

London Boroughs of Ealing, Hounslow and  
Hammersmith and Fulham

## JOINT RETAIL NEEDS STUDY UPDATE



**TYM & PARTNERS**  
Planners and Development Economists

Volume 2: Study Appendices

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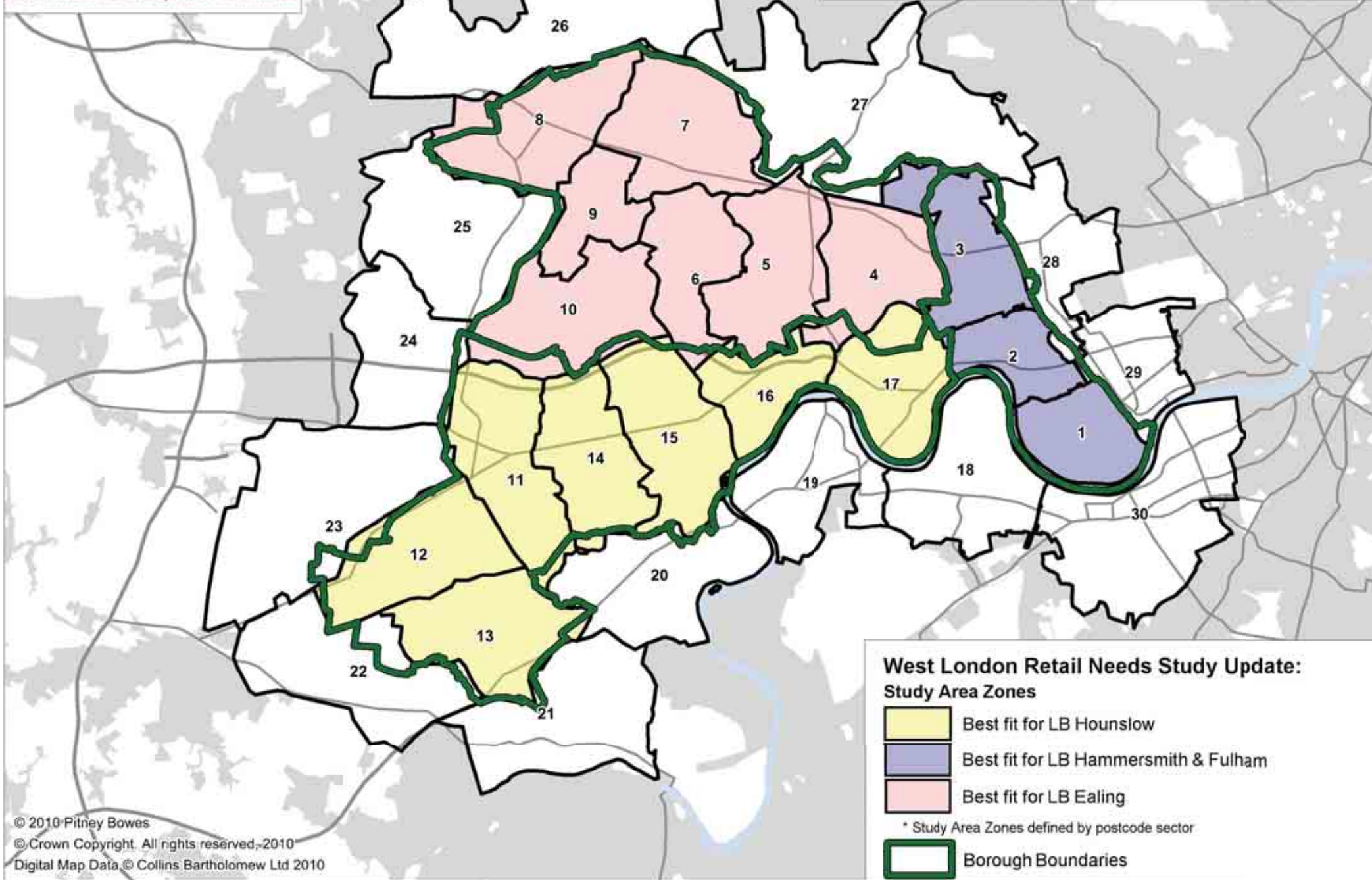
## APPENDIX 1

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### Study Area (Figure 1)



**Figure 1: Telephone Survey Study Area Zones  
West London Retail Needs Study Update**







## APPENDIX 2

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### Spending Patterns Spreadsheet (Tables 1-19)



West London Joint Retail Needs Study Update

Table 1: Composition of zones

Study Zone	Postcode Sectors <sup>(1)</sup>	Local Authorities <sup>(2)</sup>
1	SW6 1/2/3/4/5/6/7	Hammersmith and Fulham, Kensington and Chelsea
2	W14 0/9, W6 0/7/8/9	Hammersmith and Fulham, Hounslow, Kensington and Chelsea
3	NW10 6, W12 0/7/8/9	Hammersmith and Fulham, Brent, Ealing, Kensington and Chelsea
4	W3 0/6/7/8/9	Hounslow, Ealing, Hammersmith and Fulham
5	W13 9, W5 1/2/3/4/5	Ealing, Hounslow
6	W13 0/8, W7 1/2/3	Ealing, Hounslow
7	UB6 0/7/8	Ealing, Harrow, Brent
8	UB5 4/5/6	Ealing, Harrow, Hillingdon
9	UB1 2, UB6 9	Ealing, Hillingdon
10	UB1 1/3, UB2 4/5	Hounslow, Ealing, Hillingdon
11	TW4 5/6/7, TW5 9	Hounslow, Richmond-upon-Thames, Hillingdon
12	TW14 0/8/9	Hounslow, Spelthorne, Hillingdon
13	TW13 4/5/6/7	Richmond-upon-Thames, Spelthorne, Hounslow
14	TW3 1/2/3/4, TW5 0	Richmond-upon-Thames, Ealing, Hounslow
15	TW7 4/5/6/7	Richmond-upon-Thames, Ealing, Hounslow
16	TW8 0/8/9	Richmond-upon-Thames, Ealing, Hounslow
17	W4 1/2/3/4/5	Hounslow, Richmond-upon-Thames, Ealing, Hammersmith and Fulham
18	SW13 0/8/9, SW14 8, SW15 1/5/6	Richmond-upon-Thames, Wandsworth
19	TW10 6, TW9 1/2/3/4, SW14 7	Richmond-upon-Thames
20	TW1 1/2/3/4, TW2 5/6/7	Richmond-upon-Thames, Hounslow
21	TW12 1/2/3, TW16 5	Richmond-upon-Thames, Spelthorne, Hounslow, Elmbridge
22	TW15 1/2/3, TW16 7	Spelthorne, Hounslow
23	TW19 7, TW6 1/2/3	Hounslow, Spelthorne, Hillingdon
24	UB11 1, UB3 1/4/5	Hounslow, Ealing, Hillingdon
25	UB3 2/3, UB4 0/8/9	Ealing, Hillingdon
26	HA1 3, HA2 0/8/9, HA4 0/6	Brent, Ealing, Harrow, Hillingdon
27	HA0 1/2/4, HA9 6/7, NW10 0/2/3/4/5/7/8/9	Hammersmith and Fulham, Brent, Ealing, Kensington and Chelsea
28	W10 4/5/6, W11 1/2/3/4, W14 8, W2 4/5	Westminster, Hammersmith and Fulham, Brent, Kensington and Chelsea
29	SW10 0/9, SW3 5/6, SW5 0/9, SW7 2/3/4/5, W8 5/6	Westminster, Hammersmith and Fulham, Kensington and Chelsea
30	SW11 1/2/3/4/5/6, SW15 2, SW18 1/2/3/4/5	Wandsworth, Lambeth, Merton

**Notes:**  
(1) Postcode sectors are accurate in 2009 and obtained via MapInfo Anysite based on information from and approved by the Post Office.  
(2) Local authorities (or part of) within each zone and only shown where the local authority represents more than 5% of the land area in the relevant zone. Zones 1-3 are best fit for LBH&F, zones 4-10 best fit for LBE and zones 11-17 best fit for LBH.

West London Joint Retail Needs Study Update  
Table 2: Population projections (2009 to 2031)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones	Total Zones 1-3	Total Zones 4-10	Total Zones 11-17
2009	61,924	60,340	48,534	46,079	59,290	41,935	35,022	40,502	30,477	50,307	39,125	22,563	31,298	49,269	32,476	19,199	40,724	52,352	35,861	53,104	29,042	37,186	9,616	22,029	58,878	65,000	123,419	104,918	81,755	133,905	1,516,126	170,797	303,614	234,651
Per annum growth 2009 - 2011 (%)	1.3%	0.2%	2.0%	1.5%	0.7%	0.8%	0.4%	0.1%	0.5%	0.7%	0.8%	0.1%	0.1%	1.8%	1.2%	6.0%	0.2%	0.6%	0.5%	0.5%	0.4%	0.4%	0.4%	1.0%	0.2%	1.6%	1.9%	0.7%	2.5%	0.8%				
2011	63,500	60,608	50,447	47,503	60,151	42,619	35,272	40,598	30,779	50,979	39,722	22,597	31,387	51,084	33,266	21,567	40,919	52,997	36,249	53,596	29,300	37,469	9,690	22,485	59,122	67,042	128,197	106,487	85,940	136,060	1,547,633	174,555	307,902	240,543
Per annum growth 2011 - 2016 (%)	0.8%	0.7%	0.5%	0.7%	0.2%	0.2%	-0.1%	-0.1%	0.2%	2.0%	0.8%	0.2%	0.4%	0.8%	0.3%	1.5%	0.1%	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.2%	1.3%	0.5%	0.3%	0.8%				
2016	66,163	62,633	51,822	49,146	60,857	43,047	35,027	40,345	31,066	56,218	41,333	22,785	31,998	53,143	33,784	23,266	41,219	53,903	36,779	54,592	29,912	38,195	9,880	22,926	60,088	67,662	136,907	109,446	87,289	141,442	1,592,874	180,618	315,706	247,528
Per annum growth 2016 - 2021 (%)	0.4%	0.3%	1.3%	0.5%	0.3%	0.5%	0.2%	0.2%	0.3%	0.6%	0.4%	0.2%	0.3%	0.3%	0.3%	0.6%	0.3%	0.1%	0.3%	0.3%	0.4%	0.5%	0.5%	0.4%	0.3%	0.1%	0.7%	0.6%	0.0%	0.8%				
2021	67,615	63,677	55,380	50,322	61,895	44,110	35,400	40,759	31,515	57,963	42,251	23,062	32,444	54,049	34,272	23,954	41,822	54,194	37,289	55,492	30,528	39,087	10,112	23,349	60,985	67,934	141,791	112,630	87,183	146,981	1,628,046	186,671	321,964	251,855
Per annum growth 2021 - 2026 (%)	0.1%	-0.3%	1.5%	-0.9%	-1.6%	0.2%	1.3%	1.8%	2.3%	2.7%	2.1%	1.0%	2.0%	-0.2%	-0.8%	1.4%	-2.9%	-0.4%	-0.5%	0.1%	2.2%	0.5%	0.5%	1.8%	0.9%	0.8%	0.3%	1.0%	-0.8%	0.6%				
2026	67,795	62,705	59,583	47,983	57,090	44,466	37,814	44,466	35,305	66,131	46,982	24,189	35,817	53,565	32,875	25,691	36,150	53,134	36,407	55,868	33,962	40,016	10,344	25,527	63,759	70,784	143,709	118,335	83,925	151,363	1,665,740	190,084	333,254	255,270
Per annum growth 2026 - 2031 (%)	0.5%	0.0%	1.4%	-0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	2.5%	1.2%	2.6%	-0.4%	-1.2%	0.9%	-2.6%	-0.6%	-1.0%	0.5%	2.6%	0.5%	0.4%	2.5%	1.0%	1.0%	0.6%	1.4%	-0.7%	0.6%				
2031	69,610	62,570	63,884	47,831	57,133	44,466	37,822	44,752	35,305	67,066	53,215	25,700	40,744	52,587	30,921	26,903	31,696	51,622	34,552	57,412	38,639	40,961	10,576	28,909	67,095	74,378	148,205	127,023	81,103	156,095	1,708,776	196,065	334,374	261,766
Numeric Change 2009-2011	1,576	268	1,914	1,423	861	684	251	96	302	672	598	35	89	1,816	791	2,368	195	645	388	492	258	283	74	455	244	2,043	4,777	1,569	4,186	2,155	31,507	3,758	4,288	5,892
Percentage Change 2009-2011 (%)	2.5%	0.4%	3.9%	3.1%	1.5%	1.6%	0.7%	0.2%	1.0%	1.3%	1.5%	0.2%	0.3%	3.7%	2.4%	12.3%	0.5%	1.2%	1.1%	0.9%	0.9%	0.8%	0.8%	2.1%	0.4%	3.1%	3.9%	1.5%	5.1%	1.6%	2.1%	2.2%	1.4%	2.5%
Numeric Change 2011-2016	2,663	2,026	1,374	1,643	706	428	-245	-254	287	5,239	1,611	187	612	2,059	518	1,699	300	906	530	996	612	727	190	442	966	620	8,710	2,959	1,349	5,382	45,240	6,063	7,804	6,985
Percentage Change 2011-2016 (%)	4.2%	3.3%	2.7%	3.5%	1.2%	1.0%	-0.7%	-0.6%	0.9%	10.3%	4.1%	0.8%	1.9%	4.0%	1.6%	7.9%	0.7%	1.7%	1.5%	1.9%	2.1%	1.9%	2.0%	2.0%	1.6%	0.9%	6.8%	2.8%	1.6%	4.0%	2.9%	3.5%	2.5%	2.9%
Numeric Change 2016-2021	1,452	1,043	3,558	1,176	1,038	1,064	373	414	449	1,746	918	277	446	906	488	688	603	291	510	901	616	892	232	423	897	271	4,884	3,184	-106	5,539	35,173	6,053	6,258	4,327
Percentage Change 2016-2021 (%)	2.2%	1.7%	6.9%	2.4%	1.7%	2.5%	1.1%	1.0%	1.4%	3.1%	2.2%	1.2%	1.4%	1.7%	1.4%	3.0%	1.5%	0.5%	1.4%	1.6%	2.1%	2.3%	2.4%	1.8%	1.5%	0.4%	3.6%	2.9%	-0.1%	3.9%	2.2%	3.4%	2.0%	1.7%
Numeric Change 2021-2026	180	-971	4,203	-2,339	-4,806	355	2,414	3,707	3,791	8,168	4,732	1,126	3,373	-484	-1,397	1,737	-5,673	-1,060	-882	376	3,433	929	232	2,178	2,774	2,850	1,918	5,705	-3,259	4,382	37,694	3,412	11,290	3,415
Percentage Change 2021-2026 (%)	0.3%	-1.5%	7.6%	-4.6%	-7.8%	0.8%	6.8%	9.1%	12.0%	14.1%	11.2%	4.9%	10.4%	-0.9%	-4.1%	7.3%	-13.6%	-2.0%	-2.4%	0.7%	11.2%	2.4%	2.3%	9.3%	4.5%	4.2%	1.4%	5.1%	-3.7%	3.0%	2.3%	1.8%	3.5%	1.4%
Numeric Change 2026-2031	1,815	-135	4,301	-152	43	0	9	286	0	934	6,233	1,511	4,926	-979	-1,954	1,212	-4,453	-1,512	-1,855	1,543	4,678	946	232	3,382	3,336	3,594	4,496	8,689	-2,822	4,732	43,036	5,981	1,120	6,497
Percentage Change 2026-2031 (%)	2.7%	-0.2%	7.2%	-0.3%	0.1%	0.0%	0.0%	0.6%	0.0%	14%	13.3%	6.2%	13.8%	-1.8%	-5.9%	4.7%	-12.3%	-2.8%	-5.1%	2.8%	13.8%	2.4%	2.2%	13.2%	5.2%	5.1%	3.1%	7.3%	-3.4%	3.1%	2.6%	3.1%	0.3%	2.5%
Numeric Change 2009-2021	5,691	3,336	6,846	4,242	2,605	2,175	378	256	1,037	7,657	3,126	500	1,147	4,781	1,797	4,755	1,098	1,843	1,429	2,388	1,486	1,901	496	1,320	2,107	2,934	18,371	7,712	5,429	13,076	111,920	15,874	18,350	17,204
Percentage Change 2009-2021 (%)	9.2%	5.5%	14.1%	9.2%	4.4%	5.2%	1.1%	0.6%	3.4%	15.2%	8.0%	2.2%	3.7%	9.7%	5.5%	24.8%	2.7%	3.5%	4.0%	4.5%	5.1%	5.1%	5.2%	6.0%	3.6%	4.5%	14.9%	7.4%	6.6%	9.8%	7.4%	9.3%	6.0%	7.3%
Numeric Change 2009-2031	7,687	2,230	15,351	1,752	-2,158	2,530	2,800	4,249	4,828	16,759	14,091	3,137	9,446	3,318	-1,554	7,704	-9,028	-730	-1,308	4,308	9,597	3,776	961	6,880	8,218	9,378	24,786	22,105	-662	22,189	192,650	25,267	30,761	27,115
Percentage Change 2009-2031 (%)	12.4%	3.7%	31.6%	3.8%	-3.6%	6.0%	8.0%	10.5%	15.8%	33.3%	36.0%	13.9%	30.2%	6.7%	-4.8%	40.1%	-22.2%	-1.4%	-3.6%	8.1%	33.0%	10.2%	10.0%	31.2%	14.0%	14.4%	20.1%	21.1%	-0.8%	16.6%	12.7%	14.8%	10.1%	11.6%

**Notes:**  
(1) Population per zone 2007 is obtained from Pitney Bowes Business Insight/Oxford Economics (PBBI/OE) using our in-house GIS (MapInfo) system. Growth in population is calculated using growth rates derived from the GLA's 2008 Ward Level Population Projections Low and ONS 2006 based sub-national population projections (as explained in Appendix 3). All growth rates rounded to one decimal point.

West London Joint Retail Needs Study Update  
Table 3: Per capita expenditure on comparison goods (2009 to 2031) (£)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	UK Average
2009	4,973	4,784	4,080	3,649	4,334	3,774	3,442	3,110	3,110	2,810	3,088	3,145	3,182	3,450	3,681	3,595	4,509	4,908	5,209	4,961	4,397	3,597	3,209	3,022	3,009	3,405	3,015	5,310	7,181	5,280	3,091
Difference from UK Average (%)	61%	55%	32%	18%	40%	22%	11%	1%	1%	-9%	0%	2%	3%	12%	19%	16%	46%	59%	68%	60%	42%	16%	4%	-2%	-3%	10%	-2%	72%	132%	71%	-
Per annum growth 2009 - 2011 (%)	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
2011	5,004	4,814	4,105	3,672	4,361	3,798	3,463	3,129	3,129	2,828	3,107	3,165	3,202	3,472	3,703	3,617	4,537	4,938	5,241	4,991	4,424	3,619	3,229	3,041	3,027	3,426	3,034	5,343	7,225	5,312	3,111
Per annum growth 2011 - 2016 (%)	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%	3.6%
2016	5,961	5,735	4,891	4,374	5,195	4,524	4,126	3,728	3,728	3,368	3,702	3,770	3,814	4,136	4,412	4,309	5,405	5,883	6,243	5,946	5,271	4,312	3,846	3,623	3,607	4,082	3,614	6,366	8,608	6,329	3,706
Per annum growth 2016 - 2021 (%)	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%
2021	6,989	6,724	5,734	5,128	6,091	5,304	4,837	4,370	4,370	3,949	4,340	4,420	4,472	4,849	5,172	5,052	6,337	6,897	7,320	6,972	6,179	5,055	4,509	4,247	4,229	4,786	4,237	7,463	10,091	7,420	4,345
Per annum growth 2021 - 2026 (%)	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%
2026	8,024	7,719	6,583	5,887	6,992	6,090	5,554	5,017	5,017	4,534	4,983	5,075	5,134	5,567	5,938	5,800	7,275	7,918	8,403	8,004	7,094	5,803	5,177	4,876	4,855	5,494	4,864	8,568	11,586	8,519	4,988
Per annum growth 2026 - 2031 (%)	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%
2031	9,212	8,862	7,558	6,759	8,028	6,991	6,376	5,760	5,760	5,205	5,721	5,826	5,894	6,391	6,818	6,659	8,353	9,091	9,648	9,189	8,145	6,663	5,943	5,598	5,573	6,308	5,585	9,836	13,301	9,780	5,726

**Notes:**  
(1) Per capita expenditure by zone from 2007 is obtained from Pitney Bowes Business Insight/Oxford Economics (PBBI/OE) using our in-house GIS (MapInfo) system. This is projected to the base year (2009) and the forecast years using per annum growth rates derived from PBBI/OE and Experian (as explained in Appendix 4). These are applied consistently across all zones.  
All monetary values held as constant 2007 prices. Annual growth rates rounded to one decimal point.

West London Joint Retail Needs Study Update  
Table 4: Total comparison expenditure (2009 to 2031) (£m)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones	Total Zones 1-3	Total Zones 4-10	Total Zones 11-17
Total 2009 (including SFT)	307.9	288.7	198.0	168.1	257.0	158.3	120.5	126.0	94.8	141.4	120.8	71.0	99.6	170.0	119.5	69.0	183.6	256.9	186.8	263.4	127.7	133.8	30.9	66.6	177.2	221.4	372.1	557.2	587.1	707.0	6,382.2	794.7	1,066.0	833.6
Deduction for SFT in 2009 at 7.4%	22.8	21.4	14.7	12.4	19.0	11.7	8.9	9.3	7.0	10.5	8.9	5.3	7.4	12.6	8.8	5.1	13.6	19.0	13.8	19.5	9.4	9.9	2.3	4.9	13.1	16.4	27.5	41.2	43.4	52.3	472.3	58.8	78.9	61.7
Total 2009 (excluding SFT)	285.2	267.3	183.4	155.7	237.9	146.6	111.6	116.6	87.8	130.9	111.9	65.7	92.2	157.4	110.7	63.9	170.0	237.9	173.0	243.9	118.3	123.9	28.6	61.6	164.0	205.0	344.6	515.9	543.6	654.7	5,909.9	735.9	987.2	771.9
Total 2011 (including SFT)	317.7	291.8	207.1	174.4	262.3	161.9	122.2	127.0	96.3	144.1	123.4	71.5	100.5	177.3	123.2	78.0	185.7	261.7	190.0	267.5	129.6	135.6	31.3	68.4	179.0	229.7	388.9	569.0	620.9	722.8	6,558.9	816.6	1,088.2	859.7
Deduction for SFT in 2011 at 8.4%	26.7	24.5	17.4	14.7	22.0	13.6	10.3	10.7	8.1	12.1	10.4	6.0	8.4	14.9	10.3	6.6	15.6	22.0	16.0	22.5	10.9	11.4	2.6	5.7	15.0	19.3	32.7	47.8	52.2	60.7	550.9	68.6	91.4	72.2
Total 2011 (excluding SFT)	291.0	267.3	189.7	159.8	240.3	148.3	111.9	116.4	88.2	132.0	113.1	65.5	92.1	162.4	112.8	71.5	170.1	239.7	174.0	245.1	118.7	124.2	28.7	62.6	164.0	210.4	356.2	521.2	568.8	662.1	6,008.0	748.0	996.8	787.4
Total 2016 (including SFT)	394.4	359.2	253.5	215.0	316.2	194.8	144.5	150.4	115.8	189.4	153.0	85.9	122.1	219.8	149.1	100.3	222.8	317.1	229.6	324.6	157.7	164.7	38.0	83.1	216.7	276.2	494.8	696.7	751.3	895.2	8,031.6	1,007.1	1,326.0	1,052.9
Deduction for SFT in 2016 at 9.6%	37.9	34.5	24.3	20.6	30.4	18.7	13.9	14.4	11.1	18.2	14.7	8.2	11.7	21.1	14.3	9.6	21.4	30.4	22.0	31.2	15.1	15.8	3.6	8.0	20.8	26.5	47.5	66.9	72.1	85.9	771.0	96.7	127.3	101.1
Total 2016 (excluding SFT)	356.5	324.7	229.1	194.3	285.8	176.1	130.6	136.0	104.7	171.2	138.3	77.7	110.3	198.7	134.7	90.6	201.4	286.7	207.6	293.5	142.5	148.9	34.4	75.1	195.9	249.7	447.3	629.8	679.2	809.2	7,260.5	910.4	1,198.7	951.8
Total 2021 (including SFT)	472.5	428.1	317.5	258.1	377.0	234.0	171.2	178.1	137.7	228.9	183.4	101.9	145.1	262.1	177.3	121.0	265.0	373.8	272.9	386.9	188.6	197.6	45.6	99.2	257.9	325.1	600.8	840.5	879.8	1,090.6	9,618.4	1,218.2	1,585.0	1,255.8
Deduction for SFT in 2021 at 9.4%	44.4	40.2	29.8	24.3	35.4	22.0	16.1	16.7	12.9	21.5	17.2	9.6	13.6	24.6	16.7	11.4	24.9	35.1	25.7	36.4	17.7	18.6	4.3	9.3	24.2	30.6	56.5	79.0	82.7	102.5	904.1	114.5	149.0	118.0
Total 2021 (excluding SFT)	428.1	387.9	287.7	233.8	341.5	212.0	155.1	161.4	124.8	207.4	166.1	92.4	131.5	237.4	160.6	109.6	240.1	338.6	247.3	350.5	170.9	179.0	41.3	89.8	233.6	294.6	544.3	761.5	797.1	988.1	8,714.2	1,103.7	1,436.0	1,137.8
Total 2026 (including SFT)	544.0	484.0	392.2	282.5	399.2	270.8	210.0	223.1	177.1	299.8	234.1	122.8	183.9	298.2	195.2	149.0	263.0	420.7	305.9	447.2	240.9	232.2	53.6	124.5	309.5	388.9	699.1	1,013.9	972.3	1,289.4	11,227.1	1,420.2	1,862.5	1,446.2
Deduction for SFT in 2026 at 9.1%	49.5	44.0	35.7	25.7	36.3	24.6	19.1	20.3	16.1	27.3	21.3	11.2	16.7	27.1	17.8	13.6	23.9	38.3	27.8	40.7	21.9	21.1	4.9	11.3	28.2	35.4	63.6	92.3	88.5	117.3	1,021.7	129.2	169.5	131.6
Total 2026 (excluding SFT)	494.5	440.0	356.5	256.8	362.9	246.1	190.9	202.8	161.0	272.5	212.8	111.6	167.2	271.0	177.5	135.5	239.1	382.4	278.1	406.5	219.0	211.1	48.7	113.1	281.4	353.5	635.5	921.6	883.8	1172.1	10,205.4	1,291.0	1,693.1	1,314.6
Total 2031 (including SFT)	641.2	554.5	482.8	323.3	458.6	310.9	241.1	257.8	203.4	349.1	304.4	149.7	240.2	336.1	210.8	179.1	264.7	469.3	333.3	527.6	314.7	272.9	62.9	161.8	373.9	469.2	827.7	1,249.5	1,078.7	1,526.6	13,175.9	1,678.5	2,144.2	1,685.1
Deduction for SFT in 2031 at 9.1%	58.4	50.5	43.9	29.4	41.7	28.3	21.9	23.5	18.5	31.8	27.7	13.6	21.9	30.6	19.2	16.3	24.1	42.7	30.3	48.0	28.6	24.8	5.7	14.7	34.0	42.7	75.3	113.7	98.2	138.9	1,199.0	152.7	195.1	153.3
Total 2031 (excluding SFT)	582.9	504.1	438.9	293.9	416.9	282.6	219.2	234.3	184.9	317.3	276.7	136.1	218.3	305.5	191.6	162.8	240.7	426.6	303.0	479.5	286.1	248.1	57.1	147.1	339.9	426.5	752.4	1135.8	980.6	1387.7	11,976.9	1,525.8	1,949.1	1,531.8
Growth 2009-2011	5.9	-0.1	6.3	4.1	2.3	1.7	0.3	-0.3	0.5	1.1	1.2	-0.2	-0.2	5.0	2.2	7.5	0.0	1.8	1.1	1.1	0.5	0.4	0.1	1.0	-0.1	5.5	11.7	5.3	25.2	7.4	98.1	12.2	9.6	15.6
Growth 2011-2016	65.5	57.5	39.4	34.6	45.5	27.8	18.7	19.6	16.5	39.2	25.3	12.1	18.3	36.2	21.9	19.2	31.3	46.9	33.6	48.4	23.8	24.7	5.7	12.5	32.0	39.3	91.1	108.6	110.4	147.1	1,252.6	162.4	201.9	164.4
Growth 2016-2021	71.6	63.2	58.6	39.5	55.7	35.9	24.5	25.4	20.1	36.2	27.8	14.7	21.1	38.7	25.9	19.0	38.7	52.0	39.7	57.0	28.4	30.1	7.0	14.8	37.7	44.9	97.0	131.7	117.9	178.8	1,453.7	193.3	237.4	186.0
Growth 2021-2026	66.3	52.1	68.8	23.0	21.3	34.2	35.7	41.4	36.2	65.2	46.7	19.2	35.7	33.6	16.8	25.8	-1.0	43.8	30.8	56.0	48.1	32.1	7.4	23.3	47.7	59.0	91.1	160.1	86.7	184.0	1,491.2	187.3	257.0	176.8
Growth 2026-2031	88.4	64.1	82.3	37.1	54.0	36.4	28.3	31.5	23.8	44.8	63.9	24.5	51.1	34.4	14.2	27.4	1.6	44.1	24.9	73.1	67.1	37.0	8.5	34.0	58.6	73.0	116.9	214.1	96.7	215.6	1,771.5	234.8	256.0	217.2
Growth 2009-2021	143.0	120.6	104.3	78.1	103.6	66.4	43.5	44.7	37.0	76.5	54.2	26.6	39.2	80.0	49.9	45.7	70.1	100.7	74.3	106.6	52.7	55.2	12.7	28.2	69.6	89.6	199.7	246.6	253.5	333.4	2804.4	367.9	448.9	365.9
Growth 2009-2031	297.7	236.7	255.5	138.2	179.0	136.0	107.6	117.7	97.1	186.4	164.8	70.4	126.1	148.1	80.9	98.9	70.6	188.7	130.1	235.6	167.8	124.2	28.6	85.5	175.9	221.5	407.8	619.8	437.0	733.0	6067.0	789.9	961.9	759.9

**Notes:**  
(1) The 2009 expenditure and subsequent figures for the forecast years and are the products of multiplying the data presented in Table 2 (population) by Table 3 (per capita comparison goods expenditure).  
(2) A deduction is made for a percentage of expenditure for Special Forms of Trading (SFT) (i.e. mail order, TV and Internet shopping) from the total expenditure. We have adopted the comparison goods SFT projections in Appendix 3 of Experian Retail Planner Note 7.1 (August 2009).

All monetary values are held constant at 2007 prices.

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Table 5: 2009 Comparison goods zonal market share (%)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
1	Fulham	26.4%	4.7%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.6%	2.5%
1	Neighbourhood centres/other (LBHF)	5.2%	2.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	5.8%
1	Out of centre (LBHF)	0.9%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
2	Hammersmith	4.6%	24.4%	18.0%	3.0%	0.1%	0.0%	0.0%	0.2%	0.0%	1.4%	0.5%	0.0%	0.2%	0.8%	0.7%	0.0%	5.6%	4.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.7%	5.9%	1.0%	0.6%
2	Neighbourhood centres/other (LBHF)	0.2%	2.4%	0.5%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.9%	0.0%	
2	Out of centre (LBHF)	0.1%	0.2%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
3	Shepherd's Bush/Westfield	2.7%	10.7%	27.1%	6.7%	3.9%	4.8%	4.8%	4.0%	1.1%	1.8%	1.1%	0.0%	0.0%	0.7%	0.9%	2.5%	6.1%	1.4%	2.2%	0.4%	0.9%	0.6%	0.0%	0.4%	2.8%	3.1%	3.7%	13.0%	1.9%	1.7%
3	Neighbourhood centres/other (LBHF)	0.0%	0.1%	1.7%	0.9%	0.3%	0.6%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%	0.0%	0.3%	0.0%
4	Acton	0.0%	0.1%	3.4%	10.3%	1.9%	0.7%	1.4%	0.3%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.2%	2.1%	0.0%	0.0%
4	Neighbourhood centres/other (LBE)	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
4	Out of centre (LBE)	0.0%	0.4%	2.7%	3.4%	1.1%	0.8%	0.8%	0.1%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.8%	0.0%	0.1%
5	Ealing	0.0%	0.1%	3.7%	27.5%	44.1%	44.3%	20.9%	12.2%	19.1%	18.5%	0.6%	0.0%	0.9%	1.0%	1.0%	16.6%	0.9%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	1.9%	3.8%	1.3%	2.7%	0.3%	0.0%	0.2%
5	Neighbourhood centres/other (LBE)	0.0%	0.0%	0.1%	0.3%	1.4%	0.2%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.3%
5	Out of centre (LBE)	0.2%	0.0%	0.0%	0.3%	0.7%	0.6%	1.5%	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.2%
6	Hamwell	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%	0.2%	0.0%	0.8%	1.3%	0.6%	0.0%	0.0%	0.4%	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%	0.0%	0.0%	0.0%
7	Neighbourhood centres/other (LBE)	0.2%	0.0%	0.0%	0.1%	0.1%	0.0%	5.3%	1.4%	1.5%	0.2%	0.0%	0.0%	0.8%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.3%	1.1%	0.0%	0.0%	0.1%	0.3%	0.2%	0.5%	0.0%	0.0%
7	Out of centre (LBE)	0.0%	0.0%	0.0%	0.2%	0.7%	0.5%	4.9%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
8	Neighbourhood centres/other (LBE)	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	1.2%	4.4%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
9	Greenford	0.0%	0.0%	0.3%	0.8%	1.2%	3.4%	7.1%	4.7%	14.6%	1.8%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	3.4%	2.1%	0.0%	0.0%	0.0%
10	Southall	0.0%	0.1%	0.1%	0.1%	0.4%	0.3%	1.1%	0.5%	6.4%	8.9%	2.5%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
10	Out of centre (LBE)	0.0%	0.0%	0.0%	0.5%	0.5%	0.5%	0.4%	0.2%	0.0%	0.2%	1.2%	0.0%	0.0%	1.7%	0.9%	2.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%
11	Neighbourhood centres/other (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.6%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
11	Out of centre (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.1%	0.0%	0.0%	0.9%	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%	0.0%	0.0%	0.0%
12	Neighbourhood centres/other (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	1.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
12	Out of centre (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	3.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
13	Feltham	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	29.1%	26.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	3.3%	2.3%	2.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
13	Neighbourhood centres/other (LBH)	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.6%	5.3%	6.8%	0.7%	0.0%	0.0%	0.3%	0.0%	0.0%	1.6%	3.1%	1.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
13	Out of centre (LBH)	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.2%	0.4%	0.2%	0.4%	1.8%	4.5%	5.0%	1.8%	0.0%	0.0%	0.0%	0.3%	0.1%	1.7%	3.1%	0.8%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.1%
14	Hounslow	0.2%	0.1%	0.8%	0.3%	0.8%	1.2%	0.0%	0.2%	3.2%	17.6%	40.0%	19.3%	16.1%	43.4%	23.8%	22.2%	3.0%	0.5%	1.2%	4.0%	2.0%	1.9%	3.0%	5.4%	2.3%	0.1%	0.0%	0.1%	0.9%	0.0%
14	Neighbourhood centres/other (LBH)	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%	0.8%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
14	Out of centre (LBH)	0.4%	0.0%	0.0%	1.0%	0.2%	0.8%	0.0%	0.2%	0.5%	0.5%	0.8%	0.0%	0.2%	1.7%	0.0%	0.0%	0.1%	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%
15	Neighbourhood centres/other (LBH)	0.0%	0.0%	0.1%	0.2%	1.3%	1.5%	0.2%	0.0%	0.3%	1.1%	1.1%	0.0%	0.5%	2.7%	8.3%	4.8%	0.7%	0.0%	0.0%	1.9%	0.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
15	Out of centre (LBH)	0.1%	0.3%	0.0%	0.5%	2.1%	1.9%	0.0%	0.0%	1.1%	2.5%	2.1%	0.0%	0.5%	5.6%	11.1%	6.3%	1.0%	0.1%	0.4%	2.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%
16	Brentford	0.0%	0.3%	0.8%	2.2%	1.1%	0.8%	0.0%	0.0%	1.1%	0.4%	0.7%	0.0%	0.4%	1.6%	1.3%	12.0%	2.2%	0.0%	0.5%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%
16	Out of centre (LBH)	0.0%	0.7%	0.6%	0.6%	1.8%	0.7%	0.8%	0.7%	0.2%	0.6%	0.7%	0.0%	0.2%	0.6%	1.3%	1.1%	1.6%	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.4%	0.2%
17	Chiswick	0.0%	1.9%	7.9%	5.1%	1.6%	1.2%	0.6%	0.0%	0.8%	1.2%	1.0%	0.0%	0.0%	0.3%	2.5%	9.9%	32.9%	0.4%	0.5%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%
17	Neighbourhood centres/other (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
17	Out of centre (LBH)	0.1%	1.0%	0.6%	1.2%	1.5%	1.0%	0.6%	0.0%	0.0%	0.5%	0.7%	0.1%	0.1%	0.4%	2.0%	2.4%	3.9%	0.4%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%

Table 5 continued overleaf

West London Joint Retail Needs Study Update  
Table 5: 2009 Comparison goods zonal market share (%) - continued

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
18	Other zone 18	0.0%	0.2%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.6%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
19	Other zone 19	0.6%	0.0%	0.0%	1.1%	0.6%	0.7%	0.0%	0.0%	0.1%	0.5%	0.2%	0.0%	0.4%	2.3%	3.5%	2.2%	7.5%	7.6%	13.2%	2.4%	1.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%
20	Other zone 20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
21	Other zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.3%	0.5%	0.2%	0.0%	0.0%	0.1%	0.1%	0.5%	12.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
22	Other zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.8%	1.4%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.9%	17.8%	15.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
23	Other zone 23	0.0%	0.1%	0.1%	0.1%	0.3%	0.2%	0.5%	0.0%	0.0%	0.5%	0.3%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.1%	0.0%	0.9%	2.6%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%
24	Other zone 24	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
25	Other zone 25	0.0%	0.0%	0.0%	0.1%	0.1%	1.0%	3.2%	4.0%	9.6%	4.4%	2.1%	0.3%	0.3%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.8%	6.6%	0.7%	0.2%	0.0%	0.0%	0.0%
26	Other zone 26	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.6%	1.3%	0.4%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	6.9%	0.1%	0.4%	0.0%	0.0%
27	Other zone 27	0.0%	0.1%	2.7%	3.4%	0.8%	0.5%	2.4%	0.2%	1.1%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	2.2%	0.2%	0.0%	0.1%
28	Other zone 28	0.7%	2.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	2.8%	2.0%	0.0%
29	Other zone 29	3.3%	0.4%	0.0%	0.5%	0.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	5.5%	2.3%
30	Other zone 30	6.5%	1.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	2.2%	16.2%
Total inside study area		52.5%	55.0%	72.5%	71.1%	69.7%	73.3%	60.5%	36.3%	64.2%	66.8%	67.1%	65.6%	64.4%	72.5%	59.4%	82.6%	68.9%	24.0%	21.8%	18.4%	30.0%	29.4%	23.3%	19.8%	19.0%	17.3%	15.5%	29.0%	21.3%	32.7%
Total LBHF		40.1%	45.8%	48.0%	11.1%	4.3%	5.4%	5.4%	5.3%	1.5%	3.2%	1.6%	0.0%	0.3%	1.6%	2.1%	2.5%	12.0%	7.6%	3.2%	0.5%	1.1%	0.6%	0.0%	0.8%	2.9%	3.6%	4.4%	20.0%	9.5%	10.8%
Total LB Ealing		0.4%	0.8%	10.4%	43.6%	52.6%	55.4%	44.9%	24.0%	43.3%	31.5%	5.3%	0.0%	1.8%	4.7%	2.7%	19.2%	3.0%	0.4%	0.0%	0.6%	1.5%	1.1%	0.0%	3.6%	5.9%	5.2%	7.5%	4.2%	0.6%	0.8%
Total LB Hounslow		0.9%	4.3%	11.2%	11.2%	10.7%	9.4%	2.6%	1.4%	8.2%	26.3%	57.4%	63.1%	57.5%	61.0%	50.5%	58.8%	45.7%	1.6%	3.7%	13.4%	12.9%	8.2%	5.4%	6.9%	3.3%	0.8%	1.0%	0.6%	1.6%	1.6%
Central London / West End		10.3%	14.6%	10.1%	8.8%	11.2%	5.4%	4.0%	3.0%	3.3%	4.3%	2.1%	0.0%	1.1%	1.8%	1.8%	3.0%	7.9%	7.4%	7.6%	3.6%	2.0%	0.5%	0.0%	1.4%	0.4%	2.6%	8.8%	20.7%	9.6%	12.0%
Brent Cross		0.1%	0.6%	3.6%	7.2%	6.9%	3.9%	9.1%	2.9%	2.6%	1.9%	0.0%	0.0%	0.4%	1.5%	1.2%	0.0%	1.3%	0.0%	0.2%	0.0%	0.4%	0.0%	0.0%	0.3%	1.3%	3.9%	19.5%	1.7%	0.5%	0.0%
Wembley		0.2%	0.6%	0.8%	0.7%	0.3%	0.2%	5.6%	1.7%	2.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.2%	0.1%	0.0%	0.0%	0.2%	0.6%	21.1%	0.1%	0.2%	0.2%
Harrow		0.0%	0.0%	0.6%	0.0%	0.2%	0.3%	6.3%	10.8%	2.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	2.1%	20.6%	9.7%	0.0%	0.0%	0.0%
Uxbridge		0.0%	0.0%	0.4%	1.2%	0.1%	3.2%	1.2%	8.0%	6.7%	4.3%	4.9%	0.0%	0.0%	0.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	28.5%	22.9%	5.1%	0.1%	0.0%	0.6%	0.0%
Kensington High Street,		6.0%	15.8%	3.1%	1.8%	0.6%	0.2%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	1.2%	0.0%	2.6%	2.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.5%	20.9%	30.1%	1.5%
King's Road East		11.2%	3.7%	0.6%	0.3%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.4%	2.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	3.0%	24.7%	7.5%
Kingston-Upon-Thames		1.8%	0.3%	0.1%	1.1%	1.7%	4.1%	0.2%	0.6%	0.3%	2.2%	4.9%	7.2%	10.4%	10.7%	10.2%	6.3%	5.4%	15.1%	16.6%	29.3%	37.9%	12.8%	3.1%	3.3%	0.8%	0.0%	0.0%	0.0%	2.0%	8.1%
Richmond		0.0%	0.4%	0.2%	0.4%	1.0%	0.4%	0.4%	0.0%	0.8%	0.2%	1.1%	0.0%	0.1%	1.6%	11.4%	4.8%	3.8%	10.0%	34.5%	16.8%	4.9%	1.4%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.1%	0.3%
Putney		10.8%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	1.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	5.0%
Staines		0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%	4.2%	21.0%	9.8%	1.4%	1.1%	0.0%	0.1%	0.5%	0.0%	0.7%	3.5%	42.4%	61.7%	1.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
Out of centre		2.4%	2.2%	2.9%	2.4%	2.3%	1.0%	2.4%	1.5%	0.8%	1.4%	1.1%	0.1%	1.2%	2.0%	0.9%	0.4%	2.2%	2.1%	1.1%	1.0%	1.6%	2.1%	4.0%	0.0%	0.8%	0.9%	3.6%	3.0%	1.0%	1.6%
Other		4.5%	3.5%	5.0%	5.0%	5.4%	6.9%	10.1%	35.2%	16.5%	17.6%	14.2%	6.0%	12.6%	7.6%	11.6%	2.9%	5.2%	17.5%	15.0%	29.9%	19.3%	11.2%	7.9%	44.9%	51.5%	49.1%	21.1%	21.6%	9.4%	31.0%
Total outside study area		47.5%	45.0%	27.5%	28.9%	30.3%	26.7%	39.5%	63.7%	35.8%	33.2%	32.9%	34.4%	35.6%	27.5%	40.6%	17.4%	31.1%	76.0%	78.2%	81.6%	70.0%	70.6%	76.7%	80.2%	81.0%	82.7%	84.5%	71.0%	78.7%	67.3%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:  
(1) Data obtained from NEMS household survey (Volume 3): only metropolitan, major and district centres in the three boroughs are shown individually together with centres attracting a significant market share outside the study area.



West London Joint Retail Needs Study Update  
Table 6: 2009 Comparison goods zonal spending patterns (£m)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total	All Zones Market Share (%)	
1	Fulham	75.4	12.6	0.5	0.1	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	0.0	0.4	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.7	24.9	16.5	135.2	2.3%	
1	Neighbourhood centres/other (LBHF)	14.9	7.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	4.6	38.1	69.7	1.2%	
1	Out of centre (LBHF)	2.5	0.8	0.2	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.0	6.4	0.1%	
2	Hammersmith	13.2	65.2	32.9	4.7	0.2	0.0	0.0	0.3	0.0	1.8	0.6	0.0	0.2	1.3	0.7	0.0	9.6	11.5	0.9	0.0	0.0	0.0	0.0	0.0	0.1	0.2	2.5	30.3	5.5	4.1	185.7	3.1%	
2	Neighbourhood centres/other (LBHF)	0.4	6.5	0.9	0.3	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	4.7	0.0	14.4	0.2%	
2	Out of centre (LBHF)	0.2	0.6	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0%	
3	Shepherd's Bush/Westfield	7.7	28.5	49.7	10.4	9.2	7.0	5.3	4.7	1.0	2.4	1.2	0.0	0.0	1.1	1.0	1.6	10.4	3.4	3.8	0.9	1.0	0.7	0.0	0.3	4.6	6.3	12.7	67.1	10.3	10.9	263.2	4.5%	
3	Neighbourhood centres/other (LBHF)	0.0	0.4	3.0	1.4	0.8	0.9	0.7	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.9	0.0	0.0	1.7	0.0	10.8	0.2%	
4	Acton	0.0	0.3	6.2	16.1	4.4	1.0	1.6	0.3	0.1	0.8	0.3	0.0	0.0	0.0	0.2	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	4.2	11.0	0.0	0.0	49.6	0.8%	
4	Neighbourhood centres/other (LBE)	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.3	0.0%	
4	Out of centre (LBE)	0.0	1.2	5.0	5.3	2.6	1.2	0.9	0.1	0.2	0.0	0.0	0.0	0.1	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	2.7	4.3	0.0	0.4	24.5	0.4%	
5	Ealing	0.0	0.4	6.7	42.8	105.0	64.9	23.3	14.2	16.7	24.2	0.7	0.0	0.8	1.5	1.1	10.6	1.6	0.8	0.0	0.6	0.0	0.0	0.0	1.2	6.2	2.8	9.5	1.5	0.0	1.3	338.3	5.7%	
5	Neighbourhood centres/other (LBE)	0.0	0.0	0.2	0.5	3.3	0.4	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	3.2	2.1	9.9	0.2%	
5	Out of centre (LBE)	0.5	0.0	0.0	0.4	1.5	0.9	1.7	0.1	0.1	0.1	0.1	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.1	1.2	0.0	0.0	1.4	9.1	0.2%	
6	Hamwell	0.0	0.0	0.0	0.0	1.3	5.9	0.2	0.0	0.7	1.7	0.6	0.0	0.0	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3	0.2%
7	Neighbourhood centres/other (LBE)	0.7	0.0	0.0	0.1	0.3	0.0	5.9	1.6	1.3	0.2	0.0	0.0	0.8	0.5	0.0	0.0	0.1	0.0	0.0	0.7	1.5	1.4	0.0	0.0	0.1	0.6	0.5	2.7	0.0	0.0	19.1	0.3%	
7	Out of centre (LBE)	0.0	0.0	0.0	0.3	1.6	0.8	5.5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	8.7	0.1%	
8	Neighbourhood centres/other (LBE)	0.0	0.0	0.2	0.0	0.2	0.2	1.3	5.1	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6	0.1%
9	Greenford	0.0	0.0	0.6	1.3	3.0	5.0	7.9	5.5	12.8	2.3	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	7.0	7.3	0.0	0.0	0.0	53.7	0.9%	
10	Southall	0.0	0.2	0.2	0.2	1.0	0.4	1.2	0.5	5.6	11.6	2.8	0.0	0.0	1.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.2	0.0	0.0	0.0	0.0	0.0	28.8	0.5%	
10	Out of centre (LBE)	0.0	0.0	0.0	0.7	1.2	0.7	0.5	0.2	0.0	0.2	1.3	0.0	0.0	2.7	1.0	1.4	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	12.5	0.2%	
11	Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0%	
11	Out of centre (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	5.2	0.1%	
12	Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	1.9	0.0%	
12	Out of centre (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	2.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	4.1	0.1%	
13	Feltham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	5.4	19.1	24.7	1.2	0.2	0.0	0.0	0.0	0.3	1.0	3.9	2.8	0.6	0.0	0.2	0.0	0.0	0.5	0.0	0.0	60.1	1.0%	
13	Neighbourhood centres/other (LBH)	0.4	0.0	0.2	0.0	0.2	0.2	0.0	0.0	0.1	0.0	0.7	3.5	6.3	1.1	0.0	0.0	0.5	0.0	0.0	3.9	3.7	2.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.1	0.4%
13	Out of centre (LBH)	0.0	0.0	0.0	0.1	0.0	0.4	0.2	0.5	0.2	0.5	2.0	2.9	4.6	2.8	0.0	0.0	0.0	0.6	0.2	4.2	3.7	1.0	0.0	0.0	0.6	0.0	0.0	0.0	0.7	0.4	25.7	0.4%	
14	Hounslow	0.4	0.3	1.5	0.5	1.9	1.7	0.0	0.3	2.8	23.1	44.8	12.7	14.9	68.3	26.4	14.2	5.1	1.1	2.1	9.8	2.3	2.3	0.8	3.3	3.8	0.3	0.0	0.6	4.9	0.0	250.2	4.2%	
14	Neighbourhood centres/other (LBH)	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.5	0.5	0.9	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	3.1	0.1%	
14	Out of centre (LBH)	1.2	0.0	0.0	1.6	0.4	1.2	0.0	0.2	0.4	0.6	0.8	0.0	0.1	2.7	0.0	0.0	0.2	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.1	0.2%	
15	Neighbourhood centres/other (LBH)	0.0	0.0	0.2	0.3	3.2	2.1	0.2	0.0	0.3	1.4	1.2	0.0	0.5	4.3	9.2	3.1	1.2	0.0	0.0	4.6	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	32.7	0.6%
15	Out of centre (LBH)	0.3	0.7	0.0	0.8	5.1	2.8	0.0	0.0	0.9	3.2	2.4	0.0	0.5	8.8	12.3	4.0	1.7	0.1	0.6	7.0	1.0	0.0	0.0	0.0	0.0	0.1	0.0	1.1	0.0	0.0	53.4	0.9%	
16	Brentford	0.0	0.7	1.6	3.4	2.6	1.1	0.0	0.0	1.0	0.5	0.8	0.0	0.4	2.5	1.5	7.7	3.8	0.0	0.8	1.0	0.0	0.3	0.0	0.0	0.0	0.7	3.3	0.0	0.0	0.0	33.5	0.6%	
16	Out of centre (LBH)	0.0	2.0	1.2	1.0	4.3	1.0	0.9	0.8	0.1	0.8	0.8	0.0	0.1	1.0	1.4	0.7	2.7	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	2.2	1.0	23.2	0.4%	
17	Chiswick	0.0	5.1	14.6	7.9	3.9	1.8	0.7	0.0	0.7	1.5	1.1	0.0	0.0	0.5	2.7	6.3	56.0	1.0	0.9	0.6	0.0	0.5	0.0	0.0	0.0	0.2	0.0	0.8	0.7	0.0	107.4	1.8%	
17	Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1	0.1%		
17	Out of centre (LBH)	0.2	2.7	1.0	1.9	3.6	1.4	0.7	0.0	0.0	0.7	0.8	0.1	0.1	0.7	2.2	1.5	6.6	1.0	1.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	0.0	0.4	27.2	0.5%	

Table 6 continued overleaf

West London Joint Retail Needs Study Update  
Table 6: 2009 Comparison goods zonal spending patterns (£m) - Continued

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total	All Zones Market Share (%)
18	Other zone 18	0.0	0.6	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.2	14.4	0.2%
19	Other zone 19	1.8	0.0	0.0	1.7	1.4	1.0	0.0	0.0	0.1	0.6	0.2	0.0	0.4	3.7	3.8	1.4	12.8	18.0	22.8	6.0	1.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	79.8	1.4%
20	Other zone 20	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0%	
21	Other zone 21	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.1	0.8	0.2	0.0	0.0	0.1	0.2	1.2	14.8	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.7	0.4%
22	Other zone 22	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.2	1.3	0.1	0.0	0.0	0.0	0.2	0.0	0.5	1.1	22.0	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.9	0.5%
23	Other zone 23	0.0	0.4	0.2	0.1	0.6	0.3	0.5	0.0	0.0	0.6	0.4	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.5	0.2	0.0	1.1	0.7	0.0	0.4	0.0	0.2	0.0	0.0	6.8	0.1%	
24	Other zone 24	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	1.6	0.0%	
25	Other zone 25	0.0	0.0	0.0	0.2	0.3	1.5	3.5	4.7	8.4	5.7	2.4	0.2	0.3	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	10.8	1.4	0.8	0.0	0.0	46.5	0.8%	
26	Other zone 26	0.0	0.0	0.0	0.0	0.0	0.2	1.8	1.5	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	14.2	0.3	2.3	0.0	0.0	21.6	0.4%
27	Other zone 27	0.0	0.4	4.9	5.3	1.9	0.8	2.7	0.3	1.0	0.0	0.0	0.0	0.1	0.8	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	7.4	1.2	0.0	0.4	27.6	0.5%
28	Other zone 28	1.9	5.8	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2	14.3	10.7	0.0	33.3	0.6%
29	Other zone 29	9.3	1.1	0.0	0.8	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.9	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	29.7	14.9	61.7	1.0%
30	Other zone 30	18.6	3.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	11.8	106.3	148.6	2.5%
Total inside study area		149.8	147.1	132.9	110.7	165.9	107.5	67.6	42.4	56.3	87.5	75.0	43.1	59.4	114.2	65.7	52.8	117.2	57.0	37.7	45.0	35.5	36.5	6.6	12.2	31.2	35.4	53.5	149.6	115.6	214.4	2425.2	41.0%
Total LBHF		114.4	122.3	88.0	17.3	10.3	8.0	6.0	6.2	1.3	4.2	1.8	0.0	0.3	2.5	2.3	1.6	20.4	18.0	5.5	1.2	1.3	0.7	0.0	0.5	4.7	7.4	15.2	103.0	51.7	70.6	686.6	11.6%
Total LB Ealing		1.2	2.0	19.2	67.8	125.2	81.2	50.1	28.0	38.0	41.3	5.9	0.0	1.7	7.4	3.0	12.3	5.2	0.8	0.0	1.5	1.8	1.4	0.0	2.2	9.7	10.6	25.8	21.6	3.2	5.2	573.3	9.7%
Total LB Hounslow		2.5	11.5	20.5	17.4	25.5	13.8	2.9	1.7	7.2	34.4	64.2	41.5	53.0	96.0	55.8	37.6	77.7	3.9	6.4	32.7	15.3	10.1	1.5	4.3	5.4	1.5	3.4	3.1	8.5	10.7	670.1	11.3%
Central London / West End		29.5	38.9	18.5	13.7	26.6	7.9	4.5	3.5	2.9	5.6	2.3	0.0	1.0	2.9	2.0	1.9	13.4	17.7	13.1	8.7	2.4	0.6	0.0	0.8	0.7	5.4	30.5	106.8	52.2	78.5	492.5	8.3%
Brent Cross		0.2	1.7	6.6	11.2	16.4	5.7	10.2	3.3	2.3	2.5	0.0	0.0	0.3	2.3	1.3	0.0	2.2	0.0	0.4	0.1	0.5	0.0	0.0	0.2	2.1	7.9	67.2	8.6	2.5	0.0	155.7	2.6%
Wembley		0.6	1.5	1.5	1.1	0.8	0.4	6.3	2.0	1.7	0.6	0.0	0.0	0.1	0.0	0.0	0.0	0.2	0.0	0.3	0.0	0.2	0.2	0.0	0.0	0.3	1.2	72.9	0.8	1.0	1.0	94.7	1.6%
Harrow		0.0	0.0	1.0	0.0	0.4	0.5	7.1	12.6	2.5	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	3.4	42.2	33.3	0.0	0.0	0.0	103.7	1.8%
Uxbridge		0.0	0.0	0.8	1.9	0.2	4.7	1.4	9.3	5.9	5.7	5.4	0.0	0.0	1.4	0.5	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	17.6	37.6	10.5	0.3	0.0	3.2	0.0	106.9	1.8%
Kensington High Street,		17.2	42.4	5.7	2.8	1.4	0.3	0.0	0.0	0.0	0.6	0.5	0.0	0.0	0.0	1.4	0.0	4.5	4.7	0.4	0.0	0.0	0.0	0.0	0.0	0.5	0.0	1.6	107.7	163.7	9.7	365.1	6.2%
King's Road East		32.0	9.9	1.1	0.5	1.3	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	4.1	5.6	2.5	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	15.2	134.3	49.3	257.7	4.4%
Kingston-Upon-Thames		5.3	0.7	0.2	1.7	4.1	6.1	0.2	0.7	0.2	2.9	5.5	4.8	9.6	16.8	11.3	4.0	9.1	36.0	28.7	71.4	44.8	15.9	0.9	2.0	1.4	0.0	0.0	0.0	10.9	52.8	348.1	5.9%
Richmond		0.0	1.1	0.3	0.6	2.5	0.6	0.4	0.0	0.7	0.2	1.2	0.0	0.1	2.6	12.6	3.1	6.4	23.8	59.6	40.9	5.8	1.7	0.0	0.0	0.3	0.0	0.5	0.0	0.7	2.0	167.8	2.8%
Putney		30.8	8.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	45.4	2.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	3.1	32.8	123.2	2.1%
Staines		0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.2	4.7	13.8	9.0	2.2	1.2	0.0	0.2	1.2	0.0	1.7	4.2	52.5	17.6	1.2	0.6	0.0	0.0	0.0	1.0	111.7	1.9%	
Out of centre		6.8	6.0	5.4	3.7	5.5	1.5	2.7	1.8	0.7	1.8	1.3	0.1	1.1	3.1	1.0	0.2	3.8	5.0	1.9	2.5	1.9	2.6	1.1	0.0	1.3	1.7	12.5	15.6	5.2	10.2	108.2	1.8%
Other		12.8	9.4	9.2	7.7	12.7	10.1	11.3	41.1	14.5	23.0	15.9	3.9	11.6	12.0	12.8	1.8	8.8	41.6	25.9	72.9	22.8	13.8	2.2	27.7	84.6	100.6	72.5	111.6	51.2	203.2	1049.4	17.8%
Total outside study area		135.4	120.3	50.5	45.0	72.0	39.1	44.1	74.2	31.4	43.4	36.9	22.6	32.8	43.2	45.0	11.1	52.9	180.9	135.3	198.9	82.7	87.4	21.9	49.5	132.9	169.6	291.1	366.3	428.0	440.3	3484.7	59.0%
Total		285.2	267.3	183.4	155.7	237.9	146.6	111.6	116.6	87.8	130.9	111.9	65.7	92.2	157.4	110.7	63.9	170.0	237.9	173.0	243.9	118.3	123.9	28.6	61.6	164.0	205.0	344.6	515.9	543.6	654.7	5909.9	100.0%

Notes:  
(1) Zonal spending patterns in 2009 is the product of total comparison expenditure in 2009 excluding SFT (Table 4) and the 2009 comparison goods zonal market share data (Table 5).  
All monetary values held as constant 2007 prices

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Table 7: Survey derived special forms of trading for comparison good expenditure

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones	Total Zones 1-3	Total Zones 4-10	Total Zones 11-17
Survey derived special forms of trading <sup>(1)</sup>																																		
Special forms of trading (%)	9.1%	10.4%	10.2%	9.9%	10.5%	12.6%	8.3%	6.1%	5.7%	7.5%	7.3%	6.2%	8.1%	11.1%	10.1%	11.5%	10.0%	7.7%	13.9%	7.8%	8.1%	8.1%	10.9%	10.8%	7.6%	12.0%	8.5%	11.9%	10.5%	13.4%	-	-	-	-
Special forms of trading (£m)	28.1	30.1	20.2	16.7	27.0	19.9	10.0	7.7	5.4	10.6	8.9	4.4	8.0	18.9	12.0	8.0	18.4	19.9	25.9	20.6	10.3	10.9	3.4	7.2	13.4	26.5	31.6	66.2	61.8	94.9	-	-	-	-
Special forms of trading (%)	9.1%	10.4%	10.2%	9.9%	10.5%	12.6%	8.3%	6.1%	5.7%	7.5%	7.3%	6.2%	8.1%	11.1%	10.1%	11.5%	10.0%	7.7%	13.9%	7.8%	8.1%	8.1%	10.9%	10.8%	7.6%	12.0%	8.5%	11.9%	10.5%	13.4%	10.1%	9.9%	9.1%	7.2%
UK average <sup>(2)</sup>																																		
UK average (%)	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%	7.4%
Difference (%)	1.7%	3.0%	2.8%	2.5%	3.1%	5.2%	0.9%	-1.3%	-1.7%	0.1%	-0.1%	-1.2%	0.7%	3.7%	2.7%	4.1%	2.6%	0.3%	6.5%	0.4%	0.7%	0.7%	3.5%	3.4%	0.2%	4.6%	1.1%	4.5%	3.1%	6.0%	2.7%	2.5%	1.7%	-0.2%
Percentage difference (%)	23.5%	41.0%	37.7%	34.3%	42.1%	69.7%	11.6%	-17.6%	-22.8%	1.8%	-0.8%	-15.9%	9.0%	50.4%	36.2%	55.8%	35.7%	4.5%	87.3%	5.5%	8.8%	10.0%	47.1%	46.1%	2.4%	61.8%	14.6%	60.5%	42.2%	81.4%	37.0%	33.4%	23.4%	-2.3%

**Notes:**  
(1) Special forms of trading is obtained from the NEMS Household Survey (Volume 3). It is expressed zonally, then in monetary terms using the 2009 comparison expenditure including SFT (Table 4) and then as a percentage of the total zonal expenditure.  
(2) The UK average SFT is provided at Appendix 3 of Experian Retail Planner Note 7.1 (August 2009), then the difference is shown for each zone and the overall percentage difference.

All monetary values are held constant at 2007 prices

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Table 8: 2006 Comparison goods market share data from WLRNS

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Ealing	0.0%	0.3%	3.7%	39.7%	52.7%	46.1%	21.4%	9.5%	18.6%	16.5%	0.9%	0.0%	0.0%	1.5%	1.5%	18.3%	2.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.3%	0.4%	3.8%	0.3%	0.2%	0.0%
Southall	0.0%	0.0%	0.4%	0.3%	0.2%	0.6%	0.1%	1.2%	6.6%	5.5%	1.1%	3.9%	0.0%	0.9%	0.8%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	2.5%	0.0%	0.2%	0.0%	0.2%	0.0%
Hanwell	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Acton	1.0%	0.0%	2.0%	5.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	0.0%
Greenford	0.0%	0.0%	0.0%	1.0%	0.0%	1.0%	5.0%	4.0%	10.0%	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%	1.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Out of centre (Ealing)	0.0%	1.0%	6.0%	4.0%	2.0%	2.0%	1.0%	0.0%	2.0%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	2.0%	0.0%	0.0%
Hammersmith	5.5%	27.1%	22.0%	2.6%	0.5%	0.6%	0.6%	0.0%	0.0%	0.0%	1.0%	0.6%	0.0%	0.0%	0.0%	1.3%	6.9%	4.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	4.7%	0.3%	0.0%
Fulham	20.7%	2.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.6%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.7%	2.3%	1.0%
Shepherd's Bush	0.3%	3.3%	9.2%	1.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	6.4%	0.0%	0.0%
Out of centre (Hammersmith and Fulham)	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%
Hounslow	0.2%	0.3%	1.1%	0.6%	0.0%	0.7%	0.0%	1.9%	3.3%	21.3%	41.1%	21.0%	16.8%	40.0%	25.5%	18.9%	2.3%	0.2%	1.7%	5.1%	2.1%	0.5%	1.5%	3.2%	0.5%	0.0%	0.3%	0.7%	0.0%	0.0%
Feltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	18.0%	11.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Chiswick	0.7%	3.6%	5.8%	5.2%	1.4%	0.3%	0.0%	0.0%	0.2%	0.0%	0.7%	0.0%	0.2%	0.7%	0.8%	3.4%	25.2%	10.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%
Brentford	0.0%	0.0%	0.0%	1.0%	1.0%	1.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.0%	0.0%	2.0%	1.0%	8.0%	2.0%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%
Out-of-centre (Hounslow)	0.0%	0.0%	1.0%	2.0%	2.0%	1.0%	0.0%	0.0%	0.0%	2.0%	7.0%	10.0%	13.0%	8.0%	11.0%	11.0%	2.0%	0.0%	1.0%	4.0%	7.0%	4.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Kingston	4.0%	0.2%	0.4%	0.3%	1.5%	2.5%	0.0%	0.0%	0.8%	2.8%	13.5%	6.1%	17.2%	15.6%	14.5%	5.6%	7.5%	15.4%	24.9%	42.4%	49.5%	13.1%	2.5%	2.3%	0.3%	0.0%	0.9%	0.3%	0.5%	7.1%
West End	8.9%	18.3%	18.8%	9.4%	10.4%	7.8%	3.4%	0.5%	3.3%	2.3%	0.9%	0.7%	0.3%	0.9%	3.6%	1.8%	15.1%	7.3%	2.1%	0.2%	0.5%	0.0%	0.0%	1.9%	1.7%	2.5%	6.7%	26.9%	10.6%	7.6%
Uxbridge	0.0%	0.0%	0.5%	0.3%	1.2%	0.6%	1.2%	10.7%	10.6%	5.6%	1.2%	0.1%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.2%	32.0%	10.0%	0.0%	0.0%	0.0%	0.0%
Staines	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.3%	3.9%	19.4%	14.8%	0.9%	1.5%	0.0%	0.0%	0.2%	0.0%	0.0%	3.8%	51.7%	64.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Harrow	0.0%	0.0%	0.6%	0.0%	0.0%	0.7%	19.8%	19.3%	3.1%	0.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.7%	1.5%	30.2%	9.4%	2.0%	0.0%	0.0%
Richmond	0.0%	0.5%	0.0%	0.6%	0.5%	1.3%	0.0%	0.0%	0.6%	0.0%	2.0%	0.0%	0.6%	1.9%	8.8%	5.0%	3.8%	14.5%	47.5%	17.6%	4.1%	0.0%	0.0%	0.7%	0.0%	0.2%	0.0%	0.3%	0.3%	0.0%
Kensington	6.1%	11.5%	3.7%	1.2%	0.0%	0.3%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	3.1%	0.2%	0.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	15.2%	24.5%	3.0%
Brent Cross	0.3%	1.0%	2.5%	6.7%	3.2%	9.6%	3.9%	1.0%	1.2%	1.0%	0.0%	0.0%	0.0%	0.3%	0.3%	0.0%	2.8%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	21.5%	6.1%	0.0%	0.0%
Chelsea	7.0%	2.3%	0.2%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.7%	0.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	16.8%	13.3%	
Sub-total	55.7%	72.0%	79.0%	80.9%	78.6%	78.1%	57.1%	48.3%	60.3%	61.5%	75.8%	81.0%	73.9%	73.8%	70.2%	75.2%	74.9%	58.2%	78.1%	70.9%	69.1%	70.4%	69.8%	45.0%	40.8%	46.6%	47.3%	66.9%	55.7%	33.0%
Other destinations	44.3%	28.0%	21.0%	19.1%	21.4%	21.9%	42.9%	51.7%	39.7%	38.5%	24.2%	19.0%	26.1%	26.2%	29.8%	24.8%	25.1%	41.8%	21.9%	29.1%	30.9%	29.6%	30.2%	55.0%	59.2%	53.4%	52.7%	33.1%	44.3%	67.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**Notes:**  
(1) Data obtained from WLRNS (2006), Volume 1 (Appendix 4 and Appendix 13). For those centres not shown in the table in WLRNS Appendix 4, the market share data was presented rounded to a single integer and thus there may rounding errors in the market share. This influences Hanwell, Greenford, Brentford, Feltham and all out-of-centre destinations.

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Table 9: Comparison goods spending in 2009 derived from 2006 market share data (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total	All Zones Market Share (%)	
Ealing	0.0	0.8	6.8	61.8	125.4	67.6	23.9	11.1	16.3	21.6	1.0	0.0	0.0	2.4	1.7	11.7	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.7	2.1	0.8	13.1	1.5	1.1	0.0	375.5	6.4%	
Southall	0.0	0.0	0.7	0.5	0.5	0.9	0.1	1.4	5.8	7.2	1.2	2.6	0.0	1.4	0.9	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.1	4.1	0.0	0.7	0.0	1.1	0.0	30.5	0.5%	
Harwell	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.6	0.1%	
Acton	2.9	0.0	3.7	7.8	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	5.2	0.0	0.0	27.0	0.5%	
Greenford	0.0	0.0	0.0	1.6	0.0	1.5	5.6	4.7	8.8	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	0.6	1.6	0.0	0.0	0.0	0.0	0.0	25.6	0.4%	
Out of centre (Ealing)	0.0	2.7	11.0	6.2	4.8	2.9	1.1	0.0	1.8	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	10.3	0.0	0.0	46.8	0.8%	
Hammersmith	15.7	72.4	40.3	4.0	1.2	0.9	0.7	0.0	0.0	0.0	1.1	0.4	0.0	0.0	0.0	0.8	11.7	9.5	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	0.0	24.2	1.6	0.0	185.3	3.1%	
Fulham	59.0	7.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.0	0.0	1.0	1.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	1.0	3.6	12.5	6.5	94.4	1.6%	
Shepherd's Bush	0.9	8.8	16.9	1.6	0.0	0.0	0.0	0.2	0.0	0.4	0.2	0.0	0.0	0.0	0.0	0.5	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	33.0	0.0	0.0	64.2	1.1%	
Out of centre (Hammersmith and Fulham)	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	6.5	10.0	0.2%	
Hounslow	0.6	0.8	2.0	0.9	0.0	1.0	0.0	2.2	2.9	27.9	46.0	13.8	15.5	63.0	28.2	12.1	3.9	0.5	2.9	12.4	2.5	0.6	0.4	2.0	0.8	0.0	1.0	3.6	0.0	0.0	0.0	247.6	4.2%
Feltham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	11.8	10.1	1.6	0.0	0.0	0.0	0.0	0.0	1.2	1.2	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	27.7	0.5%
Chiswick	2.0	9.6	10.6	8.1	3.3	0.4	0.0	0.0	0.2	0.0	0.8	0.0	0.2	1.1	0.9	2.2	42.9	24.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	106.9	1.8%	
Brentford	0.0	0.0	0.0	1.6	2.4	1.5	0.0	0.0	0.0	0.0	1.1	0.7	0.0	3.1	1.1	5.1	3.4	2.4	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	28.2	0.5%	
Out-of-centre (Hounslow)	0.0	0.0	1.8	3.1	4.8	1.5	0.0	0.0	0.0	2.6	7.8	6.6	12.0	12.6	12.2	7.0	3.4	0.0	1.7	9.8	8.3	5.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	100.4	1.7%
Kingston	11.4	0.5	0.7	0.5	3.6	3.7	0.0	0.0	0.7	3.7	15.1	4.0	15.9	24.6	16.0	3.6	12.8	36.6	43.1	103.4	58.5	16.2	0.7	1.4	0.5	0.0	3.1	1.5	2.7	46.5	431.0	7.3%	
West End	25.4	48.9	34.5	14.6	24.7	11.4	3.8	0.6	2.9	3.0	1.0	0.5	0.3	1.4	4.0	1.2	25.7	17.4	3.6	0.5	0.6	0.0	0.0	1.2	2.8	5.1	23.1	138.8	57.6	49.8	504.3	8.5%	
Uxbridge	0.0	0.0	0.9	0.5	2.9	0.9	1.3	12.5	9.3	7.3	1.3	0.1	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.6	52.5	20.5	0.0	0.0	0.0	0.0	129.6	2.2%	
Staines	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.4	4.4	12.7	13.6	1.4	1.7	0.0	0.0	0.5	0.0	0.0	4.5	64.0	18.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	122.1	2.1%	
Harrow	0.0	0.0	1.1	0.0	0.0	1.0	22.1	22.5	2.7	1.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.4	2.5	61.9	32.4	10.3	0.0	0.0	158.9	2.7%	
Richmond	0.0	1.3	0.0	0.9	1.2	1.9	0.0	0.0	0.5	0.0	2.2	0.0	0.6	3.0	9.7	3.2	6.5	34.5	82.2	42.9	4.8	0.0	0.0	0.4	0.0	0.4	0.0	1.5	1.6	0.0	199.5	3.4%	
Kensington	17.4	30.7	6.8	1.9	0.0	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.8	7.4	0.3	0.5	0.8	0.0	0.0	0.0	0.0	0.0	3.1	78.4	133.2	19.6	305.8	5.2%	
Brent Cross	0.9	2.7	4.6	10.4	7.6	14.1	4.4	1.2	1.1	1.3	0.0	0.0	0.0	0.5	0.3	0.0	4.8	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	5.9	74.1	31.5	0.0	0.0	165.7	2.8%	
Chelsea	20.0	6.1	0.4	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	4.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	91.3	87.1	214.4	3.6%	
Sub-total	158.8	192.5	144.9	126.0	187.0	114.5	63.7	56.3	52.9	80.5	84.8	53.2	68.2	116.2	77.7	48.1	127.4	138.5	135.1	173.0	81.7	87.2	19.9	27.7	66.9	95.5	163.0	345.2	302.8	216.0	3,605.2	61.0%	
Other destinations	126.3	74.9	38.5	29.7	50.9	32.1	47.9	60.3	34.8	50.4	27.1	12.5	24.1	41.2	33.0	15.9	42.7	99.5	37.9	71.0	36.5	36.7	8.6	33.9	97.1	109.5	181.6	170.8	240.8	438.6	2,304.7	39.0%	
Total	285.2	267.3	183.4	155.7	237.9	146.6	111.6	116.6	87.8	130.9	111.9	65.7	92.2	157.4	110.7	63.9	170.0	237.9	173.0	243.9	118.3	123.9	28.6	61.6	164.0	205.0	344.6	515.9	543.6	654.7	5,909.9	100.0%	

**Notes:**  
(1) Zonal spending patterns in 2009 is the product of total comparison expenditure in 2009 excluding SFT (Table 4) and the 2006 comparison goods market share data from the WLRNS (Table 8). This data should only be used for comparison purposes to understand the changes to market shares after Westfield London and other schemes that have opened since 2006. It is not the spending pattern in 2009.

All monetary values held as constant 2007 prices

## West London Joint Retail Needs Study Update

Table 10: Change in spending patterns since 2006

	2009 Study Area Turnover (£m) <sup>(1)</sup>	2009 Study Area Market Share (%) <sup>(2)</sup>	2009 Study Area Turnover (from 2006 market shares) (£m) <sup>(3)</sup>	2009 Study Area Market Share (from 2006 market shares) (%) <sup>(4)</sup>	Change (£m) <sup>(5)</sup>	Impact (%) <sup>(6)</sup>
	A	B	C	D	E	F
Ealing	338.3	5.7%	375.5	6.4%	-37.2	-11.0%
Southall	28.8	0.5%	30.5	0.5%	-1.7	-6.0%
Hanwell	11.3	0.2%	3.6	0.1%	7.7	68.3%
Acton	49.6	0.8%	27.0	0.5%	22.6	45.6%
Greenford	53.7	0.9%	25.6	0.4%	28.1	52.3%
Out of centre (Ealing)	54.9	0.9%	46.8	0.8%	8.0	14.7%
Hammersmith	185.7	3.1%	185.3	3.1%	0.4	0.2%
Fulham	135.2	2.3%	94.4	1.6%	40.8	30.1%
Shepherd's Bush/Westfield	263.2	4.5%	64.2	1.1%	199.0	75.6%
Out of centre (Hammersmith and Fulham)	7.6	0.1%	10.0	0.2%	-2.4	-31.4%
Hounslow	250.2	4.2%	247.6	4.2%	2.6	1.0%
Feltham	60.1	1.0%	27.7	0.5%	32.4	53.9%
Chiswick	107.4	1.8%	106.9	1.8%	0.5	0.5%
Brentford	33.5	0.6%	28.2	0.5%	5.3	15.7%
Out-of-centre (Hounslow)	149.0	2.5%	100.4	1.7%	48.6	32.6%
Kingston	348.1	5.9%	431.0	7.3%	-82.9	-23.8%
West End	492.5	8.3%	504.3	8.5%	-11.8	-2.4%
Uxbridge	106.9	1.8%	129.6	2.2%	-22.7	-21.2%
Staines	111.7	1.9%	122.1	2.1%	-10.4	-9.3%
Harrow	103.7	1.8%	158.9	2.7%	-55.3	-53.3%
Richmond	167.8	2.8%	199.5	3.4%	-31.7	-18.9%
Kensington	365.1	6.2%	305.8	5.2%	59.3	16.2%
Brent Cross	155.7	2.6%	165.7	2.8%	-10.0	-6.4%
Chelsea	257.7	4.4%	214.4	3.6%	43.3	16.8%
<b>Sub-total</b>	3,837.8	64.9%	3,605.2	61.0%	232.6	6.1%
Other destinations	2,072.1	35.1%	2,304.7	39.0%	-232.6	-11.2%
<b>Total</b>	5,909.9	100.0%	5,909.9	100.0%	-	-

### Notes:

(1) This is taken from the penultimate column in Table 6 and is presented in the same way as the spending patterns derived from the 2006 market share data in Tables 8 and 9. It is the turnover derived from the study area only.

(2) This is the turnover derived from the study area expressed as a percentage of the total expenditure in 2009.

(3) This is taken from the penultimate column in Table 9

(4) This is taken from the final column in Table 9

(5) This is the difference between columns A and C.

(6) This is column E expressed as a percentage of column A

All monetary values held as constant 2007 prices

West London Joint Retail Needs Study Update  
Table 11: Per capita expenditure on convenience goods (2009 to 2031) (£)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	UK Average
2009	2,692	2,622	2,308	2,109	2,383	2,148	2,037	1,889	1,908	1,756	1,881	1,928	1,923	2,030	2,119	2,099	2,446	2,638	2,767	2,665	2,414	2,060	1,922	1,868	1,843	1,985	1,817	2,876	3,755	2,847	1,801
Difference from UK Average (%)	49%	46%	28%	17%	32%	19%	13%	5%	6%	-3%	4%	7%	7%	13%	18%	17%	36%	46%	54%	48%	34%	14%	7%	4%	2%	10%	1%	60%	108%	58%	-
Per annum growth 2009 - 2011 (%)	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
2011	2,702	2,632	2,317	2,117	2,392	2,156	2,045	1,896	1,915	1,762	1,888	1,935	1,930	2,038	2,127	2,107	2,455	2,648	2,778	2,675	2,423	2,068	1,929	1,875	1,850	1,992	1,824	2,887	3,769	2,857	1,808
Per annum growth 2011 - 2016 (%)	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
2016	2,847	2,774	2,441	2,230	2,521	2,272	2,155	1,997	2,018	1,857	1,989	2,039	2,034	2,147	2,241	2,220	2,587	2,790	2,927	2,819	2,553	2,179	2,033	1,975	1,949	2,099	1,922	3,042	3,972	3,011	1,905
Per annum growth 2016 - 2021 (%)	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%
2021	2,962	2,885	2,539	2,320	2,622	2,364	2,241	2,078	2,100	1,932	2,069	2,121	2,116	2,234	2,331	2,309	2,691	2,903	3,045	2,932	2,656	2,267	2,115	2,055	2,028	2,184	1,999	3,165	4,132	3,132	1,982
Per annum growth 2021 - 2026 (%)	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
2026	3,097	3,018	2,656	2,426	2,742	2,472	2,344	2,173	2,196	2,020	2,164	2,219	2,213	2,336	2,438	2,415	2,814	3,036	3,184	3,067	2,778	2,370	2,212	2,149	2,120	2,284	2,091	3,310	4,321	3,275	2,073
Per annum growth 2026 - 2031 (%)	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
2031	3,239	3,156	2,777	2,538	2,868	2,585	2,452	2,273	2,296	2,113	2,263	2,320	2,314	2,443	2,549	2,526	2,943	3,175	3,330	3,207	2,905	2,479	2,313	2,247	2,218	2,388	2,187	3,461	4,519	3,426	2,168

**Notes:**  
(1) Per capita expenditure by zone from 2007 is obtained from Pitney Bowes Business Insight/Oxford Economics (PBBI/OE) using our in-house GIS (MapInfo) system. This is projected to the base year (2009) and the forecast years using per annum growth rates derived from PBBI/OE and Experian (as explained in Appendix 4). These are applied consistently across all zones.  
All monetary values held as constant 2007 prices. Annual growth rates rounded to one decimal point.

West London Joint Retail Needs Study Update  
Table 12: Total convenience expenditure (2009 to 2031) (£m)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones	Total Zones 1-3	Total Zones 4-10	Total Zones 11-17
Total 2009 (including SFT)	166.7	158.2	112.0	97.2	141.3	90.1	71.3	76.5	58.2	88.3	73.6	43.5	60.2	100.0	68.8	40.3	99.6	138.1	99.2	141.5	70.1	76.6	18.5	41.1	108.5	129.0	224.3	301.8	307.0	381.2	3,582.8	437.0	622.9	486.0
Deduction for SFT in 2009 at 2.0%	3.3	3.1	2.2	1.9	2.8	1.8	1.4	1.5	1.1	1.7	1.4	0.8	1.2	2.0	1.3	0.8	1.9	2.7	1.9	2.8	1.4	1.5	0.4	0.8	2.1	2.5	4.4	5.9	6.0	7.4	69.9	8.5	12.1	9.5
Total 2009 (excluding SFT)	163.4	155.2	109.8	95.3	138.6	88.3	70.0	75.0	57.0	86.6	72.1	42.7	59.0	98.1	67.5	39.5	97.7	135.4	97.3	138.8	68.7	75.1	18.1	40.3	106.4	126.5	219.9	295.9	301.0	373.7	3,513.0	428.4	610.7	476.5
Total 2011 (including SFT)	171.6	159.5	116.9	100.5	143.9	91.9	72.1	77.0	59.0	89.8	75.0	43.7	60.6	104.1	70.7	45.4	100.5	140.3	100.7	143.4	71.0	77.5	18.7	42.2	109.4	133.6	233.8	307.4	323.9	388.8	3,672.8	448.0	634.2	500.0
Deduction for SFT in 2011 at 2.2%	3.8	3.5	2.6	2.2	3.2	2.0	1.6	1.7	1.3	2.0	1.6	1.0	1.3	2.3	1.6	1.0	2.2	3.1	2.2	3.2	1.6	1.7	0.4	0.9	2.4	2.9	5.1	6.8	7.1	8.6	80.8	9.9	14.0	11.0
Total 2011 (excluding SFT)	167.8	156.0	114.3	98.3	140.7	89.9	70.5	75.3	57.7	87.9	73.3	42.8	59.3	101.8	69.2	44.4	98.2	137.3	98.5	140.2	69.4	75.8	18.3	41.2	107.0	130.6	228.7	300.7	316.8	380.2	3,592.0	438.1	620.3	489.0
Total 2016 (including SFT)	188.4	173.7	126.5	109.6	153.4	97.8	75.5	80.6	62.7	104.4	82.2	46.5	65.1	114.1	75.7	51.6	106.6	150.4	107.6	153.9	76.4	83.2	20.1	45.3	117.1	142.0	263.1	333.0	346.7	425.8	3,979.1	488.6	684.0	541.9
Deduction for SFT in 2016 at 2.7%	5.0	4.6	3.4	2.9	4.1	2.6	2.0	2.1	1.7	2.8	2.2	1.2	1.7	3.0	2.0	1.4	2.8	4.0	2.9	4.1	2.0	2.2	0.5	1.2	3.1	3.8	7.0	8.8	9.2	11.3	105.4	12.9	18.1	14.4
Total 2016 (excluding SFT)	183.4	169.1	123.2	106.7	149.3	95.2	73.5	78.4	61.0	101.6	80.0	45.2	63.4	111.1	73.7	50.3	103.8	146.4	104.8	149.8	74.4	81.0	19.6	44.1	114.0	138.3	256.1	324.1	337.5	414.6	3,873.6	475.7	665.8	527.5
Total 2021 (including SFT)	200.3	183.7	140.6	116.7	162.3	104.3	79.3	84.7	66.2	112.0	87.4	48.9	68.7	120.7	79.9	55.3	112.5	157.3	113.5	162.7	81.1	88.6	21.4	48.0	123.7	148.3	283.5	356.4	360.2	460.3	4,228.6	524.6	725.5	573.5
Deduction for SFT in 2021 at 2.8%	5.6	5.1	3.9	3.3	4.5	2.9	2.2	2.4	1.9	3.1	2.4	1.4	1.9	3.4	2.2	1.5	3.2	4.4	3.2	4.6	2.3	2.5	0.6	1.3	3.5	4.2	7.9	10.0	10.1	12.9	118.4	14.7	20.3	16.1
Total 2021 (excluding SFT)	194.6	178.6	136.7	113.5	157.8	101.3	77.1	82.3	64.3	108.8	85.0	47.6	66.7	117.4	77.6	53.8	109.4	152.9	110.4	158.2	78.8	86.1	20.8	46.6	120.2	144.2	275.5	346.5	350.1	447.4	4,110.2	509.9	705.2	557.4
Total 2026 (including SFT)	210.0	189.2	158.2	116.4	156.6	109.9	88.6	96.6	77.5	133.6	101.7	53.7	79.3	125.1	80.1	62.0	101.7	161.3	115.9	171.3	94.3	94.9	22.9	54.9	135.2	161.6	300.5	391.7	362.6	495.8	4,503.2	557.4	779.3	603.6
Deduction for SFT in 2026 at 3.0%	6.2	5.6	4.7	3.4	4.6	3.2	2.6	2.9	2.3	3.9	3.0	1.6	2.3	3.7	2.4	1.8	3.0	4.8	3.4	5.1	2.8	2.8	0.7	1.6	4.0	4.8	8.9	11.6	10.7	14.6	132.8	16.4	23.0	17.8
Total 2026 (excluding SFT)	203.8	183.6	153.6	113.0	151.9	106.7	86.0	93.8	75.2	129.6	98.7	52.1	76.9	121.4	77.8	60.2	98.7	156.5	112.5	166.3	91.6	92.1	22.2	53.2	131.2	156.9	291.6	380.1	351.9	481.2	4,370.4	541.0	756.3	585.8
Total 2031 (including SFT)	225.5	197.5	177.4	121.4	163.9	115.0	92.7	101.7	81.1	141.7	120.4	59.6	94.3	128.5	78.8	67.9	93.3	163.9	115.1	184.1	112.3	101.5	24.5	65.0	148.8	177.6	324.1	439.7	366.5	534.7	4,818.3	600.4	817.4	642.9
Deduction for SFT in 2031 at 3.0%	6.7	5.8	5.2	3.6	4.8	3.4	2.7	3.0	2.4	4.2	3.6	1.8	2.8	3.8	2.3	2.0	2.8	4.8	3.4	5.4	3.3	3.0	0.7	1.9	4.4	5.2	9.6	13.0	10.8	15.8	142.1	17.7	24.1	19.0
Total 2031 (excluding SFT)	218.8	191.6	172.2	117.8	159.0	111.6	90.0	98.7	78.7	137.5	116.9	57.9	91.5	124.7	76.5	65.9	90.5	159.1	111.7	178.7	108.9	98.5	23.7	63.1	144.4	172.4	314.5	426.7	355.7	518.9	4,676.2	582.7	793.3	623.9
Growth 2009-2011	4.4	0.9	4.5	3.1	2.2	1.5	0.6	0.3	0.6	1.3	1.2	0.1	0.2	3.7	1.7	4.9	0.6	1.8	1.2	1.4	0.7	0.7	0.2	0.9	0.6	4.1	8.8	4.8	15.8	6.5	79.0	9.7	9.5	12.5
Growth 2011-2016	15.6	13.1	8.9	8.4	8.6	5.3	2.9	3.2	3.4	13.8	6.7	2.5	4.1	9.3	4.5	5.8	5.6	9.2	6.3	9.6	4.9	5.2	1.3	2.9	7.1	7.7	27.5	23.5	20.7	34.4	281.6	37.5	45.6	38.5
Growth 2016-2021	11.3	9.5	13.5	6.8	8.4	6.1	3.7	3.9	3.3	7.2	4.9	2.3	3.4	6.3	4.0	3.5	5.6	6.5	5.6	8.4	4.5	5.1	1.2	2.5	6.2	5.9	19.4	22.3	12.6	32.9	236.6	34.3	39.3	29.9
Growth 2021-2026	9.1	5.0	16.9	-0.5	-5.8	5.3	8.9	11.5	10.9	20.8	13.7	4.5	10.2	4.1	0.1	6.4	-10.7	3.6	2.2	8.1	12.7	5.9	1.4	6.6	11.0	12.7	16.1	33.6	1.8	33.7	260.2	31.1	51.1	28.4
Growth 2026-2031	15.0	8.0	18.6	4.8	7.1	4.9	4.0	4.9	3.4	7.9	18.2	5.8	14.6	3.2	-1.3	5.7	-8.2	2.5	-0.8	12.4	17.4	6.5	1.5	9.8	13.2	15.5	22.9	46.6	3.7	37.8	305.8	41.7	37.0	38.1
Growth 2009-2021	31.2	23.4	26.9	18.2	19.2	13.0	7.2	7.3	7.3	22.2	12.8	4.9	7.7	19.3	10.2	14.3	11.7	17.5	13.1	19.4	10.1	11.0	2.7	6.3	13.8	17.7	55.6	50.6	49.1	73.7	597.3	81.5	94.4	80.9
Growth 2009-2031	55.4	36.5	62.4	22.5	20.5	23.2	20.0	23.7	21.7	50.9	44.7	15.2	32.5	26.6	9.0	26.4	-7.1	23.6	14.4	39.9	40.2	23.4	5.6	22.7	38.0	45.9	94.6	130.8	54.7	145.2	1163.2	154.2	182.5	147.4

Notes:  
(1) The 2009 expenditure and subsequent figures for the forecast years and are the products of multiplying the data presented in Table 2 (population) by Table 11 (per capita convenience goods expenditure).  
(2) A deduction is made for a percentage of expenditure for Special Forms of Trading (SFT) (i.e. mail order, TV and internet shopping) from the total expenditure. We have adopted 50% of the convenience goods SFT projections in Appendix 3 of Experian Retail Planner Note 7.1 (August 2009).

All monetary values are held constant at 2007 prices.



