

Appendix 3: Quantitative Tables

Copeland Retail and Leisure Study 2021
Nexus Planning

Table 1: Population and convenience goods expenditure per capita

Zone	Population					Per capita expenditure (£)						
	2021	2026	2031	2036	2038	2019 <i>inc Sft</i>	2019	2021	2026	2031	2036	2038
1	19,749	19,712	19,630	19,533	19,460	2,333	2,235	2,246	2,233	2,217	2,219	2,221
2	16,957	17,049	17,071	16,989	16,988	2,156	2,066	2,075	2,063	2,049	2,051	2,053
3	18,257	18,229	18,124	17,964	17,916	2,423	2,321	2,332	2,318	2,302	2,304	2,307
4	10,155	10,075	9,957	9,761	9,656	2,528	2,421	2,433	2,418	2,401	2,404	2,406
5	36,595	36,660	36,538	36,479	36,440	2,288	2,191	2,202	2,189	2,173	2,176	2,178
6	39,525	40,306	41,087	41,868	42,180	2,225	2,131	2,142	2,129	2,114	2,116	2,118
7	17,774	18,006	18,239	18,471	18,564	2,394	2,293	2,304	2,290	2,274	2,277	2,279
8	11,454	11,560	11,689	11,808	11,847	2,312	2,215	2,225	2,212	2,197	2,199	2,201
Total	170,466	171,597	172,335	172,872	173,051							

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 (2020 report)
- c. Population derived from Experian MMG3 data (2020 report)
- d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 18
- e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 18

2019 Prices

Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)					Growth (£m)			
	Convenience					Convenience			
	2021	2026	2031	2036	2038	2021-2026	2021-2031	2021-2036	2021-2038
1	44.4	44.0	43.5	43.3	43.2	-0.3	-0.8	-1.0	-1.1
2	35.2	35.2	35.0	34.8	34.9	0.0	-0.2	-0.4	-0.3
3	42.6	42.3	41.7	41.4	41.3	-0.3	-0.9	-1.2	-1.3
4	24.7	24.4	23.9	23.5	23.2	-0.3	-0.8	-1.2	-1.5
5	80.6	80.2	79.4	79.4	79.4	-0.3	-1.2	-1.2	-1.2
6	84.6	85.8	86.9	88.6	89.3	1.2	2.2	3.9	4.7
7	41.0	41.2	41.5	42.1	42.3	0.3	0.5	1.1	1.4
8	25.5	25.6	25.7	26.0	26.1	0.1	0.2	0.5	0.6
Total	378.5	378.7	377.5	379.0	379.7	0.2	-1.0	0.5	1.2

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

Zone	Expenditure (£m)		
	Convenience (2021)		
	Main	Top-up	Total
1	33.3	11.1	44.4
2	26.4	8.8	35.2
3	31.9	10.6	42.6
4	18.5	6.2	24.7
5	60.4	20.1	80.6
6	63.5	21.2	84.6
7	30.7	10.2	41.0
8	19.1	6.4	25.5
Total	283.9	94.6	378.5

- 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

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 (%)
Study Area	Zone 1																
Aspathia District 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
B&M, King Street, Wigton, CA7 9DT		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
Co-op, Caldew Street, Silloth		0.3	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
Co-op, King Street, Aspathia, Wigton		0.2	1.0	0.0	0.0	1.0	0.0	0.0	1.4	0.8	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	0.7	7.0	4.9	1.6	0.0	0.0	0.0	0.0	1.6	0.0
Harrisons Store, Main Street, Abbeytown, 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
Hesket Newmarket Village Shop, The Village Shop, Hesket Newmarket, CA7 8JG		0.0	0.1	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
Kirkbride Post Office, Kirkbride, Wigton, CA7 5JH		0.0	0.3	0.4	2.4	0.0	0.0	0.0	4.5	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
Local shops, Caldbeck Village Centre		0.0	0.2	0.0	1.5	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Local shops, Skirbessness 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
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
Spar, Main Street, Abbeytown, Holme Abbey, Wigton		0.1	0.3	0.6	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spar, Queen Street, Aspathia		0.0	0.0	0.0	0.0	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	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
Wigton Town Centre		0.1	0.7	0.9	3.8	0.0	0.0	0.9	7.4	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.7
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	0.7	0.0	0.0
Zone 2																	
B&M, Curzon Street, Maryport, CA15 6DA		0.0	0.2	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
Barham Post Office & Village Shop, Central Road, Dearham, CA15 7HG		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, Senhouse Street, Maryport, CA15 6BS		0.1	1.1	0.0	0.0	0.0	0.7	9.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport		2.9	5.6	1.3	0.8	23.3	50.5	2.1	1.2	0.0	0.7	0.5	0.0	0.5	0.0	1.2	0.0
Local shops, Elenborough 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
Maryport 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
Premier Stores, Church Terrace, Maryport, CA15 7PT		0.0	0.1	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
Premier Stores, The Arches, Maryport, CA15 8HF		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	0.0
Co-op, Stonegarth 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	0.0
Co-op, Townhead Road, Dalston, 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	0.0
Co-op, Yewdale 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	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	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	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	0.0
Farmfoods, Shaddongate, 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	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	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	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	0.0
Iceland, Castle Retail Park, Cavendish Way, Penrith	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, 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	0.0
Iceland, 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	0.0	0.9	0.0
Iceland, 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	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	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	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	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	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	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	0.0
Marks & Spencer (Moko), 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	0.0
Marks & Spencer Foodhall, Park House 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	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	0.0	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	0.7	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	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Brunswick Road, Penrith	0.7	0.0	3.2	0.0	0.0	0.0	0.0	0.0	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Kingstown Road, Carlisle	0.9	0.0	5.8	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.3	0.0	0.5	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	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0
Outside area, Carlisle	0.1	0.1	0.6	1.0	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	0.0
Penrith Town Centre	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	0.0
Sainsbury's Local, Main Road, 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	0.0
Sainsbury's Local, Northgate, Scotland Road, Stanwix, Carlisle	0.1	0.1	0.6	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
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	1.0	0.3	8.5	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	0.0	0.0
Sainsbury's Superstore, Common Garden Square, Penrith	0.2	0.1	0.0	1.3	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sedburgh 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	0.0
Spar (Euro Garage), Currock 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	0.0
Spar (Service Station), Moriston Service Station, Wigton Road, Carlisle	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	0.0
Spar (Service Station), Winteclosegate Filling Station, Brampton Old 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	0.0
Spar, 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	0.0
Spar, Main Street, Staveley, 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	0.0
Spar, Mountbarrow 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	0.0
Spar, Newtown 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	0.0
Spar, Oubee Hill, 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	0.0
Spar, Pettrill Bank Road, Harraby, 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	0.0
Spar, Sandylands Road, Sandylands, 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	0.0
Tesco Express, 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	0.0
Tesco Express, Kent 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	0.0
Tesco Express, Market Place, 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	0.0
Tesco Express, Market Street, 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	0.0
Tesco Express, Rawlinson Street, 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	0.0	0.9	0.0
Tesco Express, The Royal, 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	0.0
Tesco Extra, Corner House Park, Hindpool Road, Barrow-in-Furness	0.3	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	5.4	1.4
Tesco Metro, St Cuthbert Street, Kirkcudbright	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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 Metro, Victoria Viaduct, 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	0.0
Tesco Superstore, Warwick Road, Carlisle	0.4	0.1	2.3	0.0	0.0	0.0	0.0	0.0	2.0	0.8	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
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	0.0
Sub Total	8.5	2.3	37.6	10.3	0.0	2.9	2.7	0.0	24.9	7.0	1.4	0.0	0.5	0.0	0.0	0.0	0.9	34.9	4.2
Other																			
Internet / delivery	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other, outside area	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	2.2	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	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Same place as before)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	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	2.2	0.0
Sub Total Outside Study Area	8.5	2.3	37.6	10.3	0.0	2.9	2.7	0.0	24.9	7.0	1.4	0.0	0.5	0.0	0.0	0.0	0.9	34.9	4.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:
a. Zones based on post code sectors
b. Market shares for 'main' and 'top-up' shopping derived directly from 2020 NEMS Household Survey
c. Excludes 'don't know/varies', markets and internet sales

