

Q10.17 How would you rate the following aspects of Rugby Town Centre - ACCESSIBILITY BY PUBLIC TRANSPORT?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	11	5.2%	5	8.2%	1	5.9%	2	3.6%	2	6.5%	1	4.2%	0	.0%
Good	122	58.1%	33	54.1%	7	41.2%	34	60.7%	20	64.5%	13	54.2%	15	71.4%
Don't know/ No opinion	66	31.4%	19	31.1%	8	47.1%	15	26.8%	9	29.0%	9	37.5%	6	28.6%
Poor	9	4.3%	3	4.9%	1	5.9%	4	7.1%	0	.0%	1	4.2%	0	.0%
Very poor	2	1.0%	1	1.6%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%

Q10.18 How would you rate the following aspects of Rugby Town Centre - WALKING ROUTE FROM THE RAILWAY STATION?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	2	1.0%	1	1.6%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
Good	93	44.3%	23	37.7%	5	29.4%	23	41.1%	18	58.1%	14	58.3%	10	47.6%
Don't know/ No opinion	72	34.3%	15	24.6%	6	35.3%	17	30.4%	13	41.9%	10	41.7%	11	52.4%
Poor	36	17.1%	18	29.5%	4	23.5%	14	25.0%	0	.0%	0	.0%	0	.0%
Very poor	7	3.3%	4	6.6%	2	11.8%	1	1.8%	0	.0%	0	.0%	0	.0%

Q10.19 How would you rate the following aspects of Rugby Town Centre - WALKING ROUTE FROM BUS STOPS?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	7	3.3%	6	9.8%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
Good	135	64.3%	37	60.7%	10	58.8%	40	71.4%	21	67.7%	14	58.3%	13	61.9%
Don't know/ No opinion	64	30.5%	17	27.9%	5	29.4%	15	26.8%	10	32.3%	10	41.7%	7	33.3%
Poor	4	1.9%	1	1.6%	1	5.9%	1	1.8%	0	.0%	0	.0%	1	4.8%

Q10.20 How would you rate the following aspects of Rugby Town Centre - WALKING ROUTES BETWEEN THE CAR PARKS AND SHOPPING AREAS?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Very good	9	4.3%	3	4.9%	0	.0%	4	7.1%	1	3.2%	1	4.2%	0	.0%
Good	151	71.9%	46	75.4%	12	70.6%	39	69.6%	23	74.2%	16	66.7%	15	71.4%
Don't know/ No opinion	45	21.4%	12	19.7%	3	17.6%	12	21.4%	5	16.1%	7	29.2%	6	28.6%
Poor	4	1.9%	0	.0%	1	5.9%	1	1.8%	2	6.5%	0	.0%	0	.0%
Very poor	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%

Q11a. Which of the following would you like more of in Rugby Town Centre?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Shopping - food	48	22.9%	20	32.8%	6	35.3%	16	28.6%	4	12.9%	1	4.2%	1	4.8%
Don't know	47	22.4%	4	6.6%	1	5.9%	12	21.4%	5	16.1%	12	50.0%	13	61.9%
Shopping - non-food	40	19.0%	17	27.9%	5	29.4%	9	16.1%	6	19.4%	1	4.2%	2	9.5%
Independent retail units	31	14.8%	7	11.5%	2	11.8%	8	14.3%	8	25.8%	5	20.8%	1	4.8%
Leisure (e.g. cinema, gyms, bowling, bingo hall)	14	6.7%	7	11.5%	1	5.9%	2	3.6%	3	9.7%	0	.0%	1	4.8%
Cultural facilities (e.g. theatre, museum, gallery)	5	2.4%	2	3.3%	1	5.9%	0	.0%	0	.0%	1	4.2%	1	4.8%
Services (e.g. banks, travel agents, hairdressers)	4	1.9%	1	1.6%	0	.0%	1	1.8%	1	3.2%	0	.0%	1	4.8%
Hotel/ conference facilities	4	1.9%	0	.0%	0	.0%	3	5.4%	0	.0%	1	4.2%	0	.0%
Tourism attractions (e.g. visitor centres)	3	1.4%	1	1.6%	1	5.9%	1	1.8%	0	.0%	0	.0%	0	.0%
Cafe/ pub/ restaurant	2	1.0%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	1	4.8%
Other														
More/ cheaper parking	8	3.8%	1	1.6%	0	.0%	1	1.8%	4	12.9%	2	8.3%	0	.0%
Better quality stores	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
More toilets	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
Men's clothing shops	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
Child-friendly eating places	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q11b. Which other uses would you like more of in Rugby Town Centre?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%	
Shopping - non-food	10	4.8%	4	6.6%	1	5.9%	2	3.6%	2	6.5%	0	.0%	1	4.8%	
Shopping - food	14	6.7%	8	13.1%	1	5.9%	5	8.9%	0	.0%	0	.0%	0	.0%	
Independent retail units	32	15.2%	17	27.9%	3	17.6%	10	17.9%	1	3.2%	1	4.2%	0	.0%	
Services	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%	
Leisure	19	9.0%	8	13.1%	4	23.5%	5	8.9%	1	3.2%	1	4.2%	0	.0%	
Cafe/ pub/ restaurant	10	4.8%	6	9.8%	1	5.9%	2	3.6%	0	.0%	0	.0%	1	4.8%	
Hotel/ conference facilities	3	1.4%	1	1.6%	2	11.8%	0	.0%	0	.0%	0	.0%	0	.0%	
Cultural facilities	12	5.7%	3	4.9%	3	17.6%	5	8.9%	1	3.2%	0	.0%	0	.0%	
Tourism attractions	12	5.7%	4	6.6%	4	23.5%	3	5.4%	1	3.2%	0	.0%	0	.0%	
Offices	2	1.0%	1	1.6%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%	
No other	115	54.8%	22	36.1%	4	23.5%	30	53.6%	22	71.0%	19	79.2%	18	85.7%	
			Larger stores/ department stores	6	2.9%	1	1.6%	1	5.9%	2	3.6%	1	4.2%	0	.0%
			Move the market/ move it back where it was	5	2.4%	0	.0%	0	.0%	1	1.8%	2	8.3%	0	.0%
Other			More/ cheaper parking	2	1.0%	0	.0%	0	.0%	1	3.2%	0	.0%	1	4.8%
			Men's clothing shops	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%
			Improved market	1	.5%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%

Q12a. What do you think would make Rugby more attractive for a visit?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
More independent stores	52	24.8%	20	32.8%	2	11.8%	15	26.8%	6	19.4%	8	33.3%	1	4.8%
Greater range of stores	38	18.1%	19	31.1%	4	23.5%	6	10.7%	5	16.1%	1	4.2%	3	14.3%
Lower car parking prices	26	12.4%	1	1.6%	3	17.6%	7	12.5%	3	9.7%	5	20.8%	7	33.3%
More national retailers	21	10.0%	8	13.1%	2	11.8%	5	8.9%	3	9.7%	2	8.3%	1	4.8%
Public realm improvements	9	4.3%	1	1.6%	1	5.9%	4	7.1%	1	3.2%	1	4.2%	1	4.8%
Markets	6	2.9%	2	3.3%	1	5.9%	2	3.6%	1	3.2%	0	.0%	0	.0%
More places to eat/ drink	4	1.9%	2	3.3%	0	.0%	1	1.8%	1	3.2%	0	.0%	0	.0%
A public square	4	1.9%	2	3.3%	0	.0%	0	.0%	1	3.2%	1	4.2%	0	.0%
Pedestrianisation	3	1.4%	1	1.6%	0	.0%	2	3.6%	0	.0%	0	.0%	0	.0%
Public art	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
Local history displays/ information	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
Other														
Don't know	25	11.9%	2	3.3%	0	.0%	6	10.7%	5	16.1%	5	20.8%	7	33.3%
More/ improved parking	5	2.4%	1	1.6%	0	.0%	0	.0%	3	9.7%	0	.0%	1	4.8%
More toilets	3	1.4%	0	.0%	2	11.8%	1	1.8%	0	.0%	0	.0%	0	.0%
Quality department stores	3	1.4%	0	.0%	1	5.9%	2	3.6%	0	.0%	0	.0%	0	.0%
Cleaner streets	2	1.0%	0	.0%	0	.0%	1	1.8%	1	3.2%	0	.0%	0	.0%
Increased security/ police presence	2	1.0%	1	1.6%	0	.0%	0	.0%	1	3.2%	0	.0%	0	.0%
Better quality shops	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
More hotels	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
More food stores	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
Easier access	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
Fewer phone shops	1	.5%	0	.0%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%

Q12b. What else do you think would make Rugby more attractive for a visit?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Public realm improvements	6	2.9%	0	.0%	0	.0%	3	5.4%	2	6.5%	1	4.2%	0	.0%
More independent stores	14	6.7%	3	4.9%	2	11.8%	4	7.1%	2	6.5%	3	12.5%	0	.0%
More national retailers	16	7.6%	8	13.1%	1	5.9%	6	10.7%	1	3.2%	0	.0%	0	.0%
Greater range of stores	16	7.6%	5	8.2%	4	23.5%	4	7.1%	2	6.5%	1	4.2%	0	.0%
More places to eat/ drink	10	4.8%	6	9.8%	1	5.9%	1	1.8%	2	6.5%	0	.0%	0	.0%
Lower car parking prices	19	9.0%	9	14.8%	4	23.5%	5	8.9%	1	3.2%	0	.0%	0	.0%
Markets	15	7.1%	5	8.2%	1	5.9%	6	10.7%	1	3.2%	2	8.3%	0	.0%
A public square	9	4.3%	3	4.9%	3	17.6%	1	1.8%	0	.0%	0	.0%	2	9.5%
Pedestrianisation	5	2.4%	0	.0%	1	5.9%	2	3.6%	1	3.2%	1	4.2%	0	.0%
Public art	11	5.2%	5	8.2%	1	5.9%	5	8.9%	0	.0%	0	.0%	0	.0%
Local history displays/ information	11	5.2%	5	8.2%	2	11.8%	4	7.1%	0	.0%	0	.0%	0	.0%
No other	113	53.8%	22	36.1%	6	35.3%	28	50.0%	21	67.7%	17	70.8%	19	90.5%
Other														
Increased security/ police presence	2	1.0%	1	1.6%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
Better quality shops	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
Cleaner streets	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More food stores	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
More/ improved parking	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%

Q13. Has the choice of venues and activities changed in the high time economy in Rugby Town Centre in the past 3-5 years?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Improved considerably	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
Improved slightly	16	7.6%	8	13.1%	1	5.9%	6	10.7%	0	.0%	1	4.2%	0	.0%
No change	26	12.4%	6	9.8%	0	.0%	3	5.4%	12	38.7%	3	12.5%	2	9.5%
Worsened slightly	17	8.1%	6	9.8%	2	11.8%	3	5.4%	4	12.9%	2	8.3%	0	.0%
Worsened considerably	6	2.9%	2	3.3%	1	5.9%	3	5.4%	0	.0%	0	.0%	0	.0%
Don't know	144	68.6%	39	63.9%	13	76.5%	40	71.4%	15	48.4%	18	75.0%	19	90.5%

Q14. What attracts you to Rugby Town Centre in the evening, above other centres?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Closer to home	23	11.0%	10	16.4%	0	.0%	7	12.5%	4	12.9%	2	8.3%	0	.0%
Competitive drinks prices	4	1.9%	2	3.3%	0	.0%	2	3.6%	0	.0%	0	.0%	0	.0%
Good atmosphere	9	4.3%	2	3.3%	0	.0%	3	5.4%	3	9.7%	0	.0%	1	4.8%
Good transport links	3	1.4%	0	.0%	0	.0%	1	1.8%	2	6.5%	0	.0%	0	.0%
High quality of licensed venues	3	1.4%	1	1.6%	0	.0%	2	3.6%	0	.0%	0	.0%	0	.0%
Interesting and like-minded people	2	1.0%	2	3.3%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
The performing arts	3	1.4%	1	1.6%	1	5.9%	0	.0%	1	3.2%	0	.0%	0	.0%
Low price dinks promotions	2	1.0%	1	1.6%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%
Variety of evening entertainments	4	1.9%	2	3.3%	0	.0%	0	.0%	1	3.2%	0	.0%	1	4.8%
Safe environment	2	1.0%	1	1.6%	0	.0%	0	.0%	0	.0%	1	4.2%	0	.0%
Does not appeal	48	22.9%	21	34.4%	9	52.9%	5	8.9%	7	22.6%	2	8.3%	4	19.0%
Don't know	119	56.7%	23	37.7%	6	35.3%	40	71.4%	15	48.4%	19	79.2%	16	76.2%
Other														
			Good restaurants											
			Adult education classes											

Q15. What changes would you like to see to the 'night time economy' in Rugby Town Centre?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street		
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%	
Further growth	5	2.4%	3	4.9%	0	.0%	2	3.6%	0	.0%	0	.0%	0	.0%	
Greater diversity of venues	19	9.0%	11	18.0%	2	11.8%	4	7.1%	2	6.5%	0	.0%	0	.0%	
Improve overall appearance of centres	3	1.4%	1	1.6%	0	.0%	0	.0%	2	6.5%	0	.0%	0	.0%	
Longer shop opening hours	10	4.8%	4	6.6%	1	5.9%	4	7.1%	0	.0%	1	4.2%	0	.0%	
Greater variety of evening entertainment	25	11.9%	12	19.7%	2	11.8%	5	8.9%	4	12.9%	2	8.3%	0	.0%	
Improve transport	5	2.4%	1	1.6%	1	5.9%	2	3.6%	1	3.2%	0	.0%	0	.0%	
IMproved quality of licensed venues	8	3.8%	5	8.2%	0	.0%	3	5.4%	0	.0%	0	.0%	0	.0%	
Reduce the number of licensed venues	7	3.3%	2	3.3%	2	11.8%	2	3.6%	1	3.2%	0	.0%	0	.0%	
Improve safety/ security	31	14.8%	23	37.7%	4	23.5%	0	.0%	4	12.9%	0	.0%	0	.0%	
Increased number of restaurants	5	2.4%	1	1.6%	0	.0%	2	3.6%	2	6.5%	0	.0%	0	.0%	
No further changes	142	67.6%	28	45.9%	10	58.8%	41	73.2%	20	64.5%	22	91.7%	21	100.0%	
Other	Jazz nights	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	More wine bars	1	.5%	1	1.6%	0	.0%	0	.0%	0	.0%	0	.0%	0	.0%
	Improved street lighting	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%
	More for the over 50s	1	.5%	0	.0%	1	5.9%	0	.0%	0	.0%	0	.0%	0	.0%

Q16. SEG

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
A	5	2.4%	2	3.3%	1	5.9%	1	1.8%	0	.0%	0	.0%	1	4.8%
B	34	16.2%	16	26.2%	2	11.8%	9	16.1%	3	9.7%	0	.0%	4	19.0%
C1	52	24.8%	16	26.2%	3	17.6%	15	26.8%	7	22.6%	4	16.7%	7	33.3%
C2	47	22.4%	15	24.6%	4	23.5%	10	17.9%	7	22.6%	6	25.0%	5	23.8%
D/E	69	32.9%	12	19.7%	7	41.2%	18	32.1%	14	45.2%	14	58.3%	4	19.0%
Refused	3	1.4%	0	.0%	0	.0%	3	5.4%	0	.0%	0	.0%	0	.0%

Q17. Age band of respondent

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
18 - 24 years	29	13.8%	9	14.8%	0	.0%	10	17.9%	5	16.1%	4	16.7%	1	4.8%
25 - 34 years	28	13.3%	8	13.1%	1	5.9%	5	8.9%	6	19.4%	5	20.8%	3	14.3%
35 - 44 years	29	13.8%	7	11.5%	2	11.8%	5	8.9%	5	16.1%	4	16.7%	6	28.6%
45 - 54 years	48	22.9%	9	14.8%	5	29.4%	14	25.0%	7	22.6%	7	29.2%	6	28.6%
55 - 64 years	35	16.7%	13	21.3%	6	35.3%	9	16.1%	5	16.1%	1	4.2%	1	4.8%
65 years or above	40	19.0%	15	24.6%	3	17.6%	12	21.4%	3	9.7%	3	12.5%	4	19.0%
Refused	1	.5%	0	.0%	0	.0%	1	1.8%	0	.0%	0	.0%	0	.0%

Q18. Household composition

		Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
		Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents		210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Number of adults 16+ years	1	35	16.7%	10	16.4%	2	11.8%	7	12.5%	4	12.9%	5	20.8%	7	33.3%
	2	134	63.8%	40	65.6%	11	64.7%	34	60.7%	22	71.0%	15	62.5%	12	57.1%
	3	24	11.4%	5	8.2%	3	17.6%	11	19.6%	2	6.5%	3	12.5%	0	.0%
	4	13	6.2%	5	8.2%	1	5.9%	3	5.4%	2	6.5%	1	4.2%	1	4.8%
	5	4	1.9%	1	1.6%	0	.0%	1	1.8%	1	3.2%	0	.0%	1	4.8%
Number of children under 16	0	143	68.1%	45	73.8%	14	82.4%	40	71.4%	17	54.8%	16	66.7%	11	52.4%
	1	42	20.0%	12	19.7%	1	5.9%	10	17.9%	10	32.3%	6	25.0%	3	14.3%
	2	20	9.5%	4	6.6%	1	5.9%	5	8.9%	4	12.9%	1	4.2%	5	23.8%
	3	5	2.4%	0	.0%	1	5.9%	1	1.8%	0	.0%	1	4.2%	2	9.5%

Q19. Number of cars in household

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
None	44	21.0%	8	13.1%	2	11.8%	13	23.2%	10	32.3%	8	33.3%	3	14.3%
One	94	44.8%	28	45.9%	6	35.3%	20	35.7%	16	51.6%	12	50.0%	12	57.1%
Two	61	29.0%	21	34.4%	8	47.1%	21	37.5%	3	9.7%	4	16.7%	4	19.0%
Three or more	11	5.2%	4	6.6%	1	5.9%	2	3.6%	2	6.5%	0	.0%	2	9.5%

Q20. Gender of respondent

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Male	47	22.4%	18	29.5%	7	41.2%	18	32.1%	1	3.2%	2	8.3%	1	4.8%
Female	163	77.6%	43	70.5%	10	58.8%	38	67.9%	30	96.8%	22	91.7%	20	95.2%

Q21. Would you be willing to be recontacted as part of our quality control procedures?

	Base: All respondents		High Street		Market Place		Market Place/Church Street		Sheep Street		Regent Street		Albert Street	
	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%	Num	%
Base: All respondents	210	100.0%	61	100.0%	17	100.0%	56	100.0%	31	100.0%	24	100.0%	21	100.0%
Yes	82	39.0%	45	73.8%	4	23.5%	32	57.1%	0	.0%	0	.0%	1	4.8%
No	128	61.0%	16	26.2%	13	76.5%	24	42.9%	31	100.0%	24	100.0%	20	95.2%

Rugby Town Centre Technical Report

Drivers Jonas

December 2007

Presented to: **Matthew Jones**

Associate Partner
Planning
Drivers Jonas
Cornwall Court
19 Cornwall Street
B3 2DY

Tel no: 0121 237 4409

Fax no: 0121 665 6756

E-mail: mathewjones@driversjonas.com

Presented by: **Umi Patel**

Research Executive
Research and Marketing Plus
Trefor House
Ocean Park
Cardiff
CF24 5RE

Tel no: 029 2043 5800

Fax no: 029 2048 3540

E-mail: urmila.patel@rmltd.net

Web: www.rmltd.net

..your valued research and marketing partner

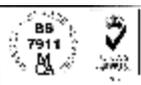


TABLE OF CONTENTS

BACKGROUND & METHODOLOGY.....	3
RESULTS – MAIN RESULTS TABULATIONS BY ZONE	5
APPENDIX ONE – THE QUESTIONNAIRES	6
RESEARCH TEAM	7

BACKGROUND & METHODOLOGY

An on-street survey was conducted within the Rugby Town Centre catchment area. The survey covered a range of aspects relating to shopping habits and in particular sought to establish the following:

- § Where did respondents journey start from
- § How respondents travelled to Rugby Town Centre
 - Those respondents who indicated they travelled by car were asked where do they usually park
- § The main reason for visiting Rugby Town Centre
- § Other reasons for visiting the Town Centre
- § How often respondents visit the Town Centre
- § How long will / have respondents spent in the Town Centre today
- § How much will / have respondents spent in the Town Centre today
- § Why have respondents chosen to visit the Town Centre
- § Why else have respondents chosen to visit the Town Centre
- § When respondents have finished their visit, where will they be going
- § What respondents think of various aspects of the Town Centre
- § What would respondents like to see more of in the Town Centre
- § What else would respondents like to see more of in the Town Centre
- § What do respondents think would make Rugby more attractive for a visit
- § What else do respondents think would make Rugby more attractive for a visit
- § Do respondents think the choice of venues and activities has changed in the 'night time economy' in Rugby Town Centre in the past 3-5 years
- § What attracts respondents to Rugby Town Centre in the evening, above other centres
- § What changes would respondents like to see to the 'night time economy' in Rugby Town Centre

Demographics

- § Occupation/SEG of chief wage earner
- § Age band of respondent
- § Number of adults and children in household

- § Number of cars in household
- § Gender
- § Quality control

A total of 210 interviews were carried out within Rugby Town Centre on the 30th November and 1st December 2007. Interviews were conducted with Research & Marketing's Field staff. Respondents were interviewed during the day and early evening between 10:00am – 6:30pm on Friday and Saturday.

