

ROYAL BOROUGH OF GREENWICH RETAIL & LEISURE STUDY

Volume 2: Appendices 1 - 11

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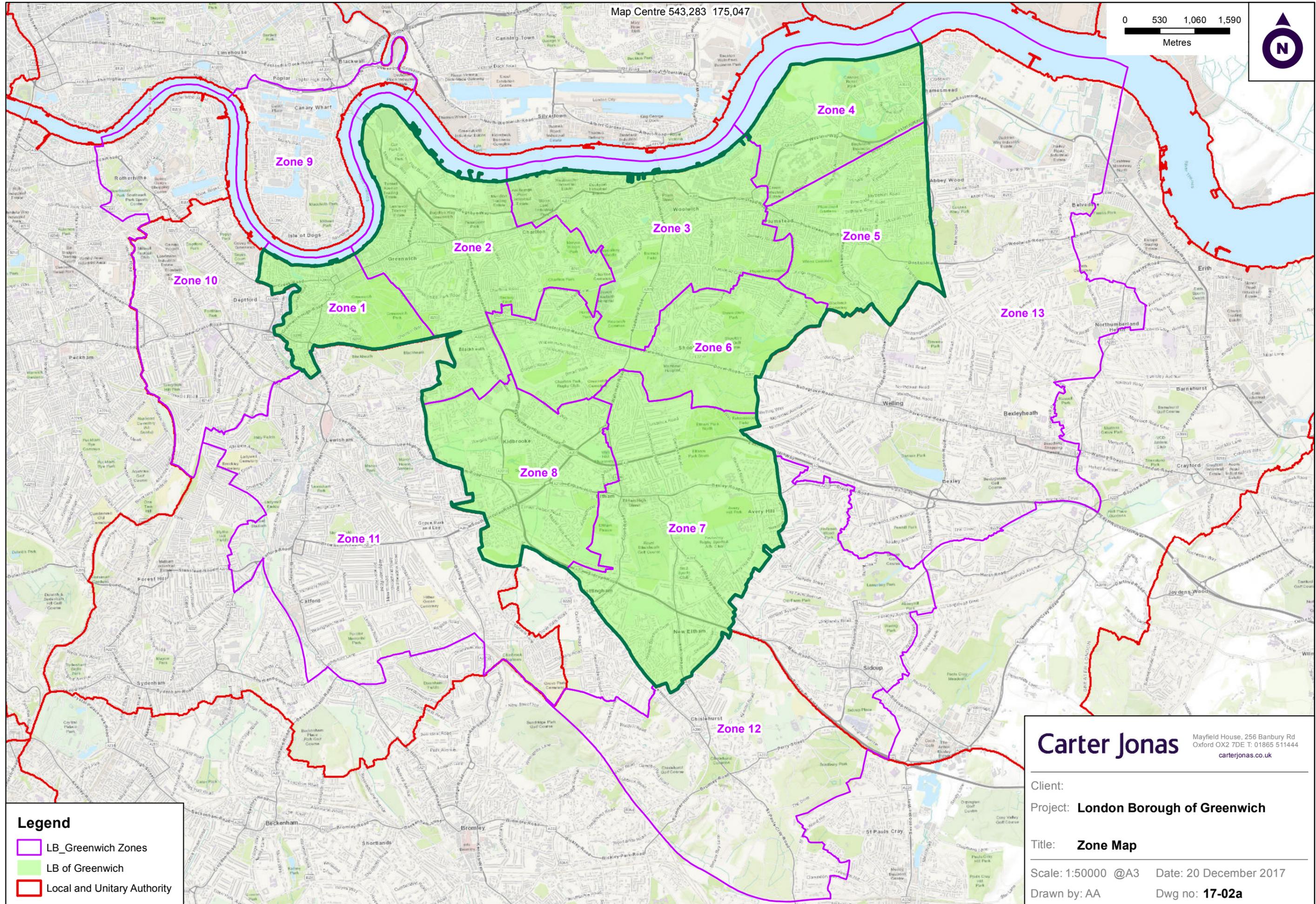
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VOLUME 2:

APPENDIX 1: STUDY AREA





Legend

-  LB_Greenwich Zones
-  LB of Greenwich
-  Local and Unitary Authority

Carter Jonas Mayfield House, 256 Banbury Rd
Oxford OX2 7DE T: 01865 511444
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Client:

Project: **London Borough of Greenwich**

Title: **Zone Map**

Scale: 1:50000 @A3 Date: 20 December 2017

Drawn by: AA Dwg no: **17-02a**

APPENDIX 2: POPULATION & CONVENIENCE GOODS EXPENDITURE

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2018 - 2038)

ZONE:	2018	2023	2028	2033	2038
Zone 1	22,350	23,150	23,200	23,850	25,300
Zone 2	52,900	62,600	68,350	73,900	79,350
Zone 3	63,350	71,750	78,750	83,550	88,050
Zone 4	20,450	21,750	24,150	26,200	27,800
Zone 5	34,300	34,650	35,000	35,900	37,300
Zone 6	28,550	28,400	28,300	28,900	30,000
Zone 7	39,400	40,200	41,250	42,850	44,900
Zone 8	27,250	29,900	31,300	32,400	33,700
Zone 9	49,584	54,907	59,084	62,842	66,551
Zone 10	110,950	121,800	131,350	139,100	144,350
Zone 11	129,800	135,050	139,000	141,950	144,750
Zone 12	50,750	51,750	52,950	53,950	54,850
Zone 13	127,750	129,650	132,850	135,200	137,250
Study Area	757,384	805,557	845,534	880,592	914,151

GROWTH 2018 to 2038:

%	2018-38
13.2%	2,950
50.0%	26,450
39.0%	24,700
35.9%	7,350
8.7%	3,000
5.1%	1,450
14.0%	5,500
23.7%	6,450
34.2%	16,967
30.1%	33,400
11.5%	14,950
8.1%	4,100
7.4%	9,500
20.7%	156,767

GREENWICH BOROUGH COUNCIL AREA (ZONES 1-8):	288,550	312,400	330,300	347,550	366,400
REST OF STUDY AREA (ZONES 9-13):	468,834	493,157	515,234	533,042	547,751

27.0%	77,850
16.8%	78,917

Source: Base Year population and projections informed by GLA Central Case Scenario (Zones based on Ward data)

<https://data.london.gov.uk/dataset/projections-documentation>.

TABLE 2: CONVENIENCE EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	2018	2018	2023	2028	2033	2038
	INCLUDING SFT	EXCLUDING SPECIAL FORMS OF TRADING				
EXPERIAN-BASED SFT MARKET SHARES (%):		3.4%	4.2%	4.8%	5.2%	5.3%
SURVEY-BASED SFT MARKET SHARES (%):		2.7%	3.3%	3.8%	4.1%	4.2%
Zone 1	£1,996	£1,942	£1,933	£1,933	£1,937	£1,945
Zone 2	£2,124	£2,067	£2,058	£2,058	£2,061	£2,070
Zone 3	£1,551	£1,509	£1,502	£1,502	£1,505	£1,511
Zone 4	£1,524	£1,483	£1,476	£1,476	£1,479	£1,485
Zone 5	£1,688	£1,642	£1,635	£1,635	£1,638	£1,645
Zone 6	£2,006	£1,952	£1,943	£1,943	£1,946	£1,955
Zone 7	£2,171	£2,112	£2,103	£2,103	£2,107	£2,115
Zone 8	£1,936	£1,884	£1,876	£1,876	£1,879	£1,887
Zone 9	£2,310	£2,248	£2,238	£2,238	£2,242	£2,251
Zone 10	£1,856	£1,806	£1,798	£1,798	£1,801	£1,808
Zone 11	£1,982	£1,929	£1,920	£1,920	£1,923	£1,931
Zone 12	£2,270	£2,209	£2,199	£2,199	£2,203	£2,212
Zone 13	£2,019	£1,964	£1,956	£1,956	£1,959	£1,967
STUDY AREA AVERAGE:	£1,956	£1,904	£1,895	£1,895	£1,898	£1,906

Source: Average spend per capita estimates (2016 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 15 published by Experian Business Strategies (December 2017).

Notes: At the Base Year (2018) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 15 (December 2017).

TABLE 3: TOTAL AVAILABLE CONVENIENCE GOODS EXPENDITURE (£million)

	2018	2018	2023	2028	2033	2038
	INCLUDING SFT	EXCLUDING SPECIAL FORMS OF TRADING				
Zone 1	£44.6	£43.4	£44.8	£44.9	£46.2	£49.2
Zone 2	£112.4	£109.3	£128.8	£140.6	£152.3	£164.2
Zone 3	£98.2	£95.6	£107.8	£118.3	£125.7	£133.0
Zone 4	£31.2	£30.3	£32.1	£35.6	£38.7	£41.3
Zone 5	£57.9	£56.3	£56.6	£57.2	£58.8	£61.3
Zone 6	£57.3	£55.7	£55.2	£55.0	£56.3	£58.6
Zone 7	£85.5	£83.2	£84.5	£86.7	£90.3	£95.0
Zone 8	£52.8	£51.3	£56.1	£58.7	£60.9	£63.6
Zone 9	£114.5	£111.5	£122.9	£132.2	£140.9	£149.8
Zone 10	£205.9	£200.4	£218.9	£236.1	£250.5	£261.0
Zone 11	£257.3	£250.3	£259.3	£266.9	£273.0	£279.6
Zone 12	£115.2	£112.1	£113.8	£116.5	£118.9	£121.3
Zone 13	£257.9	£251.0	£253.5	£259.8	£264.9	£270.0
STUDY AREA:	£1,490.7	£1,450.5	£1,534.3	£1,608.6	£1,677.2	£1,748.0

GROWTH 2018 to 2038:

%	2018-38
13.4%	£5.8
50.2%	£54.9
39.2%	£37.5
36.1%	£11.0
8.9%	£5.0
5.2%	£2.9
14.1%	£11.8
23.8%	£12.2
34.4%	£38.3
30.3%	£60.7
11.7%	£29.2
8.2%	£9.2
7.6%	£19.0
20.5%	£297.5

GREENWICH BOROUGH COUNCIL AREA (ZONES 1-8):	£525.3	£565.9	£597.1	£629.2	£666.3
REST OF STUDY AREA (ZONES 9-13):	£925.2	£968.4	£1,011.5	£1,048.1	£1,081.7

26.8%	£141.0
16.9%	£156.5

APPENDIX 3: POPULATION & COMPARISON GOODS EXPENDITURE

TABLE 1: BASE YEAR POPULATION & PROJECTIONS (2018 - 2038)

ZONE:	2018	2023	2028	2033	2038
Zone 1	22,350	23,150	23,200	23,850	25,300
Zone 2	52,900	62,600	68,350	73,900	79,350
Zone 3	63,350	71,750	78,750	83,550	88,050
Zone 4	20,450	21,750	24,150	26,200	27,800
Zone 5	34,300	34,650	35,000	35,900	37,300
Zone 6	28,550	28,400	28,300	28,900	30,000
Zone 7	39,400	40,200	41,250	42,850	44,900
Zone 8	27,250	29,900	31,300	32,400	33,700
Zone 9	49,584	54,907	59,084	62,842	66,551
Zone 10	110,950	121,800	131,350	139,100	144,350
Zone 11	129,800	135,050	139,000	141,950	144,750
Zone 12	50,750	51,750	52,950	53,950	54,850
Zone 13	127,750	129,650	132,850	135,200	137,250
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GREENWICH BOROUGH COUNCIL AREA (ZONES 1-8):	288,550	312,400	330,300	347,550	366,400
REST OF STUDY AREA (ZONES 9-13):	468,834	493,157	515,234	533,042	547,751

GROWTH 2018 to 2038:

%	2018-38
13.2%	2,950
50.0%	26,450
39.0%	24,700
35.9%	7,350
8.7%	3,000
5.1%	1,450
14.0%	5,500
23.7%	6,450
34.2%	16,967
30.1%	33,400
11.5%	14,950
8.1%	4,100
7.4%	9,500
20.7%	156,767
27.0%	77,850
16.8%	78,917

Source: Base Year population and projections informed by GLA Central Case Scenario (Zones based on Ward data)

<https://data.london.gov.uk/dataset/projections-documentation>

TABLE 2: COMPARISON GOODS EXPENDITURE PER CAPITA FORECASTS (excluding Special Forms of Trading)

	2018	2018	2023	2028	2033	2038
	INCLUDING SFT	EXCLUDING SPECIAL FORMS OF TRADING				
EXPERIAN-BASED SFT MARKET SHARES (%):		15.4%	17.4%	17.6%	17.9%	18.0%
SURVEY-BASED SFT MARKET SHARES (%):		18.6%	21.0%	21.3%	21.6%	21.8%
Zone 1	£3,390	£2,759	£3,100	£3,618	£4,216	£4,927
Zone 2	£3,805	£3,096	£3,480	£4,061	£4,731	£5,530
Zone 3	£2,371	£1,929	£2,168	£2,530	£2,948	£3,446
Zone 4	£2,208	£1,797	£2,020	£2,357	£2,746	£3,210
Zone 5	£2,558	£2,082	£2,339	£2,730	£3,180	£3,717
Zone 6	£3,539	£2,881	£3,237	£3,777	£4,401	£5,144
Zone 7	£4,162	£3,388	£3,807	£4,442	£5,176	£6,050
Zone 8	£3,139	£2,554	£2,870	£3,350	£3,903	£4,562
Zone 9	£4,358	£3,547	£3,985	£4,651	£5,419	£6,334
Zone 10	£3,051	£2,483	£2,790	£3,256	£3,794	£4,434
Zone 11	£3,458	£2,814	£3,162	£3,690	£4,300	£5,026
Zone 12	£4,604	£3,747	£4,210	£4,913	£5,725	£6,691
Zone 13	£3,770	£3,069	£3,448	£4,024	£4,689	£5,480
STUDY AREA AVERAGE:	£3,416	£2,780	£3,124	£3,646	£4,248	£4,965

Source: Average spend per capita estimates (2016 prices) are derived from Experian MMG3 'Retail Area Planner' Reports. The year-on-year expenditure growth forecasts have been informed by the latest Retail Planner Briefing Note 15 published by Experian Business Strategies (December 2017).

Notes: At the Base Year (2018) an allowance has been made for the market share of retail expenditure per capita on non-store sales (SFT - including mail order and Internet shopping) drawing on the results of the household survey-derived market shares for SFT.

Forecast growth in SFT is informed by the year-on-year national growth forecasts published by Experian Business Strategies in the most recent Retail Planner Briefing Note 15 (December 2017).

TABLE 3: TOTAL AVAILABLE COMPARISON GOODS EXPENDITURE (£ million)

	2018	2018	2023	2028	2033	2038
	INCLUDING SFT	EXCLUDING SPECIAL FORMS OF TRADING				
Zone 1	£75.8	£61.7	£71.8	£83.9	£100.5	£124.7
Zone 2	£201.3	£163.8	£217.8	£277.5	£349.6	£438.8
Zone 3	£150.2	£122.2	£155.6	£199.2	£246.3	£303.4
Zone 4	£45.2	£36.8	£43.9	£56.9	£72.0	£89.2
Zone 5	£87.7	£71.4	£81.0	£95.5	£114.2	£138.7
Zone 6	£101.0	£82.2	£91.9	£106.9	£127.2	£154.3
Zone 7	£164.0	£133.5	£153.0	£183.2	£221.8	£271.6
Zone 8	£85.5	£69.6	£85.8	£104.8	£126.5	£153.7
Zone 9	£216.1	£175.9	£218.8	£274.8	£340.6	£421.5
Zone 10	£338.5	£275.5	£339.8	£427.6	£527.7	£640.0
Zone 11	£448.8	£365.3	£427.1	£512.9	£610.4	£727.4
Zone 12	£233.6	£190.2	£217.9	£260.2	£308.9	£367.0
Zone 13	£481.7	£392.0	£447.0	£534.6	£633.9	£752.1
STUDY AREA:	£2,629.3	£2,139.9	£2,551.5	£3,118.3	£3,779.4	£4,582.5
GREENWICH BOROUGH COUNCIL AREA (ZONES 1-8):	£741.2	£900.9	£1,108.2	£1,358.1	£1,674.4	
REST OF STUDY AREA (ZONES 9-13):	£1,398.8	£1,650.6	£2,010.1	£2,421.4	£2,908.1	

GROWTH 2018 to 2038:

%	2018-38
102.2%	£63.0
167.9%	£275.0
148.2%	£181.2
142.8%	£52.5
94.2%	£67.3
87.7%	£72.1
103.5%	£138.2
120.9%	£84.1
139.7%	£245.7
132.3%	£364.6
99.2%	£362.2
93.0%	£176.9
91.9%	£360.1
114.1%	£2,442.6
125.9%	£933.2
107.9%	£1,509.4

APPENDIX 4: CONVENIENCE GOODS MARKET SHARES (INCL SFT)

TABLE 1: ALL CONVENIENCE GOODS - 2018 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONES:	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA	Greenwich Borough Area Zones 1 to 8
GREENWICH BOROUGH - MAJOR CENTRES:															
Woolwich Major Centre	3.9%	4.4%	59.8%	10.2%	11.5%	24.7%	1.4%	0.0%	0.0%	0.0%	0.6%	0.0%	1.8%	6.5%	16.8%
Eltham Major Centre	0.6%	2.2%	2.3%	0.0%	0.1%	6.5%	57.7%	52.2%	0.0%	0.0%	4.1%	17.6%	2.0%	8.2%	15.9%
SUB TOTAL:	4.5%	6.6%	62.1%	10.2%	11.7%	31.1%	59.1%	52.2%	0.0%	0.0%	4.7%	17.6%	3.8%	14.7%	32.7%
GREENWICH BOROUGH - DISTRICT CENTRES:															
Greenwich District Centre	35.9%	6.1%	1.8%	0.0%	0.0%	0.6%	0.4%	0.6%	2.2%	5.2%	1.0%	0.0%	0.6%	2.9%	4.8%
East Greenwich District Centre	0.5%	7.7%	0.0%	0.0%	1.0%	0.0%	0.9%	0.4%	0.0%	0.9%	0.2%	0.0%	0.0%	0.8%	1.9%
North Greenwich District Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.1%	0.0%
Plumstead District Centre	0.0%	0.0%	0.3%	0.2%	9.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.4%	1.1%
Thamesmead District Centre	0.0%	0.2%	7.0%	59.8%	18.8%	6.8%	0.4%	0.3%	0.0%	0.0%	0.0%	0.2%	7.7%	4.1%	7.6%
Blackheath	0.7%	3.2%	0.0%	0.0%	0.0%	0.2%	0.0%	1.7%	0.0%	0.0%	0.7%	0.0%	0.6%	0.5%	0.9%
SUB TOTAL:	37.1%	17.3%	9.1%	60.0%	28.8%	8.2%	1.7%	3.1%	2.2%	6.1%	2.1%	0.4%	9.1%	8.9%	16.3%
GREENWICH BOROUGH - LOCAL CENTRES:															
New Eltham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.1%	0.3%
North Eltham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Abbey Wood Local Centre	0.0%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath Local Centre	0.5%	9.6%	0.3%	0.0%	0.1%	1.9%	0.0%	1.1%	0.0%	0.0%	0.6%	0.2%	0.8%	1.1%	2.4%
Well Hall Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.5%	9.6%	0.3%	0.3%	0.4%	1.9%	2.4%	4.4%	0.0%	0.0%	0.6%	0.4%	1.0%	1.4%	3.2%
GREENWICH BOROUGH - NEIGHBOURHOOD PARADES & OTHER STORES:															
Abbey Wood - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.0%	0.5%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.5%
Plumstead Common - Other Neighbourhood Parades & Shops	0.8%	0.0%	1.8%	0.3%	0.2%	5.0%	0.2%	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%	0.5%	1.0%
Shooters Hill - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.0%	0.3%	0.0%	1.8%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
SUB TOTAL:	0.8%	0.0%	1.8%	1.0%	4.3%	6.8%	0.2%	0.3%	0.0%	0.0%	0.5%	0.0%	0.3%	0.8%	1.7%
GREENWICH BOROUGH - OUT OF CENTRE STORES:															
ABBEY WOOD:															
Lidl, Eynsham Drive, Abbey Wood	0.0%	0.0%	0.0%	13.3%	23.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	1.9%	3.3%
Sainsbury's, Harrow Manor Way, Abbey Wood	0.0%	0.0%	0.0%	7.5%	7.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.2%
CHARLTON:															
Makro, Anchor & Hope Lane, Charlton	1.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Asda, Bugsby's Way, Charlton	12.8%	15.5%	7.6%	4.6%	1.8%	5.5%	2.3%	6.5%	0.0%	0.9%	0.0%	0.0%	0.0%	2.9%	7.7%
Sainsbury's, Bugsby's Way, Charlton	6.3%	18.1%	4.3%	0.7%	0.9%	18.7%	2.1%	4.6%	1.0%	0.3%	0.5%	0.0%	0.0%	3.1%	8.0%
Sainsbury's Local, Church Lane, Charlton	0.0%	4.9%	1.3%	0.3%	0.8%	0.7%	0.2%	0.3%	0.0%	0.9%	0.0%	0.0%	0.0%	0.7%	1.5%
M&S, Gallions Road, Charlton	0.8%	3.6%	1.5%	1.3%	0.0%	2.1%	0.6%	1.2%	0.0%	0.4%	0.2%	0.0%	0.6%	0.8%	1.6%
Co-op, The Village, Charlton	0.0%	1.5%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Local shops, Charlton District Centre	0.0%	0.6%	0.2%	0.0%	0.0%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Aldi, Brocklebank Road, Charlton Riverside	0.7%	3.3%	0.1%	0.0%	0.4%	1.3%	0.0%	2.5%	0.0%	0.3%	0.2%	0.0%	0.0%	0.5%	1.2%
GREENWICH:															
Tesco Express, Blackheath Road, Deptford	0.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.1%
Tesco Express, Creek Road, Deptford	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.2%
Co-op, Deptford Bridge, Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.0%
Sainsbury's Local, Greenwich Creek Road, Deptford	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
KIDBROOKE:															
Local Shops, Kidbrooke District Centre	0.0%	0.4%	0.0%	0.0%	0.0%	0.5%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Sainsbury's Local, Elford Close, Kidbrooke Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
SUB TOTAL:	26.2%	48.0%	16.0%	20.1%	27.2%	29.8%	5.3%	17.2%	1.0%	2.9%	0.9%	0.0%	5.5%	10.6%	24.8%
ALL STORES & CENTRES OUTSIDE THE BOROUGH:															
Belvedere	0.0%	0.4%	0.0%	1.5%	3.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	6.1%	1.3%	0.5%
Bexleyheath	0.5%	0.0%	1.2%	2.8%	3.6%	1.2%	1.3%	0.6%	0.5%	0.4%	0.7%	2.9%	24.3%	5.1%	1.2%
Brockley	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.3%	0.7%	0.0%	0.5%	0.0%
Canary Wharf	2.8%	0.4%	0.0%	0.0%	0.0%	0.4%	0.0%	0.2%	17.6%	0.4%	1.2%	0.2%	0.0%	1.8%	0.4%
Catford	1.4%	3.1%	0.0%	0.0%	1.1%	0.2%	0.2%	0.0%	0.0%	1.8%	12.1%	0.2%	1.1%	2.9%	0.9%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.2%	0.1%
Crossharbour	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%
Deptford	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.3%	0.0%
Downham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	1.7%	0.0%	0.0%	0.3%	0.1%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	2.6%	0.0%	0.2%	0.5%	0.1%
Isle of Dogs	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	56.8%	0.3%	0.4%	0.0%	0.0%	4.5%	0.1%
Ladywell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.2%	0.0%
Lee Green	1.2%	0.5%	0.0%	0.0%	0.0%	0.0%	0.5%	9.5%	0.0%	0.0%	16.1%	0.0%	0.4%	3.3%	1.2%
Lewisham	16.7%	1.3%	0.5%	0.0%	0.1%	2.2%	0.4%	1.7%	2.0%	14.4%	18.1%	0.0%	0.0%	6.1%	2.2%
Mottingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	1.6%	0.8%	0.0%	0.4%	0.1%
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	15.2%	0.0%	0.0%	0.0%	2.1%	0.0%
Sidcup	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	2.5%	0.7%	0.0%	0.0%	2.2%	30.8%	2.1%	3.3%	0.6%
South Quay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.0%	1.3%	0.0%	0.0%	4.1%	0.0%
Welling	0.5%	0.9%	2.5%	1.0%	12.4%	12.0%	5.8%	1.8%	0.2%	0.6%	0.0%	1.3%	20.9%	5.4%	4.4%
Willow Grove	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	2.9%	0.9%	0.0%	0.0%	4.4%	9.5%	0.4%	1.8%	0.6%
Other Out of Borough	0.7%	0.0%	1.0%	1.4%	2.1%	1.7%	9.2%	3.4%	16.6%	19.8%	20.6%	25.4%	18.2%	13.6%	2.5%
SUB TOTAL:	25.1%	7.5%	5.4%	6.6%	22.8%	18.2%	24.5%	19.4%	94.9%	85.6%	84.9%	74.2%	73.9%	57.8%	15.2%
SPECIAL FORMS OF TRADING															
	5.8%	11.0%	5.1%	1.8%	4.9%	4.0%	6.8%	3.5%	1.9%	5.4%	6.4%	7.4%	6.4%	5.9%	6.2%
TOTAL	100.0%	100.0%													
GREENWICH BOROUGH TOTAL RETENTION:															
	69.2%	81.5%	89.4%	91.6%	72.3%	77.8%	68.7%	77.1%	3.2%	9.0%	8.7%	18.4%	19.7%	36.3%	78.7%

TABLE 2: MAIN FOOD PURCHASES - 2018 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA	Greenwich Borough Area Zones 1 to 8
GREENWICH BOROUGH - MAJOR CENTRES:															
Woolwich Major Centre	3.7%	2.5%	58.9%	10.9%	8.7%	25.3%	1.1%	0.0%	0.0%	0.0%	1.0%	0.0%	2.2%	6.3%	16.0%
Eltham Major Centre	0.8%	1.5%	3.5%	0.0%	0.0%	4.4%	53.6%	49.4%	0.0%	0.0%	1.7%	19.8%	0.7%	7.3%	14.8%
SUB TOTAL:	4.4%	4.0%	62.4%	10.9%	8.7%	29.7%	54.7%	49.4%	0.0%	0.0%	2.7%	19.8%	2.8%	13.6%	30.8%
GREENWICH BOROUGH - DISTRICT CENTRES:															
Greenwich District Centre	23.7%	1.8%	1.5%	0.0%	0.0%	0.6%	0.7%	0.0%	0.0%	4.1%	0.6%	0.0%	0.0%	1.7%	2.8%
East Greenwich District Centre	0.0%	6.1%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.5%
North Greenwich District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plumstead District Centre	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Thamesmead District Centre	0.0%	0.0%	6.3%	58.6%	20.3%	10.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	8.0%	4.3%	7.9%
Blackheath	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%	0.1%
SUB TOTAL:	24.9%	7.8%	7.7%	58.6%	25.6%	11.2%	2.9%	0.0%	0.0%	4.1%	0.6%	0.0%	8.7%	6.8%	12.9%
GREENWICH BOROUGH - LOCAL CENTRES:															
New Eltham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Eltham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Abbey Wood Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath Local Centre	0.0%	4.9%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.6%	1.2%
Well Hall Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%	4.9%	0.0%	0.0%	0.0%	2.1%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	1.1%	0.7%	1.5%
GREENWICH BOROUGH - NEIGHBOURHOOD PARADES & OTHER STORES:															
Abbey Wood - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Plumstead Common - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.9%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Shooters Hill - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%	0.0%	0.9%	0.8%	0.6%	0.6%	0.0%	0.1%	0.3%						
GREENWICH BOROUGH - OUT OF CENTRE STORES:															
ABBEY WOOD:	0.0%	0.0%	0.0%	13.7%	26.9%	0.0%	5.0%	2.2%	3.7%						
Lidl, Eynsham Drive, Abbey Wood	0.0%	0.0%	0.0%	10.9%	9.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.7%
Sainsbury's, Harrow Manor Way, Abbey Wood	0.0%	0.0%	0.0%	2.7%	17.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	1.6%	2.0%
CHARLTON:	30.3%	55.8%	17.2%	5.0%	3.9%	32.7%	6.2%	15.7%	0.8%	2.8%	0.0%	0.0%	0.0%	9.1%	24.0%
Makro, Anchor & Hope Lane, Charlton	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Asda, Bugsby's Way, Charlton	18.3%	23.5%	7.9%	4.0%	1.8%	7.4%	3.5%	7.7%	0.0%	0.8%	0.0%	0.0%	0.0%	3.9%	10.4%
Sainsbury's, Bugsby's Way, Charlton	9.2%	24.1%	6.0%	0.5%	0.6%	22.9%	2.0%	3.1%	0.8%	0.5%	0.0%	0.0%	0.0%	3.8%	10.0%
Sainsbury's Local, Church Lane, Charlton	0.0%	6.2%	1.9%	0.5%	0.9%	1.2%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.8%	1.9%
M&S, Gallions Road, Charlton	0.8%	2.0%	1.5%	0.0%	0.0%	0.6%	0.7%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.1%
Co-op, The Village, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Charlton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Brocklebank Road, Charlton Riverside	0.8%	0.0%	0.0%	0.0%	0.6%	0.6%	0.0%	3.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.3%	0.5%
GREENWICH:	3.2%	0.0%	0.1%	0.3%											
Tesco Express, Blackheath Road, Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Tesco Express, Creek Road, Deptford	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Co-op, Deptford Bridge, Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Greenwich Creek Road, Deptford	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
KIDBROOKE:	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%						
Local Shops, Kidbrooke District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Elford Close, Kidbrooke Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
SUB TOTAL:	33.5%	55.8%	17.2%	18.7%	30.8%	32.7%	6.2%	18.2%	0.8%	2.8%	0.0%	0.0%	5.0%	11.5%	28.1%
ALL STORES & CENTRES OUTSIDE THE BOROUGH:															
Belvedere	0.0%	0.6%	0.0%	1.3%	4.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	5.8%	1.4%	0.7%
Bexleyheath	0.8%	0.0%	1.3%	3.8%	4.2%	1.4%	2.1%	0.9%	0.8%	0.0%	0.9%	1.6%	23.5%	5.0%	1.5%
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%	0.0%
Canary Wharf	2.1%	0.6%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	19.9%	0.0%	0.0%	0.0%	0.0%	1.7%	0.4%
Catford	0.0%	5.2%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	2.2%	12.6%	0.0%	1.5%	3.2%	1.3%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crossharbour	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%
Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.1%	0.0%
Downham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.3%	0.0%
Isle of Dogs	1.6%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	66.0%	0.5%	0.6%	0.0%	0.0%	5.3%	0.2%
Ladywell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee Green	2.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	11.3%	0.0%	0.0%	20.2%	0.0%	0.7%	4.1%	1.4%
Lewisham	19.9%	0.6%	0.5%	0.0%	0.0%	2.7%	0.7%	2.8%	2.1%	9.5%	21.5%	0.0%	0.0%	6.1%	2.5%
Mottingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%	0.0%
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	19.6%	0.0%	0.0%	0.0%	2.8%	0.0%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.2%	0.0%	0.0%	0.0%	29.7%	1.8%	2.8%	0.6%
South Quay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	33.8%	1.2%	0.0%	0.0%	4.9%	0.0%
Welling	0.8%	1.5%	2.1%	1.1%	13.2%	13.3%	7.1%	2.7%	0.0%	0.9%	0.0%	1.4%	20.5%	5.6%	5.0%
Willow Grove	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	3.2%	1.5%	0.0%	0.0%	6.6%	13.0%	0.7%	2.6%	0.8%
Other Out of Borough	1.2%	0.0%	0.5%	1.9%	3.0%	0.9%	9.9%	3.9%	7.7%	17.1%	19.7%	27.5%	18.8%	12.7%	2.7%
SUB TOTAL:	28.3%	9.8%	4.3%	8.1%	27.0%	19.4%	26.3%	24.4%	97.0%	85.9%	86.4%	73.1%	73.3%	58.8%	17.1%
SPECIAL FORMS OF TRADING	8.8%	17.7%	7.3%	3.0%	7.4%	4.3%	9.9%	5.6%	2.2%	7.3%	10.4%	7.1%	9.1%	8.5%	9.3%
TOTAL	100.0%	100.0%													
GREENWICH BOROUGH TOTAL RETENTION:	62.8%	72.5%	88.4%	88.9%	65.6%	76.3%	63.8%	70.1%	0.8%	6.9%	3.2%	19.8%	17.6%	32.8%	73.6%