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 (£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)
Study Area																		
Zone 1																		
Aspatria 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	0.8	1.6	0.8	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, Aspatria, Wigton	0.7	0.9	0.0	0.1	0.0	0.0	0.5	0.8	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Station Road, Wigton	3.0	3.7	1.9	3.6	0.0	0.0	0.2	0.9	0.1	0.0	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	14.1	3.0	13.1	2.7	0.0	0.0	0.5	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	0.1	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	0.3	0.2	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
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, 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	0.0	0.2	0.0	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub Total	19.0	11.6	16.2	9.8	0.0	0.0	1.1	1.0	1.7	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Zone 2																		
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Curzon Street, Maryport	7.9	4.9	0.4	0.1	6.1	4.4	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	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0							

Table 5: Survey-derived and benchmark turnover of foodstores

Destination	Gross Floorspace	Net Sales Area	Net Convenience Sales Area (A)	Sales Density (B)	Benchmark Turnover (Ax B)	Survey Turnover	Inflow Allowance	Estimated Survey T/O with Inflow	Overtrading
	(sq m)	(sq m)	(sq m)	(£ per sq m)	(£m)	(£m)	(£m)	(£m)	(£m)
Zone 5									
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					1.0	0.1	0.0	0.1	-0.9
Zone 6									
Aldi, Preston Street, Whitehaven	1,153	795	695	11,143	7.7	25.5	4.1	29.6	21.8
Asda, Preston Street, Whitehaven	1,319	974	581	14,784	8.6	3.9	0.6	4.6	-4.0
B&M, The Bridges Retail Park, Whitehaven, CA28 7RQ	2,278	2,032	610	3,545	2.2	0.6	0.1	0.7	-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	876	11,355	9.9	6.2	1.0	7.1	-2.8
Frizington Post Office & General Store, Main Street, Frizington, CA26 3SA	-	-	-	-	0.3	0.3	0.0	0.3	0.0
Haighs, King Street, Whitehaven, CA28 7JH	-	-	-	-	0.0	0.0	0.0	0.0	0.0
Heron, King Street, Whitehaven, CA28 7LA	489	318	302	9,850	3.0	0.7	0.1	0.8	-2.2
Home Bargains, Preston Street, Whitehaven, CA28 9DL	2,382	1,867	560	6,572	3.7	0.4	0.1	0.5	-3.2
Iceland, Preston Street, Whitehaven	650	453	431	7,076	3.0	1.6	0.3	1.9	-1.2
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, Seaccliffe, Whitehaven, CA28 9PY	203	132	125	7,000	0.9	0.6	0.1	0.7	-0.2
Morrisons, Flatt Walks, Whitehaven	4,814	2,817	2,066	13,014	26.9	39.3	6.3	45.6	18.8
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	0.1	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	6,332	0.5	0.0	0.0	0.0	-0.5
Spar (Service Station), Loop Road North, Whitehaven	424	297	282	7,457	2.1	0.3	0.0	0.4	-1.7
Spar, Richmond Hill Road, Hensingham, Whitehaven	387	358	340	7,457	2.5	0.7	0.1	0.8	-1.7
Tesco Superstore, Bransty Row, North Shore, Whitehaven	4,375	2,677	1,795	14,447	25.9	27.7	4.4	32.1	6.2
Whitehaven Town Centre	-	-	-	-	0.3	0.3	0.1	0.4	0.1
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					102.7	109.2	17.50	126.7	23.9
Zone 7									
Co-op, Gosforth Road, Seascale	547	329	297	11,355	3.4	1.8	0.3	2.1	-1.3
Co-op, Main Street, Egremont	1,009	607	548	11,355	6.2	5.3	0.9	6.2	-0.1
Egremont Town Centre	-	-	-	-	0.4	0.4	0.1	0.5	0.1
Heron, Main Street, Egremont, CA22 2DR	626	266	253	9,850	2.5	2.0	0.3	2.4	-0.1
Local shops, Gosforth Village Centre	-	-	-	-	0.0	0.0	0.0	0.0	0.0
Local shops, Thornhill Village Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
McColl's, South Parade, Seascale, CA20 1PZ	240	146	139	7,000	1.0	0.8	0.1	1.0	0.0
Nisa Local, Jubilee Garage, North Road, Egremont, CA22 2PR	140	98	93	7,000	0.7	0.0	0.0	0.0	-0.7
Seascale Village Centre	-	-	-	-	0.0	0.0	0.0	0.0	0.0
Spar (Service Station), A595 Holmrook, Holmrook	178	124	118	7,457	0.9	0.2	0.0	0.3	-0.6
Spar (Service Station), Bridge End Garage, Egremont	290	203	193	7,457	1.4	0.1	0.0	0.1	-1.3
Spar (Service Station), Parkhouse, Bigrigg, Egremont	420	294	279	7,457	2.1	0.1	0.0	0.2	-1.9
St. Bees Post Office, Main Street, St. Bees, CA27 0AA	-	-	-	-	0.1	0.1	0.0	0.1	0.0
St. Bees Village Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Sub Total					18.8	11.1	1.79	12.9	-5.9
Zone 8									
Copeland									
Bootle Stores, Main Street, Bootle, LA19 5TF	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Co-op, Lapstone Road, Millom	429	173	156	11,355	1.8	0.6	0.1	0.7	-1.0
Local shops, Bootle Town Centre	-	-	-	-	0.3	0.3	0.0	0.3	0.0
Local shops, Haverigg Village Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Local shops, Ulpha Village Centre	-	-	-	-	0.1	0.1	0.0	0.1	0.0
Millom Town Centre	-	-	-	-	0.2	0.2	0.0	0.2	0.0
Scoop Value, Wellington Street, Millom, LA18 4DG	-	-	-	-	0.2	0.2	0.0	0.3	0.0
Spar, Duke Street, Millom	74	52	49	7,457	0.4	0.1	0.0	0.1	-0.3
Tesco Superstore, Lancashire Road, Millom	1,495	915	613	14,447	8.9	15.6	2.5	18.1	9.2
Sub Total					11.9	17.2	2.8	19.9	8.0
Total Study Area									
					134.4	137.5	22.0	159.6	25.2

