

# Appendix I: Quantitative Tables

**West Cumbria Retail and Leisure Study 2020**  
**Nexus Planning**

**Table 1: Population and convenience goods expenditure per capita**

Zone	Population				Per capita expenditure (£)					
	2020	2025	2030	2035	<i>2018 inc SFT</i>	<i>2018</i>	2020	2025	2030	2035
1	19,662	19,669	19,604	19,485	2,304	2,216	2,192	2,179	2,172	2,177
2	16,856	16,939	16,952	16,864	2,220	2,136	2,112	2,100	2,093	2,097
3	18,072	18,082	17,981	17,842	2,427	2,335	2,309	2,295	2,288	2,293
4	10,099	10,019	9,909	9,753	2,590	2,492	2,464	2,449	2,442	2,447
5	36,508	36,514	36,354	36,190	2,289	2,202	2,178	2,165	2,158	2,163
6	39,653	38,846	37,965	37,249	2,153	2,071	2,048	2,036	2,030	2,034
7	17,837	17,474	17,079	16,550	2,360	2,270	2,245	2,232	2,225	2,230
8	11,625	11,346	11,146	10,922	2,123	2,042	2,020	2,008	2,002	2,006
<b>Total</b>	<b>170,312</b>	<b>168,889</b>	<b>166,990</b>	<b>164,855</b>						

**Notes:**

a. Zones based on the following post code sectors

- 1 CA7 0, 3, 4, 5, 8, 9
- 2 CA15 6, 7, 8
- 3 CA13 0, 9 and CA7 2
- 4 CA12 4, 5 and CA7 1
- 5 CA14 1, 2, 3, 4, 5
- 6 CA24 3, CA25 5, CA26 3, CA28 6, 7, 8, 9
- 7 CA19 1, CA20 1, CA21 2, CA22 2, CA23 3 and CA27 0
- 8 LA18 4, LA18 5, LA19 5 and LA20 6

b. Per capita expenditure derived from Experian MMG3 data (2019 report)

c. Population derived from Experian MMG3 data (2019 report)

d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 17

e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 17

**2018 Prices**

**West Cumbria Retail and Leisure Study 2020**  
**Nexus Planning**

**Table 2a: Total convenience goods expenditure available**

Zone	Expenditure (£m)				Growth (£m)		
	Convenience				Convenience		
	2020	2025	2030	2035	2020-2025	2025-2030	2030-35
1	43.1	42.9	42.6	42.4	-0.2	-0.5	-0.7
2	35.6	35.6	35.5	35.4	0.0	-0.1	-0.2
3	41.7	41.5	41.1	40.9	-0.2	-0.6	-0.8
4	24.9	24.5	24.2	23.9	-0.3	-0.7	-1.0
5	79.5	79.0	78.5	78.3	-0.5	-1.0	-1.2
6	81.2	79.1	77.1	75.8	-2.1	-4.2	-5.5
7	40.1	39.0	38.0	36.9	-1.1	-2.0	-3.1
8	23.5	22.8	22.3	21.9	-0.7	-1.2	-1.6
<b>Total</b>	<b>369.6</b>	<b>364.4</b>	<b>359.3</b>	<b>355.4</b>	<b>-5.2</b>	<b>-10.3</b>	<b>-14.2</b>

**Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend**

Zone	Expenditure (£m)		
	Convenience (2018)		
	Main	Top-up	Total
1	32.3	10.8	43.1
2	26.7	8.9	35.6
3	31.3	10.4	41.7
4	18.7	6.2	24.9
5	59.6	19.9	79.5
6	60.9	20.3	81.2
7	30.0	10.0	40.1
8	17.6	5.9	23.5
<b>Total</b>	<b>277.2</b>	<b>92.4</b>	<b>369.6</b>

**Notes:**

a. Zones based on the following post code sectors

- 1 CA7 0, 3, 4, 5, 8, 9
- 2 CA15 6, 7, 8
- 3 CA13 0, 9 and CA7 2
- 4 CA12 4, 5 and CA7 1
- 5 CA14 1, 2, 3, 4, 5
- 6 CA24 3, CA25 5, CA26 3, CA28 6, 7, 8, 9
- 7 CA19 1, CA20 1, CA21 2, CA22 2, CA23 3 and CA27 0
- 8 LA18 4, LA18 5, LA19 5 and LA20 6

b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

c. Ratio of main food shopping to top-up food shopping assumed to be 75:25 in line with Nexus Planning professional judgement

**2018 Prices**

Table 3: Convenience goods shopping patterns.

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)
Study Area																		
Zone 1-Alderley																		
Aspens District Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Kino Street, Wigton, CA7 6DT	0.0	0.1	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
Co-op, Caldew Street, Silloth	0.2	1.6	2.3	14.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, King Street, Aspatria, Wigton	0.2	1.0	0.0	1.0	0.0	0.0	1.4	7.2	1.4	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton	1.0	3.7	5.7	32.0	0.0	0.0	0.0	0.7	0.0	4.9	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrisons Store, Main Street, Ablettown, Wigton, CA7 4RR	0.0	0.1	0.0	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
Hesket Newmarket Village Shop, The Village Shop, Hesket Newmarket, CA7 8JG	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkbride Post Office, Kirkbride, Wigton, CA7 5JH	0.0	0.3	0.0	2.4	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	0.0
Lidl, King Street, Wigton	4.8	3.0	39.3	24.2	0.0	0.0	1.4	0.0	2.9	4.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Caldew Village Centre	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Skirbuness Village Centre	0.0	0.1	0.0	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
Silloth Town Centre	0.0	0.1	0.0	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
Spar, Main Street, Ablettown, Holme Abbey, Wigton	0.0	0.3	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Queen Street, Aspatria	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Sowley Street, Silloth	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	0.1	0.9	0.7	3.8	0.0	0.0	0.0	2.1	0.0	1.4	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Sub Total	6.4	11.7	48.6	87.9	0.0	0.0	3.6	10.3	9.2	9.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2-Alderley																		
B&M, Curzon Street, Manport, CA15 6DA	0.0	0.2	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deerham Post Office & Village Store, Central Road, Deasham, CA15 7HG	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heron, Sunnyside Street, Manport, CA15 6BS	0.1	1.1	0.0	0.0	0.7	9.8	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Manport	2.9	5.6	1.3	0.8	23.3	50.5	2.1	1.2	0.0	0.0	0.7	0.5	0.0	0.5	0.0	0.0	1.2	0.0
Local shops, Eldonborough Town Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manport Town Centre	0.0	0.6	0.0	0.0	0.0	6.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier Stores, Church Terrace, Manport, CA15 7PT	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier Stores, The Archies, Manport, CA15 6HF	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar (Service Station), Sowley Garage, Curzon Street, Manport	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Manport Road, Deasham	0.0	0.4	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Express, Bourny Inn, Manport, CA15 7AD	0.0	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.9	8.0	1.3	0.8	24.0	83.0	2.1	2.1	0.0	0.0	0.7	0.5	0.0	0.5	0.0	0.0	1.2	0.0
Zone 3-Alderley																		
Ald, Low Road, Cockermouth	4.2	2.9	1.0	0.0	2.6	0.0	27.3	26.1	7.6	0.8	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	0.0	0.7	0.0	0.0	0.0	0.0	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Street, Cockermouth, CA14 2AD	6.5	10.0	3.8	15.9	1.2	3.4	0.0	6.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Lidl, Station Road, Cockermouth	1.6	2.2	0.6	0.0	3.5	0.0	6.8	12.2	2.4	1.4	0.0	0.6	0.0	0.0	0.0	3.1	0.0	0.0
Local shops, Great Broughton Village Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Little Broughton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Service Station, Lamplugh Road, Cockermouth, CA13 0QT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop, Main Street, Cockermouth, CA13 8LQ	0.0	0.5	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Supermarket, Station Road, Cockermouth	6.4	3.4	0.6	0.3	6.0	0.0	41.3	19.9	10.5	8.8	2.2	5.5	0.5	0.0	1.1	0.0	0.0	0.0
Statfords Stores, Windmill Lane, Cockermouth, CA13 9AU	0.0	0.3	0.0	0.0	0.0	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
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.3	11.3	1.6	0.0	12.1	2.9	76.4	79.3	29.4	3.8	4.3	9.6	0.5	0.0	4.1	6.7	0.0	0.0
Zone 4-Alderley/Donnerdale																		
Booths, Timebarn Street, Keswick	1.9	2.3	0.6	0.0	0.0	0.0	2.0	1.2	29.7	34.9	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Co-op, Main Street, Keswick	0.3	1.7	0.0	0.0	0.0	0.0	0.0	0.0	4.9	19.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0	0.0
Croftwaite Garage, Croftwaite Road, Keswick, CA12 5PR	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keswick Town Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier Stores, St John's Street, Keswick, CA12 5AP	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar (Service Station), High Hill, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Penrith Road, Derwent, Keswick	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Shawley Lane, Keswick	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Village Shop, Main Street, Braithwaite CA12 5ST	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.2	5.4	0.6	0.0	0.0	0.0	2.0	1.2	34.6	78.7	0.0	2.3	0.0	0.0	0.6	0.0	0.0	0.0
Zone 5																		
Alderley	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ald, Derwent Drive, Workington	3.7	1.4	1.3	1.0	5.4	0.0	0.0	0.0	0.7	0.0	12.6	5.6	0.3	0.4	0.8	0.0	0.0	0.0
Asda, Durnall Park, Workington	6.5	10.0	3.8	15.9	1.2	3.4	0.0	6.2	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Asda, Moss Bay Road, Workington	1.6	1.7	0.0	0.0	4.3	0.0	0.0	1.2	0.0	0.0	5.1	7.4	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Derwent Drive, Derwent How Retail Park, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Murry Road, Workington, CA14 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Harrington Road, Workington, CA14 3EG	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	0.0	0.0
Costcutters, Station Road, Workington, CA14 3JZ	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gridside General Stores, Serhouse Street, Workington, CA14 2SD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Home Bargains, Central Way, Campbell Saviours Way, Workington, CA14 3DZ	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Island, Pow Street, Workington	0.1	1.8	0.0	0.0	0.7	0.9	1.2	0.0	0.0	1.0	7.7	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Local shops, Seaton Village Centre	0.0	0.2	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	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.6	1.2	0.0	0.0	1.5	0.9	0.0	0.0	0.0	2.2	5.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Markhills Butchers, Corporation Road, Workington, CA14 2PH	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
McCoys, Harrington Road, Workington, CA14 3EC	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Midmore Farm Store, Stanburn Road, Workington, CA14 1ST	0.0	0.2	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	0.0	0.0	0.0
Moorside Deli, Westfield Drive, Workington, CA14 3RW	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	0.0	0.0	0.0	0.0
Morrison's, Derwent Drive, Workington	8.9	3.5	0.0	0.0	13.8	0.9	5.6	2.5	4.6	0.0	28.8	12.0	1.2	1.3	0.0	3.6	0.0	0.0
One Stop, Main Road, Seaton, CA14 1JE	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Pioneer Foods, Church Road, Workington, CA14 5PT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier Stores, Mossbay Road, Workington, CA14 3TG	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Harrington Road, Workington	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4							

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)	Main food (%)	Top-up (%)
Outside Study Area																		
Outside Study Area																		
Aisl, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aisl, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aisl, Cavendish Way, Penrith	0.6	0.2	0.0	0.0	0.0	0.0	0.0	0.0	11.0	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aisl, Dalton Road, Carlisle	0.4	0.0	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aisl, Holmwood Retail Park, Barrow-in-Furness	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	11.2	0.0
Aisl, Pettit Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Armaide 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	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Asda, Chandler Way, Carlisle	0.9	0.2	5.7	1.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.9	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.5	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-in-Furness	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.3	0.0
Barrow-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Brunswick Road, Penrith	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Dodgson Croft Road, Kirkby Lonsdale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Oubas Hill, Canal Street, Ulverston	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	0.0	0.0	0.0	2.3	1.0
Booths, Pierhouse Lakeside, Park Road, Milnthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, The Old Station, Victoria Street, Windermere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Warwingtons Yard, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough 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	0.0	0.0	0.0
Carlisle City 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	0.0	0.0
Cartmel 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	0.0	0.0	0.0
Conistown 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	0.0	0.0	0.0
Co-op, Annals Street, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Blackwell Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Broadgate, Grasmere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Central Avenue, Haraby, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Chapel Side, Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Compton Road, Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Denton Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Duke Street, Askrigg-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Harrell Lane, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Island Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Kents Bank Road, Grange-over-Sands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, King George Court, Warwick Bridge, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Lake Road, Bowness-on-Windermere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, Hawkshead, Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, Shap, Penrith	0.1	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Market Street, Dalton-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Market Street, Ulverston	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Co-op, Oak Street, Windermere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Oxford Street, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Plymouth Street, Walney Island, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Priory Road, Ulverston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Roose Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Stronagarth Road, Morton, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Townhead Road, Dalton, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Yewdale Road, Conistown	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston 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	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfloods, High Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfloods, Shadobogate, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfloods, Walney Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere 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	0.0	0.0	0.0
Island, Castle Retail Park, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Island, Highgate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Island, Hindpool Road, Barrow-in-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Island, St Nicholas Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.5	0.4	4.5	3.7	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
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Simply Food, King Street, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer (M&S), Broadfield Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer Foodhall, Park House Road, Carlisle	0.0	0.0	0.0	0.0														

Table 4: Convenience goods shopping patterns

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Main food (t/m)	Top-up (t/m)	Main food (t/m)	Top-up (t/m)	Main food (t/m)	Top-up (t/m)	Main food (t/m)	Top-up (t/m)	Main food (t/m)	Top-up (t/m)	Main food (t/m)	Top-up (t/m)	Main food (t/m)	Top-up (t/m)	Main food (t/m)	Top-up (t/m)	Main food (t/m)	Top-up (t/m)
<b>Zone 1-Allerdale</b>																		
Allegretta District Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, King Street, Wigton, CA7 9DT	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Caldew Street, Silloth	0.7	1.6	0.7	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, King Street, Aspetta, Wigton	0.7	0.9	0.0	0.1	0.0	0.0	0.4	0.8	0.3	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton	3.0	3.6	1.8	3.5	0.0	0.0	0.2	0.0	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrisons Store, Main Street, Abbeytown, Wigton, CA7 4RR	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hesket Newmarket Village Shop, The Village Shop, Hesket Newmarket, CA7 8JG	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkbride Post Office, Kirkbride, Wigton, CA7 5JH	0.0	0.3	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
Lidl, King Street, Wigton	13.7	2.9	12.7	2.6	0.0	0.0	0.4	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Caldbeck Village Centre	0.0	0.2	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
Local shops, Skinburness Village Centre	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Main Street, Abbeytown, Holme Abbey, Wigton	0.2	0.2	0.2	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
Spar, Queen Street, Aspetta	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Solway Street, Silloth	0.0	0.2	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
Wigton Town Centre	0.2	0.9	0.2	0.4	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
<b>Sub Total</b>	<b>16.5</b>	<b>11.3</b>	<b>15.7</b>	<b>9.5</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>1.1</b>	<b>1.8</b>	<b>1.7</b>	<b>0.6</b>	<b>0.0</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 2-Maryport</b>																		
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.2	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
Dearham Post Office & Village Store, Central Road, Dearham, CA15 7HG	0.0	0.3	0.0	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
Heron, Senhouse Street, Maryport, CA15 6BS	0.2	1.0	0.0	0.0	0.2	0.9	0.0	0.1	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	7.9	4.9	0.4	0.1	0.2	4.5	0.7	0.1	0.0	0.0	0.4	0.1	0.0	0.1	0.0	0.0	0.2	0.0
Local shops, Ellenborough Town Centre	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	0.0	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier Stores, Church Terrace, Maryport, CA15 7PT	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier Stores, The Archies, Maryport, CA15 8HF	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar (Service Station), Solway Garage, Curzon Street, Maryport	0.0	0.2	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
Spar, Maryport Road, Dearham	0.0	0.3	0.0	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
Tesco Express, Bounty Inn, Maryport, CA15 7AD	0.0	0.2	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
<b>Sub Total</b>	<b>8.1</b>	<b>7.9</b>	<b>0.4</b>	<b>0.1</b>	<b>6.4</b>	<b>7.4</b>	<b>0.7</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.4</b>	<b>0.1</b>	<b>0.0</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>
<b>Zone 3-Allerdale</b>																		
Aldi, Low Road, Cockermouth	12.2	2.8	0.3	0.0	0.7	0.0	8.5	2.7	1.4	0.1	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Co-op, Station Street, Cockermouth	0.3	1.0	0.0	0.0	0.3	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Lidl, Station Road, Cockermouth	4.6	2.1	0.2	0.0	0.9	0.0	2.1	1.3	0.4	0.1	0.0	0.7	0.0	0.0	0.9	0.0	2.0	0.0
Local shops, Great Broughton Village Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Little Broughton Village Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Service Station, Lantholm Road, Cockermouth, CA13 0QT	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
One Stop, Main Street, Cockermouth, CA13 9LQ	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	18.4	3.2	0.0	0.0	1.6	0.0	12.9	2.1	2.0	0.1	1.3	1.1	0.3	0.0	0.3	0.0	0.0	0.0
Sawdell Stores, Windmill Lane, Cockermouth, CA13 9AU	0.0	0.3	0.0	0.0	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
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total</b>	<b>35.6</b>	<b>10.8</b>	<b>0.5</b>	<b>0.0</b>	<b>3.2</b>	<b>0.3</b>	<b>23.9</b>	<b>8.3</b>	<b>3.8</b>	<b>0.2</b>	<b>2.6</b>	<b>1.9</b>	<b>0.3</b>	<b>0.0</b>	<b>1.2</b>	<b>0.1</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 4-Lake District National Park</b>																		
Booths, Thibebam Street, Keswick	6.5	2.3	0.2	0.0	0.0	0.0	0.6	0.1	5.5	2.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Co-op, Main Street, Keswick	0.0	1.7	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
Crosthwaite Garage, Crosthwaite Road, Keswick, CA12 5PR	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Keswick Town Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Premier Stores, St John's Street, Keswick, CA12 5AP	0.0	0.2	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	0.0
Spar (Service Station), High Hill, Keswick	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	0.0	0.0
Spar, Penrith Road, Derwent, Keswick	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Shortley Lane, Keswick	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Village Shop, Main Street, Braithwaite CA12 5ST	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Sub Total</b>	<b>7.4</b>	<b>5.5</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.6</b>	<b>0.1</b>	<b>6.4</b>	<b>4.9</b>	<b>0.0</b>	<b>0.4</b>	<b>0.0</b>	<b>0.0</b>	<b>0.2</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>
<b>Zone 5</b>																		
<b>Allerdale</b>																		
Aldi, Derwent Drive, Workington	9.9	1.3	0.4	0.1	1.4	0.0	0.0	0.0	0.1	0.0	7.5	1.1	0.2	0.1	0.2	0.0	0.0	0.0
Asda, Dunmail Park, Workington	17.5	1.0	1.2	0.0	4.2	0.1	1.1	0.0	0.6	0.0	8.6	0.8	1.6	0.1	0.0	0.0	0.1	0.0
Asda, Moss Bay Road, Workington	4.2	1.6	0.0	0.0	1.1	0.0	0.0	0.1	0.0	0.0	3.1	1.5	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Derwent Drive, Derwent Howe Retail Park, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&M, Murray Road, Workington, CA14 2AD	0.0	0.1	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	0.0	0.0	0.0
Co-op, Harrington Road, Workington, CA14 3EG	0.0	0.2	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
Costcutter, Station Road, Workington, CA14 2UZ	0.0	0.1	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	0.0	0.0	0.0
Grisdale General Stores, Senhouse Street, Workington, CA14 2SD	0.0	0.1	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	0.0	0.0	0.0
Home Bargains, Central Way, Campbell Savours Way, Workington, CA14 3DZ	0.2	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
Island, Pow Street, Workington	1.2	1.7	0.0	0.0	0.2	0.1	0.4	0.0	0.0	0.0	0.6	1.5	0.0	0.1	0.0	0.0	0.0	0.0
Local shops, Seaton Village Centre	0.0	0.2	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
Marks & Spencer, Pow Street, Workington	0.0	1.7	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.0	1.3	1.0	0.0	0.1	0.0	0.0	0.0	0.0
Marshall's Butchers, Corporation Road, Workington, CA14 2PH	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0							