TABLE 3: OTHER ('SE(OTHER ('SECONDARY') MAIN FOOD PURCHASES - 2018 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA	Greenwich Borough Area Zones 1 to 8
GREENWICH BOROUGH - MAJOR CENTRES:															
Woolwich Major Centre	1.2%	13.5%	51.9%	8.4%	16.1%	11.9%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	6.2%	16.1%
Eltham Major Centre	1.2%	1.1%	0.6%	0.0%	0.0%	6.1%	54.8%	42.0%	0.0%	0.0%	10.4%	24.6%	1.4%	9.0%	13.9%
SUB TOTAL:	2.4%	14.5%	52.5%	8.4%	16.1%	18.1%	56.3%	42.0%	0.0%	0.0%	10.4%	24.6%	3.7%	15.2%	29.9%
GREENWICH BOROUGH - DISTRICT CENTRES:															
Greenwich District Centre	44.6%	4.5%	0.0%	0.0%	0.0%	1.9%	0.0%	4.2%	0.0%	13.0%	0.0%	0.0%	4.2%	4.4%	5.2%
East Greenwich District Centre	2.1%	1.1%	0.0%	0.0%	6.4%	0.0%	0.0%	1.1%	0.0%	6.0%	1.0%	0.0%	0.0%	1.4%	1.2%
North Greenwich District Centre	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.4%	0.2%
Plumstead District Centre	0.0%	0.0%	0.0%	1.4%	7.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Thamesmead District Centre	0.0%	1.2%	12.8%	56.9%	17.7%	2.5%	0.0%	2.1%	0.0%	0.0%	0.0%	1.3%	9.9%	4.8%	8.2%
Blackheath	0.0%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.3%
SUB TOTAL:	46.7%	17.5%	12.8%	58.3%	31.2%	4.4%	0.0%	10.5%	0.0%	19.1%	2.7%	1.3%	14.1%	12.2%	18.0%
GREENWICH BOROUGH - LOCAL CENTRES:															
New Eltham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
North Eltham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Abbey Wood Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath Local Centre	0.0%	5.9%	1.0%	0.0%	0.9%	2.6%	0.0%	1.6%	0.0%	0.0%	0.0%	1.2%	0.0%	0.8%	1.9%
Well Hall Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%	5.9%	1.0%	0.0%	0.9%	2.6%	0.0%	5.8%	0.0%	0.0%	0.0%	1.2%	0.0%	0.9%	2.3%
GREENWICH BOROUGH - NEIGHBOURHOOD PARADES & OTHER STORES:															
Abbey Wood - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%
Plumstead Common - Other Neighbourhood Parades & Shops	1.9%	0.0%	1.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.8%	0.6%
Shooters Hill - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	1.9%	0.0%	1.0%	0.0%	1.3%	2.4%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.8%	0.7%
GREENWICH BOROUGH - OUT OF CENTRE STORES:															
ABBAY WOOD:	0.0%	0.0%	0.0%	6.1%	22.8%	1.3%	0.0%	1.1%	2.9%						
Lidl, Eynsham Drive, Abbey Wood	0.0%	0.0%	0.0%	1.3%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%
Sainsbury's, Harrow Manor Way, Abbey Wood	0.0%	0.0%	0.0%	4.8%	16.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.2%
CHARLTON:	15.4%	50.2%	20.1%	17.3%	7.6%	41.1%	10.4%	21.4%	0.0%	4.0%	1.7%	0.0%	0.0%	10.0%	25.3%
Makro, Anchor & Hope Lane, Charlton	2.1%	0.0%	0.7%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%
Asda, Bugsby's Way, Charlton	8.8%	8.1%	14.0%	6.1%	4.9%	2.6%	1.4%	7.2%	0.0%	1.6%	0.0%	0.0%	0.0%	2.8%	7.0%
Sainsbury's, Bugsby's Way, Charlton	3.2%	16.9%	2.6%	2.5%	2.7%	20.6%	6.0%	6.2%	0.0%	0.0%	1.7%	0.0%	0.0%	3.3%	8.4%
Sainsbury's Local, Church Lane, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
M&S, Gallions Road, Charlton	0.0%	8.1%	1.9%	8.7%	0.0%	10.4%	1.4%	1.0%	0.0%	2.4%	0.0%	0.0%	0.0%	1.8%	4.0%
Co-op, The Village, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Charlton District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Aldi, Brocklebank Road, Charlton Riverside	1.3%	17.1%	1.0%	0.0%	0.0%	6.3%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	4.9%
GREENWICH:	3.9%	1.1%	0.0%	0.2%	0.5%										
Tesco Express, Blackheath Road, Deptford	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%	0.2%
Tesco Express, Creek Road, Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Co-op, Deptford Bridge, Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Greenwich Creek Road, Deptford	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
KIDBROOKE:	0.0%	0.0%													
Local Shops, Kidbrooke District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Elford Close, Kidbrooke Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	19.3%	51.3%	20.1%	23.4%	30.4%	42.4%	10.4%	21.4%	0.0%	4.0%	1.7%	0.0%	0.0%	11.3%	28.8%
ALL STORES & CENTRES OUTSIDE THE BOROUGH:															
Belvedere	0.0%	0.0%	0.0%	4.6%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.8%	0.5%
Bexleyheath	0.0%	0.0%	3.0%	1.7%	1.7%	2.4%	0.0%	0.0%	0.0%	2.5%	1.0%	6.0%	17.9%	4.5%	1.1%
Brockley	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Canary Wharf	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	22.6%	0.8%	8.0%	1.2%	0.0%	3.4%	0.2%
Catford	9.3%	0.0%	0.0%	0.0%	0.0%	1.3%	1.4%	0.0%	0.0%	0.8%	15.3%	0.0%	1.3%	3.4%	1.1%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crossharbour	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.4%	0.0%
Downham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isle of Dogs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.3%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%
Ladywell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee Green	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.5%	11.5%	0.0%	0.0%	8.4%	0.0%	0.0%	2.0%	1.6%
Lewisham	14.6%	3.9%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	3.9%	20.8%	8.2%	0.0%	0.0%	5.4%	2.1%
Mottingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.3%	0.2%
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%	0.0%
Sidcup	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	8.0%	32.6%	2.7%	4.6%	0.7%
South Quay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	1.1%	0.0%	0.0%	1.9%	0.0%
Welling	0.0%	0.0%	4.2%	2.1%	10.4%	9.4%	5.7%	1.0%	1.5%	0.0%	0.0%	3.3%	29.2%	6.9%	4.0%
Willow Grove	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%	0.6%	0.7%
Other Out of Borough	0.0%	0.0%	0.7%	1.7%	1.7%	8.1%	11.1%	6.8%	42.6%	30.0%	28.4%	16.2%	21.1%	18.6%	3.7%
SUB TOTAL:	26.5%	8.4%	7.9%	10.0%	17.0%	21.1%	27.2%	19.2%	99.1%	70.7%	80.8%	60.7%	75.8%	55.0%	16.2%
SPECIAL FORMS OF TRADING															
	3.1%	2.4%	4.7%	0.0%	3.1%	9.1%	6.1%	1.1%	0.9%	6.2%	1.1%	12.1%	6.3%	4.6%	4.0%
TOTAL	100.0%	100.0%													
GREENWICH BOROUGH TOTAL RETENTION:	70.3%	89.2%	87.4%	90.0%	79.9%	69.7%	66.7%	79.7%	0.0%	23.1%	18.1%	27.2%	17.9%	40.4%	79.8%

TABLE 4: TOP UP FOOD PURCHASES - 2018 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA	Greenwich Borough Area Zones 1 to 8
GREENWICH BOROUGH - MAJOR CENTRES:															
Woolwich Major Centre	5.1%	1.1%	60.5%	5.9%	14.4%	20.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	6.1%	16.2%
Eltham Major Centre	0.0%	2.3%	1.0%	0.0%	1.0%	12.6%	68.6%	61.9%	0.0%	0.0%	2.3%	11.0%	1.1%	8.3%	19.0%
SUB TOTAL:	5.1%	3.5%	61.5%	5.9%	15.4%	32.6%	72.0%	61.9%	0.0%	0.0%	2.3%	11.0%	2.3%	14.4%	35.2%
GREENWICH BOROUGH - DISTRICT CENTRES:															
Greenwich District Centre	69.9%	14.7%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	2.3%	0.0%	0.0%	0.0%	4.3%	10.0%
East Greenwich District Centre	1.1%	11.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	2.7%
North Greenwich District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plumstead District Centre	0.0%	0.0%	2.1%	0.0%	24.2%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.1%	1.5%	3.4%
Thamesmead District Centre	0.0%	0.0%	3.2%	75.8%	7.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	2.8%	5.8%
Blackheath	0.0%	5.2%	0.0%	0.0%	0.0%	1.3%	0.0%	5.1%	0.0%	0.0%	0.9%	0.0%	1.0%	1.0%	1.7%
SUB TOTAL:	70.9%	31.7%	11.7%	75.8%	32.0%	5.3%	0.0%	6.9%	4.4%	2.3%	0.9%	1.2%	6.1%	10.5%	23.6%
GREENWICH BOROUGH - LOCAL CENTRES:															
New Eltham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.5%	0.0%	0.0%	0.0%	0.0%	1.3%	1.0%	0.9%	1.7%
North Eltham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Abbey Wood Local Centre	0.0%	0.0%	0.0%	1.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Blackheath Local Centre	1.1%	29.5%	1.1%	0.0%	0.0%	1.4%	0.0%	2.5%	0.0%	0.0%	3.8%	0.0%	1.0%	3.3%	6.8%
Well Hall Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
SUB TOTAL:	1.1%	29.5%	1.1%	1.7%	1.5%	1.4%	13.8%	6.8%	0.0%	0.0%	3.8%	1.3%	2.1%	4.6%	9.7%
GREENWICH BOROUGH - NEIGHBOURHOOD PARADES & OTHER STORES:															
Abbey Wood - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.0%	0.0%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.8%	1.8%
Plumstead Common - Other Neighbourhood Parades & Shops	0.0%	0.0%	4.7%	1.7%	1.0%	24.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.6%	3.9%
Shooters Hill - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.4%
SUB TOTAL:	0.0%	0.0%	4.7%	1.7%	17.8%	36.8%	1.1%	1.7%	0.0%	0.0%	0.0%	0.0%	2.3%	3.0%	7.1%
GREENWICH BOROUGH - OUT OF CENTRE STORES:															
ABBEY WOOD:															
Lidl, Eynsham Drive, Abbey Wood	0.0%	0.0%	0.0%	3.5%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Sainsbury's, Harrow Manor Way, Abbey Wood	0.0%	0.0%	0.0%	9.6%	16.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	1.3%	2.3%
CHARLTON:															
Makro, Anchor & Hope Lane, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Bugsby's Way, Charlton	0.0%	1.2%	5.3%	0.0%	0.0%	4.3%	0.0%	5.1%	0.0%	0.9%	0.0%	0.0%	0.0%	0.9%	2.2%
Sainsbury's, Bugsby's Way, Charlton	1.7%	7.5%	1.1%	0.0%	1.0%	0.0%	0.0%	1.6%	3.4%	0.0%	0.0%	0.0%	0.0%	1.0%	2.2%
Sainsbury's Local, Church Lane, Charlton	0.0%	7.8%	0.0%	0.0%	1.5%	0.0%	0.0%	0.8%	0.0%	1.4%	0.0%	0.0%	0.0%	0.8%	1.8%
M&S, Gallions Road, Charlton	0.0%	3.0%	2.2%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.2%
Co-op, The Village, Charlton	0.0%	9.9%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	3.0%
Local shops, Charlton District Centre	0.0%	1.2%	1.6%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Aldi, Brocklebank Road, Charlton Riverside	0.0%	4.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.0%
GREENWICH:															
Tesco Express, Blackheath Road, Deptford	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.6%	0.2%
Tesco Express, Creek Road, Deptford	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.2%	0.1%
Co-op, Deptford Bridge, Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.6%	0.0%
Sainsbury's Local, Greenwich Creek Road, Deptford	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
KIDBROOKE:															
Local Shops, Kidbrooke District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Sainsbury's Local, Elford Close, Kidbrooke Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
SUB TOTAL:	7.8%	35.4%	15.3%	13.1%	19.2%	13.4%	0.0%	10.1%	3.4%	3.2%	0.0%	0.0%	9.4%	8.1%	16.0%
ALL STORES & CENTRES OUTSIDE THE BOROUGH:															
Belvedere	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.2%	2.6%	0.3%
Bexleyheath	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	31.4%	5.6%	0.1%
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	0.9%	1.3%	0.0%	1.5%	0.0%
Canary Wharf	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	7.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.2%
Catford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	1.2%	0.0%	1.6%	0.0%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	13.4%	0.0%	1.2%	0.5%
Crossharbour	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Deptford	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%	0.0%	1.1%	0.2%
Downham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	6.1%	0.0%	0.0%	1.2%	0.4%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	5.6%	0.0%	1.7%	1.4%	0.3%
Isle of Dogs	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	65.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.1%
Ladywell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	1.2%	0.0%
Lee Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	6.7%	0.0%	0.0%	16.9%	0.0%	0.0%	3.3%	1.0%
Lewisham	12.3%	0.0%	1.6%	0.0%	0.0%	3.8%	0.0%	0.0%	1.0%	18.2%	14.2%	0.0%	0.0%	5.7%	1.7%
Mottingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	1.9%	2.6%	0.0%	0.7%	0.3%
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.5%	0.0%	0.0%	0.0%	2.4%	0.0%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	37.2%	4.4%	4.8%	0.0%
South Quay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.4%	0.9%	0.0%	0.0%	4.1%	0.0%
Welling	0.0%	0.0%	4.2%	0.0%	11.6%	5.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	3.5%	2.7%
Willow Grove	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	1.4%	7.2%	0.0%	0.9%	0.3%
Other Out of Borough	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	15.8%	13.2%	22.8%	15.8%	11.8%	10.3%	0.2%
SUB TOTAL:	15.0%	0.0%	5.8%	1.7%	14.1%	10.5%	13.1%	12.6%	92.2%	93.6%	93.0%	80.6%	77.9%	58.8%	8.3%
SPECIAL FORMS OF TRADING															
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	5.9%	0.0%	0.6%	0.0%
TOTAL	100.0%	100.0%													
GREENWICH BOROUGH TOTAL RETENTION:	85.0%	100.0%	94.2%	98.3%	85.9%	89.5%	86.9%	87.4%	7.8%	5.5%	7.0%	13.5%	22.1%	40.6%	91.7%

TABLE 5: OTHER TOP UP FOOD PURCHASES - 2018 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA	Greenwich Borough Area Zones 1 to 8
GREENWICH BOROUGH - MAJOR CENTRES:															
Woolwich Major Centre	7.2%	7.6%	75.8%	14.9%	17.2%	46.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	23.6%
Eltham Major Centre	0.0%	7.3%	0.0%	0.0%	0.0%	10.2%	70.7%	69.2%	0.0%	0.0%	11.8%	4.4%	12.4%	12.0%	20.6%
SUB TOTAL:	7.2%	14.9%	75.8%	14.9%	17.2%	56.8%	70.7%	69.2%	0.0%	0.0%	11.8%	4.4%	12.4%	20.5%	44.2%
GREENWICH BOROUGH - DISTRICT CENTRES:															
Greenwich District Centre	45.0%	21.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.7%	4.2%	6.5%	0.0%	0.0%	5.9%	8.1%
East Greenwich District Centre	0.0%	21.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	4.4%
North Greenwich District Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plumstead District Centre	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	1.3%
Thamesmead District Centre	0.0%	0.0%	8.2%	48.0%	28.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.5%	4.1%	7.3%
Blackheath	0.0%	10.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	5.3%	0.0%	0.0%	1.8%	2.6%
SUB TOTAL:	45.0%	52.4%	8.2%	48.0%	39.9%	0.0%	0.0%	4.8%	15.7%	4.2%	11.8%	0.0%	8.5%	13.9%	23.7%
GREENWICH BOROUGH - LOCAL CENTRES:															
New Eltham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
North Eltham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Abbey Wood Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath Local Centre	3.8%	13.6%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.7%
Well Hall Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	3.8%	13.6%	0.0%	0.0%	0.0%	0.0%	2.8%	10.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	4.6%
GREENWICH BOROUGH - NEIGHBOURHOOD PARADES & OTHER STORES:															
Abbey Wood - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.1%
Plumstead Common - Other Neighbourhood Parades & Shops	5.5%	0.0%	3.8%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.8%
Shooters Hill - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
SUB TOTAL:	5.5%	0.0%	3.8%	2.7%	10.7%	6.2%	0.0%	1.1%	3.1%						
GREENWICH BOROUGH - OUT OF CENTRE STORES:															
ABBEY WOOD:															
Lidl, Eynsham Drive, Abbey Wood	0.0%	0.0%	0.0%	2.7%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Sainsbury's, Harrow Manor Way, Abbey Wood	0.0%	0.0%	0.0%	19.1%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	1.4%	1.8%
CHARLTON:															
Makro, Anchor & Hope Lane, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Bugsby's Way, Charlton	5.5%	0.0%	0.0%	12.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.2%
Sainsbury's, Bugsby's Way, Charlton	0.0%	0.0%	2.1%	0.0%	0.0%	18.9%	0.0%	15.5%	0.0%	0.0%	2.0%	0.0%	0.0%	1.8%	3.9%
Sainsbury's Local, Church Lane, Charlton	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.4%	0.3%
M&S, Gallions Road, Charlton	3.5%	7.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	6.2%	2.1%	1.9%
Co-op, The Village, Charlton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Charlton District Centre	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Aldi, Brocklebank Road, Charlton Riverside	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.4%	0.0%
GREENWICH:															
Tesco Express, Blackheath Road, Deptford	5.5%	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%	0.5%
Tesco Express, Creek Road, Deptford	5.5%	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%	0.5%
Co-op, Deptford Bridge, Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Greenwich Creek Road, Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
KIDBROOKE:															
Local Shops, Kidbrooke District Centre	0.0%	3.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%
Sainsbury's Local, Elford Close, Kidbrooke Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	20.1%	15.4%	4.0%	34.4%	12.5%	18.9%	0.0%	15.5%	0.0%	1.8%	6.3%	0.0%	10.5%	7.6%	12.4%
ALL STORES & CENTRES OUTSIDE THE BOROUGH:															
Belvedere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.2%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.0%	8.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	28.5%	5.8%	0.9%
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	2.0%	4.7%	0.0%	1.3%	0.0%
Canary Wharf	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.9%	2.6%	0.0%	0.0%	0.0%	1.6%	0.9%
Catford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	8.7%	0.0%	0.0%	2.0%	0.0%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.4%	0.0%
Crossharbour	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Downham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.7%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	0.0%	0.0%	1.3%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	1.4%	0.7%
Isle of Dogs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	31.9%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%
Ladywell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.4%	0.0%
Lewisham	7.2%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	28.3%	18.2%	0.0%	0.0%	7.5%	1.4%
Mottingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	4.4%	0.0%	1.7%	0.0%
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.9%	0.0%
Sidcup	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	24.5%	0.0%	2.2%	0.8%
South Quay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.3%	2.2%	0.0%	0.0%	2.6%	0.0%
Welling	0.0%	0.0%	0.0%	0.0%	11.2%	18.1%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	20.7%	5.0%	4.0%
Willow Grove	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.3%	0.0%
Other Out of Borough	0.0%	0.0%	6.1%	0.0%	0.0%	0.0%	13.9%	0.0%	32.4%	30.7%	11.0%	41.2%	19.3%	16.4%	3.3%
SUB TOTAL:	18.4%	3.6%	8.2%	0.0%	19.6%	18.1%	26.5%	0.0%	80.2%	94.1%	70.2%	90.9%	68.6%	54.5%	12.0%
SPECIAL FORMS OF TRADING															
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.0%	0.0%	4.7%	0.0%	0.7%	0.0%
TOTAL	100.0%	100.0%													
GREENWICH BOROUGH TOTAL RETENTION:	81.6%	96.4%	91.8%	100.0%	80.4%	81.9%	73.5%	100.0%	15.7%	5.9%	29.8%	4.4%	31.5%	44.8%	88.0%

APPENDIX 5: COMPARISON GOODS MARKET SHARES (INCL SFT)

TABLE 1: ALL COMPARISON GOODS - 2018 MARKET SHARE ANALYSIS (%)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH
Zones 1-8															
MAJOR CENTRES:															
Eltham Major Centre	0.1%	2.3%	3.4%	0.2%	0.1%	2.8%	29.7%	30.9%	0.0%	0.2%	4.9%	7.3%	1.8%	5.3%	9.9%
Woolwich Major Centre	0.6%	4.9%	19.9%	9.0%	7.7%	6.7%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	1.6%	2.4%	6.2%
SUB TOTAL:	0.7%	7.2%	23.3%	9.2%	7.8%	9.5%	29.7%	31.3%	0.0%	0.2%	4.9%	7.3%	3.5%	7.7%	16.2%
DISTRICT CENTRES:															
Blackheath DC	1.9%	3.8%	0.4%	0.6%	0.4%	0.8%	0.4%	1.3%	0.1%	0.2%	1.1%	0.3%	0.7%	0.9%	1.4%
Greenwich DC	14.5%	5.4%	0.3%	0.0%	0.2%	2.0%	0.0%	0.0%	0.4%	1.0%	0.7%	0.0%	0.0%	1.2%	2.6%
Plumstead DC	0.0%	0.0%	0.5%	0.3%	1.1%	1.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Thamesmead DC	0.0%	0.0%	3.4%	22.9%	5.0%	1.2%	0.0%	0.1%	0.1%	0.0%	0.3%	0.0%	1.7%	1.2%	2.4%
SUB TOTAL:	16.4%	9.2%	4.6%	23.7%	6.7%	5.5%	0.5%	1.4%	0.6%	1.2%	2.1%	0.4%	2.4%	3.4%	6.8%
LOCAL CENTRES:															
Abbey Wood	0.0%	0.0%	0.0%	0.3%	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	0.4%
SUB TOTAL:	0.0%	0.0%	0.0%	0.3%	4.2%	0.0%	0.4%	0.2%	0.4%						
NEIGHBOURHOOD PARADES:															
Mottingham NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%
Avery Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%
Shooters Hill NP	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
SUB TOTAL:	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%	0.4%	0.2%	0.0%	0.0%	0.1%	0.3%	0.0%	0.1%	0.2%
OUT OF CENTRE:															
Abbey Wood	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%
Charlton	12.2%	32.2%	19.9%	15.8%	16.8%	25.7%	6.7%	18.8%	2.8%	5.3%	1.2%	1.7%	4.8%	8.7%	19.4%
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.6%	0.3%	0.0%	0.0%	0.1%	0.4%	0.1%	0.2%	0.3%
Kidbrooke	0.4%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%	0.6%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.2%
Plumstead	0.0%	0.0%	0.0%	0.1%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
All Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	13.9%	32.3%	20.0%	16.0%	17.2%	26.5%	8.3%	19.7%	2.8%	5.4%	1.4%	2.1%	5.0%	9.1%	20.1%
OUT OF BOROUGH:															
Belvedere	0.0%	0.1%	0.0%	1.2%	2.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.9%	0.5%	0.4%
Bermondsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.8%	3.1%	8.6%	18.8%	4.3%	0.9%	1.0%	0.0%	0.0%	0.4%	5.7%	24.3%	6.3%	3.7%
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	0.1%	0.0%
Brockley	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	0.8%	0.1%	0.0%	0.0%	0.1%	0.1%
Canary Wharf	2.1%	0.3%	0.1%	0.0%	0.0%	0.1%	1.7%	0.2%	6.9%	1.9%	9.8%	0.4%	0.2%	2.9%	0.6%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.6%	1.3%	0.0%	0.3%	0.1%
Deptford	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.1%	0.0%	0.0%	0.3%	0.1%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%	0.0%
Lee	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	3.1%	0.0%	0.0%	0.6%	0.1%
Lewisham	13.9%	1.2%	0.7%	0.0%	0.2%	0.6%	0.0%	0.8%	3.6%	9.0%	9.5%	0.2%	0.0%	3.8%	1.7%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
New Cross Gate	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.3%	0.0%
Northumberland Heath	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Rotherhithe	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	13.9%	1.1%	0.0%	0.0%	2.0%	0.1%
Sidcup	0.0%	0.3%	0.5%	0.1%	0.4%	0.4%	0.4%	1.1%	0.0%	0.1%	1.2%	14.1%	2.1%	2.0%	0.4%
Welling	0.0%	0.2%	0.5%	0.4%	1.5%	3.1%	0.7%	0.1%	0.0%	0.0%	0.0%	0.8%	4.8%	1.2%	0.8%
Bromley	3.8%	0.2%	0.4%	0.1%	0.0%	1.5%	7.2%	4.9%	0.0%	4.4%	21.3%	5.8%	0.6%	5.9%	2.4%
Central London	11.8%	6.7%	4.2%	3.7%	0.7%	2.0%	2.5%	5.7%	7.4%	12.5%	2.4%	2.1%	0.9%	4.5%	4.6%
Bluewater Shopping Centre	5.6%	5.8%	5.3%	5.4%	11.0%	14.8%	15.9%	5.3%	1.6%	3.3%	5.2%	22.4%	19.7%	10.1%	9.1%
Westfield Stratford	0.5%	0.0%	2.7%	3.2%	0.9%	0.2%	0.2%	0.0%	11.7%	3.1%	0.0%	0.0%	0.4%	1.7%	0.8%
Other Out of Borough	3.6%	1.7%	7.5%	4.5%	4.8%	3.4%	4.9%	5.9%	21.9%	8.2%	5.7%	3.0%	4.0%	6.3%	4.4%
Ashford	0.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.3%	0.0%	0.3%	0.0%
Sydenham	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%	0.6%	0.0%	2.5%	0.2%	0.0%	0.5%	0.1%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bradford	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.3%	0.0%
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelsea	0.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Crayford	0.3%	0.1%	0.0%	0.6%	1.1%	0.4%	0.4%	0.0%	0.0%	0.0%	0.2%	1.1%	6.0%	1.3%	0.3%
Croydon	0.5%	0.5%	0.0%	0.0%	0.0%	0.3%	1.1%	0.3%	0.1%	2.6%	1.4%	0.4%	0.9%	0.9%	0.4%
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erith	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	1.2%	0.3%	0.0%
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gravesend Town Centre	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isle of Dogs	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	15.4%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%
Orpington	0.2%	0.0%	0.2%	0.4%	0.5%	0.4%	2.3%	0.5%	0.0%	0.4%	0.3%	6.6%	1.4%	1.1%	0.6%
Peckham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.2%	0.0%	0.0%	0.2%	0.0%
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Southwark	0.0%	0.0%	0.3%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.2%	0.1%
SUB TOTAL:	45.2%	18.3%	25.5%	28.8%	43.3%	32.3%	39.2%	26.8%	74.2%	69.6%	66.3%	64.6%	68.9%	55.7%	31.1%
SFT / INTERNET	23.8%	32.9%	26.6%	22.0%	20.8%	26.0%	21.8%	20.6%	22.4%	23.6%	25.3%	25.3%	19.8%	23.9%	25.3%
TOTAL	100.0%														
GREENWICH BOROUGH AREA:	31.0%	48.9%	47.9%	49.2%	35.9%	41.8%	39.0%	52.6%	3.3%	6.8%	8.5%	10.1%	11.3%	20.4%	43.7%

TABLE 2: CLOTHING & FOOTWEAR - 2018 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH
															Zones 1-8
MAJOR CENTRES:															
Eltham Major Centre	0.0%	1.9%	4.8%	0.5%	0.0%	4.1%	16.0%	23.5%	0.0%	0.6%	9.0%	7.9%	1.9%	5.0%	6.7%
Woolwich Major Centre	0.0%	6.4%	12.5%	15.3%	2.1%	1.8%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	1.6%	1.9%	4.8%
SUB TOTAL:	0.0%	8.3%	17.2%	15.9%	2.1%	5.9%	16.0%	24.1%	0.0%	0.6%	9.0%	7.9%	3.5%	6.9%	11.5%
DISTRICT CENTRES:															
Blackheath DC	2.4%	3.0%	0.0%	1.7%	0.0%	0.6%	0.7%	2.0%	0.0%	0.0%	2.1%	0.7%	0.8%	1.0%	1.3%
Greenwich DC	6.8%	1.9%	0.5%	0.0%	0.6%	1.6%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.5%	1.3%
Plumstead DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thamesmead DC	0.0%	0.0%	0.0%	7.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
SUB TOTAL:	9.2%	4.8%	0.5%	9.2%	1.6%	2.2%	0.7%	2.0%	0.0%	0.6%	2.1%	0.7%	0.8%	1.7%	3.1%
LOCAL CENTRES:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%
SUB TOTAL:	0.0%	0.8%	0.1%	0.0%											
NEIGHBOURHOOD PARADES:															
Mottingham NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Avery Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shooters Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%														
OUT OF CENTRE:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charlton	6.3%	18.1%	18.3%	17.2%	14.2%	20.1%	4.9%	16.1%	4.4%	3.5%	0.6%	0.0%	2.7%	6.4%	14.4%
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidbrooke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plumstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	6.3%	18.1%	18.3%	17.2%	14.2%	20.1%	4.9%	16.1%	4.4%	3.5%	0.6%	0.0%	2.7%	6.4%	14.4%
OUT OF BOROUGH:															
Belvedere	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Bermondsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	2.1%	3.0%	16.4%	35.1%	9.6%	1.5%	2.7%	0.0%	0.0%	1.0%	7.9%	39.1%	10.0%	7.1%
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.1%
Canary Wharf	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.3%	1.2%	0.6%	0.0%	0.0%	0.9%	0.1%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.1%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lewisham	20.7%	3.1%	1.0%	0.0%	0.6%	1.5%	0.0%	0.7%	6.6%	7.8%	8.5%	0.0%	0.0%	4.2%	2.9%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Northumberland Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rotherhithe	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	0.0%	0.0%	0.0%	1.5%	0.1%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.3%	0.0%
Welling	0.0%	0.6%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.2%	0.2%
Bromley	6.9%	0.6%	0.5%	0.0%	0.0%	2.5%	16.2%	9.0%	0.0%	8.4%	35.4%	8.6%	1.9%	10.4%	4.8%
Central London	17.4%	10.1%	5.8%	6.3%	0.6%	2.7%	2.2%	9.6%	11.1%	18.8%	5.1%	1.8%	1.1%	7.0%	6.6%
Bluewater Shopping Centre	8.0%	10.7%	8.7%	7.9%	14.7%	25.5%	25.8%	7.8%	2.2%	3.2%	3.3%	36.4%	34.2%	15.0%	14.3%
Westfield Stratford	1.7%	0.0%	8.1%	6.7%	2.5%	0.6%	0.8%	0.0%	17.3%	7.5%	0.0%	0.0%	1.3%	3.5%	2.4%
Other Out of Borough	4.3%	1.3%	3.8%	1.7%	5.8%	1.8%	2.8%	7.1%	26.5%	7.3%	4.9%	2.2%	2.3%	5.9%	3.4%
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Barnehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Sydenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bradford	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelsea	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%
Crayford	0.0%	0.0%	0.0%	0.5%	0.6%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.9%	0.6%	0.0%	0.0%	0.3%	0.1%
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erith	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gravesend Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isle of Dogs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.5%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Orpington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.2%	0.1%
Peckham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.6%	0.0%	0.0%	0.3%	0.0%
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	62.2%	28.6%	30.9%	40.5%	61.4%	45.7%	50.7%	37.8%	77.1%	71.0%	60.0%	63.4%	81.5%	60.9%	42.6%
SFT / INTERNET	22.2%	40.2%	33.1%	17.1%	20.6%	26.0%	27.7%	19.9%	18.5%	24.4%	28.4%	28.1%	10.8%	23.9%	28.3%
TOTAL	100.0%														
Greenwich DC	15.6%	31.2%	36.0%	42.3%	17.9%	28.3%	21.6%	42.3%	4.4%	4.7%	11.6%	8.6%	7.7%	15.2%	