Notes:

a. Gross floorspace derived from 2020 West Cumbria Retail, Town Centres and Leisure Study, Council records or Nexus Planning Assessment

b. Net floorspace derived from 2020 West Cumbria Retail, Town Centres and Leisure Study or Council records where available or based on Nexus Planning professional judgement (generally assumed to be 70% of gross floorspace for smaller stores where not specifically known)

c. Proportion of net floorspace dedicated to convenience goods sales generally taken from company benchmark average (exceptions relate to: small convenience stores, which we have assumed will be 95% convenience goods; larger superstores of between 4,000 sq.m and 5,000 sq.m net sales, which we have assumed will be 60% convenience goods; and, superstores providing more than 5,000 sq.m net sales, which we have assumed will be 60% convenience goods)

d. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2018 and Mintel Retail Rankings 2018)

e. It has been assumed that all unnamed and local convenience stores within a centre (including B&M, Bargain Booze, Budgens, Costco, Heron Foods, One Stop) are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)

f. Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 4

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

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	134.4	137.5	22.0	25.2
2026	135.5	137.6	22.0	24.2
2031	135.5	137.2	22.0	23.7
2036	135.5	137.7	22.1	24.3
2038	135.5	138.0	22.1	24.6
Study Area Market Share (%)		36.3		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 36.3% 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 ¹	Max ²
2021	25.2	1,800	2,200
2026	24.2	1,800	2,100
2031	23.7	1,700	2,100
2036	24.3	1,800	2,100
2038	24.6	1,800	2,200

a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 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,	4/18/2313/0F1	Spar convenience store and petrol filling station		280	252	7,457	1.9
Total				280	252		1.9

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 ¹	Max ²
2021	25.2	1.9	23.3	1,700	2,100
2026	24.2	1.9	22.3	1,600	2,000
2031	23.7	1.9	21.8	1,600	1,900
2036	24.3	1.9	22.4	1,600	2,000
2038	24.6	1.9	22.7	1,700	2,000

a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 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) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	89.5	102.4	16.4	29.4
2026	90.2	102.5	16.4	28.7
2031	90.2	102.2	16.4	28.3
2036	90.2	102.6	16.4	28.8
2038	90.2	102.8	16.5	29.0
Study Area Market Share (%)		27.1		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 27.1% 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 ¹	Max ²
2021	29.4	2,200	2,600
2026	28.7	2,100	2,500
2031	28.3	2,100	2,500
2036	28.8	2,100	2,500
2038	29.0	2,100	2,600

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 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,	4/18/2313/0F1	Spar convenience store and petrol filling station		280	252	7,457	1.9
Total				280	252		1.9

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 ¹	Max ²
2021	29.4	1.9	27.5	2,000	2,400
2026	28.7	1.9	26.8	2,000	2,400
2031	28.3	1.9	26.4	1,900	2,300
2036	28.8	1.9	26.9	2,000	2,400
2038	29.0	1.9	27.1	2,000	2,400

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 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 Cleator Moor

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	12.9	6.4	1.0	-5.5
2026	13.0	6.4	1.0	-5.6
2031	13.0	6.4	1.0	-5.6
2036	13.0	6.4	1.0	-5.6
2038	13.0	6.4	1.0	-5.6
Study Area Market Share (%)		1.7		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 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 Cleator Moor

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	-5.5	-400	-500
2026	-5.6	-400	-500
2031	-5.6	-400	-500
2036	-5.6	-400	-500
2038	-5.6	-400	-500

a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)

Table 6c: Extant convenience goods commitments in Cleator Moor

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 Cleator Moor

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	-5.5	0.0	-5.5	-400	-500
2026	-5.6	0.0	-5.6	-400	-500
2031	-5.6	0.0	-5.6	-400	-500
2036	-5.6	0.0	-5.6	-400	-500
2038	-5.6	0.0	-5.6	-400	-500

a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 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) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	13.3	8.0	1.3	-4.0
2026	13.4	8.0	1.3	-4.1
2031	13.4	8.0	1.3	-4.1
2036	13.4	8.0	1.3	-4.1
2038	13.4	8.0	1.3	-4.1
Study Area Market Share (%)		2.1		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 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 ¹	Max ²
2021	-4.0	-300	-400
2026	-4.1	-300	-400
2031	-4.1	-300	-400
2036	-4.1	-300	-400
2038	-4.1	-300	-400

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 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 ¹	Max ²
2021	-4.0	0.0	-4.0	-300	-400
2026	-4.1	0.0	-4.1	-300	-400
2031	-4.1	0.0	-4.1	-300	-400
2036	-4.1	0.0	-4.1	-300	-400
2038	-4.1	0.0	-4.1	-300	-400

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2019 Prices

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

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	11.4	16.7	2.7	8.0
2026	11.5	16.7	2.7	7.9
2031	11.5	16.6	2.7	7.8
2036	11.5	16.7	2.7	7.9
2038	11.5	16.7	2.7	7.9
Study Area Market Share (%)		4.4		

a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by Allerdale/Copeland facilities of 4.4% 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 ¹	Max ²
2021	8.0	600	700
2026	7.9	600	700
2031	7.8	600	700
2036	7.9	600	700
2038	7.9	600	700

a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 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 ¹	Max ²
2021	8.0	0.0	8.0	600	700
2026	7.9	0.0	7.9	600	700
2031	7.8	0.0	7.8	600	700
2036	7.9	0.0	7.9	600	700
2038	7.9	0.0	7.9	600	700

a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 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				
	2021	2026	2031	2036	2038
1	19,749	19,712	19,630	19,533	19,460
2	16,957	17,049	17,071	16,989	16,988
3	18,257	18,229	18,124	17,964	17,916
4	10,155	10,075	9,957	9,761	9,656
5	36,595	36,660	36,538	36,479	36,440
6	39,525	40,306	41,087	41,868	42,180
7	17,774	18,006	18,239	18,471	18,564
8	11,454	11,560	11,689	11,808	11,847
Total	170,466	171,597	172,335	172,872	173,051

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 (£)								
	2019 with STT									2019									2021									2026								
	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	951	222	384	561	490	493	204	200	3,506	784	183	317	463	404	407	168	165	2,892	725	169	293	428	374	376	156	153	2,673	812	189	328	479	419	422	174	171	2,995
2	837	171	335	481	442	424	158	186	3,034	691	141	276	397	365	350	131	153	2,503	638	130	255	367	337	323	121	142	2,313	715	146	286	411	378	362	135	159	2,592
3	1,065	252	459	610	581	565	250	258	4,039	879	208	379	503	480	466	206	213	3,333	812	192	350	465	443	430	190	197	3,080	910	215	392	521	497	482	213	220	3,451
4	1,169	275	490	566	601	566	267	285	4,218	964	227	404	467	496	467	220	235	3,480	891	210	374	431	458	431	204	217	3,216	998	235	419	483	513	483	228	243	3,603
5	984	197	381	505	479	469	180	218	3,413	812	163	314	417	396	387	148	180	2,816	750	150	290	385	366	357	137	167	2,603	841	168	325	431	410	400	154	187	2,916
6	921	192	371	501	469	460	173	209	3,296	760	158	306	413	387	380	143	173	2,719	702	146	283	382	358	351	132	160	2,513	787	164	317	428	401	393	148	179	2,816
7	977	232	433	560	532	519	223	223	3,699	806	192	357	462	439	428	184	184	3,051	745	177	330	427	406	396	170	170	2,820	835	198	370	478	455	443	190	190	3,160
8	942	212	379	532	486	495	198	203	3,446	777	175	312	439	401	408	163	168	2,843	718	162	289	406	370	377	151	155	2,628	805	181	324	455	415	423	169	174	2,944

