.5	£59.4	
Zone 6	£34.4	£16.1	£36.0	£39.8	£42.2	£42.7	
Zone 7	£5.4	£4.6	£31.1	£57.6	£85.1	£90.8	
Zone 8	£33.6	£15.5	£32.2	£35.4	£37.3	£37.8	
Zone 9	£184.3	£86.1	£187.9	£215.4	£235.9	£240.1	
Zone 10	£66.3	£30.9	£66.3	£74.6	£80.7	£81.8	
Zone 11	£87.4	£40.8	£88.2	£100.3	£109.5	£111.5	
STUDY AREA - TOTAL:	£602.1	£283.1	£633.3	£737.0	£820.3	£837.5	

	2019	2020	2025	2030	2035	2036	
Zones 1-5 DARTFORD WEST (incl Dartford Tov	£190.8	£88.9	£191.5	£214.0	£229.6	£232.8	
Zones 6-8 DARTFORD EAST (incl Bluewater / E	£73.3	£36.3	£99.3	£132.8	£164.6	£171.3	
Zones 9-11 OUTSIDE BOROUGH	£338.0	£157.9	£342.4	£390.3	£426.1	£433.4	
STUDY AREA TOTAL:	£602.1	£283.1	£633.3	£737.0	£820.3	£837.5	
All Darford Borough:	£264.1	£125.2					

44.2%

TABLE 5a: ACCOMMODATION SERVICES - TOTAL AVAILABLE EXPENDITURE FORECASTS (f million)

	£ million:	2019	2020	2025	2030	2035	2036	
Zone 1		£0.4	£0.2	£0.8	£1.0	£1.2	£1.3	
Zone 2		£2.2	£1.0	£2.1	£2.3	£2.4	£2.4	
Zone 3		£3.1	£1.4	£3.0	£3.3	£3.5	£3.5	
Zone 4		£3.0	£1.4	£2.9	£3.1	£3.3	£3.4	
Zone 5		£2.8	£1.3	£2.9	£3.2	£3.5	£3.6	
Zone 6		£1.9	£0.9	£2.0	£2.2	£2.4	£2.4	
Zone 7		£0.4	£0.3	£2.3	£4.2	£6.2	£6.6	
Zone 8		£2.4	£1.1	£2.3	£2.6	£2.7	£2.7	
Zone 9		£12.0	£5.6	£12.3	£14.1	£15.4	£15.7	
Zone 10		£4.3	£2.0	£4.3	£4.8	£5.2	£5.3	
Zone 11		£5.2	£2.4	£5.2	£6.0	£6.5	£6.6	
STUDY AREA - TOTAL:		£37.8	£17.8	£40.0	£46.8	£52.3	£53.5	

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		2019	2020	2025	2030	2035	2036	
Zones 1-5	DARTFORD WEST (incl Dartford Tov	£11.5	£5.4	£11.6	£13.0	£14.0	£14.2	
Zones 6-8	DARTFORD EAST (incl Bluewater / E	£4.7	£2.4	£6.6	£9.0	£11.3	£11.7	
Zones 9-11	OUTSIDE BOROUGH	£21.5	£10.0	£21.8	£24.8	£27.1	£27.6	
STUDY ARI	EA TOTAL:	£37.8	£17.8	£40.0	£46.8	£52.3	£53.5	

TABLE 5b: CULTURAL SERVICES - TOTAL AVAILABLE EXPENDITURE FORECASTS (f million)

STUDY AREA TOTAL:

£ mil	lion: 2019	2020	2025	2030	2035	2036			
Zone 1	£1.0	£0.5	£2.0	£2.5	£3.0	£3.1			
Zone 2	£6.9	£3.2	£6.6	£7.3	£7.7	£7.8			
Zone 3	£9.1	£4.2	£8.7	£9.6	£10.1	£10.2			
Zone 4	£6.9	£3.2	£6.6	£7.3	£7.7	£7.8			
Zone 5	£8.0	£3.7	£8.1	£9.1	£9.9	£10.0			
Zone 6	£5.9	£2.8	£6.1	£6.8	£7.2	£7.3			
Zone 7	£0.8	£0.7	£4.7	£8.7	£12.9	£13.8			
Zone 8	£5.5	£2.5	£5.3	£5.8	£6.1	£6.2			
Zone 9	£30.1	£14.1	£30.7	£35.2	£38.6	£39.3			
Zone 10	£11.4	£5.3	£11.4	£12.9	£13.9	£14.1			
Zone 11	£14.6	£6.8	£14.7	£16.7	£18.3	£18.6			
STUDY AREA - TOTAL:	£100.2	£47.1	£105.0	£121.8	£135.3	£138.1			
	2019	2020	2025	2030	2035	2036			
Zones 1-5 DARTFORD WEST (incl Dartfor	d Tov £31.9	£14.9	£32.0	£35.7	£38.3	£38.8			
Zones 6-8 DARTFORD EAST (incl Bluewat	er / E £12.2	£6.0	£16.1	£21.3	£26.2	£27.3			
Zones 9-11 OUTSIDE BOROUGH	£56.1	£26.2	£56.9	£64.8	£70.7	£72.0			

