

COMPARISON TABLES

Table 1

Study Area Population

Year	ZONE 1&4	ZONE 2	ZONE 3	Total
2010	45425	29212	18346	92,983
2011	46067	29625	18605	94,298
2012	46768	30076	18888	95,732
2013	47527	30564	19195	97,286
2014	48169	30977	19454	98,600
2015	48870	31427	19737	100,034
2016	49570	31878	20020	101,469
2017	50271	32328	20303	102,903
2018	50972	32779	20586	104,337
2019	51614	33192	20846	105,652
2020	52315	33643	21129	107,086
2021	52957	34056	21388	108,400
2022	53658	34506	21671	109,835
2023	54300	34919	21930	111,149
2024	54884	35295	22166	112,344
2025	55468	35670	22402	113,540
2026	56051	36046	22638	114,735
2027	56577	36384	22850	115,810
2028	57161	36759	23086	117,006
2029	57628	37059	23274	117,962
2030	58153	37397	23487	119,037
2031	58620	37698	23675	119,993
<b>Increase 2011 - 2021</b>	12,553	8,073	5,070	25,696

**Source:** Pitney Bowes Business Insight.  
 Data: ONS Population Projections (2010 Base) estimate  
 Growth rates estimates using ONS 2010 based projections for Uttlesford District (local authority area)

**Table 2**

**Total Study Area Comparison Goods Expenditure per Head**

Year	Growth rate	ZONE 1&4 £	ZONE 2 £	ZONE 3 £
2010		3762	3768	3800
2011	0.2%	3769	3776	3808
2012	2.9%	3879	3885	3918
2013	3.1%	3999	4005	4039
2014	3.2%	4127	4134	4169
2015	3.1%	4255	4262	4298
2016	3.7%	4412	4419	4457
2017	4.3%	4602	4610	4649
2018	4.3%	4800	4808	4849
2019	4.0%	4992	5000	5042
2020	3.9%	5187	5195	5239
2021	3.8%	5384	5392	5438
2022	3.7%	5583	5592	5639
2023	3.6%	5784	5793	5842
2024	3.8%	6004	6013	6064
2025	3.8%	6232	6242	6295
2026	3.8%	6469	6479	6534
2027	3.8%	6714	6725	6782
2028	3.8%	6970	6981	7040
2029	3.8%	7234	7246	7308
2030	3.8%	7509	7522	7585
2031	3.8%	7795	7807	7874

**Notes:**

2010-2023 Expenditure per head assuming year on year growth from Pitney Bowes Retail Exp Guide 2013-14  
 2024-2031 Expenditure per head assuming year on year growth of 3.8%, applying projected average rate for 2018-2023 (Pitney Bowes Retail Exp Guide 2013-14)

**Source:**

Pitney Bowes Business Insight & Retail Expenditure Guide 2013-14  
 2012 Consumer Retail Expenditure Estimates

**Table 3**

**Total Study Area Total Expenditure on Comparison Goods**

<b>Year</b>	<b>ZONE 1&amp;4 £m</b>	<b>ZONE 2 £m</b>	<b>ZONE 3 £m</b>	<b>Total £m</b>
<b>2010</b>	170.88	110.07	69.71	350.67
<b>2011</b>	173.65	111.85	70.84	356.34
<b>2012</b>	181.40	116.84	74.00	372.25
<b>2013</b>	190.06	122.42	77.54	390.02
<b>2014</b>	198.79	128.05	81.10	407.94
<b>2015</b>	207.94	133.94	84.83	426.70
<b>2016</b>	218.72	140.88	89.23	448.83
<b>2017</b>	231.35	149.02	94.38	474.75
<b>2018</b>	244.66	157.59	99.81	502.07
<b>2019</b>	257.65	165.96	105.11	528.73
<b>2020</b>	271.34	174.77	110.70	556.81
<b>2021</b>	285.11	183.64	116.31	585.06
<b>2022</b>	299.57	192.96	122.21	614.73
<b>2023</b>	314.06	202.30	128.13	644.49
<b>2024</b>	329.50	212.24	134.43	676.17
<b>2025</b>	345.66	222.65	141.02	709.33
<b>2026</b>	362.58	233.54	147.92	744.04
<b>2027</b>	379.88	244.69	154.98	779.55
<b>2028</b>	398.39	256.61	162.53	817.53
<b>2029</b>	416.91	268.54	170.08	855.53
<b>2030</b>	436.69	281.28	178.16	896.13
<b>2031</b>	456.93	294.32	186.41	937.66

**Notes:**

Derived from Tables 1 and 2

Table 4a

Total Comparison Goods Market Share Incorporating Reduced Market Share Due to SFT