TABLE 3: RECORDING MEDIA- 2018 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH
Zones 1-8															
MAJOR CENTRES:															
Eltham Major Centre	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	16.1%	12.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	4.2%
Woolwich Major Centre	0.0%	3.3%	15.9%	1.0%	2.3%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	1.7%	4.0%
SUB TOTAL:	0.0%	4.5%	15.9%	1.0%	2.3%	3.7%	16.1%	12.0%	0.0%	0.0%	0.0%	0.0%	1.9%	3.1%	8.3%
DISTRICT CENTRES:															
Blackheath DC	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Greenwich DC	12.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.1%	0.0%	0.0%	0.0%	1.6%	1.2%
Plumstead DC	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Thamesmead DC	0.0%	0.0%	1.1%	8.1%	2.4%	2.3%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	1.1%	0.8%	1.1%
SUB TOTAL:	12.8%	0.0%	1.1%	8.1%	2.4%	4.8%	0.0%	0.0%	0.0%	9.1%	1.1%	0.0%	1.1%	2.5%	2.6%
LOCAL CENTRES:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
SUB TOTAL:	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.1%	0.2%							
NEIGHBOURHOOD PARADES:															
Mottingham NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Avery Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shooters Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%														
OUT OF CENTRE:															
Abbey Wood	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.2%	0.1%
Blackheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charlton	7.1%	24.2%	11.1%	7.1%	1.2%	8.5%	1.4%	5.6%	0.0%	1.9%	1.1%	0.0%	0.0%	3.7%	9.7%
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidbrooke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plumstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	7.1%	24.2%	11.1%	8.2%	1.2%	8.5%	1.4%	5.6%	0.0%	1.9%	1.1%	0.0%	1.1%	3.9%	9.8%
OUT OF BOROUGH:															
Belvedere	0.0%	0.0%	0.0%	0.0%	5.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.7%	0.5%
Bermondsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	3.4%	0.0%	13.4%	1.0%	1.4%	0.0%	0.0%	0.0%	3.5%	1.3%	14.0%	4.0%	2.2%
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canary Wharf	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	5.2%	0.0%	0.0%	1.0%	0.4%
Lewisham	8.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	2.1%	0.0%	2.1%	0.0%	1.0%	0.8%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.0%	0.0%	0.0%	0.6%	0.0%
Northumberland Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rotherhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	14.4%	0.0%	0.0%	0.0%	1.9%	0.0%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.7%	0.0%
Welling	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	1.1%	0.4%	0.5%
Bromley	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	2.1%	0.0%	3.1%	24.6%	2.6%	0.0%	5.5%	1.8%
Central London	10.1%	5.3%	4.4%	0.0%	0.0%	0.9%	0.0%	0.0%	1.5%	4.5%	0.0%	0.0%	0.0%	1.7%	2.9%
Bluewater Shopping Centre	0.0%	1.3%	11.6%	7.2%	17.0%	0.0%	16.8%	5.6%	0.0%	1.2%	2.8%	2.7%	16.6%	6.4%	7.7%
Westfield Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	15.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%
Other Out of Borough	2.2%	0.0%	3.4%	4.5%	0.0%	1.8%	0.0%	3.4%	3.6%	1.2%	10.2%	1.3%	3.5%	3.5%	1.6%
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	1.4%	0.0%	0.2%	0.0%
Sydenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bradford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelsea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crayford	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	0.5%	0.2%
Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	1.1%	0.4%	0.0%
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erith	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gravesend Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isle of Dogs	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.6%	0.0%	0.0%	0.0%	0.0%	2.4%	0.1%
Orpington	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%	0.0%
Peckham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	29.0%	6.6%	22.8%	11.7%	38.1%	6.9%	25.2%	15.8%	52.3%	30.9%	47.4%	21.7%	41.5%	32.9%	18.9%
SFT / INTERNET	51.0%	64.7%	49.1%	71.0%	53.5%	76.1%	57.3%	66.6%	47.7%	58.1%	50.4%	78.3%	54.4%	57.6%	60.3%
TOTAL	100.0%														
Greenwich DC	19.9%	28.8%	28.1%	17.4%	8.3%	17.0%	17.4%	17.6%	0.0%	11.0%	2.2%	0.0%	4.0%	9.5%	20.8%

TABLE 4: MEDICAL GOODS - 2018 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH	
															Zones 1-8	
MAJOR CENTRES:																
Eltham Major Centre	0.8%	0.0%	4.0%	0.0%	0.0%	3.6%	77.9%	55.7%	0.0%	0.0%	2.8%	17.0%	2.4%	9.7%	21.1%	
Woolwich Major Centre	0.0%	0.7%	51.2%	12.3%	13.5%	22.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	5.3%	13.4%	
SUB TOTAL:	0.8%	0.7%	55.1%	12.3%	13.5%	25.7%	77.9%	55.7%	0.0%	0.0%	2.8%	17.0%	6.1%	15.0%	34.5%	
DISTRICT CENTRES:																
Blackheath DC	2.5%	17.8%	1.4%	0.0%	2.0%	7.7%	0.7%	2.6%	0.0%	0.0%	2.0%	0.0%	0.8%	2.4%	5.3%	
Greenwich DC	64.6%	22.6%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	9.5%	
Plumstead DC	0.0%	0.0%	7.4%	0.5%	16.0%	12.1%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	4.5%	
Thamesmead DC	0.0%	0.0%	7.4%	72.8%	9.1%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	3.3%	7.3%	
SUB TOTAL:	67.1%	40.3%	16.2%	73.3%	27.1%	27.5%	1.4%	2.6%	0.0%	0.0%	2.0%	0.0%	5.5%	10.5%	26.6%	
LOCAL CENTRES:																
Abbey Wood	0.8%	0.0%	0.0%	2.5%	33.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.4%	3.7%	
SUB TOTAL:	0.8%	0.0%	0.0%	2.5%	33.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.4%	3.7%	
NEIGHBOURHOOD PARADES:																
Mottingham NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	0.0%	2.7%	0.7%	0.0%	0.8%	0.7%	
Avery Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	
Shooters Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	
SUB TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	6.0%	0.0%	0.0%	0.0%	2.7%	0.7%	0.0%	1.1%	1.4%	
OUT OF CENTRE:																
Abbey Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Blackheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Charlton	2.1%	49.6%	8.5%	1.4%	5.7%	24.7%	3.0%	7.0%	0.0%	0.7%	0.0%	0.0%	0.0%	5.6%	15.8%	
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Kidbrooke	0.0%	0.6%	0.8%	0.0%	0.0%	1.2%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.2%	
Plumstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
All Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
SUB TOTAL:	2.1%	50.2%	9.4%	1.4%	5.7%	25.9%	3.0%	14.9%	0.0%	0.7%	0.0%	0.0%	0.0%	6.0%	17.0%	
OUT OF BOROUGH:																
Belvedere	0.0%	0.0%	0.0%	0.8%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.5%	0.2%	
Bermondsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bexleyheath	0.0%	0.0%	5.6%	3.0%	5.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	33.2%	6.7%	1.7%	
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	1.9%	0.4%	0.0%	
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.6%	0.0%	0.0%	0.5%	0.0%	
Canary Wharf	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.1%	0.0%	17.1%	0.0%	0.8%	4.8%	0.2%	
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	1.3%	13.1%	0.0%	1.6%	0.6%	
Deptford	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	6.3%	0.0%	0.0%	0.0%	1.0%	0.3%	
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.1%	0.0%	0.0%	0.6%	0.0%	
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.0%	0.0%	0.0%	1.8%	0.0%	
Lee	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	10.4%	0.0%	0.0%	2.3%	0.8%	
Lewisham	15.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	17.8%	22.2%	0.0%	0.0%	7.3%	1.3%	
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	18.9%	0.0%	0.0%	0.0%	2.5%	0.0%	
Northumberland Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.4%	0.0%	
Rotherhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.5%	0.7%	0.0%	0.0%	4.2%	0.0%	
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	1.6%	0.0%	0.0%	0.6%	39.7%	3.2%	4.3%	0.5%	
Welling	0.0%	0.0%	3.9%	0.6%	3.3%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	25.7%	5.9%	2.3%	
Bromley	0.8%	0.0%	0.0%	0.0%	0.0%	0.9%	0.7%	6.1%	0.0%	0.0%	8.8%	5.0%	0.0%	2.5%	0.9%	
Central London	4.8%	0.0%	0.0%	1.7%	0.0%	1.9%	0.8%	6.7%	3.7%	6.0%	0.0%	1.5%	0.8%	1.8%	1.5%	
Bluewater Shopping Centre	0.0%	2.0%	0.0%	0.0%	0.0%	0.6%	1.2%	1.3%	0.0%	0.7%	0.0%	4.5%	2.9%	1.2%	0.8%	
Westfield Stratford	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	
Other Out of Borough	0.9%	0.0%	8.5%	1.7%	0.0%	0.6%	2.3%	0.0%	6.9%	9.4%	8.3%	1.4%	2.0%	4.5%	2.1%	
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Barnehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.2%	0.0%	
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.7%	0.0%	0.2%	0.0%	
Sydenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.1%	0.0%	
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bradford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.6%	0.0%	
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Camberwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Chelsea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Crayford	0.0%	0.0%	0.0%	0.8%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.0%	0.7%	0.2%	
Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Erith	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.5%	0.0%	
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%	
Gravesend Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Isle of Dogs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	66.5%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	
Orpington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%	0.1%	
Peckham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.3%	0.0%	
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
SUB TOTAL:	28.3%	3.2%	17.9%	9.6%	11.6%	15.4%	9.7%	23.7%	99.5%	99.3%	83.4%	80.4%	83.2%	62.2%	13.5%	
SFT / INTERNET	0.9%	5.6%	1.4%	0.8%	9.1%	2.5%	1.9%	3.2%	0.5%	0.0%	9.1%	2.0%	4.4%	3.9%	3.3%	
TOTAL	100.0%															
Greenwich BC	70.8%	91.2%	80.7%	89.5%	79.3%	82.1%	88.3%	73.2%	0.0%	0.7%	7.5%	17.6%	12.4%	33.9%	83.2%	

TABLE 5: PERSONAL CARE - 2018 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH
Zones 1-8															
MAJOR CENTRES:															
Eltham Major Centre	0.0%	1.0%	4.3%	0.0%	0.0%	6.4%	71.4%	57.8%	0.0%	0.0%	4.9%	13.1%	1.9%	9.0%	19.7%
Woolwich Major Centre	1.3%	5.7%	47.4%	12.9%	18.7%	21.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	4.5%	5.7%	14.6%
SUB TOTAL:	1.3%	6.7%	51.7%	12.9%	18.7%	28.2%	72.2%	57.8%	0.0%	0.0%	4.9%	13.1%	6.4%	14.7%	34.3%
DISTRICT CENTRES:															
Blackheath DC	0.0%	8.5%	0.8%	0.0%	2.0%	1.2%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	2.3%	1.1%	2.2%
Greenwich DC	35.5%	17.7%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	1.8%	0.0%	2.1%	0.0%	0.0%	2.8%	6.8%
Plumstead DC	0.0%	0.0%	1.0%	0.0%	0.6%	2.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.6%
Thamesmead DC	0.0%	0.0%	7.6%	63.6%	13.2%	3.6%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	3.6%	3.1%	7.2%
SUB TOTAL:	35.5%	26.2%	9.4%	63.6%	15.9%	9.6%	0.7%	1.3%	1.8%	0.0%	2.1%	0.0%	5.8%	7.3%	16.8%
LOCAL CENTRES:															
Abbey Wood	0.0%	0.0%	0.0%	0.6%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.6%	1.4%
SUB TOTAL:	0.0%	0.0%	0.0%	0.6%	13.2%	0.0%	0.8%	0.6%	1.4%						
NEIGHBOURHOOD PARADES:															
Mottingham NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%	0.3%
Avery Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shooters Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
SUB TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.5%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.2%	0.4%
OUT OF CENTRE:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charlton	8.5%	43.5%	13.5%	1.4%	7.7%	27.0%	3.0%	9.7%	0.6%	1.9%	0.7%	0.0%	0.8%	6.3%	16.9%
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidbrooke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plumstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	8.5%	43.5%	13.5%	1.4%	7.7%	27.0%	3.0%	9.7%	0.6%	1.9%	0.7%	0.0%	0.8%	6.3%	16.9%
OUT OF BOROUGH:															
Belvedere	0.0%	0.0%	0.0%	0.9%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.5%	0.3%
Bermondsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	7.0%	6.6%	16.5%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	9.7%	33.4%	7.8%	3.6%
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.1%	0.0%
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.6%	0.0%	0.0%	0.5%	0.0%
Canary Wharf	3.7%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	11.8%	1.6%	13.6%	0.0%	0.0%	3.9%	0.4%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	3.8%	5.4%	0.0%	1.3%	0.4%
Deptford	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.7%	0.0%	0.0%	1.0%	0.3%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.7%	0.0%	0.0%	11.4%	0.0%	0.0%	2.3%	0.6%
Lewisham	14.6%	2.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.3%	5.1%	24.5%	19.9%	0.0%	0.0%	8.0%	1.9%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.9%	0.0%	0.0%	0.0%	0.8%	0.0%
Northumberland Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rotherhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	29.8%	0.0%	0.0%	0.0%	4.0%	0.0%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.6%	29.9%	0.8%	2.7%	0.2%
Welling	0.0%	0.0%	0.5%	0.6%	1.7%	10.2%	0.0%	0.0%	0.0%	0.0%	0.7%	16.7%	3.4%	1.4%	0.0%
Bromley	2.6%	0.0%	0.5%	0.0%	0.0%	0.9%	2.6%	5.7%	0.0%	3.5%	13.0%	6.0%	0.0%	3.8%	1.4%
Central London	7.2%	1.3%	0.5%	3.5%	1.0%	0.6%	1.5%	7.1%	2.4%	3.0%	0.0%	1.5%	0.8%	1.7%	2.3%
Bluewater Shopping Centre	3.4%	3.9%	1.3%	0.0%	1.4%	0.6%	5.7%	4.4%	1.8%	5.3%	2.4%	14.6%	11.0%	5.4%	2.9%
Westfield Stratford	0.0%	0.0%	0.0%	4.3%	0.0%	0.0%	0.0%	0.0%	10.1%	0.0%	0.0%	0.0%	0.0%	1.0%	0.3%
Other Out of Borough	5.6%	0.0%	13.5%	2.9%	2.0%	0.0%	3.7%	2.8%	12.1%	0.7%	7.6%	2.4%	2.3%	4.6%	4.1%
Ashford	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%	0.1%
Barnehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.7%	0.0%	0.1%	0.0%
Sydenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	1.1%	0.0%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bradford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	0.0%	0.6%	0.0%
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelsea	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%	0.1%
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crayford	0.0%	0.0%	0.0%	0.9%	1.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.4%	1.0%	0.2%
Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erith	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.5%	0.1%
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gravesend Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isle of Dogs	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	4.5%	0.1%
Orpington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.2%	0.1%
Peckham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
SUB TOTAL:	43.8%	7.9%	23.3%	19.7%	27.2%	17.8%	15.8%	27.7%	94.2%	88.6%	79.5%	73.5%	75.5%	60.9%	20.8%
SFT / INTERNET	11.0%	15.6%	2.1%	1.8%	17.3%	16.4%	6.8%	3.5%	3.5%	9.5%	12.8%	12.8%	10.7%	10.0%	9.6%
TOTAL	100.0%														
Greenwich BC	45.3%	76.5%	74.7%	78.6%	55.5%	65.7%	77.3%	68.8%	2.3%	1.9%	7.6%	13.8%	13.8%	29.1%	69.7%

TABLE 6: AUDIO VISUAL, PHOTOGRAPHIC, COMPUTER ITEMS - 2018 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH
														Zones 1-8	
MAJOR CENTRES:															
Eltham Major Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	13.4%	0.0%	0.0%	0.8%	2.4%	0.0%	1.2%	2.7%
Woolwich Major Centre	1.4%	6.3%	9.6%	0.7%	3.8%	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	4.2%
SUB TOTAL:	1.4%	6.3%	9.6%	0.7%	3.8%	6.4%	9.5%	13.4%	0.0%	0.0%	0.8%	2.4%	0.0%	2.5%	6.9%
DISTRICT CENTRES:															
Blackheath DC	0.0%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.4%	0.6%
Greenwich DC	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Plumstead DC	0.0%	0.0%	0.0%	0.0%	0.7%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Thamesmead DC	0.0%	0.0%	4.8%	5.2%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.4%
SUB TOTAL:	0.0%	3.5%	4.8%	5.2%	4.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.9%	2.3%
LOCAL CENTRES:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.3%	0.6%
SUB TOTAL:	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.9%	0.3%	0.6%						
NEIGHBOURHOOD PARADES:															
Mottingham NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Avery Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shooters Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%														
OUT OF CENTRE:															
Abbey Wood	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charlton	20.6%	37.1%	30.5%	49.1%	33.3%	39.2%	11.5%	37.1%	5.3%	2.8%	6.6%	4.2%	5.5%	13.2%	30.6%
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidbrooke	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Plumstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	20.6%	37.1%	30.5%	50.2%	33.3%	39.9%	11.5%	37.1%	5.3%	2.8%	6.6%	4.2%	5.5%	13.2%	30.8%
OUT OF BOROUGH:															
Belvedere	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Bermondsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	0.0%	0.7%	5.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	11.9%	2.4%	0.7%
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canary Wharf	3.6%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.9%	2.9%	15.2%	0.0%	0.9%	4.5%	0.5%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.0%	0.0%	0.5%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.4%	0.0%
Lewisham	9.6%	0.0%	0.6%	0.0%	0.0%	0.7%	0.0%	0.0%	2.6%	1.9%	2.5%	0.0%	0.0%	1.4%	1.1%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%
Northumberland Heath	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Rotherhithe	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.5%	0.0%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	6.1%	0.0%	0.7%	0.0%
Welling	0.0%	0.0%	0.6%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.4%	0.4%
Bromley	0.9%	0.0%	0.0%	0.7%	0.0%	0.0%	8.9%	0.0%	0.0%	1.1%	14.5%	8.0%	0.0%	4.1%	1.6%
Central London	14.6%	2.2%	1.2%	0.7%	0.0%	0.7%	1.8%	0.7%	4.1%	7.3%	0.8%	0.0%	2.7%	2.8%	2.5%
Bluewater Shopping Centre	12.1%	5.4%	2.7%	8.3%	8.0%	11.5%	18.3%	4.0%	1.3%	2.5%	9.9%	31.6%	20.9%	11.1%	8.9%
Westfield Stratford	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	13.2%	0.0%	0.0%	0.0%	0.0%	1.7%	0.1%
Other Out of Borough	2.3%	1.5%	5.6%	5.2%	0.7%	0.0%	0.9%	0.7%	22.7%	14.9%	7.4%	1.4%	0.9%	7.0%	1.9%
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Sydenham	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.8%	0.0%	0.0%	1.6%	0.0%	0.0%	0.4%	0.2%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bradford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.2%	0.0%	0.0%	0.0%	0.6%	0.0%
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%	0.0%
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelsea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crayford	0.0%	1.9%	0.0%	1.4%	2.1%	0.7%	0.9%	0.0%	0.0%	0.0%	0.0%	1.0%	9.9%	2.0%	1.0%
Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.2%	0.0%
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erith	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gravesend Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isle of Dogs	1.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	0.0%	1.0%	0.3%
Orpington	0.0%	0.0%	0.0%	0.0%	0.7%	1.7%	8.9%	0.0%	0.0%	0.0%	0.8%	12.5%	2.3%	2.1%	1.8%
Peckham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	10.7%	0.0%	0.0%	0.0%	1.4%	0.1%
SUB TOTAL:	43.9%	11.8%	12.2%	17.4%	22.3%	16.9%	39.7%	6.2%	59.5%	51.9%	59.0%	63.4%	51.0%	45.3%	21.3%
SFT / INTERNET	34.1%	41.3%	43.0%	26.5%	30.9%	36.1%	39.3%	43.4%	35.3%	45.3%	32.8%	30.0%	42.6%	37.7%	38.2%
TOTAL	100.0%														
Greenwich BC	22.0%	47.0%	44.9%	56.0%	46.8%	47.0%	21.0%	50.5%	5.3%	2.8%	8.3%	6.5%	6.4%	17.0%	40.6%

TABLE 7: DOMESTIC ELECTRICAL GOODS AND WHITE GOODS - 2018 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH
															Zones 1-8
MAJOR CENTRES:															
Eltham Major Centre	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	13.6%	9.3%	0.0%	0.0%	0.7%	7.8%	2.2%	2.8%	4.1%
Woolwich Major Centre	1.2%	0.7%	16.1%	1.6%	10.9%	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	5.4%
SUB TOTAL:	1.2%	1.4%	16.1%	1.6%	10.9%	11.2%	13.6%	9.3%	0.0%	0.0%	0.7%	7.8%	2.2%	4.7%	9.4%
DISTRICT CENTRES:															
Blackheath DC	2.1%	6.3%	0.0%	0.0%	0.0%	0.0%	0.9%	3.0%	0.6%	0.0%	2.6%	0.8%	2.2%	1.6%	1.6%
Greenwich DC	3.8%	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%	0.4%
Plumstead DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Thamesmead DC	0.0%	0.0%	3.9%	19.3%	8.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.9%	1.3%	2.9%
SUB TOTAL:	5.9%	7.7%	3.9%	19.3%	8.2%	0.7%	0.9%	3.0%	0.6%	0.0%	3.3%	0.8%	3.1%	3.2%	5.0%
LOCAL CENTRES:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%														
NEIGHBOURHOOD PARADES:															
Mottingham NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Avery Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shooters Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%														
OUT OF CENTRE:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Blackheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charlton	20.3%	38.0%	32.4%	33.2%	28.5%	31.0%	14.3%	45.3%	0.6%	2.6%	3.7%	1.2%	4.9%	12.8%	29.9%
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidbrooke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plumstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	20.3%	38.0%	32.4%	33.2%	30.6%	31.0%	14.3%	45.3%	0.6%	2.6%	3.7%	1.2%	4.9%	12.9%	30.2%
OUT OF BOROUGH:															
Belvedere	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.3%	0.2%
Bermondsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	1.1%	1.9%	2.6%	1.1%	2.4%	0.0%	0.0%	0.0%	0.0%	1.6%	12.9%	3.5%	1.2%
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.1%	0.0%
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%
Canary Wharf	3.6%	0.0%	0.9%	0.0%	0.0%	0.7%	0.0%	0.7%	5.8%	4.3%	12.5%	0.0%	0.0%	3.1%	0.5%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%
Lewisham	13.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.5%	1.7%	6.8%	1.2%	0.0%	1.9%	0.9%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Cross Gate	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%	0.1%	0.0%
Northumberland Heath	0.0%	0.0%	0.0%	0.6%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	0.8%	0.3%	0.2%
Rotherhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	0.7%	0.8%	0.0%	1.3%	0.0%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.3%	0.0%	0.4%	0.0%
Welling	0.0%	0.7%	0.5%	0.0%	1.3%	1.4%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.7%	0.7%
Bromley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.6%	0.9%	6.6%	2.7%	0.0%	1.6%	0.2%
Central London	6.3%	4.1%	0.0%	2.6%	0.0%	0.7%	8.6%	1.5%	5.1%	8.6%	0.0%	0.0%	0.0%	2.3%	3.2%
Bluewater Shopping Centre	10.0%	4.1%	7.1%	7.9%	7.5%	11.7%	11.9%	2.3%	3.4%	2.8%	6.3%	25.7%	15.5%	10.2%	7.8%
Westfield Stratford	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.7%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%
Other Out of Borough	0.0%	0.8%	4.6%	1.9%	4.9%	0.0%	6.1%	0.0%	18.3%	17.9%	10.5%	0.0%	0.0%	5.5%	2.7%
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Sydenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	4.3%	0.0%	0.0%	0.8%	0.2%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bradford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	0.0%	0.0%	0.0%	0.5%	0.0%
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelsea	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crayford	0.0%	1.1%	0.0%	0.6%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	11.7%	2.8%	0.4%
Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erith	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%	0.4%	0.0%
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gravesend Town Centre	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Isle of Dogs	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%
Orpington	0.8%	0.0%	0.5%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	0.0%	0.7%	9.3%	1.5%	1.9%	1.6%
Peckham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	0.0%	0.7%	0.1%
SUB TOTAL:	36.1%	12.2%	15.2%	15.5%	21.9%	15.6%	38.1%	6.7%	62.5%	61.3%	49.0%	47.9%	47.3%	40.2%	20.4%
SFT / INTERNET	36.6%	40.7%	32.3%	30.4%	28.4%	41.6%	33.1%	35.7%	36.3%	36.1%	43.3%	42.3%	42.5%	39.0%	35.0%
TOTAL	100.0%														
Greenwich BC	27.4%	47.1%	52.4%	54.1%	49.7%	42.9%	28.7%	57.6%	1.2%	2.6%	7.7%	9.8%	10.2%	20.8%	44.6%

TABLE 8: BOOKS, STATIONERY - 2018 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH
														Zones 1-8	
MAJOR CENTRES:															
Eltham Major Centre	0.0%	3.0%	0.6%	0.0%	0.0%	6.2%	30.7%	24.7%	0.0%	0.0%	6.4%	10.3%	1.6%	5.6%	9.7%
Woolwich Major Centre	0.0%	2.7%	39.5%	14.8%	20.5%	12.2%	0.0%	5.9%	0.0%	0.0%	0.0%	0.0%	2.2%	3.7%	10.1%
SUB TOTAL:	0.0%	5.7%	40.0%	14.8%	20.5%	18.4%	30.7%	30.5%	0.0%	0.0%	6.4%	10.3%	3.8%	9.3%	19.8%
DISTRICT CENTRES:															
Blackheath DC	0.9%	7.7%	0.9%	0.0%	0.8%	2.0%	0.9%	4.8%	0.0%	0.0%	3.5%	1.0%	0.0%	1.7%	3.0%
Greenwich DC	46.9%	9.9%	1.1%	0.0%	1.3%	0.0%	0.0%	0.0%	2.0%	1.3%	6.9%	0.0%	0.0%	4.1%	7.3%
Plumstead DC	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Thamesmead DC	0.0%	0.0%	2.4%	26.8%	4.6%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	1.0%	2.2%
SUB TOTAL:	47.8%	17.6%	4.4%	26.8%	7.4%	4.7%	0.9%	4.8%	2.0%	1.3%	10.5%	1.0%	1.7%	6.9%	12.6%
LOCAL CENTRES:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%														
NEIGHBOURHOOD PARADES:															
Mottingham NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Avery Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shooters Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
SUB TOTAL:	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.1%	0.2%						
OUT OF CENTRE:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charlton	0.0%	26.9%	3.4%	0.6%	4.6%	7.8%	0.9%	5.7%	0.0%	1.7%	0.0%	0.0%	0.8%	3.3%	9.0%
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidbrooke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plumstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%	26.9%	3.4%	0.6%	4.6%	7.8%	0.9%	5.7%	0.0%	1.7%	0.0%	0.0%	0.8%	3.3%	9.0%
OUT OF BOROUGH:															
Belvedere	0.0%	0.0%	0.0%	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Bermondsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	6.1%	8.5%	17.8%	2.2%	0.0%	0.8%	0.0%	0.0%	0.0%	4.8%	40.3%	8.3%	3.0%
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%
Canary Wharf	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.6%	0.0%	4.4%	0.0%	0.0%	1.7%	0.1%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.1%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.1%	0.0%
Lee	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.5%	0.0%	0.0%	1.2%	0.0%
Lewisham	11.2%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	6.7%	0.0%	12.5%	8.9%	0.0%	0.0%	3.8%	1.8%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.2%	0.0%
Northumberland Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.2%	0.0%
Rotherhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	20.4%	0.8%	0.0%	0.0%	2.7%	0.0%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.6%	0.0%
Welling	0.0%	0.0%	0.0%	0.0%	2.1%	1.5%	0.9%	0.0%	0.0%	0.0%	0.0%	1.0%	2.0%	0.6%	0.5%
Bromley	2.9%	0.0%	0.6%	0.0%	0.0%	0.0%	7.7%	2.4%	0.0%	0.0%	18.4%	3.5%	0.0%	4.4%	2.1%
Central London	4.0%	4.5%	5.2%	0.6%	0.8%	0.8%	2.0%	0.0%	2.5%	7.4%	2.4%	4.0%	0.0%	2.9%	2.7%
Bluewater Shopping Centre	0.0%	0.7%	3.9%	2.0%	8.6%	7.3%	10.5%	2.4%	0.7%	1.6%	0.0%	15.8%	7.7%	4.5%	4.6%
Westfield Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.5%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%
Other Out of Borough	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	7.2%	1.3%	8.8%	2.9%	0.0%	2.8%	0.1%
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Sydenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bradford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	0.0%	0.0%	0.0%	0.6%	0.0%
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Camberwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	0.0%
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelsea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crayford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erith	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.1%	0.0%
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gravesend Town Centre	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Isle of Dogs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	24.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%
Orpington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	0.6%	0.2%
Peckham	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%	0.2%	0.0%
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	19.1%	5.2%	16.3%	14.1%	30.0%	11.8%	22.2%	12.3%	57.3%	52.2%	51.8%	44.5%	52.3%	39.7%	15.2%
SFT / INTERNET	33.1%	44.6%	35.8%	43.6%	37.5%	55.3%	45.3%	46.7%	40.7%	44.8%	31.4%	44.2%	41.3%	40.7%	43.2%
TOTAL	100.0%														
Greenwich BC	47.8%	50.2%	47.8%	42.2%	32.5%	32.9%	32.5%	41.0%	2.0%	3.0%	16.8%	11.3%	6.4%	19.6%	41.6%