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Table 13: 2009 Convenience goods zonal market share (%)

Zone Destination		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
1	Sainsbury's, Townsmeiad Road, Fulham	22.8%	4.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	2.3%
1	Waitrose, North End Road, Fulham	25.3%	3.9%	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%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	1.9%	0.0%
1	Fulham (other stores)	15.8%	3.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	2.0%	1.0%
1	Neighbourhood centres/other (LBHF)	4.7%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.7%
1	Out of centre (LBHF)	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	Sainsbury's, Kings Mall, Hammersmith	1.9%	9.3%	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%	0.0%	0.0%	0.0%	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	Tesco, Shepherds Bush Road, Hammersmith	1.9%	26.2%	14.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.0%	1.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	7.8%	0.0%
2	Hammersmith (other stores)	0.0%	8.8%	0.9%	0.2%	0.2%	0.0%	0.9%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.0%	0.4%	0.3%
2	Neighbourhood centres/other (LBHF)	1.6%	5.9%	2.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%
3	Morrisons, Shepherds Bush Centre	0.0%	3.7%	10.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	0.0%
3	Waitrose, Westfield Shopping Centre	0.0%	2.2%	5.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	1.3%	0.0%	0.0%
3	Shepherd's Bush/Westfield (other stores)	0.0%	3.2%	11.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
3	Neighbourhood centres/other (LBHF)	0.0%	0.0%	8.0%	1.6%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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	Morrisons, Rectory Road, Acton	0.0%	0.0%	6.0%	44.0%	5.6%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	2.2%	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%
4	Acton (other stores)	0.0%	0.0%	1.3%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	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%
4	Out of centre (LBE)	0.0%	0.0%	4.1%	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%	0.0%	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	Sainsbury's, Melbourne Avenue, West Ealing	0.0%	0.0%	0.0%	1.8%	10.6%	17.2%	0.0%	0.3%	0.9%	4.2%	0.0%	0.0%	0.0%	0.9%	0.0%	3.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	Tesco Metro, Broadway Shopping Centre, Ealing	0.0%	0.0%	0.0%	0.5%	7.2%	0.9%	0.3%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
5	Ealing (other stores)	0.0%	0.0%	0.3%	2.1%	7.8%	6.2%	1.3%	0.6%	0.9%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
5	Neighbourhood centres/other (LBE)	0.0%	0.0%	0.0%	1.6%	9.0%	6.1%	2.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
5	Out of centre (LBE)	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Waitrose, Alexandria Road, West Ealing	0.0%	0.0%	0.0%	7.5%	25.8%	25.5%	0.9%	0.0%	1.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Hanwell (other stores)	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Neighbourhood centres/other (LBE)	0.0%	0.0%	0.0%	0.0%	0.9%	3.7%	0.0%	0.0%	1.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
6	Out of centre (LBE)	0.0%	0.0%	0.0%	0.0%	1.8%	6.3%	0.0%	0.0%	0.0%	0.9%	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%	0.9%	3.0%	0.0%	0.0%	0.0%	0.0%
7	Tesco, Weston Avenue, Old Hoover Building, Greenford	0.0%	0.0%	0.0%	3.0%	3.8%	14.6%	49.3%	11.9%	7.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%
7	Neighbourhood centres/other (LBE)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.1%	0.6%	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%	0.0%	0.0%	0.0%	0.0%	0.4%	0.7%	0.0%	0.0%
8	Neighbourhood centres/other (LBE)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
8	Out of centre (LBE)	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	7.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
9	Tesco Metro, Greenford Road, Greenford	0.0%	0.0%	0.0%	0.0%	1.8%	1.2%	6.2%	0.0%	23.5%	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%	0.0%	0.0%	0.0%	0.0%	2.3%	0.9%	0.0%	0.0%
9	Greenford (other stores)	0.0%	0.0%	0.0%	0.2%	1.2%	1.5%	2.4%	0.6%	7.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%
10	Somerfield, The Broadway, Southall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
10	Southall (other stores)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	13.5%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%

Table 13 continued overleaf

West London Joint Retail Needs Study Update  
Table 13: 2009 Convenience goods zonal market share (%) - continued

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
11	Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	12.5%	7.7%	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.3%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%
11	Neighbourhood centres/other (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
11	Out of centre (LBH)	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	1.9%	4.3%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
12	Tesco, Faggs Road, Feltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	16.9%	42.9%	6.6%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
12	Neighbourhood centres/other (LBH)	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
12	Out of centre (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.3%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
13	Asda, Tilley Road, Feltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	12.3%	10.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.9%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
13	Tesco, High Street, Feltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.7%	16.3%	49.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.2%	2.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
13	Feltham (other stores)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	2.4%	0.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
13	Out of centre (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
14	Asda, Alexander Road, Hounslow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.7%	14.8%	0.9%	1.8%	28.4%	10.6%	3.8%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
14	Somerfield, Cavendish Parade, Bath Road, Hounslow	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	9.3%	0.0%	0.0%	1.8%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
14	Hounslow (other stores)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	7.2%	0.5%	0.0%	12.0%	1.4%	0.5%	0.3%	0.0%	0.0%	0.3%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
14	Neighbourhood centres/other (LBH)	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%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
15	Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%	0.9%	0.0%	0.0%	14.0%	20.5%	0.0%	0.0%	0.0%	1.8%	22.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
15	Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.0%	1.0%	0.0%	0.9%	9.2%	4.5%	0.0%	0.0%	2.4%	11.7%	1.9%	0.0%	0.0%	21.7%	33.1%	30.4%	2.9%	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%
15	Neighbourhood centres/other	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
15	Out of centre (LBH)	0.0%	1.0%	0.0%	0.0%	0.9%	1.8%	0.9%	0.0%	0.0%	0.0%	0.3%	0.0%	1.8%	4.0%	5.7%	1.1%	2.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
16	Morrisons, High Street, Brentford	0.0%	0.0%	0.0%	0.2%	0.9%	4.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	4.3%	35.4%	1.0%	0.0%	0.9%	0.0%	0.0%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
16	Brentford (other stores)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
17	Sainsbury's Local, Chiswick High Road, Chiswick	0.0%	1.0%	1.0%	1.2%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.2%	26.5%	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%
17	Sainsbury's, Acton Lane, Essex Place, Chiswick	0.0%	3.9%	7.0%	7.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	17.5%	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%
17	Waitrose, Chiswick High Street, Chiswick	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.8%	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%
17	Chiswick (other stores)	0.0%	0.3%	1.6%	2.3%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.5%	17.9%	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%
17	Neighbourhood/other stores (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
18	Other zone 18	5.1%	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%	0.0%	0.3%	27.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.3%
19	Other zone 19	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%	0.9%	5.2%	2.0%	11.4%	33.6%	90.8%	6.6%	1.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	1.0%	0.0%	0.3%
20	Other zone 20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.6%	1.8%	0.9%	3.9%	6.2%	0.2%	0.0%	2.1%	1.8%	39.9%	3.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
21	Other zone 21	0.0%	0.0%	0.3%	0.0%	0.9%	0.3%	0.0%	2.0%	0.9%	0.0%	3.4%	4.7%	12.6%	1.8%	0.9%	0.0%	0.0%	0.0%	1.5%	21.0%	66.2%	4.3%	0.3%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%
22	Other zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.2%	12.0%	12.1%	0.0%	0.9%	0.9%	1.0%	1.2%	0.0%	0.9%	14.6%	76.9%	78.5%	0.9%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%
23	Other zone 23	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	7.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
24	Other zone 24	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	0.9%	21.0%	6.8%	0.0%	0.0%	0.9%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	39.7%	7.4%	1.0%	0.0%	0.0%	0.0%	0.0%
25	Other zone 25	0.0%	0.0%	0.3%	0.0%	0.0%	0.9%	0.0%	28.4%	40.5%	10.3%	3.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	30.5%	78.7%	1.0%	0.0%	0.0%	0.0%	0.0%
26	Other zone 26	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	3.7%	31.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	61.4%	1.9%	0.0%	0.0%	0.3%
27	Other zone 27	0.0%	0.0%	11.8%	11.4%	6.3%	1.8%	20.7%	2.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.9%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	52.9%	3.1%	0.0%	0.0%
28	Other zone 28	4.7%	9.5%	6.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.6%	62.8%	14.3%	0.0%
29	Other zone 29	3.8%	9.8%	1.0%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%	0.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.6%	68.4%	3.3%
30	Other zone 30	7.9%	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%	0.9%	0.0%	14.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	3.9%	62.4%
Total inside study area		97.2%	98.8%	98.7%	97.4%	98.8%	96.3%	98.0%	94.3%	97.4%	98.6%	97.8%	97.1%	100.0%	98.5%	100.0%	100.0%	99.0%	83.6%	98.8%	94.0%	91.0%	88.2%	92.5%	99.1%	93.5%	69.9%	66.3%	92.4%	94.1%	79.6%
Total LBHF		75.7%	71.2%	58.1%	3.0%	1.2%	0.0%	0.9%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	4.0%	0.9%	0.0%	1.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.5%	13.8%	7.6%	6.6%
Total LB Ealing		0.0%	0.0%	11.7%	69.1%	76.1%	86.8%	69.8%	26.5%	48.9%	32.0%	0.0%	0.0%	0.9%	0.9%	0.2%	8.6%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	4.4%	3.7%	2.6%	1.0%	0.0%	0.6%	
Total LB Hounslow		0.0%	7.1%	9.5%	12.8%	13.0%	7.5%	1.9%	0.9%	4.2%	32.1%	77.1%	78.7%	73.2%	90.1%	85.7%	86.2%	80.7%	0.2%	2.7%	25.4%	4.1%	6.7%	6.0%	25.5%	1.2%	0.0%	0.9%	0.0%	0.0%	0.7%
Total outside study area		2.8%	1.2%	1.3%	2.6%	1.2%	3.7%	2.0%	5.7%	2.6%	1.4%	2.2%	2.9%	0.0%	1.5%	0.0%	0.0%	1.0%	16.4%	1.2%	6.0%	9.0%	11.8%	7.5%	0.9%	6.5%	30.1%	33.7%	7.6%	5.9%	20.4%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:  
(1) Data obtained from NEMS household survey (Volume 3): only stores with a significant market share in each of the three boroughs are shown individually.

West London Joint Retail Needs Study Update  
Table 14: 2009 Convenience goods zonal spending patterns (£m)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total	All Zones Market Share (%)	
1	Sainsbury's, Townsmead Road, Fulham	37.3	7.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	8.7	59.3	1.7%		
1	Waitrose, North End Road, Fulham	41.4	6.0	2.1	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	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	5.8	0.0	59.7	1.7%	
1	Fulham (other stores)	25.8	4.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	6.0	3.8	42.2	1.2%	
1	Neighbourhood centres/other (LBHF)	7.8	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	4.0	2.5	14.8	0.4%		
1	Out of centre (LBHF)	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.1%	
2	Sainsbury's, Kings Mall, Hammersmith	3.1	14.4	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.7	0.6%	
2	Tesco, Shepherds Bush Road, Hammersmith	3.1	40.7	15.8	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.7	0.0	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.7	0.0	0.0	0.4	0.0	0.0	0.0	23.0	0.0	0.0	85.5	2.4%	
2	Hammersmith (other stores)	0.0	13.7	1.0	0.2	0.3	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	3.0	1.1	1.2	25.6	0.7%	
2	Neighbourhood centres/other (LBHF)	2.6	9.2	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	19.2	0.5%	
3	Morrisons, Shepherds Bush Centre	0.0	5.7	11.5	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0	0.0	21.9	0.6%	
3	Waitrose, Westfield Shopping Centre	0.0	3.4	5.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	3.9	0.0	0.0	13.5	0.4%	
3	Shepherd's Bush/Westfield (other stores)	0.0	4.9	12.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.0	0.0	0.0	20.6	0.6%	
3	Neighbourhood centres/other (LBHF)	-	0.0	8.8	1.5	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	15.4	0.4%	
4	Morrisons, Rectory Road, Acton	0.0	0.0	6.6	42.0	7.8	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.2	0.0	2.2	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	59.6	1.7%	
4	Acton (other stores)	0.0	0.0	1.4	4.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	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	8.8	0.3%	
4	Out of centre (LBE)	0.0	0.0	4.5	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.3	0.2%	
5	Sainsbury's, Melbourne Avenue, West Ealing	0.0	0.0	0.0	1.7	14.6	15.2	0.0	0.2	0.5	3.7	0.0	0.0	0.0	0.9	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	38.4	1.1%
5	Tesco Metro, Broadway Shopping Centre, Ealing	0.0	0.0	0.0	0.5	9.9	0.8	0.2	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	0.4%	
5	Ealing (other stores)	0.0	0.0	0.3	2.0	10.8	5.5	0.9	0.4	0.5	1.6	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	0.1	0.9	0.0	0.0	0.0	0.0	0.0	23.9	0.7%	
5	Neighbourhood centres/other (LBE)	0.0	0.0	0.0	1.6	12.5	5.4	1.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	21.7	0.6%	
5	Out of centre (LBE)	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	1.0	0.0%	
6	Waitrose, Alexandria Road, West Ealing	0.0	0.0	0.0	7.2	35.8	22.5	0.7	0.0	1.1	0.8	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	68.3	1.9%
6	Hanwell (other stores)	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.1%	
6	Neighbourhood centres/other (LBE)	0.0	0.0	0.0	0.0	1.2	3.3	0.0	0.0	1.1	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.2%	
6	Out of centre (LBE)	0.0	0.0	0.0	0.0	2.4	5.6	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	3.2	0.0	0.0	0.0	0.0	0.0	12.7	0.4%	
7	Tesco, Weston Avenue, Old Hoover Building, Greenford	0.0	0.0	0.0	2.8	5.3	12.9	34.5	8.9	4.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	70.8	2.0%	
7	Neighbourhood centres/other (LBE)	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.6	0.0	0.0	0.0	8.2	0.2%	
8	Neighbourhood centres/other (LBE)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	3.4	0.1%	
8	Out of centre (LBE)	0.0	0.0	0.0	0.0	0.0	0.2	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	7.5	0.2%	
9	Tesco Metro, Greenford Road, Greenford	0.0	0.0	0.0	0.0	2.4	1.0	4.4	0.0	13.4	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9	2.0	0.0	0.0	0.0	27.9	0.8%	
9	Greenford (other stores)	0.0	0.0	0.0	0.2	1.6	1.3	1.7	0.4	4.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	9.7	0.3%	
10	Somerfield, The Broadway, Southall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	6.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	0.2%	
10	Southall (other stores)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	11.7	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	0.0	0.0	0.0	0.0	0.0	1.2	14.9	0.4%	

Table 14 continued overleaf

West London Joint Retail Needs Study Update  
Table 14: 2009 Convenience goods zonal spending patterns (£m) - continued

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total	All Zones Market Share (%)	
11	Tesco Extra, Bulls Bridge Industrial Estate, Southall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	10.9	5.5	0.0	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.8	1.3	0.0	0.0	0.0	0.0	0.0	28.5	0.8%	
11	Neighbourhood centres/other (LBH)	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	0.3	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.1%	
11	Out of centre (LBH)	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	1.6	3.1	0.0	0.0	3.2	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	0.0	9.4	0.3%	
12	Tesco, Faggs Road, Feltham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.2	18.3	3.9	0.0	0.6	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	36.5	1.0%	
12	Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0%	
12	Out of centre (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.1	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.1%	
13	Asda, Tilley Road, Feltham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	5.3	6.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.8	0.4%	
13	Tesco, High Street, Feltham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.5	7.0	29.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	1.5	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	46.2	1.3%	
13	Feltham (other stores)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	1.0	0.5	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.1%	
13	Out of centre (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0%		
14	Asda, Alexander Road, Hounslow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	10.7	0.4	1.1	27.8	7.2	1.5	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	52.2	1.5%	
14	Somerfield, Cavendish Parade, Bath Road, Hounslow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	6.7	0.0	0.0	1.8	0.0	0.4	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	10.9	0.3%		
14	Hounslow (other stores)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	5.2	0.2	0.0	11.7	1.0	0.2	0.3	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.2	0.6%	
14	Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.1%	
15	Tesco Extra, Mogden Lane, Isleworth (Twickenham)	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.6	0.0	0.0	0.7	0.0	0.0	13.7	13.8	0.0	0.0	0.0	1.7	31.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	62.5	1.8%	
15	Tesco Extra, Osterley Park, Syon Lane, Isleworth	0.0	1.5	0.0	0.9	12.7	4.0	0.0	0.0	1.3	10.1	1.4	0.0	0.0	21.3	22.4	12.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	92.4	2.6%		
15	Neighbourhood centres/other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.2%	
15	Out of centre (LBH)	0.0	1.5	0.0	0.0	1.3	1.6	0.7	0.0	0.0	0.0	0.2	0.0	1.1	3.9	3.9	0.4	1.9	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.1	0.5%	
16	Morrisons, High Street, Brentford	0.0	0.0	0.0	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	2.9	14.0	1.0	0.0	0.9	0.0	0.0	0.7	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	21.8	0.6%	
16	Brentford (other stores)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	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	1.2	0.0%		
17	Sainsbury's Local, Chiswick High Road, Chiswick	0.0	1.5	1.1	1.1	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	25.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	34.8	1.0%	
17	Sainsbury's, Acton Lane, Essex Place, Chiswick	0.0	6.0	7.7	6.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	17.1	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	38.4	1.1%	
17	Waitrose, Chiswick High Street, Chiswick	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	10.5	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	11.6	0.3%	
17	Chiswick (other stores)	0.0	0.4	1.7	2.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	17.4	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	23.3	0.7%	
17	Neighbourhood/other stores (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.1%		
18	Other zone 18	8.3	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	0.0	0.0	0.3	37.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.0	68.1	1.9%	
19	Other zone 19	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	0.9	3.5	0.8	11.1	45.5	88.4	9.1	0.7	0.0	0.0	0.0	1.0	0.0	0.0	3.0	0.0	1.2	166.0	4.7%	
20	Other zone 20	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	0.8	0.5	3.8	4.2	0.1	0.0	2.9	1.7	55.4	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	75.0	2.1%	
21	Other zone 21	0.0	0.0	0.3	0.0	1.3	0.2	0.0	1.5	0.5	0.0	2.5	2.0	7.5	1.8	0.6	0.0	0.0	0.0	1.4	29.2	45.5	3.3	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	98.6	2.8%
22	Other zone 22	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.9	5.1	7.1	0.0	0.6	0.4	1.0	1.6	0.0	1.2	10.0	57.8	14.2	0.4	0.0	1.2	0.0	0.0	0.0	0.0	102.1	2.9%	
23	Other zone 23	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.4	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0%		
24	Other zone 24	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.5	18.1	4.9	0.0	0.0	0.9	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	16.0	7.8	1.2	0.0	0.0	0.0	0.0	52.4	1.5%	
25	Other zone 25	0.0	0.0	0.3	0.0	0.0	0.8	0.0	21.3	23.1	8.9	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.3	83.7	1.2	0.0	0.0	0.0	0.0	154.5	4.4%	
26	Other zone 26	0.0	0.0	0.0	0.0	1.6	0.0	2.6	23.9	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	77.6	4.1	0.0	0.0	1.2	111.5	3.2%	
27	Other zone 27	0.0	0.0	13.0	10.9	8.7	1.6	14.5	1.5	0.5	0.0	0.0	0.0	0.0	0.0	0.6	0.4	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	116.2	9.1	0.0	0.0	180.4	5.1%	
28	Other zone 28	7.8	14.7	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.7	185.8	43.0	0.0	276.9	7.9%
29	Other zone 29	6.2	15.1	1.1	1.1	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.3	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.5	205.8	12.5	271.9	7.7%	
30	Other zone 30	12.9	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	20.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	11.7	233.2	281.6	8.0%		
Total inside study area		158.8	153.2	108.4	92.8	137.0	85.1	68.5	70.7	55.5	85.4	70.6	41.4	59.0	96.6	67.5	39.5	96.7	113.2	96.1	130.4	62.6	66.3	16.8	40.0	99.4	88.4	145.9	273.3	283.3	297.6	3,200.1	91.1%	
Total LBHF		123.7	110.5	63.8	2.9	1.6	0.0	0.7	0.0	0.0	0.8	0.7	0.0	0.0	0.0	0.0	0.1	0.0	5.4	0.9	0.0	1.2	0.0	0.0	0.4	0.0	1.1	40.7	22.8	24.8	401.9	11.4%		
Total LB Ealing		0.0	0.0	12.8	65.8	105.4	75.8	48.8	19.9	27.9	27.7	0.0	0.0	0.5	0.9	0.2	3.4	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.7	4.7	5.7	3.0	0.0	2.4	412.6	11.7%	
Total LB Hounslow		0.0	10.9	10.4	12.2	18.1	6.6	1.3	0.6	2.4	27.8	55.6	33.6	43.2	88.3	57.8	34.0	78.8	0.3	2.6	35.2	2.8	5.0	1.1	10.3	1.3	0.0	2.0	0.0	0.0	2.5	544.9	15.5%	
Total outside study area		4.7	1.9	1.4	2.4	1.6	3.2	1.4	4.3	1.5																								

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Table 15: Survey derived special forms of trading for convenience goods expenditure

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones	Total Zones 1-3	Total Zones 4-10	Total Zones 11-17			
Survey derived special forms of trading <sup>(1)</sup>																																					
Special forms of trading (%)	3.6%	5.5%	3.7%	3.1%	5.9%	4.5%	2.8%	0.0%	0.9%	1.8%	0.9%	2.0%	4.4%	2.9%	0.9%	1.1%	4.6%	7.8%	3.4%	1.1%	7.6%	2.5%	1.9%	2.8%	0.9%	0.9%	3.2%	5.8%	6.1%	8.5%	-	-	-	-			
Special forms of trading (£m)	6.1	8.6	4.1	3.0	8.3	4.1	2.0	0.0	0.5	1.6	0.7	0.9	2.6	2.9	0.6	0.5	4.6	10.8	3.4	1.6	5.3	2.0	0.3	1.1	1.0	1.2	7.1	17.4	18.7	32.4	-	-	-	-			
Special forms of trading (%)	3.6%	5.5%	3.7%	3.1%	5.9%	4.5%	2.8%	0.0%	0.9%	1.8%	0.9%	2.0%	4.4%	2.9%	0.9%	1.1%	4.6%	7.8%	3.4%	1.1%	7.6%	2.5%	1.9%	2.8%	0.9%	0.9%	3.2%	5.8%	6.1%	8.5%	4.3%	4.3%	2.9%	1.7%			
UK average <sup>(2)</sup>																																					
UK average (%)	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%	3.9%			
Difference (%)	-0.3%	1.6%	-0.2%	-0.8%	2.0%	0.6%	-1.1%	-3.9%	-3.0%	-2.1%	-3.0%	-1.9%	0.5%	-1.0%	-3.0%	-2.8%	0.7%	3.9%	-0.5%	-2.8%	3.7%	-1.4%	-2.0%	-1.1%	-3.0%	-3.0%	-0.7%	1.9%	2.2%	4.6%	0.4%	0.4%	-1.0%	-2.2%			
Percentage difference (%)	-6.8%	39.8%	-5.3%	-20.1%	50.1%	15.9%	-29.3%	-100.0%	-76.4%	-52.6%	-76.3%	-48.9%	11.7%	-24.5%	-77.2%	-71.3%	19.1%	99.6%	-11.7%	-70.9%	94.4%	-34.7%	-52.5%	-29.3%	-77.2%	-75.7%	-19.0%	47.8%	56.6%	117.7%	9.8%	10.5%	-25.6%	-56.8%			

**Notes:**  
(1) Special forms of trading is obtained from the NEMS Household Survey (Volume 3); it is expressed zonally, then in monetary terms using the 2009 comparison expenditure including SFT (Table 4) and then as a percentage of the total zonal expenditure.  
(2) The UK average SFT is provided at Appendix 3 of Experian Retail Planner Note 7.1 (August 2009), then the difference is shown for each zone and the overall percentage difference. Note that in Table 12 on 50% of the UK average is adopted when making an allowance for SFT.

All monetary values are held constant at 2007 prices.

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Table 16: Per capita expenditure on food and drink leisure services (2009 to 2031) (£)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	UK Average
2009	2,442	2,358	2,007	1,785	2,130	1,850	1,677	1,504	1,505	1,366	1,496	1,514	1,540	1,685	1,792	1,747	2,212	2,413	2,559	2,439	2,060	1,311	1,160	1,463	1,457	1,657	1,464	2,610	3,514	2,610	1,234
Difference from UK Average (%)	98%	91%	63%	45%	73%	50%	36%	22%	22%	11%	21%	23%	25%	37%	45%	42%	79%	96%	107%	98%	67%	6%	-6%	19%	18%	34%	19%	111%	185%	111%	-
Per annum growth 2009 - 2011 (%)	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%	-0.4%
2011	2,422	2,339	1,991	1,771	2,113	1,835	1,663	1,492	1,493	1,355	1,484	1,502	1,527	1,671	1,778	1,733	2,194	2,394	2,538	2,419	2,043	1,300	1,151	1,451	1,446	1,643	1,452	2,589	3,486	2,589	1,224
Per annum growth 2011 - 2016 (%)	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%
2016	2,597	2,507	2,134	1,898	2,265	1,967	1,783	1,600	1,601	1,453	1,590	1,610	1,637	1,791	1,905	1,858	2,352	2,566	2,721	2,594	2,190	1,394	1,234	1,556	1,550	1,762	1,557	2,775	3,737	2,775	1,312
Per annum growth 2016 - 2021 (%)	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%
2021	2,839	2,741	2,333	2,075	2,477	2,150	1,949	1,749	1,750	1,588	1,739	1,760	1,790	1,958	2,083	2,031	2,571	2,806	2,975	2,836	2,394	1,524	1,349	1,701	1,694	1,926	1,702	3,034	4,085	3,034	1,435
Per annum growth 2021 - 2026 (%)	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%
2026	3,104	2,997	2,551	2,269	2,708	2,351	2,131	1,912	1,913	1,737	1,901	1,924	1,957	2,141	2,278	2,220	2,811	3,067	3,253	3,100	2,618	1,666	1,475	1,860	1,852	2,106	1,861	3,317	4,466	3,317	1,568
Per annum growth 2026 - 2031 (%)	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%
2031	3,393	3,276	2,789	2,481	2,960	2,570	2,330	2,090	2,092	1,899	2,078	2,104	2,140	2,341	2,490	2,427	3,074	3,353	3,556	3,389	2,862	1,821	1,612	2,033	2,025	2,302	2,034	3,627	4,883	3,627	1,715

**Notes:**  
(1) Per capita expenditure by zone from 2007 is obtained from Pitney Bowes Business Insight/Oxford Economics (PBBI/OE) using our in-house GIS (MapInfo) system. This is projected to the base year (2009) and the forecast years using per annum growth rates derived from Experian (as explained Appendix 4). These are applied consistently across all zones.  
All monetary values held as constant 2007 prices. Annual growth rates rounded to one decimal point.

West London Joint Retail Needs Study Update  
Table 17: Total food and drink leisure expenditure (2009 to 2031) (£m)

Year	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones	Total Zones 1-3	Total Zones 4-10	Total Zones 11-17
2009	151.2	142.3	97.4	82.3	126.3	77.6	58.7	60.9	45.9	68.7	58.5	34.2	48.2	83.0	58.2	33.5	90.1	126.3	91.8	129.5	59.8	48.7	11.2	32.2	85.8	107.7	180.7	273.8	287.3	349.5	3,101.4	390.9	520.4	405.7
2011	153.8	141.7	100.4	84.1	127.1	78.2	58.7	60.6	46.0	69.1	58.9	33.9	47.9	85.4	59.1	37.4	89.8	126.9	92.0	129.7	59.9	48.7	11.2	32.6	85.5	110.2	186.2	275.7	299.6	352.2	3,142.3	396.0	523.7	412.5
2016	171.8	157.0	110.6	93.3	137.9	84.7	62.5	64.5	49.7	81.7	65.7	36.7	52.4	95.2	64.4	43.2	96.9	138.3	100.1	141.6	65.5	53.2	12.2	35.7	93.1	119.2	213.1	303.7	326.2	392.5	3,462.6	439.4	574.2	454.5
2021	192.0	174.5	129.2	104.4	153.3	94.8	69.0	71.3	55.1	92.1	73.5	40.6	58.1	105.9	71.4	48.6	107.5	152.0	110.9	157.4	73.1	59.6	13.6	39.7	103.3	130.8	241.3	341.7	356.2	445.9	3,867.0	495.7	640.1	505.6
2026	210.4	187.9	152.0	108.9	154.6	104.5	80.6	85.0	67.5	114.8	89.3	46.5	70.1	114.7	74.9	57.0	101.6	163.0	118.4	173.2	88.9	66.7	15.3	47.5	118.1	149.1	267.4	392.5	374.8	502.1	4,297.4	550.3	716.0	554.2
2031	236.2	205.0	178.1	118.7	169.1	114.3	88.1	93.5	73.8	127.3	110.6	54.1	87.2	123.1	77.0	65.3	97.4	173.1	122.9	194.6	110.6	74.6	17.1	58.8	135.9	171.2	301.5	460.7	396.0	566.1	4,801.9	619.4	784.9	614.7
Growth 2009-2011	2.6	-0.5	3.0	1.9	0.8	0.6	-0.1	-0.4	0.1	0.4	0.4	-0.2	-0.3	2.4	0.9	3.8	-0.3	0.5	0.2	0.1	0.0	0.0	0.0	0.4	-0.3	2.5	5.5	1.8	12.3	2.7	40.9	5.1	3.3	6.8
Growth 2011-2016	18.0	15.3	10.2	9.2	10.7	6.5	3.8	4.0	3.8	12.6	6.8	2.7	4.5	9.8	5.2	5.8	7.2	11.5	8.1	11.9	5.6	4.5	1.0	3.0	7.6	9.0	27.0	28.1	26.6	40.3	320.3	43.4	50.5	42.1
Growth 2016-2021	20.2	17.5	18.6	11.1	15.4	10.2	6.6	6.7	5.4	10.4	7.7	3.9	5.7	10.7	7.0	5.4	10.6	13.7	10.9	15.8	7.6	6.3	1.5	4.0	10.2	11.6	28.2	38.0	30.0	53.4	404.4	56.3	65.9	51.0
Growth 2021-2026	18.5	13.4	22.8	4.4	1.3	9.7	11.6	13.7	12.4	22.8	15.8	6.0	12.0	8.8	3.5	8.4	-5.9	10.9	7.5	15.8	15.8	7.1	1.6	7.8	14.8	18.2	26.1	50.8	18.7	56.1	430.4	54.6	75.9	48.6
Growth 2026-2031	25.8	17.1	26.2	9.8	14.5	9.8	7.5	8.5	6.3	12.5	21.3	7.5	17.1	8.4	2.1	8.3	-4.2	10.1	4.5	21.4	21.7	7.9	1.8	11.3	17.8	22.2	34.1	68.1	21.2	64.0	504.6	69.1	68.9	60.5
Growth 2009-2021	40.7	32.3	31.8	22.2	27.0	17.3	10.3	10.3	9.3	23.3	14.9	6.4	9.9	22.9	13.2	15.1	17.5	25.7	19.2	27.8	13.3	10.8	2.5	7.5	17.5	23.2	60.6	67.9	68.9	96.5	765.6	104.8	119.7	99.9
Growth 2009-2031	85.0	62.7	80.7	36.4	42.8	36.7	29.4	32.6	28.0	58.6	52.1	19.9	39.0	40.1	18.8	31.8	7.3	46.8	31.1	65.1	50.8	25.9	5.9	26.5	50.1	63.5	120.8	186.8	108.7	216.6	1700.6	228.5	264.5	209.0

**Notes:**  
(1) The 2009 expenditure and subsequent figures for the forecast years and are the products of multiplying the data presented in Table 2 (population) by Table 15 (per capita leisure expenditure on food and drink).  
All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update  
Table 18: 2009 Food and drink commercial lelsure zonal market share (%)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	
1	Fulham	54.4%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	0.7%	8.7%	1.6%	
1	Neighbourhood centres/other (LBHF)	17.2%	5.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	1.5%	
2	Hammersmith	1.5%	37.4%	11.4%	0.8%	1.3%	0.0%	1.1%	0.8%	1.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	2.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%	0.9%	
2	Neighbourhood centres/other (LBHF)	1.3%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%		
3	Shepherd's Bush/Westfield	0.0%	6.4%	42.0%	6.2%	0.0%	0.7%	3.4%	1.2%	1.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.1%	0.6%	0.0%	0.0%	1.2%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	
3	Neighbourhood centres/other (LBHF)	0.0%	0.5%	10.4%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%		
4	Acton	0.0%	0.0%	5.3%	39.4%	0.4%	0.0%	2.1%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.7%	0.0%	0.0%	
4	Neighbourhood centres/other (LBE)	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%	0.0%	0.0%	0.0%	0.0%	0.0%	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	Ealing	0.0%	0.6%	0.0%	13.3%	66.6%	58.2%	23.5%	17.9%	21.0%	0.0%	0.0%	0.0%	0.0%	0.8%	2.4%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	2.0%	2.1%	0.6%	0.0%	0.0%	
5	Neighbourhood centres/other (LBE)	0.0%	0.0%	0.0%	0.0%	6.8%	10.1%	0.0%	1.2%	1.2%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	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%	0.0%	
6	Hamwell	0.0%	0.0%	0.8%	0.0%	1.0%	8.9%	0.0%	0.0%	2.1%	1.7%	0.0%	0.0%	0.0%	0.0%	1.0%	1.6%	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%	0.0%	
6	Neighbourhood centres/other (LBE)	0.0%	0.0%	0.0%	0.0%	0.3%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
7	Neighbourhood centres/other (LBE)	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	15.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	1.5%	0.0%	0.0%	0.0%	0.0%	1.6%	1.1%	0.9%	0.0%	0.0%	
8	Neighbourhood centres/other (LBE)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	33.3%	3.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	
9	Greenford	0.0%	0.0%	0.0%	0.0%	0.7%	3.1%	22.3%	4.9%	27.9%	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%	0.0%	0.0%	0.0%	0.0%	1.6%	0.0%	0.0%	0.0%	
10	Southall	0.0%	0.4%	0.0%	0.0%	0.0%	0.7%	1.1%	3.1%	13.4%	29.3%	1.8%	0.0%	0.0%	1.3%	1.7%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	2.3%	0.8%	0.0%	0.0%	0.6%	0.0%	0.0%	
11	Neighbourhood centres/other (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	3.3%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
12	Neighbourhood centres/other (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
13	Feltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	2.5%	43.3%	32.1%	1.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.4%	2.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
14	Hounslow	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.2%	1.2%	8.0%	43.9%	10.2%	6.1%	40.6%	10.9%	8.2%	1.2%	0.0%	0.5%	2.1%	0.0%	0.8%	0.0%	4.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
14	Neighbourhood centres/other (LBH)	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	11.0%	0.0%	0.0%	8.0%	0.8%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	
15	Neighbourhood centres/other (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.3%	0.0%	1.3%	5.5%	39.3%	3.3%	0.7%	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%	
16	Brentford	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	1.2%	0.9%	1.8%	0.0%	0.0%	0.0%	1.0%	36.5%	1.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
16	Neighbourhood centres/other (LBH)	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
17	Chiswick	0.0%	5.3%	14.7%	19.1%	6.1%	2.2%	0.0%	1.2%	1.1%	1.8%	1.0%	0.0%	1.3%	2.1%	7.0%	16.4%	82.5%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	
17	Neighbourhood centres/other (LBH)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.2%	
18	Other zone 18	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	18.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
19	Other zone 19	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.6%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
20	Other zone 20	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
21	Other zone 21	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	14.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	43.5%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
22	Other zone 22	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.8%	5.6%	3.2%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	43.0%	15.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
23	Other zone 23	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%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
24	Other zone 24	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	7.9%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	
25	Other zone 25	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
26	Other zone 26	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	
27	Other zone 27	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	12.0%	0.0%	0.7%	
28	Other zone 28	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	11.2%	0.0%	0.0%	0.0%	
29	Other zone 29	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.1%	0.0%	
30	Other zone 30	2.8%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	39.3%	
Total inside study area		77.1%	70.6%	85.4%	81.5%	83.7%	91.5%	73.7%	55.8%	73.8%	73.6%	71.7%	70.5%	59.6%	61.8%	67.2%	82.6%	88.7%	24.6%	4.6%	8.6%	50.3%	48.9%	35.3%	14.9%	10.3%	6.3%	19.0%	22.2%	20.2%	50.1%	
Total LBHF		74.3%	62.2%	63.8%	8.5%	1.3%	0.7%	5.7%	2.0%	2.2%	1.5%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.8%	2.8%	0.5%	0.6%	2.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	8.2%	10.1%	3.9%
Total LB Ealing		0.0%	5.3%	15.4%	19.7%	6.5%	4.3%	0.0%	2.3%	3.5%	15.3%	65.9%	64.9%	41.8%	57.7%	60.7%	64.5%	85.4%	0.0%	1.3%	3.5%	2.0%	2.5%	0.0%	4.6%	2.2%	0.5%	0.0%	0.0%	0.0%	6.2%	
Total LB Hounslow		0.0%	5.3%	15.4%	19.7%	6.5%	4.3%	0.0%	2.3%	3.5%	15.3%	65.9%	64.9%	41.8%	57.7%	60.7%	64.5%	85.4%	0.0%	1.3%	3.5%	2.0%	2.5%	0.0%	4.6%	2.2%	0.5%	0.0%	0.0%	0.0%	6.2%	
Central London / West End		11.9%	14.8%	3.0%	9.9%	10.3%	5.5%	3.4%	2.3%	5.7%	6.7%	3.7%	0.0%	1.3%	6.5%	2.7%	4.9%	5.5%	5.1%	10.4%	3.5%	3.1%	0.0%	0.0%	4.6%	0.6%	4.8%	17.1%	15.5%	8.0%	7.9%	
Harrow		0.0%	0.0%	0.8%	0.0%	1.2%	0.0%	5.5%	9.1%	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%	0.0%	0.0%	0.0%	15.2%	5.7%	0.0%	0.8%	0.0%	
Uxbridge		0.0%	0.0%	1.6%	0.0%	0.0%																										



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Table 19: 2009 Food and drink commercial leisure spending (£m)

Zone	Destination	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total	All Zones Market Share (%)
1	Fulham	82.2	12.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.5	0.0	0.0	0.0	0.0	0.5	1.2	2.0	24.9	5.6	130.2	4.2%
1	Neighbourhood centres/other (LBHF)	26.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0	5.2	42.3	1.4%
2	Hammersmith	2.2	53.2	11.2	0.7	1.7	0.0	0.7	0.5	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.6	2.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	3.0	83.4	2.7%
2	Neighbourhood centres/other (LBHF)	1.9	5.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	9.4	0.3%	
3	Shepherd's Bush/Westfield	0.0	9.1	40.9	5.1	0.0	0.6	2.0	0.7	0.5	0.6	0.0	0.0	0.0	0.0	0.4	0.0	1.0	0.8	0.0	0.0	0.7	0.5	0.0	0.0	0.0	0.0	13.0	0.0	0.0	76.0	2.4%	
3	Neighbourhood centres/other (LBHF)	0.0	0.7	10.1	1.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.7	0.4%	
4	Acton	0.0	0.0	5.2	32.4	0.5	0.0	1.3	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	0.0	0.0	0.0	0.0	0.5	0.0	2.0	0.0	0.0	42.4	1.4%	
4	Neighbourhood centres/other (LBE)	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0%	
5	Ealing	0.0	0.9	0.0	11.0	84.1	45.2	13.8	5.0	8.2	14.4	0.0	0.0	0.0	0.6	1.4	4.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.2	3.8	1.6	0.0	0.0	198.3	6.4%
5	Neighbourhood centres/other (LBE)	0.0	0.0	0.0	0.0	8.6	7.8	0.0	0.7	0.5	0.4	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	20.2	0.7%	
6	Hamwell	0.0	0.0	0.8	0.0	1.2	6.9	0.0	0.0	0.9	1.2	0.0	0.0	0.0	0.0	0.6	0.6	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	0.0	12.8	0.4%
6	Neighbourhood centres/other (LBE)	0.0	0.0	0.0	0.0	0.4	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.1%	
7	Neighbourhood centres/other (LBE)	0.0	0.0	0.0	0.0	0.0	0.5	9.2	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.7	0.0	0.0	0.0	1.7	2.0	2.4	0.0	0.0	18.7	0.6%	
8	Neighbourhood centres/other (LBE)	0.0	0.0	0.0	0.0	0.0	0.0	0.7	20.3	1.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	26.9	0.9%	
9	Greenford	0.0	0.0	0.0	0.0	0.9	2.4	13.1	3.0	12.8	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	0.0	0.0	0.0	0.4	2.9	0.0	0.0	0.0	37.3	1.2%
10	Southall	0.0	0.6	0.0	0.0	0.0	0.6	0.7	1.9	6.2	20.1	1.1	0.0	0.0	1.1	1.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.7	0.7	0.0	0.0	1.6	0.0	0.0	37.5	1.2%
11	Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.9	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.1%	
12	Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.2%	
13	Feltham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.5	14.8	15.5	1.3	0.6	0.0	0.0	0.0	0.0	0.6	1.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.4	1.2%
14	Hounslow	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.7	0.5	5.5	25.7	3.5	2.9	33.7	6.3	2.8	1.1	0.0	0.5	2.7	0.0	0.4	0.0	1.5	0.7	0.0	0.0	0.0	0.0	0.0	88.9	2.9%
14	Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	1.2	6.5	0.0	0.0	6.6	0.5	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	16.3	0.5%	
15	Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.6	4.6	22.9	1.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	31.2	1.0%	
16	Brentford	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.5	0.6	1.1	0.0	0.0	0.0	0.6	12.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.0	0.5%	
16	Neighbourhood centres/other (LBH)	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0%	
17	Chiswick	0.0	7.5	14.3	15.7	7.7	1.7	0.0	0.7	0.5	1.2	0.6	0.0	0.6	1.7	4.1	5.5	74.3	0.0	0.8	0.7	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	139.0	4.5%	
17	Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	21.7	0.7%	
18	Other zone 18	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	23.8	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	24.3	0.8%
19	Other zone 19	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.3	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.8	0.2%
20	Other zone 20	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.2	0.1%
21	Other zone 21	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.7	0.0	7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	26.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	36.4	1.2%
22	Other zone 22	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	1.9	1.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	20.9	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	28.2	0.9%
23	Other zone 23	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	1.3	0.0	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	0.0	3.9	0.1%	
24	Other zone 24	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.8	0.0	0.0	3.3	0.1%	
25	Other zone 25	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.9	0.0%	
26	Other zone 26	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.0%	
27	Other zone 27	0.0	0.9	0.0	0.0	0.0	0.0	0.7	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	0.0	0.0	0.0	0.0	0.0	0.0	21.7	0.0	0.0	2.3	26.5	0.9%
28	Other zone 28	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	30.7	0.0	32.2	1.0%	
29	Other zone 29	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	29.1	0.0	29.5	1.0%
30	Other zone 30	4.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	137.4	144.3	4.7%
Total Inside study area		116.6	100.4	83.1	67.0	105.8	71.0	43.3	34.0	33.8	50.6	42.0	24.1	28.7	51.3	39.1	27.7	79.9	31.1	4.2	11.1	30.1	23.8	3.9	4.8	8.8	6.8	34.4	60.7	58.1	175.3	1,451.5	46.8%
Total LBHF		112.3	88.5	62.2	7.0	1.7	0.6	3.3	1.2	1.0	1.0	0.0	0.0	0.0	0.4	0.0	1.6	3.5	0.5	0.7	1.2	0.5	0.0	0.0	0.0	0.0	0.5	1.2	22.3	28.9	13.8	354.0	11.4%
Total LB Ealing		0.0	1.4	6.0	43.4	95.8	45.6	39.3	31.4	30.3	38.7	1.1	0.0	0.0	1.7	2.9	6.1	0.5	0.0	0.0	1.4	1.7	0.7	0.0	0.7	6.1	5.4	9.7	7.7	0.0	0.0	397.6	12.8%
Total LB Hounslow		0.0	7.5	15.0	16.2	8.3	3.3	0.0	1.4	1.6	10.5	38.6	22.2	20.1	47.9	35.3	21.6	76.9	0.0	1.2	4.5	1.2	1.2	0.0	1.5	1.9	0.5	0.0	0.0	21.7	360.2	11.6%	
Central London / West End		17.9	21.1	3.0	8.1	13.0	4.3	2.0	1																								



## APPENDIX 3

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### Population Projections Methodology



## APPENDIX 3: POPULATION PROJECTIONS METHODOLOGY

- 1 To calculate population projections for each of the 30 West London zones up to 2031, a series process was undertaken using MapInfo and Excel to manipulate the available local projections. GLA population projections for wards within London are available and the main source of data used (RND 2008 Ward Population Projections Low, 21 January 2009) alongside a bespoke set of projections provided by the GLA to LB Ealing. To a lesser extent, the ONS population projections were also used, but only for those wards which fall outside Greater London (2006-based subnational population projections, 12 June 2008). Other data used include OS ward data (2004) and MapInfo's population data, as supplied by Oxford Economics (2007).
- 2 Ideally, the ward boundaries would have coincided with the zone boundaries, and calculating zone populations would have been a simple matter of adding the populations of the appropriate wards. Unfortunately, many wards cross boundaries and are in 2, 3 or 4 zones. Therefore, we used MapInfo to approximate the percentage of each ward's population in each zone (for example, the ward of 'Sand's End' lies partially in Zones 1, 29 and outside the study area. 96% of the ward's population is in Zone 1; 4% is in Zone 29; and the fragment out of the study area is small and does not contain any of the population). Determining the population percentage of each ward fragment was important, so as to ensure that population growth was not double counted and that no significant compromises were made when approximating projections for each zone.
- 3 Some of the study zones extend outside of the Greater London boundary and consequently outside of the ward projection data. The wards affected by this lie in the authorities of Spelthorne and Elmbridge in Surrey. In addition to population percentage, mentioned above, another calculation was undertaken for these wards. This was similar to the earlier one undertaken for Greater London wards, but also included calculating the percentage of each authority's population contained in the wards in question (for example, approximately 8% of Spelthorne's population lies with the ward of Stanwell North).
- 4 Once the population percentage figures for each ward fragment were determined, they were multiplied with the projected populations to give specific projections for each ward fragment. The majority of the ward fragments were within London and had a simple operation (ex. Sand's End's projected population for 2011 is 13,614; with 96% of the ward in Zone 1, its contribution to that zone in 2011 is  $13,614 * 96\% = 13,019$ ). For wards outside of London, the extra calculation was performed (for example, Spelthorne's projected population for 2011 is 91,800; with 8% of Spelthorne's population in Stanwell North, and 82% of Stanwell North's population in Zone 23, that fragment's contribution to that zone in 2011 is  $91,800 * 8\% * 82\% = 6,076$ ). With each ward fragments projected population determined, a pivot table in Excel was used to group them by zone and produce population sums for each year. These sums are what appear on the spreadsheet, and are used to determine annual growth and consequently the projections to each of the forecast years used in this study.

- 5 It should be noted that the percentages referred to above are approximates. The actual calculations used the raw numbers, which were specific to several decimal points, and the resulting population figures were rounded to the nearest integer.

## APPENDIX 4

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### Per Capita Retail Expenditure and Sales Density Growth Methodology





## APPENDIX 4: PER CAPITA RETAIL EXPENDITURE AND SALES DENSITY GROWTH METHODOLOGY

### Growth in per capita expenditure

1. The forecasters anticipate muted short-term growth prospects for the period to 2011, as the collapse in investment since autumn 2007 and the need to restore government finances significantly constrain economic growth and consumer spending. Recent rises in unemployment are expected to impact upon consumption growth in the short and medium term periods. Along with tighter lending conditions, higher unemployment is forecast to be a legacy of the current recession. The forecasters therefore expect that the boom conditions of the past decade are unlikely to be repeated in the short to medium term as consumers tighten their purses as a result of the global recession and correction in the housing market.
2. This explains why the expenditure growth rates forecast by Experian in August 2009 and Pitney Bowes Business Insight/Oxford Economics (PBBI/OE) in November 2009 are relatively low for the next few years, as shown in Table 1 and Table 2. Over the medium and long term periods, however, PBBI/OE anticipate a much faster recovery, and significant differences arise between the expenditure growth forecast by Experian and PBBI/OE.
3. As such, the per capita comparison and convenience goods expenditure growth rates that we have adopted for the twelve year period from 2007 to 2019 are the midpoints of the estimates and forecasts provided by Experian and PBBI/OE and are set out for each forecast year in Table 1.1 and Table 1.2. Whilst Experian's forecasts for growth in per capita expenditure extend up to 2026, PBBI/OE does not provide any forecasts for growth in per capita expenditure beyond 2019. We have therefore adopted the Experian forecasts for the period 2019 to 2026 of 2.8% per capita per annum for comparison goods and 0.9% per capita per annum for convenience goods. For the period 2026 to 2031 we have utilised Experian's expenditure growth forecasts for the period 2017 to 2026 of 2.8% per capita per annum for comparison goods and 0.9% per capita per annum for convenience goods.
4. The per capita expenditure growth rates for comparison and convenience goods that we have adopted for this study are summarised for each of the forecast periods in Table 3 and Table 4 respectively.

**Table 1 Comparison Expenditure Growth Per Capita, 2007-2019**

Year	Forecast Rate Per Annum		Midpoint of Experian and PBBi/OE
	Experian	PBBi/OE	
2008	2.7%	4.63%	3.67%
2009	1.1%	-4.46%	-1.68%
2010	-0.4%	-0.93%	-0.66%
2011	1.1%	1.48%	1.29%
2012	2.5%	3.62%	3.06%
2013	2.5%	4.91%	3.70%
2014	2.5%	5.02%	3.76%
2015	2.5%	4.93%	3.71%
2016	2.5%	4.66%	3.58%
2017	2.8%	4.51%	3.65%
2018	2.8%	4.28%	3.54%
2019	2.8%	3.94%	3.37%

**Table 2 Convenience Expenditure Growth Per Capita, 2007-2019**

Year	Forecast Rate Per Annum		Midpoint of Experian and PBBi/OE
	Experian	PBBi/OE	
2008	0.9%	-0.65%	0.12%
2009	-0.5%	-1.37%	-0.94%
2010	-0.2%	-0.27%	-0.23%
2011	0.6%	0.61%	0.61%
2012	0.8%	1.41%	1.10%
2013	0.8%	1.45%	1.12%
2014	0.8%	1.45%	1.12%
2015	0.8%	1.30%	1.05%
2016	0.8%	0.92%	0.86%
2017	0.9%	0.69%	0.79%
2018	0.9%	0.57%	0.73%
2019	0.9%	0.37%	0.63%

**Table 3 Comparison Expenditure Growth Per Capita for each Forecast Period, 2007-2031**

Year	Rate Per Annum
2007 - 2009	1.0%
2009 - 2011	0.3%
2011 - 2016	3.6%
2016 - 2021	3.2%
2021 - 2026	2.8%
2026 - 2031	2.8%

**Table 4 Convenience Expenditure Growth Per Capita for each Forecast Period, 2007-2031**

<b>Year</b>	<b>Rate Per Annum</b>
2007 - 2009	-0.4%
2009 - 2011	0.2%
2011 - 2016	1.1%
2016 - 2021	0.9%
2021 - 2026	0.9%
2026 - 2031	0.9%

### **Growth in floorspace efficiency (sales density growth)**

5. Figures 4a and 4b of Experian's Retail Planner Briefing Note 7.1 put forward Experian's recommended forecasts of change in floorspace efficiency (retail sales per unit sales area) for the period 2008 to 2026. For example, comparison sales density growth is 1.1% in 2009, -0.1% in 2010, 1.1% in 2011, 2.2% between 2012 and 2016, and 2.6% between 2017 and 2026. These projections are considerably lower than Experian's estimates for previous growth in floorspace efficiencies over the period 1987 to 2007, as shown in Appendix 4 of the Briefing Note, particularly in the period up to 2011. For example, comparison sales density growth is 2.5% between 1987 and 1999, 3.6% between 2000 and 2005, and 2.8% between 2006 and 2007.
6. However, current forecast per capita expenditure growth rates for the period 2008 up to 2026 are also much lower than those experienced between 1987 and 2007. Moreover, in the comparison goods sector Experian's forecast sales densities between 2008 and 2026 are equal or only marginally below their per capita expenditure growth forecasts. In the convenience sector, Experian's floorspace efficiency projections are also high compared to their expenditure growth forecasts, albeit to a lesser degree. In our assessment, the low expenditure growth rates projected by Experian for the period up to 2026, particularly in the comparison sector, are not sufficient to support their rates of floorspace efficiency change set out in Tables 4a and 4b of Experian's Retail Planner Briefing Note 7.1. PBBI/OE provides no information on anticipated change in floorspace efficiency.
7. Thus, in making an allowance for growth in floorspace efficiency, we adopted the floorspace efficiency changes set out in Table 5. These tie the rate of floorspace efficiency change to the expenditure projections for each forecast years, using a ratio of 37.9% for comparison goods and 46.2% for convenience goods. These ratios represent the 'underlying trend' of floorspace efficiency improvements between 1987 and 1999 (as recommended by Experian in its previous Retail Planner Briefing Note 6.1 revised in January 2009) of 2.2% for comparison goods and 0.6% for convenience goods as a proportion of the expenditure growth over the same period (as set out in Appendix 4 of Experian's Retail Planner Briefing Note 7.1) of 5.8% and 1.3% respectively.

**Table 5 Improvements in Floorspace Efficiency from 2009 Level**

Year	Rate per Annum	
	Comparison Goods	Convenience Goods
2009 - 2011	0.1%	0.1%
2011 - 2016	1.4%	0.5%
2016 - 2021	1.2%	0.4%
2021 - 2026	1.1%	0.4%
2026 - 2031	1.1%	0.4%

## APPENDIX 5

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### Household Survey Methodology



# APPENDIX 5 HOUSEHOLD SURVEY METHODOLOGY AND KEY OUTPUTS

## Telephone survey

1. An important input into this study is the findings of a telephone survey, which obtained 3,000 valid responses from households residing within the study area. The tabulated results from this survey are attached at **Volume 3**. The telephone survey was undertaken in November 2009 by NEMS Market Research. The main purpose of the household survey was to establish:
  - The shop or shopping centre in which the household had spent most on main trips for food and groceries in the preceding six months and the shop or shopping centre in which the household had spent most money on top-up purchases of food and groceries in the preceding six months.
  - The town centre/retail park in which members of the household had spent most and second most on each of the following goods (excluding specialist Christmas purchases), in the preceding six months:
    - clothes and shoes;
    - furniture/carpets/soft household furnishings;
    - DIY, decorating goods or gardening items;
    - Electrical items, such as TVs, DVD players, digital cameras, MP3 players, mobile phones, computers and domestic appliances such as washing machines, fridges and cookers;
    - health, beauty or chemist items;
    - recreational goods such as sports equipment, bicycles, musical instruments or toys; and;
    - specialist non-food items, such as books, CDs, jeweler, china and glass.
2. Other questions were asked on food and drink uses and demography.
3. Interviews were conducted using NEMS in-house CATI (Computer Assisted Telephone Interviewing) Unit. Respondents were contacted during the day, in the evening and at the weekend. All respondents were the main shopper in the household, determined using a preliminary filter question. A random sample of live interviews were listened to and assessed by NEMS CATI Team Leaders to verify that the quality of interviewing was being maintained.
4. To ensure there is no demographic bias by age, NEMS start by looking at the age profile of the survey area according to the Census. But this is the profile of the population and not main shoppers which tend to be older than the population as a whole. Therefore the target ages are adjusted using data from similar surveys conducted elsewhere as well as other unrelated studies where the 'typical' age of main shoppers is known. This essentially puts a cap on the number of people of retirement age otherwise the survey would over-represent this age group as they are the easiest to interview as they tend to be at home more of the time and are more willing to take part than say busier younger people.

## Sampling and weighting

5. Selection was done using random stratified sampling from all legally available telephone numbers within the defined survey area. The survey area was segmented into 30 zones, defined using postcode sectors as detailed at Table 1, Appendix 2. Sample size within each zone was quota controlled in proportion to population. Therefore the final tabulated data attached at **Volume 3** is weighted to make the overall results representative of the total population within the defined study area. This accounts for the total market share for the study area, rather than the individual zones. Details of the weightings are at **Table 2**

**Table 2 Survey weightings**

Zone	Population	Interviews	Weighting	Zone	Population	Interviews	Weighting
1	57,432	100	1.2289	16	14,730	100	0.3152
2	59,097	100	1.2645	17	40,534	100	0.8673
3	45,587	101	0.9658	18	48,528	102	1.0180
4	43,333	100	0.9272	19	33,874	101	0.7176
5	59,869	103	1.2437	20	51,688	102	1.0843
6	42,132	102	0.8838	21	26,371	100	0.5643
7	32,050	100	0.6858	22	34,802	104	0.7160
8	37,933	101	0.8036	23	9,903	95	0.2231
9	32,171	100	0.6884	24	21,166	100	0.4529
10	48,317	101	1.0236	25	54,122	100	1.1581
11	36,954	101	0.7829	26	62,785	100	1.3435
12	22,585	100	0.4833	27	112,310	101	2.3794
13	30,550	100	0.6537	28	87,314	100	1.8683
14	43,599	100	0.9329	29	70,157	100	1.5012
15	30,659	100	0.6560	30	118,013	100	2.5252

Source: NEMS method statement

6. It should be noted that the quantitative assessments are based on the zonal market share, rather than the weighted total market share, in order to capture zonal variations in per capita expenditure.

## Statistical reliability

7. As with any sample survey, there is potentially a difference between the figures from the sample and the true situation in the population as a whole. This sampling error, as it is called, can be estimated using statistical calculations based on the sample size, the population size and the particular percentage in the table under investigation. These calculations produce a 95% confidence interval for the results - which means that you can be confident that in 95% (19 out of 20) of instances the actual attribute will be within the confidence interval range.



8. The 95% confidence intervals for this survey are as follows:

**Table 3 Confidence Interval**

% in table	95% confidence interval
10	±1.1
20	±1.4
30	±1.6
40	±1.7
50	±1.8

## Composite market shares

9. In order to understand patterns of spending in the study area, one set of composite market shares must be used for convenience goods, comparison goods and food and drink spending. The process relies on amalgamating the results from a series of questions based on weights applied to the different types of shopping undertaken by residents of the study area.
10. The composite pattern of spending for convenience goods was achieved on the basis of the mean weekly household expenditure findings on main and top-up shopping as set out in Table 4.

**Table 4 Mean Weekly Household Expenditure for the Study Area**

	Mean Household Spend	Percentage Weighting
Main Food & Groceries	£79.60	84.52%
Top-up Food & Groceries	£14.58	15.48%
All Convenience Goods	£94.18	100.00%

11. The composite pattern of spending for comparison goods was achieved on the PBBI/OE expenditure data in relation to seven categories of comparison expenditure by zone set out at Table 5.
12. The composite pattern of spending on leisure weighting is as follows:
- Restaurants: 44%
  - Take-away outlets: 28%
  - Cafes, pubs, bars: 28%
13. The key spreadsheets necessary to understand this exercise are included within **Appendix 2**, where population and per capita expenditure data is combined with the composite market share to understand the monetary values of shopping patterns. A more detailed explanation of the quantitative need assessment that these assessments underpin can be found at **Section 6**.

Table 5 Zonal weightings for sub-sectors of comparison expenditure

ZONE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Clothing and footwear	28.8%	28.7%	29.3%	29.1%	28.4%	29.1%	29.5%	29.9%	29.7%	30.4%	29.9%	29.9%	30.2%	29.5%	29.2%
Furniture, carpets and soft household furnishings	12.4%	12.6%	12.4%	12.5%	12.6%	12.4%	12.3%	12.2%	12.3%	12.1%	12.1%	12.1%	12.1%	12.3%	12.3%
DIY, decorating goods and gardening items	8.1%	8.1%	8.2%	8.3%	8.2%	8.2%	8.4%	8.5%	8.5%	8.5%	8.5%	8.5%	8.4%	8.4%	8.3%
Electrical items	14.1%	14.1%	14.1%	14.2%	14.2%	14.2%	14.3%	14.3%	14.3%	14.3%	14.3%	14.3%	14.3%	14.3%	14.2%
Health, beauty or chemist items	15.0%	15.0%	14.4%	14.3%	15.0%	14.4%	13.9%	13.6%	13.6%	13.1%	13.6%	13.6%	13.6%	14.0%	14.4%
Recreational goods	10.6%	10.6%	10.6%	10.6%	10.6%	10.6%	10.7%	10.7%	10.7%	10.7%	10.7%	10.7%	10.7%	10.7%	10.6%
Specialist non-food items	10.9%	11.0%	11.0%	11.0%	11.0%	11.0%	11.0%	10.9%	11.0%	10.9%	10.9%	10.9%	10.8%	10.9%	11.0%
All Comparison Goods	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ZONE	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Clothing and footwear	29.0%	28.6%	29.0%	28.6%	29.0%	28.3%	23.5%	23.7%	30.3%	30.3%	29.5%	29.6%	29.3%	28.5%	28.8%
Furniture, carpets and soft household furnishings	12.5%	12.4%	12.3%	12.3%	12.2%	12.4%	13.3%	13.2%	12.0%	12.0%	12.3%	12.3%	12.2%	12.4%	12.5%
DIY, decorating goods and gardening items	8.4%	8.1%	8.0%	8.1%	8.1%	8.2%	8.8%	8.9%	8.5%	8.4%	8.3%	8.5%	8.1%	8.0%	8.0%
Electrical items	14.2%	14.1%	14.1%	14.1%	14.1%	14.5%	16.4%	16.5%	14.3%	14.3%	14.2%	14.3%	14.0%	14.0%	14.1%
Health, beauty or chemist items	14.3%	15.1%	15.0%	15.2%	15.0%	14.6%	13.5%	13.1%	13.4%	13.4%	14.1%	13.8%	14.9%	15.6%	15.0%
Recreational goods	10.6%	10.6%	10.6%	10.6%	10.6%	11.3%	14.5%	14.6%	10.7%	10.7%	10.7%	10.7%	10.6%	10.6%	10.6%
Specialist non-food items	10.9%	11.0%	11.0%	11.0%	11.0%	10.8%	10.1%	10.0%	10.8%	10.8%	10.9%	10.9%	10.9%	10.9%	11.0%
All Comparison Goods	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## Data Cleaning

14. The data supplied by NEMS is in detailed tabulated form (see Volume 3). For presentation purposes this data must be reviewed and summarised. As a rule, Roger Tym & Partners do not undertake any significant adjustments to the market share data provided by NEMS. However, there are often limited occasions when the market share of a centre store is not plausible and this is likely to be down to recording anomalies. Consequently, as part of this study, for a limited number of destinations we undertook minor adjustments to the market shares.

## Survey Outputs

15. As explained above, the composite market shares are presented in the spending patterns spreadsheets at Appendix 2. There are further outputs from the household survey that inform some of the key assessments in the main report. This comprises data on linked trips, on top-up and small stores spending, on changes in behaviour following the opening of Westfield shopping centre, travel mode shopping patterns and finally data on the sub-categories of comparison goods.

### Linked Trips

16. **Table 6** outlines the level of linked trips with the main food shopping trip for the best fit zones for each borough.

**Table 6 Linked Trips Spending by Borough (Question 2)**

	Study Area	Zones 1-3 (best fit LBHF)	Zones 4-10 (best fit LBE)	Zones 11-17 (best fit LBH)
Yes - other food shops	15.4%	17.1%	15.2%	17.3%
Yes - other non food shops	15.9%	17.4%	14.3%	14.5%
Yes - pubs, restaurants or cafes	1.6%	1.4%	0.9%	2.0%
Yes - financial service	3.1%	4.2%	2.0%	3.1%
Yes - other service	1.4%	1.4%	1.0%	1.0%
Yes - leisure activity	1.5%	3.5%	0.9%	1.2%
Yes - other	1.5%	1.0%	1.0%	1.5%
No	70.1%	67.2%	72.3%	70.1%

17. There are local fluctuations in the percentage of linked trip spending across the zones. LBHF has the highest proportion of linked trip spending, followed by LBH and then LBHF. The LBHF is the only borough that has a higher percentage of linked trips than achieved by the study area in aggregate.

### Top-up and small stores spending

18. Table 7 outlines the propensity of residents of the three boroughs to undertake top-up shopping and other shopping in small stores.

**Table 7 Top-Up and Small Stores Spending (Questions 6 and 10)**

	Study Area	Zones 1-3 (best fit LBHF)	Zones 4-10 (best fit LBE)	Zones 11-17 (best fit LBH)
<b>Top-up shopping</b>				
Yes	62.2%	65.8%	60.1%	64.2%
Sometimes	7.8%	6.3%	7.9%	6.6%
No	29.9%	27.9%	32.0%	29.2%
<b>Other small stores</b>				
Yes	40.8%	34.9%	42.7%	42.8%
No	59.2%	65.1%	57.3%	57.2%

Note: Other small stores are answers to those questions that provide a supermarket answer to questions 2 and 6 (main and top up)

19. This indicates that residents in LBHF and LBH are more likely to undertake top-up shopping than those in LBE.

### *Change in behaviour after Westfield*

20. For those respondents undertaking their clothes shopping at Westfield, a further question was asked on the previous destination and the reason for changing spending habits. The top five destinations are presented in **Table 8**

**Table 8 Changes in Clothes and Shoes Spending after Westfield (Question 13)**

Study Area	Zones 1-3 (best fit LBHF)	Zones 4-10 (best fit LBE)	Zones 11-17 (best fit LBH)
Brent Cross	Brent Cross	Brent Cross	Hammersmith
Ealing	Putney/Kew Retail Park	Ealing	Kensington High Street
Hammersmith	Hammersmith	Hammersmith	Hounslow
Kensington High Street	Kensington High Street	Richmond/Chiswick	Kingston-upon-Thames
Central London/West End	Central London/West End	Central London/West End	Chiswick/Uxbridge/Richmond

21. This reveals that the change in destinations is predominantly from higher order centres. However, it should be borne in mind that the diversion from residents in Hounslow to Westfield for clothes and shoes shopping was particular low and thus the data should be used with caution.
22. A supplemental question was asked about the reasons for changing shopping behaviour for clothes and shoes shopping. The top five reasons are presented in **Table 9**.

**Table 9 Reasons for Changes in Clothes and Shoes Spending after Westfield (Question 14)**

Study Area	Zones 1-3 (best fit LBHF)	Zones 4-10 (best fit LBE)	Zones 11-17 (best fit LBH)
Easier to reach by bus/tube	More parking provision (not enough parking in previous centre)	Easier to reach by bus/tube	More choice of shops (general)
Easier to access on foot	Easier to reach by bus/tube	Easier to access on foot	More clothes/fashion shops
More choice of shops (general)	Easier to access on foot	Prefer covered shopping centres/malls	More dept stores/larger stores
More clothes/fashion shops	More choice of shops (general)	More choice of shops (general)	Nicer shopping environment
Closer to home	More clothes/fashion shops	More clothes/fashion shops	More quality/designer shops

23. Although the reasons for changing behaviour vary across the three boroughs, the trend is generally due to accessibility and quality/range of shopping offer. This is consistent with Westfield's high level of accessibility and modern shopping environment with a range of outlets.

### *Travel Modes to Town Centres*

24. **Table 10** provides data on the travel mode to town centres based on the main destination for clothes and shoes shopping.

**Table 10 Travel Modes (Question 15)**

	Study Area	Zones 1-3 (best fit LBHF)	Zones 4-10 (best fit LBE)	Zones 11-17 (best fit LBH)
Car/van driver	36.4%	19.5%	36.6%	40.0%
Car/van passenger	6.8%	3.3%	7.6%	8.1%
Bus	27.8%	27.2%	29.4%	30.1%
Train	6.1%	5.9%	7.2%	3.3%
Taxi	0.5%	0.7%	0.8%	0.3%
Walk	10.5%	26.5%	7.0%	9.3%
Bicycle	1.2%	2.6%	1.5%	0.8%
Motorcycle	0.1%	0.4%	0.2%	0.0%

25. The clear trend from this analysis is that residents in LBE and LBH are more reliant on their car than LBHF. Furthermore, a high number of residents in LBHF walk to undertake their clothes and shoes shopping compared to the prevailing trend across the study area and for LBE and LBH.

### *Sub-Categories of Comparison Goods*

26. The analysis of spending patterns in the main report focuses on the categories of comparison and convenience goods consistent with PPS4. However, there is data available on the sub-categories on the sub-categories of comparison goods expenditure in the household survey. This study does not model the spending on these categories individually. But there is survey data available on the market shares for each sub-category of spending. Therefore in **Table 11**, the top five destinations for the first destination for each sub-category and for each borough are presented.

**Table 11 Top Five Destinations for Sub-Categories of Comparison Goods**

	Clothing and Footwear	Furniture, carpets and soft household furnishings	DIY, decorating goods and gardening items	Electrical items	Health, beauty or chemist items	Recreational goods	Specialist non-food items
<b>Study Area</b>	Ealing	Kingston	B&Q Yeading	Ealing	Ealing	Ealing	Ealing
	Hounslow	Ealing	Homebase Feltham	Hayes	Hounslow	Hayes	Hounslow
	Kingston	Ikea (Wembley)	B&Q Chickwick	Kingston	Chiswick	Hounslow	Central London
	Westfield	Staines	Hayes	Central London	Feltham	Kingston	Kingston
	C London	C London	Homebase Isleworth	Hounslow	Kensington HS	Staines	Staines
<b>Zones 1-3 (best fit LBHF)</b>	Westfield	Kensington HS	Homebase Acton	Ealing	Westfield	Westfield	Fulham
	Hammersmith	Ikea (Wembley)	Shepherd's Bush	Westfield	Fulham	Fulham	Hammersmith
	C London	Chelsea	B&Q Wandsworth	Hammersmith	Hammersmith	Hammersmith	Westfield
	Kensington HS	C London	Kensington HS	Wandsworth	C London	Putney	Kensington HS
	Chelsea	Westfield	Homebase Kensington	C London	Kensington HS	C London	C London
<b>Zones 4-10 (best fit LBE)</b>	Ealing	Brent Cross	Acton	Brent Cross	Acton	Brent Cross	Brent Cross
	Uxbridge	Ruislip	Ealing	Ealing	Ealing	Ealing	Ealing
	Harrow	C London	Hayes	Hayes	Greenford	Greenford	Greenford
	Westfield	Ealing	Ruislip	Central London	Southall	Hayes	Uxbridge
	Hounslow	Hayes	B&Q Yeading	Ruislip	Hayes	Uxbridge	C London
<b>Zones 11-17 (best fit LBH)</b>	Ealing	Feltham	Brentford	Hounslow	Brentford	Chiswick	Chiswick
	Hounslow	Hounslow	Chiswick	Kingston	Chiswick	Feltham	Feltham
	Feltham	Kingston	Hanworth	Feltham	Feltham	Hounslow	Hounslow
	Kingston	Ikea (Wembley)	Homebase	Hanworth	Hounslow	Isleworth	Kingston
	Staines	Staines	Isleworth Homebase Richmond	Isleworth	Isleworth	Central London	Richmond





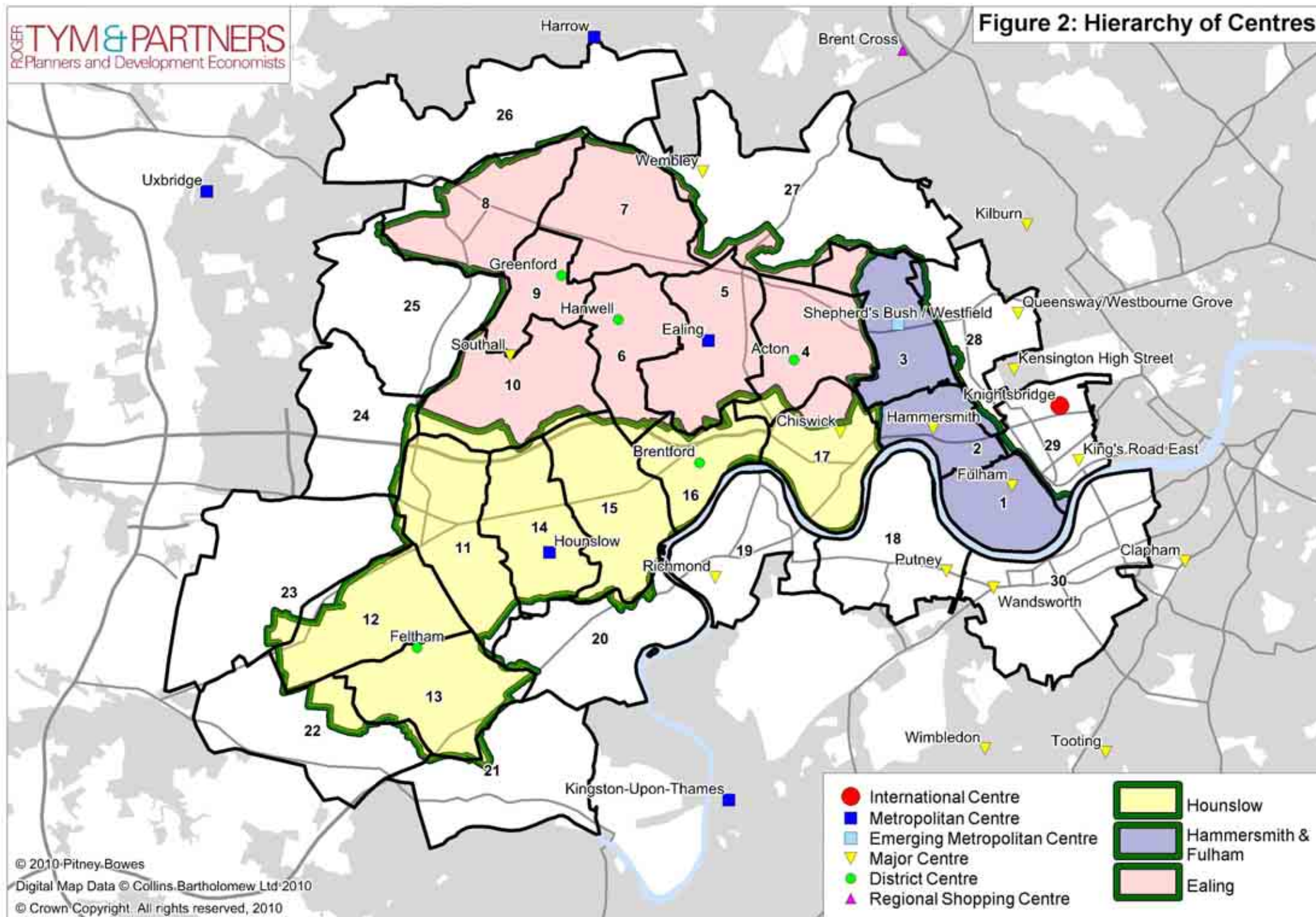
## APPENDIX 6

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### Hierarchy of Centres and Foodstore Provision Plans (Figures 2 and 3)

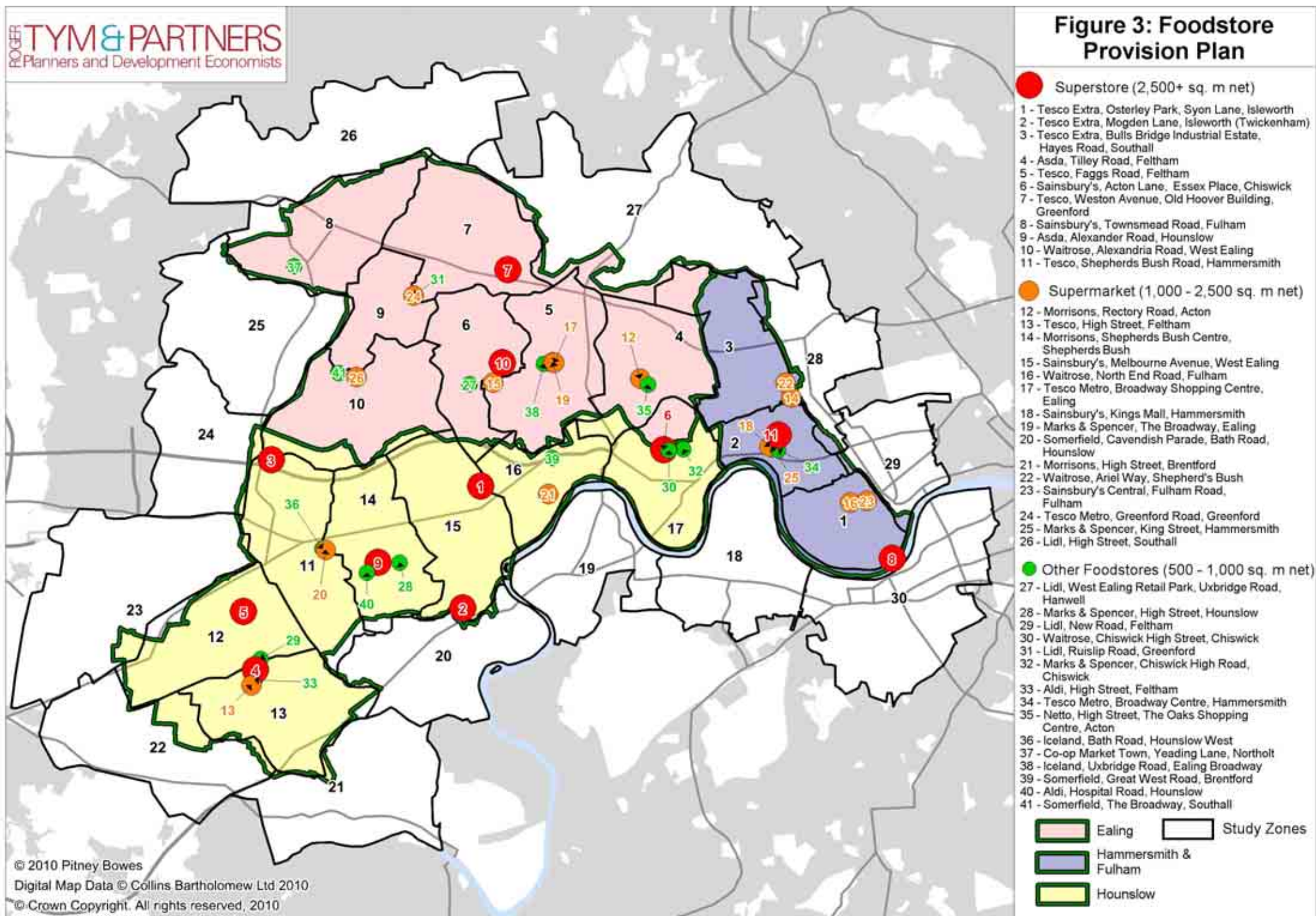


**Figure 2: Hierarchy of Centres**





**Figure 3: Foodstore Provision Plan**



## APPENDIX 7

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### Retail Impact Spreadsheets (Tables 20-39)



# West London Joint Retail Needs Study Update

Table 20: Details of schemes modelled in impact assessment

Scheme	Reference	Floorspace (Gross sqm)	Comparison Floorspace (Gross sqm)	Gross to Net Ratio (%)	Comparison Floorspace (Net sqm)	Assumed Comparison Sales Density in 2016 (£ per sqm)	Total Comparison Turnover in 2016 (£m)
<b>Ealing <sup>(1)</sup></b>							
Dickens Yard/Town Hall Annex and Car Parks	P/2008/0156	-	7,271	75.0%	5,453	5,346	29.2
<b>Wembley <sup>(2)</sup></b>							
Central Square	03/3765	-	7,759	70.0%	5,431	4,842	26.3
Quintain	06/3631	-	26,400	80.0%	21,120	4,842	102.3
LDA Site	-	-	3,476	70.0%	2,433	4,842	11.8
<b>Brent Cross Extension <sup>(3)</sup></b>							
Brent Cross Extension Application	-	-	-	-	43,002	6,841	294.2

## Notes:

(1) Floorspace obtained from LB Ealing and sales density based on RTP estimate.

(2) Floorspace and sales density information obtained from LB Brent Retail Study Update, December 2008 (Table 7, Appendix 3); sales densities adjusted to 2007 price base and increase to 2016 using sales density growth of 0.7% to 2009 and then 0.1% per annum to 2011 and 1.4% per annum to 2016

(3) Floorspace and sales density information obtained from BXC06 Revised Retail Report, November 2008 (Table 11, Document 6); sales densities derived from 2016 projected turnover, adjusted to 2007 prices.

All monetary values held as constant 2007 prices

West London Joint Retail Needs Study Update  
Table 21: Trade draw of schemes

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Outside Study Area	Total
<strong>Ealing <sup>(1)</sup></strong>																																
Ealing - Existing Trade Draw (%)	0.0%	0.1%	1.7%	10.7%	26.3%	16.3%	5.8%	3.6%	4.2%	6.1%	0.2%	0.0%	0.2%	0.4%	0.3%	2.7%	0.4%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%	1.5%	0.7%	2.4%	0.4%	0.0%	0.3%	15.3%	100.0%
Ealing - Forecast Trade Draw for New Development (%)	0.0%	0.1%	1.7%	10.7%	26.3%	16.3%	5.8%	3.6%	4.2%	6.1%	0.2%	0.0%	0.2%	0.4%	0.3%	2.7%	0.4%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%	1.5%	0.7%	2.4%	0.4%	0.0%	0.3%	15.3%	100.0%
Ealing - Forecast Trade Draw for New Development (£m)	0.0	0.0	0.5	3.1	7.7	4.7	1.7	1.0	1.2	1.8	0.1	0.0	0.1	0.1	0.1	0.8	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.2	0.7	0.1	0.0	0.1	4.5	29.2
<strong>Wembley <sup>(2)</sup></strong>																																
Wembley - Existing Trade Draw	0.6%	1.5%	1.5%	1.1%	0.8%	0.4%	6.3%	2.0%	1.8%	0.6%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.2%	0.2%	0.0%	0.0%	0.3%	1.2%	73.1%	0.8%	1.0%	1.0%	5.0%	100.0%
Wembley - Forecast Trade Draw for New Development (%)	0.6%	1.5%	1.5%	1.1%	0.8%	0.4%	6.3%	2.0%	1.8%	0.6%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.2%	0.2%	0.0%	0.0%	0.3%	1.2%	73.1%	0.8%	1.0%	1.0%	5.0%	100.0%
Wembley - Forecast Trade Draw for New Development (£m)	0.9	2.2	2.1	1.6	1.1	0.5	8.9	2.8	2.5	0.9	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.3	0.2	0.0	0.0	0.4	1.7	102.6	1.1	1.4	1.4	7.0	140.3
<strong>Brent Cross Extension <sup>(3)</sup></strong>																																
Brent Cross Existing Trade Draw (%)	0.0%	0.3%	1.3%	2.1%	3.2%	1.1%	2.0%	0.6%	0.4%	0.5%	0.0%	0.0%	0.1%	0.4%	0.3%	0.0%	0.4%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.4%	1.5%	12.9%	1.7%	0.5%	0.0%	70.0%	100.0%
Brent Cross Proposed Trade Draw for New Development (%)	0.0%	0.3%	1.3%	2.1%	3.2%	1.1%	2.0%	0.6%	0.4%	0.5%	0.0%	0.0%	0.1%	0.4%	0.3%	0.0%	0.4%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.4%	1.5%	12.9%	1.7%	0.5%	0.0%	70.0%	100.0%
Brent Cross Proposed Trade Draw for New Development (£m)	0.1	0.9	3.8	6.3	9.3	3.2	5.8	1.9	1.3	1.4	0.0	0.0	0.2	1.3	0.7	0.0	1.3	0.0	0.2	0.1	0.3	0.0	0.0	0.1	1.2	4.5	38.1	4.9	1.4	0.0	205.9	294.2

**Notes:**  
(1) Assumed to be existing trade draw  
(2) Assumed to be existing trade draw for all schemes  
(3) Assumed to be existing trade draw



West London Joint Retail Needs Study Update  
Table 22: Comparison goods market share (2009) (%)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Ealing	0.0%	0.1%	3.7%	27.5%	44.1%	44.3%	20.9%	12.2%	19.1%	18.5%	0.6%	0.0%	0.9%	1.0%	1.0%	16.6%	0.9%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	1.9%	3.8%	1.3%	2.7%	0.3%	0.0%	0.2%
Southall	0.0%	0.1%	0.1%	0.1%	0.4%	0.3%	1.1%	0.5%	6.4%	8.9%	2.5%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hanwell	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%	0.2%	0.0%	0.8%	1.3%	0.6%	0.0%	0.0%	0.4%	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%	0.0%	0.0%	0.0%
Acton	0.0%	0.1%	3.4%	10.3%	1.9%	0.7%	1.4%	0.3%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.2%	2.1%	0.0%	0.0%
Greenford	0.0%	0.0%	0.3%	0.8%	1.2%	3.4%	7.1%	4.7%	14.6%	1.8%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	3.4%	2.1%	0.0%	0.0%	0.0%	0.0%
Out of centre (LBE)	0.2%	0.4%	2.7%	4.3%	2.9%	2.4%	7.7%	0.3%	0.4%	0.3%	1.2%	0.0%	0.1%	2.1%	1.0%	2.2%	0.5%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.3%
Neighbourhood centres/other (LBE)	0.2%	0.0%	0.2%	0.5%	1.6%	0.4%	6.5%	6.1%	1.9%	0.3%	0.0%	0.0%	0.8%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.3%	1.1%	0.0%	0.0%	0.2%	0.3%	0.2%	0.5%	0.6%	0.3%
Hammersmith	4.6%	24.4%	18.0%	3.0%	0.1%	0.0%	0.0%	0.2%	0.0%	1.4%	0.5%	0.0%	0.2%	0.8%	0.7%	0.0%	5.6%	4.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.7%	5.9%	1.0%	0.6%
Fulham	26.4%	4.7%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.6%	2.5%
Shepherd's Bush/Westfield	2.7%	10.7%	27.1%	6.7%	3.9%	4.8%	4.8%	4.0%	1.1%	1.8%	1.1%	0.0%	0.0%	0.7%	0.9%	2.5%	6.1%	1.4%	2.2%	0.4%	0.9%	0.6%	0.0%	0.4%	2.8%	3.1%	3.7%	13.0%	1.9%	1.7%
Out of centre (LBHF)	0.9%	0.5%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
Neighbourhood centres/other (LBHF)	5.4%	5.5%	2.5%	1.1%	0.3%	0.6%	0.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%	0.2%	2.0%	5.8%
Hounslow	0.2%	0.1%	0.8%	0.3%	0.8%	1.2%	0.0%	0.2%	3.2%	17.6%	40.0%	19.3%	16.1%	43.4%	23.8%	22.2%	3.0%	0.5%	1.2%	4.0%	2.0%	1.9%	3.0%	5.4%	2.3%	0.1%	0.0%	0.1%	0.9%	0.0%
Feltham	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	29.1%	26.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	3.3%	2.3%	2.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
Chiswick	0.0%	1.9%	7.9%	5.1%	1.6%	1.2%	0.6%	0.0%	0.8%	1.2%	1.0%	0.0%	0.0%	0.3%	2.5%	9.9%	32.9%	0.4%	0.5%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
Brentford	0.0%	0.3%	0.8%	2.2%	1.1%	0.8%	0.0%	0.0%	1.1%	0.4%	0.7%	0.0%	0.4%	1.6%	1.3%	12.0%	2.2%	0.0%	0.5%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%
Out-of-centre (LBH)	0.6%	2.0%	1.2%	3.4%	5.7%	4.7%	1.6%	1.2%	1.9%	5.7%	7.8%	7.9%	6.3%	11.1%	14.3%	9.8%	6.6%	0.7%	1.4%	4.9%	4.0%	1.0%	0.0%	1.5%	0.8%	0.0%	0.1%	0.2%	0.5%	0.4%
Neighbourhood centres/other (LBH)	0.1%	0.0%	0.4%	0.2%	1.4%	1.6%	0.4%	0.0%	1.2%	1.5%	3.0%	6.9%	7.8%	3.8%	8.3%	4.8%	1.0%	0.0%	0.0%	3.5%	3.7%	2.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	1.2%
Other destinations zones 18-30	11.1%	4.2%	2.9%	5.3%	2.1%	3.1%	7.7%	5.6%	11.2%	5.8%	2.8%	2.5%	4.7%	5.3%	4.1%	2.2%	8.2%	14.4%	14.9%	3.9%	14.5%	19.5%	17.9%	8.4%	7.0%	7.8%	2.6%	4.3%	9.6%	19.5%
Central London / West End	10.3%	14.6%	10.1%	8.8%	11.2%	5.4%	4.0%	3.0%	3.3%	4.3%	2.1%	0.0%	1.1%	1.8%	1.8%	3.0%	7.9%	7.4%	7.6%	3.6%	2.0%	0.5%	0.0%	1.4%	0.4%	2.6%	8.8%	20.7%	9.6%	12.0%
Brent Cross	0.1%	0.6%	3.6%	7.2%	6.9%	3.9%	9.1%	2.9%	2.6%	1.9%	0.0%	0.0%	0.4%	1.5%	1.2%	0.0%	1.3%	0.0%	0.2%	0.0%	0.4%	0.0%	0.0%	0.3%	1.3%	3.9%	19.5%	1.7%	0.5%	0.0%
Wembley	0.2%	0.6%	0.8%	0.7%	0.3%	0.2%	5.6%	1.7%	2.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.2%	0.1%	0.0%	0.0%	0.2%	0.6%	21.1%	0.1%	0.2%	0.2%
Harrow	0.0%	0.0%	0.6%	0.0%	0.2%	0.3%	6.3%	10.8%	2.8%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	2.1%	20.6%	9.7%	0.0%	0.0%	0.0%
Uxbridge	0.0%	0.0%	0.4%	1.2%	0.1%	3.2%	1.2%	8.0%	6.7%	4.3%	4.9%	0.0%	0.0%	0.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	28.5%	22.9%	5.1%	0.1%	0.0%	0.6%	0.0%
Kensington High Street,	6.0%	15.8%	3.1%	1.8%	0.6%	0.2%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	1.2%	0.0%	2.6%	2.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.5%	20.9%	30.1%	1.5%
King's Road East	11.2%	3.7%	0.6%	0.3%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.4%	2.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	3.0%	24.7%	7.5%
Kingston-Upon-Thames	1.8%	0.3%	0.1%	1.1%	1.7%	4.1%	0.2%	0.6%	0.3%	2.2%	4.9%	7.2%	10.4%	10.7%	10.2%	6.3%	5.4%	15.1%	16.6%	29.3%	37.9%	12.8%	3.1%	3.3%	0.8%	0.0%	0.0%	0.0%	2.0%	8.1%
Richmond	0.0%	0.4%	0.2%	0.4%	1.0%	0.4%	0.4%	0.0%	0.8%	0.2%	1.1%	0.0%	0.1%	1.6%	11.4%	4.8%	3.8%	10.0%	34.5%	16.8%	4.9%	1.4%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.1%	0.3%
Putney	10.8%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	1.4%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	5.0%
Staines	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%	4.2%	21.0%	9.8%	1.4%	1.1%	0.0%	0.1%	0.5%	0.0%	0.7%	3.5%	42.4%	61.7%	1.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
Out of centre	2.4%	2.2%	2.9%	2.4%	2.3%	1.0%	2.4%	1.5%	0.8%	1.4%	1.1%	0.1%	1.2%	2.0%	0.9%	0.4%	2.2%	2.1%	1.1%	1.0%	1.6%	2.1%	4.0%	0.0%	0.8%	0.9%	3.6%	3.0%	1.0%	1.6%
Other	4.5%	3.5%	5.0%	5.0%	5.4%	6.9%	10.1%	35.2%	16.5%	17.6%	14.2%	6.0%	12.6%	7.6%	11.6%	2.9%	5.2%	17.5%	15.0%	29.9%	19.3%	11.2%	7.9%	44.9%	51.5%	49.1%	21.1%	21.6%	9.4%	31.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

(1) Market share summary derived from Table 5, Appendix 2.

