

Rutland Retail Capacity Assessment (2016 Update)

Volume Two — Plans & Appendices | April 2016



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Report date: **April 2016**

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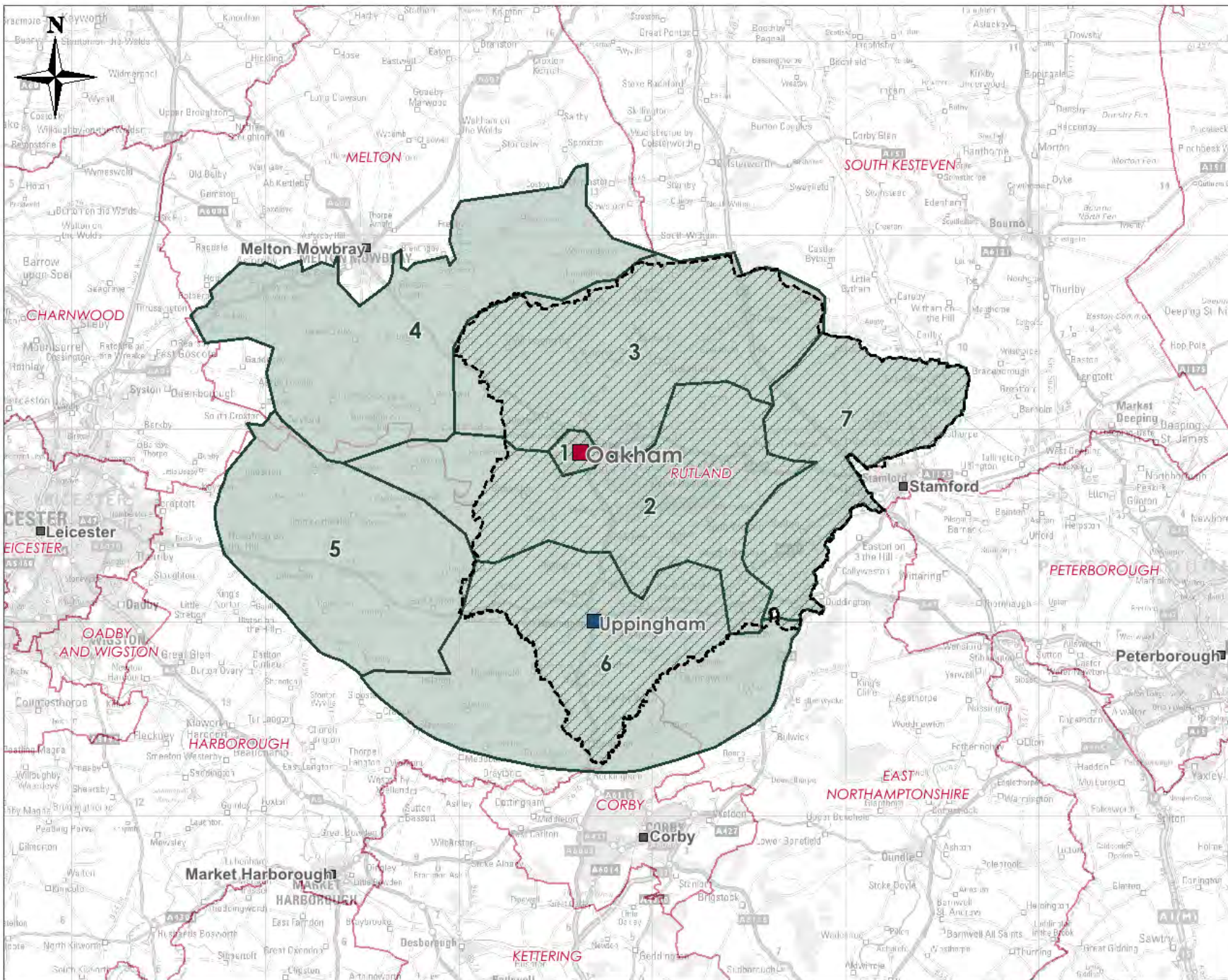
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For and on behalf of **GVA Grimley Ltd**

STUDY AREA MAP



Study Area and Survey Zones

Key

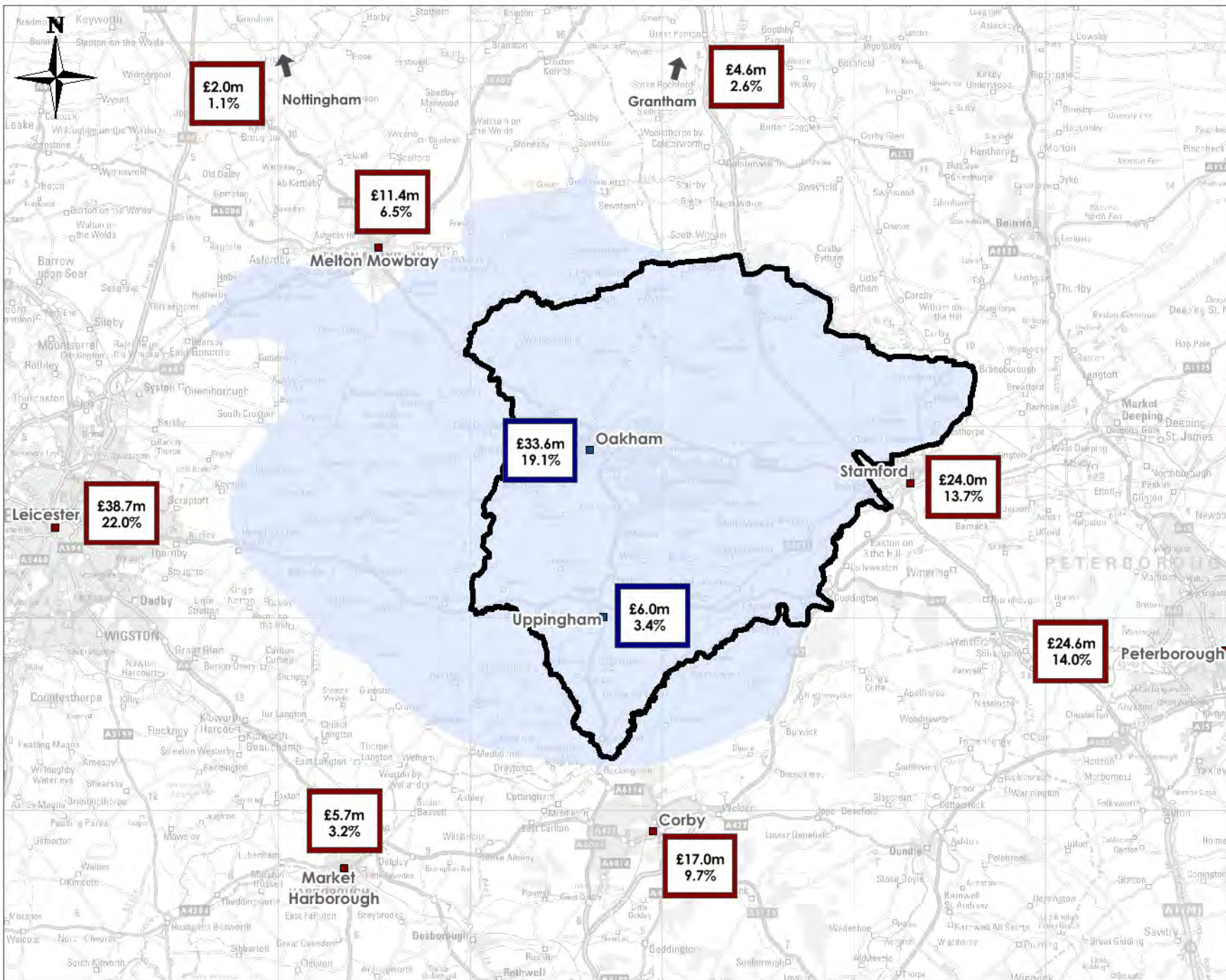
-  Study area
-  Survey zones
-  Rutland County area
-  Surrounding Boroughs
-  Major town centre
-  Town centre
-  Key competing centre

Zone Postal sectors

- 1 LE15 6
- 2 LE15 8
- 3 LE15 7
- 4 LE14 2
- 5 LE7 9 (part)
- 6 LE15 9, LE16 7 (part), LE16 8 (part), NN17 3 (part)
- 7 PE9 3 (part), PE9 4 (part)

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COMPARISON GOODS EXPENDITURE FLOWS