Destination	Total		Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8	
	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)	Main food (£m)	Top-up (£m)
Outside Study Area																		
Outside Study Area																		
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	2.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalton Road, Carlisle	1.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	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	0.0	0.0	2.0	0.0
Aldi, Pettit Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside 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	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	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, Chandler Way, Carlisle	2.5	0.2	1.8	0.1	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	1.5	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-in-Furness	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0
Barrow-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Brunswick Road, Penrith	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Dodgson Croft Road, Kirkby Lonsdale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Oubas Hill, Canal Street, Ulverston	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1
Booths, Pithouse Lakeside, Park Road, Mithrope	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, The Old Station, Victoria Street, Windermere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Booths, Wainwrights Yard, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough 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	0.0	0.0	0.0
Carlisle City 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	0.0	0.0
Cartmel 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	0.0	0.0	0.0
Coniston 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	0.0	0.0	0.0
Co-op, Analside Street, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Blackwell Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Broadgate, Grasmere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Central Avenue, Harroby, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Chapel Side, Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Compton Road, Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Denton Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Duke Street, Askam-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Harrell Lane, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Island Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Kents Bank Road, Grange-over-Sands	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, King George Court, Warrick Bridge, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Lake Road, Bowness-on-Windermere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, Brampton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, Hawkshead, Ambleside	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Main Street, Shap, Penrith	0.2	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
Co-op, Market Street, Dalton-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Market Street, Ulverston	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Co-op, Oak Street, Windermere	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Oxford Street, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Plymouth Street, Walney Island, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Priory Road, Ulverston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Roose Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Strangeforth Road, Manton, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Townhead Road, Dalton, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Vewdale Road, Coniston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton 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	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, High Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Shadongate, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Farmfoods, Walney Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere 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	0.0	0.0	0.0
Island, Castle Retail Park, Cavendish Way, Penrith	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	0.0	0.0	0.0
Island, Highgate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Island, Hindpool Road, Barrow-in-Furness	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	0.0	0.2	0.0
Island, St Nicholas Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Maford Retail Park, Charlotte Street, Carlisle	1.5	0.4	1.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.4
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Simply Food, King Street, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer (M&S), Broadfield Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer Foodhall, Park House Road, Carlisle	0.0	0.0																



Table 5: Survey-derived and benchmark turnover of foodstores

Destination	Gross Floorspace (sq m)	Net Sales Area (sq m)	Net Convenience Sales Area (A) (sq m)	Sales Density (B) (£ per sq m)	Benchmark Turnover (AxB) (£m)	Survey Turnover (£m)	Inflow Allowance (£m)	Estimated Survey T/O with Inflow (£m)	Overtrading (£m)
Zone 1 - Allerdale									
Aspatria District Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
B&M, King Street, Wigton, CA7 9DT	1,183	575	173	3,535	0.6	0.1	0.0	0.2	-0.4
Co-op, Caldew Street, Silloth	467	269	242	10,514	2.5	2.3	0.4	2.7	0.2
Co-op, King Street, Aspatria, Wigton	1,131	681	613	10,514	6.4	1.6	0.3	1.9	-4.5
Co-op, Station Road, Wigton	547	329	296	10,514	3.1	6.5	1.2	7.8	4.7
Harrisons Store, Main Street, Abbeytown, Wigton, CA7 4RR	98	-	-	-	0.1	0.1	0.0	0.1	0.0
Hesket Newmarket Village Shop, The Village Shop, Hesket Newmarket, CA7 8JG	88	-	-	-	0.1	0.1	0.0	0.1	0.0
Kirkbride Post Office, Kirkbride, Wigton, CA7 5JH	51	-	-	-	0.3	0.3	0.0	0.3	0.0
Lidl, King Street, Wigton	1,392	996	797	9,814	7.8	16.6	3.1	19.7	11.9
Local shops, Caldbeck Village Centre	-	-	-	-	0.2	0.2	0.0	0.3	0.0
Local shops, Skinburness Village Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Silloth Town Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Spar, Main Street, Abbeytown, Holme Abbey, Wigton	29	19	18	7,825	0.1	0.4	0.1	0.5	0.4
Spar, Queen Street, Aspatria	215	112	106	7,825	0.8	0.0	0.0	0.0	-0.8
Spar, Solway Street, Silloth	345	258	245	7,825	1.9	0.2	0.0	0.2	-1.7
Wigton Town Centre	-	-	-	-	1.1	1.1	0.2	1.3	0.2
Sub Total					25.5	29.8	5.7	35.5	10.0
Zone 2 - Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	1,377	829	249	3,535	0.9	0.2	0.0	0.2	-0.7
Dearham Post Office & Village Store, Central Road, Dearham, CA15 7HG	136	-	-	-	0.3	0.3	0.0	0.3	0.0
Heron, Senhouse Street, Maryport, CA15 6BS	871	566	453	7,474	3.4	1.2	0.1	1.3	-2.1
Lidl, Curzon Street, Maryport	1,423	1,018	815	9,814	8.0	12.8	1.2	14.0	6.0
Local shops, Ellenborough Town Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Maryport Town Centre	-	-	-	-	0.6	0.6	0.1	0.6	0.1
Premier Stores, Church Terrace, Maryport, CA15 7PT	170	91	86	6,722	0.6	0.1	0.0	0.1	-0.5
Premier Stores, The Arches, Maryport, CA15 8HF	166	138	131	6,722	0.9	0.1	0.0	0.1	-0.8
Spar (Service Station), Solway Garage, Curzon Street, Maryport	350	245	233	7,825	1.8	0.2	0.0	0.2	-1.6
Spar, Maryport Road, Dearham	85	59	56	7,825	0.4	0.3	0.0	0.4	-0.1
Tesco Express, Bounty Inn, Maryport, CA15 7AD	296	239	155	13,401	2.1	0.2	0.0	0.3	-1.8
Sub Total					18.9	16.0	1.5	17.5	-1.4
Zone 3 - Allerdale									
Aldi, Low Road, Cockermouth	1,148	791	690	10,517	7.3	15.0	1.6	16.6	9.3
Cockermouth Town Centre	-	-	-	-	0.7	0.7	0.1	0.7	0.1
Co-op, Station Street, Cockermouth	604	363	327	10,514	3.4	1.3	0.1	1.4	-2.0
Lidl, Station Road, Cockermouth	1,777	1,066	854	9,814	8.4	6.7	0.7	7.4	-1.0
Local shops, Great Broughton Village Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Local shops, Little Broughton Village Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Oakhurst Service Station, Lamplugh Road, Cockermouth, CA13 0QT	545	382	362	7,825	0.0	0.0	0.0	0.0	0.0
One Stop, Main Street, Cockermouth, CA13 9LQ	296	155	147	8,107	1.2	0.5	0.0	0.5	-0.7
Sainsbury's Superstore, Station Road, Cockermouth	2,845	1,753	1,201	11,356	13.6	21.6	2.3	23.9	10.3
Slatefell Stores, Windmill Lane, Cockermouth, CA13 9AU	55	-	-	-	0.3	0.3	0.0	0.3	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	2,291	-	-	-	0.1	0.1	0.0	0.1	0.0
Sub Total					35.2	46.3	4.8	51.2	16.0
Zone 5									
Allerdale									
Aldi, Derwent Drive, Workington	1,146	790	689	10,517	7.2	11.2	0.2	11.4	4.2
Asda, Dunmail Park, Workington	7,554	4,603	2,849	13,268	37.8	18.5	0.3	18.8	-19.0
Asda, Moss Bay Road, Workington	1,063	785	486	13,268	6.4	5.8	0.1	5.9	-0.5
B&M, Derwent Drive, Derwent Howe Retail Park, CA14 3YW	1,412	1,303	391	3,535	1.4	0.0	0.0	0.0	-1.4
B&M, Murray Road, Workington, CA14 2AD	1,273	827	248	3,535	0.9	0.1	0.0	0.1	-0.8
Co-op, Harrington Road, Workington, CA14 3EG	270	126	120	10,514	1.3	0.2	0.0	0.2	-1.1
Costcutter, Station Road, Workington, CA14 2UZ	53	53	50	4,596	0.2	0.1	0.0	0.1	-0.1
Grisdale General Stores, Senhouse Street, Workington, CA14 2SD	71	-	-	-	0.1	0.1	0.0	0.1	0.0
Home Bargains, Central Way, Campbell Savours Way, Workington, CA14 3DZ	870	609	183	6,572	1.2	0.2	0.0	0.2	-1.0
Iceland, Pow Street, Workington	1,776	888	846	6,663	5.6	2.9	0.0	2.9	-2.7
Local shops, Seaton Village Centre	-	-	-	-	0.2	0.2	0.0	0.2	0.0
Marks & Spencer, Pow Street, Workington	544	327	299	10,176	3.0	2.9	0.0	2.9	-0.1
Marshall's Butchers, Corporation Road, Workington, CA14 2PH	50	-	-	-	0.2	0.2	0.0	0.2	0.0
McColl's, Harrington Road, Workington, CA14 3EG	270	113	107	7,647	0.8	0.0	0.0	0.0	-0.8
Middlemoor Filling Station, Stainburn Road, Workington, CA14 1ST	112	-	-	-	0.2	0.2	0.0	0.2	0.0
Moorclose Deli, Westfield Drive, Workington, CA14 3RW	82	-	-	-	0.2	0.2	0.0	0.2	0.0
Morrisons, Derwent Drive, Workington	4,373	2,560	1,926	12,293	23.7	27.6	0.5	28.0	4.4
One Stop, Main Road, Seaton, CA14 1JE	189	132	125	8,107	1.0	0.3	0.0	0.3	-0.7
Pioneer Foods, Church Road, Workington, CA14 5PT	94	71	-	-	0.0	0.1	0.0	0.1	0.1
Premier Stores, Mossbay Road, Workington, CA14 3TG	158	110	105	6,722	0.7	0.3	0.0	0.3	-0.4
Spar, Harrington Road, Workington	463	280	266	7,825	2.1	0.9	0.0	0.9	-1.2
Spar, Main Road, Seaton, Workington	94	65	62	7,825	0.5	0.1	0.0	0.1	-0.4
Spar, Westfield Drive, Moorclose, Workington	396	277	263	7,825	2.1	1.2	0.0	1.2	-0.8
Tesco Superstore, New Bridge Road, Workington	4,115	2,518	1,627	13,401	21.8	30.5	0.5	31.0	9.2
Workington Town Centre	-	-	-	-	1.0	1.0	0.0	1.0	0.0
Copeland									
Local shops, Distington Village Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
McColl's, Main Street, Distington, CA14 5SZ	279	122	116	7,647	0.9	0.0	0.0	0.0	-0.9
Sub Total					120.5	104.6	1.8	106.4	-14.1
Zone 6 - Copeland									
Aldi, Preston Street, Whitehaven	1,153	795	693	10,517	7.3	24.6	3.3	27.9	20.6
Asda, Preston Street, Whitehaven	1,319	974	603	13,268	8.0	3.8	0.5	4.3	-3.7
B&M, The Bridges Retail Park, Whitehaven, CA28 7RQ	2,278	2,032	610	3,535	2.2	0.6	0.1	0.6	-1.5
Cleator Moor Town Centre	-	-	-	-	0.0	0.0	0.0	0.0	0.0
Co-op, Leconfield Street, Cleator Moor	1,612	970	874	10,514	9.2	6.0	0.8	6.7	-2.4
Frizington Post Office & General Store, Main Street, Frizington, CA26 3SA	100	-	-	-	0.3	0.3	0.0	0.3	0.0
Haighs, King Street, Whitehaven, CA28 7JH	307	99	-	-	0.0	0.0	0.0	0.0	0.0
Heron, King Street, Whitehaven, CA28 7LA	489	318	302	7,474	2.3	0.7	0.1	0.8	-1.5
Home Bargains, Preston Street, Whitehaven, CA28 9DL	2,382	1,867	560	6,572	3.7	0.4	0.1	0.4	-3.3
Iceland, Preston Street, Whitehaven	650	453	432	6,663	2.9	1.6	0.2	1.8	-1.1
Local shops, Frizington Village Centre	-	-	-	-	0.0	0.0	0.0	0.0	0.0
Local shops, Hensingham Local Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Local shops, Mirehouse Local Centre	-	-	-	-	0.0	0.0	0.0	0.0	0.0
McColl's, Lakeland Avenue, Seaciffe, Whitehaven, CA28 9PY	203	132	125	7,647	1.0	0.6	0.1	0.6	-0.3
Morrisons, Flatt Walks, Whitehaven	4,814	2,817	2,119	12,293	26.1	37.9	5.0	43.0	16.9
Nisa Local, Four Seasons, Whinlatter Road, Whitehaven, CA28 8DJ	319	236	224	7,000	1.6	0.3	0.0	0.3	-1.2
Nisa Local, Woodhouse Road, Whitehaven, CA28 9QD	85	75	71	7,000	0.5	0.4	0.0	0.4	-0.1
Nisa, Leconfield Street, Cleator Moor, CA25 5QG	631	442	420	7,000	2.9	0.2	0.0	0.3	-2.7
Premier Stores, Meadow Road, Whitehaven, CA28 8ER	121	81	77	6,722	0.5	0.0	0.0	0.0	-0.5
Spar (Service Station), Loop Road North, Whitehaven	424	297	282	7,825	2.2	0.3	0.0	0.3	-1.9
Spar, Richmond Hill Road, Hensingham, Whitehaven	387	358	340	7,825	2.7	0.7	0.1	0.8	-1.9
Tesco Superstore, Bransty Row, North Shore, Whitehaven	4,375	2,677	1,730	13,401	23.2	26.7	3.5	30.2	7.1
Whitehaven Town Centre	-	-	-	-	0.3	0.3	0.0	0.4	0.0
Woodhouse Convenience Store, Woodhouse Road, Whitehaven, Cumbria CA28 9LL	85	75	71	7,000	0.1	0.1	0.0	0.1	0.0
Sub Total					96.8	105.3	13.94	119.2	22.5
Zone 7 - Copeland									
Co-op, Gosforth Road, Seascale	547	329	296	10,514	3.1	1.7	0.2	2.0	-1.1
Co-op, Main Street, Egremont	1,009	607	547	10,514	5.7	5.2	0.7	5.9	0.1
Egremont Town Centre	-	-	-	-	0.4	0.4	0.1	0.5	0.1
Heron, Main Street, Egremont, CA22 2DR	626								



Table 6a: Estimated capacity for additional convenience goods across West Cumbria

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	325.3	328.7	31.3	34.6
2025	327.0	324.1	30.8	27.9
2030	327.0	319.5	30.4	23.0
2035	327.0	316.1	30.1	19.2
Study Area Market Share (%)		88.9		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 88.9% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace across West Cumbria

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	34.6	2,800	4,700
2025	27.9	2,200	3,800
2030	23.0	1,800	3,100
2035	19.2	1,500	2,600