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Table 23: Comparison goods spending pattern (2016) (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total
Ealing	0.0	0.4	8.4	53.4	126.1	78.0	27.3	16.6	19.9	31.7	0.9	0.0	1.0	1.9	1.3	15.0	1.8	1.0	0.0	0.7	0.0	0.0	0.0	1.4	7.4	3.4	12.3	1.8	0.0	1.6	413.3
Southall	0.0	0.3	0.3	0.2	1.2	0.5	1.4	0.6	6.7	15.2	3.5	0.0	0.0	1.6	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.6	0.0	0.0	0.0	0.0	0.0	35.9
Hanwell	0.0	0.0	0.0	0.0	1.5	7.1	0.3	0.0	0.8	2.2	0.8	0.0	0.0	0.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.8
Acton	0.0	0.3	7.7	20.1	5.3	1.2	1.9	0.4	0.1	1.0	0.4	0.0	0.0	0.0	0.2	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	5.4	13.4	0.0	0.0	61.3
Greenford	0.0	0.0	0.8	1.6	3.6	6.0	9.2	6.4	15.3	3.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	8.6	9.5	0.0	0.0	0.0	65.1
Out of centre (LBE)	0.6	1.4	6.2	8.4	8.3	4.2	10.1	0.4	0.5	0.4	1.7	0.0	0.1	4.1	1.4	2.0	1.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.1	5.6	8.0	0.0	2.3	67.5
Neighbourhood centres/other (LBE)	0.9	0.0	0.5	0.9	4.5	0.6	8.5	8.2	2.0	0.5	0.0	0.0	0.9	0.6	0.0	0.0	0.1	0.0	0.0	0.9	1.8	1.7	0.0	0.0	0.3	0.8	0.7	3.3	3.9	2.6	44.2
Hammersmith	16.6	79.2	41.2	5.8	0.2	0.0	0.0	0.3	0.0	2.3	0.7	0.0	0.2	1.6	0.9	0.0	11.4	13.9	1.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	3.3	37.0	6.9	5.0	227.8
Fulham	94.3	15.3	0.6	0.2	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	0.0	0.5	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	4.5	31.1	20.4	168.2
Shepherd's Bush/Westfield	9.6	34.6	62.2	13.0	11.1	8.4	6.2	5.4	1.1	3.1	1.5	0.0	0.0	1.3	1.2	2.2	12.3	4.1	4.5	1.1	1.2	0.9	0.0	0.3	5.5	7.7	16.5	81.9	12.9	13.5	323.6
Out of centre (LBHF)	3.4	1.7	0.3	0.6	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.2	9.4
Neighbourhood centres/other (LBHF)	19.2	17.7	5.7	2.0	1.0	1.1	0.8	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.7	0.5	0.0	0.0	0.0	0.0	0.3	0.0	1.0	0.0	1.3	13.7	47.1	117.0
Hounslow	0.5	0.3	1.9	0.6	2.3	2.1	0.0	0.3	3.4	30.2	55.4	15.0	17.8	86.1	32.1	20.1	6.0	1.4	2.5	11.8	2.8	2.8	1.0	4.1	4.6	0.3	0.0	0.8	6.1	0.0	312.3
Feltham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	6.7	22.6	29.6	1.6	0.2	0.0	0.0	0.0	0.3	1.2	4.7	3.4	0.7	0.0	0.3	0.0	0.0	0.6	0.0	0.0	72.0
Chiswick	0.0	6.2	18.2	9.9	4.7	2.1	0.8	0.0	0.8	2.0	1.4	0.0	0.0	0.6	3.3	9.0	66.3	1.2	1.0	0.7	0.0	0.6	0.0	0.0	0.0	0.2	0.0	1.0	0.9	0.0	130.9
Brentford	0.0	0.9	1.9	4.3	3.1	1.4	0.0	0.0	1.1	0.7	0.9	0.0	0.5	3.2	1.8	10.9	4.5	0.0	1.0	1.2	0.0	0.4	0.0	0.0	0.0	0.8	4.2	0.0	0.0	0.0	42.6
Out-of-centre (LBH)	2.1	6.5	2.7	6.6	16.2	8.3	2.2	1.7	2.0	9.7	10.8	6.1	7.0	22.1	19.3	8.9	13.3	2.1	2.9	14.3	5.7	1.5	0.0	1.1	1.5	0.1	0.2	1.3	3.7	3.2	183.1
Neighbourhood centres/other (LBH)	0.5	0.0	0.8	0.4	4.1	2.8	0.5	0.0	1.3	2.5	4.2	5.4	8.6	7.6	11.2	4.4	2.0	0.0	0.0	10.1	5.3	3.5	0.1	0.0	0.0	0.5	0.0	0.0	0.0	10.0	85.7
Other destinations zones 18-30	39.6	13.6	6.5	10.2	5.9	5.5	10.0	7.6	11.7	9.9	3.9	1.9	5.2	10.5	5.5	2.0	16.4	41.4	30.9	11.5	20.7	29.0	6.1	6.3	13.7	19.4	11.7	26.9	65.3	158.0	606.8
Central London / West End	36.9	47.3	23.2	17.2	32.0	9.5	5.3	4.1	3.4	7.3	2.8	0.0	1.2	3.7	2.4	2.8	15.9	21.3	15.7	10.5	2.9	0.7	0.0	1.0	0.8	6.5	39.5	130.4	65.2	97.0	606.3
Brent Cross	0.3	2.0	8.3	13.9	19.7	6.9	11.9	3.9	2.7	3.2	0.0	0.0	0.4	2.9	1.6	0.0	2.7	0.0	0.5	0.1	0.6	0.0	0.0	0.2	2.5	9.7	87.2	10.5	3.1	0.0	194.8
Wembley	0.8	1.9	1.9	1.4	1.0	0.4	7.4	2.3	2.1	0.8	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.2	0.2	0.0	0.0	0.4	1.5	94.6	0.9	1.3	1.2	120.9
Harrow	0.0	0.0	1.3	0.0	0.5	0.6	8.3	14.7	3.0	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	4.1	51.5	43.2	0.0	0.0	0.0	127.8
Uxbridge	0.0	0.0	1.0	2.3	0.2	5.6	1.6	10.9	7.1	7.4	6.7	0.0	0.0	1.7	0.6	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	21.4	44.9	12.8	0.4	0.0	4.0	0.0	129.4
Kensington High Street,	21.6	51.5	7.2	3.5	1.7	0.3	0.0	0.0	0.0	0.8	0.6	0.0	0.0	0.0	1.7	0.0	5.3	5.7	0.5	0.0	0.0	0.0	0.0	0.0	0.6	0.0	2.0	131.5	204.5	11.9	450.9
King's Road East	40.1	12.1	1.4	0.6	1.6	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	4.9	6.8	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	18.6	167.7	60.9	319.8
Kingston-Upon-Thames	6.6	0.9	0.3	2.2	4.9	7.3	0.3	0.8	0.3	3.8	6.8	5.6	11.4	21.3	13.8	5.7	10.8	43.4	34.5	85.9	54.1	19.1	1.1	2.5	1.6	0.0	0.0	0.0	13.7	65.2	423.6
Richmond	0.0	1.3	0.4	0.8	3.0	0.8	0.5	0.0	0.9	0.3	1.5	0.0	0.1	3.2	15.3	4.3	7.6	28.6	71.6	49.2	7.0	2.1	0.0	0.0	0.4	0.0	0.6	0.0	0.9	2.4	202.9
Putney	38.5	10.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	54.7	2.8	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	40.5	151.0
Staines	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.3	5.8	16.3	10.8	2.8	1.5	0.0	0.2	1.4	0.0	2.0	5.1	63.1	21.2	1.4	0.7	0.0	0.0	0.0	0.0	1.2	134.4
Out of centre	8.5	7.3	6.7	4.7	6.6	1.8	3.1	2.1	0.8	2.4	1.6	0.1	1.3	3.9	1.2	0.4	4.5	6.1	2.3	3.0	2.3	3.1	1.4	0.0	1.6	2.1	16.2	19.1	6.5	12.6	133.2
Other	16.1	11.4	11.5	9.7	15.3	12.1	13.3	47.9	17.3	30.1	19.7	4.7	13.9	15.1	15.6	2.6	10.5	50.1	31.1	87.6	27.5	16.6	2.7	33.7	101.0	122.6	94.2	136.2	64.0	251.1	1,285.0
Total	356.5	324.7	229.1	194.3	285.8	176.1	130.6	136.0	104.7	171.2	138.3	77.7	110.3	198.7	134.7	90.6	201.4	286.7	207.6	293.5	142.5	148.9	34.4	75.1	195.9	249.7	447.3	629.8	679.2	809.2	7,260.5

**Notes:**  
(1) Spending pattern in 2016 pre-developments is product of 2016 spending (Table 4, Appendix 2) and 2009 market shares (Table 22)  
All monetary values held as constant 2007 prices

West London Joint Retail Needs Study Update  
Table 24: Ealing weighted market share (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Ealing	1.0	0.0%	0.1%	3.7%	27.5%	44.1%	44.3%	20.9%	12.2%	19.1%	18.5%	0.6%	0.0%	0.9%	1.0%	1.0%	16.6%	0.9%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	1.9%	3.8%	1.3%	2.7%	0.3%	0.0%	0.2%
Southall	1.0	0.0%	0.1%	0.1%	0.1%	0.4%	0.3%	1.1%	0.5%	6.4%	8.9%	2.5%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hanwell	1.0	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%	0.2%	0.0%	0.8%	1.3%	0.6%	0.0%	0.0%	0.4%	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%	0.0%	0.0%	0.0%
Acton	1.0	0.0%	0.1%	3.4%	10.3%	1.9%	0.7%	1.4%	0.3%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.2%	2.1%	0.0%	0.0%	0.0%
Greenford	1.0	0.0%	0.0%	0.3%	0.8%	1.2%	3.4%	7.1%	4.7%	14.6%	1.8%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	3.4%	2.1%	0.0%	0.0%	0.0%	0.0%
Out of centre (LBE)	1.0	0.2%	0.4%	2.7%	4.3%	2.9%	2.4%	7.7%	0.3%	0.4%	0.3%	1.2%	0.0%	0.1%	2.1%	1.0%	2.2%	0.5%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.3%	0.0%
Neighbourhood centres/other (LBE)	0.5	0.1%	0.0%	0.1%	0.2%	0.8%	0.2%	3.2%	3.0%	1.0%	0.1%	0.0%	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%	0.6%	0.0%	0.0%	0.1%	0.2%	0.1%	0.3%	0.3%	0.2%
Hammersmith	3.0	13.9%	73.2%	53.9%	9.0%	0.2%	0.0%	0.0%	0.7%	0.0%	4.1%	1.6%	0.0%	0.5%	2.4%	2.0%	0.0%	16.9%	14.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	2.2%	17.6%	3.1%	1.9%
Fulham	3.0	79.3%	14.2%	0.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%	0.0%	0.7%	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	13.7%	7.6%
Shepherd's Bush/Westfield	6.0	16.2%	64.0%	162.8%	40.2%	23.3%	28.7%	28.6%	23.9%	6.5%	10.9%	6.4%	0.0%	0.0%	4.0%	5.5%	14.8%	36.8%	8.6%	13.0%	2.2%	5.1%	3.6%	0.0%	2.5%	16.8%	18.5%	22.1%	78.1%	11.4%	10.0%
Out of centre (LBHF)	1.0	0.9%	0.5%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%
Neighbourhood centres/other (LBHF)	0.5	2.7%	2.7%	1.3%	0.5%	0.2%	0.3%	0.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.1%	1.0%	2.9%
Hounslow	4.5	0.7%	0.4%	3.8%	1.3%	3.6%	5.3%	0.0%	1.0%	14.6%	79.4%	180.1%	86.7%	72.6%	195.1%	107.2%	99.9%	13.4%	2.2%	5.4%	18.1%	8.8%	8.5%	13.3%	24.4%	10.6%	0.6%	0.0%	0.6%	4.0%	0.0%
Feltham	1.0	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	29.1%	26.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	3.3%	2.3%	2.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
Chiswick	1.0	0.0%	1.9%	7.9%	5.1%	1.6%	1.2%	0.6%	0.0%	0.8%	1.2%	1.0%	0.0%	0.0%	0.3%	2.5%	9.9%	32.9%	0.4%	0.5%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%
Brentford	1.0	0.0%	0.3%	0.8%	2.2%	1.1%	0.8%	0.0%	0.0%	1.1%	0.4%	0.7%	0.0%	0.4%	1.6%	1.3%	12.0%	2.2%	0.0%	0.5%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%
Out-of-centre (LBH)	1.0	0.6%	2.0%	1.2%	3.4%	5.7%	4.7%	1.6%	1.2%	1.9%	5.7%	7.8%	7.9%	6.3%	11.1%	14.3%	9.8%	6.6%	0.7%	1.4%	4.9%	4.0%	1.0%	0.0%	1.5%	0.8%	0.0%	0.1%	0.2%	0.5%	0.4%
Neighbourhood centres/other (LBH)	0.5	0.1%	0.0%	0.2%	0.1%	0.7%	0.8%	0.2%	0.0%	0.6%	0.7%	1.5%	3.5%	3.9%	1.9%	4.2%	2.4%	0.5%	0.0%	0.0%	0.0%	1.7%	1.9%	1.2%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.6%
Other destinations zones 18-30	2.0	22.2%	8.4%	5.7%	10.5%	4.2%	6.2%	15.3%	11.2%	22.4%	11.6%	5.6%	5.0%	9.5%	10.5%	8.1%	4.3%	16.3%	28.8%	29.8%	7.8%	29.1%	39.0%	35.7%	16.9%	13.9%	15.5%	5.2%	8.5%	19.2%	39.1%
Central London / West End	6.0	62.1%	87.4%	60.7%	53.0%	67.2%	32.3%	24.2%	17.9%	19.6%	25.5%	12.3%	0.0%	6.6%	11.1%	10.7%	18.3%	47.4%	44.5%	45.4%	21.4%	12.3%	2.7%	0.0%	8.1%	2.5%	15.7%	53.0%	124.2%	57.6%	71.9%
Brent Cross	6.0	0.5%	3.7%	21.7%	43.0%	41.4%	23.4%	54.7%	17.1%	15.4%	11.3%	0.0%	0.0%	2.2%	8.9%	7.1%	0.0%	7.9%	0.0%	1.4%	0.3%	2.5%	0.0%	0.0%	1.6%	7.6%	23.3%	117.0%	10.0%	2.8%	0.0%
Wembley	3.0	0.7%	1.7%	2.5%	2.1%	1.0%	0.7%	16.9%	5.0%	6.0%	1.4%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.4%	0.0%	0.5%	0.0%	0.5%	0.4%	0.0%	0.0%	0.5%	1.7%	63.4%	0.4%	0.6%	0.5%
Harrow	4.5	0.0%	0.0%	2.5%	0.0%	0.8%	1.4%	28.5%	48.6%	12.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	9.4%	92.7%	43.5%	0.0%	0.0%	0.0%
Uxbridge	4.5	0.0%	0.0%	2.0%	5.3%	0.4%	14.4%	5.5%	35.9%	30.3%	19.5%	21.9%	0.0%	0.0%	3.9%	1.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	128.3%	103.2%	23.0%	0.4%	0.0%	2.7%	0.0%
Kensington High Street,	3.0	18.1%	47.5%	9.4%	5.4%	1.8%	0.6%	0.0%	0.0%	0.0%	1.4%	1.4%	0.0%	0.0%	0.0%	3.7%	0.0%	7.9%	6.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.4%	62.6%	90.3%	4.4%
King's Road East	3.0	33.7%	11.2%	1.8%	0.9%	1.7%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	7.2%	7.1%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	8.9%	74.1%	22.6%
Kingston-Upon-Thames	6.0	11.1%	1.6%	0.7%	6.7%	10.3%	24.8%	1.2%	3.6%	1.6%	13.5%	29.4%	43.5%	62.2%	64.2%	61.3%	37.5%	32.2%	90.8%	99.7%	175.5%	227.5%	76.9%	18.9%	19.6%	5.0%	0.0%	0.0%	0.0%	12.1%	48.4%
Richmond	3.0	0.0%	1.2%	0.5%	1.2%	3.1%	1.3%	1.1%	0.0%	2.5%	0.5%	3.3%	0.0%	0.4%	4.9%	34.1%	14.4%	11.3%	30.0%	103.4%	50.3%	14.7%	4.2%	0.0%	0.0%	0.5%	0.0%	0.4%	0.0%	0.4%	0.9%
Putney	3.0	32.4%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	57.2%	4.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	15.0%
Staines	3.0	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.5%	12.6%	62.9%	29.3%	4.2%	3.3%	0.0%	0.3%	1.5%	0.0%	2.1%	10.6%	127.1%	185.2%	5.7%	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%
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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total		295.5%	332.5%	350.6%	233.9%	220.1%	205.0%	220.5%	187.8%	178.8%	219.9%	295.8%	238.5%	222.6%	329.8%	273.9%	242.6%	243.6%	293.3%	312.7%	287.8%	321.8%	268.6%	255.4%	212.5%	179.2%	197.1%	317.0%	317.7%	295.5%	227.3%

Notes:  
(1) Weights applied to market shares in Table 22

West London Joint Retail Needs Study Update  
Table 25: Ealing trade diversion (2016) (%)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Ealing	0.0%	0.0%	1.0%	11.7%	20.0%	21.6%	9.5%	6.5%	10.7%	8.4%	0.2%	0.0%	0.4%	0.3%	0.4%	6.8%	0.4%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.9%	2.1%	0.7%	0.9%	0.1%	0.0%	0.1%
Southall	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.5%	0.2%	3.6%	4.0%	0.9%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%
Hanwell	0.0%	0.0%	0.0%	0.0%	0.2%	2.0%	0.1%	0.0%	0.4%	0.6%	0.2%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Acton	0.0%	0.0%	1.0%	4.4%	0.8%	0.3%	0.7%	0.1%	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%	0.7%	0.0%	0.0%
Greenford	0.0%	0.0%	0.1%	0.4%	0.6%	1.7%	3.2%	2.5%	8.2%	0.8%	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%	0.2%	0.1%	1.7%	0.7%	0.0%	0.0%	0.0%
Out of centre (LBE)	0.1%	0.1%	0.8%	1.8%	1.3%	1.2%	3.5%	0.2%	0.2%	0.1%	0.4%	0.0%	0.0%	0.6%	0.4%	0.9%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	0.1%
Neighbourhood centres/other (LBE)	0.0%	0.0%	0.0%	0.1%	0.4%	0.1%	1.5%	1.6%	0.5%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%
Hammersmith	4.7%	22.0%	15.4%	3.8%	0.1%	0.0%	0.0%	0.4%	0.0%	1.9%	0.5%	0.0%	0.2%	0.7%	0.7%	0.0%	7.0%	4.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.7%	5.5%	1.0%	0.8%
Fulham	26.9%	4.3%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.6%	3.3%
Shepherd's Bush/Westfield	5.5%	19.2%	46.4%	17.2%	10.6%	14.0%	13.0%	12.7%	3.6%	5.0%	2.2%	0.0%	0.0%	1.2%	2.0%	6.1%	15.1%	2.9%	4.2%	0.8%	1.6%	1.3%	0.0%	1.2%	9.4%	9.4%	7.0%	24.6%	3.9%	4.4%
Out of centre (LBHF)	0.3%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Neighbourhood centres/other (LBHF)	0.9%	0.8%	0.4%	0.2%	0.1%	0.2%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.3%	1.3%
Hounslow	0.2%	0.1%	1.1%	0.6%	1.6%	2.6%	0.0%	0.5%	8.2%	36.1%	60.9%	36.4%	32.6%	59.2%	39.1%	41.2%	5.5%	0.7%	1.7%	6.3%	2.7%	3.2%	5.2%	11.5%	5.9%	0.3%	0.0%	0.2%	1.4%	0.0%
Feltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	12.2%	12.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	1.0%	0.8%	0.8%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Chiswick	0.0%	0.6%	2.3%	2.2%	0.7%	0.6%	0.3%	0.0%	0.4%	0.5%	0.3%	0.0%	0.0%	0.1%	0.9%	4.1%	13.5%	0.1%	0.2%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brentford	0.0%	0.1%	0.2%	0.9%	0.5%	0.4%	0.0%	0.0%	0.6%	0.2%	0.2%	0.0%	0.2%	0.5%	0.5%	5.0%	0.9%	0.0%	0.2%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%
Out-of-centre (LBH)	0.2%	0.6%	0.3%	1.5%	2.6%	2.3%	0.7%	0.6%	1.1%	2.6%	2.6%	3.3%	2.8%	3.4%	5.2%	4.0%	2.7%	0.3%	0.4%	1.7%	1.2%	0.4%	0.0%	0.7%	0.4%	0.0%	0.0%	0.1%	0.2%	0.2%
Neighbourhood centres/other (LBH)	0.0%	0.0%	0.1%	0.0%	0.3%	0.4%	0.1%	0.0%	0.3%	0.3%	0.5%	1.5%	1.8%	0.6%	1.5%	1.0%	0.2%	0.0%	0.0%	0.6%	0.6%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Other destinations zones 18-30	7.5%	2.5%	1.6%	4.5%	1.9%	3.0%	6.9%	6.0%	12.5%	5.3%	1.9%	2.1%	4.3%	3.2%	3.0%	1.8%	6.7%	9.8%	9.5%	2.7%	9.0%	14.5%	14.0%	7.9%	7.8%	7.9%	1.7%	2.7%	6.5%	17.2%
Central London / West End	21.0%	26.3%	17.3%	22.7%	30.5%	15.8%	11.0%	9.5%	11.0%	11.6%	4.2%	0.0%	3.0%	3.4%	3.9%	7.5%	19.5%	15.2%	14.5%	7.4%	3.8%	1.0%	0.0%	3.8%	1.4%	8.0%	16.7%	39.1%	19.5%	31.6%
Brent Cross	0.2%	1.1%	6.2%	18.4%	18.8%	11.4%	24.8%	9.1%	8.6%	5.2%	0.0%	0.0%	1.0%	2.7%	2.6%	0.0%	3.3%	0.0%	0.5%	0.1%	0.8%	0.0%	0.0%	0.8%	4.2%	11.8%	36.9%	3.1%	0.9%	0.0%
Wembley	0.2%	0.5%	0.7%	0.9%	0.5%	0.3%	7.7%	2.7%	3.3%	0.6%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.1%	0.1%	0.0%	0.0%	0.3%	0.9%	20.0%	0.1%	0.2%	0.2%
Harrow	0.0%	0.0%	0.7%	0.0%	0.4%	0.7%	12.9%	25.9%	7.1%	0.4%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	5.3%	47.1%	13.7%	0.0%	0.0%	0.0%
Uxbridge	0.0%	0.0%	0.6%	2.3%	0.2%	7.0%	2.5%	19.1%	16.9%	8.9%	7.4%	0.0%	0.0%	1.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	60.4%	57.6%	11.7%	0.1%	0.0%	0.9%	0.0%
Kensington High Street,	6.1%	14.3%	2.7%	2.3%	0.8%	0.3%	0.0%	0.0%	0.0%	0.7%	0.5%	0.0%	0.0%	0.0%	1.4%	0.0%	3.3%	2.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.4%	19.7%	30.6%	1.9%
King's Road East	11.4%	3.4%	0.5%	0.4%	0.8%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	3.0%	2.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	2.8%	25.1%	9.9%
Kingston-Upon-Thames	3.7%	0.5%	0.2%	2.8%	4.7%	12.1%	0.5%	1.9%	0.9%	6.1%	9.9%	18.2%	27.9%	19.5%	22.4%	15.5%	13.2%	31.0%	31.9%	61.0%	70.7%	28.6%	7.4%	9.2%	2.8%	0.0%	0.0%	0.0%	4.1%	21.3%
Richmond	0.0%	0.4%	0.2%	0.5%	1.4%	0.6%	0.5%	0.0%	1.4%	0.3%	1.1%	0.0%	0.2%	1.5%	12.4%	5.9%	4.7%	10.2%	33.1%	17.5%	4.6%	1.5%	0.0%	0.0%	0.3%	0.0%	0.1%	0.0%	0.1%	0.4%
Putney	11.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.5%	1.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	6.6%
Staines	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.3%	4.3%	26.4%	13.1%	1.3%	1.2%	0.0%	0.1%	0.5%	0.0%	0.7%	3.3%	47.3%	72.5%	2.7%	0.6%	0.0%	0.0%	0.0%	0.0%	0.2%
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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:  
(1) Market share expression on Table 24

West London Joint Retail Needs Study Update  
Table 26: Ealing trade diversion (2016) (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total
Ealing	0.0	0.0	0.0	0.4	1.5	1.0	0.2	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5
Southall	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Hanwell	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Acton	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Greenford	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Out of centre (LBE)	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Neighbourhood centres/other (LBE)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Hammersmith	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Fulham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Shepherd's Bush/Westfield	0.0	0.0	0.2	0.5	0.8	0.7	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Out of centre (LBHF)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Neighbourhood centres/other (LBHF)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hounslow	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.6	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5
Feltham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chiswick	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brentford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Out-of-centre (LBH)	0.0	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other destinations zones 18-30	0.0	0.0	0.0	0.1	0.1	0.1	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0
Central London / West End	0.0	0.0	0.1	0.7	2.3	0.7	0.2	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	4.8
Brent Cross	0.0	0.0	0.0	0.6	1.4	0.5	0.4	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	3.6
Wembley	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	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	0.4
Harrow	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.9
Uxbridge	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.2	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	0.0	0.0	1.4
Kensington High Street, King's Road East	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Kingston-Upon-Thames	0.0	0.0	0.0	0.1	0.4	0.6	0.0	0.0	0.0	0.1	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	0.0	0.0	0.0	0.0	0.0	1.5
Richmond	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Putney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Staines	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	0.0	0.0	0.5	3.1	7.7	4.7	1.7	1.0	1.2	1.8	0.1	0.0	0.1	0.1	0.1	0.8	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.5	0.2	0.7	0.1	0.0	0.1	24.7

**Notes:**  
(1) Monetary value on Table 25  
All monetary values held as constant 2007 prices

West London Joint Retail Needs Study Update  
Table 27: Spending patterns after Ealing (2016) (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total
Ealing	0.0	0.5	8.9	56.1	132.2	81.7	28.8	17.6	21.0	33.3	0.9	0.0	1.1	2.1	1.4	15.7	2.0	1.1	0.0	0.8	0.0	0.0	0.0	1.5	7.8	3.6	13.0	1.9	0.0	1.7	434.5
Southall	0.0	0.3	0.3	0.2	1.1	0.5	1.4	0.6	6.7	15.2	3.5	0.0	0.0	1.6	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	35.7
Hanwell	0.0	0.0	0.0	0.0	1.5	7.0	0.3	0.0	0.8	2.2	0.8	0.0	0.0	0.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.7
Acton	0.0	0.3	7.7	20.0	5.3	1.1	1.9	0.4	0.1	1.0	0.4	0.0	0.0	0.0	0.2	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	5.4	13.4	0.0	0.0	61.0
Greenford	0.0	0.0	0.8	1.6	3.5	5.9	9.2	6.4	15.2	3.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	8.6	9.5	0.0	0.0	0.0	64.8
Out of centre (LBE)	0.6	1.4	6.2	8.3	8.2	4.2	10.0	0.4	0.5	0.4	1.7	0.0	0.1	4.1	1.4	2.0	1.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.1	5.6	8.0	0.0	2.3	67.2
Neighbourhood centres/other (LBE)	0.9	0.0	0.5	0.9	4.5	0.6	8.4	8.2	2.0	0.5	0.0	0.0	0.9	0.6	0.0	0.0	0.1	0.0	0.0	0.9	1.8	1.7	0.0	0.0	0.3	0.8	0.7	3.3	3.9	2.6	44.1
Hammersmith	16.6	79.2	41.1	5.7	0.2	0.0	0.0	0.3	0.0	2.3	0.7	0.0	0.2	1.6	0.9	0.0	11.4	13.9	1.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	3.3	37.0	6.9	5.0	227.6
Fulham	94.3	15.3	0.6	0.2	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	0.0	0.5	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	4.5	31.1	20.4	168.2
Shepherd's Bush/Westfield	9.6	34.6	61.9	12.5	10.3	7.8	6.0	5.3	1.1	3.0	1.5	0.0	0.0	1.3	1.2	2.2	12.3	4.1	4.5	1.1	1.2	0.9	0.0	0.3	5.4	7.7	16.4	81.9	12.9	13.5	320.6
Out of centre (LBHF)	3.4	1.7	0.3	0.6	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.2	9.4
Neighbourhood centres/other (LBHF)	19.2	17.7	5.7	2.0	1.0	1.1	0.8	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.7	0.5	0.0	0.0	0.0	0.0	0.0	0.3	0.0	1.0	0.0	1.3	13.7	47.1	117.0
Hounslow	0.5	0.3	1.9	0.6	2.1	1.9	0.0	0.3	3.3	29.6	55.3	15.0	17.8	86.1	32.1	19.8	6.0	1.4	2.5	11.8	2.8	2.8	1.0	4.1	4.6	0.3	0.0	0.8	6.1	0.0	310.7
Feltham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	6.7	22.6	29.6	1.6	0.2	0.0	0.0	0.0	0.3	1.2	4.7	3.4	0.7	0.0	0.3	0.0	0.0	0.6	0.0	0.0	72.0
Chiswick	0.0	6.2	18.2	9.8	4.6	2.1	0.8	0.0	0.8	2.0	1.4	0.0	0.0	0.6	3.3	9.0	66.3	1.2	1.0	0.7	0.0	0.6	0.0	0.0	0.0	0.2	0.0	1.0	0.9	0.0	130.7
Brentford	0.0	0.9	1.9	4.2	3.1	1.3	0.0	0.0	1.1	0.7	0.9	0.0	0.5	3.2	1.8	10.9	4.5	0.0	1.0	1.2	0.0	0.4	0.0	0.0	0.0	0.8	4.2	0.0	0.0	0.0	42.5
Out-of-centre (LBH)	2.1	6.5	2.7	6.6	16.0	8.2	2.1	1.7	2.0	9.7	10.8	6.1	7.0	22.1	19.3	8.8	13.3	2.1	2.9	14.3	5.7	1.5	0.0	1.1	1.5	0.1	0.2	1.3	3.7	3.2	182.7
Neighbourhood centres/other (LBH)	0.5	0.0	0.8	0.3	4.0	2.8	0.5	0.0	1.3	2.5	4.2	5.4	8.6	7.6	11.2	4.4	2.0	0.0	0.0	10.1	5.3	3.5	0.1	0.0	0.0	0.5	0.0	0.0	0.0	10.0	85.6
Other destinations zones 18-30	39.6	13.6	6.5	10.1	5.8	5.3	9.9	7.5	11.6	9.8	3.9	1.9	5.2	10.5	5.5	1.9	16.4	41.3	30.9	11.5	20.7	29.0	6.1	6.3	13.6	19.3	11.7	26.8	65.3	158.0	605.8
Central London / West End	36.9	47.3	23.1	16.5	29.7	8.7	5.1	4.0	3.3	7.1	2.8	0.0	1.2	3.7	2.4	2.7	15.9	21.3	15.7	10.5	2.9	0.7	0.0	1.0	0.8	6.5	39.4	130.3	65.2	97.0	601.5
Brent Cross	0.3	2.0	8.3	13.3	18.3	6.3	11.5	3.8	2.6	3.1	0.0	0.0	0.4	2.9	1.6	0.0	2.7	0.0	0.5	0.1	0.6	0.0	0.0	0.2	2.5	9.7	86.9	10.5	3.1	0.0	191.2
Wembley	0.8	1.9	1.9	1.4	0.9	0.4	7.2	2.2	2.0	0.8	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.3	0.0	0.2	0.2	0.0	0.0	0.4	1.5	94.4	0.9	1.3	1.2	120.4
Harrow	0.0	0.0	1.3	0.0	0.5	0.5	8.1	14.4	2.9	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	4.1	51.4	43.1	0.0	0.0	0.0	127.0
Uxbridge	0.0	0.0	1.0	2.2	0.2	5.3	1.6	10.7	6.8	7.2	6.7	0.0	0.0	1.7	0.6	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	21.4	44.7	12.7	0.4	0.0	4.0	0.0	128.0
Kensington High Street,	21.6	51.5	7.2	3.4	1.6	0.3	0.0	0.0	0.0	0.8	0.6	0.0	0.0	0.0	1.7	0.0	5.3	5.7	0.5	0.0	0.0	0.0	0.0	0.0	0.6	0.0	2.0	131.5	204.5	11.9	450.7
King's Road East	40.1	12.1	1.4	0.6	1.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	4.8	6.8	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	18.6	167.7	60.9	319.7
Kingston-Upon-Thames	6.6	0.9	0.3	2.1	4.6	6.7	0.2	0.8	0.3	3.7	6.8	5.6	11.4	21.2	13.7	5.5	10.8	43.4	34.5	85.8	54.1	19.1	1.1	2.4	1.6	0.0	0.0	0.0	13.7	65.2	422.1
Richmond	0.0	1.3	0.4	0.8	2.9	0.7	0.5	0.0	0.9	0.3	1.5	0.0	0.1	3.2	15.3	4.3	7.6	28.6	71.6	49.2	7.0	2.1	0.0	0.0	0.3	0.0	0.6	0.0	0.9	2.4	202.6
Putney	38.5	10.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	54.6	2.8	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	40.5	151.0
Staines	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.3	5.8	16.3	10.8	2.8	1.5	0.0	0.2	1.4	0.0	2.0	5.1	63.1	21.2	1.4	0.7	0.0	0.0	0.0	0.0	1.2	134.3
Out of centre	8.5	7.3	6.7	4.7	6.6	1.8	3.1	2.1	0.8	2.4	1.6	0.1	1.3	3.9	1.2	0.4	4.5	6.1	2.3	3.0	2.3	3.1	1.4	0.0	1.6	2.1	16.2	19.1	6.5	12.6	133.2
Other	16.1	11.4	11.5	9.7	15.3	12.1	13.3	47.9	17.3	30.1	19.7	4.7	13.9	15.1	15.6	2.6	10.5	50.1	31.1	87.6	27.5	16.6	2.7	33.7	101.0	122.6	94.2	136.2	64.0	251.1	1,285.0
Total	356.5	324.7	229.1	194.3	285.8	176.1	130.6	136.0	104.7	171.2	138.3	77.7	110.3	198.7	134.7	90.6	201.4	286.7	207.6	293.5	142.5	148.9	34.4	75.1	195.9	249.7	447.3	629.8	679.2	809.2	7,260.5

**Notes:**  
(1) Spending pattern in 2016, less the trade diversion from Table 26  
All monetary values held as constant 2007 prices

West London Joint Retail Needs Study Update  
Table 28: Market share after Ealing (2016) (%)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Ealing	0.0%	0.1%	3.9%	28.9%	46.3%	46.4%	22.1%	12.9%	20.1%	19.4%	0.7%	0.0%	1.0%	1.0%	1.0%	17.4%	1.0%	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	2.0%	4.0%	1.4%	2.9%	0.3%	0.0%	0.2%
Southall	0.0%	0.1%	0.1%	0.1%	0.4%	0.3%	1.1%	0.5%	6.4%	8.9%	2.5%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hanwell	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%	0.2%	0.0%	0.7%	1.3%	0.6%	0.0%	0.0%	0.4%	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%	0.0%	0.0%	0.0%
Acton	0.0%	0.1%	3.4%	10.3%	1.8%	0.6%	1.4%	0.3%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.2%	2.1%	0.0%	0.0%
Greenford	0.0%	0.0%	0.3%	0.8%	1.2%	3.4%	7.0%	4.7%	14.5%	1.7%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	3.4%	2.1%	0.0%	0.0%	0.0%	0.0%
Out of centre (LBE)	0.2%	0.4%	2.7%	4.3%	2.9%	2.4%	7.7%	0.3%	0.4%	0.3%	1.2%	0.0%	0.1%	2.1%	1.0%	2.2%	0.5%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.3%
Neighbourhood centres/other (LBE)	0.2%	0.0%	0.2%	0.5%	1.6%	0.4%	6.5%	6.0%	1.9%	0.3%	0.0%	0.0%	0.8%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.3%	1.1%	0.0%	0.0%	0.2%	0.3%	0.2%	0.5%	0.6%	0.3%
Hammersmith	4.6%	24.4%	17.9%	2.9%	0.1%	0.0%	0.0%	0.2%	0.0%	1.4%	0.5%	0.0%	0.2%	0.8%	0.7%	0.0%	5.6%	4.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.7%	5.9%	1.0%	0.6%
Fulham	26.4%	4.7%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.6%	2.5%
Shepherd's Bush/Westfield	2.7%	10.7%	27.0%	6.4%	3.6%	4.4%	4.6%	3.9%	1.0%	1.8%	1.1%	0.0%	0.0%	0.7%	0.9%	2.4%	6.1%	1.4%	2.2%	0.4%	0.9%	0.6%	0.0%	0.4%	2.8%	3.1%	3.7%	13.0%	1.9%	1.7%
Out of centre (LBHF)	0.9%	0.5%	0.1%	0.3%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
Neighbourhood centres/other (LBHF)	5.4%	5.5%	2.5%	1.1%	0.3%	0.6%	0.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%	0.2%	2.0%	5.8%
Hounslow	0.2%	0.1%	0.8%	0.3%	0.7%	1.1%	0.0%	0.2%	3.1%	17.3%	40.0%	19.3%	16.1%	43.3%	23.8%	21.8%	3.0%	0.5%	1.2%	4.0%	2.0%	1.9%	3.0%	5.4%	2.3%	0.1%	0.0%	0.1%	0.9%	0.0%
Feltham	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	29.1%	26.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	3.3%	2.3%	2.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
Chiswick	0.0%	1.9%	7.9%	5.1%	1.6%	1.2%	0.6%	0.0%	0.8%	1.1%	1.0%	0.0%	0.0%	0.3%	2.5%	9.9%	32.9%	0.4%	0.5%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%
Brentford	0.0%	0.3%	0.8%	2.2%	1.1%	0.8%	0.0%	0.0%	1.1%	0.4%	0.7%	0.0%	0.4%	1.6%	1.3%	12.0%	2.2%	0.0%	0.5%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%
Out-of-centre (LBH)	0.6%	2.0%	1.2%	3.4%	5.6%	4.6%	1.6%	1.2%	1.9%	5.6%	7.8%	7.9%	6.3%	11.1%	14.3%	9.7%	6.6%	0.7%	1.4%	4.9%	4.0%	1.0%	0.0%	1.5%	0.8%	0.0%	0.1%	0.2%	0.5%	0.4%
Neighbourhood centres/other (LBH)	0.1%	0.0%	0.4%	0.2%	1.4%	1.6%	0.4%	0.0%	1.2%	1.5%	3.0%	6.9%	7.8%	3.8%	8.3%	4.8%	1.0%	0.0%	0.0%	3.5%	3.7%	2.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	1.2%
Other destinations zones 18-30	11.1%	4.2%	2.8%	5.2%	2.0%	3.0%	7.6%	5.6%	11.0%	5.7%	2.8%	2.5%	4.7%	5.3%	4.1%	2.1%	8.1%	14.4%	14.9%	3.9%	14.5%	19.5%	17.9%	8.4%	7.0%	7.7%	2.6%	4.3%	9.6%	19.5%
Central London / West End	10.3%	14.6%	10.1%	8.5%	10.4%	5.0%	3.9%	2.9%	3.1%	4.1%	2.1%	0.0%	1.1%	1.8%	1.8%	3.0%	7.9%	7.4%	7.6%	3.6%	2.0%	0.5%	0.0%	1.4%	0.4%	2.6%	8.8%	20.7%	9.6%	12.0%
Brent Cross	0.1%	0.6%	3.6%	6.9%	6.4%	3.6%	8.8%	2.8%	2.5%	1.8%	0.0%	0.0%	0.4%	1.5%	1.2%	0.0%	1.3%	0.0%	0.2%	0.0%	0.4%	0.0%	0.0%	0.3%	1.3%	3.9%	19.4%	1.7%	0.5%	0.0%
Wembley	0.2%	0.6%	0.8%	0.7%	0.3%	0.2%	5.5%	1.7%	2.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.2%	0.1%	0.0%	0.0%	0.2%	0.6%	21.1%	0.1%	0.2%	0.2%
Harrow	0.0%	0.0%	0.6%	0.0%	0.2%	0.3%	6.2%	10.6%	2.7%	0.2%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	2.1%	20.6%	9.6%	0.0%	0.0%	0.0%
Uxbridge	0.0%	0.0%	0.4%	1.2%	0.1%	3.0%	1.2%	7.8%	6.5%	4.2%	4.9%	0.0%	0.0%	0.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	28.4%	22.8%	5.1%	0.1%	0.0%	0.6%	0.0%
Kensington High Street,	6.0%	15.8%	3.1%	1.8%	0.6%	0.2%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	1.2%	0.0%	2.6%	2.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.4%	20.9%	30.1%	1.5%	
King's Road East	11.2%	3.7%	0.6%	0.3%	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.4%	2.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	3.0%	24.7%	7.5%	
Kingston-Upon-Thames	1.8%	0.3%	0.1%	1.1%	1.6%	3.8%	0.2%	0.6%	0.3%	2.2%	4.9%	7.2%	10.3%	10.7%	10.2%	6.1%	5.4%	15.1%	16.6%	29.2%	37.9%	12.8%	3.1%	3.3%	0.8%	0.0%	0.0%	2.0%	8.1%	
Richmond	0.0%	0.4%	0.2%	0.4%	1.0%	0.4%	0.4%	0.0%	0.8%	0.2%	1.1%	0.0%	0.1%	1.6%	11.4%	4.7%	3.8%	10.0%	34.5%	16.8%	4.9%	1.4%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.1%	0.3%
Putney	10.8%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	1.4%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	5.0%	
Staines	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%	4.2%	21.0%	9.7%	1.4%	1.1%	0.0%	0.1%	0.5%	0.0%	0.7%	3.5%	42.4%	61.7%	1.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
Out of centre	2.4%	2.2%	2.9%	2.4%	2.3%	1.0%	2.4%	1.5%	0.8%	1.4%	1.1%	0.1%	1.2%	2.0%	0.9%	0.4%	2.2%	2.1%	1.1%	1.0%	1.6%	2.1%	4.0%	0.0%	0.8%	0.9%	3.6%	3.0%	1.0%	1.6%
Other	4.5%	3.5%	5.0%	5.0%	5.4%	6.9%	10.1%	35.2%	16.5%	17.6%	14.2%	6.0%	12.6%	7.6%	11.6%	2.9%	5.2%	17.5%	15.0%	29.9%	19.3%	11.2%	7.9%	44.9%	51.5%	49.1%	21.1%	21.6%	9.4%	31.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:  
(1) Table 27 expressed as a percentage

West London Joint Retail Needs Study Update  
Table 29: Ealing weighted market share (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Ealing	4.5	0.0%	0.6%	16.5%	123.6%	198.5%	199.3%	94.1%	54.9%	85.7%	83.3%	2.8%	0.0%	4.1%	4.4%	4.4%	74.6%	4.1%	1.6%	0.0%	1.1%	0.0%	0.0%	0.0%	8.5%	17.0%	6.1%	12.3%	1.3%	0.0%	0.9%
Southall	1.0	0.0%	0.1%	0.1%	0.1%	0.4%	0.3%	1.1%	0.5%	6.4%	8.9%	2.5%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hanwell	1.0	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%	0.2%	0.0%	0.8%	1.3%	0.6%	0.0%	0.0%	0.4%	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%	0.0%	0.0%	0.0%
Acton	1.0	0.0%	0.1%	3.4%	10.3%	1.9%	0.7%	1.4%	0.3%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.2%	2.1%	0.0%	0.0%	
Greenford	1.0	0.0%	0.0%	0.3%	0.8%	1.2%	3.4%	7.1%	4.7%	14.6%	1.8%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	3.4%	2.1%	0.0%	0.0%	0.0%	
Out of centre (LBE)	1.0	0.2%	0.4%	2.7%	4.3%	2.9%	2.4%	7.7%	0.3%	0.4%	0.3%	1.2%	0.0%	0.1%	2.1%	1.0%	2.2%	0.5%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.3%	
Neighbourhood centres/other (LBE)	0.5	0.1%	0.0%	0.1%	0.2%	0.8%	0.2%	3.2%	3.0%	1.0%	0.1%	0.0%	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%	0.6%	0.0%	0.0%	0.1%	0.2%	0.1%	0.3%	0.3%	0.2%
Hammersmith	3.0	13.9%	73.2%	53.9%	9.0%	0.2%	0.0%	0.0%	0.7%	0.0%	4.1%	1.6%	0.0%	0.5%	2.4%	2.0%	0.0%	16.9%	14.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	2.2%	17.6%	3.1%	1.9%	
Fulham	3.0	79.3%	14.2%	0.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%	0.0%	0.7%	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	13.7%	7.6%	
Shepherd's Bush/Westfield	6.0	16.2%	64.0%	162.8%	40.2%	23.3%	28.7%	28.6%	23.9%	6.5%	10.9%	6.4%	0.0%	0.0%	4.0%	5.5%	14.8%	36.8%	8.6%	13.0%	2.2%	5.1%	3.6%	0.0%	2.5%	16.8%	18.5%	22.1%	78.1%	11.4%	10.0%
Out of centre (LBHF)	1.0	0.9%	0.5%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	
Neighbourhood centres/other (LBHF)	0.5	2.7%	2.7%	1.3%	0.5%	0.2%	0.3%	0.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.1%	1.0%	2.9%	
Hounslow	4.5	0.7%	0.4%	3.8%	1.3%	3.6%	5.3%	0.0%	1.0%	14.6%	79.4%	180.1%	86.7%	72.6%	195.1%	107.2%	99.9%	13.4%	2.2%	5.4%	18.1%	8.8%	8.5%	13.3%	24.4%	10.6%	0.6%	0.0%	0.6%	4.0%	0.0%
Feltham	1.0	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	29.1%	26.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	3.3%	2.3%	2.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
Chiswick	1.0	0.0%	1.9%	7.9%	5.1%	1.6%	1.2%	0.6%	0.0%	0.8%	1.2%	1.0%	0.0%	0.0%	0.3%	2.5%	9.9%	32.9%	0.4%	0.5%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%
Brentford	1.0	0.0%	0.3%	0.8%	2.2%	1.1%	0.8%	0.0%	0.0%	1.1%	0.4%	0.7%	0.0%	0.4%	1.6%	1.3%	12.0%	2.2%	0.0%	0.5%	0.4%	0.0%	0.2%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%	
Out-of-centre (LBH)	1.0	0.6%	2.0%	1.2%	3.4%	5.7%	4.7%	1.6%	1.2%	1.9%	5.7%	7.8%	7.9%	6.3%	11.1%	14.3%	9.8%	6.6%	0.7%	1.4%	4.9%	4.0%	1.0%	0.0%	1.5%	0.8%	0.0%	0.1%	0.2%	0.5%	0.4%
Neighbourhood centres/other (LBH)	0.5	0.1%	0.0%	0.2%	0.1%	0.7%	0.8%	0.2%	0.0%	0.6%	0.7%	1.5%	3.5%	3.9%	1.9%	4.2%	2.4%	0.5%	0.0%	0.0%	1.7%	1.9%	1.2%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.6%	0.6%
Other destinations zones 18-30	2.0	22.2%	8.4%	5.7%	10.5%	4.2%	6.2%	15.3%	11.2%	22.4%	11.6%	5.6%	5.0%	9.5%	10.5%	8.1%	4.3%	16.3%	28.8%	29.8%	7.8%	29.1%	39.0%	35.7%	16.9%	13.9%	15.5%	5.2%	8.5%	19.2%	39.1%
Central London / West End	6.0	62.1%	87.4%	60.7%	53.0%	67.2%	32.3%	24.2%	17.9%	19.6%	25.5%	12.3%	0.0%	6.6%	11.1%	10.7%	18.3%	47.4%	44.5%	45.4%	21.4%	12.3%	2.7%	0.0%	8.1%	2.5%	15.7%	53.0%	124.2%	57.6%	71.9%
Brent Cross	6.0	0.5%	3.7%	21.7%	43.0%	41.4%	23.4%	54.7%	17.1%	15.4%	11.3%	0.0%	0.0%	2.2%	8.9%	7.1%	0.0%	7.9%	0.0%	1.4%	0.3%	2.5%	0.0%	0.0%	1.6%	7.6%	23.3%	117.0%	10.0%	2.8%	0.0%
Wembley	1.0	0.2%	0.6%	0.8%	0.7%	0.3%	0.2%	5.6%	1.7%	2.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.2%	0.1%	0.0%	0.0%	0.2%	0.6%	21.1%	0.1%	0.2%	0.2%
Harrow	4.5	0.0%	0.0%	2.5%	0.0%	0.8%	1.4%	28.5%	48.6%	12.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	9.4%	92.7%	43.5%	0.0%	0.0%	0.0%
Uxbridge	4.5	0.0%	0.0%	2.0%	5.3%	0.4%	14.4%	5.5%	35.9%	30.3%	19.5%	21.9%	0.0%	0.0%	3.9%	1.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	128.3%	103.2%	23.0%	0.4%	0.0%	2.7%	0.0%
Kensington High Street,	3.0	18.1%	47.5%	9.4%	5.4%	1.8%	0.6%	0.0%	0.0%	0.0%	1.4%	1.4%	0.0%	0.0%	0.0%	3.7%	0.0%	7.9%	6.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.4%	62.6%	90.3%	4.4%	
King's Road East	3.0	33.7%	11.2%	1.8%	0.9%	1.7%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	7.2%	7.1%	4.3%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	8.9%	74.1%	22.6%	
Kingston-Upon-Thames	6.0	11.1%	1.6%	0.7%	6.7%	10.3%	24.8%	1.2%	3.6%	1.6%	13.5%	29.4%	43.5%	62.2%	64.2%	61.3%	37.5%	32.2%	90.8%	99.7%	175.5%	227.5%	76.9%	18.9%	19.6%	5.0%	0.0%	0.0%	12.1%	48.4%	
Richmond	3.0	0.0%	1.2%	0.5%	1.2%	3.1%	1.3%	1.1%	0.0%	2.5%	0.5%	3.3%	0.0%	0.4%	4.9%	34.1%	14.4%	11.3%	30.0%	103.4%	50.3%	14.7%	4.2%	0.0%	0.0%	0.5%	0.0%	0.4%	0.0%	0.4%	0.9%
Putney	3.0	32.4%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	57.2%	4.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	15.0%	
Staines	3.0	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.5%	12.6%	62.9%	29.3%	4.2%	3.3%	0.0%	0.3%	1.5%	0.0%	2.1%	10.6%	127.1%	185.2%	5.7%	1.0%	0.0%	0.0%	0.0%	0.5%	0.0%
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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total		295.0%	331.8%	361.9%	328.6%	373.9%	359.6%	282.3%	227.1%	241.5%	283.7%	297.9%	238.5%	225.6%	333.2%	277.4%	300.6%	246.6%	294.5%	312.4%	288.6%	321.5%	268.3%	255.4%	219.1%	192.0%	200.6%	284.3%	318.4%	295.2%	227.7%

Notes:  
(1) Weights applied to market shares in Table 22



West London Joint Retail Needs Study Update  
Table 30: Wembley trade diversion (2016) (%)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Ealing	0.0%	0.2%	4.6%	37.6%	53.1%	55.4%	33.3%	24.2%	35.5%	29.3%	0.9%	0.0%	1.8%	1.3%	1.6%	24.8%	1.7%	0.5%	0.0%	0.4%	0.0%	0.0%	0.0%	3.9%	8.8%	3.0%	4.3%	0.4%	0.0%	0.4%
Southall	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.4%	0.2%	2.7%	3.1%	0.8%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Hanwell	0.0%	0.0%	0.0%	0.0%	0.1%	1.1%	0.1%	0.0%	0.3%	0.4%	0.2%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Acton	0.0%	0.0%	0.9%	3.1%	0.5%	0.2%	0.5%	0.1%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.4%	0.7%	0.0%	0.0%
Greenford	0.0%	0.0%	0.1%	0.3%	0.3%	0.9%	2.5%	2.1%	6.0%	0.6%	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%	0.2%	0.1%	1.7%	0.7%	0.0%	0.0%	0.0%
Out of centre (LBE)	0.1%	0.1%	0.8%	1.3%	0.8%	0.7%	2.7%	0.1%	0.2%	0.1%	0.4%	0.0%	0.0%	0.6%	0.4%	0.7%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	0.1%
Neighbourhood centres/other (LBE)	0.0%	0.0%	0.0%	0.1%	0.2%	0.1%	1.1%	1.3%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%
Hammersmith	4.7%	22.1%	14.9%	2.7%	0.1%	0.0%	0.0%	0.3%	0.0%	1.5%	0.5%	0.0%	0.2%	0.7%	0.7%	0.0%	6.9%	4.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.8%	5.5%	1.0%	0.8%
Fulham	26.9%	4.3%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.7%	3.3%
Shepherd's Bush/Westfield	5.5%	19.3%	45.0%	12.2%	6.2%	8.0%	10.1%	10.5%	2.7%	3.9%	2.1%	0.0%	0.0%	1.2%	2.0%	4.9%	14.9%	2.9%	4.2%	0.8%	1.6%	1.3%	0.0%	1.1%	8.7%	9.2%	7.8%	24.5%	3.9%	4.4%
Out of centre (LBHF)	0.3%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Neighbourhood centres/other (LBHF)	0.9%	0.8%	0.3%	0.2%	0.0%	0.1%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.3%	1.3%
Hounslow	0.2%	0.1%	1.0%	0.4%	1.0%	1.5%	0.0%	0.4%	6.0%	28.0%	60.5%	36.4%	32.2%	58.6%	38.7%	33.2%	5.4%	0.7%	1.7%	6.3%	2.7%	3.2%	5.2%	11.2%	5.5%	0.3%	0.0%	0.2%	1.4%	0.0%
Feltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	12.2%	11.9%	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	1.0%	0.8%	0.8%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Chiswick	0.0%	0.6%	2.2%	1.5%	0.4%	0.3%	0.2%	0.0%	0.3%	0.4%	0.3%	0.0%	0.0%	0.1%	0.9%	3.3%	13.4%	0.1%	0.2%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Brentford	0.0%	0.1%	0.2%	0.7%	0.3%	0.2%	0.0%	0.0%	0.5%	0.1%	0.2%	0.0%	0.2%	0.5%	0.5%	4.0%	0.9%	0.0%	0.2%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.3%	0.0%	0.0%	0.0%
Out-of-centre (LBH)	0.2%	0.6%	0.3%	1.0%	1.5%	1.3%	0.6%	0.5%	0.8%	2.0%	2.6%	3.3%	2.8%	3.3%	5.2%	3.3%	2.7%	0.3%	0.4%	1.7%	1.2%	0.4%	0.0%	0.7%	0.4%	0.0%	0.0%	0.1%	0.2%	0.2%
Neighbourhood centres/other (LBH)	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	0.1%	0.0%	0.3%	0.3%	0.5%	1.5%	1.7%	0.6%	1.5%	0.8%	0.2%	0.0%	0.0%	0.6%	0.6%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
Other destinations zones 18-30	7.5%	2.5%	1.6%	3.2%	1.1%	1.7%	5.4%	4.9%	9.3%	4.1%	1.9%	2.1%	4.2%	3.2%	2.9%	1.4%	6.6%	9.8%	9.5%	2.7%	9.0%	14.5%	14.0%	7.7%	7.3%	7.7%	1.8%	2.7%	6.5%	17.2%
Central London / West End	21.0%	26.3%	16.8%	16.1%	18.0%	9.0%	8.6%	7.9%	8.1%	9.0%	4.1%	0.0%	2.9%	3.3%	3.9%	6.1%	19.2%	15.1%	14.5%	7.4%	3.8%	1.0%	0.0%	3.7%	1.3%	7.8%	18.7%	39.0%	19.5%	31.6%
Brent Cross	0.2%	1.1%	6.0%	13.1%	11.1%	6.5%	19.4%	7.5%	6.4%	4.0%	0.0%	0.0%	1.0%	2.7%	2.6%	0.0%	3.2%	0.0%	0.5%	0.1%	0.8%	0.0%	0.0%	0.7%	3.9%	11.6%	41.1%	3.1%	0.9%	0.0%
Wembley	0.1%	0.2%	0.2%	0.2%	0.1%	0.1%	2.0%	0.7%	0.8%	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	7.4%	0.0%	0.1%	0.1%
Harrow	0.0%	0.0%	0.7%	0.0%	0.2%	0.4%	10.1%	21.4%	5.3%	0.3%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	4.9%	46.2%	15.3%	0.0%	0.0%	0.0%
Uxbridge	0.0%	0.0%	0.6%	1.6%	0.1%	4.0%	2.0%	15.8%	12.5%	6.9%	7.4%	0.0%	0.0%	1.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	58.6%	53.7%	11.5%	0.1%	0.0%	0.9%	0.0%
Kensington High Street,	6.1%	14.3%	2.6%	1.7%	0.5%	0.2%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	1.3%	0.0%	3.2%	2.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.5%	19.7%	30.6%	1.9%
King's Road East	11.4%	3.4%	0.5%	0.3%	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.9%	2.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	2.8%	25.1%	9.9%
Kingston-Upon-Thames	3.8%	0.5%	0.2%	2.0%	2.8%	6.9%	0.4%	1.6%	0.7%	4.7%	9.9%	18.2%	27.6%	19.3%	22.1%	12.5%	13.1%	30.8%	31.9%	60.8%	70.8%	28.7%	7.4%	9.0%	2.6%	0.0%	0.0%	0.0%	4.1%	21.2%
Richmond	0.0%	0.4%	0.1%	0.4%	0.8%	0.4%	0.4%	0.0%	1.1%	0.2%	1.1%	0.0%	0.2%	1.5%	12.3%	4.8%	4.6%	10.2%	33.1%	17.4%	4.6%	1.5%	0.0%	0.0%	0.3%	0.0%	0.1%	0.0%	0.1%	0.4%
Putney	11.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	1.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	6.6%
Staines	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%	4.2%	26.4%	13.0%	1.3%	1.2%	0.0%	0.1%	0.5%	0.0%	0.7%	3.3%	47.3%	72.5%	2.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%
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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:  
(1) Market share expression of Table 29

West London Joint Retail Needs Study Update  
Table 31: Wembley trade diversion (2016) (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total
Ealing	0.0	0.0	0.1	0.6	0.6	0.3	3.0	0.7	0.9	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	4.5	0.0	0.0	0.0	10.9
Southall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Hanwell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Acton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.6
Greenford	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	1.2
Out of centre (LBE)	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.8
Neighbourhood centres/other (LBE)	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Hammersmith	0.0	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.0	1.8
Fulham	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.5
Shepherd's Bush/Westfield	0.0	0.4	1.0	0.2	0.1	0.0	0.9	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	8.0	0.3	0.1	0.1	11.6
Out of centre (LBHF)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Neighbourhood centres/other (LBHF)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Hounslow	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Feltham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chiswick	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Brentford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.4
Out-of-centre (LBH)	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other destinations zones 18-30	0.1	0.1	0.0	0.0	0.0	0.0	0.5	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.9	0.0	0.1	0.2	3.6
Central London / West End	0.2	0.6	0.4	0.3	0.2	0.0	0.8	0.2	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	19.1	0.4	0.3	0.4	23.4
Brent Cross	0.0	0.0	0.1	0.2	0.1	0.0	1.7	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	42.2	0.0	0.0	0.0	45.1
Wembley	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	0.0	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	0.0	7.9
Harrow	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.6	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	15.7	0.0	0.0	0.0	18.1
Uxbridge	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.1	0.0	0.0	0.0	1.6
Kensington High Street,	0.1	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	0.4	0.0	1.6
King's Road East	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.1	0.7
Kingston-Upon-Thames	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	1.1
Richmond	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4
Putney	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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
Staines	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	0.9	2.2	2.1	1.6	1.1	0.5	8.9	2.8	2.5	0.9	0.0	0.0	0.2	0.0	0.0	0.0	0.3	0.0	0.4	0.0	0.3	0.2	0.0	0.0	0.4	1.7	102.6	1.1	1.4	1.4	133.3

**Notes:**  
(1) Monetary value of Tavle 30  
All monetary values held as constant 2007 prices

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Table 32: Spending patterns after Ealing and Wembley (2016) (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total
Ealing	0.0	0.4	8.8	55.6	131.6	81.4	25.9	16.9	20.2	33.0	0.9	0.0	1.1	2.1	1.4	15.7	2.0	1.1	0.0	0.8	0.0	0.0	0.0	1.5	7.8	3.5	8.5	1.9	0.0	1.7	423.6
Southall	0.0	0.3	0.3	0.2	1.1	0.5	1.4	0.6	6.6	15.1	3.5	0.0	0.0	1.6	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.6	0.0	0.0	0.0	0.0	0.0	35.6
Hanwell	0.0	0.0	0.0	0.0	1.5	7.0	0.3	0.0	0.8	2.2	0.8	0.0	0.0	0.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.7
Acton	0.0	0.3	7.7	19.9	5.3	1.1	1.8	0.4	0.1	1.0	0.4	0.0	0.0	0.0	0.2	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	5.0	13.4	0.0	0.0	60.4
Greenford	0.0	0.0	0.8	1.6	3.5	5.9	8.9	6.3	15.0	3.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	8.5	8.7	0.0	0.0	0.0	63.6
Out of centre (LBE)	0.6	1.4	6.2	8.3	8.2	4.2	9.8	0.4	0.5	0.4	1.7	0.0	0.1	4.1	1.4	2.0	1.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.1	5.2	8.0	0.0	2.3	66.4
Neighbourhood centres/other (LBE)	0.9	0.0	0.5	0.9	4.5	0.6	8.3	8.2	2.0	0.5	0.0	0.0	0.9	0.6	0.0	0.0	0.1	0.0	0.0	0.9	1.8	1.7	0.0	0.0	0.3	0.8	0.7	3.3	3.9	2.6	43.9
Hammersmith	16.5	78.7	40.8	5.7	0.2	0.0	0.0	0.3	0.0	2.3	0.7	0.0	0.2	1.6	0.9	0.0	11.3	13.9	1.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	2.5	36.9	6.9	5.0	225.7
Fulham	94.1	15.3	0.6	0.2	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	0.0	0.5	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	4.5	31.0	20.3	167.7
Shepherd's Bush/Westfield	9.6	34.2	61.0	12.3	10.2	7.7	5.1	5.0	1.0	3.0	1.5	0.0	0.0	1.3	1.2	2.2	12.3	4.1	4.5	1.1	1.2	0.9	0.0	0.3	5.4	7.5	8.4	81.6	12.9	13.5	309.0
Out of centre (LBHF)	3.4	1.7	0.3	0.6	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.2	9.4
Neighbourhood centres/other (LBHF)	19.2	17.7	5.7	2.0	1.0	1.1	0.8	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.7	0.5	0.0	0.0	0.0	0.0	0.3	0.0	1.0	0.0	1.3	13.7	47.1	116.9
Hounslow	0.5	0.3	1.9	0.5	2.1	1.9	0.0	0.3	3.1	29.3	55.3	15.0	17.7	86.1	32.1	19.8	6.0	1.4	2.5	11.8	2.8	2.8	1.0	4.1	4.5	0.3	0.0	0.8	6.1	0.0	310.1
Feltham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	6.7	22.6	29.5	1.6	0.2	0.0	0.0	0.0	0.3	1.2	4.7	3.4	0.7	0.0	0.3	0.0	0.0	0.6	0.0	0.0	72.0
Chiswick	0.0	6.2	18.1	9.8	4.6	2.1	0.8	0.0	0.8	2.0	1.4	0.0	0.0	0.6	3.3	9.0	66.3	1.2	1.0	0.7	0.0	0.6	0.0	0.0	0.0	0.2	0.0	1.0	0.9	0.0	130.5
Brentford	0.0	0.9	1.9	4.2	3.1	1.3	0.0	0.0	1.1	0.7	0.9	0.0	0.5	3.2	1.8	10.9	4.5	0.0	1.0	1.2	0.0	0.4	0.0	0.0	0.0	0.8	3.9	0.0	0.0	0.0	42.1
Out-of-centre (LBH)	2.1	6.5	2.7	6.6	16.0	8.2	2.1	1.6	2.0	9.6	10.8	6.1	7.0	22.1	19.3	8.8	13.3	2.1	2.9	14.3	5.7	1.5	0.0	1.1	1.5	0.1	0.2	1.3	3.7	3.2	182.4
Neighbourhood centres/other (LBH)	0.5	0.0	0.8	0.3	4.0	2.8	0.5	0.0	1.3	2.5	4.2	5.4	8.6	7.6	11.2	4.4	2.0	0.0	0.0	10.1	5.3	3.5	0.1	0.0	0.0	0.5	0.0	0.0	0.0	10.0	85.6
Other destinations zones 18-30	39.5	13.6	6.5	10.0	5.8	5.3	9.4	7.4	11.3	9.8	3.9	1.9	5.2	10.5	5.5	1.9	16.4	41.3	30.9	11.5	20.7	29.0	6.1	6.3	13.6	19.2	9.8	26.8	65.2	157.8	602.2
Central London / West End	36.7	46.7	22.7	16.2	29.4	8.7	4.3	3.7	3.1	7.0	2.8	0.0	1.2	3.7	2.4	2.7	15.8	21.3	15.7	10.5	2.9	0.7	0.0	1.0	0.8	6.4	20.3	129.9	64.9	96.5	578.1
Brent Cross	0.3	2.0	8.1	13.1	18.1	6.3	9.8	3.6	2.4	3.1	0.0	0.0	0.4	2.9	1.6	0.0	2.6	0.0	0.5	0.1	0.6	0.0	0.0	0.2	2.4	9.5	44.7	10.4	3.1	0.0	146.1
Wembley	1.7	4.0	4.0	2.9	2.1	0.9	15.9	5.0	4.5	1.6	0.0	0.0	0.4	0.0	0.0	0.0	0.6	0.0	0.8	0.0	0.5	0.4	0.0	0.0	0.8	3.1	189.4	2.0	2.7	2.7	245.9
Harrow	0.0	0.0	1.3	0.0	0.5	0.5	7.2	13.8	2.7	0.3	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	4.1	50.6	27.4	0.0	0.0	0.0	108.9
Uxbridge	0.0	0.0	1.0	2.2	0.2	5.3	1.4	10.2	6.5	7.2	6.7	0.0	0.0	1.7	0.6	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	21.4	44.5	12.5	0.3	0.0	4.0	0.0	126.4
Kensington High Street,	21.5	51.2	7.1	3.4	1.6	0.3	0.0	0.0	0.0	0.8	0.6	0.0	0.0	0.0	1.7	0.0	5.3	5.7	0.5	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.5	131.2	204.1	11.9	449.1
King's Road East	40.0	12.0	1.4	0.6	1.6	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	4.8	6.8	3.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	18.6	167.4	60.7	318.9
Kingston-Upon-Thames	6.5	0.9	0.3	2.0	4.5	6.7	0.2	0.8	0.3	3.7	6.8	5.6	11.4	21.2	13.7	5.5	10.8	43.4	34.4	85.8	53.9	19.0	1.1	2.4	1.6	0.0	0.0	0.0	13.6	64.9	421.0
Richmond	0.0	1.3	0.4	0.8	2.8	0.7	0.5	0.0	0.8	0.3	1.5	0.0	0.1	3.2	15.3	4.3	7.6	28.6	71.4	49.2	7.0	2.1	0.0	0.0	0.3	0.0	0.4	0.0	0.9	2.4	202.2
Putney	38.4	10.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	54.6	2.8	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.8	40.4	150.8
Staines	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.3	5.8	16.3	10.7	2.8	1.5	0.0	0.2	1.4	0.0	2.0	5.0	62.9	21.2	1.4	0.7	0.0	0.0	0.0	0.0	1.2	134.2
Out of centre	8.5	7.3	6.7	4.7	6.6	1.8	3.1	2.1	0.8	2.4	1.6	0.1	1.3	3.9	1.2	0.4	4.5	6.1	2.3	3.0	2.3	3.1	1.4	0.0	1.6	2.1	16.2	19.1	6.5	12.6	133.2
Other	16.1	11.4	11.5	9.7	15.3	12.1	13.3	47.9	17.3	30.1	19.7	4.7	13.9	15.1	15.6	2.6	10.5	50.1	31.1	87.6	27.5	16.6	2.7	33.7	101.0	122.6	94.2	136.2	64.0	251.1	1,285.0
Total	356.5	324.7	229.1	194.3	285.8	176.1	130.6	136.0	104.7	171.2	138.3	77.7	110.3	198.7	134.7	90.6	201.4	286.7	207.6	293.5	142.5	148.9	34.4	75.1	195.9	249.7	447.3	629.8	679.2	809.2	7,260.5

**Notes:**  
(1) Spending pattern in 2016 (Table 28 after Ealing) less the trade diversion in Table 31  
All monetary values held as constant 2007 prices

West London Joint Retail Needs Study Update  
Table 33: Market share after Ealing and Wembley (2016) (%)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Ealing	0.0%	0.1%	3.8%	28.6%	46.1%	46.2%	19.8%	12.4%	19.3%	19.3%	0.7%	0.0%	1.0%	1.0%	1.0%	17.4%	1.0%	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	2.0%	4.0%	1.4%	1.9%	0.3%	0.0%	0.2%
Southall	0.0%	0.1%	0.1%	0.1%	0.4%	0.3%	1.0%	0.4%	6.3%	8.8%	2.5%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Hanwell	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%	0.2%	0.0%	0.7%	1.3%	0.6%	0.0%	0.0%	0.4%	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%	0.0%	0.0%	0.0%
Acton	0.0%	0.1%	3.4%	10.3%	1.8%	0.6%	1.4%	0.3%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.1%	2.1%	0.0%	0.0%
Greenford	0.0%	0.0%	0.3%	0.8%	1.2%	3.3%	6.8%	4.6%	14.4%	1.7%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	3.4%	2.0%	0.0%	0.0%	0.0%
Out of centre (LBE)	0.2%	0.4%	2.7%	4.3%	2.9%	2.4%	7.5%	0.3%	0.4%	0.3%	1.2%	0.0%	0.1%	2.1%	1.0%	2.2%	0.5%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.2%	1.3%	0.0%	0.3%
Neighbourhood centres/other (LBE)	0.2%	0.0%	0.2%	0.5%	1.6%	0.4%	6.4%	6.0%	1.9%	0.3%	0.0%	0.0%	0.8%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.3%	1.1%	0.0%	0.0%	0.2%	0.3%	0.2%	0.5%	0.6%	0.3%
Hammersmith	4.6%	24.2%	17.8%	2.9%	0.1%	0.0%	0.0%	0.2%	0.0%	1.3%	0.5%	0.0%	0.2%	0.8%	0.7%	0.0%	5.6%	4.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.6%	5.9%	1.0%	0.6%
Fulham	26.4%	4.7%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.6%	2.5%
Shepherd's Bush/Westfield	2.7%	10.5%	26.6%	6.3%	3.6%	4.4%	3.9%	3.7%	1.0%	1.8%	1.1%	0.0%	0.0%	0.7%	0.9%	2.4%	6.1%	1.4%	2.2%	0.4%	0.8%	0.6%	0.0%	0.4%	2.8%	3.0%	1.9%	13.0%	1.9%	1.7%
Out of centre (LBHF)	0.9%	0.5%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
Neighbourhood centres/other (LBHF)	5.4%	5.5%	2.5%	1.0%	0.3%	0.6%	0.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%	0.2%	2.0%	5.8%
Hounslow	0.2%	0.1%	0.8%	0.3%	0.7%	1.1%	0.0%	0.2%	3.0%	17.1%	40.0%	19.3%	16.1%	43.3%	23.8%	21.8%	3.0%	0.5%	1.2%	4.0%	1.9%	1.9%	3.0%	5.4%	2.3%	0.1%	0.0%	0.1%	0.9%	0.0%
Feltham	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	29.1%	26.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	3.3%	2.3%	2.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
Chiswick	0.0%	1.9%	7.9%	5.0%	1.6%	1.2%	0.6%	0.0%	0.8%	1.1%	1.0%	0.0%	0.0%	0.3%	2.5%	9.9%	32.9%	0.4%	0.5%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%
Brentford	0.0%	0.3%	0.8%	2.2%	1.1%	0.8%	0.0%	0.0%	1.1%	0.4%	0.7%	0.0%	0.4%	1.6%	1.3%	12.0%	2.2%	0.0%	0.5%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%
Out-of-centre (LBH)	0.6%	2.0%	1.2%	3.4%	5.6%	4.6%	1.6%	1.2%	1.9%	5.6%	7.8%	7.9%	6.3%	11.1%	14.3%	9.7%	6.6%	0.7%	1.4%	4.9%	4.0%	1.0%	0.0%	1.5%	0.8%	0.0%	0.0%	0.2%	0.5%	0.4%
Neighbourhood centres/other (LBH)	0.1%	0.0%	0.4%	0.2%	1.4%	1.6%	0.4%	0.0%	1.2%	1.5%	3.0%	6.9%	7.8%	3.8%	8.3%	4.8%	1.0%	0.0%	0.0%	3.5%	3.7%	2.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	1.2%
Other destinations zones 18-30	11.1%	4.2%	2.8%	5.2%	2.0%	3.0%	7.2%	5.5%	10.8%	5.7%	2.8%	2.5%	4.7%	5.3%	4.1%	2.1%	8.1%	14.4%	14.9%	3.9%	14.5%	19.5%	17.9%	8.4%	6.9%	7.7%	2.2%	4.3%	9.6%	19.5%
Central London / West End	10.3%	14.4%	9.9%	8.3%	10.3%	4.9%	3.3%	2.7%	3.0%	4.1%	2.1%	0.0%	1.1%	1.8%	1.8%	3.0%	7.9%	7.4%	7.5%	3.6%	2.0%	0.5%	0.0%	1.4%	0.4%	2.6%	4.5%	20.6%	9.6%	11.9%
Brent Cross	0.1%	0.6%	3.6%	6.8%	6.3%	3.6%	7.5%	2.6%	2.3%	1.8%	0.0%	0.0%	0.4%	1.5%	1.2%	0.0%	1.3%	0.0%	0.2%	0.0%	0.4%	0.0%	0.0%	0.3%	1.2%	3.8%	10.0%	1.7%	0.5%	0.0%
Wembley	0.5%	1.2%	1.7%	1.5%	0.7%	0.5%	12.2%	3.7%	4.3%	1.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%	0.0%	0.4%	0.0%	0.3%	0.3%	0.0%	0.0%	0.4%	1.3%	42.3%	0.3%	0.4%	0.3%
Harrow	0.0%	0.0%	0.5%	0.0%	0.2%	0.3%	5.5%	10.2%	2.6%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	2.1%	20.3%	6.1%	0.0%	0.0%	0.0%
Uxbridge	0.0%	0.0%	0.4%	1.1%	0.1%	3.0%	1.1%	7.5%	6.2%	4.2%	4.9%	0.0%	0.0%	0.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	28.4%	22.7%	5.0%	0.1%	0.0%	0.6%	0.0%
Kensington High Street,	6.0%	15.8%	3.1%	1.8%	0.6%	0.2%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	1.2%	0.0%	2.6%	2.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%	20.8%	30.0%	1.5%
King's Road East	11.2%	3.7%	0.6%	0.3%	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.4%	2.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	2.9%	24.6%	7.5%
Kingston-Upon-Thames	1.8%	0.3%	0.1%	1.0%	1.6%	3.8%	0.2%	0.6%	0.2%	2.2%	4.9%	7.2%	10.3%	10.7%	10.2%	6.1%	5.3%	15.1%	16.6%	29.2%	37.8%	12.8%	3.1%	3.3%	0.8%	0.0%	0.0%	0.0%	2.0%	8.0%
Richmond	0.0%	0.4%	0.2%	0.4%	1.0%	0.4%	0.3%	0.0%	0.8%	0.2%	1.1%	0.0%	0.1%	1.6%	11.4%	4.7%	3.8%	10.0%	34.4%	16.8%	4.9%	1.4%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.1%	0.3%
Putney	10.8%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	1.4%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	5.0%
Staines	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%	4.2%	21.0%	9.7%	1.4%	1.1%	0.0%	0.1%	0.5%	0.0%	0.7%	3.5%	42.3%	61.7%	1.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
Out of centre	2.4%	2.2%	2.9%	2.4%	2.3%	1.0%	2.4%	1.5%	0.8%	1.4%	1.1%	0.1%	1.2%	2.0%	0.9%	0.4%	2.2%	2.1%	1.1%	1.0%	1.6%	2.1%	4.0%	0.0%	0.8%	0.9%	3.6%	3.0%	1.0%	1.6%
Other	4.5%	3.5%	5.0%	5.0%	5.4%	6.9%	10.1%	35.2%	16.5%	17.6%	14.2%	6.0%	12.6%	7.6%	11.6%	2.9%	5.2%	17.5%	15.0%	29.9%	19.3%	11.2%	7.9%	44.9%	51.5%	49.1%	21.1%	21.6%	9.4%	31.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:  
(1) Table 32 expressed as a percentage

West London Joint Retail Needs Study Update  
Table 34: Brent Cross weighted market share (%)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Ealing	4.5	0.0%	0.6%	16.5%	123.6%	198.5%	199.3%	94.1%	54.9%	85.7%	83.3%	2.8%	0.0%	4.1%	4.4%	4.4%	74.6%	4.1%	1.6%	0.0%	1.1%	0.0%	0.0%	0.0%	8.5%	17.0%	6.1%	12.3%	1.3%	0.0%	0.9%
Southall	1.0	0.0%	0.1%	0.1%	0.1%	0.4%	0.3%	1.1%	0.5%	6.4%	8.9%	2.5%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hanwell	1.0	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%	0.2%	0.0%	0.8%	1.3%	0.6%	0.0%	0.0%	0.4%	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%	0.0%	0.0%	0.0%
Acton	1.0	0.0%	0.1%	3.4%	10.3%	1.9%	0.7%	1.4%	0.3%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.2%	2.1%	0.0%	0.0%
Greenford	1.0	0.0%	0.0%	0.3%	0.8%	1.2%	3.4%	7.1%	4.7%	14.6%	1.8%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	3.4%	2.1%	0.0%	0.0%	0.0%
Out of centre (LBE)	1.0	0.2%	0.4%	2.7%	4.3%	2.9%	2.4%	7.7%	0.3%	0.4%	0.3%	1.2%	0.0%	0.1%	2.1%	1.0%	2.2%	0.5%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.3%
Neighbourhood centres/other (LBE)	0.5	0.1%	0.0%	0.1%	0.2%	0.8%	0.2%	3.2%	3.0%	1.0%	0.1%	0.0%	0.0%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%	0.6%	0.0%	0.0%	0.1%	0.2%	0.1%	0.3%	0.3%	0.2%
Hammersmith	3.0	13.9%	73.2%	53.9%	9.0%	0.2%	0.0%	0.0%	0.7%	0.0%	4.1%	1.6%	0.0%	0.5%	2.4%	2.0%	0.0%	16.9%	14.5%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.2%	2.2%	17.6%	3.1%	1.9%
Fulham	3.0	79.3%	14.2%	0.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.6%	0.0%	0.0%	0.0%	0.7%	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.2%	13.7%	7.6%
Shepherd's Bush/Westfield	6.0	16.2%	64.0%	162.8%	40.2%	23.3%	28.7%	28.6%	23.9%	6.5%	10.9%	6.4%	0.0%	0.0%	4.0%	5.5%	14.8%	36.8%	8.6%	13.0%	2.2%	5.1%	3.6%	0.0%	2.5%	16.8%	18.5%	22.1%	78.1%	11.4%	10.0%
Out of centre (LBHF)	1.0	0.9%	0.5%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%
Neighbourhood centres/other (LBHF)	0.5	2.7%	2.7%	1.3%	0.5%	0.2%	0.3%	0.3%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.0%	0.1%	1.0%	2.9%
Hounslow	4.5	0.7%	0.4%	3.8%	1.3%	3.6%	5.3%	0.0%	1.0%	14.6%	79.4%	180.1%	86.7%	72.6%	195.1%	107.2%	99.9%	13.4%	2.2%	5.4%	18.1%	8.8%	8.5%	13.3%	24.4%	10.6%	0.6%	0.0%	0.6%	4.0%	0.0%
Feltham	1.0	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	29.1%	26.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	3.3%	2.3%	2.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
Chiswick	1.0	0.0%	1.9%	7.9%	5.1%	1.6%	1.2%	0.6%	0.0%	0.8%	1.2%	1.0%	0.0%	0.0%	0.3%	2.5%	9.9%	32.9%	0.4%	0.5%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%
Brentford	1.0	0.0%	0.3%	0.8%	2.2%	1.1%	0.8%	0.0%	0.0%	1.1%	0.4%	0.7%	0.0%	0.4%	1.6%	1.3%	12.0%	2.2%	0.0%	0.5%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%
Out-of-centre (LBH)	1.0	0.6%	2.0%	1.2%	3.4%	5.7%	4.7%	1.6%	1.2%	1.9%	5.7%	7.8%	7.9%	6.3%	11.1%	14.3%	9.8%	6.6%	0.7%	1.4%	4.9%	4.0%	1.0%	0.0%	1.5%	0.8%	0.0%	0.1%	0.2%	0.5%	0.4%
Neighbourhood centres/other (LBH)	0.5	0.1%	0.0%	0.2%	0.1%	0.7%	0.8%	0.2%	0.0%	0.6%	0.7%	1.5%	3.5%	3.9%	1.9%	4.2%	2.4%	0.5%	0.0%	0.0%	1.7%	1.9%	1.2%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.6%
Other destinations zones 18-30	2.0	22.2%	8.4%	5.7%	10.5%	4.2%	6.2%	15.3%	11.2%	22.4%	11.6%	5.6%	5.0%	9.5%	10.5%	8.1%	4.3%	16.3%	28.8%	29.8%	7.8%	29.1%	39.0%	35.7%	16.9%	13.9%	15.5%	5.2%	8.5%	19.2%	39.1%
Central London / West End	6.0	62.1%	87.4%	60.7%	53.0%	67.2%	32.3%	24.2%	17.9%	19.6%	25.5%	12.3%	0.0%	6.6%	11.1%	10.7%	18.3%	47.4%	44.5%	45.4%	21.4%	12.3%	2.7%	0.0%	8.1%	2.5%	15.7%	53.0%	124.2%	57.6%	71.9%
Brent Cross	1.0	0.1%	0.6%	3.6%	7.2%	6.9%	3.9%	9.1%	2.9%	2.6%	1.9%	0.0%	0.0%	0.4%	1.5%	1.2%	0.0%	1.3%	0.0%	0.2%	0.0%	0.4%	0.0%	0.0%	0.3%	1.3%	3.9%	19.5%	1.7%	0.5%	0.0%
Wembley	1.0	0.2%	0.6%	0.8%	0.7%	0.3%	0.2%	5.6%	1.7%	2.0%	0.5%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.0%	0.2%	0.1%	0.0%	0.0%	0.2%	0.6%	21.1%	0.1%	0.2%	0.2%
Harrow	4.5	0.0%	0.0%	2.5%	0.0%	0.8%	1.4%	28.5%	48.6%	12.7%	0.8%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	9.4%	92.7%	43.5%	0.0%	0.0%	0.0%
Uxbridge	4.5	0.0%	0.0%	2.0%	5.3%	0.4%	14.4%	5.5%	35.9%	30.3%	19.5%	21.9%	0.0%	0.0%	3.9%	1.9%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	128.3%	103.2%	23.0%	0.4%	0.0%	2.7%	0.0%
Kensington High Street,	3.0	18.1%	47.5%	9.4%	5.4%	1.8%	0.6%	0.0%	0.0%	0.0%	1.4%	1.4%	0.0%	0.0%	0.0%	3.7%	0.0%	7.9%	6.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	1.4%	62.6%	90.3%	4.4%	
King's Road East	3.0	33.7%	11.2%	1.8%	0.9%	1.7%	2.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	0.0%	7.2%	7.1%	4.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	8.9%	74.1%	22.6%	
Kingston-Upon-Thames	6.0	11.1%	1.6%	0.7%	6.7%	10.3%	24.8%	1.2%	3.6%	1.6%	13.5%	29.4%	43.5%	62.2%	64.2%	61.3%	37.5%	32.2%	90.8%	99.7%	175.5%	227.5%	76.9%	18.9%	19.6%	5.0%	0.0%	0.0%	0.0%	12.1%	48.4%
Richmond	3.0	0.0%	1.2%	0.5%	1.2%	3.1%	1.3%	1.1%	0.0%	2.5%	0.5%	3.3%	0.0%	0.4%	4.9%	34.1%	14.4%	11.3%	30.0%	103.4%	50.3%	14.7%	4.2%	0.0%	0.0%	0.5%	0.0%	0.4%	0.0%	0.4%	0.9%
Putney	3.0	32.4%	9.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	57.2%	4.1%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	15.0%	
Staines	3.0	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.5%	12.6%	62.9%	29.3%	4.2%	3.3%	0.0%	0.3%	1.5%	0.0%	2.1%	10.6%	127.1%	185.2%	5.7%	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%
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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total		294.6%	328.7%	343.7%	292.8%	339.4%	340.1%	236.7%	212.9%	228.7%	274.2%	297.9%	238.5%	223.8%	325.8%	271.5%	300.6%	240.0%	294.5%	311.2%	288.4%	319.4%	268.3%	255.4%	217.7%	185.7%	181.2%	186.8%	310.0%	292.9%	227.7%

Notes:

(1) Weights applied to market shares in Table 22.