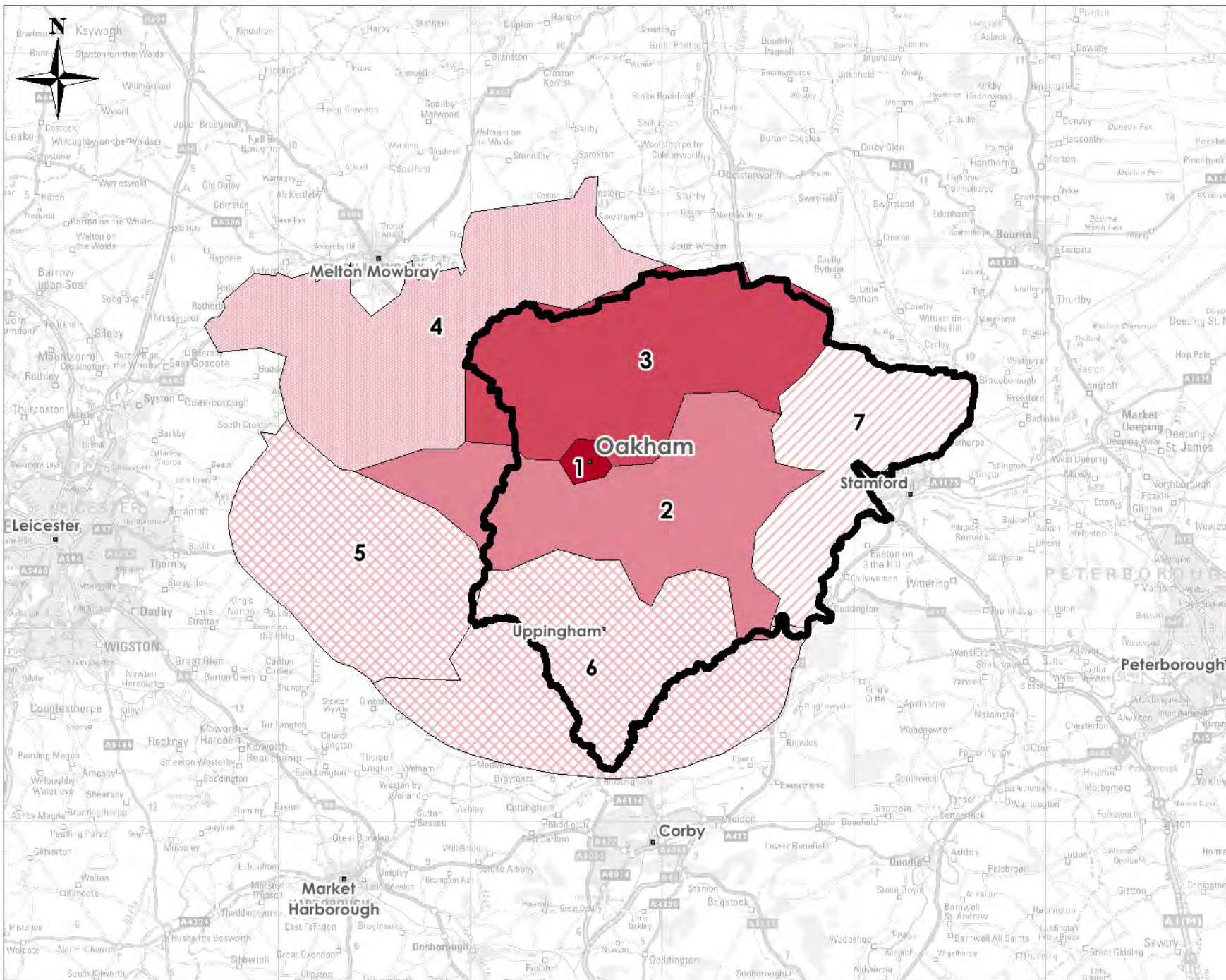
Comparison goods expenditure flow plan

Key

- Rutland Survey Area
- Rutland county boundary
- Centre within survey area
- Centre outside survey area

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OAKHAM TOWN CENTRE
COMPARISON GOODS MARKET SHARE



Oakham Town Centre Comparison Goods Market Share

Key

Rutland boundary

Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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UPPINGHAM TOWN CENTRE COMPARISON GOODS MARKET SHARE



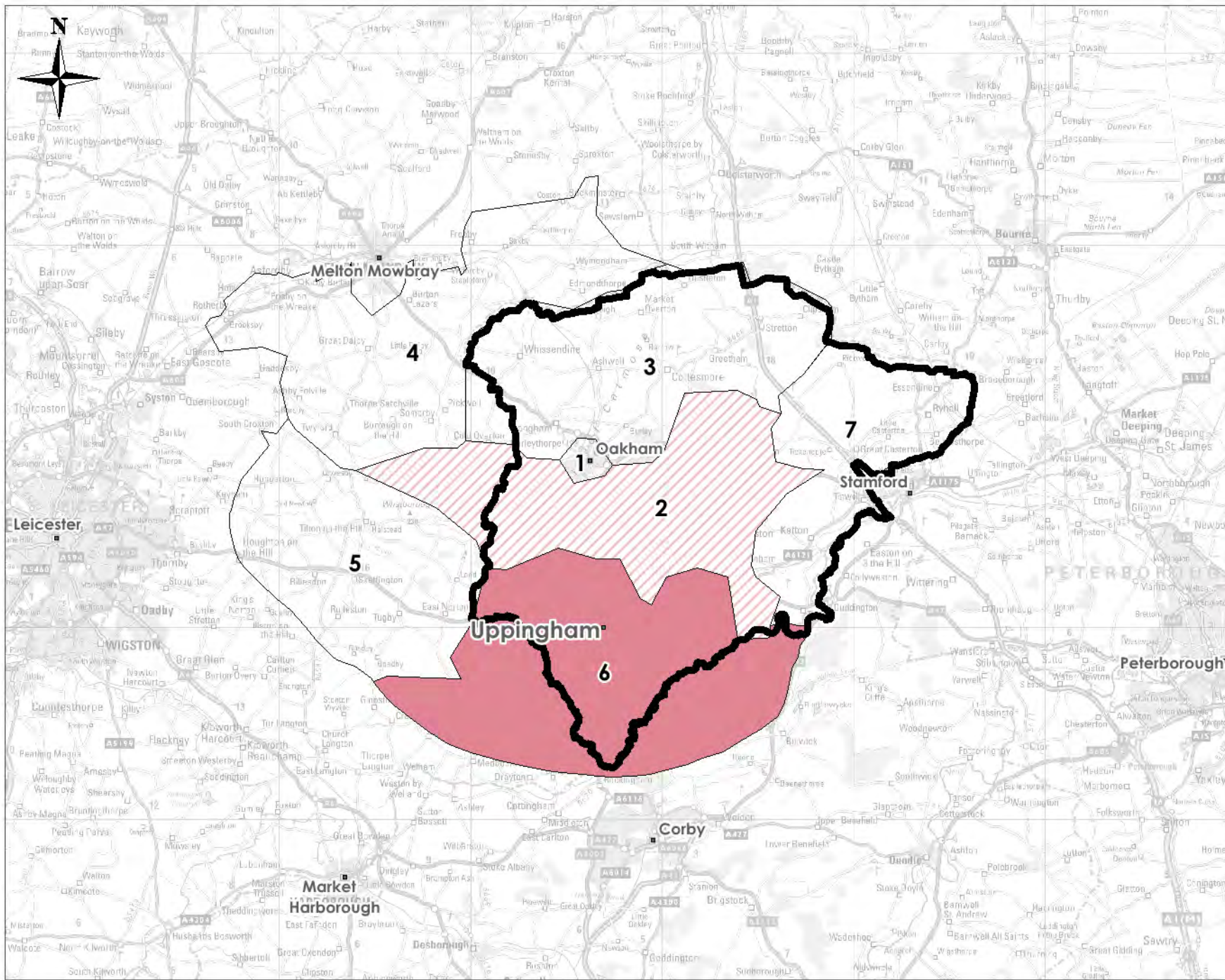
Uppingham Town Centre Comparison Goods Market Share

Key

Rutland boundary

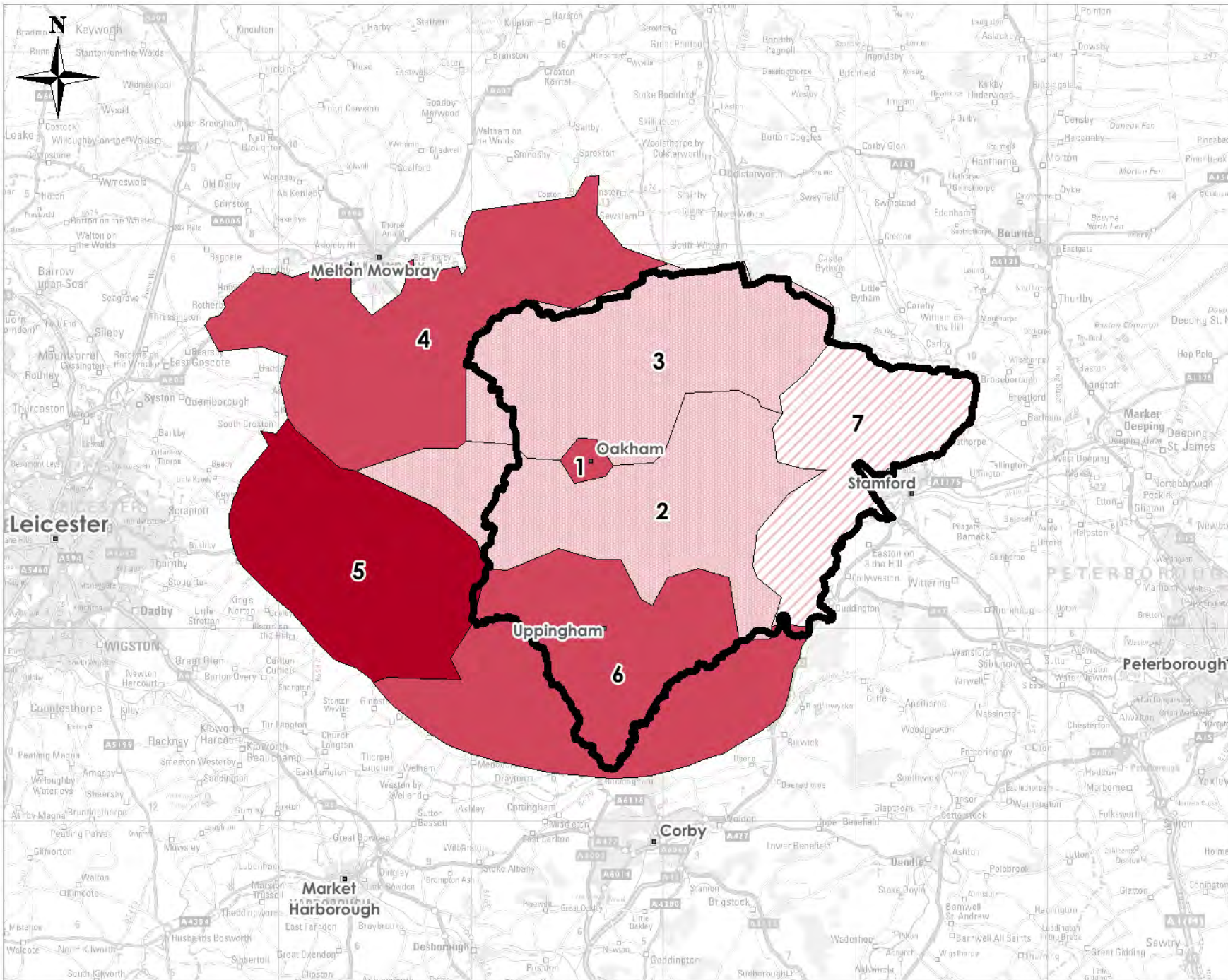
Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60