£47.1

£105.0

£121.8

£135.3

£138.1

£100.2

2013-30	2013-30	~	013-30
£23.2	£42.1	:	12.2%
£59.4	£98.0	:	81.1%
£52.3	£95.4		15.5%
£135.0	£235.4		22.4%
GROWT	'H (£m):		
GROW1	TH (£m): 2019-36		
2019-30	2019-36		
2019-30 £0.6	2019-36 £0.9		
2019-30 £0.6 £0.1	2019-36 £0.9 £0.3		
2019-30 £0.6 £0.1 £0.2 £0.2 £0.4	2019-36 £0.9 £0.3 £0.4 £0.4 £0.7		
2019-30 £0.6 £0.1 £0.2 £0.2 £0.4 £0.3	2019-36 £0.9 £0.3 £0.4 £0.4 £0.7 £0.5		
2019-30 £0.6 £0.1 £0.2 £0.2 £0.4 £0.3 £3.8	2019-36 £0.9 £0.3 £0.4 £0.4 £0.7 £0.5 £6.2		
2019-30 £0.6 £0.1 £0.2 £0.2 £0.4 £0.3 £3.8 £0.1	2019-36 £0.9 £0.3 £0.4 £0.4 £0.7 £0.5 £6.2 £0.3		
2019-30 £0.6 £0.1 £0.2 £0.2 £0.4 £0.3 £3.8	2019-36 £0.9 £0.3 £0.4 £0.4 £0.7 £0.5 £6.2		

GROWTH (£m):

2019-36

£13.3

£5.0

£6.3

£5.3

£12.1

£8.4

£85.4

£4.2

£55.8

£15.5

£24.1

£235.4

2019-36

2019-30

£9.6

£2.1

£2.6

£2.2

£6.6

£5.4

£52.3

£1.8

£31.1

£8.3

f12.9

£135.0

2019-30

GROWTH (£m):

GROWTH (%):

2019-36

220.7%

12.7%

11.6%

12.1%

25.6%

24.4%

1591.2%

12.4%

30.3%

23.4%

27.5%

39.1%

2019-36

22.1% 133.6%

28.2%

39.1%

2019-30

158.7%

5.4%

4.9%

5.1%

13.9%

15.7%

973.7%

5.2%

16.9%

12.5%

14.8%

22.4%

2019-30

GROWTH (%):

£0.8	£1.4
£9.0	£15.7
GROW	ſH (£m):
2019-30	2019-36
£1.5	£2.6
£4.2	£7.0
£3.3	£6.1
£9.0	£15.7

GROW	ſH (£m):				
2019-30	2019-36				
£1.5	£2.1				
£0.4	£0.9				
£0.4	£1.1				
£0.4	£0.8				
£1.1	£2.0				
£0.9	£1.4				
£7.9	£12.9				
£0.3	£0.7				
£5.1	£9.1				
£1.4	£2.7				
£2.2	£4.0				
£21.6	£37.8				
GROW	ſH (£m):				
2019-30	2019-36				
£3.8	£7.0				
£9.1	£15.1				
£8.7	£15.8				

£21.6

£37.8

TABLE 5c: GAMES OF CHANCE - TOTAL AVAILABLE EXPENDITURE FORECASTS (f million)

	£ million:	2019	2020	2025	2030	2035	2036
Zone 1		£0.5	£0.3	£1.0	£1.3	£1.6	£1.6
Zone 2		£3.8	£1.8	£3.7	£4.0	£4.3	£4.3
Zone 3		£4.7	£2.2	£4.5	£5.0	£5.2	£5.3
Zone 4		£4.0	£1.9	£3.8	£4.2	£4.5	£4.5
Zone 5		£4.1	£1.9	£4.1	£4.7	£5.1	£5.2
Zone 6		£3.1	£1.5	£3.3	£3.6	£3.9	£3.9
Zone 7		£0.3	£0.3	£1.8	£3.3	£4.9	£5.2
Zone 8		£2.8	£1.3	£2.7	£2.9	£3.1	£3.1
Zone 9		£18.7	£8.7	£19.0	£21.8	£23.9	£24.3
Zone 10		£6.8	£3.2	£6.8	£7.7	£8.3	£8.4
Zone 11		£8.6	£4.0	£8.7	£9.9	£10.8	£11.0
STUDY AREA - TOTAL:		£57.5	£26.9	£59.5	£68.4	£75.4	£76.8