RESULTS – MAIN RESULTS TABULATIONS BY ZONE

APPENDIX ONE – THE QUESTIONNAIRES

RESEARCH TEAM

Research and Marketing have a number of associate consultants who act as advisors and are bought onto projects as and when their expertise is required:

- § **David Harrison, Chairman:** David has been Company Chairman for over 30 years.
- § **Sheila Jones, Group MD:** Full Member of the Market Research Society. Sheila is a founder director of Research and Marketing with overall responsibility for the company. She has wide experience of the administration of large scale research projects for both the public and commercial sectors.
- § **Jane Foley, Company Director:** Jane joined Research and Marketing in 1985 after an early career in Education and was appointed Research Director in 1991. Jane acts in a consultant capacity on large scale Business to Business, Social and Political surveys.



Urmila Patel: Research Executive

Urmila graduated in BA Honours in Business Administration in 1999 at The London Guildhall University. She then went onto work within the field department of two very large market research companies based in London. In early 2005 she then moved to Wales and joined Research and Marketing Ltd in October 2005.

Having over 5 years experience within the market research industry, Urmila has previously been involved in managing and costing ad-hoc and continuous research studies. These are in business, consumer, social, and financial sectors.



Saadiah Rifin: Research Executive

Saadiah graduated from the University of Glamorgan in 2004 and has been working within the Market Research sector for over 10 years. She has accumulated a vast knowledge of procedure, protocol and business ethics in the industry within this time.

Saadiah has experience with the project management of large scale CATI projects and has built on the fundamental skills gained by putting into practice the techniques learnt during her undergraduate studies. She has proven experience with questionnaire design and set up for a variety of projects, including consumer surveys, mystery shopping and B2B studies. She has been responsible for approving layouts and concise examination of discrepancies within questionnaires.

Audit of Existing Supply

Introduction

This summary audit includes comment, maps and tabulations detailing the current supply of leisure facilities within Rugby. The analysis of supply focuses principally on the town centre and embraces the following:

- Accommodation
- Food and Beverage
- Centre Cultural and Gaming Facilities
- Leisure Provision of Relevance Outside the Town Boundary
- Events

Accommodation

As can be seen from the plan below, serviced accommodation across all levels is extremely limited both in terms of the quality of provision and number of room available. Further accommodation is available outside of the town centre, and this provision is detailed in later sections of this audit.



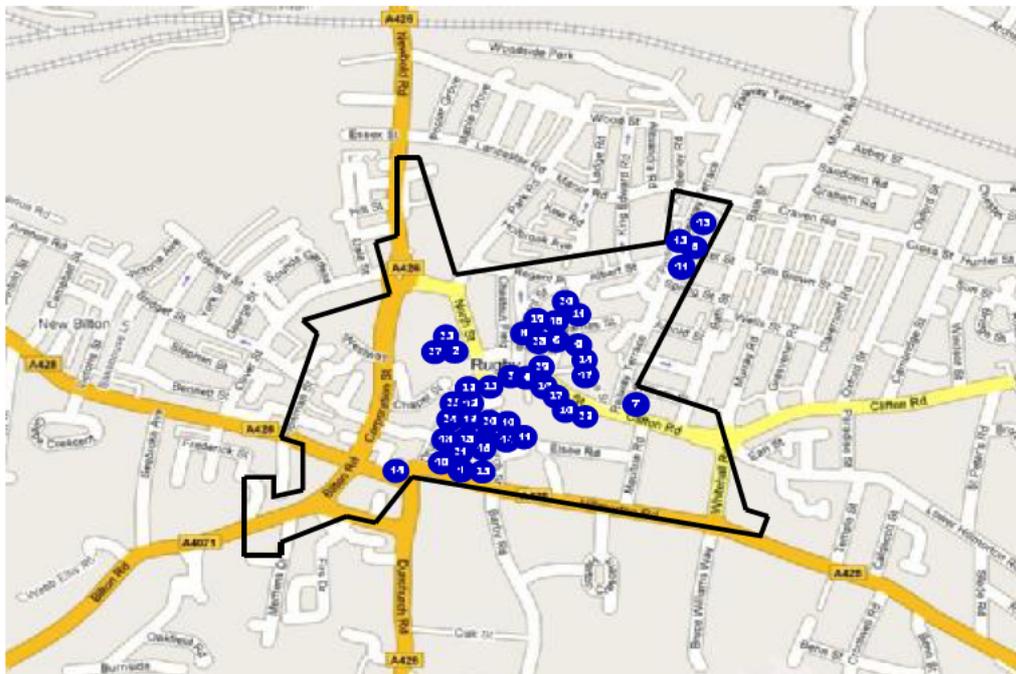
Map Ref.	Facility	Address	Rooms	Rates from (single/ double)	Rating	Photo
(1)	Arnold Villas	4 Arnold Villas CV21 3AX	4 (2 Twins, 2 Single)	£25/ £45	B & B	N/A
(2)	Alma Lodge Hotel	30 Albert Street CV21 2RS	12 (5 Double, 2 single, 4 twin, 1 Family)	£22/ £44	Accreditation anticipated	
(3)	Diamond House Hotel	28-30 Hillmorton Road CV22 5AA	24 (7 Family, 4 Double, 6 Twin, 7 Single)	£25/ £52	1 * due to lack of restaurant	
(4)	Number Seven	7 Eastfield Place CV21 3AT	7 (1 Family, 4 Double, 1 Twin 1 Single)	£28.50/ £42	B & B	
(5)	The Carlton Hotel	130 Railway Terrace CV21 3HE	18 (1 family, 1 Twin, 8 Single, 8 Double)	£40/ £57	3 *	
(6)	Three Horseshoes Hotel	Sheep Street CV21 3BN	35 (1 suite, 1 family, 9 double, 7 twin, 17 single)	£55/ £70	2 *	
(7)	Woodville Hotel	33-37 Bilton Road CV22 7AN	30 (4 single, 4 twin, 22 double)	£65/ £85	3 *	N/A

n/a = not available

Food and Beverage

There is a range of food and beverage establishments in the town centre encompassing traditional English fare such as the Merchant Inn and the Carlton Hotel, ethnic venues such as the River Avon and La Casa Loco, franchise fast food/coffee shop operators such as McDonald's and Costa Coffee, as well as numerous independent sandwich and kebab shops as illustrated on the following plan and summarised in the table.

Interestingly, Rugby is known as the town with the highest number of pubs per square mile in England ranging from the historic, coaching house pub e.g. the Three Horseshoes Hotel established in 1728, to the branded modern day offer e.g. the Rupert Brookes Wetherspoons pub

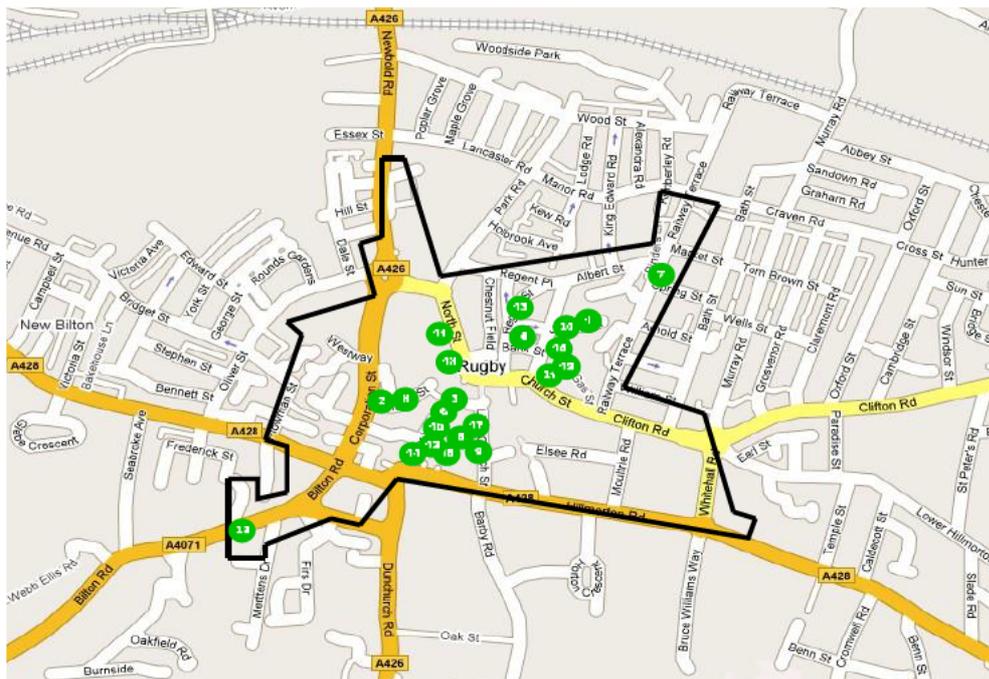


Map Reference	Facility	Location
(1)	Ask	High Street
(2)	B&B's	Clock Towers
(3)	Billy Chip Shop & Kebab House	56 Church Street CV21 3PT
(4)	Bombay Tandoori	55 Church Street
(5)	Bosphorus	Railway Terrace
(6)	Brookes Cafe	15 Bank Street
(7)	Butler's Leap	Clifton Road CV21 3TX

Map Reference	Facility	Location
(8)	Café Uno	2 Regent Street
(9)	Casa Portugese	Castle Mews
(10)	Chesters	29 Sheep Street
(11)	Chosun Restaurant	128 Railway Terrace
(12)	Costa Coffee	1 High Street
(13)	Dilruba Restaurant	155 Railway Terrace
(14)	Longhorn Bar & Grill	1 Eastfield Place CV21 3AT
(15)	Hatty's Coffee Shop	Churchside Arcade
(16)	Herb & Spice	10 Henry Street
(17)	Imperial Chinese Restaurant	3-5 Castle Street
(18)	Joe Blakes American Diner	Sheep Street
(19)	La Casa Loco	Churchside Arcade CV21 3AW
(20)	La Margherita	24-25 Church Street
(21)	Maharajha Tandoori Restaurant	41 Albert Street
(22)	McDonalds	Market Place
(23)	Merchant's Inn	6-7 Little Church Street
(24)	Mixed Spice Coffee Lounge	13a Castle Street
(25)	Oasis Coffee Shop	Lawrence Sheriff Street
(26)	Patio Café	45 Church Street
(27)	Regent Cantonese Restaurant	48 Church Street
(28)	Rendezvous	25 High Street
(29)	River Avon	1 Henry Street
(30)	Romna Tandoori	39 Albert Street
(31)	Summersault	27 High Street
(32)	Taj Mahal	Church Street
(33)	Texas Grill and Pancake House	Clock Towers
(34)	Thai Orchid	Sheep Street
(35)	The Bull	28 Sheep Street
(36)	The Crown	25 Market Place

**RUGBY BOROUGH COUNCIL RETAIL AND LEISURE CAPACITY STUDY
 AUDIT OF EXISTING SUPPLY- APRIL 2008**

Map Reference	Facility	Location
(37)	The Gallery Restaurant	In the Clock Tower CV21 2JT
(38)	The Skylight Café	11-13 Bank Street
(39)	Titash International Balti Restaurant	65 Church Street
(40)	Tom Brown's Tearoom	Windsor court
(41)	Vermillion	7a Eastfield Place, CV21 3AT
(42)	Walkabout	High Street
(43)	Wheeltapper Inn	Railway Terrace CV21 3EY
(44)	William Webb Ellis	22 Warwick Street CV21 3DH

Pubs and Bars


Map Reference	Facility	Location
(1)	Alexandra Arms, The	James Street
(2)	Black Swan Inn	Chapel Street
(3)	Chesters	29 Sheep Street
(4)	Chumleys	Bank Street

Map Reference	Facility	Location
(5)	Crown Hotel, The	Market Place
(6)	Fitchew & Firkin	Sheep Street
(7)	Legend Public House, The	Railway Terrace
(8)	London House Inn	Chapel Street
(9)	Merchants Inn, The	5 Little Church Street
(10)	Merry Minstrel	Sheep Street
(11)	Old Court House, The	23 North Street
(12)	Olivers Inn	29 Sheep Street
(13)	ONeils	Regent Street
(14)	Prince Of Wales, The	Drury Lane
(15)	Quigley's Pub	22 Albert Street
(16)	Red Lion, The	High Street
(17)	Royal Warwicks, The	5A Little Church Street
(18)	Rugby Tavern, The	1 North Street
(19)	Rupert Brooke	8-10 Castle Street
(20)	Seven Stars	James Street
(21)	Squirrel Inn, The	Church Street
(22)	Woodville Hotel	33 Bilton Road

Cultural and Gaming Facilities

Rugby has a range of museums and arts related venues including the Webb Ellis Rugby Football Museum and the relatively recently developed Art Gallery and Museum. These facilities are illustrated on the following plan with further detail provided in the table overleaf.



Cultural Facilities

Map Ref	Photo	Facility	Address	Opening and Price Details	Notes
(1)		The Webb Ellis Rugby Football Museum	5 St. Matthews Street CV21 3BY	Mon – Sat 9 am – 5 pm Admission Free	Located opposite the Webb Ellis Statue and Rugby School. Comprises a shop of Rugby Memorabilia, a rugby football making demonstration area and a museum and containing a range of historical artefacts.

RUGBY BOROUGH COUNCIL RETAIL AND LEISURE CAPACITY STUDY
AUDIT OF EXISTING SUPPLY- APRIL 2008

Map Ref	Photo	Facility	Address	Opening and Price Details	Notes
(2)		Rugby Art Gallery and Museum	Little Elborow Street CV21 3BZ	Tue. and Thu. 10am - 8pm, Wed. and Fri. 10am - 5pm, Sat. 10am - 4pm, Sun. & Bank Holidays 12noon - 4pm Free Entry	Opened in spring 2000 owned and run by Rugby Borough Council. Hold School Break activities, school programs, adult education lectures, social events and living history demonstrations. TIC and library also included in the overall building.
(3)		Rugby Theatre and Central Hall	Henry Street CV21 2QA	Not Applicable	313 seat theatre promoting approximately 10 plays a year. Hosts travelling shows (live action 100 days a year)
(4)		The Benn Hall	Newbold Road CV21 2ND	Not Applicable	Main Hall with Stage (capacity 480); Rokeby Room (cap. 100) and Lounge Bar (20). Stage lighting and catering options. Holds a variety of exhibitions, events and concerts throughout the year. Managed by DC leisure management Ltd. on behalf of Rugby BC.

RUGBY BOROUGH COUNCIL RETAIL AND LEISURE CAPACITY STUDY
AUDIT OF EXISTING SUPPLY- APRIL 2008

Map Ref	Photo	Facility	Address	Opening and Price Details	Notes
(5)		St Andrews Parish Church	Church Street CV21 3PT	Free admission every day 9:30-2	Church on the original site of the first church in Rugby, built in 1140 Hosts weekly concerts Only church in the world to have 2 sets of hung bells
(6)	N/A	The Griffin Centre At Lawrence Sheriff School	Clifton Road CV21 3AG	Not Applicable	Used evenings and weekend by clubs and societies Facilities for cricket, badminton, volleyball and many other sports. Location of the Table Tennis School of Excellence. Linked also to the Lawrence Sheriff Hall, a music and concert venue.
(7)		Percival Guildhouse Adult Education Centre	St. Matthews Street CV21 3BY	Not Applicable	Adult education courses and programs throughout the year

n/a = not available

Gaming Facilities

Map Ref	Facility	Address	Photo	Other Notes
(9)	Rugby Billiard Club	7 Market Place, CV21 3DY		6 full-sized tables for snooker, billiards or pool
(10)	Riley's American Pool & Snooker	2 Bank Street CV21 2QE		11 pool tables, 12 snooker tables, poker, slot machines, sports TV and food Monday to Sunday 11 am – 12 am Membership rates from free to £5
(11)	Shipleys Amusements	North Street		N/A
(12)	Gala Bingo Rugby	North Street CV21 2AF		Bar, Diner, Slot Machines, Disabled Facilities, Parking. Open 10:30-22:30 M-Sa (Monday 11:30) and 17:30-22:30 Sun Prices £1.25-£10 a set

n/a = not available

Leisure Facilities of Relevance Outside the Town Boundary

Reflecting the previous “edge of/out of town” retail and leisure planning emphasis, Rugby, in common with most towns and cities has a number of mixed use complexes sited outside of the town centre. These include Junction 1 Leisure Complex; the Ken Marriott Leisure Centre; and the Rugby School (as shown on the plan below).



The Junction 1 Leisure Complex (1) is a retail park located just outside the centre. Key leisure facilities include: a McDonalds, KFC and Frankie & Benny’s Restaurant, 9-screen cinema (Cineworld), 10-pin Bowling Alley (The Big Apple) and a Virgin Health Club. This complex is considered in further detail in Section 5 of the Study.

The Rugby School (2), as well as serving as a major tourist attraction for the town as the birthplace of Rugby Football, contains an art gallery with changing exhibitions, a school museum, and a sports centre which includes: fitness centre; swimming pool; tennis courts; polo fields; rugby pitches; all-weather courts; and conference facilities.

The Ken Marriott Leisure Centre (3) is run by DC Leisure Management Limited on behalf of the Council, and is a major community leisure facility which it is located next to the Rugby Athletics Track and Thornfield Indoor Bowls venue. All of the facilities at the Leisure Centre are available to the general public on a ‘pay as you go’ basis with the exception of the fitness centre, which is operated by Kinetica and requires membership. The Centre provides children’s and adults’ fitness classes, as well as swimming lessons, a climbing wall, squash courts, a sauna, sunbeds, and a café.

Smaller health and fitness facilities also exist outside the Town Centre boundary:

Hotel Provision Outside of the Town Boundary

Facility	Address	Rooms	Rates from (single/ double)	Rating
Ashton Lodge Hotel	Stretton Under Fosse, CV23 OPJ	14 (4 Double, 4 Twin, 4 Singles, 2 Triple)	£45/£68	2 Guest Accommodation
Briarwood	34 Warwick Road, Southam, Nr Leamington Spa, CV33 OHN	2 (1 Single, 1 Double)	£25/£50	2 Guest Accommodation
Corus Hotel Rugby	Brownsover Lane, Old Brownsover, CV21 1HU	32 (13 Double, 6 Twin, 9 Single, 3 Family 1 Accessible)	£108/£128	3
The Courtyard	Toft House Southam Road, Dunchurch CV22 6NR	5 (1 single, 3 twin, 1 double)	£35/£70	4 Guest Accommodation
Drayton Lodge	Staverton Road, Daventry, NN11 4NL	5 (4 Twin, 1 Double)	£40/£60	3 Guest Accommodation
The Golden Lion	Easehall, Nr Rugby, CV23 OJA	12 (8 Double, 2 Twin, 2 Single)	£54/£59.50	5 Guest Accommodation
The Grosvenor Hotel	81-87 Clifton Road, Rugby, CV21 3QQ	27 (19 Double, 2 Twin, 5 Single, 1 Family)	£35/£55	3
Paramount Hotel	Sedge moor Way, Daventry, NN11 5SG	155 (including 23 premium and 4 accessible)	£45 /£115	4
Holiday Inn Rugby	Parklands, Crick, Northants, NN6 7XR	88	£110/£110	3
Home Farm	152, London Road, Stretton-on Dunsmore. CV23 9HZ	2 (2 Double)	N/A/£60	4 Guest Accommodation
Hunt House Quarters	31-33 Main Road, Kilsby CV23 8XR	5 (1 Single, 1 Twin, 2 Doubles, 1 Family)	£59.95/£85	4 Guest Accommodation
Ibis Hotel	Parklands, Crick, Northants, NN6 7EX	95 (33 Family, 39 Double,	£39.95/£39.95	2 Guest Accommodation

**RUGBY BOROUGH COUNCIL RETAIL AND LEISURE CAPACITY STUDY
 AUDIT OF EXISTING SUPPLY- APRIL 2008**

Facility	Address	Rooms	Rates from (single/ double)	Rating
		23 Twin)		
Lawford Hill Farm	Lawford Heath Lane, CV23 9HG	5 (2 Double, 2 Twin, 1 Single)	£34/£50	4 Guest Accommodation
Magnolia House	82 Hillmorton Road, Rugby, CV22 5AF	4 (1 Twin, 2 Single, 1 double)	£30/£44	4 Guest Accommodation
Manor Farm	Buckwell Lane, Clifton-upon- Dunsmore Rugby CV23 OBJ	4 (2 Single, 1 Twin, 1 Double)	£30/£50	Awaiting grading
Marston House	Priors Marston, Southam CV47 7RP	3 (1 Twin, 1 Double, 1 Single)	£40/£60	4 Guest Accommodation
The Old Coach House	Lower Catesby, Daventry, Northants, NN11 6LF	3 (1 Twin, 2 Double)	£60/£80	5 Guest Accommodation
Old Rectory	Main Street, Harborough Magna CV23 OHS	4 (3 Double, 1 Twin)	£40/£70	4 Guest Accommodation
Old Thatched Cottage	Southam Road, Dunchurch, CV22 6NG	7 (1 Twin, 6 Doubles)	£55/£70	4 Guest Accommodation
Teapot Hall Guest House	178 Murray Road, Rugby, CV21 3JU	3 (3 Single)	£18/n/a	3 Guest Accommodation
Three Horseshoes	Southam Road, Princethorpe, CV23 9PR	5 (3 Twin, 2 Single)	£25/£50	3
Village Green Hotel	The Green, Dunchurch, CV22 6NX	21 (17 Double, 1 Twin, 3 Single)	£59.50/£69.50	4 Guest Accommodation
White Lion	Pailton, Rugby, CV23 OQD	9 (9 Twin)	£26/n/a	3 Guest Accommodation
White Lion Inn	Broad Street, Brinklow, CV23 OLS	5 (1 Family, 1 Double, 2 Twin, 1 Single)	£30/£45	3 Guest Accommodation

Commercial Health and Fitness Facilities

Facility	Location	
Dragons Health Clubs (LA Fitness)	9 Webb Ellis Road, Rugby, CV22 7AU	Open 7 days a week. Facilities include Aerobics, Gym, LA Spin, Parking, Personal Assessments, Pool, Sauna, Steam, Alternative Therapy, Café Bar, Personal Training, Physiotherapy, Sunbeds
Ladies First Health & Fitness Club	24 School Street, Hillmorton, Rugby, CV21 4BW	Creche, gymnasiums, sunbeds, personal trainers, weight loss programmes, sauna and free car parking
Newbold Leisure Centre	7 Main Street, Newbold, Rugby, CV21	n/a
Recorder Fitness Centre	Bernhards, Bilton Road, Rugby, CV22 7DT	n/a
Unwind	43 Cymbeline Way, Rugby, CV22 6JZ	n/a

n/a – information not available

Events

Rugby is an historical market town, as a consequence of which it promotes several outside markets, as well as a number of events and festivals which are promoted throughout the year including:

- Farmers Market
- Tower Market
- Toy and Model Train Fairs
- Art in the Park
- Spring Fair
- Festival of India
- Caribbean Carnival
- Open Air Classical Concert
- Heritage Open Days
- Rugby Round Table
Fireworks
- Christmas Lights Switch-on
- Victorian Christmas Market

Overall Comment

There is a mixed picture in terms of branded presence in the town, this being restricted principally to food and beverage, cinema and gaming e.g. Walkabout, Wetherspoons, McDonalds Riley's American Pool, Shipley's Amusements, Gala Bingo, and the Cineworld in the Junction 1 Complex.