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LEICESTER
COMPARISON GOODS MARKET SHARE






**Leicester *
Comparison Goods
Market Share**

Key

— Rutland boundary

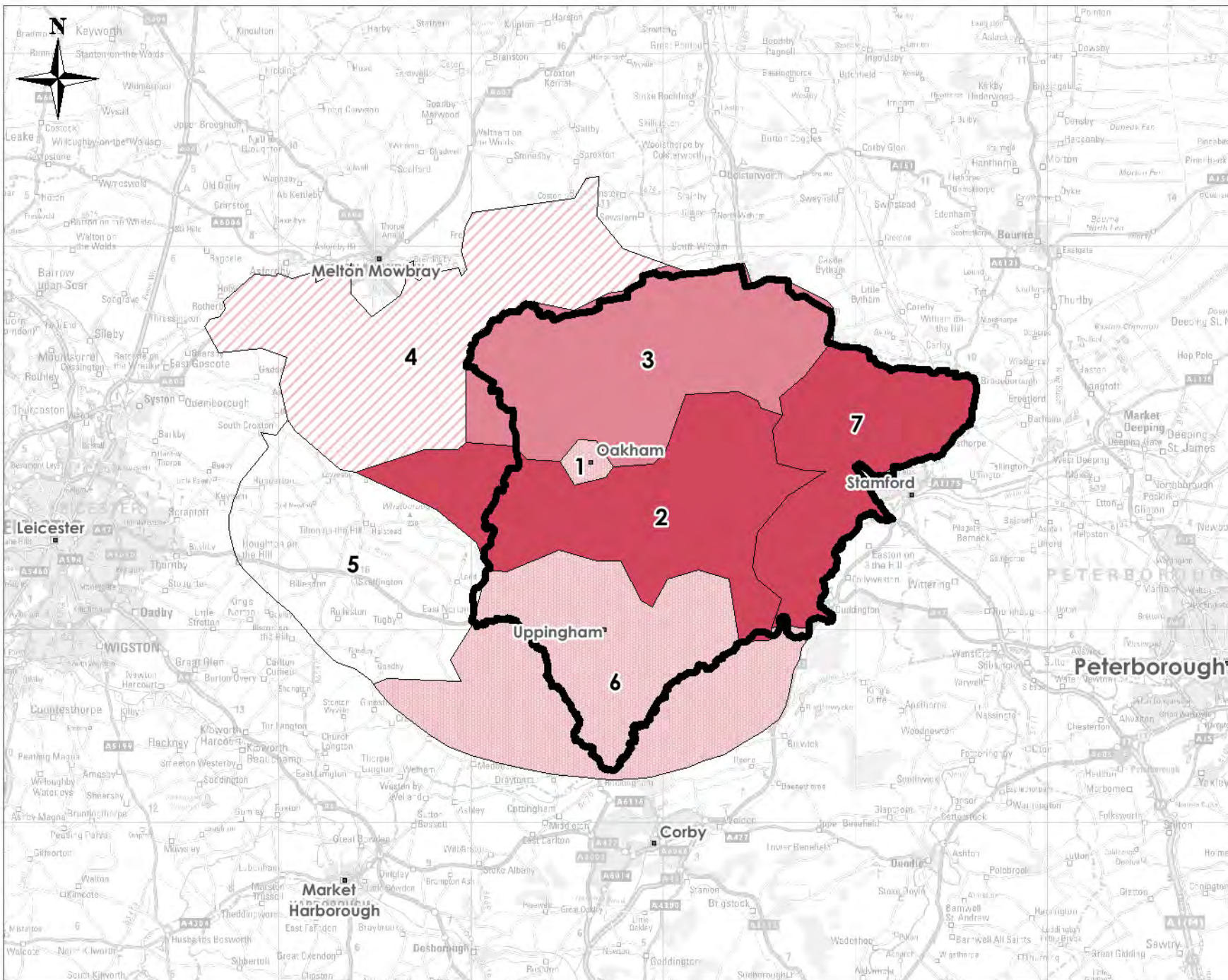
Comparison Goods Market Share (%)

-  1 - 5
-  5 - 10
-  10 - 15
-  15 - 20
-  20 - 40
-  40 - 60

** Note: Figures for Leicester include city centre, Fosse Park, district centres & retail parks*

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PETERBOROUGH
COMPARISON GOODS MARKET SHARE



**Peterborough *
Comparison Goods
Market Share**

Key

Rutland boundary

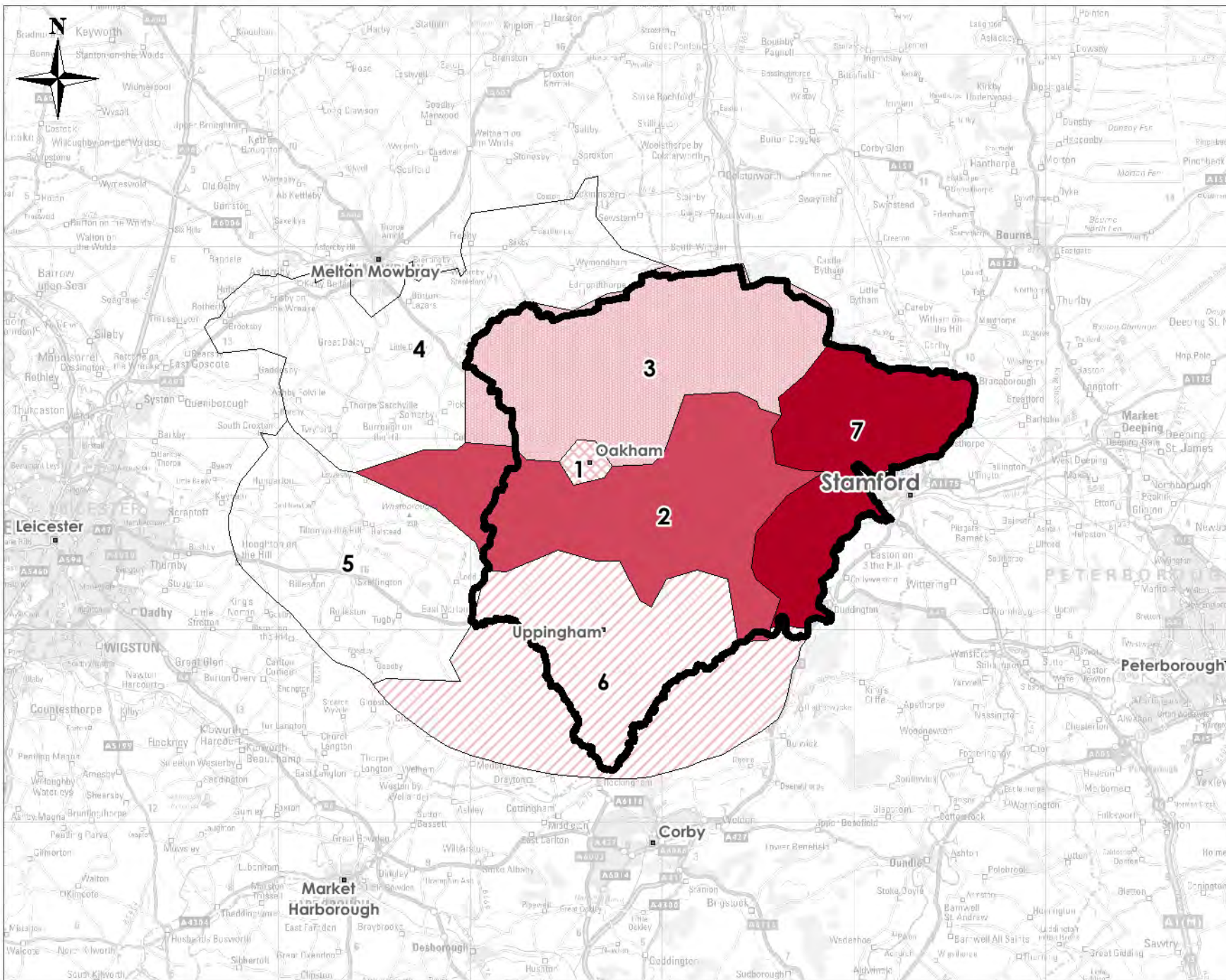
Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

** Note: Figures for Peterborough include city centre, district centres & retail parks*

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STAMFORD
COMPARISON GOODS MARKET SHARE