TABLE 9: PETS, SPORTS, HOBBIES, BIKES - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH	
															Zones 1-8	
MAJOR CENTRES:																
Eltham Major Centre	0.0%	2.3%	8.3%	0.0%	0.8%	0.0%	33.5%	37.2%	0.0%	0.0%	3.8%	3.7%	1.1%	5.4%	11.8%	
Woolwich Major Centre	0.0%	0.0%	10.2%	0.8%	8.2%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.2%	2.8%	
SUB TOTAL:	0.0%	2.3%	18.5%	0.8%	9.0%	4.0%	33.5%	37.2%	0.0%	0.0%	3.8%	3.7%	2.1%	6.6%	14.6%	
DISTRICT CENTRES:																
Blackheath DC	0.0%	2.7%	1.3%	0.0%	0.0%	1.2%	0.0%	0.8%	0.0%	1.6%	1.0%	0.0%	1.1%	0.9%	1.0%	
Greenwich DC	4.9%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.4%	0.0%	0.0%	1.0%	1.8%	
Plumstead DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Thamesmead DC	0.0%	0.0%	0.8%	16.2%	13.2%	3.6%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	2.1%	1.5%	2.8%	
SUB TOTAL:	4.9%	9.0%	2.1%	16.2%	13.2%	4.8%	0.0%	0.8%	0.0%	2.3%	3.2%	0.0%	3.1%	3.4%	5.5%	
LOCAL CENTRES:																
Abbey Wood	0.0%	0.0%	0.0%	0.8%	6.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.7%	
SUB TOTAL:	0.0%	0.0%	0.0%	0.8%	6.3%	0.0%	0.2%	0.7%								
NEIGHBOURHOOD PARADES:																
Mottingham NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Avery Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Shooters Hill NP	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	
SUB TOTAL:	0.0%	0.9%	0.0%	0.1%	0.2%											
OUT OF CENTRE:																
Abbey Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Blackheath	9.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.8%	
Charlton	23.2%	39.7%	31.2%	25.9%	31.0%	41.1%	21.6%	23.3%	0.0%	2.0%	0.9%	0.0%	6.9%	12.5%	30.5%	
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Kidbrooke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Plumstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
All Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
SUB TOTAL:	32.6%	39.7%	31.2%	25.9%	31.0%	41.1%	21.6%	23.3%	0.0%	2.0%	0.9%	0.0%	6.9%	12.8%	31.3%	
OUT OF BOROUGH:																
Belvedere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bermondsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bexleyheath	0.0%	0.0%	1.6%	3.2%	13.6%	3.6%	2.0%	0.0%	0.0%	0.0%	0.0%	4.2%	9.4%	3.1%	2.6%	
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Canary Wharf	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.5%	8.7%	0.0%	1.1%	2.2%	0.3%	
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.3%	0.3%	
Deptford	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.2%	0.0%	
Lee	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	4.7%	0.0%	0.0%	0.9%	0.1%	
Lewisham	17.7%	0.0%	3.4%	0.0%	0.0%	0.0%	0.0%	0.8%	2.7%	2.0%	3.8%	1.1%	0.0%	1.9%	2.1%	
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	0.0%	0.0%	0.3%	0.0%	
Northumberland Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Rotherhithe	4.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.3%	8.7%	0.0%	0.0%	3.8%	0.4%	
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	2.6%	1.2%	0.0%	
Welling	0.0%	0.0%	0.0%	0.0%	2.2%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	2.6%	0.6%	0.3%	
Bromley	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.6%	0.9%	0.0%	1.4%	11.6%	4.1%	0.0%	2.8%	0.4%	
Central London	3.9%	1.8%	2.6%	2.5%	1.3%	1.3%	0.0%	0.0%	4.3%	8.9%	1.0%	0.0%	0.0%	2.1%	1.5%	
Bluewater Shopping Centre	3.4%	0.0%	2.6%	3.4%	5.6%	2.6%	3.8%	4.2%	0.0%	0.8%	1.0%	19.2%	14.4%	5.7%	2.8%	
Westfield Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.2%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	
Other Out of Borough	0.0%	0.0%	5.2%	2.2%	0.0%	1.2%	0.0%	2.6%	9.5%	4.4%	8.4%	2.9%	2.7%	3.9%	1.3%	
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Barnehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.9%	0.0%	0.0%	1.1%	0.0%	1.4%	0.0%	
Sydenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	9.1%	1.5%	0.0%	2.2%	0.0%	
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Bradford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	0.0%	0.0%	0.0%	0.7%	0.0%	
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	
Camberwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Chelsea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Crayford	0.0%	0.0%	0.0%	0.8%	3.5%	1.3%	3.2%	0.0%	0.0%	0.0%	1.4%	9.3%	22.2%	5.7%	1.1%	
Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.0%	7.6%	1.9%	0.0%	
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Erith	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Gravesend Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Isle of Dogs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.1%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	
Orpington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	0.0%	0.0%	0.0%	0.0%	6.1%	0.0%	0.7%	0.6%	
Peckham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.8%	0.0%	0.0%	0.0%	0.1%	0.0%	
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.2%	0.0%	
Southwark	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.2%	0.4%	
SUB TOTAL:	33.9%	1.8%	17.9%	13.0%	26.2%	9.9%	15.4%	10.2%	68.6%	47.3%	63.3%	57.6%	62.6%	43.8%	14.2%	
SFT / INTERNET	28.7%	46.3%	30.3%	43.2%	14.3%	40.2%	29.5%	28.6%	31.3%	48.3%	28.7%	38.8%	25.3%	33.1%	33.4%	
TOTAL	100.0%															
Greenwich BC	37.4%	51.9%	51.7%	43.8%	59.5%	49.9%	55.1%	61.3%	0.0%	4.4%	7.9%	3.7%	12.2%	23.1%	52.3%	

TABLE 10: FURNITURE, FLOOR COVERINGS, HOUSEHOLD TEXTILES - 2018 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH
Zones 1-8															
MAJOR CENTRES:															
Eltham Major Centre	0.0%	3.5%	0.0%	0.0%	0.0%	1.7%	25.1%	22.5%	0.0%	0.0%	2.0%	3.9%	1.3%	3.9%	8.7%
Woolwich Major Centre	0.0%	1.1%	14.2%	3.8%	3.8%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	2.8%
SUB TOTAL:	0.0%	4.6%	14.2%	3.8%	3.8%	3.4%	25.1%	22.5%	0.0%	0.0%	2.0%	3.9%	1.3%	4.8%	11.5%
DISTRICT CENTRES:															
Blackheath DC	5.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%
Greenwich DC	8.1%	0.0%	0.0%	0.0%	0.0%	6.4%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.7%	1.4%
Plumstead DC	0.0%	0.0%	0.7%	1.1%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
Thamesmead DC	0.0%	0.0%	9.7%	25.4%	1.3%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	3.0%	1.5%	2.6%
SUB TOTAL:	13.1%	1.0%	10.4%	26.6%	4.0%	6.4%	0.0%	1.0%	1.3%	2.0%	0.0%	0.0%	3.0%	2.6%	5.1%
LOCAL CENTRES:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%														
NEIGHBOURHOOD PARADES:															
Mottingham NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Avery Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.1%	0.0%
Shooters Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%	1.6%	0.0%	0.0%	0.0%	1.1%	0.0%	0.2%	0.2%						
OUT OF CENTRE:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charlton	17.5%	39.2%	20.0%	14.4%	22.5%	34.2%	6.5%	26.4%	0.7%	19.3%	0.0%	8.1%	13.7%	13.6%	23.4%
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidbrooke	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Plumstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	19.2%	39.2%	20.0%	14.4%	22.5%	34.2%	6.5%	26.4%	0.7%	19.3%	0.0%	8.1%	13.7%	13.7%	23.5%
OUT OF BOROUGH:															
Belvedere	0.0%	0.0%	0.0%	0.7%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Bermondsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	0.0%	1.1%	1.5%	2.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	3.6%	1.0%	0.5%
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.2%	0.0%
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canary Wharf	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	7.4%	1.0%	2.1%	4.5%	24.4%	1.8%	0.0%	5.9%	1.9%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.4%	0.0%	0.0%	0.0%	0.4%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.2%	0.0%
Lee	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lewisham	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.7%	10.6%	0.0%	0.0%	2.6%	0.2%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Cross Gate	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Northumberland Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rotherhithe	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.2%	0.0%
Sidcup	0.0%	1.6%	3.7%	1.1%	2.6%	2.6%	1.5%	5.4%	0.0%	0.9%	6.0%	20.7%	4.9%	5.0%	2.2%
Welling	0.0%	0.0%	0.0%	0.7%	4.0%	7.0%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	5.5%	1.7%	1.9%
Bromley	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	1.0%	3.2%	0.0%	2.4%	5.0%	3.3%	0.0%	1.7%	0.6%
Central London	11.8%	9.6%	2.5%	0.7%	0.0%	0.8%	3.0%	6.4%	8.3%	16.7%	1.5%	0.0%	0.0%	4.4%	4.9%
Bluewater Shopping Centre	6.0%	2.0%	3.6%	8.2%	6.8%	12.8%	14.2%	3.2%	1.7%	1.5%	12.2%	13.7%	9.9%	8.3%	7.3%
Westfield Stratford	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Other Out of Borough	5.5%	4.6%	12.1%	16.7%	20.6%	16.1%	11.0%	8.0%	39.7%	11.5%	3.1%	7.1%	9.4%	10.7%	10.5%
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.2%	0.0%
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%
Sydenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.2%	0.0%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bradford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelsea	1.7%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.4%
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crayford	1.8%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	2.1%	0.2%
Croydon	3.7%	3.1%	0.0%	0.0%	0.0%	2.2%	6.0%	0.0%	0.7%	14.8%	5.5%	1.1%	0.0%	3.7%	2.6%
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erith	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%	0.3%	0.0%
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gravesend Town Centre	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Isle of Dogs	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%	0.2%	0.0%
Orpington	1.0%	0.0%	1.4%	3.0%	3.4%	2.1%	6.0%	2.1%	0.0%	3.0%	1.0%	18.8%	6.8%	4.6%	2.5%
Peckham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.1%	0.0%
SUB TOTAL:	33.6%	22.9%	24.5%	35.4%	43.0%	45.4%	53.9%	29.2%	66.9%	65.5%	72.4%	67.7%	53.6%	55.0%	36.2%
SFT / INTERNET	34.2%	32.4%	30.9%	19.8%	26.7%	10.6%	14.5%	19.2%	31.1%	13.3%	25.6%	19.2%	28.5%	23.8%	23.6%
TOTAL	100.0%														
Greenwich BC	32.2%	44.7%	44.6%	44.8%	30.3%	44.0%	31.6%	51.5%	2.0%	21.2%	2.0%	13.1%	18.0%	21.2%	40.2%

TABLE 11: DIY, GARDENING - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH
MAJOR CENTRES:															Zones 1-8
Eltham Major Centre	2.1%	4.4%	5.2%	0.0%	0.0%	4.4%	50.7%	31.8%	0.0%	0.0%	11.9%	21.6%	11.3%	12.1%	16.4%
Woolwich Major Centre	0.0%	0.0%	13.5%	0.0%	1.6%	9.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	1.6%	3.1%
SUB TOTAL:	2.1%	4.4%	18.7%	0.0%	1.6%	13.9%	50.7%	31.8%	0.0%	0.0%	11.9%	21.6%	14.3%	13.7%	19.5%
DISTRICT CENTRES:															
Blackheath DC	6.1%	6.8%	1.1%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	1.8%	0.0%	0.0%	1.0%	2.2%
Greenwich DC	20.7%	5.9%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.0%	0.9%	0.9%	0.0%	1.7%	3.3%
Plumstead DC	0.0%	0.0%	0.0%	4.8%	0.8%	17.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	2.3%
Thamesmead DC	0.0%	0.0%	4.4%	13.3%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	1.1%	1.6%
SUB TOTAL:	26.8%	12.6%	7.6%	18.1%	5.2%	17.6%	0.0%	1.2%	0.8%	3.0%	2.7%	0.9%	3.9%	4.9%	9.4%
LOCAL CENTRES:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
SUB TOTAL:	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.1%	0.2%							
NEIGHBOURHOOD PARADES:															
Mottingham NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Avery Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shooters Hill NP	0.0%	0.8%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%
SUB TOTAL:	0.0%	0.8%	0.0%	0.0%	0.0%	0.8%	0.0%	0.1%	0.3%						
OUT OF CENTRE:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath	6.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.4%	0.5%
Charlton	43.2%	71.8%	60.9%	38.3%	28.3%	39.6%	6.0%	42.1%	20.5%	15.2%	6.1%	0.0%	6.8%	19.3%	41.7%
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	33.2%	6.8%	0.0%	0.0%	2.7%	7.9%	1.8%	4.3%	8.1%
Kidbrooke	4.4%	0.0%	0.0%	0.0%	0.0%	11.6%	2.9%	8.1%	0.0%	0.0%	2.6%	0.0%	0.0%	1.5%	3.1%
Plumstead	0.0%	0.0%	1.1%	1.6%	7.3%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.4%	0.8%	1.0%
All Other Out of Centre	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
SUB TOTAL:	53.9%	72.5%	62.0%	39.9%	35.6%	55.2%	42.1%	57.0%	20.5%	17.3%	11.4%	7.9%	11.1%	26.4%	54.6%
OUT OF BOROUGH:															
Belvedere	0.0%	3.2%	1.4%	25.1%	40.7%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	30.0%	8.6%	6.3%
Bermondsey	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.1%	0.1%
Bexleyheath	0.0%	0.0%	0.0%	0.6%	2.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	3.9%	0.9%	0.5%
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brockley	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canary Wharf	1.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	1.4%	4.2%	27.0%	1.6%	0.0%	5.6%	0.1%
Chislehurst	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%	0.3%	0.0%
Deptford	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.0%	0.0%	0.0%	0.2%	0.1%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.5%	0.0%	0.0%	1.3%	0.0%
Lewisham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	2.1%	3.5%	0.0%	0.0%	0.9%	0.0%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Cross Gate	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%	0.1%	0.0%
Northumberland Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rotherhithe	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%	0.2%	0.0%
Sidcup	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.9%	8.8%	0.0%	0.0%	2.2%	46.6%	14.2%	8.4%	0.4%
Welling	0.0%	0.0%	0.7%	0.6%	1.3%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.0%	6.7%	2.3%	0.5%
Bromley	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	2.6%	9.8%	3.9%	0.0%	2.5%	0.2%
Central London	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%	0.0%	0.3%	0.3%
Bluewater Shopping Centre	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.1%	0.1%
Westfield Stratford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Other Out of Borough	1.1%	0.0%	0.0%	6.2%	2.6%	0.8%	1.9%	0.0%	39.0%	36.4%	3.2%	1.4%	3.6%	8.6%	1.1%
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Sydenham	0.0%	0.0%	0.7%	3.0%	2.1%	0.0%	2.6%	0.0%	0.8%	0.0%	10.7%	0.0%	0.0%	2.3%	1.0%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bradford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%	0.0%	0.7%	0.0%
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Chelsea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crayford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.2%	0.0%
Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.2%	0.0%
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erith	0.0%	0.0%	0.0%	1.3%	3.9%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	1.5%	0.5%
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%	0.0%
Gravesend Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isle of Dogs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.4%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%
Orpington	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	3.9%	1.0%	0.9%	0.1%
Peckham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.4%	0.0%	0.0%	0.0%	1.2%	0.0%
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	0.0%
Southwark	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%	0.2%	0.0%
SUB TOTAL:	5.9%	4.8%	2.8%	38.0%	55.5%	10.9%	6.3%	1.6%	59.8%	73.2%	67.0%	69.6%	65.9%	49.0%	11.3%
SFT / INTERNET	11.2%	4.9%	8.9%	4.0%	0.0%	1.6%	1.0%	8.3%	19.0%	6.5%	7.0%	0.0%	4.9%	5.8%	4.6%
TOTAL	100.0%														
Greenwich BC	82.9%	90.3%	88.3%	58.1%	44.5%	87.5%	92.7%	90.1%	21.2%	20.3%	26.0%	30.4%	29.3%	45.2%	84.0%

TABLE 12: ALL OTHER COMPARISON GOODS - 2017 MARKET SHARE ANALYSIS (%M)
Including Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH
	Zones 1-8														
MAJOR CENTRES:															
Eltham Major Centre	0.0%	4.7%	0.0%	0.0%	0.0%	0.0%	12.0%	36.9%	0.0%	0.0%	0.0%	1.7%	0.0%	2.6%	7.1%
Woolwich Major Centre	3.2%	17.4%	14.8%	6.5%	15.1%	3.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	3.1%	8.2%
SUB TOTAL:	3.2%	22.1%	14.8%	6.5%	15.1%	3.5%	12.0%	36.9%	0.0%	0.0%	0.0%	1.7%	1.7%	5.6%	15.3%
DISTRICT CENTRES:															
Blackheath DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.9%	0.0%	1.1%	0.0%	0.3%	0.2%
Greenwich DC	11.9%	5.7%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.9%	2.5%
Plumstead DC	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Thamesmead DC	0.0%	0.0%	0.9%	9.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	1.0%	0.7%	0.6%
SUB TOTAL:	11.9%	5.7%	0.9%	9.2%	0.0%	1.9%	1.2%	0.0%	0.0%	1.7%	1.6%	1.1%	1.0%	1.9%	3.3%
LOCAL CENTRES:															
Abbey Wood	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%														
NEIGHBOURHOOD PARADES:															
Mottingham NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Avery Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Shooters Hill NP	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.0%														
OUT OF CENTRE:															
Abbey Wood	0.0%	0.0%	0.0%	0.8%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Blackheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Charlton	4.4%	15.9%	6.1%	2.1%	4.6%	4.6%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.9%	2.3%	6.2%
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kidbrooke	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Plumstead	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
All Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	4.4%	15.9%	6.1%	2.9%	5.8%	4.6%	0.0%	5.2%	0.0%	0.0%	0.0%	0.0%	0.9%	2.3%	6.4%
OUT OF BOROUGH:															
Belvedere	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bermondsey	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	2.7%	3.5%	15.3%	21.5%	4.5%	1.2%	1.3%	0.0%	0.0%	0.0%	12.3%	38.0%	10.2%	4.7%
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brockley	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.5%
Canary Wharf	1.9%	1.5%	0.0%	0.0%	0.0%	0.0%	3.8%	0.0%	11.0%	0.0%	1.1%	0.0%	0.0%	1.4%	1.3%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.1%	0.0%
Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lee	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lewisham	15.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.5%	9.1%	9.1%	0.0%	0.0%	3.3%	1.4%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%	0.0%	0.3%	0.0%
Northumberland Heath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Rotherhithe	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	20.2%	0.0%	0.0%	0.0%	2.5%	0.1%
Sidcup	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	1.0%	0.5%	0.0%
Welling	0.0%	0.0%	2.1%	0.0%	1.2%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.3%	0.5%
Bromley	11.0%	0.0%	1.8%	0.0%	0.0%	4.7%	11.1%	5.8%	0.0%	6.2%	44.6%	6.1%	1.0%	11.2%	4.5%
Central London	20.4%	13.6%	15.9%	6.9%	1.7%	7.4%	7.4%	7.8%	17.2%	20.0%	4.2%	12.6%	3.0%	9.6%	10.5%
Bluewater Shopping Centre	5.9%	14.7%	9.4%	6.9%	38.2%	38.0%	31.4%	10.0%	3.2%	10.7%	12.3%	30.3%	32.1%	19.8%	20.7%
Westfield Stratford	0.0%	0.0%	0.0%	2.6%	1.2%	0.0%	0.0%	0.0%	15.9%	9.4%	0.0%	0.0%	0.0%	2.3%	0.2%
Other Out of Borough	5.8%	4.9%	16.3%	6.0%	0.0%	2.8%	13.8%	19.9%	16.9%	7.5%	2.6%	2.1%	8.6%	7.6%	9.2%
Ashford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Barnehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Sydenham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bow	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%	0.0%
Bradford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camberwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelsea	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crayford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Croydon	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	1.1%	2.2%	0.0%	0.6%	0.0%
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erith	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%	0.2%	0.0%
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gravesend Town Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isle of Dogs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%
Orpington	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	0.0%	0.3%	0.0%
Peckham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Southwark	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	64.0%	37.4%	49.8%	37.7%	63.8%	58.5%	69.9%	47.4%	78.4%	87.3%	74.8%	74.0%	83.7%	71.2%	53.9%
SFT / INTERNET	16.5%	18.9%	28.4%	43.7%	15.3%	31.5%	16.9%	10.5%	21.6%	11.0%	23.6%	23.3%	12.7%	19.0%	21.2%
TOTAL	100.0%														
Greenwich BC	19.4%	43.7%	21.8%	18.6%	20.9%	10.0%	13.2%	42.0%	0.0%	1.7%	1.6%	2.7%	3.6%	9.9%	25.0%

APPENDIX 6: HEALTH CHECKS – GOAD PLANS & SUMMARY TABLES

APPENDIX 6: HEALTH CHECK – GOAD PLANS & SUMMARY TABLES

Please note that figures for Woolwich; Eltham; Greenwich; East Greenwich and Thamesmead are derived from the relevant Goad Plan (see Section 5). The index is a comparison with the national average for all circa 2,000+ centres audited by Experian. A score of 100+ indicates an above average provision in that particularly category, whereas a score of under 100 shows a relative under-provision. Figures may not sum due to rounding.

Woolwich

Plan 1: GOAD Boundary for Woolwich



Source: Experian (2018)

Table 1: Retail and Service Offer – Units

Category	2008 Study		2018 Study		% Change	UK Average 2018 %
	No. of Outlets	% of Total Outlets	No. of Outlets	% of Total Outlets		
Convenience	32	10.5%	44	13.6%	37.5%	8.9%
Comparison	90	29.4%	82	25.4%	-8.9%	30.7%
Other Retail	3	1.0%	2	0.6%	-33.3%	0.1%
Retail Service	144	47.1%	60	18.6%	9.0%	14.5%
Leisure Service			75	23.2%		24.0%
Financial & Business Service			22	6.8%		10.3%
Vacant	37	12.1%	38	11.8%	2.7%	11.2%
TOTAL	306	100.0%	323	100.0%	7.0%	100.0%

Source: Experian Goad Category Report (June 2017) and 2008 GVA Study

Table 2: Retail and Service Offer – Floorspace

Category	Floorspace (sqm)	% of Total Floorspace	UK Average 2018 %
Convenience	13,842	16.2%	15.2%
Comparison	26,923	31.5%	34.8%
Other Retail	5,174	6.1%	0.1%
Retail Service	5,175	6.1%	6.8%
Leisure Service	19,974	23.4%	24.9%
Financial & Business Service	5,769	6.8%	7.7%
Vacant	8,584	10.0%	9.7%
TOTAL	85,441	100.0%	100.0%

Source: Experian Goad Category Report (June 2017) and 2008 GVA Study

Eltham

Plan 2: GOAD Boundary for Woolwich



Source: Experian (2018)

Table 3: Retail and Service Offer – Units

Category	2008 Study		2018 Study		% Change	UK Average 2018 %
	No. of Outlets	% of Total Outlets	No. of Outlets	% of Total Outlets		
Convenience	17	7.4%	20	9.2%	17.6%	8.9%
Comparison	89	38.5%	71	32.7%	-20.2%	30.7%
Other Retail	0	0.0%	0	0.0%	0.0%	0.1%
Retail Service	101	43.7%	37	17.1%	7.9%	14.5%
Leisure Service			53	24.4%		24.0%
Financial & Business Service			19	8.8%		10.3%
Vacant	24	10.4%	17	7.8%	-29.2%	11.2%
TOTAL	231	100.0%	217	100.0%	-23.8%	100.0%

Source: Experian Goad Category Report (July 2017) and 2008 GVA Study

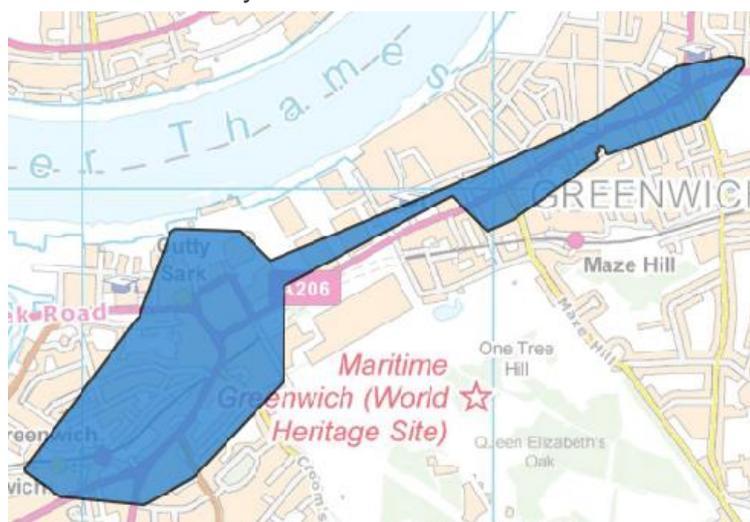
Table 4: Retail and Service Offer – Floorspace

Category	Floorspace (sqm)	% of Total Floorspace	UK Average 2018 %
Convenience	7,813	14.9%	15.2%
Comparison	19,871	37.8%	34.8%
Other Retail	0	0.0%	6.8%
Retail Service	3,186	6.1%	0.1%
Leisure Service	14,595	27.8%	24.9%
Financial & Business Service	2,954	5.6%	7.7%
Vacant	4,124	7.8%	9.7%
TOTAL	52,543	100.0%	100.0%

Source: Experian Goad Category Report (July 2017) and 2008 GVA Study

Greenwich

Plan 3: GOAD Boundary for Greenwich and East Greenwich



Source: Experian (2018)

Table 5: Retail and Service Offer – Units and Floorspace

Category	No. of Outlets	% of Total Outlets	UK Average 2016 %	Floorspace (sqm)	% of Total Outlets	UK Average 2016 %
Convenience	17	9.4%	8.8%	3,370	14.1%	15.2%
Comparison	67	37.2%	31.2%	5,050	21.1%	34.8%
Retail Service	13	7.2%	14.5%	940	3.9%	6.8%
Leisure Service	61	33.8%	23.9%	11,430	47.9%	24.9%
Financial & Business Service	15	8.3%	10.3%	2,030	8.5%	7.7%
Vacant	7	3.8%	11.2%	1,060	4.4%	9.7%
TOTAL	180	100.0%	100.0%	23,880	100.0%	100.0%

Source: Experian Goad Data (July 2017) and 2008 GVA Study

East Greenwich

Table 6: Retail and Service Offer – Units and Floorspace

Category	No. of Outlets	% of Total Outlets	UK Average 2016 %	Floorspace (sqm)	% of Total Outlets	UK Average 2016 %
Convenience	16	13.1%	8.8%	2,740	15.9%	15.2%
Comparison	17	13.9%	31.2%	1,840	10.6%	34.8%
Retail Service	25	20.5%	14.5%	1,900	11.0%	6.8%
Leisure Service	38	31.1%	23.9%	4,100	23.7%	24.9%
Financial & Business Service	13	10.7%	10.3%	1,250	7.2%	7.7%
Vacant	13	10.7%	11.2%	5,450	31.5%	9.7%
TOTAL	122	100.0%	100.0%	17,280	100.0%	100.0%

Source: Council Shop Front Survey Data (2017) and 2008 GVA Study. Floorspace data was not available.

Plumstead

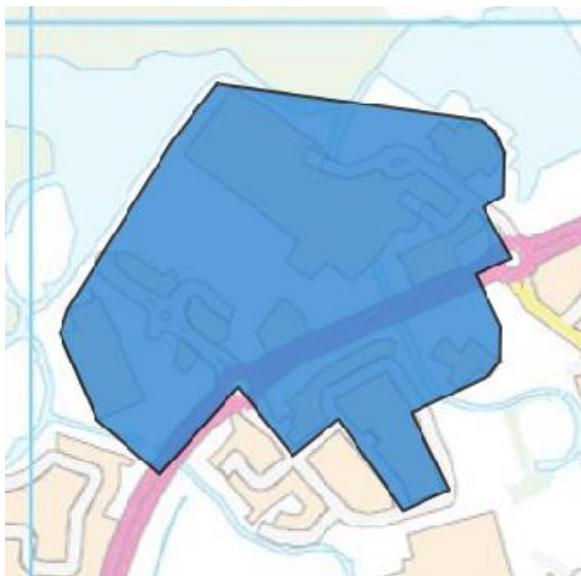
Table 7: Retail and Service Offer – Units

Category	2008 Study		2018 Study		% Change	UK Average 2018 %
	No. of Outlets	% of Total Outlets	No. of Outlets	% of Total Outlets		
Convenience	30	24.2%	16	12.6%	-46.7%	8.9%
Comparison	19	15.3%	24	18.9%	26.3%	30.7%
Other Retail	1	0.8%	0	0.0%	0.0%	0.1%
Retail Service	61	49.2%	35	27.6%	26.2%	14.5%
Leisure Service			27	21.3%		24.0%
Financial & Business Service			15	11.8%		10.3%
Vacant	13	10.5%	10	7.9%	-23.1%	11.2%
TOTAL	124	100.0%	127	100.0%	-17.2%	100.0%

Source: Council Shop Front Survey Data (2017) and 2008 GVA Study. Floorspace data was not available.

Thamesmead

Plan 4: GOAD Coverage for Thamesmead



Source: Experian (2018)

Table 8: Retail and Service Offer – Units

Category	2008 Study		2018 Study		% Change	UK Average 2018 %
	No. of Outlets	% of Total Outlets	No. of Outlets	% of Total Outlets		
Convenience	4	11.4%	5	14.3%	25.0%	8.9%
Comparison	11	31.4%	11	31.4%	0.0%	30.7%
Other Retail	0	0.0%	0	0.0%	0.0%	0.1%
Retail Service	18	51.4%	6	17.1%	0.0%	14.5%
Leisure Service			11	31.4%		24.0%
Financial & Business Service			1	2.9%		10.3%
Vacant	2	5.7%	1	2.9%	-50.0%	11.2%
TOTAL	35	100.0%	35	100.0%	-25.0%	100.0%

Source: Experian Goad Category Report (October 2017)

Table 8: Retail and Service Offer – Floorspace

Category	Floorspace (sqm)	% of Total Floorspace	UK Average 2018 %
Convenience	11,223	45.2%	15.2%
Comparison	7,005	28.2%	34.8%
Other Retail	0	0.0%	6.8%
Retail Service	539	2.2%	0.1%
Leisure Service	5,853	23.6%	24.9%
Financial & Business Service	74	0.3%	7.7%
Vacant	139	0.6%	9.7%
TOTAL	24,833	100.0%	100.0%

Source: Experian Goad Category Report (October 2017)

