

Our Ref: s01r
Your Ref: 4/23/2314/0F1

12 April 2024

Chris Harrison
Development Management
Cumberland Council
The Market Hall, Market Place
Whitehaven
CA28 7JG

Sent via email – Development.Control3@cumberland.gov.uk

Dear Mr Harrison

PLANNING APPLICATION REF. 4/23/2314/0F1 ON BEHALF OF ALDI STORES LTD.

RESPONSE TO LETTER DATED 16 JANUARY 2024 SUBMITTED ON BEHALF OF ASDA STORES LIMITED.

We write on behalf of our client, Aldi Stores Ltd, in respect of the above planning application and specifically in response to the correspondence submitted on behalf of Asda Stores Limited ('Asda'), dated 26 January 2024.

We respond to the main points within the letter from Asda in turn.

1. Approach to assessing the potential relet of existing Aldi store

The correspondence from Asda references the approach undertaken within our retail impact assessment to consider a new occupier within the retail unit that Aldi will vacate in order to occupy the proposed new store. It is noted that they consider this approach to be "reasonable". This acknowledgement is welcomed.

2. Turnover of the Application Proposals

We note that the main point of objection within the letter queries the approach undertaken to consider the turnover of the proposed new, larger store. This was based on the national average sales density for Aldi Stores Ltd. across the UK, from a well-respected source, Global Data (2022). We continue to consider this to be a robust approach as it adopts the industry recognised information for this form of data, which is used across the UK to calculate projected turnovers for new stores.

Notwithstanding, we recognise that the household survey data for the Council used within our assessment found that the current Aldi store trades above benchmark levels. This is similar to most larger convenience stores within Whitehaven, with the household survey identifying that both Morrison's and Tesco stores were also found to be overtrading, by

£14.6m and £3.49m respectively. This is important given that the Morrison's is located within the town centre boundary and results in a finding that the town centre is also trading above benchmark overall. Collectively, the findings of overtrading are also a sign of the popularity of Whitehaven as a destination for convenience shopping, drawing in expenditure from adjacent shopping zones and consequently that more choice is needed within the town to meet these needs. We note that this was similar to the conclusions in the Copeland Retail and Leisure Study 2021, within 'Table 5: Survey-derived and benchmark turnover of foodstores'. This evidence of overtrading generally within Whitehaven is clear and inarguable.

In order to fully reflect this overtrading at the existing Aldi store a set of additional tables have been prepared as a sensitivity analysis to consider what the effects would be if the new Aldi store also traded above benchmark levels. This analysis has been prepared to consider two scenarios, with the first considering the effects if the proposed new store trades above benchmark levels, and the additional floorspace proposed also generates additional turnover. To be clear, the likelihood of this occurring is considered to be minimal given that the resulting turnover figures are so significantly above Aldi's UK average benchmark levels. Nevertheless, the findings will demonstrate that even if this did occur, the levels of retail impact on Whitehaven Town Centre would be acceptable from a planning policy perspective. A second scenario is also provided to be comprehensive and consider the solus impact of the Aldi turnover uplift, to further show that impact levels from the proposals are acceptable.

These findings are described below.

Table 9a – Uplift in Turnover (Sensitivity Analysis 1)

As previously set out, it is reasonable to assume that the proposed new store would simply divert trade from the current Aldi operation, particularly given their proximity to one another. Table 9a therefore considers the uplift in floorspace that the new Aldi store on Preston Street will deliver.

With the existing store having a net sales floorspace of 940sqm and the proposal delivering 1,356sqm, the increase would be 416sqm. Based on the standard convenience and comparison split, the proposals would provide an increase in convenience floorspace of 333 sqm, with 83sqm used for comparison goods. This has then been multiplied by the average UK sales density for Aldi to provide an expected turnover of £3.74m in convenience sales at the test year (2026) and £0.66m of comparison sales.

To be clear, we do not consider the suggestion within the Asda letter that the overall new store could achieve a turnover of £37.6m to be realistic given UK average turnover levels. Indeed, we note that the letter actually partially recognises this by stating that "*the new Aldi store should be assessed on the basis of the same... turnover figure of the existing store*". Our

approach has instead considered both the existing turnover and also applying a turnover uplift, based on the increased floorspace, which we consider to be fully robust.