West London Joint Retail Needs Study Update  
Table 35: Brent Cross extension trade diversion (2016) (%)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Ealing	0.0%	0.2%	4.8%	42.2%	58.5%	58.6%	39.7%	25.8%	37.5%	30.4%	0.9%	0.0%	1.8%	1.3%	1.6%	24.8%	1.7%	0.5%	0.0%	0.4%	0.0%	0.0%	0.0%	3.9%	9.1%	3.3%	6.6%	0.4%	0.0%	0.4%
Southall	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.5%	0.2%	2.8%	3.2%	0.8%	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
Hanwell	0.0%	0.0%	0.0%	0.0%	0.2%	1.2%	0.1%	0.0%	0.3%	0.5%	0.2%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Acton	0.0%	0.0%	1.0%	3.5%	0.6%	0.2%	0.6%	0.1%	0.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.6%	0.7%	0.0%	0.0%
Greenford	0.0%	0.0%	0.1%	0.3%	0.4%	1.0%	3.0%	2.2%	6.4%	0.6%	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%	0.2%	0.1%	1.9%	1.1%	0.0%	0.0%	0.0%
Out of centre (LBE)	0.1%	0.1%	0.8%	1.5%	0.9%	0.7%	3.3%	0.2%	0.2%	0.1%	0.4%	0.0%	0.0%	0.6%	0.4%	0.7%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.4%	0.0%	0.1%
Neighbourhood centres/other (LBE)	0.0%	0.0%	0.0%	0.1%	0.2%	0.1%	1.4%	1.4%	0.4%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.2%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%
Hammersmith	4.7%	22.3%	15.7%	3.1%	0.1%	0.0%	0.0%	0.3%	0.0%	1.5%	0.5%	0.0%	0.2%	0.7%	0.7%	0.0%	7.1%	4.9%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	1.2%	5.7%	1.0%	0.8%
Fulham	26.9%	4.3%	0.2%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.7%	3.3%
Shepherd's Bush/Westfield	5.5%	19.5%	47.4%	13.7%	6.9%	8.5%	12.1%	11.2%	2.8%	4.0%	2.1%	0.0%	0.0%	1.2%	2.0%	4.9%	15.3%	2.9%	4.2%	0.8%	1.6%	1.3%	0.0%	1.1%	9.0%	10.2%	11.8%	25.2%	3.9%	4.4%
Out of centre (LBHF)	0.3%	0.2%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
Neighbourhood centres/other (LBHF)	0.9%	0.8%	0.4%	0.2%	0.1%	0.1%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.3%	1.3%
Hounslow	0.2%	0.1%	1.1%	0.5%	1.0%	1.6%	0.0%	0.5%	6.4%	28.9%	60.5%	36.4%	32.4%	59.9%	39.5%	33.2%	5.6%	0.7%	1.7%	6.3%	2.7%	3.2%	5.2%	11.2%	5.7%	0.3%	0.0%	0.2%	1.4%	0.0%
Feltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.6%	12.2%	12.0%	0.2%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%	1.0%	0.8%	0.8%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Chiswick	0.0%	0.6%	2.3%	1.7%	0.5%	0.4%	0.3%	0.0%	0.3%	0.4%	0.3%	0.0%	0.0%	0.1%	0.9%	3.3%	13.7%	0.1%	0.2%	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
Brentford	0.0%	0.1%	0.2%	0.7%	0.3%	0.2%	0.0%	0.0%	0.5%	0.1%	0.2%	0.0%	0.2%	0.5%	0.5%	4.0%	0.9%	0.0%	0.2%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.2%	0.5%	0.0%	0.0%	0.0%
Out-of-centre (LBH)	0.2%	0.6%	0.3%	1.2%	1.7%	1.4%	0.7%	0.6%	0.8%	2.1%	2.6%	3.3%	2.8%	3.4%	5.3%	3.3%	2.7%	0.3%	0.4%	1.7%	1.2%	0.4%	0.0%	0.7%	0.4%	0.0%	0.0%	0.1%	0.2%	0.2%
Neighbourhood centres/other (LBH)	0.0%	0.0%	0.1%	0.0%	0.2%	0.2%	0.1%	0.0%	0.3%	0.3%	0.5%	1.5%	1.7%	0.6%	1.5%	0.8%	0.2%	0.0%	0.0%	0.6%	0.6%	0.4%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.3%
Other destinations zones 18-30	7.5%	2.6%	1.7%	3.6%	1.2%	1.8%	6.5%	5.3%	9.8%	4.2%	1.9%	2.1%	4.2%	3.2%	3.0%	1.4%	6.8%	9.8%	9.6%	2.7%	9.1%	14.5%	14.0%	7.7%	7.5%	8.6%	2.8%	2.8%	6.6%	17.2%
Central London / West End	21.1%	26.6%	17.7%	18.1%	19.8%	9.5%	10.2%	8.4%	8.6%	9.3%	4.1%	0.0%	2.9%	3.4%	3.9%	6.1%	19.8%	15.1%	14.6%	7.4%	3.8%	1.0%	0.0%	3.7%	1.4%	8.7%	28.4%	40.1%	19.7%	31.6%
Brent Cross	0.0%	0.2%	1.1%	2.4%	2.0%	1.1%	3.9%	1.3%	1.1%	0.7%	0.0%	0.0%	0.2%	0.5%	0.4%	0.0%	0.6%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.7%	2.1%	10.4%	0.5%	0.2%	0.0%
Wembley	0.1%	0.2%	0.2%	0.2%	0.1%	0.1%	2.4%	0.8%	0.9%	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.3%	11.3%	0.0%	0.1%	0.1%
Harrow	0.0%	0.0%	0.7%	0.0%	0.2%	0.4%	12.1%	22.8%	5.6%	0.3%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	5.1%	51.2%	23.3%	0.0%	0.0%	0.0%
Uxbridge	0.0%	0.0%	0.6%	1.8%	0.1%	4.2%	2.3%	16.9%	13.3%	7.1%	7.4%	0.0%	0.0%	1.2%	0.7%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	58.9%	55.6%	12.7%	0.2%	0.0%	0.9%	0.0%
Kensington High Street,	6.2%	14.5%	2.7%	1.9%	0.5%	0.2%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	1.4%	0.0%	3.3%	2.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.7%	20.2%	30.8%	1.9%
King's Road East	11.4%	3.4%	0.5%	0.3%	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	3.0%	2.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	2.9%	25.3%	9.9%
Kingston-Upon-Thames	3.8%	0.5%	0.2%	2.3%	3.0%	7.3%	0.5%	1.7%	0.7%	4.9%	9.9%	18.2%	27.8%	19.7%	22.6%	12.5%	13.4%	30.8%	32.0%	60.9%	71.2%	28.7%	7.4%	9.0%	2.7%	0.0%	0.0%	0.0%	4.1%	21.2%
Richmond	0.0%	0.4%	0.2%	0.4%	0.9%	0.4%	0.5%	0.0%	1.1%	0.2%	1.1%	0.0%	0.2%	1.5%	12.6%	4.8%	4.7%	10.2%	33.2%	17.4%	4.6%	1.5%	0.0%	0.0%	0.3%	0.0%	0.2%	0.0%	0.1%	0.4%
Putney	11.0%	2.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.4%	1.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	6.6%
Staines	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%	4.2%	26.4%	13.1%	1.3%	1.2%	0.0%	0.1%	0.5%	0.0%	0.7%	3.3%	47.3%	72.5%	2.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.2%
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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Other	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:  
(1) Market share expression of Tavle 34

West London Joint Retail Needs Study Update  
Table 36: Wembley trade diversion (2016) (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total
Ealing	0.0	0.0	0.2	2.7	5.4	1.9	2.3	0.5	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	2.5	0.0	0.0	0.0	16.7
Southall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Hanwell	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Acton	0.0	0.0	0.0	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.7
Greenford	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	0.0	0.0	0.0	0.9
Out of centre (LBE)	0.0	0.0	0.0	0.1	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.7
Neighbourhood centres/other (LBE)	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Hammersmith	0.0	0.2	0.6	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0	1.9
Fulham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Shepherd's Bush/Westfield	0.0	0.2	1.8	0.9	0.6	0.3	0.7	0.2	0.0	0.1	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	0.1	0.5	4.5	1.2	0.1	0.0	11.3
Out of centre (LBHF)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Neighbourhood centres/other (LBHF)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Hounslow	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.1	0.4	0.0	0.0	0.1	0.8	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	2.1
Feltham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chiswick	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Brentford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.3
Out-of-centre (LBH)	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Neighbourhood centres/other (LBH)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Other destinations zones 18-30	0.0	0.0	0.1	0.2	0.1	0.1	0.4	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	1.1	0.1	0.1	0.0	3.1
Central London / West End	0.0	0.3	0.7	1.1	1.8	0.3	0.6	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	10.8	1.9	0.3	0.0	0.0	19.0
Brent Cross	0.0	0.0	0.0	0.2	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	4.0	0.0	0.0	0.0	4.8
Wembley	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.3	0.0	0.0	0.0	4.5
Harrow	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	2.3	8.9	0.0	0.0	0.0	0.0	12.5
Uxbridge	0.0	0.0	0.0	0.1	0.0	0.1	0.1	0.3	0.2	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	0.1	0.7	0.6	0.1	0.0	0.0	0.0	2.4
Kensington High Street,	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	1.0	0.4	0.0	2.2
King's Road East	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	0.7	
Kingston-Upon-Thames	0.0	0.0	0.0	0.1	0.3	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.3	0.2	0.0	0.2	0.0	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.9
Richmond	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	0.1	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5
Putney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Staines	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total	0.1	0.9	3.8	6.3	9.3	3.2	5.8	1.9	1.3	1.4	0.0	0.0	0.2	1.3	0.7	0.0	1.3	0.0	0.2	0.1	0.3	0.0	0.0	0.1	1.2	4.5	38.1	4.9	1.4	0.0	88.2

**Notes:**  
(1) Monetary value of Table 35  
All monetary values held as constant 2007 prices

West London Joint Retail Needs Study Update  
Table 37: Spending patterns after Ealing, Wembley and Brent Cross (2016) (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	All Zones Total
Ealing	0.0	0.4	8.6	52.9	126.2	79.5	23.6	16.4	19.7	32.6	0.9	0.0	1.1	2.0	1.4	15.7	1.9	1.1	0.0	0.8	0.0	0.0	0.0	1.5	7.7	3.4	6.0	1.9	0.0	1.7	406.9
Southall	0.0	0.3	0.3	0.2	1.1	0.4	1.3	0.6	6.6	15.1	3.5	0.0	0.0	1.6	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	2.6	0.0	0.0	0.0	0.0	0.0	35.5
Hanwell	0.0	0.0	0.0	0.0	1.5	6.9	0.3	0.0	0.8	2.2	0.8	0.0	0.0	0.8	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.6
Acton	0.0	0.3	7.6	19.7	5.2	1.1	1.8	0.4	0.1	1.0	0.4	0.0	0.0	0.2	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	4.7	13.3	0.0	0.0	59.8
Greenford	0.0	0.0	0.8	1.6	3.5	5.9	8.8	6.3	15.0	3.0	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.4	8.4	8.3	0.0	0.0	0.0	62.6
Out of centre (LBE)	0.6	1.4	6.2	8.2	8.1	4.2	9.6	0.4	0.5	0.4	1.7	0.0	0.1	4.1	1.4	2.0	1.0	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0	0.1	4.9	8.0	0.0	2.3	65.7
Neighbourhood centres/other (LBE)	0.9	0.0	0.5	0.9	4.4	0.6	8.3	8.2	2.0	0.5	0.0	0.0	0.9	0.6	0.0	0.0	0.1	0.0	0.0	0.9	1.8	1.7	0.0	0.0	0.3	0.8	0.7	3.3	3.9	2.6	43.8
Hammersmith	16.5	78.5	40.2	5.5	0.2	0.0	0.0	0.3	0.0	2.3	0.7	0.0	0.2	1.6	0.9	0.0	11.2	13.9	1.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	2.0	36.6	6.9	5.0	223.9
Fulham	94.0	15.2	0.6	0.2	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	0.0	0.5	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	4.5	31.0	20.3	167.5
Shepherd's Bush/Westfield	9.5	34.0	59.2	11.4	9.6	7.5	4.4	4.8	1.0	2.9	1.5	0.0	0.0	1.3	1.2	2.2	12.1	4.1	4.5	1.1	1.2	0.9	0.0	0.3	5.3	7.1	3.9	80.4	12.8	13.5	297.7
Out of centre (LBHF)	3.4	1.7	0.3	0.5	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.2	0.0	0.4	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	1.2	9.3
Neighbourhood centres/other (LBHF)	19.2	17.7	5.7	2.0	1.0	1.1	0.8	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.7	0.5	0.0	0.0	0.0	0.0	0.3	0.0	1.0	0.0	1.3	13.7	47.1	116.9
Hounslow	0.5	0.3	1.9	0.5	2.0	1.9	0.0	0.3	3.1	28.9	55.3	15.0	17.7	85.3	31.8	19.8	5.9	1.4	2.5	11.8	2.8	2.8	1.0	4.1	4.5	0.3	0.0	0.8	6.1	0.0	308.1
Feltham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	6.7	22.6	29.5	1.6	0.2	0.0	0.0	0.0	0.3	1.2	4.6	3.4	0.7	0.0	0.3	0.0	0.0	0.6	0.0	0.0	72.0
Chiswick	0.0	6.2	18.1	9.7	4.6	2.1	0.8	0.0	0.8	2.0	1.4	0.0	0.0	0.6	3.3	9.0	66.1	1.2	1.0	0.7	0.0	0.6	0.0	0.0	0.0	0.2	0.0	1.0	0.8	0.0	130.1
Brentford	0.0	0.9	1.9	4.2	3.1	1.3	0.0	0.0	1.1	0.7	0.9	0.0	0.5	3.2	1.8	10.9	4.5	0.0	1.0	1.2	0.0	0.4	0.0	0.0	0.0	0.8	3.7	0.0	0.0	0.0	41.8
Out-of-centre (LBH)	2.1	6.5	2.7	6.5	15.9	8.1	2.0	1.6	2.0	9.6	10.8	6.1	7.0	22.0	19.3	8.8	13.2	2.1	2.9	14.3	5.7	1.5	0.0	1.1	1.5	0.1	0.2	1.3	3.6	3.2	181.9
Neighbourhood centres/other (LBH)	0.5	0.0	0.8	0.3	4.0	2.8	0.5	0.0	1.3	2.5	4.2	5.4	8.6	7.5	11.2	4.4	2.0	0.0	0.0	10.1	5.3	3.5	0.1	0.0	0.0	0.5	0.0	0.0	0.0	10.0	85.5
Other destinations zones 18-30	39.5	13.6	6.4	9.8	5.7	5.3	9.0	7.3	11.2	9.7	3.9	1.9	5.2	10.4	5.4	1.9	16.3	41.3	30.9	11.5	20.7	29.0	6.1	6.3	13.5	18.8	8.7	26.7	65.1	157.8	599.1
Central London / West End	36.7	46.5	22.1	15.1	27.6	8.4	3.7	3.6	3.0	6.9	2.8	0.0	1.2	3.6	2.4	2.7	15.6	21.3	15.6	10.5	2.9	0.7	0.0	1.0	0.8	6.0	9.5	127.9	64.6	96.5	559.0
Brent Cross	0.4	2.9	11.9	19.3	27.2	9.5	15.3	5.4	3.7	4.5	0.0	0.0	0.6	4.2	2.3	0.0	3.9	0.0	0.7	0.2	0.9	0.0	0.0	0.3	3.6	13.9	78.8	15.3	4.5	0.0	229.5
Wembley	1.7	4.0	4.0	2.9	2.1	0.9	15.8	5.0	4.5	1.6	0.0	0.0	0.4	0.0	0.0	0.0	0.6	0.0	0.8	0.0	0.5	0.4	0.0	0.0	0.8	3.1	185.1	2.0	2.7	2.7	241.3
Harrow	0.0	0.0	1.2	0.0	0.5	0.5	6.5	13.4	2.7	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	4.0	48.3	18.6	0.0	0.0	0.0	96.4
Uxbridge	0.0	0.0	1.0	2.1	0.2	5.1	1.3	9.9	6.4	7.1	6.7	0.0	0.0	1.7	0.6	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	21.3	43.8	12.0	0.2	0.0	4.0	0.0	124.0
Kensington High Street,	21.5	51.0	7.0	3.3	1.6	0.3	0.0	0.0	0.0	0.8	0.6	0.0	0.0	0.0	1.7	0.0	5.3	5.7	0.5	0.0	0.0	0.0	0.0	0.0	0.6	0.0	1.2	130.3	203.6	11.9	446.9
King's Road East	39.9	12.0	1.3	0.5	1.5	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	4.8	6.8	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	18.4	167.0	60.7	318.2
Kingston-Upon-Thames	6.5	0.9	0.3	1.9	4.2	6.4	0.2	0.7	0.3	3.6	6.8	5.6	11.3	21.0	13.6	5.5	10.6	43.4	34.3	85.8	53.7	19.0	1.1	2.4	1.6	0.0	0.0	0.0	13.6	64.9	419.1
Richmond	0.0	1.3	0.4	0.8	2.8	0.7	0.4	0.0	0.8	0.3	1.5	0.0	0.1	3.2	15.2	4.3	7.5	28.6	71.4	49.2	7.0	2.1	0.0	0.0	0.3	0.0	0.4	0.0	0.9	2.4	201.7
Putney	38.4	10.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	54.6	2.8	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.8	40.4	150.7
Staines	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.3	5.8	16.3	10.7	2.8	1.5	0.0	0.2	1.4	0.0	2.0	5.0	62.9	21.2	1.4	0.7	0.0	0.0	0.0	0.0	1.2	134.1
Out of centre	8.5	7.3	6.7	4.7	6.6	1.8	3.1	2.1	0.8	2.4	1.6	0.1	1.3	3.9	1.2	0.4	4.5	6.1	2.3	3.0	2.3	3.1	1.4	0.0	1.6	2.1	16.2	19.1	6.5	12.6	133.2
Other	16.1	11.4	11.5	9.7	15.3	12.1	13.3	47.9	17.3	30.1	19.7	4.7	13.9	15.1	15.6	2.6	10.5	50.1	31.1	87.6	27.5	16.6	2.7	33.7	101.0	122.6	94.2	136.2	64.0	251.1	1,285.0
Total	356.5	324.7	229.1	194.3	285.8	176.1	130.6	136.0	104.7	171.2	138.3	77.7	110.3	198.7	134.7	90.6	201.4	286.7	207.6	293.5	142.5	148.9	34.4	75.1	195.9	249.7	447.3	629.8	679.2	809.2	7,260.5

**Notes:**  
(1) Spending pattern in 2016 (after Ealing and Wembley) less trade diversion in Table 36  
All monetary values held as constant 2007 prices



West London Joint Retail Needs Study Update  
Table 38: Market share after Ealing, Wembley and Brent Cross (2016) (%)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Ealing	0.0%	0.1%	3.8%	27.2%	44.1%	45.2%	18.1%	12.1%	18.8%	19.1%	0.7%	0.0%	1.0%	1.0%	1.0%	17.4%	1.0%	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	2.0%	3.9%	1.3%	1.3%	0.3%	0.0%	0.2%
Southall	0.0%	0.1%	0.1%	0.1%	0.4%	0.3%	1.0%	0.4%	6.3%	8.8%	2.5%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
Hanwell	0.0%	0.0%	0.0%	0.0%	0.5%	3.9%	0.2%	0.0%	0.7%	1.3%	0.6%	0.0%	0.0%	0.4%	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%	0.0%	0.0%	0.0%
Acton	0.0%	0.1%	3.3%	10.1%	1.8%	0.6%	1.4%	0.3%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.1%	2.1%	0.0%	0.0%
Greenford	0.0%	0.0%	0.3%	0.8%	1.2%	3.3%	6.7%	4.6%	14.3%	1.7%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	3.4%	1.9%	0.0%	0.0%	0.0%
Out of centre (LBE)	0.2%	0.4%	2.7%	4.2%	2.8%	2.4%	7.3%	0.3%	0.4%	0.3%	1.2%	0.0%	0.1%	2.1%	1.0%	2.2%	0.5%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%	0.3%
Neighbourhood centres/other (LBE)	0.2%	0.0%	0.2%	0.5%	1.6%	0.4%	6.3%	6.0%	1.9%	0.3%	0.0%	0.0%	0.8%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.3%	1.1%	0.0%	0.0%	0.2%	0.3%	0.1%	0.5%	0.6%	0.3%
Hammersmith	4.6%	24.2%	17.5%	2.8%	0.1%	0.0%	0.0%	0.2%	0.0%	1.3%	0.5%	0.0%	0.2%	0.8%	0.7%	0.0%	5.6%	4.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.5%	5.8%	1.0%	0.6%
Fulham	26.4%	4.7%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.6%	2.5%
Shepherd's Bush/Westfield	2.7%	10.5%	25.8%	5.9%	3.4%	4.2%	3.4%	3.5%	0.9%	1.7%	1.1%	0.0%	0.0%	0.7%	0.9%	2.4%	6.0%	1.4%	2.2%	0.4%	0.8%	0.6%	0.0%	0.4%	2.7%	2.8%	0.9%	12.8%	1.9%	1.7%
Out of centre (LBHF)	0.9%	0.5%	0.1%	0.3%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	0.2%
Neighbourhood centres/other (LBHF)	5.4%	5.4%	2.5%	1.0%	0.3%	0.6%	0.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%	0.2%	2.0%	5.8%
Hounslow	0.2%	0.1%	0.8%	0.3%	0.7%	1.1%	0.0%	0.2%	2.9%	16.9%	40.0%	19.3%	16.0%	42.9%	23.6%	21.8%	2.9%	0.5%	1.2%	4.0%	1.9%	1.9%	3.0%	5.4%	2.3%	0.1%	0.0%	0.1%	0.9%	0.0%
Feltham	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	29.1%	26.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	3.3%	2.3%	2.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
Chiswick	0.0%	1.9%	7.9%	5.0%	1.6%	1.2%	0.6%	0.0%	0.7%	1.1%	1.0%	0.0%	0.0%	0.3%	2.5%	9.9%	32.8%	0.4%	0.5%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%
Brentford	0.0%	0.3%	0.8%	2.1%	1.1%	0.8%	0.0%	0.0%	1.1%	0.4%	0.7%	0.0%	0.4%	1.6%	1.3%	12.0%	2.2%	0.0%	0.5%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.8%	0.0%	0.0%	0.0%
Out-of-centre (LBH)	0.6%	2.0%	1.2%	3.3%	5.6%	4.6%	1.6%	1.2%	1.9%	5.6%	7.8%	7.9%	6.3%	11.1%	14.3%	9.7%	6.6%	0.7%	1.4%	4.9%	4.0%	1.0%	0.0%	1.5%	0.8%	0.0%	0.0%	0.2%	0.5%	0.4%
Neighbourhood centres/other (LBH)	0.1%	0.0%	0.4%	0.2%	1.4%	1.6%	0.3%	0.0%	1.2%	1.5%	3.0%	6.9%	7.8%	3.8%	8.3%	4.8%	1.0%	0.0%	0.0%	3.5%	3.7%	2.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	1.2%
Other destinations zones 18-30	11.1%	4.2%	2.8%	5.0%	2.0%	3.0%	6.9%	5.4%	10.7%	5.7%	2.8%	2.5%	4.7%	5.2%	4.0%	2.1%	8.1%	14.4%	14.9%	3.9%	14.5%	19.5%	17.9%	8.4%	6.9%	7.5%	2.0%	4.2%	9.6%	19.5%
Central London / West End	10.3%	14.3%	9.6%	7.7%	9.7%	4.8%	2.9%	2.6%	2.8%	4.0%	2.1%	0.0%	1.1%	1.8%	1.8%	3.0%	7.7%	7.4%	7.5%	3.6%	2.0%	0.5%	0.0%	1.3%	0.4%	2.4%	2.1%	20.3%	9.5%	11.9%
Brent Cross	0.1%	0.9%	5.2%	9.9%	9.5%	5.4%	11.7%	4.0%	3.5%	2.6%	0.0%	0.0%	0.5%	2.1%	1.7%	0.0%	1.9%	0.0%	0.3%	0.1%	0.6%	0.0%	0.0%	0.4%	1.8%	5.6%	17.6%	2.4%	0.7%	0.0%
Wembley	0.5%	1.2%	1.7%	1.5%	0.7%	0.5%	12.1%	3.7%	4.3%	1.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.3%	0.0%	0.4%	0.0%	0.3%	0.3%	0.0%	0.0%	0.4%	1.2%	41.4%	0.3%	0.4%	0.3%
Harrow	0.0%	0.0%	0.5%	0.0%	0.2%	0.3%	5.0%	9.9%	2.6%	0.2%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	2.0%	19.3%	4.1%	0.0%	0.0%	0.0%
Uxbridge	0.0%	0.0%	0.4%	1.1%	0.1%	2.9%	1.0%	7.3%	6.1%	4.1%	4.9%	0.0%	0.0%	0.9%	0.4%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	28.4%	22.4%	4.8%	0.0%	0.0%	0.6%	0.0%
Kensington High Street,	6.0%	15.7%	3.1%	1.7%	0.6%	0.2%	0.0%	0.0%	0.0%	0.5%	0.5%	0.0%	0.0%	0.0%	1.2%	0.0%	2.6%	2.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.3%	20.7%	30.0%	1.5%
King's Road East	11.2%	3.7%	0.6%	0.3%	0.5%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	2.4%	2.4%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	2.9%	24.6%	7.5%
Kingston-Upon-Thames	1.8%	0.3%	0.1%	1.0%	1.5%	3.7%	0.1%	0.5%	0.2%	2.1%	4.9%	7.2%	10.2%	10.6%	10.1%	6.1%	5.3%	15.1%	16.5%	29.2%	37.7%	12.8%	3.1%	3.2%	0.8%	0.0%	0.0%	0.0%	2.0%	8.0%
Richmond	0.0%	0.4%	0.2%	0.4%	1.0%	0.4%	0.3%	0.0%	0.8%	0.2%	1.1%	0.0%	0.1%	1.6%	11.3%	4.7%	3.7%	10.0%	34.4%	16.8%	4.9%	1.4%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.1%	0.3%
Putney	10.8%	3.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.1%	1.4%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	5.0%
Staines	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.2%	4.2%	21.0%	9.7%	1.4%	1.1%	0.0%	0.1%	0.5%	0.0%	0.7%	3.5%	42.3%	61.7%	1.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
Out of centre	2.4%	2.2%	2.9%	2.4%	2.3%	1.0%	2.4%	1.5%	0.8%	1.4%	1.1%	0.1%	1.2%	2.0%	0.9%	0.4%	2.2%	2.1%	1.1%	1.0%	1.6%	2.1%	4.0%	0.0%	0.8%	0.9%	3.6%	3.0%	1.0%	1.6%
Other	4.5%	3.5%	5.0%	5.0%	5.4%	6.9%	10.1%	35.2%	16.5%	17.6%	14.2%	6.0%	12.6%	7.6%	11.6%	2.9%	5.2%	17.5%	15.0%	29.9%	19.3%	11.2%	7.9%	44.9%	51.5%	49.1%	21.1%	21.6%	9.4%	31.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:  
(1) Table 37 expressed as a percentage.

# West London Joint Retail Needs Study Update

Table 39: Summary

Destination <sup>(1)</sup>	2016 Turnover NO development (£m)	Diversion to Ealing (£m)	2016 Turnover (with Ealing)	Impact (%)	Diversion to Wembley (£m)	2016 Turnover (with Wembley) (£m)	Impact (%)	Diversion to Brent Cross (£m)	2016 Turnover with Brent Cross (£m)	Impact (%)	2016 Turnover (after developments)	C'tive Impact (£m)	C'tive Impact (%)
Ealing	413.3	3.5	434.5	5.1%	10.9	402.5	-2.6%	16.7	396.6	-4.0%	406.9	-6.4	-1.6%
Southall	35.9	0.2	35.7	-0.4%	0.1	35.8	-0.4%	0.1	35.8	-0.4%	35.5	-0.4	-1.2%
Hanwell	13.8	0.1	13.7	-0.9%	0.0	13.8	-0.2%	0.1	13.7	-0.5%	13.6	-0.2	-1.6%
Acton	61.3	0.2	61.0	-0.4%	0.6	60.7	-0.9%	0.7	60.6	-1.1%	59.8	-1.5	-2.4%
Greenford	65.1	0.3	64.8	-0.5%	1.2	63.9	-1.9%	0.9	64.2	-1.4%	62.6	-2.5	-3.8%
Out of centre (LBE)	67.5	0.3	67.2	-0.4%	0.8	66.7	-1.1%	0.7	66.7	-1.1%	65.7	-1.8	-2.6%
Neighbourhood centres/other (LBE)	44.2	0.1	44.1	-0.2%	0.2	44.0	-0.4%	0.2	44.0	-0.4%	43.8	-0.4	-1.0%
Hammersmith	227.8	0.3	227.6	-0.1%	1.8	226.0	-0.8%	1.9	225.9	-0.8%	223.9	-4.0	-1.7%
Fulham	168.2	0.0	168.2	0.0%	0.5	167.7	-0.3%	0.2	168.0	-0.1%	167.5	-0.7	-0.4%
Shepherd's Bush/Westfield	323.6	2.9	320.6	-0.9%	11.6	311.9	-3.6%	11.3	312.2	-3.5%	297.7	-25.9	-8.0%
Out of centre (LBHF)	9.4	0.0	9.4	-0.1%	0.0	9.4	-0.2%	0.0	9.4	-0.2%	9.3	0.0	-0.4%
Neighbourhood centres/other (LBHF)	117.0	0.0	117.0	0.0%	0.1	117.0	-0.1%	0.1	117.0	-0.1%	116.9	-0.2	-0.1%
Hounslow	312.3	1.5	310.7	-0.5%	0.6	311.6	-0.2%	2.1	310.2	-0.7%	308.1	-4.2	-1.3%
Feltham	72.0	0.0	72.0	0.0%	0.0	72.0	0.0%	0.0	72.0	0.0%	72.0	-0.1	-0.1%
Chiswick	130.9	0.2	130.7	-0.2%	0.2	130.8	-0.1%	0.5	130.5	-0.4%	130.1	-0.9	-0.7%
Brentford	42.6	0.1	42.5	-0.3%	0.4	42.3	-0.9%	0.3	42.3	-0.8%	41.8	-0.8	-2.0%
Out-of-centre (LBH)	183.1	0.5	182.7	-0.3%	0.2	182.9	-0.1%	0.5	182.6	-0.3%	181.9	-1.2	-0.7%
Neighbourhood centres/other (LBH)	85.7	0.1	85.6	-0.1%	0.0	85.6	0.0%	0.1	85.6	-0.1%	85.5	-0.2	-0.2%
Other destinations zones 18-30	606.8	1.0	605.8	-	3.6	603.2	-	3.1	603.7	-	599.1	-7.8	-
Central London / West End	606.3	4.8	601.5	-	23.4	582.9	-	19.0	587.3	-	559.0	-47.3	-
Brent Cross	194.8	3.6	191.2	-	45.1	149.7	-	4.8	278.2	-	229.5	34.7	-
Wembley	120.9	0.4	120.4	-	7.9	246.3	-	4.5	116.3	-	241.3	120.5	-
Harrow	127.8	0.9	127.0	-	18.1	109.7	-	12.5	115.4	-	96.4	-31.5	-
Uxbridge	129.4	1.4	128.0	-	1.6	127.8	-	2.4	127.0	-	124.0	-5.4	-
Kensington High Street,	450.9	0.2	450.7	-	1.6	449.3	-	2.2	448.8	-	446.9	-4.0	-
King's Road East	319.8	0.1	319.7	-	0.7	319.1	-	0.7	319.1	-	318.2	-1.6	-
Kingston-Upon-Thames	423.6	1.5	422.1	-	1.1	422.4	-	1.9	421.7	-	419.1	-4.5	-
Richmond	202.9	0.3	202.6	-	0.4	202.5	-	0.5	202.3	-	201.7	-1.2	-
Putney	151.0	0.0	151.0	-	0.3	150.8	-	0.1	151.0	-	150.7	-0.3	-
Staines	134.4	0.0	134.3	-	0.2	134.2	-	0.1	134.3	-	134.1	-0.3	-
Out of centre	133.2	0.0	133.2	-	0.0	133.2	-	0.0	133.2	-	133.2	0.0	-
Other	1285.0	0.0	1285.0	-	0.0	1285.0	-	0.0	1285.0	-	1285.0	0.0	-
<b>Total</b>	<b>7260.5</b>	<b>24.7</b>	<b>7260.5</b>	<b>-</b>	<b>133.3</b>	<b>7260.5</b>	<b>-</b>	<b>88.2</b>	<b>7260.5</b>	<b>-</b>	<b>7260.5</b>	<b>0.0</b>	<b>-</b>

## Notes

(1) Positive impact shows an increase in turnover. Impact on centres's turnover from the study area only. No impact on inflow turnover has been modelled.

All monetary values are held constant at 2007 prices.

## APPENDIX 8

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### Quantitative Spreadsheets for Comparison Floorspace (Tables 40-60)



West London Joint Retail Needs Study Update  
Table 40: Comparison Turnover Performance (2009)

		Gross Comparison Floorspace (sqm) <sup>(1)</sup>	Gross:Net Ratio <sup>(2)</sup>	Net Comparison Floorspace (sqm) <sup>(3)</sup>	Survey Derived Turnover (£m) <sup>(4)</sup>	Inflow (%) <sup>(5)</sup>	Inflow (£m) <sup>(6)</sup>	Total Turnover (£m) <sup>(7)</sup>	Existing Sales Density (£ per sqm) <sup>(8)</sup>	Benchmark (£ per sqm) <sup>(9)</sup>	Benchmark turnover (£m) <sup>(10)</sup>	Difference (£m) <sup>(11)</sup>	Difference (%) <sup>(12)</sup>
		A	B	C	D	E	F	G	H	I	J	K	L
LB Ealing	Ealing	61,052	70.0%	42,736	338.3	15.3%	61.1	399.4	9,346	4,987	213.1	186.3	47%
	Southall	23,773	70.0%	16,641	28.8	6.0%	1.8	30.6	1,839	4,987	83.0	-52.4	-171%
	Hanwell	8,629	70.0%	6,040	11.3	13.0%	1.7	12.9	2,142	4,987	30.1	-17.2	-133%
	Acton	9,051	70.0%	6,336	49.6	28.3%	19.6	69.2	10,921	4,987	31.6	37.6	54%
	Greenford	7,806	70.0%	5,464	53.7	2.1%	1.2	54.8	10,037	4,987	27.2	27.6	50%
LB H&F	Hammersmith	26,569	70.0%	18,598	185.7	23.5%	57.0	242.7	13,052	4,987	92.7	150.0	62%
	Fulham	11,109	70.0%	7,776	135.2	17.2%	28.1	163.3	20,997	4,987	38.8	124.5	76%
	Shepherd's Bush/Westfield	135,005	70.0%	94,504	263.2	50.0%	263.2	526.4	5,571	4,987	471.3	55.2	10%
LB Hounslow	Hounslow	69,186	70.0%	48,430	250.2	1.0%	2.5	252.7	5,219	4,987	241.5	11.2	4%
	Feltham	15,170	70.0%	10,619	60.1	7.1%	4.6	64.7	6,095	4,987	53.0	11.8	18%
	Chiswick	24,475	70.0%	17,133	107.4	5.1%	5.8	113.2	6,608	4,987	85.4	27.8	25%
	Brentford	4,861	70.0%	3,403	33.5	9.2%	3.4	36.9	10,838	4,987	17.0	19.9	54%
Total		-	-	-	1,517.0	-	450.0	1,967.0	-	-	1,384.8	582.3	30%

Notes:

(1) GLA 2009 Healthchecks

(2) RTP assumption

(3) Product of columns A and B

(4) Derived from Table 6, Appendix 2

(5) Derived from WLRNS 2006 other than for Shepherd's Bush/Westfield which is an RTP estimate based on the expected turnover of Westfield shopping centre. Expressed as a percentage of the total turnover.

(6) Montary value of column F

(7) Sum of columns D and F

(8) Column C divided by column G

(9) Based on Experian Retail Planner Note 7.1 average for modern stores, adjusted to take account of sales density growth since 2007

(10) Product of columns C and I

(11) Difference between columns G and J

(12) Column J expressed as a percentage difference from column G

All monetary values are held constant at 2007 prices.

# West London Joint Retail Needs Study Update

Table 41: Details of comparison commitments

Scheme	Reference	Comparison Floorspace (Gross sqm)	Gross to Net Ratio (%)	Comparison Floorspace (Net sqm)	Assumed Comparison Sales Density in 2016 (£ per sqm)	Total Comparison Turnover in 2016 (£m)
<b>Ealing <sup>(1)</sup></b>						
Dickens Yard/Town Hall Annex and Car Parks	P/2008/0156	7,271	75%	5,453	5,346	29.2
Daniels	P/2003/3907	3,356	75%	2,517	5,346	13.5
<b>Hammersmith &amp; Fulham <sup>(2)</sup></b>						
302-306 King Street	2007/02265/FUL	1,860	75%	1,395	5,346	7.5
<b>Hounslow <sup>(3)</sup></b>						
Wallis House, Brentford	00505/P/P59	1,391	75%	1,043	5,346	5.6
<b>Total</b>						55.6

**Notes:**  
(1) Supplied by LBE, net to gross ratio RTP estimate and sales density derived from Experian Retail Planner Briefing Note 7.1 advice on the turnover of modern in-town floorspace.  
(2) Supplied by LBHF, gross to net ratio and sales density as per (1)  
(3) Supplied by LBH, gross to net rate and sales density as per (1)

West London Joint Retail Needs Study Update

SCENARIO A: CONSTANT MARKET SHARES

Table 42: Summary Comparison Goods Market Shares (2009)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
LB Ealing	Ealing	0.0%	0.1%	3.7%	27.5%	44.1%	44.3%	20.9%	12.2%	19.1%	18.5%	0.6%	0.0%	0.9%	1.0%	1.0%	16.6%	0.9%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	1.9%	3.8%	1.3%	2.7%	0.3%	0.0%	0.2%
	Southall	0.0%	0.1%	0.1%	0.1%	0.4%	0.3%	1.1%	0.5%	6.4%	8.9%	2.5%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	Hanwell	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%	0.2%	0.0%	0.8%	1.3%	0.6%	0.0%	0.0%	0.4%	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%	0.0%	0.0%	0.0%
	Acton	0.0%	0.1%	3.4%	10.3%	1.9%	0.7%	1.4%	0.3%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.2%	2.1%	0.0%	0.0%	
	Greenford	0.0%	0.0%	0.3%	0.8%	1.2%	3.4%	7.1%	4.7%	14.6%	1.8%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	3.4%	2.1%	0.0%	0.0%	0.0%	
	Out of centre (LBE)	0.2%	0.4%	2.7%	4.3%	2.9%	2.4%	7.7%	0.3%	0.4%	0.3%	1.2%	0.0%	0.1%	2.1%	1.0%	2.2%	0.5%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.3%	
	Neighbourhood centres/other destinations	0.2%	0.0%	0.2%	0.5%	1.6%	0.4%	6.5%	6.1%	1.9%	0.3%	0.0%	0.0%	0.8%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.3%	1.1%	0.0%	0.0%	0.2%	0.3%	0.2%	0.5%	0.6%	0.3%
	Total LB Ealing	0.4%	0.8%	10.4%	43.6%	52.6%	55.4%	44.9%	24.0%	43.3%	31.5%	5.3%	0.0%	1.8%	4.7%	2.7%	19.2%	3.0%	0.4%	0.0%	0.6%	1.5%	1.1%	0.0%	3.6%	5.9%	5.2%	7.5%	4.2%	0.6%	0.8%
LB H&F	Hammersmith	4.6%	24.4%	18.0%	3.0%	0.1%	0.0%	0.0%	0.2%	0.0%	1.4%	0.5%	0.0%	0.2%	0.8%	0.7%	0.0%	5.6%	4.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.7%	5.9%	1.0%	0.6%
	Fulham	26.4%	4.7%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.6%	2.5%	
	Shepherd's Bush/Westfield	2.7%	10.7%	27.1%	6.7%	3.9%	4.8%	4.8%	4.0%	1.1%	1.8%	1.1%	0.0%	0.0%	0.7%	0.9%	2.5%	6.1%	1.4%	2.2%	0.4%	0.9%	0.6%	0.0%	0.4%	2.8%	3.1%	3.7%	13.0%	1.9%	1.7%
	Out of centre	0.9%	0.5%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	
	Neighbourhood centres/other destinations	5.4%	5.5%	2.5%	1.1%	0.3%	0.6%	0.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%	0.2%	2.0%	5.8%	
	Total LBHF	40.1%	45.8%	48.0%	11.1%	4.3%	5.4%	5.4%	5.3%	1.5%	3.2%	1.6%	0.0%	0.3%	1.6%	2.1%	2.5%	12.0%	7.6%	3.2%	0.5%	1.1%	0.6%	0.0%	0.8%	2.9%	3.6%	4.4%	20.0%	9.5%	10.8%
LB Hounslow	Hounslow	0.2%	0.1%	0.8%	0.3%	0.8%	1.2%	0.0%	0.2%	3.2%	17.6%	40.0%	19.3%	16.1%	43.4%	23.8%	22.2%	3.0%	0.5%	1.2%	4.0%	2.0%	1.9%	3.0%	5.4%	2.3%	0.1%	0.0%	0.1%	0.9%	0.0%
	Feltham	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	29.1%	26.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	3.3%	2.3%	2.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%
	Chiswick	0.0%	1.9%	7.9%	5.1%	1.6%	1.2%	0.6%	0.0%	0.8%	1.2%	1.0%	0.0%	0.0%	0.3%	2.5%	9.9%	32.9%	0.4%	0.5%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%
	Brentford	0.0%	0.3%	0.8%	2.2%	1.1%	0.8%	0.0%	0.0%	1.1%	0.4%	0.7%	0.0%	0.4%	1.6%	1.3%	12.0%	2.2%	0.0%	0.5%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%
	Out-of-centre	0.6%	2.0%	1.2%	3.4%	5.7%	4.7%	1.6%	1.2%	1.9%	5.7%	7.8%	7.9%	6.3%	11.1%	14.3%	9.8%	6.6%	0.7%	1.4%	4.9%	4.0%	1.0%	0.0%	1.5%	0.8%	0.0%	0.1%	0.2%	0.5%	0.4%
	Neighbourhood centres/other destinations	0.1%	0.0%	0.4%	0.2%	1.4%	1.6%	0.4%	0.0%	1.2%	1.5%	3.0%	6.9%	7.8%	3.8%	8.3%	4.8%	1.0%	0.0%	0.0%	3.5%	3.7%	2.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	1.2%
	Total LB Hounslow	0.9%	4.3%	11.2%	11.2%	10.7%	9.4%	2.6%	1.4%	8.2%	26.3%	57.4%	63.1%	57.5%	61.0%	50.5%	58.8%	45.7%	1.6%	3.7%	13.4%	12.9%	8.2%	5.4%	6.9%	3.3%	0.8%	1.0%	0.6%	1.6%	1.6%
Other destinations		58.6%	49.2%	30.4%	34.1%	32.3%	29.8%	47.1%	69.2%	47.0%	39.0%	35.8%	36.9%	40.4%	32.7%	44.7%	19.5%	39.3%	90.5%	93.1%	85.5%	84.5%	90.1%	94.6%	88.7%	88.0%	90.5%	87.1%	75.3%	88.3%	86.8%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

(1) Derived from zonal comparison goods market shares at Table 5, Appendix 2

West London Joint Retail Needs Study Update  
SCENARIO A: CONSTANT MARKET SHARES  
Table 43: Summary Comparison Goods Spending Patterns (2009) (£m)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones	Total All Zones Market Share %
LB Ealing	Ealing	0.0	0.4	6.7	42.8	105.0	64.9	23.3	14.2	16.7	24.2	0.7	0.0	0.8	1.5	1.1	10.6	1.6	0.8	0.0	0.6	0.0	0.0	0.0	1.2	6.2	2.8	9.5	1.5	0.0	1.3	338.3	5.7%
	Southall	0.0	0.2	0.2	0.2	1.0	0.4	1.2	0.5	5.6	11.6	2.8	0.0	0.0	1.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.2	0.0	0.0	0.0	0.0	28.8	0.5%	
	Hanwell	0.0	0.0	0.0	0.0	1.3	5.9	0.2	0.0	0.7	1.7	0.6	0.0	0.0	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3	0.2%
	Acton	0.0	0.3	6.2	16.1	4.4	1.0	1.6	0.3	0.1	0.8	0.3	0.0	0.0	0.0	0.2	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	4.2	11.0	0.0	0.0	49.6	0.8%	
	Greenford	0.0	0.0	0.6	1.3	3.0	5.0	7.9	5.5	12.8	2.3	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	7.0	7.3	0.0	0.0	0.0	53.7	0.9%
	Out of centre (LBE)	0.5	1.2	5.0	6.7	6.9	3.5	8.6	0.4	0.4	0.3	1.4	0.0	0.1	3.2	1.1	1.4	0.8	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.1	4.3	6.5	0.0	1.8	54.9	0.9%
	Neighbourhood centres/other destinations	0.7	0.0	0.4	0.7	3.7	0.5	7.2	7.1	1.7	0.4	0.0	0.0	0.8	0.5	0.0	0.0	0.1	0.0	0.0	0.7	1.5	1.4	0.0	0.0	0.3	0.7	0.5	2.7	3.2	2.1	36.8	0.6%
	Total LB Ealing	1.2	2.0	19.2	67.8	125.2	81.2	50.1	28.0	38.0	41.3	5.9	0.0	1.7	7.4	3.0	12.3	5.2	0.8	0.0	1.5	1.8	1.4	0.0	2.2	9.7	10.6	25.8	21.6	3.2	5.2	573.3	9.7%
LB H&F	Hammersmith	13.2	65.2	32.9	4.7	0.2	0.0	0.0	0.3	0.0	1.8	0.6	0.0	0.2	1.3	0.7	0.0	9.6	11.5	0.9	0.0	0.0	0.0	0.0	0.1	0.2	2.5	30.3	5.5	4.1	185.7	3.1%	
	Fulham	75.4	12.6	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.4	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.7	24.9	16.5	135.2	2.3%	
	Shepherd's Bush/Westfield	7.7	28.5	49.7	10.4	9.2	7.0	5.3	4.7	1.0	2.4	1.2	0.0	0.0	1.1	1.0	1.6	10.4	3.4	3.8	0.9	1.0	0.7	0.0	0.3	4.6	6.3	12.7	67.1	10.3	10.9	263.2	4.5%
	Out of centre	2.7	1.4	0.2	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.0	7.6	0.1%	
	Neighbourhood centres/other destinations	15.4	14.6	4.6	1.6	0.8	0.9	0.7	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.1	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.9	0.0	1.0	11.0	38.1	94.9	1.6%
	Total LBHF	114.4	122.3	88.0	17.3	10.3	8.0	6.0	6.2	1.3	4.2	1.8	0.0	0.3	2.5	2.3	1.6	20.4	18.0	5.5	1.2	1.3	0.7	0.0	0.5	4.7	7.4	15.2	103.0	51.7	70.6	686.6	11.6%
LB Hounslow	Hounslow	0.4	0.3	1.5	0.5	1.9	1.7	0.0	0.3	2.8	23.1	44.8	12.7	14.9	68.3	26.4	14.2	5.1	1.1	2.1	9.8	2.3	2.3	0.8	3.3	3.8	0.3	0.0	0.6	4.9	0.0	250.2	4.2%
	Felltham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	5.4	19.1	24.7	1.2	0.2	0.0	0.0	0.0	0.3	1.0	3.9	2.8	0.6	0.0	0.2	0.0	0.0	0.5	0.0	0.0	60.1	1.0%
	Chiswick	0.0	5.1	14.6	7.9	3.9	1.8	0.7	0.0	0.7	1.5	1.1	0.0	0.0	0.5	2.7	6.3	56.0	1.0	0.9	0.6	0.0	0.5	0.0	0.0	0.0	0.2	0.0	0.8	0.7	0.0	107.4	1.8%
	Brentford	0.0	0.7	1.6	3.4	2.6	1.1	0.0	0.0	1.0	0.5	0.8	0.0	0.4	2.5	1.5	7.7	3.8	0.0	0.8	1.0	0.0	0.3	0.0	0.0	0.0	0.7	3.3	0.0	0.0	0.0	33.5	0.6%
	Out-of-centre	1.7	5.3	2.2	5.3	13.5	6.9	1.8	1.4	1.7	7.4	8.8	5.2	5.8	17.5	15.9	6.2	11.2	1.8	2.4	11.9	4.7	1.3	0.0	0.9	1.3	0.1	0.2	1.1	2.9	2.6	149.0	2.5%
	Neighbourhood centres/other destinations	0.4	0.0	0.7	0.3	3.4	2.3	0.4	0.0	1.1	1.9	3.4	4.6	7.2	6.0	9.2	3.1	1.7	0.0	0.0	8.4	4.4	2.9	0.1	0.0	0.0	0.4	0.0	0.0	0.0	8.1	69.9	1.2%
	Total LB Hounslow	2.5	11.5	20.5	17.4	25.5	13.8	2.9	1.7	7.2	34.4	64.2	41.5	53.0	96.0	55.8	37.6	77.7	3.9	6.4	32.7	15.3	10.1	1.5	4.3	5.4	1.5	3.4	3.1	8.5	10.7	670.1	11.3%
Other destinations		167.0	131.5	55.7	53.2	77.0	43.6	52.6	80.8	41.2	51.0	40.0	24.2	37.2	51.5	49.5	12.5	66.8	215.2	161.1	208.5	99.9	111.6	27.0	54.7	144.3	185.5	300.1	388.3	480.3	568.1	3,979.8	67.3%
Total		285.2	267.3	183.4	155.7	237.9	146.6	111.6	116.6	87.8	130.9	111.9	65.7	92.2	157.4	110.7	63.9	170.0	237.9	173.0	243.9	118.3	123.9	28.6	61.6	164.0	205.0	344.6	515.9	543.6	654.7	5909.9	100.0%

Notes:  
(1) Derived from comparison goods spending patterns at Table 6, Appendix 2.



West London Joint Retail Needs Study Update  
SCENARIO A: CONSTANT MARKET SHARES

Table 44: Comparison Expenditure and Quantitative Need - BY BOROUGH

	THREE BOROUGHs COMBINED						LB EALING						LB HOUNSLOW						LB HAMMERSMITH AND FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																								
A Total study area comparison expenditure (£m)	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9
B Market share (%)	32.7%	32.7%	32.7%	32.7%	32.7%	32.7%	9.7%	9.7%	9.7%	9.7%	9.7%	9.7%	11.3%	11.3%	11.3%	11.3%	11.3%	11.3%	11.6%	11.6%	11.6%	11.6%	11.6%	11.6%
C Retained expenditure (£m) (=A*B)	1,930.1	1,962.1	2,371.2	2,845.9	3,332.9	3,911.4	573.3	582.8	704.4	845.4	990.0	1,161.9	670.1	681.2	823.3	988.1	1,157.2	1,358.1	686.6	698.0	843.5	1,012.4	1,185.7	1,391.5
D Inflow expenditure (£m)	450.0	457.5	552.8	663.5	777.1	912.0	85.4	86.8	104.9	125.9	147.4	173.0	16.3	16.6	20.0	24.0	28.1	33.0	348.4	354.1	428.0	513.7	601.6	706.0
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																								
E Turnover of existing floorspace (£m) (=C+D)	2380.1	2,380.1	2,380.1	2,380.1	2,380.1	2,380.1	658.7	658.7	658.7	658.7	658.7	658.7	686.4	686.4	686.4	686.4	686.4	686.4	1,035.0	1,035.0	1,035.0	1,035.0	1,035.0	1,035.0
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																								
G Growth in turnover of existing floorspace (£m)	0.0	5.6	171.3	331.6	478.7	633.7	0.0	1.6	47.4	91.8	132.5	175.4	0.0	1.6	49.4	95.6	138.0	182.8	0.0	2.4	74.5	144.2	208.1	275.6
H Turnover of commitments (£m)	0.0	0.0	55.6	59.1	62.3	65.7	0.0	0.0	42.6	45.3	47.7	50.3	0.0	0.0	5.6	5.9	6.2	6.6	0.0	0.0	7.5	7.9	8.4	8.8
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	33.9	317.0	738.7	1,188.9	1,743.9	0.0	9.4	60.5	175.5	298.5	450.5	0.0	9.8	101.9	224.2	354.6	515.3	0.0	14.7	154.6	339.0	535.7	778.1
<b>Quantitative Need for Comparison Floorspace <sup>(5)</sup></b>																								
J Assumed sales density for new comparison floorspace (£/sqm)	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315
K Net comparison quantitative need (sqm net) (=I/J)	0	6,777	59,303	130,010	198,487	276,160	0	1,875	11,322	30,891	49,842	71,338	0	1,954	19,061	39,453	59,202	81,603	0	2,947	28,919	59,666	89,443	123,219
L Gross comparison quantitative need (=K/75%)	0	9,036	79,070	173,347	264,649	368,214	0	2,501	15,097	41,188	66,456	95,118	0	2,606	25,415	52,604	78,936	108,804	0	3,929	38,558	79,554	119,257	164,292

**Notes:**  
1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.  
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.  
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 1.4% per annum to 2016, 1.2% per annum to 2021 and 1.1% per annum to 2031. Row H represents the turnover of commitments derived from Table 41.  
4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.  
5. Row J represents the assumed sales density to calculate floorspace requirement taken from Experian Retail Planner Briefing Note 7.1 as a sales density for in-town modern floorspace, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L represents gross requirements through the application of a 75% net to gross ratio.

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SCENARIO A: CONSTANT MARKET SHARES

Table 45: Comparison Expenditure and Quantitative Need - LB Ealing Centres

	EALING						SOUTHALL						ACTON						HANWELL						GREENFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																														
A Total study area comparison expenditure (£m)	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9
B Market share (%)	5.7%	5.7%	5.7%	5.7%	5.7%	5.7%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
C Retained expenditure (£m) (=A*B)	338.3	343.9	415.6	498.8	584.2	685.6	28.8	29.2	35.3	42.4	49.7	58.3	49.6	50.4	60.9	73.2	85.7	100.5	11.3	11.4	13.8	16.6	19.4	22.8	53.7	54.6	66.0	79.2	92.7	108.8
D Inflow expenditure (£m)	61.1	62.1	75.1	90.1	105.5	123.8	1.8	1.9	2.3	2.7	3.2	3.7	19.6	19.9	24.1	28.9	33.8	39.7	1.7	1.7	2.1	2.5	2.9	3.4	1.2	1.2	1.4	1.7	2.0	2.3
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																														
E Turnover of existing floorspace (£m)	399.4	399.4	399.4	399.4	399.4	399.4	30.6	30.6	30.6	30.6	30.6	30.6	69.2	69.2	69.2	69.2	69.2	69.2	12.9	12.9	12.9	12.9	12.9	12.9	54.8	54.8	54.8	54.8	54.8	54.8
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																														
G Growth in turnover of existing floorspace (£m)	0.0	0.9	28.7	55.6	80.3	106.3	0.0	0.1	2.2	4.3	6.2	8.1	0.0	0.2	5.0	9.6	13.9	18.4	0.0	0.0	0.9	1.8	2.6	3.4	0.0	0.1	3.9	7.6	11.0	14.6
H Turnover of commitments (£m)	0.0	0.0	55.6	59.1	62.3	65.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																														
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	5.7	6.9	74.7	147.6	238.0	0.0	0.4	4.8	10.3	16.1	23.3	0.0	1.0	10.8	23.2	36.4	52.6	0.0	0.2	2.0	4.3	6.8	9.8	0.0	0.8	8.6	18.4	28.8	41.7
<b>Quantitative Need for Comparison Floorspace <sup>(5)</sup></b>																														
J Assumed sales density for new comparison floorspace (£/sqm)	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315
K Net comparison quantitative need (sqm net) (=H/I)	0	1,137	1,290	13,156	24,647	37,682	0	87	896	1,806	2,686	3,685	0	197	2,027	4,082	6,073	8,331	0	37	379	763	1,136	1,558	0	156	1,606	3,236	4,814	6,603
L Gross comparison quantitative need (=J/75%)	0	1,516	1,720	17,541	32,863	50,243	0	116	1,195	2,408	3,582	4,913	0	263	2,702	5,443	8,097	11,108	0	49	505	1,018	1,514	2,077	0	208	2,142	4,314	6,418	8,805

**Notes:**  
1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is Inflow expenditure derived from Table 40.  
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.  
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 1.4% per annum to 2016, 1.2% per annum to 2021 and 1.1% per annum to 2031. Row H represents the turnover of commitments derived from Table 41.  
4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.  
5. Row J represents the assumed sales density to calculate floorspace requirement taken from Experian Retail Planner Briefing Note 7.1 as a sales density for in-town modern floorspace, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L represents gross requirements through the application of a 75% net to gross ratio.  
All monetary values are held constant at 2007 prices.

# West London Joint Retail Needs Study Update

## SCENARIO A: CONSTANT MARKET SHARES

Table 46: Comparison Expenditure and Quantitative Need - LB Hammersmith & Fulham Centres

	SHEPHERD'S BUSH/WESTFIELD						HAMMERSMITH						FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																		
A Total study area comparison expenditure (£m)	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9
B Market share (%)	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	2.3%	2.3%	2.3%	2.3%	2.3%	2.3%
C Retained expenditure (£m) (=A*B)	263.2	267.6	323.4	388.1	454.5	533.4	185.7	188.8	228.1	273.8	320.7	376.3	135.2	137.4	166.1	199.4	233.5	274.0
D Inflow expenditure (£m)	263.2	267.6	323.4	388.1	454.5	533.4	57.0	58.0	70.1	84.1	98.5	115.6	28.1	28.6	34.5	41.4	48.5	56.9
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																		
E Turnover of existing floorspace (£m)	526.4	526.4	526.4	526.4	526.4	526.4	242.7	242.7	242.7	242.7	242.7	242.7	163.3	163.3	163.3	163.3	163.3	163.3
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																		
G Growth in turnover of existing floorspace (£m)	0.0	1.2	37.9	73.3	105.9	140.2	0.0	0.6	17.5	33.8	48.8	64.6	0.0	0.4	11.8	22.7	32.8	43.5
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	7.9	8.4	8.8	0.0	0.0	0.0	0.0	0.0	0.0
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																		
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	7.5	82.4	176.5	276.8	400.3	0.0	3.5	30.6	73.4	119.3	175.8	0.0	2.3	25.6	54.7	85.8	124.1
<b>Quantitative Need for Comparison Floorspace <sup>(5)</sup></b>																		
J Assumed sales density for new comparison floorspace (£/sqm)	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315
K Net comparison quantitative need (sqm net) (=H/I)	0	1,499	15,419	31,059	46,206	63,386	0	691	5,715	12,927	19,911	27,833	0	465	4,782	9,633	14,331	19,660
L Gross comparison quantitative need (=J/75%)	0	1,999	20,559	41,412	61,608	84,515	0	922	7,620	17,235	26,548	37,110	0	620	6,377	12,844	19,108	26,213

### Notes:

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.

2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.

3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 1.4% per annum to 2016, 1.2% per annum to 2021 and 1.1% per annum to 2031. Row H represents the turnover of commitments derived from Table 41.

4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.

**West London Joint Retail Needs Study Update**  
**SCENARIO A: CONSTANT MARKET SHARES**  
**Table 47: Comparison Expenditure and Quantitative Need - LB Hounslow Centres**

	HOUNSLOW						FELTHAM						CHISWICK						BRENTFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																								
A Total study area comparison expenditure (£m)	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9
B Market share (%)	4.2%	4.2%	4.2%	4.2%	4.2%	4.2%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
C Retained expenditure (£m) (=A*B)	250.2	254.4	307.4	368.9	432.1	507.1	60.1	61.1	73.9	88.7	103.8	121.9	107.4	109.2	132.0	158.4	185.5	217.7	33.5	34.0	41.1	49.4	57.8	67.9
D Inflow expenditure (£m)	2.5	2.6	3.1	3.7	4.4	5.1	4.6	4.7	5.6	6.8	7.9	9.3	5.8	5.9	7.1	8.5	10.0	11.7	3.4	3.4	4.2	5.0	5.9	6.9
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																								
E Turnover of existing floorspace (£m)	252.7	252.7	252.7	252.7	252.7	252.7	64.7	64.7	64.7	64.7	64.7	64.7	113.2	113.2	113.2	113.2	113.2	113.2	36.9	36.9	36.9	36.9	36.9	36.9
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																								
G Growth in turnover of existing floorspace (£m)	0.0	0.6	18.2	35.2	50.8	67.3	0.0	0.2	4.7	9.0	13.0	17.2	0.0	0.3	8.1	15.8	22.8	30.1	0.0	0.1	2.7	5.1	7.4	9.8
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	5.9	6.2	6.6
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	3.6	39.6	84.7	132.9	192.2	0.0	0.9	10.1	21.7	34.0	49.2	0.0	1.6	17.7	37.9	59.5	86.1	0.0	0.5	0.2	6.4	13.1	21.5
<b>Quantitative Need for Comparison Floorspace <sup>(5)</sup></b>																								
J Assumed sales density for new comparison floorspace (£/sqm)	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315
K Net comparison quantitative need (sqm net) (=H/I)	0	720	7,403	14,911	22,183	30,431	0	184	1,896	3,819	5,681	7,793	0	322	3,316	6,679	9,936	13,631	0	105	37	1,132	2,193	3,397
L Gross comparison quantitative need (=J/75%)	0	960	9,870	19,882	29,577	40,575	0	246	2,528	5,091	7,574	10,391	0	430	4,421	8,905	13,248	18,174	0	140	49	1,510	2,925	4,529

**Notes:**

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 1.4% per annum to 2016, 1.2% per annum to 2021 and 1.1% per annum to 2031. Row H represents the turnover of commitments derived from Table 41.
4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.
5. Row J represents the assumed sales density to calculate floorspace requirement taken from Experian Retail Planner Briefing Note 7.1 as a sales density for in-town modern floorspace, which increased by the same level of sales density growth described at (3); Row K represents net

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SCENARIO B: ADJUSTED MARKET SHARES

Table 48: Adjusted Market Shares (2009)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
LB Ealing	Ealing	0.0%	0.1%	3.8%	27.2%	44.1%	45.2%	18.1%	12.1%	18.8%	19.1%	0.7%	0.0%	1.0%	1.0%	1.0%	17.4%	1.0%	0.4%	0.0%	0.3%	0.0%	0.0%	0.0%	2.0%	3.9%	1.3%	1.3%	0.3%	0.0%	0.2%
	Southall	0.0%	0.1%	0.1%	0.1%	0.4%	0.3%	1.0%	0.4%	6.3%	8.8%	2.5%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	Hanwell	0.0%	0.0%	0.0%	0.0%	0.5%	3.9%	0.2%	0.0%	0.7%	1.3%	0.6%	0.0%	0.0%	0.4%	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%	0.0%	0.0%	0.0%
	Acton	0.0%	0.1%	3.3%	10.1%	1.8%	0.6%	1.4%	0.3%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.1%	2.1%	0.0%	0.0%
	Greenford	0.0%	0.0%	0.3%	0.8%	1.2%	3.3%	6.7%	4.6%	14.3%	1.7%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	3.4%	1.9%	0.0%	0.0%	0.0%
	Out of centre (LBE)	0.2%	0.4%	2.7%	4.2%	2.8%	2.4%	7.3%	0.3%	0.4%	0.3%	1.2%	0.0%	0.1%	2.1%	1.0%	2.2%	0.5%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	1.3%	0.0%	0.3%
	Neighbourhood centres/other destinations	0.2%	0.0%	0.2%	0.5%	1.6%	0.4%	6.3%	6.0%	1.9%	0.3%	0.0%	0.0%	0.8%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.3%	1.1%	0.0%	0.0%	0.2%	0.3%	0.1%	0.5%	0.6%	0.3%
	Total LB Ealing	0.4%	0.8%	10.5%	43.0%	52.5%	56.1%	41.0%	23.7%	42.5%	32.0%	5.3%	0.0%	1.9%	4.8%	2.8%	20.0%	3.1%	0.4%	0.0%	0.6%	1.5%	1.1%	0.0%	3.7%	6.1%	5.1%	5.5%	4.2%	0.6%	0.8%
LB H&F	Hammersmith	4.6%	24.2%	17.5%	2.8%	0.1%	0.0%	0.0%	0.2%	0.0%	1.3%	0.5%	0.0%	0.2%	0.8%	0.7%	0.0%	5.6%	4.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.5%	5.8%	1.0%	0.6%
	Fulham	26.4%	4.7%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.6%	2.5%	
	Shepherd's Bush/Westfield	2.7%	10.5%	25.8%	5.9%	3.4%	4.2%	3.4%	3.5%	0.9%	1.7%	1.1%	0.0%	0.0%	0.7%	0.9%	2.4%	6.0%	1.4%	2.2%	0.4%	0.8%	0.6%	0.0%	0.4%	2.7%	2.8%	0.9%	12.8%	1.9%	1.7%
	Out of centre	0.9%	0.5%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
	Neighbourhood centres/other destinations	5.4%	5.4%	2.5%	1.0%	0.3%	0.6%	0.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%	0.2%	2.0%	5.8%	
	Total LBHF	40.0%	45.3%	46.3%	10.1%	3.8%	4.9%	4.0%	4.8%	1.3%	3.1%	1.6%	0.0%	0.3%	1.6%	2.1%	2.4%	11.8%	7.6%	3.1%	0.5%	1.1%	0.6%	0.0%	0.8%	2.8%	3.3%	1.3%	19.7%	9.5%	10.8%
LB Hounslow	Hounslow	0.2%	0.1%	0.8%	0.3%	0.7%	1.1%	0.0%	0.2%	2.9%	16.9%	40.0%	19.3%	16.0%	42.9%	23.6%	21.8%	2.9%	0.5%	1.2%	4.0%	1.9%	1.9%	3.0%	5.4%	2.3%	0.1%	0.0%	0.1%	0.9%	0.0%
	Feltham	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	29.1%	26.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	3.3%	2.3%	2.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%
	Chiswick	0.0%	1.9%	7.9%	5.0%	1.6%	1.2%	0.6%	0.0%	0.7%	1.1%	1.0%	0.0%	0.0%	0.3%	2.5%	9.9%	32.8%	0.4%	0.5%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%
	Brentford	0.0%	0.3%	0.8%	2.1%	1.1%	0.8%	0.0%	0.0%	1.1%	0.4%	0.7%	0.0%	0.4%	1.6%	1.3%	12.0%	2.2%	0.0%	0.5%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.8%	0.0%	0.0%	0.0%
	Out-of-centre	0.6%	2.0%	1.2%	3.3%	5.6%	4.6%	1.6%	1.2%	1.9%	5.6%	7.8%	7.9%	6.3%	11.1%	14.3%	9.7%	6.6%	0.7%	1.4%	4.9%	4.0%	1.0%	0.0%	1.5%	0.8%	0.0%	0.0%	0.2%	0.5%	0.4%
	Neighbourhood centres/other destinations	0.1%	0.0%	0.4%	0.2%	1.4%	1.6%	0.3%	0.0%	1.2%	1.5%	3.0%	6.9%	7.8%	3.8%	8.3%	4.8%	1.0%	0.0%	0.0%	3.5%	3.7%	2.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	1.2%
	Total LB Hounslow	0.9%	4.3%	11.1%	10.9%	10.4%	9.2%	2.5%	1.4%	7.8%	25.5%	57.3%	63.1%	57.3%	60.5%	50.2%	58.3%	45.5%	1.6%	3.7%	13.4%	12.9%	8.2%	5.4%	6.9%	3.2%	0.7%	0.9%	0.6%	1.6%	1.6%
	Other destinations	58.7%	49.7%	32.2%	36.0%	33.3%	29.9%	52.5%	70.1%	48.3%	39.5%	35.8%	36.9%	40.5%	33.2%	45.0%	19.3%	39.6%	90.4%	93.1%	85.5%	84.5%	90.1%	94.6%	88.6%	88.0%	90.8%	92.3%	75.6%	88.4%	86.8%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

(1) Derived Table 38, Appendix 7

West London Joint Retail Needs Study Update  
SCENARIO B: ADJUSTED MARKET SHARES  
Table 49: Comparison Goods Spending Patterns (2009) (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones	Total All Zones Market Share %	
LB Ealing	Ealing	0.0	0.4	6.9	42.4	105.1	66.2	20.2	14.1	16.5	24.9	0.7	0.0	0.9	1.6	1.1	11.1	1.6	0.9	0.0	0.6	0.0	0.0	0.0	1.2	6.4	2.8	4.6	1.5	0.0	1.4	333.1	5.6%
	Southall	0.0	0.2	0.2	0.2	0.9	0.4	1.1	0.5	5.5	11.5	2.8	0.0	0.0	1.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.2	0.0	0.0	0.0	0.0	0.0	28.4	0.5%	
	Hanwell	0.0	0.0	0.0	0.0	1.2	5.8	0.2	0.0	0.6	1.6	0.6	0.0	0.0	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.1	0.2%	
	Acton	0.0	0.3	6.1	15.8	4.3	0.9	1.5	0.3	0.1	0.8	0.3	0.0	0.0	0.0	0.2	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	3.6	10.9	0.0	0.0	48.4	0.8%	
	Greenford	0.0	0.0	0.6	1.3	2.9	4.9	7.5	5.4	12.5	2.3	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	6.9	6.4	0.0	0.0	0.0	51.7	0.9%	
	Out of centre (LBE)	0.5	1.2	5.0	6.6	6.7	3.5	8.2	0.4	0.4	0.3	1.4	0.0	0.1	3.2	1.1	1.4	0.8	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.1	3.8	6.5	0.0	1.8	53.5	0.9%
	Neighbourhood centres/other destinations	0.7	0.0	0.4	0.7	3.7	0.5	7.1	7.0	1.7	0.4	0.0	0.0	0.8	0.5	0.0	0.0	0.1	0.0	0.0	0.7	1.5	1.4	0.0	0.3	0.7	0.5	2.7	3.2	2.1	36.4	0.6%	
	Total LB Ealing	1.2	2.0	19.2	66.9	124.9	82.2	45.8	27.6	37.3	41.8	5.9	0.0	1.7	7.5	3.1	12.8	5.2	0.9	0.0	1.6	1.8	1.4	0.0	2.3	9.9	10.5	18.9	21.6	3.2	5.3	562.6	9.5%
LB H&F	Hammersmith	13.2	64.6	32.2	4.4	0.2	0.0	0.0	0.2	0.0	1.7	0.6	0.0	0.2	1.3	0.7	0.0	9.5	11.5	0.9	0.0	0.0	0.0	0.0	0.1	0.2	1.6	30.0	5.5	4.1	182.5	3.1%	
	Fulham	75.2	12.5	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.4	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.7	24.8	16.4	134.7	2.3%	
	Shepherd's Bush/Westfield	7.6	28.0	47.4	9.1	8.0	6.2	3.8	4.1	0.8	2.2	1.2	0.0	0.0	1.0	1.0	1.5	10.2	3.4	3.7	0.9	1.0	0.7	0.0	0.3	4.4	5.8	3.0	65.9	10.2	10.9	242.6	4.1%
	Out of centre	2.7	1.4	0.2	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.0	7.6	0.1%	
	Neighbourhood centres/other destinations	15.4	14.6	4.6	1.6	0.8	0.9	0.7	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.1	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.9	0.0	1.0	10.9	38.1	94.7	1.6%	
	Total LBHF	114.1	121.1	84.8	15.7	9.0	7.1	4.5	5.6	1.2	4.0	1.8	0.0	0.3	2.5	2.3	1.5	20.1	18.0	5.4	1.2	1.3	0.7	0.0	0.5	4.5	6.8	4.6	101.4	51.5	70.5	662.1	11.2%
LB Hounslow	Hounslow	0.4	0.3	1.5	0.4	1.7	1.6	0.0	0.2	2.6	22.1	44.8	12.7	14.8	67.6	26.1	14.0	5.0	1.1	2.1	9.8	2.3	2.3	0.8	3.3	3.8	0.2	0.0	0.6	4.9	0.0	246.9	4.2%
	Felltham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	5.4	19.1	24.7	1.2	0.2	0.0	0.0	0.0	0.3	1.0	3.9	2.8	0.6	0.0	0.2	0.0	0.0	0.5	0.0	0.0	60.1	1.0%
	Chiswick	0.0	5.1	14.5	7.8	3.8	1.7	0.7	0.0	0.7	1.5	1.1	0.0	0.0	0.5	2.7	6.3	55.8	1.0	0.9	0.6	0.0	0.5	0.0	0.0	0.0	0.2	0.0	0.8	0.7	0.0	106.7	1.8%
	Brentford	0.0	0.7	1.5	3.3	2.5	1.1	0.0	0.0	0.9	0.5	0.8	0.0	0.4	2.5	1.4	7.7	3.8	0.0	0.8	1.0	0.0	0.3	0.0	0.0	0.0	0.6	2.9	0.0	0.0	0.0	32.8	0.6%
	Out-of-centre	1.7	5.3	2.2	5.2	13.2	6.8	1.7	1.4	1.6	7.4	8.7	5.2	5.8	17.4	15.8	6.2	11.2	1.8	2.4	11.9	4.7	1.3	0.0	0.9	1.3	0.1	0.2	1.1	2.9	2.6	148.0	2.5%
	Neighbourhood centres/other destinations	0.4	0.0	0.7	0.3	3.3	2.3	0.4	0.0	1.1	1.9	3.4	4.6	7.2	6.0	9.2	3.1	1.7	0.0	0.0	8.4	4.4	2.9	0.1	0.0	0.0	0.4	0.0	0.0	0.0	8.1	69.7	1.2%
	Total LB Hounslow	2.5	11.4	20.3	17.0	24.8	13.5	2.8	1.6	6.9	33.4	64.2	41.5	52.8	95.2	55.5	37.3	77.4	3.9	6.4	32.7	15.2	10.1	1.5	4.2	5.2	1.5	3.0	3.0	8.5	10.7	664.2	11.2%
Other destinations	167.3	132.7	59.0	56.1	79.3	43.8	58.6	81.7	42.4	51.7	40.0	24.2	37.4	52.2	49.8	12.3	67.4	215.2	161.1	208.5	100.0	111.6	27.0	54.6	144.3	186.2	318.0	389.9	480.5	568.2	4,021.0	68.0%	
Total	285.2	267.3	183.4	155.7	237.9	146.6	111.6	116.6	87.8	130.9	111.9	65.7	92.2	157.4	110.7	63.9	170.0	237.9	173.0	243.9	118.3	123.9	28.6	61.6	164.0	205.0	344.6	515.9	543.6	654.7	5909.9	100.0%	

Notes:  
(1) Product of Table 48 and 2009 expenditure (excluding SFT) at Table 4, Appendix 2  
All monetary values are held constant at 2007 prices.

**West London Joint Retail Needs Study Update**  
**SCENARIO B: ADJUSTED MARKET SHARES IN 2016**  
**Table 50: Comparison Expenditure and Quantitative Need - BY BOROUGH**

	THREE BOROUGHs COMBINED						LB EALING						LB HOUNSLOW						LB HAMMERSMITH AND FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																								
A Total study area comparison expenditure (£m)	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9
B Market share (%)	32.7%	32.7%	32.0%	32.0%	32.0%	32.0%	9.7%	9.7%	9.5%	9.5%	9.5%	9.5%	11.3%	11.3%	11.2%	11.2%	11.2%	11.2%	11.6%	11.6%	11.2%	11.2%	11.2%	11.2%
C Retained expenditure (£m) (=A*B)	1,930.1	1,962.1	2,320.6	2,785.3	3,261.9	3,828.1	573.3	582.8	691.2	829.6	971.5	1,140.2	670.1	681.2	816.0	979.4	1,147.0	1,346.1	686.6	698.0	813.4	976.3	1,143.3	1,341.8
D Inflow expenditure (£m)	450.0	457.5	552.8	663.5	777.1	912.0	85.4	86.8	104.9	125.9	147.4	173.0	16.3	16.6	20.0	24.0	28.1	33.0	348.4	354.1	428.0	513.7	601.6	706.0
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																								
E Turnover of existing floorspace (£m)	2380.1	2,380.1	2,380.1	2,380.1	2,380.1	2,380.1	658.7	658.7	658.7	658.7	658.7	658.7	686.4	686.4	686.4	686.4	686.4	686.4	1,035.0	1,035.0	1,035.0	1,035.0	1,035.0	1,035.0
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																								
G Growth in turnover of existing floorspace (£m)	0.0	5.6	171.3	331.6	478.7	633.7	0.0	1.6	47.4	91.8	132.5	175.4	0.0	1.6	49.4	95.6	138.0	182.8	0.0	2.4	74.5	144.2	208.1	275.6
H Turnover of commitments (£m)	0.0	0.0	55.6	59.1	62.3	65.7	0.0	0.0	42.6	45.3	47.7	50.3	0.0	0.0	5.6	5.9	6.2	6.6	0.0	0.0	7.5	7.9	8.4	8.8
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	33.9	266.5	678.0	1,117.9	1,660.5	0.0	9.4	47.4	159.7	280.0	428.8	0.0	9.8	94.6	215.4	344.4	503.3	0.0	14.7	124.5	302.9	493.4	728.4
<b>Quantitative Need for Comparison Floorspace <sup>(5)</sup></b>																								
J Assumed sales density for new comparison floorspace (£/sqm)	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315
K Net comparison quantitative need (sqm net) (=H/I)	0	6,777	49,849	119,335	186,628	262,959	0	1,875	8,861	28,111	46,754	67,900	0	1,954	17,703	37,919	57,498	79,706	0	2,947	23,286	53,305	82,376	115,353
L Gross comparison quantitative need (=J/75%)	0	9,036	66,466	159,113	248,837	350,612	0	2,501	11,814	37,481	62,338	90,534	0	2,606	23,604	50,559	76,664	106,275	0	3,929	31,048	71,073	109,835	153,804

**Notes:**

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 1.4% per annum to 2016, 1.2% per annum to 2021 and 1.1% per annum to 2031. Row H represents the turnover of commitments derived from Table 41.
4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.
5. Row J represents the assumed sales density to calculate floorspace requirement taken from Experian Retail Planner Briefing Note 7.1 as a sales density for in-town modern floorspace, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L represents gross requirements through the application of a 75% net to gross ratio.

All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update

SCENARIO B: ADJUSTED MARKET SHARES IN 2016

Table 51: Comparison Expenditure and Quantitative Need - LB Ealing Centres

	EALING						SOUTHALL						ACTON						HANWELL						GREENFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
Available Expenditure and Expenditure Retention <sup>(1)</sup>																														
A Total study area comparison expenditure (£m)	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9
B Market share (%)	5.7%	5.7%	5.6%	5.6%	5.6%	5.6%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
C Retained expenditure (£m) (=A*B)	338.3	343.9	409.2	491.2	575.2	675.1	28.8	29.2	34.9	41.9	49.1	57.6	49.6	50.4	59.5	71.4	83.7	98.2	11.3	11.4	13.6	16.3	19.1	22.4	53.7	54.6	63.5	76.2	89.2	104.7
D Inflow expenditure (£m)	61.1	62.1	75.1	90.1	105.5	123.8	1.8	1.9	2.3	2.7	3.2	3.7	19.6	19.9	24.1	28.9	33.8	39.7	1.7	1.7	2.1	2.5	2.9	3.4	1.2	1.2	1.4	1.7	2.0	2.3
Turnover of Existing Floorspace <sup>(2)</sup>																														
E Turnover of existing floorspace (£m)	399.4	399.4	399.4	399.4	399.4	399.4	30.6	30.6	30.6	30.6	30.6	30.6	69.2	69.2	69.2	69.2	69.2	69.2	12.9	12.9	12.9	12.9	12.9	12.9	54.8	54.8	54.8	54.8	54.8	54.8
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claims on Expenditure Growth <sup>(3)</sup>																														
G Growth in turnover of existing floorspace (£m)	0.0	0.9	28.7	55.6	80.3	106.3	0.0	0.1	2.2	4.3	6.2	8.1	0.0	0.2	5.0	9.6	13.9	18.4	0.0	0.0	0.9	1.8	2.6	3.4	0.0	0.1	3.9	7.6	11.0	14.6
H Turnover of commitments (£m)	0.0	0.0	55.6	59.1	62.3	65.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Residual Expenditure Available to Support New Floorspace <sup>(4)</sup>																														
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	5.7	0.5	67.1	138.7	227.4	0.0	0.4	4.4	9.7	15.5	22.6	0.0	1.0	9.4	21.5	34.4	50.2	0.0	0.2	1.8	4.1	6.5	9.5	0.0	0.8	6.1	15.4	25.4	37.6
Quantitative Need for Comparison Floorspace <sup>(5)</sup>																														
J Assumed sales density for new comparison floorspace (£/sqm)	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315
K Net comparison quantitative need (sqm net) (=H/I)	0	1,137	98	11,809	23,151	36,017	0	87	815	1,714	2,584	3,571	0	197	1,758	3,779	5,736	7,956	0	37	336	715	1,082	1,498	0	156	1,144	2,714	4,234	5,958
L Gross comparison quantitative need (=J/75%)	0	1,516	130	15,746	30,868	48,022	0	116	1,087	2,285	3,446	4,762	0	263	2,344	5,039	7,648	10,608	0	49	448	953	1,443	1,998	0	208	1,526	3,618	5,645	7,944

**Notes:**  
1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.  
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.  
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 1.4% per annum to 2016, 1.2% per annum to 2021 and 1.1% per annum to 2031. Row H represents the turnover of commitments derived from Table 41.  
4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.  
5. Row J represents the assumed sales density to calculate floorspace requirement taken from Experian Retail Planner Briefing Note 7.1 as a sales density for in-town modern floorspace, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L represents gross requirements through the application of a 75% net to gross ratio.



# West London Joint Retail Needs Study Update

## SCENARIO B: ADJUSTED MARKET SHARES IN 2016

Table 52: Comparison Expenditure and Quantitative Need - LB Hammersmith & Fulham Centres

	SHEPHERD'S BUSH/WESTFIELD						HAMMERSMITH						FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																		
A Total study area comparison expenditure (£m)	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9
B Market share (%)	4.5%	4.5%	4.1%	4.1%	4.1%	4.1%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	2.3%	2.3%	2.3%	2.3%	2.3%	2.3%
C Retained expenditure (£m) (=A*B)	263.2	267.6	298.0	357.7	418.9	491.6	185.7	188.8	224.3	269.2	315.2	369.9	135.2	137.4	165.4	198.6	232.5	272.9
D Inflow expenditure (£m)	263.2	267.6	323.4	388.1	454.5	533.4	57.0	58.0	70.1	84.1	98.5	115.6	28.1	28.6	34.5	41.4	48.5	56.9
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																		
E Turnover of existing floorspace (£m)	526.4	526.4	526.4	526.4	526.4	526.4	242.7	242.7	242.7	242.7	242.7	242.7	163.3	163.3	163.3	163.3	163.3	163.3
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																		
G Growth in turnover of existing floorspace (£m)	0.0	1.2	37.9	73.3	105.9	140.2	0.0	0.6	17.5	33.8	48.8	64.6	0.0	0.4	11.8	22.7	32.8	43.5
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	7.9	8.4	8.8	0.0	0.0	0.0	0.0	0.0	0.0
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																		
I Residual expenditure (£m) (=C+D-E-F-G-H)	0.0	7.5	57.1	146.0	241.1	358.4	0.0	3.5	26.7	68.8	113.8	169.4	0.0	2.3	24.9	53.9	84.9	123.1
<b>Quantitative Need for Comparison Floorspace <sup>(5)</sup></b>																		
J Assumed sales density for new comparison floorspace (£/sqm)	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315
K Net comparison quantitative need (sqm net) (=H/I)	0	1,499	10,675	25,702	40,254	56,761	0	691	4,989	12,106	18,999	26,818	0	465	4,660	9,495	14,178	19,489
L Gross comparison quantitative need (=J/75%)	0	1,999	14,234	34,269	53,672	75,682	0	922	6,651	16,142	25,332	35,758	0	620	6,213	12,660	18,903	25,985

### Notes:

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 1.4% per annum to 2016, 1.2% per annum to 2021 and 1.1% per annum to 2031. Row H represents the turnover of commitments derived from Table 41.
4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.
5. Row J represents the assumed sales density to calculate floorspace requirement taken from Experian Retail Planner Briefing Note 7.1 as a sales density for in-town modern floorspace, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L represents gross requirements through the application of a 75% net to gross ratio.

All monetary values are held constant at 2007 prices.

**West London Joint Retail Needs Study Update**  
**SCENARIO B: ADJUSTED MARKET SHARES IN 2016**  
**Table 53: Comparison Expenditure and Quantitative Need - LB Hounslow Centres**

	HOUNSLOW						FELTHAM						CHISWICK						BRENTFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																								
A Total study area comparison expenditure (£m)	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9
B Market share (%)	4.2%	4.2%	4.2%	4.2%	4.2%	4.2%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%
C Retained expenditure (£m) (=A*B)	250.2	254.4	303.3	364.0	426.3	500.3	60.1	61.1	73.8	88.6	103.7	121.7	107.4	109.2	131.1	157.4	184.3	216.3	33.5	34.0	40.3	48.4	56.7	66.5
D Inflow expenditure (£m)	2.5	2.6	3.1	3.7	4.4	5.1	4.6	4.7	5.6	6.8	7.9	9.3	5.8	5.9	7.1	8.5	10.0	11.7	3.4	3.4	4.2	5.0	5.9	6.9
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																								
E Turnover of existing floorspace (£m)	252.7	252.7	252.7	252.7	252.7	252.7	64.7	64.7	64.7	64.7	64.7	64.7	113.2	113.2	113.2	113.2	113.2	113.2	36.9	36.9	36.9	36.9	36.9	36.9
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																								
G Growth in turnover of existing floorspace (£m)	0.0	0.6	18.2	35.2	50.8	67.3	0.0	0.2	4.7	9.0	13.0	17.2	0.0	0.3	8.1	15.8	22.8	30.1	0.0	0.1	2.7	5.1	7.4	9.8
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	5.9	6.2	6.6
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	3.6	35.5	79.8	127.1	185.4	0.0	0.9	10.1	21.6	33.9	49.1	0.0	1.6	16.9	36.9	58.3	84.6	0.0	0.5	-0.6	5.5	12.0	20.1
<b>Quantitative Need for Comparison Floorspace <sup>(5)</sup></b>																								
J Assumed sales density for new comparison floorspace (£/sqm)	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315
K Net comparison quantitative need (sqm net) (=H/I)	0	720	6,639	14,048	21,224	29,364	0	184	1,881	3,802	5,663	7,773	0	322	3,152	6,494	9,731	13,402	0	105	-116	960	2,002	3,183
L Gross comparison quantitative need (=J/75%)	0	960	8,852	18,731	28,299	39,152	0	246	2,509	5,070	7,550	10,364	0	430	4,203	8,659	12,974	17,869	0	140	-155	1,280	2,669	4,245

**Notes:**

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 1.4% per annum to 2016, 1.2% per annum to 2021 and 1.1% per annum to 2031. Row H represents the turnover of commitments derived from Table 41.
4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.
5. Row J represents the assumed sales density to calculate floorspace requirement taken from Experian Retail Planner Briefing Note 7.1 as a sales density for in-town modern floorspace, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L represents gross requirements through the application of a 75% net to gross ratio.

West London Joint Retail Needs Study Update

SCENARIO C: ASPIRATIONAL MARKET SHARES

Table 54: Aspirational Comparison Goods Market Shares (2009)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
LB Ealing	Ealing	0.0%	0.1%	3.7%	40.0%	55.0%	44.3%	20.9%	12.2%	19.1%	18.5%	0.6%	0.0%	0.9%	1.0%	1.0%	16.6%	0.9%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	1.9%	3.8%	1.3%	2.7%	0.3%	0.0%	0.2%
	Southall	0.0%	0.1%	0.1%	0.1%	0.4%	0.3%	1.1%	0.5%	15.0%	30.0%	5.0%	0.0%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.0%	0.0%	0.0%	0.0%
	Hanwell	0.0%	0.0%	0.0%	0.0%	0.5%	4.0%	0.2%	0.0%	0.8%	1.3%	0.6%	0.0%	0.0%	0.4%	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%	0.0%	0.0%	0.0%
	Acton	0.0%	0.1%	3.4%	10.3%	1.9%	0.7%	1.4%	0.3%	0.1%	0.6%	0.3%	0.0%	0.0%	0.0%	0.1%	0.0%	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	1.2%	2.1%	0.0%	0.0%
	Greenford	0.0%	0.0%	0.3%	0.8%	1.2%	3.4%	7.1%	4.7%	14.6%	1.8%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.2%	3.4%	2.1%	0.0%	0.0%	0.0%
	Out of centre (LBE)	0.2%	0.4%	2.7%	4.3%	2.9%	2.4%	7.7%	0.3%	0.4%	0.3%	1.2%	0.0%	0.1%	2.1%	1.0%	2.2%	0.5%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	1.3%	0.0%	0.3%
	Neighbourhood centres/other destinations	0.2%	0.0%	0.2%	0.5%	1.6%	0.4%	6.5%	6.1%	1.9%	0.3%	0.0%	0.0%	0.8%	0.3%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.3%	1.1%	0.0%	0.0%	0.2%	0.3%	0.2%	0.5%	0.6%	0.3%
	Total LB Ealing	0.4%	0.8%	10.4%	56.1%	63.5%	55.4%	44.9%	24.0%	51.8%	52.6%	7.8%	0.0%	1.8%	4.7%	2.7%	19.2%	3.0%	0.4%	0.0%	0.6%	1.5%	1.1%	0.0%	3.6%	5.9%	5.2%	7.5%	4.2%	0.6%	0.8%
LB H&F	Hammersmith	4.6%	24.4%	18.0%	3.0%	0.1%	0.0%	0.0%	0.2%	0.0%	1.4%	0.5%	0.0%	0.2%	0.8%	0.7%	0.0%	5.6%	4.8%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.1%	0.7%	5.9%	1.0%	0.6%
	Fulham	26.4%	4.7%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.2%	0.0%	0.0%	0.0%	0.2%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	4.6%	2.5%	
	Shepherd's Bush/Westfield	2.7%	10.7%	27.1%	6.7%	3.9%	4.8%	4.8%	4.0%	1.1%	1.8%	1.1%	0.0%	0.0%	0.7%	0.9%	2.5%	6.1%	1.4%	2.2%	0.4%	0.9%	0.6%	0.0%	0.4%	2.8%	3.1%	3.7%	13.0%	1.9%	1.7%
	Out of centre	0.9%	0.5%	0.1%	0.3%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.2%	0.0%	0.3%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.2%	
	Neighbourhood centres/other destinations	5.4%	5.5%	2.5%	1.1%	0.3%	0.6%	0.6%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	1.3%	0.2%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.4%	0.0%	0.2%	2.0%	5.8%	
	Total LBH&F	40.1%	46.8%	48.0%	11.1%	4.3%	5.4%	5.4%	5.3%	1.5%	3.2%	1.6%	0.0%	0.3%	1.6%	2.1%	2.5%	12.0%	7.6%	3.2%	0.5%	1.1%	0.6%	0.0%	0.8%	2.9%	3.6%	4.4%	20.0%	9.5%	10.8%
LB Hounslow	Hounslow	0.2%	0.1%	0.8%	0.3%	0.8%	1.2%	0.0%	0.2%	3.2%	17.6%	45.0%	19.3%	16.1%	55.0%	30.0%	22.2%	3.0%	0.5%	1.2%	4.0%	2.0%	1.9%	3.0%	5.4%	2.3%	0.1%	0.0%	0.1%	0.9%	0.0%
	Feltham	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	4.8%	29.1%	26.8%	0.8%	0.2%	0.0%	0.0%	0.0%	0.2%	0.4%	3.3%	2.3%	2.1%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
	Chiswick	0.0%	1.9%	7.9%	5.1%	1.6%	1.2%	0.6%	0.0%	0.8%	1.2%	1.0%	0.0%	0.0%	0.3%	2.5%	9.9%	32.9%	0.4%	0.5%	0.2%	0.0%	0.4%	0.0%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%
	Brentford	0.0%	0.3%	0.8%	2.2%	1.1%	0.8%	0.0%	0.0%	1.1%	0.4%	0.7%	0.0%	0.4%	1.6%	1.3%	25.0%	5.0%	0.0%	0.5%	0.4%	0.0%	0.2%	0.0%	0.0%	0.0%	0.3%	0.9%	0.0%	0.0%	0.0%
	Out-of-centre	0.6%	2.0%	1.2%	3.4%	5.7%	4.7%	1.6%	1.2%	1.9%	5.7%	7.8%	7.9%	6.3%	11.1%	14.3%	9.8%	6.6%	0.7%	1.4%	4.9%	4.0%	1.0%	0.0%	1.5%	0.8%	0.0%	0.1%	0.2%	0.5%	0.4%
	Neighbourhood centres/other destinations	0.1%	0.0%	0.4%	0.2%	1.4%	1.6%	0.4%	0.0%	1.2%	1.5%	3.0%	6.9%	7.8%	3.8%	8.3%	4.8%	1.0%	0.0%	0.0%	3.5%	3.7%	2.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	1.2%
	Total LB Hounslow	0.9%	4.3%	11.2%	11.2%	10.7%	9.4%	2.6%	1.4%	8.2%	26.3%	62.3%	63.1%	57.5%	72.6%	56.6%	71.7%	48.5%	1.6%	3.7%	13.4%	12.9%	8.2%	5.4%	6.9%	3.3%	0.8%	1.0%	0.6%	1.6%	1.6%
Other destinations		58.6%	49.2%	30.4%	21.6%	21.5%	29.8%	47.1%	69.2%	38.4%	17.8%	28.3%	36.9%	40.4%	21.1%	38.5%	6.5%	36.5%	90.5%	93.1%	85.5%	84.5%	90.1%	94.6%	88.7%	88.0%	90.5%	87.1%	75.3%	88.3%	86.8%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:

(1) Base shares derived from Table 42, with RTP adjustments shown in blue. To ensure shares sum to 100%, the increase in market share is deducted from 'other destinations'.