	2011	2016	2021	2026	2031
Saffron Walden	11.99%	11.61%	11.52%	11.51%	11.50%
Great Dunmow	2.36%	2.29%	2.27%	2.26%	2.26%
Thaxted	0.02%	0.02%	0.02%	0.02%	0.02%
Stansted	0.74%	0.72%	0.71%	0.71%	0.71%
Local Shops Within Zone 1	0.01%	0.01%	0.01%	0.01%	0.01%
Local Shops within Zone 3	0.00%	0.00%	0.00%	0.00%	0.00%
<b>Total for Study Area</b>	<b>15.12%</b>	<b>14.64%</b>	<b>14.53%</b>	<b>14.51%</b>	<b>14.50%</b>
Bishops Stortford	10.77%	10.43%	10.35%	10.34%	10.33%
Braintree	4.09%	3.96%	3.93%	3.93%	3.92%
Cambridge	34.23%	33.15%	32.89%	32.85%	32.82%
Chelmsford	7.20%	6.97%	6.92%	6.91%	6.90%
Harlow	8.04%	7.79%	7.73%	7.72%	7.71%
Haverhill	4.18%	4.05%	4.02%	4.01%	4.01%
Hertford	0.02%	0.02%	0.02%	0.02%	0.02%
Linton	0.35%	0.34%	0.34%	0.34%	0.34%
Royston	0.01%	0.01%	0.01%	0.01%	0.01%
Sawston	0.38%	0.37%	0.37%	0.36%	0.36%
Stevenage	0.02%	0.02%	0.02%	0.02%	0.02%
Other (Outside Zone 1)	0.15%	0.15%	0.14%	0.14%	0.14%
Other (Outside Zone 2)	0.03%	0.03%	0.03%	0.03%	0.03%
Other (Outside Zone 3)	0.08%	0.08%	0.08%	0.08%	0.08%
Outside region	5.66%	5.48%	5.44%	5.43%	5.43%
Very outside Region	0.86%	0.83%	0.83%	0.83%	0.82%
<b>Total Outside of Study Area</b>	<b>76.07%</b>	<b>73.66%</b>	<b>73.10%</b>	<b>73.01%</b>	<b>72.93%</b>
Internet / delivered	8.81%	11.70%	12.37%	12.48%	12.57%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Source:

NEMS survey results April 2011

Market shares adjusted to take account of increases in SFT:

2011-2016	2016-2021	2021-2026	2026-2031
2.89%	0.67%	0.11%	0.09%

Table 4b

Total Comparison Goods Expenditure

	Total
	2011
Saffron Walden	42.73
Great Dunmow	8.41
Thaxted	0.07
Stansted	2.64
Local Shops Within Zone 1	0.04
Local Shops within Zone 3	0.00
<b>Total for Study Area</b>	<b>53.88</b>
Bishops Stortford	38.38
Braintree	14.57
Cambridge	121.98
Chelmsford	25.66
Harlow	28.65
Haverhill	14.90
Hertford	0.07
Linton	1.25
Royston	0.04
Sawston	1.35
Stevenage	0.07
Other (Outside Zone 1)	0.53
Other (Outside Zone 2)	0.11
Other (Outside Zone 3)	0.29
Outside region	20.17
Very outside Region	3.06
<b>Total Outside of Study Area</b>	<b>271.07</b>
Internet / delivered	31.39
<b>Total</b>	<b>356.34</b>

Notes:

Derived from Tables 3 and 4a.

Table 4c

## Comparison Goods Market Share (excluding All DIY and Bulky) of Total Comparison Goods Market Share

	ZONE 1&4	ZONE 2	ZONE 3
Saffron Walden	13.61%	1.88%	1.08%
Great Dunmow	0.00%	7.21%	0.49%
Thaxted	0.00%	0.06%	0.00%
Stansted	0.04%	0.11%	2.12%
Local Shops within Zone 1	0.02%	0.00%	0.00%
Local Shops within Zone 3	0.00%	0.00%	0.00%
<b>Total for Study Area</b>			
Bishops Stortford	3.22%	8.95%	31.56%
Braintree	0.30%	10.84%	1.31%
Cambridge	42.19%	3.92%	5.97%
Chelmsford	0.10%	24.50%	2.54%
Harlow	1.89%	7.65%	17.71%
Haverhill	5.54%	0.00%	0.00%
Hertford	0.00%	0.03%	0.09%
Linton	0.59%	0.00%	0.00%
Royston	0.01%	0.00%	0.00%
Sawston	0.54%	0.00%	0.12%
Stevenage	0.00%	0.03%	0.08%
Other (Outside Zone 1)	0.03%	0.00%	0.00%
Other (Outside Zone 2)	0.00%	0.00%	0.00%
Other (Outside Zone 3)	0.00%	0.06%	0.08%
Outside region	2.78%	6.91%	8.29%
Very outside Region	1.11%	0.17%	0.55%
<b>Total Outside of Study Area</b>			
Internet / delivered	8.05%	7.70%	8.02%
<b>Total</b>	<b>80.02%</b>	<b>80.02%</b>	<b>80.02%</b>

Source:

NEMS survey results April 2011

Table 4d

## Comparison Goods Expenditure (excluding All DIY and Bulky) of Total Comparison Goods Expenditure

	ZONE 1&4	ZONE 2	ZONE 3	Total
Saffron Walden	23.64	2.11	0.76	26.51
Great Dunmow	0.00	8.07	0.35	8.42
Thaxted	0.00	0.07	0.00	0.07
Stansted	0.07	0.12	1.50	1.69
Local Shops within Zone 1	0.04	0.00	0.00	0.04
Local Shops within Zone 3	0.00	0.00	0.00	0.00
<b>Total for Study Area</b>				<b>36.73</b>
Bishops Stortford	5.59	10.01	22.36	37.97
Braintree	0.53	12.13	0.93	13.58
Cambridge	73.27	4.38	4.23	81.88
Chelmsford	0.17	27.40	1.80	29.36
Harlow	3.28	8.56	12.54	24.39
Haverhill	9.63	0.00	0.00	9.63
Hertford	0.00	0.03	0.06	0.10
Linton	1.02	0.00	0.00	1.02
Royston	0.02	0.00	0.00	0.02
Sawston	0.94	0.00	0.09	1.03
Stevenage	0.00	0.03	0.06	0.09
Other (Outside Zone 1)	0.04	0.00	0.00	0.04
Other (Outside Zone 2)	0.00	0.00	0.00	0.00
Other (Outside Zone 3)	0.00	0.06	0.06	0.12
Outside region	4.82	7.73	5.87	18.42
Very outside Region	1.92	0.19	0.39	2.50
<b>Total Outside of Study Area</b>				<b>220.17</b>
Internet / delivered	13.98	8.61	5.68	28.27
<b>Total</b>	<b>138.96</b>	<b>89.51</b>	<b>56.69</b>	<b>285.16</b>

## Notes:

Derived from Tables 3 and 4c.

Table 4e

## Combined DIY, Bulky Electrical &amp; Bulky Furniture Market Share of Total Comparison Goods Market Share

	ZONE 1&4	ZONE 2	ZONE 3
Saffron Walden	4.93%	0.90%	0.54%
Great Dunmow	0.05%	2.28%	0.00%
Thaxted	0.00%	0.02%	0.00%
Stansted	0.04%	0.13%	1.80%
Local Shops within Zone 1	0.00%	0.00%	0.00%
Local Shops within Zone 3	0.00%	0.00%	0.03%
Bishops Stortford	0.42%	1.62%	6.43%
Braintree	0.09%	4.26%	0.05%
Cambridge	10.63%	1.41%	0.84%
Chelmsford	0.00%	3.58%	0.24%
Harlow	0.56%	2.76%	7.07%
Haverhill	1.40%	0.00%	0.00%
Hertford	0.00%	0.00%	0.00%
Linton	0.00%	0.00%	0.00%
Royston	0.01%	0.00%	0.00%
Sawston	0.05%	0.00%	0.00%
Stevenage	0.00%	0.00%	0.00%
Other (Outside Zone 1)	0.17%	0.00%	0.16%
Other (Outside Zone 2)	0.00%	0.12%	0.00%
Other (Outside Zone 3)	0.00%	0.00%	0.35%
Outside region	0.92%	1.85%	1.11%
Very outside Region	0.03%	0.13%	0.16%
Internet / delivered	0.66%	0.92%	1.19%
<b>Total</b>	<b>19.98%</b>	<b>19.98%</b>	<b>19.98%</b>

Source:

NEMS survey results April 2011



Table 4f

## Combined DIY, Bulky Electrical &amp; Bulky Furniture Expenditure of Total Comparison Goods Expenditure

	ZONE 1&4	ZONE 2	ZONE 3	Total
Saffron Walden	8.56	1.01	0.38	9.96
Great Dunmow	0.09	2.55	0.00	2.64
Thaxted	0.00	0.02	0.00	0.02
Stansted	0.07	0.15	1.27	1.50
Local Shops within Zone 1	0.00	0.00	0.00	0.00
Local Shops within Zone 3	0.00	0.00	0.02	0.02
				<b>14.13</b>
Bishops Stortford	0.74	1.82	4.56	7.11
Braintree	0.16	4.76	0.04	4.96
Cambridge	18.45	1.57	0.59	20.62
Chelmsford	0.00	4.00	0.17	4.18
Harlow	0.98	3.08	5.01	9.07
Haverhill	2.44	0.00	0.00	2.44
Hertford	0.00	0.00	0.00	0.00
Linton	0.00	0.00	0.00	0.00
Royston	0.01	0.00	0.00	0.01
Sawston	0.09	0.00	0.00	0.09
Stevenage	0.00	0.00	0.00	0.00
Other (Outside Zone 1)	0.30	0.00	0.12	0.42
Other (Outside Zone 2)	0.00	0.13	0.00	0.13
Other (Outside Zone 3)	0.00	0.00	0.25	0.25
Outside region	1.59	2.07	0.79	4.45
Very outside Region	0.05	0.15	0.12	0.32
				<b>54.03</b>
Internet / delivered	1.15	1.03	0.84	3.02
<b>Total</b>	<b>34.69</b>	<b>22.34</b>	<b>14.15</b>	<b>71.18</b>