Zone	Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)									Comparison goods expenditure per capita (£)								
	2031									2036									2038								
	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	913	213	369	539	470	474	196	192	3,366	1,039	242	420	613	535	539	223	219	3,830	1,097	256	443	647	565	569	235	231	4,044
2	804	163.9523	322	462	425	407	152	179	2,913	915	187	366	525	483	463	173	203	3,315	966	197	386	555	510	489	182	214	3,499
3	1,023	242	441	586	558	542	240	248	3,878	1,164	275	501	666	635	617	273	282	4,413	1,229	291	529	703	670	651	288	297	4,659
4	1,122	264	471	543	577	543	256	273	4,049	1,277	301	536	618	656	618	292	311	4,608	1,348	318	565	653	693	652	308	328	4,865
5	945	189	366	485	460	450	173	210	3,277	1,075	215	416	552	524	512	196	239	3,729	1,135	227	439	582	553	540	207	252	3,937
6	884	184	356	481	450	442	167	201	3,164	1,006	209	405	547	513	503	190	229	3,601	1,062	221	428	577	541	531	200	241	3,801
7	938	223	416	537	511	498	214	214	3,550	1,068	254	473	611	581	567	243	243	4,041	1,127	268	499	645	614	599	257	257	4,266
8	904	204	364	511	466	475	190	195	3,308	1,029	232	414	582	530	540	216	222	3,765	1,087	245	437	614	560	570	228	234	3,975

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 (2020 report)

c. Population derived from Experian MMG3 data (2020 report)

d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 18

Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)									Comparison goods expenditure (£m)								
	2021									2026									2031								
	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	14.3	3.3	5.8	8.4	7.4	7.4	3.1	3.0	52.8	16.0	3.7	6.5	9.4	8.3	8.3	3.4	3.4	59.0	17.9	4.2	7.2	10.6	9.2	9.3	3.8	3.8	66.1
2	10.8	2.2	4.3	6.2	5.7	5.5	2.0	2.4	39.2	12.2	2.5	4.9	7.0	6.4	6.2	2.3	2.7	44.2	13.7	2.8	5.5	7.9	7.2	6.9	2.6	3.0	49.7
3	14.8	3.5	6.4	8.5	8.1	7.9	3.5	3.6	56.2	16.6	3.9	7.1	9.5	9.1	8.8	3.9	4.0	62.9	18.5	4.4	8.0	10.6	10.1	9.8	4.3	4.5	70.3
4	9.0	2.1	3.8	4.4	4.7	4.4	2.1	2.2	32.7	10.1	2.4	4.2	4.9	5.2	4.9	2.3	2.4	36.3	11.2	2.6	4.7	5.4	5.7	5.4	2.6	2.7	40.3
5	27.5	5.5	10.6	14.1	13.4	13.1	5.0	6.1	95.2	30.8	6.2	11.9	15.8	15.0	14.7	5.6	6.8	106.9	34.5	6.9	13.4	17.7	16.8	16.4	6.3	7.7	119.7
6	27.8	5.8	11.2	15.1	14.1	13.9	5.2	6.3	99.3	31.7	6.6	12.8	17.2	16.2	15.8	6.0	7.2	113.5	36.3	7.6	14.6	19.7	18.5	18.1	6.8	8.3	130.0
7	13.2	3.1	5.9	7.6	7.2	7.0	3.0	3.0	50.1	15.0	3.6	6.7	8.6	8.2	8.0	3.4	3.4	56.9	17.1	4.1	7.6	9.8	9.3	9.1	3.9	3.9	64.8
8	8.2	1.9	3.3	4.6	4.2	4.3	1.7	1.8	30.1	9.3	2.1	3.7	5.3	4.8	4.9	2.0	2.0	34.0	10.6	2.4	4.2	6.0	5.4	5.6	2.2	2.3	38.7
Total	125.7	27.5	51.3	68.9	64.8	63.4	25.7	28.4	455.7	141.7	31.0	57.8	77.7	73.1	71.5	28.9	32.0	513.7	159.9	34.9	65.2	87.7	82.4	80.7	32.6	36.1	579.5
Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)																	
	2036									2038																	
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total									
1	20.3	4.7	8.2	12.0	10.5	10.5	4.4	4.3	74.8	21.3	5.0	8.6	12.6	11.0	11.1	4.6	4.5	78.7									
2	15.5	3.2	6.2	8.9	8.2	7.9	2.9	3.5	56.3	16.4	3.3	6.6	9.4	8.7	8.3	3.1	3.6	59.4									
3	20.9	4.9	9.0	12.0	11.4	11.1	4.9	5.1	79.3	22.0	5.2	9.5	12.6	12.0	11.7	5.2	5.3	83.5									
4	12.5	2.9	5.2	6.0	6.4	6.0	2.8	3.0	45.0	13.0	3.1	5.5	6.3	6.7	6.3	3.0	3.2	47.0									
5	39.2	7.9	15.2	20.1	19.1	18.7	7.2	8.7	136.0	41.4	8.3	16.0	21.2	20.2	19.7	7.6	9.2	143.5									
6	42.1	8.8	17.0	22.9	21.5	21.0	7.9	9.6	150.7	44.8	9.3	18.0	24.4	22.8	22.4	8.4	10.2	160.3									
7	19.7	4.7	8.7	11.3	10.7	10.5	4.5	4.5	74.6	20.9	5.0	9.3	12.0	11.4	11.1	4.8	4.8	79.2									
8	12.2	2.7	4.9	6.9	6.3	6.4	2.5	2.6	44.5	12.9	2.9	5.2	7.3	6.6	6.8	2.7	2.8	47.1									
Total	182.4	39.8	74.4	100.1	94.0	92.1	37.2	41.2	661.2	192.7	42.1	78.6	105.7	99.4	97.3	39.3	43.5	698.7									