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6c: Extant convenience goods commitments in West Cumbria

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Copeland							
Zone 6							
Main Street, Hensingham, Whitehaven	4/18/2313/0F1	Spar convenience store and petrol filling station	280	224	7,825	1.75	Extant
Allerdale							
Zone 2							
Solway Garage Filling Station, Curzon Street	2/2018/0069	Demolition of existing building and replacement convenience store	280	224	7,825	1.75	Extant
Zone 5							
Land at New Bridge Road, Workington, Cumbria	FUL/2019/0210	Erection of a new discount foodstore with car parking, landscaping and other associated works.	1,900	1,521	9,814	14.93	Extant
Total			2,460	1,969		18.43	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in West Cumbria

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	34.6	18.4	16.2	1,300	2,200
2025	27.9	18.6	9.4	700	1,300
2030	23.0	18.7	4.3	300	600
2035	19.2	18.7	0.5	0	100

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6a: Estimated capacity for additional convenience goods across Allerdale Authority Area

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	199.1	196.6	17.5	15.0
2025	200.1	193.8	17.2	11.0
2030	200.1	191.1	17.0	8.1
2035	200.1	189.1	16.8	5.8
Study Area Market Share (%)		53.2		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 53.2% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace across Allerdale Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	15.0	1,200	2,000
2025	11.0	900	1,500
2030	8.1	600	1,100
2035	5.8	500	800

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6c: Extant convenience goods commitments in Allerdale Authority Area

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
<u>Allerdale</u> <u>Zone 2</u>							
Solway Garage Filling Station, Curzon Street	2/2018/0069	Demolition of existing building and replacement convenience store	280	224	7,825	1.8	Extant
<u>Zone 5</u>			-	-	-	-	-
Land at New Bridge Road, Workington, Cumbria	FUL/2019/0210	Erection of a new discount foodstore with car parking, landscaping and other associated works.	1,900	1,521	9,814	14.9	Extant
Total			2,180	1,745	-	16.7	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Allerdale Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	15.0	16.7	-1.7	-100	-200
2025	11.0	16.8	-5.8	-500	-800
2030	8.1	16.8	-8.8	-700	-1,200
2035	5.8	16.8	-11.0	-900	-1,500

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6ai: Estimated capacity for additional convenience goods in Workington

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	118.2	103.9	1.8	-12.5
2025	118.8	102.4	1.8	-14.6
2030	118.8	101.0	1.7	-16.1
2035	118.8	99.9	1.7	-17.2
Study Area Market Share (%)		28.1		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 28.1% of Study Area expenditure

Table 6bi: Quantitative capacity for additional convenience goods floorspace in Workington

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	-12.5	-1,000	-1,700
2025	-14.6	-1,200	-2,000
2030	-16.1	-1,300	-2,200
2035	-17.2	-1,400	-2,300

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6ci: Extant convenience goods commitments in Workington

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Allerdale							
Zone 5							
Land at New Bridge Road, Workington, Cumbria	FUL/2019/0210	Erection of a new discount foodstore with car parking, landscaping and other associated works.	1,900	1,521	9,814	14.9	Extant
Total			1,900	1,521	-	14.9	

Table 6di: Net quantitative capacity for additional convenience goods floorspace in Workington

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	-12.5	14.9	-27.4	-2,200	-3,700
2025	-14.6	15.0	-29.6	-2,300	-4,000
2030	-16.1	15.0	-31.1	-2,500	-4,200
2035	-17.2	15.0	-32.2	-2,500	-4,300

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6aii: Estimated capacity for additional convenience goods in Aspatria

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	7.4	1.7	0.3	-5.3
2025	7.4	1.7	0.3	-5.4
2030	7.4	1.7	0.3	-5.4
2035	7.4	1.7	0.3	-5.5
Study Area Market Share (%)		0.5		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 0.5% of Study Area expenditure

Table 6bii: Quantitative capacity for additional convenience goods floorspace in Aspatria

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	-5.3	-400	-700
2025	-5.4	-400	-700
2030	-5.4	-400	-700
2035	-5.5	-400	-700

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6cii: Extant convenience goods commitments in Aspatria

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total			-	-	-	-	

Table 6dii: Net quantitative capacity for additional convenience goods floorspace in Aspatria

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	-5.3	0.0	-5.3	-400	-700
2025	-5.4	0.0	-5.4	-400	-700
2030	-5.4	0.0	-5.4	-400	-700
2035	-5.5	0.0	-5.5	-400	-700

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2018 Prices

Table 6aiii: Estimated capacity for additional convenience goods in Cockermouth

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	34.9	46.1	4.8	16.0
2025	35.1	45.5	4.7	15.1
2030	35.1	44.8	4.7	14.4
2035	35.1	44.3	4.6	13.8
Study Area Market Share (%)		12.5		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 12.5% of Study Area expenditure

Table 6biii Quantitative capacity for additional convenience goods floorspace in Cockermouth

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	16.0	1,300	2,200
2025	15.1	1,200	2,000
2030	14.4	1,100	1,900
2035	13.8	1,100	1,900

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6ciiii: Extant convenience goods commitments in Cockermouth

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total			-	-	-	-	

Table 6diii: Net quantitative capacity for additional convenience goods floorspace in Cockermouth

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	16.0	0.0	16.0	1,300	2,200
2025	15.1	0.0	15.1	1,200	2,000
2030	14.4	0.0	14.4	1,100	1,900
2035	13.8	0.0	13.8	1,100	1,900

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2018 Prices

Table 6aiv: Estimated capacity for additional convenience goods in Maryport

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	18.2	15.3	1.5	-1.4
2025	18.3	15.1	1.4	-1.7
2030	18.3	14.9	1.4	-1.9
2035	18.3	14.7	1.4	-2.1
Study Area Market Share (%)		4.1		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 4.1% of Study Area expenditure

Table 6biv: Quantitative capacity for additional convenience goods floorspace in Maryport

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	-1.4	-100	-200
2025	-1.7	-100	-200
2030	-1.9	-200	-300
2035	-2.1	-200	-300

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6civ: Extant convenience goods commitments in Maryport

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Allerdale Zone 2							
Solway Garage Filling Station, Curzon Street	2/2018/0069	Demolition of existing building and replacement convenience store	280	224	7,825	1.8	Extant
Total			280	224	-	1.8	

Table 6div: Net quantitative capacity for additional convenience goods floorspace in Maryport

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	-1.4	1.8	-3.1	-200	-400
2025	-1.7	1.8	-3.5	-300	-500
2030	-1.9	1.8	-3.7	-300	-500
2035	-2.1	1.8	-3.9	-300	-500

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6av: Estimated capacity for additional convenience goods in Silloth

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	4.5	2.6	0.5	-1.5
2025	4.6	2.5	0.5	-1.6
2030	4.6	2.5	0.5	-1.6
2035	4.6	2.5	0.5	-1.6
Study Area Market Share (%)		0.7		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 0.7% of Study Area expenditure

Table 6bv: Quantitative capacity for additional convenience goods floorspace in Silloth

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	-1.5	-100	-200
2025	-1.6	-100	-200
2030	-1.6	-100	-200
2035	-1.6	-100	-200

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6cv: Extant convenience goods commitments in Silloth

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total			-	-	-	-	

Table 6dv: Net quantitative capacity for additional convenience goods floorspace in Silloth

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	-1.5	0.0	-1.5	-100	-200
2025	-1.6	0.0	-1.6	-100	-200
2030	-1.6	0.0	-1.6	-100	-200
2035	-1.6	0.0	-1.6	-100	-200

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2018 Prices



Table 6avi: Estimated capacity for additional convenience goods in Wigton

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	11.8	10.2	1.9	0.3
2025	11.8	10.0	1.9	0.1
2030	11.8	9.9	1.9	0.0
2035	11.8	9.8	1.9	-0.2
Study Area Market Share (%)		2.8		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 2.8% of Study Area expenditure

Table 6bvi: Quantitative capacity for additional convenience goods floorspace in Wigton

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.3	0	0
2025	0.1	0	0
2030	0.0	0	0
2035	-0.2	0	0

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6cvi: Extant convenience goods commitments in Wigton

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total			-	-	-	-	

Table 6dvi: Net quantitative capacity for additional convenience goods floorspace in Wigton

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.3	0.0	0.3	0	0
2025	0.1	0.0	0.1	0	0
2030	0.0	0.0	0.0	0	0
2035	-0.2	0.0	-0.2	0	0

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2018 Prices

Table 6a: Estimated capacity for additional convenience goods across Copeland Authority Area

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	126.3	132.1	13.8	19.6
2025	126.9	130.2	13.6	16.9
2030	126.9	128.4	13.4	14.9
2035	126.9	127.0	13.3	13.4
Study Area Market Share (%)		35.7		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 35.7% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace across Copeland Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	19.6	1,600	2,700
2025	16.9	1,300	2,300
2030	14.9	1,200	2,000
2035	13.4	1,100	1,800

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6c: Extant convenience goods commitments in Copeland Authority Area

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Copeland Zone 6							
Main Street, Hensingham, Whitehaven	4/18/2313/0F1	Spar convenience store and petrol filling station	280	252	7,825	2.0	
Total			280	252		2.0	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Copeland Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	19.6	2.0	17.7	1,400	2,400
2025	16.9	2.0	15.0	1,200	2,000
2030	14.9	2.0	12.9	1,000	1,700
2035	13.4	2.0	11.4	900	1,500

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6a: Estimated capacity for additional convenience goods in Whitehaven

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	84.3	98.8	13.8	28.3
2025	84.7	97.4	13.6	26.3
2030	84.7	96.0	13.4	24.7
2035	84.7	95.0	13.3	23.5
Study Area Market Share (%)		26.7		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 26.7% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace in Whitehaven

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	28.3	2,200	3,800
2025	26.3	2,100	3,500
2030	24.7	2,000	3,300
2035	23.5	1,900	3,200

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6c: Extant convenience goods commitments in Whitehaven

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Copeland Zone 6							
Main Street, Hensingham, Whitehaven	4/18/2313/0F1	Spar convenience store and petrol filling station	280	252	7,825	2.0	
Total			280	252		2.0	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Whitehaven

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	28.3	2.0	26.3	2,100	3,600
2025	26.3	2.0	24.3	1,900	3,300
2030	24.7	2.0	22.7	1,800	3,100
2035	23.5	2.0	21.5	1,700	2,900

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6ai: Estimated capacity for additional convenience goods in Cleator Moor

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	12.1	6.2	0.8	-5.1
2025	12.2	6.1	0.8	-5.3
2030	12.2	6.0	0.8	-5.4
2035	12.2	5.9	0.8	-5.5
Study Area Market Share (%)		1.7		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 1.7% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace across Copeland Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	-5.1	-400	-700
2025	-5.3	-400	-700
2030	-5.4	-400	-700
2035	-5.5	-400	-700

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6c: Extant convenience goods commitments in Copeland Authority Area

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total			-	-		-	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Copeland Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	-5.1	0.0	-5.1	-400	-700
2025	-5.3	0.0	-5.3	-400	-700
2030	-5.4	0.0	-5.4	-400	-700
2035	-5.5	0.0	-5.5	-400	-700

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6aiii: Estimated capacity for additional convenience goods in Egremont

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	12.4	7.8	1.0	-3.5
2025	12.5	7.7	1.0	-3.7
2030	12.5	7.6	1.0	-3.8
2035	12.5	7.5	1.0	-3.9
Study Area Market Share (%)		2.1		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 2.1% of Study Area expenditure

Table 6biii: Quantitative capacity for additional convenience goods floorspace in Egremont

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	-3.5	-300	-500
2025	-3.7	-300	-500
2030	-3.8	-300	-500
2035	-3.9	-300	-500

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6ciii: Extant convenience goods commitments in Egremont

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total				-	-	-	

Table 6diii: Net quantitative capacity for additional convenience goods floorspace in Egremont

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	-3.5	0.0	-3.5	-300	-500
2025	-3.7	0.0	-3.7	-300	-500
2030	-3.8	0.0	-3.8	-300	-500
2035	-3.9	0.0	-3.9	-300	-500

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 6aiv: Estimated capacity for additional convenience goods in Millom

Year	Benchmark Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	10.3	15.4	2.0	7.1
2025	10.4	15.2	2.0	6.8
2030	10.4	14.9	2.0	6.6
2035	10.4	14.8	2.0	6.4
Study Area Market Share (%)		4.2		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 4.2% of Study Area expenditure

Table 6biv: Quantitative capacity for additional convenience goods floorspace in Millom

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	7.1	600	1,000
2025	6.8	500	900
2030	6.6	500	900
2035	6.4	500	900

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)

Table 6civ: Extant convenience goods commitments in Millom

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total			-	-	-	-	

Table 6div: Net quantitative capacity for additional convenience goods floorspace in Millom

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	7.1	0.0	7.1	600	1,000
2025	6.8	0.0	6.8	500	900
2030	6.6	0.0	6.6	500	900
2035	6.4	0.0	6.4	500	900

a. Average sales density assumed to be £12,580 per sq.m which is average of 'main four' foodstore operators  
b. Average sales density assumed to be £7,379 per sq.m which is reflective of discount operators  
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

Table 7a: Population

Zone	Population			
	2020	2025	2030	2035
1	19,662	19,669	19,604	19,485
2	16,856	16,939	16,952	16,864
3	18,072	18,082	17,981	17,842
4	10,099	10,019	9,909	9,753
5	36,508	36,514	36,354	36,190
6	39,653	38,846	37,965	37,249
7	17,837	17,474	17,079	16,550
8	11,625	11,346	11,146	10,922
Total	170,312	168,889	166,990	164,855

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)								
	2018 with S/T									2018									2020									2025								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	847	188	399	569	451	350	229	232	3,265	705	157	332	473	375	291	190	193	2,716	740	164	349	497	394	306	200	202	2,851	829	184	391	556	441	342	224	227	3,194
2	795	158	335	488	417	350	174	209	2,927	661	132	278	406	347	292	145	174	2,435	694	138	292	426	365	306	152	183	2,556	778	155	327	478	408	343	170	205	2,864
3	978	225	470	627	553	462	271	298	3,883	813	188	391	522	460	384	226	248	3,231	854	197	410	548	483	403	237	260	3,391	956	221	459	613	541	452	266	291	3,799
4	1,125	257	522	600	617	502	306	343	4,271	936	214	435	499	513	417	255	286	3,554	982	224	456	524	538	438	267	300	3,730	1,101	251	511	587	603	491	299	336	4,179
5	897	186	393	486	467	448	192	226	3,296	746	155	327	405	388	373	160	188	2,743	783	163	344	425	408	391	168	198	2,879	878	182	385	476	457	438	188	221	3,225
6	837	174	362	469	431	398	183	213	3,067	696	145	301	390	358	331	152	177	2,551	731	152	316	410	376	348	160	186	2,678	819	170	354	459	421	389	179	208	3,000
7	885	196	405	563	485	364	229	253	3,379	736	163	337	468	404	303	191	210	2,811	773	171	354	491	424	318	200	221	2,951	866	191	397	550	475	356	224	247	3,306
8	810	176	358	486	421	353	206	218	3,029	674	147	298	404	350	294	171	181	2,520	708	154	313	424	368	309	180	190	2,645	793	172	350	475	412	346	201	213	2,964

Zone	Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)								
	2030									2035								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	938	656.5443	442	629	499	387	253	257	4,062	1,074	752	506	721	571	444	290	294	4,650
2	880	615.8323	370	541	462	388	193	232	3,681	1,007	705	424	619	529	444	220	265	4,213
3	1,082	250	520	694	612	511	300	330	4,299	1,239	286	595	794	701	585	344	377	4,921
4	1,245	284	578	664	683	555	339	380	4,728	1,425	325	662	760	781	636	388	435	5,413
5	993	206	436	538	517	496	213	250	3,649	1,137	236	499	616	591	567	244	287	4,177
6	927	193	401	519	477	441	202	236	3,395	1,061	221	459	594	546	504	232	270	3,886
7	979	217	449	623	537	403	254	280	3,741	1,121	248	514	713	615	461	290	321	4,282
8	897	195	397	538	466	391	228	241	3,353	1,027	223	454	616	533	448	261	276	3,839