## Notes:

Derived from Tables 3 and 4e

Table 4g

## DIY Market Share of Total Comparison Goods Market Share

	ZONE 1&4	ZONE 2	ZONE 3
Saffron Walden	1.06%	0.23%	0.00%
Great Dunmow	0.01%	0.04%	0.00%
Thaxted	0.00%	0.02%	0.00%
Stansted	0.00%	0.02%	0.00%
Local Shops within Zone 1	0.00%	0.00%	0.00%
Local Shops within Zone 3	0.00%	0.00%	0.02%
Bishops Stortford	0.20%	0.56%	1.89%
Braintree	0.01%	1.10%	0.00%
Cambridge	0.81%	0.02%	0.02%
Chelmsford	0.00%	0.45%	0.02%
Harlow	0.04%	0.22%	0.64%
Haverhill	0.49%	0.00%	0.00%
Hertford	0.00%	0.00%	0.00%
Linton	0.00%	0.00%	0.00%
Royston	0.01%	0.00%	0.00%
Sawston	0.04%	0.00%	0.00%
Stevenage	0.00%	0.00%	0.00%
Other (Outside Zone 1)	0.00%	0.00%	0.00%
Other (Outside Zone 2)	0.00%	0.00%	0.00%
Other (Outside Zone 3)	0.00%	0.00%	0.02%
Outside region	0.01%	0.04%	0.02%
Very outside Region	0.03%	0.02%	0.00%
Internet / delivered	0.00%	0.00%	0.05%
<b>Total</b>	<b>2.70%</b>	<b>2.70%</b>	<b>2.70%</b>

Source:

NEMS survey results April 2011

Table 4h

## DIY Expenditure of Total Comparison Goods Expenditure

	ZONE 1&4	ZONE 2	ZONE 3	Total
Saffron Walden	1.84	0.26	0.00	2.10
Great Dunmow	0.01	0.04	0.00	0.05
Thaxted	0.00	0.02	0.00	0.02
Stansted	0.00	0.02	0.00	0.02
Local Shops within Zone 1	0.00	0.00	0.00	0.00
Local Shops within Zone 3	0.00	0.00	0.02	0.02
				<b>2.21</b>
Bishops Stortford	0.35	0.62	1.34	2.32
Braintree	0.01	1.23	0.00	1.24
Cambridge	1.41	0.02	0.02	1.45
Chelmsford	0.00	0.50	0.02	0.52
Harlow	0.06	0.24	0.45	0.76
Haverhill	0.86	0.00	0.00	0.86
Hertford	0.00	0.00	0.00	0.00
Linton	0.00	0.00	0.00	0.00
Royston	0.01	0.00	0.00	0.01
Sawston	0.06	0.00	0.00	0.06
Stevenage	0.00	0.00	0.00	0.00
Other (Outside Zone 1)	0.00	0.00	0.00	0.00
Other (Outside Zone 2)	0.00	0.00	0.00	0.00
Other (Outside Zone 3)	0.00	0.00	0.02	0.02
Outside region	0.03	0.04	0.02	0.08
Very outside Region	0.05	0.02	0.00	0.07
				<b>7.38</b>
Internet / delivered	0.00	0.00	0.03	0.03
<b>Total</b>	<b>4.69</b>	<b>3.02</b>	<b>1.91</b>	<b>9.62</b>

## Notes:

Derived from Tables 3 and 4g.

Table 4i

## Bulky Electrical Market Share of Total Comparison Goods Market Share

	ZONE 1&4	ZONE 2	ZONE 3
Saffron Walden	0.87%	0.08%	0.06%
Great Dunmow	0.00%	0.04%	0.00%
Thaxted	0.00%	0.00%	0.00%
Stansted	0.00%	0.00%	0.00%
Local Shops within Zone 1	0.00%	0.00%	0.00%
Local Shops within Zone 3	0.00%	0.00%	0.00%
Bishops Stortford	0.14%	0.35%	1.51%
Braintree	0.04%	1.40%	0.06%
Cambridge	2.69%	0.23%	0.17%
Chelmsford	0.00%	1.17%	0.06%
Harlow	0.18%	0.93%	2.24%
Haverhill	0.36%	0.00%	0.00%
Hertford	0.00%	0.00%	0.00%
Linton	0.00%	0.00%	0.00%
Royston	0.00%	0.00%	0.00%
Sawston	0.01%	0.00%	0.00%
Stevenage	0.00%	0.00%	0.00%
Other (Outside Zone 1)	0.00%	0.00%	0.00%
Other (Outside Zone 2)	0.00%	0.00%	0.00%
Other (Outside Zone 3)	0.00%	0.00%	0.00%
Outside region	0.04%	0.19%	0.28%
Very outside Region	0.00%	0.00%	0.00%
Internet / delivered	0.53%	0.47%	0.50%
<b>Total</b>	<b>4.86%</b>	<b>4.86%</b>	<b>4.86%</b>