West London Joint Retail Needs Study Update  
SCENARIO C: ASPIRATIONAL MARKET SHARES  
Table 55: Comparison Goods Spending Patterns (2009) (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones	Total All Zones Market Share %	
LB Ealing	Ealing	0.0	0.4	6.7	62.3	130.9	64.9	23.3	14.2	16.7	24.2	0.7	0.0	0.8	1.5	1.1	10.6	1.6	0.8	0.0	0.6	0.0	0.0	1.2	6.2	2.8	9.5	1.5	0.0	1.3	383.7	6.5%	
	Southall	0.0	0.2	0.2	0.2	1.0	0.4	1.2	0.5	13.2	39.3	5.6	0.0	0.0	1.3	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	2.2	0.0	0.0	0.0	0.0	0.0	66.7	1.1%	
	Hanwell	0.0	0.0	0.0	0.0	1.3	5.9	0.2	0.0	0.7	1.7	0.6	0.0	0.0	0.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.3	0.2%	
	Acton	0.0	0.3	6.2	16.1	4.4	1.0	1.6	0.3	0.1	0.8	0.3	0.0	0.0	0.0	0.2	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	4.2	11.0	0.0	0.0	49.6	0.8%	
	Greenford	0.0	0.0	0.6	1.3	3.0	5.0	7.9	5.5	12.8	2.3	0.1	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	7.0	7.3	0.0	0.0	0.0	53.7	0.9%	
	Out of centre (LBE)	0.5	1.2	5.0	6.7	6.9	3.5	8.6	0.4	0.4	0.3	1.4	0.0	0.1	3.2	1.1	1.4	0.8	0.0	0.0	0.2	0.3	0.0	0.0	0.0	0.0	0.1	4.3	6.5	0.0	1.8	54.9	0.9%
	Neighbourhood centres/other destinations	0.7	0.0	0.4	0.7	3.7	0.5	7.2	7.1	1.7	0.4	0.0	0.0	0.8	0.5	0.0	0.0	0.1	0.0	0.0	0.7	1.5	1.4	0.0	0.0	0.3	0.7	0.5	2.7	3.2	2.1	36.8	0.6%
	Total LB Ealing	1.2	2.0	19.2	87.3	151.1	81.2	50.1	28.0	45.5	68.9	8.7	0.0	1.7	7.4	3.0	12.3	5.2	0.8	0.0	1.5	1.8	1.4	0.0	2.2	9.7	10.6	25.8	21.6	3.2	5.2	656.6	11.1%
LB H&F	Hammersmith	13.2	65.2	32.9	4.7	0.2	0.0	0.0	0.3	0.0	1.8	0.6	0.0	0.2	1.3	0.7	0.0	9.6	11.5	0.9	0.0	0.0	0.0	0.0	0.1	0.2	2.5	30.3	5.5	4.1	185.7	3.1%	
	Fulham	75.4	12.6	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.0	0.4	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	3.7	24.9	16.5	135.2	2.3%	
	Shepherd's Bush/Westfield	7.7	28.5	49.7	10.4	9.2	7.0	5.3	4.7	1.0	2.4	1.2	0.0	0.0	1.1	1.0	1.6	10.4	3.4	3.8	0.9	1.0	0.7	0.0	0.3	4.6	6.3	12.7	67.1	10.3	10.9	263.2	4.5%
	Out of centre	2.7	1.4	0.2	0.4	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.1	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	1.0	7.6	0.1%	
	Neighbourhood centres/other destinations	15.4	14.6	4.6	1.6	0.8	0.9	0.7	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	3.1	0.4	0.0	0.0	0.0	0.0	0.3	0.0	0.9	0.0	1.0	11.0	38.1	94.9	1.6%	
	Total LBHF	114.4	122.3	88.0	17.3	10.3	8.0	6.0	6.2	1.3	4.2	1.8	0.0	0.3	2.5	2.3	1.6	20.4	18.0	5.5	1.2	1.3	0.7	0.0	0.5	4.7	7.4	15.2	103.0	51.7	70.6	686.6	11.6%
LB Hounslow	Hounslow	0.4	0.3	1.5	0.5	1.9	1.7	0.0	0.3	2.8	23.1	50.4	12.7	14.9	86.6	33.2	14.2	5.1	1.1	2.1	9.8	2.3	2.3	0.8	3.3	3.8	0.3	0.0	0.6	4.9	0.0	280.9	4.8%
	Felltham	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	5.4	19.1	24.7	1.2	0.2	0.0	0.0	0.0	0.3	1.0	3.9	2.8	0.6	0.0	0.2	0.0	0.0	0.5	0.0	0.0	60.1	1.0%
	Chiswick	0.0	5.1	14.6	7.9	3.9	1.8	0.7	0.0	0.7	1.5	1.1	0.0	0.0	0.5	2.7	6.3	56.0	1.0	0.9	0.6	0.0	0.5	0.0	0.0	0.0	0.2	0.0	0.8	0.7	0.0	107.4	1.8%
	Brentford	0.0	0.7	1.6	3.4	2.6	1.1	0.0	0.0	1.0	0.5	0.8	0.0	0.4	2.5	1.5	16.0	8.5	0.0	0.8	1.0	0.0	0.3	0.0	0.0	0.0	0.7	3.3	0.0	0.0	0.0	46.5	0.8%
	Out-of-centre	1.7	5.3	2.2	5.3	13.5	6.9	1.8	1.4	1.7	7.4	8.8	5.2	5.8	17.5	15.9	6.2	11.2	1.8	2.4	11.9	4.7	1.3	0.0	0.9	1.3	0.1	0.2	1.1	2.9	2.6	149.0	2.5%
	Neighbourhood centres/other destinations	0.4	0.0	0.7	0.3	3.4	2.3	0.4	0.0	1.1	1.9	3.4	4.6	7.2	6.0	9.2	3.1	1.7	0.0	0.0	8.4	4.4	2.9	0.1	0.0	0.0	0.4	0.0	0.0	0.0	8.1	69.9	1.2%
	Total LB Hounslow	2.5	11.5	20.5	17.4	25.5	13.8	2.9	1.7	7.2	34.4	69.7	41.5	53.0	114.3	62.7	45.9	82.5	3.9	6.4	32.7	15.3	10.1	1.5	4.3	5.4	1.5	3.4	3.1	8.5	10.7	713.9	12.1%
Other destinations	167.0	131.5	55.7	33.7	51.1	43.6	52.6	80.8	33.7	23.4	31.7	24.2	37.2	33.2	42.6	4.2	62.0	215.2	161.1	208.5	99.9	111.6	27.0	54.7	144.3	185.5	300.1	388.3	480.3	568.1	3,852.8	65.2%	
Total	285.2	267.3	183.4	155.7	237.9	146.6	111.6	116.6	87.8	130.9	111.9	65.7	92.2	157.4	110.7	63.9	170.0	237.9	173.0	243.9	118.3	123.9	28.6	61.6	164.0	205.0	344.6	515.9	543.6	654.7	5909.9	100.0%	

Notes:  
(1) Product of Table 54 and 2009 expenditure (excluding SFT) at Table 4, Appendix 2  
All monetary values are held constant at 2007 prices.

**West London Joint Retail Needs Study Update**  
**SCENARIO C: ASPIRATIONAL MARKET SHARES IN 2016**  
**Table 56: Comparison Expenditure and Quantitative Need - BY BOROUGH**

	THREE BOROUGHs COMBINED						LB EALING						LB HOUNSLOW						LB HAMMERSMITH AND FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																								
A Total study area comparison expenditure (£m)	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9
B Market share (%)	32.7%	32.7%	34.8%	34.8%	34.8%	34.8%	9.7%	9.7%	11.1%	11.1%	11.1%	11.1%	11.3%	11.3%	12.1%	12.1%	12.1%	12.1%	11.6%	11.6%	11.6%	11.6%	11.6%	11.6%
C Retained expenditure (£m) (=A*B)	1,930.1	1,962.1	2,527.2	3,033.2	3,552.3	4,168.9	573.3	582.8	806.7	968.2	1,133.9	1,330.7	670.1	681.2	877.0	1,052.6	1,232.7	1,446.7	686.6	698.0	843.5	1,012.4	1,185.7	1,391.5
D Inflow expenditure (£m)	450.0	457.5	552.8	663.5	777.1	912.0	85.4	86.8	104.9	125.9	147.4	173.0	16.3	16.6	20.0	24.0	28.1	33.0	348.4	354.1	428.0	513.7	601.6	706.0
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																								
E Turnover of existing floorspace (£m)	2380.1	2,380.1	2,380.1	2,380.1	2,380.1	2,380.1	658.7	658.7	658.7	658.7	658.7	658.7	686.4	686.4	686.4	686.4	686.4	686.4	1,035.0	1,035.0	1,035.0	1,035.0	1,035.0	1,035.0
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																								
G Growth in turnover of existing floorspace (£m)	0.0	5.6	171.3	331.6	478.7	633.7	0.0	1.6	47.4	91.8	132.5	175.4	0.0	1.6	49.4	95.6	138.0	182.8	0.0	2.4	74.5	144.2	208.1	275.6
H Turnover of commitments (£m)	0.0	0.0	55.6	59.1	62.3	65.7	0.0	0.0	42.6	45.3	47.7	50.3	0.0	0.0	5.6	5.9	6.2	6.6	0.0	0.0	7.5	7.9	8.4	8.8
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	33.9	473.1	926.0	1,408.3	2,001.4	0.0	9.4	162.9	298.4	442.4	619.3	0.0	9.8	155.6	288.6	430.1	603.9	0.0	14.7	154.6	339.0	535.7	778.1
<b>Quantitative Need for Comparison Floorspace <sup>(5)</sup></b>																								
J Assumed sales density for new comparison floorspace (£/sqm)	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315
K Net comparison quantitative need (sqm net) (=H/I)	0	6,777	88,500	162,982	235,114	316,933	0	1,875	30,469	52,513	73,861	98,076	0	1,954	29,112	50,803	71,810	95,638	0	2,947	28,919	59,666	89,443	123,219
L Gross comparison quantitative need (=J/75%)	0	9,036	118,000	217,309	313,485	422,578	0	2,501	40,626	70,017	98,482	130,769	0	2,606	38,816	67,737	95,746	127,517	0	3,929	38,558	79,554	119,257	164,292

**Notes:**

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 1.4% per annum to 2016, 1.2% per annum to 2021 and 1.1% per annum to 2031. Row H represents the turnover of commitments derived from Table 41.
4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.
5. Row J represents the assumed sales density to calculate floorspace requirement taken from Experian Retail Planner Briefing Note 7.1 as a sales density for in-town modern floorspace, which increased by the same level of sales density growth described at (3); Row K represents net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L represents gross requirements through the application of a 75% net to gross ratio.

West London Joint Retail Needs Study Update

SCENARIO C: ASPIRATIONAL MARKET SHARES

Table 57: Comparison Expenditure and Quantitative Need - LB Ealing Centres

	EALING						SOUTHALL						ACTON						HANWELL						GREENFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
Available Expenditure and Expenditure Retention <sup>(1)</sup>																														
A Total study area comparison expenditure (£m)	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9
B Market share (%)	5.7%	5.7%	6.5%	6.5%	6.5%	6.5%	0.5%	0.5%	1.1%	1.1%	1.1%	1.1%	0.8%	0.8%	0.8%	0.8%	0.8%	0.8%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
C Retained expenditure (£m) (=A*B)	338.3	343.9	471.4	565.8	662.6	777.6	28.8	29.2	81.9	98.3	115.2	135.2	49.6	50.4	60.9	73.2	85.7	100.5	11.3	11.4	13.8	16.6	19.4	22.8	53.7	54.6	66.0	79.2	92.7	108.8
D Inflow expenditure (£m)	61.1	62.1	75.1	90.1	105.5	123.8	1.8	1.9	2.3	2.7	3.2	3.7	19.6	19.9	24.1	28.9	33.8	39.7	1.7	1.7	2.1	2.5	2.9	3.4	1.2	1.2	1.4	1.7	2.0	2.3
Turnover of Existing Floorspace <sup>(2)</sup>																														
E Turnover of existing floorspace (£m)	399.4	399.4	399.4	399.4	399.4	399.4	30.6	30.6	30.6	30.6	30.6	30.6	69.2	69.2	69.2	69.2	69.2	69.2	12.9	12.9	12.9	12.9	12.9	12.9	54.8	54.8	54.8	54.8	54.8	54.8
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claims on Expenditure Growth <sup>(3)</sup>																														
G Growth in turnover of existing floorspace (£m)	0.0	0.9	28.7	55.6	80.3	106.3	0.0	0.1	2.2	4.3	6.2	8.1	0.0	0.2	5.0	9.6	13.9	18.4	0.0	0.0	0.9	1.8	2.6	3.4	0.0	0.1	3.9	7.6	11.0	14.6
H Turnover of commitments (£m)	0.0	0.0	55.6	59.1	62.3	65.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Residual Expenditure Available to Support New Floorspace <sup>(4)</sup>																														
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	5.7	62.7	141.7	226.0	329.9	0.0	0.4	51.4	66.2	81.6	100.1	0.0	1.0	10.8	23.2	36.4	52.6	0.0	0.2	2.0	4.3	6.8	9.8	0.0	0.8	8.6	18.4	28.8	41.7
Quantitative Need for Comparison Floorspace <sup>(5)</sup>																														
J Assumed sales density for new comparison floorspace (£/sqm)	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315
K Net comparison quantitative need (sqm net) (=H/I)	0	1,137	11,722	24,936	37,733	52,249	0	87	9,612	11,648	13,619	15,856	0	197	2,027	4,082	6,073	8,331	0	37	379	763	1,136	1,558	0	156	1,606	3,236	4,814	6,603
L Gross comparison quantitative need (=J/75%)	0	1,516	15,629	33,248	50,311	69,666	0	116	12,816	15,530	18,159	21,141	0	263	2,702	5,443	8,097	11,108	0	49	505	1,018	1,514	2,077	0	208	2,142	4,314	6,418	8,805

Notes:

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.

2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.

3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 1.4% per annum to 2016, 1.2% per annum to 2021 and 1.1% per annum to 2031. Row H represents the turnover of commitments derived from Table 41.

4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.

5. Row J represents the assumed sales density to calculate floorspace requirement taken from Experian Retail Planner Briefing Note 7.1 as a sales density for in-town modern floorspace, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L reresents gross requirements through the application of a 75% net to gross ratio.

All monetary values are held constant at 2007 prices.

# West London Joint Retail Needs Study Update

## SCENARIO C: ASPIRATIONAL MARKET SHARES

Table 58: Comparison Expenditure and Quantitative Need - LB Hammersmith & Fulham Centres

	SHEPHERD'S BUSH/WESTFIELD						HAMMERSMITH						FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																		
A Total study area comparison expenditure (£m)	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9
B Market share (%)	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	3.1%	3.1%	3.1%	3.1%	3.1%	3.1%	2.3%	2.3%	2.3%	2.3%	2.3%	2.3%
C Retained expenditure (£m) (=A*B)	263.2	267.6	323.4	388.1	454.5	533.4	185.7	188.8	228.1	273.8	320.7	376.3	135.2	137.4	166.1	199.4	233.5	274.0
D Inflow expenditure (£m)	263.2	267.6	323.4	388.1	454.5	533.4	57.0	58.0	70.1	84.1	98.5	115.6	28.1	28.6	34.5	41.4	48.5	56.9
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																		
E Turnover of existing floorspace (£m)	526.4	526.4	526.4	526.4	526.4	526.4	242.7	242.7	242.7	242.7	242.7	242.7	163.3	163.3	163.3	163.3	163.3	163.3
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																		
G Growth in turnover of existing floorspace (£m)	0.0	1.2	37.9	73.3	105.9	140.2	0.0	0.6	17.5	33.8	48.8	64.6	0.0	0.4	11.8	22.7	32.8	43.5
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.5	7.9	8.4	8.8	0.0	0.0	0.0	0.0	0.0	0.0
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																		
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	7.5	82.4	176.5	276.8	400.3	0.0	3.5	30.6	73.4	119.3	175.8	0.0	2.3	25.6	54.7	85.8	124.1
<b>Quantitative Need for Comparison Floorspace <sup>(5)</sup></b>																		
J Assumed sales density for new comparison floorspace (£/sqm)	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315
K Net comparison quantitative need (sqm net) (=H/I)	0	1,499	15,419	31,059	46,206	63,386	0	691	5,715	12,927	19,911	27,833	0	465	4,782	9,633	14,331	19,660
L Gross comparison quantitative need (=J/75%)	0	1,999	20,559	41,412	61,608	84,515	0	922	7,620	17,235	26,548	37,110	0	620	6,377	12,844	19,108	26,213

### Notes:

- Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.
- Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.
- Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 1.4% per annum to 2016, 1.2% per annum to 2021 and 1.1% per annum to 2031. Row H represents the turnover of commitments derived from Table 41.
- Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.
- Row J represents the assumed sales density to calculate floorspace requirement taken from Experian Retail Planner Briefing Note 7.1 as a sales density for in-town modern floorspace, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L represents gross requirements through the application of a 75% net to gross ratio.

All monetary values are held constant at 2007 prices.

# West London Joint Retail Needs Study Update

## SCENARIO C: ASPIRATIONAL MARKET SHARES

Table 59: Comparison Expenditure and Quantitative Need - LB Hounslow Centres

	HOUNSLOW						FELTHAM						CHISWICK						BRENTFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																								
A Total study area comparison expenditure (£m)	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9	5,909.9	6,008.0	7,260.5	8,714.2	10,205.4	11,976.9
B Market share (%)	4.2%	4.2%	4.8%	4.8%	4.8%	4.8%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.8%	1.8%	1.8%	1.8%	1.8%	1.8%	0.6%	0.6%	0.8%	0.8%	0.8%	0.8%
C Retained expenditure (£m) (=A*B)	250.2	254.4	345.1	414.2	485.1	569.3	60.1	61.1	73.9	88.7	103.8	121.9	107.4	109.2	132.0	158.4	185.5	217.7	33.5	34.0	57.1	68.6	80.3	94.2
D Inflow expenditure (£m)	2.5	2.6	3.1	3.7	4.4	5.1	4.6	4.7	5.6	6.8	7.9	9.3	5.8	5.9	7.1	8.5	10.0	11.7	3.4	3.4	4.2	5.0	5.9	6.9
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																								
E Turnover of existing floorspace (£m)	252.7	252.7	252.7	252.7	252.7	252.7	64.7	64.7	64.7	64.7	64.7	64.7	113.2	113.2	113.2	113.2	113.2	113.2	36.9	36.9	36.9	36.9	36.9	36.9
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																								
G Growth in turnover of existing floorspace (£m)	0.0	0.6	18.2	35.2	50.8	67.3	0.0	0.2	4.7	9.0	13.0	17.2	0.0	0.3	8.1	15.8	22.8	30.1	0.0	0.1	2.7	5.1	7.4	9.8
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	5.9	6.2	6.6
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	3.6	77.3	130.0	185.9	254.4	0.0	0.9	10.1	21.7	34.0	49.2	0.0	1.6	17.7	37.9	59.5	86.1	0.0	0.5	16.2	25.6	35.6	47.8
<b>Quantitative Need for Comparison Floorspace <sup>(5)</sup></b>																								
J Assumed sales density for new comparison floorspace (£/sqm)	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315	4,987	4,999	5,346	5,682	5,990	6,315
K Net comparison quantitative need (sqm net) (=H/I)	0	720	14,462	22,883	31,039	40,289	0	184	1,896	3,819	5,681	7,793	0	322	3,316	6,679	9,936	13,631	0	105	3,028	4,510	5,945	7,573
L Gross comparison quantitative need (=J/75%)	0	960	19,283	30,511	41,385	53,719	0	246	2,528	5,091	7,574	10,391	0	430	4,421	8,905	13,248	18,174	0	140	4,037	6,013	7,927	10,098

### Notes:

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 1.4% per annum to 2016, 1.2% per annum to 2021 and 1.1% per annum to 2031. Row H represents the turnover of commitments derived from Table 41.
4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.
5. Row J represents the assumed sales density to calculate floorspace requirement taken from Experian Retail Planner Briefing Note 7.1 as a sales density for in-town modern floorspace, which increased by the same level of sales density growth described at (3); Row K represents net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L represents gross requirements through the application of a 75% net to gross ratio.



West London Joint Retail Needs Study Update
ALL SCENARIOS
Table 60: Summary of quantitative need for comparison floorspace (sqm gross)

	2011	2016	2021	2026	2031		2011	2016	2021	2026	2031		2011	2016	2021	2026	2031
	Scenario A						Scenario B						Scenario C				
All Boroughs	9,000	79,100	173,300	264,600	368,200		9,000	66,500	159,100	248,800	350,600		9,000	118,000	217,300	313,500	422,600
LB Ealing	2,500	15,100	41,200	66,500	95,100		2,500	11,800	37,500	62,300	90,500		2,500	40,600	70,000	98,500	130,800
Ealing	1,500	1,700	17,500	32,900	50,200		1,500	100	15,700	30,900	48,000		1,500	15,600	33,200	50,300	69,700
Southall	100	1,200	2,400	3,600	4,900		100	1,100	2,300	3,400	4,800		100	12,800	15,500	18,200	21,100
Hanwell	0	500	1,000	1,500	2,100		0	400	1,000	1,400	2,000		0	500	1,000	1,500	2,100
Acton	300	2,700	5,400	8,100	11,100		300	2,300	5,000	7,600	10,600		300	2,700	5,400	8,100	11,100
Greenford	200	2,100	4,300	6,400	8,800		200	1,500	3,600	5,600	7,900		200	2,100	4,300	6,400	8,800
LB Hammersmith and Fulham	3,900	38,600	79,600	119,300	164,300		3,900	31,000	71,100	109,800	153,800		3,900	38,600	79,600	119,300	164,300
Hammersmith	900	7,600	17,200	26,500	37,100		900	6,700	16,100	25,300	35,800		900	7,600	17,200	26,500	37,100
Fulham	600	6,400	12,800	19,100	26,200		600	6,200	12,700	18,900	26,000		600	6,400	12,800	19,100	26,200
Shepherd's Bush/Westfield	2,000	20,600	41,400	61,600	84,500		2,000	14,200	34,300	53,700	75,700		2,000	20,600	41,400	61,600	84,500
LB Hounslow	2,600	25,400	52,600	78,900	108,800		2,600	23,600	50,600	76,700	106,300		2,600	38,800	67,700	95,700	127,500
Hounslow	1,000	9,900	19,900	29,600	40,600		1,000	8,900	18,700	28,300	39,200		1,000	19,300	30,500	41,400	53,700
Feltham	200	2,500	5,100	7,600	10,400		200	2,500	5,100	7,600	10,400		200	2,500	5,100	7,600	10,400
Chiswick	400	4,400	8,900	13,200	18,200		400	4,200	8,700	13,000	17,900		400	4,400	8,900	13,200	18,200
Brentford	100	0	1,500	2,900	4,500		100	-200	1,300	2,700	4,200		100	4,000	6,000	7,900	10,100

Notes:
(1) Floorspace quantitative need is rounded to nearest 100 sqm for ease of presentation and is shown as a gross figure. Data are derived from Tables 40-59.



## APPENDIX 9

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### Quantitative Spreadsheets for Convenience Floorspace (Tables 61-80)



West London Joint Retail Needs Study Update

Table 61: Convenience turnover performance (2009)

Detailed Performance Analysis: Q3 2023														
Store Name	Zone	Net Convenience Floorspace (sqm) <sup>(1)</sup>	Convenience: Comparison Ratio <sup>(2)</sup>	Net Convenience Floorspace (sqm) <sup>(3)</sup>	Survey Derived Turnover (£m) <sup>(4)</sup>	Inflow (%) <sup>(5)</sup>	Inflow (£m) <sup>(6)</sup>	Total Turnover (£m) <sup>(7)</sup>	Existing Sales Density (£ per sqm) <sup>(8)</sup>	Benchmark (£ per sqm) <sup>(9)</sup>	Benchmark turnover (£m) <sup>(10)</sup>	Difference (£m) <sup>(11)</sup>	Difference (%) <sup>(12)</sup>	
		A	B	C	D	E	F	G	H	I	J	K	L	
LB Ealing	Morrisons, Rectory Road, Acton	4	2,494	80%	1,996	59.6	0.0%	0.0	59.6	29,849	11,884	23.7	35.8	60%
	Sainsbury's, Melbourne Avenue, West Ealing	5	2,079	80%	1,663	38.4	0.0%	0.0	38.4	23,067	10,387	17.3	21.1	55%
	Tesco Metro, Broadway Shopping Centre, Ealing	5	1,858	80%	1,486	12.5	0.0%	0.0	12.5	8,400	13,620	20.2	-7.8	-62%
	Waitrose, Alexandria Road, West Ealing	6	2,968	86%	2,540	68.3	0.0%	0.0	68.3	26,903	12,260	31.1	37.2	54%
	Tesco, Weston Avenue, Old Hoover Building, Greenford	7	3,471	80%	2,777	70.8	0.0%	0.0	70.8	25,493	13,620	37.8	33.0	47%
	Tesco Metro, Greenford Road, Greenford	9	1,161	80%	929	27.9	0.0%	0.0	27.9	29,996	13,620	12.6	15.2	55%
Somerfield, The Broadway, Southall	10	487	95%	463	7.0	0.0%	0.0	7.0	15,073	8,190	3.8	3.2	46%	
LB H&F	Sainsbury's, Townsmead Road, Fulham	1	3,326	80%	2,661	59.3	0.0%	0.0	59.3	22,301	10,387	27.6	31.7	53%
	Waitrose, North End Road, Fulham	1	1,890	86%	1,618	59.7	0.0%	0.0	59.7	36,927	12,260	19.8	39.9	67%
	Sainsbury's, Kings Mall, Hammersmith	2	1,740	80%	1,392	21.7	0.0%	0.0	21.7	15,603	10,387	14.5	7.3	33%
	Tesco, Shepherds Bush Road, Hammersmith	2	2,717	80%	2,174	85.5	0.0%	0.0	85.5	39,352	13,620	29.6	55.9	65%
	Morrisons, Shepherds Bush Centre	3	2,197	80%	1,758	21.9	0.0%	0.0	21.9	12,453	11,884	20.9	1.0	5%
	Waitrose, Westfield Shopping Centre	3	2,395	86%	2,049	13.5	50.0%	13.5	26.9	13,149	12,260	25.1	1.8	7%
LB Hounslow	Tesco Extra, Bulls Bridge Industrial Estate, Southall	11	4,456	64%	2,857	28.5	0.0%	0.0	28.5	9,993	13,620	38.9	-10.4	-36%
	Tesco, Faggs Road, Feltham	12	3,680	80%	2,944	36.5	0.0%	0.0	36.5	12,402	13,620	40.1	-3.6	-10%
	Asda, Tilley Road, Feltham	13	4,140	80%	3,312	14.8	0.0%	0.0	14.8	4,475	15,613	51.7	-36.9	-249%
	Tesco, High Street, Feltham	13	2,401	80%	1,921	46.2	0.0%	0.0	46.2	24,056	13,620	26.2	20.0	43%
	Asda, Alexander Road, Hounslow	14	4,183	80%	3,346	52.2	0.0%	0.0	52.2	15,592	15,613	52.2	-0.1	0%
	Somerfield, Cavendish Parade, Bath Road, Hounslow	14	1,644	80%	1,315	10.9	0.0%	0.0	10.9	8,259	8,190	10.8	0.1	1%
	Tesco Extra, Mogden Lane, Isleworth (Twickenham)	15	4,824	64%	3,092	62.5	0.0%	0.0	62.5	20,224	13,620	42.1	20.4	33%
	Tesco Extra, Osterley Park, Syon Lane, Isleworth	15	6,521	64%	4,180	92.4	0.0%	0.0	92.4	22,115	13,620	56.9	35.5	38%
	Morrisons, High Street, Brentford	16	1,546	80%	1,237	21.8	0.0%	0.0	21.8	17,654	11,884	14.7	7.1	33%
	Sainsbury's Local, Chiswick High Road, Chiswick	17	254	95%	241	34.8	0.0%	0.0	34.8	144,361	10,387	2.5	32.3	93%
	Sainsbury's, Acton Lane, Essex Place, Chiswick	17	3,603	80%	2,882	38.4	0.0%	0.0	38.4	13,336	10,387	29.9	8.5	22%
	Waitrose, Chiswick High Street, Chiswick	17	622	86%	532	11.6	0.0%	0.0	11.6	21,853	12,260	6.5	5.1	44%
Total		-	-	-	996.9	-	13.5	1,010.4	-	-	656.8	353.6	35%	

Notes:  
(1) IGD, WLRNS 2006 and Council files (gross figure provided for Waitrose Westfield and Asda Hounslow and converted to net using 65% ratio)  
(2) RTP assumption  
(3) Product of columns A and B  
(4) Derived from Table 6, Appendix 2  
(5) RTP estimates. Expressed as a percentage of the total turnover.  
(6) Monetary value of column F  
(7) Sum of columns D and F  
(8) Column C divided by column G  
(9) Based on Experian Retail Planner Note 7.1 average for modern stores, adjusted to take account of sales density growth since 2007  
(10) Product of columns C and I  
(11) Difference between columns G and J  
(12) Column J expressed as a percentage difference from column G

All monetary values are held constant at 2007 prices.

# West London Joint Retail Needs Study Update

Table 62: Details of convenience commitments

Scheme	Reference	Convenience Floorspace (Gross sqm)	Gross to Net Ratio (%)	Convenience Floorspace (Net sqm)	Assumed Convenience Sales Density in 2016 (£ per sqm)	Total Convenience Turnover in 2016 (£m)
<b>Ealing <sup>(1)</sup></b>						
Dickens Yard/Town Hall Annex and Car Parks	P/2008/0156	808	65%	525	12,955	6.8
<b>Hammersmith &amp; Fulham <sup>(2)</sup></b>						
Sainsbury's Extension, Townmead Road	2003/03090/FUL	1,803	65%	1,172	10,660	12.5
<b>Hounslow <sup>(3)</sup></b>						
-	-	-	-	-	-	-
<b>Total</b>	-	-	-	-	-	19.3

**Notes:**  
(1) Supplied by LBE, net to gross ratio RTP estimate and sales density derived from average for large foodstore operators  
(2) Supplied by LBHF, 80% if the gross floorspace used, Sainsbury's average sales density used for convenience floorspace  
  
All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update  
SCENARIO A: CONSTANT MARKET SHARES  
Table 63: Summary convenience goods market shares (2009)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
LB Ealing	Zone 4 (Acton)	0.0%	0.0%	11.4%	52.4%	5.6%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%
	Zone 5 (Ealing)	0.0%	0.0%	0.3%	6.0%	35.2%	30.4%	3.8%	2.6%	1.9%	6.0%	0.0%	0.0%	0.0%	0.9%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 6 (Hanwell)	0.0%	0.0%	0.0%	7.5%	28.5%	37.9%	0.9%	0.0%	3.7%	2.3%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 7 (North LB Ealing)	0.0%	0.0%	0.0%	3.0%	3.8%	14.6%	56.4%	12.5%	8.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	1.7%	0.0%	0.0%	0.0%	0.0%
	Zone 8 (NE LB Ealing)	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	10.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Zone 9 (Greenford)	0.0%	0.0%	0.0%	0.2%	2.9%	2.6%	8.6%	0.6%	30.9%	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%	0.0%	0.0%	0.3%	2.3%	0.9%	0.0%	0.0%	0.0%
	Zone 10 (Southall)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	3.8%	20.8%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%
	Total LB Ealing	0.0%	0.0%	11.7%	69.1%	76.1%	85.8%	69.8%	26.5%	48.9%	32.0%	0.0%	0.0%	0.9%	0.9%	0.2%	8.6%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	4.4%	3.7%	2.6%	1.0%	0.0%	0.6%
LB H&F	Zone 1 (Fulham)	70.3%	11.9%	1.9%	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%	0.9%	0.9%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	7.2%	4.0%
	Zone 2 (Hammersmith)	5.4%	50.3%	21.4%	0.2%	0.2%	0.0%	0.9%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	3.1%	0.0%	0.0%	1.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.2%	8.8%	0.4%	1.6%
	Zone 3 (Shepherd's Bush/Westfield)	0.0%	9.0%	34.8%	2.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	3.7%	0.0%	1.0%	0.0%
	Total LBH&F	75.7%	71.2%	58.1%	3.0%	1.2%	0.0%	0.9%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	4.0%	0.9%	0.0%	1.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.5%	13.8%	7.6%	6.6%
LB Hounslow	Zone 11 (West LB Hounslow)	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.9%	14.4%	13.5%	0.0%	0.0%	5.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.5%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 12 (SW LB Hounslow)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.9%	46.1%	7.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.9%	2.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 13 (Feltham)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	31.1%	62.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	4.9%	2.9%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 14 (Hounslow)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	33.1%	1.4%	1.8%	43.3%	12.0%	5.2%	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.3%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 15 (East LB Hounslow)	0.0%	1.9%	0.0%	0.9%	10.1%	6.3%	1.9%	0.9%	2.4%	11.7%	3.1%	0.0%	1.8%	39.6%	67.3%	31.5%	4.9%	0.0%	1.8%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%
	Zone 16 (Brentford)	0.0%	0.0%	0.0%	0.0%	0.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	4.5%	38.0%	1.0%	0.0%	0.9%	0.0%	0.0%	0.9%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Zone 17 (Chiswick)	0.0%	5.1%	9.5%	11.9%	1.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	74.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%
	Total LB Hounslow	0.0%	7.1%	9.5%	12.8%	13.0%	7.5%	1.9%	0.9%	4.2%	32.1%	77.1%	78.7%	73.2%	90.1%	85.7%	86.2%	80.7%	0.2%	2.7%	25.4%	4.1%	6.7%	6.0%	25.5%	1.2%	0.0%	0.9%	0.0%	0.0%	0.7%
	Other destinations	24.3%	21.7%	20.7%	15.1%	9.8%	6.7%	27.4%	72.6%	46.8%	35.0%	21.9%	21.3%	25.9%	9.0%	14.1%	5.0%	16.8%	95.8%	96.4%	74.6%	94.1%	93.3%	94.0%	72.1%	94.4%	96.3%	96.0%	85.2%	92.4%	92.1%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Notes:  
(1) Derived from zonal comparison goods market shares at Table 13, Appendix 2

West London Joint Retail Needs Study Update  
SCENARIO A: CONSTANT MARKET SHARES  
Table 64: Summary convenience goods spending patterns (2009) (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones	Total All Zones Market Share %	
LB Ealing	Zone 4 (Acton)	0.0	0.0	12.5	49.9	7.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.2	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	3.0	0.0	0.0	76.7	2.2%	
	Zone 5 (Ealing)	0.0	0.0	0.3	5.7	48.8	26.9	2.6	2.0	1.1	5.2	0.0	0.0	0.0	0.9	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.2	0.0	0.0	0.0	0.0	0.0	97.5	2.8%	
	Zone 6 (Hanwell)	0.0	0.0	0.0	7.2	39.5	33.5	0.7	0.0	2.1	2.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	3.2	0.0	0.0	0.0	0.0	0.0	89.1	2.5%	
	Zone 7 (North LB Ealing)	0.0	0.0	0.0	2.8	5.3	12.9	39.5	9.3	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	3.6	0.0	0.0	0.0	79.0	2.2%	
	Zone 8 (NE LB Ealing)	0.0	0.0	0.0	0.0	0.0	0.2	0.0	8.2	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	1.2	0.0	0.0	0.0	1.2	10.9	0.3%	
	Zone 9 (Greenford)	0.0	0.0	0.0	0.2	4.0	2.3	6.0	0.4	17.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.9	2.0	0.0	0.0	0.0	37.6	1.1%	
	Zone 10 (Southall)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	18.0	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	0.0	0.0	0.0	0.0	1.2	21.9	0.6%	
Total LB Ealing	0.0	0.0	12.8	65.8	105.4	75.8	48.8	19.9	27.9	27.7	0.0	0.0	0.5	0.9	0.2	3.4	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.6	4.7	4.7	5.7	3.0	0.0	2.4	412.6	11.7%	
LB H&F	Zone 1 (Fulham)	114.9	18.5	2.1	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	1.3	0.9	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	3.9	21.7	14.9	178.6	5.1%	
	Zone 2 (Hammersmith)	8.8	78.0	23.5	0.2	0.3	0.0	0.7	0.0	0.0	0.8	0.7	0.0	0.0	0.0	0.1	0.0	4.1	0.0	0.0	0.7	0.0	0.0	0.4	0.0	0.0	0.5	26.0	1.1	6.1	152.0	4.3%	
	Zone 3 (Shepherd's Bush/Westfield)	0.0	14.0	38.2	2.4	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	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.5	10.8	0.0	3.8	71.4	2.0%	
Total LBH&F	123.7	110.5	63.8	2.9	1.6	0.0	0.7	0.0	0.0	0.8	0.7	0.0	0.0	0.0	0.0	0.1	0.0	5.4	0.9	0.0	1.2	0.0	0.0	0.4	0.0	0.0	1.1	40.7	22.8	24.8	401.9	11.4%	
LB Hounslow	Zone 11 (West LB Hounslow)	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	1.1	12.5	9.8	0.0	0.0	5.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	1.3	0.0	0.0	0.0	0.0	0.0	39.9	1.1%	
	Zone 12 (SW LB Hounslow)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.9	19.7	4.4	0.0	0.6	0.0	0.0	0.0	0.0	1.2	0.0	0.7	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.1	1.1%
	Zone 13 (Feltham)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	13.3	36.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	3.7	0.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	65.1	1.9%
	Zone 14 (Hounslow)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	23.9	0.6	1.1	42.5	8.1	2.1	0.3	0.0	0.0	0.0	0.7	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	85.6	2.4%
	Zone 15 (East LB Hounslow)	0.0	3.0	0.0	0.9	14.0	5.6	1.3	0.6	1.3	10.1	2.2	0.0	1.1	38.8	45.4	12.5	4.8	0.0	1.7	33.2	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	178.8	5.1%
	Zone 16 (Brentford)	0.0	0.0	0.0	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	3.1	15.0	1.0	0.0	0.9	0.0	0.0	0.7	0.0	0.4	0.0	0.0	0.0	0.0	0.0	23.0	0.7%	
	Zone 17 (Chiswick)	0.0	7.9	10.4	11.3	2.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	72.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	112.4	3.2%	
Total LB Hounslow	0.0	10.9	10.4	12.2	18.1	6.6	1.3	0.6	2.4	27.8	55.6	33.6	43.2	88.3	57.8	34.0	78.8	0.3	2.6	35.2	2.8	5.0	1.1	10.3	1.3	0.0	2.0	0.0	0.0	2.5	544.9	15.5%	
Other destinations	39.8	33.7	22.8	14.4	13.5	5.9	19.1	54.4	26.7	30.3	15.8	9.1	15.3	8.8	9.5	2.0	16.4	129.7	93.8	103.6	64.7	70.1	17.0	29.1	100.5	121.8	211.1	252.2	278.3	344.1	2,153.5	61.3%	
Total	163.4	165.2	109.8	95.3	138.6	88.3	70.0	75.0	57.0	86.6	72.1	42.7	59.0	98.1	67.5	39.5	97.7	135.4	97.3	138.8	68.7	75.1	18.1	40.3	106.4	126.5	219.9	295.9	301.0	373.7	3,513.0	100.0%	

Notes:  
(1) Derived from comparison goods spending patterns at Table 14, Appendix 2.



West London Joint Retail Needs Study Update  
SCENARIO A: CONSTANT MARKET SHARES

Table 65: Convenience expenditure and quantitative need - BY BOROUGH

	THREE BOROUGHES COMBINED						LB EALING						LB HOUNSLOW						LB HAMMERSMITH AND FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
Available Expenditure and Expenditure Retention <sup>(1)</sup>																								
A Total study area convenience expenditure (£m)	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2
B Market share (%)	38.7%	38.7%	38.7%	38.7%	38.7%	38.7%	11.7%	11.7%	11.7%	11.7%	11.7%	11.7%	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%	11.4%	11.4%	11.4%	11.4%	11.4%	11.4%
C Retained expenditure (£m) (=A*B)	1,359.5	1,390.1	1,499.1	1,590.6	1,691.3	1,809.6	412.6	421.9	455.0	482.8	513.3	549.3	544.9	557.2	600.9	637.6	677.9	725.3	401.9	411.0	443.2	470.3	500.1	535.0
D Inflow expenditure (£m)	13.5	13.8	14.9	15.8	16.8	17.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.5	13.8	14.9	15.8	16.8	17.9
Turnover of Existing Floorspace <sup>(2)</sup>																								
E Turnover of existing floorspace (£m) (=C+D)	1373.0	1,373.0	1,373.0	1,373.0	1,373.0	1,373.0	412.6	412.6	412.6	412.6	412.6	412.6	544.9	544.9	544.9	544.9	544.9	544.9	415.4	415.4	415.4	415.4	415.4	415.4
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claims on Expenditure Growth <sup>(3)</sup>																								
G Growth in turnover of existing floorspace (£m)	0.0	2.4	36.1	62.0	92.1	122.8	0.0	0.7	10.8	18.6	27.7	36.9	0.0	0.9	14.3	24.6	36.6	48.7	0.0	0.7	10.9	18.8	27.9	37.1
H Turnover of commitments (£m)	0.0	0.0	19.3	19.7	20.1	20.5	0.0	0.0	6.8	6.9	7.1	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	12.7	13.0	13.3
Residual Expenditure Available to Support New Floorspace <sup>(4)</sup>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	28.5	85.6	151.7	222.9	311.4	0.0	8.6	24.7	44.6	66.0	92.5	0.0	11.3	41.6	68.0	96.4	131.7	0.0	8.6	19.2	39.1	60.5	87.1
Quantitative Need for Convenience Floorspace <sup>(5)</sup>																								
J Assumed sales density for new supermarket floorspace (£/sqm)	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752
K Net supermarket quantitative need (sqm net) (=I/J)	0	2,256	6,606	11,500	16,551	22,640	0	678	1,908	3,379	4,897	6,727	0	895	3,213	5,155	7,160	9,577	0	683	1,485	2,966	4,494	6,337
L Gross supermarket quantitative need (=K/65%)	0	3,470	10,163	17,692	25,463	34,831	0	1,043	2,935	5,198	7,533	10,349	0	1,377	4,943	7,931	11,015	14,734	0	1,050	2,285	4,563	6,914	9,749
M Assumed sales density for new small stores floorspace (£/sqm)	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106
N Net small stores quantitative need (sqm net) (=I/M)	0	5,080	14,879	25,901	37,277	50,992	0	1,527	4,297	7,610	11,029	15,151	0	2,016	7,237	11,611	16,127	21,570	0	1,537	3,345	6,680	10,122	14,272
O Gross small stores quantitative need (=N/65%)	0	7,816	22,890	39,848	57,350	78,450	0	2,349	6,611	11,707	16,967	23,309	0	3,102	11,134	17,864	24,810	33,184	0	2,365	5,146	10,277	15,572	21,957

**Notes:**  
1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 61.  
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.  
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 0.5% per annum to 2016, 0.4% per annum to 2031. Row H represents the turnover of commitments derived from Table 62.  
4. Row I represents the sum of retained expenditure, expenditure inflow and overtrading/undertrading (if appropriate), less the deductions for the existing centres turnover, turnover growth and commitments.  
5. Row J represents the assumed sales density to calculate floorspace need is based on the average for the top six supermarket operators, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L reorresents gross requirements through the application of a 65% net to gross ratio.  
5. Row M represents the assumed sales density to calculate floorspace need is based on the average for small foodstore operators, which increased by the same level of sales density growth described at (3); Row N represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row O reorresents gross requirements through the application of a 65% net to gross ratio.  
  
All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update  
SCENARIO A: CONSTANT MARKET SHARES

Table 45: Comparison Expenditure and Quantitative Need - LB Ealing Centres

	EALING						SOUTHALL						ACTON						HANWELL						GREENFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
Available Expenditure and Expenditure Retention <sup>(1)</sup>																														
A Total study area convenience expenditure (£m)	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2
B Market share (%)	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
C Retained expenditure (£m) (=A*B)	97.5	99.6	107.5	114.0	121.2	129.7	21.9	22.4	24.1	25.6	27.2	29.1	76.7	78.4	84.6	89.7	95.4	102.1	89.1	91.2	98.3	104.3	110.9	118.7	37.6	38.4	41.4	44.0	46.8	50.0
D Inflow expenditure (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Turnover of Existing Floorspace <sup>(2)</sup>																														
E Turnover of existing floorspace (£m) (=C+D)	97.5	97.5	97.5	97.5	97.5	97.5	21.9	21.9	21.9	21.9	21.9	21.9	76.7	76.7	76.7	76.7	76.7	76.7	89.1	89.1	89.1	89.1	89.1	89.1	37.6	37.6	37.6	37.6	37.6	37.6
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claims on Expenditure Growth <sup>(3)</sup>																														
G Growth in turnover of existing floorspace (£m)	0.0	0.2	2.6	4.4	6.5	8.7	0.0	0.0	0.6	1.0	1.5	2.0	0.0	0.1	2.0	3.5	5.1	6.9	0.0	0.2	2.3	4.0	6.0	8.0	0.0	0.1	1.0	1.7	2.5	3.4
H Turnover of commitments (£m)	0.0	0.0	6.8	6.9	7.1	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Residual Expenditure Available to Support New Floorspace <sup>(4)</sup>																														
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	2.0	0.6	5.2	10.2	16.3	0.0	0.5	1.7	2.7	3.9	5.3	0.0	1.6	5.9	9.6	13.6	18.5	0.0	1.9	6.8	11.1	15.8	21.5	0.0	0.8	2.9	4.7	6.7	9.1
Quantitative Need for Convenience Floorspace <sup>(5)</sup>																														
J Assumed sales density for new supermarket floorspace (£/sqm)	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752
K Net supermarket quantitative need (sqm net) (=I/J)	0	160	49	397	755	1,188	0	36	129	207	288	385	0	126	452	726	1,008	1,348	0	146	526	843	1,171	1,567	0	62	222	356	494	661
L Gross supermarket quantitative need (=K/65%)	0	246	76	611	1,162	1,827	0	55	199	319	442	592	0	194	696	1,116	1,550	2,074	0	225	809	1,298	1,802	2,410	0	95	341	547	760	1,016
M Assumed sales density for new small stores floorspace (£/sqm)	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106
N Net small stores quantitative need (sqm net) (=I/M)	0	361	111	894	1,701	2,675	0	81	291	466	648	866	0	284	1,018	1,634	2,270	3,036	0	330	1,184	1,900	2,638	3,529	0	139	499	801	1,112	1,488
O Gross small stores quantitative need (=N/65%)	0	555	171	1,375	2,617	4,115	0	125	447	718	997	1,333	0	437	1,567	2,514	3,492	4,670	0	507	1,821	2,922	4,059	5,429	0	214	768	1,232	1,711	2,289

**Notes:**  
1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 61.  
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.  
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 0.5% per annum to 2016, 0.4% per annum to 2031. Row H represents the turnover of commitments derived from Table 62.  
4. Row I represents the sum of retained expenditure, expenditure inflow and overtrading/undertrading (if appropriate), less the deductions for the existing centres turnover, turnover growth and commitments.  
5. Row J represents the assumed sales density to calculate floorspace need is based on the average for the top six supermarket operators, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L re-represents gross requirements through the application of a 65% net to gross ratio.  
5. Row M represents the assumed sales density to calculate floorspace need is based on the average for small foodstore operators, which increased by the same level of sales density growth described at (3); Row N represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row O re-represents gross requirements through the application of a 65% net to gross ratio.

All monetary values are held constant at 2007 prices.

# West London Joint Retail Needs Study Update

## SCENARIO A: CONSTANT MARKET SHARES

Table 67: Convenience Expenditure and Quantitative Need - LB Hammersmith & Fulham Centres

	SHEPHERD'S BUSH/WESTFIELD						HAMMERSMITH						FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																		
A Total study area convenience expenditure (£m)	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2
B Market share (%)	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%
C Retained expenditure (£m) (=A*B)	71.4	73.0	78.7	83.5	88.8	95.0	152.0	155.4	167.6	177.8	189.1	202.3	178.6	182.6	196.9	208.9	222.2	237.7
D Inflow expenditure (£m)	13.5	13.8	14.9	15.8	16.8	17.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																		
E Turnover of existing floorspace (£m) (=C+D)	84.8	84.8	84.8	84.8	84.8	84.8	152.0	152.0	152.0	152.0	152.0	152.0	178.6	178.6	178.6	178.6	178.6	178.6
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																		
G Growth in turnover of existing floorspace (£m)	0.0	0.1	2.2	3.8	5.7	7.6	0.0	0.3	4.0	6.9	10.2	13.6	0.0	0.3	4.7	8.1	12.0	16.0
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	12.7	13.0	13.3
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																		
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	1.8	6.5	10.6	15.0	20.5	0.0	3.2	11.6	19.0	26.9	36.7	0.0	3.7	1.1	9.6	18.6	29.9
<b>Quantitative Need for Convenience Floorspace <sup>(5)</sup></b>																		
J Assumed sales density for new supermarket floorspace (£/sqm)	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752
K Net supermarket quantitative need (sqm net) (=I/J)	0	139	500	803	1,115	1,491	0	250	896	1,438	1,997	2,672	0	293	89	725	1,382	2,174
L Gross supermarket quantitative need (=K/65%)	0	214	770	1,235	1,715	2,294	0	384	1,379	2,213	3,073	4,110	0	451	136	1,115	2,126	3,345
M Assumed sales density for new small stores floorspace (£/sqm)	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106
N Net small stores quantitative need (sqm net) (=I/M)	0	314	1,127	1,808	2,511	3,358	0	562	2,019	3,239	4,499	6,017	0	661	199	1,633	3,113	4,897
O Gross small stores quantitative need (=N/65%)	0	483	1,733	2,781	3,863	5,167	0	865	3,106	4,983	6,921	9,257	0	1,017	307	2,512	4,789	7,533

### Notes:

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 61.
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 0.5% per annum to 2016, 0.4% per annum to 2031. Row H represents the turnover of commitments derived from Table 62.
4. Row I represents the sum of retained expenditure, expenditure inflow and overtrading/undertrading (if appropriate), less the deductions for the existing centres turnover, turnover growth and commitments.
5. Row J represents the assumed sales density to calculate floorspace need is based on the average for the top six supermarket operators, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L re-represents gross requirements through the application of a 65% net to gross ratio.
5. Row M represents the assumed sales density to calculate floorspace need is based on the average for small foodstore operators, which increased by the same level of sales density growth described at (3); Row N represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row O re-represents gross requirements through the application of a 65% net to gross ratio.

All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update  
SCENARIO A: CONSTANT MARKET SHARES

Table 68: Convenience Expenditure and Quantitative Need - LB Hounslow Centres

	HOUNSLOW						FELTHAM						CHISWICK						BRENTFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																								
A Total study area convenience expenditure (£m)	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2
B Market share (%)	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
C Retained expenditure (£m) (=A*B)	85.6	87.5	94.4	100.2	106.5	114.0	65.1	66.6	71.8	76.2	81.0	86.7	112.4	114.9	124.0	131.5	139.8	149.6	23.0	23.5	25.4	26.9	28.6	30.6
D Inflow expenditure (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																								
E Turnover of existing floorspace (£m) (=C+D)	85.6	85.6	85.6	85.6	85.6	85.6	65.1	65.1	65.1	65.1	65.1	65.1	112.4	112.4	112.4	112.4	112.4	112.4	23.0	23.0	23.0	23.0	23.0	23.0
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																								
G Growth in turnover of existing floorspace (£m)	0.0	0.1	2.2	3.9	5.7	7.7	0.0	0.1	1.7	2.9	4.4	5.8	0.0	0.2	3.0	5.1	7.5	10.1	0.0	0.0	0.6	1.0	1.5	2.1
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	1.8	6.5	10.7	15.2	20.7	0.0	1.4	5.0	8.1	11.5	15.7	0.0	2.3	8.6	14.0	19.9	27.2	0.0	0.5	1.8	2.9	4.1	5.6
<b>Quantitative Need for Convenience Floorspace <sup>(5)</sup></b>																								
J Assumed sales density for new supermarket floorspace (£/sqm)	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752
K Net supermarket quantitative need (sqm net) (=I/J)	0	141	505	810	1,125	1,505	0	107	384	616	856	1,145	0	185	663	1,064	1,477	1,976	0	38	136	218	302	404
L Gross supermarket quantitative need (=K/65%)	0	216	777	1,246	1,731	2,315	0	165	591	948	1,317	1,761	0	284	1,020	1,636	2,272	3,039	0	58	209	335	465	622
M Assumed sales density for new small stores floorspace (£/sqm)	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106
N Net small stores quantitative need (sqm net) (=I/M)	0	317	1,137	1,824	2,534	3,389	0	241	865	1,388	1,927	2,578	0	416	1,493	2,395	3,327	4,450	0	85	305	490	680	910
O Gross small stores quantitative need (=N/65%)	0	487	1,749	2,806	3,898	5,213	0	371	1,331	2,135	2,965	3,966	0	640	2,297	3,685	5,118	6,846	0	131	470	754	1,047	1,400

**Notes:**  
1. Row A is the total spending in the study area: row B is the study area market share for the borough/centre/store; row C is is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 61.  
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.  
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 0.5% per annum to 2016, 0.4% per annum to 2031. Row H represents the turnover of commitments derived from Table 62.  
4. Row I represents the sum of retained expenditure, expenditure inflow and overtrading/undertrading (if appropriate), less the deductions for the existing centres turnover, turnover growth and commitments.  
5. Row J represents the assumed sales density to calculate floorspace need is based on the average for the top six supermarket operators, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L reorresents gross requirements through the application of a 65% net to gross ratio.  
5. Row M represents the assumed sales density to calculate floorspace need is based on the average for small foodstore operators, which increased by the same level of sales density growth described at (3); Row N represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row O reorresents gross requirements through the application of a 65% net to gross ratio.  
  
All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update

SCENARIO B: ALLOWANCE FOR OVER/UNDERTRADING

Table 69: Convenience Expenditure and Quantitative Need - BY BOROUGH

	THREE BOROUGHs COMBINED						LB EALING						LB HOUNSLOW						LB HAMMERSMITH AND FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
Available Expenditure and Expenditure Retention <sup>(1)</sup>																								
A Total study area convenience expenditure (£m)	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2
B Market share (%)	38.7%	38.7%	38.7%	38.7%	38.7%	38.7%	11.7%	11.7%	11.7%	11.7%	11.7%	11.7%	15.5%	15.5%	15.5%	15.5%	15.5%	15.5%	11.4%	11.4%	11.4%	11.4%	11.4%	11.4%
C Retained expenditure (£m) (=A*B)	1,359.5	1,390.1	1,499.1	1,590.6	1,691.3	1,809.6	412.6	421.9	455.0	482.8	513.3	549.3	544.9	557.2	600.9	637.6	677.9	725.3	401.9	411.0	443.2	470.3	500.1	535.0
D Inflow expenditure (£m)	13.5	13.8	14.9	15.8	16.8	17.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.5	13.8	14.9	15.8	16.8	17.9
Turnover of Existing Floorspace <sup>(2)</sup>																								
E Turnover of existing floorspace (£m) (=C+D)	1373.0	1,373.0	1,373.0	1,373.0	1,373.0	1,373.0	412.6	412.6	412.6	412.6	412.6	412.6	544.9	544.9	544.9	544.9	544.9	544.9	415.4	415.4	415.4	415.4	415.4	415.4
F Quantum of overtrading/under trading turnover (£m)	353.6	353.6	353.6	353.6	353.6	353.6	137.7	137.7	137.7	137.7	137.7	137.7	78.2	78.2	78.2	78.2	78.2	78.2	137.6	137.6	137.6	137.6	137.6	137.6
Claims on Expenditure Growth <sup>(3)</sup>																								
G Growth in turnover of existing floorspace (£m)	0.0	2.4	36.1	62.0	92.1	122.8	0.0	0.7	10.8	18.6	27.7	36.9	0.0	0.9	14.3	24.6	36.6	48.7	0.0	0.7	10.9	18.8	27.9	37.1
H Turnover of commitments (£m)	0.0	0.0	19.3	19.7	20.1	20.5	0.0	0.0	6.8	6.9	7.1	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	12.7	13.0	13.3
Residual Expenditure Available to Support New Floorspace <sup>(4)</sup>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	353.6	382.1	439.1	505.3	576.5	664.9	137.7	146.3	162.4	182.3	203.7	230.2	78.2	89.5	119.9	146.2	174.7	209.9	137.6	146.2	156.9	176.7	198.1	224.8
Quantitative Need for Convenience Floorspace <sup>(5)</sup>																								
J Assumed sales density for new supermarket floorspace (£/sqm)	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752
K Net supermarket quantitative need (sqm net) (=I/J)	28,009	30,217	33,898	38,298	42,799	48,350	10,910	11,570	12,539	13,817	15,121	16,742	6,197	7,082	9,252	11,085	12,968	15,265	10,902	11,565	12,107	13,396	14,710	16,343
L Gross supermarket quantitative need (=K/65%)	43,091	46,487	52,151	58,920	65,845	74,385	16,785	17,799	19,291	21,257	23,263	25,756	9,534	10,895	14,233	17,053	19,950	23,485	16,772	17,793	18,627	20,609	22,631	25,143
M Assumed sales density for new small stores floorspace (£/sqm)	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106
N Net small stores quantitative need (sqm net) (=I/M)	63,085	68,057	76,348	86,258	96,396	108,899	24,573	26,058	28,241	31,121	34,057	37,707	13,958	15,950	20,837	24,966	29,207	34,382	24,553	26,048	27,269	30,172	33,132	36,810
O Gross small stores quantitative need (=N/65%)	97,053	104,702	117,458	132,705	148,302	167,536	37,805	40,089	43,448	47,878	52,396	58,011	18,610	24,539	32,057	38,409	44,934	52,895	37,775	40,075	41,953	46,418	50,972	56,630

**Notes:**

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 61.

2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.

3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 0.5% per annum to 2016, 0.4% per annum to 2031. Row H represents the turnover of commitments derived from Table 62.

4. Row I represents the sum of retained expenditure, expenditure inflow and overtrading/undertrading (if appropriate), less the deductions for the existing centres turnover, turnover growth and commitments.

5. Row J represents the assumed sales density to calculate floorspace need is based on the average for the top six supermarket operators, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L reosents gross requirements through the application of a 65% net to gross ratio.

5. Row M represents the assumed sales density to calculate floorspace need is based on the average for small foodstore operators, which increased by the same level of sales density growth described at (3); Row N represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row O reosents gross requirements through the application of a 65% net to gross ratio.

All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update  
SCENARIO B: ALLOWANCE FOR OVER/UNDERTRADING

Table 70: Comparison Expenditure and Quantitative Need - LB Ealing Centres

	EALING						SOUTHALL						ACTON						HANWELL						GREENFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
Available Expenditure and Expenditure Retention <sup>(1)</sup>																														
A Total study area convenience expenditure (£m)	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2
B Market share (%)	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
C Retained expenditure (£m) (=A*B)	97.5	99.6	107.5	114.0	121.2	129.7	21.9	22.4	24.1	25.6	27.2	29.1	76.7	78.4	84.6	89.7	95.4	102.1	89.1	91.2	98.3	104.3	110.9	118.7	37.6	38.4	41.4	44.0	46.8	50.0
D Inflow expenditure (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Turnover of Existing Floorspace <sup>(2)</sup>																														
E Turnover of existing floorspace (£m) (=C+D)	97.5	97.5	97.5	97.5	97.5	97.5	21.9	21.9	21.9	21.9	21.9	21.9	76.7	76.7	76.7	76.7	76.7	76.7	89.1	89.1	89.1	89.1	89.1	89.1	37.6	37.6	37.6	37.6	37.6	37.6
F Quantum of overtrading/under trading turnover (£m)	13.3	13.3	13.3	13.3	13.3	13.3	3.2	3.2	3.2	3.2	3.2	3.2	35.8	35.8	35.8	35.8	35.8	35.8	0.0	0.0	0.0	0.0	0.0	0.0	15.2	15.2	15.2	15.2	15.2	15.2
Claims on Expenditure Growth <sup>(3)</sup>																														
G Growth in turnover of existing floorspace (£m)	0.0	0.2	2.6	4.4	6.5	8.7	0.0	0.0	0.6	1.0	1.5	2.0	0.0	0.1	2.0	3.5	5.1	6.9	0.0	0.2	2.3	4.0	6.0	8.0	0.0	0.1	1.0	1.7	2.5	3.4
H Turnover of commitments (£m)	0.0	0.0	19.3	19.7	20.1	20.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Residual Expenditure Available to Support New Floorspace <sup>(4)</sup>																														
I Residual expenditure (£m) (=C+D-E+F-G-H)	13.3	15.4	1.5	5.8	10.5	16.4	3.2	3.6	4.9	5.9	7.1	8.5	35.8	37.4	41.7	45.4	49.4	54.4	0.0	1.9	6.8	11.1	15.8	21.5	15.2	16.0	18.1	19.9	21.9	24.3
Quantitative Need for Convenience Floorspace <sup>(5)</sup>																														
J Assumed sales density for new supermarket floorspace (£/sqm)	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752
K Net supermarket quantitative need (sqm net) (=I/J)	1,056	1,214	114	443	780	1,192	252	288	375	448	524	616	2,840	2,961	3,219	3,443	3,669	3,955	0	146	526	843	1,171	1,567	1,205	1,264	1,395	1,508	1,623	1,766
L Gross supermarket quantitative need (=K/65%)	1,624	1,868	175	681	1,201	1,834	388	443	577	690	806	948	4,369	4,556	4,953	5,297	5,645	6,084	0	225	809	1,298	1,802	2,410	1,853	1,945	2,147	2,320	2,496	2,717
M Assumed sales density for new small stores floorspace (£/sqm)	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106
N Net small stores quantitative need (sqm net) (=I/M)	2,378	2,735	256	997	1,758	2,685	568	648	844	1,010	1,180	1,388	6,396	6,669	7,251	7,754	8,264	8,907	0	330	1,184	1,900	2,638	3,529	2,713	2,847	3,143	3,397	3,655	3,978
O Gross small stores quantitative need (=N/65%)	3,659	4,207	394	1,533	2,704	4,131	874	997	1,299	1,554	1,816	2,135	9,841	10,260	11,156	11,929	12,714	13,703	0	507	1,821	2,922	4,059	5,429	4,174	4,381	4,835	5,225	5,623	6,120

**Notes:**  
1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 61.  
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.  
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 0.5% per annum to 2016, 0.4% per annum to 2031. Row H represents the turnover of commitments derived from Table 62.  
4. Row I represents the sum of retained expenditure, expenditure inflow and overtrading/undertrading (if appropriate), less the deductions for the existing centres turnover, turnover growth and commitments.  
5. Row J represents the assumed sales density to calculate floorspace need is based on the average for the top six supermarket operators, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L reorresents gross requirements through the application of a 65% net to gross ratio.  
5. Row M represents the assumed sales density to calculate floorspace need is based on the average for small foodstore operators, which increased by the same level of sales density growth described at (3); Row N represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row O reorresents gross requirements through the application of a 65% net to gross ratio.  
All monetary values are held constant at 2007 prices.

# West London Joint Retail Needs Study Update

## SCENARIO B: ALLOWANCE FOR OVER/UNDERTRADING

Table 71: Convenience Expenditure and Quantitative Need - LB Hammersmith & Fulham Centres

	SHEPHERD'S BUSH/WESTFIELD						HAMMERSMITH						FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																		
A Total study area convenience expenditure (£m)	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2
B Market share (%)	2.0%	2.0%	2.0%	2.0%	2.0%	2.0%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%
C Retained expenditure (£m) (=A*B)	71.4	73.0	78.7	83.5	88.8	95.0	152.0	155.4	167.6	177.8	189.1	202.3	178.6	182.6	196.9	208.9	222.2	237.7
D Inflow expenditure (£m)	13.5	13.8	14.9	15.8	16.8	17.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																		
E Turnover of existing floorspace (£m) (=C+D)	84.8	84.8	84.8	84.8	84.8	84.8	152.0	152.0	152.0	152.0	152.0	152.0	178.6	178.6	178.6	178.6	178.6	178.6
F Quantum of overtrading/under trading turnover (£m)	2.8	2.8	2.8	2.8	2.8	2.8	63.2	63.2	63.2	63.2	63.2	63.2	71.6	71.6	71.6	71.6	71.6	71.6
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																		
G Growth in turnover of existing floorspace (£m)	0.0	0.1	2.2	3.8	5.7	7.6	0.0	0.3	4.0	6.9	10.2	13.6	0.0	0.3	4.7	8.1	12.0	16.0
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	12.7	13.0	13.3
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																		
I Residual expenditure (£m) (=C+D-E+F-G-H)	2.8	4.6	9.3	13.4	17.8	23.3	63.2	66.3	74.8	82.2	90.1	99.9	71.6	75.3	72.7	81.2	90.2	101.5
<b>Quantitative Need for Convenience Floorspace <sup>(5)</sup></b>																		
J Assumed sales density for new supermarket floorspace (£/sqm)	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752
K Net supermarket quantitative need (sqm net) (=I/J)	224	363	718	1,017	1,324	1,696	5,006	5,247	5,774	6,228	6,689	7,267	5,672	5,956	5,615	6,152	6,697	7,380
L Gross supermarket quantitative need (=K/65%)	344	558	1,105	1,564	2,037	2,610	7,701	8,072	8,883	9,581	10,290	11,179	8,726	9,163	8,639	9,464	10,304	11,355
M Assumed sales density for new small stores floorspace (£/sqm)	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106
N Net small stores quantitative need (sqm net) (=I/M)	503	817	1,617	2,290	2,983	3,820	11,275	11,818	13,005	14,027	15,065	16,366	12,775	13,414	12,647	13,856	15,085	16,623
O Gross small stores quantitative need (=N/65%)	775	1,256	2,488	3,522	4,589	5,878	17,346	18,182	20,008	21,579	23,177	25,179	19,654	20,637	19,457	21,316	23,207	25,574

### Notes:

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 61.
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 0.5% per annum to 2016, 0.4% per annum to 2031. Row H represents the turnover of commitments derived from Table 62.
4. Row I represents the sum of retained expenditure, expenditure inflow and overtrading/undertrading (if appropriate), less the deductions for the existing centres turnover, turnover growth and commitments.
5. Row J represents the assumed sales density to calculate floorspace need is based on the average for the top six supermarket operators, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L re-represents gross requirements through the application of a 65% net to gross ratio.
5. Row M represents the assumed sales density to calculate floorspace need is based on the average for small foodstore operators, which increased by the same level of sales density growth described at (3); Row N represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row O re-represents gross requirements through the application of a 65% net to gross ratio.

All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update

SCENARIO B: ALLOWANCE FOR OVER/UNDERTRADING

Table 72: Comparison Expenditure and Quantitative Need - LB Hounslow Centres

	HOUNSLOW						FELTHAM						CHISWICK						BRENTFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
Available Expenditure and Expenditure Retention <sup>(1)</sup>																								
A Total study area convenience expenditure (£m)	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2
B Market share (%)	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
C Retained expenditure (£m) (=A*B)	85.6	87.5	94.4	100.2	106.5	114.0	112.4	114.9	124.0	131.5	139.8	149.6	178.8	182.8	197.1	209.2	222.4	238.0	23.0	23.5	25.4	26.9	28.6	30.6
D Inflow expenditure (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Turnover of Existing Floorspace <sup>(2)</sup>																								
E Turnover of existing floorspace (£m) (=C+D)	85.6	85.6	85.6	85.6	85.6	85.6	112.4	112.4	112.4	112.4	112.4	112.4	178.8	178.8	178.8	178.8	178.8	178.8	23.0	23.0	23.0	23.0	23.0	23.0
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	-16.8	-16.8	-16.8	-16.8	-16.8	-16.8	39.0	39.0	39.0	39.0	39.0	39.0	7.1	7.1	7.1	7.1	7.1	7.1
Claims on Expenditure Growth <sup>(3)</sup>																								
G Growth in turnover of existing floorspace (£m)	0.0	0.1	2.2	3.9	5.7	7.7	0.0	0.2	3.0	5.1	7.5	10.1	0.0	0.3	4.7	8.1	12.0	16.0	0.0	0.0	0.6	1.0	1.5	2.1
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Residual Expenditure Available to Support New Floorspace <sup>(4)</sup>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	1.8	6.6	10.7	15.2	20.7	-16.8	-14.5	-8.3	-2.8	3.1	10.3	39.0	42.7	52.6	61.3	70.6	82.2	7.1	7.6	8.9	10.0	11.2	12.7
Quantitative Need for Convenience Floorspace <sup>(5)</sup>																								
J Assumed sales density for new supermarket floorspace (£/sqm)	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752
K Net supermarket quantitative need (sqm net) (=I/J)	1	142	506	811	1,126	1,506	-1,334	-1,147	-637	-213	227	751	3,087	3,376	4,062	4,645	5,242	5,976	565	602	686	758	832	923
L Gross supermarket quantitative need (=K/65%)	2	218	779	1,248	1,733	2,317	-2,053	-1,765	-980	-328	349	1,155	4,750	5,193	6,250	7,147	8,065	9,194	870	926	1,056	1,167	1,280	1,420
M Assumed sales density for new small stores floorspace (£/sqm)	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106
N Net small stores quantitative need (sqm net) (=I/M)	3	320	1,140	1,827	2,536	3,392	-3,005	-2,584	-1,435	-480	511	1,691	6,953	7,603	9,150	10,462	11,807	13,460	1,273	1,356	1,546	1,708	1,874	2,079
O Gross small stores quantitative need (=N/65%)	5	492	1,754	2,811	3,902	5,218	-4,623	-3,975	-2,208	-738	786	2,602	10,697	11,697	14,076	16,096	18,165	20,707	1,959	2,086	2,378	2,628	2,883	3,198

**Notes:**

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 61.

2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.

3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 0.5% per annum to 2016, 0.4% per annum to 2031. Row H represents the turnover of commitments derived from Table 62.

4. Row I represents the sum of retained expenditure, expenditure inflow and overtrading/undertrading (if appropriate), less the deductions for the existing centres turnover, turnover growth and commitments.

5. Row J represents the assumed sales density to calculate floorspace need is based on the average for the top six supermarket operators, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L reopens gross requirements through the application of a 65% net to gross ratio.

5. Row M represents the assumed sales density to calculate floorspace need is based on the average for small foodstore operators, which increased by the same level of sales density growth described at (3); Row N represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row O reopens gross requirements through the application of a 65% net to gross ratio.

All monetary values are held constant at 2007 prices.



West London Joint Retail Needs Study Update  
SCENARIO C: ASPIRATIONAL MARKET SHARES  
Table 73: Aspirational Convenience Goods Market Shares (2009)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
LB Ealing	Zone 4 (Acton)	0.0%	0.0%	11.4%	52.4%	5.6%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	1.0%	0.0%	0.0%	
	Zone 5 (Ealing)	0.0%	0.0%	0.3%	6.0%	35.2%	30.4%	3.8%	2.6%	1.9%	6.0%	0.0%	0.0%	0.9%	0.0%	6.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Zone 6 (Hanwell)	0.0%	0.0%	0.0%	7.5%	28.5%	37.9%	0.9%	0.0%	3.7%	2.3%	0.0%	0.0%	0.0%	0.0%	1.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Zone 7 (North LB Ealing)	0.0%	0.0%	0.0%	3.0%	3.8%	14.6%	56.4%	12.5%	8.7%	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%	0.4%	1.7%	0.0%	0.0%	0.0%		
	Zone 8 (NE LB Ealing)	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	10.9%	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%	1.0%	0.0%	0.0%	0.0%	0.3%	
	Zone 9 (Greenford)	0.0%	0.0%	0.0%	0.2%	2.9%	2.6%	8.6%	0.6%	30.9%	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%	0.3%	2.3%	0.9%	0.0%	0.0%	0.0%	
	Zone 10 (Southall)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	10.0%	55.0%	10.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	
Total LB Ealing		0.0%	0.0%	11.7%	69.1%	76.1%	85.8%	69.8%	26.5%	55.1%	66.2%	10.0%	0.9%	0.9%	0.2%	8.6%	2.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%	4.4%	3.7%	2.6%	1.0%	0.0%	0.6%
LB H&A	Zone 1 (Fulham)	70.3%	11.9%	1.9%	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%	0.9%	0.9%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	7.2%	4.0%
	Zone 2 (Hammersmith)	5.4%	50.3%	21.4%	0.2%	0.2%	0.0%	0.9%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	3.1%	0.0%	0.0%	1.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.2%	8.8%	0.4%	1.6%
	Zone 3 (Shepherd's Bush/Westfield)	0.0%	9.0%	55.0%	2.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	3.7%	0.0%	1.0%	
Total LBHF		75.7%	71.2%	78.3%	3.0%	1.2%	0.0%	0.9%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	4.0%	0.9%	0.0%	1.7%	0.0%	0.0%	0.9%	0.0%	0.0%	0.5%	13.8%	7.6%	6.6%
LB Hounslow	Zone 11 (West LB Hounslow)	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	1.9%	14.4%	13.5%	0.0%	0.0%	5.7%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	19.5%	1.2%	0.0%	0.0%	0.0%	0.0%	
	Zone 12 (SW LB Hounslow)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	17.9%	46.1%	7.4%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.9%	2.9%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Zone 13 (Feltham)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	9.5%	31.1%	62.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.1%	4.9%	2.9%	1.9%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Zone 14 (Hounslow)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.0%	33.1%	1.4%	1.8%	43.3%	12.0%	5.2%	0.3%	0.0%	0.0%	0.5%	0.0%	0.0%	0.3%	2.8%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Zone 15 (East LB Hounslow)	0.0%	1.9%	0.0%	0.9%	10.1%	6.3%	1.9%	0.9%	2.4%	11.7%	3.1%	0.0%	1.8%	39.6%	67.3%	14.5%	4.9%	0.0%	1.8%	24.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	
	Zone 16 (Brentford)	0.0%	0.0%	0.0%	0.0%	0.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	10.0%	55.0%	5.0%	0.0%	0.9%	0.0%	0.0%	0.9%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Zone 17 (Chiswick)	0.0%	5.1%	9.5%	11.9%	1.8%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%	74.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	
Total LB Hounslow		0.0%	7.1%	9.5%	12.8%	13.0%	7.5%	1.9%	0.9%	4.2%	32.1%	77.1%	78.7%	73.2%	90.1%	91.1%	86.2%	84.7%	0.2%	2.7%	25.4%	4.1%	6.7%	6.0%	25.5%	1.2%	0.0%	0.9%	0.0%	0.7%
Other destinations		24.3%	21.7%	0.5%	15.1%	9.8%	6.7%	27.4%	72.6%	40.7%	0.7%	11.9%	21.3%	25.9%	9.0%	8.6%	5.0%	12.8%	95.8%	96.4%	74.6%	94.1%	93.3%	94.0%	72.1%	94.4%	96.3%	96.0%	85.2%	92.4%
Total		100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Notes:  
(1) Basic shares derived from Table 63, with RTP adjustments shown in blue. To ensure shares sum to 100%, the increase in market share is deducted from 'other destinations' (other than zones 16, where the adjustment is deducted from zone 16)

West London Joint Retail Needs Study Update  
SCENARIO C: ASPIRATIONAL MARKET SHARES  
Table 55: Comparison Goods Spending Patterns (2016) (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones	Total All Zones Market Share %	
LB Ealing	Zone 4 (Acton)	0.0	0.0	12.5	49.9	7.8	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.2	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	3.0	0.0	0.0	76.7	2.2%	
	Zone 5 (Ealing)	0.0	0.0	0.3	5.7	48.8	26.9	2.6	2.0	1.1	5.2	0.0	0.0	0.9	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	1.2	0.0	0.0	0.0	0.0	0.0	97.5	2.8%	
	Zone 6 (Hanwell)	0.0	0.0	0.0	7.2	39.5	33.5	0.7	0.0	2.1	2.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	3.2	0.0	0.0	0.0	0.0	0.0	89.1	2.5%	
	Zone 7 (North LB Ealing)	0.0	0.0	0.0	2.8	5.3	12.9	39.5	9.3	4.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	3.6	0.0	0.0	0.0	79.0	2.2%	
	Zone 8 (NE LB Ealing)	0.0	0.0	0.0	0.0	0.0	0.2	0.0	8.2	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	1.2	0.0	0.0	0.0	1.2	10.9	0.3%	
	Zone 9 (Greenford)	0.0	0.0	0.0	0.2	4.0	2.3	6.0	0.4	17.6	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	2.9	2.0	0.0	0.0	0.0	37.6	1.1%	
	Zone 10 (Southall)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	47.6	7.2	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	0.0	0.0	0.0	0.0	0.0	1.2	62.3	1.8%	
	Total LB Ealing	0.0	0.0	12.8	65.8	105.4	75.8	48.8	19.9	31.4	57.3	7.2	0.0	0.5	0.9	0.2	3.4	2.5	0.0	0.0	0.0	0.0	0.0	0.6	4.7	4.7	5.7	3.0	0.0	2.4	453.0	12.9%	
LB H&F	Zone 1 (Fulham)	114.9	18.5	2.1	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	1.3	0.9	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	3.9	21.7	14.9	178.6	5.1%	
	Zone 2 (Hammersmith)	8.8	78.0	23.5	0.2	0.3	0.0	0.7	0.0	0.0	0.8	0.7	0.0	0.0	0.0	0.1	0.0	4.1	0.0	0.0	0.7	0.0	0.0	0.4	0.0	0.0	0.5	26.0	1.1	6.1	152.0	4.3%	
	Zone 3 (Shepherd's Bush/Westfield)	0.0	14.0	60.4	2.4	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	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.5	10.8	0.0	3.8	93.5	2.7%	
	Total LBH&F	123.7	110.5	86.0	2.9	1.6	0.0	0.7	0.0	0.0	0.8	0.7	0.0	0.0	0.0	0.1	0.0	5.4	0.9	0.0	1.2	0.0	0.0	0.4	0.0	0.0	1.1	40.7	22.8	24.8	424.1	12.1%	
LB Hounslow	Zone 11 (West LB Hounslow)	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	1.1	12.5	9.8	0.0	0.0	5.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.9	1.3	0.0	0.0	0.0	0.0	0.0	39.9	1.1%	
	Zone 12 (SW LB Hounslow)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.9	19.7	4.4	0.0	0.6	0.0	0.0	0.0	0.0	1.2	0.0	0.7	0.5	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	40.1	1.1%
	Zone 13 (Feltham)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.9	13.3	36.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	2.8	3.7	0.5	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	65.1	1.9%
	Zone 14 (Hounslow)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	23.9	0.6	1.1	42.5	8.1	2.1	0.3	0.0	0.0	0.7	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	85.6	2.4%
	Zone 15 (East LB Hounslow)	0.0	3.0	0.0	0.9	14.0	5.6	1.3	0.6	1.3	10.1	2.2	0.0	1.1	38.8	45.4	5.7	4.8	0.0	1.7	33.2	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0	172.1	4.9%
	Zone 16 (Brentford)	0.0	0.0	0.0	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.9	6.7	21.7	4.9	0.0	0.9	0.0	0.0	0.7	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.3	1.1%
	Zone 17 (Chiswick)	0.0	7.9	10.4	11.3	2.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	72.8	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	112.4	3.2%	
	Total LB Hounslow	0.0	10.9	10.4	12.2	18.1	6.6	1.3	0.6	2.4	27.8	55.6	33.6	43.2	88.3	61.5	34.0	82.7	0.3	2.6	35.2	2.8	5.0	1.1	10.3	1.3	0.0	2.0	0.0	0.0	2.5	552.5	15.7%
	Other destinations	39.8	33.7	0.6	14.4	13.5	5.9	19.1	54.4	23.2	0.6	8.6	9.1	15.3	8.8	5.8	2.0	12.5	129.7	93.8	103.6	64.7	70.1	17.0	29.1	100.5	121.8	211.1	252.2	278.3	344.1	2,083.3	59.3%
	Total	163.4	165.2	109.8	95.3	138.6	88.3	70.0	75.0	57.0	86.6	72.1	42.7	59.0	98.1	67.5	39.5	97.7	135.4	97.3	138.8	68.7	75.1	18.1	40.3	106.4	126.5	219.9	295.9	301.0	373.7	3,513.0	100.0%

Notes:  
(1) Product of Table 73 and 2009 expenditure (excluding SFT) at Table 12, Appendix 2  
All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update  
SCENARIO C: ASPIRATIONAL MARKET SHARES  
Table 75: Convenience Expenditure and Quantitative Need - BY BOROUGH

	THREE BOROUGHs COMBINED						LB EALING						LB HOUNSLOW						LB HAMMERSMITH AND FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
Available Expenditure and Expenditure Retention <sup>(1)</sup>																								
A Total study area convenience expenditure (£m)	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2
B Market share (%)	38.7%	38.7%	40.7%	40.7%	40.7%	40.7%	11.7%	11.7%	12.9%	12.9%	12.9%	12.9%	15.5%	15.5%	15.7%	15.7%	15.7%	15.7%	11.4%	11.4%	12.1%	12.1%	12.1%	12.1%
C Retained expenditure (£m) (=A*B)	1,359.5	1,390.1	1,576.4	1,672.7	1,778.6	1,903.0	412.6	421.9	499.5	530.0	563.6	603.0	544.9	557.2	609.2	646.5	687.4	735.5	401.9	411.0	467.7	496.2	527.6	564.6
D Inflow expenditure (£m)	13.5	13.8	14.9	15.8	16.8	17.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	13.5	13.8	14.9	15.8	16.8	17.9
Turnover of Existing Floorspace <sup>(2)</sup>																								
E Turnover of existing floorspace (£m) (=C+D)	1373.0	1,373.0	1,373.0	1,373.0	1,373.0	1,373.0	412.6	412.6	412.6	412.6	412.6	412.6	544.9	544.9	544.9	544.9	544.9	544.9	415.4	415.4	415.4	415.4	415.4	415.4
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claims on Expenditure Growth <sup>(3)</sup>																								
G Growth in turnover of existing floorspace (£m)	0.0	2.4	36.1	62.0	92.1	122.8	0.0	0.7	10.8	18.6	27.7	36.9	0.0	0.9	14.3	24.6	36.6	48.7	0.0	0.7	10.9	18.8	27.9	37.1
H Turnover of commitments (£m)	0.0	0.0	19.3	19.7	20.1	20.5	0.0	0.0	6.8	6.9	7.1	7.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	12.7	13.0	13.3
Residual Expenditure Available to Support New Floorspace <sup>(4)</sup>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	28.5	163.0	233.8	310.2	404.8	0.0	8.6	69.2	91.8	116.2	146.3	0.0	11.3	50.0	76.9	105.9	141.8	0.0	8.6	43.7	65.1	88.1	116.7
Quantitative Need for Convenience Floorspace <sup>(5)</sup>																								
J Assumed sales density for new supermarket floorspace (£/sqm)	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752
K Net supermarket quantitative need (sqm net) (=I/J)	0	2,256	12,578	17,722	23,031	29,432	0	678	5,345	6,960	8,626	10,635	0	895	3,860	5,830	7,862	10,313	0	683	3,373	4,933	6,543	8,484
L Gross supermarket quantitative need (=K/65%)	0	3,470	19,351	27,265	35,433	45,280	0	1,043	8,223	10,707	13,271	16,362	0	1,377	5,939	8,969	12,096	15,866	0	1,050	5,189	7,589	10,066	13,052
M Assumed sales density for new small stores floorspace (£/sqm)	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106
N Net small stores quantitative need (sqm net) (=I/M)	0	5,080	28,330	39,916	51,873	66,289	0	1,527	12,038	15,675	19,428	23,954	0	2,016	8,695	13,130	17,709	23,228	0	1,537	7,597	11,110	14,736	19,108
O Gross small stores quantitative need (=N/65%)	0	7,816	43,584	61,409	79,805	101,983	0	2,349	18,520	24,115	29,890	36,852	0	3,102	13,377	20,201	27,244	35,735	0	2,365	11,688	17,093	22,671	29,396

Notes:  
1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 61.  
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.  
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 0.5% per annum to 2016, 0.4% per annum to 2031. Row H represents the turnover of commitments derived from Table 62.  
4. Row I represents the sum of retained expenditure, expenditure inflow and overtrading/undertrading (if appropriate), less the deductions for the existing centres turnover, turnover growth and commitments.  
5. Row J represents the assumed sales density to calculate floorspace need is based on the average for the top six supermarket operators, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L reopresents gross requirements through the application of a 65% net to gross ratio.  
5. Row M represents the assumed sales density to calculate floorspace need is based on the average for small foodstore operators, which increased by the same level of sales density growth described at (3); Row N represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row O reopresents gross requirements through the application of a 65% net to gross ratio.  
All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update  
SCENARIO C: ASPIRATIONAL MARKET SHARES

Table 76: Convenience Expenditure and Quantitative Need - LB Ealing Centres

	EALING						SOUTHALL						ACTON						HANWELL						GREENFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
Available Expenditure and Expenditure Retention <sup>(1)</sup>																														
A Total study area convenience expenditure (£m)	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2
B Market share (%)	2.8%	2.8%	2.8%	2.8%	2.8%	2.8%	0.6%	0.6%	1.8%	1.8%	1.8%	1.8%	2.2%	2.2%	2.2%	2.2%	2.2%	2.2%	2.5%	2.5%	2.5%	2.5%	2.5%	2.5%	1.1%	1.1%	1.1%	1.1%	1.1%	1.1%
C Retained expenditure (£m) (=A*B)	97.5	99.6	107.5	114.0	121.2	129.7	21.9	22.4	68.7	72.9	77.5	82.9	76.7	78.4	84.6	89.7	95.4	102.1	89.1	91.2	98.3	104.3	110.9	118.7	37.6	38.4	41.4	44.0	46.8	50.0
D Inflow expenditure (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Turnover of Existing Floorspace <sup>(2)</sup>																														
E Turnover of existing floorspace (£m) (=C+D)	97.5	97.5	97.5	97.5	97.5	97.5	21.9	21.9	21.9	21.9	21.9	21.9	76.7	76.7	76.7	76.7	76.7	76.7	89.1	89.1	89.1	89.1	89.1	89.1	37.6	37.6	37.6	37.6	37.6	37.6
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claims on Expenditure Growth <sup>(3)</sup>																														
G Growth in turnover of existing floorspace (£m)	0.0	0.2	2.6	4.4	6.5	8.7	0.0	0.0	0.6	1.0	1.5	2.0	0.0	0.1	2.0	3.5	5.1	6.9	0.0	0.2	2.3	4.0	6.0	8.0	0.0	0.1	1.0	1.7	2.5	3.4
H Turnover of commitments (£m)	0.0	0.0	19.3	19.7	20.1	20.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Residual Expenditure Available to Support New Floorspace <sup>(4)</sup>																														
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	2.0	-11.9	-7.5	-2.8	3.1	0.0	0.5	46.2	50.0	54.1	59.0	0.0	1.6	5.9	9.6	13.6	18.5	0.0	1.9	6.8	11.1	15.8	21.5	0.0	0.8	2.9	4.7	6.7	9.1
Quantitative Need for Convenience Floorspace <sup>(5)</sup>																														
J Assumed sales density for new supermarket floorspace (£/sqm)	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752
K Net supermarket quantitative need (sqm net) (=I/J)	0	160	-915	-568	-209	223	0	36	3,566	3,788	4,017	4,293	0	126	452	726	1,008	1,348	0	146	526	843	1,171	1,567	0	62	222	356	494	661
L Gross supermarket quantitative need (=K/65%)	0	246	-1,408	-873	-322	343	0	55	5,486	5,828	6,180	6,605	0	194	696	1,116	1,550	2,074	0	225	809	1,298	1,802	2,410	0	95	341	547	760	1,016
M Assumed sales density for new small stores floorspace (£/sqm)	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106
N Net small stores quantitative need (sqm net) (=I/M)	0	361	-2,061	-1,279	-471	503	0	81	8,032	8,531	9,047	9,669	0	284	1,018	1,634	2,270	3,036	0	330	1,184	1,900	2,638	3,529	0	139	499	801	1,112	1,488
O Gross small stores quantitative need (=N/65%)	0	555	-3,171	-1,967	-725	773	0	125	12,356	13,125	13,919	14,876	0	437	1,567	2,514	3,492	4,670	0	507	1,821	2,922	4,059	5,429	0	214	768	1,232	1,711	2,289

**Notes:**  
1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 61.  
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.  
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 0.5% per annum to 2016, 0.4% per annum to 2031. Row H represents the turnover of commitments derived from Table 62.  
4. Row I represents the sum of retained expenditure, expenditure inflow and overtrading/undertrading (if appropriate), less the deductions for the existing centres turnover, turnover growth and commitments.  
5. Row J represents the assumed sales density to calculate floorspace need is based on the average for the top six supermarket operators, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L reorients gross requirements through the application of a 65% net to gross ratio.  
5. Row M represents the assumed sales density to calculate floorspace need is based on the average for small foodstore operators, which increased by the same level of sales density growth described at (3); Row N represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row O reorients gross requirements through the application of a 65% net to gross ratio.  
All monetary values are held constant at 2007 prices.

## West London Joint Retail Needs Study Update

### SCENARIO C: ASPIRATIONAL MARKET SHARES

Table 77: Convenience Expenditure and Quantitative Need - LB Hammersmith & Fulham Centres

	SHEPHERD'S BUSH/WESTFIELD						HAMMERSMITH						FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																		
A Total study area convenience expenditure (£m)	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2
B Market share (%)	2.0%	2.0%	2.7%	2.7%	2.7%	2.7%	4.3%	4.3%	4.3%	4.3%	4.3%	4.3%	5.1%	5.1%	5.1%	5.1%	5.1%	5.1%
C Retained expenditure (£m) (=A*B)	71.4	73.0	103.2	109.5	116.4	124.5	152.0	155.4	167.6	177.8	189.1	202.3	178.6	182.6	196.9	208.9	222.2	237.7
D Inflow expenditure (£m)	13.5	13.8	14.9	15.8	16.8	17.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																		
E Turnover of existing floorspace (£m) (=C+D)	84.8	84.8	84.8	84.8	84.8	84.8	152.0	152.0	152.0	152.0	152.0	152.0	178.6	178.6	178.6	178.6	178.6	178.6
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																		
G Growth in turnover of existing floorspace (£m)	0.0	0.1	2.2	3.8	5.7	7.6	0.0	0.3	4.0	6.9	10.2	13.6	0.0	0.3	4.7	8.1	12.0	16.0
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	12.5	12.7	13.0	13.3
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																		
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	1.8	30.9	36.5	42.6	50.0	0.0	3.2	11.6	19.0	26.9	36.7	0.0	3.7	1.1	9.6	18.6	29.9
<b>Quantitative Need for Convenience Floorspace <sup>(5)</sup></b>																		
J Assumed sales density for new supermarket floorspace (£/sqm)	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752
K Net supermarket quantitative need (sqm net) (=I/J)	0	139	2,388	2,770	3,163	3,638	0	250	896	1,438	1,997	2,672	0	293	89	725	1,382	2,174
L Gross supermarket quantitative need (=K/65%)	0	214	3,674	4,261	4,867	5,597	0	384	1,379	2,213	3,073	4,110	0	451	136	1,115	2,126	3,345
M Assumed sales density for new small stores floorspace (£/sqm)	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106
N Net small stores quantitative need (sqm net) (=I/M)	0	314	5,379	6,238	7,125	8,194	0	562	2,019	3,239	4,499	6,017	0	661	199	1,633	3,113	4,897
O Gross small stores quantitative need (=N/65%)	0	483	8,275	9,597	10,962	12,606	0	865	3,106	4,983	6,921	9,257	0	1,017	307	2,512	4,789	7,533

#### Notes:

- Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 61.
- Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.
- Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 0.5% per annum to 2016, 0.4% per annum to 2031. Row H represents the turnover of commitments derived from Table 62.
- Row I represents the sum of retained expenditure, expenditure inflow and overtrading/undertrading (if appropriate), less the deductions for the existing centres turnover, turnover growth and commitments.
- Row J represents the assumed sales density to calculate floorspace need is based on the average for the top six supermarket operators, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L re-represents gross requirements through the application of a 65% net to gross ratio.
- Row M represents the assumed sales density to calculate floorspace need is based on the average for small foodstore operators, which increased by the same level of sales density growth described at (3); Row N represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row O re-represents gross requirements through the application of a 65% net to gross ratio.