		2019	2020	2025	2030	2035	2036	
Zones 1-5	DARTFORD WEST (incl Dartford Tov	£17.2	£8.0	£17.2	£19.2	£20.6	£20.9	
Zones 6-8	DARTFORD EAST (incl Bluewater / E	£6.2	£3.0	£7.7	£9.9	£11.8	£12.2	
Zones 9-11	OUTSIDE BOROUGH	£34.1	£15.9	£34.5	£39.3	£42.9	£43.7	
STUDY ARE	A TOTAL:	£57.5	£26.9	£59.5	£68.4	£75.4	£76.8	

TABLE 5d: PERSONAL GROOMING - TOTAL AVAILABLE EXPENDITURE FORECASTS (£ million)

	£ million:	2019	2020	2025	2030	2035	2036			
Zone 1		£0.3	£0.2	£0.6	£0.8	£0.9	£0.9			
Zone 2		£2.0	£0.9	£1.9	£2.1	£2.2	£2.2			
Zone 3		£3.0	£1.4	£2.8	£3.1	£3.3	£3.3			
Zone 4		£2.5	£1.1	£2.4	£2.6	£2.8	£2.8			
Zone 5		£2.6	£1.2	£2.6	£2.9	£3.2	£3.2			
Zone 6		£2.0	£0.9	£2.1	£2.3	£2.4	£2.5			
Zone 7		£0.3	£0.2	£1.6	£2.9	£4.3	£4.6			
Zone 8		£2.0	£0.9	£1.9	£2.1	£2.2	£2.2			
Zone 9		£8.7	£4.1	£8.9	£10.2	£11.2	£11.4			
Zone 10		£3.7	£1.7	£3.7	£4.2	£4.5	£4.6			
Zone 11		£4.4	£2.1	£4.4	£5.1	£5.5	£5.6			
STUDY AREA - TOTAL:		£31.4	£14.7	£32.9	£38.2	£42.5	£43.4			

		2019	2020	2025	2030	2035	2036
Zones 1-5 DARTFORD	WEST (incl Dartford Tov	£10.3	£4.8	£10.3	£11.5	£12.3	£12.5
Zones 6-8 DARTFORD	EAST (incl Bluewater / E	£4.2	£2.1	£5.6	£7.3	£8.9	£9.3
Zones 9-11 OUTSIDE B	OROUGH :	£16.8	£7.9	£17.1	£19.4	£21.2	£21.6
STUDY AREA TOTAL:	ł	£31.4	£14.7	£32.9	£38.2	£42.5	£43.4

TABLE 5e: RECREATION & SPORTING SERVICES - TOTAL AVAILABLE EXPENDITURE FORECASTS (£ million)

	£ million:	2019	2020	2025	2030	2035	2036	
Zone 1		£0.4	£0.2	£0.8	£1.0	£1.2	£1.2	
Zone 2		£2.8	£1.3	£2.7	£2.9	£3.1	£3.1	
Zone 3		£4.2	£2.0	£4.1	£4.4	£4.7	£4.7	
Zone 4		£3.6	£1.7	£3.4	£3.8	£4.0	£4.0	
Zone 5		£3.5	£1.6	£3.5	£3.9	£4.3	£4.3	
Zone 6		£2.5	£1.2	£2.6	£2.9	£3.1	£3.1	
Zone 7		£0.4	£0.4	£2.5	£4.6	£6.8	£7.3	
Zone 8		£2.7	£1.3	£2.6	£2.9	£3.0	£3.0	
Zone 9		£15.7	£7.3	£16.0	£18.4	£20.1	£20.5	
Zone 10		£4.7	£2.2	£4.7	£5.3	£5.7	£5.8	
Zone 11		£6.0	£2.8	£6.1	£6.9	£7.5	£7.7	
STUDY AREA - TOTAL:		£46.4	£21.8	£48.8	£56.9	£63.4	£64.7	