Source:

NEMS survey results April 2011

Table 4j

## Bulky Electrical Expenditure of Total Comparison Goods Expenditure

	ZONE 1&4	ZONE 2	ZONE 3	Total
Saffron Walden	1.52	0.09	0.04	1.64
Great Dunmow	0.00	0.04	0.00	0.04
Thaxted	0.00	0.00	0.00	0.00
Stansted	0.00	0.00	0.00	0.00
Local Shops within Zone 1	0.00	0.00	0.00	0.00
Local Shops within Zone 3	0.00	0.00	0.00	0.00
				<b>1.69</b>
Bishops Stortford	0.24	0.39	1.07	1.70
Braintree	0.07	1.57	0.04	1.68
Cambridge	4.67	0.26	0.12	5.05
Chelmsford	0.00	1.31	0.04	1.34
Harlow	0.31	1.04	1.58	2.94
Haverhill	0.63	0.00	0.00	0.63
Hertford	0.00	0.00	0.00	0.00
Linton	0.00	0.00	0.00	0.00
Royston	0.00	0.00	0.00	0.00
Sawston	0.02	0.00	0.00	0.02
Stevenage	0.00	0.00	0.00	0.00
Other (Outside Zone 1)	0.00	0.00	0.00	0.00
Other (Outside Zone 2)	0.00	0.00	0.00	0.00
Other (Outside Zone 3)	0.00	0.00	0.00	0.00
Outside region	0.07	0.22	0.20	0.49
Very outside Region	0.00	0.00	0.00	0.00
				<b>13.85</b>
Internet / delivered	0.91	0.52	0.36	1.79
<b>Total</b>	<b>8.44</b>	<b>5.44</b>	<b>3.44</b>	<b>17.32</b>

## Notes:

Derived from Tables 3 and 4i

Table 4k

## Bulky Furniture Market Share of Total Comparison Goods Market Share

	ZONE 1&4	ZONE 2	ZONE 3
Saffron Walden	3.04%	0.58%	0.49%
Great Dunmow	0.04%	2.22%	0.00%
Thaxted	0.00%	0.00%	0.00%
Stansted	0.04%	0.12%	1.81%
Local Shops within Zone 1	0.00%	0.00%	0.00%
Local Shops within Zone 3	0.00%	0.00%	0.00%
Bishops Stortford	0.09%	0.70%	2.96%
Braintree	0.04%	1.75%	0.00%
Cambridge	7.16%	1.17%	0.66%
Chelmsford	0.00%	1.98%	0.16%
Harlow	0.35%	1.63%	4.27%
Haverhill	0.56%	0.00%	0.00%
Hertford	0.00%	0.00%	0.00%
Linton	0.00%	0.00%	0.00%
Royston	0.00%	0.00%	0.00%
Sawston	0.00%	0.00%	0.00%
Stevenage	0.00%	0.00%	0.00%
Other (Outside Zone 1)	0.17%	0.00%	0.16%
Other (Outside Zone 2)	0.00%	0.12%	0.00%
Other (Outside Zone 3)	0.00%	0.00%	0.33%
Outside region	0.87%	1.63%	0.82%
Very outside Region	0.00%	0.12%	0.16%
Internet / delivered	0.13%	0.47%	0.66%
<b>Total</b>	<b>12.49%</b>	<b>12.49%</b>	<b>12.49%</b>

Source:

NEMS survey results April 2011

Table 4i

## Bulky Furniture Expenditure of Total Comparison Goods Expenditure

	ZONE 1&4	ZONE 2	ZONE 3	Total
Saffron Walden	5.27	0.65	0.35	6.27
Great Dunmow	0.08	2.48	0.00	2.56
Thaxted	0.00	0.00	0.00	0.00
Stansted	0.08	0.13	1.28	1.49
Local Shops within Zone 1	0.00	0.00	0.00	0.00
Local Shops within Zone 3	0.00	0.00	0.00	0.00
				<b>10.32</b>
Bishops Stortford	0.15	0.78	2.10	3.03
Braintree	0.08	1.96	0.00	2.03
Cambridge	12.43	1.31	0.47	14.20
Chelmsford	0.00	2.22	0.12	2.34
Harlow	0.60	1.83	3.03	5.46
Haverhill	0.98	0.00	0.00	0.98
Hertford	0.00	0.00	0.00	0.00
Linton	0.00	0.00	0.00	0.00
Royston	0.00	0.00	0.00	0.00
Sawston	0.00	0.00	0.00	0.00
Stevenage	0.00	0.00	0.00	0.00
Other (Outside Zone 1)	0.30	0.00	0.12	0.42
Other (Outside Zone 2)	0.00	0.13	0.00	0.13
Other (Outside Zone 3)	0.00	0.00	0.23	0.23
Outside region	1.51	1.83	0.58	3.92
Very outside Region	0.00	0.13	0.12	0.25
				<b>32.98</b>
Internet / delivered	0.23	0.52	0.47	1.21
<b>Total</b>	<b>21.69</b>	<b>13.97</b>	<b>8.85</b>	<b>44.51</b>

## Notes:

Derived from Tables 3 and 4k.