**Stamford*
Comparison Goods
Market Share**

Key

Rutland boundary

Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

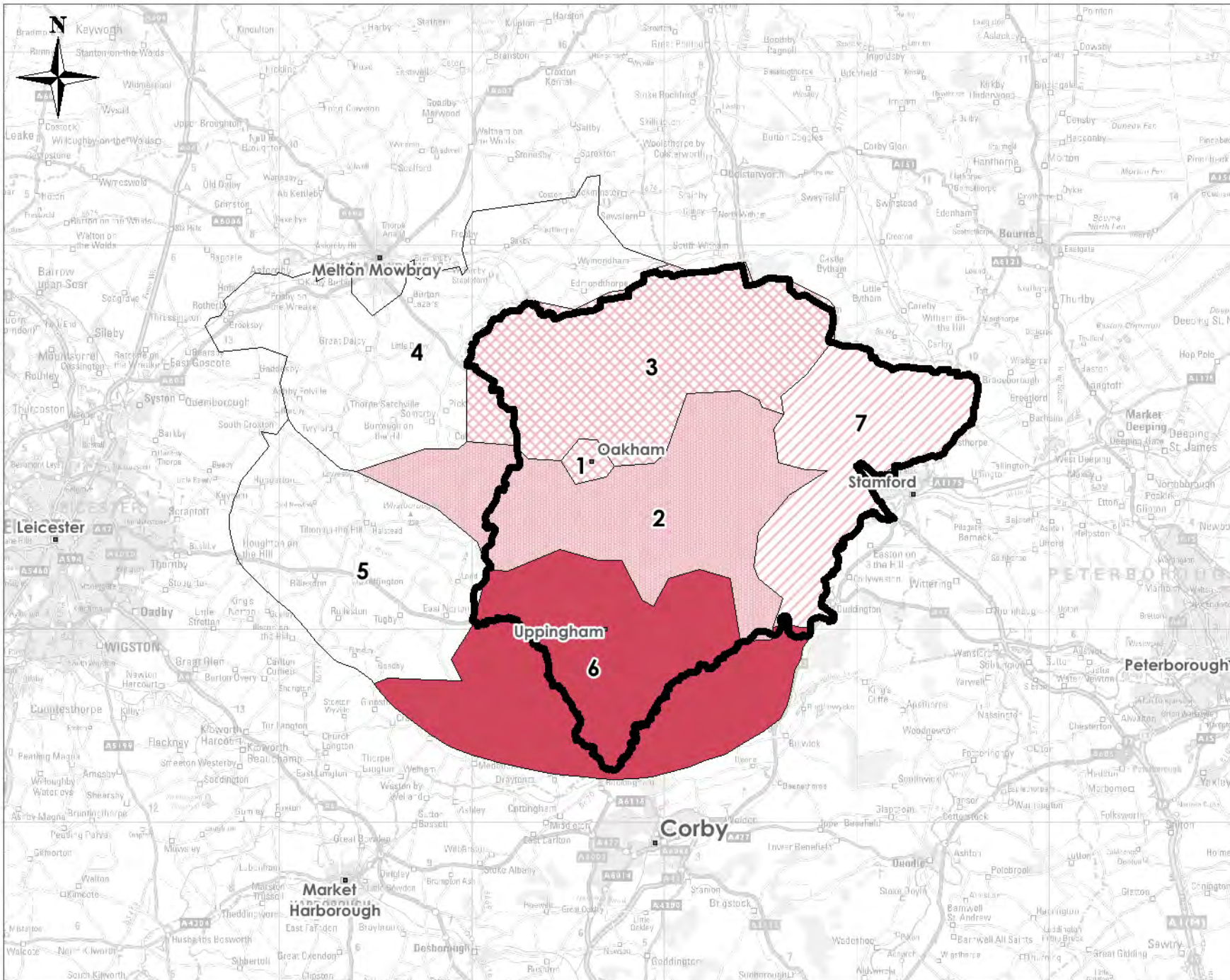
** Note: Figures for Stamford include town centre & retail parks*

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PLAN 8

CORBY

COMPARISON GOODS MARKET SHARE



**Corby *
Comparison Goods
Market Share**

Key

Rutland boundary

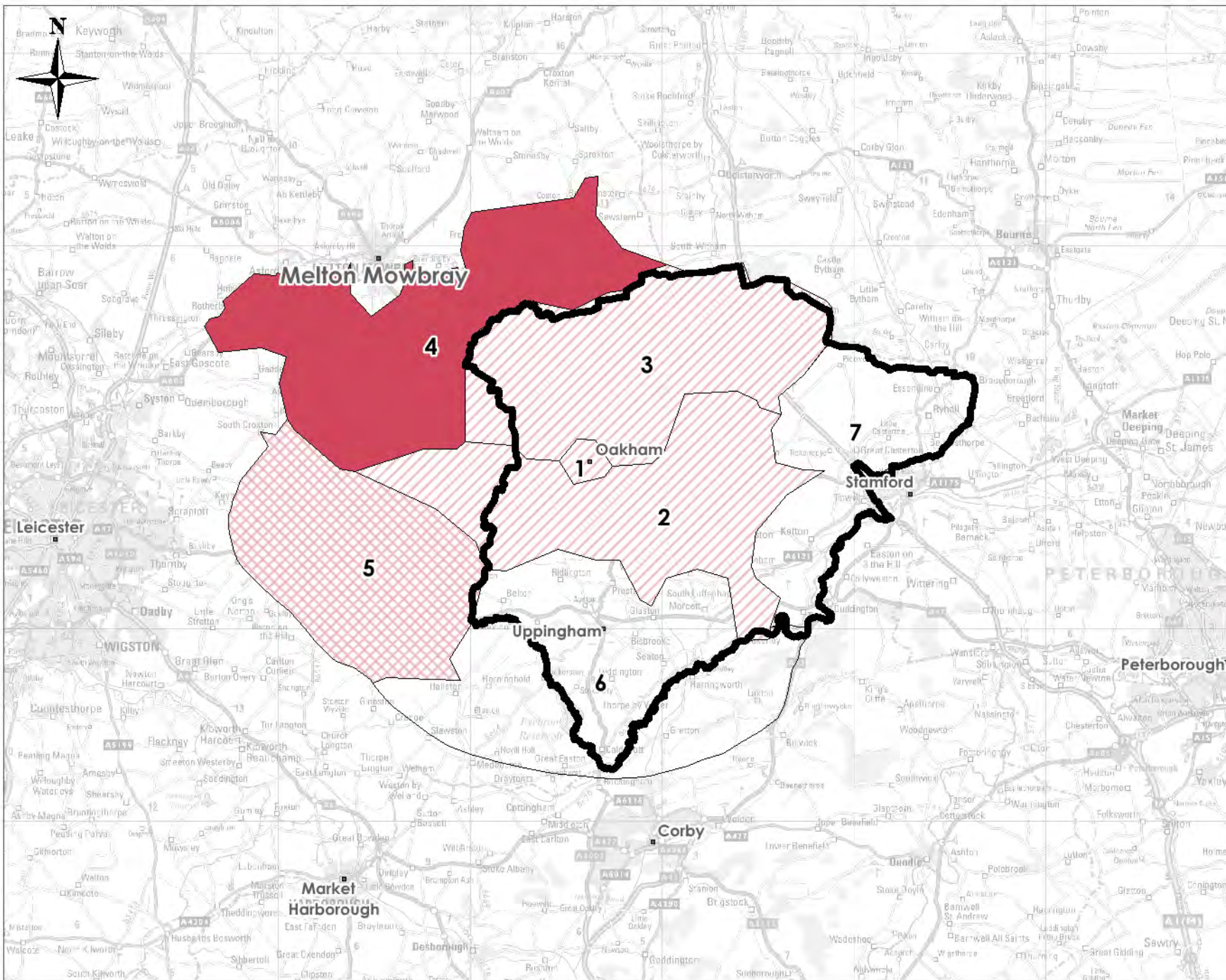
Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

** Note: Figures for Corby include town centre & retail parks*

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MELTON MOWBRAY
COMPARISON GOODS MARKET SHARE



**Melton Mowbray*
Comparison Goods
Market Share**

Key

— Rutland boundary

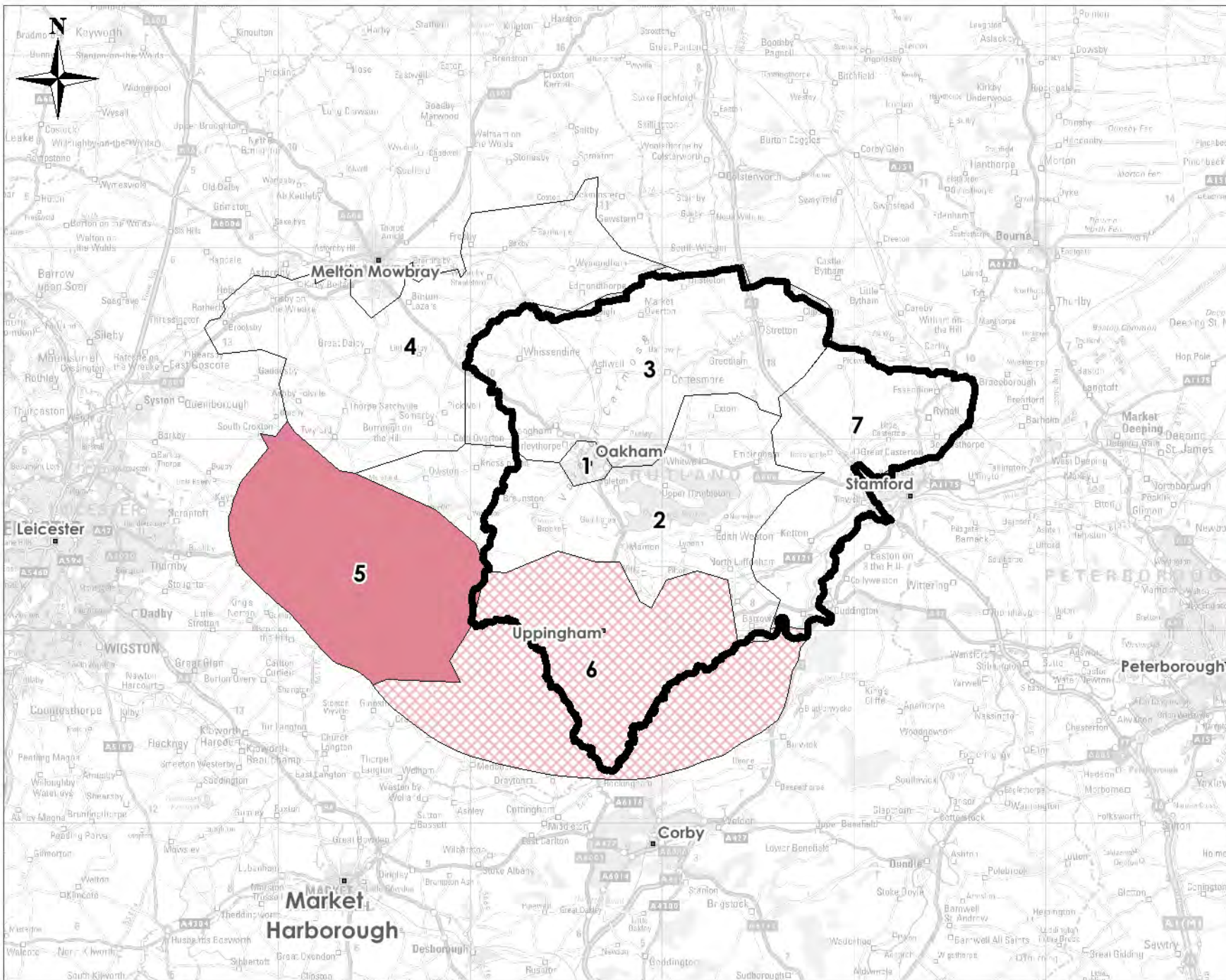
Comparison Goods Market
Share (%)