Limited branded health and fitness facility is available, such as LA Fitness and Virgin (at the Junction 1 complex).

Serviced accommodation provision is extremely limited with the current supply being provided by the independent sector. Quality across the sectors varies tremendously with the overall 'feel' being one of poor rather than high quality.

Planned Supply

There are a number of planned leisure developments including a hotel and rugby attraction with other development proposals mooted including:

- Chapel Street ASDA;
- Cattle Market;
- North Street Redevelopment;
- Street Furniture Assessment;
- Youth Facility;
- Central Park; and
- Railway Station Improvements

SWOT

Based on the foregoing, the following table demonstrates a SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis of Rugby Town Centre in relation to leisure related provision.

Strengths	Weaknesses
<ul style="list-style-type: none"> • Location • Architecture • St. Andrew's Church/Bells • Heritage (e.g. Rugby, Rupert Brooke) • Rugby School • Strong independent restaurant sector • Diverse events programme • Award winning TIC • Library, art gallery, museum, complex 	<ul style="list-style-type: none"> • Limited brand representation cross sector • Lack of Quality Serviced Accommodations • Quality of some pubs/food and beverage • Only partial development of 'quarters' • Cross sector marketing • 'Town and gown' division
Opportunities	Threats
<ul style="list-style-type: none"> • Growth in some Leisure Markets (specifically Gaming, etc) • Economic growth • Environmental 	<ul style="list-style-type: none"> • Technology Changes • Competition from nearby centres • Downturn in economy (nationally/locally) • Environmental change

Comment

There are some significant strengths to Rugby Town centre, not least the heritage of the area. With the increasing popularity of Rugby Football throughout the world, areas connected to the birth of the sport can be expected to prosper. This area of growth could be optimised if the planned World of Rugby attraction progresses. Other attributes of note include Rugby School, St Andrew's Church which is unique in having two sets of bells, and the strong links with Rupert Brooke.

Limitations in terms of the quality and mix of accommodation are evident and the town would benefit from more overt structuring into 'quarters' and strengthened links between leisure and retail and the promotion of an evening economy which extends to more than drinking and eating out.

Table 1 - Population Estimates and Forecasts

	2006	2008	2010	2012	2014	2016	2018	2020	2022	2024	2026
Zone 1	22,854	22,876	23,021	23,101	23,150	23,248	23,321	23,371	23,541	23,641	23,702
Zone 2	8,496	8,546	8,517	8,562	8,568	8,575	8,558	8,577	8,646	8,636	8,664
Zone 3	32,697	33,258	33,722	34,192	34,601	35,292	35,789	36,242	36,993	37,512	38,130
Zone 4	32,015	32,244	32,426	32,625	32,724	33,011	33,184	33,311	33,677	33,978	34,288
Zone 5	10,538	10,683	10,828	10,943	11,049	11,172	11,294	11,342	11,483	11,593	11,668
Zone 6	6,113	6,192	6,222	6,237	6,254	6,311	6,329	6,372	6,410	6,450	6,479
Zone 7	8,078	8,187	8,236	8,292	8,327	8,427	8,469	8,512	8,633	8,695	8,760
Zone 8	11,436	11,689	11,995	12,268	12,550	12,816	13,130	13,342	13,641	13,928	14,178
Zone 9	2,729	2,736	2,737	2,740	2,756	2,748	2,752	2,779	2,779	2,778	2,793
Zone 10	20,070	20,391	20,816	21,283	21,601	21,936	22,420	22,766	23,085	23,405	23,729
Zone 11	3,120	3,170	3,204	3,247	3,264	3,310	3,329	3,370	3,410	3,436	3,453
Zone 12	7,868	8,033	8,117	8,263	8,356	8,462	8,593	8,701	8,859	8,956	9,056
Zone 13	9,657	9,863	9,997	10,161	10,290	10,434	10,535	10,660	10,832	10,942	11,048
Zone 14	29,042	29,687	30,421	31,170	31,880	32,556	33,213	33,853	34,750	35,346	36,027
Total	204,713	207,555	210,259	213,084	215,370	218,298	220,916	223,198	226,739	229,296	231,975

	2006-08	2006-10	2006-12	2006-14	2006-16	2006-18	2006-20	2006-22	2006-24	2006-26
Population Change	2,842	5,546	8,371	10,657	13,585	16,203	18,485	22,026	24,583	27,262
Population Change (%)	1.39%	2.71%	4.09%	5.21%	6.64%	7.91%	9.03%	10.76%	12.01%	13.32%

Source/Notes:

1. 2006-2026 population estimates are taken from the Experian Demographic reports for each of the survey zones within the defined Catchment Area, generated by DJ in December 2007.

Table 2 - average comparison goods expenditure per head estimates and forecasts - all goods

	2006	2008	2010	2012	2014	2016	2018	2020	2022	2024	2026
Zone 1	£2,568	£2,506	£2,599	£2,701	£2,817	£2,940	£3,080	£3,230	£3,392	£3,561	£3,740
Zone 2	£2,417	£2,446	£2,651	£2,899	£3,192	£3,520	£3,880	£4,278	£4,717	£5,200	£5,733
Zone 3	£2,392	£2,421	£2,623	£2,869	£3,159	£3,483	£3,840	£4,234	£4,668	£5,146	£5,673
Zone 4	£2,532	£2,563	£2,777	£3,037	£3,344	£3,687	£4,065	£4,482	£4,941	£5,448	£6,006
Zone 5	£2,666	£2,698	£2,924	£3,197	£3,521	£3,882	£4,279	£4,718	£5,202	£5,735	£6,323
Zone 6	£2,729	£2,761	£2,992	£3,272	£3,604	£3,973	£4,380	£4,829	£5,324	£5,870	£6,472
Zone 7	£2,998	£3,034	£3,288	£3,596	£3,959	£4,365	£4,813	£5,306	£5,850	£6,450	£7,111
Zone 8	£2,761	£2,794	£3,028	£3,312	£3,647	£4,020	£4,433	£4,887	£5,388	£5,940	£6,549
Zone 9	£2,716	£2,749	£2,979	£3,257	£3,587	£3,955	£4,360	£4,807	£5,300	£5,843	£6,442
Zone 10	£2,763	£2,796	£3,030	£3,314	£3,649	£4,023	£4,435	£4,890	£5,391	£5,944	£6,553
Zone 11	£3,008	£3,044	£3,298	£3,607	£3,972	£4,379	£4,828	£5,323	£5,869	£6,470	£7,133
Zone 12	£2,915	£2,950	£3,197	£3,496	£3,850	£4,245	£4,680	£5,160	£5,689	£6,272	£6,915
Zone 13	£2,959	£2,994	£3,245	£3,549	£3,908	£4,308	£4,750	£5,237	£5,774	£6,365	£7,018
Zone 14	£2,631	£2,663	£2,885	£3,155	£3,475	£3,831	£4,224	£4,657	£5,134	£5,660	£6,240

Sources/Notes:

1. 2006 local expenditure estimates for the Survey Area have been sourced from Experian.
2. A deduction for Retail Sales Not In Stores has been made at each of the test years (Experian Retail Planner Briefing Note 5.1).
3. Estimates for 2008-2026 have been derived by growing the 2006 estimates by a rate of +5.0pa%. This is the mid point between Experian's recommended long and ultra-long term growth rate (Experian Retail Planner Briefing Note 5.1).
4. 2006 prices used throughout.

Table 3 - average comparison expenditure per head at 2006 by goods category

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14
Clothing, Footwear and Other Fashion Goods	600	561	553	576	629	635	679	641	638	659	713	692	715	644
Furniture, Floor Coverings and Other Household Textiles	373	346	349	381	394	408	467	419	390	398	432	405	414	349
DIY and decorating Supplies	150	153	135	146	183	167	173	164	205	203	234	203	219	174
Electrical and Domestic Appliances	66	65	63	69	75	74	76	70	79	77	89	81	81	65
All other goods	1,380	1,293	1,292	1,359	1,385	1,444	1,602	1,468	1,403	1,427	1,540	1,534	1,530	1,400
Total	2,568	2,417	2,392	2,532	2,666	2,729	2,998	2,761	2,716	2,763	3,008	2,915	2,959	2,631

Sources/Notes:

1. 2006 local expenditure estimates for the Survey Area have been sourced from Experian.
2. A deduction for Retail Sales Not In Stores has been made at each of the test years (Experian Retail Planner Briefing Note 5.1).
3. Estimates for 2008-2026 have been derived by growing the 2006 estimates by a rate of +5.0pa%. This is the mid point between Experian's recommended long and ultra-long term growth rate (Experian Retail Planner Briefing Note 5.1).
4. 2006 prices used throughout.

Table 4: total potential comparison expenditure estimates

	2006	2008	2010	2012	2014	2016	2018	2020	2022	2024	2026
Zone 1	£58.69	£57.33	£59.83	£62.40	£65.20	£68.36	£71.83	£75.50	£79.85	£84.20	£88.63
Zone 2	£20.54	£20.91	£22.58	£24.82	£27.35	£30.18	£33.21	£36.69	£40.78	£44.91	£49.67
Zone 3	£78.21	£80.51	£88.46	£98.09	£109.31	£122.92	£137.43	£153.43	£172.67	£193.03	£216.33
Zone 4	£81.07	£82.63	£90.05	£99.08	£109.44	£121.72	£134.89	£149.29	£166.40	£185.10	£205.93
Zone 5	£28.09	£28.82	£31.66	£34.99	£38.90	£43.36	£48.33	£53.51	£59.73	£66.48	£73.77
Zone 6	£16.68	£17.10	£18.62	£20.41	£22.54	£25.07	£27.72	£30.77	£34.13	£37.86	£41.93
Zone 7	£24.22	£24.84	£27.08	£29.81	£32.97	£36.79	£40.76	£45.17	£50.50	£56.08	£62.29
Zone 8	£31.58	£32.66	£36.32	£40.63	£45.77	£51.53	£58.20	£65.20	£73.50	£82.73	£92.85
Zone 9	£7.41	£7.52	£8.15	£8.92	£9.89	£10.87	£12.00	£13.36	£14.73	£16.23	£17.99
Zone 10	£55.45	£57.01	£63.07	£70.52	£78.82	£88.25	£99.44	£111.32	£124.45	£139.11	£155.50
Zone 11	£9.38	£9.65	£10.57	£11.71	£12.97	£14.50	£16.07	£17.94	£20.01	£22.23	£24.63
Zone 12	£22.94	£23.70	£25.95	£28.89	£32.17	£35.92	£40.22	£44.90	£50.40	£56.17	£62.62
Zone 13	£28.57	£29.53	£32.44	£36.06	£40.21	£44.95	£50.04	£55.82	£62.54	£69.65	£77.53
Zone 14	£76.41	£79.05	£87.78	£98.36	£110.78	£124.72	£140.28	£157.64	£178.40	£200.06	£224.82
Total Study Area	£539.25	£551.26	£602.57	£664.69	£736.31	£819.13	£910.43	£1,010.55	£1,128.09	£1,253.85	£1,394.50
		2006-08	2006-10	2006-12	2006-14	2006-16	2006-18	2006-20	2006-22	2006-24	2006-26
£m Total Change		12	63	125	197	280	371	471	589	715	855
% Total Change		2.23%	11.74%	23.26%	36.54%	51.90%	68.83%	87.40%	109.20%	132.52%	158.60%

Sources/Notes:

1. Tables 1 and 2.

Table 5: Market Shares for Clothing, Footwear and Other Fashion Goods Spending in 2006 (First Choice)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
Zone 1															
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby	2.1%	0.0%	69.4%	56.0%	18.6%	40.7%	51.4%	6.2%	0.0%	17.0%	6.7%	21.6%	2.4%	5.0%	27.6%
Dunchurch	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Outside Centre															
Elliots Field Retail Park, Rugby	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	1.0%	0.5%
Tesco, Leicesters Road, Rugby	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Junction 1 Retail & Leisure Park, Rugby	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Zone 5															
Zone 6															
Zone 7															
Zone 8															
Southam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Zone 9															
Wolvey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.1%
Zone 10															
Lutterworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	0.0%	0.0%	0.0%	0.0%	1.0%
Zone 11															
Zone 12															
Zone 13															
Zone 14															
Daventry	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	7.3%	25.0%	3.7%
Welton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Outside Zone															
Coventry	69.8%	39.4%	9.9%	14.0%	14.0%	37.0%	11.4%	1.5%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	15.6%
Leamington Spa	7.3%	0.0%	5.8%	8.4%	39.6%	0.0%	2.9%	52.3%	0.0%	0.0%	0.0%	0.0%	2.4%	5.0%	9.7%
Northampton	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	26.7%	51.4%	7.3%	31.0%	6.8%
Banbury	0.0%	0.0%	0.8%	0.7%	11.6%	0.0%	0.0%	26.2%	0.0%	0.0%	0.0%	0.0%	53.7%	6.0%	6.0%
Leicester	0.0%	0.0%	2.5%	4.2%	0.0%	0.0%	5.7%	0.0%	14.3%	24.5%	20.0%	2.7%	2.4%	5.0%	5.3%
Fosse Park, Leicester	3.1%	0.0%	0.0%	4.2%	0.0%	3.7%	5.7%	0.0%	14.3%	22.3%	13.3%	2.7%	0.0%	1.0%	4.5%
Nuneaton	0.0%	36.4%	0.0%	0.0%	0.0%	0.0%	5.7%	0.0%	28.6%	2.1%	6.7%	2.7%	0.0%	0.0%	2.5%
Birmingham	1.0%	6.1%	4.1%	0.7%	0.0%	0.0%	2.9%	0.0%	0.0%	3.2%	0.0%	0.0%	2.4%	4.0%	2.1%
Hinckley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.4%	4.3%	0.0%	0.0%	0.0%	0.0%	0.8%
OTHER	8.3%	15.1%	1.7%	2.8%	4.7%	11.1%	5.7%	7.7%	7.1%	6.4%	26.7%	8.1%	12.2%	12.0%	7.2%
TV Shopping - Pricedrop TV	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Internet (all)	3.1%	3.0%	3.3%	0.7%	2.3%	3.7%	0.0%	0.0%	7.1%	2.1%	0.0%	2.7%	9.8%	2.0%	2.4%
Catalogue (all)	5.2%	0.0%	1.7%	5.6%	4.7%	3.7%	2.9%	1.5%	7.1%	3.2%	0.0%	0.0%	0.0%	2.0%	3.0%

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.

Table 6: Turnover of Facilities from Market Shares of Clothing, Footwear and Other Fashion Goods Spending in 2006 (First Choice)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	TOTAL
Population 2006	22,854	8,496	32,697	32,015	10,538	6,113	8,078	11,436	2,729	20,070	3,120	7,868	9,657	29,042	204,713
Average expenditure per head in 2006 (£)	600	561	553	576	629	635	679	641	638	659	713	692	715	644	-
Total Available Expenditure in 2006 (£m)	9.59	3.33	12.66	12.91	4.64	2.72	3.84	5.13	1.22	9.25	1.56	3.81	4.83	13.09	88.59
Zone 1															
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby	0.20	0.00	8.79	7.22	0.86	1.11	1.97	0.32	0.00	1.57	0.10	0.82	0.12	0.65	23.75
Dunchurch	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11
Outside Centre															
Ellefs Field Retail Park, Rugby	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.00	0.13	0.42
Tesco, Leicester Road, Rugby	0.00	0.00	0.00	0.09	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.20
Junction 1 Retail & Leisure Park, Rugby	0.00	0.00	0.10	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.21
Zone 5															
Zone 6															
Zone 7															
Zone 8															
Southam	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.16	0.00	0.00	0.00	0.00	0.00	0.00	0.16
Zone 9															
Wolvey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.13
Zone 10															
Lutterworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.89	0.00	0.00	0.00	0.00	0.89
Zone 11															
Zone 12															
Zone 13															
Zone 14															
Daventry	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.35	3.27	4.04
Wetton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Outside Zone															
Coventry	6.69	1.31	1.26	1.81	0.65	1.01	0.44	0.08	0.00	0.20	0.00	0.00	0.00	0.00	13.44
Leamington Spa	0.70	0.00	0.73	1.08	1.84	0.00	0.11	2.68	0.00	0.00	0.00	0.00	0.12	0.65	7.92
Northampton	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.10	0.42	1.96	0.35	4.06	6.97
Banbury	0.00	0.00	0.10	0.09	0.54	0.00	0.00	1.34	0.00	0.00	0.00	0.00	2.59	0.79	5.46
Leicester	0.00	0.00	0.31	0.54	0.00	0.00	0.22	0.00	0.17	2.26	0.31	0.10	0.12	0.65	4.70
Fosse Park, Leicester	0.30	0.00	0.00	0.54	0.00	0.10	0.22	0.00	0.17	2.07	0.21	0.10	0.00	0.13	3.84
Nuneaton	0.00	1.21	0.00	0.00	0.00	0.00	0.22	0.00	0.35	0.20	0.10	0.10	0.00	0.00	2.18
Birmingham	0.10	0.20	0.52	0.09	0.00	0.00	0.11	0.00	0.00	0.30	0.00	0.00	0.12	0.52	1.96
Hinckley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.39	0.00	0.00	0.00	0.00	0.00	0.65
OTHER	0.80	0.51	0.21	0.36	0.22	0.30	0.22	0.39	0.09	0.59	0.42	0.31	0.59	1.57	6.57
TV Shopping - Pricedrop TV	0.00	0.00	0.00	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09
Internet (all)	0.30	0.10	0.42	0.09	0.11	0.10	0.00	0.00	0.09	0.20	0.00	0.10	0.47	0.26	2.24
Catalogue (all)	0.50	0.00	0.21	0.72	0.22	0.10	0.11	0.08	0.09	0.30	0.00	0.00	0.00	0.26	2.58

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.
2. It has been assumed that 70% of the total available expenditure is spent in the first choice destination.