Table 5

## Saffron Walden Floorspace Requirement

	Benchmark Turnover	2011	2016	%	2021	%	2026	%	2031	
<b>Total Available Spend in Study Area</b>		<b>£356.34</b>	<b>£448.83</b>		<b>£585.06</b>		<b>£744.04</b>		<b>£937.66</b>	
<b>Total Comparison Goods Expenditure into Saffron Walden</b>		<b>£42.76</b>	<b>£53.86</b>		<b>£70.21</b>		<b>£89.28</b>		<b>£112.52</b>	
Retention Rates		12.00%	12.00%		12.00%		12.00%		12.00%	
Major Out of Centre Floorspace										
<i>Homebase, Saffron Walden</i>	835	1267	895	1267	960	1267	1029	1267	1103	1267
<i>Ridgeon's, Saffron Walden</i>	625	2,100	670	2,100	718	2,100	770	2,100	825	2,100
<i>Tesco, Saffron Walden</i>	6500	228	6968	228	7470	228	8007	228	8584	228
Commitments (net)										
<i>Tesco (886 sq m net)</i>			6968	886	7470	886	8007	886	8584	886
<i>Retail warehousing, Thaxted Road (2843 sq m net)</i>	3500		3752	2843	4022	2843	4312	2843	4622	2843
<b>Total Floorspace</b>		<b>3595</b>	<b>7324</b>		<b>7324</b>		<b>7324</b>		<b>7324</b>	
Benchmark Turnover of Major Out of Centre Floorspace										
<i>Homebase, Saffron Walden</i>		1.06		1.13		1.22		1.30		1.40
<i>Ridgeon's, Saffron Walden</i>		1.31		1.41		1.51		1.62		1.73
<i>Tesco, Saffron Walden</i>		1.48		1.59		1.70		1.83		1.96
Commitments (net)										
<i>Tesco</i>				6.17		6.62		7.09		7.61
<i>Retail warehousing, Thaxted Road (2843 sq m net)</i>				10.67		11.43		12.26		13.14
<b>Total Turnover of Major Out of Centre Floorspace</b>		<b>£3.85</b>	<b>£20.97</b>		<b>£22.48</b>		<b>£24.10</b>		<b>£25.83</b>	
Comparison Goods Expenditure into Town Centre Shops		£38.91	£32.89		£47.73		£65.19		£86.69	
Existing Town Centre Net Floorspace										
<i>Saffron Walden</i>		8911		8911		8911		8911		8911
<i>Waitrose</i>		153		153		153		153		153
Commitments (net)										
<i>Emson Close</i>				130		130		130		130
<i>Waitrose</i>				43		43		43		43
<b>Total Town Centre Floorspace</b>		<b>9,064</b>	<b>9,237</b>		<b>9,237</b>		<b>9,237</b>		<b>9,237</b>	
Existing Town Centre Benchmark		4293								
<b>Benchmark Turnover</b>		<b>4200</b>	<b>4502</b>		<b>4826</b>		<b>5174</b>		<b>5546</b>	
Supportable Town Centre Floorspace		9264	7305		9889		12599		15629	
<b>Floorspace Requirement</b>		<b>200</b>	<b>-1932</b>		<b>652</b>		<b>3362</b>		<b>6392</b>	



Notes:

SW floorspace data taken from GOAD Centre Report and assumed 75% gross to net ratio.  
Benchmark turnover increased by 1.4% pa to take account of increases in floorspace efficiency  
Benchmark turnover derived from 2010 Retail Rankings  
Homebase and Ridgeons benchmarks reduced by 20% & 40% respectively to reflect low trading levels.  
Saffron Walden market share reduced to take account of increases in SFT.  
2011 Tesco Comparison Benchmark taken to be 50% of Convenience  
Trade diversion associated with the Haverhill Tesco is considered to be negligible and is therefore not factored into this assessment.