-  1 - 5
-  5 - 10
-  10 - 15
-  15 - 20
-  20 - 40
-  40 - 60

* Note: Figures for Melton Mowbray include town centre & retail parks

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MARKET HARBOROUGH
COMPARISON GOODS MARKET SHARE



Market Harborough Town Centre Comparison Goods Market Share

Key

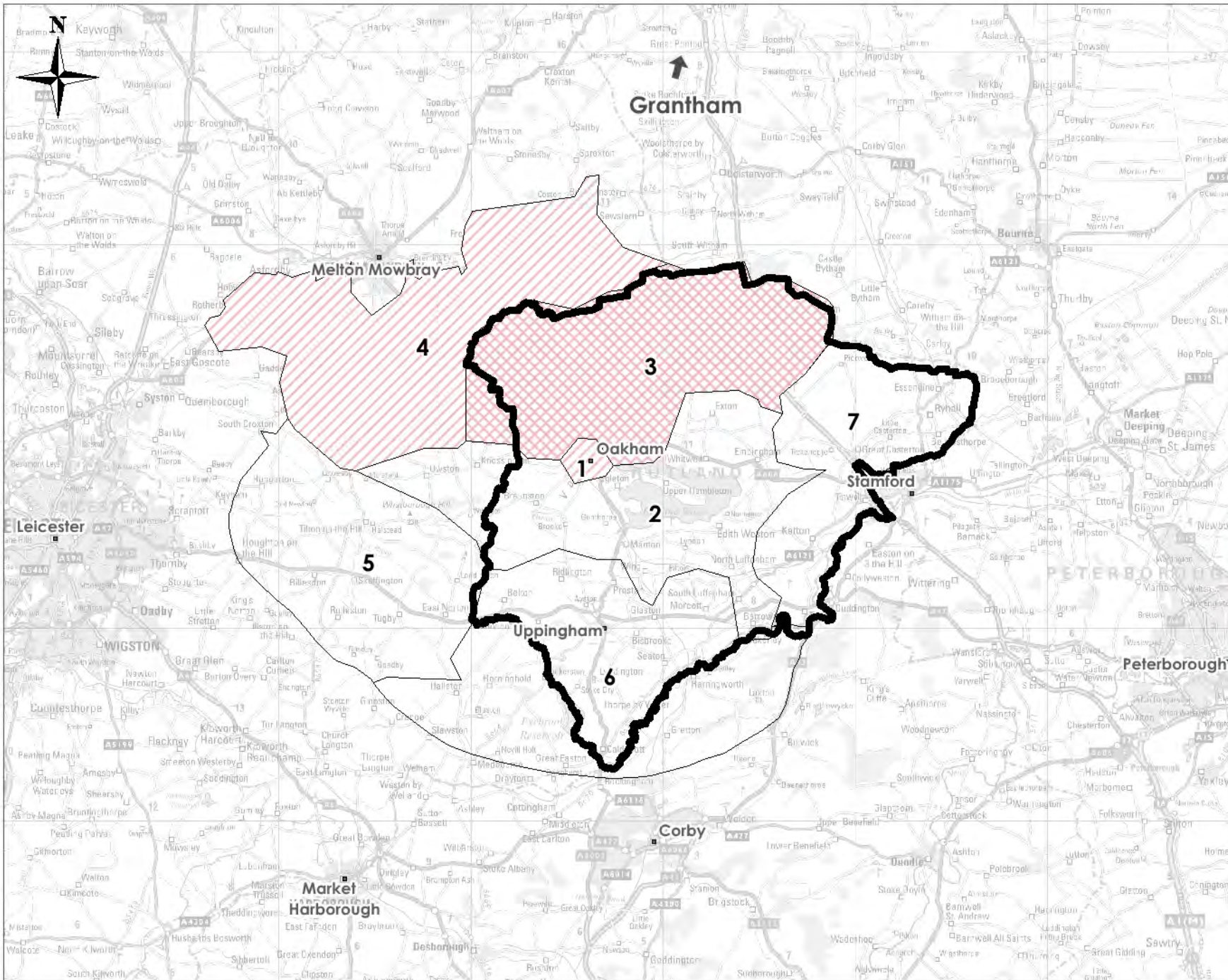
— Rutland boundary

Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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GRANTHAM
COMPARISON GOODS MARKET SHARE



**Grantham*
Comparison Goods
Market Share**

Key

Rutland boundary

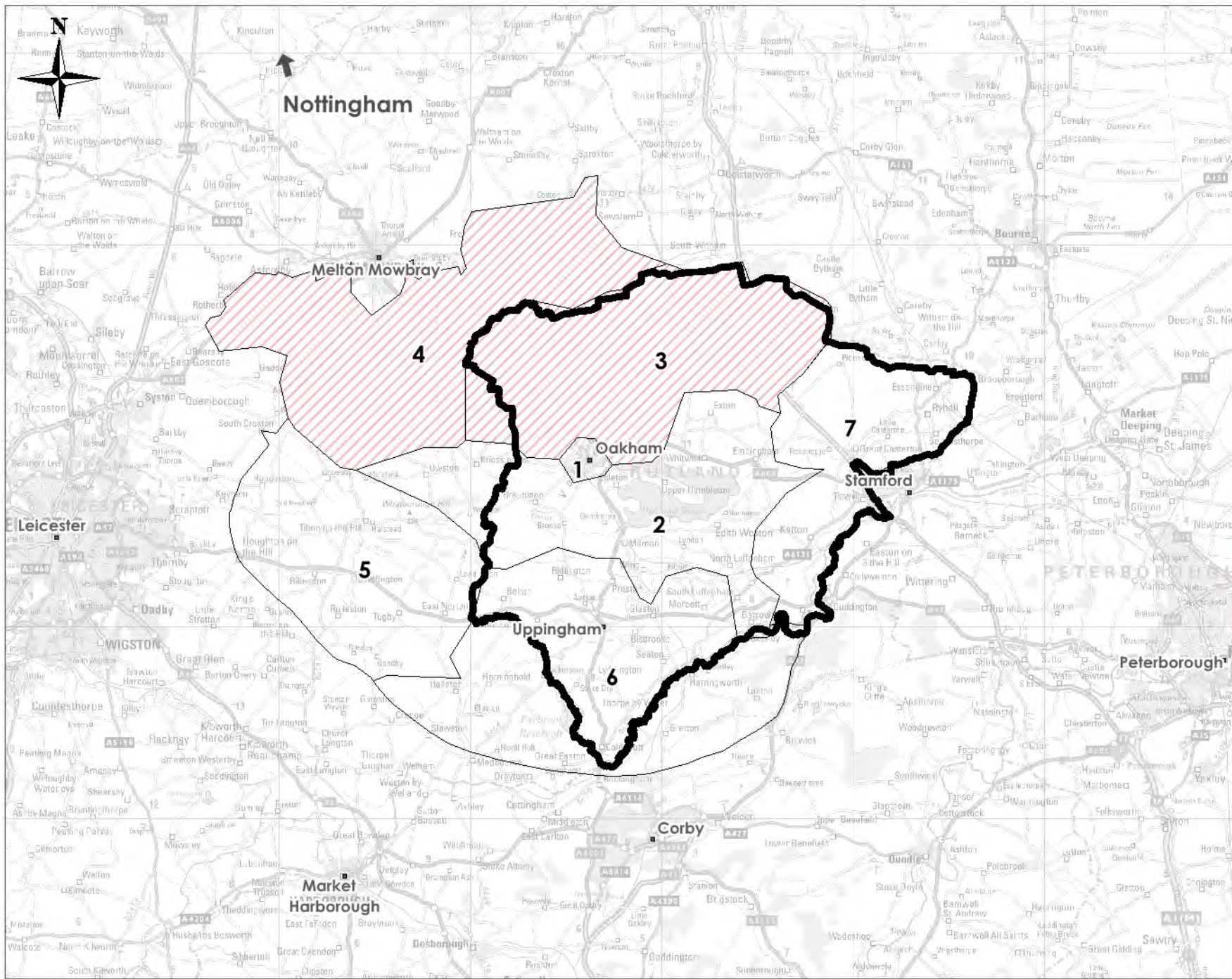
Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