All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update  
SCENARIO C: ASPIRATIONAL MARKET SHARES  
Table 78: Convenience Expenditure and Quantitative Need - LB Hounslow Centres

	HOUNSLOW						FELTHAM						CHISWICK						BRENTFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																								
A Total study area convenience expenditure (£m)	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2	3,513.0	3,592.0	3,873.6	4,110.2	4,370.4	4,676.2
B Market share (%)	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	1.9%	1.9%	1.9%	1.9%	1.9%	1.9%	3.2%	3.2%	3.2%	3.2%	3.2%	3.2%	0.7%	0.7%	1.1%	1.1%	1.1%	1.1%
C Retained expenditure (£m) (=A*B)	85.6	87.5	94.4	100.2	106.5	114.0	65.1	66.6	71.8	76.2	81.0	86.7	112.4	114.9	124.0	131.5	139.8	149.6	23.0	23.5	41.1	43.7	46.4	49.7
D Inflow expenditure (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																								
E Turnover of existing floorspace (£m) (=C+D)	85.6	85.6	85.6	85.6	85.6	85.6	65.1	65.1	65.1	65.1	65.1	65.1	112.4	112.4	112.4	112.4	112.4	112.4	23.0	23.0	23.0	23.0	23.0	23.0
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																								
G Growth in turnover of existing floorspace (£m)	0.0	0.1	2.2	3.9	5.7	7.7	0.0	0.1	1.7	2.9	4.4	5.8	0.0	0.2	3.0	5.1	7.5	10.1	0.0	0.0	0.6	1.0	1.5	2.1
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	1.8	6.5	10.7	15.2	20.7	0.0	1.4	5.0	8.1	11.5	15.7	0.0	2.3	8.6	14.0	19.9	27.2	0.0	0.5	17.5	19.6	21.9	24.6
<b>Quantitative Need for Convenience Floorspace <sup>(5)</sup></b>																								
J Assumed sales density for new supermarket floorspace (£/sqm)	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752	12,623	12,645	12,955	13,194	13,470	13,752
K Net supermarket quantitative need (sqm net) (=I/J)	0	141	505	810	1,125	1,505	0	107	384	616	856	1,145	0	185	663	1,064	1,477	1,976	0	38	1,355	1,488	1,625	1,790
L Gross supermarket quantitative need (=K/65%)	0	216	777	1,246	1,731	2,315	0	165	591	948	1,317	1,761	0	284	1,020	1,636	2,272	3,039	0	58	2,084	2,289	2,500	2,754
M Assumed sales density for new small stores floorspace (£/sqm)	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106	5,605	5,614	5,752	5,858	5,981	6,106
N Net small stores quantitative need (sqm net) (=I/M)	0	317	1,137	1,824	2,534	3,389	0	241	865	1,388	1,927	2,578	0	416	1,493	2,395	3,327	4,450	0	85	3,051	3,350	3,660	4,032
O Gross small stores quantitative need (=N/65%)	0	487	1,749	2,806	3,898	5,213	0	371	1,331	2,135	2,965	3,966	0	640	2,297	3,685	5,118	6,846	0	131	4,694	5,155	5,630	6,204

Notes:

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 61.  
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.  
3. Row G represents the growth in turnover of existing floorspace, increasing by 0.1% per annum to 2011, 0.5% per annum to 2016, 0.4% per annum to 2031. Row H represents the turnover of commitments derived from Table 62.  
4. Row I represents the sum of retained expenditure, expenditure inflow and overtrading/undertrading (if appropriate), less the deductions for the existing centres turnover, turnover growth and commitments.  
5. Row J represents the assumed sales density to calculate floorspace need is based on the average for the top six supermarket operators, which increased by the same level of sales density growth described at (3); Row K represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row L reoresents gross requirements through the application of a 65% net to gross ratio.  
5. Row M represents the assumed sales density to calculate floorspace need is based on the average for small foodstore operators, which increased by the same level of sales density growth described at (3); Row N represents net net quantitative need calculated by the division of residual expenditure by assumed sales density; and Row O reoresents gross requirements through the application of a 65% net to gross ratio.  
All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update

ALL SCENARIOS

Table 79: Summary of quantitative need for convenience floorspace (sqm gross) - SUPERMARKETS SALES DENSITY

	2011	2016	2021	2026	2031	2011	2016	2021	2026	2031	2011	2016	2021	2026	2031
	Scenario A					Scenario B					Scenario C				
All Boroughs	3,500	10,200	17,700	25,500	34,800	46,500	52,200	58,900	65,800	74,400	3,500	19,400	27,300	35,400	45,300
LB Ealing	1,000	2,900	5,200	7,500	10,300	17,800	19,300	21,300	23,300	25,800	1,000	8,200	10,700	13,300	16,400
Ealing	200	100	600	1,200	1,800	1,900	200	700	1,200	1,800	200	-1,400	-900	-300	300
Southall	100	200	300	400	600	400	600	700	800	900	100	5,500	5,800	6,200	6,600
Hanwell	200	800	1,300	1,800	2,400	200	800	1,300	1,800	2,400	200	800	1,300	1,800	2,400
Acton	200	700	1,100	1,600	2,100	4,600	5,000	5,300	5,600	6,100	200	700	1,100	1,600	2,100
Greenford	100	300	500	800	1,000	1,900	2,100	2,300	2,500	2,700	100	300	500	800	1,000
LB Hammersmith and Fulham	1,100	2,300	4,600	6,900	9,700	17,800	18,600	20,600	22,600	25,100	1,100	5,200	7,600	10,100	13,100
Hammersmith	400	1,400	2,200	3,100	4,100	8,100	8,900	9,600	10,300	11,200	400	1,400	2,200	3,100	4,100
Fulham	500	100	1,100	2,100	3,300	9,200	8,600	9,500	10,300	11,400	500	100	1,100	2,100	3,300
Shepherd's Bush/Westfield	200	800	1,200	1,700	2,300	600	1,100	1,600	2,000	2,600	200	3,700	4,300	4,900	5,600
LB Hounslow	1,400	4,900	7,900	11,000	14,700	10,900	14,200	17,100	20,000	23,500	1,400	5,900	9,000	12,100	15,900
Hounslow	200	800	1,200	1,700	2,300	200	800	1,200	1,700	2,300	200	800	1,200	1,700	2,300
Feltham	200	600	900	1,300	1,800	-1,800	-1,000	-300	300	1,200	200	600	900	1,300	1,800
Chiswick	300	1,000	1,600	2,300	3,000	5,200	6,200	7,100	8,100	9,200	300	1,000	1,600	2,300	3,000
Brentford	100	200	300	500	600	900	1,100	1,200	1,300	1,400	100	2,100	2,300	2,500	2,800

Notes:

(1) Floorspace quantitative need is rounded to nearest 100 sqm for ease of presentation and is shown as a gross figure. Data are derived from Tables 61-78.

# West London Joint Retail Needs Study Update

## ALL SCENARIOS

Table 80: Summary of quantitative need for convenience floorspace (sqm gross) SMALL STORES SALES DENSITY

	2011	2016	2021	2026	2031	2011	2016	2021	2026	2031	2011	2016	2021	2026	2031
	Scenario A					Scenario B					Scenario C				
<b>All Boroughs</b>	7,800	22,900	39,800	57,300	78,400	104,700	117,500	132,700	148,300	167,500	7,800	43,600	61,400	79,800	102,000
<b>LB Ealing</b>	2,300	6,600	11,700	17,000	23,300	40,100	43,400	47,900	52,400	58,000	2,300	18,500	24,100	29,900	36,900
Ealing	600	200	1,400	2,600	4,100	4,200	400	1,500	2,700	4,100	600	-3,200	-2,000	-700	800
Southall	100	400	700	1,000	1,300	1,000	1,300	1,600	1,800	2,100	100	12,400	13,100	13,900	14,900
Hanwell	500	1,800	2,900	4,100	5,400	500	1,800	2,900	4,100	5,400	500	1,800	2,900	4,100	5,400
Acton	400	1,600	2,500	3,500	4,700	10,300	11,200	11,900	12,700	13,700	400	1,600	2,500	3,500	4,700
Greenford	200	800	1,200	1,700	2,300	4,400	4,800	5,200	5,600	6,100	200	800	1,200	1,700	2,300
<b>LB Hammersmith and Fulham</b>	2,400	5,100	10,300	15,600	22,000	40,100	42,000	46,400	51,000	56,600	2,400	11,700	17,100	22,700	29,400
Hammersmith	900	3,100	5,000	6,900	9,300	18,200	20,000	21,600	23,200	25,200	900	3,100	5,000	6,900	9,300
Fulham	1,000	300	2,500	4,800	7,500	20,600	19,500	21,300	23,200	25,600	1,000	300	2,500	4,800	7,500
Shepherd's Bush/Westfield	500	1,700	2,800	3,900	5,200	1,300	2,500	3,500	4,600	5,900	500	8,300	9,600	11,000	12,600
<b>LB Hounslow</b>	3,100	11,100	17,900	24,800	33,200	24,500	32,100	38,400	44,900	52,900	3,100	13,400	20,200	27,200	35,700
Hounslow	500	1,700	2,800	3,900	5,200	500	1,800	2,800	3,900	5,200	500	1,700	2,800	3,900	5,200
Feltham	400	1,300	2,100	3,000	4,000	-4,000	-2,200	-700	800	2,600	400	1,300	2,100	3,000	4,000
Chiswick	600	2,300	3,700	5,100	6,800	11,700	14,100	16,100	18,200	20,700	600	2,300	3,700	5,100	6,800
Brentford	100	500	800	1,000	1,400	2,100	2,400	2,600	2,900	3,200	100	4,700	5,200	5,600	6,200

**Notes:**  
 (1) Floorspace quantitative need is rounded to nearest 100 sqm for ease of presentation and is shown as a gross figure. Data are derived from Tables 61-78.



## APPENDIX 10

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### Comparison of Outputs with Other Studies (Tables 81-82)



# West London Joint Retail Needs Study Update

Table 81: Comparison goods assessment of alternative studies in 2016

	WLRNS 2010: Scn A (sqm net)	WLRNS 2010: Scn A (sqm gross)	WLRNS 2010: Scn B (sqm net)	WLRNS 2010: Scn B (sqm gross)	WLRNS 2010: Scn C (sqm net)	WLRNS 2010: Scn C (sqm gross)	WLRNS 2006: without commitments (sqm net)	WLRNS 2006: with commitments (sqm net)	Experian 2009 GLA Forecasts: 1.5% productivity (sqm gross)	Experian 2009 GLA Forecasts: 2.2% productivity (sqm gross)	Experian 2009 GLA Forecasts: 2.8% productivity (sqm gross)
	1	2	3	4	5	6	7	8	9	10	11
<b>London Borough of Ealing</b>	11,322	15,097	8,861	11,814	30,469	40,626	30,093	17,589	18,460	10,155	3,518
Ealing	1,290	1,720	98	130	11,722	15,629	22,007	10,432	7,083	3,984	1,507
Southall	896	1,195	815	1,087	9,612	12,816	1,595	1,741	3,940	2,286	964
Hanwell	379	505	336	448	379	505	272	189	285	154	50
Acton	2,027	2,702	1,758	2,344	2,027	2,702	910	1,788	1,284	736	302
Greenford	1,606	2,142	1,144	1,526	1,606	2,142	1,197	362	886	438	80
<b>London Borough of Hammersmith and Fulham</b>	28,919	38,558	23,286	31,048	28,919	38,558	30,799	41,974	12,462	7,248	3,079
Hammersmith	5,715	7,620	4,989	6,651	5,715	7,620	15,578	10,599	5,011	2,929	1,264
Fulham	4,782	6,377	4,660	6,213	4,782	6,377	6,689	5,119	1,639	1,143	747
Shepherd's Bush/Westfield	15,419	20,559	10,675	14,234	15,419	20,559	7,603	25,367	2,490	1,388	508
<b>London Borough of Hounslow</b>	19,061	25,415	17,703	23,604	29,112	38,816	25,853	22,666	22,653	13,338	5,893
Hounslow	7,403	9,870	6,639	8,852	14,462	19,283	11,510	12,370	13,356	7,912	3,562
Feltham	1,896	2,528	1,881	2,509	1,896	2,528	1,395	429	2,248	1,356	643
Chiswick	3,316	4,421	3,152	4,203	3,316	4,421	6,169	3,927	4,153	2,397	994
Brentford	37	49	-116	-155	3,028	4,037	1,607	767	798	454	179
<b>Total for three boroughs</b>	<b>59,303</b>	<b>79,070</b>	<b>49,849</b>	<b>66,466</b>	<b>88,500</b>	<b>118,000</b>	<b>86,744</b>	<b>82,238</b>	<b>63,575</b>	<b>30,741</b>	<b>12,490</b>

## Notes

(1)-(6) Appendix 8

(7)-(8) GVA West London Retail Needs Study 2006

# West London Joint Retail Needs Study Update

Table 82: Convenience goods assessment of alternative studies in 2016 - Large stores

	WLRNS 2010: Scn A (sqm net)	WLRNS 2010: Scn A (sqm gross)	WLRNS 2010: Scn B (sqm net)	WLRNS 2010: Scn B (sqm gross)	WLRNS 2010: Scn C (sqm net)	WLRNS 2010: Scn C (sqm gross)	WLRNS 2006: without commitments (sqm net)	WLRNS 2006: with commitments (sqm net)	Experian 2005 GLA Forecasts: 0.15% productivity (sqm gross)	Experian 2005 GLA Forecasts: 0.5% productivity (sqm gross)	Experian 2005 GLA Forecasts: 1.0% productivity (sqm gross)
	1	2	3	4	5	6	7	8	9	10	11
<b>London Borough of Ealing</b>	1,908	2,935	12,539	19,291	5,345	8,223	9,380	9,100	5,942	3,710	729
Ealing	49	76	114	175	-915	-1,408	6,144	6,144	-	-	-
Southall	129	199	375	577	3,566	5,486	-970	-970	-	-	-
Hanwell	526	809	526	809	526	809	342	342	-	-	-
Acton	452	696	3,219	4,953	452	696	1,361	1,361	-	-	-
Greenford	222	341	1,395	2,147	222	341	1,242	1,104	-	-	-
<b>London Borough of Hammersmith and Fulham</b>	1,485	2,285	12,107	18,627	3,373	5,189	5,251	4,074	5,734	3,873	1,389
Hammersmith	896	1,379	5,774	8,883	896	1,379	875	875	-	-	-
Fulham	89	136	5,615	8,639	89	136	3,144	1,697	-	-	-
Shepherd's Bush/Westfield	500	770	718	1,105	2,388	3,674	-347	-347	-	-	-
<b>London Borough of Hounslow</b>	3,213	4,943	9,252	14,233	3,860	5,939	8,319	5,294	9,718	6,330	2,284
Hounslow	505	770	506	779	505	777	-205	-3,184	-	-	-
Feltham	384	591	-637	-980	384	591	-3,242	-3,289	-	-	-
Chiswick	663	1,020	4,062	6,250	663	1,020	4,150	4,900	-	-	-
Brentford	136	209	686	1,056	1,355	2,084	352	352	-	-	-
<b>Total for three boroughs</b>	<b>6,606</b>	<b>10,163</b>	<b>33,898</b>	<b>52,151</b>	<b>12,578</b>	<b>19,351</b>	<b>22,950</b>	<b>18,468</b>	<b>21,394</b>	<b>13,913</b>	<b>4,402</b>

## Notes

(1)-(6) Appendix 9  
(7)-(8) GVA West London Retail Needs Study 2006

## APPENDIX 11

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### IMD Heat Plans (Figures 4 and 5)



Figure 4: IMD heat plan for U.K.

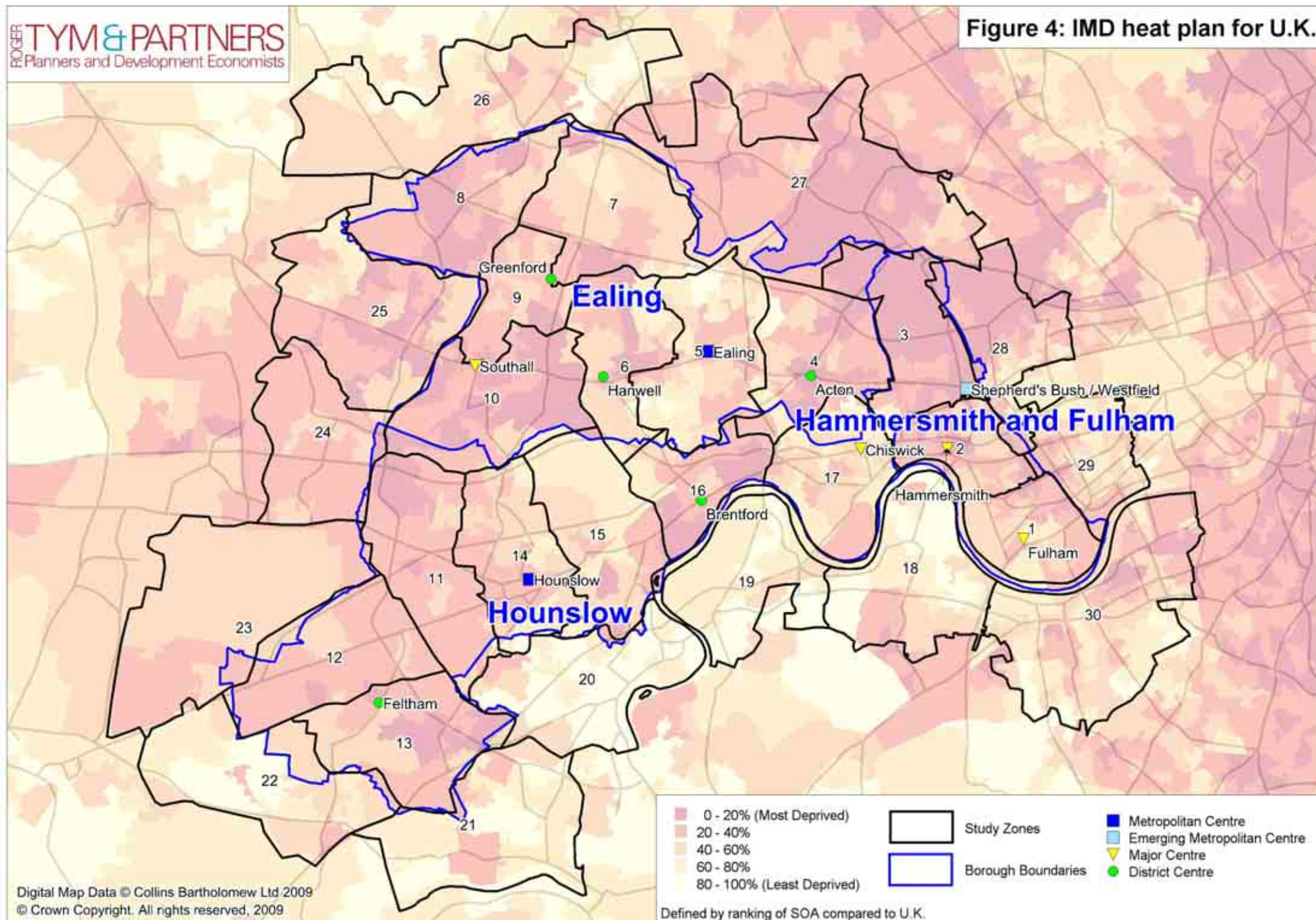
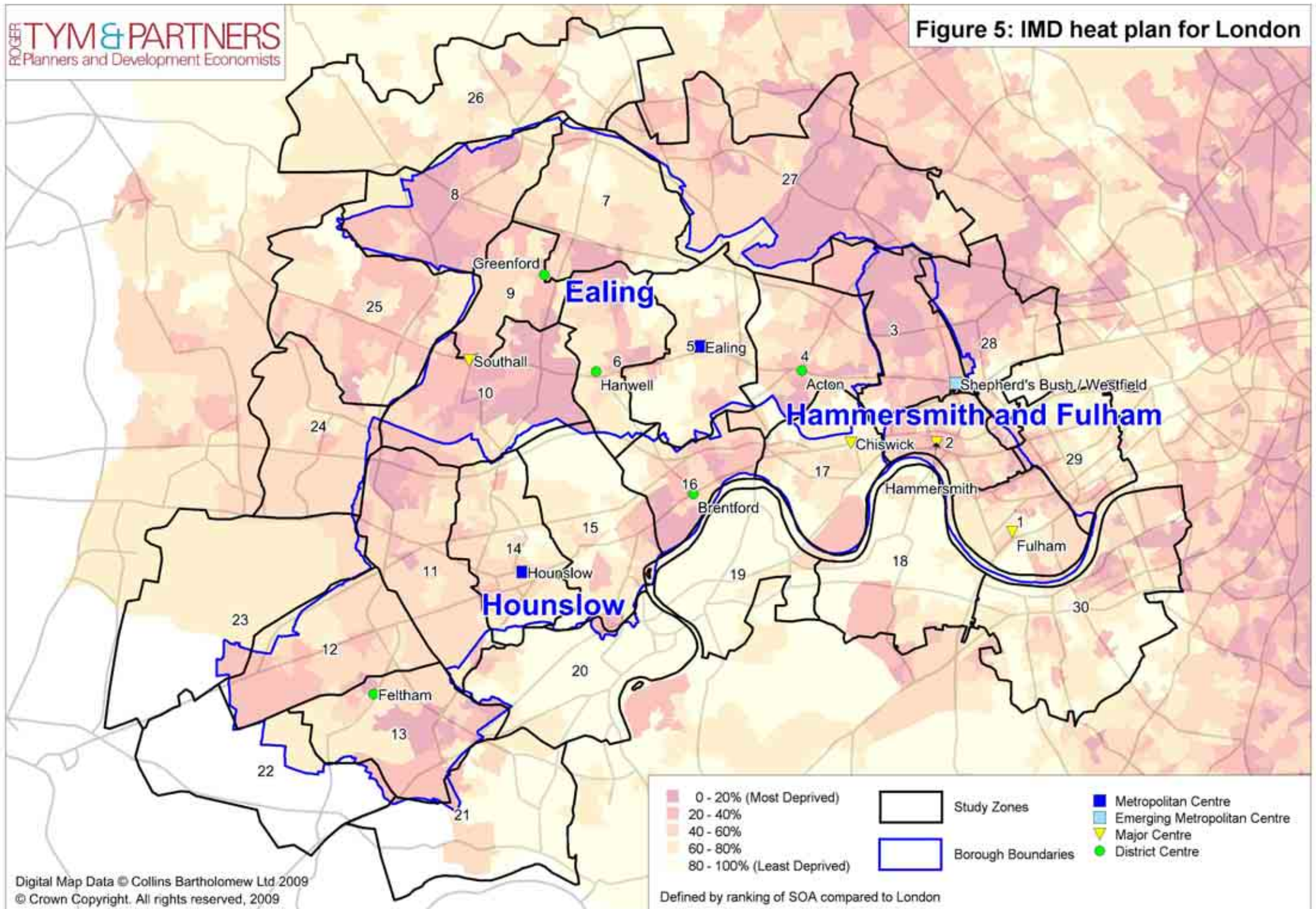




Figure 5: IMD heat plan for London





## APPENDIX 12

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### Quantitative Spreadsheets for Food and Drink Floorspace (Tables 83-89)



# West London Joint Retail Needs Study Update

## Table 83: A3,A4 and A5 Turnover Performance (2009)

		Gross Comparison Floorspace (sqm) <sup>(1)</sup>	Survey Derived Turnover (£m) <sup>(2)</sup>	Inflow (%) <sup>(3)</sup>	Inflow (£m) <sup>(4)</sup>	Total Turnover (£m) <sup>(5)</sup>	Existing Sales Density (£ per sqm) <sup>(6)</sup>
		A	B	C	D	E	F
LB Ealing	Ealing	22,134	198.3	15.3%	35.8	234.2	10,579
	Southall	9,159	37.5	6.0%	2.4	39.9	4,354
	Hanwell	2,016	12.8	13.0%	1.9	14.7	7,291
	Acton	8,700	42.4	28.3%	16.7	59.2	6,800
	Greenford	2,884	37.3	2.1%	0.8	38.1	13,213
LB H&F	Hammersmith	13,249	83.4	23.5%	25.6	109.1	8,232
	Fulham	20,961	130.2	17.2%	27.0	157.2	7,502
	Shepherd's Bush/Westfield	30,323	76.0	50.0%	76.0	152.0	5,011
LB Hounslow	Hounslow	8,651	88.9	1.0%	0.9	89.8	10,386
	Feltham	2,001	37.4	7.1%	2.9	40.3	20,144
	Chiswick	12,128	139.0	5.1%	7.5	146.5	12,075
	Brentford	4,139	17.0	9.2%	1.7	18.7	4,524
Total		-	900.3	-	199.3	1,099.6	-

### Notes:

(1) GLA 2009 Healthchecks

(2) Derived from Appendix 2

(3) Derived from WLRNS 2006 other than for Shepherd's Bush/Westfield which is an RTP estimate based on the expected turnover of Westfield shopping centre. Expressed as a percentage of the total turnover.

(4) Monetary value of column F

(5) Sum of columns B and D

(6) Column A divided by column E

All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update

Table 84: Details of food and drink leisure commitments

Scheme	Reference	A3,A4, A5 Floorspace (Gross sqm)	A3,A4,A5 Sales Density in 2016 (£ per sqm)	Total Comparison Turnover in 2016 (£m)
Ealing <sup>(1)</sup>				
Dickens Yard/Town Hall Annex and Car Parks	P/2008/0156	961	8,173	7.9
Hammersmith & Fulham <sup>(2)</sup>				
-	-	-	-	-
Hounslow <sup>(3)</sup>				
Wallis House	00505/P/P59	1,078	8,173	8.8
Total				16.7

Notes:

(1) Supplied by LBE, net to gross ratio RTP estimate and sales density derived from Experian Retail Planner Briefing Note 7.1 advice on the turnover of modern in-town floorspace.

(2) Supplied by LBHF, gross to net ratio and sales density as per (1)

(3) Supplied by LBH, gross to net rate and sales density as per (1)

West London Joint Retail Needs Study Update

CONSTANT MARKET SHARES

Table 85: Summary Food and Drink Lelsure Market Shares (2009)

		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	
LB Ealing	Ealing	0.0%	0.6%	0.0%	13.3%	66.6%	58.2%	23.5%	8.2%	17.9%	21.0%	0.0%	0.0%	0.0%	0.8%	2.4%	13.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	2.0%	2.0%	2.1%	0.6%	0.0%	0.0%	
	Southall	0.0%	0.4%	0.0%	0.0%	0.0%	0.7%	1.1%	3.1%	13.4%	29.3%	1.8%	0.0%	0.0%	1.3%	1.7%	0.0%	0.0%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	2.3%	0.8%	0.0%	0.0%	0.6%	0.0%	0.0%	
	Hanwell	0.0%	0.0%	0.8%	0.0%	1.0%	8.9%	0.0%	0.0%	2.1%	1.7%	0.0%	0.0%	0.0%	0.0%	1.0%	1.6%	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%	0.0%	
	Acton	0.0%	0.0%	5.3%	39.4%	0.4%	0.0%	2.1%	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%	0.0%	0.0%	0.0%	0.5%	0.0%	0.7%	0.0%	0.0%	
	Greenford	0.0%	0.0%	0.0%	0.0%	0.7%	3.1%	22.3%	4.9%	27.9%	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%	0.0%	0.0%	0.0%	0.3%	1.6%	0.0%	0.0%	0.0%	
	Neighbourhood centres/other destinations	0.0%	0.0%	0.0%	0.0%	7.1%	13.7%	17.9%	35.3%	4.7%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	2.8%	1.5%	0.0%	0.0%	4.4%	1.6%	1.7%	0.9%	0.0%	0.0%	
	Total LB Ealing	0.0%	1.0%	6.1%	52.7%	75.8%	84.6%	66.9%	51.5%	66.0%	56.2%	1.8%	0.0%	0.0%	2.1%	5.0%	18.1%	0.5%	0.0%	0.0%	1.1%	2.8%	1.5%	0.0%	2.3%	7.1%	5.0%	5.4%	2.8%	0.0%	0.0%	
LB H&F	Hammersmith	1.5%	37.4%	11.4%	0.8%	1.3%	0.0%	1.1%	0.8%	1.1%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	2.1%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	8.7%	1.6%		
	Fulham	54.4%	8.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	0.7%	8.7%	1.6%	
	Shepherd's Bush/Westfield	0.0%	6.4%	42.0%	6.2%	0.0%	0.7%	3.4%	1.2%	1.1%	0.9%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.1%	0.6%	0.0%	0.0%	1.2%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.7%	0.0%	0.0%	
	Neighbourhood centres/other destinations	18.4%	9.6%	10.4%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.4%	1.5%		
	Total LBHF	74.3%	62.2%	63.8%	8.5%	1.3%	0.7%	5.7%	2.0%	2.2%	1.5%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	1.8%	2.8%	0.5%	0.6%	2.0%	1.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.7%	8.2%	10.1%	3.9%
LB Hounslow	Hounslow	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	1.2%	1.2%	8.0%	43.9%	10.2%	6.1%	40.6%	10.9%	8.2%	1.2%	0.0%	0.5%	2.1%	0.0%	0.8%	0.0%	4.6%	0.8%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Feltham	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.8%	2.5%	43.3%	32.1%	1.5%	1.0%	0.0%	0.0%	0.0%	0.4%	2.0%	1.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Chiswick	0.0%	5.3%	14.7%	19.1%	6.1%	2.2%	0.0%	1.2%	1.1%	1.8%	1.0%	0.0%	1.3%	2.1%	7.0%	16.4%	82.5%	0.0%	0.8%	0.6%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
	Brentford	0.0%	0.0%	0.0%	0.0%	0.0%	1.4%	0.0%	0.0%	1.2%	0.9%	1.8%	0.0%	0.0%	0.0%	1.0%	36.5%	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%	
	Neighbourhood centres/other destinations	0.0%	0.0%	0.6%	0.6%	0.0%	0.6%	0.0%	0.0%	0.0%	2.8%	16.7%	11.4%	2.4%	13.5%	40.9%	3.3%	0.7%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	6.2%	
		Total LB Hounslow	0.0%	5.3%	15.4%	19.7%	6.5%	4.3%	0.0%	2.3%	3.5%	15.3%	65.9%	64.9%	41.8%	57.7%	60.7%	64.5%	85.4%	0.0%	1.3%	3.5%	2.0%	2.5%	0.0%	4.6%	2.2%	0.5%	0.0%	0.0%	6.2%	
		Other destinations	25.7%	31.5%	14.6%	19.1%	16.3%	10.4%	27.4%	44.2%	28.3%	27.0%	32.3%	35.1%	58.2%	40.3%	33.6%	17.4%	12.2%	97.2%	98.2%	94.9%	93.2%	95.0%	100.0%	93.0%	90.7%	94.0%	94.0%	89.0%	89.9%	89.8%
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

Notes:

(1) Derived from zonal food and drink leisure market shares at Table 18, Appendix 2

West London Joint Retail Needs Study Update

CONSTANT MARKET SHARES

Table 86: Summary Food and Drink Leisure Spending Patterns (2009) (£m)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones	Total All Zones Market Share %	
LB Ealing	Ealing	0.0	0.9	0.0	11.0	84.1	45.2	13.8	5.0	8.2	14.4	0.0	0.0	0.0	0.6	1.4	4.4	0.0	0.0	0.0	0.0	0.0	0.0	1.7	2.2	3.8	1.6	0.0	0.0	198.3	6.4%		
	Southall	0.0	0.6	0.0	0.0	0.0	0.6	0.7	1.9	6.2	20.1	1.1	0.0	0.0	1.1	1.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.7	0.7	0.0	0.0	1.6	0.0	0.0	37.5	1.2%	
	Hanwell	0.0	0.0	0.8	0.0	1.2	6.9	0.0	0.0	0.9	1.2	0.0	0.0	0.0	0.6	0.6	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	0.0	12.8	0.4%	
	Acton	0.0	0.0	5.2	32.4	0.5	0.0	1.3	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	0.0	0.5	0.0	2.0	0.0	0.0	42.4	1.4%		
	Greenford	0.0	0.0	0.0	0.0	0.9	2.4	13.1	3.0	12.8	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	0.0	0.4	2.9	0.0	0.0	0.0	0.0	37.3	1.2%	
	Neighbourhood centres/other destinations	0.0	0.0	0.0	0.0	9.0	10.6	10.5	21.5	2.2	1.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	1.7	0.7	0.0	0.0	3.7	1.7	3.0	2.4	0.0	0.0	69.2	2.2%	
Total LB Ealing		0.0	1.4	6.0	43.4	95.8	65.6	39.3	31.4	30.3	38.7	1.1	0.0	0.0	1.7	2.9	6.1	0.5	0.0	0.0	1.4	1.7	0.7	0.0	0.7	6.1	5.4	9.7	7.7	0.0	0.0	397.6	12.8%
LB H&F	Hammersmith	2.2	53.2	11.2	0.7	1.7	0.0	0.7	0.5	0.5	0.4	0.0	0.0	0.0	0.0	0.0	0.6	2.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.7	0.0	3.0	83.4	2.7%	
	Fulham	82.2	12.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.5	0.0	0.0	0.0	0.0	0.5	1.2	2.0	24.9	5.6	130.2	4.2%	
	Shepherd's Bush/Westfield	0.0	9.1	40.9	5.1	0.0	0.6	2.0	0.7	0.5	0.6	0.0	0.0	0.0	0.0	0.4	0.0	1.0	0.8	0.0	0.7	0.5	0.0	0.0	0.0	0.0	0.0	13.0	0.0	0.0	76.0	2.4%	
	Neighbourhood centres/other destinations	27.9	13.7	10.1	1.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	4.0	5.2	64.3	2.1%	
Total LBHF		112.3	88.5	62.2	7.0	1.7	0.6	3.3	1.2	1.0	1.0	0.0	0.0	0.0	0.4	0.0	1.6	3.5	0.5	0.7	1.2	0.5	0.0	0.0	0.0	0.5	1.2	22.3	28.9	13.8	354.0	11.4%	
LB Hounslow	Hounslow	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.7	0.5	5.5	25.7	3.5	2.9	33.7	6.3	2.8	1.1	0.0	0.5	2.7	0.0	0.4	0.0	1.5	0.7	0.0	0.0	0.0	0.0	88.9	2.9%	
	Feltham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	1.5	14.8	15.5	1.3	0.6	0.0	0.0	0.0	0.0	0.6	1.2	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	37.4	1.2%	
	Chiswick	0.0	7.5	14.3	15.7	7.7	1.7	0.0	0.7	0.5	1.2	0.6	0.0	0.6	1.7	4.1	5.5	74.3	0.0	0.8	0.7	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	139.0	4.5%	
	Brentford	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.5	0.6	1.1	0.0	0.0	0.6	12.3	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	17.0	0.5%	
	Neighbourhood centres/other destinations	0.0	0.0	0.6	0.5	0.0	0.5	0.0	0.0	0.0	1.9	9.7	3.9	1.1	11.2	23.8	1.1	0.6	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	21.7	77.8	2.5%
	Total LB Hounslow	0.0	7.5	15.0	16.2	8.3	3.3	0.0	1.4	1.6	10.5	38.6	22.2	20.1	47.9	35.3	21.6	76.9	0.0	1.2	4.5	1.2	1.2	0.0	1.5	1.9	0.5	0.0	0.0	21.7	360.2	11.6%	
Other destinations		38.9	44.8	14.3	15.7	20.6	8.1	16.1	26.9	13.0	18.6	18.9	12.0	28.0	33.4	19.6	5.8	11.0	122.9	90.1	122.9	55.7	46.3	11.2	30.0	77.8	101.3	169.8	243.8	258.4	314.0	1,989.7	64.2%
Total		151.2	142.3	97.4	82.3	126.3	77.6	58.7	60.9	45.9	68.7	58.5	34.2	48.2	83.0	58.2	33.5	90.1	126.3	91.8	129.5	59.8	48.7	11.2	32.2	85.8	107.7	180.7	273.8	287.3	349.5	3,101.4	100.0%

Notes:

(1) Derived from food and drink leisure spending patterns at Table 19, Appendix 2.

West London Joint Retail Needs Study Update

CONSTANT MARKET SHARES

Table 87: Food and drink Expenditure and Quantitative Need - BY BOROUGH

	THREE BOROUGHs COMBINED						LB EALING						LB HOUNSLOW						LB HAMMERSMITH AND FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																								
A Total study area food and drink leisure expenditure (£m)	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9
B Market share (%)	35.8%	35.8%	35.8%	35.8%	35.8%	35.8%	12.8%	12.8%	12.8%	12.8%	12.8%	12.8%	11.6%	11.6%	11.6%	11.6%	11.6%	11.6%	11.4%	11.4%	11.4%	11.4%	11.4%	11.4%
C Retained expenditure (£m) (=A*B)	1,111.7	1,126.3	1,241.1	1,386.1	1,540.4	1,721.2	397.6	402.8	443.9	495.7	550.9	615.5	360.2	364.9	402.1	449.1	499.0	557.6	354.0	358.6	395.2	441.3	490.5	548.0
D Inflow expenditure (£m)	199.3	201.9	222.5	248.5	276.1	308.5	57.7	58.4	64.4	71.9	79.9	89.3	13.0	13.1	14.5	16.1	17.9	20.1	128.7	130.3	143.6	160.4	178.3	199.2
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																								
E Turnover of existing floorspace (£m) (=C+D)	1310.9	1,310.9	1,310.9	1,310.9	1,310.9	1,310.9	455.2	455.2	455.2	455.2	455.2	455.2	373.1	373.1	373.1	373.1	373.1	373.1	482.6	482.6	482.6	482.6	482.6	482.6
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																								
G Growth in turnover of existing floorspace (£m)	0.0	0.0	17.5	40.3	63.5	87.2	0.0	0.0	6.1	14.0	22.1	30.3	0.0	0.0	5.0	11.5	18.1	24.8	0.0	0.0	6.4	14.8	23.4	32.1
H Turnover of commitments (£m)	0.0	0.0	16.7	17.0	17.2	17.5	0.0	0.0	7.9	8.0	8.1	8.3	0.0	0.0	8.8	9.0	9.1	9.3	0.0	0.0	0.0	0.0	0.0	0.0
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	17.3	118.5	266.3	424.8	614.1	0.0	6.0	39.1	90.4	145.4	211.1	0.0	4.9	29.7	71.7	116.7	170.5	0.0	6.4	49.8	104.3	162.7	232.5
<b>Quantitative Need for A3, A4 and A5 Floorspace <sup>(5)</sup></b>																								
J Assumed sales density for new A3,A4, A5 floorspace (E/sqm)	8,065	8,065	8,173	8,313	8,456	8,601	8,065	8,065	8,173	8,313	8,456	8,601	8,065	8,065	8,173	8,313	8,456	8,601	8,065	8,065	8,173	8,313	8,456	8,601
K Gross A3, A4, A5 quantitative need (sqm gross) (=I/J)	0	2,145	14,502	32,039	50,232	71,398	0	745	4,783	10,873	17,190	24,540	0	610	3,630	8,621	13,799	19,823	0	790	6,089	12,546	19,243	27,035

Notes:

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.

2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.

3. Row G represents the growth in turnover of existing floorspace half of expenditure growth. Row H represents the turnover of commitments derived from Table 84.

4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.

5. Row J represents the assumed sales density to calculate gross floorspace requirement taken, which is the average performance of all existing floorspace increased by the same level of sales density growth described at (3); Row K represents gross quantitative need calculated by the division of residual expenditure by assumed sales density

All monetary values are held constant at 2007 prices.

West London Joint Retail Needs Study Update

CONSTANT MARKET SHARES

Table 88: Food and Drink Lelsure Expenditure and Quantitative Need - LB Ealing Centres

	EALING						SOUTHALL						ACTON						HANWELL						GREENFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
Available Expenditure and Expenditure Retention <sup>(1)</sup>																														
A Total study area food and drink leisure expenditure (£m)	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9
B Market share (%)	6.4%	6.4%	6.4%	6.4%	6.4%	6.4%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.4%	1.4%	1.4%	1.4%	1.4%	1.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%
C Retained expenditure (£m) (=A*B)	198.3	201.0	221.4	247.3	274.8	307.1	37.5	38.0	41.9	46.7	51.9	58.0	42.4	43.0	47.4	52.9	58.8	65.7	12.8	13.0	14.3	15.9	17.7	19.8	37.3	37.8	41.7	46.5	51.7	57.8
D Inflow expenditure (£m)	35.8	36.3	40.0	44.7	49.6	55.5	2.4	2.4	2.7	3.0	3.3	3.7	16.7	17.0	18.7	20.9	23.2	25.9	1.9	1.9	2.1	2.4	2.6	3.0	0.8	0.8	0.9	1.0	1.1	1.2
Turnover of Existing Floorspace <sup>(2)</sup>																														
E Turnover of existing floorspace (£m) (=C+D)	234.2	234.2	234.2	234.2	234.2	234.2	39.9	39.9	39.9	39.9	39.9	39.9	59.2	59.2	59.2	59.2	59.2	59.2	14.7	14.7	14.7	14.7	14.7	14.7	38.1	38.1	38.1	38.1	38.1	38.1
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claims on Expenditure Growth <sup>(3)</sup>																														
G Growth in turnover of existing floorspace (£m)	0.0	0.0	3.1	7.2	11.4	15.6	0.0	0.0	0.5	1.2	1.9	2.7	0.0	0.0	0.8	1.8	2.9	3.9	0.0	0.0	0.2	0.5	0.7	1.0	0.0	0.0	0.5	1.2	1.8	2.5
H Turnover of commitments (£m)	0.0	0.0	16.7	17.0	17.2	17.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Residual Expenditure Available to Support New Floorspace <sup>(4)</sup>																														
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	3.1	7.5	33.7	61.7	95.3	0.0	0.5	4.1	8.6	13.4	19.2	0.0	0.8	6.1	12.8	19.9	28.5	0.0	0.2	1.5	3.2	5.0	7.1	0.0	0.5	3.9	8.2	12.8	18.4
Quantitative Need for A3, A4 and A5 Floorspace <sup>(5)</sup>																														
J Assumed sales density for new A3,A4, A5 floorspace (£/sqm)	8,065	8,065	8,173	8,313	8,456	8,601	8,065	8,065	8,173	8,313	8,456	8,601	8,065	8,065	8,173	8,313	8,456	8,601	8,065	8,065	8,173	8,313	8,456	8,601	8,065	8,065	8,173	8,313	8,456	8,601
K Gross A3, A4, A5 quantitative need (sqm gross) (=I/J)	0	383	916	4,048	7,298	11,078	0	65	503	1,037	1,590	2,234	0	97	746	1,538	2,359	3,314	0	24	185	382	586	823	0	62	481	991	1,519	2,135

Notes:

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.

2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.

3. Row G represents the growth in turnover of existing floorspace half of expenditure growth. Row H represents the turnover of commitments derived from Table 84.

4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.

5. Row J represents the assumed sales density to calculate gross floorspace requirement taken, which is the average performance of all existing floorspace increased by the same level of sales density growth described at (3); Row K represents gross quantitative need calculated by the division of residual expenditure by assumed sales density

All monetary values are held constant at 2007 prices.



# West London Joint Retail Needs Study Update

## CONSTANT MARKET SHARES

Table 89: Leisure Food and Drink Expenditure and Quantitative Need - LB Hammersmith & Fulham Centres

	SHEPHERD'S BUSH/WESTFIELD						HAMMERSMITH						FULHAM					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																		
A Total study area food and drink leisure expenditure (£m)	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9
B Market share (%)	2.4%	2.4%	2.4%	2.4%	2.4%	2.4%	2.7%	2.7%	2.7%	2.7%	2.7%	2.7%	4.2%	4.2%	4.2%	4.2%	4.2%	4.2%
C Retained expenditure (£m) (=A*B)	76.0	77.0	84.8	94.7	105.3	117.6	83.4	84.5	93.2	104.0	115.6	129.2	130.2	131.9	145.4	162.3	180.4	201.6
D Inflow expenditure (£m)	76.0	77.0	84.8	94.7	105.3	117.6	25.6	26.0	28.6	32.0	35.5	39.7	27.0	27.4	30.2	33.7	37.5	41.9
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																		
E Turnover of existing floorspace (£m) (=C+D)	152.0	152.0	152.0	152.0	152.0	152.0	109.1	109.1	109.1	109.1	109.1	109.1	157.2	157.2	157.2	157.2	157.2	157.2
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																		
G Growth in turnover of existing floorspace (£m)	0.0	0.0	2.0	4.7	7.4	10.1	0.0	0.0	1.5	3.4	5.3	7.3	0.0	0.0	2.1	4.8	7.6	10.5
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																		
I Residual expenditure (£m) (=C+D-E-F-G-H)	0.0	2.0	15.7	32.8	51.2	73.2	0.0	1.4	11.2	23.6	36.8	52.6	0.0	2.1	16.2	34.0	53.0	75.8
<b>Quantitative Need for A3, A4 and A5 Floorspace <sup>(5)</sup></b>																		
J Assumed sales density for new A3,A4, A5 floorspace (£/sqm)	8,065	8,065	8,173	8,313	8,456	8,601	8,065	8,065	8,173	8,313	8,456	8,601	8,065	8,065	8,173	8,313	8,456	8,601
K Gross A3, A4, A5 quantitative need (sqm gross) (=I/J)	0	249	1,917	3,950	6,059	8,512	0	178	1,376	2,835	4,349	6,110	0	257	1,984	4,088	6,270	8,808

### Notes:

- Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.
- Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.
- Row G represents the growth in turnover of existing floorspace half of expenditure growth. Row H represents the turnover of commitments derived from Table 84.
- Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.
- Row J represents the assumed sales density to calculate gross floorspace requirement taken, which is the average performance of all existing floorspace increased by the same level of sales density growth described at (3); Row K represents gross quantitative need calculated by the division of residual expenditure by assumed sales density

# West London Joint Retail Needs Study Update

## CONSTANT MARKET SHARES

Table 90: Food and Drink Leisure Expenditure and Quantitative Need - LB Hounslow Centres

	HOUNSLOW						FELTHAM						CHISWICK						BRENTFORD					
	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031	2009	2011	2016	2021	2026	2031
<b>Available Expenditure and Expenditure Retention <sup>(1)</sup></b>																								
A Total study area food and drink leisure expenditure (£m)	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9	3,101.4	3,142.3	3,462.6	3,867.0	4,297.4	4,801.9
B Market share (%)	2.9%	2.9%	2.9%	2.9%	2.9%	2.9%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	4.5%	4.5%	4.5%	4.5%	4.5%	4.5%	0.5%	0.5%	0.5%	0.5%	0.5%	0.5%
C Retained expenditure (£m) (=A*B)	88.9	90.1	99.3	110.9	123.2	137.7	37.4	37.9	41.8	46.7	51.9	58.0	139.0	140.8	155.2	173.3	192.6	215.2	17.0	17.2	19.0	21.2	23.6	26.3
D Inflow expenditure (£m)	0.9	0.9	1.0	1.1	1.2	1.4	2.9	2.9	3.2	3.6	4.0	4.4	7.5	7.6	8.3	9.3	10.3	11.6	1.7	1.7	1.9	2.1	2.4	2.7
<b>Turnover of Existing Floorspace <sup>(2)</sup></b>																								
E Turnover of existing floorspace (£m) (=C+D)	89.8	89.8	89.8	89.8	89.8	89.8	40.3	40.3	40.3	40.3	40.3	40.3	146.5	146.5	146.5	146.5	146.5	146.5	18.7	18.7	18.7	18.7	18.7	18.7
F Quantum of overtrading/under trading turnover (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
<b>Claims on Expenditure Growth <sup>(3)</sup></b>																								
G Growth in turnover of existing floorspace (£m)	0.0	0.0	1.2	2.8	4.4	6.0	0.0	0.0	0.5	1.2	2.0	2.7	0.0	0.0	2.0	4.5	7.1	9.7	0.0	0.0	0.2	0.6	0.9	1.2
H Turnover of commitments (£m)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.8	9.0	9.1	9.3
<b>Residual Expenditure Available to Support New Floorspace <sup>(4)</sup></b>																								
I Residual expenditure (£m) (=C+D-E+F-G-H)	0.0	1.2	9.3	19.4	30.3	43.3	0.0	0.5	4.2	8.7	13.6	19.4	0.0	1.9	15.1	31.6	49.4	70.6	0.0	0.2	-6.9	-4.9	-2.8	-0.2
<b>Quantitative Need for A3, A4 and A5 Floorspace <sup>(5)</sup></b>																								
J Assumed sales density for new A3,A4, A5 floorspace (E/sqm)	8,065	8,065	8,173	8,313	8,456	8,601	8,065	8,065	8,173	8,313	8,456	8,601	8,065	8,065	8,173	8,313	8,456	8,601	8,065	8,065	8,173	8,313	8,456	8,601
K Gross A3, A4, A5 quantitative need (sqm gross) (=I/J)	0	147	1,134	2,336	3,582	5,033	0	66	509	1,048	1,607	2,258	0	240	1,848	3,807	5,839	8,204	0	31	-842	-591	-331	-29

### Notes:

1. Row A is the total spending in the study area; row B is the study area market share for the borough/centre/store; row C is the product of the market share and the total study area expenditure; row D is inflow expenditure derived from Table 40.
2. Row E is the total turnover of stores and row F is any allowance for over/under trading in the base year.
3. Row G represents the growth in turnover of existing floorspace half of expenditure growth. Row H represents the turnover of commitments derived from Table 84.
4. Row I represents the product of the retail expenditure and expenditure inflow, less the deductions for the existing centres turnover, turnover growth and commitments.
5. Row J represents the assumed sales density to calculate gross floorspace requirement taken, which is the average performance of all existing floorspace increased by the same level of sales density growth described at (3); Row K represents gross quantitative need calculated by the division of residual expenditure by assumed sales density

# West London Joint Retail Needs Study Update

## ALL SCENARIOS

Table 91: Summary of quantitative need for food and drink leisure floorspace (sqm gross)

	2011	2016	2021	2026	2031
Constant Market Shares					
<b>All Boroughs</b>	2,100	14,500	32,000	50,200	71,400
<b>LB Ealing</b>	700	4,800	10,900	17,200	24,500
Ealing	400	900	4,000	7,300	11,100
Southall	100	500	1,000	1,600	2,200
Hanwell	0	200	400	600	800
Acton	100	700	1,500	2,400	3,300
Greenford	100	500	1,000	1,500	2,100
<b>LB Hammersmith and Fulham</b>	800	6,100	12,500	19,200	27,000
Hammersmith	200	1,400	2,800	4,300	6,100
Fulham	300	2,000	4,100	6,300	8,800
Shepherd's Bush/Westfield	200	1,900	4,000	6,100	8,500
<b>LB Hounslow</b>	600	3,600	8,600	13,800	19,800
Hounslow	100	1,100	2,300	3,600	5,000
Feltham	100	500	1,000	1,600	2,300
Chiswick	200	1,800	3,800	5,800	8,200
Brentford	0	-800	-600	-300	0

### Notes:

(1) Floorspace quantitative need is rounded to nearest 100 sqm for ease of presentation and is shown as a gross figure. Data are derived from Tables 83-90.



## APPENDIX 13

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### Diversity of Uses for Neighbourhood Centres



Neighbourhood centres in Ealing <sup>(1)</sup>				Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Type	Use Class	Use Class	Number	Percentage
East Acton	Vacant1	Vacant	Vacant	A1 Conv	9	16.7%
East Acton	DDS Appliance Centre	Electrical Appliance Shop	A1 Comp	A1 Comp	15	27.8%
East Acton	Solicitors	Solicitors	A2	A1 Serv	9	16.7%
East Acton	Arabic Translation centre	Translation Service	B1	A2	4	7.4%
East Acton	Floral Designer	Florist	A1 Comp	A3	5	9.3%
East Acton	Vacant2	Vacant	Vacant	A4	1	1.9%
East Acton	Mr Digital Ltd	TV shop	A1 Comp	A5	3	5.6%
East Acton	Homebase	DIY	A1 Comp	B1	1	1.9%
East Acton	Nikki Newsagents	Newsagents	A1 Conv	D2	1	1.9%
East Acton	Tote Sport	Betting shop	A2	Sui Generis	2	3.7%
East Acton	Ceratiles	Tile shop	A1 Comp	Vacant	4	7.4%
East Acton	Mr Danny	Hairdresser	A1 Serv	Total	54	100.0%
East Acton	Signs and Blinds	Signs and Blinds	A1 Comp			
East Acton	Seven Days	Newsagents	A1 Conv			
East Acton	Post Office	Post Office	A1 Serv			
East Acton	Professional Network	Dry Cleaners	A1 Serv			
East Acton	Greggs	Bakers	A1 Conv			
East Acton	A.R.E.	Electrical appliance shop	A1 Comp			
East Acton	Haridressers	Haridressers	A1 Serv			
East Acton	Seliger	Newsagents	A1 Conv			
East Acton	Computer Hut	Internet Cafe	A1 Serv			
East Acton	Home Video Plaza	Video rental	A1 Serv			
East Acton	Indian Restaurant	Indian restaurant	A3			
East Acton	EEM Services	Engineering design and supply	A2			
East Acton	Acton Locksmith	Locksmith	A1 Serv			
East Acton		Furniture shop	A1 Comp			
East Acton	Ex-Supermarket Equipment	Fridges and air conditioning	A1 Comp			
East Acton	Lebanese Cafe	Cafe	A3			
East Acton	Vacant3	Vacant	Vacant			
East Acton	Wishing Well	Public house	A4			
East Acton	Acton Discount Store	Discount Store	A1 Comp			
East Acton	Chemist	Pharmacy	A1 Comp			
East Acton	Betterbet	Betting shop	A1 Serv			
East Acton	FunkyCoffee.Com	Cafe	A3			
East Acton	Western Fried Chicken	Chicken takeaway	A5			
East Acton	Carpets	Carpets	A1 Comp			
East Acton	Vacant4	Vacant	Vacant			
East Acton	Domestic and Commercial Refridgers	Electrical appliance shop	A1 Comp			
East Acton	Goodies Supermarket	Convenience	A1 Conv			
East Acton	Convenience store	Convenience	A1 Conv			
East Acton	London Convenience Store	Convenience	A1 Conv			
East Acton	Sunrise Cafe	Cafe	A3			
East Acton	Kalinka	Cafe	A3			
East Acton	Snooker and Pool Club	Snooker club	D2			
East Acton	Churchills Estate Agent	Estate Agents	A2			
East Acton	Norwesco Autocare	Mechanic and tyre shop	Sui Generis			
East Acton	The Angling Centre	Angling equipment shop	A1 Comp			
East Acton	Sparks Cars	Car Showroom	Sui Generis			
East Acton	Dreams	Bed shop	A1 Comp			
East Acton	Smith of Acton	Convenience	A1 Conv			
East Acton	Sunnyland	Convenience	A1 Conv			
East Acton	Pizza Gogo	Pizza takeaway	A5			
East Acton	Shawarma Express	Kebab takeaway	A5			
East Acton	Eye Spy	Opticians	A1 Serv			
Northfields	Antique Fireplaces	Antiques	A1 Comp	A1 Conv	20	14%
Northfields	Bathwise	Bath Shop	A1 Comp	A1 Comp	35	24%
Northfields	Books	Bookshop	A1 Comp	A1 Serv	22	15%
Northfields	Autocare	Car Accessories	A1 Comp	A2	18	12%
Northfields	Brake and Clutch	Car Accessories	A1 Comp	A3	19	13%
Northfields	Car Garage	Car Garage	Sui Generis	A4	5	3%
Northfields	Carpet Shop	Carpets	A1 Comp	A5	8	5%
Northfields	Carpets	Carpets	A1 Comp	B1	1	1%
Northfields	Computer Shop	Computers	A1 Comp	D1	10	7%
Northfields	Computer Repairs	Computers	A1 Comp	Sui Generis	5	3%
Northfields	Allbright Glass	DIY	A1 Comp	Vacant	5	3%
Northfields	DIY	DIY	A1 Comp	Total	148	100%
Northfields	Florist	Florist	A1 Comp			
Northfields	Chinese Medicine	Pharmacy	A1 Comp			
Northfields	Gallery	Gallery	A1 Comp			
Northfields	Crafts/Gifts	Crafts/Gifts	A1 Comp			
Northfields	Gifts	Crafts/Gifts	A1 Comp			
Northfields	Gifts	Crafts/Gifts	A1 Comp			
Northfields	The Mall Gifts	Crafts/Gifts	A1 Comp			
Northfields	Gifts	Crafts/Gifts	A1 Comp			
Northfields	Glazing	Glazing	A1 Comp			
Northfields	Home Interiors	Home Interiors	A1 Comp			
Northfields	Os Hair	Hairdresser	A1 Serv			
Northfields	Ebstone Kitchens	Kitchens	A1 Comp			
Northfields	Motor Spares	Motor Spares	A1 Comp			
Northfields	Party Shop	Party Shop	A1 Comp			
Northfields	Pets Shop	Pets	A1 Comp			
Northfields	Estate Agents	Estate Agents	A2			
Northfields	Pharmacy	Pharmacy	A1 Comp			
Northfields	Pharmacy	Pharmacy	A1 Comp			
Northfields	Printing	Printers	A1 Comp			
Northfields	Shoe Shop	Shoes	A1 Comp			
Northfields	tiles	Tiles	A1 Comp			

Neighbourhood centres in Ealing <sup>(1)</sup>				Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Type	Use Class	Use Class	Number	Percentage
Northfields	TV Supplies	TV Supplies	A1 Comp			
Northfields	Bakers	Bakers	A1 Conv			
Northfields	Butchers	Butchers	A1 Conv			
Northfields	Butchers	Butchers	A1 Conv			
Northfields	R&M Foods - Polish Products	Convenience	A1 Conv			
Northfields	Polski Sklep	Convenience	A1 Conv			
Northfields	General Stores/Hardware/Convenience	Convenience	A1 Conv			
Northfields	Convenience Stores	Convenience	A1 Conv			
Northfields	Convenience Stores - Polish Food	Convenience	A1 Conv			
Northfields	Convenience Store	Convenience	A1 Conv			
Northfields	Convenience/Grocers	Convenience	A1 Conv			
Northfields	Charles Foods	Convenience	A1 Conv			
Northfields	Convenience	Convenience	A1 Conv			
Northfields	Food and Wine - Irish and Continental	Convenience	A1 Conv			
Northfields	Newsagents	Newsagents	A1 Conv			
Northfields	Trendy	Hairdresser	A1 Serv			
Northfields	Threshers	Off Licence	A1 Conv			
Northfields	Tesco Express	Tesco Express	A1 Conv			
Northfields	Accountants	Accountants	A2			
Northfields	Accountants	Accountants	A2			
Northfields	Barbers	Barbers	A1 Serv			
Northfields	Barbers	Barbers	A1 Serv			
Northfields	Ladbroke	Betting Shop	A2			
Northfields	GetBike	Scooter showroom	Sui Generis			
Northfields	Chez Giselle Caf, and Cakes	Caf,	A3			
Northfields	Caf,	Caf,	A3			
Northfields	Internet Caf,	Caf,	A1 Serv			
Northfields	Caf,	Caf,	A3			
Northfields	Caf,	Caf,	A3			
Northfields	Park Caf,	Caf,	A3			
Northfields	Skylight Caf,	Caf,	A3			
Northfields	Lebanese Caf,	Caf,	A3			
Northfields	Caf, Creperie	Caf,	A3			
Northfields	caf,	Caf,	A3			
Northfields	Dental Care	Dentist	D1			
Northfields	Dentists	Dentist	D1			
Northfields	Dry Cleaners	Dry Cleaners	A1 Serv			
Northfields	Dry Cleaners	Dry Cleaners	A1 Serv			
Northfields	Dry Cleaners	Dry Cleaners	A1 Serv			
Northfields	Dry Cleaners	Dry Cleaners	A1 Serv			
Northfields	Dry Cleaners	Dry Cleaners	A1 Serv			
Northfields	Daniel Paul Estate Agents	Estate Agents	A2			
Northfields	Estate Agents	Estate Agents	A2			
Northfields	Estate Agents	Estate Agents	A2			
Northfields	Estate Agents	Estate Agents	A2			
Northfields	Estate Agents	Estate Agents	A2			
Northfields	Estate Agents	Estate Agents	A2			
Northfields	Estate Agents	Estate Agents	A2			
Northfields	J&J Insurance and Financial Consult	Financial Consultants	A2			
Northfields	Funeral Directors	Funeral Director	A1 Serv			
Northfields	Western International College	College	D1			
Northfields	Hairdressers	Hair and Beauty	A1 Serv			
Northfields	Hair and Beauty	Hair and Beauty	A1 Serv			
Northfields	Hairdressers	Hair and Beauty	A1 Serv			
Northfields	Hairdressers	Hair and Beauty	A1 Serv			
Northfields	Hairdressers	Hair and Beauty	A1 Serv			
Northfields	Hairdressers	Hairdressers	A1 Serv			
Northfields	Foot Health Care	Health	D1			
Northfields	Library	Library	D1			
Northfields	Apex Cars/Mini Cabs	Mini Cabs	Sui Generis			
Northfields	Nursery	Nursery	D1			
Northfields	Opticians	Opticians	D1			
Northfields	Photos	Photos	Sui Generis			
Northfields	Venture Portraits	Portraits	A1 Serv			
Northfields	Property Clearance Co	Property Clearance Co	A2			
Northfields	T Duffy PH	Public House	A4			
Northfields	Players PH	Public House	A4			
Northfields	Public House	Public House	A4			
Northfields	The Spinning Wheel PH	Public House	A4			
Northfields	Elle Recruitment	Recruitment Agency	A2			



Neighbourhood centres in Ealing <sup>(1)</sup>				Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Type	Use Class	Use Class	Number	Percentage
Northfields	Navasartian Centre	Religious Institution	D1			
Northfields	Ealing Christian Centre	Religious Institution	D1			
Northfields	Tapas Restaurant	Restaurant	A3			
Northfields	Indian Restaurant	Restaurant	A3			
Northfields	Indian and Bangladeshi Restaurant	Restaurant	A3			
Northfields	Italian Restaurant	Restaurant	A3			
Northfields	Monty's Tandoori	Restaurant	A3			
Northfields	Indian Restaurant	Restaurant	A3			
Northfields	L'Amico Pizza and Pasta Restaurant	Restaurant	A3			
Northfields	Papaya south Indian and Sri Lankan	Restaurant	A3			
Northfields	Peking Restaurant	Restaurant	A3			
Northfields	Chinese Restaurant	Restaurant	A3			
Northfields	Solicitors	Solicitors	A2			
Northfields	Surgey	Surgey	D1			
Northfields	Surveyors	Surveyors	A2			
Northfields	Kebab Takeaway	Takeaway	A5			
Northfields	Pizza Spot	Takeaway	A5			
Northfields	Chicken Spot	Takeaway	A5			
Northfields	Indian Takeaway	Takeaway	A5			
Northfields	The Hungry One Takeaway	Takeaway	A5			
Northfields	Chinese Takeaway	Takeaway	A5			
Northfields	Fish and Chips Takeaway	Takeaway	A5			
Northfields	Fish Bar	Takeaway	A5			
Northfields	Thai Cookery	Thai Cookery	A1 Serv			
Northfields	Travel Agents	Travel Agents	A1 Serv			
Northfields	TV Supplies	TV's	A1 Comp			
Northfields	Vets	Vets	Sui Generis			
Northfields	Jacksons Wine Bar	Public House	A4			
Northfields	Food Link	Convenience	A1 Conv			
Northfields	Ron Machal	Accountants	A2			
Northfields	Vacant	Vacant	Vacant			
Northfields	Vacant	Vacant	Vacant			
Northfields	Vacant	Vacant	Vacant			
Northfields	Italian delicatessen	Italian delicatessen	A1 Conv			
Northfields	World Food	Convenience	A1 Conv			
Northfields	Hairdresser	Hairdresser	A1 Serv			
Northfields	Vacant	Vacant	Vacant			
Northfields	Gifts	Gifts	A1 Comp			
Northfields	Gifts	Gifts	A1 Comp			
Northfields	Vacant	Vacant	Vacant			
Northfields	Poisson Fresh Fish	Fish shop	A1 Conv			
Northfields	Astenway	Building Contractors	B1			
Northfields	Sofin Interiors	Interiors	A1 Comp			
Northfields	The Clean Laundry Co	Dry Cleaner	A1 Serv			
Northfields	Bartram and Co	Solicitors	A2			
Northolt	Dental Care	Dentist	D1	A1 Conv	6	14%
Northolt	Burgers and Kebabs Takeaway	Takeaway	A5	A1 Comp	6	14%
Northolt	Doctors	Doctors	D1	A1 Serv	12	28%
Northolt	Papa Johns Pizza Takeaway	Takeaway	A5	A2	3	7%
Northolt	Mandeville Optician	Optician	D1	A3	2	5%
Northolt	Northolt Car Care	Car Accessories	A1 Comp	A5	8	19%
Northolt	Jazz's Barbers	Barbers	A1 Serv	D1	3	7%
Northolt	Laundrette and Dry Cleaning	Laundrette+Dry Cleaners	Sui Generis	Sui Generis	3	7%
Northolt	Discount Food and Wine	Convenience	A1 Conv	Total	43	100%
Northolt	Chesswines Off Licence	Off Licence	A1 Conv			
Northolt	Hardware and DIY	DIY	A1 Comp			
Northolt	Fringe Benefits Hairdressers	Hair and Beauty	A1 Serv			
Northolt	Empress of India	Restaurant	A3			
Northolt	Studio 44 Hair and Nails	Hair and Beauty	A1 Serv			
Northolt	Ocean Blue Dry Cleaners	Dry Cleaners	A1 Serv			
Northolt	Pineapple Pizza Takeaway	Takeaway	A5			
Northolt	Northolt Tyres	Tyres	Sui Generis			
Northolt	Worldchoice Travel Agents	Travel Agents	A1 Serv			
Northolt	Ladbrokees	Betting Shop	A2			
Northolt	Barclays	Bank	A2			
Northolt	Vet Hospital	Vets	Sui Generis			
Northolt	Todd Doors	DIY	A1 Comp			
Northolt	KFC	Takeaway	A5			
Northolt	Loft Shop	DIY	A1 Comp			
Northolt	Lodge Funeral Directors	Funeral Director	A1 Serv			
Northolt	Co-Op	Convenience	A1 Conv			
Northolt	Costcutter	Convenience	A1 Conv			
Northolt	Pharmacy	Pharmacy	A1 Comp			
Northolt	Caf./Bridal Affairs & Florists	Florists/Caf./Clothing	A1 Comp			
Northolt	D'Looks	Hairdresser	A1 Serv			
Northolt	Barbers	Barbers	A1 Serv			
Northolt	Hire It	Hire Shop	A1 Serv			
Northolt	Take a Break Caf,	Caf,	A3			
Northolt	Car Radio Repairs	Repairs	A1 Serv			
Northolt	Chinese Takeaway	Takeaway	A5			
Northolt	Fish Bar	Takeaway	A5			
Northolt	Video Club	Video Rental	A1 Serv			
Northolt	Village Superstore	Newsagents	A1 Conv			
Northolt	Dry Cleaners	Dry Cleaners	A1 Serv			
Northolt	Raj Mahal Tandoori Takeaway	Takeaway	A5			
Northolt	Grapevine Off Licence	Off Licence	A1 Conv			
Northolt	Tony Paul Estate Agents	Estate Agents	A2			
Northolt	Chicken Cottage	Takeaway	A5			
Park Royal	Carphone Warehouse	Mobile Phones	A1 Comp	A1 Conv	1	10%
Park Royal	Avis Car Hire	Car Hire	A2	A1 Comp	1	10%
Park Royal	Air Conditioning Engineers	Service	A2	A2	6	60%
Park Royal	Pro Health Clinic	Health	D1	A5	1	10%
Park Royal	Shieldan Accountants	Accountants	A2	D1	1	10%
Park Royal	Subway	Takeaway	A5	Total	10	100%
Park Royal	Accountants	Accountants	A2			

Neighbourhood centres in Ealing <sup>(1)</sup>				Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Type	Use Class	Use Class	Number	Percentage
Park Royal	HSBC	Bank	A2			
Park Royal	Asda	Hypermarket	A1 Conv			
Park Royal	Barclays	Bank	A2			
Perivale	Workmans Caf,	Caf,	A3	A1 Conv	9	23%
Perivale	Joseph Marcus	Estate Agents	A2	A1 Comp	7	18%
Perivale	Coppernobs Hairdressers	Hairdressers	A1 Serv	A1 Serv	6	15%
Perivale	George Finlay Accountants	Accountants	A2	A2	6	15%
Perivale	Halal Butchers - Sri Lankan Cutting	Butchers	A1 Conv	A3	2	5%
Perivale	A1 Motor Store	Motor	A1 Comp	A5	5	13%
Perivale	Jack for all Trades DIY and Hardware	DIY	A1 Comp	D1	2	5%
Perivale	Occasions Cards and Gifts	Cards and Gifts	A1 Comp	Sui Generis	2	5%
Perivale	Makesh Hairdressers and Travel Age	Hairdressers+Travel Agents	A1 Serv	Vacant	1	3%
Perivale	The Lunch Box Caf,	Caf,	A3	Total	40	100%
Perivale	Lebanese Cedars Halal Meat and Gr	Convenience	A1 Conv			
Perivale	College Tryes and Exhausts	Tryes and Exhausts	Sui Generis			
Perivale	Pizza Time Takeaway	Pizza Takeaway	A5			
Perivale	Beirut Kebab	Kebab Takeaway	A5			
Perivale	Tishan Minimart	Convenience	A1 Conv			
Perivale	Mohan Food Market	Convenience	A1 Conv			
Perivale	Dental Care Centre	Dentist	D1			
Perivale	Coastas Fish Bar Takeaway	Fish Takeaway	A5			
Perivale	Tennessee Land Fried Chicken and P	Fried Chicken and Pizza Takeaway	A5			
Perivale	Laundrette and Dry Cleaning	Laundrette+ Dry Cleaning	Sui Generis			
Perivale	Sparrow Off Licence	Off Licence	A1 Conv			
Perivale	Rene Nail Design	Nail Design	A1 Serv			
Perivale	Chinese Takeaway	Chinese Takeaway	A5			
Perivale	Accountant	Accountants	A2			
Perivale	Londis	Convenience	A1 Conv			
Perivale	Stylisto Hair and Beauty	Hair and Beauty	A1 Serv			
Perivale	Apha Carpets and Furniture	Carpets and Furniture	A1 Comp			
Perivale	Pharmacy	Pharmacy	A1 Comp			
Perivale	Vacant	Vacant	Vacant			
Perivale	Betfred	Betting Shop	A2			
Perivale	Perivale Christian Centre	Christian Centre	D1			
Perivale	KKV Supershop (Indian, Sri Lankan &	Convenience	A1 Conv			
Perivale	Vision Eyecare	Optician	A1 Serv			
Perivale	Lloyds Motor Spares	Motor	A1 Comp			
Perivale	Printers and Stationers	Printers and Stationers	A1 Comp			
Perivale	Sonali Hair and Beauty	Hair and Beauty	A1 Serv			
Perivale	Polski Sklep	Convenience	A1 Conv			
Perivale	Post Office and Nishka Newsagents	Post Office + Newsagents	A1 Conv			
Perivale	Ladbrookes	Betting Shop	A2			
Perivale	Peter Gamble Estate Agents	Estate Agents	A2			
Pitshanger	Florist	Florist	A1 Comp	A1 Conv	10	15%
Pitshanger	CATS	Charity	A1 Comp	A1 Comp	14	21%
Pitshanger	Watsons and May Electrical Contract	Office	B1	A1 Serv	12	18%
Pitshanger	Sizzling Wok	Restaurant/Takeaway	A3	A2	6	9%
Pitshanger	Koz Newsagents	Newsagents	A1 Conv	A3	11	17%
Pitshanger	Leisure Fare Travel Agents	Travel Agents	A1 Serv	A4	1	2%
Pitshanger	Lisa's Restaurant	Restaurant	A3	A5	3	5%
Pitshanger	West Kebab	Takeaway	A5	B1	1	2%
Pitshanger	Pitshanger Dental Care	Dentist	D1	D1	3	5%
Pitshanger	Samrat Indian Restaurant	Restaurant	A3	D2	1	2%
Pitshanger	AJ Parsell Family Butchers	Butchers	A1 Conv	Sui Generis	2	3%
Pitshanger	Robins Hair Fashions	Hairdressers	A1 Serv	Vacant	2	3%
Pitshanger	Sushi World Restaurant	Restaurant	A3	Total	66	100%
Pitshanger	Vacant	Vacant	Vacant			
Pitshanger	Angela Croft	Clothing	A1 Comp			
Pitshanger	Fake Hair and Beauty	Hairdressers	A1 Serv			
Pitshanger	Laundrette	Laundrette	Sui Generis			
Pitshanger	Caf, 786	Caf,	A3			
Pitshanger	Barbers	Barbers	A1 Serv			
Pitshanger	Newsagents	Newsagents	A1 Conv			
Pitshanger	Reeves Dry Cleaners	Dry Cleaners	A1 Serv			
Pitshanger	William Hill	Betting Shop	A2			
Pitshanger	Vacant	Vacant	Vacant			
Pitshanger	Village Vet	Vets	Sui Generis			
Pitshanger	Estate Agents	Estate Agents	A2			
Pitshanger	Atlantis Greek Restaurant	Restaurant	A3			
Pitshanger	Juniper Sports	Sports Shop	A1 Comp			
Pitshanger	Cinnamon Café	Café	A3			
Pitshanger	Westside Caf, and Sandwich Bar and	Caf,	A3			
Pitshanger	Chinese Takeaway	Takeaway	A5			
Pitshanger	Ealing Dance Centre and Studio	Dance Studio	D2			
Pitshanger	Pizza Organic Restaurant	Restaurant	A3			
Pitshanger	Brenthans Estate Agents	Estate Agents	A2			
Pitshanger	Stepping Out Shoes and Toys	Shoes and Toys	A2			
Pitshanger	Wine Rack	Off Licence	A2			
Pitshanger	Pharmacy	Pharmacy	A1 Comp			
Pitshanger	Stems	Florist	A1 Comp			
Pitshanger	Hair	Hairdressers	A1 Serv			
Pitshanger	Thai Restaurant	Restaurant	A3			
Pitshanger	Pitshanger Village Bakery	Bakers	A1 Conv			
Pitshanger	Present Company	Crafts/Gifts	A1 Comp			
Pitshanger	Tux & Tails Formalwear	Clothing	A1 Comp			
Pitshanger	Floor and Interior Design Company	Interior Design	A1 Comp			
Pitshanger	Village Inn	Public House	A4			
Pitshanger	Oscars Caf,	Caf,	A3			
Pitshanger	Tranquility Beauty	Beauticians	A1 Serv			
Pitshanger	The Children's Society Charity Shop	Charity Shop	A1 Comp			
Pitshanger	Busby's Hair	Hairdressers	A1 Serv			
Pitshanger	The Village Pantry Bakery	Bakers	A1 Conv			
Pitshanger	Ray's Fruit Bowl	Greengrocers	A1 Conv			
Pitshanger	Regency Food Corner store	Convenience	A1 Conv			
Pitshanger	TH Carr Fishmongers	Fishmongers	A1 Conv			

Neighbourhood centres in Ealing <sup>(1)</sup>				Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Type	Use Class	Use Class	Number	Percentage
Pitshanger	Pitshanger Bookshop	Bookshop	A1 Comp			
Pitshanger	Library	Library	D1			
Pitshanger	Body and Sole Beauty	Beauticians	A1 Serv			
Pitshanger	Artistocrat Dry Cleaning	Dry Cleaners	A1 Serv			
Pitshanger	Fish and Chip Takeaway	Takeaway	A5			
Pitshanger	Dry Cleaners	Dry Cleaners	A1 Serv			
Pitshanger	Opticians	Opticians	D1			
Pitshanger	Lloyd's Pharmacy	Pharmacy	A1 Comp			
Pitshanger	Co-Op	Convenience	A1 Conv			
Pitshanger	Robert Dyas	DIY and hardware	A1 Comp			
Pitshanger	Balfour Convenience Store	Convenience	A1 Conv			
Pitshanger	Kamps Heel Bar/Cobblers	Shoe Repairs	A1 Serv			
Pitshanger	Brentham Furnishers	Furniture Shop	A1 Comp			
Pitshanger	Northfields Estate Agents	Estate Agents	A2			
South Ealing	Convenience Store	Convenience	A1 Conv	A1 Conv	16	17%
South Ealing	Roddy's Bar PH	Public House	A4	A1 Comp	20	21%
South Ealing	Kebab Takeaway	Takeaway	A5	A1 Serv	16	17%
South Ealing	Hairdressers	Hairdressers	A1 Serv	A2	14	15%
South Ealing	Antiques Corner	Antiques	A1 Comp	A3	5	5%
South Ealing	Mojo Hairdressers	Hairdressers	A1 Serv	A4	1	1%
South Ealing	Bodywaves	Hair and Beauty	A1 Serv	A5	12	13%
South Ealing	Russell Collins Estate Agents	Estate Agents	A2	D1	1	1%
South Ealing	Dry Cleaners	Dry Cleaners	A1 Serv	Sui Generis	5	5%
South Ealing	M & M Hair	Hairdressers	A1 Serv	Vacant	6	6%
South Ealing	Food City	Convenience	A1 Conv	Total	96	100%
South Ealing	Barbers	Barbers	A1 Serv			
South Ealing	Minicars and Convenience Store	Minicars+Convenience Store	A1 Conv			
South Ealing	Wickes	DIY	A1 Comp			
South Ealing	Accountants	Accountants	A2			
South Ealing	Barclay's	Bank	A2			
South Ealing	TST Wine	Off licence	A1 Conv			
South Ealing	Greengrocers	Convenience	A1 Conv			
South Ealing	Estate Agents	Estate Agents	A2			
South Ealing	Panini Caf,	Caf,	A3			
South Ealing	Vacant	Vacant	Vacant			
South Ealing	Richardsons Fine Foods Grocers	Convenience	A1 Conv			
South Ealing	Pharmacy	Pharmacy	A1 Comp			
South Ealing	Caf,	Caf,	A3			
South Ealing	Ealing Travel Services	Travel Agents	A1 Serv			
South Ealing	Laundrette & Dry Cleaners	Laundrette & Dry Cleaners	Sui Generis			
South Ealing	Convenience Store (Polish)	Convenience	A1 Conv			
South Ealing	Chicken Takeaway (Halal)	Takeaway	A5			
South Ealing	Charity Shop	Charity Shop	A1 Comp			
South Ealing	Carpets	Carpets	A1 Comp			
South Ealing	Jewellers	Jewellers	A1 Comp			
South Ealing	Barbers	Barbers	A1 Serv			
South Ealing	Vacant	Vacant	Vacant			
South Ealing	Carpets	Carpets	A1 Comp			
South Ealing	Beauty Salon	Beauticians	A1 Serv			
South Ealing	Hairdressers	Hairdressers	A1 Serv			
South Ealing	Florist	Florist	A1 Comp			
South Ealing	Photographers	Photographers	Sui Generis			
South Ealing	Coral Bookmakers	Betting Shop	A2			
South Ealing	A Pearce Butchers	Butchers	A1 Conv			
South Ealing	Funeral Directors	Funeral Director	A1 Serv			
South Ealing	Convenience Store	Convenience	A1 Conv			
South Ealing	Chicken Takeaway	Takeaway	A5			
South Ealing	Dry Cleaners and Internet Caf,	Dry Cleaners+Internet Caf,	A1 Serv			
South Ealing	Post Office and Convenience Store	Post Office + Convenience Store	A1 Conv			
South Ealing	Bridal Gallery	Clothing	A1 Comp			
South Ealing	Estate Agents	Estate Agents	A2			
South Ealing	Antiques	Antiques	A1 Comp			
South Ealing	Opticians	Opticians	D1			
South Ealing	Eastern European Deli	Convenience	A1 Conv			
South Ealing	Paint Shop	DIY	A1 Comp			
South Ealing	Car Sales	Car Sales	Sui Generis			
South Ealing	Insurance Office	Office	A2			
South Ealing	Computer Shop	Computers	A1 Comp			
South Ealing	Mobility Equipment	Mobility Equipment	A1 Comp			
South Ealing	Coriander Leaf Indian and Nepalese	Nepalese Restaurant	A3			
South Ealing	Hair	Hairdresser	A1 Serv			
South Ealing	Car Accessories	Car Accessories	A1 Comp			
South Ealing	Paddi Power Bookmakers	Betting Shop	A2			

Neighbourhood centres in Ealing <sup>(1)</sup>				Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Type	Use Class	Use Class	Number	Percentage
South Ealing	Vacant	Vacant	Vacant			
South Ealing	Fish and Chip Takeaway	Takeaway	A5			
South Ealing	Vacant	Vacant	Vacant			
South Ealing	Carpet Shop	Carpets	A1 Comp			
South Ealing	Vacant	Vacant	Vacant			
South Ealing	Hairdressers	Hairdressers	A1 Serv			
South Ealing	Vacant	Vacant	Vacant			
South Ealing	Music/Record Shops	Music/Record	A1 Comp			
South Ealing	Solicitors	Solicitors	A2			
South Ealing	Security Shop	Security Shop	A1 Comp			
South Ealing	Chicken Cottage	Takeaway	A5			
South Ealing	Estate Agents	Estate Agents	A2			
South Ealing	Persian and Mediterranean Restaurant	Restaurant	A3			
South Ealing	Pizza Hut Delivery Takeaway	Takeaway	A5			
South Ealing	Body One Beauty	Hair and Beauty	A1 Serv			
South Ealing	Kebab Takeaway	Takeaway	A5			
South Ealing	Dragon Inn Chinese Takeaway	Takeaway	A5			
South Ealing	Police Station	Police Station	Sui Generis			
South Ealing	Estate Agents	Estate Agents	A2			
South Ealing	Thai	Takeaway	A5			
South Ealing	Estate Agents	Estate Agents	A2			
South Ealing	Pizza Takeaway	Takeaway	A5			
South Ealing	Balti Takeaway	Takeaway	A5			
South Ealing	Pharmacy	Pharmacy	A1 Comp			
South Ealing	Wages Today	Pawn Brokers	A2			
South Ealing	Mobile Phones	Mobile Phones	A1 Comp			
South Ealing	Payday Loans	Cash Converters	A2			
South Ealing	Curry Takeaway	Takeaway	A5			
South Ealing	Newsagents	Newsagents	A1 Conv			
South Ealing	Motorcycles	Motorcycles	Sui Generis			
South Ealing	Sitar Indian Restaurant	Restaurant	A3			
South Ealing	Co-Op	Convenience	A1 Conv			
South Ealing	Convenience Store	Convenience	A1 Conv			
South Ealing	Charity Shop	Charity Shop	A1 Comp			
South Ealing	Shell Garage Shop	Convenience	A1 Conv			
South Ealing	Sainsburys Local	Convenience	A1 Conv			
South Ealing	Life Spa	Hair and Beauty	A1 Serv			
Sudbury Hill	Emeralds PH	Public House	A4	A1 Conv	4	24%
Sudbury Hill	Evergreen	Chinese Medicine	A1 Comp	A1 Comp	3	18%
Sudbury Hill	Fortune Communication Services	Communications	A1 Serv	A1 Serv	4	24%
Sudbury Hill	Chinese Takeaway	Takeaway	A5	A2	2	12%
Sudbury Hill	Broken Gate Caf,	Caf,	A3	A3	1	6%
Sudbury Hill	Wells Glass, Mirror and Lighting Sho	DIY	A1 Comp	A4	1	6%
Sudbury Hill	Premier Foods	Convenience	A1 Conv	A5	1	6%
Sudbury Hill	Cleopatra	Beauticians	A1 Serv	Sui Generis	1	6%
Sudbury Hill	Funeral Directors	Funeral Director	A1 Serv	Total	17	100%
Sudbury Hill	Angel Nails	Hair and Beauty	A1 Serv			
Sudbury Hill	Laundrette	Laundrette	Sui Generis			
Sudbury Hill	Philips Estate Agents	Estate Agents	A2			
Sudbury Hill	Heerali Newsagents	Newsagents	A1 Conv			
Sudbury Hill	P&R Pet Foods	Pet Foods	A1 Comp			
Sudbury Hill	Sudbury Hill Food and Wine	Convenience	A1 Conv			
Sudbury Hill	Barclays Bank	Bank	A2			
Sudbury Hill	Iceland	Convenience	A1 Conv			
Westway	McDonalds	Takeaway/Fastfood	A5	A1 Comp	10	77%
Westway	Hobbycraft	Crafts/Gifts	A1 Comp	A1 Serv	1	8%
Westway	Holiday Hypermarket	Travel Agents	A1 Serv	A5	1	8%
Westway	Next	Clothing	A1 Comp	D2	1	8%
Westway	Brantano	Shoes	A1 Comp	Total	13	100%
Westway	Birthdays	Cards and Gifts	A1 Comp			
Westway	Outfit Fashions	Clothing	A1 Comp			
Westway	Sports Direct	Sports	A1 Comp			
Westway	WHSmith	Newsagents/Stationers	A1 Comp			
Westway	Boots	Pharmacy	A1 Comp			
Westway	Boots Wellbeing Centre	Leisure Centre	D2			
Westway	Jessops	Cameras	A1 Comp			
Westway	Carphone Warehouse	Mobile Phones	A1 Comp			

**Notes:**

(1) List of business collected by RTP and is dated December 2009.