Table 7: Market Shares for Clothing, Footwear and Other Fashion Goods Spending in 2006 (Second Choice)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
Zone 1															
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby	16.1%	0.0%	12.7%	14.0%	9.1%	20.0%	22.7%	4.8%	0.0%	30.5%	14.3%	10.0%	0.0%	14.5%	14.0%
Outside Centre															
Elliots Field Retail Park, Leicester Road, Rugby	0.0%	0.0%	3.1%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
JJB, Junction One Retail Park, Leicester Road, Rugby	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Tesco, Leicester Road, Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.2%
Zone 5															
Zone 6															
Zone 7															
Zone 8															
Zone 9															
Zone 10															
Lutterworth	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.4%
Zone 11															
Cold Ashby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.2%
Naseby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Zone 12															
Zone 13															
Staverton	1.8%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Zone 14															
Daventry	0.0%	0.0%	0.0%	1.2%	18.2%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	10.0%	8.3%	7.3%	2.8%
Outside Zone															
Coventry	24.9%	36.3%	23.8%	22.1%	9.1%	35.0%	27.3%	9.5%	20.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.2%
Leamington Spa	16.1%	0.0%	6.4%	16.3%	22.7%	15.0%	0.0%	33.3%	0.0%	1.7%	14.3%	0.0%	12.5%	7.3%	11.4%
Northampton	0.0%	0.0%	6.4%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	20.0%	12.5%	36.4%	7.1%
Banbury	0.0%	0.0%	4.8%	4.7%	18.2%	0.0%	0.0%	35.7%	0.0%	0.0%	0.0%	5.0%	25.0%	5.5%	7.0%
Fosse Park, Leicester	7.1%	0.0%	9.5%	5.8%	4.5%	5.0%	13.6%	0.0%	20.0%	13.6%	14.3%	15.0%	0.0%	1.8%	6.9%
Leicester	1.8%	4.5%	6.3%	5.8%	0.0%	5.0%	9.1%	0.0%	10.0%	25.4%	14.3%	0.0%	0.0%	1.8%	6.3%
Birmingham	8.9%	13.6%	7.9%	7.0%	0.0%	5.0%	13.6%	7.1%	0.0%	0.0%	0.0%	5.0%	0.0%	5.5%	5.9%
Other	21.4%	36.3%	6.4%	11.6%	18.2%	10.0%	13.6%	7.1%	30.0%	15.2%	28.6%	30.0%	29.2%	14.5%	16.0%
Catalogues (All)	1.8%	4.5%	9.5%	2.3%	0.0%	5.0%	0.0%	0.0%	10.0%	5.1%	0.0%	5.0%	4.2%	1.8%	3.5%
Internet (All)	0.0%	0.0%	3.2%	1.2%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	14.3%	0.0%	4.2%	3.6%	1.6%
TV shopping - Various	0.0%	4.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.

Table 8: Turnover of Facilities from Market Shares of Clothing, Footwear and Other Fashion Goods Spending in 2006 (Second Choice)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	TOTAL
Population 2006	22854	8496	32697	32015	10538	6113	8078	11436	2729	20070	3120	7868	9657	29042	204713
Average expenditure per head in 2006 (£)	599.55	560.58	553.14	575.97	629.44	635.49	678.97	640.89	638.14	658.64	712.98	692.42	714.92	643.99	-
Total Available Expenditure in 2006 (£m)	4.11	1.43	5.43	5.53	1.99	1.17	1.85	2.20	0.52	3.97	0.67	1.63	2.07	5.61	37.97
Zone 1															
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby	0.66	0.00	0.69	0.77	0.18	0.23	0.37	0.10	0.00	1.21	0.10	0.16	0.00	0.82	5.30
Outside Centre															
Elliot's Field Retail Park, Leicester Road, Rugby	0.00	0.00	0.17	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23
JJB, Junction One Retail Park, Leicester Road, Rugby	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06
Tesco, Leicester Road, Rugby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.07
Zone 5															
Zone 6															
Zone 7															
Zone 8															
Zone 9															
Zone 10															
Lutterworth	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.07	0.00	0.00	0.00	0.00	0.13
Zone 11															
Cold Ashby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.09	0.00	0.09
Naseby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.05
Zone 12															
Zone 13															
Staverton	0.07	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14
Zone 14															
Daventry	0.00	0.00	0.00	0.06	0.36	0.00	0.00	0.00	0.00	0.07	0.00	0.16	0.17	0.41	1.24
Outside Zone															
Coventry	1.02	0.52	1.29	1.22	0.18	0.41	0.45	0.21	0.10	0.00	0.00	0.00	0.00	0.00	5.41
Leamington Spa	0.66	0.00	0.34	0.90	0.45	0.17	0.00	0.73	0.00	0.07	0.10	0.00	0.26	0.41	4.10
Northampton	0.00	0.00	0.34	0.19	0.00	0.00	0.00	0.00	0.13	0.00	0.33	0.26	2.04	3.30	
Banbury	0.00	0.00	0.26	0.26	0.36	0.00	0.00	0.79	0.00	0.00	0.08	0.52	0.31	2.57	
Fosse Park, Leicester	0.29	0.00	0.52	0.32	0.09	0.06	0.22	0.00	0.10	0.54	0.10	0.24	0.00	0.10	2.59
Leicester	0.07	0.06	0.34	0.32	0.00	0.06	0.15	0.00	0.05	1.01	0.10	0.00	0.00	0.10	2.27
Birmingham	0.37	0.19	0.43	0.39	0.00	0.06	0.22	0.16	0.00	0.00	0.08	0.00	0.31	2.21	
Other	0.88	0.52	0.34	0.64	0.36	0.12	0.22	0.16	0.16	0.60	0.19	0.49	0.60	0.82	6.11
Catalogues (All)	0.07	0.06	0.52	0.13	0.00	0.06	0.00	0.00	0.05	0.20	0.00	0.08	0.09	0.10	1.37
Internet (All)	0.00	0.00	0.17	0.06	0.00	0.00	0.00	0.05	0.00	0.00	0.10	0.00	0.09	0.20	0.67
TV shopping - Various	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.
2. It has been assumed that 30% of the total available expenditure is spent in the second choice destination.

Table 9: Market Shares for Furniture, Floor Coverings, and Other Household Textiles Spending in 2006 (Most Money Spent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
Zone 1															
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby (all)	7.1%	0.0%	66.6%	71.4%	39.1%	40.0%	43.8%	3.1%	0.0%	14.8%	22.2%	45.0%	0.0%	14.7%	31.7%
Outside Centre															
Elliots Field Retail Park, Rugby	0.0%	0.0%	3.3%	1.4%	0.0%	0.0%	6.3%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	1.1%
Junction One Retail Park, Leicester Road, Rugby	0.0%	0.0%	1.7%	1.5%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Homebase, Elliots Field Retail Park, Leicester Road, Rugby	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Travis Perkins, Somers Rd, Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Zone 5															
Zone 6															
Zone 7															
Zone 8															
Southam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.2%
Zone 9															
Wolvey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.1%	0.0%	0.0%	0.0%	0.2%
Zone 10															
Lutterworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.7%	0.0%	0.0%	0.0%	0.0%	1.3%
Zone 11															
Zone 12															
Long Buckby	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Zone 13															
Zone 14															
Within Centre															
Daventry	0.0%	0.0%	0.0%	0.0%	13.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	11.1%	27.5%	5.3%
Outside Centre															
Alpine Carpet Warehouse, Station Close Retail Park, Daventry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.2%
Outside Zone															
Coventry (Centre)	62.5%	63.1%	10.0%	8.6%	8.7%	26.7%	18.8%	6.2%	0.0%	4.2%	0.0%	0.0%	0.0%	3.2%	16.4%
Coventry (Retail Parks & Stand Alone Stores)	10.7%	5.3%	3.3%	1.4%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%
Northampton	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	44.4%	39.4%	0.0%	30.6%	7.3%
Leamington Spa	5.4%	0.0%	0.0%	2.9%	30.4%	13.3%	0.0%	37.5%	0.0%	2.1%	0.0%	0.0%	5.6%	3.2%	6.7%
Banbury	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	21.9%	0.0%	0.0%	0.0%	0.0%	66.7%	3.2%	4.7%
Leicester	0.0%	0.0%	3.3%	1.4%	0.0%	0.0%	6.3%	0.0%	0.0%	25.3%	0.0%	0.0%	0.0%	0.0%	3.6%
Birmingham	7.1%	0.0%	1.7%	1.4%	0.0%	0.0%	0.0%	6.2%	0.0%	4.2%	0.0%	0.0%	0.0%	3.2%	2.7%
Other	5.4%	26.4%	6.7%	5.6%	8.7%	0.0%	6.3%	12.6%	66.7%	17.7%	22.2%	4.2%	16.7%	11.3%	10.6%
Mail order (Local Paper)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.4%
Catalogues (all)	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.7%
Internet (all)	0.0%	5.3%	1.7%	0.0%	0.0%	6.7%	6.3%	6.2%	33.3%	6.3%	0.0%	0.0%	0.0%	1.7%	2.7%

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.

Table 10: Turnover of Facilities from Market Shares of Furniture, Floor Coverings, and Other Household Textiles Spending in 2006 (Most Money Spent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	TOTAL
Population 2006	22854	8496	32697	32015	10538	6113	8078	11436	2729	20070	3120	7868	9657	29042	204713
Average expenditure per head in 2006 (£)	373.39	346.38	349.04	381.14	393.92	408.14	467.14	419.34	390.36	397.83	431.64	405.41	413.69	348.82	-
Total Available Expenditure in 2006 (£m)	8.53	2.94	11.41	12.20	4.15	2.49	3.77	4.80	1.07	7.98	1.35	3.19	4.00	10.13	78.02
Zone 1															
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby (all)	0.61	0.00	7.60	8.72	1.62	1.00	1.65	0.15	0.00	1.18	0.30	1.44	0.00	1.48	25.75
Rugby	0.61	0.00	7.41	8.37	1.62	1.00	1.65	0.15	0.00	1.18	0.30	1.44	0.00	1.32	25.06
Dunelm, Clock Tower Shopping Centre, Mannings Walk, Rugby	0.00	0.00	0.19	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.53
Argos, Clocktowers Shopping Centre, Rugby	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Outside Centre															
Elliots Field Retail Park, Rugby	0.00	0.00	0.38	0.17	0.00	0.00	0.24	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.96
Junction One Retail Park, Leicester Road, Rugby	0.00	0.00	0.19	0.18	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.54
Homebase, Elliots Field Retail Park, Leicester Road, Rugby	0.00	0.00	0.00	0.17	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.65
Travis Perkins, Somers Rd, Rugby	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17
Zone 5															
Zone 6															
Zone 7															
Zone 8															
Southam	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.00	0.00	0.00	0.00	0.17
Zone 9															
Walvey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.15
Zone 10															
Lutterworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.01	0.00	0.00	0.00	0.00	1.01
Zone 11															
Zone 12															
Long Buckby	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Zone 13															
Zone 14															
Within Centre															
Daventry	0.00	0.00	0.00	0.00	0.54	0.00	0.00	0.00	0.00	0.00	0.00	0.36	0.44	2.78	4.13
Outside Centre															
Alpine Carpet Warehouse, Station Close Retail Park, Daventry	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.17	0.17
Outside Zone															
Coventry (Centre)	5.33	1.86	1.14	1.05	0.36	0.67	0.71	0.30	0.00	0.34	0.00	0.00	0.00	0.32	12.06
Coventry (Retail Parks & Stand Alone Stores)	0.91	0.15	0.38	0.17	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	1.77
Dunelm, Orchard Retail Park, London Road, Coventry	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Gallagher Retail Park, Stoney Stanton Road, Coventry	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Hanveys, Alvis Retail Park, Coventry	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Heas, Croft Road, Coventry	0.15	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34
B&Q, Alvis Retail Park, Hollyhead Rd, Coventry	0.00	0.15	0.00	0.17	0.00	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.48
Dunelm Mill Store, Orchard Retail Park, London Road, Coventry	0.15	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.34
Binkley, Coventry	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Internet - Currys	0.00	0.15	0.19	0.00	0.00	0.17	0.24	0.30	0.36	0.51	0.00	0.00	0.00	0.17	2.08

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.

Table 11: Market Shares for DIY and decorating Supplies Spending in 2006 (Most Money Spent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
Zone 1															
Baginton	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby (Town Centre)	2.6%	0.0%	69.5%	67.7%	19.4%	37.5%	63.4%	0.0%	0.0%	42.8%	7.7%	30.8%	0.0%	3.8%	30.7%
Outside Centre															
Elliots Field Retail Park, Rugby	1.3%	0.0%	8.5%	4.2%	3.2%	4.2%	0.0%	0.0%	0.0%	6.3%	0.0%	0.0%	0.0%	0.0%	2.8%
Homebase, Elliots Field Retail Park, Leicester Road, Rugby	0.0%	0.0%	8.5%	5.2%	3.2%	4.2%	6.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%
Junction 1 Retail & Leisure Park, Rugby	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%	0.2%
Dulux Decorator Centres, Somers Road Industrial Estate, Rugb	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%	0.2%
Zone 5															
Zone 6															
Zone 7															
Zone 8															
Southam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Zone 9															
Wolvey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.2%
Zone 10															
Lutterworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%
Zone 11															
Welford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.2%
Zone 12															
Crick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.2%
Zone 13															
Zone 14															
Daventry	0.0%	0.0%	0.0%	0.0%	12.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.2%	18.4%	62.8%	10.1%
Outside Zone															
Coventry	69.2%	65.4%	11.0%	16.7%	25.8%	37.5%	16.7%	8.7%	36.4%	14.3%	0.0%	0.0%	0.0%	2.6%	21.3%
B & Q, Brandon Road, Binley Woods, Coventry	21.8%	7.7%	0.0%	1.0%	0.0%	0.0%	0.0%	2.2%	9.1%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%
Barbury	0.0%	0.0%	0.0%	1.0%	12.9%	0.0%	0.0%	23.9%	0.0%	0.0%	0.0%	0.0%	55.2%	1.3%	5.9%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.4%	42.3%	7.9%	18.0%	4.7%	
Leamington Spa	1.3%	0.0%	0.0%	0.0%	19.4%	4.2%	0.0%	43.5%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	4.5%
Leicester	0.0%	0.0%	0.0%	1.0%	0.0%	4.2%	3.3%	0.0%	0.0%	14.3%	15.4%	0.0%	0.0%	0.0%	2.2%
Market Harborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.3%	53.9%	3.8%	0.0%	0.0%	1.9%
Others	2.7%	26.9%	2.4%	1.0%	3.2%	8.3%	9.9%	15.3%	54.6%	12.7%	7.7%	3.9%	13.2%	10.3%	8.5%

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.

Table 12: Turnover of Facilities from Market Shares of DIY and decorating Supplies Spending in 2006 (Most Money Spent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	TOTAL
Population 2006	22854	8496	32697	32015	10538	6113	8078	11436	2729	20070	3120	7868	9657	29042	204713
Average expenditure per head in 2006 (£)	149.53	152.51	135.12	146.37	182.79	167.30	173.29	163.74	205.36	202.56	233.96	202.99	218.84	173.58	-
Total Available Expenditure in 2006 (£m)	3.42	1.30	4.42	4.69	1.93	1.02	1.40	1.87	0.56	4.07	0.73	1.60	2.11	5.04	34.15
Zone 1															
Baginton	0.04	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.04
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby (Town Centre)	0.09	0.00	3.07	3.17	0.37	0.38	0.89	0.00	0.00	1.74	0.06	0.49	0.00	0.19	10.46
Outside Centre															
Elliots Field Retail Park, Rugby	0.04	0.00	0.38	0.20	0.06	0.04	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.98
Homebase, Elliots Field Retail Park, Leicester Road, Rugby	0.00	0.00	0.38	0.24	0.06	0.04	0.09	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.82
Junction 1 Retail & Leisure Park, Rugby	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Dulux Decorator Centres, Somers Road Industrial Estate, Rugh	0.00	0.00	0.00	0.05	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.05
Zone 5															
Zone 6															
Zone 7															
Zone 8															
Southam	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Zone 9															
Wolvey	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.06
Zone 10															
Lutterworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.06
Zone 11															
Welford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.06
Zone 12															
Crick	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.06
Zone 13															
Zone 14															
Daventry	0.00	0.00	0.00	0.00	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.31	0.39	3.17	4.11
Outside Zone															
Coventry	2.36	0.85	0.49	0.78	0.50	0.38	0.23	0.16	0.20	0.58	0.00	0.00	0.00	0.13	6.67
B & Q, Brandon Road, Binley Woods, Coventry	0.74	0.10	0.00	0.05	0.00	0.00	0.00	0.04	0.05	0.00	0.00	0.00	0.00	0.00	0.98
Banbury	0.00	0.00	0.00	0.05	0.25	0.00	0.00	0.45	0.00	0.00	0.00	0.00	1.17	0.06	1.98
Northampton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.68	0.17	0.91	1.86	
Leamington Spa	0.04	0.00	0.00	0.00	0.37	0.04	0.00	0.81	0.00	0.00	0.00	0.06	0.00	1.33	
Leicester	0.00	0.00	0.00	0.05	0.00	0.04	0.05	0.00	0.00	0.58	0.11	0.00	0.00	0.83	
Market Harborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.26	0.39	0.06	0.00	0.71	
Others	0.09	0.35	0.11	0.05	0.06	0.09	0.14	0.29	0.31	0.52	0.06	0.06	0.28	0.52	2.91

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.

Table 13: Market Shares for Electrical and Domestic Appliances Spending in 2006 (Most Money Spent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
Zone 1															
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby	3.3%	0.0%	72.4%	77.1%	22.2%	42.9%	70.8%	2.6%	0.0%	24.6%	30.8%	22.2%	0.0%	13.5%	34.1%
Outside Centre															
Junction 1 Retail & Leisure Park, Rugby	0.0%	0.0%	5.3%	6.9%	0.0%	9.4%	4.2%	2.6%	10.0%	3.0%	0.0%	0.0%	0.0%	2.8%	3.4%
Elliots Field Retail Park, Rugby	0.0%	0.0%	5.3%	2.3%	3.7%	4.8%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%
Zone 5															
Zone 6															
Zone 7															
Zone 8															
Southam	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	2.6%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.7%
Zone 9															
Zone 10															
Lutterworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	21.6%	0.0%	0.0%	0.0%	0.0%	2.7%
Zone 11															
Zone 12															
Crick	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Zone 13															
Zone 14															
Daventry	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.4%	7.6%	27.0%	4.5%
Outside Zone															
Coventry	73.3%	50.1%	2.6%	4.5%	14.8%	23.8%	0.0%	5.3%	10.0%	3.1%	0.0%	0.0%	0.0%	2.7%	12.9%
Northampton	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	48.1%	0.0%	23.0%	5.7%
Leamington Spa	0.0%	0.0%	0.0%	0.0%	25.9%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	3.8%	1.4%	5.0%
Banbury	0.0%	0.0%	0.0%	0.0%	7.4%	0.0%	0.0%	18.4%	0.0%	0.0%	0.0%	0.0%	57.7%	4.1%	4.8%
Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	20.0%	13.9%	0.0%	3.7%	0.0%	0.0%	2.3%
Coventry (Retail Parks & Standalone Stores)	11.7%	50.0%	2.6%	4.6%	7.5%	4.8%	4.3%	7.9%	50.0%	23.1%	46.2%	7.4%	11.6%	13.5%	12.0%
Other															
Internet (all)	8.3%	0.0%	10.5%	3.4%	7.4%	9.5%	12.5%	7.9%	10.0%	7.7%	15.4%	7.4%	19.2%	9.5%	8.6%
Catalogues (all)	1.7%	0.0%	1.3%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	1.5%	0.0%	3.7%	0.0%	2.7%	1.3%

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.

Table 14: Turnover of Facilities from Market Shares of Electrical & Domestic Appliances Spending in 2006 (Most Money Spent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	TOTAL
Population 2006	22854	8496	32697	32015	10538	6113	8078	11436	2729	20070	3120	7868	9657	29042	204713
Average expenditure per head in 2006 (£)	65.66	65.15	63.22	69.45	74.59	74.05	76.37	69.56	79.44	77.30	89.30	80.68	81.32	64.98	-
Total Available Expenditure in 2006 (£m)	1.50	0.55	2.07	2.22	0.79	0.45	0.62	0.80	0.22	1.55	0.28	0.63	0.79	1.89	14.35
Zone 1															
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby	0.05	0.00	1.50	1.71	0.17	0.19	0.44	0.02	0.00	0.38	0.09	0.14	0.00	0.25	4.95
Outside Centre															
Junction 1 Retail & Leisure Park, Rugby	0.00	0.00	0.11	0.15	0.00	0.04	0.03	0.02	0.02	0.05	0.00	0.00	0.00	0.05	0.47
Elliots Field Retail Park, Rugby	0.00	0.00	0.11	0.05	0.03	0.02	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.23
Elliots Field Retail Park, Rugby	0.00	0.00	0.03	0.05	0.03	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.13
Comet, Elliots Field Retail Park, Leicester Road, Rugby	0.00	0.00	0.05	0.00	0.00	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.08
Homebase, Elliots Field Retail Park, Rugby	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Zone 5															
Zone 6															
Zone 7															
Zone 8															
Southam	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.02	0.00	0.02	0.00	0.00	0.00	0.00	0.10
Zone 9															
Zone 10															
Lutterworth	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.33	0.00	0.00	0.00	0.00	0.36
Zone 11															
Zone 12															
Crick	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.03
Zone 13															
Zone 14															
Daventry	0.00	0.00	0.00	0.00	0.03	0.00	0.00	0.00	0.00	0.00	0.00	0.05	0.06	0.51	0.65
Outside Zone															
Coventry	1.10	0.28	0.05	0.10	0.12	0.11	0.00	0.04	0.02	0.05	0.00	0.00	0.00	0.05	1.92
Northampton	0.02	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.02	0.31	0.00	0.43	0.79
Leamington Spa	0.00	0.00	0.00	0.00	0.20	0.00	0.00	0.40	0.00	0.00	0.00	0.00	0.03	0.03	0.66
Banbury	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.45	0.08	0.73
Leicester	0.00	0.00	0.00	0.00	0.00	0.00	0.03	0.00	0.04	0.21	0.00	0.02	0.00	0.00	0.31
Coventry (Retail Parks & Standalone Stores)	0.17	0.28	0.05	0.10	0.06	0.02	0.03	0.06	0.11	0.36	0.13	0.05	0.09	0.25	1.77
Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Internet (all)	0.12	0.00	0.22	0.08	0.06	0.04	0.08	0.06	0.02	0.12	0.04	0.05	0.15	0.18	1.22
Catalogues (all)	0.02	0.00	0.03	0.00	0.00	0.02	0.00	0.00	0.00	0.02	0.00	0.02	0.00	0.05	0.17

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.