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
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	0.0	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
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	1.3	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
Wabertwhaite 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									
Total Study Area	63.8	16.6	71.2	61.8	57.8	85.8	73.8	70.1	14.2
Total West Cumbria									
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									
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									
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	0.1	0.0	0.0	0.1	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	0.1	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	3.3	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	3.3	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	5.0	0.2	0.3	0.3	3.4	0.5	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	5.0	0.2	0.3	0.3	3.4	0.5	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Dunmail Park, Workington	2.1	0.0	0.1	0.0	0.2	1.0	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	1.8	0.0	0.3	0.1	0.0	1.4	0.0	0.0	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	3.5	0.0	0.1	0.3	0.0	1.8	1.2	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	0.9	0.2	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	48.8	1.8	6.4	6.6	1.3	16.8	9.6	5.9	0.3
Sub Total	57.8	1.8	7.0	7.1	1.6	22.3	11.6	6.1	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
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	0.0	0.2	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	9.7	0.0	0.2	0.0	0.0	0.0	7.8	1.6	0.0
Sub Total	10.1	0.0	0.2	0.0	0.1	0.0	8.2	1.6	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	1.6	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	1.6	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									
Sub Total Allerdale Borough									
Sub Total Copeland Borough									
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	0.2	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	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	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	24.0	9.4	2.5	4.2	2.3	2.0	2.2	1.5	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	4.3	1.1	0.2	0.3	0.3	1.1	0.9	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	1.1	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	0.1	0.2	0.2	0.2	0.3	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	1.5	0.0	0.1	0.0	0.1	0.4	0.3	0.5	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	0.1	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.6	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	0.3	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	42.1	11.6	3.0	5.0	3.5	3.6	5.5	3.3	6.6
Others									
Abroad	0.7	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	3.9	0.3	0.0	0.7	0.2	0.1	1.4	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	4.7	0.3	0.1	0.7	0.3	0.3	1.8	0.7	0.5
Sub Total outside Study Area	46.7	11.9	3.1	5.7	3.8	3.9	7.3	4.0	7.1
Total	125.7	14.3	10.8	14.8	9.0	27.5	27.8	13.2	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

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
Aspatria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	12.9	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, Derw	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
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	1.2	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	0.0	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	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	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	75.6	17.4	73.3	84.8	60.2	92.4	86.1	82.9	44.2
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
Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8

Destination	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books etc (%)	Books 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, 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	0.0	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 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	0.0	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 2UN	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	2.9	0.1	0.0	2.0	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	3.2	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	1.2	0.1	0.0	0.0	1.1	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	1.0	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, Derwent Valley, Workington, CA14 3YD	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	8.4	0.0	0.9	0.5	0.1	3.4	2.2	1.3	0.0
Sub Total	10.4	0.1	1.3	0.6	0.1	4.5	2.5	1.3	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	0.2	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	2.4	0.0	0.0	0.0	0.0	0.0	1.6	0.8	0.0
Sub Total	3.6	0.0	0.0	0.0	0.0	0.1	2.3	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	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
Total Study Area									
Total West Cumbria	19.9	0.6	1.6	3.0	1.3	5.1	5.0	2.6	0.8
Sub Total Allerdale Borough	18.7	0.5	1.6	2.9	0.2	5.1	5.0	2.6	0.8
Sub Total Allerdale Borough	14.3	0.5	1.6	2.9	0.2	5.0	2.7	1.3	0.1
Sub Total Copeland Borough	4.4	0.0	0.0	0.0	0.0	0.1	2.3	1.3	0.8
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, 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
Armside 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	2.3	0.3	0.4	0.7	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 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	0.0	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 2UN	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	2.7	0.4	0.5	0.8	0.4	0.7	0.3	0.7
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	0.3
(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	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	2.8	0.6	0.5	0.8	0.4	0.8	0.5	1.0
Total	27.5	3.3	2.2	3.5	2.1	5.5	5.8	3.1	1.9

- 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

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	0.0	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 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	0.0	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

Copeland Retail and Leisure Study 2021
Nexus Planning

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	1.5	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.5	1.5	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	0.3	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	6.4	0.0	0.4	3.7	0.5	0.8	0.7	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	0.1	0.0	0.0	0.1	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	6.9	0.0	0.4	4.0	0.6	0.8	0.7	0.4	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	0.4	0.0	0.0	0.0	0.3	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	0.4	0.0	0.0	0.0	0.3	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	0.5	0.0	0.2	0.1	0.0	0.2	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, Der	6.4	0.1	0.8	0.8	0.3	2.8	0.9	0.6	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	1.7	0.0	0.4	0.3	0.0	0.7	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	11.5	0.1	1.8	0.5	0.3	5.2	2.2	1.5	0.0
Sub Total	20.3	0.4	3.3	1.7	0.6	8.9	3.3	2.2	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	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	7.0	0.0	0.0	0.0	0.0	0.1	4.5	2.3	0.1
Sub Total	7.0	0.0	0.0	0.0	0.0	0.1	4.5	2.4	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	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Total Study Area									
Total Study Area	37.4	1.9	3.8	5.8	1.5	9.9	8.5	5.4	0.5
Total West Cumbria	36.9	1.9	3.8	5.8	1.2	9.8	8.5	5.4	0.5
Sub Total Allerdale Borough	29.1	1.9	3.8	5.8	1.2	9.7	4.0	2.6	0.0
Sub Total Copeland Borough	7.9	0.0	0.0	0.0	0.0	0.1	4.5	2.8	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, 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	0.0	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	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
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	5.3	1.9	0.3	0.3	0.7	0.4	1.5	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	1.4	1.3	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 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	0.0	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	0.2	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	0.9	0.1	0.0	0.0	0.8	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	11.2	3.5	0.4	0.4	2.0	0.6	1.8	0.3	2.3
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	2.5	0.4	0.1	0.2	0.2	0.2	0.7	0.1	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	2.7	0.4	0.1	0.2	0.3	0.2	0.9	0.1	0.6
Sub Total outside Study Area	13.9	3.9	0.5	0.6	2.2	0.8	2.7	0.4	2.8
Total	51.3	5.8	4.3	6.4	3.8	10.6	11.2	5.9	3.3

- 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

Copeland Retail and Leisure Study 2021
Nexus Planning

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
Aspatiria 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 Road, Workington, CA14 3YD	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
Sneekyeat 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
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	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
Armside 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 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	0.0	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 2UN	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	1.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.0	1.0	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	0.5	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	0.6	0.0	0.5	0.0	0.0	0.0	0.1	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
Aspatiria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	5.7	0.0	0.0	4.4	0.3	0.5	0.0	0.5	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.7	0.0	0.0	4.4	0.3	0.5	0.0	0.5	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	2.6	0.0	0.0	0.4	1.6	0.3	0.0	0.2	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	2.6	0.0	0.0	0.4	1.6	0.3	0.0	0.2	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	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Asda, Dunmail Park, Workington	0.9	0.0	0.2	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 Road, Workington, CA14 3YD	3.2	0.0	0.2	0.0	0.2	1.9	0.7	0.2	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	0.5	0.0	0.0	0.0	0.0	0.3	0.2	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	26.8	0.9	4.2	1.8	0.6	9.7	6.6	2.9	0.1
Sub Total	32.0	0.9	5.0	1.8	0.7	12.5	7.7	3.3	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	1.1	0.0	0.1	0.0	0.0	0.1	0.2	0.7	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
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	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	7.5	0.0	0.0	0.6	0.0	0.3	5.2	1.3	0.1
Sub Total	8.8	0.0	0.1	0.6	0.0	0.4	5.4	2.2	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	0.3	0.0	0.0	0.0	0.0	0.0	0.2	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	0.3	0.0	0.0	0.0	0.0	0.0	0.2	0.1	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	51.2	1.9	5.6	7.3	2.6	13.8	13.4	6.3	0.3
Total West Cumbria	48.6	1.9	5.6	6.8	1.0	13.5	13.4	6.1	0.3
Sub Total Allerdale Borough	39.4	1.9	5.5	6.3	1.0	13.1	7.8	3.7	0.1
Sub Total Copeland Borough	9.3	0.0	0.1	0.6	0.0	0.4	5.6	2.3	0.2
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, 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	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Appleby-in-Westmorland Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Armside 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	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4
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	7.7	5.0	0.2	0.6	0.7	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	0.3	0.0	0.2	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 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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Outside area, Carlisle	0.3	0.2	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	1.2	0.2	0.2	0.0	0.0	0.0	0.4	0.4	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	0.2	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	1.2	0.6	0.0	0.2	0.4	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.7	0.4	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	0.0	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 2UN	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	0.1	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	16.0	6.6	0.6	1.0	1.4	0.1	1.1	1.0	4.1
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	1.8	0.0	0.0	0.2	0.3	0.2	0.6	0.2	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	1.8	0.0	0.0	0.2	0.3	0.2	0.6	0.2	0.2
Sub Total outside Study Area	17.8	6.6	0.6	1.2	1.7	0.3	1.7	1.3	4.3
Total	68.9	8.4	6.2	8.5	4.4	14.1	15.1	7.6	4.6