APPENDIX 7: CONVENIENCE GOODS TURNOVER

TABLE 1: ALL CONVENIENCE GOODS - 2018 MARKET SHARE ANALYSIS (%)
Excluding internet shopping and other special forms of trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13
GREENWICH BOROUGH - MAJOR CENTRES:													
Woodwich Major Centre	4.1%	5.0%	63.0%	10.2%	12.1%	25.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%
Etham Major Centre	0.7%	2.4%	2.5%	0.0%	0.2%	6.7%	62.0%	54.1%	0.0%	4.4%	19.1%	2.2%	2.2%
SUB TOTAL:	4.8%	7.4%	65.5%	10.3%	12.2%	32.4%	63.5%	54.1%	0.0%	4.4%	19.1%	2.2%	4.1%
GREENWICH BOROUGH - DISTRICT CENTRES:													
Greenwich District Centre	38.1%	6.8%	1.9%	0.0%	0.0%	0.7%	0.5%	0.6%	2.3%	5.5%	1.1%	0.0%	0.7%
East Greenwich District Centre	0.5%	8.6%	0.0%	0.0%	1.0%	0.0%	0.9%	0.4%	0.0%	1.0%	0.2%	0.0%	0.0%
North Greenwich District Centre	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Plumstead District Centre	0.0%	0.0%	0.3%	0.2%	0.3%	0.2%	0.3%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Thamesmead District Centre	0.0%	0.2%	7.4%	60.9%	19.8%	7.0%	0.5%	0.3%	0.0%	0.0%	0.0%	0.2%	8.2%
Blackheath	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	39.4%	19.5%	9.6%	61.2%	30.3%	8.5%	1.8%	1.2%	2.3%	6.4%	2.2%	0.2%	9.7%
GREENWICH BOROUGH - LOCAL CENTRES:													
New Etcham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%
North Etcham Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%
Abbey Wood Local Centre	0.0%	0.0%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath Local Centre	0.0%	10.8%	0.3%	0.0%	0.0%	0.1%	1.9%	0.0%	1.2%	0.0%	0.0%	0.0%	0.9%
Well Hall Local Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.6%	10.8%	0.3%	0.3%	0.4%	1.9%	2.5%	4.6%	0.0%	0.0%	0.6%	0.4%	1.0%
GREENWICH BOROUGH - NEIGHBOURHOOD PARADES & OTHER STORES:													
Abbey Wood - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.0%	0.5%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Plumstead Common - Other Neighbourhood Parades & Shops	0.9%	0.0%	1.9%	0.3%	0.2%	5.2%	0.2%	0.0%	0.0%	0.0%	0.5%	0.0%	0.2%
Shooters Hill - Other Neighbourhood Parades & Shops	0.0%	0.0%	0.0%	0.3%	0.0%	1.9%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	0.9%	0.0%	1.9%	1.0%	4.5%	7.1%	0.2%	0.3%	0.0%	0.0%	0.5%	0.0%	0.4%
GREENWICH BOROUGH - OUT OF CENTRE STORES:													
ABBEY WOOD:	0.0%	0.0%	0.0%	13.5%	24.5%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%
Lidl, Eynsham Drive, Abbey Wood	0.0%	0.0%	0.0%	7.7%	7.7%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's, Harrow Manor Way, Abbey Wood	0.0%	0.0%	0.0%	5.8%	16.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%
CHARLTON:	23.0%	51.3%	16.8%	7.0%	4.1%	30.1%	5.7%	15.8%	1.0%	3.0%	0.9%	0.0%	0.2%
Makro, Anchor & Hope Lane, Charlton	1.1%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Asda, Buggby's Way, Charlton	13.6%	17.4%	8.1%	4.6%	1.9%	5.7%	2.5%	6.7%	0.0%	0.9%	0.0%	0.0%	0.0%
Sainsbury's, Buggby's Way, Charlton	6.6%	20.3%	6.6%	0.7%	0.0%	15.5%	2.3%	4.8%	1.0%	0.3%	0.0%	0.0%	0.0%
Sainsbury's Local, Church Lane, Charlton	0.0%	5.5%	1.4%	0.3%	0.8%	0.8%	0.2%	0.3%	0.0%	0.9%	0.0%	0.0%	0.0%
M&S, Gallions Road, Charlton	0.9%	4.0%	1.6%	1.3%	0.0%	2.2%	0.7%	1.3%	0.0%	0.4%	0.2%	0.0%	0.7%
Co-op, The Village, Charlton	0.0%	1.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local shops, Charlton District Centre	0.0%	0.6%	0.2%	0.0%	0.0%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Aldi, Brookelbank Road, Charlton Riverside	0.7%	3.7%	0.2%	0.0%	0.4%	1.3%	0.0%	2.6%	0.0%	0.4%	0.2%	0.0%	0.0%
GREENWICH:	4.8%	0.2%	0.0%	1.3%									
Tesco Express, Blackheath Road, Deptford	0.9%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
Tesco Express, Creek Road, Deptford	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
Co-op, Deptford Bridge, Deptford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Greenwich Creek Road, Deptford	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
KIDBRIDGE:	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Local Shops, Kidbrooke District Centre	0.0%	0.4%	0.0%	0.0%	0.0%	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Sainsbury's Local, Efford Close, Kidbrooke Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	27.8%	54.0%	16.9%	20.5%	28.6%	31.1%	5.7%	17.8%	1.0%	3.1%	0.9%	0.0%	5.9%
ALL STORES & CENTRES OUTSIDE THE BOROUGH:													
Belvedere	0.0%	0.4%	0.0%	1.5%	3.7%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.0%	6.6%
Beckenham	0.5%	0.0%	1.3%	2.8%	3.8%	1.3%	1.4%	0.6%	0.5%	0.4%	0.7%	3.1%	26.0%
Brookley	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	0.4%	0.7%	0.0%
Canary Wharf	2.9%	0.4%	0.0%	0.0%	0.0%	0.4%	0.0%	0.2%	17.9%	0.4%	1.3%	0.7%	0.0%
Canvey Island	1.5%	3.5%	0.0%	0.0%	1.1%	0.2%	0.2%	0.0%	0.0%	1.9%	12.9%	0.2%	1.3%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Crossharbour	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.4%	0.0%	0.0%	0.0%
Deptford	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%
Downham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	1.8%	0.0%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	0.0%	0.0%
Isle of Dogs	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	57.9%	0.3%	0.4%	0.0%	0.0%
Ladywell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%
Lee Green	3.1%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Lewisham	17.8%	1.5%	0.5%	0.0%	0.1%	2.3%	0.5%	1.7%	2.0%	15.2%	19.3%	0.0%	0.0%
Mottingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	0.9%	0.0%
New Cross Gate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.1%	0.0%	0.0%	0.0%
North Cross	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Sidcup	0.0%	0.4%	0.2%	0.0%	0.0%	0.0%	2.7%	0.8%	0.0%	0.0%	2.4%	33.2%	2.3%
South Quay	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Welling	0.5%	1.0%	2.6%	1.0%	13.0%	12.5%	6.2%	1.8%	0.2%	0.6%	0.0%	1.4%	22.3%
Willow Grove	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	3.1%	0.9%	0.0%	0.0%	4.7%	10.2%	0.5%
Other Out of Borough	1.0%	0.0%	1.0%	1.4%	1.2%	1.0%	1.8%	17.0%	20.3%	0.0%	0.0%	19.0%	0.0%
SUB TOTAL:	26.6%	8.4%	5.7%	6.7%	24.0%	18.9%	26.3%	20.1%	96.7%	90.5%	90.7%	80.1%	78.9%
Study Area No SFT	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
GREENWICH BOROUGH TOTAL RETENTION:	73.4%	91.6%	94.3%	93.3%	76.0%	81.1%	73.7%	79.9%	3.3%	9.5%	9.3%	19.9%	21.1%

TABLE 2: 2018 SURVEY-DERIVED MARKET SHARE ANALYSIS (£M)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding internet shopping and other special forms of trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	TOTAL STUDY AREA	GREENWICH BOROUGH
TOTAL AVAILABLE SPEND (excluding SFT):	£143.41	£109.34	£56.59	£36.32	£56.33	£56.72	£82.23	£54.34	£111.46	£200.35	£130.34	£112.11	£230.95	£1,450.40	Zones 1-8 £121.28
GREENWICH BOROUGH - MAJOR CENTRES:															
Woodwich Major Centre	£1.8	£5.4	£60.2	£1.1	£6.8	£14.3	£1.2	£0.0	£0.0	£0.0	£1.6	£0.0	£4.9	£99.4	£92.9
Etham Major Centre	£0.3	£2.6	£2.4	£0.0	£0.1	£3.8	£16.6	£27.8	£0.0	£0.0	£10.9	£21.4	£5.4	£126.2	£88.5
SUB TOTAL:	£2.1	£8.1	£62.6	£1.1	£6.9	£18.1	£17.8	£27.8	£0.0	£0.0	£12.5	£21.4	£10.3	£225.6	£181.4
GREENWICH BOROUGH - DISTRICT CENTRES:															
Greenwich District Centre	£16.5	£7.4	£1.8	£0.0	£0.0	£0.4	£0.4	£0.3	£2.5	£10.9	£2.6	£0.0	£1.7	£44.7	£26.9
East Greenwich District Centre	£0.2	£1.4	£0.0	£0.0	£0.0	£0.6	£0.2	£0.0</							

TABLE 3: 2023 SURVEY DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding internet Shopping and other Special Forms of Trading

ZONE:	TOTAL AVAILABLE SPEND (including SFT)													TOTAL STUDY AREA	GREENWICH BOROUGH		
	1	2	3	4	5	6	7	8	9	10	11	12	13			1534.3	Zones 1-8
GREENWICH BOROUGH - MAJOR CENTRES:																	
Woolwich Major Centre	£1.8	£6.4	£67.9	£3.3	£6.9	£14.2	£1.2	£0.0	£0.0	£0.0	£1.6	£0.0	£4.9	£108.3	£101.7	£20.6	
Etham Major Centre	£1.3	£1.1	£2.7	£0.0	£0.1	£2.7	£2.4	£0.3	£0.0	£0.0	£1.1	£1.7	£5.5	£13.1	£13.1	£0.0	
SUB TOTAL:	£2.1	£7.5	£70.6	£3.3	£7.0	£17.0	£3.6	£0.3	£0.0	£0.0	£2.7	£1.7	£10.4	£121.4	£114.8	£6.6	
GREENWICH BOROUGH - DISTRICT CENTRES:																	
Greenwich District Centre	£17.0	£8.8	£2.1	£0.0	£0.0	£0.4	£0.4	£0.4	£2.8	£11.9	£2.7	£0.0	£1.7	£48.2	£29.0	£19.2	
East Greenwich District Centre	£0.2	£11.1	£0.0	£0.0	£0.6	£0.0	£0.8	£0.2	£0.0	£2.1	£0.0	£0.0	£0.0	£15.5	£13.0	£2.5	
North Greenwich District Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.9	£0.3	£0.6	
Plumstead District Centre	£0.0	£0.0	£0.4	£0.1	£5.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.5	£6.2	£0.3	
Thamesmead District Centre	£0.0	£0.3	£7.9	£19.6	£11.2	£3.9	£0.4	£0.2	£0.0	£0.0	£0.0	£0.2	£20.9	£64.6	£43.4	£21.2	
Blackheath	£0.3	£4.7	£0.0	£0.0	£0.0	£0.1	£0.0	£1.0	£0.0	£0.0	£1.9	£0.0	£1.5	£9.5	£6.1	£3.4	
SUB TOTAL:	£17.6	£25.3	£80.4	£19.6	£17.2	£4.7	£1.6	£1.8	£2.8	£14.0	£5.7	£0.5	£24.6	£145.6	£97.9	£47.7	
GREENWICH BOROUGH - LOCAL CENTRES:																	
New Etham Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£0.0	£0.2	£0.4	£2.4	£1.7	£0.7	
North Etiam Local Centre	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	
Abbey Wood Local Centre	£0.3	£13.9	£0.3	£0.0	£0.1	£1.1	£0.0	£0.7	£0.0	£0.0	£1.6	£0.2	£2.2	£20.2	£16.3	£13.9	
Blackheath Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Well Hall Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
SUB TOTAL:	£0.3	£13.9	£0.3	£0.1	£0.2	£1.1	£1.7	£0.7	£0.0	£0.0	£1.6	£0.2	£2.6	£22.2	£16.5	£13.6	
GREENWICH BOROUGH - NEIGHBOURHOOD PARADES & OTHER STORES:																	
Abbey Wood - Other Neighbourhood Parades & Shops	£0.0	£0.0	£0.0	£0.2	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£3.1	£2.6	£0.5	
Plumstead Common - Other Neighbourhood Parades & Shops	£0.4	£0.0	£2.1	£0.1	£0.1	£2.9	£0.1	£0.0	£0.0	£0.0	£1.4	£0.0	£0.5	£7.5	£5.7	£1.8	
Shooters Hill - Other Neighbourhood Parades & Shops	£0.0	£0.0	£0.0	£0.1	£0.0	£1.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3	£0.0	
SUB TOTAL:	£0.4	£0.0	£2.1	£0.3	£2.5	£1.9	£0.1	£0.2	£0.0	£0.0	£1.4	£0.0	£0.5	£11.9	£9.6	£4.3	
GREENWICH BOROUGH - OUT OF CENTRE STORES:																	
ABBEY WOOD:																	
Lidl, Eynsham Drive, Abbey Wood	£0.0	£0.0	£0.0	£4.3	£13.9	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.4	£28.9	£18.4	£10.5	
Sainsbury's, Harrow Manor Way, Abbey Wood	£0.0	£0.0	£0.0	£1.9	£9.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.4	£22.0	£11.5	£10.5	
CHARLTON:																	
Makro, Anchor & Hope Lane, Charlton	£0.5	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	
Asda, Bugby's Way, Charlton	£6.1	£22.4	£8.7	£1.5	£1.1	£3.1	£2.1	£3.8	£0.0	£2.1	£0.0	£0.0	£0.0	£0.9	£48.8	£48.8	
Sainsbury's, Bugby's Way, Charlton	£3.0	£26.2	£4.9	£0.2	£0.5	£10.8	£1.9	£2.7	£1.2	£0.7	£1.3	£0.0	£0.0	£5.4	£50.2	£50.2	
Sainsbury's Local, Church Lane, Charlton	£0.0	£7.1	£1.5	£0.1	£0.5	£0.4	£0.2	£0.2	£0.0	£2.0	£0.0	£0.0	£0.0	£12.0	£10.0	£2.0	
M&S, Gallions Road, Charlton	£0.4	£5.2	£1.7	£0.4	£0.0	£1.2	£0.6	£0.7	£0.0	£0.8	£0.6	£0.0	£1.7	£13.3	£10.2	£3.1	
Co-op, The Village, Charlton	£0.0	£2.1	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£3.0	£0.0	
Local Shops, Charlton District Centre	£0.0	£0.8	£0.3	£0.0	£0.0	£0.2	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.4	£0.4	£0.0	
Aldi, Brocklebank Road, Charlton Riverside	£0.2	£4.8	£0.2	£0.0	£0.2	£0.7	£0.0	£1.4	£0.0	£0.8	£0.6	£0.0	£0.0	£9.0	£7.6	£1.4	
GREENWICH:																	
Tesco Express, Blackheath Road, Deptford	£2.2	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£2.7	£5.4	£2.4	£3.0	
Tesco Express, Creek Road, Deptford	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£1.4	£1.0	£0.4	
Co-op, Deptford Bridge, Deptford	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4	£0.0	£0.0	
Sainsbury's Local, Greenwich Creek Road, Deptford	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7	£0.0	
KIDBOROKE:																	
Local Shops, Kidbrooke District Centre	£0.0	£0.6	£0.0	£0.0	£0.0	£0.3	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.0	£0.0	
Local Shops, Kidbrooke District Centre	£0.0	£0.6	£0.0	£0.0	£0.0	£0.3	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.0	£0.0	
Sainsbury's Local, Elford Close, Kidbrooke Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0	£0.0	
SUB TOTAL:	£12.4	£0.6	£18.2	£0.6	£1.2	£1.7	£4.8	£10.0	£1.2	£6.8	£2.4	£0.0	£14.9	£180.1	£154.8	£25.3	
ALL STORES & CENTRES OUTSIDE THE BOROUGH:																	
Belvedere	£0.0	£0.0	£0.0	£0.5	£2.1	£0.0	£0.0	£0.0	£0.0	£0.4	£1.0	£0.0	£16.6	£21.2	£1.1	£20.1	
Bexleyheath	£0.2	£0.0	£1.4	£0.9	£2.2	£0.7	£1.1	£0.3	£0.6	£0.9	£1.9	£3.5	£65.9	£79.7	£6.9	£72.8	
Brookley	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Canary Wharf	£1.3	£0.6	£0.0	£0.0	£0.0	£0.2	£0.0	£0.1	£22.0	£0.9	£3.3	£0.2	£0.0	£2.2	£2.2	£0.0	
Canvey Island	£0.7	£4.5	£0.0	£0.0	£0.6	£0.1	£0.2	£0.0	£0.0	£4.1	£13.8	£0.2	£2.9	£46.8	£6.1	£40.7	
Chislehurst	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Crossharbour	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.8	£0.0	£0.0	£0.0	£1.9	£0.0	£1.9	
Deptford	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.4	£0.0	£0.0	£0.0	£4.6	£0.0	£4.6	
Downham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£1.2	£0.0	£1.2	
Grove Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	£5.0	£0.0	£5.0	
Hither Green	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£7.1	£0.0	£0.0	£8.5	£0.7	£7.8	
Isle of Dogs	£0.5	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£7.1	£1.0	£0.0	£0.0	£7.8	£1.0	£8.8	
Ladywell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£2.8	£0.0	£2.8	
Lee Green	£0.6	£0.7	£0.0	£0.0	£0.0	£0.0	£0.5	£0.5	£0.0	£0.0	£4.7	£0.0	£1.2	£5.2	£7.3	£7.3	
Lewisham	£1.9	£1.8	£0.6	£0.1	£0.0	£1.2	£0.4	£1.5	£2.5	£1.0	£2.5	£0.0	£0.0	£9.0	£11.1	£9.0	
Mottingham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£4.3	£1.0	£0.0	£5.8	£0.5	£5.3	
New Cross Gate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£3.2	£0.0	£0.0	£0.0	£3.6	£0.0	£3.6	
Sidcup	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£1.2	£0.4	£0.0	£0.0	£0.1	£0.0	£0.0	£1.7	£1.4	£0.3	
South Quay	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	
Surrey Quays	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.8	£3.5	£0.0	£0.0	£8.2	£0.0	£8.2	
Welling	£0.2	£1.3	£2.9	£0.3	£7.4	£6.9	£5.3	£0.3	£0.3	£1.3	£1.6	£0.0	£0.0	£26.6	£26.6	£0.0	
Willow Grove	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£2.6	£0.5									

TABLE 5: 2033 SURVEY DERIVED MARKET SHARE ANALYSIS (EM)
ALL CONVENIENCE GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	TOTAL STUDY AREA													GREENWICH BOROUGH Zones 1-6	
	1	2	3	4	5	6	7	8	9	10	11	12	13		
TOTAL AVAILABLE SPEND (including SFT)	£46.2	£152.3	£125.7	£8.7	£58.8	£58.3	£90.3	£73.0	£80.9	£70.5	£112.9	£764.9	£1,677.2	£26.9	
GREENWICH BOROUGH - MAJOR CENTRES:															
Woodwich Major Centre	£1.9	£7.6	£79.2	£4.0	£7.1	£14.4	£1.2	£0.0	£0.0	£0.0	£1.7	£0.0	£5.1	£122.4	£115.6
Etham Major Centre	£0.3	£3.7	£0.0	£0.1	£0.1	£3.8	£56.0	£32.9	£0.0	£0.0	£1.9	£22.7	£5.7	£140.2	£99.8
SUB TOTAL:	£2.2	£11.3	£82.3	£4.0	£7.2	£18.2	£57.3	£32.9	£0.0	£0.0	£3.6	£22.7	£10.9	£262.6	£215.4
GREENWICH BOROUGH - DISTRICT CENTRES:															
Greenwich District Centre	£17.6	£10.4	£2.4	£0.0	£0.0	£0.4	£0.4	£0.4	£3.2	£13.7	£2.9	£0.0	£1.8	£53.1	£31.6
East Greenwich District Centre	£0.2	£13.2	£0.0	£0.0	£0.6	£0.0	£0.8	£0.3	£0.0	£2.4	£0.5	£0.0	£0.0	£17.9	£51.1
North Greenwich District Centre	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.3	£0.3
Plumstead District Centre	£0.0	£0.0	£0.4	£0.1	£5.6	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£7.2	£6.5
Thamesmead District Centre	£0.0	£0.3	£9.3	£23.6	£11.6	£4.0	£0.4	£0.2	£0.0	£0.0	£0.0	£0.3	£23.8	£71.5	£49.4
Blackheath	£0.4	£5.5	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£1.9	£0.0	£1.6	£0.0	£7.1	£7.1
SUB TOTAL:	£18.2	£29.6	£12.1	£23.7	£17.8	£4.8	£1.7	£1.9	£3.2	£16.1	£6.0	£0.5	£25.7	£161.3	£109.9
GREENWICH BOROUGH - LOCAL CENTRES:															
New Etham Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£0.0	£0.0	£0.3	£0.4	£2.5	£1.8
North Etham Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£2.1	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£2.4
Abbey Wood Local Centre	£0.0	£0.0	£0.0	£0.1	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Blackheath Local Centre	£0.3	£16.4	£0.4	£0.0	£0.1	£1.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3
Well Hall Local Centre	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
SUB TOTAL:	£0.3	£16.4	£0.4	£0.1	£0.2	£1.1	£2.3	£2.8	£0.0	£0.0	£1.6	£0.5	£2.7	£28.4	£28.6
GREENWICH BOROUGH - NEIGHBOURHOOD PARADES & OTHER STORES:															
Abbey Wood - Other Neighbourhood Parades & Shops	£0.0	£0.0	£0.0	£0.2	£2.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£3.2	£2.7
Plumstead Common - Other Neighbourhood Parades & Shops	£0.4	£0.0	£2.4	£0.1	£0.1	£2.9	£0.2	£0.0	£0.0	£0.0	£1.5	£0.0	£0.5	£8.0	£6.1
Shooters Hill - Other Neighbourhood Parades & Shops	£0.0	£0.0	£0.0	£0.1	£0.0	£1.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£1.3
SUB TOTAL:	£0.4	£0.0	£2.4	£0.4	£2.6	£4.0	£0.2	£0.2	£0.0	£0.0	£1.5	£0.0	£1.0	£12.6	£10.2
GREENWICH BOROUGH - OUT OF CENTRE STORES:															
ABBEY WOOD:															
LfL, Eynham Drive, Abbey Wood	£0.0	£0.0	£0.0	£5.2	£14.4	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£10.9	£30.8	£19.9
Sainsbury's, Harrow Manor Way, Abbey Wood	£0.0	£0.0	£0.0	£3.0	£4.5	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£7.6	£7.6
CHARLTON:															
Asda, Bugby's Way, Charlton	£0.3	£0.2	£1.1	£1.8	£1.1	£2.2	£2.3	£4.1	£0.0	£2.3	£0.0	£0.0	£0.0	£5.8	£5.8
Makro, Anchor & Hope Lane, Charlton	£0.5	£0.0	£0.1	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Sainsbury's, Bugby's Way, Charlton	£1.1	£0.0	£5.7	£0.7	£0.6	£1.0	£1.1	£1.4	£0.8	£0.8	£0.0	£0.0	£0.0	£6.1	£6.1
Sainsbury's Local, Church Lane, Charlton	£0.0	£8.4	£1.8	£0.1	£0.5	£0.4	£0.2	£0.2	£0.0	£2.3	£0.0	£0.0	£0.0	£13.9	£11.6
M&S, Gallions Road, Charlton	£0.4	£8.2	£1.0	£0.5	£0.0	£1.2	£8.6	£0.0	£0.0	£1.0	£0.0	£0.0	£1.8	£10.0	£11.6
Co-op, The Village, Charlton	£0.0	£1.0	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.6
Local Shops, Charlton District Centre	£0.0	£1.0	£0.3	£0.0	£0.0	£0.3	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£1.7
Asd, Brocklebank Road, Charlton Riverside	£0.3	£5.6	£0.2	£0.0	£0.2	£0.7	£0.0	£1.6	£0.0	£0.9	£0.0	£0.0	£0.0	£0.2	£0.2
GREENWICH:															
Tesco Express, Blackheath Road, Deptford	£2.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£2.8	£5.7	£2.5
Tesco Express, Creek Road, Deptford	£0.4	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£2.1	£0.7
Co-op, Deptford Bridge, Deptford	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£1.1
Sainsbury's Local, Greenwich Creek Road, Deptford	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4
KIDBROOKE:															
Local Shops, Kidbrooke District Centre	£0.0	£0.7	£0.0	£0.0	£0.0	£0.3	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Sainsbury's Local, Eford Close, Kidbrooke Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2
SUB TOTAL:	£12.8	£82.2	£13.9	£7.9	£16.8	£17.5	£5.1	£0.8	£1.4	£7.8	£1.6	£0.0	£15.5	£201.7	£146.4
ALL STORES & CENTRES OUTSIDE THE BOROUGH:															
Belvedere	£0.0	£0.7	£0.0	£0.0	£2.2	£0.0	£0.0	£0.0	£0.0	£0.5	£1.1	£0.0	£17.4	£22.3	£3.4
Becontree	£0.2	£0.0	£1.6	£1.1	£2.2	£0.7	£1.2	£0.3	£0.7	£1.0	£0.0	£2.7	£68.9	£83.7	£15.5
Brookley	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.3	£1.0	£0.9	£0.0	£8.5	£0.3
Canary Wharf	£1.4	£0.7	£0.0	£0.0	£0.0	£0.2	£0.0	£0.2	£25.3	£1.0	£3.5	£0.2	£0.0	£32.4	£2.4
Canford	£0.7	£5.3	£0.0	£0.0	£0.7	£0.1	£0.2	£0.0	£4.7	£0.2	£0.2	£0.0	£0.0	£50.2	£7.0
Chislehurst	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£3.2	£0.0	£3.7	£0.5
Crossharbour	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.9	£0.0	£0.0	£0.0	£2.2	£0.0
Deptford	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.0	£0.0	£0.0	£0.0	£0.0	£5.2	£0.0
Downham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£1.2	£0.0
Grower Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£4.9	£0.0	£0.0	£5.3	£0.4
Hilber Green	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£7.5	£0.0	£0.0	£7.7	£0.0
Isle of Dogs	£0.5	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£81.5	£0.8	£1.1	£0.0	£0.0	£84.2	£0.8
Ladywell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.0	£0.0	£0.0	£3.0	£0.0
Lee Green	£0.6	£0.8	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£11.1	£0.0	£0.0	£12.7	£0.0
Lewisham	£8.2	£2.2	£0.7	£0.0	£0.1	£1.3	£0.4	£1.1	£2.9	£38.1	£52.8	£0.0	£0.0	£107.7	£13.9
Mottingham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£4.5	£1.1	£0.0	£0.0	£6.1	£0.5
New Cross Gate	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0
Sidcup	£0.0	£0.6	£0.3	£0.0	£0.0	£0.0	£2.4	£0.5	£0.0	£0.0	£6.5	£39.5	£6.1	£55.7	£3.7
South Quay	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Surrey Quays	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£74.1	£0.7	£0.0	£0.0	£0.0	£74.8	£0.0
Welling	£0.2	£1.6	£3.3	£0.4	£7.6	£7.0	£5.6	£1.1	£0.3	£1.5	£0.0	£1.7	£59.2	£89.6	£26.9
Willow Grove	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£2.8	£0.6	£0.0	£0.0	£12.7	£12.2	£1.2	£30.1	£4.0
Other Out of Borough	£0.4	£0.0	£1.3	£0.5	£1.3	£1.0	£0.9	£1.1	£0.0	£23.9	£0.0	£0.0	£0.0	£28.2	£15.5
SUB TOTAL:	£12.3	£12.8	£7.2	£2.6	£14.1	£10.7	£21.7	£12.2	£136.3	£226.7	£247.7	£95.2	£209.1	£1,010.6	£95.7
Study Area No SFT															

APPENDIX 8: COMPARISON GOODS TURNOVER

TABLE 1: ALL COMPARISON GOODS - 2018 MARKET SHARE ANALYSIS (%M)
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH (Zones 1-8)
MAJOR CENTRES:															
Eltham Major Centre	0.1%	3.4%	4.7%	0.2%	0.1%	3.8%	37.9%	38.9%	0.0%	0.2%	6.5%	9.8%	2.3%	6.9%	12.8%
Woolwich Major Centre	0.7%	7.4%	27.1%	11.6%	9.8%	9.0%	0.1%	0.5%	0.0%	0.0%	0.0%	0.0%	2.0%	3.3%	8.5%
SUB TOTAL:	0.9%	10.8%	31.8%	11.8%	9.9%	12.8%	38.1%	39.4%	0.0%	0.2%	6.5%	9.8%	4.3%	10.1%	21.3%
DISTRICT CENTRES:															
Blackheath DC	2.4%	5.7%	0.5%	0.7%	0.5%	1.1%	0.5%	1.7%	0.1%	0.3%	1.5%	0.5%	0.9%	1.2%	1.9%
Greenwich DC	19.1%	8.0%	0.4%	0.0%	0.3%	2.6%	0.0%	0.0%	0.5%	1.3%	0.9%	0.1%	0.0%	1.6%	3.7%
Plumstead DC	0.0%	0.0%	0.7%	0.4%	1.3%	2.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.5%
Thamesmead DC	0.0%	0.0%	4.7%	29.3%	6.3%	1.6%	0.0%	0.1%	0.1%	0.0%	0.4%	0.0%	2.1%	1.5%	3.2%
SUB TOTAL:	21.5%	13.7%	6.2%	30.4%	8.4%	7.4%	0.6%	1.8%	0.7%	1.6%	2.8%	0.5%	3.0%	4.5%	9.3%
LOCAL CENTRES:															
Abbey Wood	0.0%	0.0%	0.0%	0.4%	5.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.3%	0.5%
SUB TOTAL:	0.0%	0.0%	0.0%	0.4%	5.3%	0.0%	0.5%	0.3%	0.5%						
NEIGHBOURHOOD PARADES:															
Mottingham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.3%	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%
Avery Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%
Shooters Hill	0.0%	0.2%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
SUB TOTAL:	0.0%	0.2%	0.0%	0.0%	0.0%	0.4%	0.5%	0.3%	0.0%	0.0%	0.1%	0.4%	0.0%	0.1%	0.2%
OUT OF CENTRE:															
Abbey Wood	0.0%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Blackheath	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%
Charlton	16.1%	48.0%	27.2%	20.2%	21.2%	34.8%	8.5%	23.7%	3.6%	6.9%	1.6%	2.3%	6.0%	11.8%	26.6%
Eltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	2.0%	0.3%	0.0%	0.0%	0.1%	0.5%	0.1%	0.2%	0.4%
Kidbrooke	0.5%	0.0%	0.0%	0.0%	0.0%	0.8%	0.2%	0.7%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.2%
Plumstead	0.0%	0.0%	0.1%	0.1%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%
All Other Out of Centre	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
SUB TOTAL:	18.3%	48.1%	27.2%	20.5%	21.7%	35.7%	10.7%	24.8%	3.6%	7.0%	1.9%	2.8%	6.3%	12.2%	27.5%
OUTSIDE OF BOROUGH:															
Belvedere	0.0%	0.2%	0.1%	1.5%	3.6%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	2.3%	0.6%	0.5%
Bermondsey	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bexleyheath	0.0%	1.3%	4.2%	11.0%	23.7%	5.8%	1.1%	1.2%	0.0%	0.0%	0.5%	7.6%	30.3%	7.9%	4.8%
Blackfen	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.3%	0.1%	0.0%
Brockley	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.4%	0.2%	0.0%	1.0%	0.1%	0.0%	0.0%	0.2%	0.1%
Canary Wharf	2.7%	0.5%	0.1%	0.0%	0.0%	0.1%	2.1%	0.2%	8.9%	2.5%	13.1%	0.5%	0.2%	3.8%	0.8%
Chislehurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.9%	1.7%	0.0%	0.4%	0.1%
Deptford	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.1%	0.0%	0.0%	0.4%	0.1%
Grove Park	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.1%	0.0%
Hither Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.1%	0.0%
Lee	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	4.2%	0.0%	0.0%	0.8%	0.2%
Lewisham	18.2%	1.7%	1.0%	0.0%	0.2%	0.8%	0.0%	1.0%	4.7%	11.8%	12.7%	0.3%	0.0%	5.0%	2.3%
Surrey Quays	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
New Cross Gate	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.4%	0.0%
Northumberland Heath	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
Rotherhithe	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	18.3%	1.5%	0.0%	0.0%	2.6%	0.1%
Sidcup	0.0%	0.4%	0.7%	0.2%	0.4%	0.5%	0.5%	1.4%	0.0%	0.2%	1.5%	18.8%	2.6%	2.6%	0.5%
Welling	0.0%	0.3%	0.6%	0.5%	1.9%	4.1%	0.9%	0.2%	0.0%	0.0%	1.1%	6.0%	1.5%	1.5%	1.0%
Bromley	5.0%	0.3%	0.5%	0.2%	0.0%	2.0%	9.2%	6.1%	0.0%	5.7%	28.6%	7.7%	0.8%	7.9%	3.1%
Central London	15.5%	10.0%	5.7%	4.8%	0.8%	2.7%	3.2%	7.2%	9.5%	16.4%	3.2%	2.7%	1.1%	6.0%	6.3%
Bluewater Shopping Centre	7.4%	8.6%	7.2%	6.9%	13.9%	20.0%	20.4%	6.7%	2.1%	4.3%	7.0%	30.0%	24.5%	13.2%	12.0%
Westfield Stratford	0.7%	0.0%	3.7%	4.1%	1.1%	0.3%	0.3%	0.0%	15.1%	4.1%	0.0%	0.0%	0.4%	2.2%	1.0%
Other Out of Borough	4.8%	2.5%	10.2%	5.8%	6.1%	4.6%	6.3%	7.4%	28.2%	10.7%	7.7%	4.0%	5.0%	8.3%	5.9%
Ashford	0.2%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Barnhurst	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%
Beckton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.3%	0.0%	0.4%	0.0%
Sydenham	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.2%	0.1%	0.7%	0.0%	3.4%	0.2%	0.0%	0.7%	0.1%
Bethnal Green	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Birchington-on-Sea	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Bradford	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brixton	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.4%	0.0%
Broadstairs	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Camdenwell	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Canning Town	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chelsea	1.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Clapham Junction	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%
Crayford	0.4%	0.2%	0.0%	0.8%	1.4%	0.6%	0.5%	0.0%	0.0%	0.0%	0.2%	1.4%	7.4%	1.7%	0.4%
Croydon	0.7%	0.8%	0.0%	0.0%	0.0%	0.4%	1.4%	0.4%	0.1%	3.3%	1.9%	0.5%	1.1%	1.2%	0.6%
Elephant & Castle	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Erith	0.0%	0.0%	0.0%	0.1%	0.3%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.5%	0.3%	0.0%
Forest Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Gravesend Town Centre	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Isle of Dogs	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	19.9%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%
Orpington	0.2%	0.0%	0.3%	0.5%	0.6%	0.6%	3.0%	0.6%	0.0%	0.6%	0.4%	8.8%	1.7%	1.5%	0.8%
Peckham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.2%	0.0%	0.0%	0.2%	0.0%
Penge	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Southwark	0.0%	0.0%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.2%	0.1%
SUB TOTAL:	59.3%	27.2%	34.7%	36.9%	54.6%	43.6%	50.1%	33.8%	95.7%	91.1%	88.7%	86.4%	85.9%	72.7%	41.1%
TOTAL	100.0%														
GREENWICH BOROUGH AREA: RETENTION check	40.7%	72.8%	65.3%	63.1%	45.4%	56.4%	49.9%	66.2%	4.3%	8.9%	11.3%	13.6%	14.1%	27.3%	58.9%