Notes:

a. Zones based on the following post code sectors

1 CA7 0, 3, 4, 5, 8, 9

2 CA15 6, 7, 8

3 CA13 0, 9 and CA7 2

4 CA12 4, 5 and CA7 1

5 CA14 1, 2, 3, 4, 5

6 CA24 3, CA25 5, CA26 3, CA28 6, 7, 8, 9

7 CA19 1, CA20 1, CA21 2, CA22 2, CA23 3 and CA27 0

8 LA18 4, LA18 5, LA19 5 and LA20 6

b. Per capita expenditure derived from Experian MMG3 data (2019 report)

c. Population derived from Experian MMG3 data (2019 report)

d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 17



Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Comparison goods expenditure (£m)								
	2020									2025									2030									2035								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	14.5	3.2	6.9	9.8	7.7	6.0	3.9	4.0	56.1	16.3	3.6	7.7	10.9	8.7	6.7	4.4	4.5	62.8	18.4	12.9	8.7	12.3	9.8	7.6	5.0	5.0	79.6	20.9	14.6	9.9	14.0	11.1	8.6	5.6	5.7	90.6
2	11.7	2.3	4.9	7.2	6.1	5.2	2.6	3.1	43.1	13.2	2.6	5.5	8.1	6.9	5.8	2.9	3.5	48.5	14.9	10.4	6.3	9.2	7.8	6.6	3.3	3.9	62.4	17.0	11.9	7.1	10.4	8.9	7.5	3.7	4.5	71.1
3	15.4	3.6	7.4	9.9	8.7	7.3	4.3	4.7	61.3	17.3	4.0	8.3	11.1	9.8	8.2	4.8	5.3	68.7	19.5	4.5	9.3	12.5	11.0	9.2	5.4	5.9	77.3	22.1	5.1	10.6	14.2	12.5	10.4	6.1	6.7	87.8
4	9.9	2.3	4.6	5.3	5.4	4.4	2.7	3.0	37.7	11.0	2.5	5.1	5.9	6.0	4.9	3.0	3.4	41.9	12.3	2.8	5.7	6.6	6.8	5.5	3.4	3.8	46.9	13.9	3.2	6.5	7.4	7.6	6.2	3.8	4.2	52.8
5	28.6	5.9	12.5	15.5	14.9	14.3	6.1	7.2	105.1	32.0	6.7	14.1	17.4	16.7	16.0	6.9	8.1	117.8	36.1	7.5	15.8	19.6	18.8	18.0	7.7	9.1	132.7	41.1	8.6	18.0	22.3	21.4	20.5	8.8	10.4	151.2
6	29.0	6.0	12.5	16.2	14.9	13.8	6.3	7.4	106.2	31.8	6.6	13.8	17.8	16.4	15.1	7.0	8.1	116.5	35.2	7.3	15.2	19.7	18.1	16.7	7.7	8.9	128.9	39.5	8.2	17.1	22.1	20.3	18.8	8.6	10.0	144.7
7	13.8	3.0	6.3	8.8	7.6	5.7	3.6	3.9	52.6	15.1	3.3	6.9	9.6	8.3	6.2	3.9	4.3	57.8	16.7	3.7	7.7	10.6	9.2	6.9	4.3	4.8	63.9	18.6	4.1	8.5	11.8	10.2	7.6	4.8	5.3	70.9
8	8.2	1.8	3.6	4.9	4.3	3.6	2.1	2.2	30.8	9.0	2.0	4.0	5.4	4.7	3.9	2.3	2.4	33.6	10.0	2.2	4.4	6.0	5.2	4.4	2.5	2.7	37.4	11.2	2.4	5.0	6.7	5.8	4.9	2.8	3.0	41.9
Total	131.2	28.2	58.8	77.6	69.7	60.2	31.6	35.5	492.8	145.8	31.3	65.4	86.2	77.4	66.9	35.1	39.5	547.6	163.1	51.3	73.1	96.5	86.6	74.8	39.3	44.2	629.0	184.3	58.1	82.7	109.0	97.9	84.6	44.4	49.9	710.9

Notes:  
a. Zones based on the following post code sectors  
1 CA7 0, 3, 4, 5, 8, 9  
2 CA15 6, 7, 8  
3 CA13 0, 9 and CA7 2  
4 CA12 4, 5 and CA7 1  
5 CA14 1, 2, 3, 4, 5  
6 CA24 3, CA25 5, CA26 3, CA28 6, 7, 8, 9  
7 CA19 1, CA20 1, CA21 2, CA22 2, CA23 3 and CA27 0  
8 LA18 4, LA18 5, LA19 5 and LA20 6  
f. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 7

Table 9: Clothing & footwear shopping patterns

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	0.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	0.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.2	0.0	1.0	0.0	0.0	0.0	0.6	0.0	0.0
Sub Total	0.3	0.0	1.0	1.0	0.0	0.0	0.6	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aspatria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	2.6	0.8	1.0	10.7	2.0	2.9	1.0	0.0	3.4
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.6	0.8	1.0	10.7	2.0	2.9	1.0	0.0	3.4
Zone 4-Lake District National Park									
Keswick Town Centre	3.3	1.4	2.8	2.3	37.3	1.6	0.0	2.6	0.0
Pack Horse Court, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.3	1.4	2.8	2.3	37.3	1.6	0.0	2.6	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	1.7	0.0	1.0	0.0	1.8	3.8	2.1	1.5	0.0
Asda, Moss Bay Road, Workington	0.2	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent Drive, Workington	1.6	0.0	2.8	1.0	0.0	5.0	0.0	0.0	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	2.9	0.0	1.0	2.3	0.0	6.7	4.4	0.0	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	1.0	0.0	0.0	0.0	1.0	3.3	0.9	0.0	0.0
Morrisons, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Workington Town Centre	40.2	12.7	59.6	44.5	14.7	61.2	34.6	44.8	3.2
Sub Total	47.7	12.7	64.4	47.8	17.5	81.2	41.9	46.3	3.2
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleator Moor Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Sneekyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.2	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	7.8	0.0	2.0	0.0	0.0	0.0	28.1	12.4	0.0
Sub Total	8.2	0.0	2.0	0.0	1.0	0.0	29.5	12.4	0.0
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	1.3	0.0	0.0	0.0	0.0	0.0	0.8	8.8	3.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmilll Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.3	0.0	0.0	0.0	0.0	0.0	0.8	8.8	3.0
Zone 8									
Copeland									
Millom Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6
Tesco Superstore, Lancashire Road, Millom	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.6
Total   Study Area									
63.8	16.6	71.2	61.8	57.8	85.8	73.8	70.1	14.2	
Total   West Cumbria									
60.5	15.3	68.4	59.5	20.5	84.1	73.8	67.5	14.2	
Sub Total   Allerdale Borough									
54.1	16.6	69.2	61.8	56.8	85.8	43.5	48.8	6.6	
Sub Total   Copeland Borough									
9.7	0.0	2.0	0.0	1.0	0.0	30.3	21.2	7.6	

Destination	Total Clothing (%)	Zone 1 Clothing (%)	Zone 2 Clothing (%)	Zone 3 Clothing (%)	Zone 4 Clothing (%)	Zone 5 Clothing (%)	Zone 6 Clothing (%)	Zone 7 Clothing (%)	Zone 8 Clothing (%)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.2	0.0	0.0	0.0	1.8	0.0	0.0	0.0	1.1
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.1	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Asda, Chandler Way, Carlisle	0.3	1.4	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.1	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6
Barrow-in-Furness Town Centre	2.9	0.0	0.0	0.0	0.0	0.0	0.0	2.6	47.4
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	19.1	65.5	22.9	28.0	24.9	7.2	8.1	11.3	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	3.4	7.6	1.8	2.3	2.8	3.9	3.3	3.0	0.0
Hollywood Retail Park, Barrow-in-Furness	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.7
Kendal Town Centre	0.8	0.0	0.0	0.0	1.0	0.0	0.8	0.0	9.9
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Marks & Spencer, English Street, Carlisle	0.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherines Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.4	0.0	1.8	0.0	0.0	0.0	0.0	0.0	3.4
Outside area, Carlisle	0.5	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Manchester	0.9	0.0	0.0	0.0	1.8	0.0	2.2	1.1	2.8
Outside area, Newcastle City Council	0.7	0.0	0.0	1.0	1.8	0.6	0.6	2.6	0.0
Outside area, South Lakeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Tyne and Wear	1.2	0.0	1.3	0.0	1.0	1.4	1.2	4.1	0.0
Penrith New Squares, Garden Square, Penrith	0.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Penrith Town Centre	0.2	1.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.5	3.2	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.4	2.4	0.0	0.0	1.8	0.0	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	32.6	81.0	27.8	33.6	38.9	13.0	19.8	24.7	80.3
Others									
Abroad	0.6	0.0	1.0	0.0	1.0	0.8	1.2	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	3.0	2.4	0.0	4.6	2.3	0.4	5.2	5.2	5.5
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.6	2.4	1.0	4.6	3.3	1.2	6.4	5.2	5.5
Sub Total outside Study Area	36.2	83.4	28.8	38.2	42.2	14.2	26.2	29.9	85.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:  
a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

Table 10: Clothing & footwear expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.3	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0
Sub Total	0.4	0.0	0.1	0.2	0.0	0.0	0.2	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aspatria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	3.5	0.1	0.1	1.6	0.2	0.8	0.3	0.0	0.3
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.5	0.1	0.1	1.6	0.2	0.8	0.3	0.0	0.3
Zone 4-Lake District National Park									
Keswick Town Centre	5.4	0.2	0.3	0.4	3.7	0.5	0.0	0.4	0.0
Pack Horse Court, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.4	0.2	0.3	0.4	3.7	0.5	0.0	0.4	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	2.2	0.0	0.1	0.0	0.2	1.1	0.6	0.2	0.0
Asda, Moss Bay Road, Workington	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent Drive, Workington	1.9	0.0	0.3	0.2	0.0	1.4	0.0	0.0	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	3.7	0.0	0.1	0.4	0.0	1.9	1.3	0.0	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	1.3	0.0	0.0	0.0	0.1	1.0	0.3	0.0	0.0
Morrisons, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Workington Town Centre	51.1	1.8	7.0	6.9	1.5	17.5	10.0	6.2	0.3
Sub Total	60.5	1.8	7.5	7.4	1.7	23.2	12.1	6.4	0.3
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleator Moor Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Sneekveat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	10.1	0.0	0.2	0.0	0.0	0.0	8.2	1.7	0.0
Sub Total	10.6	0.0	0.2	0.0	0.1	0.0	8.5	1.7	0.0
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	1.7	0.0	0.0	0.0	0.0	0.0	0.2	1.2	0.2
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.7	0.0	0.0	0.0	0.0	0.0	0.2	1.2	0.2
Zone 8									
Copeland									
Millom Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Tesco Superstore, Lancashire Road, Millom	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Total   Study Area									
Total   West Cumbria	77.4	2.2	8.0	9.2	2.0	24.1	21.4	9.3	1.2
Sub Total   Allerdale Borough	64.7	2.2	7.8	9.2	1.9	24.1	12.6	6.4	0.5
Sub Total   Copeland Borough	12.7	0.0	0.2	0.0	0.1	0.0	8.8	2.9	0.6

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.1
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Asda, Chandler Way, Carlisle	0.3	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Barrow-in-Furness Town Centre	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	3.9
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	25.0	9.5	2.7	4.3	2.5	2.1	2.3	1.6	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	4.4	1.1	0.2	0.4	0.3	1.1	1.0	0.4	0.0
Hollywood Retail Park, Barrow-in-Furness	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Kendal Town Centre	1.1	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.8
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Marks & Spencer, English Street, Carlisle	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherines Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3
Outside area, Carlisle	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Manchester	1.2	0.0	0.0	0.0	0.2	0.0	0.6	0.1	0.2
Outside area, Newcastle City Council	1.0	0.0	0.0	0.2	0.2	0.2	0.2	0.4	0.0
Outside area, South Lakeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Tyne and Wear	1.6	0.0	0.2	0.0	0.1	0.4	0.4	0.6	0.0
Penrith New Squares, Garden Square, Penrith	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Penrith Town Centre	0.3	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.7	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.5	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	43.6	11.8	3.2	5.2	3.9	3.7	5.7	3.4	6.6
Others									
Abroad	0.8	0.0	0.1	0.0	0.1	0.2	0.3	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	4.1	0.3	0.0	0.7	0.2	0.1	1.5	0.7	0.5
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.9	0.3	0.1	0.7	0.3	0.3	1.8	0.7	0.5
Sub Total outside Study Area	48.4	12.1	3.4	5.9	4.2	4.1	7.6	4.1	7.1
Total	131.2	14.5	11.7	15.4	9.9	28.6	29.0	13.8	8.2

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

## Table 11: Books, CDs, DVDs shopping patterns

Table 11: Books, CDs, DVDs shopping patterns

Destination	Total Books etc (%)	Zone 1 Books etc (%)	Zone 2 Books etc (%)	Zone 3 Books etc (%)	Zone 4 Books etc (%)	Zone 5 Books etc (%)	Zone 6 Books etc (%)	Zone 7 Books etc (%)	Zone 8 Books etc (%)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	0.8	8.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.0	9.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.2	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.3	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	1.2	0.0	10.5	0.0	0.0	0.0	0.0	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.6	0.0	14.6	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aspatia District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	12.9	1.8	0.0	57.8	0.0	9.2	2.8	2.4	3.3
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.1	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	1.4	1.8	0.0	7.2	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	14.4	3.6	0.0	65.0	1.7	9.2	2.8	2.4	3.3
Zone 4-Lake District National Park									
Keswick Town Centre	3.6	1.8	0.0	1.3	49.8	0.0	0.0	0.0	0.0
Pack Horse Court, Keswick	0.2	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.8	1.8	0.0	1.3	52.7	0.0	0.0	0.0	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	4.2	2.3	11.7	1.3	2.9	4.9	5.2	0.0	0.0
Asda, Moss Bay Road, Workington	0.2	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.4	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	0.4	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	1.8	0.0	1.8	2.3	0.0	4.6	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	2.2	0.0	3.2	0.0	0.0	7.0	0.0	0.0	0.0
Workington Town Centre	33.2	0.0	38.8	14.9	2.9	62.2	38.7	40.0	0.0
Sub Total	42.3	2.3	58.7	18.5	5.8	81.0	44.0	40.0	0.0
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.5	0.0	0.0	0.0	0.0	0.0	1.4	3.1	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleator Moor Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	1.9	0.0	0.0	0.0	0.0	0.8	7.2	4.8	0.0
Sneekycast Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	1.2	0.0	0.0	0.0	0.0	1.4	2.9	4.2	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0
Whitehaven Town Centre	7.1	0.0	0.0	0.0	0.0	0.0	27.8	26.0	0.0
Sub Total	10.8	0.0	0.0	0.0	0.0	2.2	39.3	38.1	0.0
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.0	0.0
Seascale Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0
Zone 8 Copeland									
Millom Town Centre	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.5
Tesco Superstore, Lancashire Road, Millom	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.3
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.8
Total   Study Area									
Total   West Cumbria	71.7	15.6	73.3	83.5	7.5	92.4	86.1	82.9	44.2
Sub Total   Allerdale Borough	59.3	15.6	73.3	83.5	7.5	90.2	46.7	42.4	3.3
Sub Total   Copeland Borough	12.4	0.0	0.0	0.0	0.0	2.2	39.3	40.6	40.8
Destination									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Pettetli Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	1.1	11.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8
Barrow-in-Furness Town Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	19.9
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	16.1	67.6	14.7	12.2	34.0	5.5	7.4	6.2	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0

Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherine's Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Manchester	0.2	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Outside area, Newcastle City Council	1.5	0.0	0.0	1.3	0.0	1.0	5.2	0.0	0.0
Outside area, South Lakeland	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Outside area, Tyne and Wear	0.3	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.0
Penrith New Squares, Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.9	2.3	3.2	1.7	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.2	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.6
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	21.5	80.9	17.9	15.2	39.8	6.6	12.6	10.4	35.6
Others									
Abroad	0.8	0.0	0.0	0.0	0.0	1.0	0.0	4.2	6.6
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	2.1	1.8	8.9	0.0	0.0	0.0	1.4	2.4	13.6
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.9	1.8	8.9	0.0	0.0	1.0	1.4	6.6	20.2
Sub Total outside Study Area	24.4	82.6	26.7	15.2	39.8	7.6	13.9	17.1	55.8
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

- a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales



Table 12: Books, CDs, DVDs expenditure

Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aspatria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	3.0	0.1	0.0	2.1	0.0	0.5	0.2	0.1	0.1
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.3	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.3	0.1	0.0	2.3	0.0	0.5	0.2	0.1	0.1
Zone 4-Lake District National Park									
Keswick Town Centre	1.2	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Pack Horse Court, Keswick	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.3	0.1	0.0	0.0	1.2	0.0	0.0	0.0	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	1.1	0.1	0.3	0.0	0.1	0.3	0.3	0.0	0.0
Asda, Moss Bay Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derw	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	0.4	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.5	0.0	0.1	0.0	0.0	0.4	0.0	0.0	0.0
Workington Town Centre	8.7	0.0	0.9	0.5	0.1	3.7	2.3	1.2	0.0
Sub Total	10.9	0.1	1.4	0.7	0.1	4.8	2.6	1.2	0.0
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleator Moor Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.6	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0
Sneckyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.4	0.0	0.0	0.0	0.0	0.1	0.2	0.1	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	2.5	0.0	0.0	0.0	0.0	0.0	1.7	0.8	0.0
Sub Total	3.7	0.0	0.0	0.0	0.0	0.1	2.4	1.2	0.0
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Zone 8									
Copeland									
Millom Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Tesco Superstore, Lancashire Road, Millom	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Total   Study Area									
Total   Study Area	20.6	0.6	1.7	3.0	1.4	5.5	5.2	2.5	0.8
Total   West Cumbria									
Total   West Cumbria	19.3	0.5	1.7	3.0	0.2	5.5	5.2	2.5	0.8
Sub Total   Allerdale Borough									
Sub Total   Allerdale Borough	14.9	0.5	1.7	3.0	0.2	5.4	2.8	1.3	0.1
Sub Total   Copeland Borough									
Sub Total   Copeland Borough	4.5	0.0	0.0	0.0	0.0	0.1	2.4	1.2	0.7

Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteiril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Barrow-in-Furness Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	4.7	2.2	0.3	0.4	0.8	0.3	0.4	0.2	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherine's Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Manchester	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Outside area, Newcastle City Council	0.4	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.0
Outside area, South Lakeland	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside area, Tyne and Wear	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Penrith New Squares, Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.6	2.6	0.4	0.5	0.9	0.4	0.8	0.3	0.6
Others									
Abroad	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.1
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	0.7	0.1	0.2	0.0	0.0	0.0	0.1	0.1	0.2
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.0	0.1	0.2	0.0	0.0	0.1	0.1	0.2	0.4
Sub Total outside Study Area	7.5	2.7	0.6	0.5	0.9	0.5	0.8	0.5	1.0
Total	28.2	3.2	2.3	3.6	2.3	5.9	6.0	3.0	1.8