Table 9b – Potential Turnover of New Foodstore Operator into Existing Aldi Store

Table 9b reflects the previous analysis set out within Table 8c of the assessment. This found that at the test year, this potential new occupier would have a turnover of £7.47m. These projections will be used in the subsequent table to consider resulting trade diversions and impacts within Zone 6.

Table 10 – Convenience Goods - Cumulative Trading Impact 2026 – Sensitivity 1

Table 10 considers where the diversions would be likely to come from for both the uplift in Aldi turnover and potential new occupier in the former Aldi store. This has been informed by the Planning Practice Guidance; which states that a common starting point for the exercise is to consider the catchment's existing shopping patterns (in this case provided by the household survey) and to then apportion the trade to be diverted based upon the character of development ('like affecting like'), popularity (based upon existing shopping patterns / Avison Young observations), geographic location (proximity) and brand loyalty factors (i.e. are catchment residents already using Aldi).

As the application proposals are centred around a 'main' food shopping destination (a discount foodstore), it stands to reason that the scheme will divert the vast majority of its trade from equivalent 'main' food shopping destinations (i.e. medium / large mainstream foodstores and discount foodstores). This assumption is entirely consistent with the approach advocated within the Planning Practice Guidance, which confirms that a guiding principle when assessing retail impact is that '*like affects like*' (see PPG Para Ref. 2b-015-20190722).

Given this advice, our approach has been to have greatest regard to the existing 'main' food shopping patterns in the catchment area when allocating the trade diversion of the scheme.

Dealing firstly with the Aldi floorspace uplift, Table 10 shows that the majority of diversions are expected to come from larger competitors within the primary catchment, including the Morrisons at Flatt Walks (29%/£1.08m) and Tesco store at North Shore (29%/£1.08m). With a new occupier in the former Aldi store, 25% (£0.94m) of the new store's uplift in turnover could be expected to be derived from here. Other smaller diversions are projected to come from the Asda in Whitehaven (£0.11m) and Coop in Cleator Moor (£0.06m). Finally, £0.4m would be expected to be clawed back from leakage to other Zones.

As a result of the above, there would be expected to be minimal impacts on existing retailers, with the Morrisons receiving a 2.7% impact, the Tesco store a 3.8% impact, Asda a 2.6% impact and Coop at Cleator Moor a 1% impact. It is clear that at these levels the solus impact of the scheme would be negligible. This is particularly the case given the overtrading that is clearly evident.

In terms of the cumulative effects, assumptions have also been made about where a new convenience operator occupying the former Aldi would draw its trade. This follows a similar pattern to the proposed Aldi turnover, based on the PPG advice concerning 'like

affecting like'. Therefore, the majority of diversions are expected to fall on the Morrison's and Tesco stores, with also some diversion from Aldi's new unit further south on Preston Street.

The table then considers the diversions together, resulting in cumulative impact projections that are discussed in more detail below.

Convenience Goods Cumulative Trading Impact 2026 (Sensitivity 1) - Summary			
Destination	Household Survey Based Turnover (£m)	Cumulative trade diversion (£m)	Cumulative trading impact (%)
Whitehaven Town Centre	£42.73	£3.25m	7.6%
Morrison's, Flatt Walks	£40.73m	£3.25m	8%
Out of Centre			
Tesco Superstore, North Shore	£28.69m	£3.25m	11.3%
Asda, Preston St	£4.36m	£0.56m	12.8%
Iceland, Preston Street	£1.75m	£0.17m	9.6%
Coop, Cleator Moor	£7.3m	£0.13m	1.8%

The principal conclusions from the above table are that the sensitivity analysis clearly demonstrates that even in a worst-case scenario, that the levels of diversions on Whitehaven Town Centre would not be significantly adverse. Even with a £3.25m diversion (principally coming from the new operator in the Aldi store), the overall impact on convenience trade in the centre would only be 7.6%. All of this diversion would come from the overtrading Morrisons store, which as mentioned earlier, overtrades by approximately £14.6m. Therefore, even with this impact the store would continue to overtrade by over +£10m ensuring the vitality of the store and wider town centre would not be significantly impacted.