** Note: Figures for Grantham include town centre & retail parks*

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NOTTINGHAM
COMPARISON GOODS MARKET SHARE



Nottingham* Comparison Goods Market Share

Key

Rutland boundary

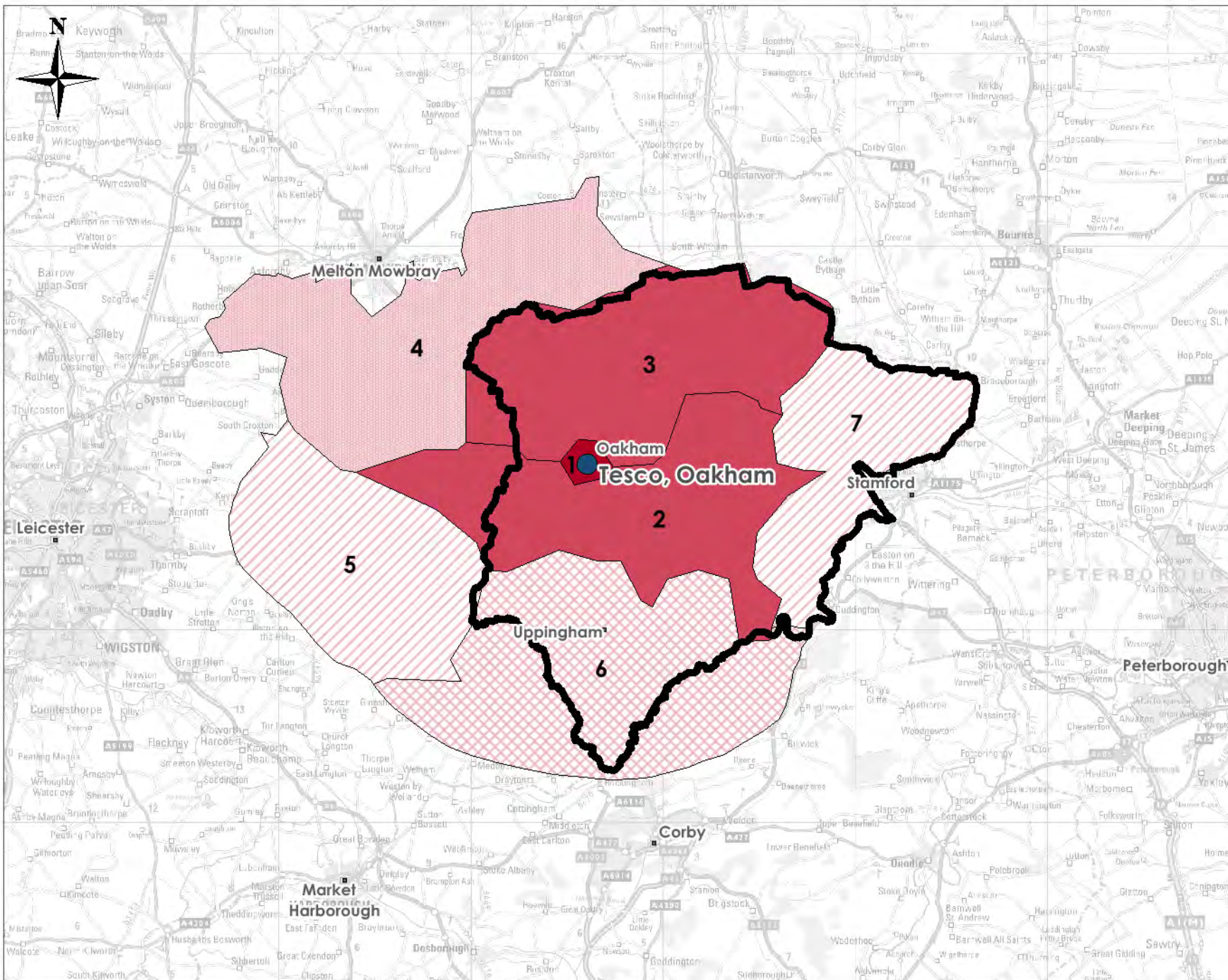
Comparison Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

** Note: Figures for Nottingham include city centre & retail parks*

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TESCO OAKHAM
CONVENIENCE GOODS MARKET SHARE



Tesco, South Street, Oakham Convenience Goods Market Share

Key

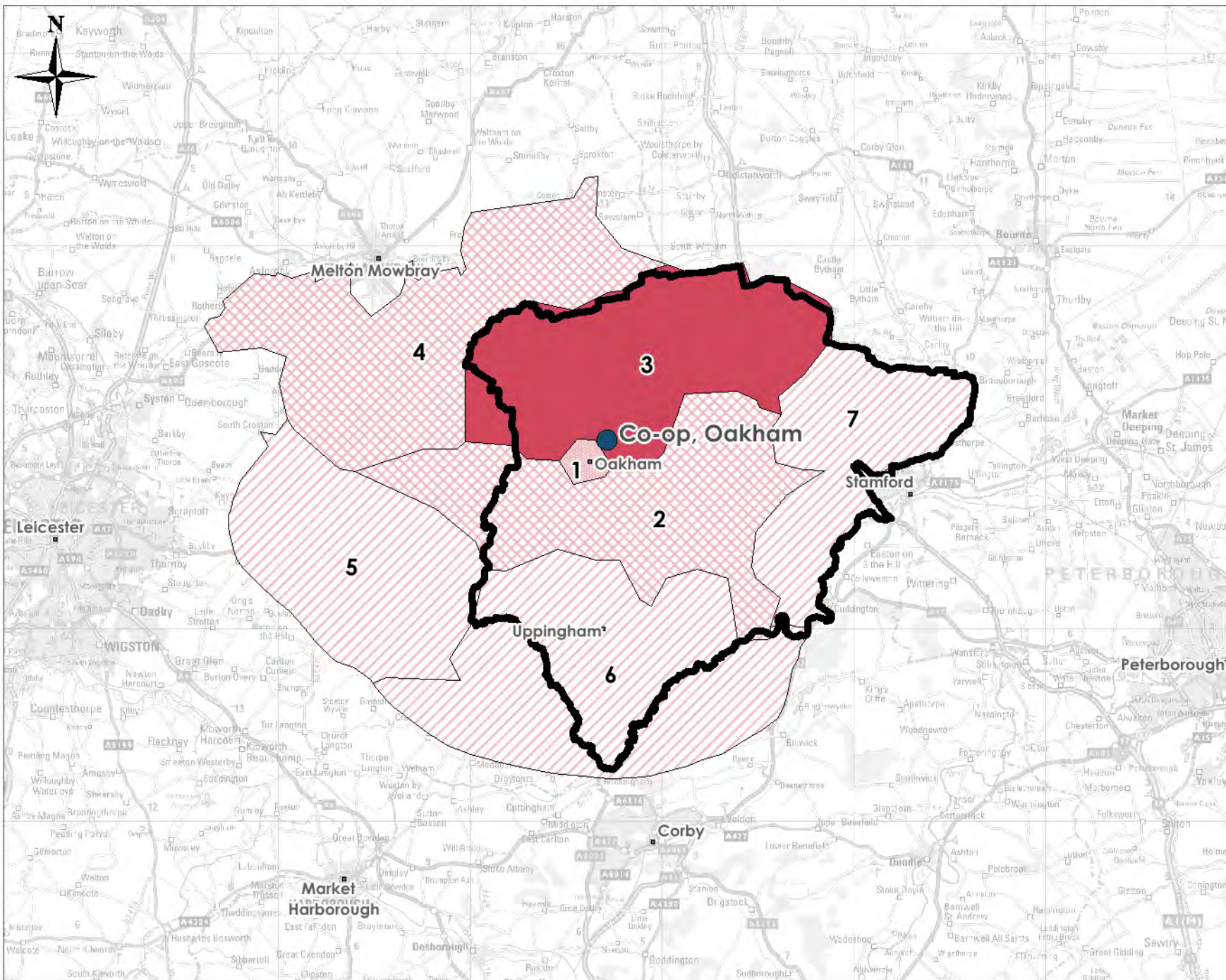
— Rutland boundary

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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CO-OPERATIVE OAKHAM (BURLEY ROAD)
CONVENIENCE GOODS MARKET SHARE



**Co-op, Burley Road,
Oakham Convenience
Goods Market Share**

Key

Rutland boundary

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60

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CO-OPERATIVE UPPINGHAM CONVENIENCE GOODS MARKET SHARE



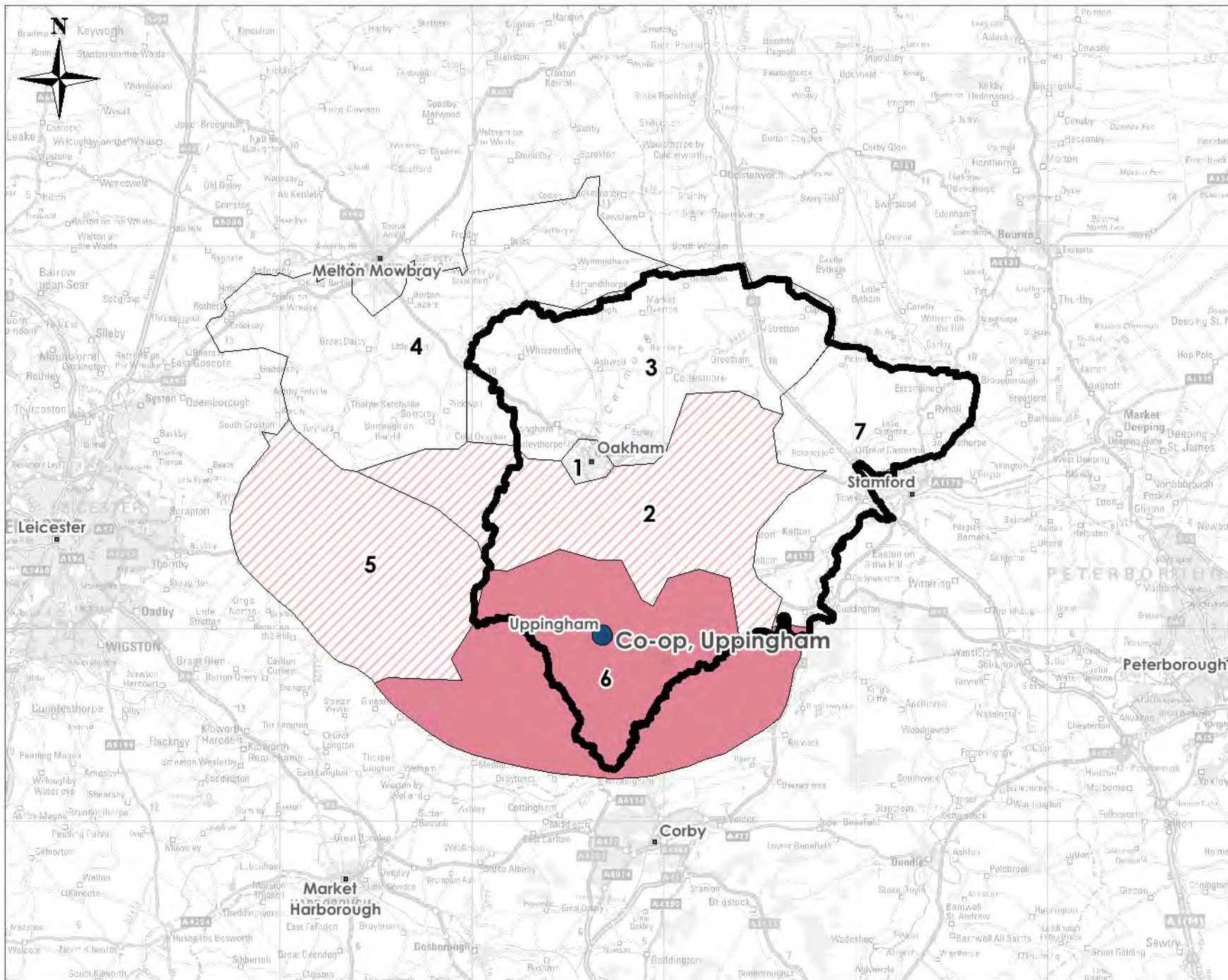
Co-op, North Street East, Uppingham Convenience Goods Market Share