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

Table 13: Small household goods shopping patterns

Destination	Total Household (%)	Zone 1 Household (%)	Zone 2 Household (%)	Zone 3 Household (%)	Zone 4 Household (%)	Zone 5 Household (%)	Zone 6 Household (%)	Zone 7 Household (%)	Zone 8 Household (%)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.1	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	2.4	25.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.6	26.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	0.6	0.0	3.9	1.7	0.0	0.0	0.0	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	3.9	1.7	0.0	0.0	0.0	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aspatria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	12.7	0.0	8.1	57.2	12.8	7.7	6.2	7.1	0.0
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.3	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.6	0.0	0.0	3.3	4.1	0.0	0.0	0.0	0.0
Sub Total	13.7	0.0	8.1	62.7	16.9	7.7	6.2	7.1	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	0.7	0.0	0.0	0.0	8.6	1.0	0.0	0.0	0.0
Pack Horse Court, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	0.0	0.0	0.0	8.6	1.0	0.0	0.0	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	1.1	0.0	3.9	1.7	0.0	2.1	0.0	0.0	0.0
Asda, Moss Bay Road, Workington	0.3	1.8	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	13.7	2.4	19.3	12.7	7.3	26.4	8.3	10.3	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	3.7	0.0	10.1	5.2	0.0	6.2	1.7	1.8	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Workington Town Centre	24.7	2.4	42.5	7.3	6.6	48.8	19.2	25.5	0.0
Sub Total	43.5	6.7	75.8	26.8	15.4	83.6	29.3	37.7	0.0
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleator Moor Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Sneckyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	13.2	0.0	0.0	0.0	0.0	0.6	40.4	39.5	2.1
Sub Total	13.3	0.0	0.0	0.0	0.0	0.6	40.4	40.9	2.1
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	6.9	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.0	0.0	0.0	0.0	6.9	0.0
Zone 8									
Copeland									
Millom Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.5
Tesco Superstore, Lancashire Road, Millom	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.4
Total   Study Area									
75.6	33.2	87.9	91.2	40.8	92.9	75.9	92.5	14.5	
Total   West Cumbria									
74.8	33.2	87.9	91.2	32.2	91.9	75.9	92.5	14.5	
Sub Total   Allerdale Borough									
60.2	33.2	87.9	91.2	32.2	91.3	35.5	44.7	0.0	
Sub Total   Copeland Borough									
14.6	0.0	0.0	0.0	0.0	0.6	40.4	47.8	14.5	

Destination	Total Household (%)	Zone 1 Household (%)	Zone 2 Household (%)	Zone 3 Household (%)	Zone 4 Household (%)	Zone 5 Household (%)	Zone 6 Household (%)	Zone 7 Household (%)	Zone 8 Household (%)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteiril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.1	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barrow-in-Furness Town Centre	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	45.2
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	9.7	32.7	6.9	4.2	19.7	3.5	13.5	3.6	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.2	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Retail Park, Barrow-in-Furness	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	2.4	21.8	0.0	1.3	0.0	0.6	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.2	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.1	0.0	0.0	0.0	1.9	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherineines Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	0.3	1.8	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.2	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Outside area, Manchester	0.7	0.0	0.0	0.0	1.9	0.0	2.0	0.0	2.8
Outside area, Newcastle City Council	0.3	0.0	0.0	0.0	2.6	0.0	0.8	0.0	0.0
Outside area, South Lakeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Tyne and Wear	0.1	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0
Penrith New Squares, Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith Town Centre	1.3	1.8	0.0	0.0	20.2	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.3	0.0	0.0	0.0	2.6	0.8	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	19.4	59.9	9.1	5.5	52.5	5.5	16.4	5.0	68.3
Others									
Abroad	0.5	0.0	0.0	0.0	2.6	0.0	1.1	0.0	1.6
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	4.6	6.9	3.0	3.3	4.1	1.6	6.6	2.4	15.6
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.0	6.9	3.0	3.3	6.7	1.6	7.7	2.4	17.2
Sub Total outside Study Area	24.4	66.8	12.1	8.8	59.2	7.1	24.1	7.5	85.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

Table 14: Small household goods shopping expenditure

Destination	Total Household (£m)	Zone 1 Household (£m)	Zone 2 Household (£m)	Zone 3 Household (£m)	Zone 4 Household (£m)	Zone 5 Household (£m)	Zone 6 Household (£m)	Zone 7 Household (£m)	Zone 8 Household (£m)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	1.7	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.8	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	0.3	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aspatria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	7.4	0.0	0.4	4.2	0.6	1.0	0.8	0.4	0.0
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.4	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.0
Sub Total	8.0	0.0	0.4	4.6	0.8	1.0	0.8	0.4	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	0.5	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0
Pack Horse Court, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.0	0.4	0.1	0.0	0.0	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	0.6	0.0	0.2	0.1	0.0	0.3	0.0	0.0	0.0
Asda, Moss Bay Road, Workington	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	7.4	0.2	1.0	0.9	0.3	3.3	1.0	0.7	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	2.0	0.0	0.5	0.4	0.0	0.8	0.2	0.1	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Workington Town Centre	13.3	0.2	2.1	0.5	0.3	6.1	2.4	1.6	0.0
Sub Total	23.4	0.5	3.7	2.0	0.7	10.5	3.7	2.4	0.0
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleator Moor Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sneckyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	7.7	0.0	0.0	0.0	0.0	0.1	5.1	2.5	0.1
Sub Total	7.8	0.0	0.0	0.0	0.0	0.1	5.1	2.6	0.1
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Zone 8									
Copeland									
Millom Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Tesco Superstore, Lancashire Road, Millom	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Total   Study Area									
42.8	2.3	4.3	6.8	1.9	11.7	9.5	5.8	0.5	
Total   West Cumbria									
42.2	2.3	4.3	6.8	1.5	11.5	9.5	5.8	0.5	
Sub Total   Allerdale Borough									
33.6	2.3	4.3	6.8	1.5	11.5	4.4	2.8	0.0	
Sub Total   Copeland Borough									
8.7	0.0	0.0	0.0	0.0	0.1	5.1	3.0	0.5	

Destination	Total Household (£m)	Zone 1 Household (£m)	Zone 2 Household (£m)	Zone 3 Household (£m)	Zone 4 Household (£m)	Zone 5 Household (£m)	Zone 6 Household (£m)	Zone 7 Household (£m)	Zone 8 Household (£m)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteiril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barrow-in-Furness Town Centre	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	6.2	2.2	0.3	0.3	0.9	0.4	1.7	0.2	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Retail Park, Barrow-in-Furness	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	1.7	1.5	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherineines Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Outside area, Manchester	0.4	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.1
Outside area, Newcastle City Council	0.2	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0
Outside area, South Lakeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Tyne and Wear	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Penrith New Squares, Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith Town Centre	1.1	0.1	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.9	4.1	0.4	0.4	2.4	0.7	2.1	0.3	2.5
Others									
Abroad	0.3	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.1
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	2.8	0.5	0.1	0.2	0.2	0.2	0.8	0.2	0.6
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.1	0.5	0.1	0.2	0.3	0.2	1.0	0.2	0.6
Sub Total outside Study Area	16.0	4.6	0.6	0.7	2.7	0.9	3.0	0.5	3.1
Total	58.8	6.9	4.9	7.4	4.6	12.5	12.5	6.3	3.6

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

Table 15: Toys and recreation goods shopping patterns

Destination	Total Toys etc (%)	Zone 1 Toys etc (%)	Zone 2 Toys etc (%)	Zone 3 Toys etc (%)	Zone 4 Toys etc (%)	Zone 5 Toys etc (%)	Zone 6 Toys etc (%)	Zone 7 Toys etc (%)	Zone 8 Toys etc (%)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	1.3	11.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.3	11.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	1.0	0.0	7.8	0.0	0.0	0.0	0.9	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.0	0.0	7.8	0.0	0.0	0.0	0.9	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aspatria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	7.2	0.0	0.0	51.9	7.1	3.8	0.0	6.4	0.0
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	7.2	0.0	0.0	51.9	7.1	3.8	0.0	6.4	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	3.3	0.0	0.0	5.0	36.9	2.1	0.0	3.2	0.0
Pack Horse Court, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.3	0.0	0.0	5.0	36.9	2.1	0.0	3.2	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0
Asda, Dunmail Park, Workington	1.6	0.0	4.0	0.0	0.0	3.3	1.2	0.0	0.0
Asda, Moss Bay Road, Workington	0.3	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	5.4	0.0	3.5	0.0	3.6	13.3	4.5	3.2	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	0.9	0.0	0.0	0.0	0.0	2.1	1.6	0.0	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.2	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.4	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0
Workington Town Centre	42.6	10.5	68.1	21.7	12.8	68.8	43.6	38.0	2.3
Sub Total	51.4	10.5	80.2	21.7	16.3	88.9	50.9	43.1	2.3
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleator Moor Town Centre	1.6	0.0	2.0	0.0	0.0	1.0	1.2	8.9	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sneckyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.2	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	10.6	0.0	0.0	6.8	0.0	2.0	34.5	17.5	2.9
Sub Total	12.4	0.0	2.0	6.8	0.0	3.0	35.7	28.8	2.9
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	1.2	1.8	0.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmilll Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	1.2	1.8	0.0
Zone 8									
Copeland									
Millom Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Tesco Superstore, Lancashire Road, Millom	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Total   Study Area									
77.2	22.2	89.9	85.5	60.4	97.9	88.7	83.2	7.4	
Total   West Cumbria									
73.9	22.2	89.9	80.5	23.5	95.7	88.7	80.0	7.4	
Sub Total   Allerdale Borough									
60.9	22.2	87.9	73.6	23.5	92.7	51.8	49.4	2.3	
Sub Total   Copeland Borough									
12.9	0.0	2.0	6.8	0.0	3.0	36.9	30.6	5.2	



Destination	Total Toys etc (%)	Zone 1 Toys etc (%)	Zone 2 Toys etc (%)	Zone 3 Toys etc (%)	Zone 4 Toys etc (%)	Zone 5 Toys etc (%)	Zone 6 Toys etc (%)	Zone 7 Toys etc (%)	Zone 8 Toys etc (%)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteiril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.4
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Barrow-in-Furness Town Centre	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	51.8
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	10.2	59.0	4.0	6.7	16.4	0.8	4.5	4.7	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.5	0.0	3.5	0.0	2.1	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.2	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Retail Park, Barrow-in-Furness	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Kendal Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherine's Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	0.4	2.8	0.0	0.0	2.1	0.0	0.0	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Manchester	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Outside area, Newcastle City Council	1.7	2.1	2.6	0.0	0.0	0.0	2.8	5.7	0.0
Outside area, South Lakeland	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3
Outside area, Tyne and Wear	0.4	0.0	0.0	0.0	2.6	0.0	0.0	3.2	0.0
Penrith New Squares, Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith Town Centre	1.5	6.6	0.0	2.8	9.4	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.9	5.1	0.0	2.8	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	20.4	77.8	10.1	12.3	32.5	0.8	7.3	13.6	87.4
Others									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	2.4	0.0	0.0	2.2	7.1	1.4	4.0	3.2	5.2
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.4	0.0	0.0	2.2	7.1	1.4	4.0	3.2	5.2
Sub Total outside Study Area	22.8	77.8	10.1	14.5	39.6	2.1	11.3	16.8	92.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

Table 16: Toys and recreation goods shopping expenditure

Destination	Total Toys (£m)	Zone 1 Toys (£m)	Zone 2 Toys (£m)	Zone 3 Toys (£m)	Zone 4 Toys (£m)	Zone 5 Toys (£m)	Zone 6 Toys (£m)	Zone 7 Toys (£m)	Zone 8 Toys (£m)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	1.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.1	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	0.7	0.0	0.6	0.0	0.0	0.0	0.2	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	0.0	0.6	0.0	0.0	0.0	0.2	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aspatria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	6.7	0.0	0.0	5.1	0.4	0.6	0.0	0.6	0.0
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.7	0.0	0.0	5.1	0.4	0.6	0.0	0.6	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	3.1	0.0	0.0	0.5	2.0	0.3	0.0	0.3	0.0
Pack Horse Court, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.1	0.0	0.0	0.5	2.0	0.3	0.0	0.3	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Asda, Dunmail Park, Workington	1.0	0.0	0.3	0.0	0.0	0.5	0.2	0.0	0.0
Asda, Moss Bay Road, Workington	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	3.5	0.0	0.3	0.0	0.2	2.1	0.7	0.3	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	0.6	0.0	0.0	0.0	0.0	0.3	0.3	0.0	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Workington Town Centre	29.9	1.0	4.9	2.1	0.7	10.7	7.1	3.3	0.1
Sub Total	35.7	1.0	5.8	2.1	0.9	13.8	8.3	3.8	0.1
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleator Moor Town Centre	1.3	0.0	0.1	0.0	0.0	0.2	0.2	0.8	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sneckyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	8.3	0.0	0.0	0.7	0.0	0.3	5.6	1.5	0.1
Sub Total	9.7	0.0	0.1	0.7	0.0	0.5	5.8	2.5	0.1
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmilll Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0
Zone 8									
Copeland									
Millom Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Tesco Superstore, Lancashire Road, Millom	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Total   Study Area									
57.5	2.2	6.5	8.5	3.2	15.2	14.4	7.3	0.4	
Total   West Cumbria									
54.5	2.2	6.5	8.0	1.2	14.8	14.4	7.0	0.4	
Sub Total   Allerdale Borough									
44.3	2.2	6.3	7.3	1.2	14.4	8.4	4.3	0.1	
Sub Total   Copeland Borough									
10.2	0.0	0.1	0.7	0.0	0.5	6.0	2.7	0.3	

Destination	Total Toys (£m)	Zone 1 Toys (£m)	Zone 2 Toys (£m)	Zone 3 Toys (£m)	Zone 4 Toys (£m)	Zone 5 Toys (£m)	Zone 6 Toys (£m)	Zone 7 Toys (£m)	Zone 8 Toys (£m)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petheril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Barrow-in-Furness Town Centre	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	8.8	5.8	0.3	0.7	0.9	0.1	0.7	0.4	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.4	0.0	0.3	0.0	0.1	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Retail Park, Barrow-in-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Kendal Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherine's Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	0.4	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Manchester	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Outside area, Newcastle City Council	1.3	0.2	0.2	0.0	0.0	0.0	0.5	0.5	0.0
Outside area, South Lakeland	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside area, Tyne and Wear	0.4	0.0	0.0	0.0	0.1	0.0	0.0	0.3	0.0
Penrith New Squares, Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith Town Centre	1.4	0.6	0.0	0.3	0.5	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.8	0.5	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	18.1	7.6	0.7	1.2	1.7	0.1	1.2	1.2	4.3
Others									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	2.0	0.0	0.0	0.2	0.4	0.2	0.6	0.3	0.3
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.0	0.0	0.0	0.2	0.4	0.2	0.6	0.3	0.3
Sub Total outside Study Area	20.1	7.6	0.7	1.4	2.1	0.3	1.8	1.5	4.6
Total	77.6	9.8	7.2	9.9	5.3	15.5	16.2	8.8	4.9

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.1	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.2	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	1.7	15.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	5.4	45.8	0.0	0.0	4.2	0.0	0.0	0.0	0.0
Sub Total	7.6	64.9	0.0	0.0	5.8	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	4.3	0.0	47.8	0.0	0.0	0.0	0.4	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.4	0.0	49.0	0.0	0.0	0.0	0.4	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.3	0.0	0.0	1.0	0.8	0.5	0.0	0.0	0.0
Aspatria District Centre	1.5	0.7	0.0	11.9	2.4	0.0	0.0	0.0	0.0
Cockermouth Town Centre	9.7	0.0	5.4	69.5	2.2	6.4	0.0	0.0	0.0
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.5	0.7	0.0	3.6	0.8	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.1	1.3	5.4	86.0	6.9	6.9	0.0	0.0	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	4.2	0.0	0.0	0.0	75.6	0.0	0.0	0.0	0.0
Pack Horse Court, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.2	0.0	0.0	0.0	75.6	0.0	0.0	0.0	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	1.8	2.0	7.8	1.0	0.0	2.4	1.1	0.0	0.0
Asda, Moss Bay Road, Workington	0.7	0.0	1.6	0.0	0.0	2.1	0.3	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	0.2	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	0.1	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrington Village Centre, CA14 5QH	0.6	0.0	0.0	0.0	0.0	2.5	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	1.9	0.0	0.0	0.0	1.6	8.1	0.0	0.0	0.0
Seaton Village Centre	0.4	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.9	0.0	0.0	0.0	0.0	3.9	0.0	0.0	0.0
Workington Town Centre	21.0	1.7	34.0	7.3	0.0	69.5	3.8	4.1	0.0
Sub Total	27.5	4.6	43.4	8.3	1.6	90.8	5.6	4.1	0.0
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.5	0.0	0.0	0.0	0.0	0.0	1.1	2.1	0.0
Asda, Preston Street, Whitehaven	0.7	0.0	0.0	0.0	0.0	0.0	2.7	0.9	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0
Cleator Moor Town Centre	2.3	0.0	0.0	0.0	0.0	0.0	4.8	10.5	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.6	0.0	0.0	0.0	0.0	0.0	2.5	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	4.4	0.0	0.0	0.0	0.0	0.0	14.0	9.0	0.8
Sneckyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	1.6	0.0	0.0	0.0	0.0	0.8	4.9	2.5	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	17.0	0.0	0.0	0.0	1.0	1.1	60.3	20.8	0.0
Sub Total	27.3	0.0	0.0	0.0	1.0	1.9	91.4	45.6	0.8
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Egremont Town Centre	4.2	0.0	0.0	0.0	0.0	0.0	1.1	36.7	0.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	7.9	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Walkmilll Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.3	0.0	0.0	0.0	0.0	0.0	1.1	46.1	0.0
Zone 8									
Copeland									
Millom Town Centre	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	59.9
Tesco Superstore, Lancashire Road, Millom	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.6
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	69.5
Total   Study Area									
92.7	70.9	97.8	94.3	90.9	99.5	98.5	95.9	70.3	
Total   West Cumbria									
88.4	70.9	97.8	94.3	15.2	99.5	98.5	95.9	70.3	
Sub Total   Allerdale Borough									
51.6	70.9	97.8	94.3	14.2	97.6	6.1	4.1	0.0	
Sub Total   Copeland Borough									
36.8	0.0	0.0	0.0	1.0	1.9	92.5	91.8	70.3	