Table 6

## Great Dunmow Comparison Goods Floorspace Requirements

	Benchmark Turnover	2011	2016	2021	2026	2031
<b>Total Available Spend in Study Area</b>		<b>£356.34</b>	<b>£448.83</b>	<b>£585.06</b>	<b>£744.04</b>	<b>£937.66</b>
<b>Total Comparison Goods Expenditure into Great Dunmow</b>		<b>£8.41</b> 2.36%	<b>£10.59</b> 2.36%	<b>£13.81</b> 2.36%	<b>£17.56</b> 2.36%	<b>£22.13</b> 2.36%
Major Out of Centre Floorspace						
Tesco	6500	233	6968	233	7470	233
Commitments (net)						
<i>Tesco (663 sq m net)</i>			6968	663	7470	663
<b>Total</b>		<b>233</b>	<b>896</b>	<b>896</b>	<b>896</b>	<b>896</b>
Benchmark Turnover of Major Out of Centre Floorspace						
Tesco		1.51	1.62	1.74	1.87	2.00
Commitments						
Tesco			4.62	4.95	5.31	5.69
<b>Total Turnover of Major Out of Centre Floorspace</b>		<b>1.51</b>	<b>6.24</b>	<b>6.69</b>	<b>7.17</b>	<b>7.69</b>
<b>Comparison Goods Expenditure into Town Centre Shops</b>		<b>£6.90</b>	<b>£4.35</b>	<b>£7.11</b>	<b>£10.38</b>	<b>£14.44</b>
Existing Town Centre Net Floorspace						
<i>Great Dunmow</i>		1937	1937	1937	1937	1937
<i>Co-Op</i>		84	84	84	84	84
Commitments (net)						
<i>Land to Rear of High St (185 sq m net)</i>			185	185	185	185
<b>Total Town Centre Floorspace</b>		<b>2,021</b>	<b>2,206</b>	<b>2,206</b>	<b>2,206</b>	<b>2,206</b>
<b>Existing Town Centre Benchmark</b>		<b>3412</b>				
<b>Benchmark Turnover</b>		<b>3,412</b>	<b>3,108</b>	<b>3,331</b>	<b>3,571</b>	<b>3,828</b>
Supportable Town Centre Floorspace		2021	1399	2136	2908	3771
<b>Floorspace Requirement</b>		<b>0</b>	<b>-807</b>	<b>-70</b>	<b>702</b>	<b>1565</b>

**Notes:**

Benchmark turnover increased by 1.4% pa to take account of increases in floorspace efficiency  
Tesco Comparison Benchmark taken to be 50% of Convenience  
Great Dunmow market share reduced to take account of increases in SFT.

Table 7

## Stansted Mountfitchet Comparison Goods Requirements

	Benchmark Turnover	2011 %	2016	2021	2026	2031
<b>Total Available Spend in Study Area</b>	<b>£356.34</b>		<b>£448.83</b>	<b>£585.06</b>	<b>£744.04</b>	<b>£937.66</b>
<b>Total Comparison Goods Expenditure into Stansted Mountfitchet</b>	<b>£2.64</b> 0.74%		<b>£3.23</b> 0.72%	<b>£4.21</b> 0.72%	<b>£5.28</b> 0.71%	<b>£6.66</b> 0.71%
Existing Town Centre Net Floorspace <i>Stansted Mountfitchet</i>	886		886	886	886	886
Commitments (net)						
<b>Total Town Centre Floorspace</b>	<b>886</b>		<b>886</b>	<b>886</b>	<b>886</b>	<b>886</b>
<b>Existing Town Centre Benchmark</b>	<b>2976</b>					
<b>Benchmark Turnover</b>	<b>2,976</b>		<b>3,190</b>	<b>3,420</b>	<b>3,666</b>	<b>4,098</b>
Supportable Town Centre Floorspace	886		1013	1232	1441	1625
<b>Floorspace Requirement</b>	<b>0</b>		<b>127</b>	<b>346</b>	<b>555</b>	<b>739</b>

## Notes:

Benchmark turnover increased by 1.4% pa to take account of increases in floorspace efficiency  
Stansted Mountfitchet market share reduced to take account of increases in SFT.