Key

Rutland boundary

Convenience Goods Market
Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 40
- 40 - 60



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RUTLAND COUNTY COUNCIL TOWN CENTRE USES PLANS

Retail Mix in Oakham



Catmose Street			High Street				Melton Road			South Street			Market Place								
1	Tonnerre	3	James Sellicks	46	Stuart Westmoreland	67	Co-operative Funeral service	110	Knights of Oakham	72	Mermaid	85	Rutland Laundry	148	Dentith & Dentith Dental Practice	152	Tesco's	176a	Castle Cottage Cafe	184	The Lord Nelson
2	Rutland Sports			47	Oakham Auction Centre	68	Ladbrokes	111	George Alan	73	Whoops a Daisy	86	Domino Pizza	149	Sign & Graphx	153	Shoecraft Oakham	176	Buttercross House Craft Centre	185	Curtis
Mill Street			48	Pearces Jewellers	69	The Admiral Hornblower	112	Hoagies	74	Berridges Off Licence	87	Best Friends of Oakham	150	Lalique	154	Empty	177	Buttercross House Craft Centre	186	Rutland Chinese Restaurant	
4	Eden Finance	22	Vanilla	49	Barclays	70	Dentist	113	Leeson Family Butchers	75	Signs & Graphx Ltd	88	Shanghai	Church Street			178	Smith Eliot Financial Management	187	Cancer Research	
5	Oxfam	23	Thomas Wilson Architects	50	Loros	70a	Swans Antiques	114	CoCo	76	Bar-b-Q House	89	HTS Fishing	155	Costa	160	Everlasting Now	179	Smith Eliot Financial Management	188	The Whipper in Hotel
6	Clifton's Tearooms	24	Simon Cawthorne	51	Langrick & Coe	71	Wilkinson	115	Duo	77	Empty	90	Rutland Radio	156	Baker's Yard	161	William Wheelwright (salon)	180	Empty	189	Santander
7	Simmonds Grant	25	Otters Smokehouse & Deli	52	Boots	96	Troy	116	Walkers & Thorntons	78	Jinky's	91	SAPS	157	Fords of Oakham	162	Giftbox	181	Caffe Nero	190	Gilbert & Thomas
8	Calico	26	Marcia May Shoes	53	Portess	97	Oakham Mobility/ 5Day Blinds	117	Walkers Ice Cream (opening soon)	79	Eastern Delight	92	Hannah Coxhead Hair Studio	158	Merry Monk (for let)	163	UPP Property Services	182	Newshop	191	The Hair Tailors
9	Crème	27	Itch Gallery	54	Nelsons	98	Wax Selection	118	The Melton Building Society	80	PDQ	92a	Lamin & White	159	San Giorgia	164	Hegarty Solicitors	183	Old House Gallery		
10	Snapdragon	28	Savvi Travel	55	HSBC	99	Music Shop	119	Day Lewis Pharmacy	81	Ye Old Curiosity	92b	Rutland Barber	Northgate					Burley Road		
11	The Wine Emporium	29	Snapdragon	56	McColls	100	X Y Bottle Bar	120	The Carphone Warehouse	82	Red India Take-away	93	Sally Holmes Florist	165	The Wheatsheaf	166	Wool Zone	192	Hungry Birds	195	Oakham Dental Surgery
12	Amigos Pizza	30	Partners of Oakham	57	Boots Opticians	101	Oakham Sunrooms	121	Stephen Diggle Jewellers	83	Red India Restaurant	94	The Entertainment Lab	167	Mint Sweets & Toys	168	Elizabeth Helen (Hair)	193	Osprey Lettings	196	Rutland Osteopaths
13	Amanet	31	Cookies	58	Rutland Toys & Dance	102	The Captain Noel Newton	122	Vista Charity Shop	84	White Lion	95	Esso			168a	Wigmore Gallery	194	The Barn Restaurant		Richard Simmons/ Oakham Physio Clinic
14	Cavells	32	Heidi Kjeldsen	59	Moores	103	Wildwood Kitchen & Relish Burgers	123	The Air Ambulance Service	New Street			Market Street			Crown Walk					
15	Rutland Balti House	33	Trent Galleries	60	Tails & Whiskers	104	The Chocolate Bar	124	Spencers	132	Baubles & Bangles			169	Baan Sabai Thai Therapy	173	Murrays Estate Agents	197	Albar's Den	203	Crown Tavern
16	Sonara Studios	34	Oakham Takeaway	61	Viyella	105	Carpet World	125	Timpson	Gaul Street			170	John Porter Dry Cleaning	174	Focus Eye Clinic	198	Quirky Birds Gifts	204	Clothing Retail	
17	Chameleon	35	Nature's Dispensary	62	Pollen	106	Rutland Late Night Pharmacy	126	Take Care	133	Theodore Ross	138	KIRK	171	Empty	175	Rutland Health & Beauty	199	Gent's Hair Room	205	Kidz & More
18	Lumison	36	Empty	63	Natwest	107	Empty	127	Impact	134	Hambleton Bakery	139	Kevin O'Brien Gas	172	Reid Associates			200	Rutland Cards &	206	The Rutland Café
19	Elizabeth Stanhope Interiors	37	Potter Kirk	64	Colemans	108	Lloyds TSB	128	Furley's	135	Oakham Hearing	140	Oakham Home Improvements					201	Beauty at Olive	207	Obsessions
20	Empty	38	Altered Images	65	Wok This Way	109	Fat Face	129	Voujon	136	Hairworx	141	Rutland Services & Arcus Taxation					202	Olive Tanning Studio		
21	Empty	39	Neat Feet	66	Citizens Advice Bureau			130	Oakham Wines	137	Philip Dalby Accountancy & Business Support	142	Hambletons Deli								
The Maltings							131	Age UK	Knights Yard												
40	Oriental	43	Sweeny Todds							143	Moji's Habersashery	146	Empty								
41	Pure Beauty	44	Deans							144	Empty	146a	Vape								
42	County Squire	45	Thomas Hairdressing							145	Moat House Furnishings (closing down)	147	Oakham Dental Studio								

Retail Mix in Uppingham

Legend

-  Public car park
-  Betting agent
-  Empty, closing down & under refurbishment
-  Household, DIY & interiors
-  Hotel, pub, restaurant, cafe & takeaway
-  Hair & beauty
-  Newsagent, books & stationary
-  Health & healthcare
-  Florist
-  Clothing, shoes & accessories
-  Charity
-  Food & drink
-  Specialists
-  Professional services
-  Gifts, jewellery, arts & crafts



Ayston Road			The Market Square			High Street East continued					
1	Rutland Veterinary Centre	6	Uppingham Dental Practice	49	The Post Office	55	Essence &	104	Wish	106	Carl Love
2	Antiques	7	Zorba's Kebab & Pizza	50	The Barbers	56	Don Paddy's	105	Empty	107	Loros
3	Gilberts	8	Sycamore/ Harley Davidson/ Ducati/ Central Garage (Uppingham) Ltd	51	victoria Pharmacy	57	Dental Health Practice	Printers Yard			
4	Indian Cottage	9	Jet/Central Garage	52	The Vaults	58	D Norton & Son	108	The Courtyard Deli		
5	Little Angels Uppingham			53	Fortune Corner	59	The Rug Studio	Queen Street			
North Street East			High Street East					91	Uppingham Clocks	93	The Royal Oak
10	Choi's Chinese Restaurant	15	Super Ceramic Services Ltd	60	Paul Watts Hairdressing	81	Simmonds Grant	92	Empty	94	Empty
11	Silver Fish Bar	16	Uppingham Yarns	61	Beans	82	Bespoke	Crown Passage			
12	Junk & Disorderly	17	Licenced Betting Office	62	Mercury News Shop	83	Heatsource	73	Empty	74	Rutland Antique Centre
13	Wing's Chinese Restaurant	18	The Co-Operative Food	63	Nook	84	Staniland				
14	Uppingham Bowls Club	23	Sloanes	64	The Falcon Hotel	85	Empty				
Hopes Yard				65	Uppingham Sports & Books						
19a	Snips of Uppingham	21	Mr Snips	66	Goodwin & Belle	87	Garners Antiques				
19	Junk & Disorderly	22	Headhunters	67	Richard's Hair Studio	88	Timpson				
20	Good Hair Days			68	Kearneys	89	Eyebrook Gallery				
Orange Street				69	Age UK	90	Culpin & Son				
24	Woodbine Gallery	31	Upper Cut Barbers	70	Smalls	95	Twist & Turn				
25	Empty	32	Goldmark Pots	71	Uppingham Antiques Centre	96	Bilsdon				
26	Empty	33	Empty	72	The Crown Inn	97	Boots				
27	Made	34	Goldmark Framing	75	Gilbert & Thomas	98	Uppingham Carpet Company				
28	Satelite Gallery	35	Clothing	76	Martin's	99	Earthworks				
29	Goldmark Gallery	36	Moores	77	Priddy Essentials	100	Philip Daulby				
30	Rutland Care Limited	37	Woodbine Gallery	78	Topset Jewellery	101	Murray Estate Agents				
High Street West				79	More Than	102	Lake Isle				
38	Baines Tea Rooms	43	Uppingham School Offices	80	The Culshaw Partnership	103	Nelsons				
39	Forest Books	44	Barclays			103 A	Stitch Upp				
40	The Banyan Tree Too	45	The Garden Hotel								
41	Legacy	46	One Stop								
42	The Rutland Bookshop	47	Empty								

COMPARISON GOODS MODELLING

Rutland County Council
Rutland Retail Capacity Assessment — 2015 Update
Comparison Capacity Modelling

Table 1
Survey area population projections

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total
2015	10,801	6,461	8,526	4,728	2,996	10,665	5,344	49,521
2020	11,480	6,617	8,726	4,870	3,117	11,021	5,464	51,295
2025	12,189	6,801	8,964	5,013	3,234	11,414	5,611	53,226
2030	12,789	6,949	9,151	5,127	3,343	11,738	5,731	54,828
2036	13,919	7,118	9,355	5,254	3,475	12,090	5,854	57,066
Change 2015-36	3,118	657	829	526	479	1,425	510	7,545

Source: Experian Micromarketer (November 2014). 2013-based population projections.