It is equally important to note that this would only affect the convenience turnover of Whitehaven Town Centre and that the centre is a significant comparison shopping destination with an additional turnover of approx. £61.9m (according to 'Table 25: Total comparison goods shopping expenditure' of the Copeland Retail and Leisure Study 2021). Once this turnover is considered, trade impact levels would inevitably reduce even further.

Overall, it is very clear that the application proposals can be accommodated without significant adverse impacts on Whitehaven Town Centre.

Other diversions identified within the table all fall on retail destinations that are located out of centre and so not protected by planning policy. Notwithstanding, the levels

projected are all relatively modest and would not affect the onward operation of the stores identified.

Table 11 – Convenience Goods - Solus Trading Impact 2026 – Sensitivity 2

As noted above, the second sensitivity analysis considers the scenario whereby the application proposals come forward and that the existing Aldi store is either occupied by a comparison retailer, or another land use. This is summarised in the table below.

Convenience Goods Solus Trading Impact 2026 (Sensitivity 2) - Summary			
Destination	Household Survey Based Turnover (£m)	Trade diversion (£m)	Trading impact (%)
Whitehaven Town Centre	£42.73	£1.55m	3.6%
Morrison's, Flatt Walks	£40.73m	£1.55m	3.8%
Out of Centre			
Tesco Superstore, North Shore	£28.69m	£1.55m	5.4%
ASDA, Preston St	£4.36m	£0.11m	2.6%
Iceland, Preston Street	£1.75m	£0.02m	1.1%
Coop, Cleator Moor	£7.3m	£0.06m	0.8%

As is clear above, under the second scenario, the levels of diversions would drop considerably, with resulting reductions in the levels of trade impacts expected. As with the first sensitivity analysis, it is apparent that the proposals would not have any significant adverse retail impacts on any policy protected locations and so can be accommodated.

Conclusions

Drawing the above points together, the additional tables that have been produced further demonstrate the case set out within the original Planning and Retail Statement in respect to impact considerations. Tables 9-11 provide sensitivity analyses to specifically consider a worst-case scenario, whereby the new store continues to trade significantly above benchmark UK average turnover levels, as requested within the Asda representation. The first analysis also considers the cumulative effects of this, assuming the current Aldi store is re-occupied by a new convenience operator.

In both scenarios the findings are very clear, that the trade diversions would be spread across a range of mainstream large supermarket competitors, in accordance with the recognised principle that 'like affects like'. As these destinations are largely all overtrading, these diversions, even on a cumulative basis, would not lead to any significant adverse effects. Indeed, the overtrading would continue to occur post-development in both

scenarios considered. Most importantly, Whitehaven Town Centre would not suffer from any significant adverse effects.

In light of the above, it is apparent that the proposals fully comply with adopted planning policy within the development plan and national policy within the NPPF.

We trust the above comments in response to the representation on behalf of Asda Stores Limited are considered helpful for the determination of the planning application and will be given due consideration by officers, during the determination of the planning application. If you wish to discuss at all, please contact me at the details below.

Yours sincerely

Steve Robb
Director

For and on behalf of Avison Young (UK) Limited

TABLE 9a. SENSITIVITY ANALYSIS 1 - UPLIFT IN ALDI TURNOVER FROM RELOCATION

Existing Aldi Foodstore		Proposed new Aldi Foodstore		Floorspace Uplift (sq.m)	Turnover per sq. m in 2021 (£m)	Turnover per sq. m in 2026 (£m)	Test Year	
Floorspace Type	Net Floorspace (sq. m)	Floorspace Type	Net Floorspace (sq. m)				2021	2026
Convenience	752	Convenience	1,085	333	£11,427	£11,233	£3.81	£3.74
Comparison	188	Comparison	271	83	£7,448	£7,973	£0.62	£0.66
Total	940	Total	1,356	416	-	-	£4.42	£4.40

TABLE 9b. POTENTIAL TURNOVER OF NEW FOODSTORE OPERATOR INTO EXISTING ALDI STORE

		Gross Floorspace (sq. m)	Net Floorspace (sq. m)	Floorspace Uplift (sq.m)	Turnover per sq. m in 2021 (£m)	Turnover per sq. m in 2026 (£m)	Test Year	
							2021	2026
New foodstore operator into existing ALDI store	Convenience sales	-	827	N/A	£9,181	£9,026	£7.59	£7.47