- 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

Copeland Retail and Leisure Study 2021
Nexus Planning

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, Dev	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
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	1.6	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
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	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, 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	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
Armside 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 2UN	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

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
Armside 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	0.1	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	1.7	1.2	0.1	0.2	0.0	0.1	0.1	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 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	0.0	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	0.2	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	0.6	0.5	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 2UN	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	4.7	2.1	0.1	0.4	0.4	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	5.0	2.1	0.1	0.5	0.4	0.1	0.2	0.3	1.3
Total	64.8	7.4	5.7	8.1	4.7	13.4	14.1	7.2	4.2

- 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

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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 Road, Workington, CA14 3YE	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
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	0.3	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, 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	0.0	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
Armside 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 2UN	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

Copeland Retail and Leisure Study 2021
Nexus Planning

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	0.6	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.0
Sub Total	0.7	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	0.1	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	2.2	0.0	0.1	1.6	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	2.6	0.1	0.3	1.7	0.2	0.2	0.1	0.1	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	1.0	0.1	0.0	0.1	0.8	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	0.1	0.0	0.2	1.2	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 Road, Workington, CA14 3YD	24.2	1.3	3.4	2.8	0.7	7.7	6.0	2.4	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	9.7	0.5	0.7	1.3	0.4	3.7	1.7	1.2	0.0
Sub Total	36.0	2.2	4.6	4.6	1.2	12.1	7.8	3.6	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
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	0.1	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	7.8	0.0	0.0	0.0	0.0	0.3	5.0	2.6	0.0
Sub Total	8.1	0.0	0.0	0.0	0.0	0.4	5.1	2.6	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	0.5	0.0	0.0	0.0	0.0	0.0	0.1	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	0.0	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	0.5	0.0	0.0	0.0	0.0	0.0	0.1	0.4	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	0.0	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	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6
Total Study Area	52.6	2.7	5.3	6.5	2.9	12.7	13.0	6.7	2.7
Total West Cumbria	51.1	2.7	5.3	6.3	1.7	12.7	13.0	6.7	2.7
Sub Total Allerdale Borough	39.9	2.7	5.3	6.3	1.7	12.3	7.8	3.7	0.1
Sub Total Copeland Borough	11.1	0.0	0.0	0.0	0.0	0.4	5.2	3.0	2.6
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, 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	0.0	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	0.5	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	4.7	2.9	0.0	0.8	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	1.8	0.1	0.0	0.0	0.1	0.0	0.9	0.0	0.8
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	0.5	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	0.1	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	0.0	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	2.0	1.1	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 2UN	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	10.6	4.7	0.2	1.2	1.5	0.4	0.9	0.3	1.4
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	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	0.3	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2
Sub Total outside Study Area	10.9	4.7	0.2	1.3	1.5	0.4	0.9	0.3	1.6
Total	63.4	7.4	5.5	7.9	4.4	13.1	13.9	7.0	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

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Table 21: DIY and gardening goods shopping patterns

	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Destination	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	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 Valley, Cumbria, CA14 3YU	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
Walkmilll 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
	Total	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8
Destination	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	DIY (%)	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, 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	0.1	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 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	0.3	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 2UN	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

Copeland Retail and Leisure Study 2021
Nexus Planning

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	0.0	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	0.7	0.5	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Sub Total	0.7	0.6	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	0.4	0.0	0.4	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	0.5	0.0	0.5	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	0.1	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	1.6	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	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Sub Total	2.5	0.0	0.1	1.9	0.2	0.2	0.0	0.1	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	0.4	0.0	0.0	0.0	0.4	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	0.5	0.0	0.0	0.0	0.5	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	0.3	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 Road, Workington, CA14 3YD	10.6	0.5	1.1	1.3	0.3	3.9	2.3	1.2	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	1.6	0.2	0.2	0.2	0.0	0.5	0.3	0.2	0.0
Sub Total	12.7	0.7	1.4	1.5	0.3	4.7	2.6	1.4	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	0.0	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	3.3	0.0	0.0	0.0	0.0	0.0	2.5	0.8	0.0
Sub Total	3.4	0.0	0.0	0.0	0.0	0.0	2.5	0.9	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	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0
Zone 8									
Copeland									
Millom Town Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Total Study Area									
Total West Cumbria	21.9	1.3	2.0	3.4	1.1	4.9	5.2	3.0	1.0
Sub Total Allerdale Borough	21.4	1.3	2.0	3.4	0.6	4.9	5.2	3.0	1.0
Sub Total Allerdale Borough	16.4	1.3	2.0	3.4	0.6	4.9	2.6	1.5	0.0
Sub Total Copeland Borough	5.0	0.0	0.0	0.0	0.0	0.0	2.5	1.5	1.0
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
Armside 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	1.0	0.8	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	0.8	0.1	0.0	0.0	0.7	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	0.1	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 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	0.1	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	0.9	0.8	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	0.0	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 2UN	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	3.8	1.8	0.1	0.0	1.0	0.1	0.1	0.0	0.7
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	0.0	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	3.8	1.8	0.1	0.1	1.0	0.1	0.1	0.0	0.7
Total	25.7	3.1	2.0	3.5	2.1	5.0	5.2	3.0	1.7