TABLE 4: 2028 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH Zones 1-8
TOTAL AVAILABLE EXPENDITURE (Em):	£95.5	£228.4	£170.9	£60.3	£105.8	£122.1	£195.4	£105.7	£274.8	£403.9	£585.9	£275.4	£580.1	£3,204.3	£1,084.2
MAJOR CENTRES:															
Eltham Major Centre	£0.1	£7.8	£8.0	£0.1	£0.1	£4.6	£74.1	£41.1	£0.0	£0.9	£38.4	£27.1	£13.2	£215.6	£136.0
Woolwich Major Centre	£0.7	£16.8	£46.4	£7.0	£10.3	£11.0	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£11.8	£104.8	£93.0
SUB TOTAL:	£0.8	£24.6	£54.4	£7.1	£10.5	£15.6	£74.3	£41.6	£0.0	£0.9	£38.4	£27.1	£25.1	£320.4	£229.0
DISTRICT CENTRES:															
Blackheath DC	£2.3	£13.0	£0.8	£0.4	£0.5	£1.3	£1.0	£1.8	£0.3	£1.2	£8.7	£1.3	£5.1	£37.9	£21.2
Greenwich DC	£18.2	£18.3	£0.6	£0.0	£0.3	£3.2	£0.0	£0.0	£1.3	£5.3	£5.4	£0.2	£0.0	£52.9	£40.7
Plumstead DC	£0.0	£0.0	£1.2	£0.3	£1.4	£2.5	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£6.0	£5.7
Thamesmead DC	£0.0	£0.0	£8.0	£17.7	£6.7	£2.0	£0.0	£0.1	£0.3	£0.0	£2.2	£0.0	£12.1	£49.0	£34.4
SUB TOTAL:	£20.6	£31.3	£10.6	£18.3	£8.9	£9.1	£1.3	£1.9	£2.0	£6.5	£16.3	£1.4	£17.5	£145.8	£102.0
LOCAL CENTRES:															
Abbey Wood	£0.0	£0.0	£0.0	£0.2	£5.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£8.8	£5.9
SUB TOTAL:	£0.0	£0.0	£0.0	£0.2	£5.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£8.8	£5.9
NEIGHBOURHOOD PARADES:															
Mottingham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.3	£0.0	£0.0	£0.7	£0.4	£0.0	£2.2	£1.1
Avery Hill	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.9	£0.2
Shooters Hill	£0.0	£0.5	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.9
SUB TOTAL:	£0.0	£0.5	£0.0	£0.0	£0.0	£0.5	£1.0	£0.3	£0.0	£0.0	£0.7	£1.1	£0.0	£4.1	£2.2
OUT OF CENTRE:															
Abbey Wood	£0.0	£0.0	£0.0	£0.1	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.5	£0.3
Blackheath	£1.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£2.0	£1.6
Charlton	£15.3	£109.7	£46.4	£12.2	£22.4	£42.5	£16.6	£25.1	£9.9	£27.9	£9.2	£6.3	£34.8	£378.2	£290.2
Eltham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£3.9	£0.4	£0.0	£0.0	£0.8	£1.5	£0.6	£7.3	£4.4
Kidbrooke	£0.5	£0.1	£0.1	£0.0	£0.0	£0.9	£0.3	£0.8	£0.0	£0.0	£0.8	£0.0	£0.0	£3.5	£2.7
Plumstead	£0.0	£0.0	£0.1	£0.0	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£1.4	£0.6
All Other Out of Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
SUB TOTAL:	£17.5	£109.9	£46.6	£12.3	£23.0	£43.6	£20.9	£26.2	£9.9	£28.3	£10.9	£7.7	£36.4	£393.2	£299.9
OUTSIDE OF BOROUGH:															
Belvedere	£0.0	£0.4	£0.1	£0.9	£3.8	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£13.5	£19.7	£5.7
Bermondsey	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.2	£0.1
Bexleyheath	£0.0	£2.9	£7.1	£6.6	£25.1	£7.1	£2.2	£1.3	£0.0	£0.0	£2.9	£21.1	£175.7	£252.0	£52.3
Blackfen	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£1.8	£2.3	£0.0
Brockley	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.8	£0.2	£0.0	£4.0	£0.8	£0.0	£0.0	£6.0	£1.2
Canary Wharf	£2.6	£1.0	£0.2	£0.0	£0.0	£0.2	£4.2	£0.2	£24.6	£10.1	£76.8	£1.5	£1.4	£122.9	£8.4
Chislehurst	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£5.0	£4.8	£0.0	£11.1	£1.4
Deptford	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£10.5	£0.7	£0.0	£0.0	£12.2	£0.9
Grove Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.2	£0.0	£0.0	£2.2	£0.0
Hither Green	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.7	£0.0	£0.0	£4.7	£0.0
Lee	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£0.0	£0.0	£24.5	£0.0	£0.0	£26.2	£1.7
Lewisham	£17.4	£4.0	£1.7	£0.0	£0.2	£1.0	£0.0	£1.1	£12.8	£47.6	£74.4	£0.7	£0.0	£161.0	£25.5
Surrey Quays	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£0.0	£0.0	£0.0	£1.4	£0.0
New Cross Gate	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£11.8	£0.0	£0.0	£0.0	£11.9	£0.1
Northumberland Heath	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.0	£1.2	£0.1
Rotherhithe	£1.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£73.8	£9.0	£0.1	£0.0	£84.2	£1.0
Sidcup	£0.0	£0.9	£1.1	£0.1	£0.5	£0.6	£0.9	£1.4	£0.0	£0.7	£9.0	£51.9	£15.0	£82.2	£5.6
Welling	£0.0	£0.7	£1.1	£0.3	£2.0	£5.1	£1.8	£0.2	£0.0	£0.0	£0.0	£3.1	£34.9	£49.0	£11.0
Bromley	£4.7	£0.6	£0.9	£0.1	£0.0	£2.4	£18.0	£6.5	£0.0	£23.2	£167.4	£21.3	£4.6	£249.7	£33.2
Central London	£14.8	£22.9	£9.7	£2.9	£0.9	£3.3	£6.3	£7.6	£26.1	£66.3	£18.7	£7.6	£6.5	£193.6	£68.4
Bluewater Shopping Centre	£7.1	£19.7	£12.3	£4.2	£14.7	£24.4	£39.8	£7.1	£5.7	£17.5	£40.8	£82.7	£142.2	£418.2	£129.3
Westfield Stratford	£0.6	£0.0	£6.3	£2.5	£1.2	£0.3	£0.5	£0.0	£41.6	£16.6	£0.0	£0.0	£2.6	£72.3	£11.5
Other Out of Borough	£4.5	£5.8	£17.4	£3.5	£6.4	£5.7	£12.3	£7.8	£77.4	£43.3	£45.0	£11.0	£29.1	£269.2	£63.4
Ashford	£0.2	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£0.7
Barnehurst	£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	£1.7	£0.0
Beckton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.2	£0.0	£0.0	£0.9	£0.0	£13.1	£0.0
Sydenham	£0.0	£0.0	£0.1	£0.1	£0.1	£0.1	£0.3	£0.1	£2.0	£0.0	£19.9	£0.6	£0.0	£23.4	£0.8
Bethnal Green	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0	£0.0	£0.0	£0.0	£2.8	£0.0
Birchington-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Bow	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0
Bradford	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
Brixton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£12.0	£0.0	£0.0	£0.0	£12.0	£0.0
Broadstairs	£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	£0.9	£0.0
Camberwell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.4	£0.0
Canning Town	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0
Chelsea	£1.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.6	£1.6
Clapham Junction	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£1.0	£0.0
Crayford	£0.3	£0.5	£0.0	£0.5	£1.5	£0.7	£1.0	£0.0	£0.0	£0.0	£1.4	£4.0	£43.1	£52.9	£4.5
Croydon	£0.7	£1.7	£0.0	£0.0	£0.0	£0.5	£2.7	£0.4	£0.3	£13.5	£11.3	£1.5	£6.4	£39.1	£6.0
Elephant & Castle	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Erith	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£9.0	£10.1	£0.5
Forest Hill	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.4	£0.0
Gravesend Town Centre	£0.0	£0.0	£0.1	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Isle of Dogs	£0.2	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£54.6	£0.0	£0.0	£0.0	£0.0	£55.1	£0.5
Orpington	£0.2	£0.0	£0.5	£0.3	£0.6	£0.7	£5.8	£0.6	£0.0	£2.2	£2.2	£24.3	£9.8	£47.3	£8.7
Peckham	£0.0	£0.0													

TABLE 5: 2033 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH Zones 1-8
TOTAL AVAILABLE EXPENDITURE (€m):	£117.4	£278.2	£210.1	£74.0	£129.3	£148.4	£236.0	£128.4	£340.6	£494.6	£713.4	£333.8	£707.9	£3,912.0	£1,321.7
MAJOR CENTRES:															
Eltham Major Centre	£0.2	£9.5	£9.9	£0.2	£0.2	£5.6	£89.5	£49.9	£0.0	£1.1	£46.7	£32.8	£16.1	£261.7	£164.9
Woolwich Major Centre	£0.9	£20.5	£57.0	£8.6	£12.6	£13.4	£0.3	£0.6	£0.0	£0.0	£0.0	£0.0	£14.4	£128.3	£113.8
SUB TOTAL:	£1.0	£30.0	£66.8	£8.7	£12.8	£19.0	£89.8	£50.5	£0.0	£1.1	£46.7	£32.8	£30.6	£389.9	£278.7
DISTRICT CENTRES:															
Blackheath DC	£2.9	£15.8	£1.0	£0.5	£0.6	£1.6	£1.2	£2.1	£0.4	£1.5	£10.6	£1.5	£6.3	£46.2	£25.8
Greenwich DC	£22.4	£22.3	£0.8	£0.0	£0.4	£3.9	£0.0	£0.0	£1.6	£6.5	£6.6	£0.2	£0.0	£64.7	£49.8
Plumstead DC	£0.0	£0.0	£1.5	£0.3	£1.7	£3.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£7.3	£6.9
Thamesmead DC	£0.0	£0.0	£9.8	£21.7	£8.2	£2.4	£0.0	£0.1	£0.4	£0.0	£2.6	£0.0	£14.7	£59.9	£42.2
SUB TOTAL:	£25.3	£38.1	£13.1	£22.5	£10.9	£11.0	£1.5	£2.3	£2.4	£8.0	£19.9	£1.7	£21.4	£178.2	£124.7
LOCAL CENTRES:															
Abbey Wood	£0.0	£0.0	£0.0	£0.3	£6.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£10.7	£7.2
SUB TOTAL:	£0.0	£0.0	£0.0	£0.3	£6.9	£0.0	£3.5	£10.7	£7.2						
NEIGHBOURHOOD PARADES:															
Mottingham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.9	£0.4	£0.0	£0.0	£0.9	£0.5	£0.0	£2.7	£1.3
Avery Hill	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.9	£0.0	£1.1	£0.2
Shooters Hill	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£1.2
SUB TOTAL:	£0.0	£0.6	£0.0	£0.0	£0.0	£0.6	£1.2	£0.4	£0.0	£0.0	£0.9	£1.4	£0.0	£4.9	£2.7
OUT OF CENTRE:															
Abbey Wood	£0.0	£0.0	£0.0	£0.1	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.6	£0.4
Blackheath	£2.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£2.5	£2.0
Charlton	£18.8	£133.6	£57.0	£15.0	£27.4	£51.6	£20.1	£30.5	£12.3	£34.2	£11.2	£7.6	£42.5	£461.6	£353.9
Eltham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£4.7	£0.4	£0.0	£0.0	£1.0	£1.8	£0.8	£8.9	£5.3
Kidbrooke	£0.6	£0.1	£0.1	£0.0	£0.0	£1.1	£0.4	£0.9	£0.0	£0.0	£1.0	£0.0	£0.0	£4.3	£3.3
Plumstead	£0.0	£0.0	£0.1	£0.1	£0.4	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.7	£0.7
All Other Out of Centre	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.1
SUB TOTAL:	£21.5	£133.8	£57.2	£15.1	£28.1	£53.1	£25.2	£31.8	£12.3	£34.7	£13.2	£9.4	£44.4	£479.8	£365.8
OUTSIDE OF BOROUGH:															
Belvedere	£0.0	£0.5	£0.1	£1.1	£4.7	£0.5	£0.0	£0.0	£0.0	£0.0	£0.7	£16.5	£0.0	£24.1	£6.9
Bermondsey	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.3	£0.1
Bexleyheath	£0.0	£3.5	£8.8	£8.2	£30.6	£8.6	£2.7	£1.5	£0.0	£0.0	£3.6	£25.5	£214.4	£307.4	£63.9
Blackfen	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£2.2	£2.8	£0.0
Brockley	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£1.0	£0.2	£0.0	£4.9	£1.0	£0.0	£0.0	£7.3	£1.4
Canary Wharf	£3.2	£1.3	£0.2	£0.0	£0.0	£0.2	£5.1	£0.3	£30.4	£12.4	£93.5	£1.8	£1.7	£150.2	£10.3
Chislehurst	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.7	£0.0	£0.0	£0.0	£6.1	£5.8	£0.0	£13.5	£1.7
Deptford	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£12.9	£0.9	£0.0	£0.0	£14.9	£1.2
Grove Park	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.6	£0.0	£0.0	£2.6	£0.0
Hither Green	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£5.7	£0.0	£0.0	£5.7	£0.0
Lee	£0.2	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£29.9	£0.0	£0.0	£31.9	£2.0
Lewisham	£21.4	£4.9	£2.1	£0.0	£0.3	£1.2	£0.0	£1.3	£15.9	£58.4	£90.5	£0.9	£0.0	£196.9	£31.2
Surrey Quays	£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	£1.7	£0.0
New Cross Gate	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£14.4	£0.0	£0.0	£0.0	£14.6	£0.1
Northumberland Heath	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.3	£1.5	£0.2
Rotherhithe	£1.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£90.3	£11.0	£0.1	£0.0	£103.1	£1.3
Sidcup	£0.0	£1.1	£1.4	£0.1	£0.6	£0.8	£1.1	£1.7	£0.0	£0.9	£11.0	£62.9	£18.3	£99.9	£6.8
Welling	£0.0	£0.8	£1.3	£0.4	£2.4	£6.2	£2.1	£0.2	£0.0	£0.0	£3.8	£42.6	£59.8	£59.8	£13.4
Bromley	£5.8	£0.7	£1.1	£0.1	£0.0	£2.9	£21.7	£7.9	£0.0	£28.4	£203.8	£25.8	£5.6	£304.0	£40.3
Central London	£18.2	£27.9	£11.9	£3.5	£1.1	£4.1	£7.6	£9.2	£32.4	£81.2	£22.8	£9.2	£7.9	£237.0	£83.5
Bluewater Shopping Centre	£8.7	£24.0	£15.1	£5.1	£18.0	£29.7	£48.1	£8.6	£7.1	£21.4	£49.6	£100.2	£173.5	£509.3	£157.3
Westfield Stratford	£0.8	£0.1	£7.8	£3.0	£1.4	£0.4	£0.6	£0.0	£51.6	£20.4	£0.0	£0.0	£3.1	£89.1	£14.1
Other Out of Borough	£5.6	£7.1	£21.3	£4.3	£7.8	£6.9	£14.8	£9.5	£96.0	£53.0	£54.8	£13.3	£35.5	£330.0	£77.4
Ashford	£0.3	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£0.8
Barnhurst	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.0	£0.0
Beckton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£15.1	£0.0	£0.0	£1.2	£0.0	£16.3	£0.0
Sydenham	£0.0	£0.0	£0.1	£0.1	£0.1	£0.1	£0.4	£0.1	£2.5	£0.0	£24.3	£0.7	£0.0	£28.5	£0.9
Bethnal Green	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0	£0.0	£0.0	£0.0	£3.5	£0.0
Birchington-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Bow	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0	£0.0	£0.0	£0.0	£0.4	£0.0
Bradford	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Brixton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£14.7	£0.0	£0.0	£0.0	£14.7	£0.0
Broadstairs	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0
Camdenwell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.5	£0.0
Canning Town	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0
Chelsea	£1.3	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£2.0
Clapham Junction	£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	£1.2	£0.0
Crayford	£0.4	£0.6	£0.0	£0.6	£1.8	£0.9	£1.2	£0.0	£0.0	£0.0	£1.8	£4.8	£52.6	£64.6	£5.4
Croydon	£0.8	£2.1	£0.0	£0.0	£0.0	£0.7	£3.2	£0.5	£0.4	£16.5	£13.8	£1.8	£7.8	£47.7	£7.3
Elephant & Castle	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Erith	£0.0	£0.0	£0.0	£0.0	£0.4	£0.1	£0.0	£0.0	£0.9	£0.0	£0.0	£0.0	£10.9	£12.3	£0.6
Forest Hill	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2	£0.0	£0.0	£0.4	£0.0
Gravesend Town Centre	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Isle of Dogs	£0.2	£0.2	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£67.7	£0.0	£0.0	£0.0	£0.0	£68.3	£0.6
Orpington	£0.3	£0.0	£0.6	£0.4	£0.8	£0.9	£7.0	£0.8	£0.0	£2.7	£2.6	£29.5	£11.9	£57.4	£10.6
Peckham															

TABLE 6: 2038 SURVEY-DERIVED MARKET SHARE ANALYSIS (EM)
ALL COMPARISON GOODS EXPENDITURE ALLOCATED TO EXISTING CENTRES, SHOPS AND STORES IN THE DEFINED STUDY AREA
Excluding Internet Shopping and other Special Forms of Trading

ZONE:	1	2	3	4	5	6	7	8	9	10	11	12	13	STUDY AREA	GREENWICH BOROUGH Zones 1-8
TOTAL AVAILABLE EXPENDITURE (Em):	£141.2	£332.9	£252.8	£89.0	£155.4	£177.5	£280.7	£153.5	£410.8	£594.1	£854.4	£398.6	£849.0	£4,689.9	£1,583.0
MAJOR CENTRES:															
Eltham Major Centre	£0.2	£11.3	£11.9	£0.2	£0.2	£6.7	£106.5	£59.6	£0.0	£1.4	£55.9	£39.2	£19.4	£312.5	£196.6
Woolwich Major Centre	£1.0	£24.5	£68.6	£10.3	£15.2	£16.0	£0.3	£0.8	£0.0	£0.0	£0.0	£0.0	£17.3	£154.0	£136.7
SUB TOTAL:	£1.2	£35.9	£80.4	£10.5	£15.4	£22.7	£106.8	£60.4	£0.0	£1.4	£55.9	£39.2	£36.7	£466.5	£333.3
DISTRICT CENTRES:															
Blackheath DC	£3.4	£18.9	£1.3	£0.6	£0.7	£2.0	£1.4	£2.6	£0.5	£1.8	£12.7	£1.8	£7.5	£55.3	£30.9
Greenwich DC	£27.0	£26.7	£0.9	£0.0	£0.4	£4.7	£0.0	£0.0	£2.0	£7.7	£7.9	£0.2	£0.0	£77.7	£59.8
Plumstead DC	£0.0	£0.0	£1.7	£0.4	£2.1	£3.7	£0.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£8.8	£8.3
Thamesmead DC	£0.0	£0.0	£11.8	£26.1	£9.8	£2.9	£0.0	£0.2	£0.5	£0.0	£3.2	£0.0	£17.6	£72.0	£50.8
SUB TOTAL:	£30.4	£45.6	£15.7	£27.1	£13.1	£13.2	£1.8	£2.7	£2.9	£9.6	£23.8	£2.1	£25.7	£213.8	£149.7
LOCAL CENTRES:															
Abbey Wood	£0.0	£0.0	£0.0	£0.3	£8.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2	£12.8	£8.7
SUB TOTAL:	£0.0	£0.0	£0.0	£0.3	£8.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2	£12.8	£8.7
NEIGHBOURHOOD PARADES:															
Mottingham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.1	£0.4	£0.0	£0.0	£1.1	£0.6	£0.0	£3.2	£1.5
Avery Hill	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£1.1	£0.0	£1.4	£0.3
Shooters Hill	£0.0	£0.7	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.4	£1.4
SUB TOTAL:	£0.0	£0.7	£0.0	£0.0	£0.0	£0.7	£1.4	£0.4	£0.0	£0.0	£1.1	£1.6	£0.0	£5.9	£3.2
OUT OF CENTRE:															
Abbey Wood	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.7	£0.5
Blackheath	£2.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.6	£0.0	£0.0	£0.0	£3.0	£2.4
Charlton	£22.7	£159.9	£68.6	£18.0	£32.9	£61.7	£23.9	£36.4	£14.8	£41.0	£13.4	£9.1	£50.9	£553.3	£424.1
Eltham	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£5.6	£0.5	£0.0	£0.0	£1.2	£2.1	£0.9	£10.6	£6.4
Kidbrooke	£0.8	£0.1	£0.1	£0.0	£0.0	£1.3	£0.5	£1.1	£0.0	£0.0	£1.2	£0.0	£0.0	£5.1	£3.9
Plumstead	£0.0	£0.0	£0.1	£0.1	£0.5	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.2	£2.1	£0.9
All Other Out of Centre	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
SUB TOTAL:	£25.8	£160.1	£68.9	£18.2	£33.7	£63.4	£30.0	£38.0	£14.8	£41.7	£15.8	£11.2	£53.3	£575.0	£438.2
OUTSIDE OF BOROUGH:															
Belvedere	£0.0	£0.7	£0.2	£1.3	£5.6	£0.6	£0.0	£0.0	£0.0	£0.0	£0.0	£0.8	£19.7	£28.9	£8.3
Bermondsey	£0.1	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.3	£0.1
Bexleyheath	£0.0	£4.2	£10.6	£9.8	£36.8	£10.3	£3.2	£1.8	£0.0	£0.0	£4.3	£30.5	£257.1	£368.6	£76.7
Blackfen	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.7	£2.7	£3.3	£0.0
Brockley	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£1.2	£0.2	£0.0	£5.9	£1.2	£0.0	£0.0	£8.8	£1.7
Canary Wharf	£3.9	£1.5	£0.3	£0.0	£0.0	£0.2	£6.0	£0.3	£36.7	£14.9	£112.0	£2.2	£2.1	£180.1	£12.3
Chislehurst	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£7.3	£6.9	£0.0	£16.2	£2.0
Deptford	£1.4	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£15.5	£1.0	£0.0	£0.0	£18.0	£1.4
Grove Park	£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	£3.2	£0.0
Hither Green	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£6.9	£0.0	£0.0	£6.9	£0.0
Lee	£0.2	£0.5	£0.0	£0.0	£0.0	£0.0	£0.0	£1.8	£0.0	£0.0	£35.8	£0.0	£0.0	£38.2	£2.4
Lewisham	£25.7	£5.8	£2.5	£0.0	£0.4	£1.5	£0.0	£1.6	£19.1	£70.1	£108.4	£1.0	£0.0	£236.2	£37.5
Surrey Quays	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.0	£0.0	£0.0	£0.0	£2.0	£0.0
New Cross Gate	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£17.3	£0.0	£0.0	£0.0	£17.5	£0.2
Northumberland Heath	£0.0	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£1.5	£1.8	£0.2
Rotherhithe	£1.5	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£108.5	£13.1	£0.1	£0.0	£123.8	£1.5
Sidcup	£0.0	£1.3	£1.7	£0.2	£0.7	£0.9	£1.3	£2.1	£0.0	£1.0	£13.2	£75.1	£22.0	£119.4	£8.1
Welling	£0.0	£1.0	£1.6	£0.5	£2.9	£7.4	£2.5	£0.3	£0.0	£0.0	£0.0	£4.5	£51.1	£71.6	£16.0
Bromley	£7.0	£0.9	£1.3	£0.1	£0.0	£3.5	£25.8	£9.4	£0.0	£34.1	£244.1	£30.8	£6.7	£363.9	£48.1
Central London	£21.9	£33.3	£14.4	£4.2	£1.3	£4.9	£9.0	£11.0	£39.1	£97.5	£27.3	£10.9	£9.4	£284.4	£100.1
Bluewater Shopping Centre	£10.5	£28.7	£18.2	£6.2	£21.6	£35.5	£57.2	£10.3	£8.6	£25.7	£59.4	£119.7	£208.1	£609.8	£188.2
Westfield Stratford	£0.9	£0.1	£9.4	£3.6	£1.7	£0.4	£0.8	£0.0	£62.2	£24.5	£0.0	£0.0	£3.7	£107.3	£17.0
Other Out of Borough	£6.7	£8.5	£25.7	£5.2	£9.4	£8.2	£17.6	£11.3	£115.7	£63.7	£65.6	£15.9	£42.5	£396.2	£92.7
Ashford	£0.3	£0.0	£0.0	£0.0	£0.0	£0.7	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.0	£1.0
Barnehurst	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£2.4	£0.0
Beckton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£18.2	£0.0	£0.0	£1.4	£0.0	£19.6	£0.0
Sydenham	£0.0	£0.0	£0.1	£0.1	£0.1	£0.2	£0.4	£0.2	£3.0	£0.0	£29.1	£0.9	£0.0	£34.1	£1.1
Bethnal Green	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£4.2	£0.0	£0.0	£0.0	£0.0	£4.2	£0.0
Birchington-on-Sea	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0	£0.0	£0.0	£0.0	£0.1	£0.0
Bow	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0	£0.0	£0.0	£0.0	£0.5	£0.0
Bradford	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.2
Brixton	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£17.6	£0.0	£0.0	£0.0	£17.6	£0.0
Broadstairs	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0	£0.0	£0.0	£0.0	£1.3	£0.0
Camberwell	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3	£0.0	£0.0	£0.7	£0.0
Canning Town	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0	£0.0	£0.0	£0.0	£0.3	£0.0
Chelsea	£1.5	£0.9	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£2.4	£2.4
Clapham Junction	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£1.5	£0.0	£0.0	£0.0	£1.5	£0.0
Crayford	£0.5	£0.7	£0.0	£0.7	£2.1	£1.1	£1.4	£0.0	£0.0	£0.0	£2.1	£5.7	£63.0	£77.4	£6.5
Croydon	£1.0	£2.5	£0.0	£0.0	£0.0	£0.8	£3.8	£0.6	£0.5	£19.9	£16.5	£2.2	£9.4	£57.2	£8.7
Elephant & Castle	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0
Erith	£0.0	£0.0	£0.0	£0.1	£0.5	£0.1	£0.0	£0.0	£1.0	£0.0	£0.0	£0.0	£13.1	£14.8	£0.7
Forest Hill	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.2	£0.3	£0.0	£0.0	£0.5	£0.0
Gravesend Town Centre	£0.0	£0.0	£0.1	£0.0	£0.2	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.0	£0.3	£0.3
Isle of Dogs	£0.3	£0.2	£0.0	£0.0	£0.0	£0.2	£0.0	£0.0	£81.7	£0.0	£0.0	£0.0	£0.0	£82.3	£0.7
Orpington	£0.3	£0.0	£0.7	£0.4	£0.9	£1.0	£8.4	£0.9	£0.0	£3.3	£3.2	£35.2	£14.3	£68.6	£1

APPENDIX 9: CONVENIENCE GOODS CAPACITY

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

	2018	2023	2028	2033	2038
GREENWICH BOROUGH - MAJOR CENTRES:					
Woolwich Major Centre	£99.4	£108.3	£116.1	£122.4	£129.2
Eltham Major Centre	£126.2	£131.1	£135.4	£140.2	£146.1
GREENWICH BOROUGH - DISTRICT CENTRES:					
Greenwich District Centre	£44.7	£48.2	£50.6	£53.1	£56.2
East Greenwich District Centre	£13.6	£15.5	£16.7	£17.9	£19.2
North Greenwich District Centre	£0.9	£0.9	£1.0	£1.0	£1.1
Plumstead District Centre	£6.8	£6.9	£7.0	£7.2	£7.5
Thamesmead District Centre	£62.3	£64.6	£68.2	£71.5	£74.7
Blackheath	£8.6	£9.5	£10.1	£10.6	£11.2
GREENWICH BOROUGH - LOCAL CENTRES:					
New Eltham Local Centre	£2.3	£2.4	£2.4	£2.5	£2.6
North Eltham Local Centre	£2.0	£2.2	£2.3	£2.4	£2.5
Abbey Wood Local Centre	£0.2	£0.2	£0.2	£0.2	£0.3
Blackheath Local Centre	£18.0	£20.2	£21.7	£23.1	£24.6
Well Hall Local Centre	£0.1	£0.1	£0.1	£0.2	£0.2
GREENWICH BOROUGH - NEIGHBOURHOOD PARADES & OTHER STORES:					
Abbey Wood - Other Neighbourhood Parades & Shops	£3.0	£3.1	£3.1	£3.2	£3.4
Plumstead Common - Other Neighbourhood Parades & Shops	£7.2	£7.5	£7.8	£8.0	£8.4
Shooters Hill - Other Neighbourhood Parades & Shops	£1.3	£1.3	£1.3	£1.3	£1.4
GREENWICH BOROUGH - OUT OF CENTRE STORES:					
Abbey Wood - All Stores	£28.5	£28.9	£29.8	£30.8	£32.0
Charlton - All Stores	£129.5	£143.8	£153.4	£163.0	£173.4
Greenwich - All Stores	£5.3	£5.4	£5.6	£5.7	£6.0
Kidbrooke - All Stores	£1.8	£2.0	£2.1	£2.2	£2.4
SUB TOTAL:	£561.8	£602.1	£634.8	£666.6	£702.0

Notes: Assume constant market shares over forecast period.