Notes:
a. Sensitivity analysis considers the potential increase in turnover of new Aldi store through relocation. Existing floorspace is subtracted from proposed floorspace to provide uplift in floorspace. This increased floorspace is multiplied by benchmark turnover levels, previously explained in Table 1.
b. Potential turnover of new foodstore into existing Aldi store, as per Table 8c.
2021 Prices

TABLE 10: CONVENIENCE GOODS - CUMULATIVE TRADING IMPACT 2026 (£m) - SENSITIVITY 1

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DESTINATION	Convenience Turnover from Zone 6	Convenience Turnover from wider Study Area 2026	Total Convenience Turnover 2026	CUMULATIVE IMPACT									
	Total (£m)	Total (£m)	Total (£m)	Potential new convenience operator in former Aldi store			Proposed Aldi store (Uplift only), Preston St			Cumulative Trading Impact		Post-Cumulative Impact Total Turnover (from Study Area) 2026 (£m)	
				(% Diversion)	(£m Diversion)	(% Trading Impact)	(% Diversion)	(£m Diversion)	(% Trading Impact)	(%)	(£m)		
ZONE 6													
WHITEHAVEN TOWN CENTRE	£31.73	£11.00	£42.73	29.0%	£2.17	5%	29.0%	£1.08	3%	7.6%	£3.25	£39.48	
Local shops, Whitehaven Town Centre	£0.41	£0.00	£0.41	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.41	
B&M, The Bridges Retail Park, Whitehaven, CA28 7RQ	£0.76	£0.00	£0.76	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.76	
Haighs, King Street, Whitehaven, CA28 7JH	£0.00	£0.00	£0.00	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.00	
Heron, King Street, Whitehaven, CA28 7LA	£0.84	£0.00	£0.84	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.84	
Morrisons, Flatt Walks, Whitehaven	£29.73	£11.00	£40.73	29.0%	£2.17	5%	29.0%	£1.08	3%	8.0%	£3.25	£37.48	
Tesco Superstore, Bransty Row, North Shore, Whitehaven	£21.76	£6.93	£28.69	29.0%	£2.17	8%	29.0%	£1.08	4%	11.3%	£3.25	£25.44	
Iceland, Preston Street, Whitehaven	£1.52	£0.23	£1.75	2.0%	£0.15	9%	0.5%	£0.02	1%	9.6%	£0.17	£1.58	
Home Bargains, Preston Street, Whitehaven, CA28 9DL	£0.51	£0.00	£0.51	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.51	
Asda, Preston Street, Whitehaven	£3.82	£0.54	£4.36	6.0%	£0.45	10%	3.0%	£0.11	3%	12.8%	£0.56	£3.80	
Aldi, Preston Street, Whitehaven (CLOSED)	£17.91	£8.16	£26.06	-	-	-	-	-	-	-	-	-	
Nisa Local, Four Seasons, Whinlatter Road, Whitehaven, CA28 8DJ	£0.38	£0.00	£0.38	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.38	
Nisa Local, Woodhouse Road, Whitehaven, CA28 9QD	£0.46	£0.00	£0.46	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.46	
Spar (Service Station), Loop Road North, Whitehaven	£0.41	£0.00	£0.41	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.41	
Spar, Richmond Hill Road, Hensingham, Whitehaven	£0.89	£0.00	£0.89	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.89	
Woodhouse Convenience Store, Woodhouse Road, Whitehaven CA28 9LL	£0.11	£0.00	£0.11	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.11	