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.1	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteiril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.4	3.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Barrow-in-Furness Town Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.4
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	2.6	15.9	2.2	2.4	0.8	0.5	1.0	0.0	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.9	0.0
Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.2	0.9	0.0	0.0	1.4	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.1	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherine's Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Outside area, Eden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Manchester	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Outside area, Newcastle City Council	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, South Lakeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Tyne and Wear	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith New Squares, Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith Town Centre	0.4	0.9	0.0	0.0	4.8	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.9	7.1	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.9	29.1	2.2	4.9	9.1	0.5	1.5	0.9	29.7
Others									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	0.4	0.0	0.0	0.8	0.0	0.0	0.0	3.3	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.8	0.0	0.0	0.0	3.3	0.0
Sub Total outside Study Area	7.3	29.1	2.2	5.7	9.1	0.5	1.5	4.1	29.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

Table 18: Chemist goods shopping expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	1.2	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	3.8	3.5	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub Total	5.3	5.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	3.0	0.0	2.9	0.0	0.0	0.0	0.1	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.1	0.0	3.0	0.0	0.0	0.0	0.1	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.2	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Aspatria District Centre	1.2	0.1	0.0	1.0	0.1	0.0	0.0	0.0	0.0
Cockermouth Town Centre	7.5	0.0	0.3	6.1	0.1	0.9	0.0	0.0	0.0
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.4	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	9.3	0.1	0.3	7.5	0.4	1.0	0.0	0.0	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	4.1	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0
Pack Horse Court, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.1	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	1.2	0.2	0.5	0.1	0.0	0.4	0.2	0.0	0.0
Asda, Moss Bay Road, Workington	0.5	0.0	0.1	0.0	0.0	0.3	0.1	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Harrington Village Centre, CA14 5QH	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	1.3	0.0	0.0	0.0	0.1	1.2	0.0	0.0	0.0
Seaton Village Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Workington Town Centre	14.1	0.1	2.1	0.6	0.0	10.3	0.6	0.3	0.0
Sub Total	18.5	0.4	2.7	0.7	0.1	13.5	0.8	0.3	0.0
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0
Asda, Preston Street, Whitehaven	0.5	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Cleator Moor Town Centre	1.5	0.0	0.0	0.0	0.0	0.0	0.7	0.8	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	2.8	0.0	0.0	0.0	0.0	0.0	2.1	0.7	0.0
Sneekyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	1.0	0.0	0.0	0.0	0.0	0.1	0.7	0.2	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	10.8	0.0	0.0	0.0	0.1	0.2	9.0	1.6	0.0
Sub Total	17.4	0.0	0.0	0.0	0.1	0.3	13.6	3.4	0.0
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Egremont Town Centre	2.9	0.0	0.0	0.0	0.0	0.0	0.2	2.8	0.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.6	0.0	0.0	0.0	0.0	0.0	0.2	3.5	0.0
Zone 8									
Copeland									
Millom Town Centre	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Tesco Superstore, Lancashire Road, Millom	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Total   Study Area									
64.4	5.5	6.0	8.2	4.9	14.8	14.7	7.2	3.0	
Total   West Cumbria									
60.3	5.5	6.0	8.2	0.8	14.8	14.7	7.2	3.0	
Sub Total   Allerdale Borough									
36.3	5.5	6.0	8.2	0.8	14.5	0.9	0.3	0.0	
Sub Total   Copeland Borough									
24.1	0.0	0.0	0.0	0.1	0.3	13.8	6.9	3.0	

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteiril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Barrow-in-Furness Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	1.8	1.2	0.1	0.2	0.0	0.1	0.2	0.0	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherine's Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Manchester	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Outside area, Newcastle City Council	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, South Lakeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Tyne and Wear	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith New Squares, Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith Town Centre	0.3	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.6	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.9	2.3	0.1	0.4	0.5	0.1	0.2	0.1	1.3
Others									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0
Sub Total outside Study Area	5.3	2.3	0.1	0.5	0.5	0.1	0.2	0.3	1.3
Total	69.7	7.7	6.1	8.7	5.4	14.9	14.9	7.6	4.3

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales



Table 19: Electrical goods shopping patterns

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.1	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	0.9	5.8	0.0	0.0	3.7	0.0	0.0	0.0	0.0
Sub Total	0.9	5.8	0.0	0.0	5.0	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.2	0.0	1.2	0.0	0.0	0.0	0.0	0.0	1.8
Maryport Town Centre	0.8	0.0	7.7	1.1	0.0	0.0	0.0	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.0	0.0	8.9	1.1	0.0	0.0	0.0	0.0	1.8
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.2	0.8	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Aspatria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	3.1	0.0	2.4	20.3	3.7	0.9	0.4	1.6	0.0
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.2	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.3	0.0	2.4	0.0	1.3	0.0	0.0	0.0	0.0
Sub Total	3.8	0.8	4.8	21.4	5.0	1.8	0.4	1.6	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	1.1	0.8	0.0	1.1	19.4	0.0	0.0	0.0	0.0
Pack Horse Court, Keswick	0.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.4	0.0	0.0	0.0	9.1	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.6	0.8	0.0	2.4	28.5	0.0	0.0	0.0	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	0.7	0.0	1.6	1.1	0.0	1.9	0.0	0.0	0.0
Asda, Moss Bay Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.1	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.9	2.5	0.0	0.0	1.3	1.4	0.7	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	39.5	17.3	63.0	35.1	16.2	58.5	43.4	33.7	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	1.2	1.9	4.2	3.9	0.0	0.5	0.0	0.0	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.2	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Workington Town Centre	15.5	7.4	13.5	17.1	10.2	28.3	11.9	17.4	1.0
Sub Total	58.2	29.1	83.5	58.3	27.8	92.3	56.0	51.1	1.0
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleator Moor Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.9	0.0
Sneckyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.3	0.0	0.0	0.0	0.0	0.7	0.4	0.0	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	13.3	0.0	0.0	0.0	0.0	2.1	35.9	36.3	0.0
Sub Total	13.8	0.0	0.0	0.0	0.0	2.7	36.7	37.2	0.0
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.4	5.7	0.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	0.0	0.0	0.0	0.0	0.0	0.4	5.7	0.0
Zone 8									
Copeland									
Millom Town Centre	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	60.5
Tesco Superstore, Lancashire Road, Millom	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	60.5
Total   Study Area									
83.7	36.5	97.2	83.1	66.3	96.8	93.6	95.6	63.3	
Total   West Cumbria									
82.1	35.7	97.2	80.7	37.9	96.8	93.6	95.6	63.3	
Sub Total   Allerdale Borough									
63.9	35.7	97.2	80.7	37.9	94.1	56.5	52.7	2.8	
Sub Total   Copeland Borough									
18.2	0.0	0.0	0.0	0.0	2.7	37.2	42.9	60.5	



Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petheril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.3	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barrow-in-Furness Town Centre	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.7
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	7.1	39.3	0.0	10.2	10.1	1.6	0.0	4.4	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Retail Park, Barrow-in-Furness	2.9	1.1	0.0	0.0	1.3	0.0	6.4	0.0	17.8
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	0.7	2.7	0.0	1.4	4.2	0.0	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherine's Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	2.9	15.2	1.6	4.3	10.3	0.0	0.0	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Newcastle City Council	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, South Lakeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Tyne and Wear	0.3	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0
Penrith New Squares, Garden Square, Penrith	0.1	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0
Penrith Town Centre	0.4	1.9	0.0	0.0	3.7	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.1	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	15.9	63.5	2.8	15.9	33.7	3.2	6.4	4.4	32.3
Others									
Abroad	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	0.3	0.0	0.0	1.1	0.0	0.0	0.0	0.0	3.4
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	1.1	0.0	0.0	0.0	0.0	4.4
Sub Total outside Study Area	16.3	63.5	2.8	16.9	33.7	3.2	6.4	4.4	36.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

Table 20: Electrical goods shopping expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	0.5	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub Total	0.6	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Maryport Town Centre	0.5	0.0	0.4	0.1	0.0	0.0	0.0	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.5	0.1	0.0	0.0	0.0	0.0	0.1
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Aspatria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	2.0	0.0	0.1	1.5	0.2	0.1	0.1	0.1	0.0
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.2	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Sub Total	2.5	0.0	0.3	1.6	0.2	0.3	0.1	0.1	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	1.0	0.0	0.0	0.1	0.9	0.0	0.0	0.0	0.0
Pack Horse Court, Keswick	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.5	0.0	0.0	0.2	1.3	0.0	0.0	0.0	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	0.4	0.0	0.1	0.1	0.0	0.3	0.0	0.0	0.0
Asda, Moss Bay Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.5	0.2	0.0	0.0	0.1	0.2	0.1	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	23.8	1.0	3.2	2.6	0.7	8.4	6.0	1.9	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	0.7	0.1	0.2	0.3	0.0	0.1	0.0	0.0	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Workington Town Centre	9.6	0.4	0.7	1.2	0.5	4.0	1.6	1.0	0.0
Sub Total	35.4	1.7	4.3	4.2	1.2	13.2	7.7	2.9	0.0
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleator Moor Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0
Sneckyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	7.3	0.0	0.0	0.0	0.0	0.3	4.9	2.1	0.0
Sub Total	7.6	0.0	0.0	0.0	0.0	0.4	5.1	2.1	0.0
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0
Zone 8									
Copeland									
Millom Town Centre	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Tesco Superstore, Lancashire Road, Millom	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2
Total   Study Area	50.6	2.2	5.0	6.1	2.9	13.8	12.9	5.4	2.3
Total   West Cumbria	49.1	2.1	5.0	5.9	1.7	13.8	12.9	5.4	2.3
Sub Total   Allerdale Borough	39.0	2.1	5.0	5.9	1.7	13.4	7.8	3.0	0.1
Sub Total   Copeland Borough	10.1	0.0	0.0	0.0	0.0	0.4	5.1	2.4	2.2

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteiril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barrow-in-Furness Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	4.0	2.4	0.0	0.7	0.4	0.2	0.0	0.3	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Retail Park, Barrow-in-Furness	1.6	0.1	0.0	0.0	0.1	0.0	0.9	0.0	0.6
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	0.4	0.2	0.0	0.1	0.2	0.0	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherine's Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	1.8	0.9	0.1	0.3	0.5	0.0	0.0	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Newcastle City Council	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, South Lakeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Tyne and Wear	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Penrith New Squares, Garden Square, Penrith	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Penrith Town Centre	0.3	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	9.3	3.8	0.1	1.2	1.5	0.5	0.9	0.3	1.2
Others									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2
Sub Total outside Study Area	9.6	3.8	0.1	1.2	1.5	0.5	0.9	0.3	1.3
Total	60.2	6.0	5.2	7.3	4.4	14.3	13.8	5.7	3.6

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

Table 21: DIY and gardening goods shopping patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	2.4	17.6	0.0	0.9	5.2	0.0	0.0	0.0	0.0
Sub Total	2.5	19.1	0.0	0.9	5.2	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.1	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	2.0	0.0	20.8	0.0	0.0	0.0	0.0	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.1	0.0	22.1	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.2	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0
Aspatria District Centre	0.2	0.8	0.0	0.0	2.1	0.0	0.0	0.0	0.0
Cockermouth Town Centre	6.7	0.0	6.3	44.7	5.2	3.2	0.0	2.0	0.0
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.2	0.0	0.0	0.9	1.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	1.0	0.0	1.0	7.8	0.0	0.0	0.0	0.0	0.0
Sub Total	8.4	0.8	7.3	53.4	8.3	4.7	0.0	2.0	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	1.1	0.0	0.0	0.0	20.8	0.0	0.0	0.0	0.0
Pack Horse Court, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.1	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0
Sub Total	1.1	0.0	0.0	0.0	22.6	0.0	0.0	0.0	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.1	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	0.1	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Asda, Moss Bay Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	1.3	0.0	3.2	0.0	3.2	2.0	1.7	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	42.7	17.2	53.3	36.0	12.4	78.6	43.4	40.4	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	0.4	0.0	0.0	0.9	0.0	1.3	0.0	0.0	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Workington Town Centre	6.6	5.2	10.9	5.8	1.0	10.6	5.6	7.1	0.0
Sub Total	51.2	22.4	67.4	43.7	16.6	92.9	50.6	47.5	0.0
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Asda, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Cleator Moor Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sneckyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.2	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0
Whitehaven Town Centre	14.4	0.0	0.0	0.0	0.0	0.0	47.1	27.7	0.0
Sub Total	14.7	0.0	0.0	0.0	0.0	0.0	47.8	29.1	0.0
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	1.4	0.0	0.0	0.0	0.0	0.0	0.0	12.1	0.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Seascale Village Centre	1.0	0.0	0.0	0.0	0.0	0.0	0.0	8.5	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Sub Total	2.6	0.0	0.0	0.0	0.0	0.0	0.4	21.4	0.8
Zone 8									
Copeland									
Millom Town Centre	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	52.8
Tesco Superstore, Lancashire Road, Millom	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Waberthwaite Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
South Lakeland									
Broughton-in-Furness Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Foxfield Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Sub Total	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	56.2
Total   Study Area	86.7	42.3	96.8	98.1	52.7	97.6	98.9	100.0	57.0
Total   West Cumbria	85.5	42.3	96.8	98.1	30.1	97.6	98.9	100.0	55.4
Sub Total   Allerdale Borough	64.2	42.3	96.8	98.1	30.1	97.6	50.6	49.5	0.0
Sub Total   Copeland Borough	21.3	0.0	0.0	0.0	0.0	0.0	48.2	50.5	55.4

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteiril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.1	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Barrow-in-Furness Town Centre	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.1
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	3.9	26.3	1.8	0.9	0.0	2.4	0.7	0.0	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	2.1	3.9	0.0	0.0	32.0	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.4	0.8	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Retail Park, Barrow-in-Furness	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.4
Kendal Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherine's Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	3.2	26.0	0.0	0.0	2.1	0.0	0.4	0.0	1.4
Outside area, Copeland	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Outside area, Eden	0.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Outside area, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Newcastle City Council	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, South Lakeland	0.3	0.0	1.3	0.0	1.0	0.0	0.0	0.0	1.6
Outside area, Tyne and Wear	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith New Squares, Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith Town Centre	0.4	0.0	0.0	0.0	8.4	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Ulverston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.1	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	13.2	57.7	3.2	0.9	47.3	2.4	1.1	0.0	43.0
Others									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	0.1	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	13.3	57.7	3.2	1.9	47.3	2.4	1.1	0.0	43.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

Table 22: DIY and gardening goods shopping expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	0.9	0.7	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub Total	0.9	0.8	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	0.5	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Aspatria District Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Cockermouth Town Centre	2.5	0.0	0.2	1.9	0.1	0.2	0.0	0.1	0.0
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.4	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Sub Total	3.1	0.0	0.2	2.3	0.2	0.3	0.0	0.1	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Pack Horse Court, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Moss Bay Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.4	0.0	0.1	0.0	0.1	0.1	0.1	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	12.9	0.7	1.4	1.5	0.3	4.8	2.7	1.4	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Workington Town Centre	2.0	0.2	0.3	0.2	0.0	0.6	0.4	0.3	0.0
Sub Total	15.5	0.9	1.7	1.9	0.4	5.7	3.2	1.7	0.0
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleator Moor Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sneckyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	4.0	0.0	0.0	0.0	0.0	0.0	3.0	1.0	0.0
Sub Total	4.1	0.0	0.0	0.0	0.0	0.0	3.0	1.0	0.0
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Gosforth Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Zone 8									
Copeland									
Millom Town Centre	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Superstore, Lancashire Road, Millom	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Total   Study Area									
26.8	1.7	2.5	4.2	1.4	6.0	6.3	3.6	1.2	
Total   West Cumbria									
26.1	1.7	2.5	4.2	0.8	6.0	6.3	3.6	1.2	
Sub Total   Allerdale Borough									
20.1	1.7	2.5	4.2	0.8	6.0	3.2	1.8	0.0	
Sub Total   Copeland Borough									
6.0	0.0	0.0	0.0	0.0	0.0	3.1	1.8	1.2	

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteiril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barrow-in-Furness Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	1.3	1.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	1.0	0.2	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hollywood Retail Park, Barrow-in-Furness	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherine's Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	1.1	1.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Newcastle City Council	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, South Lakeland	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Tyne and Wear	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith New Squares, Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.8	2.3	0.1	0.0	1.3	0.1	0.1	0.0	0.9
Others									
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	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
Sub Total outside Study Area	4.8	2.3	0.1	0.1	1.3	0.1	0.1	0.0	0.9
Total	31.6	3.9	2.6	4.3	2.7	6.1	6.3	3.6	2.1