Table 15: Market Shares for All other Comparison Goods Spending in 2006 (Most Money Spent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
Zone 1															
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby	7.4%	0.0%	68.5%	70.1%	11.5%	49.9%	51.7%	2.2%	0.0%	17.9%	18.2%	26.5%	0.0%	6.0%	31.8%
Dunchurch	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%	0.2%
Outside Centre															
Junction 1 Retail & Leisure Park, Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	1.5%	0.0%	2.9%	0.0%	0.0%	0.6%
Elliots Field Retail Park, Rugby	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%	0.2%
Zone 5															
Zone 6															
Zone 7															
Brinklow	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Zone 8															
Southam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Zone 9															
Zone 10															
Lutterworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.9%	0.0%	0.0%	0.0%	0.0%	1.3%
Zone 11															
Zone 12															
Long Buckby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.2%
Zone 13															
Zone 14															
Outside Zones															
Coventry	70.6%	57.8%	7.9%	2.8%	0.0%	36.4%	13.8%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	1.5%	13.5%
Leamington Spa	5.9%	0.0%	3.4%	5.6%	42.3%	4.5%	0.0%	51.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	8.2%
Banbury	0.0%	0.0%	1.1%	0.0%	15.4%	0.0%	0.0%	26.7%	0.0%	0.0%	0.0%	0.0%	48.4%	4.5%	5.6%
Daventry	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.8%	6.5%	35.8%	5.0%
Northampton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	18.2%	41.2%	3.2%	14.9%	4.5%
Leicester	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	12.5%	17.9%	0.0%	0.0%	0.0%	0.0%	2.2%
Fosse Park, Leicester	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	12.5%	13.4%	9.1%	0.0%	0.0%	1.5%	2.1%
Market Harborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	36.4%	0.0%	0.0%	0.0%	1.4%
Other	8.8%	36.9%	2.2%	9.3%	15.5%	4.6%	10.4%	4.5%	62.4%	11.9%	0.0%	8.8%	16.1%	16.5%	10.8%
Catalogues (all)	1.5%	0.0%	1.1%	1.9%	0.0%	0.0%	3.4%	2.2%	0.0%	1.5%	0.0%	2.9%	0.0%	3.0%	1.6%
Internet (all)	5.9%	0.0%	13.5%	6.5%	11.5%	4.5%	10.3%	6.7%	12.5%	10.5%	18.2%	5.9%	25.8%	10.4%	9.6%
TV (all)	0.0%	5.3%	1.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.6%

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.

Table 16: Turnover of Facilities from Market Shares of All Other Comparison Goods Spending in 2006 (Most Money Spent)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	TOTAL
Population 2006	22854	8496	32697	32015	10538	6113	8078	11436	2729	20070	3120	7868	9657	29042	204713
Average expenditure per head in 2006 (£)	1,380	1,293	1,292	1,359	1,385	1,444	1,602	1,468	1,403	1,427	1,540	1,534	1,530	1,400	-
Total Available Expenditure in 2006 (£m)	31.54	10.98	42.23	43.52	14.60	8.83	12.94	16.78	3.83	28.63	4.80	12.07	14.78	40.65	286.17
Zone 1															
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby	2.32	0.00	28.94	30.52	1.68	4.41	6.70	0.37	0.00	5.13	0.87	3.19	0.00	2.43	86.56
Dunchurch	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Outside Centre															
Junction 1 Retail & Leisure Park, Rugby	0.00	0.00	0.00	0.00	0.00	0.00	0.88	0.00	0.00	0.43	0.00	0.35	0.00	0.00	1.66
Elliot's Field Retail Park, Rugby	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.41
Zone 5															
Zone 6															
Zone 7															
Brinklow	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.37	0.00	0.00	0.00	0.00	0.00	0.00	0.85
Zone 8															
Southam															
Zone 9															
Zone 10															
Lutterworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.42	0.00	0.00	0.00	0.00	3.42
Zone 11															
Zone 12															
Long Buckby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.61	0.61
Zone 13															
Zone 14															
Outside Zones															
Coventry	22.26	6.35	3.32	1.22	0.00	3.21	1.79	0.00	0.00	0.85	0.00	0.00	0.00	0.61	39.61
Leamington Spa	1.85	0.00	1.42	2.44	6.17	0.40	0.00	8.57	0.00	0.00	0.00	0.00	0.00	1.82	22.68
Banbury	0.00	0.00	0.47	0.00	2.24	0.00	0.00	4.47	0.00	0.00	0.00	0.00	7.15	1.82	16.16
Daventry	0.00	0.00	0.00	0.00	0.56	0.00	0.00	0.00	0.00	0.00	0.00	1.42	0.95	14.55	17.49
Northampton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43	0.87	4.97	0.48	6.06	12.81
Leicester	0.00	0.00	0.00	0.00	0.00	0.00	0.45	0.00	0.48	5.13	0.00	0.00	0.00	0.00	6.05
Fosse Park, Leicester	0.00	0.00	0.00	0.41	0.00	0.00	0.00	0.00	0.48	3.85	0.44	0.00	0.00	0.61	5.78
Market Harborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.14	1.75	0.00	0.00	0.00	3.88
Other	2.78	4.05	0.95	4.03	2.26	0.41	1.35	0.76	2.39	3.42	0.00	1.06	2.38	6.71	32.56
Catalogues (all)	0.46	0.00	0.47	0.81	0.00	0.00	0.45	0.37	0.00	0.43	0.00	0.35	0.00	1.21	4.57
Internet (all)	1.85	0.00	5.69	2.85	1.68	0.40	1.34	1.12	0.48	2.99	0.87	0.71	3.81	4.24	28.05
TV (all)	0.00	0.58	0.47	0.41	0.00	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	1.89

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.

Table 17: Total turnover estimates in 2006

only the pink bit is updated

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	TOTAL
Population 2006	22854	8496	32697	32015	10538	6113	8078	11436	2729	20070	3120	7868	9657	29042	204713
Expenditure per Capita in 2006	2,568	2,417	2,392	2,532	2,666	2,729	2,998	2,761	2,716	2,763	3,008	2,915	2,959	2,631	-
Total Available Expenditure in 2006 (£m)	58.69	20.54	78.21	81.07	28.09	16.68	24.22	31.58	7.41	55.45	9.38	22.94	28.57	76.41	539.25
Zone 1															
Zone 2															
Zones 3 & 4															
Within Centre															
Rugby	3.93	0.00	50.59	52.12	4.90	7.32	12.02	0.96	0.00	11.22	1.51	6.25	0.12	5.83	156.77
Dunchurch	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76
Outside Centre															
Junction 1 Retail & Leisure Park, Rugby	0.00	0.00	0.00	0.00	0.00	0.00	1.65	0.00	0.00	0.83	0.00	0.67	0.00	0.00	3.15
Elliot's Field Retail Park, Rugby	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.76
Zone 5															
Zone 6															
Zone 7															
Brinklow	0.00	0.00	0.88	0.00	0.00	0.00	0.00	0.70	0.00	0.00	0.00	0.00	0.00	0.00	1.58
Zone 8															
Southam															
Zone 9															
Zone 10															
Lutterworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6.62	0.00	0.00	0.00	0.00	6.62
Zone 11															
Zone 12															
Long Buckby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.14	1.14
Zone 13															
Zone 14															
Outside Zones															
Coventry	41.42	11.88	6.15	2.27	0.00	6.07	3.34	0.00	0.00	1.66	0.00	0.00	0.00	1.14	73.93
Leamington Spa	3.45	0.00	2.64	4.55	11.87	0.76	0.00	16.13	0.00	0.00	0.00	0.00	0.00	3.42	42.82
Banbury	0.00	0.00	0.88	0.00	4.32	0.00	0.00	8.42	0.00	0.00	0.00	0.00	13.83	3.42	30.86
Daventry	0.00	0.00	0.00	0.00	1.08	0.00	0.00	0.00	0.00	0.00	0.00	2.70	1.84	27.35	32.97
Northampton	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.83	1.71	9.44	0.92	11.40	24.29
Leicester	0.00	0.00	0.00	0.00	0.00	0.00	0.84	0.00	0.93	9.93	0.00	0.00	0.00	0.00	11.70
Fosse Park, Leicester	0.00	0.00	0.00	0.76	0.00	0.00	0.00	0.00	0.93	7.45	0.85	0.00	0.00	1.14	11.13
Market Harborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.14	3.41	0.00	0.00	0.00	7.55
Other	5.18	7.58	1.76	7.50	4.35	0.77	2.53	1.43	4.63	6.62	0.00	2.02	4.61	12.61	61.60
Catalogues (all)	0.86	0.00	0.88	1.52	0.00	0.00	0.84	0.70	0.00	0.83	0.00	0.67	0.00	2.28	8.58
Internet (all)	2.28	0.26	6.69	3.08	1.85	0.71	1.65	1.53	0.94	3.81	1.01	0.86	4.52	5.06	34.26
TV (all)	0.00	1.08	0.88	0.76	0.00	0.00	0.00	0.00	0.00	0.83	0.00	0.00	0.00	0.00	3.54

Source/Notes

1. Market share data derived from the Household Telephone Survey undertaken by Research & Marketing in November 2007.

Table 18a: Total Rugby Town Centre Comparison Market Share - all goods at 2006

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	TOTAL
Population 2006	22,854	8,496	32,697	32,015	10,538	6,113	8,078	11,436	2,729	20,070	3,120	7,868	9,657	29,042	204,713
Expenditure per Capita in 2006	2,568	2,417	2,392	2,532	2,666	2,729	2,998	2,761	2,716	2,763	3,008	2,915	2,959	2,631	-
Total Available Expenditure in 2006 (£m)	58.69	20.54	78.21	81.07	28.09	16.68	24.22	31.58	7.41	55.45	9.38	22.94	28.57	76.41	539.25
Rugby Town Centre total turnover	3.93	0.00	50.59	52.12	4.90	7.32	12.02	0.96	0.00	11.22	1.51	6.25	0.12	5.83	156.77
Total market share	7%	0%	65%	64%	17%	44%	50%	3%	0%	20%	16%	27%	0%	8%	29%

Table 18b: Total Rugby Town Centre Comparison Market Share - all goods at test years

	2008	2010	2012	2014	2016	2018	2020	2022	2024	2026
Rugby Town Centre market share	29%	29%	29%	29%	29%	29%	29%	29%	29%	29%
Total available expenditure	551.26	602.57	664.69	736.31	819.13	910.43	1,010.55	1,128.09	1,253.85	1,394.50
Expenditure attracted to Rugby Town Centre	160.26	175.18	193.24	214.06	238.14	264.68	293.79	327.96	364.52	405.41

Source/Notes

1. 2006 Total Rugby Town Centre market share figures have been derived from Tables 6-16 (even numbers) and held constant over the assessment period.

Table 19 - turnover of existing Rugby Town Centre retail floorspace at 2008

	GOAD gross figure (sq ft)	Estimated net figure (sq m)	Assumed Turnover (£/sq m)	Estimated turnover (£m)
Comparison floorspace	349,500	24,352	5,800	141.24
Comparison offer of existing convenience stores	-	429	-	1.49
Total		24,781		142.73

Source/Notes:

1. Gross floorspace figures for Rugby Town Centre have been sourced from the Experian Goad Centre Summary Reports, generated by DJ in December 2007.
2. The floorspace figure for the former Co-op department store has been deducted.
3. Net floorspace is assumed to be 75% of the gross floorspace figure.
4. Comparison offer of existing convenience stores has been taken from Drivers Jonas' 2008 convenience capacity assessment.

Table 20: turnover of committed Chapel Street Redevelopment Area

Asda store	Estimated total floorspace		Convenience floorspace		Comparison floorspace				
	Gross (sqm)	Net (sqm)	%	net sqm	%	net sqm			
	6,212	4,659	55%	2,562	45%	2,097			
	Assumed Convenience Turnover (£/sq m)		Estimated Convenience Turnover (£m)		Assumed Comparison Turnover (£/sq m)		Estimated Comparison Turnover (£m)		Estimated Total turnover (£m)
	£14,626.47		37.48		£8,164.11		17.12		54.60
Other comparison units	Floorspace Gross Net		Assumed turnover (£/sqm)		Estimated turnover (£/sqm)				
	3,715	2,786	5,800		16.16				
Total convenience turnover (£m)		37.48							
Total comparison turnover (£m)		33.28							

Source/Notes:

1. Planning permission has been granted for an 8,162 sqm gross Asda store in the Chapel Street Redevelopment scheme.
2. The ground floor gross floorspace is 6,212 sqm. It has been assumed that net floorspace equates to 75% of the gross.
3. Estimations of Asda's average use of net floorspace for convenience and comparison goods sales have been sourced from Verdict 2007 and Retail Rankings 2007.
4. Company average turnover ratios for Asda have been sourced from Retail Rankings 2007.
5. Floorspace figures for other comparison units have been provided by Rugby Borough Council. The turnover of this floorspace has been estimated by Drivers Jonas.
6. 2006 price base.

Table 21a: Total Rugby Town Centre Bulky Goods Market Share - 2006

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	TOTAL
Population 2006	22,854	8,496	32,697	32,015	10,538	6,113	8,078	11,436	2,729	20,070	3,120	7,868	9,657	29,042	204,713
Bulky Goods Expenditure per Capita in 2006	589	564	547	597	651	649	717	653	675	678	755	689	714	587	-
Available Bulky Goods Expenditure in 2006 (£m)	13.45	4.79	17.90	19.11	6.86	3.97	5.79	7.46	1.84	13.60	2.36	5.42	6.89	17.06	126.51
Rugby Town Centre Bulky Goods turnover	0.75	0.00	12.17	13.60	2.17	1.58	2.97	0.17	0.00	3.30	0.44	2.07	0.00	1.93	41.16
Elliots Field Bulky Goods turnover	0.04	0.00	0.87	0.59	0.09	0.06	0.71	0.02	0.00	0.43	0.00	0.00	0.00	0.00	2.81
Junction One Bulky Goods turnover	0.00	0.00	0.30	0.39	0.00	0.21	0.03	0.02	0.02	0.05	0.00	0.00	0.00	0.05	1.06
Other Rugby Stand Alone Stores	0.00	0.00	0.00	0.05	0.00	0.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22
Total Bulky Goods Turnover	0.79	0.00	13.34	14.63	2.26	2.02	3.71	0.21	0.02	3.78	0.44	2.07	0.00	1.99	45.25
Rugby Bulky Goods Market Share	6%	0%	68%	71%	32%	40%	51%	2%	0%	24%	19%	38%	0%	11%	33%
Elliots Field Bulky Goods Market Share	0%	0%	5%	3%	1%	2%	12%	0%	0%	3%	0%	0%	0%	0%	2%
Junction One Bulky Goods Market Share	0%	0%	2%	2%	0%	5%	0%	0%	1%	0%	0%	0%	0%	0%	1%
Other Rugby Stand Alone Stores Market Share	0%	0%	0%	0%	0%	4%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total Rugby Bulky Goods Market Share	6%	0%	75%	77%	33%	51%	64%	3%	1%	28%	19%	38%	0%	12%	36%

Table 21b: Total Rugby Area Market Share - bulky comparison goods at test years

	2008	2010	2012	2014	2016	2018	2020	2022	2024	2026
Rugby area market share	36%	36%	36%	36%	36%	36%	36%	36%	36%	36%
Total available expenditure	135.53	145.18	155.52	166.60	178.46	191.17	204.79	219.37	235.00	251.74
Expenditure attracted to Rugby area	48.48	51.93	55.63	59.59	63.84	68.38	73.25	78.47	84.06	90.05

Source/Notes

1. 2006 Total Rugby Town Centre & Retail Parks market share figures have been derived from Tables 10, 12 & 14 and held constant over the assessment period.

Table 22: turnover of existing Rugby Area bulky comparison goods retail floorspace at 2008

Stores	Gross Floorspace	Net floorspace sq m	Average turnover £/ sq m	Total Turnover (£m)
Next	657	493	8,780	4.33
Wickes	3500	2,625	2,988	7.84
Halfords	678	509	2,372	1.21
Homebase	2815	2,111	1,632	3.45
Allied Carpets	1224	918	1,553	1.43
Comet	488	366	7,582	2.78
Carpetright	1000	750	1,483	1.11

Laura Ashley Home	381	286	5,312	1.52
AHF Home Furnishings	2265	1,699	3,500	5.95
Sub total		9,756	-	29.60

Table 23 - estimates of total supportable comparison floorspace in Rugby Town Centre

	2008	2014	2020	2026
Total available comparison goods expenditure in Survey Area (£m)	551.26	736.31	1,010.55	1,394.50
Total available comparison goods expenditure to Rugby Town Centre (£m)	160.26	214.06	293.79	405.41
Total Rugby Town Centre existing comparison turnover (£m)	149.08	169.88	193.57	220.57
CA committed comparison turnover (£m)	0	39.60	45.13	51.42
Allowance for increase in internet shopping (£m)		2.14	14.69	20.27
Surplus available comparison goods expenditure (£m)	9.04	2.44	40.40	113.15
Assumed comparison floorspace turnover requirement (£/sqm)	5,800	6,609	7,531	8,581
Estimated supportable comparison floorspace (net sqm)	2,078	492	7,152	17,581
Estimated supportable comparison floorspace (gross sqm)	2,771	656	9,537	23,441

Source/Notes:

1. Total available comparison goods expenditure to Rugby Town Centre estimates have been taken from Table 18.
2. Total Rugby Town Centre existing comparison turnover estimates have been sourced from Table 19 and grown by a rate of +2.2%pa..
3. The turnover of comparison commitments has been taken from Table 20 and grown by a rate of +2.2%pa. It has been assumed that the Chapel Street scheme will be fully trading by 2014.
4. An allowance for growth in internet shopping has been made. For 2014-26, it is assumed to equate to 8% of the total available comparison goods expenditure in the Survey Area.
The 2006 total market share for internet shopping is 7%. A further 1% of the total available comparison goods expenditure in the Survey Area has been deducted at 2014. A further 6% of the has been deducted at 2020 and 2026.
5. Surplus available expenditure estimates have been derived by subtracting the estimated turnover of existing Rugby Town Centre floorspace, commitments and growth in internet shopping allowance from the total estimated expenditure attracted to Rugby Town Centre.
7. The 2008 comparison floorspace turnover requirement has been estimated by Drivers Jonas. Estimates for 2014-2026 have been derived by growing the 2008 estimate by a factor of +2.2%pa (Experian Retail Planner Briefing Note 5.1, paragraph 8.6).
8. It has been assumed that net floorspace is 75% of gross floorspace.

Table 24 - estimates of supportable bulky goods comparison floorspace in Rugby Area

	2008	2014	2020	2026
Total available bulky goods comparison goods expenditure in Survey Area (£m)	135.53	166.60	204.79	251.74
Total available bulky comparison goods expenditure to Rugby Area (£m)	48.48	59.59	73.25	90.05
Total RugbyArea existing bulky goods comparison turnover (£m)	29.60	33.73	38.43	43.79
CA committed comparison turnover (£m)	0	12.37	14.10	16.06
Allowance for increase in internet shopping (£m)	4.85	5.96	8.06	10.81
Surplus available comparison goods expenditure (£m)	14.03	7.54	12.67	19.39
Assumed comparison floorspace turnover requirement (£/sqm)	3,750	4,273	4,869	5,548
Estimated supportable comparison floorspace (net sqm)	4,989	2,351	3,469	4,659
Estimated supportable comparison floorspace (gross sqm)	6,652	3,135	4,626	6,213

Source/Notes:

1. Total available comparison goods expenditure to Rugby area estimates have been derived from Table 21a and 21b.
2. Total Rugby area existing comparison turnover estimates have been sourced from Table 19 and grown by a rate of +2.2%pa..
3. It has been assumed that the proposed DIY store (7,376 sqm gross) at Tribune Trading Estate will open in 2010 and be fully trading by 2014.
4. An allowance for growth in internet shopping has been made. For 2014, '20 and '26, the assumptions of 10%, 11% and 12% respectively have been applied.
5. Surplus available expenditure estimates have been derived by subtracting the estimated turnover of existing Rugby area floorspace, turnover of commitments and growth in internet shopping allowance from the total estimated expenditure attracted to Rugby area.
7. The 2008 comparison floorspace turnover requirement has been estimated by Drivers Jonas. Estimates for 2014-2026 have been derived by growing the 2008 estimate by a factor of +2.2%pa (Experian Retail Planner Briefing Note 5.1, paragraph 8.6).
8. It has been assumed that net floorspace is 75% of gross floorspace.