Premier Stores, Meadow Road, Whitehaven, CA28 8ER	£0.00	£0.00	£0.00	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.00	
McColl's, Lakeland Avenue, Seaccliffe, Whitehaven, CA28 9PY	£0.76	£0.00	£0.76	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.76	
CLEATOR MOOR KEY SERVICE CENTRE	£0.00	£0.00	£0.00	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.00	
Local shops, Cleator Moor Centre	£0.00	£0.00	£0.00	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.00	
Nisa, Leaconfield Street, Cleator Moor, CA25 5QG	£0.00	£0.29	£0.29	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.29	
Co-op, Leaconfield Street, Cleator Moor	£4.19	£3.11	£7.30	1.0%	£0.07	1%	1.5%	£0.06	1%	1.8%	£0.13	£7.17	
FRIZINGTON LOCAL CENTRE	£0.32	£0.00	£0.32	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.32	
Local shops, Frizington Centre	£0.00	£0.00	£0.00	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.00	
Frizington Post Office & General Store, Main Street, Frizington, CA26 3SA	£0.32	£0.00	£0.32	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.32	
Local shops, Hensingham	£0.11	£0.00	£0.11	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.11	
Local shops, Mirehouse	£0.00	£0.00	£0.00	0.0%	£0.00	0%	0.0%	£0.00	0%	0.0%	£0.00	£0.00	
TOTAL	£84.9	£30.3	£115.1	67.0%	£5.00	-	63.0%	£2.36	-	-	-	£81.71	
New Aldi store, Preston St, Whitehaven	-	-	£29.80	25.0%	£1.87	6%	-	-	-	6%	£1.87	£27.94	
New Convenience occupier in former Aldi store	-	-	£7.47	-	-	-	25.0%	£0.94	12.5%	12.5%	£0.94	£6.53	
BEYOND ZONE 6													
SUB-TOTAL BEYOND Zone 6	£5.2	£290.7	£296.0	8.0%	£0.6	-	12.0%	£0.4	-	-	-	£286.4	
TOTAL	£90.1	£321.1	£411.2	100.0%	£7.5	-	100%	£3.7	-	-	-	£411.2	
Notes:													
a. Survey derived turnovers of all existing destinations for 2026 sourced directly from TABLE 4b. CONVENIENCE GOODS SHOPPING PATTERNS (E) 2026, Columns B11 + C11.													
b. Turnover of proposed Aldi foodstore (uplift) taken from Table 9a and allows for changes in turnover efficiencies based on Figures 4a and 4b (Page 15) of Experian Retail Planner Briefing Note 20 (February 2023).													
c. Turnover of Speculative Proposal to consider new occupier in former Aldi store, Preston St taken from Table 9b.													
d. Impact based on the proportional change in turnover expressed as a percentage.													
e. Percentage impact tested upon the total turnovers of centres and other retail destinations (i.e. inclusive of inflow from the wider Retail Study area).													
f. Anticipated trade diversion of proposal based on existing shopping patterns and geographic location of existing and proposed provision (as identified by the household telephone shopper survey data which informed the Retail Study). Assumptions also made that both the Aldi store (uplift) and new occupier would compete with one another.													
g. 'Post-Impact Total Turnover (2026)' = 'Pre-Impact Total Turnover (2026)' minus '£m Diversion (2026)'													
2021 Prices													