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales



Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	2.9	21.2	0.0	2.0	2.3	0.0	0.0	0.0	0.0
Sub Total	2.9	21.2	0.0	2.0	2.3	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	1.3	4.2	3.9	0.0	0.0	1.7	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	6.4	4.5	31.8	15.1	3.6	3.6	0.6	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	7.8	8.7	36.9	15.1	3.6	5.4	0.6	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aspatria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	8.5	1.5	3.3	44.4	11.5	9.2	0.5	4.5	0.0
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.5	1.5	0.0	2.0	0.0	0.6	0.0	0.0	0.0
Sub Total	9.0	3.1	3.3	46.4	11.5	9.8	0.5	4.5	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	2.0	0.0	1.2	0.0	28.6	2.0	0.5	0.0	0.0
Pack Horse Court, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.0	0.0	1.2	0.0	28.6	2.0	0.5	0.0	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.4	0.0	0.0	0.0	0.0	1.3	0.6	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Moss Bay Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.3	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0
Chambers Joinery, Preeby Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	1.0	0.0	1.5	0.0	0.0	2.8	0.5	1.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	12.2	2.6	11.5	11.2	14.7	32.0	6.3	5.2	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	2.3	0.9	3.3	1.1	0.0	3.3	3.7	1.3	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Workington Town Centre	14.8	7.5	27.1	10.8	2.3	32.9	6.0	15.7	0.0
Sub Total	31.0	11.0	43.4	23.2	17.0	73.8	17.1	23.2	0.0
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	1.1	0.0	1.2	0.0	0.0	0.0	2.9	3.0	0.0
Cleator Moor Town Centre	1.6	0.0	0.0	0.0	0.0	1.0	4.1	4.5	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.9
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	1.5	0.0	0.0	0.0	0.0	0.0	6.4	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sneckyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	17.2	0.0	2.1	0.0	1.3	0.6	49.9	46.4	1.6
Sub Total	21.7	0.0	3.3	0.0	1.3	1.5	63.8	53.9	2.6
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0
Gosforth Village Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	4.7	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0
Zone 8									
Copeland									
Millom Town Centre	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	56.0
Tesco Superstore, Lancashire Road, Millom	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	56.0
Total   Study Area									
78.9	43.9	88.0	86.7	64.2	92.5	82.5	87.2	58.6	
Total   West Cumbria									
76.9	43.9	86.8	86.7	35.6	90.5	82.0	87.2	58.6	
Sub Total   Allerdale Borough									
50.6	43.9	83.5	86.7	34.3	89.0	18.2	27.7	0.0	
Sub Total   Copeland Borough									
26.3	0.0	3.3	0.0	1.3	1.5	63.8	59.5	58.6	



Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteiril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barrow-in-Furness Town Centre	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.3
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	9.4	34.6	8.1	7.8	17.6	0.7	10.4	2.0	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.3	1.5	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.1	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Hollywood Retail Park, Barrow-in-Furness	1.1	0.0	0.0	0.0	0.0	0.0	0.0	3.1	10.8
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	2.0	9.5	1.5	0.0	0.0	3.3	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherine's Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	2.4	6.6	1.2	2.0	3.6	0.0	4.5	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.1	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.0
Outside area, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Newcastle City Council	0.3	0.0	1.2	0.0	0.0	0.0	0.0	1.7	0.0
Outside area, South Lakeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Tyne and Wear	0.6	0.0	0.0	3.5	0.0	0.0	0.8	0.0	0.0
Penrith New Squares, Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith Town Centre	0.4	1.1	0.0	0.0	4.9	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.2	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	18.7	53.3	12.0	13.3	31.7	4.8	15.7	6.7	37.6
Others									
Abroad	0.5	0.0	0.0	0.0	0.0	0.0	0.0	4.8	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	2.0	2.7	0.0	0.0	4.1	2.7	1.9	1.3	3.9
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.5	2.7	0.0	0.0	4.1	2.7	1.9	6.1	3.9
Sub Total outside Study Area	21.1	56.1	12.0	13.3	35.8	7.5	17.5	12.8	41.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

Table 24: Furniture goods shopping expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	1.0	0.8	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Sub Total	1.0	0.8	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.4	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Flimby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Maryport Town Centre	2.3	0.2	1.0	0.7	0.1	0.3	0.0	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.7	0.3	1.1	0.7	0.1	0.4	0.0	0.0	0.0
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aspatria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	3.5	0.1	0.1	2.1	0.3	0.7	0.0	0.2	0.0
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	3.7	0.1	0.1	2.2	0.3	0.7	0.0	0.2	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	1.1	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.0
Pack Horse Court, Keswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.1	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Moss Bay Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent	4.4	0.1	0.4	0.5	0.4	2.3	0.5	0.2	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	0.7	0.0	0.1	0.1	0.0	0.2	0.3	0.0	0.0
Harrington Village Centre, CA14 5QH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Derwent Drive, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seaton Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Workington Town Centre	5.1	0.3	0.8	0.5	0.1	2.4	0.4	0.6	0.0
Sub Total	10.9	0.4	1.3	1.1	0.5	5.3	1.3	0.9	0.0
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Preston Street, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.0
Cleator Moor Town Centre	0.5	0.0	0.0	0.0	0.0	0.1	0.3	0.2	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Haig Enterprise Park, Whitehaven, CA28 9AN	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sneckyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	5.7	0.0	0.1	0.0	0.0	0.0	3.7	1.8	0.0
Sub Total	7.1	0.0	0.1	0.0	0.0	0.1	4.7	2.1	0.1
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Egremont Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gosforth Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Zone 8									
Copeland									
Millom Town Centre	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Tesco Superstore, Lancashire Road, Millom	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2
Total   Study Area									
28.0	1.7	2.7	4.1	1.9	6.7	6.1	3.4	1.3	
Total   West Cumbria									
26.9	1.7	2.7	4.1	1.1	6.5	6.0	3.4	1.3	
Sub Total   Allerdale Borough									
18.3	1.7	2.6	4.1	1.0	6.4	1.3	1.1	0.0	
Sub Total   Copeland Borough									
8.6	0.0	0.1	0.0	0.0	0.1	4.7	2.3	1.3	

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteiril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Chandler Way, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barrow-in-Furness Town Centre	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	3.4	1.4	0.2	0.4	0.5	0.1	0.8	0.1	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Hollywood Retail Park, Barrow-in-Furness	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2
Kendal Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	0.7	0.4	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, English Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherine's Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Blackpool	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	0.8	0.3	0.0	0.1	0.1	0.0	0.3	0.0	0.0
Outside area, Copeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Eden	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Outside area, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Newcastle City Council	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Outside area, South Lakeland	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Tyne and Wear	0.2	0.0	0.0	0.2	0.0	0.0	0.1	0.0	0.0
Penrith New Squares, Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Penrith Town Centre	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UJ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.7	2.1	0.4	0.6	1.0	0.3	1.2	0.3	0.8
Others									
Abroad	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	0.7	0.1	0.0	0.0	0.1	0.2	0.1	0.0	0.1
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.1	0.0	0.0	0.1	0.2	0.1	0.2	0.1
Sub Total outside Study Area	7.6	2.2	0.4	0.6	1.1	0.5	1.3	0.5	0.9
Total	35.5	4.0	3.1	4.7	3.0	7.2	7.4	3.9	2.2

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

Table 25: Total comparison goods shopping expenditure

Destination	Total Comparison (£m)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)
Study Area									
Zone 1-Allerdale									
Caldbeck Village Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton, CA7 9AF	0.2	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Lidl, King Street, Wigton	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Silloth Town Centre	1.4	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skinburness Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wigton Town Centre	9.5	8.8	0.0	0.1	0.6	0.0	0.0	0.0	0.0
Sub Total	11.4	10.5	0.0	0.1	0.7	0.0	0.0	0.0	0.0
Zone 2-Allerdale									
B&M, Curzon Street, Maryport, CA15 6DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dearham Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Eddie Shimmings, Jubilee Retail Park, Grasslot, Maryport, CA15 8BE	0.4	0.2	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Flimby Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1
Maryport Town Centre	7.7	0.2	5.8	1.1	0.1	0.3	0.3	0.0	0.0
New Balance Factory, St. Helen's Lane, Flimby, Maryport, CA15 8RX	0.3	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.0
Sub Total	8.8	0.3	6.4	1.1	0.1	0.4	0.4	0.0	0.1
Zone 3-Allerdale									
Aldi, Low Road, Cockermouth	0.4	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0
Aspatria District Centre	1.3	0.1	0.0	1.0	0.2	0.0	0.0	0.0	0.0
Cockermouth Town Centre	36.0	0.2	1.2	24.6	1.9	4.9	1.3	1.4	0.3
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Station Road, Cockermouth	0.2	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0
Oakhurst Garden Centre, Lamplugh Road, Cockermouth, CA13 0QN	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Station Road, Cockermouth	0.8	0.1	0.0	0.6	0.0	0.1	0.0	0.0	0.0
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	1.2	0.1	0.2	0.7	0.2	0.0	0.0	0.0	0.0
Sub Total	40.1	0.5	1.4	27.3	2.6	5.2	1.3	1.4	0.3
Zone 4-Lake District National Park									
Keswick Town Centre	17.0	0.3	0.4	1.0	13.6	1.1	0.0	0.6	0.0
Pack Horse Court, Keswick	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Packhorse Steel, Goosewell Farm, Eleventrees, Keswick, CA12 4RN	0.4	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0
Travis Perkins, Browfoot Works, off Penrith Road, Keswick, CA12 4LH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	17.6	0.3	0.4	1.1	14.1	1.1	0.0	0.6	0.0
Zone 5-Allerdale									
AA Carpets, Derwent Drive, Workington, CA14 3YW	0.2	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.0
Aldi, Derwent Drive, Workington	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Asda, Dunmail Park, Workington	6.5	0.2	1.4	0.3	0.2	2.8	1.3	0.2	0.0
Asda, Moss Bay Road, Workington	1.1	0.1	0.3	0.0	0.1	0.6	0.1	0.0	0.0
Carpetways, New Yard, Workington, CA14 3YE	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Chambers Joinery, Preedy Road, Workington, CA14 2TQ	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	1.3	0.2	0.1	0.0	0.1	0.6	0.2	0.0	0.0
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent Drive, Workington	54.1	2.0	6.6	5.7	2.0	22.3	11.0	4.5	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	7.9	0.2	0.9	1.1	0.0	3.4	2.0	0.2	0.0
Harrington Village Centre, CA14 5QH	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Howdens, New Yard, Workington, CA14 3YE	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Lillyhall industrial Estate, Lillyhall, Workington, CA14 4PE	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Marks & Spencer, Pow Street, Workington	1.5	0.0	0.1	0.0	0.1	1.0	0.3	0.0	0.0
Morrisons, Derwent Drive, Workington	1.7	0.0	0.0	0.1	0.1	1.5	0.0	0.0	0.0
Seaton Village Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Tesco Superstore, New Bridge Road, Workington	1.4	0.0	0.1	0.0	0.0	1.3	0.0	0.0	0.0
Workington Town Centre	133.8	4.1	18.8	12.7	3.1	55.4	24.8	14.5	0.4
Sub Total	210.8	6.8	28.4	20.1	5.7	90.0	39.8	19.6	0.4
Zone 6-Copeland									
Aldi, Preston Street, Whitehaven	0.4	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0
Asda, Preston Street, Whitehaven	0.7	0.0	0.0	0.0	0.1	0.0	0.5	0.2	0.0
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.6	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.0
Cleator Moor Town Centre	3.3	0.0	0.1	0.0	0.0	0.2	1.2	1.7	0.0
Dixons Department Store, Lowther Street, Whitehaven, CA28 7AL	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Frizington Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0
Halg Enterprise Park, Whitehaven, CA28 9AN	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0
Morrisons, Flatt Walks, Whitehaven	3.8	0.0	0.0	0.0	0.0	0.0	2.7	1.0	0.0
Sneekyeat Road Industrial Estate, Whitehaven, CA28 8PF	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Tesco Superstore, Bransty Row, North Shore, Whitehaven	1.8	0.0	0.0	0.0	0.0	0.3	1.2	0.3	0.0
Whitehaven Garden Centre, Meadow Road, Whitehaven, CA28 9HX	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whitehaven Town Centre	56.3	0.0	0.3	0.7	0.1	0.9	41.1	13.0	0.3
Sub Total	68.0	0.0	0.5	0.7	0.2	1.5	48.2	16.7	0.3
Zone 7-Copeland									
Co-op, Main Street, Egremont, CA22 2AD	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Egremont Town Centre	5.9	0.0	0.0	0.0	0.0	0.0	0.6	5.0	0.2
Gosforth Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	1.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Singleton Keith Garden Centre, Nethertown, Egremont, CA22 2UQ	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St. Bees Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Walkmill Garden Centre, Gosforth, Seascale, CA20 1BH	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	7.6	0.0	0.0	0.0	0.0	0.0	0.7	6.7	0.3
Zone 8									
Copeland									
Millom Town Centre	8.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4
Tesco Superstore, Lancashire Road, Millom	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Travis Perkins, off Station Yard, Lancashire Road, Millom, LA18 4AW	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waberthwaite Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
South Lakeland									
Broughton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Foxfield Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	9.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.2
Total   Study Area									
Total   Study Area	373.5	18.5	37.0	50.3	23.4	98.1	90.4	45.0	10.6
Total   West Cumbria									
Total   West Cumbria	355.9	18.2	36.7	49.3	9.3	97.1	90.4	44.3	10.6
Sub Total   Allerdale Borough									
Sub Total   Allerdale Borough	271.1	18.2	36.2	48.6	9.1	95.6	41.5	21.0	0.8
Sub Total   Copeland Borough									
Sub Total   Copeland Borough	84.8	0.0	0.5	0.7	0.2	1.5	48.9	23.4	9.8

Inflow Allowance (£m)	Total Comparison (£m)
0.0	0.1
0.1	0.3
0.0	0.1
0.6	2.0
0.0	0.1
3.9	13.4
4.6	16.0
0.0	0.0
0.0	0.1
0.1	0.5
0.0	0.1
1.1	0.2
0.0	0.3
1.2	10.0
0.0	0.4
0.1	1.4
3.6	39.6
0.0	0.0
0.0	0.3
0.0	0.1
0.1	0.9
0.1	1.3
4.0	44.0
0.0	17.0
0.0	0.2
0.0	0.4
0.0	0.0
0.0	17.6
0.0	0.2
0.0	0.2
0.0	6.6
0.0	1.1
0.0	0.1
0.0	0.1
0.0	1.3
0.4	54.5
0.1	7.9
0.0	0.4
0.0	0.1
0.0	0.1
0.0	1.5
0.0	1.7
0.0	0.3
0.0	1.4
0.9	134.8
1.5	212.3
0.0	0.4
0.0	0.7
0.0	0.6
0.6	3.9
0.0	0.1
0.0	0.4
0.0	0.5
0.0	3.8
0.0	0.2
0.0	1.8
0.0	0.0
9.9	66.2
10.5	78.5
0.0	0.1
1.0	6.9
0.0	0.2
0.0	0.0
0.0	1.3
0.0	0.0
0.0	0.1
0.0	0.0
1.0	8.6
0.4	8.8
0.0	0.8
0.0	0.0
0.0	0.0
0.0	0.0
23.3	379.2
23.3	379.2
11.3	282.3
12.0	96.8

Destination	Total Comparison (£m)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)
Outside Study Area									
Outside Study Area									
Aldi, Appleby Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Butts Street, Annan	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Cavendish Way, Penrith	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Aldi, Dalston Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Hollywood Retail Park, Barrow-in-Furness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Petteril Bank Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alston Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ambleside Town Centre	0.8	0.0	0.0	0.1	0.2	0.0	0.0	0.0	0.5
Appleby-in-Westmorland Town Centre	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Arnside Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Burton Road, Kendal	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Asda, Chandler Way, Carlisle	1.1	1.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Asda, St Nicholas Gate Retail Park, London Road, Carlisle	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Asda, Walney Road, Barrow-In-Furness	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Barrow-in-Furness Town Centre	10.6	0.0	0.0	0.0	0.0	0.0	0.0	0.4	10.3
Bowness-on-Windermere Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brampton Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brough Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlisle City Centre	55.3	25.7	4.1	7.1	6.0	3.5	6.2	2.7	0.0
Cartmel Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Retail Park, Cavendish Way, Penrith	1.5	0.2	0.3	0.0	1.0	0.0	0.0	0.0	0.0
Coniston Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Dalston Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Dalton-in-Furness Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grange-over-Sands Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grasmere Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gretna Gateway Outlet Village, Glasgow Road, Gretna	4.9	1.4	0.2	0.4	0.3	1.1	1.0	0.5	0.0
Hollywood Retail Park, Barrow-in-Furness	3.8	0.1	0.0	0.0	0.1	0.0	0.9	0.1	2.7
Kendal Town Centre	1.6	0.0	0.0	0.0	0.1	0.0	0.2	0.0	1.2
Kirkby Lonsdale Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirkby Stephen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Madford Retail Park, Charlotte Street, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Longtown Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Madford Retail Park, Charlotte Street, Carlisle	2.8	2.0	0.0	0.2	0.2	0.3	0.0	0.0	0.0
Marks & Spencer, Dalton Road, Barrow-in-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Marks & Spencer, English Street, Carlisle	0.2	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0
Marks & Spencer, Library Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milnthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.3	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Queen Katherines Avenue, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, The Strand, Barrow-in-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside area, Barrow-in-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside area, Blackpool	0.5	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3
Outside area, Carlisle	5.0	2.6	0.1	0.4	0.7	0.0	1.0	0.1	0.0
Outside area, Copeland	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Outside area, Eden	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Outside area, Manchester	2.1	0.0	0.0	0.0	0.3	0.0	0.9	0.1	0.7
Outside area, Newcastle City Council	3.1	0.2	0.2	0.2	0.3	0.2	1.0	0.9	0.0
Outside area, South Lakeland	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Outside area, Tyne and Wear	2.6	0.0	0.2	0.2	0.3	0.6	0.4	1.0	0.0
Penrith New Squares, Garden Square, Penrith	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Penrith Town Centre	3.8	1.1	0.0	0.4	2.2	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	2.3	1.6	0.1	0.6	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Mint Bridge, Shap Road, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedbergh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Tesco Superstore, Warwick Road, Carlisle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Lanes Shopping Centre, Globe Lane, Carlisle	0.9	0.4	0.0	0.0	0.4	0.1	0.0	0.0	0.0
Toolstation, Phoenix Court, Phoenix Road, Barrow-in-Furness, LA14 2UA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ulverston Town Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Walney Road Retail Park, Walney Road, Barrow-in-Furness, LA14 5UN	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Westmoreland Shopping Centre, Stramongate, Kendal	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Windermere Town Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	106.9	36.6	5.6	9.6	13.1	5.9	12.1	5.8	18.2
Others									
Abroad	1.6	0.0	0.1	0.0	0.2	0.3	0.5	0.3	0.2
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	10.8	1.0	0.4	1.4	0.9	0.7	3.2	1.5	1.7
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.4	1.0	0.5	1.4	1.1	1.0	3.7	1.8	1.9
Sub Total outside Study Area	119.3	37.5	6.0	11.0	14.3	7.0	15.8	7.7	20.1
Total	492.8	56.1	43.1	61.3	37.7	105.1	106.2	52.6	30.8

a. Zones based on post code sectors  
b. Market shares derived directly from NEMS Household Survey (January 2020)  
c. Excludes 'don't know/varies', markets and internet sales