TABLE 2: ALL CONVENIENCE GOODS - TOTAL TURNOVER
Including 'Inflow' from outside Study Area

	'Inflow' from outside Study Area	2018	2023	2028	2033	2038
GREENWICH BOROUGH - MAJOR CENTRES:						
Woolwich Major Centre	10%	110.4	120.3	129.0	136.0	143.5
Eltham Major Centre	10%	140.3	145.7	150.5	155.7	162.3
GREENWICH BOROUGH - DISTRICT CENTRES:						
Greenwich District Centre	5%	47.1	50.8	53.2	55.9	59.1
East Greenwich District Centre	5%	14.3	16.3	17.6	18.9	20.2
North Greenwich District Centre	5%	0.9	1.0	1.0	1.1	1.1
Plumstead District Centre	0%	6.8	6.9	7.0	7.2	7.5
Thamesmead District Centre	0%	62.3	64.6	68.2	71.5	74.7
Blackheath	0%	8.6	9.5	10.1	10.6	11.2
GREENWICH BOROUGH - LOCAL CENTRES:						
New Eltham Local Centre	0%	2.3	2.4	2.4	2.5	2.6
North Eltham Local Centre	0%	2.0	2.2	2.3	2.4	2.5
Abbey Wood Local Centre	0%	0.2	0.2	0.2	0.2	0.3
Blackheath Local Centre	0%	18.0	20.2	21.7	23.1	24.6
Well Hall Local Centre	0%	0.1	0.1	0.1	0.2	0.2
GREENWICH BOROUGH - NEIGHBOURHOOD PARADES & OTHER STORES:						
Abbey Wood - Other Neighbourhood Parades & Shops	0%	3.0	3.1	3.1	3.2	3.4
Plumstead Common - Other Neighbourhood Parades & Shops	0%	7.2	7.5	7.8	8.0	8.4
Shooters Hill - Other Neighbourhood Parades & Shops	0%	1.3	1.3	1.3	1.3	1.4
GREENWICH BOROUGH - OUT OF CENTRE STORES:						
Abbey Wood - All Stores	5%	30.0	30.4	31.3	32.4	33.6
Charlton - All Stores	10%	143.9	159.8	170.4	181.1	192.7
Greenwich - All Stores	5%	5.6	5.7	5.8	6.0	6.3
Kidbrooke - All Stores	0%	1.8	2.0	2.1	2.2	2.4
SUB TOTAL:		£606.1	£649.9	£685.2	£719.6	£757.9

TABLE 3: ALL KNOWN COMMITTED CONVENIENCE GOODS FLOORSPACE (i.e. with planning permission, under construction or allocated at the time of preparing the capacity assessment)

DETAILS & ADDRESS/ LOCATION	IN-CENTRE / OUT-OF-CENTRE	PLANNING REF:	NET CONV SALES AREA (sqm)	2018: SALES DENSITY (£ per sqm)	Turnover (£m)				
					2018	2023	2028	2033	2038
WOOLWICH									
1. The Warren / Royal Arsenal - Laboratory Building (P3)	In-Centre	11/1632/F	85.9	£12,500	£1.1	£1.1	£1.1	£1.1	£1.1
2. Cornwallis Road - Crossrail Over Station Development	In-Centre	13/3307/F	64.2	£12,500	£0.8	£0.8	£0.8	£0.8	£0.8
3. Royal Sovereign House - 40 Beresford Street	In-Centre	15/0016/F	55.8	£12,500	£0.7	£0.7	£0.7	£0.7	£0.7
GREENWICH DISTRICT CENTRE:									
4. All Commitments in Greenwich District Centre	In-Centre	Various	171	£12,500	£2.1	£2.1	£2.1	£2.1	£2.2
ELTHAM									
5. Grove Market Place / Eltham High Street – Mixed Use Development	In-Centre	13/2407/F	219	£12,500	£2.7	£2.7	£2.7	£2.8	£2.8
6. Kidbrooke Village – Ferrier Estate Regeneration - Phase 3	Local Centre	Various	886	£12,500	£11.1	£11.0	£11.1	£11.1	£11.2
NORTH GREENWICH									
7. Greenwich Peninsula – Greenwich Masterplan	In-Centre	15/0716	1,645	£12,500	£0.0	£0.0	£20.6	£20.7	£20.8
6. Greenwich Millennium Village, Peartree Way (P3-P5)	Out-of-Centre	12/0022/O	209	£12,500	£2.6	£2.6	£2.6	£2.6	£2.6
OTHER OUT-OF-CENTRE COMMITMENTS IN ROYAL BOROUGH OF GREENWICH									
7. All Other Out-of-Centre Commitments:	Out-of-Centre	Various	346	£12,500	£4.3	£4.3	£4.3	£4.3	£4.4
TOTAL			3,681	£6,915	£25.5	£25.4	£46.1	£46.3	£46.5

Source: All commitments have been sourced from the local planning authority. They represent the major committed retail schemes in the Borough at the time of preparing this assessment (i.e. either allocated in the adopted local plan, and/or have planning permission and/or are under construction). We have also included all other major mixed use schemes identified by the Council with permitted commercial (flexible) floorspace over 100 sqm gross (as at 1 April 2018).

Notes: In cases where the exact retail floorspace is not specified by the planning permission, Carter Jonas has necessarily applied informed judgements based on the available evidence. In terms of the potential turnover/trading performance of the committed new convenience goods retail floorspace we have assumed that it will all achieve a higher average sales level of £12,500 per sqm - although we acknowledge that trading levels could be lower in some cases depending on the scale, brand and quality of the food and convenience operator and offer. Unless stated we have assumed a net/gross floorspace ratio of 70% for all convenience goods floorspace. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2023; apart from the commercial floorspace planned as part of the Greenwich Peninsula Masterplan which has a c.20 year development lifecycle (see below).

Reference:

(1) **The Warren / Royal Arsenal - Laboratory Building (P3) (11/1632/F)** - permission granted in March 2012 for a mixed use scheme comprising a net increase in residential units of 252 and 736 sqm of new Class A1/A3/B1/D1 floorspace. For the purpose of this capacity assessment we have assumed that approximately one-third (245.3 sqm gross) of the proposed floorspace will be for Class A1 use. Of this total we assume 50% (122.7 sqm gross) will be taken up by comparison goods retailing and 50% (122.7 sqm) by convenience goods retailing.

(2) **Cornwallis Road (13/3307/F)** - permission granted in April 2015 on the former car park and units 12/14/15/16 Gunnery Terrace for a mixed use scheme comprising a net increase in residential units of 394 and 734 sqm of new Class A1-A4/B1/D1/D2 floorspace. For the purpose of this capacity assessment we have assumed that approximately one-quarter (183.5 sqm gross) of the proposed floorspace will be for Class A1 use. Of this total we assume 50% (91.8 sqm gross) will be taken up by comparison goods retailing and 50% (91.8 sqm gross) by convenience goods retailing.

(3) **Royal Sovereign House - 40 Beresford Street (15/0016/F)** - permission granted in July 2017 for a mixed use scheme comprising a net increase in residential units of 28 and 319 sqm of new Class A1/B1 floorspace. For the purpose of this capacity assessment we have assumed that approximately 50% (159.5 sqm gross) of the proposed floorspace will be for Class A1 use. Of this total we assume 50% (79.8 sqm gross) will be taken up by comparison goods retailing and 50% (79.8 sqm gross) by convenience goods retailing.

(4) **All known commitments in Greenwich District Centre** include the flexible commercial floorspace allowed by the Council as part of planning permissions for mixed use schemes as at 1 April 2018 (refer to planning application refs: 13/0364/F; 13/2725/F; 14/1775/F; & 16/3328/F). The total commercial floorspace permitted is estimated to be 2,682 sqm gross. Additionally we understand from the LPA at 19 April 2018 that 1,327 sqm of space under permission 13/0364/F (262 Creek Road) had been taken up by a gym operator (D1), leaving 473 sqm gross available for A1/A3 use. The remaining flexible floorspace across the known permissions allows for a wide range of Class A1-A5 and D1-D2 uses. In the absence of information as to the likely Class A1 offer, and the mix of food and non-food retail floorspace, we have made the reasonable assumption in this case that approximately 488 sqm of the total gross commercial floorspace could be taken up by Class A1 retail. We have then assumed that 50% (244 sqm gross) of this A1 floorspace will be for food retail and the other 50% (244 sqm gross) for non-food. The different net/gross floorspace ratios have been applied to the food and non-food gross areas to derive net sales.

(5) **Grove Market Place, Eltham Town Centre (ref: 13/2407/F)** - mixed use development by Eltham Renaissance Ltd for the redevelopment of Grove Market Place, a former 1960s mixed use precinct consisting of 19 smaller retail units, including residential and parking. The permission granted May 2014 allows for a mixed use development consisting of the construction of buildings up to 8-stories comprising a 313 sqm commercial unit (A1/A3), 144 residential units, 49 car parking spaces, cycle spaces and associated works (revised description). For the purpose of this assessment we have assumed that the commercial unit will be taken up by Class A1 (food) retail.

(6) **Kidbrooke Village - outline permission June 2009 (ref: 08/2782/O)** for development of land at Ferrier Estate and Harrow Meadow for 4,000 dwellings (including 27,261 sqm of extra care accommodation) and 29,498 sqm of non-residential uses by Berkeley Homes. The non-residential uses comprise 4,855 sqm of commercial space; incorporating 3,100 sqm of Class A1-A5, a 2,785 sqm supermarket (A1) and up to 2,782 sqm of Class D2. The other uses allowed comprise 5,450 sqm office space (B1), 4,884 sqm community facility (D1), a 5,911 sqm hotel (C1), 3,205 sqm GP Surgery (D1) and a 2,408 sqm replacement primary school (D1). The Retail and Leisure Assessment (RLA) prepared by Barton Wilmore (November 2008) in support of the application estimated that the foodstore would have a net sales area of 1,810 sqm net (based on a 65% net/gross ratio), of which 1,488 sqm net (80%) would be for convenience goods sales and the residual for comparison retail (362 sqm net). BW assumed an average convenience sales level of £12,025 per sqm for a potential operator, and £8,000 per sqm for the comparison goods element of the store. This permission has since been superseded by a series of s73 material amendments to the residential and non-residential floorspace (including 14/2607; 15/3036/MA; 17/0094/MA; 17/0536/MA; 17/1239/MA; and 17/1240/MA). Based on the most recent applications/permissions (i.e. 17/1239/MA and 17/1240/MA) we understand that the commercial floorspace permitted includes a 949 sqm gross supermarket; 323 sqm of A1 space (we have assumed this will be for non-food retail); and 2,110 sqm gross of flexible commercial space (Class A1-A5). For the purpose of this assessment we have assumed that approximately 50% (i.e. 1,055 sqm gross) of the 2,110 sqm gross flexible commercial space will be taken up by A1 retail, of which approximately 70% (739 sqm gross) will be for non-food and 30% (317 sqm gross) for food.

(7) **Greenwich Peninsula (ref: 15/0716)** - The 2015 Masterplan allows for 12,600 residential units, with an estimated resident population of over 23,000 people. It includes permission for 23,500 sqm of Class A1-A5 retail uses. The Retail Statement prepared by Lichfields (February 2015) provides an indicative breakdown of the proposed floorspace. Table 1.1 (page 4) of the RS indicates a gross Class A1 non-food floorspace of 10,600 sqm gross, which is equivalent to 8,000 sqm net. There is also scope for Class A1 food floorspace of 2,350 sqm gross. The residual floorspace is accounted for by Class A3-A5 (5,850 sqm gross), non-retail services (2,350 sqm gross) and financial/professional services (2,350 sqm gross). The non-food shops will comprise "lower order products purchased on a regular basis" (para 1.23), and the food shops will comprise smaller food and grocery outlets that meet "the day-to-day needs of residents and workers" (para 1.22). The Council has indicated that the Greenwich Peninsula will be completed over a 20-year period, and there will not be significant development over the next 5 years. On this basis we have assumed that the Class A1 food floorspace will be open and trading by 2028.

(8) **Greenwich Millennium Village (ref: 12/0022/O)** - permission granted March 2012 for up to 1,190 sqm (GEA) flexible A1/A2 /A3/A4; up to 4,462sqm of B1; up to 500sqm of D1 for a children's nursery; and up to a total of 750sqm D2 for community space and a management facility. For the purpose of this assessment we have assumed that approximately 50% (595 sqm gross) of the flexible space will be taken up by A1 retail. Of this total A1 retail we assume that 50% (298 sqm gross) will be set aside for A1 non-food and 50% (298 sqm gross) for A1 food retail sales.

(9) **All other out-of-centre commitments in the Royal Borough of Greenwich** as at 1st April 2018 that have been sourced from the Council include planning applications references - 13/1841/F; 14/3795/F; 15/0973/F; 15/2187/F; 15/2272/F; 16/0132/F; 16/1792/F; 16/2163/F; 16/2878/F; & 17/4080/F). The total estimated commercial floorspace permitted is estimated to be 4,182 sqm gross based on the Council's figures. Of this, the total gross A1 space is estimated at 988 sqm. We assume that 50% will be set aside for A1 non-food retail (i.e. 494 sqm gross) and the other 50% (494 sqm gross) for A1 food retail.

TABLE 4: ROYAL BOROUGH OF GREENWICH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£606.1	£649.9	£685.2	£719.6	£757.9
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£606.1	£604.3	£606.7	£609.8	£612.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£45.6	£78.5	£109.9	£145.1
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£25.4	£46.1	£46.3	£46.5
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		£20.2	£32.4	£63.6	£98.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,463	£12,512	£12,575	£12,638
	(ii) Net Floorspace Capacity (sq m):	0	1,624	2,592	5,056	7,798
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2,320	3,703	7,223	11,139
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,507	£7,545	£7,583
	(ii) Net Floorspace Capacity (sq m):	0	2,707	4,321	8,427	12,996
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		3,867	6,172	12,038	18,566

- STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (derived from Table 1) and allow for 'inflow' of expenditure/turnover from outside the defined study/catchment area based on judgements (see Table 2).
- STEP 2: It has been assumed for the purpose of this assessment that the convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian Retail Planner Briefing Note 15 (December 2017) and other research evidence.
- STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.
- STEP 4: The turnover of all known commitments has been derived from Table 3. It has generally been assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2023.
- STEP 5: The 'net' revised residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).
- STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed higher average sales performance of superstore operators (i.e. Tesco, Asda, Sainsbury's, Waitrose, Morrisons and Marks & Spencer) at Step 6.
- STEP 7: The 'net' residual expenditure is converted into a net/gross floorspace capacity based on the lower average sales performance of supermarket and discount operators (e.g. Aldi, Lidl, Netto, Co-Op, Budgens, etc.).

TABLE 5: WOOLWICH TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£110.4	£120.3	£129.0	£136.0	£143.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£110.4	£110.1	£110.5	£111.1	£111.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£10.2	£18.5	£25.0	£31.9
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£2.6	£2.6	£2.6	£2.6
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		£7.7	£15.9	£22.4	£29.3
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,463	£12,512	£12,575	£12,638
	(ii) Net Floorspace Capacity (sq m):	0	615	1,270	1,779	2,316
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		879	1,815	2,541	3,309
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,507	£7,545	£7,583
	(ii) Net Floorspace Capacity (sq m):	0	1,025	2,117	2,965	3,860
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,465	3,025	4,235	5,515

TABLE 6: ELTHAM TOWN CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£140.3	£145.7	£150.5	£155.7	£162.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£140.3	£139.8	£140.4	£141.1	£141.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£5.8	£10.1	£14.6	£20.5
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£2.7	£2.7	£2.8	£2.8
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		£3.1	£7.3	£11.9	£17.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,463	£12,512	£12,575	£12,638
	(ii) Net Floorspace Capacity (sq m):	0	250	585	945	1,403
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		357	836	1,350	2,004
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,507	£7,545	£7,583
	(ii) Net Floorspace Capacity (sq m):	0	417	976	1,575	2,338
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		595	1,394	2,250	3,340

TABLE 7: GREENWICH DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£47.1	£50.8	£53.2	£55.9	£59.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£47.1	£47.0	£47.1	£47.4	£47.6
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.8	£6.1	£8.6	£11.5
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£2.1	£2.1	£2.1	£2.2
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		£1.7	£4.0	£6.4	£9.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,463	£12,512	£12,575	£12,638
	(ii) Net Floorspace Capacity (sq m):	0	136	317	510	741
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		194	453	729	1,059
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,507	£7,545	£7,583
	(ii) Net Floorspace Capacity (sq m):	0	226	528	851	1,235
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		323	754	1,215	1,765

TABLE 8: EAST GREENWICH DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£14.3	£16.3	£17.6	£18.9	£20.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£14.3	£14.2	£14.3	£14.4	£14.4
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.1	£3.3	£4.5	£5.8
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		£2.1	£3.3	£4.5	£5.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,463	£12,512	£12,575	£12,638
	(ii) Net Floorspace Capacity (sq m):	0	165	264	359	455
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		236	377	513	650
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,507	£7,545	£7,583
	(ii) Net Floorspace Capacity (sq m):	0	276	440	599	758
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		394	629	856	1,083

TABLE 9: NORTH GREENWICH DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£0.9	£1.0	£1.0	£1.1	£1.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£0.9	£0.9	£0.9	£0.9	£0.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.1	£0.1	£0.1	£0.2
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£2.6	£23.2	£23.3	£23.4
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		-£2.5	-£23.1	-£23.2	-£23.2
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,463	£12,512	£12,575	£12,638
	(ii) Net Floorspace Capacity (sq m):	0	-203	-1,845	-1,842	-1,839
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-290	-2,635	-2,631	-2,627
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,507	£7,545	£7,583
	(ii) Net Floorspace Capacity (sq m):	0	-339	-3,075	-3,070	-3,065
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-484	-4,392	-4,385	-4,378

TABLE 10: PLUMSTEAD DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£6.8	£6.9	£7.0	£7.2	£7.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£6.8	£6.8	£6.8	£6.8	£6.9
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.1	£0.2	£0.4	£0.6
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		£0.1	£0.2	£0.4	£0.6
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,463	£12,512	£12,575	£12,638
	(ii) Net Floorspace Capacity (sq m):	0	8	15	28	49
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		11	21	40	70
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,507	£7,545	£7,583
	(ii) Net Floorspace Capacity (sq m):	0	13	25	47	82
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		19	35	67	117

TABLE 11: THAMESMEAD DISTRICT CENTRE - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£62.3	£64.6	£68.2	£71.5	£74.7
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£62.3	£62.1	£62.3	£62.6	£63.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.5	£5.8	£8.8	£11.7
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		£2.5	£5.8	£8.8	£11.7
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,463	£12,512	£12,575	£12,638
	(ii) Net Floorspace Capacity (sq m):	0	198	465	701	929
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		283	665	1,001	1,327
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,507	£7,545	£7,583
	(ii) Net Floorspace Capacity (sq m):	0	330	776	1,168	1,548
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		472	1,108	1,668	2,211

TABLE 12: ALL OTHER DISTRICT & LOCAL CENTRES - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£31.3	£34.7	£36.9	£39.0	£41.3
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£31.3	£31.2	£31.3	£31.5	£31.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.4	£5.5	£7.5	£9.7
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m) *		£11.0	£11.1	£11.1	£11.2
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		-£7.6	-£5.6	-£3.6	-£1.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,463	£12,512	£12,575	£12,638
	(ii) Net Floorspace Capacity (sq m):	0	-610	-446	-289	-121
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-871	-637	-413	-173
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,507	£7,545	£7,583
	(ii) Net Floorspace Capacity (sq m):	0	-1,016	-744	-481	-201
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,451	-1,062	-688	-288

Notes: * Kidbrooke Village – Ferrier Estate Regeneration - Phase 3

TABLE 13: ALL NEIGHBOURHOOD PARADES IN THE BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£11.6	£11.9	£12.2	£12.6	£13.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£11.6	£11.5	£11.6	£11.6	£11.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.3	£0.6	£1.0	£1.5
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		£0.3	£0.6	£1.0	£1.5
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,463	£12,512	£12,575	£12,638
	(ii) Net Floorspace Capacity (sq m):	0	28	50	77	116
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		40	71	111	165
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,507	£7,545	£7,583
	(ii) Net Floorspace Capacity (sq m):	0	46	83	129	193
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		66	119	184	275

TABLE 14: ALL OUT-OF CENTRES STORES IN THE BOROUGH - CONVENIENCE GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£181.2	£197.9	£209.7	£221.7	£235.0
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£181.2	£180.7	£181.4	£182.3	£183.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£17.2	£28.3	£39.4	£51.7
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£4.3	£4.3	£4.3	£4.4
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		£12.9	£24.0	£35.0	£47.4
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£12,500	£12,463	£12,512	£12,575	£12,638
	(ii) Net Floorspace Capacity (sq m):	0	1,037	1,916	2,787	3,748
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		1,481	2,738	3,981	5,355
STEP 7:	FORECAST CAPACITY FOR NEW SUPERMARKET/DISCOUNT FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£7,500	£7,478	£7,507	£7,545	£7,583
	(ii) Net Floorspace Capacity (sq m):	0	1,728	3,194	4,645	6,247
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2,468	4,563	6,635	8,924

APPENDIX 10: COMPARISON GOODS CAPACITY

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

	2018	2023	2028	2033	2038
MAJOR CENTRES:					
Eltham Major Centre	£148.9	£176.6	£215.6	£261.7	£312.5
Woolwich Major Centre	£70.5	£84.8	£104.8	£128.3	£154.0
DISTRICT CENTRES:					
Blackheath DC	£25.6	£30.7	£37.9	£46.2	£55.3
Greenwich DC	£35.3	£42.8	£52.9	£64.7	£77.7
Plumstead DC	£4.1	£4.9	£6.0	£7.3	£8.8
Thamesmead DC	£33.2	£39.7	£49.0	£59.9	£72.0
LOCAL CENTRES:					
Abbey Wood	£6.0	£7.1	£8.8	£10.7	£12.8
NEIGHBOURHOOD PARADES:					
Mottingham NP	£1.5	£1.8	£2.2	£2.7	£3.2
Avery Hill NP	£0.7	£0.8	£0.9	£1.1	£1.4
Shooters Hill NP	£0.6	£0.8	£0.9	£1.2	£1.4
OUT OF CENTRE:					
Abbey Wood	£0.3	£0.4	£0.5	£0.6	£0.7
Blackheath	£1.3	£1.6	£2.0	£2.5	£3.0
Charlton	£255.2	£306.7	£378.2	£461.6	£553.3
Eltham	£5.1	£6.0	£7.3	£8.9	£10.6
Kidbrooke	£2.4	£2.9	£3.5	£4.3	£5.1
Plumstead	£1.0	£1.2	£1.4	£1.7	£2.1
All Other Out of Centre	£0.1	£0.1	£0.1	£0.1	£0.2
SUB TOTAL:	£591.7	£708.7	£872.2	£1,063.5	£1,274.0
Notes: Assume constant market shares over forecast period.	591.7	708.7	872.2	1063.5	1274.0

TABLE 2: TOTAL COMPARISON GOODS TURNOVER (£m)
Including 'Inflow' from outside Study Area

	'Inflow' from outside Study Area	2018	2023	2028	2033	2038
MAJOR CENTRES:						
Eltham Major Centre	10%	165.4	196.2	239.6	290.7	347.2
Woolwich Major Centre	10%	78.4	94.2	116.4	142.5	171.1
DISTRICT CENTRES:						
Blackheath DC	5%	27.0	32.4	39.9	48.6	58.2
Greenwich DC	40%	58.8	71.3	88.2	107.9	129.5
Plumstead DC	0%	4.1	4.9	6.0	7.3	8.8
Thamesmead DC	0%	33.2	39.7	49.0	59.9	72.0
LOCAL CENTRES:						
Abbey Wood	0%	6.0	7.1	8.8	10.7	12.8
NEIGHBOURHOOD PARADES:						
Mottingham NP	0%	1.5	1.8	2.2	2.7	3.2
Avery Hill NP	0%	0.7	0.8	0.9	1.1	1.4
Shooters Hill NP	0%	0.6	0.8	0.9	1.2	1.4
OUT OF CENTRE:						
Abbey Wood	0%	0.3	0.4	0.5	0.6	0.7
Blackheath	0%	1.3	1.6	2.0	2.5	3.0
Charlton	10%	283.6	340.8	420.3	512.9	614.8
Eltham	5%	5.4	6.4	7.7	9.4	11.2
Kidbrooke	0%	2.4	2.9	3.5	4.3	5.1
Plumstead	0%	1.0	1.2	1.4	1.7	2.1
All Other Out of Centre	0%	0.1	0.1	0.1	0.1	0.2
SUB TOTAL:		£669.6	£802.3	£987.5	£1,204.2	£1,442.6

Notes: Estimates as to the potential 'inflow' of turnover from outside the Study Area to key centres and stores is based on available research and informed judgements.

TABLE 3: ALL KNOWN COMMITTED COMPARISON GOODS FLOORSPACE (i.e. with planning permission, under construction or allocated at the time of preparing the capacity assessment)

DETAILS & ADDRESS/ LOCATION	IN-CENTRE / OUT-OF-CENTRE	PLANNING REF:	NON-FOOD SALES AREA (net sqm)	2018: SALES DENSITY (£ per sqm)	Turnover (£m)				
					2018	2023	2028	2033	2038
WOOLWICH									
1. The Waterfront, Royal Arsenal	In-Centre	13/0117/O	854.7	£6,000	£5.1	£5.72	£6.38	£7.11	£7.93
2. Island Site, Wellington Street	In-Centre	16/2480/F	272.0	£6,000	£1.6	£1.82	£2.03	£2.26	£2.52
3. Royal Carriage Square (Buildings 10 and 11) - Woolwich Riverside	In-Centre	16/2807/F	430.0	£6,000	£2.6	£2.88	£3.21	£3.58	£3.99
4. The Warren / Royal Arsenal - Laboratory Building (P3)	In-Centre	11/1632/F	98.1	£6,000	£0.6	£0.66	£0.73	£0.82	£0.91
5. 38 Wellington Street, Woolwich	In-Centre	13/2798/F	0.0	£6,000	£0.0	£0.00	£0.00	£0.00	£0.00
6. Cornwallis Road - Crossrail Over Station Development	In-Centre	13/3307/F	73.4	£6,000	£0.4	£0.49	£0.55	£0.61	£0.68
7. Royal Sovereign House - 40 Beresford Street	In-Centre	15/0016/F	63.8	£6,000	£0.4	£0.43	£0.48	£0.53	£0.59
GREENWICH DISTRICT CENTRE:									
8. All Commitments in Greenwich District Centre	In-Centre	Various	195.2	£6,000	£1.2	£1.31	£1.46	£1.62	£1.81
ELTHAM									
9. Kidbrooke Village – Ferrier Estate Regeneration - Phase 3	Local Centre	Various	849.6	£6,000	£5.1	£5.68	£6.34	£7.07	£7.89
NORTH GREENWICH									
10. Greenwich Peninsula Masterplan – Retail Hub: Class A1 (non-food).	In-Centre	15/0716/O	8,000	£6,000	£0.0	£0.00	£29.86	£49.94	£74.25
11. O2 Designer Outlet Village - Construction of A1 use	In-Centre	14/1486/O & 11/3033/O	12,825	£6,000	£77.0	£85.79	£95.75	£106.76	£119.03
12. O2 Designer Outlet Village - Construction of (A1/A3/A5) uses	In-Centre	16/1933	524.8	£6,000	£3.1	£3.51	£3.92	£4.37	£4.87
13. Millennium Retail Park, Greenwich Peninsula - IKEA	Out-of-Centre	13/3285/O & 17/0672/R	21,450	£3,500	£75.1	£83.70	£93.42	£104.15	£116.13
14. Greenwich Millennium Village, Peartree Way (P3-P5)	Out-of-Centre	12/0022/O	238.4	£6,000	£1.4	£1.59	£1.78	£1.98	£2.21
PLUMSTEAD									
15. Plumstead High Street	In-Centre	13/3278/F	495.0	£6,000	£3.0	£3.31	£3.70	£4.12	£4.59
OTHER OUT-OF-CENTRE COMMITMENTS IN ROYAL BOROUGH OF GREENWICH									
16. All Other Out-of-Centre Commitments:	Out-of-Centre	Various	395	£6,000	£2.4	£2.64	£2.95	£3.29	£3.67
TOTAL			46,765	£3,827	£179.0	£199.5	£252.6	£298.2	£351.1

Source: All commitments have been sourced from the local planning authority. They represent all known major committed retail schemes in the Borough at the time of preparing this assessment (i.e. either allocated in the adopted local plan, and/or have planning permission and/or are under construction). We have also included all other major mixed use schemes identified by the Council with permitted commercial (flexible) floorspace over 100 sqm gross (as at 1 April 2018).

Note: In cases where the exact retail floorspace, operator and turnover is not specified by the planning permission, Carter Jonas has necessarily applied informed judgements based on the available evidence and published data. Unless stated we have assumed a net/gross floorspace ratio of 80% for all comparison goods floorspace. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2023; apart from the commercial floorspace planned as part of the Greenwich Peninsula Masterplan which has a c.20 year development lifecycle (see below).

Reference:

(1) **The Waterfront, Royal Arsenal, Woolwich (ref: 13/0117/O; 08/1121/O; & 05/2363/O)** - The site is 15.55ha in size and is located within the defined Woolwich Town Centre boundary, as defined in the Greenwich Unitary Development Plan. It is separated from the rest of the town centre by the A206 Plumstead Road, to the south. Outline planning permission (OPP ref: 05/2363/O) granted on 29th August 2006 allowed for the comprehensive redevelopment of the site for 2,517 residential units and 25,173 sqm of non-residential floorspace. A revised OPP (ref: 08/1121/O) in February 2011 allowed for 3,711 residential units and 26,362 sqm of non-residential floorspace, of which 4,666 sqm gross was for A1 retail and 4,133 sqm gross for A3/A4. It was assumed in the supporting Retail Statement prepared by Barton Willmore in 2011 that circa 1,895 sqm gross would be set aside for A1 convenience retail and the remaining 2,771 sqm gross (1,940 sqm net) for A1 comparison goods. The most recent OPP granted on 19th June 2013 (Condition 9) allows for maximum residential floorspace of 175,385 sq m (equivalent to 2,032 dwellings) and a reduced non-residential (A1-A4, B1 and D1 uses) of 2,442 sqm gross. Condition 13 of the OPP states that details of the range and size of retail units will need to be submitted to, and approved in writing the LPA prior to the commencement of the relevant part of the development; and Condition 14 states that retail units shall not be amalgamated or exceed a gross internal floor area of 500 sqm unless agreed in writing by the LPA - to safeguard the vitality and viability of town centres in compliance with policies STC1 and STC2 of the UDP (2006) and policy TC2 of the Core Strategy with Development Management Policies (Submission Version, February 2013). The LPA has confirmed (20 April 2018) that following discussions with Berkeley any A1 floorspace will be for comparison goods (non-food) only. For the purpose of our assessment we have assumed that 50% of the permitted non-residential floorspace (i.e. 2,442 sqm gross) will be for comparison goods retailing only, and there will be no additional food or convenience store provision as part of the development.

(2) **Island Site, Wellington Street, Woolwich (16/2580/F)** - Scheme by Powis Street Estate (No3) Limited for the phased redevelopment and refurbishment of the Island site to provide 316 dwellings, a 426 sqm cinema, and a mix of D1, A1, A3 and B1 uses, with associated amenity, open space, cycle and disabled parking. The proposed scheme will include a mix of small retail (Class A1) units (340 sqm.). The supporting planning statement prepared by RPS states that the retail units will connect the proposed new public square to Wellington Street and General Gordon Square. For the purpose of this assessment we have assumed that all (100%) of the Class A1 retail floorspace will be for comparison goods retailing.

(3) **Buildings 10 (Royal Carriage Factory) and 11 (Officers' House), Royal Arsenal, Woolwich (ref: 16/2807/F)** - the Planning Statement prepared by Barton Willmore (July 2016) stated that the development seeks to retain and redevelop Buildings 10/11, alongside the delivery of a revised Royal Carriage Square, thereby securing the long-term future of these heritage assets and opening them up to the public for the first time. The scheme will deliver 2,150sqm of new commercial space to support the growing community at Royal Arsenal Riverside and wider Woolwich, and 146 new high-quality homes, as well as creating a public gateway to the new Woolwich Crossrail station. In Building 10, the whole of Block A and an element of Block B will be in use as commercial units with open Class Uses A1/A2/A3/A4/B1/D1/D2), – suitable for cafes, restaurants, retail or studio and workspaces. These units will be centred on an internal courtyard though would also have a direct presence onto Royal Carriage Square to the west. The total commercial provision in Building 10 will be 1,747sqm GIA. In Building 11, the majority of the commercial floorspace will be provided on the ground and lower ground floors of Block B – with a smaller provision on the ground floor of Block A. The majority of these units would front directly onto Royal Carriage Square. The total commercial provision in Building 11 will be 403sqm GIA. All commercial units in Building 11 will have open Class Uses A1/A2/A3/A4/B1/D1/D2), with the exception of the commercial unit on the south west corner of Block A nearest the Crossrail Station. This unit will have an A3 Class Use so as to specifically provide food and drink to commuters and travellers. For the purpose of this capacity assessment we have assumed that 25% (538 sqm gross) of the total gross commercial floorspace of 2,150 sqm will be set aside for Class A1 use, and this will all be for comparison (non-food) retail.

(4) **The Warren / Royal Arsenal - Laboratory Building (P3) (11/1632/F)** - permission granted in March 2012 for a mixed use scheme comprising a net increase in residential units of 252 and 736 sqm of new Class A1/A3/B1/D1 floorspace. For the purpose of this capacity assessment we have assumed that approximately one-third (245.3 sqm gross) of the proposed floorspace will be for Class A1 use. Of this total we assume 50% (122.7 sqm gross) will be taken up by comparison goods retailing and 50% (122.7 sqm gross) by convenience goods retailing. A net/gross ratio of 80% has been applied to derive the estimated sales area.

(5) **38 Wellington Street (13/2798/F)** - permission granted in March 2013 for a mixed use scheme comprising a net increase in residential units of 34 and 455 sqm of new Class A3/A4/D2 floorspace. No Class A1 retail floorspace is allowed as part of the permission.