	2019	2020	2025	2030	2035	2036	
Zones 1-5 DARTFORD WEST (incl Dartford Tov	£14.4	£6.7	£14.4	£16.1	£17.2	£17.4	
Zones 6-8 DARTFORD EAST (incl Bluewater / E	£5.6	£2.8	£7.7	£10.3	£12.9	£13.4	
Zones 9-11 OUTSIDE BOROUGH	£26.4	£12.3	£26.8	£30.5	£33.3	£33.9	
STUDY AREA TOTAL:	£46.4	£21.8	£48.8	£56.9	£63.4	£64.7	

TABLE 5f: FOOD & BEVERAGE - TOTAL AVAILABLE EXPENDITURE FORECASTS (£ million)

£ million:	2019	2020	2025	2030	2035	2036	
Zone 1	£3.5	£1.9	£7.1	£9.0	£10.8	£11.2	
Zone 2	£21.5	£9.9	£20.6	£22.7	£24.0	£24.2	
Zone 3	£30.2	£14.0	£28.9	£31.7	£33.3	£33.7	
Zone 4	£23.9	£11.1	£22.9	£25.1	£26.5	£26.8	
Zone 5	£26.4	£12.3	£26.6	£30.0	£32.6	£33.1	
Zone 6	£18.9	£8.9	£19.8	£21.9	£23.3	£23.6	
Zone 7	£3.2	£2.7	£18.3	£33.9	£50.0	£53.4	
Zone 8	£18.2	£8.4	£17.4	£19.1	£20.2	£20.4	
Zone 9	£99.0	£46.3	£101.0	£115.8	£126.8	£129.0	
Zone 10	£35.4	£16.5	£35.4	£39.8	£43.1	£43.7	
Zone 11	£48.6	£22.7	£49.1	£55.8	£60.9	£62.0	
STUDY AREA - TOTAL:	£328.8	£154.7	£347.1	£404.8	£451.5	£461.1	
	2019	2020	2025	2030	2035	2036	
Zones 1-5 DARTFORD WEST (incl Dartford Tov	£105.4	£49.2	£106.1	£118.5	£127.2	£129.0	
Zones 6-8 DARTFORD EAST (incl Bluewater / E	£40.3	£20.0	£55.5	£74.9	£93.5	£97.4	
Zones 9-11 OUTSIDE BOROUGH	£183.1	£85.5	£185.5	£211.4	£230.8	£234.7	
STUDY AREA TOTAL:	£328.8	£154.7	£347.1	£404.8	£451.5	£461.1	

GROW	GROWTH (£m):					
2019-30	2019-36					
£0.8	£1.1					
£0.2	£0.5					
£0.2	£0.6					
£0.2	£0.5					
£0.6	£1.1					
£0.5	£0.8					
£3.0	£4.9					
£0.1	£0.3					
£3.1	£5.6					
£0.8	£1.6					
£1.3	£2.4					
£10.9	£19.3					
GROW	TH (£m):					
2019-30	2019-36					
£2.0	£3.7					
£3.6	£6.0					
£5.3	£9.6					

£10.9

£19.3

GROWTH (£m):					
2019-30	2019-36				
£0.5	£0.6				
£0.1	£0.2				
£0.1	£0.3				
£0.1	£0.3				
£0.4	£0.7				
£0.3	£0.5				
£2.6	£4.3				
£0.1	£0.2				
£1.5	£2.6				
£0.5	£0.9				
£0.7	£1.2				
£6.9	£12.0				
GROW	[H (£m):				
2019-30	2019-36				
£1.2	£2.2				
£3.1	£5.1				
£2.6	£4.7				
£6.9	£12.0				

GROWTH (£m):				
2019-30	2019-36			
£0.6	£0.8			
£0.2	£0.4			
£0.2	£0.5			
£0.2	£0.4			
£0.5	£0.9			
£0.4	£0.6			
£4.2	£6.8			
£0.1	£0.3			
£2.7	£4.8			
£0.6	£1.1			
£0.9	£1.7			
£10.5	£18.3			
GROWTH (£m):				
2019-30	2019-36			
£1.6	£3.0			

2010 20	2010.26				
GROWTH (£m):					
£10.5	£18.3				
£4.1	£7.5				
£4.7	£7.8				

2019-36
£7.7
£2.7
£3.5
£2.9
£6.7
£4.6
£50.2
£2.2
£30.0
£8.3
£13.4
£132.4

2019-30	2019-36	2019-30	2019-36
£13.1	£23.6	12.4%	22.4%
£34.7	£57.1	86.1%	141.8%
£28.3	£51.7	15.5%	28.2%
£76.1	£132.4	23.1%	40.3%