2018 Prices

**West Cumbria Retail and Leisure Study 2020**  
**Nexus Planning**

**Table 26a: Estimated capacity for additional comparison goods floorspace in West Cumbria**

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	379.2	355.9	23.3	0.0
2025	445.5	395.5	25.9	-24.2
2030	511.5	454.2	29.7	-27.6
2035	584.4	513.4	33.6	-37.4
<b>Study Area Market Share (%)</b>		<b>72.2</b>		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Allerdale/Copeland facilities at 72.2% from Study Area

**Table 26b: Gross quantitative capacity for additional comparison goods floorspace in West Cumbria**

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-24.2	-3,700	-6,400
2030	-27.6	-4,000	-6,900
2035	-37.4	-5,100	-8,700

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in the Study Area  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in the Study Area  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

**Table 26c: Extant comparison goods commitments in Allerdale/Copeland Authority Areas**

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
<i>Zone 5</i>							
Land at St. Helens Business Park, Siddick Road	2/2016/0188	Outline application for a mixed use development park	4,650	3,255	3,500	11.4	Extant
Land at Derwent Drive, Derwent Howe Industrial Estate	2/2017/0264	New retail unit	1,818	1,454	3,500	5.1	Extant
<b>Total</b>			<b>6,468</b>	<b>4,709</b>		<b>16.5</b>	

- b. Application ref. 2/2016/0188 relates to an outline planning application at St Helens Business Park. Floorspace figures have been taken from the application documents and an average town centre sales density applied  
c. Application ref. 2/2017/0264 relates to a full planning application at Derwent Howe Industrial Estate. Floorspace figures have been taken from the application documents and an average town centre sales density applied

**Table 26d: Quantitative capacity for additional comparison goods floorspace in Allerdale/Copeland Authority Areas**

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	16.5	-16.5	-2,700	-4,700
2025	-24.2	19.4	-43.5	-6,700	-11,600
2030	-27.6	22.2	-49.8	-7,300	-12,500
2035	-37.4	25.4	-62.8	-8,600	-14,700

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in the Study Area  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in the Study Area  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

**All 2018 Prices**

**West Cumbria Retail and Leisure Study 2020**  
**Nexus Planning**

**Table 26a: Estimated capacity for additional comparison goods floorspace in Allerdale Authority Area**

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	282.3	271.1	11.3	0.0
2025	331.8	301.2	12.6	-18.0
2030	380.9	346.0	14.4	-20.5
2035	435.2	391.1	16.3	-27.8
Study Area Market Share (%)		55.0		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Allerdale facilities at 55.0% from Study Area

**Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Allerdale Authority Area**

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-18.0	-2,800	-4,800
2030	-20.5	-3,000	-5,200
2035	-27.8	-3,800	-6,500

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

**Table 26c: Extant comparison goods commitments in Allerdale Authority Area**

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
<b>Zone 5</b>							
Land at St. Helens Business Park, Siddick Road	2/2016/0188	Outline application for a mixed use development park	4,650	3,255	3,500	11.4	
Land at Derwent Drive, Derwent Howe Industrial Estate	2/2017/0264	New retail unit	1,818	1,454	3,500	5.1	
<b>Total</b>			<b>6,468</b>	<b>4,709</b>		<b>16.5</b>	

- b. Application ref. 2/2016/0188 relates to an outline planning application at St Helens Business Park. Floorspace figures have been taken from the application documents and an average town centre sales density applied  
c. Application ref. 2/2017/0264 relates to a full planning application at Derwent Howe Industrial Estate. Floorspace figures have been taken from the application documents and an average town centre sales density applied

**Table 26d: Quantitative capacity for additional comparison goods floorspace in Allerdale Authority Area**

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	16.5	-16.5	-2,700	-4,700
2025	-18.0	19.4	-37.4	-5,800	-9,900
2030	-20.5	22.2	-42.8	-6,300	-10,700
2035	-27.8	25.4	-53.2	-7,300	-12,400

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

**All 2018 Prices**



**West Cumbria Retail and Leisure Study 2020**  
**Nexus Planning**

**Table 26a: Estimated capacity for additional comparison goods floorspace in Workington**

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	211.6	210.2	1.5	0.0
2025	248.7	233.6	1.6	-13.5
2030	285.5	268.3	1.9	-15.4
2035	326.2	303.2	2.1	-20.9
Study Area Market Share (%)		42.7		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Allerdale facilities at 42.7% from Study Area

**Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Workington**

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-13.5	-2,100	-3,600
2030	-15.4	-2,300	-3,900
2035	-20.9	-2,800	-4,900

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

**Table 26c: Extant comparison goods commitments in Workington**

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
<b>Zone 5</b>							
Land at St. Helens Business Park, Siddick Road	2/2016/0188	Outline application for a mixed use development park	4,650	3,255	3,500	11.4	
Land at Derwent Drive, Derwent Howe Industrial Estate	2/2017/0264	New retail unit	1,818	1,454	3,500	5.1	
<b>Total</b>			<b>6,468</b>	<b>4,709</b>		<b>16.5</b>	

- b. Application ref. 2/2016/0188 relates to an outline planning application at St Helens Business Park. Floorspace figures have been taken from the application documents and an average town centre sales density applied  
c. Application ref. 2/2017/0264 relates to a full planning application at Derwent Howe Industrial Estate. Floorspace figures have been taken from the application documents and an average town centre sales density applied

**Table 26d: Quantitative capacity for additional comparison goods floorspace in Workington**

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	16.5	-16.5	-2,700	-4,700
2025	-13.5	19.4	-32.9	-5,100	-8,700
2030	-15.4	22.2	-37.6	-5,500	-9,500
2035	-20.9	25.4	-46.3	-6,300	-10,800

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

**All 2018 Prices**



West Cumbria Retail and Leisure Study 2020  
Nexus Planning

Table 26aii: Estimated capacity for additional comparison goods floorspace in Aspatria

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	1.4	1.3	0.1	0.0
2025	1.7	1.4	0.1	-0.1
2030	1.9	1.7	0.2	-0.1
2035	2.2	1.9	0.2	-0.1
Study Area Market Share (%)		0.3		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Allerdale facilities at 7.9% from Study Area

Table 26bii: Gross quantitative capacity for additional comparison goods floorspace in Aspatria

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-0.1	0	0
2030	-0.1	0	0
2035	-0.1	0	0

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

Table 26cii: Extant comparison goods commitments in Aspatria

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-	-	-	

Table 26dii: Quantitative capacity for additional comparison goods floorspace in Aspatria

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0.0	0.0	0	0
2025	-0.1	0.0	-0.1	0	0
2030	-0.1	0.0	-0.1	0	0
2035	-0.1	0.0	-0.1	0	0

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2018 Prices

Table 26aiii: Estimated capacity for additional comparison goods floorspace in Cockermouth

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	42.5	38.8	3.8	0.0
2025	50.0	43.1	4.2	-2.7
2030	57.4	49.5	4.8	-3.1
2035	65.6	55.9	5.5	-4.2
Study Area Market Share (%)		7.9		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Allerdale facilities at 7.9% from Study Area

Table 26biii: Gross quantitative capacity for additional comparison goods floorspace in Cockermouth

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-2.7	-400	-700
2030	-3.1	-500	-800
2035	-4.2	-600	-1,000

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

Table 26ciii: Extant comparison goods commitments in Cockermouth

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-	-	-	

Table 26diii: Quantitative capacity for additional comparison goods floorspace in Cockermouth

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0.0	0.0	0	0
2025	-2.7	0.0	-2.7	-400	-700
2030	-3.1	0.0	-3.1	-500	-800
2035	-4.2	0.0	-4.2	-600	-1,000

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2018 Prices

Table 26aiv: Estimated capacity for additional comparison goods floorspace in Maryport

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	9.8	8.7	1.2	0.0
2025	11.5	9.6	1.3	-0.6
2030	13.2	11.0	1.5	-0.7
2035	15.1	12.5	1.7	-1.0
Study Area Market Share (%)		1.8		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Allerdale facilities at 1.8% from Study Area

Table 26biv: Gross quantitative capacity for additional comparison goods floorspace in Maryport

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-0.6	-100	-200
2030	-0.7	-100	-200
2035	-1.0	-100	-200

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

Table 26civ: Extant comparison goods commitments in Maryport

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-	-	-	

Table 26div: Quantitative capacity for additional comparison goods floorspace in Maryport

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0.0	0.0	0	0
2025	-0.6	0.0	-0.6	-100	-200
2030	-0.7	0.0	-0.7	-100	-200
2035	-1.0	0.0	-1.0	-100	-200

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2018 Prices

West Cumbria Retail and Leisure Study 2020  
Nexus Planning

Table 26av: Estimated capacity for additional comparison goods floorspace in Silloth

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	2.0	1.4	0.6	0.0
2025	2.3	1.6	0.6	-0.1
2030	2.7	1.8	0.7	-0.1
2035	3.1	2.0	0.8	-0.2
Study Area Market Share (%)		0.3		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Allerdale facilities at 0.3% from Study Area

Table 26bv: Gross quantitative capacity for additional comparison goods floorspace in Silloth

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-0.1	0	0
2030	-0.1	0	0
2035	-0.2	0	0

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

Table 26cv: Extant comparison goods commitments in Silloth

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-	-	-	

Table 26dv: Quantitative capacity for additional comparison goods floorspace in Silloth

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0.0	0.0	0	0
2025	-0.1	0.0	-0.1	0	0
2030	-0.1	0.0	-0.1	0	0
2035	-0.2	0.0	-0.2	0	0

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2018 Prices

West Cumbria Retail and Leisure Study 2020  
Nexus Planning

Table 26avi: Estimated capacity for additional comparison goods floorspace in Wigton

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	13.8	9.8	4.0	0.0
2025	16.3	10.9	4.4	-0.9
2030	18.7	12.6	5.1	-1.0
2035	21.3	14.2	5.8	-1.4
Study Area Market Share (%)		2.0		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Allerdale facilities at 2.0% from Study Area

Table 26bvi: Gross quantitative capacity for additional comparison goods floorspace in Wigton

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-0.9	-100	-200
2030	-1.0	-100	-300
2035	-1.4	-200	-300

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

Table 26cvi: Extant comparison goods commitments in Wigton

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-	-	-	

Table 26dvi: Quantitative capacity for additional comparison goods floorspace in Wigton

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0.0	0.0	0	0
2025	-0.9	0.0	-0.9	-100	-200
2030	-1.0	0.0	-1.0	-100	-300
2035	-1.4	0.0	-1.4	-200	-300

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Allerdale  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Allerdale  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2018 Prices

Table 26a: Estimated capacity for additional comparison goods floorspace in Copeland Authority Area

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	96.8	84.8	12.0	0.0
2025	113.8	94.2	13.3	-6.2
2030	130.6	108.2	15.3	-7.0
2035	149.2	122.4	17.3	-9.5
Study Area Market Share (%)		17.2		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Allerdale/Copeland facilities at 17.2% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Copeland Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-6.2	-1,000	-1,600
2030	-7.0	-1,000	-1,800
2035	-9.5	-1,300	-2,200

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Copeland  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Copeland  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

Table 26c: Extant comparison goods commitments in Copeland Authority Area

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-	-	-	

Table 26d: Quantitative capacity for additional comparison goods floorspace in Copeland Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0.0	0.0	0	0
2025	-6.2	0.0	-6.2	-1,000	-1,600
2030	-7.0	0.0	-7.0	-1,000	-1,800
2035	-9.5	0.0	-9.5	-1,300	-2,200

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Copeland  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Copeland  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2018 Prices

Table 26a: Estimated capacity for additional comparison goods floorspace in Whitehaven

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	74.2	64.3	9.9	0.0
2025	87.2	71.4	11.0	-4.7
2030	100.1	82.0	12.7	-5.4
2035	114.3	92.7	14.3	-7.3
Study Area Market Share (%)		13.0		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Whitehaven facilities at 13.0% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Whitehaven

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-4.7	-700	-1,300
2030	-5.4	-800	-1,400
2035	-7.3	-1,000	-1,700

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Copeland  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Copeland  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

Table 26c: Extant comparison goods commitments in Copeland Authority Area

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-		-	

Table 26d: Quantitative capacity for additional comparison goods floorspace in Whitehaven

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0.0	0.0	0	0
2025	-4.7	0.0	-4.7	-700	-1,300
2030	-5.4	0.0	-5.4	-800	-1,400
2035	-7.3	0.0	-7.3	-1,000	-1,700

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Copeland  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Copeland  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2018 Prices

Table 26aii: Estimated capacity for additional comparison goods floorspace in Cleator Moor

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	3.9	3.3	0.6	0.0
2025	4.6	3.7	0.7	-0.3
2030	5.3	4.3	0.8	-0.3
2035	6.0	4.8	0.8	-0.4
Study Area Market Share (%)		0.7		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Cleator Moor facilities at 0.7% from Study Area

Table 26bii: Gross quantitative capacity for additional comparison goods floorspace in Cleator Moor

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-0.3	0	-100
2030	-0.3	0	-100
2035	-0.4	-100	-100

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Copeland  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Copeland  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

Table 26cii: Extant comparison goods commitments in Cleator Moor

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-	-	-	

Table 26dii: Quantitative capacity for additional comparison goods floorspace in Cleator Moor

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0.0	0.0	0	0
2025	-0.3	0.0	-0.3	0	-100
2030	-0.3	0.0	-0.3	0	-100
2035	-0.4	0.0	-0.4	-100	-100

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Copeland  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Copeland  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2018 Prices



West Cumbria Retail and Leisure Study 2020  
Nexus Planning

Table 26aiii: Estimated capacity for additional comparison goods floorspace in Egremont

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	7.0	5.9	1.0	0.0
2025	8.2	6.6	1.2	-0.4
2030	9.4	7.6	1.3	-0.5
2035	10.7	8.6	1.5	-0.7
Study Area Market Share (%)		1.2		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Egremont facilities at 1.2% from Study Area

Table 26biii: Gross quantitative capacity for additional comparison goods floorspace in Egremont

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-0.4	-100	-100
2030	-0.5	-100	-100
2035	-0.7	-100	-200

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Copeland  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Copeland  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

Table 26ciii: Extant comparison goods commitments in Egremont

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-	-	-	

Table 26diii: Quantitative capacity for additional comparison goods floorspace in Egremont

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0.0	0.0	0	0
2025	-0.4	0.0	-0.4	-100	-100
2030	-0.5	0.0	-0.5	-100	-100
2035	-0.7	0.0	-0.7	-100	-200

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Copeland  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Copeland  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2018 Prices

West Cumbria Retail and Leisure Study 2020  
Nexus Planning

Table 26aiv: Estimated capacity for additional comparison goods floorspace in Millom

Year	Turnover (£m) <sup>1</sup>	Available Expenditure (£m) <sup>2</sup>	Inflow (£m)	Surplus Expenditure (£m)
2020	9.6	9.2	0.4	0.0
2025	11.3	10.2	0.5	-0.6
2030	13.0	11.7	0.6	-0.7
2035	14.8	13.2	0.6	-0.9
Study Area Market Share (%)		1.9		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)  
2. Assumes constant market share claimed by Millom facilities at 1.9% from Study Area

Table 26biv: Gross quantitative capacity for additional comparison goods floorspace in Millom

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0	0
2025	-0.6	-100	-200
2030	-0.7	-100	-200
2035	-0.9	-100	-200

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Copeland  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Copeland  
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 17 (February 2020)

Table 26civ: Extant comparison goods commitments in Millom

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-		-	

Table 26div: Quantitative capacity for additional comparison goods floorspace in Millom

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min <sup>1</sup>	Max <sup>2</sup>
2020	0.0	0.0	0.0	0	0
2025	-0.6	0.0	-0.6	-100	-200
2030	-0.7	0.0	-0.7	-100	-200
2035	-0.9	0.0	-0.9	-100	-200

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in Copeland  
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in Copeland  
3. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 17 (February 2020)  
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2018 Prices