Rugby Retail Study - Preliminary Capacity Assessment

Table 1 - Population estimates and forecasts

	2006	2008	2010	2012	2014	2016	2018	2020	2022	2024
Zone 1	22,854	22,876	23,021	23,101	23,150	23,248	23,321	23,371	23,541	23,641
Zone 2	8,496	8,546	8,517	8,562	8,568	8,575	8,558	8,577	8,646	8,636
Zone 3	32,697	33,258	33,722	34,192	34,601	35,292	35,789	36,242	36,993	37,512
Zone 4	32,015	32,244	32,426	32,625	32,724	33,011	33,184	33,311	33,677	33,978
Zone 5	10,538	10,683	10,828	10,943	11,049	11,172	11,294	11,342	11,483	11,593
Zone 6	6,113	6,192	6,222	6,237	6,254	6,311	6,329	6,372	6,410	6,450
Zone 7	8,078	8,187	8,236	8,292	8,327	8,427	8,469	8,512	8,633	8,695
Zone 8	11,436	11,689	11,995	12,268	12,550	12,816	13,130	13,342	13,641	13,928
Zone 9	2,729	2,736	2,737	2,740	2,756	2,748	2,752	2,779	2,779	2,778
Zone 10	20,070	20,391	20,816	21,283	21,601	21,936	22,420	22,766	23,085	23,405
Zone 11	3,120	3,170	3,204	3,247	3,264	3,310	3,329	3,370	3,410	3,436
Zone 12	7,868	8,033	8,117	8,263	8,356	8,462	8,593	8,701	8,859	8,956
Zone 13	9,657	9,863	9,997	10,161	10,290	10,434	10,535	10,660	10,832	10,942
Zone 14	29,042	29,687	30,421	31,170	31,880	32,556	33,213	33,853	34,750	35,346
Total	204,713	207,555	210,259	213,084	215,370	218,298	220,916	223,198	226,739	229,296

	2008-10	2008-12	2008-14	2008-16	2008-18	2008-20	2008-22	2008-24
Total Population Change	2,704	5,529	7,815	10,743	13,361	15,643	19,184	21,741
Total Population Change (%)	1.30%	2.66%	3.77%	5.18%	6.44%	7.54%	9.24%	10.47%

Source/Notes:

1. 2006-2024 population estimates are taken from the Experian Demographic reports for each of the survey zones within the defined Catchment Area, generated by DJ in December 2007.

Table 2: Convenience expenditure per head estimates and forecasts

	2006	2008	2010	2012	2014	2016	2018	2020	2022	2024
	£	£	£	£	£	£	£	£	£	£
Zone 1	1,501	1,499	1,472	1,492	1,478	1,508	1,496	1,526	1,514	1,544
Zone 2	1,448	1,447	1,420	1,439	1,427	1,455	1,444	1,473	1,461	1,490
Zone 3	1,421	1,420	1,394	1,412	1,400	1,428	1,417	1,445	1,434	1,462
Zone 4	1,477	1,476	1,449	1,468	1,455	1,484	1,473	1,502	1,490	1,520
Zone 5	1,545	1,544	1,515	1,536	1,522	1,552	1,540	1,571	1,559	1,590
Zone 6	1,557	1,555	1,527	1,547	1,533	1,564	1,552	1,583	1,571	1,602
Zone 7	1,653	1,652	1,621	1,643	1,628	1,661	1,648	1,681	1,668	1,701
Zone 8	1,570	1,568	1,540	1,560	1,546	1,577	1,565	1,596	1,584	1,616
Zone 9	1,664	1,662	1,632	1,654	1,639	1,672	1,659	1,692	1,678	1,712
Zone 10	1,701	1,699	1,668	1,690	1,675	1,709	1,695	1,729	1,716	1,750
Zone 11	1,773	1,771	1,739	1,762	1,746	1,781	1,767	1,803	1,789	1,825
Zone 12	1,749	1,748	1,715	1,739	1,723	1,758	1,744	1,779	1,765	1,800
Zone 13	1,771	1,769	1,736	1,760	1,744	1,779	1,765	1,800	1,786	1,822
Zone 14	1,653	1,651	1,621	1,643	1,628	1,661	1,648	1,681	1,667	1,701

Source/Notes:

1. Experian's definition of 'convenience goods' comprises food and non-alcoholic drinks, tobacco, alcohol, newspapers and 90% of non-durable household goods.
2. 2006 local expenditure estimates for each survey zone within the total Catchment Area have been sourced from Experian.
3. Expenditure on special forms of trading has been deducted at the following rates as advised by Experian Retail Planner Briefing Note 5.1: 2006: 3.6%, 2008: 5.6%, 2010: 6.6%, 2012: 7.2%. 2014-2026: 7.3%
4. 2008 estimates have been derived by growing the 2006 figures by Experian's recommended medium-term trend rate (+1.0% per annum).
5. Estimates for 2010 to 2024 have been derived by growing the 2008 estimates by Experian's recommended ultra long-term growth rate of +0.6%pa (Experian Retail Planner Briefing Note 5.1, Table 3.1).
6. 2006 prices are used throughout.

Table 3: Total potential convenience expenditure estimates

	2006	2008	2010	2012	2014	2016	2018	2020	2022	2024
	£m									
Zone 1	34.30	34.30	33.88	34.46	34.22	35.05	34.89	35.66	35.64	36.51
Zone 2	12.31	12.36	12.10	12.32	12.22	12.48	12.36	12.63	12.63	12.87
Zone 3	46.47	47.22	46.99	48.29	48.43	50.39	50.70	52.37	53.04	54.86
Zone 4	47.30	47.59	46.97	47.90	47.62	49.00	48.87	50.04	50.19	51.65
Zone 5	16.28	16.49	16.41	16.80	16.81	17.34	17.39	17.82	17.90	18.43
Zone 6	9.52	9.63	9.50	9.65	9.59	9.87	9.82	10.09	10.07	10.33
Zone 7	13.36	13.52	13.35	13.63	13.56	14.00	13.96	14.31	14.40	14.79
Zone 8	17.96	18.33	18.47	19.14	19.41	20.22	20.55	21.30	21.61	22.50
Zone 9	4.54	4.55	4.47	4.53	4.52	4.59	4.56	4.70	4.66	4.76
Zone 10	34.14	34.64	34.71	35.97	36.18	37.48	38.01	39.37	39.61	40.96
Zone 11	5.53	5.61	5.57	5.72	5.70	5.90	5.88	6.08	6.10	6.27
Zone 12	13.76	14.04	13.92	14.37	14.40	14.87	14.98	15.48	15.63	16.12
Zone 13	17.10	17.45	17.36	17.88	17.95	18.56	18.59	19.19	19.35	19.94
Zone 14	48.01	49.02	49.31	51.21	51.90	54.07	54.72	56.90	57.94	60.12
Total Study Area	320.56	324.75	323.00	331.88	332.51	343.83	345.29	355.94	358.76	370.13

	2006-08	2006-10	2006-12	2006-14	2006-16	2006-18	2006-20	2006-22	2006-24
Change (£m)	4.19	2.44	11.32	11.95	23.27	24.72	35.38	38.20	49.57
Change (%)	1%	1%	4%	4%	7%	8%	11%	12%	15%

Source/Notes

1. Tables 1 and 2.

Table 4: Market Shares for Convenience Goods Spending in 2006 (First Choice Destination)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	TOTAL
Zone 1															
Within Centre															
Outside Centre															
Zone 2															
Within Centre															
Outside Centre															
Zones 3 & 4															
Within Centre															
Iceland, Northway	0.9%	0.0%	5.0%	4.0%	1.9%	2.9%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%
Marks & Spencer, High Street	0.0%	0.0%	2.9%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Netto, Corporation Street	0.0%	0.0%	3.6%	0.6%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Local Stores, Rugby Town Centre	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.3%
Somerfield, Rugby Town Centre	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Local Stores, Brownsover Town Centre	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Outside Centre															
Sainsburys, Dunchurch Road, Rugby	3.7%	0.0%	22.4%	62.3%	28.3%	35.3%	10.5%	3.0%	0.0%	0.9%	11.1%	16.3%	0.0%	7.8%	19.6%
Tesco, Leicester Road, Rugby	0.0%	0.0%	47.1%	8.6%	7.5%	23.5%	55.3%	0.0%	0.0%	12.1%	44.4%	7.0%	0.0%	1.7%	13.9%
Aldi, Paddock Close, Rugby	0.0%	0.0%	3.6%	4.6%	3.8%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	1.7%
Co-op, New Bilton, Rugby	0.9%	0.0%	0.7%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.9%
Co-op, Hillmorton Road, Rugby	0.0%	0.0%	0.7%	0.6%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Lidl, Bilton Road, Rugby	0.0%	0.0%	0.0%	3.4%	0.0%	2.9%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Co-op, Main Street, Newbold, Rugby	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.1%
Zone 5															
Within Centre															
Outside Centre															
Zone 6															
Within Centre															
Outside Centre															
Co-op, Townsend Lane, Long Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Zone 7															
Within Centre															
Outside Centre															
Zone 8															
Within Centre															
Buddgens, Oxford Street, Southam	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%	0.3%
Outside Centre															
Zone 9															
Within Centre															
Outside Centre															
Zone 10															
Within Centre															
Morrisons, Bitteswell Road, Lutterworth	0.0%	0.0%	1.4%	0.6%	0.0%	5.9%	0.0%	0.0%	0.0%	45.8%	5.6%	0.0%	0.0%	0.0%	5.5%
Co-op Extra, George Street, Lutterworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	6.5%	0.0%	0.0%	0.0%	0.0%	0.8%
Local stores, Lutterworth	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%	0.1%
Outside Centre															
Zone 11															
Within Centre															
Outside Centre															
Zone 12															
Within Centre															
Local Stores, Crick	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Co-op, Crick	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.1%
Outside Centre															
Zone 13															
Within Centre															
Outside Centre															
Zone 14															
Within Centre															
Tesco, New Street, Daventry	0.0%	2.7%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.3%	19.2%	49.6%	7.5%
Waitrose, Bowen Square, Daventry	0.0%	0.0%	1.4%	0.6%	5.7%	0.0%	2.6%	1.5%	0.0%	0.9%	0.0%	16.3%	23.1%	19.1%	5.0%
Aldi, Sheaf Street, Daventry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	2.6%	0.4%
Outside Centre															
Tesco Express, Wimbourne Place, Daventry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.4%
Outside Zone															
Banbury	0.9%	0.0%	0.0%	0.0%	3.8%	0.0%	0.0%	20.9%	0.0%	0.0%	0.0%	0.0%	46.2%	0.0%	4.1%
Coventry	88.1%	67.6%	3.6%	4.0%	5.7%	20.6%	7.9%	7.5%	33.3%	3.7%	0.0%	2.3%	0.0%	2.6%	16.4%
Hinckley	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	33.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.8%
Leicester	0.0%	0.0%	0.0%	0.6%	1.9%	0.0%	0.0%	0.0%	13.3%	12.1%	0.0%	0.0%	0.0%	0.0%	1.7%
Leamington Spa	0.9%	0.0%	0.0%	1.1%	22.6%	2.9%	0.0%	44.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	4.8%
Northampton	0.9%	0.0%	0.7%	1.1%	1.9%	0.0%	0.0%	1.5%	0.0%	0.9%	11.1%	32.6%	5.8%	7.8%	3.5%
Nuneaton	0.0%	2.7%	1.4%	0.0%	1.9%	0.0%	2.6%	0.0%	6.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.7%
OTHER	3.7%	24.3%	1.2%	0.4%	3.7%	0.0%	8.0%	16.4%	13.3%	10.4%	27.8%	-0.1%	2.0%	1.8%	5.3%
Internet	0.0%	0.0%	0.7%	0.6%	1.9%	0.0%	2.6%	1.5%	0.0%	3.8%	0.0%	0.0%	0.0%	0.9%	1.0%
TOTAL	100.00%														

Source/Notes

1. Market share data has been derived from the Household Telephone Survey, undertaken by Research and Marketing Ltd in November 2007

Table 5: Market Shares for Convenience Goods Spending in 2006 (Second Choice Destination)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
Zone 1															
Within Centre															
Outside Centre															
Zone 2															
Within Centre															
Outside Centre															
Zones 3 & 4															
Within Centre															
Island, Rugby Town Centre, Rugby	0.0%	0.0%	9.8%	6.9%	0.0%	0.0%	14.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%
Netto, Corporation Street, Rugby	0.0%	0.0%	3.3%	4.3%	0.0%	4.4%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.4%
Marks & Spencer, High Street, Rugby	0.0%	0.0%	8.7%	12.2%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	3.7%
Local Stores, Rugby Town Centre, Rugby	0.0%	0.0%	2.2%	3.5%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Local Stores, Brownsover Town Centre	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Outside Centre															
Sainsburys, Dunchurch Road, Rugby	2.6%	0.0%	22.8%	15.6%	10.5%	26.1%	28.6%	2.2%	0.0%	2.4%	21.4%	3.2%	2.8%	6.4%	10.3%
Tesco, Leicester Road, Rugby	2.6%	0.0%	14.1%	19.1%	5.3%	8.7%	17.9%	0.0%	0.0%	17.9%	0.0%	6.5%	0.0%	2.6%	9.3%
Aldi, Paddock Close, Rugby	0.0%	0.0%	13.0%	2.6%	5.3%	4.4%	7.1%	0.0%	0.0%	2.4%	7.1%	6.5%	0.0%	5.1%	4.2%
Aldi, Central Park, Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%
Aldi, Hillmorton Road, Rugby	0.0%	0.0%	1.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.4%
Lidl, Bilton Road, Rugby	0.0%	0.0%	1.1%	6.9%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%
Spar, Hillmorton Road, Rugby	0.0%	0.0%	1.1%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Co-op, Hillmorton Road, Rugby	0.0%	0.0%	3.3%	0.9%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Co-op, New Bilton, Rugby	0.0%	0.0%	1.1%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
Zone 5															
Within Centre															
Outside Centre															
Zone 6															
Within Centre															
Outside Centre															
Co-op, Townsend Lane, Long Lawford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.1%
Zone 7															
Within Centre															
Outside Centre															
Zone 8															
Budgens, Oxford Street, Southam	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Lidl, Oxford Street, Southam	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%	0.1%
Co-op, Coventry Road, Southam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%
Local stores, Southam	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Zone 9															
Within Centre															
Outside Centre															
Zone 10															
Within Centre															
Morrisons, Biteswell Road, Lutterworth	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	25.0%	0.0%	0.0%	0.0%	0.0%	3.3%
Co-op Extra Foodstore, George Street, Lutterworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	1.3%
Local stores, Lutterworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.3%
Netto, Lower Leicester Road, Lutterworth	0.0%	0.0%	1.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Outside Centre															
Jimmys, Lindin Drive, Lutterworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.1%
Zone 11															
Within Centre															
Outside Centre															
Zone 12															
Within Centre															
Local Stores, Crick, Rugby	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.1%
Outside Centre															
Zone 13															
Within Centre															
Outside Centre															
Zone 14															
Within Centre															
Waitrose, 13 Bowen Square, Daventry	0.0%	0.0%	1.1%	0.9%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	19.4%	19.5%	20.5%	4.9%
Tesco, 15 New Street, Daventry	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.9%	13.9%	16.7%	3.4%
Aldi, Sheel Street, Daventry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.3%	1.1%
Local market, Daventry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.1%
Co-op Late Shop, 1-2 Edinburgh Square, Daventry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	1.3%	0.3%	0.3%
Co-op, High Street, Daventry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.1%	0.1%
Local Stores, Daventry Town Centre, Daventry	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.1%
Outside Centre															
Tesco Express, Wimboume Place, Daventry	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.8%
Outside Zone															
Coventry	85.6%	72.7%	5.4%	8.7%	13.2%	26.1%	7.1%	4.3%	7.7%	7.1%	0.0%	6.5%	8.3%	6.4%	18.4%
Leamington Spa	6.8%	0.0%	2.2%	0.9%	23.7%	8.7%	0.0%	43.5%	0.0%	1.2%	0.0%	0.0%	0.0%	2.6%	6.0%
Leicester	1.3%	4.5%	0.0%	1.7%	0.0%	0.0%	3.6%	0.0%	7.7%	10.7%	7.1%	3.2%	0.0%	0.0%	2.4%
Northampton	0.0%	0.0%	2.2%	0.0%	2.6%	4.4%	0.0%	7.7%	1.2%	7.1%	32.3%	2.8%	7.7%	3.4%	3.4%
Nuneaton	0.0%	4.5%	2.2%	0.9%	0.0%	0.0%	3.6%	0.0%	15.4%	3.6%	7.1%	0.0%	0.0%	2.6%	1.9%
Market Harborough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	35.7%	3.2%	2.8%	1.3%	2.0%	2.0%
Banbury	0.0%	0.0%	1.1%	0.9%	0.0%	0.0%	0.0%	21.7%	0.0%	0.0%	0.0%	41.6%	2.6%	4.2%	4.2%
Hinckley	0.0%	4.5%	0.0%	1.7%	0.0%	0.0%	2.2%	46.1%	1.2%	0.0%	0.0%	0.0%	1.3%	1.7%	1.7%
Other	1.3%	13.7%	1.1%	2.6%	18.4%	9.8%	10.7%	8.8%	7.7%	3.6%	7.2%	3.2%	0.0%	2.5%	4.8%
Internet	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%

TOTAL 100.00% 100.00% 100.00% 100.00% 100.00% 100.00% 100.00% 100.00% 100.00% 100.00% 100.00% 100.00% 100.00% 100.00% 100.00%

Source/Notes

1. Market share data has been derived from the Household Telephone Survey, undertaken by Research and Marketing Ltd in November 2007

Table 6: Turnover of existing convenience stores in 2006 (First Choice Destination)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	TOTAL
Population 2006	22,854.00	8,496.00	32,697.00	32,015.00	10,539.00	6,113.00	8,078.00	11,436.00	2,729.00	20,070.00	3,120.00	7,868.00	9,657.00	29,042.00	204,713.00
Total Available Main Food Expenditure in 2006 (£m)	34.30	12.31	46.47	47.30	16.28	9.52	13.36	17.96	4.54	34.14	5.53	13.76	17.10	48.01	320.55
Total Available Main Food Expenditure in 2006 (£m) (First Choice)	24.01	8.61	32.53	33.11	11.40	6.66	9.35	12.57	3.18	23.89	3.87	9.64	11.97	33.60	224.39
Zone 1															
Within Centre															
Outside Centre															
Zone 2															
Within Centre															
Outside Centre															
Zones 3 & 4															
Within Centre															
Iceland, Northway	0.22	0.00	1.63	1.32	0.22	0.19	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	3.77
Marks & Spencer, High Street	0.00	0.00	0.94	0.76	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.70
Netto, Corporation Street	0.00	0.00	1.17	0.20	0.00	0.39	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.76
Local Stores, Rugby Town Centre	0.00	0.00	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.68
Somerfield, Rugby Town Centre	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19
Local Stores, Brownsover Town Centre	0.00	0.00	0.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.46
Outside Centre															
Sainsburys, Dunchurch Road, Rugby	0.89	0.00	7.29	20.63	3.22	2.35	0.98	0.38	0.00	0.22	0.43	1.57	0.00	2.62	40.57
Tesco, Leicester Road, Rugby	0.00	0.00	15.32	2.85	0.85	1.57	5.17	0.00	0.00	2.89	1.72	0.67	0.00	0.57	31.62
Aldi, Paddock Close, Rugby	0.00	0.00	1.17	1.52	0.43	0.00	0.24	0.00	0.00	0.00	0.00	0.22	0.00	0.00	3.59
Co-op, New Bilton, Rugby	0.22	0.00	0.23	1.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.00	1.80
Co-op, Hillmorton Road, Rugby	0.00	0.00	0.23	0.20	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.86
Lidl, Bilton Road, Rugby	0.00	0.00	0.00	1.14	0.00	0.20	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.58
Co-op, Main Street, Newbold, Rugby	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.45
Zone 5															
Within Centre															
Outside Centre															
Zone 6															
Within Centre															
Outside Centre															
Co-op, Townsend Lane, Long Lawford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.19
Zone 7															
Within Centre															
Outside Centre															
Zone 8															
Within Centre															
Budgens, Oxford Street, Southam	0.00	0.00	0.00	0.00	0.43	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.43
Outside Centre															
Zone 9															
Within Centre															
Outside Centre															
Zone 10															
Within Centre															
Morrisons, Bitteswell Road, Lutterworth	0.00	0.00	0.46	0.20	0.00	0.39	0.00	0.00	0.00	10.94	0.22	0.00	0.00	0.00	12.21
Co-op Extra, George Street, Lutterworth	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	1.55	0.00	0.00	0.00	0.00	1.80
Local stores, Lutterworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.22
Outside Centre															
Zone 11															
Within Centre															
Outside Centre															
Zone 12															
Within Centre															
Local Stores, Crick	0.00	0.00	0.00	0.19	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.19
Co-op, Crick	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.22
Outside Centre															
Zone 13															
Within Centre															
Outside Centre															
Zone 14															
Within Centre															
Tesco, New Street, Daventry	0.00	0.23	0.00	0.00	0.22	0.00	0.00	0.00	0.00	0.00	0.00	1.57	2.30	16.67	20.99
Waitrose, Bowen Square, Daventry	0.00	0.00	0.46	0.20	0.65	0.00	0.24	0.19	0.00	0.22	0.00	1.57	2.77	8.42	12.70
Aldi, Sheaf Street, Daventry	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.88	1.11
Outside Centre															
Tesco Express, Wimbourne Place, Daventry	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.18	1.18
Outside Zone															
Banbury	0.22	0.00	0.00	0.00	0.43	0.00	0.00	2.63	0.00	0.00	0.00	0.00	5.52	0.00	8.89
Coventry	21.15	5.82	1.18	1.32	0.65	1.37	0.74	0.94	1.06	0.89	0.00	0.22	0.00	0.98	36.22
Hinckley	0.00	0.23	0.00	0.00	0.00	0.00	0.25	0.00	1.06	0.22	0.00	0.00	0.00	0.00	1.76
Leicester	0.00	0.00	0.00	0.19	0.22	0.00	0.00	0.00	0.42	2.90	0.00	0.00	0.00	0.00	3.73
Leamington Spa	0.22	0.00	0.00	0.38	2.58	0.20	0.00	5.63	0.00	0.00	0.00	0.00	0.00	0.88	9.88
Northampton	0.22	0.00	0.24	0.38	0.22	0.00	0.00	0.19	0.00	0.22	0.43	3.14	0.69	2.63	8.35
Nuneaton	0.00	0.23	0.47	0.00	0.22	0.00	0.25	0.00	0.21	0.22	0.00	0.00	0.00	0.00	1.60
OTHER	0.88	2.10	0.38	0.13	0.42	0.00	0.75	2.06	0.42	2.48	1.08	-0.01	0.23	0.60	11.53
Internet	0.00	0.00	0.24	0.19	0.22	0.00	0.26	0.19	0.00	0.91	0.00	0.00	0.00	0.29	2.27

Source/Notes

1. Tables 3 and 4.
2. It has been assumed that 70% of a survey respondent's total available expenditure on convenience goods is spent in their first choice destination.