Table 8a

Retail Warehousing Available Spend from study Area

	Zones 1 and 4					Zone 2					Zone 3				
	2011	2016	2021	2026	2031	2011	2016	2021	2026	2031	2011	2016	2021	2026	2031
Total Available DIY Spend	4.69	5.91	7.70	9.79	12.34	3.02	3.81	4.96	6.31	7.95	1.91	2.41	3.14	4.00	5.03
Total Available Bulky	8.44	10.63	13.86	17.63	22.21	5.44	6.85	8.93	11.35	14.31	3.44	4.34	5.65	7.19	9.06
Total Available Bulky Furniture Spend	21.69	27.32	35.61	45.29	57.08	13.97	17.60	22.94	29.17	36.76	8.85	11.15	14.53	18.48	23.29
<b>Total</b>	<b>34.82</b>	<b>43.86</b>	<b>57.18</b>	<b>72.71</b>	<b>91.63</b>	<b>22.43</b>	<b>28.25</b>	<b>36.83</b>	<b>46.83</b>	<b>59.02</b>	<b>14.21</b>	<b>17.89</b>	<b>23.33</b>	<b>29.66</b>	<b>37.38</b>
% of Sales Into Retail															
DIY - 64%	64%														
Bulky Electrical - 25%	25%														
Bulky Furniture - 14%	14%														
Total Spend Into DIY	3.00	3.78	4.93	6.27	7.90	1.93	2.44	3.17	4.04	5.09	1.22	1.54	2.01	2.56	3.22
Total Spend Into Bulky	2.11	2.66	3.47	4.41	5.55	1.36	1.71	2.23	2.84	3.58	0.86	1.08	1.41	1.80	2.27
Total Spend Into Bulky Furniture	3.04	3.83	4.99	6.34	7.99	1.96	2.46	3.21	4.08	5.15	1.24	1.56	2.03	2.59	3.26
<b>Total</b>	<b>8.15</b>	<b>10.26</b>	<b>13.38</b>	<b>17.01</b>	<b>21.44</b>	<b>5.25</b>	<b>6.61</b>	<b>8.62</b>	<b>10.96</b>	<b>13.81</b>	<b>3.32</b>	<b>4.19</b>	<b>5.46</b>	<b>6.94</b>	<b>8.75</b>
<b>%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>	<b>23.40%</b>
Retention Rate	80%	80%	80%	80%	80%	50%	50%	50.00%	50.00%	50.00%	10%	10%	10%	10%	10%
	6.52	8.21	10.70	13.61	17.15	2.62	3.31	4.31	5.48	6.91	0.33	0.42	0.55	0.69	0.87

Notes:

Derived from Tables 4g-4l  
 Benchmark taken as average of Carpet £1000, Electrical £5500, Furniture £3500  
 Benchmark turnover increased by 1.4% pa due to increases in floorspace efficiency

Table 8b

## Retail Warehousing Floorspace Requirement

	Sales Area	Benchmark	£m
<b>2011 Available Retail Warehouse Sales from Zones 1, 2 &amp; 3</b>			<b>9.48</b>
<b>Existing Retail Warehouse Sales</b>			
<i>Homebase, Saffron Walden</i>	1267	835	1.06
<i>Ridgeon's, Saffron Walden</i>	2,100	625	1.31
			2.37
<b>Residual Expenditure Available for Retail Warehouses</b>			7.11
<b>Bulky Goods Benchmark*</b>		3250	
<b>2011 Supportable Floorspace</b>			<b>2186</b>
<b>2016 Available Retail Warehouse Sales from Zones 1, 2 &amp; 3</b>			<b>11.94</b>
<b>Existing Retail Warehouse Sales</b>			
<i>Homebase, Saffron Walden</i>	1267	895	1.13
<i>Ridgeon's, Saffron Walden</i>	2,100	670	1.41
			2.54
<b>Residual Expenditure Available for Retail Warehouses</b>			9.39
<b>Bulky Goods Benchmark*</b>		3484	
<b>2016 Supportable Floorspace</b>			<b>2697</b>

<b>2021 Available Retail Warehouse Sales from Zones 1, 2 &amp; 3</b>			<b>15.56</b>
<b>Existing Retail Warehouse Sales</b>			
<i>Homebase, Saffron Walden</i>	1267	960	1.22
<i>Ridgeon's, Saffron Walden</i>	2,100	718	1.51
			2.72
<b>Residual Expenditure Available for Retail Warehouses</b>			<b>12.83</b>
<b>Bulky Goods Benchmark*</b>		3735	
<b>2021 Supportable Floorspace</b>			<b>3436</b>
<b>2026 Available Retail Warehouse Sales from Zones 1, 2 &amp; 3</b>			<b>19.79</b>
<b>Existing Retail Warehouse Sales</b>			
<i>Homebase, Saffron Walden</i>	1267	1029	1.30
<i>Ridgeon's, Saffron Walden</i>	2,100	770	1.62
			2.92
<b>Residual Expenditure Available for Retail Warehouses</b>			<b>16.87</b>
<b>Bulky Goods Benchmark*</b>		4117	
<b>2026 Supportable Floorspace</b>			<b>4097</b>
<b>2031 Available Retail Warehouse Sales from Zones 1, 2 &amp; 3</b>			<b>24.93</b>
<b>Existing Retail Warehouse Sales</b>			
<i>Homebase, Saffron Walden</i>	1267	1103	1.40
<i>Ridgeon's, Saffron Walden</i>	2,100	825	1.73
			3.13
<b>Residual Expenditure Available for Retail Warehouses</b>			<b>21.80</b>
<b>Bulky Goods Benchmark*</b>		4292	
<b>2031 Supportable Floorspace</b>			<b>5080</b>

**Notes:**

Derived from Tables 8a

Homebase and Ridgeons benchmarks reduced by 20% & 40% respectively to reflect low trading levels.

Benchmark taken as average of Carpet £1000, Electrical £5500, Furniture £3500

The requirement does not have regard to the Thaxted Road retail warehouse commitment