(2) Use Class definition based on primary use of each business, comparison/convenience A1 units based on MapInfo definitions

Neighbourhood centres in Hammersmith & Fulham <sup>(1)</sup>			Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Use Class	Use Class	Number	Percentage
Askew Road	Vacant	Vacant	A1 Conv	10	14%
Askew Road	Nisha & Co	A1 Conv	A1 Comp	13	18%
Askew Road	SUFI	A3	A1 Serv	8	11%
Askew Road	Askew Insurance & Property Services	A2	A2	5	7%
Askew Road	The ReBar	A4	A3	9	12%
Askew Road	The Charity Shop	A1 Comp	A4	4	5%
Askew Road	Askew Glass	A1 Comp	A5	5	7%
Askew Road	LIC Couriers	Sui Generis	B1	2	3%
Askew Road	Wine Rack	A1 Conv	D1	5	7%
Askew Road	Priority Plumbing Services	A1 Serv	Sui Generis	5	7%
Askew Road	Costcutter	A1 Conv	Vacant	7	10%
Askew Road	Texas Fried Chicken	A5	TOTAL	73	100%
Askew Road	Walk-in Chinese	A5			
Askew Road	Fine Blades	A1 Serv			
Askew Road	Winwood & Sons	A1 Comp			
Askew Road	Co-op	A1 Conv			
Askew Road	Laveli Bakery	A1 Conv			
Askew Road	Jo Boggan	A1 Comp			
Askew Road	Laundrette	Sui Generis			
Askew Road	A1 Mart	A1 Conv			
Askew Road	Vacant	Vacant			
Askew Road	Askew Fish Restaurant	A3			
Askew Road	Ladbrokes	A2			
Askew Road	The Sun	A4			
Askew Road	Vacant	Vacant			
Askew Road	Atlas	A1 Conv			
Askew Road	Barnes & Sons	A1 Serv			
Askew Road	La Copita	A3			
Askew Road	Unique Cosmetics	A1 Comp			
Askew Road	The Dental Centre 100	D1			
Askew Road	Vardar	A1 Conv			
Askew Road	Lawen	Sui Generis			
Askew Road	Sunflowers	A1 Comp			
Askew Road	Vacant	Vacant			
Askew Road	Adam's Café	A3			
Askew Road	Vacant	Vacant			
Askew Road	Pecking's Studio	A1 Comp			
Askew Road	A+b Car hire	Sui Generis			
Askew Road	Dan Ross Seafood	A1 Conv			
Askew Road	LBHF Shanti	D1			
Askew Road	Library	D1			
Askew Road	The Old Bull & Bush	A4			
Askew Road	Handles & Things	A1 Comp			
Askew Road	GAW Computer Systems	A1 Comp			
Askew Road	Askew Paint Centre	A1 Comp			
Askew Road	Bridge That Gap	A3			
Askew Road	Delight Kebab	A5			
Askew Road	Alishba	A1 Serv			
Askew Road	Monsoon	A3			
Askew Road	Internet Call Point	A1 Serv			
Askew Road	Carousel	Sui Generis			
Askew Road	Barnes & Hicks	A1 Serv			
Askew Road	William Hill	A2			
Askew Road	Del's Houseware	A1 Comp			
Askew Road	Northfields	A2			
Askew Road	Chilli Padi	A3			
Askew Road	Somtán	A3			
Askew Road	Cozy	A1 Comp			
Askew Road	Rohnin Furniture	A1 Comp			
Askew Road	Dino's Emporium	A1 Serv			
Askew Road	Hair Teknik	A1 Serv			
Askew Road	Newsmart	A1 Conv			
Askew Road	1-stop	D1			
Askew Road	Planet Pizza	A5			
Askew Road	Dental practice	D1			
Askew Road	Marsh & Grannells	A2			
Askew Road	Vacant	Vacant			
Askew Road	Launch	A3			
Askew Road	Chartered Architects	B1			
Askew Road	Chartered Architects	B1			
Askew Road	Wadda's	A5			
Askew Road	Vacant	Vacant			
Barons Court	MasterClean Dry Cleaners	Sui Generis	A1 Conv	6	50%
Barons Court	C'Est Ici -Patisserie	A1 Conv	A1 Comp	2	17%
Barons Court	Shaws Estate Agents	A2	A1 Serv	1	8%
Barons Court	H G Walter -Butcher	A1 Conv	A2	1	8%
Barons Court	Londis	A1 Conv	A3	1	8%
Barons Court	The Four Vitners	A1 Conv	Sui Generis	1	8%
Barons Court	Martins Newsagents	A1 Conv	TOTAL	12	100%
Barons Court	Baron's Chemist	A1 Comp			
Barons Court	Antonia Fernandez	A1 Comp			
Barons Court	Karma Hairdressing	A1 Serv			
Barons Court	Delicatessen	A1 Conv			
Barons Court	Metro Café	A3			
BBC Media Village	Tesco Express	A1 Conv	A1 Conv	2	22%
BBC Media Village	Starbucks	A3	A1 Comp	1	11%
BBC Media Village	Hallmark Cards & Post Office	A1 Comp	A1 Serv	1	11%

Neighbourhood centres in Hammersmith & Fulham <sup>(1)</sup>			Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Use Class	Use Class	Number	Percentage
BBC Media Village	Mangiare	A3	A3	4	44%
BBC Media Village	BBC Media Centre	B1	B1	1	11%
BBC Media Village	Davy's	A3	TOTAL	9	100%
BBC Media Village	Relax	A1 Serv			
BBC Media Village	Crussh	A3			
BBC Media Village	Fuel 24/7	A1 Conv			
Bloemfontein Rd	The Café	A3	A1 Conv	7	54%
Bloemfontein Rd	William Hill	A2	A1 Comp	2	15%
Bloemfontein Rd	Maco Ltd	A1 Comp	A2	1	8%
Bloemfontein Rd	Vantage Pharmacy	A1 Comp	A3	1	8%
Bloemfontein Rd	Temral Nigerian Take Away & Groceries	A1 Conv	Sui Generis	1	8%
Bloemfontein Rd	Shepherds Bakery	A1 Conv	Vacant	1	8%
Bloemfontein Rd	Fruit & Veg Supermarket: Garden Centre	A1 Conv	TOTAL	13	100%
Bloemfontein Rd	Suzy's Newsagents	A1 Conv			
Bloemfontein Rd	Sheena Supermarket	A1 Conv			
Bloemfontein Rd	Off Licence	A1 Conv			
Bloemfontein Rd	Vacant	Vacant			
Bloemfontein Rd	White City butchers	A1 Conv			
Bloemfontein Rd	City Launderette & Cleaners	Sui Generis			
Blythe Rd	Space City Studios	B1	A1 Conv	3	14%
Blythe Rd	Coil Line	B1	A1 Comp	6	29%
Blythe Rd	Betty Blythe	A3	A2	1	5%
Blythe Rd	The Blythe Road Restaurant	A3	A3	5	24%
Blythe Rd	Bliss Fields Florist	A1 Comp	B1	3	14%
Blythe Rd	Forrest Pharmacy	A1 Comp	Sui Generis	2	10%
Blythe Rd	Village Café	A3	Vacant	1	5%
Blythe Rd	Tara Dry Cleaners	Sui Generis	TOTAL	21	100%
Blythe Rd	Village Coffee Shop and Sandwich Bar	A3			
Blythe Rd	Leslie March & C0 (Est. Agt)	A2			
Blythe Rd	Adom London	A1 Comp			
Blythe Rd	Skyline Surveyors	B1			
Blythe Rd	Innes & Innes (Interiors)	A1 Comp			
Blythe Rd	Donovan & sons (Carpets)	A1 Comp			
Blythe Rd	Popeyes (restaurant)	A3			
Blythe Rd	Olympia Dry Cleaners	Sui Generis			
Blythe Rd	Brook Green Bookshop	A1 Comp			
Blythe Rd	Olympia Butchers	A1 Conv			
Blythe Rd	Costcutters (Supermarket)	A1 Conv			
Blythe Rd	Vacant	Vacant			
Blythe Rd	Thresher	A1 Conv			
East Acton	Numark Pharmacy	A1 Comp	A1 Conv	5	19%
East Acton	Gayatty Newsagents	A1 Conv	A1 Comp	7	27%
East Acton	Dray Builders	B1	A1 Serv	3	12%
East Acton	Beds Centre	A1 Comp	A2	3	12%
East Acton	Oakwood Dental Practice	D1	A5	3	12%
East Acton	Hart Estate Agents	A2	B1	2	8%
East Acton	Wem & Co	B1	D1	1	3.8%
East Acton	William Hill	A2	Sui Generis	2	8%
East Acton	Kleen Care	Sui Generis	TOTAL	26	100%
East Acton	Savoy Dry Cleaners	Sui Generis			
East Acton	H&J Bent & Co - funerals	A1 Serv			
East Acton	Thai Beach - takeaway	A5			
East Acton	Hammersmith Furniture Centre	A1 Comp			
East Acton	Hammersmith Carpet Cent	A1 Comp			
East Acton	Iceland	A1 Conv			
East Acton	Chinese Take-away	A5			
East Acton	Locksmith	A1 Comp			
East Acton	Discount Store	A1 Comp			
East Acton	Marcus Jones	A1 Comp			
East Acton	London Flowers	A1 Conv			
East Acton	Savoy Fish Shop	A5			
East Acton	Mashiva	A1 Conv			
East Acton	Chris Hairdressers	A1 Serv			
East Acton	Deaf Plus	A2			
East Acton	Hair Care	A1 Serv			
East Acton	Hammersmith Food&Wine	A1 Conv			
Edward Woods Estate	The Favorite - Public House	A4	A1 Conv	7	41%
Edward Woods Estate	London Carpet	A1 Comp	A1 Comp	4	24%
Edward Woods Estate	Atlantis Fish Bar	A5	A1 Serv	2	12%
Edward Woods Estate	Holland Park Salon	A1 Serv	A4	1	6%

Neighbourhood centres in Hammersmith & Fulham <sup>(1)</sup>			Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Use Class	Use Class	Number	Percentage
Edward Woods Estate	Hardware	A1 Comp	A5	1	6%
Edward Woods Estate	Horizon Auto Parts	A1 Comp	B1	1	6%
Edward Woods Estate	Post Office - general store	A1 Conv	Sui Generis	1	6%
Edward Woods Estate	Cost Cutter - supermarket	A1 Conv	TOTAL	17	100%
Edward Woods Estate	Washeteria - launderette	Sui Generis			
Edward Woods Estate	Swanscombe News	A1 Conv			
Edward Woods Estate	Swan Food Store	A1 Conv			
Edward Woods Estate	Holland Park Greengrocers	A1 Conv			
Edward Woods Estate	Nile Butcher	A1 Conv			
Edward Woods Estate	Martins Bakery	A1 Conv			
Edward Woods Estate	Esteem	A1 Serv			
Edward Woods Estate	Faro Ltd	A1 Comp			
Edward Woods Estate	Site Office	B1			
Fulham Palace Road	Anna's	A1 Serv	A1 Conv	2	10%
Fulham Palace Road	Gillingham & Co	A1 Comp	A1 Comp	7	33%
Fulham Palace Road	Sullivan Thomas	A2	A1 Serv	2	9.5%
Fulham Palace Road	The Magic Café	A3	A2	2	10%
Fulham Palace Road	Boxes & Bubbles	A1 Comp	A3	2	10%
Fulham Palace Road	Smart Clean	Sui Generis	Sui Generis	2	10%
Fulham Palace Road	Osman	A1 Comp	Vacant	4	19%
Fulham Palace Road	Former PO	Vacant	TOTAL	21	100%
Fulham Palace Road	Vacant	Vacant			
Fulham Palace Road	Lawson & Rutter	A2			
Fulham Palace Road	Los Mexos	A3			
Fulham Palace Road	Peter Topp	A1 Comp			
Fulham Palace Road	Togs	A1 Comp			
Fulham Palace Road	Vacant	Vacant			
Fulham Palace Road	Tesco Express	A1 Conv			
Fulham Palace Road	WW	A1 Comp			
Fulham Palace Road	Vacant	Vacant			
Fulham Palace Road	Barrs	A1 Serv			
Fulham Palace Road	Akshar	A1 Conv			
Fulham Palace Road	London Traffic Cars	Sui Generis			
Fulham Palace Road	S.W Glass Ltd	A1 Comp			
Fulham Road	COOP Funeral	A1 Serv	A1 Conv	5	10%
Fulham Road	Oliver Bonas	A1 Comp	A1 Comp	14	28%
Fulham Road	San Miguel	A3	A1 Serv	5	10%
Fulham Road	Royal China	A3	A2	7	14%
Fulham Road	Superfoods	A1 Conv	A3	8	16%
Fulham Road	Starbucks	A3	A4	1	2%
Fulham Road	Polyanna	A1 Comp	A5	1	2%
Fulham Road	Dickens&Dolphin	A1 Comp	D1	2	4%
Fulham Road	Post Office	A1 Serv	Sui Generis	1	2%
Fulham Road	Geranium	A1 Comp	Vacant	6	12%
Fulham Road	Go Gay	Sui Generis	TOTAL	50	100%
Fulham Road	20th Century	A1 Comp			
Fulham Road	Goges Hair	A1 Serv			
Fulham Road	Café Rialto	A3			
Fulham Road	Sebastian Estates	A2			
Fulham Road	Natwest	A2			
Fulham Road	Sweaty Betty	A1 Comp			
Fulham Road	Hip Hair	A1 Serv			
Fulham Road	ZA PUGLIA	A3			
Fulham Road	Vacant	Vacant			
Fulham Road	Dentists	D1			
Fulham Road	Bushells	A2			
Fulham Road	White Stuff	A1 Comp			
Fulham Road	Trek&King	A1 Comp			
Fulham Road	Bushells	A2			
Fulham Road	Samit Colour Services	A1 Conv			
Fulham Road	Ladbroke's	A2			
Fulham Road	Sukho Thai	A3			
Fulham Road	Round House	A1 Comp			
Fulham Road	Carphone Warehouse	A1 Comp			
Fulham Road	Douglas & Gorddon	A2			
Fulham Road	Vacant	Vacant			
Fulham Road	Vacant	Vacant			
Fulham Road	Fara	A1 Comp			
Fulham Road	Chard	A2			
Fulham Road	Vacant	Vacant			
Fulham Road	Unique	A1 Comp			
Fulham Road	Idea Bright	A1 Comp			
Fulham Road	Wine Rack	A1 Conv			
Fulham Road	The Sea Cow	A3			
Fulham Road	The Fest	A4			
Fulham Road	Kanari	A1 Comp			
Fulham Road	Fotocentre +	A1 Serv			
Fulham Road	Monty's	A3			
Fulham Road	Vacant	Vacant			
Fulham Road	Mangal	A5			
Fulham Road	Fulham Eye Centre	D1			
Fulham Road	Vacant	Vacant			
Fulham Road	TESCO Express	A1 Conv			
Fulham Road	Greggs	A1 Conv			
Fulham Road West	Pixmania.comDry Cleaner	A1 Serv	A1 Conv	3	17%
Fulham Road West	The letting company	A2	A1 Comp	6	33%
Fulham Road West	Round Trip	Sui Generis	A1 Serv	3	17%
Fulham Road West	Fabrella	A3	A2	1	6%
Fulham Road West	Many Thanks	A1 Conv	A3	2	11%
Fulham Road West	Elite Centre	A1 Conv	Sui Generis	2	11%
Fulham Road West	Goldstrand Ltd	A1 Comp	Vacant	1	6%
Fulham Road West	COPE'S SEAFOOD	A1 Conv	TOTAL	18	100%
Fulham Road West	Idea Bright	A1 Comp			
Fulham Road West	Princess Glass	A1 Comp			
Fulham Road West	Vacant	Vacant			

Neighbourhood centres in Hammersmith & Fulham <sup>(1)</sup>			Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Use Class	Use Class	Number	Percentage
Fulham Road West	Pirez	A3			
Fulham Road West	Geo	A1 Serv			
Fulham Road West	Naturelle	A1 Serv			
Fulham Road West	Fulham Club Shop	A1 Comp			
Fulham Road West	Turgon	A1 Comp			
Fulham Road West	Kings Court	A1 Comp			
Fulham Road West	La Perla	Sui Generis			
Goldhawk Rd	Bush Gardens Food Store	A1 Conv	A1 Conv	8	20%
Goldhawk Rd	AR Roberts	A1 Comp	A1 Comp	3	7%
Goldhawk Rd	The English Studio	D1	A1 Serv	9	22%
Goldhawk Rd	Vacant	Vacant	A2	2	5%
Goldhawk Rd	Charlies Hair & Beauty	A1 Serv	A3	6	15%
Goldhawk Rd	Jazz Newsagents	A1 Conv	A4	1	2%
Goldhawk Rd	Hair Land	A1 Serv	A5	5	12%
Goldhawk Rd	Goldhawk Fishbar	A5	D1	2	5%
Goldhawk Rd	Kerr & Co	A2	Sui Generis	1	2%
Goldhawk Rd	B & Y CASH & CARRY	A5	Vacant	4	10%
Goldhawk Rd	Cynthia Mitchell	A1 Serv	TOTAL	41	100%
Goldhawk Rd	TransOrient	A1 Serv			
Goldhawk Rd	Vanni Patisserie	A1 Conv			
Goldhawk Rd	Texas Fried Chicken	A5			
Goldhawk Rd	Limegrove Pharmacy	A1 Comp			
Goldhawk Rd	Time 4 a Wash	A1 Serv			
Goldhawk Rd	Nail City	A1 Serv			
Goldhawk Rd	Irish Meat Market	A1 Conv			
Goldhawk Rd	Dini 1 telecom	A1 Serv			
Goldhawk Rd	Café Yama	A3			
Goldhawk Rd	Blah blah	A3			
Goldhawk Rd	William Hill	A2			
Goldhawk Rd	Shepherd & Flock	A4			
Goldhawk Rd	CB Newsagent	A1 Conv			
Goldhawk Rd	Vacant	Vacant			
Goldhawk Rd	Lal Coffee Lounge	A3			
Goldhawk Rd	Damera	A3			
Goldhawk Rd	Goldhawk Dental Clinic	D1			
Goldhawk Rd	Vashtis Salon	A1 Serv			
Goldhawk Rd	Khyber Halal	A5			
Goldhawk Rd	Pyasa	A3			
Goldhawk Rd	Headlines	A1 Serv			
Goldhawk Rd	JSK Food and Wine	A1 Conv			
Goldhawk Rd	Oliva Dolce	A5			
Goldhawk Rd	Vacant	Vacant			
Goldhawk Rd	Vacant	Vacant			
Goldhawk Rd	Textile Village	A1 Comp			
Goldhawk Rd	Pogrobok	A1 Conv			
Goldhawk Rd	Express	Sui Generis			
Goldhawk Rd	Ove Oluwa	A1 Conv			
Goldhawk Rd	Nubian Taste	A3			
Greyhound Road	Greyhound Newsagents	A1 Conv	A1 Conv	2	8%
Greyhound Road	H&F Conservative Association	Sui Generis	A1 Comp	3	12%
Greyhound Road	Sogans Schoolwear	A1 Comp	A1 Serv	6	23%
Greyhound Road	Global Adventure	A1 Serv	A2	3	12%
Greyhound Road	New Maharaja	A3	A3	1	4%
Greyhound Road	Vacant	Vacant	A5	1	4%
Greyhound Road	Computer repairs	A1 Serv	B1	1	4%
Greyhound Road	Vacant	Vacant	D1	1	4%
Greyhound Road	Parvez & Co Accounting	B1	Sui Generis	4	15%
Greyhound Road	Fenners	A2	Vacant	4	15%
Greyhound Road	New ocean Fish - takeaway	A5	TOTAL	26	100%
Greyhound Road	Greyhound Dry Cleaners	Sui Generis			
Greyhound Road	Vacant	Vacant			
Greyhound Road	Vacant	Vacant			
Greyhound Road	Greyhound Launderette	Sui Generis			
Greyhound Road	Lawson Rutter	A2			
Greyhound Road	Suliman's	Sui Generis			
Greyhound Road	Laing & Compnay - plumbers	A1 Serv			
Greyhound Road	Boots the Chemist	A1 Comp			
Greyhound Road	OPHTHALMIC	D1			
Greyhound Road	The Scuba Store	A1 Comp			
Greyhound Road	Lets Do Business	A2			
Greyhound Road	Sainsburys	A1 Conv			
Greyhound Road	Post Office	A1 Serv			
Greyhound Road	Hair by Jasmine	A1 Serv			
Greyhound Road	Prime Time Video	A1 Serv			
Imperial Wharf	M&S Simply Food	A1 Conv	A1 Conv	2	25%
Imperial Wharf	Wimbledon Wine Cellar	A1 Conv	A3	4	50%
Imperial Wharf	Yi-Ban	A3	A4	1	13%
Imperial Wharf	Memories of India on the River	A3	D2	1	13%
Imperial Wharf	Deep	A3	TOTAL	8	100%
Imperial Wharf	Saran Rom	A3			
Imperial Wharf	The Waterside	A4			
Imperial Wharf	Karen Hardy Dance Studio (Not yet open)	D2			
Munster Road	Mud Me	A3	A1 Conv	5	16%
Munster Road	Insight	A1 Comp	A1 Comp	9	28%
Munster Road	Head honcho	A1 Serv	A1 Serv	4	13%
Munster Road	The Village Café SW6	A3	A3	7	22%
Munster Road	Hectic Hats Hire	A1 Comp	A5	1	3%
Munster Road	Café 209	A3	B1	2	6%
Munster Road	Plate Tableware	A1 Comp	D1	1	3%
Munster Road	Spencers	Sui Generis	Sui Generis	2	6%
Munster Road	Bucks News Agents	A1 Conv	Vacant	1	3%
Munster Road	Beautiful World	A1 Serv	TOTAL	32	100%
Munster Road	Peter's Fish Bar	A5			
Munster Road	Lancani Supermarket	A1 Conv			
Munster Road	Soft Furnishings	A1 Comp			



Neighbourhood centres in Hammersmith & Fulham <sup>(1)</sup>			Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Use Class	Use Class	Number	Percentage
Munster Road	Retro Sofas	A1 Comp			
Munster Road	Budgens	A1 Conv			
Munster Road	Barker Funerals	A1 Serv			
Munster Road	ALESSANDRO	A1 Serv			
Munster Road	Baby World	A1 Comp			
Munster Road	V.V. Café	A3			
Munster Road	Robinson & Cornish	A1 Comp			
Munster Road	Perfect Smile (dentists)	D1			
Munster Road	Ruby's Café and Deli	A3			
Munster Road	Vacant	Vacant			
Munster Road	Wine Bargains of Fulham	A1 Conv			
Munster Road	Villa Bombay: Restaurant	A3			
Munster Road	Masterclean	Sui Generis			
Munster Road	Garden Architecture	A1 Comp			
Munster Road	Auctioning 4U	A1 Comp			
Munster Road	New Cabin Food and Wine	A1 Conv			
Munster Road	Gestum Ltd	B1			
Munster Road	Hectic Hats Hire	B1			
Munster Road	Munster Munch - Sandwiches	A3			
North End Rd (West Ken)	Tesco Express	A1 Conv	A1 Conv	14	24%
North End Rd (West Ken)	A.A. Fisheries - Fish & Chips	A5	A1 Comp	7	12%
North End Rd (West Ken)	Astoria Stores	A1 Comp	A1 Serv	7	12%
North End Rd (West Ken)	Opus Carpets Ltd	A1 Comp	A2	5	9%
North End Rd (West Ken)	Dallas Chicken and Pizza	A5	A3	7	12%
North End Rd (West Ken)	Queens Club Wine Stores	A1 Conv	A5	4	7%
North End Rd (West Ken)	Nu Style	A1 Comp	B1	1	2%
North End Rd (West Ken)	I&D Estates	A1 Serv	D1	2	3%
North End Rd (West Ken)	Best Mangal - restaurant	A3	Sui Generis	4	7%
North End Rd (West Ken)	Greggs Bakery	A1 Conv	Vacant	7	12%
North End Rd (West Ken)	Ta Krai - Thai restaurant	A3	TOTAL	58	100%
North End Rd (West Ken)	North End Pharmacy	A1 Comp			
North End Rd (West Ken)	Vacant	Vacant			
North End Rd (West Ken)	Impulso Moda -shoes	A1 Comp			
North End Rd (West Ken)	West Kensington takeaway	A5			
North End Rd (West Ken)	Vacant	Vacant			
North End Rd (West Ken)	Supersave	A1 Conv			
North End Rd (West Ken)	Coffee Republic	A3			
North End Rd (West Ken)	Co-operative	A1 Conv			
North End Rd (West Ken)	Laundrette	Sui Generis			
North End Rd (West Ken)	Criag Sheehan	A2			
North End Rd (West Ken)	London First	A1 Conv			
North End Rd (West Ken)	On the Go (tours etc)	A1 Serv			
North End Rd (West Ken)	Best Mangal II	A3			
North End Rd (West Ken)	Handystore DIY	A1 Comp			
North End Rd (West Ken)	Continente	A3			
North End Rd (West Ken)	Dexters	A2			
North End Rd (West Ken)	William Hill Bookmakers	A2			
North End Rd (West Ken)	Foto Centre Plus	A1 Serv			
North End Rd (West Ken)	Bright food&wine	A1 Conv			
North End Rd (West Ken)	Star dry cleaners	Sui Generis			
North End Rd (West Ken)	Dental Practice	D1			
North End Rd (West Ken)	Vacant	Vacant			
North End Rd (West Ken)	Vanessa Hair and Beauty	A1 Serv			
North End Rd (West Ken)	Vacant	Vacant			
North End Rd (West Ken)	Vacant	Vacant			
North End Rd (West Ken)	Vacant	Vacant			
North End Rd (West Ken)	Caffe	A3			
North End Rd (West Ken)	Monk school of motoring	Sui Generis			
North End Rd (West Ken)	MRC (phone mobile repairs)	A1 Serv			
North End Rd (West Ken)	AS Drug House	A1 Comp			
North End Rd (West Ken)	Kensington Computer Centre	D1			
North End Rd (West Ken)	Goggle Box - video rental	A1 Serv			
North End Rd (West Ken)	Costcutter -food & wine	A1 Conv			
North End Rd (West Ken)	Bloomberg Finance house	B1			
North End Rd (West Ken)	Kensington Food Centre	A1 Conv			
North End Rd (West Ken)	Garth's Colourworks -hairdresser	A1 Serv			
North End Rd (West Ken)	Harvest Brasserie - restaurant	A3			
North End Rd (West Ken)	Man Friday - dry cleaners	Sui Generis			
North End Rd (West Ken)	Newsagent	A1 Conv			
North End Rd (West Ken)	JC Estate Agents	A2			
North End Rd (West Ken)	Vacant	Vacant			
North End Rd (West Ken)	Barclays Bank	A2			
North End Rd (West Ken)	The new Pantry	A1 Conv			
North End Rd (West Ken)	Chicken shack	A5			
North End Rd (West Ken)	Malik Money wise (covenience store)	A1 Conv			
North End Rd (West Ken)	Maca Asam Mini Mart	A1 Conv			
North End Rd (West Ken)	Asam	A1 Conv			
Parsons Green	Nicolas- Off licence	A1 Conv	A1 Conv	5	22%
Parsons Green	Anital Lawrence - Hairdressing	A1 Serv	A1 Comp	6	26%
Parsons Green	Elizabeth King - Grocers	A1 Conv	A1 Serv	2	9%
Parsons Green	AA King - Butchers	A1 Conv	A2	3	13%
Parsons Green	Pentalon - Chameleon	A1 Comp	A3	4	17%
Parsons Green	Friarwood	A1 Conv	Sui Generis	1	4%
Parsons Green	R K Alliston	A3	Vacant	2	9%
Parsons Green	Strada - Restaurant	A3	TOTAL	23	100%
Parsons Green	Vacant	Vacant			
Parsons Green	Petes and Falla Dry Cleaners	Sui Generis			
Parsons Green	La Bottega Del Pama	A3			
Parsons Green	Pugs and Kisses	A1 Comp			
Parsons Green	The Beauty Spot	A1 Serv			
Parsons Green	Pentalon - Chameleon	A1 Comp			
Parsons Green	De Cecco - Restaurant	A3			
Parsons Green	FPD Savills	A2			
Parsons Green	Hamptons - Estate Agents	A2			
Parsons Green	Vacant	Vacant			

Neighbourhood centres in Hammersmith & Fulham <sup>(1)</sup>			Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Use Class	Use Class	Number	Percentage
Parsons Green	Urban Cape	A1 Comp			
Parsons Green	MOSAICS	A1 Comp			
Parsons Green	Knight Frank	A2			
Parsons Green	Plaza Foods - Grocers	A1 Conv			
Parsons Green	C.E. HARROD PHARMACY	A1 Comp			
Shepherd's Bush Road	Yahama Motorcycle	Sui Generis	A1 Conv	4	17%
Shepherd's Bush Road	London News	A1 Conv	A1 Comp	9	38%
Shepherd's Bush Road	Image Photographic	A1 Comp	A1 Serv	5	21%
Shepherd's Bush Road	Sri Thai	A1 Conv	A2	2	8%
Shepherd's Bush Road	Global Travel Holiday Shop	A1 Serv	A3	2	8%
Shepherd's Bush Road	William Hill	A2	Sui Generis	1	4%
Shepherd's Bush Road	Joyi	A1 Comp	Vacant	1	4%
Shepherd's Bush Road	Uno	A1 Comp	TOTAL	24	100%
Shepherd's Bush Road	Barnard Marcus	A2			
Shepherd's Bush Road	Vacant	Vacant			
Shepherd's Bush Road	Robert James Sound&Vision	A1 Comp			
Shepherd's Bush Road	I D Fusion	A1 Serv			
Shepherd's Bush Road	Café Amor	A3			
Shepherd's Bush Road	Netherwood Tools	A1 Comp			
Shepherd's Bush Road	West 6 Flooring	A1 Comp			
Shepherd's Bush Road	Savella	A1 Comp			
Shepherd's Bush Road	Prime Time	A1 Serv			
Shepherd's Bush Road	Lanyani	A1 Conv			
Shepherd's Bush Road	New Look	A1 Comp			
Shepherd's Bush Road	Ridgeway Building				
Shepherd's Bush Road	7UP	A1 Conv			
Shepherd's Bush Road	Hair Apparent	A1 Serv			
Shepherd's Bush Road	Lamatix Wholistic Beauty	A1 Serv			
Shepherd's Bush Road	Café Rouge	A3			
Shepherd's Bush Road	Kitchen Clinc	A1 Comp			
Uxbridge Rd East	Optician	D1	A1 Conv	13	21%
Uxbridge Rd East	Tote	A2	A1 Comp	11	18%
Uxbridge Rd East	Nav Universal	A1 Comp	A1 Serv	6	10%
Uxbridge Rd East	Newmont Travel	A1 Serv	A2	7	11%
Uxbridge Rd East	Mleczo Polish Supermarket	A1 Conv	A3	5	8%
Uxbridge Rd East	Cheques & Pawn	A2	A4	1	2%
Uxbridge Rd East	Abu Zaad Restaurant	A3	A5	7	11%
Uxbridge Rd East	White Horse	A4	D1	5	8%
Uxbridge Rd East	Blockbuster Video	A1 Serv	Sui Generis	3	5%
Uxbridge Rd East	Shabib	A5	Vacant	3	5%
Uxbridge Rd East	Stuart's Menswear	A1 Comp	TOTAL	61	100%
Uxbridge Rd East	Ladbrokes	A2			
Uxbridge Rd East	London Empire Academy	D1			
Uxbridge Rd East	Babylon	A1 Comp			
Uxbridge Rd East	Shepherd's Bush Internet Café	A1 Serv			
Uxbridge Rd East	Kaah Textiles	A1 Comp			
Uxbridge Rd East	Roti Hut	A5			
Uxbridge Rd East	Wine Cellar	A1 Conv			
Uxbridge Rd East	Zain Textiles	A1 Comp			
Uxbridge Rd East	Vine Leaves	A1 Conv			
Uxbridge Rd East	Ali Halal	A1 Conv			
Uxbridge Rd East	Forrest	A1 Conv			
Uxbridge Rd East	Al Madinah	A1 Conv			
Uxbridge Rd East	Shaheer	A1 Conv			
Uxbridge Rd East	Damas Gate	A1 Conv			
Uxbridge Rd East	Pound Plus Store	A1 Comp			
Uxbridge Rd East	Regent	Sui Generis			
Uxbridge Rd East	Gray&Lowe	A1 Comp			
Uxbridge Rd East	New Sweet'n'sour	A5			
Uxbridge Rd East	Tauntons	A2			
Uxbridge Rd East	Digital Solutions	A1 Comp			
Uxbridge Rd East	AB Wines	A1 Conv			
Uxbridge Rd East	Tikka Hut	A5			
Uxbridge Rd East	Money Shop	A2			
Uxbridge Rd East	Greater London Dry Cleaning Co.	Sui Generis			
Uxbridge Rd East	Ochi	A5			
Uxbridge Rd East	Twinglobe	A1 Serv			
Uxbridge Rd East	Marhaba Al-Halal Takeaway	A5			
Uxbridge Rd East	Jorgensen	A2			
Uxbridge Rd East	Banes & Sons Funeral Directors	A1 Serv			
Uxbridge Rd East	Costcutter	A1 Conv			
Uxbridge Rd East	Domino Pizza	A5			
Uxbridge Rd East	The Mobile Phone House	A1 Comp			
Uxbridge Rd East	AOL Estates	A2			
Uxbridge Rd East	Co-op laundrette	Sui Generis			
Uxbridge Rd East	AC Abbas Supermarket	A1 Conv			
Uxbridge Rd East	Lynch	D1			
Uxbridge Rd East	Food&Wine	A1 Conv			
Uxbridge Rd East	Gioira Mia	A3			
Uxbridge Rd East	Vacant	Vacant			
Uxbridge Rd East	Chinese Medical Centre of London	D1			
Uxbridge Rd East	M Bros	A1 Comp			
Uxbridge Rd East	Vacant	Vacant			
Uxbridge Rd East	The Bush Hall	D1			
Uxbridge Rd East	Café Tuga	A3			
Uxbridge Rd East	la Brioche	A3			
Uxbridge Rd East	Nando's	A3			
Uxbridge Rd East	SkyLord Travel	A1 Serv			
Uxbridge Rd East	Supreme Food&Wine	A1 Conv			
Uxbridge Rd East	Arck Electronics	A1 Comp			
Uxbridge Rd East	Vacant	Vacant			
Uxbridge Rd West	KFC	A5	A1 Conv	7	18%
Uxbridge Rd West	J Hunt	A1 Conv	A1 Comp	4	10%
Uxbridge Rd West	Priority Plumbing Services	A1 Comp	A1 Serv	10	25%
Uxbridge Rd West	Hilton's	Sui Generis	A2	4	10%

Neighbourhood centres in Hammersmith & Fulham <sup>(1)</sup>			Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Use Class	Use Class	Number	Percentage
Uxbridge Rd West	John's	A1 Serv	A3	2	5%
Uxbridge Rd West	Interncontinental foods	A1 Conv	A4	2	5%
Uxbridge Rd West	Tanburgh	A2	A5	4	10%
Uxbridge Rd West	Co-op Welcome	A1 Conv	Sui Generis	1	3%
Uxbridge Rd West	Coningham Arms	A4	Vacant	6	15%
Uxbridge Rd West	Neale Robinson	A1 Serv	TOTAL	40	100%
Uxbridge Rd West	E Coombes	A2			
Uxbridge Rd West	Mar Mar	A3			
Uxbridge Rd West	Vacant	Vacant			
Uxbridge Rd West	Vacant	Vacant			
Uxbridge Rd West	Reflections	A1 Serv			
Uxbridge Rd West	Baytel Supermarket	A1 Conv			

Neighbourhood centres in Hammersmith & Fulham <sup>(1)</sup>			Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Use Class	Use Class	Number	Percentage
Uxbridge Rd West	LV Jay's	A1 Conv			
Uxbridge Rd West	Frank Lloyd	A2			
Uxbridge Rd West	Instant Save	A1 Conv			
Uxbridge Rd West	Vacant	Vacant			
Uxbridge Rd West	Amber Property Man	A1 Serv			
Uxbridge Rd West	Adil's	A1 Serv			
Uxbridge Rd West	Shahi Nan Kebab	A5			
Uxbridge Rd West	Vacant	Vacant			
Uxbridge Rd West	Audio Repair Shop	A1 Serv			
Uxbridge Rd West	William Hill	A2			
Uxbridge Rd West	Intertool	A1 Comp			
Uxbridge Rd West	Post Office	A1 Serv			
Uxbridge Rd West	Vacant	Vacant			
Uxbridge Rd West	Lahori	A5			
Uxbridge Rd West	Five Star Fish Bar	A5			
Uxbridge Rd West	Vacant	Vacant			
Uxbridge Rd West	Floormaster	A1 Comp			
Uxbridge Rd West	British Queen	A4			
Uxbridge Rd West	Group B Electrical	A1 Comp			
Uxbridge Rd West	Venables	A1 Conv			
Uxbridge Rd West	Joy's	A1 Serv			
Uxbridge Rd West	Corner Studios	A1 Serv			
Uxbridge Rd West	Café De Lido	A3			
Uxbridge Rd West	Legend Hairdressing	A1 Serv			
Wandsworth Bridge Road North	J R Griffiths - Electricals	A1 Comp	A1 Conv	4	13%
Wandsworth Bridge Road North	Aurelia - Chinese take away	A5	A1 Comp	11	37%
Wandsworth Bridge Road North	Luxury Living	A1 Comp	A1 Serv	4	13%
Wandsworth Bridge Road North	Wine Rack	A1 Conv	A3	6	20%
Wandsworth Bridge Road North	Supa cleaners - Dry Cleaners	Sui Generis	A5	1	3%
Wandsworth Bridge Road North	Ark - Health and Beauty	A1 Serv	D1	1	3%
Wandsworth Bridge Road North	Randalls Butchers	A1 Conv	Sui Generis	1	3%
Wandsworth Bridge Road North	Penhallow - Clothing	A1 Comp	Vacant	2	7%
Wandsworth Bridge Road North	ABC - Pharmacy	A1 Comp	TOTAL	30	100%
Wandsworth Bridge Road North	Freshco	A1 Conv			
Wandsworth Bridge Road North	Newsagent	A1 Conv			
Wandsworth Bridge Road North	Woodstock Furniture	A1 Comp			
Wandsworth Bridge Road North	Vacant	Vacant			
Wandsworth Bridge Road North	Town and Country Flowers	A1 Comp			
Wandsworth Bridge Road North	EJS Hairdressers	A1 Serv			
Wandsworth Bridge Road North	Café Nero	A3			
Wandsworth Bridge Road North	Greedy Buddha	A3			
Wandsworth Bridge Road North	Pine House - Furniture	A1 Comp			
Wandsworth Bridge Road North	Christopher Homes Antiques	A1 Comp			
Wandsworth Bridge Road North	Pine House - Furniture	A1 Comp			
Wandsworth Bridge Road North	Joe's Brasserie	A3			
Wandsworth Bridge Road North	VAC	Vacant			
Wandsworth Bridge Road North	Goggle Box	A1 Serv			
Wandsworth Bridge Road North	Dansk Flowers	A1 Comp			
Wandsworth Bridge Road North	DP Walters	D1			
Wandsworth Bridge Road North	DIY Hardware	A1 Comp			
Wandsworth Bridge Road North	The Mission Restaurant	A3			
Wandsworth Bridge Road North	Mission	A3			
Wandsworth Bridge Road North	Hair Design	A1 Serv			
Wandsworth Bridge Road North	L'Amandine	A3			
Wandsworth Bridge Road South	Sasha Waddell	A1 Comp	A1 Conv	1	8%
Wandsworth Bridge Road South	Ian Mankin	A1 Comp	A1 Comp	9	69%
Wandsworth Bridge Road South	Gilt Edge	A1 Comp	A1 Serv	1	8%
Wandsworth Bridge Road South	Security Centre	A1 Comp	B1	1	8%
Wandsworth Bridge Road South	ALG	A1 Comp	Vacant	1	8%
Wandsworth Bridge Road South	Nilkamai	A1 Comp	TOTAL	13	100%
Wandsworth Bridge Road South	Furniture Store	A1 Comp			
Wandsworth Bridge Road South	ALG enterprises	A1 Comp			
Wandsworth Bridge Road South	London Plastercraft	A1 Comp			
Wandsworth Bridge Road South	K & A Wine merchants	A1 Conv			
Wandsworth Bridge Road South	POST OFFICE	A1 Serv			
Wandsworth Bridge Road South	Albert Hall	B1			
Wandsworth Bridge Road South	VAC	Vacant			

**Notes:**

(1) List of business supplied by LBHFand is dated November 2008.

(2) Use Class definition based on primary use of each business, comparison/convenience A1 units based on MapInfo definitions

Neighbourhood centres in Hounslow <sup>(1)</sup>			Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Use Class	Use Class	Number	Percentage
Bedfont	Tyre Work	Sui Generis	A1 Conv	10	19%
Bedfont	W & L Installations	A2	A1 Comp	11	21%
Bedfont	Boots Pharmacy	A1 Comp	A1 Serv	6	11%
Bedfont	Alliance Pharamcy	A1 Comp	A2	10	19%
Bedfont	Barry's of Bedfont	A1 Comp	A3	2	4%
Bedfont	John Davies Carpets	A1 Comp	A5	6	11%
Bedfont	Pickerings Hardware Supplies	A1 Comp	D1	2	4%
Bedfont	House of Hair	A1 Service	Sui Generis	5	9%
Bedfont	Age Concern	A1 Comp	Vacant	1	2%
Bedfont	Door 2 Door Estate Agents	A2	TOTAL	53	100%
Bedfont	Kit Selection Soccer Shop	A1 Comp			
Bedfont	Reena News	A1 Conv			
Bedfont	Royal Ribs	A5			
Bedfont	Indian Palace	A3			
Bedfont	Bedfont Wines	A1 Conv			
Bedfont	Pizza Papa Johns	A5			
Bedfont	Funeral Directors	A2			
Bedfont	Royal Dry Cleaners	A1 Service			
Bedfont	Tote Bookmakers	A2			
Bedfont	Eric's Barber Shop	A1 Service			
Bedfont	Not Just Nets	A1 Comp			
Bedfont	Sherwood's Estate Agents	A2			
Bedfont	Bedfont Convenience Store	A1 Conv			
Bedfont	Bedfont Wines	A1 Conv			
Bedfont	Bedfont Wines	A1 Conv			
Bedfont	Barclays	A2			
Bedfont	Eurowash Laundry	Sui Generis			
Bedfont	Ladbrokes	A2			
Bedfont	Tanning Salon	A1 Service			
Bedfont	Bedfont Carpets Annex	A1 Comp			
Bedfont	Bedfont Café	A3			
Bedfont	Class, Glass and Security	Sui Generis			
Bedfont	Robert Hunt and Co Estate Agents	A2			
Bedfont	Star Tandoori	A5			
Bedfont	Kings Wines Off License	A1 Conv			
Bedfont	Post Office	A1 Conv			
Bedfont	Edwards and Taylor Pharmacy	A1 Comp			
Bedfont	Templemans	A2			
Bedfont	Home Aid Community Case Service	A2			
Bedfont	Wing Wah Chinese	A5			
Bedfont	Traditional Fish and Chips	A5			
Bedfont	Airport Florist	A1 Comp			
Bedfont	Opticians	D1			
Bedfont	Vacant	Vacant			
Bedfont	Budgens	A1 Conv			
Bedfont	Church	D1			
Bedfont	Charlie's Sandwich Bar	A1 Conv			
Bedfont	Linda Ann's Hair Studio	A1 Service			
Bedfont	Crystal Nails	A1 Service			
Bedfont	Just Burgers Plus	A5			
Bedfont	Imperial Newsagents	A1 Conv			
Bedfont	Tattoo Studio	Sui Generis			
Bedfont	Suzuki	Sui Generis			
Cranford	Bajaj Food and Wine	A1 Conv	A1 Conv	10	29%
Cranford	Costcutters	A1 Conv	A1 Comp	2	6%
Cranford	Gee's Dry Cleaners	A1 Serv	A1 Serv	4	12%
Cranford	Cranford Supermarket	A1 Conv	A2	5	15%
Cranford	Reflexions	A1 Serv	A3	3	9%
Cranford	The Property Market Ltd	A2	A4	1	3%
Cranford	Health Wise Chiropractic Clinic	D1	A5	2	6%
Cranford	Car Wash	Sui Generis	D1	4	12%
Cranford	Rios Wine Bar	A4	Sui Generis	3	9%
Cranford	Armytage Dental Practice	D1	TOTAL	34	100%
Cranford	Cranford Wine Store	A1 Conv			
Cranford	Berkeley Superstore	A1 Conv			
Cranford	Dunn's Pharmacy	A1 Conv			
Cranford	Contact Lens Practioner	D1			
Cranford	Paul's Fish Bar	A5			
Cranford	PW Knowles Construction Ltd	A1 Serv			
Cranford	Lords Associates of London	A2			
Cranford	Ace Motor Spares	Sui Generis			
Cranford	Kargur International - Import and Export Traders	A1 Conv			
Cranford	Ace Motor Spares	Sui Generis			
Cranford	Totesport	A2			
Cranford	Heathrow estates	A2			
Cranford	Dominoes Pizza	A5			
Cranford	VII Indian Restaurant	A3			
Cranford	Dental Care	D1			
Cranford	Rocky's Euro estates	A2			
Cranford	Bavaria Hair	A1 Serv			
Cranford	Talkways	A1 Comp			
Cranford	Bedstore	A1 Comp			
Cranford	Mace Newsagents	A1 Conv			
Cranford	Sylvia - Mongolian Restaurant	A3			
Cranford	Moniz Café	A3			
Cranford	Mieczko	A1 Conv			
Cranford	Tesco Express	A1 Conv			
Hanworth	Mount Superstore	A1 Conv	A1 Conv	6	18%
Hanworth	Post Office	A1 Serv	A1 Comp	3	9%
Hanworth	Alliance Pharmacy	A1 Comp	A1 Serv	6	18%
Hanworth	Vijay Convenience Store	A1 Conv	A2	4	12%
Hanworth	A and b Select and Save	A1 Conv	A3	2	6%
Hanworth	Mount Medical Centre	D1	A5	3	9%
Hanworth	AT Auto Electricals	A1 Comp	D1	1	3%
Hanworth	Greggs	A1 Conv	Sui Generis	3	9%

Neighbourhood centres in Hounslow <sup>(1)</sup>			Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Use Class	Use Class	Number	Percentage
Hanworth	Londis	A1 Conv	Vacant	6	18%
Hanworth	Frydays Fish and Chips	A5	TOTAL	34	100%
Hanworth	Rose Tandoori	A3			
Hanworth	Lodge Brothers Funeral Directors	A1 Serv			
Hanworth	Money Shop	A2			
Hanworth	Mount Café	A3			
Hanworth	Hanworth Kebab House	A5			
Hanworth	Streaks Ahead	A1 Serv			
Hanworth	Vacant	Vacant			
Hanworth	Gents Corner	A1 Serv			
Hanworth	Vacant	Vacant			
Hanworth	Vacant	Vacant			
Hanworth	Car, Van and Minibus Hire	Sui Generis			
Hanworth	Vacant	Vacant			
Hanworth	Vacant	Vacant			
Hanworth	Vacant	Vacant			
Hanworth	Scorpio Satellite	A1 Comp			
Hanworth	Il Gusto Pizza	A5			
Hanworth	Pattman's Solicitors	A2			
Hanworth	Ladbrokes	A2			
Hanworth	Enterprise Rent-a-car	Sui Generis			
Hanworth	Be Smart Dry Cleaners	A1 Serv			
Hanworth	Clippers Club	A1 Serv			
Hanworth	Hampton Car Centre	Sui Generis			
Hanworth	Welcome Finance	A2			
Hanworth	Subway	A1 Conv			
Heston	Euro Food and Wine	A1 Conv	A1 Conv	10	25.0%
Heston	Sweet Success Bakery	A1 Conv	A1 Comp	4	10%
Heston	Thompsons	A1 Serv	A1 Serv	6	15%
Heston	Heston Florist	A1 Comp	A2	4	10%
Heston	H&H Cars / Impact Scool of Motoring	A1 Serv	A3	2	5%
Heston	Mace Newsagent	A1 Conv	A4	1	3%
Heston	Baloch Halal Meat and Poultry	A1 Conv	A5	3	8%
Heston	Salon 15	A1 Serv	C3	3	8%
Heston	Fins Feather and Fur	A1 Comp	D1	3	8%
Heston	Reeta's Restaurant	A3	Sui Generis	2	5%
Heston	The Old George	A4	Vacant	2	5%
Heston	Tasty Munch	A1 Conv	TOTAL	40	100%
Heston	Sherpa Expeditions	A1 Serv			
Heston	John Meacock	A2			
Heston	Residential	C3			
Heston	Vacant	Vacant			
Heston	Vacant	Vacant			
Heston	Coin Wash	Sui Generis			
Heston	Euro Housing	A2			
Heston	Best One	A1 Conv			
Heston	Residential	C3			
Heston	Chungs	A5			
Heston	Londis	A1 Conv			
Heston	Ladbrokes	A2			
Heston	The Quick Bite Sandwich Bar	A1 Conv			
Heston	The Cutting Room	A1 Serv			
Heston	Residential	C3			
Heston	SMK Audio	A1 Comp			
Heston	Heston Fish Bar	A5			
Heston	Rayat College	D1			
Heston	Traditional Fish and Chips	A5			
Heston	Chopra Superstore	A1 Conv			
Heston	M1 Access	Sui Generis			
Heston	The Dental and Implant Centre	D1			
Heston	DBK Estate Agent	A2			
Heston	AM 2 PM	A1 Conv			
Heston	Passage to India	A3			
Heston	Post Office	A1 Serv			
Heston	Brickman Pharmacy	A1 Comp			
Heston	The Cornerstone - Seventh Day Advent Church	D1			
Hounslow West	Best One	A1 Conv	A1 Conv	19	28%
Hounslow West	Discount Beds	A1 Comp	A1 Comp	17	25%
Hounslow West	Polski Delicates	A1 Conv	A1 Serv	6	9%
Hounslow West	Kwality Foods	A1 Conv	A2	9	13%
Hounslow West	Jaihem Tailors	A1 Comp	A3	7	10%
Hounslow West	Milans	A1 Comp	A5	1	1%
Hounslow West	A2A Cars	Sui Generis	C1	1	1%
Hounslow West	Karahi Palace	A3	D1	2	3%
Hounslow West	Roxy	A1 Comp	Sui Generis	2	3%
Hounslow West	Time Jewellers	A1 Comp	Vacant	5	7%
Hounslow West	Talksmart	A1 Comp	TOTAL	69	100%
Hounslow West	Lambourne Estate Agents	A2			
Hounslow West	Costcutters	A1 Conv			
Hounslow West	Vacant	Vacant			
Hounslow West	Barrell's Newsagents	A1 Conv			
Hounslow West	Kingsway Restaurant	A3			
Hounslow West	2-4-1 Pizza	A5			
Hounslow West	Desi Flavour	A3			
Hounslow West	OM Sai Jewellers	A1 Comp			
Hounslow West	Hounslow Heating and Plumbing Supplies	A1 Comp			
Hounslow West	Ladbrokes	A2			
Hounslow West	Iceland	A1 Conv			
Hounslow West	Pizza Hut	A3			
Hounslow West	Javed Halal Meat	A1 Conv			
Hounslow West	Wilson Supermarket	A1 Conv			
Hounslow West	Deep Fashions	A1 Comp			
Hounslow West	Sky Lark Motel	C1			
Hounslow West	Hounslow Photo Centre	Sui Generis			
Hounslow West	Dental Surgery	D1			

Neighbourhood centres in Hounslow <sup>(1)</sup>			Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Use Class	Use Class	Number	Percentage
Hounslow West	Boots	A1 Comp			
Hounslow West	Dental Surgery	D1			
Hounslow West	Punjabi Spice	A3			
Hounslow West	Ladbrokes	A2			
Hounslow West	Vacant	Vacant			
Hounslow West	Town and Country Bookmakers	A2			
Hounslow West	Florist	A1 Comp			
Hounslow West	Hairdresser	A1 Serv			
Hounslow West	Estate Agent	A2			
Hounslow West	Beauty Salon	A1 Serv			
Hounslow West	Vacant	Vacant			
Hounslow West	Vacant	Vacant			
Hounslow West	Partap Fashions	A1 Comp			
Hounslow West	Unisex Headmasters Hairdressers	A1 Serv			
Hounslow West	Ocean Grill	A3			
Hounslow West	Total Solutions Computer Centre	A2			
Hounslow West	Vacant	Vacant			
Hounslow West	Sadda Superstore	A1 Conv			
Hounslow West	Fair Deal of London	A1 Conv			
Hounslow West	Aidroos Grocey	A1 Conv			
Hounslow West	Tangles and Twist Hairdressing	A1 Serv			
Hounslow West	Best Food Supermarket	A1 Conv			
Hounslow West	Barclays Bank	A2			
Hounslow West	First Food Fayre	A1 Conv			
Hounslow West	iOptics	A2			
Hounslow West	Karahi Express	A1 Conv			
Hounslow West	Asian Meat Mart	A1 Conv			
Hounslow West	Shah Pharmacy	A1 Comp			
Hounslow West	West Food Store	A1 Conv			
Hounslow West	West Food Store	A1 Conv			
Hounslow West	Abbey National	A2			
Hounslow West	KFC	A3			
Hounslow West	Reflexions	A1 Serv			
Hounslow West	Mobile World	A1 Serv			
Hounslow West	Fast Link Telecoms	A1 Comp			
Hounslow West	Indian Deli	A1 Conv			
Hounslow West	Newsagents	A1 Conv			
Hounslow West	Chamunda Communications	A1 Comp			
Hounslow West	Somerfield (Peacocks clothing)	A1 Comp			
Hounslow West	Eady's Flowers	A1 Comp			
Isleworth	Le Bistro	A3	A1 Conv	10	21%
Isleworth	Anthony James Manser	A2	A1 Comp	4	8%
Isleworth	The Swan Chinese Takeaway	A5	A1 Serv	6	13%
Isleworth	Coral Betting	A2	A2	13	27%
Isleworth	Rishan's Pharmacy	A1 Comp	A3	9	19%
Isleworth	Spa shop and Post Office	A1 Conv	A4	1	2%
Isleworth	Lillyman's Pantry	A1 Conv	A5	3	6%
Isleworth	Dhaba Restaurant	A3	C3	2	4%
Isleworth	Isleworth Food and Wine	A1 Conv	TOTAL	48	100%
Isleworth	Dunlop and Co. Dry Cleaners	A1 Serv			
Isleworth	Top Hat Dry Cleaners	A1 Serv			
Isleworth	Barclays	A2			
Isleworth	Bennett & Ryan Solicitors	A2			
Isleworth	The Noshery	A3			
Isleworth	David Ibbots	A2			
Isleworth	William Hill	A2			
Isleworth	Easy Move	A2			
Isleworth	Golden Grill	A3			
Isleworth	Astons	A2			
Isleworth	The Barber Stop	A1 Serv			
Isleworth	Natwest	A2			
Isleworth	Madisons	A2			
Isleworth	Café Nisa	A3			
Isleworth	Nisa Local	A1 Conv			
Isleworth	Alexander Reed	A2			
Isleworth	Yellow River Restaurant	A3			
Isleworth	Moore's Cycles	A1 Comp			
Isleworth	St John's Superstore	A1 Conv			
Isleworth	Coffee Rapido	A3			
Isleworth	First Heights Ltd	A1 Conv			
Isleworth	Captain Hook Fish and Chips	A5			
Isleworth	Inspiration	A1 Serv			
Isleworth	Syon	A3			
Isleworth	St John's Dry Cleaners	A1 Serv			
Isleworth	Bakers Café	A3			
Isleworth	Londis	A1 Conv			
Isleworth	Tupper Bros Butcher	A1 Conv			
Isleworth	TC Computers	A1 Comp			
Isleworth	The Woodlands Tavern	A4			
Isleworth	Simply Seafood	A1 Conv			
Isleworth	Masala	A5			
Isleworth	Residential	C3			
Isleworth	Residential	C3			
Isleworth	Woodland's Estates	A2			
Isleworth	Jasin's Chemist	A1 Comp			
Isleworth	My Salon	A1 Serv			
Isleworth	The Little Olive	A1 Conv			
Isleworth	Anthony James Manser	A2			
Old Isleworth	Mann's Beijing Restaurant	A3	A1 Conv	8	19%
Old Isleworth	Residential	C3	A1 Comp	7	16%
Old Isleworth	Residential	C3	A1 Serv	7	16%
Old Isleworth	Dolphin House	A1 Comp	A2	2	5%
Old Isleworth	Sunvil Holidays	A1 Serv	A3	2	5%
Old Isleworth	The Swan Inn	A4	A4	3	7%
Old Isleworth	The Castle	A4	A5	1	2%

Neighbourhood centres in Hounslow <sup>(1)</sup>			Summary of diversity of uses for each centre <sup>(2)</sup>		
Neighbourhood Centre	Name	Use Class	Use Class	Number	Percentage
Old Isleworth	Riverside Pharmacy	A1 Comp	C3	8	19%
Old Isleworth	The Secret Garden	A1 Comp	D1	2	5%
Old Isleworth	Ellenora	A1 Serv	Vacant	3	7%
Old Isleworth	Buduweb	A1 Serv	TOTAL	43	100%
Old Isleworth	CMK Barnes	A1 Conv			
Old Isleworth	Residential	C3			
Old Isleworth	Residential	C3			
Old Isleworth	Residential	C3			
Old Isleworth	Residential	C3			
Old Isleworth	Vineworth Off Licence	A1 Conv			
Old Isleworth	Londis	A1 Conv			
Old Isleworth	Concorde Cleaners	A1 Serv			
Old Isleworth	Joseph's Patisserie and Café	A1 Conv			
Old Isleworth	Vacant	Vacant			
Old Isleworth	Middlesex Glass Company	A1 Comp			
Old Isleworth	Old Isleworth Post Office	A1 Serv			
Old Isleworth	Antiques Shop	A1 Comp			
Old Isleworth	Golden Jade House	A5			
Old Isleworth	Vacant	Vacant			
Old Isleworth	Old Isleworth Osteopathy and Chiropractic	D1			
Old Isleworth	J Hair	A1 Serv			
Old Isleworth	Delicacies	A1 Conv			
Old Isleworth	Hughies	A1 Serv			
Old Isleworth	Kings Arms	A4			
Old Isleworth	Vacant	Vacant			
Old Isleworth	Totesport	A2			
Old Isleworth	Corfield News and Booze	A1 Conv			
Old Isleworth	Brightsmile	D1			
Old Isleworth	Residential	C3			
Old Isleworth	Greedies Café	A3			
Old Isleworth	AMS Accountants	A2			
Old Isleworth	Greedies Deli	A1 Conv			
Old Isleworth	Pharmacy	A1 Comp			
Old Isleworth	Pharmacy	C3			
Old Isleworth	T Taylor & Sons	A1 Comp			
Old Isleworth	Sky Food and Wine	A1 Conv			

**Notes:**

(1) List of business supplied by LBH and is dated 2008 - 2009.

(2) Use Class definition based on primary use of each business, comparison/convenience A1 units based on MapInfo definitions



## APPENDIX 14

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### Spending in Neighbourhood Centres (Tables 90-96)



West London Joint Retail Needs Study Update

Table 90: Neighbourhood centres convenience goods market shares (%)

	Borough	Neighbourhood centre or foodstore	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30
Ealing		Northfields	0.0%	0.0%	0.0%	0.3%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Ealing		Northolt	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%	1.2%	4.4%	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ealing		Perivale	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	3.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ealing		Pitshanger	0.0%	0.0%	0.0%	0.0%	0.5%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Ealing		South Ealing	0.0%	0.0%	0.1%	0.0%	0.4%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.3%	
Ealing		Sudbury Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.1%	0.0%	0.0%	0.0%	0.0%	0.8%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.3%	1.3%	1.1%	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%	0.0%
Ealing		Westway	0.2%	0.0%	0.0%	0.1%	0.0%	0.0%	1.7%	1.3%	1.5%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.1%	0.5%	0.0%	0.0%	
Ealing / Hammersmith & Fulham		East Acton	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Askew Road	0.0%	0.1%	0.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Barons Court	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Bloemfontein Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	
Hammersmith & Fulham		Blythe Road	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Edwards Wood Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Fulham Palace Road	1.2%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Fulham Road	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%
Hammersmith & Fulham		Fulham Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Goldhawk Road	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Greyhound Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Munster Road	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		North End Road (West Ken)	0.4%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Parsons 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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Shepherds Bush Road	0.0%	0.3%	0.1%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
Hammersmith & Fulham		Uxbridge Road East	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Uxbridge Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hammersmith & Fulham		Wandsworth Bridge Road North	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
Hammersmith & Fulham		Wandsworth Bridge Road South	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
Hounslow		Bedfont	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	1.6%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%
Hounslow		Cranford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%	0.0%	0.6%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hounslow		Hanworth	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hounslow		Heston	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.2%	0.4%	0.4%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hounslow		Hounslow West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.3%	0.0%	0.0%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hounslow		Isleworth	0.0%	0.0%	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%	0.2%	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%
Hounslow		Old Isleworth	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.2%	0.0%	0.1%	0.0%	0.0%	0.3%	0.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total			2.5%	2.0%	1.5%	1.3%	1.6%	1.2%	7.3%	6.8%	3.0%	0.7%	1.5%	1.7%	1.5%	1.0%	0.6%	0.2%	0.1%	0.1%	0.0%	0.4%	1.6%	1.2%	0.0%	0.4%	0.0%	0.5%	0.2%	0.6%	1.2%	0.8%

West London Joint Retail Needs Study Update  
Table 91: Neighbourhood centres convenience goods spending (£m)

Borough	Neighbourhood centre or foodstore	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones
Ealing	Northfields	0.0	0.0	0.0	0.5	1.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8
Ealing	Northolt	0.0	0.0	0.2	0.0	0.2	0.2	1.3	5.1	0.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.6
Ealing	Perivale	0.0	0.0	0.0	0.0	0.3	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1
Ealing	Pitshanger	0.0	0.0	0.0	0.0	1.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.4
Ealing	South Ealing	0.0	0.0	0.2	0.0	0.9	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	3.2	2.1	6.7
Ealing	Sutbury Hill	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.1	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.1	0.0	0.0	0.7	1.5	1.4	0.0	0.0	0.0	0.1	0.3	0.0	0.0	0.0	5.7
Ealing	Westway	0.7	0.0	0.0	0.1	0.0	0.0	1.9	1.5	1.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2	2.7	0.0	0.0	9.1
Ealing / Hammersmith & Fulham	East Acton	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7
Hammersmith & Fulham	Askew Road	0.0	0.4	1.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1
Hammersmith & Fulham	Barons Court	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith & Fulham	Bloemfontein Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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	0.0	1.7	
Hammersmith & Fulham	Blythe Road	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Hammersmith & Fulham	Edwards Wood Estate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith & Fulham	Fulham Palace Road	3.5	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1
Hammersmith & Fulham	Fulham Road	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.3	2.3
Hammersmith & Fulham	Fulham Road West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith & Fulham	Goldhawk Road	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Hammersmith & Fulham	Greyhound Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith & Fulham	Munster Road	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3
Hammersmith & Fulham	North End Road (West Ken)	1.2	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	1.9
Hammersmith & Fulham	Parsons 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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith & Fulham	Shepherds Bush Road	0.1	0.9	0.1	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.7	0.0	2.0
Hammersmith & Fulham	Uxbridge Road East	0.0	0.0	0.7	0.0	0.0	0.0	0.3	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	2.0
Hammersmith & Fulham	Uxbridge Road West	0.0	0.0	0.0	0.0	0.0	0.9	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Hammersmith & Fulham	Wandsworth Bridge Road North	0.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	1.6	2.4
Hammersmith & Fulham	Wandsworth Bridge Road South	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.1
Hounslow	Bedfont	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	1.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	1.9
Hounslow	Cranford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.6	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9
Hounslow	Hanworth	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	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5
Hounslow	Heston	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.5	0.5	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	1.8
Hounslow	Hounslow West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Hounslow	Isleworth	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	0.1	0.3	0.1	0.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Hounslow	Old Isleworth	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Total		7.1	6.3	2.8	2.0	3.8	1.7	8.2	7.9	2.6	0.9	1.7	1.1	1.3	1.6	0.7	0.1	0.2	0.2	0.0	1.0	1.9	1.5	0.0	0.3	0.0	1.1	0.5	2.9	6.7	5.0	70.0

## West London Joint Retail Needs Study Update

Table 92: Neighbourhood centres convenience goods market shares (%)

[illegible]

[illegible]

West London Joint Retail Needs Study Update

Table 94: Neighbourhood centres leisure food and drink market shares (%)

	Neighbourhood centre or foodstore	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	
Ealing	Northfields	0.0%	0.0%	0.0%	0.0%	4.8%	4.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Ealing	Northolt	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	33.3%	3.5%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	4.4%	0.0%	0.0%	0.0%	0.0%	0.0%	
Ealing	Perivale	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	8.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	
Ealing	Pishanger	0.0%	0.0%	0.0%	0.0%	1.2%	1.3%	0.0%	1.2%	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%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	
Ealing	South Ealing	0.0%	0.0%	0.0%	0.0%	0.4%	1.2%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	3.3%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Ealing	Sudbury Hill	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	6.6%	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%	2.8%	1.5%	0.0%	0.0%	0.0%	1.6%	0.4%	0.0%	0.0%	0.0%	
Ealing	Westway	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	1.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	
Ealing / Hammersmith & Fulham	East Acton	0.0%	0.0%	2.1%	1.4%	0.0%	0.0%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Askew Road	0.0%	0.0%	2.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Barons Court	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Bloemfontein Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Blythe Road	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Edwards Wood Estate	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Fulham Palace Road	2.9%	2.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Fulham Road	4.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	
Hammersmith & Fulham	Fulham Road West	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Goldhawk Road	0.0%	0.5%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Greyhound Road	0.6%	0.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Munster Road	2.8%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	North End Road (West Ken)	3.4%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	
Hammersmith & Fulham	Parsons Green	1.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Shepherds Bush Road	0.6%	3.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	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%	0.0%	
Hammersmith & Fulham	Uxbridge Road East	0.0%	0.0%	4.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Uxbridge Road West	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hammersmith & Fulham	Wandsworth Bridge Road North	0.6%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.3%	
Hammersmith & Fulham	Wandsworth Bridge Road South	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hounslow	Bedfont	0.0%	0.0%	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	11.4%	1.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hounslow	Cranford	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.1%	3.3%	0.0%	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hounslow	Hanworth	0.0%	0.0%	0.0%	0.0%	0.0%	1.9%	0.0%	0.0%	0.0%	0.0%	1.3%	0.0%	11.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hounslow	Heston	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	1.7%	6.0%	0.0%	0.0%	6.4%	0.8%	0.0%	0.0%	0.0%	0.0%	0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Hounslow	Hounslow West	0.0%	0.0%	0.0%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	5.0%	0.0%	0.0%	1.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.5%	0.0%	0.0%	0.0%	0.0%	
Hounslow	Isleworth	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%	4.2%	32.0%	3.3%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Hounslow	Old Isleworth	0.0%	0.0%	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%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	
Total		16.8%	9.6%	9.6%	2.0%	6.5%	10.2%	17.9%	35.3%	4.7%	4.3%	15.6%	11.4%	13.8%	12.1%	35.2%	6.6%	0.7%	0.0%	0.0%	0.4%	3.7%	1.5%	0.0%	0.0%	4.4%	2.1%	1.7%	1.5%	1.4%	1.5%	

West London Joint Retail Needs Study Update

Table 95: Neighbourhood centres food and drink leisure spending (£m)

Borough	Neighbourhood centre or foodstore	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Zone 16	Zone 17	Zone 18	Zone 19	Zone 20	Zone 21	Zone 22	Zone 23	Zone 24	Zone 25	Zone 26	Zone 27	Zone 28	Zone 29	Zone 30	Total All Zones
Ealing	Northfields	0.0	0.0	0.0	0.0	6.1	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.6	
Ealing	Northolt	0.0	0.0	0.0	0.0	0.0	0.0	0.7	20.3	1.6	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0	0.0	26.9
Ealing	Perivale	0.0	0.0	0.0	0.0	0.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0	0.0	6.0
Ealing	Pitshanger	0.0	0.0	0.0	0.0	1.6	1.0	0.0	0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	4.9
Ealing	South Ealing	0.0	0.0	0.0	0.0	0.5	0.9	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Ealing	Sudbury Hill	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.7	0.0	0.0	0.0	1.7	0.8	0.0	0.0	0.0	9.3	
Ealing	Westway	0.0	0.0	0.0	0.0	0.0	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	0.0	0.0	3.5	
Ealing / Hammersmith & Fulham	East Acton	0.0	0.0	2.0	1.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.9
Hammersmith & Fulham	Askew Road	0.0	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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
Hammersmith & Fulham	Barons Court	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith & Fulham	Bloemfontein Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith & Fulham	Blythe Road	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith & Fulham	Edwards Wood Estate	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith & Fulham	Fulham Palace Road	4.3	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.1
Hammersmith & Fulham	Fulham Road	6.4	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.5	8.7
Hammersmith & Fulham	Fulham Road West	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hammersmith & Fulham	Goldhawk Road	0.0	0.7	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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
Hammersmith & Fulham	Greyhound Road	1.0	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	0.0	0.0	0.0	0.0	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
Hammersmith & Fulham	Munster Road	4.2	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.9
Hammersmith & Fulham	North End Road (West Ken)	5.2	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	0.0	8.9
Hammersmith & Fulham	Parsons Green	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	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
Hammersmith & Fulham	Shepherds Bush Road	1.0	5.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.0	7.7
Hammersmith & Fulham	Uxbridge Road East	0.0	0.0	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.0
Hammersmith & Fulham	Uxbridge Road West	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6
Hammersmith & Fulham	Wandsworth Bridge Road North	1.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.7	5.9	
Hammersmith & Fulham	Wandsworth Bridge Road South	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hounslow	Bedfont	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	3.9	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9
Hounslow	Cranford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	1.9	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1
Hounslow	Hanworth	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.7	0.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.2
Hounslow	Heston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.2	3.5	0.0	0.0	5.3	0.5	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	0.0	11.1
Hounslow	Hounslow West	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	5.2
Hounslow	Isleworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	3.5	18.6	1.1	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.4
Hounslow	Old Isleworth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	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
Total		25.5	13.7	9.4	1.7	8.2	7.9	10.5	21.5	2.2	2.9	9.1	3.9	6.7	10.1	20.5	2.2	0.6	0.0	0.0	0.6	2.2	0.7	0.0	0.0	3.7	2.2	3.0	4.0	4.0	5.2	162.1



West London Joint Retail Needs Study Update  
Table 96: Spending to neighbourhood centres In 2009 (£m)

Borough	Neighbourhood centre or foodstore	Comparison goods floorspace (sqm gross)	Comparison goods floorspace (sqm net)	Survey derived comparison goods spending (£m)	Comparison benchmark turnover (£ per sqm)	Comparison bechmark turnover (£m)	Convenience goods floorspace (sqm gross)	Convenience goods floorspace (sqm net)	Convenience goods spending (£m)	Convenience benchmark turnover (£ per sqm)	Convenience bechmark turnover (£m)	A3, A4, A5 floorspace (sqm gross)	A3, A4, A5 spending (£m)	A3, A4, A5 benchmark turnover (£ per sqm)	A3, A4, A5 bechmark turnover (£m)
Ealing	Northfields	2,427	1,699	1.8	3,048	5.2	1,353	880	0.6	3,090	2.7	2,391	9.6	8,065	19.3
Ealing	Tesco Express, Northfield Avenue, Ealing, W13 9QR	0	0	0.0	3,048	0.0	457	297	12.9	13,620	4.0	0	0.0	8,065	0.0
Ealing	Northolt	736	515	7.6	3,048	1.6	323	210	1.3	3,090	0.6	610	26.9	8,065	4.9
Ealing	Co-operative, Church Road, Northolt, UB5 5AB	0	0	0.0	3,048	0.0	192	125	2.1	6,675	0.8	0	0.0	8,065	0.0
Ealing	Perivale	617	432	4.1	3,048	1.3	570	370	3.0	3,090	1.1	436	6.0	8,065	3.5
Ealing	Pitshanger	1,167	817	1.4	3,048	2.5	695	452	0.2	3,090	1.4	1,025	4.9	8,065	8.3
Ealing	Co-operative Food, Pitshanger Lane, Ealing, W5 1QP	0	0	0.0	3,048	0.0	251	163	3.0	6,675	1.1	0	0.0	8,065	0.0
Ealing	South Ealing	4,188	2,932	6.7	3,048	8.9	2,051	1,333	1.0	3,090	4.1	1,305	2.9	8,065	10.5
Ealing	Co-operative Food, South Ealing Road, Ealing, W5 4QS	0	0	0.0	3,048	0.0	371	241	1.3	6,675	1.6	0	0.0	8,065	0.0
Ealing	Sudbury Hill	191	134	5.7	3,048	0.4	527	343	1.0	3,090	1.1	203	9.3	8,065	1.6
Ealing	Iceland, Greenford Road, Sudbury Hill, UB6 0HY	0	0	0.0	3,048	0.0	524	341	4.2	5,843	2.0	0	0.0	8,065	0.0
Ealing	Westway	8,095	5,666	9.1	3,048	17.3	0	0	0.0	3,090	0.0	25	3.5	8,065	0.2
Ealing / Hammersmith & Fulham	East Acton	5,420	3,794	0.7	3,048	11.6	1,898	1,234	0.0	3,090	3.8	968	3.9	8,065	7.8
Hammersmith & Fulham	Askew Road	1,117	782	2.1	3,048	2.4	730	474	0.0	3,090	1.5	1,488	2.0	8,065	12.0
Hammersmith & Fulham	Co-operative Food, Askew Road, Shepherds Bush, W12 9BL	0	0	0.0	3,048	0.0	298	194	4.5	6,675	1.3	0	0.0	8,065	0.0
Hammersmith & Fulham	Barons Court	89	62	0.0	3,048	0.2	336	218	0.0	3,090	0.7	34	0.0	8,065	0.3
Hammersmith & Fulham	Bloemfontein Road	129	90	1.7	3,048	0.3	452	294	0.0	3,090	0.9	65	0.0	8,065	0.5
Hammersmith & Fulham	Blythe Road	364	255	0.6	3,048	0.8	307	200	0.0	3,090	0.6	303	0.0	8,065	2.4
Hammersmith & Fulham	Edwards Wood Estate	223	156	0.0	3,048	0.5	555	361	0.0	3,090	1.1	531	0.0	8,065	4.3
Hammersmith & Fulham	Fulham Palace Road	577	404	6.1	3,048	1.2	71	46	0.0	3,090	0.1	255	8.1	8,065	2.1
Hammersmith & Fulham	Tesco Express, Fulham Palace Road, Fulham, SW6 6TD	0	0	0.0	3,048	0.0	177	115	1.0	13,620	1.6	0	0.0	8,065	0.0
Hammersmith & Fulham	Fulham Road	1,084	759	2.3	3,048	2.3	317	206	0.5	3,090	0.6	950	8.7	8,065	7.7
Hammersmith & Fulham	Tesco Express, Fulham Road, Fulham Road, SW6 5SA	0	0	0.0	3,048	0.0	334	217	7.6	13,620	3.0	0	0.0	8,065	0.0
Hammersmith & Fulham	Fulham Road West	726	508	0.0	3,048	1.5	219	143	0.0	3,090	0.4	130	0.0	8,065	1.0
Hammersmith & Fulham	Goldhawk Road	209	146	0.2	3,048	0.4	509	331	0.0	3,090	1.0	748	1.4	8,065	6.0
Hammersmith & Fulham	Greyhound Road	395	277	0.0	3,048	0.8	66	43	0.0	3,090	0.1	144	1.7	8,065	1.2
Hammersmith & Fulham	Sainsbury's Local, Fulham Palace Road, Hammersmith, W6 8QX	0	0	0.0	3,048	0.0	389	253	5.3	10,387	2.6	0	0.0	8,065	0.0
Hammersmith & Fulham	Munster Road	555	388	0.3	3,048	1.2	623	405	0.0	3,090	1.3	629	5.9	8,065	5.1
Hammersmith & Fulham	North End Road (West Ken)	906	635	1.9	3,048	1.9	1,293	840	0.0	3,090	2.6	971	8.9	8,065	7.8
Hammersmith & Fulham	Co-operative Food, North End Road, Fulham, W14 9EX	0	0	0.0	3,048	0.0	187	121	6.9	6,675	0.8	0	0.0	8,065	0.0
Hammersmith & Fulham	Tesco Express, North End Road, Hammersmith, W14 9PP	0	0	0.0	3,048	0.0	186	121	2.6	13,620	1.6	0	0.0	8,065	0.0
Hammersmith & Fulham	Parsons Green	520	364	0.0	3,048	1.1	505	328	1.0	3,090	1.0	382	2.4	8,065	3.1
Hammersmith & Fulham	Shepherds Bush Road	940	658	2.0	3,048	2.0	359	234	0.3	3,090	0.7	387	7.7	8,065	3.1
Hammersmith & Fulham	Uxbridge Road East	1,125	787	2.0	3,048	2.4	1,745	1,134	0.3	3,090	3.5	1,447	4.0	8,065	11.7
Hammersmith & Fulham	Uxbridge Road West	441	308	1.3	3,048	0.9	841	547	0.0	3,090	1.7	861	0.6	8,065	6.9
Hammersmith & Fulham	Co-operative Food, Uxbridge Road, Shepherds Bush, W12 9RA	0	0	0.0	3,048	0.0	256	166	4.4	6,675	1.1	0	0.0	8,065	0.0
Hammersmith & Fulham	Wandsworth Bridge Road North	1,135	794	2.4	3,048	2.4	380	247	2.5	3,090	0.8	645	5.9	8,065	5.2
Hammersmith & Fulham	Wandsworth Bridge Road South	537	376	1.1	3,048	1.1	63	41	0.0	3,090	0.1	0	0.0	8,065	0.0
Hounslow	Bedfont	562	393	1.9	3,048	1.2	596	387	0.3	3,090	1.2	470	4.9	8,065	3.8
Hounslow	Budgens, Staines Road, Bedford, Feltham, TW14 8BN	0	0	0.0	3,048	0.0	713	463	0.9	3,090	1.4	0	0.0	8,065	0.0
Hounslow	Cranford	129	90	0.9	3,048	0.3	1,267	823	0.0	3,090	2.5	540	3.1	8,065	4.4
Hounslow	Hanworth	234	164	0.5	3,048	0.5	587	382	0.4	3,090	1.2	321	8.2	8,065	2.6
Hounslow	Heston	370	259	1.8	3,048	0.8	768	499	1.5	3,090	1.5	481	11.1	8,065	3.9
Hounslow	Hounslow West	3,893	2,725	1.3	3,048	8.3	3,323	2,160	0.9	3,090	6.7	1,594	5.2	8,065	12.9
Hounslow	Iceland, Bath Road, Hounslow West, TW4 7DN	0	0	0.0	3,048	0.0	420	273	2.0	5,843	1.6	0	0.0	8,065	0.0
Hounslow	Somerfield, Cavendish Parade, Bath Road, Hounslow, TW4 7DJ	0	0	0.0	3,048	0.0	456	296	10.9	8,190	2.4	0	0.0	8,065	0.0
Hounslow	Isleworth	521	365	1.1	3,048	1.1	1,313	853	4.9	3,090	2.6	1,174	24.4	8,065	9.5
Hounslow	Old Isleworth	556	390	1.3	3,048	1.2	654	425	0.5	3,090	1.3	902	1.0	8,065	7.3
Total LB Ealing		22,841	15,988	37.1	-	48.7	9,210	5,987	30.8	-	24.5	6,964	66.9	-	56.2
Total LBHF		11,072	7,750	24.1	-	23.6	11,199	7,279	36.9	-	30.8	9,970	57.3	-	80.4
Total LB Hounslow		6,265	4,385	8.8	-	13.4	10,096	6,562	22.3	-	22.5	5,481	57.9	-	44.2



## APPENDIX 15

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### Audit of Neighbourhood Centres



LB Ealing

Table A - Neighbourhood Centres Total Count Audit

	East Acton	Northfields	Northolt	Park Royal	Perivale	Pitshanger	South Ealing	Sudbury Hill	Westway
	Category 1								
Hairdresser / Beauty	2	9	3		4	6	10	2	
Bookmakers	2	1	1		2	1	2		
Takeaway	3	8	1	1	5	3	12	1	1
Opticians	1	1	1		1	1	1		
Gift shop / Florist	1	8	1		1	3	1		2
Total	9	27	7	1	13	14	26	3	3
	Category 2								
Bank			1	2			1	1	
Off licence		1	2		1	1	1		
Launderette / Dry Cleaner	1	6	3		1	4	3	1	
Café / Restaurant	5	20	2		2	11	5	1	
Public House	1	5				1	1	1	
Specialist convenience		5			1		2		
DIY / Hardware store	1	2	3		1	1	2	1	
Dentist		2	1		1	1			
Doctor's surgery		1	1						
Total	8	42	13	2	7	19	15	5	0
	Category 3								
Foodstore	5	9	3	1	5	3	9	3	
Butcher / Baker / Greengrocer etc	1	4			1	5	1		
Newsagent	3	1	1			2	1	1	1
Chemist / Pharmacy	1	2	1		1	2	2	1	1
Post Office	1				1		1		
Total	11	16	5	1	8	12	14	5	2
Total Weighted Score	88	228	71	12	74	131	139	43	13

Notes:

(1) Specialist/independent convenience retailers include independent local butchers, bakers and greengrocers.

(2) The categories are weighted according to their relative importance in satisfying local needs. Category 1 uses score 1 point, Category 2 uses score 3 points each, and Category 3 uses score 5 points each.

(3) In order to prevent some centres achieving disproportionately high scores as a result of the proliferation of uses such as takeaways, hairdressers and specialist convenience outlets, these three use categories have been weighted, so that the maximum achievable score is 10.

LB Hounslow

Table B - Neighbourhood Centres Total Count Audit

	Bedfont	Cranford	Hanworth	Heston	Hounslow West	Isleworth	Old Isleworth
	Category 1						
Hairdresser / Beauty	5	2	3	2	5	3	1
Bookmakers	2	1	1	1	3	2	
Takeaway	6	2	3	3	2	3	1
Opticians	1				1		
Gift shop / Florist	1			1	2		
Total	15	5	7	7	13	8	2
	Category 2						
Bank	1				1	2	
Off licence	4	1					1
Launderette / Dry Cleaner	2	1	1			3	1
Café / Restaurant	2	3	2	2	6	9	3
Public House		1		1		1	3
Specialist convenience		1			2	1	2
DIY / Hardware store	1				1		
Dentist		2		1	2		1
Doctor's surgery			1				
Total	10	9	4	4	12	16	11
	Category 3						
Foodstore	2	5	4	6	13	5	3
Butcher / Baker / Greengrocer etc				2	2	2	
Newsagent	2	1		1	2		1
Chemist / Pharmacy	3	1	1	1	2	2	2
Post Office	1		1	1		1	1
Total	8	7	6	11	19	10	7
Total Weighted Score	85	67	49	74	144	106	70

Notes:

(1) Specialist/independent convenience retailers include independent local butchers, bakers and greengrocers.

(2) The categories are weighted according to their relative importance in satisfying local needs. Category 1 uses score 1 point, Category 2 uses score 3 points each, and Category 3 uses score 5 points each.

(3) In order to prevent some centres achieving disproportionately high scores as a result of the proliferation of uses such as takeaways, hairdressers and specialist convenience outlets, these three use categories have been weighted,

LB Hammersmith & Fulham  
Table C - Neighbourhood Centres Total Count Audit

	Askew Road	Barons Court	Bloemfontein Rd	Blythe Rd	East Acton	Edward Woods Estate	Fulham Palace Road	Fulham Road	Fulham Road West	Goldhawk Rd	Greyhound Road	Munster Road	North End Rd (West Ken)	Parsons Green	Shepherd's Bush Road	Uxbridge Rd East	Uxbridge Rd West	Wandsworth Bridge Road North	Wandsworth Bridge Road South
	Category 1																		
Hairdresser / Beauty	1	1			2	2		2	2	5	1	2	2	2	3		4	3	
Bookmakers	2		1		1			1		1			1		1	2	1		
Takeaway	5				3	1		1		5	1	1	4			7	4	1	
Opticians								1			1					1		1	
Gift shop / Florist	1			1	1			1										1	
Total	9	1	1	1	7	3	0	6	2	11	3	3	7	2	4	10	9	6	0
	Category 2																		
Bank								1					1						
Off licence	1	1	1	1			1					2	1	2	1	2		1	1
Launderette / Dry Cleaner	1	1	1	2	2	1	1		1	1	2	1	3	1		2		1	
Café / Restaurant	9	1	1	5			2	8	2	6	1	7	7	4	2	5	2	6	
Public House	3					1		1		1						1	2		
Specialist convenience		2	1							2						2			
DIY / Hardware store						1							1		1			1	
Dentist	2				1			1		1		1	1						
Doctor's surgery																			
Total	16	5	4	8	3	3	4	11	3	11	3	11	14	7	4	12	4	9	1
	Category 3																		
Foodstore	4	1	2	1	2	2	2	2	2	2	1	2	11	2	1	5	6	1	
Butcher / Baker / Greengrocer etc	2	1	2	1		3			1	1				1		3	1	1	
Newsagent	2	1	1		1	1				2	1	1	1		2			1	
Chemist / Pharmacy		1	1	1	1					1	1		1	1				1	
Post Office						1		1			1						1		1
Total	8	4	6	3	4	7	2	3	3	6	4	3	13	4	3	8	8	4	1
Total Weighted Score	97	36	43	40	36	47	22	54	26	74	32	51	114	43	31	86	61	53	8

Notes:  
(1) Specialist/independent convenience retailers include independent local butchers, bakers and greengrocers.  
(2) The categories are weighted according to their relative importance in satisfying local needs. Category 1 uses score 1 point, Category 2 uses score 3 points each, and Category 3 uses score 5 points each.  
(3) In order to prevent some centres achieving disproportionately high scores as a result of the proliferation of uses such as takeaways, hairdressers and specialist convenience outlets, these three use categories have been weighted, so that the maximum achievable score is 10.