Table 7: Turnover of existing convenience stores in 2006 (Second Choice Destination)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
Population 2006	22,854	8,496	32,697	32,015	10,538	6,113	8,078	11,436	2,729	20,070	3,120	7,868	9,857	29,042	204,713
Total Available Expenditure in 2006 (£m)	34.30	12.31	48.47	47.30	16.28	9.52	13.36	17.96	4.54	34.14	5.53	13.76	17.10	48.01	320.56
Total Available Expenditure in 2006 (£m) (Second choice)	10.23	3.69	13.94	14.19	4.88	2.86	4.01	5.39	1.36	10.24	1.66	4.13	5.13	14.40	96.17
Zone 1															
Within Centre															
Outside Centre															
Zone 2															
Within Centre															
Outside Centre															
Zones 3 & 4															
Within Centre															
IceLand, Rugby Town Centre, Rugby	0.00	0.00	1.36	0.99	0.00	0.00	0.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.92
Netto, Corporation Street, Rugby	0.00	0.00	0.45	0.62	0.00	0.12	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	1.32
Marks & Spencer, High Street, Rugby	0.00	0.00	1.21	1.73	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.55	3.63
Local Stores, Rugby Town Centre, Rugby	0.00	0.00	0.30	0.49	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.92
Local Stores, Brownsover Town Centre	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.15
Outside Centre															
Sainsburies, Dunchurch Road, Rugby	0.27	0.00	3.18	2.22	0.51	0.75	1.14	0.12	0.00	0.24	0.36	0.13	0.14	0.92	9.99
Tesco, Leicester Road, Rugby	0.27	0.00	1.97	2.71	0.26	0.25	0.72	0.00	0.00	1.83	0.00	0.27	0.00	0.37	8.64
Aldi, Paddock Close, Rugby	0.00	0.00	1.82	0.37	0.26	0.12	0.29	0.00	0.00	0.24	0.12	0.27	0.00	0.74	4.22
Aldi, Central Park, Rugby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.12
Aldi, Hillmorton Road, Rugby	0.00	0.00	0.15	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.46
Lidl, Bilton Road, Rugby	0.00	0.00	0.15	0.99	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.26
Spar, Hillmorton Road, Rugby	0.00	0.00	0.15	0.25	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40
Co-op, Hillmorton Road, Rugby	0.00	0.00	0.45	0.12	0.13	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.71
Co-op, New Bilton, Rugby	0.00	0.00	0.15	0.49	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.64
Zone 5															
Within Centre															
Outside Centre															
Zone 6															
Within Centre															
Outside Centre															
Co-op, Townsend Lane, Long Lawford	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14
Zone 7															
Within Centre															
Outside Centre															
Zone 8															
Within Centre															
Outside Centre															
Budgens, Oxford Street, Southam	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.23	0.00	0.00	0.00	0.00	0.00	0.00	0.49
Lidl, Oxford Street, Southam	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Co-op, Coventry Road, Southam	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.47	0.00	0.00	0.00	0.00	0.00	0.00	0.47
Local stores, Southam	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Zone 9															
Within Centre															
Outside Centre															
Zone 10															
Within Centre															
Morrisons, Biteswell Road, Lutterworth	0.00	0.00	0.15	0.00	0.00	0.00	0.00	0.00	0.10	2.56	0.00	0.00	0.00	0.00	2.82
Co-op Extra Foodstore, George Street, Lutterworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.10	0.00	0.00	0.00	0.00	1.10
Local stores, Lutterworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.24	0.00	0.00	0.00	0.00	0.24
Netto, Lower Leicester Road, Lutterworth	0.00	0.00	0.15	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.27
Outside Centre															
Jimmy's, Lindan Drive, Lutterworth	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.12
Zone 11															
Within Centre															
Outside Centre															
Zone 12															
Within Centre															
Local Stores, Crick, Rugby	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.13
Outside Centre															
Zone 13															
Within Centre															
Outside Centre															
Zone 14															
Within Centre															
Waitrose, 13 Bowen Square, Daventry	0.00	0.00	0.15	0.12	0.26	0.00	0.00	0.00	0.00	0.00	0.12	0.80	1.00	2.96	5.40
Tesco, 15 New Street, Daventry	0.00	0.00	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.53	0.71	2.40	3.90
Aldi, Sheep Street, Daventry	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.48	1.48
Local market, Daventry	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.18
Co-op Late Shop, 1-2 Edinburgh Square, Daventry	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.18	0.33
Co-op, High Street, Daventry	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.14	0.00	0.14
Local Stores, Daventry Town Centre, Daventry	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.18	0.18
Outside Centre															
Tesco Express, Wimbourne Place, Daventry	0.00	0.00	0.00	0.00	0.13	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.37	0.61
Outside Zone															
Coventry	8.80	2.68	0.76	1.23	0.64	0.75	0.29	0.23	0.10	0.73	0.00	0.27	0.43	0.92	17.84
Leamington Spa	0.68	0.00	0.30	0.12	1.16	0.25	0.00	2.34	0.00	0.12	0.00	0.00	0.00	0.37	5.34
Leicester	0.14	0.17	0.00	0.25	0.00	0.00	0.14	0.00	0.10	1.10	0.12	0.13	0.00	0.00	2.15
Northampton	0.00	0.00	0.30	0.00	0.13	0.12	0.00	0.00	0.10	0.12	0.12	1.33	0.14	1.11	3.48
Nuneaton	0.00	0.17	0.30	0.12	0.00	0.00	0.14	0.00	0.21	0.37	0.12	0.00	0.00	0.37	1.80
Market Harborough	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.73	0.59	0.13	0.14	0.18	1.78
Banbury	0.00	0.00	0.15	0.12	0.00	0.00	0.00	1.17	0.00	0.00	0.00	0.00	2.14	0.37	3.95
Hinckley	0.00	0.17	0.00	0.25	0.00	0.00	0.00	0.63	0.12	0.12	0.00	0.00	0.00	0.18	1.35
Other	0.13	0.51	0.16	0.38	0.90	0.25	0.43	0.47	0.11	0.36	0.12	0.13	0.00	0.36	4.31
TV Shopping	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.12	0.00	0.00	0.00	0.00	0.00	0.00	0.12
Catalogue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Internet	0.00	0.00	0.00	0.26	0.00	0.00	0.14	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.40

Source/Notes

1. Tables 3 and 5.
2. It has been assumed that 30% of a survey respondent's total available expenditure on convenience goods is spent in their second choice destination.

Table 9: Total convenience market shares at 2006

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Total
Zone 1 total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 2 total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zones 3 & 4 total															
Total Rugby Town Centre	0.07	0.00	2.54	1.96	0.07	0.26	0.22	0.06	0.00	0.04	0.00	0.07	0.00	0.17	5.46
Total non-town centre	0.51	0.00	10.13	10.83	1.90	1.67	2.74	0.15	0.00	1.73	0.82	1.05	0.12	1.69	33.35
Zone 5 total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 6 total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.04	0.00	0.10
Zone 7 total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 8 total	0.00	0.00	0.00	0.04	0.22	0.00	0.00	0.26	0.00	0.00	0.00	0.00	0.00	0.00	0.51
Zone 9 total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 10 total	0.00	0.00	0.24	0.10	0.00	0.12	0.08	0.00	0.03	5.22	0.07	0.00	0.00	0.00	5.86
Zone 11 total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 12 total	0.00	0.00	0.00	0.06	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.11	0.00	0.00	0.17
Zone 13 total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Zone 14 total	0.00	0.07	0.19	0.10	0.47	0.00	0.08	0.10	0.00	0.07	0.04	1.40	2.27	10.26	15.04
Centres beyond the Survey Area															
Coventry total	7.92	2.25	0.67	1.09	0.59	0.67	0.27	0.21	0.12	0.69	0.00	0.25	0.39	0.83	15.93
Leamington Spa total	0.28	0.00	0.09	0.16	1.17	0.14	0.00	2.49	0.00	0.04	0.00	0.00	0.00	0.39	4.75
Leicester total	0.04	0.05	0.00	0.14	0.07	0.00	0.04	0.00	0.16	1.25	0.04	0.04	0.00	0.00	1.83
Northampton total	0.07	0.00	0.17	0.12	0.11	0.04	0.00	0.06	0.03	0.11	0.17	1.39	0.26	1.17	3.69
Nuneaton total	0.00	0.12	0.24	0.04	0.07	0.00	0.12	0.00	0.13	0.18	0.04	0.00	0.00	0.12	1.06
Market Harborough total	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.23	0.18	0.04	0.04	0.06	0.56
Banbury total	0.07	0.00	0.05	0.04	0.13	0.00	0.00	1.18	0.00	0.00	0.00	0.00	2.39	0.12	3.98
Hinckley total	0.00	0.12	0.00	0.08	0.00	0.00	0.08	0.00	0.53	0.11	0.00	0.00	0.00	0.06	0.97

Source/Notes:

1. Tables 3 and 8.

Table 10 - total potential convenience expenditure by Zone assuming constant 2006 market shares

	2008	2010	2012	2014	2016	2018	2020	2022	2024
	£m								
Zone 1	-	-	-	-	-	-	-	-	-
Zone 2	-	-	-	-	-	-	-	-	-
Zone 3 - 4 (Rugby Town Centre)	17.73	17.63	18.12	18.15	18.77	18.85	19.43	19.58	20.20
Zone 3 - 4 (non-town centre)	108.30	107.72	110.68	110.89	114.66	115.15	118.70	119.64	123.43
Zone 5	-	-	-	-	-	-	-	-	-
Zone 6	0.34	0.33	0.34	0.34	0.36	0.36	0.37	0.37	0.38
Zone 7	-	-	-	-	-	-	-	-	-
Zone 8	1.65	1.65	1.69	1.69	1.75	1.76	1.81	1.83	1.89
Zone 9	-	-	-	-	-	-	-	-	-
Zone 10	19.03	18.92	19.44	19.48	20.14	20.23	20.85	21.02	21.69
Zone 11	-	-	-	-	-	-	-	-	-
Zone 12	0.55	0.55	0.57	0.57	0.59	0.59	0.61	0.61	0.63
Zone 13	-	-	-	-	-	-	-	-	-
Zone 14	48.84	48.58	49.91	50.01	51.71	51.93	53.53	53.96	55.67
Total £m	196.44	195.38	200.75	201.13	207.98	208.86	215.30	217.01	223.89

Source/Notes:

1. Tables 3 and 9.
2. 2006 estimates of market shares by Zone have been held constant.

Table 11: benchmark turnovers of existing Rugby Town Centre convenience retail floorspace at 2008

	Estimated total floorspace		Convenience floorspace		Comparison floorspace	
	Gross (sqm)	Net (sqm)	%	net sqm	%	net sqm
Iceland, Northway	600	450	93%	420	7%	30
M&S, High Street	1250	200	100%	200	0%	0
Netto, Corporation Street	1160	870	82%	715	18%	155
Sainsbury's Local	730	548	74%	404	26%	144
Other convenience stores		2,009	95%	1,908	5%	100
Total		4,076		3,647		429

	Assumed Convenience Turnover (£/sq m)	Estimated Convenience Turnover (£m)	Assumed Comparison Turnover (£/sq m)	Estimated Comparison Turnover (£m)	Estimated Total turnover (£m)
Iceland, Northway	£5,038	£2.12	£2,338.47	£0.07	£2.19
M&S, High Street	£10,459	£2.09	£8,355.82	£0.00	£2.09
Netto, Corporation Street	£3,636	£2.60	£868.93	£0.13	£2.73
Sainsbury's Local	£9,639	£3.89	£7,546.27	£1.09	£4.98
Other convenience stores	4,000	£8.03	2,000	£0.20	£8.24
Total		£18.73		£1.49	£20.22

Source/Notes:

1. Gross floorspace figures for named stores have been sourced from Experian Goad. 'Other convenience' floorspace has been sourced from the Rugby Goad Plan Survey dated,
2. The net floorspace of M&S has been estimated by Drivers Jonas. It has been assumed that for all other stores, net floorspace equates to 75% of the gross.
3. Estimations of the use of net floorspace for convenience and comparison goods sales have been sourced from Verdict 2007 and Retail Rankings 2007.
4. Company average turnover ratios for named floodstores have been sourced from Retail Rankings 2007. Turnover ratios for 'Other convenience stores' have been estimated by Drivers Jonas.
5. 2006 price base.

Table 12: committed convenience floorspace in Rugby Town Centre

	Estimated total floorspace		Convenience floorspace		Comparison floorspace	
	Gross (sqm)	Net (sqm)	%	net sqm	%	net sqm
Chapel Street Redevelopment	6,212	4,659	55%	2,562	45%	2,097

	Assumed Convenience Turnover (£/sq m)	Estimated Convenience Turnover (£m)	Assumed Comparison Turnover (£/sq m)	Estimated Comparison Turnover (£m)	Estimated Total turnover (£m)
	£14,626.47	37.48	£8,164.11	17.12	54.60

Source/Notes:

1. Planning permission has been granted for an 8,162 sqm gross Asda store in the Chapel Street Redevelopment scheme.
2. The ground floor gross floorspace is 6,212 sqm. It has been assumed that net floorspace equates to 75% of the gross.
3. Estimations of Asda's average use of net floorspace for convenience and comparison goods sales have been sourced from Verdict 2007 and Retail Rankings 2007.
4. Company average turnover ratios for Asda have been sourced from Retail Rankings 2007.

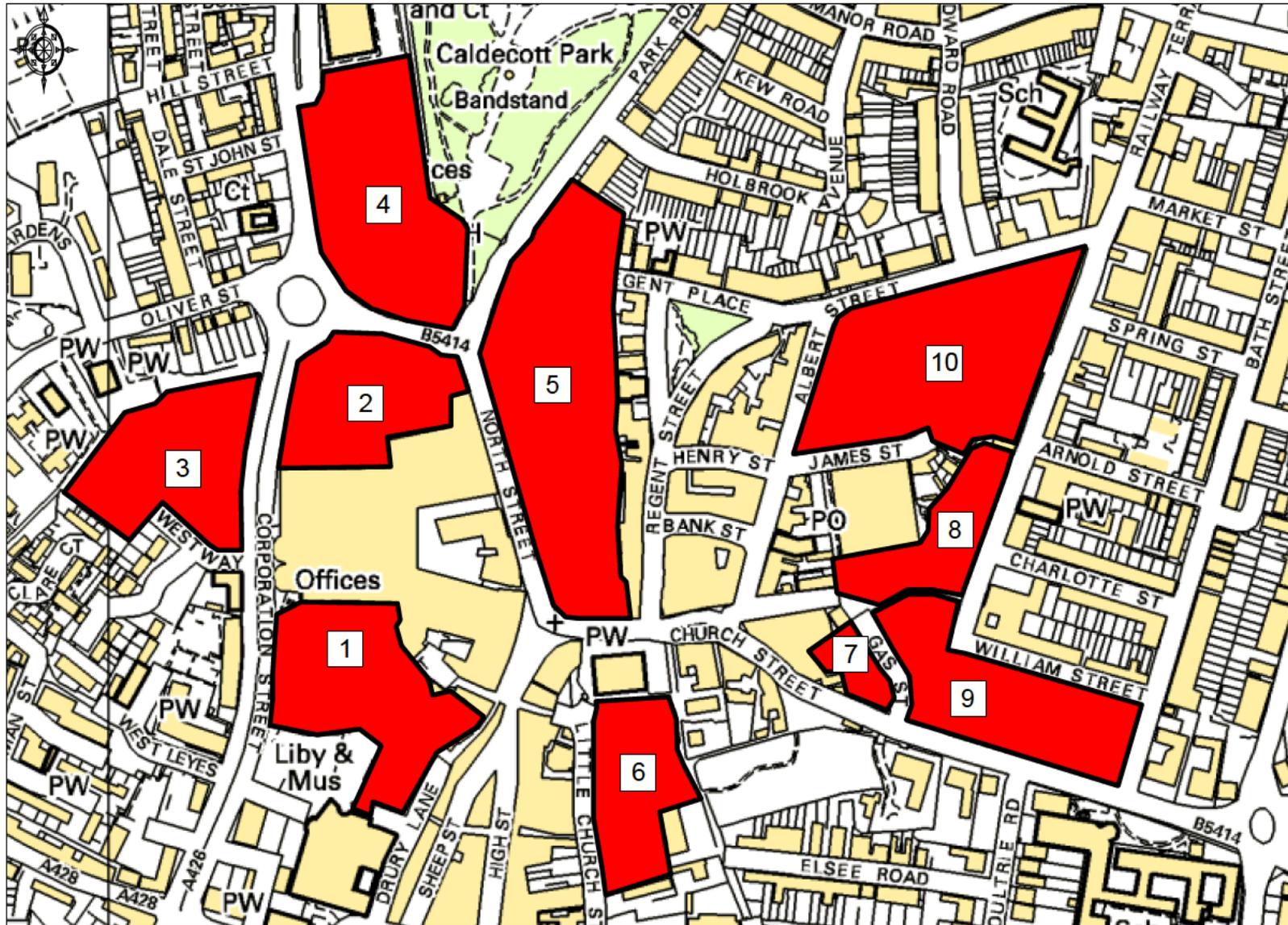
Table 13 - Rugby Town Centre conv turnover potential with the Asda store

	2008	2012	2016	2020	2024
Total available convenience goods expenditure in the survey area (£m)	324.75	331.88	343.83	355.94	370.13
Total convenience goods expenditure attracted to Rugby Town Centre (£m)	18.96	58.27	59.68	61.12	62.60
Total Rugby Town Centre existing convenience turnover (£m)	18.96	19.42	19.89	20.37	20.86
Leakage/overtrading (£m)	-	-	-	-	-
Rugby Town Centre committed convenience turnover (£m)	0	38.85	39.79	40.75	41.74
Surplus available convenience goods expenditure (£m)	-	-	-	-	-

Source/Notes:

1. Total available convenience goods expenditure in the survey area figures have been taken from Table 3.
2. The 2008 total available convenience goods expenditure to Rugby Town Centre estimate has been derived from the 2006 benchmark estimate from Table 11 and grown at a rate of +0.6% per annum.
3. Estimates of expenditure attracted to Rugby Town Centre at 2012-2024 have been derived from the turnover requirement of existing convenience floorspace at 2006, together with the turnover requirement of the committed Asda store within the Chapel Street redevelopment. It has been assumed that Asda will trade at company average levels.
4. The introduction of Asda is expected to have the effect of increasing Rugby Town Centre's market share from approximately 6% (as at 2006) to approximately 17% at 2012. Drivers Jonas has not estimated how Rugby Town Centre's market share might change later in the assessment period. The 2012 market share has been held constant to 2024.
5. Total existing convenience turnover estimates have been derived from Table 11. The 2006 base estimate has been grown by a rate of +0.6% per annum (Experian Retail Planner Briefing Note 5.1).