PRESTON STREET, WHITEHAVEN
RETAIL IMPACT ASSESSMENT UPDATE - MARCH 2024

TABLE 11: CONVENIENCE GOODS SOLUS TRADING IMPACT 2026 (£m) - SENSITIVITY 2

DESTINATION	Convenience Turnover from Zone 6	Convenience Turnover from wider Study Area 2026	Total Convenience Turnover 2026	SOLUS IMPACT			Post-Solus Impact Total Turnover (from Study Area) 2026 (£m)
				Proposed Aldi store (Uplift only), Preston St			
	Total (£m)	Total (£m)	Total (£m)	(% Diversion)	(£m Diversion)	(% Trading Impact)	
ZONE 6							
WHITEHAVEN TOWN CENTRE	£31.73	£11.00	£42.73	41.5%	£1.55	3.6%	£41.18
Local shops, Whitehaven Town Centre	£0.41	£0.00	£0.41	0.0%	£0.00	0.0%	£0.41
B&M, The Bridges Retail Park, Whitehaven, CA28 7RQ	£0.76	£0.00	£0.76	0.0%	£0.00	0.0%	£0.76
Haighs, King Street, Whitehaven, CA28 7JH	£0.00	£0.00	£0.00	0.0%	£0.00	0.0%	£0.00
Heron, King Street, Whitehaven, CA28 7LA	£0.84	£0.00	£0.84	0.0%	£0.00	0.0%	£0.84
Morrisons, Flatt Walks, Whitehaven	£29.73	£11.00	£40.73	41.5%	£1.55	3.8%	£39.18
Tesco Superstore, Bransty Row, North Shore, Whitehaven	£21.76	£6.93	£28.69	41.5%	£1.55	5.4%	£27.14
Iceland, Preston Street, Whitehaven	£1.52	£0.23	£1.75	0.5%	£0.02	1.1%	£1.73
Home Bargains, Preston Street, Whitehaven, CA28 9DL	£0.51	£0.00	£0.51	0.0%	£0.00	0.0%	£0.51
Asda, Preston Street, Whitehaven	£3.82	£0.54	£4.36	3.0%	£0.11	2.6%	£4.25
Aldi, Preston Street, Whitehaven (CLOSED)	£17.91	£8.16	£26.06	-	-	-	-
Nisa Local, Four Seasons, Whinlatter Road, Whitehaven, CA28 8DJ	£0.38	£0.00	£0.38	0.0%	£0.00	0.0%	£0.38
Nisa Local, Woodhouse Road, Whitehaven, CA28 9QD	£0.46	£0.00	£0.46	0.0%	£0.00	0.0%	£0.46
Spar (Service Station), Loop Road North, Whitehaven	£0.41	£0.00	£0.41	0.0%	£0.00	0.0%	£0.41
Spar, Richmond Hill Road, Hensingham, Whitehaven	£0.89	£0.00	£0.89	0.0%	£0.00	0.0%	£0.89
Woodhouse Convenience Store, Woodhouse Road, Whitehaven CA28 9LL	£0.11	£0.00	£0.11	0.0%	£0.00	0.0%	£0.11
Premier Stores, Meadow Road, Whitehaven, CA28 8ER	£0.00	£0.00	£0.00	0.0%	£0.00	0.0%	£0.00
McColl's, Lakeland Avenue, Seacliffe, Whitehaven, CA28 9PY	£0.76	£0.00	£0.76	0.0%	£0.00	0.0%	£0.76
CLEATOR MOOR KEY SERVICE CENTRE	£0.00	£0.00	£0.00	0.0%	£0.0	0.0%	£0.00
Local shops, Cleator Moor Centre	£0.00	£0.00	£0.00	0.0%	£0.00	0.0%	£0.00
Nisa, Leconfield Street, Cleator Moor, CA25 5QG	£0.00	£0.29	£0.29	0.0%	£0.00	0.0%	£0.29
Co-op, Leaonfield Street, Cleator Moor	£4.19	£3.11	£7.30	1.5%	£0.06	0.8%	£7.24
FRIZINGTON LOCAL CENTRE	£0.32	£0.00	£0.32	0.0%	£0.00	0.0%	£0.32
Local shops, Frizington Centre	£0.00	£0.00	£0.00	0.0%	£0.00	0.0%	£0.00
Frizington Post Office & General Store, Main Street, Frizington, CA26 3SA	£0.32	£0.00	£0.32	0.0%	£0.00	0.0%	£0.32
Local shops, Hensingham	£0.11	£0.00	£0.11	0.0%	£0.00	0.0%	£0.11
Local shops, Mirehouse	£0.00	£0.00	£0.00	0.0%	£0.00	0.0%	£0.00
TOTAL	£84.9	£30.3	£115.1	88.0%	£3.29	£0.14	£86.10
BEYOND ZONE 6							
SUB-TOTAL BEYOND Zone 6	£5.2	£290.7	£296.0	12.0%	£0.4	0.2%	£295.5
TOTAL	£90.1	£321.1	£411.2	100.0%	£3.7	-	£410.2
Notes:							
a. Survey derived turnovers of all existing destinations for 2026 sourced directly from TABLE 4b. CONVENIENCE GOODS SHOPPING PATTERNS (E) 2026, Columns B11 + C11.							
b. Turnover of proposed Aldi foodstore (uplift) taken from Table 9a and allows for changes in turnover efficiencies based on Figures 4a and 4b (Page 15) of Experian Retail Planner Briefing Note 20 (February 2023).							
c. Impact based on the proportional change in turnover expressed as a percentage.							
d. Percentage impact tested upon the total turnovers of centres and other retail destinations (i.e. inclusive of inflow from the wider Retail Study area).							
f. Anticipated trade diversion of proposal based on existing shopping patterns and geographic location of existing and proposed provision (as identified by the household telephone shopper survey data which informed the Retail Study).							
g. 'Post-Impact Total Turnover (2026)' = 'Pre-Impact Total Turnover (2026)' minus 'Em Diversion (2026)'							
2021 Prices							