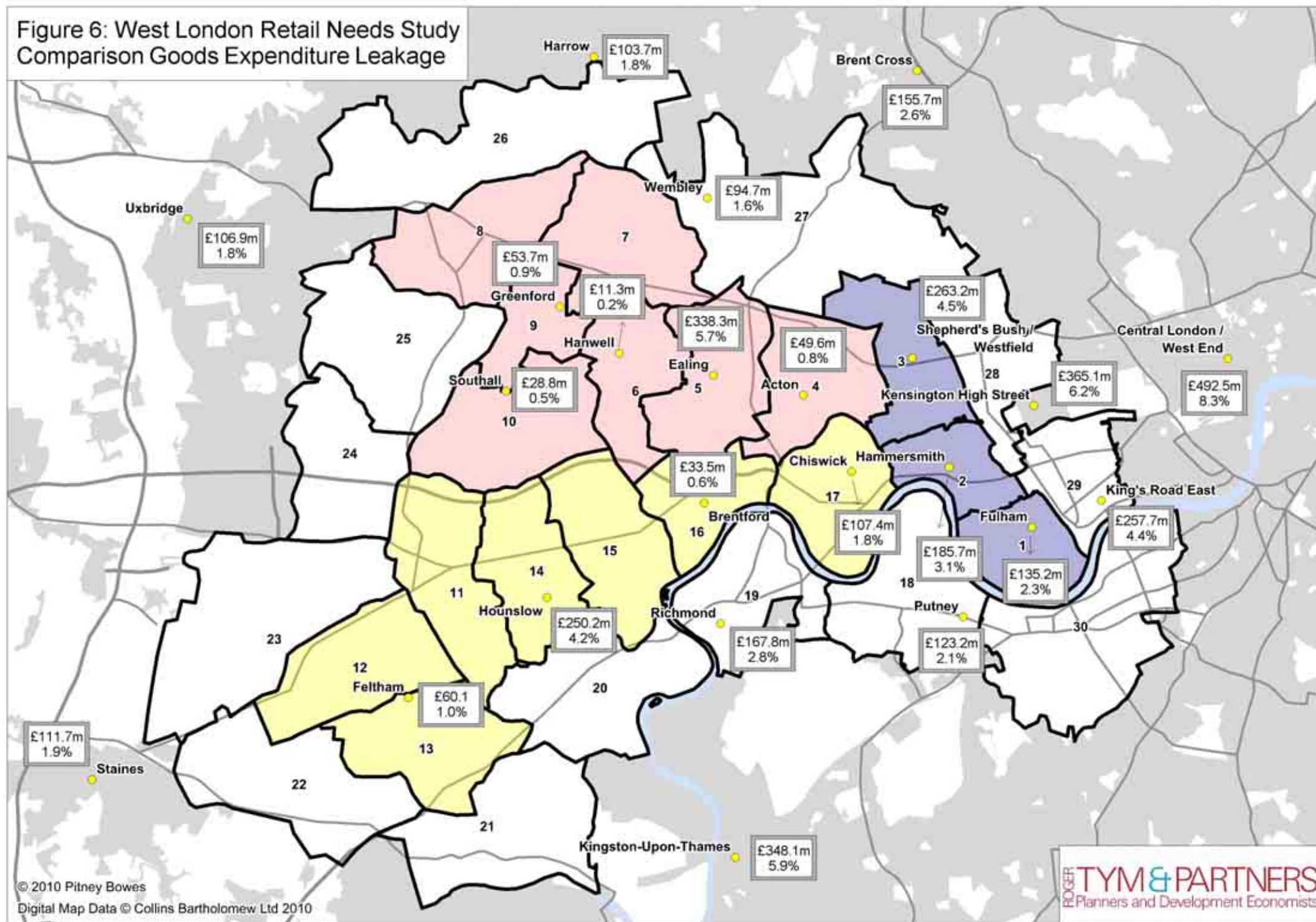
## APPENDIX 16

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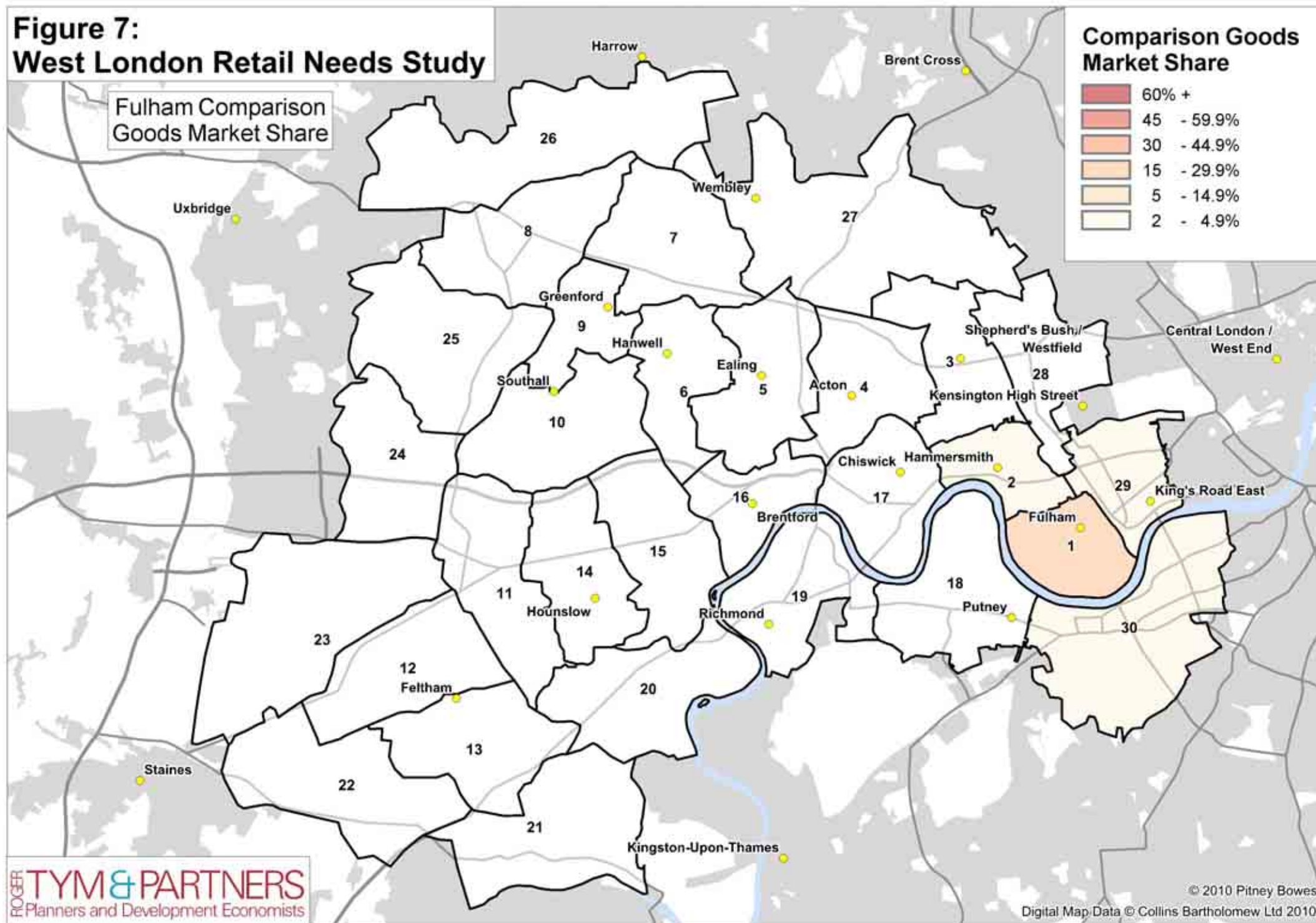
### Comparison Catchment Area Plans (Figures 6-29)



Figure 6: West London Retail Needs Study  
Comparison Goods Expenditure Leakage



**Figure 7:**  
**West London Retail Needs Study**

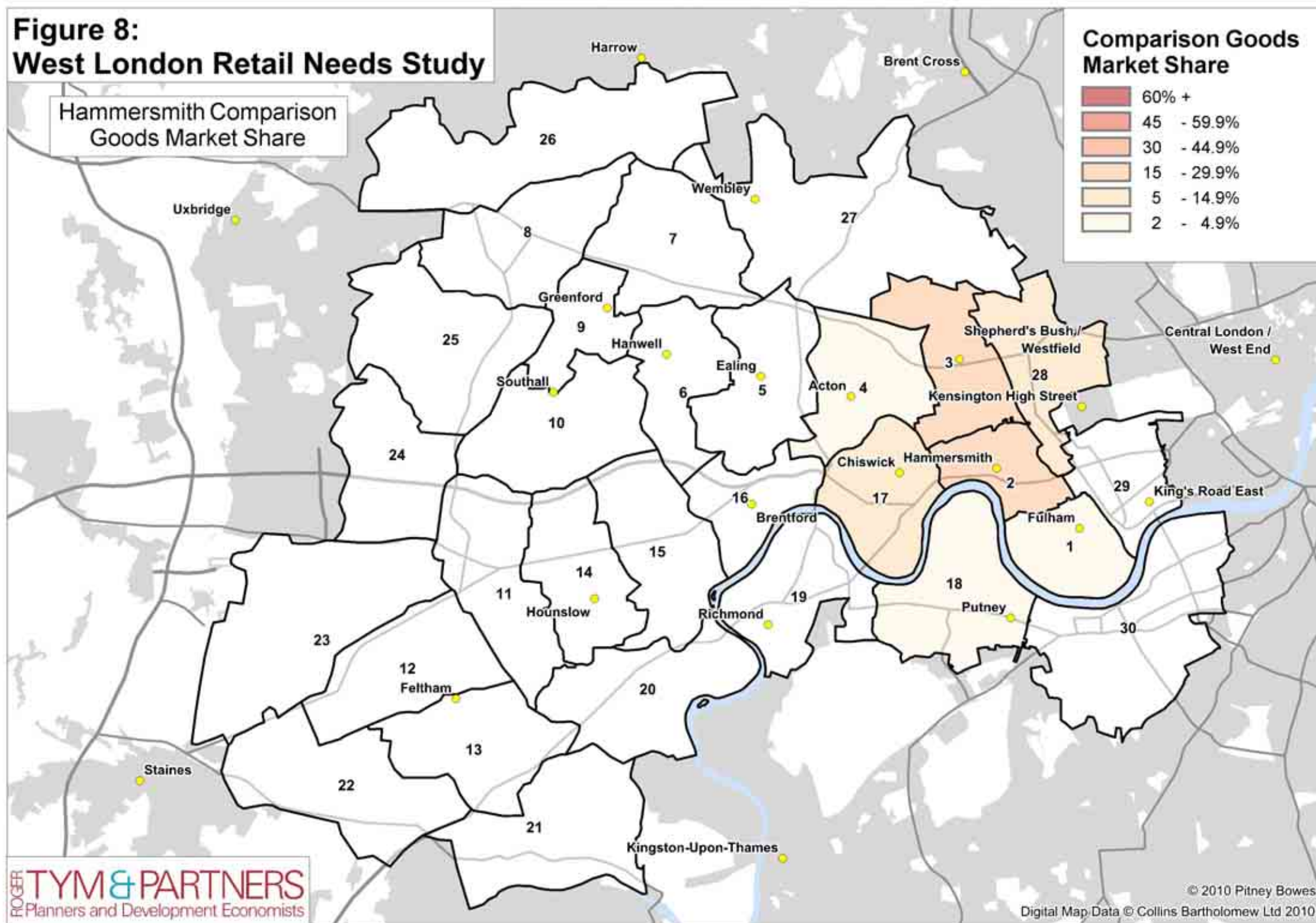
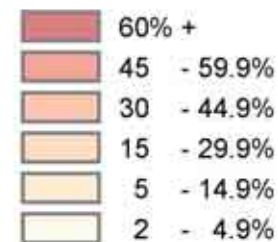




**Figure 8:**  
**West London Retail Needs Study**

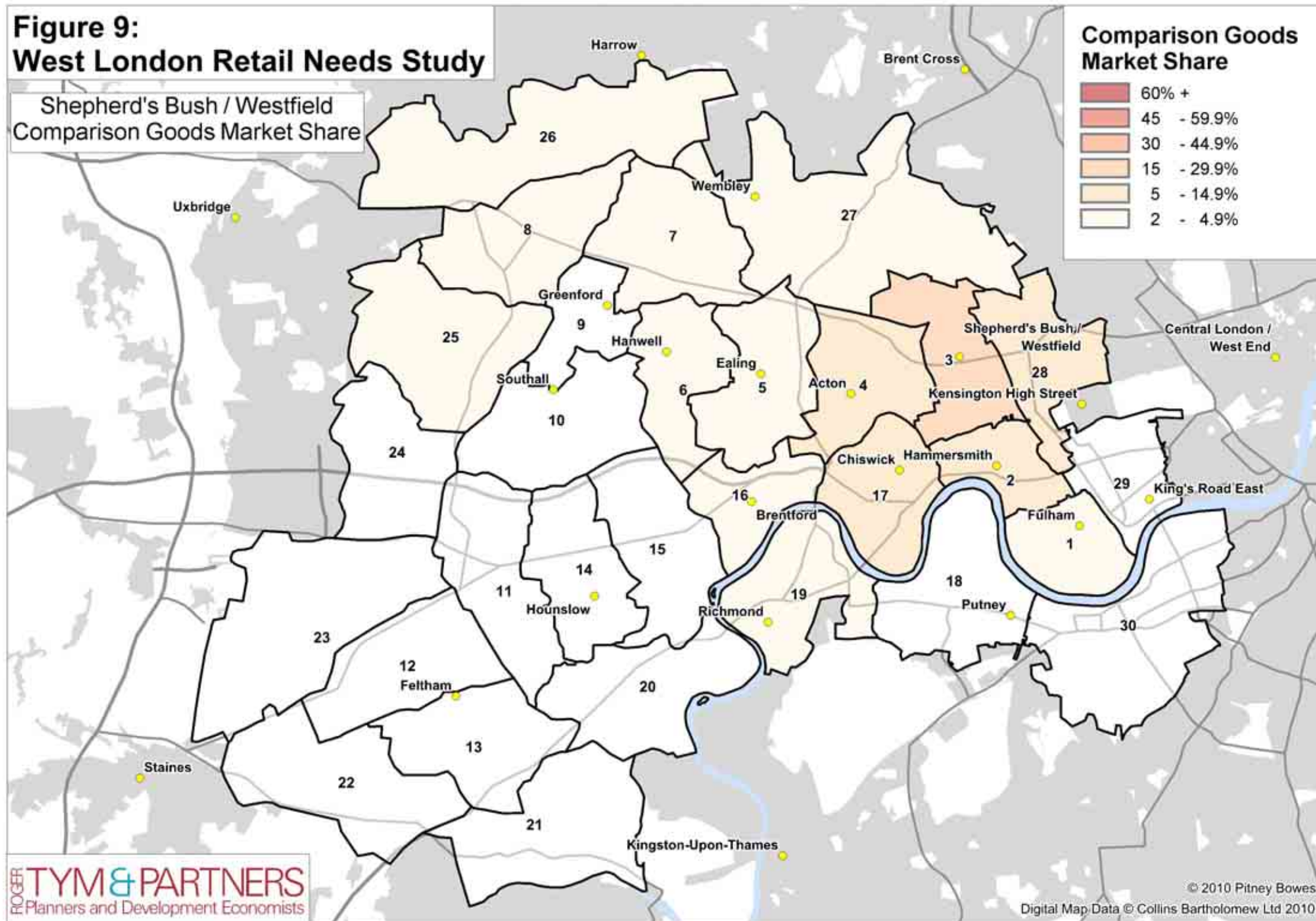
Hammersmith Comparison  
Goods Market Share

**Comparison Goods  
Market Share**



**Figure 9:**  
**West London Retail Needs Study**

Shepherd's Bush / Westfield  
Comparison Goods Market Share

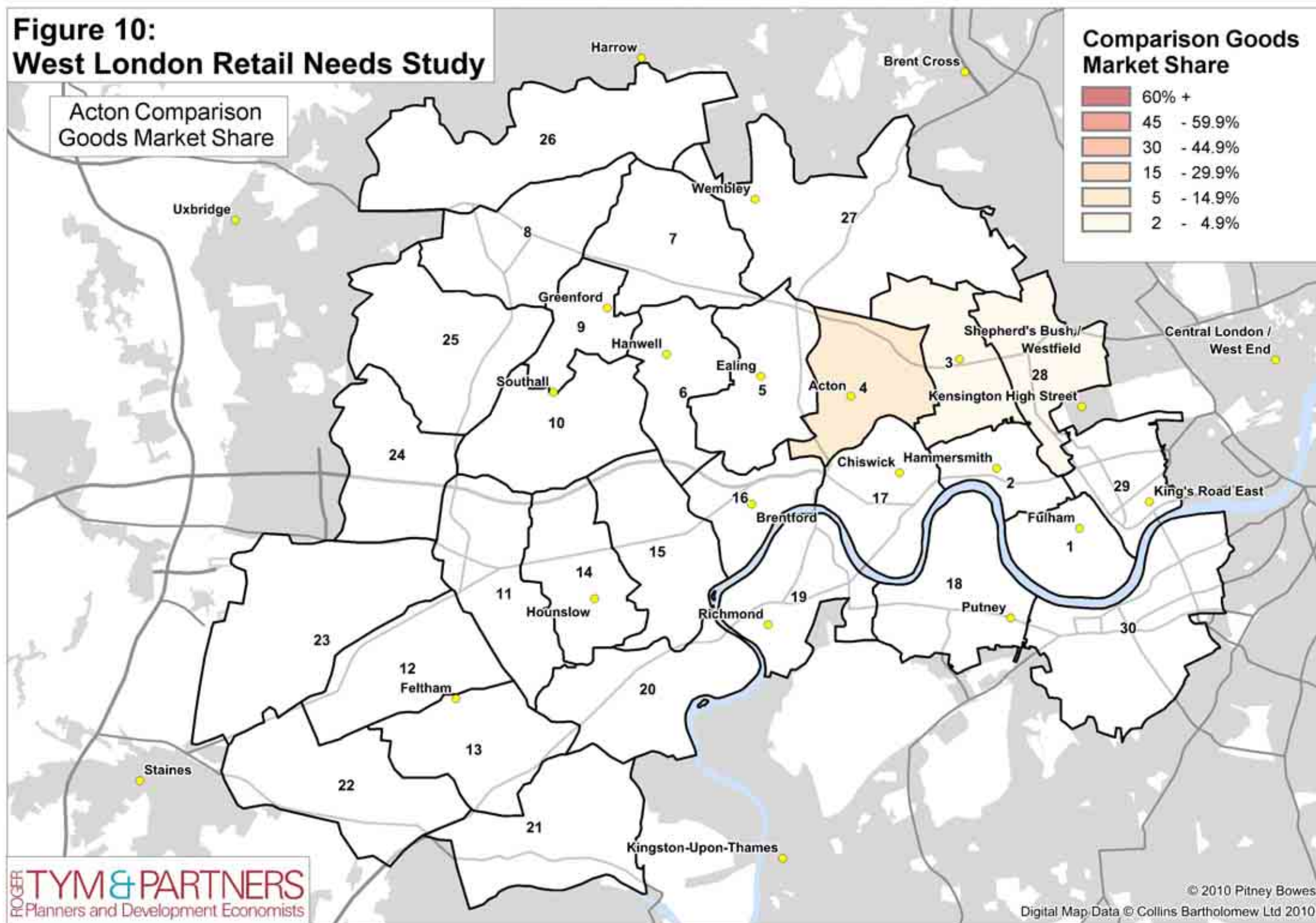
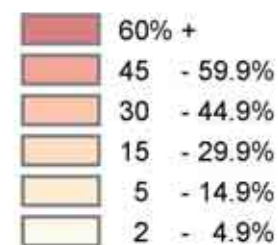




**Figure 10:**  
**West London Retail Needs Study**

Acton Comparison  
Goods Market Share

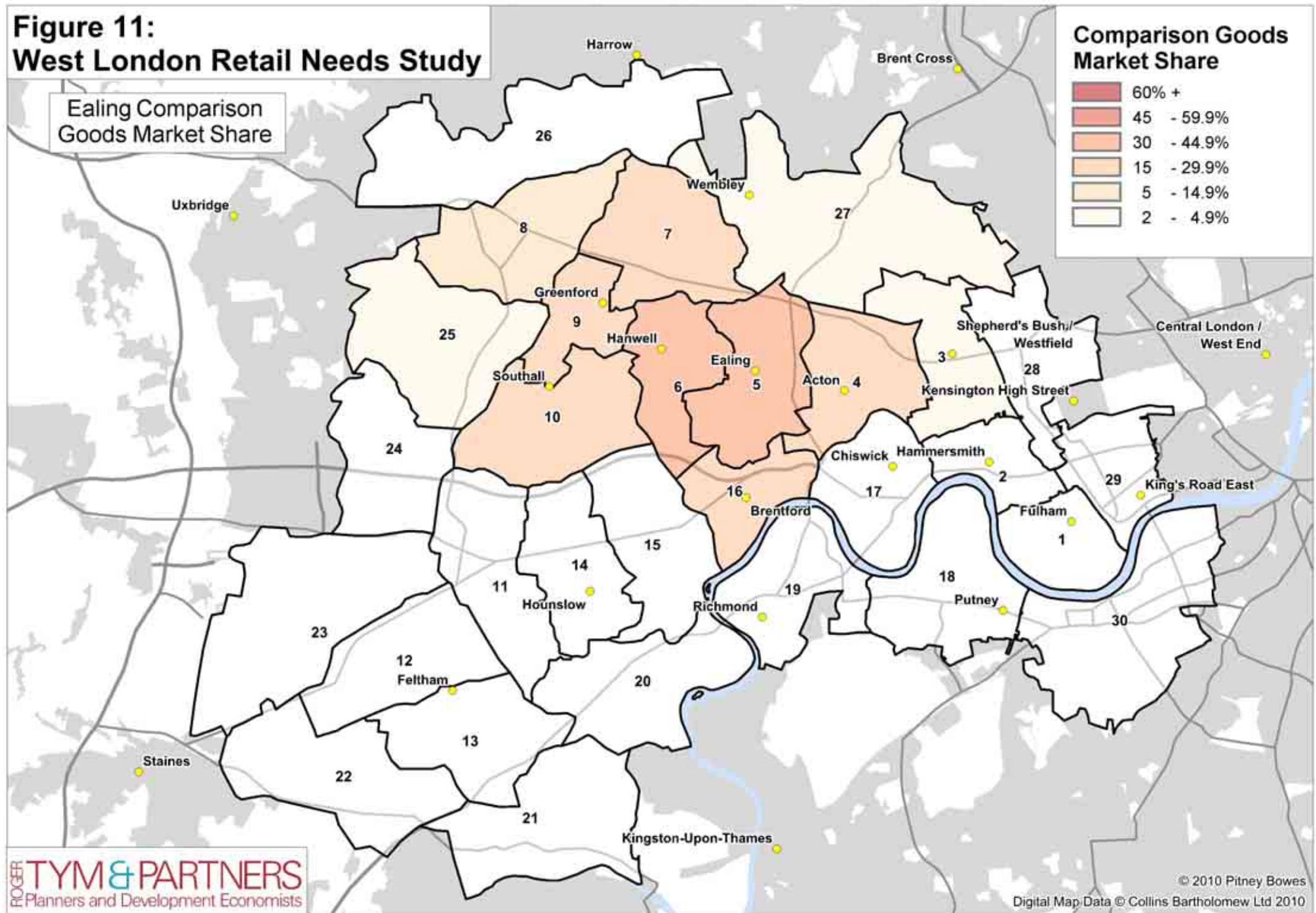
**Comparison Goods  
Market Share**



**Figure 11:**  
**West London Retail Needs Study**

Ealing Comparison  
Goods Market Share

**Comparison Goods  
Market Share**

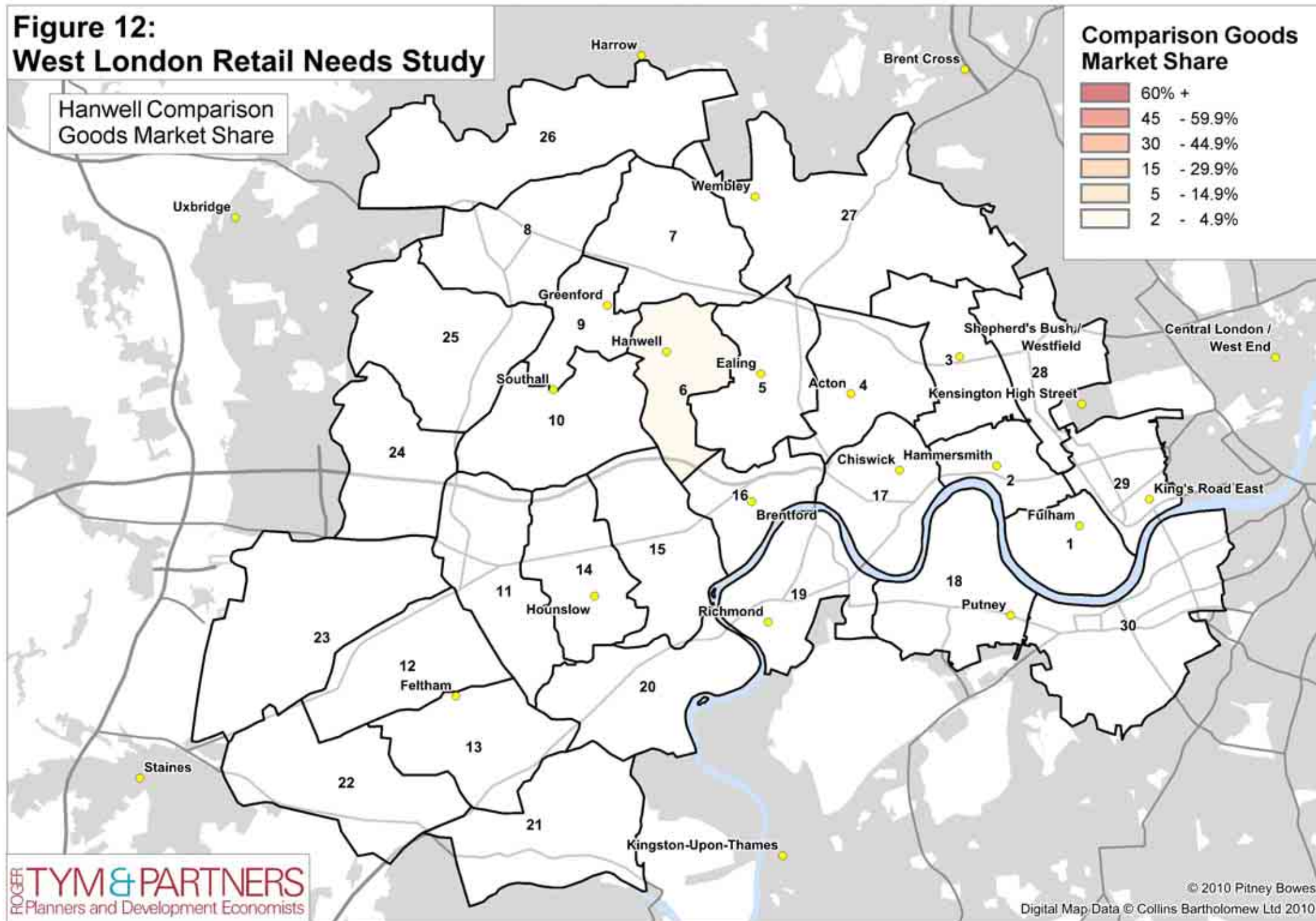
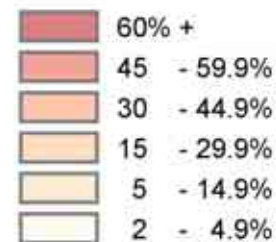




**Figure 12:**  
**West London Retail Needs Study**

Hanwell Comparison  
Goods Market Share

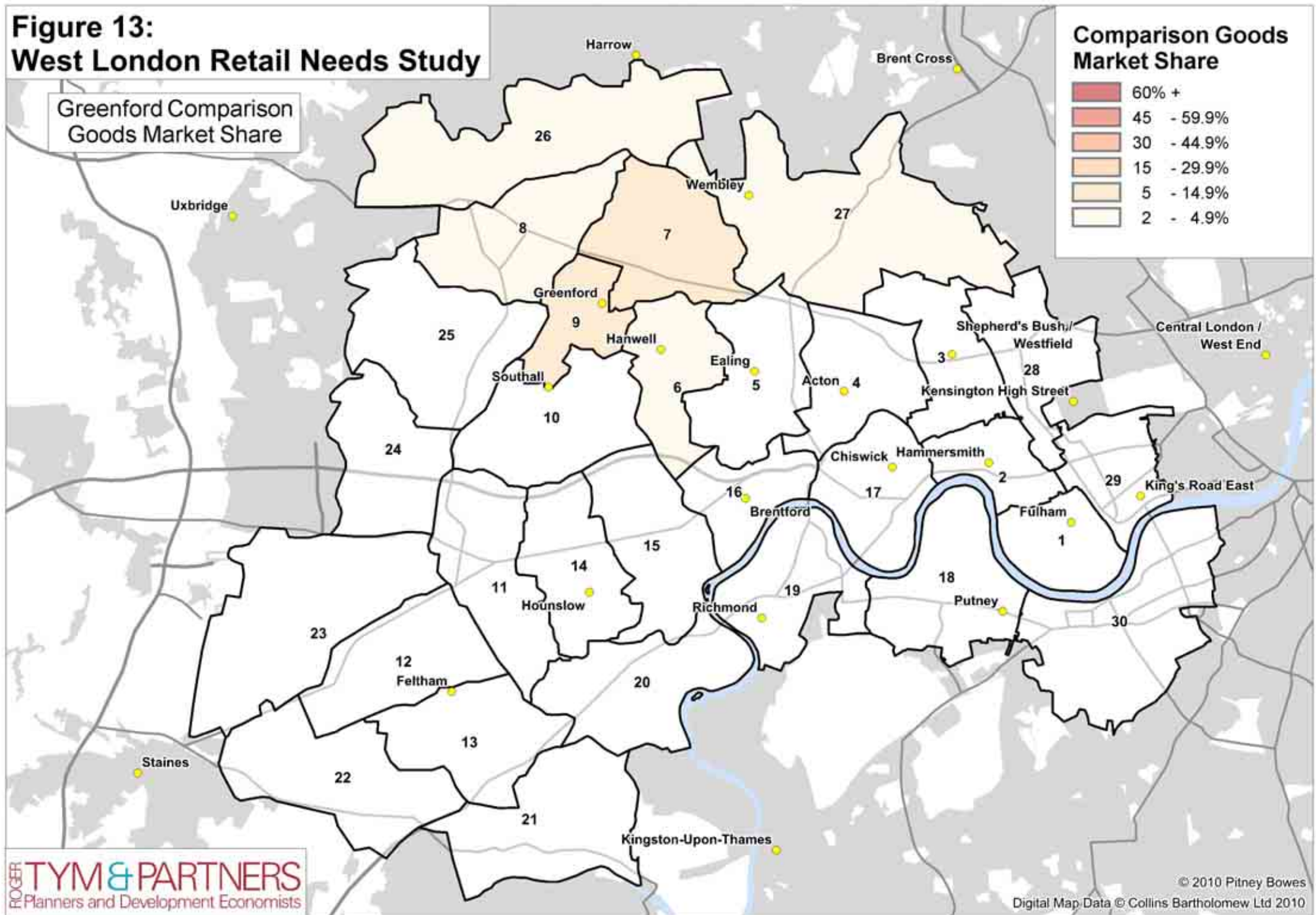
**Comparison Goods  
Market Share**



**Figure 13:**  
**West London Retail Needs Study**

Greenford Comparison  
Goods Market Share

**Comparison Goods  
Market Share**

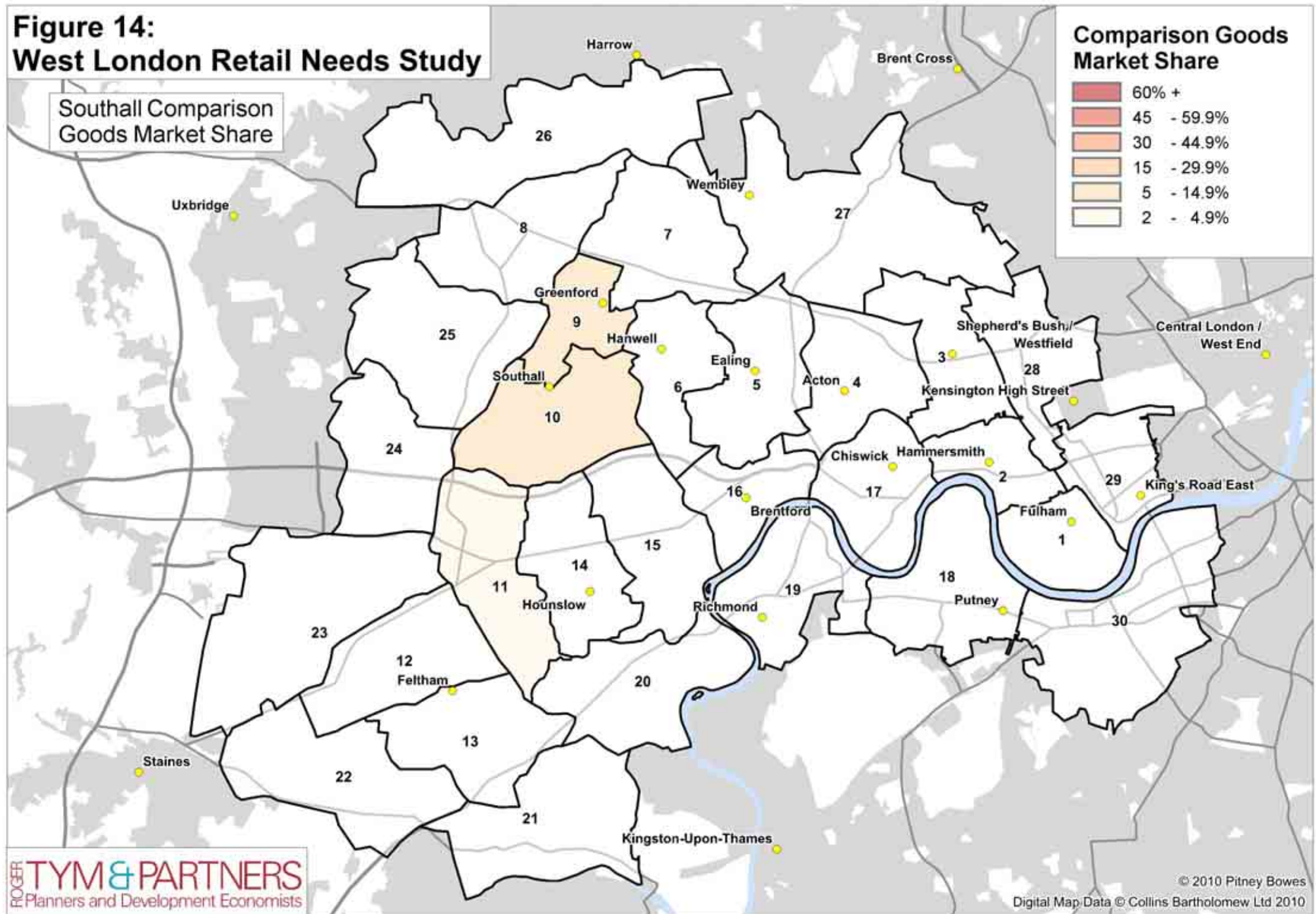




**Figure 14:**  
**West London Retail Needs Study**

Southall Comparison  
Goods Market Share

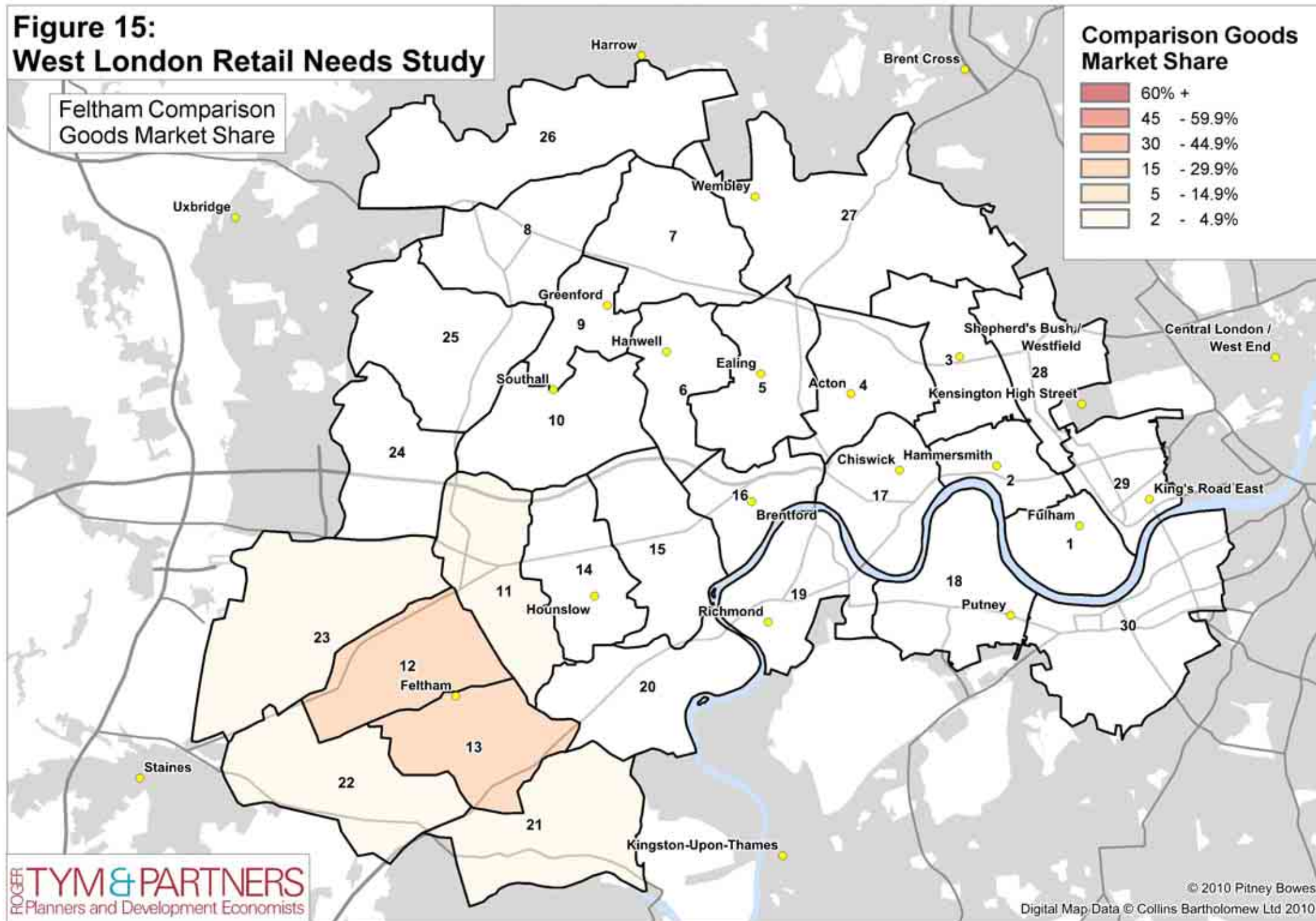
**Comparison Goods  
Market Share**



**Figure 15:**  
**West London Retail Needs Study**

Feltham Comparison  
Goods Market Share

**Comparison Goods  
Market Share**

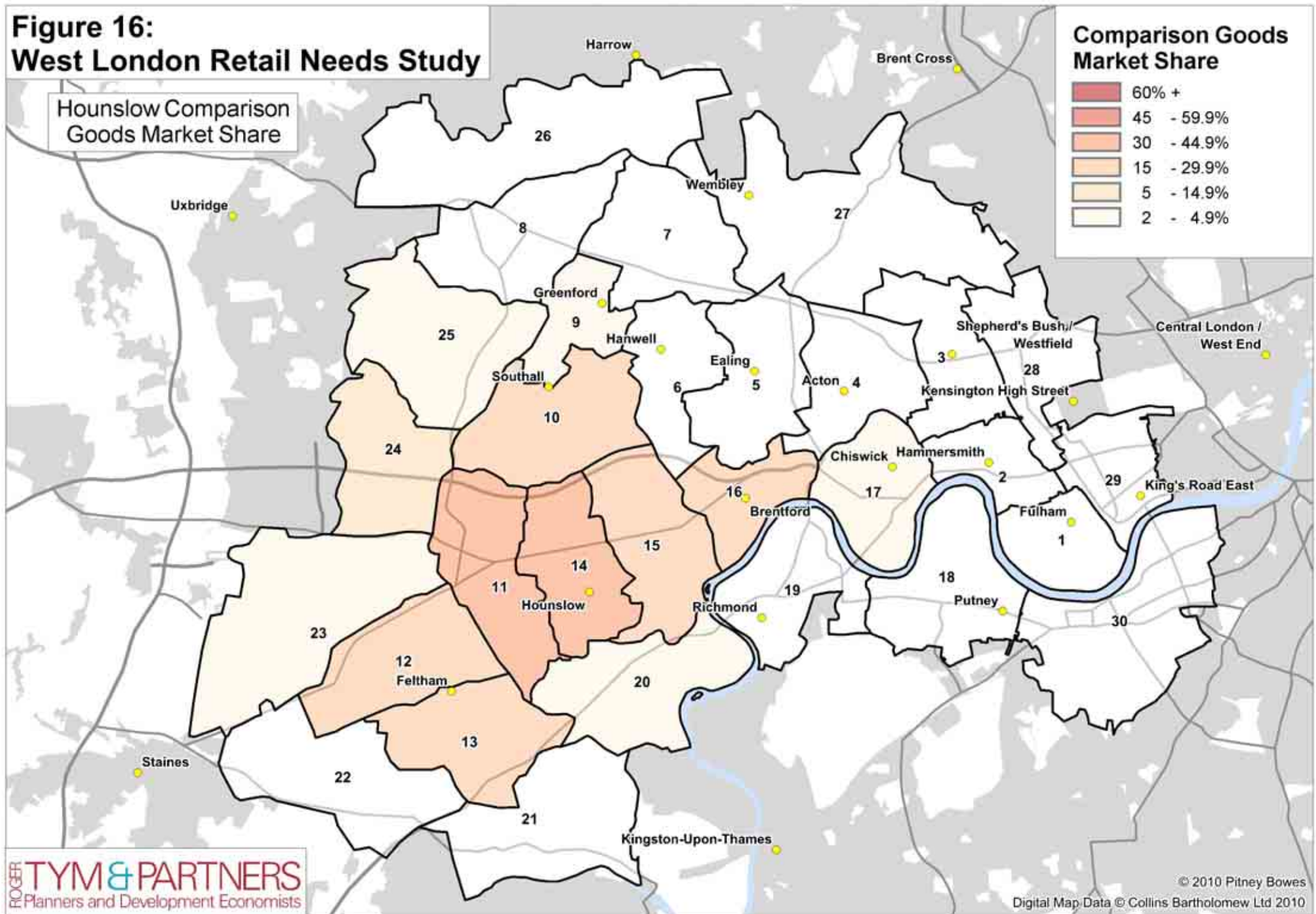




**Figure 16:**  
**West London Retail Needs Study**

Hounslow Comparison  
Goods Market Share

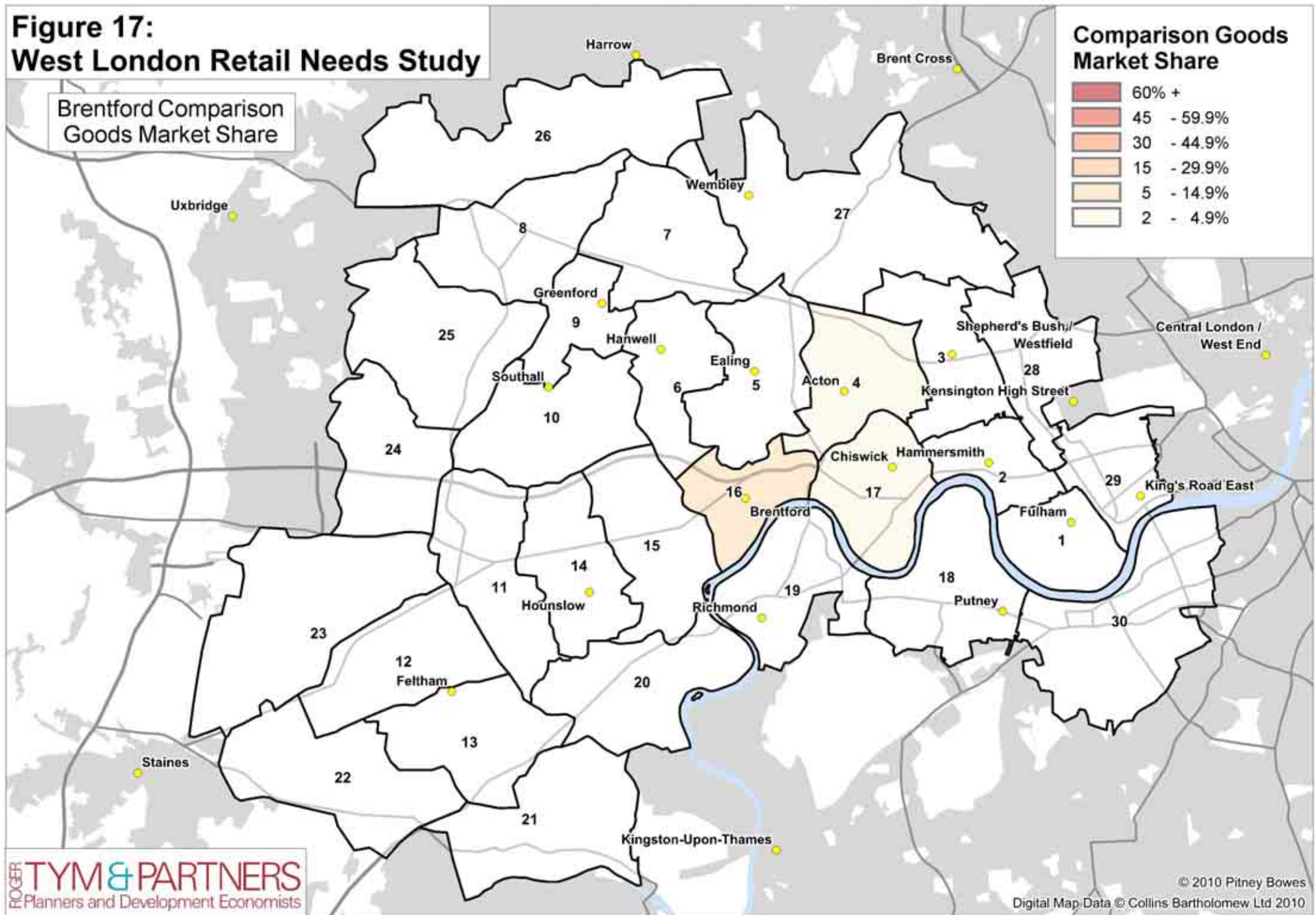
**Comparison Goods  
Market Share**



**Figure 17:**  
**West London Retail Needs Study**

Brentford Comparison  
Goods Market Share

**Comparison Goods  
Market Share**

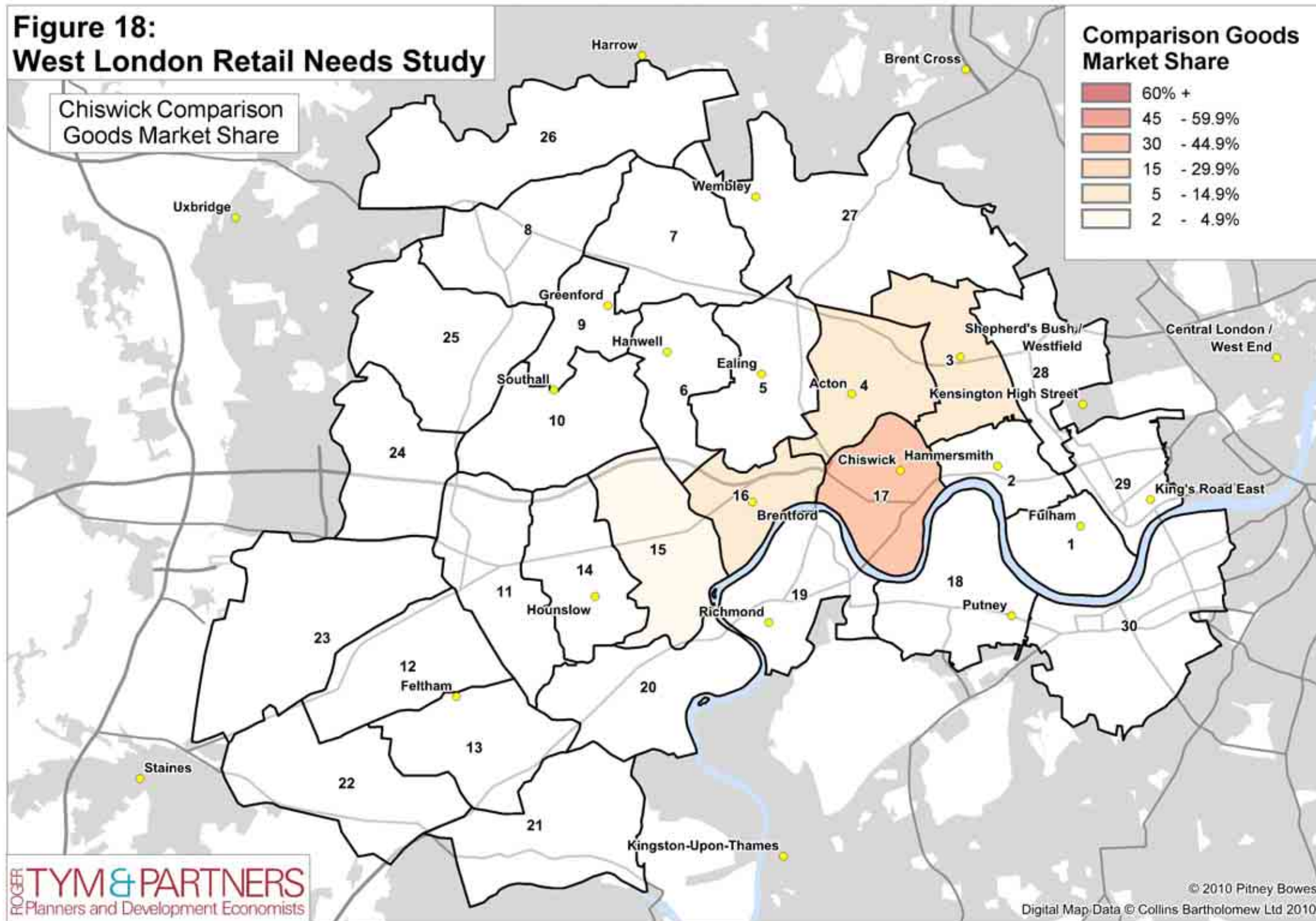
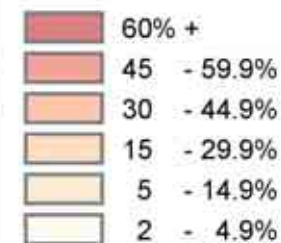




**Figure 18:**  
**West London Retail Needs Study**

Chiswick Comparison  
Goods Market Share

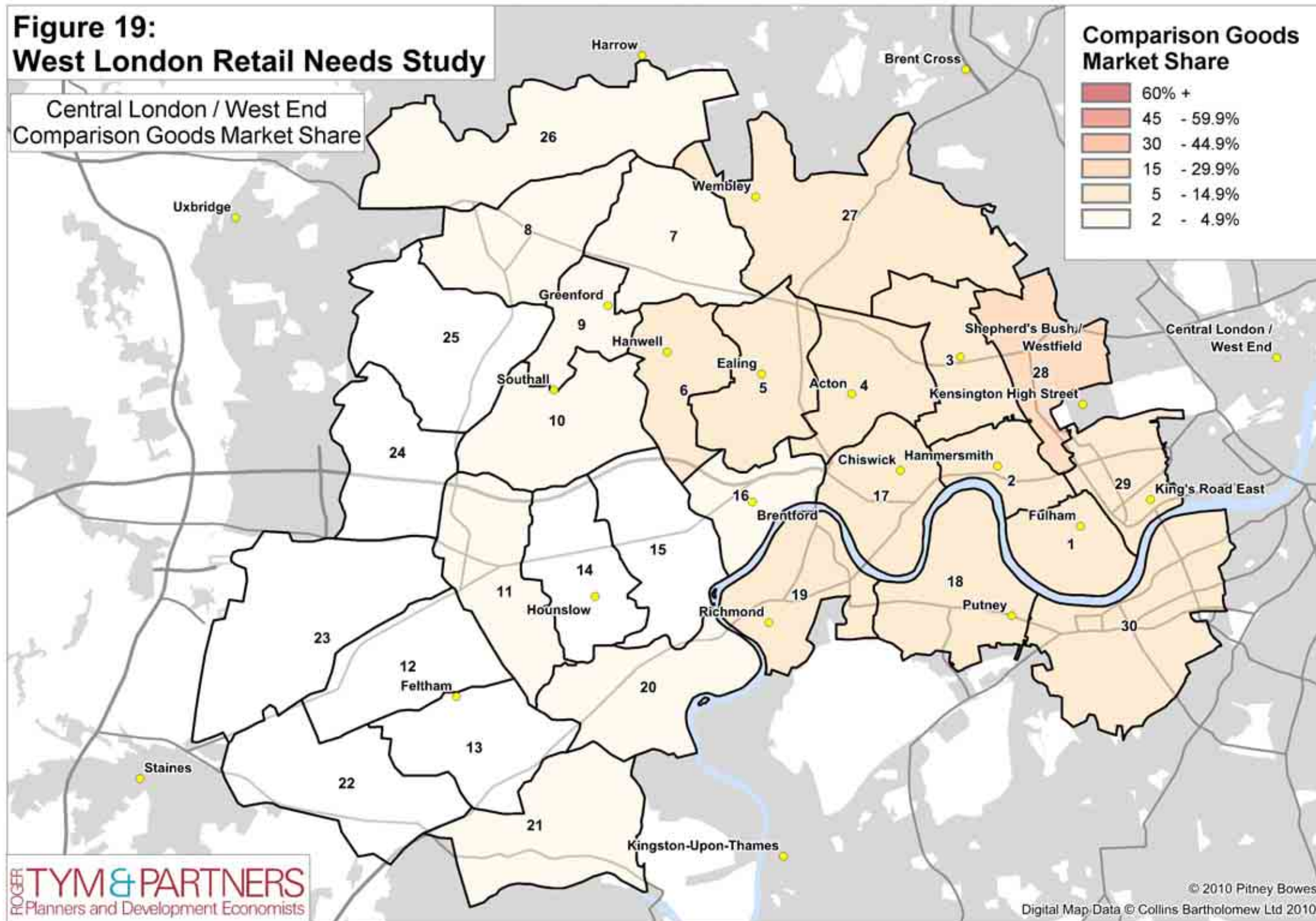
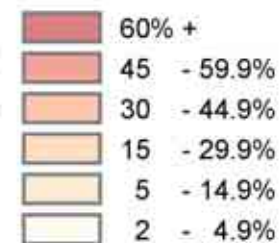
**Comparison Goods  
Market Share**



**Figure 19:**  
**West London Retail Needs Study**

Central London / West End  
Comparison Goods Market Share

**Comparison Goods Market Share**

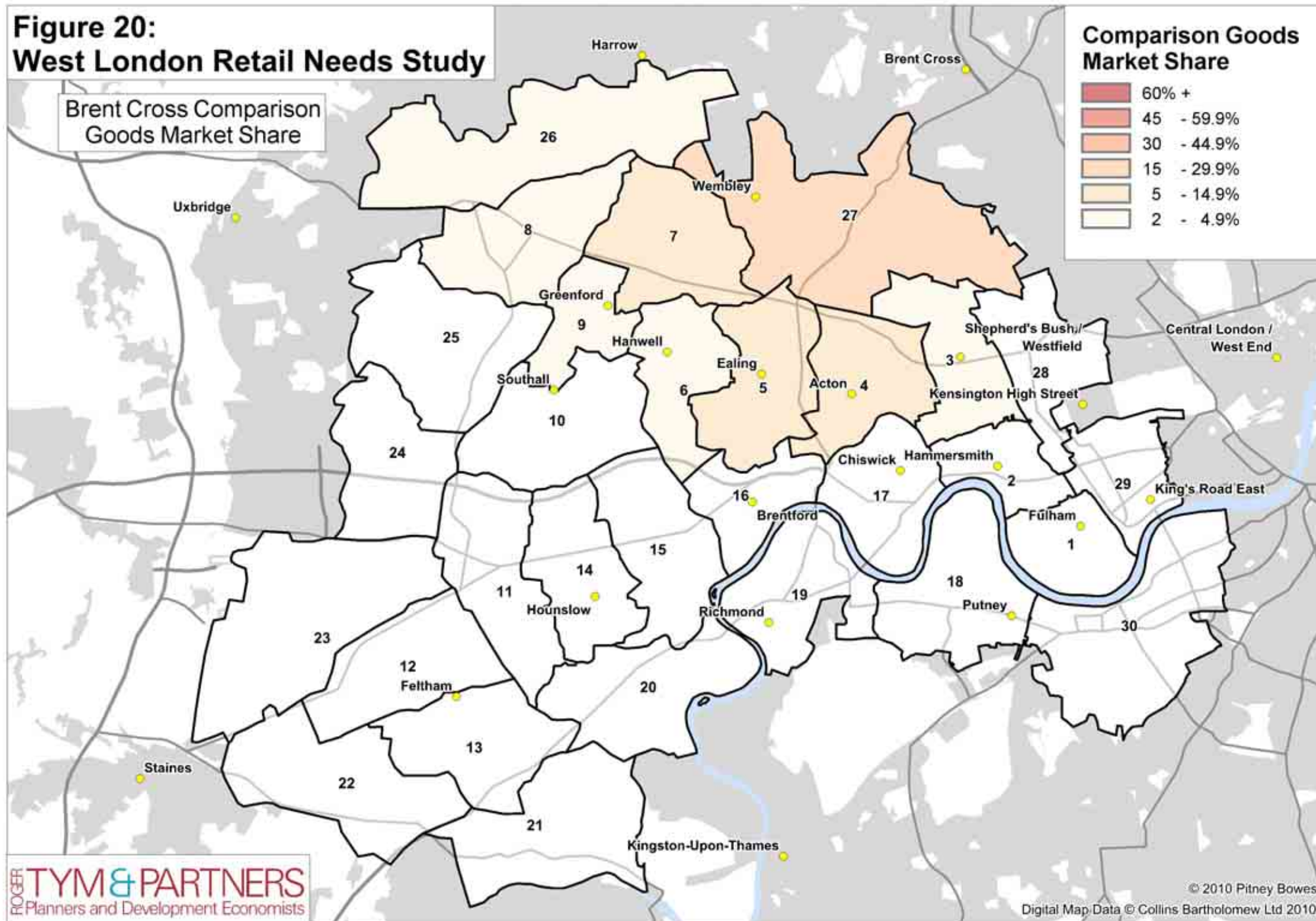
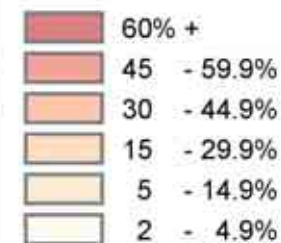




**Figure 20:**  
**West London Retail Needs Study**

Brent Cross Comparison  
Goods Market Share

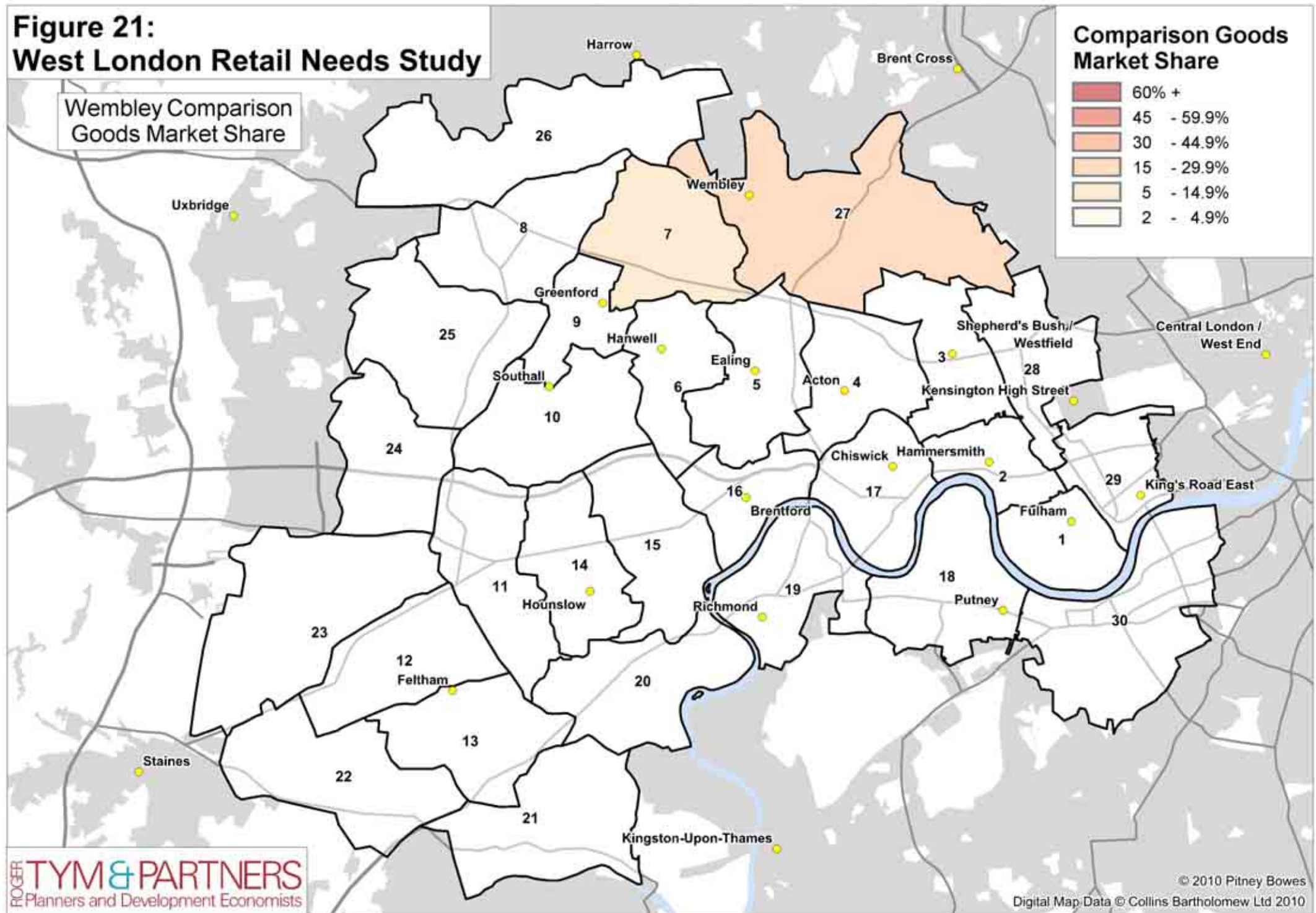
**Comparison Goods  
Market Share**



**Figure 21:**  
**West London Retail Needs Study**

Wembley Comparison  
Goods Market Share

**Comparison Goods  
Market Share**

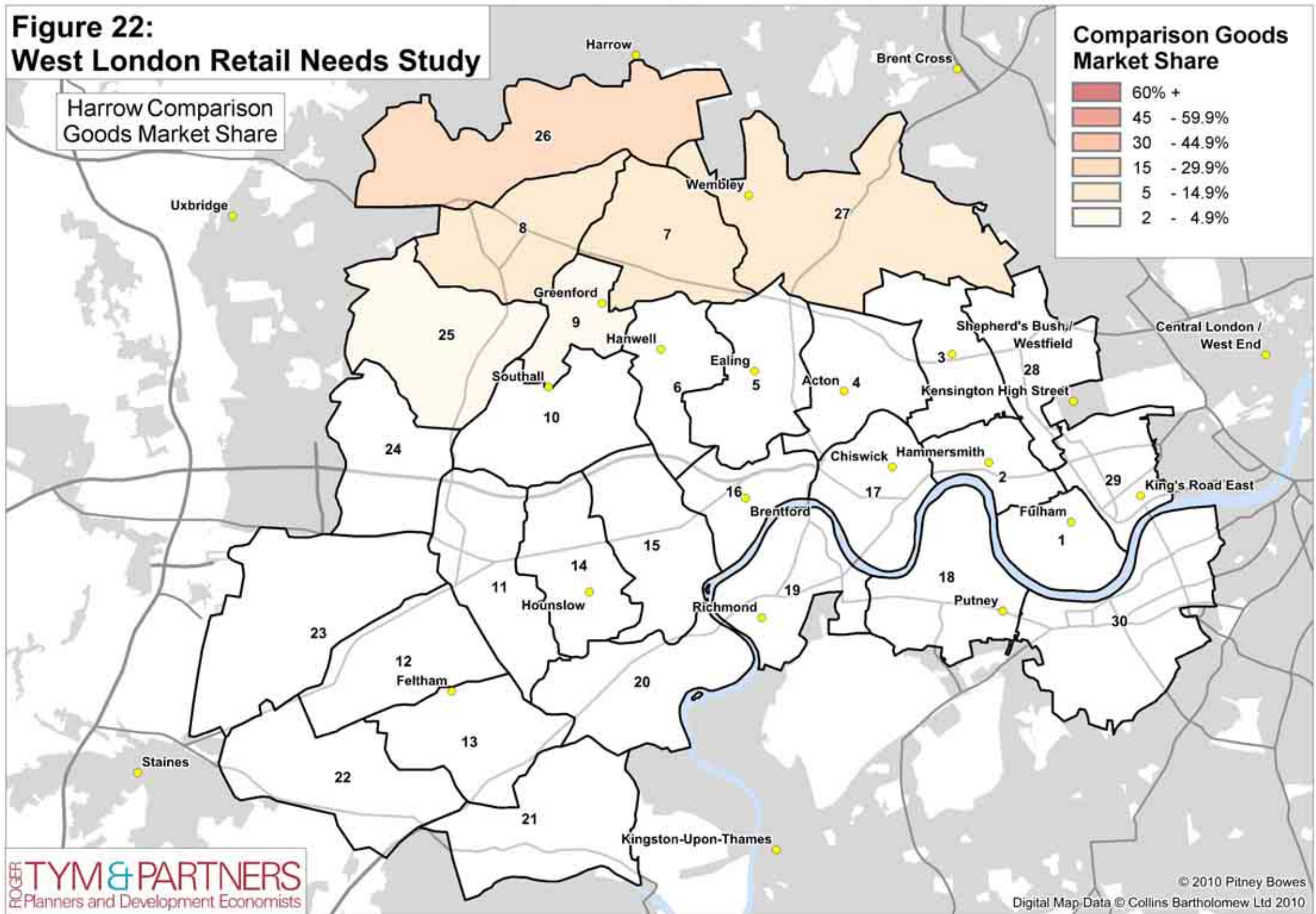




**Figure 22:**  
**West London Retail Needs Study**

Harrow Comparison  
Goods Market Share

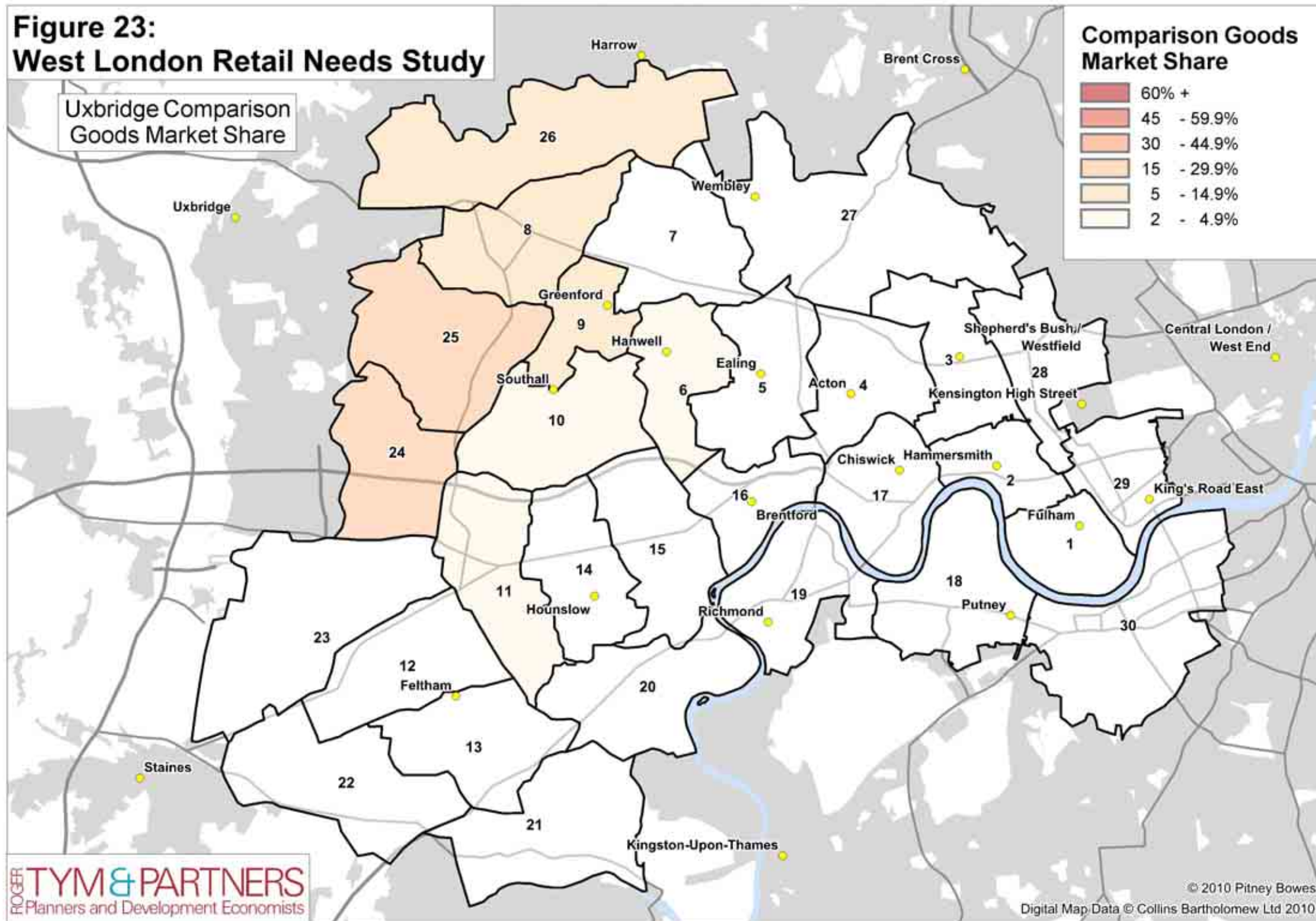
**Comparison Goods  
Market Share**



**Figure 23:**  
**West London Retail Needs Study**

Uxbridge Comparison  
Goods Market Share

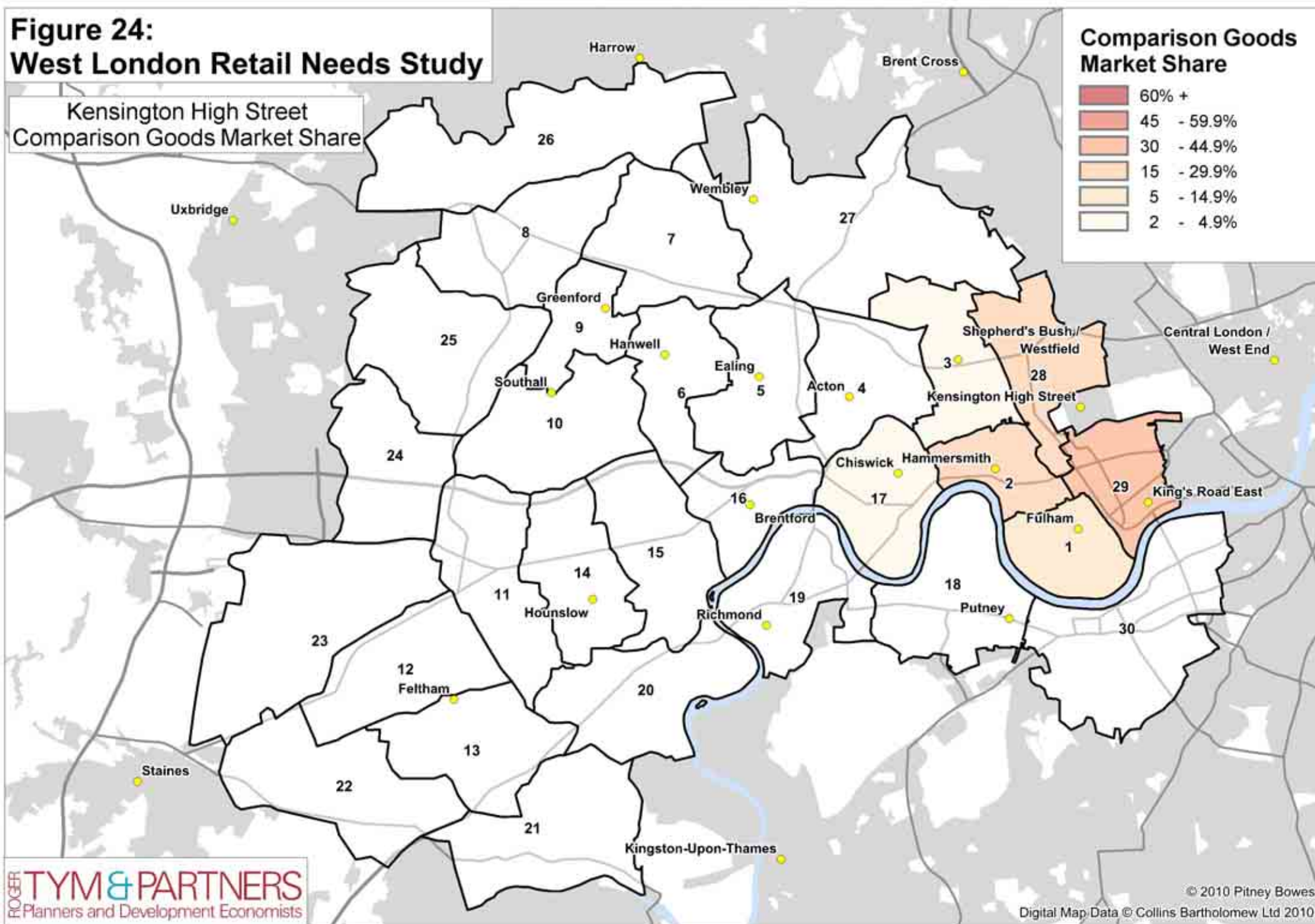
**Comparison Goods  
Market Share**





**Figure 24:**  
**West London Retail Needs Study**

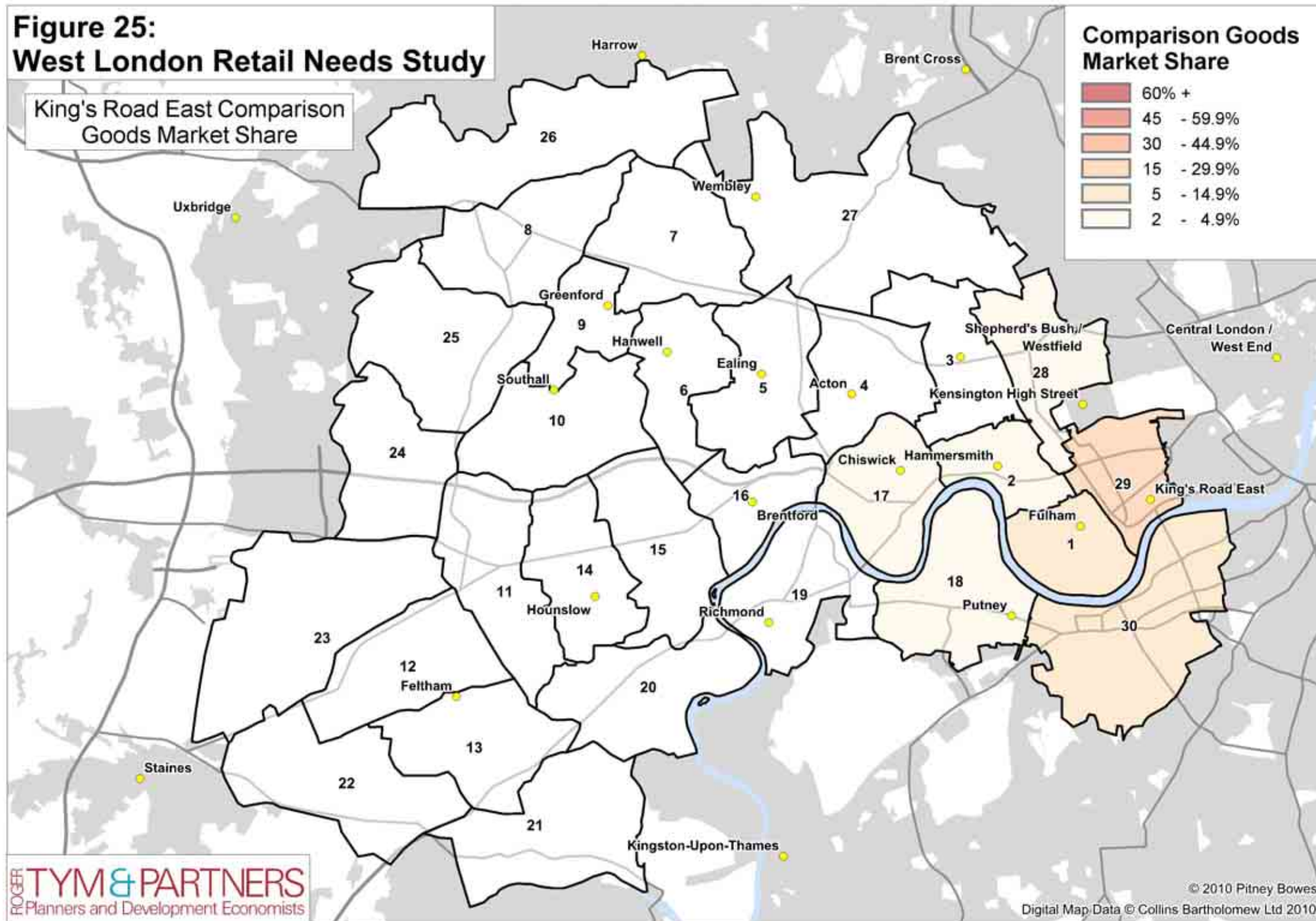
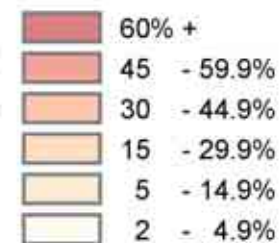
Kensington High Street  
Comparison Goods Market Share



**Figure 25:**  
**West London Retail Needs Study**

King's Road East Comparison  
Goods Market Share

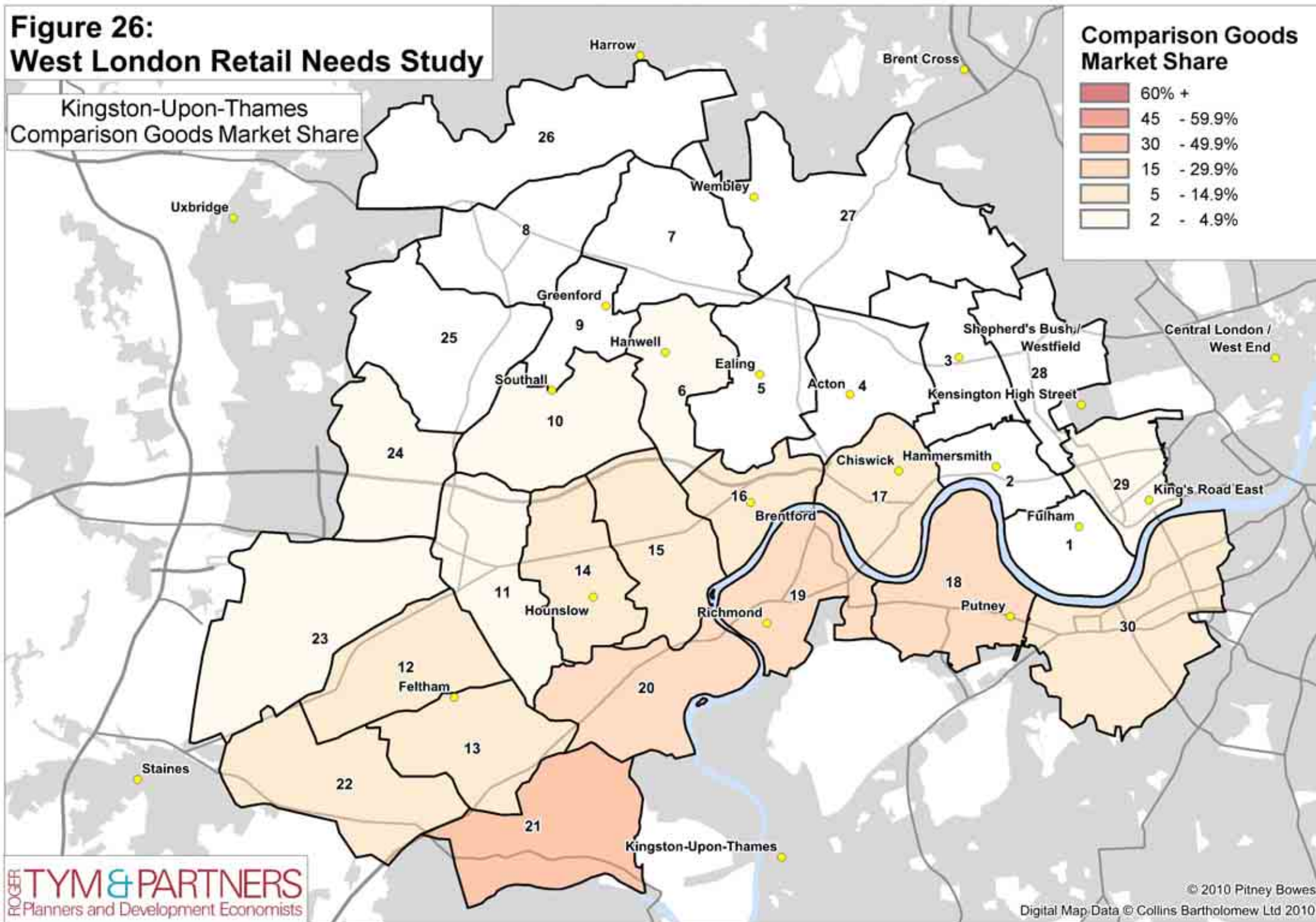
**Comparison Goods  
Market Share**



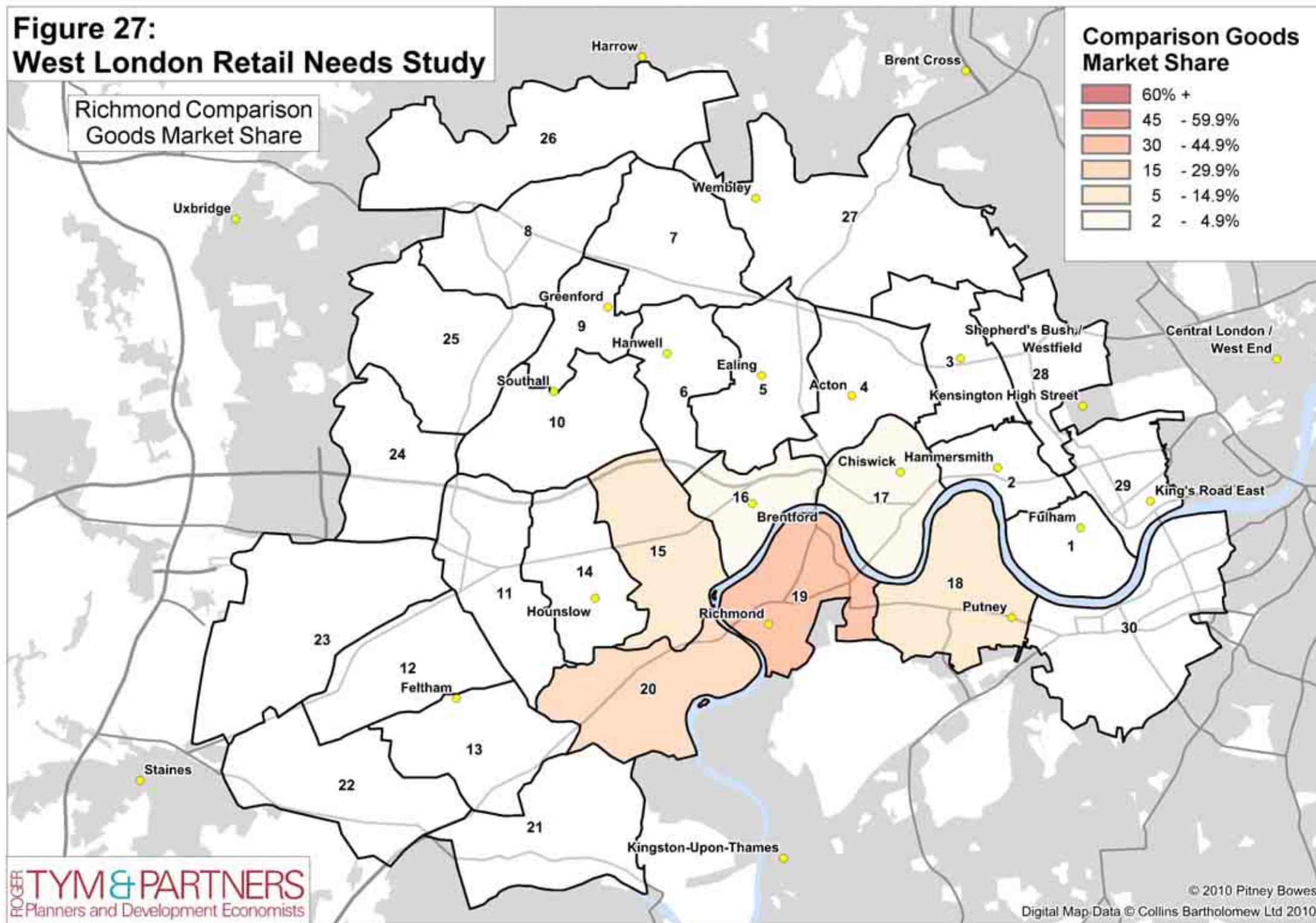


**Figure 26:**  
**West London Retail Needs Study**

Kingston-Upon-Thames  
Comparison Goods Market Share

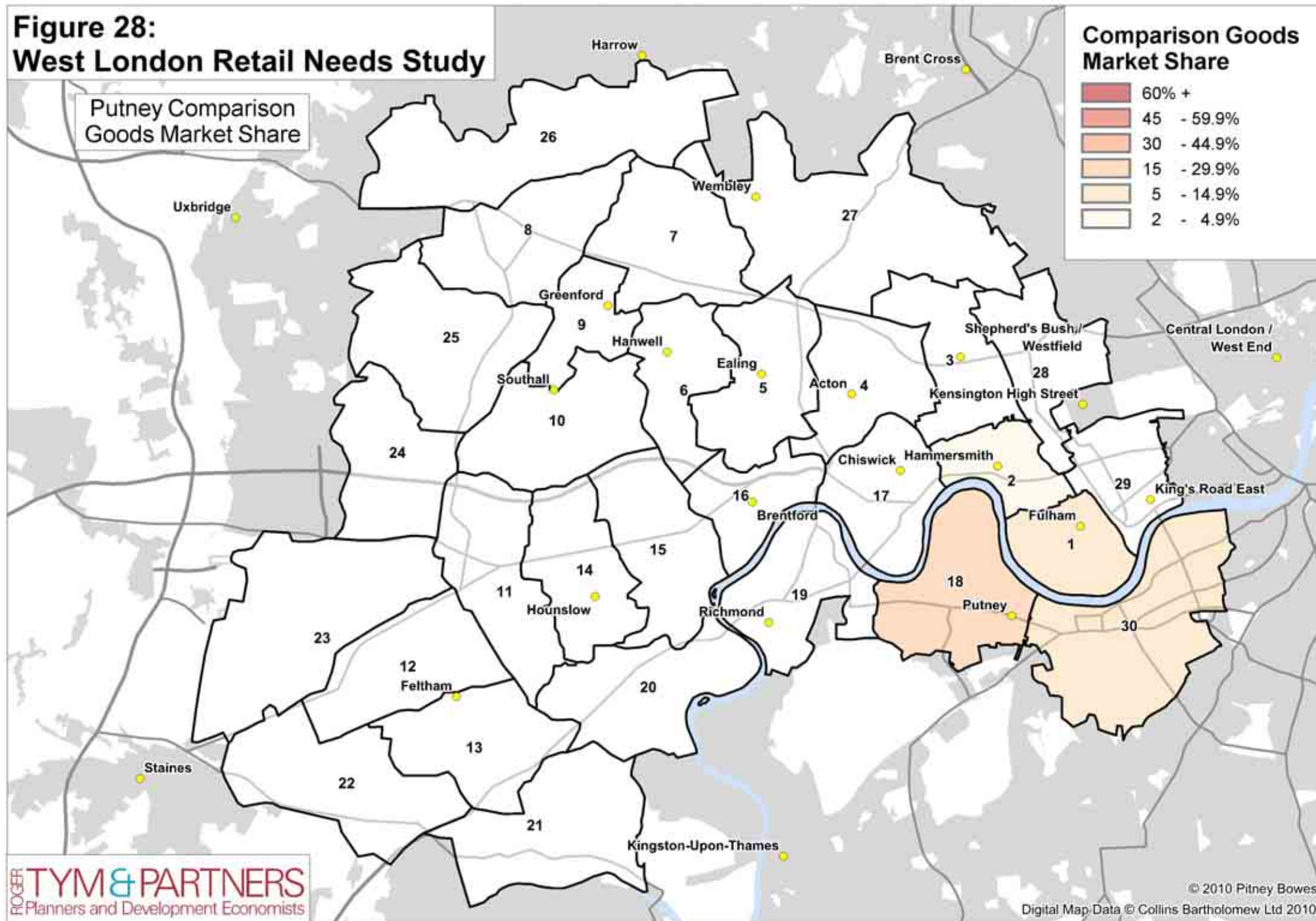


**Figure 27:**  
**West London Retail Needs Study**

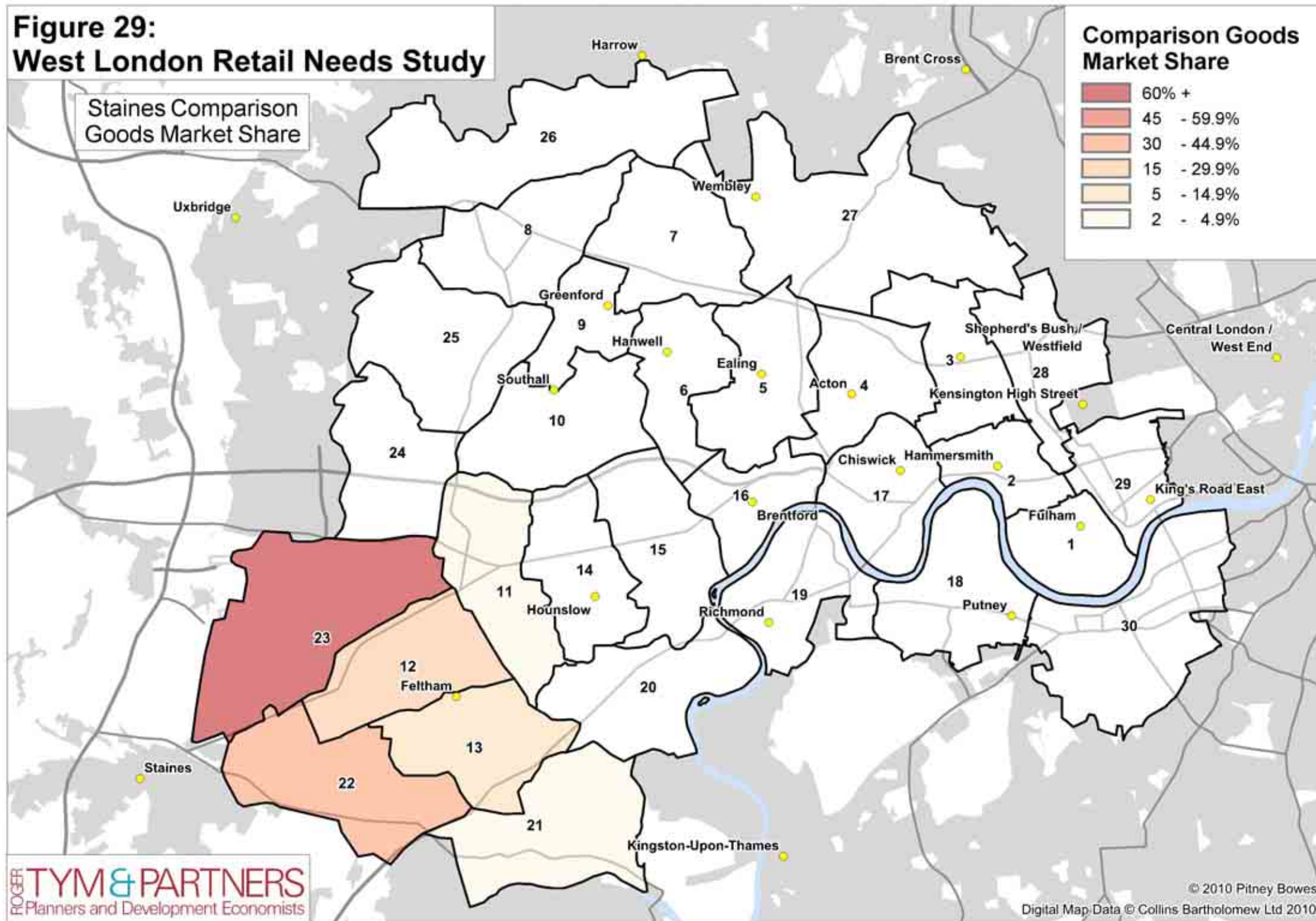




**Figure 28:**  
**West London Retail Needs Study**



**Figure 29:**  
**West London Retail Needs Study**



## APPENDIX 17

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### GVA Grimley Inflow Plans



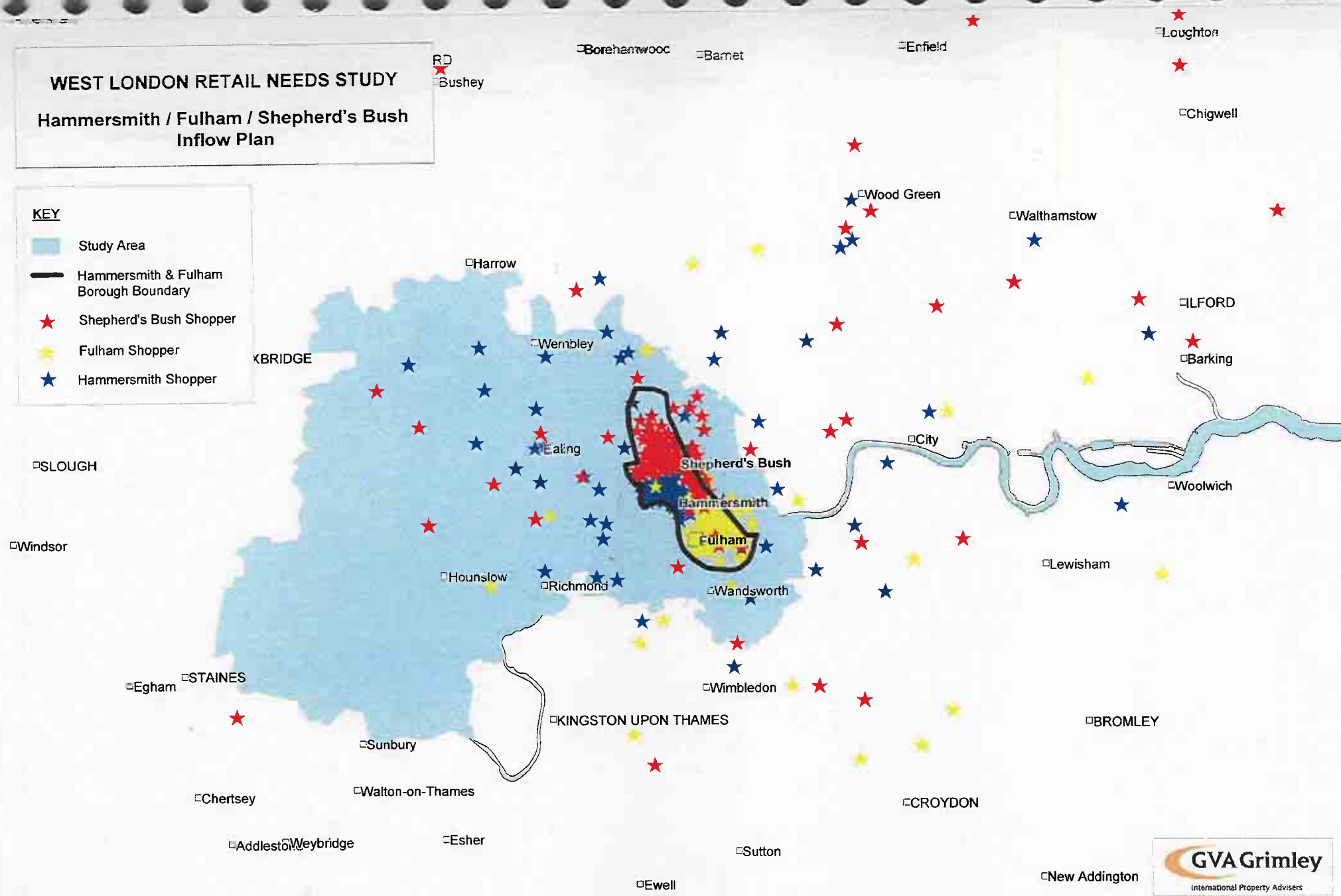


# WEST LONDON RETAIL NEEDS STUDY

## Hammersmith / Fulham / Shepherd's Bush Inflow Plan

### KEY

- Study Area
- Hammersmith & Fulham Borough Boundary
- ★ Shepherd's Bush Shopper
- ★ Fulham Shopper
- ★ Hammersmith Shopper

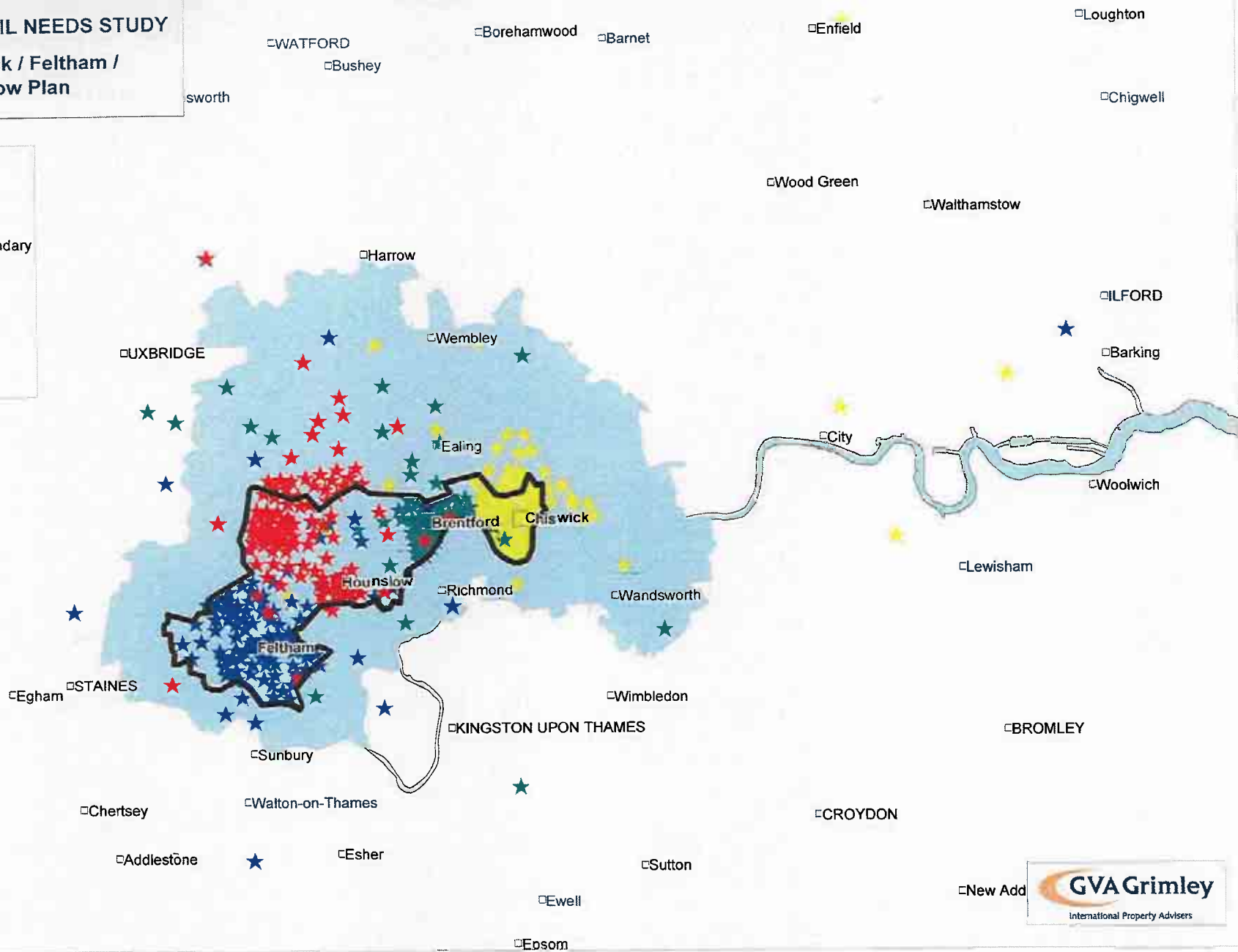


# WEST LONDON RETAIL NEEDS STUDY

## Hounslow / Chiswick / Feltham / Brentford Inflow Plan

### KEY

- Study Area
- Hounslow Borough Boundary
- ★ Hounslow Shopper
- ★ Chiswick Shopper
- ★ Feltham Shopper
- ★ Brentford Shopper



New Add



## Ealing / Acton / Southall / Hanwell / Greenford Inflow Plan

Study Area

Ealing Borough Boundary

Ealing Shopper

Acton Shopper

Southall Shopper

Hanwell Shopper

Greenford Shopper