- 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

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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, 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	1.0	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 Road, Workington, CA14 3YD	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
Armside 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 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	0.0	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 2UN	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	0.8	0.6	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Sub Total	0.8	0.6	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	0.3	0.1	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	1.8	0.1	0.8	0.5	0.1	0.2	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	0.3	0.9	0.5	0.1	0.3	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
Aspatiria District Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cockermouth Town Centre	2.7	0.0	0.1	1.6	0.3	0.6	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	0.0	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	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	2.9	0.1	0.1	1.7	0.3	0.6	0.0	0.1	0.0
Zone 4-Lake District National Park									
Keswick Town Centre	0.8	0.0	0.0	0.0	0.6	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	0.8	0.0	0.0	0.0	0.6	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 Valley Way, Workington, CA14 3YD	3.6	0.1	0.3	0.4	0.3	1.9	0.4	0.2	0.0
Dunmail Park Shopping Centre, Maryport Road, Workington	0.6	0.0	0.1	0.0	0.0	0.2	0.2	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	4.2	0.2	0.7	0.4	0.1	2.0	0.4	0.5	0.0
Sub Total	8.9	0.3	1.0	0.8	0.4	4.5	1.1	0.7	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	0.3	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	0.1	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	0.4	0.0	0.0	0.0	0.0	0.0	0.4	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
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	0.0	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	4.7	0.0	0.0	0.0	0.0	0.0	3.1	1.4	0.0
Sub Total	5.9	0.0	0.1	0.0	0.0	0.1	4.0	1.6	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Gosforth Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
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	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Total Study Area	22.5	1.3	2.1	3.1	1.4	5.6	5.2	2.6	1.0
Total West Cumbria	21.7	1.3	2.1	3.1	0.8	5.5	5.2	2.6	1.0
Sub Total Allerdale Borough	14.6	1.3	2.0	3.1	0.8	5.4	1.1	0.8	0.0
Sub Total Copeland Borough	7.1	0.0	0.1	0.0	0.0	0.1	4.0	1.8	1.0
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									
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
Armside 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	0.4	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	2.7	1.0	0.2	0.3	0.4	0.0	0.7	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	0.0	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	0.3	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	0.5	0.3	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	0.7	0.2	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	0.1	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	0.1	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	0.0	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 2UN	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	5.2	1.6	0.3	0.5	0.7	0.3	1.0	0.2	0.7
Others									
Abroad	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	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	0.6	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	0.7	0.1	0.0	0.0	0.1	0.2	0.1	0.2	0.1
Sub Total outside Study Area	5.9	1.7	0.3	0.5	0.8	0.5	1.1	0.4	0.7
Total	28.4	3.0	2.4	3.6	2.2	6.1	6.3	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 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)	Inflow Allowance (£m)	Total 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	0.1	0.1
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	0.2	0.4
Lidl, King Street, Wigton	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Silloth Town Centre	1.3	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.3
Skinburness Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Wigton Town Centre	8.6	8.0	0.0	0.1	0.5	0.0	0.0	0.0	0.0	6.2	14.7
Sub Total	10.3	9.6	0.0	0.1	0.6	0.0	0.0	0.0	0.0	7.4	17.7
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	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	0.0	0.1
Eddie Shimmings, Jubilee Retail Park, Grassiot, Maryport, CA15 8BE	0.3	0.1	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.1	0.4
Flimby Village Centre	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Lidl, Curzon Street, Maryport	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.3
Maryport Town Centre	6.8	0.1	5.2	0.9	0.1	0.2	0.2	0.0	0.0	1.7	8.5
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	0.1	0.3
Sub Total	7.7	0.3	5.7	0.9	0.1	0.3	0.4	0.0	0.1	2.0	9.7
Zone 3-Allerdale											
Aldi, Low Road, Cockermouth	0.4	0.1	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.1	0.4
Aspatna District Centre	1.2	0.1	0.0	1.0	0.2	0.0	0.0	0.0	0.0	0.2	1.4
Cockermouth Town Centre	32.2	0.2	1.1	22.0	1.6	4.4	1.2	1.3	0.3	5.7	37.8
Lakeland Agricultural Centre, Cockermouth, CA13 0QQ	0.0	0.0	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	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.3
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	0.0	0.1
Sainsbury's Superstore, Station Road, Cockermouth	0.8	0.1	0.0	0.5	0.0	0.1	0.0	0.0	0.0	0.1	0.9
The Lakes Homecentre, Low Road, Cockermouth, CA13 0HH	1.0	0.0	0.2	0.6	0.2	0.0	0.0	0.0	0.0	0.2	1.2
Sub Total	35.8	0.5	1.3	24.4	2.1	4.6	1.2	1.3	0.3	6.3	42.2
Zone 4-Lake District National Park											
Keswick Town Centre	14.9	0.3	0.3	0.9	11.8	1.0	0.0	0.6	0.0	0.0	14.9
Pack Horse Court, Keswick	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.2
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	0.0	0.4
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	0.0	0.0
Sub Total	15.5	0.3	0.3	1.0	12.3	1.0	0.0	0.6	0.0	0.0	15.5
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	0.0	0.2
Aldi, Derwent Drive, Workington	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.2
Asda, Dunmalt Park, Workington	6.1	0.2	1.3	0.3	0.2	2.6	1.2	0.2	0.0	0.1	6.2
Asda, Moss Bay Road, Workington	1.0	0.1	0.3	0.0	0.1	0.5	0.0	0.0	0.0	0.0	1.0
Carpetways, New Yard, Workington, CA14 3YE	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
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	0.0	0.1
Clay Flatts Trading Estate, Lowther Road, Workington, CA14 2TQ	1.2	0.2	0.1	0.0	0.1	0.5	0.2	0.0	0.0	0.0	1.2
Derwent Retail Park, Workington, Derwent Howe Industrial Estate, Derwent Drive, Workington	49.9	2.0	6.2	5.4	1.7	19.7	10.3	4.6	0.0	0.6	50.6
Dunmalt Park Shopping Centre, Maryport Road, Workington	7.3	0.2	0.9	1.1	0.0	3.1	1.9	0.1	0.0	0.1	7.4
Harrington Village Centre, CA14 5QH	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.3
Howdens, New Yard, Workington, CA14 3YE	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1
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	0.0	0.1
Marks & Spencer, Pow Street, Workington	1.4	0.0	0.1	0.0	0.1	0.9	0.2	0.0	0.0	0.0	1.4
Morrisons, Derwent Drive, Workington	1.5	0.0	0.0	0.1	0.1	1.3	0.0	0.0	0.0	0.0	1.5
Seaton Village Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2
Tesco Superstore, New Bridge Road, Workington	1.3	0.0	0.1	0.0	0.0	1.2	0.0	0.0	0.0	0.0	1.3
Workington Town Centre	123.8	3.9	16.9	12.0	2.7	60.7	23.4	13.8	0.4	1.6	125.3
Sub Total	194.0	6.7	26.0	19.0	5.0	91.5	37.4	19.0	0.4	2.3	197.2
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	0.0	0.3
Asda, Preston Street, Whitehaven	0.7	0.0	0.0	0.0	0.1	0.0	0.5	0.2	0.0	0.0	0.7
Bridge Retail Park, Flatt Walks, Whitehaven, CA28 7RQ	0.5	0.0	0.0	0.0	0.0	0.0	0.3	0.1	0.0	0.0	0.5
Cleator Moor Town Centre	3.0	0.0	0.1	0.0	0.0	0.2	1.1	1.6	0.0	0.5	3.5
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	0.0	0.0
Frizington Village Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3
Haig Enterprise Park, Whitehaven, CA28 9AN	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.4
Morrisons, Flatt Walks, Whitehaven	3.6	0.0	0.0	0.0	0.0	0.0	2.6	0.9	0.0	0.0	3.6
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	0.0	0.2
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	0.0	1.8
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	0.0	0.0
Whitehaven Town Centre	52.6	0.0	0.3	0.6	0.1	0.8	38.2	12.4	0.2	9.3	61.9
Sub Total	63.5	0.0	0.4	0.6	0.2	1.3	44.9	15.8	0.3	9.8	73.3
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	0.0	0.0
Egremont Town Centre	5.7	0.0	0.0	0.0	0.0	0.0	0.6	4.8	0.2	1.0	6.7
Gosforth Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1
Nethertown Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Seascale Village Centre	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	1.2
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	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	0.0	0.1
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	0.0	0.0
Sub Total	7.2	0.0	0.0	0.0	0.0	0.0	0.6	6.3	0.3	1.0	8.2
Zone 8											
Copeland											
Millom Town Centre	8.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.4	0.4	8.8
Tesco Superstore, Lancashire Road, Millom	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.7
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	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	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	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	0.0	0.0
Sub Total	9.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.2	0.4	9.6
Total I Study Area											
Total I West Cumbria	344.2	17.3	33.7	45.9	20.3	88.8	84.6	42.9	10.6	29.3	357.9
Total I Allerdale Borough	248.8	17.0	33.0	44.3	7.9	86.5	39.0	20.2	0.8	29.3	357.9
Sub Total I Copeland Borough	79.9	0.0	0.4	0.6	0.2	1.3	45.5	22.2	9.7	18.0	266.8
Destination											
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
Aldi, Butts Street, Annan											