Plan Showing Potential Town Centre Sites for Retail and/or Leisure Development



© Crown Copyright 2008. All rights reserved. Licence number 100020449. Plotted Scale - 1:4578

For identification purposes only

Appraisal of Potential Town Centre Sites for Retail and/or Leisure Development

Plan Ref.	Site	Commentary	Potential for Development
1	Chapel Street	<p>Sequential Location This site is located within the Town Centre boundary, and the Town Centre Shopping Area as identified by the adopted Local Plan and is allocated for retail development by Policy TR4, which identifies the scope for approximately 3,000 sq.m. net of convenience goods shopping floorspace and approximately 5,000 sq.m. net of comparison goods shopping floorspace. The site therefore ranks very highly in sequential terms.</p> <p>Suitability The site is allocated for a mix of convenience and comparison goods shopping in the adopted Local Plan. The site was previously part occupied by a circa 2,980 sq.m. (gross) Co-op Department Store. The redevelopment proposals are being led by Asda, who will provide a 8,175 sq.m. store as an anchor to the emerging scheme alongside 3,715 sq.m. of unrestricted retail units.</p> <p>Accessibility The site is located within the core of the Town Centre and is therefore highly accessible by a range of modes of travel that serve the centre. Whilst the main Rugby railway station is located approximately 1.35 km from the site, it is well served by bus links into the Town Centre and the site is in close proximity to the main pedestrian areas in the Centre. The site also has pedestrian links to the existing Clock Towers shopping centre which will provide for circulation of high pedestrian flows around both developments.</p>	<p>This site has long been established as an appropriate location for mixed retail development, and as such is allocated in the adopted Local Plan. The site is currently being redeveloped for a convenience led retail development by Asda. The redevelopment of the site will provide an important boost for the Town Centre and will also help to meet the previously identified need for convenience and comparison goods floorspace within the Centre. There is a prospect that the Chapel Street redevelopment could lead to the assessment of the potential for enhancement/refurbishment or possible redevelopment of adjoining land within the Centre, including the Clock Towers shopping centre.</p>
2.	Crown House, Bingo Club and Car Park	<p>Sequential Location This site is located within the Town Centre boundary as identified by the adopted Local Plan and is within close proximity of the identified Primary Shopping Area and Town Centre Shopping Area. The site therefore ranks highly in sequential terms.</p> <p>Suitability The site forms the northern and north-eastern section of the Town Centre</p>	<p>This site provides significant potential for redevelopment to provide a mix of Town Centre uses that would form an extension to the existing Town centre core and Primary Shopping Area. Whilst the site is currently occupied by a range of established uses,</p>

Plan Ref.	Site	Commentary	Potential for Development
		<p>core and is bounded along its two main southern edges by the identified Primary Shopping Area and Town Centre Shopping Area. The existing development on the site does not represent an efficient use of this prime land within the Town Centre in terms of site coverage, although Crown House represents a multi-storey office building that has a history of high levels of occupation. The existing bingo hall building may be considered to have historic merit although it does not represent a high density use of this part of the site. Overall the site provides a significant opportunity for redevelopment to round off the core of the Town Centre and Primary Shopping Area. It also provides the scope for linking the Chapel Street redevelopment to the northern part of the Town Centre and also providing the potential for an enhanced commercial frontage onto Corporation Street at a gateway to the Town Centre.</p> <p>Accessibility</p> <p>The location of the site on the edge of the Town Centre core means that it has good accessibility to a range of modes of transport. It is well served by car access from Evreux Way and off Corporation Street, both of which provide direct links to the wider highway and motorway network, particularly to the north. The site is also well served by regular bus services and the railway station, whilst located outside the immediate area, is within walking distance. Any proposals for the pedestrianisation or downgrading of North Street to provide for dedicated bus services would improve pedestrian and bus linkages to the site.</p>	<p>including one of the main office buildings within the Centre, there should be scope to devise proposals for the redevelopment of the site that could include for the modern and high quality re-provision of these uses led by new additional retail floorspace. Such a scheme would provide for a more cotemporary and higher density approach to the redevelopment of the site in a comprehensive manner. It is considered that any such redevelopment should include for new leisure floorspace, together with retail and other mixed uses, potentially incorporating a bingo hall facility. There should be scope for such redevelopment to be promoted through a development brief or possibly as part of a wider Area Action Plan for this part of the Town Centre. The assessment of future redevelopment potential would need to include suitable consideration of ownership and land assembly issues as well as viability.</p>
3.	Corporation Street	<p>Sequential Location</p> <p>The site is located within the Town Centre boundary as designated by the adopted Local Plan, although it is physically segregated from the core of the Town Centre and the Primary Shopping Area by Corporation Street which is a heavily used dual carriageway through the Centre. It is therefore considered</p>	<p>The site has potential for redevelopment given its relatively low density site coverage and its location within the Town Centre. The site could provide the scope for the</p>

Plan Ref.	Site	Commentary	Potential for Development
		<p>to be less suitable in sequential terms, albeit located within the Town Centre, than other site opportunities identified as part of this appraisal.</p> <p>Suitability The site's location on the western side of Corporation Street affects its suitability for redevelopment for Town Centre uses. The site currently accommodates a Netto supermarket and associated surface car parking, as well as the town fire station and two units occupied by road-side services. The site is suitable for these types of uses given its accessibility by private car. Corporation Street acts as a physical barrier which significantly reduces the potential to integrate any future proposals with the core of the Town Centre or to provide meaningful and effective linkages with the Primary Shopping Area. It is understood that there are long-standing proposals to improve the scope for linkages between the Primary Shopping Area and Corporation Street, as part of the current allocation of the route as the 'Town Centre Gateway (Local Plan Policy TCR5). The Chapel Street redevelopment could provide the potential to increase such linkages while also providing an enhanced frontage and relationship with Corporation Street. Overall, unless substantial measures can be introduced to integrate the site with the core of the Town Centre, this does not represent the most immediate opportunity for redevelopment for Town Centre uses.</p> <p>Accessibility The site is located within the Town Centre and therefore has good accessibility to a range of modes of transport. The level of accessibility by private car is very good and there are also regular bus services running near to the site. However, the site currently suffers as a result of its segregation from the core of the Town Centre and its relatively poor pedestrian linkages with the Primary Shopping Area.</p>	<p>development of uses complementary to the functioning and vitality of the wider Town Centre (e.g. residential or offices). However, this site is not considered to represent a priority or preferential opportunity for redevelopment to provide further significant floorspace for retail or leisure uses, when compared to other sites identified by this appraisal.</p>
4.	Rugby Borough Council Town Hall	<p>Sequential Location The site is located within the Town Centre boundary designated by the adopted Local Plan and therefore ranks highly in sequential terms. The site is separated from the Primary Shopping Area and Town centre Shopping Area by Site 1 and by Evreux Way, although it is within 100m of the entrance to the</p>	<p>The site provides good potential for mixed use redevelopment that would allow for the extension of the Town Centre Shopping Area northward. It is considered that this site could</p>

Plan Ref.	Site	Commentary	Potential for Development
		<p>Clock Towers Shopping centre entrance off North Street.</p> <p>Suitability The potential for redevelopment of the Town Hall site would provide for the possible northward extension of the Town Centre Shopping Area, particularly if such redevelopment were to follow, or be undertaken jointly with, the redevelopment of Site 2. It is understood that the Town Hall site is within single ownership which would provide a positive basis for proposals that achieve comprehensive development, as well as the scope for control over delivery and land availability. However, the site is currently occupied entirely by the Borough Council's primary civic offices and functions, as well as associated areas of car parking. The provision of civic offices and associated functions within the Town Centre can form an important element of the important diversity of uses that encourage vitality, viability, and opportunities for linked trips. The Town Hall building could be considered to have historic or architectural merit that might restrict the scope for redevelopment.</p> <p>Accessibility The location of the site within the Town Centre means that it is well served by a range of modes of transport. The site is served directly off Newbold Road, which in turn links with the A426 and the wider highway and motorway network. Access by private car is therefore very good and the site is of a sufficient size to accommodate suitable levels of car parking to support any redevelopment. The site is also well served, given its location, by a number of regular bus services and the main Rugby Railway Station is within walking distance.</p>	<p>provide the opportunity for a hotel development as part of any potential mixed use redevelopment. However, in general terms, it is important to ensure that the Borough Council's Civic Offices are retained within the Town Centre as a key means of ensuring the vitality of the Centre and its diversity of uses. Any proposals for redevelopment would therefore need to balance an assessment of the advantages of new mixed use floorspace against the impact of the loss of the civic office use on the site and the scope for relocation. It is considered that redevelopment proposals could incorporate the re-provision of civic offices, although this would affect remaining site availability and viability. Overall it is considered that other site opportunities identified within this appraisal should be given preferential consideration for the accommodation of any new retail and/or leisure floorspace.</p>
5.	North Street Car Park and Regent Place Park	<p>Sequential Location The site is located within the Town Centre boundary as designated by the adopted Local Plan and falls just outside of the Town Centre Shopping Area and Primary Shopping Area. It therefore ranks highly in sequential terms. It is located opposite the North Street entrance to the Clock Towers Shopping Centre, and also provides the potential for links with Church Street.</p>	<p>This site provides a key opportunity for mixed use redevelopment to provide new high quality floorspace for town centre uses, including retail and leisure floorspace by 2026. The site is in a prime location and is</p>

Plan Ref.	Site	Commentary	Potential for Development
		<p>Suitability The site is currently under-used and is generally occupied by lower order commercial occupiers and surface car parking that provide limited benefit in terms of the overall attractiveness and vitality of the Centre. The existing density of development on the site is also relatively low. Whilst the provision of car parking facilities is important within the Town Centre to serve the needs of visitors to the Centre, such use does not represent the most appropriate or beneficial use of this prime site and a replacement facility could be incorporated into any redevelopment proposals. The site has a key location opposite the Clock Towers shopping centre and provides the potential to extend the existing Primary Shopping Area, particularly if linked with, or undertaken jointly with, the potential for redevelopment of Site 2.</p> <p>Accessibility The location of this site within the Town Centre means that it has good accessibility to a range of modes of transport. North Street and the area around Market Square represent a key interchange area for bus services into and out of the Town Centre, and therefore the site could be argued to be one of the most sustainable in terms of accessibility within the Centre. Any proposals to pedestrianise or downgrade North Street to provide for dedicated bus services would improve pedestrian and bus linkages to the site. The site is also within walking distance of the main Rugby Railway Station.</p>	<p>highly accessible and sustainable. The potential to provide for a significant enhancement in the range and attractiveness of town centre facilities should therefore be exploited fully at this site. It is understood that the site has been identified for the potential accommodation of a major leisure attraction on the theme of Rugby Football as an international sport. Such proposals would be supported by this appraisal, although it is considered that the most preferable approach to the redevelopment of the site is through a retail-led scheme with complementary associated mixed uses. It is also considered that the potential inclusion or integration of the existing green space at Regent Place provides the potential for a design of scheme that relates to this open landscaped area as a key entrance to the Town Centre from the North and North-East. There is scope for this site to be assessed on a wider comprehensive basis, potentially through the preparation of an Area Action Plan for this part of the Town Centre. The assessment of future redevelopment potential would need to include suitable consideration of ownership and land assembly issues as well as viability.</p>

Plan Ref.	Site	Commentary	Potential for Development
6.	Little Church Street	<p>Sequential Location The site is located within the Town Centre boundary as designated by the adopted Local Plan and therefore ranks highly in sequential terms. The site lies immediately to the east of the Town Centre Shopping Area and has good pedestrian links through to the main shopping streets of Market Place, High Street, and Sheep Street.</p> <p>Suitability The site lies within a Conservation Area and immediately bounds St Andrew's Church to the north. The site, which is also adjacent the recently completed Windsor Court apartment scheme, comprises the existing low rise buildings of Herbert Gray College as well as surface car parking and a collection of mixed commercial buildings fronting Eastfield Place. These include the Merchants Inn Public House and Longhorns Bar & Grill, and indicate therefore that a number of titles exist across the site. The site also contains a significant number of mature trees and landscaping which will constrain the potential to bring forward any proposals for redevelopment of the site.</p> <p>Accessibility The location of the site within the Town Centre means that it is well served by a range of modes of transport. The site is within easy walking distance of the main area of bus stops around Market Place and North Street and the main Rugby Railway Station is also accessible by foot. The site benefits from having immediate links to the main shopping streets and other parts of the Town Centre.</p>	<p>This site provides limited potential for any significant level of new retail or leisure floorspace to meet the needs of Rugby. The site constraints mean that any potential redevelopment proposals will be limited to small scale conversion of the College buildings or new built development that takes account of the Conservation Area location, the adjoining church, and the significant number of mature trees. The area of surface car parking and mixed commercial buildings would provide slightly improved potential for redevelopment. However, such redevelopment would still be small scale and would need to be compatible with the character of the Conservation Area. Overall this site is not considered to provide the same level of opportunity for new retail and leisure floorspace as other sites identified by this appraisal.</p>
7.	Gas Street Car Park	<p>Sequential Location The site is located within the Town Centre boundary as designated by the adopted Local Plan and also lies within the Town Centre Shopping Area. It therefore ranks highly in sequential terms. The site falls outside of the Conservation Area in a mixed commercial area of the Centre.</p> <p>Suitability The site is located within the Town Centre Shopping Area although is</p>	<p>There is potential for the redevelopment of this site to provide new small scale retail development at ground floor level as part of a mixed use proposal that maximises the use of the site. Any potential ground floor units provided on the site could also</p>

Plan Ref.	Site	Commentary	Potential for Development
		<p>surrounded by relatively low grade retail premises and a mix of properties of varying condition occupied by night-time uses (including the recently refurbished Storm Lounge Nightclub) as well as other commercial uses. The site itself is currently occupied by a small area of surface car parking. The current use of the site for surface car parking improves the potential and viability of any potential redevelopment, although any proposals would need to provide a suitable and compatible relationship with the adjoining Conservation Area.</p> <p>Accessibility</p> <p>The location of the site within the Town Centre means that it is well served by a range of modes of transport. The site is close to Railway Terrace which provides a direct route on foot to the main Rugby Railway Station. The site would also be well served by regular bus services along Church Street and is within short walking distance of the main area of bus stops for the Town Centre around Market Place.</p>	<p>accommodate food and drink uses to complement the character of this part of the Town Centre. This site is not considered suitable for the provision of significant new retail and/or leisure floorspace given its level of separation from the main shopping streets and areas of activity within the Centre and its location on the periphery of the Town Centre Shopping Area. In addition, it is understood that there is an existing extant planning permission for residential redevelopment on the site which is expected to commence within the period of the permission.</p>
8	Castle Street Car Park	<p>Sequential Location</p> <p>The site is located within the Town Centre boundary as identified by the adopted Local Plan and falls just outside of the identified Town centre Shopping Area. It therefore ranks highly in sequential terms and falls outside of the Conservation Area.</p> <p>Suitability</p> <p>The site is slightly irregular in shape and is constrained by the proximity of surrounding built development. The site is located within a transitional part of the Town Centre and is surrounded by a mix of commercial uses to the west and south, a relatively modern multi-storey car park to the north, and an area of mixed residential and offices. Additionally there are low grade secondary retail and commercial uses, including the former Monastery Rooms Bar, which is now vacant. The site is occupied by an existing area of car parking and a small paved public space. The site could therefore be available for redevelopment within a relatively short time period, subject to land ownership and viability. The site is located within a slightly peripheral area of the Town</p>	<p>There is potential for the redevelopment of this site to provide new small scale retail development at ground floor level as part of a mixed use proposal that maximises the use of the site. The site also provides the potential to accommodate a medium scale hotel suitable for a Town Centre Location. It is not considered that this site should represent a priority or preferential site for significant retail or leisure development given its relatively peripheral location and the level of separation from the main shopping streets and areas of activity within</p>

Plan Ref.	Site	Commentary	Potential for Development
		<p>Centre and is not well connected to the main shopping streets within the Centre. The site does have a frontage onto Railway Terrace which provides a direct pedestrian link to the main Rugby Railway Station.</p> <p>Accessibility</p> <p>Given the site's location within the Town Centre, it has good accessibility to a range of modes of transport. The site is within short walking distance of the main area of bus stops along Church Street and around Market Place. It also fronts Railway Terrace which provides a direct route on foot to the railway station. Access by private car could be served off Railway Terrace, although the limited prominence of the site and the absence of direct links to the wider highway network could hinder navigation to the site by drivers.</p>	<p>the Centre. In addition, it is understood that there is an existing extant planning permission for a 111 room hotel development on this site, together with 29 mixed apartments, and public realm improvements, that is expected to commence construction within the period of the permission.</p>
9	Clifton Road/Railway Terrace	<p>Sequential Location</p> <p>The site is located within the Town Centre as identified by the adopted Local Plan and therefore ranks highly in sequential terms. The site lies within the existing Town Centre Shopping Area although could be described as being located on the periphery of the core of the Town Centre, and could be more appropriately classified as a secondary area. The existing block of buildings fronting onto Clifton Road and backing onto William Street represent a traditional terrace/parade of mixed convenience and comparison retail units and takeaways. The western part of the site is occupied by a variety of low grade commercial uses, including secondary retail, and a number of existing and former night-time uses. The site is located approximately from the main pedestrian area and shopping streets around Market Place.</p> <p>Suitability</p> <p>The relatively low grade nature of uses and activities across this site and the limited benefits provided in terms of the overall attractiveness of the Town Centre make it suitable for the assessment of redevelopment potential. The western part of the site between Gas Street and Railway Terrace in particular offer the scope for redevelopment, while the number of existing units and tenants along the Clifton Road frontage could result in a more complicated land assembly and redevelopment process. Issues of viability and the potential various interests would harm the prospects of private acquisition and</p>	<p>The part of the site to the west of Railway Terrace provides the potential to replace existing low grade units, including existing and former night-time uses, with potential new leisure and evening activities that enhance the attractiveness of this part of the Town Centre, while also providing a diversity of uses and activities. Such redevelopment could provide for mixed uses including leisure/food and beverage uses on lower floors. The eastern part of the site offers less potential for redevelopment given the number of existing units and land assembly issues. The only option for redevelopment of the eastern part of the site could be for a comprehensive redevelopment of the block to provide a single or a small number of</p>

Plan Ref.	Site	Commentary	Potential for Development
		<p>redevelopment and the relative distance from the main shopping streets and core of the Town Centre would limit market interest and the case for compulsory purchase to provide significant new retail and or/leisure uses.</p> <p>Accessibility</p> <p>The location of the site within the Town Centre means that it is well served by a range of modes of transport. The site is close to Railway Terrace which provides a direct route on foot to the main Rugby Railway Station. The site would also be well served by regular bus services along Church Street and is within a relatively short walking distance of the main area of bus stops for the Town Centre around Market Place.</p>	<p>larger retail units, although such proposals would need to address issues of townscape character, massing, access, and potential traffic impact. Overall the potential for redevelopment of this site is limited by the issues of land assembly and viability, particularly given the distance of the site from the main areas of commercial activity within the Town Centre core which will restrict market interest. If any proposals for redevelopment were to be brought forward then these should seek to provide for links/integration with the emerging proposals for Sites 7 and 8.</p>
10	Albert Street	<p>Sequential Location</p> <p>The site is located within the Town Centre Boundary as designated by the adopted Local Plan and therefore ranks highly in sequential terms, and is located approximately 90m from the nearest edge of the Primary Shopping Area. The site is relatively peripheral within the Town Centre and surrounding uses are generally transitional, comprising lower order commercial town centre uses together with residential uses to the north and west. Albert Street links with Railway Terrace and therefore with the Cattle Market site and the main Rugby Railway Station.</p> <p>Suitability</p> <p>The site lies outside of the Town Centre Conservation Area and forms a potentially key corner block linking the Town Centre Shopping Area and main town centre activities to the main pedestrian route to the Station. The site contains a mix of office and commercial uses, including a premises for car sales. This is likely to mean an array of land ownerships and titles. The office</p>	<p>The site provides low to medium potential for redevelopment to re-address this potentially important corner block on the edge of the Town Centre. Any proposals for redevelopment would need to include a suitable means of attracting pedestrians to the site, potentially in the form of a courtyard/square suitable for multi-events. This would complement the independent character of surrounding shopping uses and the presence of various food and beverage outlets in this area. If combined with improved</p>

Plan Ref.	Site	Commentary	Potential for Development
		<p>blocks are multi-storey and appear to be well occupied by strong tenants. The site is not directly connected with the main shopping streets in the Town Centre and levels of footfall around the site are generally low compared to the rest of the core of the Town Centre. There are no key Town Centre attractions in the vicinity of the site.</p> <p>Accessibility</p> <p>The site's location in the north western quadrant of the Town Centre means that it is closer to the main Rugby Railway Station than other sites identified within this appraisal. The railway station is within walking distance and there is a direct pedestrian route along Albert Street, connecting with Railway Terrace. The site is also served by regular bus services, and the main area of bus stops around Church Street and Market Place are within convenient walking distance.</p>	<p>pedestrian linkages, then the redevelopment of this site could encourage increased footfall in this part of the Centre and therefore sustainable travel to and from the Railway Station. The site could potentially accommodate small scale ground floor retail or food and drink uses, with the potential for offices, residential, or a small to medium scale hotel on upper floors of any redevelopment. The presence of established office uses with evidence of strong tenancies, as well as potentially complicated issues of land assembly, would affect the potential for redevelopment.</p>