(6) **Cornwallis Road (13/3307/F)** - permission granted in April 2015 on the former car park and units 12/14/15/16 Gunnery Terrace for a mixed use scheme comprising a net increase in residential units of 394 and 734 sqm of new Class A1-A4/B1/D1/D2 floorspace. For the purpose of this capacity assessment we have assumed that approximately one-quarter (183.5 sqm gross) of the proposed floorspace will be for Class A1 use. Of this total we assume 50% (91.8 sqm gross) will be taken up by comparison goods retailing and 50% (91.8 sqm gross) by convenience goods retailing. A net/gross ratio of 80% has been applied to derive the estimated sales area of 73.4 sqm.

(7) **Royal Sovereign House - 40 Beresford Street (15/0016/F)** - permission granted in July 2017 for a mixed use scheme comprising a net increase in residential units of 28 and 319 sqm of new Class A1/B1 floorspace. For the purpose of this capacity assessment we have assumed that approximately 50% (159.5 sqm gross) of the proposed floorspace will be for Class A1 use. Of this total we assume 50% (79.8 sqm gross) will be taken up by comparison goods retailing and 50% (79.8 sqm gross) by convenience goods retailing. A net/gross ratio of 80% has been applied to derive the estimated sales area of 63.8 sqm.

(8) **All known commitments in Greenwich District Centre** include the flexible commercial floorspace allowed by the Council as part of planning permissions for mixed use schemes as at 1 April 2018 (refer to planning application refs: 13/0364/F; 13/2725/F; 14/1775/F; & 16/3328/F). The total commercial floorspace permitted is estimated to be 2,682 sqm gross. Additionally we understand from the LPA at 19 April 2018 that 1,327 sqm of space under permission 13/0364/F (262 Creek Road) had been taken up by a gym operator (D1), leaving 473 sqm gross available for A1/A3 use. The remaining flexible floorspace across the known permissions allows for a wide range of Class A1-A5 and D1-D2 uses. In the absence of information as to the likely Class A1 offer, and the mix of food and non-food retail floorspace, we have made the reasonable assumption in this case that approximately 488 sqm of the total gross commercial floorspace could be taken up by Class A1 retail. We have then assumed that 50% (244 sqm gross) of this A1 floorspace will be for food retail and the other 50% (244 sqm gross) for non-food.

(9) **Kidbrooke Village** - outline permission granted in June 2009 (ref: 08/2782/O) for development of land at Ferrier Estate and Harrow Meadow for 4,000 dwellings (including 27,261 sqm of extra care accommodation) and 29,498 sqm of non-residential uses by Berkeley Homes. The non-residential uses comprise 4,855 sqm of commercial space; incorporating 3,100 sqm of Class A1-A5, a 2,785 sqm supermarket (A1) and up to 2,782 sqm of Class D2. The other uses allowed comprise 5,450 sqm office space (B1), 4,884 sqm community facility (D1), a 5,911 sqm hotel (C1), 3,205 sqm GP Surgery (D1) and a 2,408 sqm replacement primary school (D1). The Retail and Leisure Assessment (RLA) prepared by Barton Wilmore (November 2008) in support of the application estimated that the foodstore would have a net sales area of 1,810 sqm net (based on a 65% net/gross ratio), of which 1,488 sqm net (80%) would be for convenience goods sales and the residual for comparison retail (362 sqm net). BW assumed an average convenience sales level of £12,025 per sqm for a potential operator, and £8,000 per sqm for the comparison goods element of the store. This permission has since been superceded by a series of s73 material amendments to the residential and non-residential floorspace (including 14/2607; 15/3036/MA; 17/0094/MA; 17/0536/MA; 17/1239/MA; and 17/1240/MA). Based on the most recent applications/permissions (i.e. 17/1239/MA and 17/1240/MA) we understand that the commercial floorspace permitted includes a 949 sqm gross supermarket; 323 sqm of A1 space (we have assumed this will be for non-food retail); and 2,110 sqm gross of flexible commercial space (Class A1-A5). For the purpose of this assessment we have assumed that approximately 50% (i.e. 1,055 sqm gross) of the 2,110 sqm gross flexible commercial space will be taken up by A1 retail, of which approximately 70% (739 sqm gross) will be for non-food and 30% (317 sqm gross) for food.

(10) **Greenwich Peninsula (ref: 15/0716)** - The 2015 Masterplan allows for 12,600 residential units, with an estimated resident population of over 23,000 people. It includes permission for 23,500 sqm of Class A1-A5 retail uses. The Retail Statement prepared by Lichfields (February 2015) provides an indicative breakdown of the proposed floorspace. Table 1.1 (page 4) of the RS indicates a gross Class A1 non-food floorspace of 10,600 sqm gross, which is equivalent to 8,000 sqm net. There is also scope for Class A1 food floorspace of 2,350 sqm gross. The residual floorspace is accounted for by Class A3-A5 (5,850 sqm gross), non-retail services (2,350 sqm gross) and financial/professional services (2,350 sqm gross). The non-food shops will comprise "lower order products purchased on a regular basis" (para 1.23), and the food shops will comprise smaller food and grocery outlets that meet "the day-to-day needs of residents and workers" (para 1.22). The Council has indicated that the Greenwich Peninsula will be completed over a 20-year period, and there will not be significant development over the next 5 years. On this basis we have assumed in this case that 50% of total turnover will be achieved by 2028, 75% by 2033 and 100% by 2038.

(11) **The O2, Peninsula Square (ref: 14/1486/O & 11/3033/O)** - Permission for a Retail Outlet Village (ROV) within the existing O2. Based on the Retail Statement prepared by Montagu Evans (November 2011) it was estimated that the ROV would have a total comparison sales area of 14,964 sqm (15,762 sqm gross) (sourced from Appendix 4, Table 11 to the RS). The most recent OPP (14/1486/O) allows under Condition 5 for no more than 70,000 sqm gross floorspace, comprising up to 8,195 retail use (A1), up to 13,500 sqm of restricted retail use (A1), up to 15,580 sqm of food and drink (A3/A4), up to 3,823 sqm exhibition use, up to 25,441 sqm of leisure, sports and entertainment use including D2 and up to 7,380 sqm conference centre and associated uses. Condition 6 states that the designer outlet retail units (13,500 sqm restricted A1 floorspace) shall be subject to Condition 7.

(12) **The O2, Peninsula Square (ref: 16/1933/R)** - Approval of Reserved Matters pursuant to outline permission dated 10th December 2014 (ref: 14.1486/O) for 702 sqm of A3/A4 floorspace as part of a wider proposal for an 8-screen extension to existing cinema (4,605 sqm - D2), new family-orientated leisure uses (2,848 sqm - D2), 7 flexible retail/restaurant units (1,404 sqm - A1/A3/A4) and back of house space (1,428 sqm). Condition 3 limits the retail (A1) floorspace to 1,312 sqm. In this case we have assumed that 50% of the flexible (A1/A3/A4) space will be taken up by Class A1 (non-food) retail.

(13) **Millennium Retail Park, Greenwich Peninsula (ref: 13/3285/O & 17/0672/R)** - redevelopment of the existing Sainsbury's Store (Number 55) and former Comet Store (Number 57) at Millennium Retail Park, Bugsby's Way, Greenwich, for a maximum of 33,000 sqm gross floorspace to accommodate a new IKEA store. Based on the supporting Retail Statement prepared by CgMs, it is assumed the store will have a net/gross ratio of 65% (i.e. 21,450 sqm net). The uplift in net sales area after allowing for existing Sainsbury's and Comet stores is estimated to be 15,424 sqm net. The average sales level for IKEA has been sourced from Mintel's latest UK Retail Rankings.

(14) **Greenwich Millennium Village (ref: 12/0022/O)** - permission granted in March 2012 for up to 1,190 sqm (GEA) flexible A1/A2 /A3/A4; up to 4,462sqm of B1; up to 500sqm of D1 for a children's nursery; and up to a total of 750sqm D2 for community space and a management facility. For the purpose of this assessment we have assumed that approximately 50% (595 sqm gross) of the flexible space will be taken up by A1 retail. Of this total A1 retail we assume that 50% (298 sqm gross) will be set aside for A1 non-food and 50% (298 sqm gross) for A1 food retail sales.

(15) **Plumstead High Street (ref: 13/3278/F)** – Alteration of existing building with erection of second floor comprising A1, A2 and B1.

(16) **All other out-of-centre commitments in the Royal Borough of Greenwich** as at 1st April 2018 that have been sourced from the Council include planning applications references - 13/1841/F; 14/3795/F; 15/0973/F; 15/2187/F; 15/2272/F; 16/0132/F; 16/1792/F; 16/2163/F; 16/2878/F; & 17/4080/F). The total estimated commercial floorspace permitted is estimated to be 4,182 sqm gross based on the Council's figures. Of this, the total gross A1 space is estimated at 988 sqm. We assume that 50% will be set aside for A1 non-food retail (i.e. 494 sqm gross) and the other 50% (494 sqm gross) for A1 food retail.

TABLE 4: ROYAL BOROUGH OF GREENWICH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£669.6	£802.3	£987.5	£1,204.2	£1,442.6
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£669.6	£746.6	£833.2	£929.0	£1,035.7
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£55.7	£154.3	£275.2	£406.8
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£199.5	£252.6	£298.2	£351.1
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		-£143.8	-£98.3	-£23.0	£55.8
STEP 6:	FORECAST CAPACITY FOR NEW SUPERSTORE FORMAT FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,690	£7,466	£8,324	£9,281
	(ii) Net Floorspace Capacity (sq m):	0	-21,496	-13,166	-2,767	6,010
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-30,709	-18,808	-3,953	8,585

STEP 1: The (survey-derived) 'current' (or 'potential') turnovers assume constant market shares over the forecast period (see Table 1) and judgements have been made as to the potential 'inflow' of expenditure/trade to the main centres, stores and shopping locations based on the available evidence (see Table 2).

STEP 2: It has been assumed for the purpose of this assessment that the convenience retail market is in 'equilibrium' at the base year (i.e. 'benchmark' turnovers are equivalent to the survey-derived 'current' turnover levels). The growth in the base year (survey-derived) turnover has been constrained over the forecast period assuming average annual 'productivity' growth rates informed by the latest Experian *Retail Planner Briefing Note 15* (December 2017) and other research evidence.

STEP 3: The forecast residual expenditure capacity (pre commitments) has been derived from Steps 1 and 2. No account is taken of commitments at this stage.

STEP 4: The turnover of all known commitments has been derived from Table 3. It is assumed for the purpose of this assessment that all commitments will be opened and will have reached 'mature' trading conditions by 2023.

STEP 5: The 'net' revised residual expenditure capacity makes an allowance for the forecast turnover of all commitments (Step 4).

STEP 6: The 'net' residual expenditure is converted into a net/gross floorspace capacity estimated based on the assumed average sales performance of floorspace/outlets in Prime Shopping Locations.

TABLE 5: WOOLWICH TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£78.4	£94.2	£116.4	£142.5	£171.1
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER OF ALL FLOORSPACE IN LOCAL AUTHORITY AREA (£m):	£78.4	£87.4	£97.5	£108.7	£121.2
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£6.8	£18.9	£33.8	£49.9
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£12.0	£13.4	£14.9	£16.6
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		-£5.2	£5.6	£18.9	£33.3
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,690	£7,466	£8,324	£9,281
	(ii) Net Floorspace Capacity (sq m):	0	-772	746	2,269	3,589
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-1,102	1,066	3,242	5,128

TABLE 6: ELTHAM TOWN CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£165.4	£196.2	£239.6	£290.7	£347.2
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£165.4	£184.4	£205.8	£229.5	£255.8
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£11.8	£33.8	£61.3	£91.4
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		£11.8	£33.8	£61.3	£91.4
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,690	£7,466	£8,324	£9,281
	(ii) Net Floorspace Capacity (sq m):	0	1,764	4,521	7,362	9,844
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		2,519	6,458	10,517	14,064

TABLE 7: GREENWICH DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£58.8	£71.3	£88.2	£107.9	£129.5
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£58.8	£65.6	£73.2	£81.6	£91.0
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£5.7	£15.0	£26.3	£38.5
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£1.3	£1.5	£1.6	£1.8
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		£4.4	£13.6	£24.7	£36.7
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,690	£7,466	£8,324	£9,281
	(ii) Net Floorspace Capacity (sq m):	0	652	1,820	2,963	3,949
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		932	2,600	4,233	5,642

TABLE 8: PLUMSTEAD DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

		2018	2023	2028	2033	2038
STEP 1:	TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£4.1	£4.9	£6.0	£7.3	£8.8
STEP 2:	TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£4.1	£4.6	£5.1	£5.7	£6.3
STEP 3:	NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.3	£0.9	£1.7	£2.5
STEP 4:	TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£3.3	£3.7	£4.1	£4.6
STEP 5:	REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		-£3.0	-£2.8	-£2.5	-£2.1
STEP 6:	FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
	(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,690	£7,466	£8,324	£9,281
	(ii) Net Floorspace Capacity (sq m):	0	-446	-372	-296	-230
	(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
	(iv) Gross Floorspace Capacity (sq m):		-638	-532	-423	-329

TABLE 9: THAMESMEAD DISTRICT CENTRE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2018	2023	2028	2033	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£33.2	£39.7	£49.0	£59.9	£72.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£33.2	£37.0	£41.3	£46.0	£51.3
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£2.7	£7.7	£13.9	£20.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£0.0	£0.0	£0.0	£0.0
STEP 5: REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		£2.7	£7.7	£13.9	£20.7
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,690	£7,466	£8,324	£9,281
(ii) Net Floorspace Capacity (sq m):	0	401	1,031	1,674	2,233
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		572	1,472	2,391	3,190

TABLE 10: ALL OTHER DISTRICT CENTRES, LOCAL CENTRES & NEIGHBOURHOOD PARADES - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2018	2023	2028	2033	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£35.7	£42.8	£52.7	£64.2	£76.9
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£35.7	£39.8	£44.4	£49.5	£55.2
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£3.0	£8.2	£14.7	£21.7
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£5.7	£6.3	£7.1	£7.9
STEP 5: REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		-£2.7	£1.9	£7.6	£13.8
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,690	£7,466	£8,324	£9,281
(ii) Net Floorspace Capacity (sq m):	0	-403	255	913	1,488
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-576	364	1,304	2,126

TABLE 11: ALL OUT OF CENTRE STORES & FLOORSPACE - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2018	2023	2028	2033	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£294.1	£353.3	£435.6	£531.5	£637.1
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£294.1	£327.9	£365.9	£408.0	£454.9
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£25.5	£69.7	£123.6	£182.2
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m) *		£87.9	£98.1	£109.4	£122.0
STEP 5: REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		-£62.5	-£28.5	£14.1	£60.2
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,690	£7,466	£8,324	£9,281
(ii) Net Floorspace Capacity (sq m):	0	-9,342	-3,816	1,698	6,485
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-13,345	-5,452	2,425	9,264

Notes: * Committed floorspace comprises: IKEA, Millennium Retail Park (ref: 13/3285/O & 17/0672/R); Peartree Way (ref: 12/0022/O); & all other out-of-centre commitments (ref: 13/1841/F; 14/3795/F; 15/0973/F; 15/2187/F; 15/2272/F; 16/0132/F; 16/1792/F; 16/2163/F; 16/2878/F; & 17/4080/F)

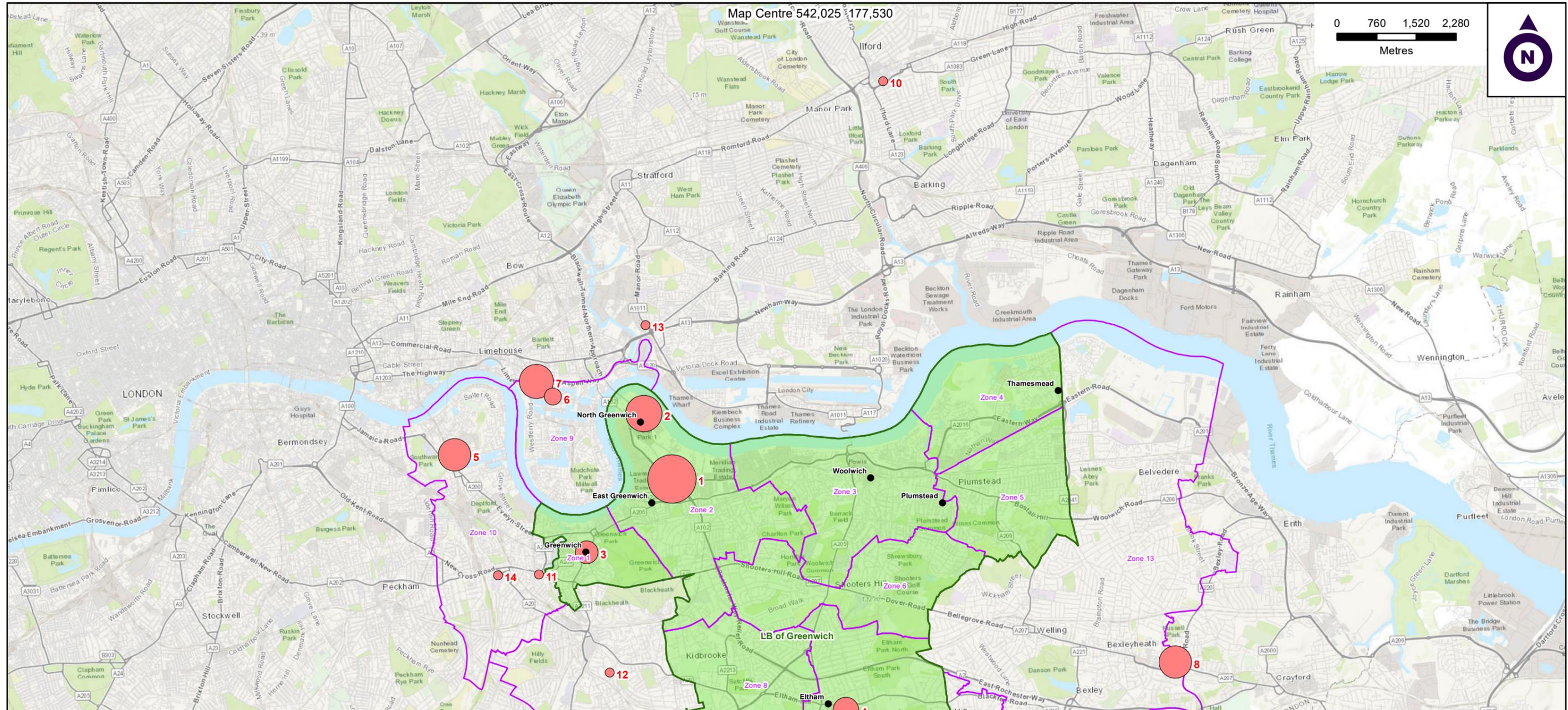
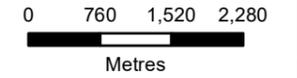
TABLE 12: NORTH GREENWICH - COMPARISON GOODS CAPACITY ASSESSMENT
Assume Equilibrium at Base Year and Constant Market Shares

	2018	2023	2028	2033	2038
STEP 1: TOTAL FORECAST 'CURRENT' TURNOVER OF ALL FLOORSPACE (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 2: TOTAL FORECAST 'BENCHMARK' TURNOVER (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 3: NET RESIDUAL EXPENDITURE - EXCLUDING ANY COMMITMENTS (£m):	£0.0	£0.0	£0.0	£0.0	£0.0
STEP 4: TURNOVER OF ALL COMMITTED FLOORSPACE (£m)		£89.3	£129.5	£161.1	£198.1
STEP 5: REVISED NET RESIDUAL EXPENDITURE - AFTER MAKING AN ALLOWANCE FOR ALL KNOWN COMMITMENTS (£m):		-£89.3	-£129.5	-£161.1	-£198.1
STEP 6: FORECAST CAPACITY FOR NEW COMPARISON GOODS FLOORSPACE:					
(i) Estimated Average Sales Density of New Floorspace (£ per sq m):	£6,000	£6,690	£7,466	£8,324	£9,281
(ii) Net Floorspace Capacity (sq m):	0	-13,350	-17,350	-19,350	-21,350
(iii) Assumed Net / Gross Floorspace Ratio:	70%	70%	70%	70%	70%
(iv) Gross Floorspace Capacity (sq m):		-19,071	-24,785	-27,643	-30,500

Notes: * Committed floorspace comprises: the 02 Designer Outlet Village (ref: 11/3033/O, 14/1486/O & 16/1933); and Greenwich Peninsula Masterplan – Retail Hub (ref: 15/0716/O) - assumed development by 2028.

APPENDIX 11: LEISURE NEEDS – PLANS & MARKET SHARE ANALYSIS

Map Centre 542,025 177,530



Legend

- | Cinema No of Screens (bubble size) | Cinema Provisions |
|---|---|
|  | 1 |
|  | 10 |
|  | LB of Greenwich (Boundary) |
|  | LB of Greenwich |
| | 1. Odeon IMAX, Bugsby's Way |
| | 2. Cineworld, The O2 |
| | 3. Greenwich Picturehouse, Greenwich |
| | 4. Vue Cinema, Eltham (due for completion 2019) |
| | 5. Odeon, Surrey Quays |
| | 6. Everyman, Canary Wharf |
| | 7. Cineworld, Canary Wharf |
| | 8. Cineworld, Bexleyheath |
| | 9. Cineworld, Bromley |
| | 10. Cineworld, Ilford |
| | 11. Deptford Cinema, Deptford |
| | 12. The Thinking Cinema, Lewisham |
| | 13. Secret Cinema, Canning Town |
| | 14. Curzon Goldsmiths, New Cross |

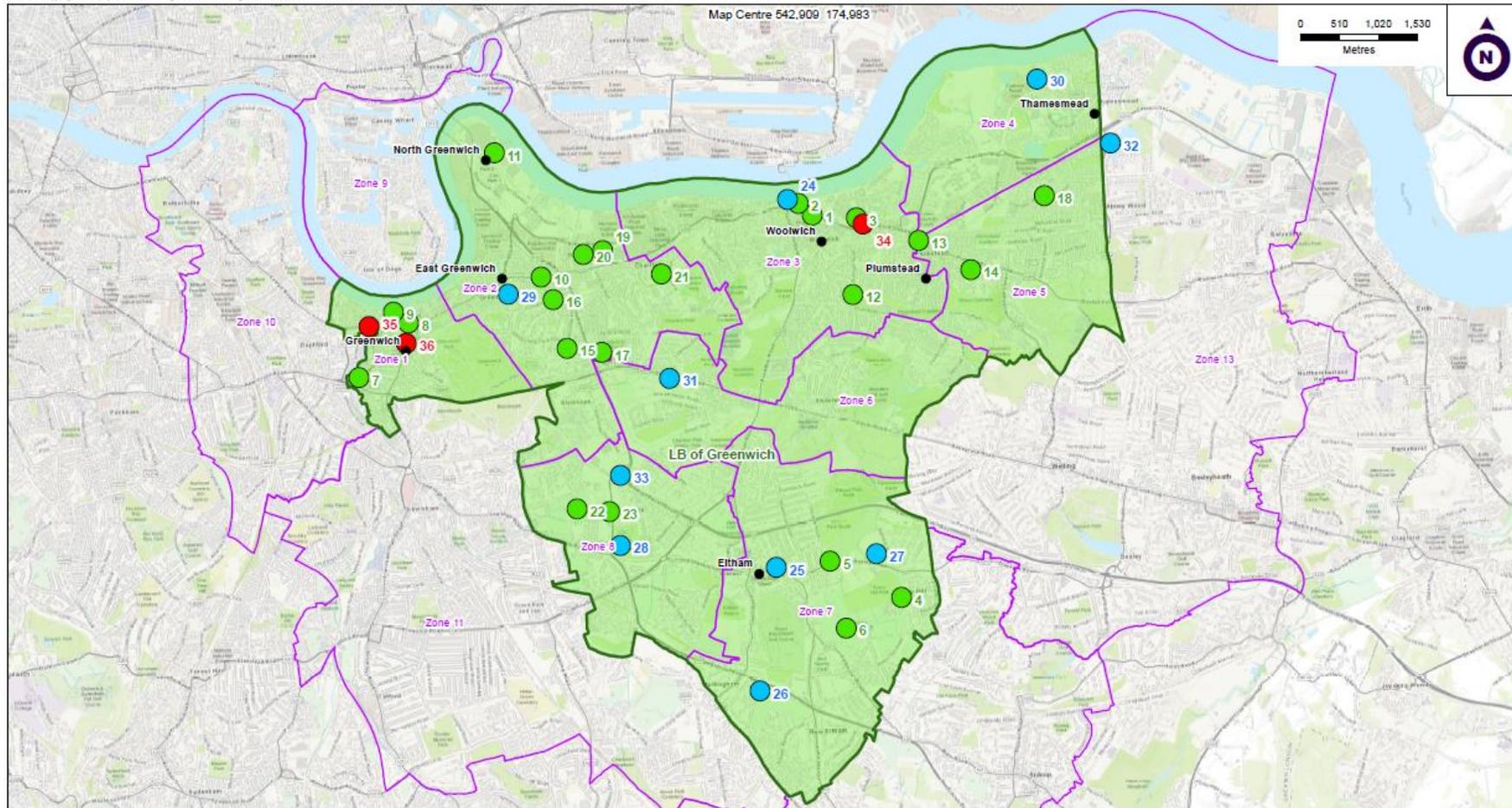
Carter Jonas Two Snow Hill, Birmingham, B4 6GA
 T: 0121 794 6250
 carterjonas.co.uk

Client: **London Borough of Greenwich**
 Project: **London Borough of Greenwich Retail and Leisure Study**
 Title: **Cinema Provision in the Study Area**

Scale: 1:75000 @A3 Date: 24 August 2018
 Drawn by: JB Dwg no: **18-01b**

Plan 2: Health and Fitness Provision in the Study Area

Path: M:\Mapping\Jobs\Chapel Place\Planning\Greenwich Borough\18-02 Greenwich Health and Fitness Provisions.mxd



Legend

- Club
- Health and Fitness
- Leisure Centre
- LB of Greenwich (Boundary)
- LB of Greenwich

Health and Fitness Provisions

1. Better Gym, Woolwich (Public)
2. Anytime Fitness, Woolwich (Private)
3. 7R Gym, Woolwich (Private)
4. University of Greenwich Dome Gym, Eltham (Private)
5. Eltham Women Golf Club, Eltham (Private)
6. Get Active, Sparrows Lane, Eltham (Private)
7. PureGym, Greenwich (Private)
8. The Gym - London Cutty Barn, Greenwich (Private)
9. City Lifestyle Gyms, Greenwich (Private)
10. The Yoga Tree, East Greenwich (Public)
11. Better Gym, North Greenwich (Private)
12. Fitness Over 40, Plumstead (Private)
13. Steps, Plumstead (Private)
14. The Warehouse Sports & Performing Arts Centre, Plumstead (Private)
15. Sun 11 Fitness, Blackheath (Private)
16. Fitness Flux, Blackheath (Private)
17. Better Body Gym, Blackheath (Private)
18. Abbey Wood Park Outdoor Gym, Abbey Wood (Private)

19. PureGym, Charlton (Private)
20. Anytime Fitness, Charlton (Private)
21. Charlton Millennium Fitness Centre, Charlton (Private)
22. Greenwich Fitness & Performance, Charlton (Private)
23. David Lloyd, Kidbrooke (Private)
24. Waterline Leisure Centre, Woolwich (Public)
25. Eltham Centre, Eltham (Public)
26. Coltharour Leisure Centre, Eltham (Public)
27. Crown Woods College, Eltham (Public)

28. Sutcliffe Park Sports Centre, Eltham (Public)
29. The Greenwich Centre, East Greenwich (Public)
30. Thamesmead Leisure Centre, Thamesmead (Public)
31. Charlton Lido and Lifestyle Club, Charlton (Public)
32. Southmere Boating Centre, Abbey Wood (Public)
33. Thomas Tallis School, Kidbrooke (Public)
34. Pyramid Martial Arts, Woolwich (Private)
35. Meridian Fitness - Health Club & Spa, Greenwich (Private)
36. Greenwich Fitness & Pilates, Greenwich (Private)

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Client: London Borough of Greenwich

Project: London Borough of Greenwich Retail and Leisure Study

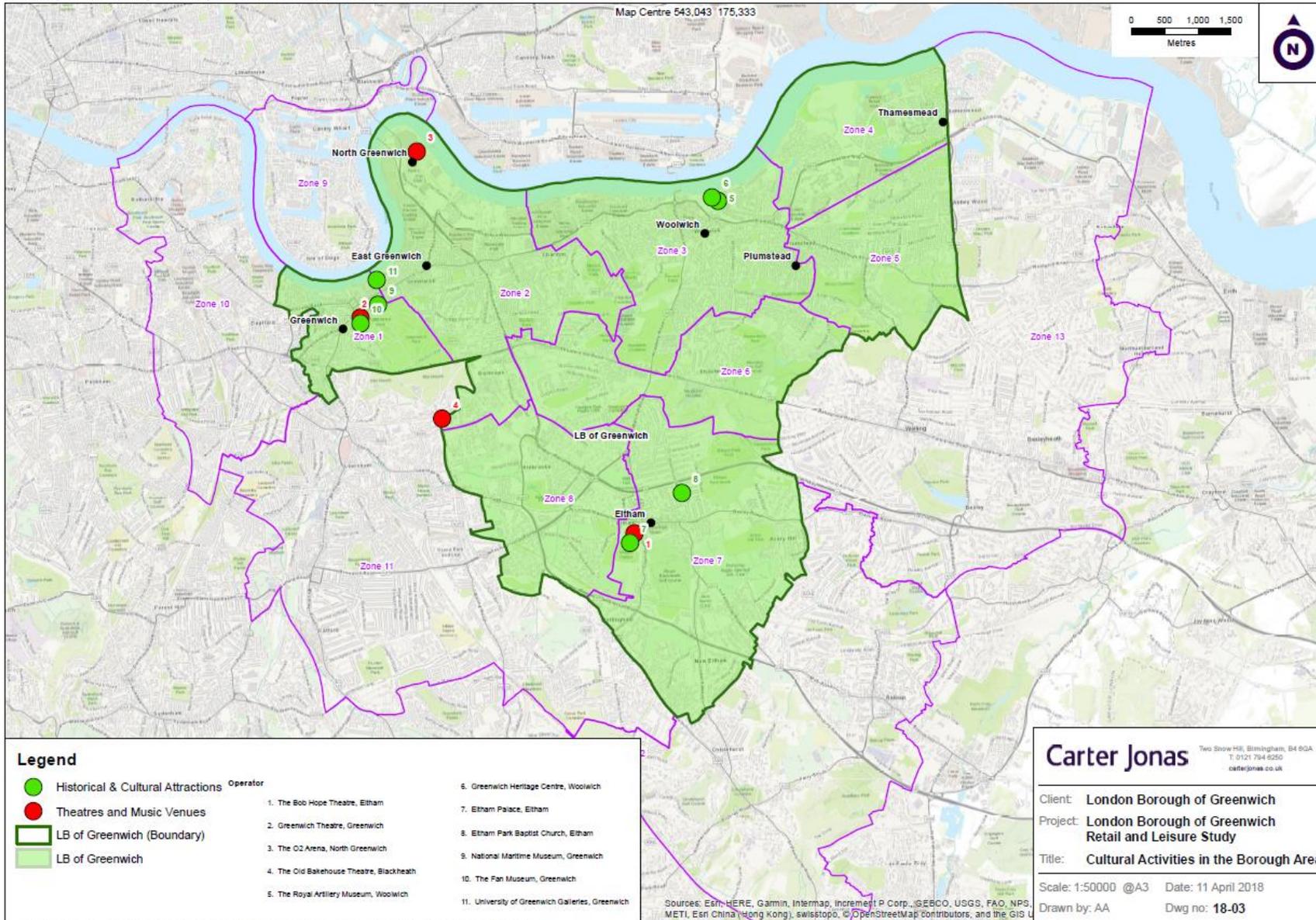
Title: Health and Fitness Provision in the Borough Area

Scale: 1:50000 @A3 Date: 11 April 2018

Drawn by: AA Dwg no: 18-02

Plan 3: Cultural Activities in the Study Area

Path: M:\Mapping Jobs\Chapel Place\Planning\Greenwich Borough\18-03 Greenwich Cultural Activity Provisions.mxd



Plan 4: Hotel Provision in the Study Area

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