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	0.2	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	4.7	2.5	0.1	0.4	0.7	0.0	0.9	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	0.1	0.1	0.0	0.0	0.0
Outside area, Manchester	1.9	0.0	0.0	0.0	0.3	0.0	0.8	0.1	0.7
Outside area, Newcastle City Council	2.8	0.2	0.2	0.2	0.3	0.2	1.0	0.8	0.0
Outside area, South Lakeland	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Outside area, Tyne and Wear	2.4	0.0	0.1	0.1	0.3	0.6	0.4	0.9	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	3.3	1.0	0.0	0.4	1.8	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Church Street, Caldewgate, Carlisle	2.1	1.5	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	0.8	0.3	0.0	0.0	0.3	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	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8
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	100.1	34.6	5.1	9.1	11.4	5.5	11.3	5.5	17.7
Others									
Abroad	1.5	0.0	0.1	0.0	0.2	0.3	0.4	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	10.0	0.9	0.3	1.3	0.8	0.6	3.0	1.4	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	11.5	0.9	0.4	1.3	1.0	0.9	3.4	1.7	1.9
Sub Total outside Study Area	111.5	35.5	5.5	10.3	12.3	6.4	14.7	7.2	19.5
Total	455.7	52.0	39.2	56.2	32.7	35.2	39.3	50.1	30.1

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

All 2019 Prices

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

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	91.1	79.9	11.3	0.0
2026	107.2	90.0	12.7	-4.4
2031	122.3	101.6	14.3	-6.4
2036	139.1	115.9	16.3	-6.9
2038	146.4	122.4	17.3	-6.7
Study Area Market Share (%)		17.5		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 October 2020)
2. Assumes constant market share claimed by Copeland facilities at 17.5% 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 ¹	Max ²
2021	0.0	0	0
2026	-4.4	-600	-1,100
2031	-6.4	-800	-1,400
2036	-6.9	-700	-1,300
2038	-6.7	-700	-1,300

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 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 18 (October 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 ¹	Max ²
2021	0.0	0.0	0.0	0	0
2026	-4.4	0.0	-4.4	-600	-1,100
2031	-6.4	0.0	-6.4	-800	-1,400
2036	-6.9	0.0	-6.9	-700	-1,300
2038	-6.7	0.0	-6.7	-700	-1,300

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 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 18 (October 2020)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2019 Prices

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

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	69.4	60.1	9.3	0.0
2026	81.6	67.7	10.5	-3.4
2031	93.1	76.4	11.8	-4.9
2036	105.9	87.2	13.5	-5.2
2038	111.5	92.1	14.2	-5.1
Study Area Market Share (%)		13.2		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 October 2020)
2. Assumes constant market share claimed by Whitehaven facilities at 13.2% 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 ¹	Max ²
2021	0.0	0	0
2026	-3.4	-500	-800
2031	-4.9	-600	-1,000
2036	-5.2	-600	-1,000
2038	-5.1	-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 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 18 (October 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 ¹	Max ²
2021	0.0	0.0	0.0	0	0
2026	-3.4	0.0	-3.4	-500	-800
2031	-4.9	0.0	-4.9	-600	-1,000
2036	-5.2	0.0	-5.2	-600	-1,000
2038	-5.1	0.0	-5.1	-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 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 18 (October 2020)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2019 Prices

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

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	3.5	3.0	0.5	0.0
2026	4.2	3.4	0.6	-0.2
2031	4.8	3.8	0.7	-0.3
2036	5.4	4.4	0.8	-0.3
2038	5.7	4.6	0.8	-0.3
Study Area Market Share (%)		0.7		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 October 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 ¹	Max ²
2021	0.0	0	0
2026	-0.2	0	0
2031	-0.3	0	-100
2036	-0.3	0	0
2038	-0.3	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 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 18 (October 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 ¹	Max ²
2021	0.0	0.0	0.0	0	0
2026	-0.2	0.0	-0.2	0	0
2031	-0.3	0.0	-0.3	0	-100
2036	-0.3	0.0	-0.3	0	0
2038	-0.3	0.0	-0.3	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 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 18 (October 2020)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2019 Prices

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

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	6.7	5.7	1.0	0.0
2026	7.9	6.4	1.1	-0.3
2031	9.0	7.3	1.3	-0.5
2036	10.2	8.3	1.5	-0.5
2038	10.8	8.7	1.5	-0.5
Study Area Market Share (%)		1.3		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 October 2020)
2. Assumes constant market share claimed by Egremont facilities at 1.3% 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 ¹	Max ²
2021	0.0	0	0
2026	-0.3	0	-100
2031	-0.5	-100	-100
2036	-0.5	-100	-100
2038	-0.5	-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 18 (October 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 ¹	Max ²
2021	0.0	0.0	0.0	0	0
2026	-0.3	0.0	-0.3	0	-100
2031	-0.5	0.0	-0.5	-100	-100
2036	-0.5	0.0	-0.5	-100	-100
2038	-0.5	0.0	-0.5	-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 18 (October 2020)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

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

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	9.6	9.1	0.4	0.0
2026	11.3	10.3	0.5	-0.5
2031	12.9	11.6	0.6	-0.7
2036	14.6	13.3	0.6	-0.7
2038	15.4	14.0	0.7	-0.7
Study Area Market Share (%)		2.0		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 October 2020)
2. Assumes constant market share claimed by Millom facilities at 2.0% 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 ¹	Max ²
2021	0.0	0	0
2026	-0.5	-100	-100
2031	-0.7	-100	-100
2036	-0.7	-100	-100
2038	-0.7	-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 18 (October 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 ¹	Max ²
2021	0.0	0.0	0.0	0	0
2026	-0.5	0.0	-0.5	-100	-100
2031	-0.7	0.0	-0.7	-100	-100
2036	-0.7	0.0	-0.7	-100	-100
2038	-0.7	0.0	-0.7	-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 18 (October 2020)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2019 Prices