Table 1A
Survey Area Postal Sectors

Zone number	Postal sectors	Zone name
Zone 1	LE15 6	Oakham
Zone 2	LE15 8	Rutland Central
Zone 3	LE15 7	Rutland North
Zone 4	LE14 2	South of Melton Mowbray
Zone 5	LE 7 9 (part)	East of Leicester
Zone 6	LE15 9 (part) / LE16 7 (part) / LE16 8 (part) / NN17 3 (part)	Uppingham & Rutland South
Zone 7	PE9 3 (part) / PE9 4 (part)	Rutland East

Rutland County Council
Rutland Retail Capacity Assessment — 2015 Update
Comparison Capacity Modelling

Table 2
Survey Area Retail Expenditure Forecasts Per Capita (2013 prices) - Comparison Goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
2013	3,032	3,978	3,898	4,397	4,144	3,483	3,561
2015	3,333	4,373	4,285	4,834	4,555	3,829	3,915
2015 Minus SFT at 11.7%	2,943	3,861	3,784	4,268	4,022	3,381	3,457
2020	3,954	5,188	5,083	5,735	5,404	4,542	4,644
2020 Minus SFT at 14.9%	3,365	4,415	4,326	4,880	4,599	3,866	3,952
2025	4,601	6,038	5,916	6,674	6,289	5,286	5,405
2025 Minus SFT at 15.0%	3,911	5,132	5,029	5,673	5,346	4,493	4,594
2030	5,386	7,067	6,925	7,812	7,362	6,188	6,326
2030 Minus SFT at 14.7%	4,594	6,028	5,907	6,664	6,280	5,278	5,396
2036	6,507	8,538	8,366	9,437	8,893	7,475	7,643
2036 Minus SFT at 14.3%	5,576	7,317	7,169	8,088	7,622	6,406	6,550

Baseline expenditure figures are 2013 expenditure per person in 2013 prices. Expenditure figures are then increased in line with comparison goods expenditure growth rates set out at Figure 1a/1b of Experian Retail Planner Briefing Note 13 (Oct 2015), as follows:

2013-14: +4.2%
2014-15: +5.5%
2015-16: +5.3%
2016-17: +3.2%
2017-18: +2.9%
2018-23: +3.0% (per annum)
2023-36: +3.2% (per annum)

Special Forms of Trading (SFT) figures represent discounts for online shopping and other non-store retailing. Figures sourced from Experian Retail Planner Briefing Note 13

Table 3
Survey Area Retail Expenditure Forecasts (2013 prices)

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Total (£m)
2015	31.8	24.9	32.3	20.2	12.1	36.1	18.5	175.8
2020	38.6	29.2	37.7	23.8	14.3	42.6	21.6	207.9
2025	47.7	34.9	45.1	28.4	17.3	51.3	25.8	250.4
2030	58.8	41.9	54.1	34.2	21.0	62.0	30.9	302.7
2036	77.6	52.1	67.1	42.5	26.5	77.5	38.3	381.5
Change 2015-36	45.8	27.1	34.8	22.3	14.4	41.4	19.9	205.8

Source: Tables 1 & 2

Rutland County Council
Rutland Retail Capacity Assessment — 2015 Update
Comparison Capacity Modelling

Table 4
Comparison Goods Allocation 2015 - % Market Share

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)
Comparison goods floorspace in Rutland							
Oakham (zone 1)							
Oakham town centre	38.6%	14.9%	27.8%	11.7%	7.8%	8.7%	1.1%
Tesco, South Street, Oakham	2.5%	1.6%	1.9%	0.4%	0.7%	0.1%	0.0%
Sub-total, Oakham	41.1%	16.5%	29.7%	12.0%	8.6%	8.8%	1.1%
Uppingham (zone 6)							
Uppingham town centre	0.3%	1.4%	0.0%	0.2%	0.9%	15.1%	0.0%
Sub-total, Uppingham	0.3%	1.4%	0.0%	0.2%	0.9%	15.1%	0.0%
Total zones within Rutland (A)	41.4%	17.9%	29.7%	12.2%	9.5%	23.9%	1.1%
Comparison goods floorspace outside Rutland (outside survey area)							
Leicester							
Leicester city centre	21.7%	8.4%	13.8%	25.9%	38.5%	24.5%	1.6%
Thurmaston (incl. Asda)	0.4%	1.3%	0.1%	4.4%	4.7%	0.1%	0.0%
Fosse Park (incl. Sainsbury's, Asda)	1.1%	0.7%	0.8%	3.1%	6.6%	1.0%	0.0%
Oadby (town centre & foodstores)	0.0%	0.0%	0.0%	0.0%	6.4%	0.2%	0.0%
Syston town centre	0.0%	0.0%	0.0%	1.6%	0.1%	0.0%	0.0%
Other locations, Leicester	0.3%	0.0%	0.0%	0.2%	3.8%	0.2%	0.0%
Sub-total, Leicester	23.5%	10.4%	14.6%	35.1%	60.0%	25.9%	1.6%
Peterborough							
Peterborough city centre	9.8%	20.0%	14.6%	2.9%	0.8%	9.9%	32.2%
Other locations, Peterborough	0.6%	2.1%	0.7%	0.0%	0.0%	0.5%	2.7%
Sub-total, Peterborough	10.4%	22.1%	15.3%	2.9%	0.8%	10.3%	34.9%
Stamford							
Stamford town centre	3.2%	20.6%	6.4%	0.3%	0.2%	2.4%	46.8%
Retail parks & other locations, Stamford	3.7%	6.2%	4.0%	0.3%	0.0%	1.2%	9.1%
Sub-total, Stamford	6.9%	26.9%	10.4%	0.5%	0.2%	3.6%	55.8%
Corby							
Corby town centre (incl. Oasis Retail Park)	6.2%	12.4%	5.5%	0.5%	0.1%	18.3%	1.9%
Retail parks & other locations, Corby	3.4%	0.0%	2.3%	0.1%	0.0%	3.5%	0.1%
Sub-total, Corby	9.6%	12.4%	7.8%	0.6%	0.1%	21.8%	2.0%
Melton Mowbray							
Melton Mowbray town centre	1.3%	2.5%	2.6%	33.5%	4.3%	0.3%	0.0%
Retail parks & other locations, Melton Mowbray	0.9%	0.8%	1.7%	4.6%	0.8%	0.3%	0.0%
Sub-total, Melton Mowbray	2.2%	3.3%	4.3%	38.1%	5.1%	0.6%	0.0%
Market Harborough							
Market Harborough town centre	0.3%	0.9%	0.5%	0.4%	17.4%	8.5%	0.0%
Sub-total, Market Harborough	0.3%	0.9%	0.5%	0.4%	17.4%	8.5%	0.0%
Grantham							
Grantham town centre	2.1%	0.4%	3.7%	1.6%	0.0%	0.6%	0.5%
Retail parks & other locations, Grantham	0.7%	0.4%	4.6%	0.8%	0.1%	0.0%	0.0%
Sub-total, Grantham	2.9%	0.8%	8.3%	2.4%	0.1%	0.6%	0.5%
Nottingham							
Nottingham city centre	0.5%	0.1%	1.2%	3.6%	0.8%	0.3%	0.7%
Retail parks & other locations, Nottingham	0.3%	0.2%	0.4%	0.4%	0.0%	0.0%	0.0%
Sub-total, Nottingham	0.7%	0.3%	1.6%	3.9%	0.9%	0.3%	0.7%
All other locations outside survey area	1.5%	3.9%	3.8%	3.7%	2.8%	4.2%	2.9%
Total for locations outside survey area (B)	58.0%	80.9%	66.6%	87.8%	87.5%	75.7%	98.4%
Local comparison goods							
Local / other shops in survey area (C)	0.5%	1.2%	3.7%	0.0%	3.0%	0.4%	0.6%
Overall total (A+B+C)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: NEMS Market Research Telephone Survey, November 2015

Rutland County Council
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Comparison Capacity Modelling

Table 5a
Comparison Goods Allocation 2015 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Total (£m)	Total (%)
Total Available Spend - 2015	31.8	24.9	32.3	20.2	12.1	36.1	18.5	175.8	100.0
Comparison goods floorspace in Rutland									
Oakham (zone 1)									
Oakham town centre	12.3	3.7	9.0	2.4	0.9	3.1	0.2	31.6	18.0%
Tesco, South Street, Oakham	0.8	0.4	0.6	0.1	0.1	0.0	0.0	2.0	1.1%
Sub-total, Oakham	13.1	4.1	9.6	2.4	1.0	3.2	0.2	33.6	19.1%
Uppingham (zone 6)									
Uppingham town centre	0.1	0.4	0.0	0.0	0.1	5.4	0.0	6.0	3.4%
Sub-total, Uppingham	0.1	0.4	0.0	0.0	0.1	5.4	0.0	6.0	3.4%
Total zones within Rutland (A)	13.2	4.5	9.6	2.5	1.1	8.6	0.2	# 39.6	22.5%
Comparison goods floorspace outside Rutland (outside survey area)									
Leicester									
Leicester city centre	6.9	2.1	4.4	5.2	4.6	8.8	0.3	32.4	18.5%
Thurmaston (incl. Asda)	0.1	0.3	0.0	0.9	0.6	0.0	0.0	2.0	1.1%
Fosse Park (incl. Sainsbury's, Asda)	0.3	0.2	0.2	0.6	0.8	0.4	0.0	2.5	1.4%
Oadby (town centre & foodstores)	0.0	0.0	0.0	0.0	0.8	0.1	0.0	0.9	0.5%
Syston town centre	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.3	0.2%
Other locations, Leicester	0.1	0.0	0.0	0.0	0.5	0.1	0.0	0.6	0.4%
Sub-total, Leicester	7.5	2.6	4.7	7.1	7.2	9.4	0.3	38.7	22.0%
Peterborough									
Peterborough city centre	3.1	5.0	4.7	0.6	0.1	3.6	5.9	23.0	13.1%
Other locations, Peterborough	0.2	0.5	0.2	0.0	0.0	0.2	0.5	1.6	0.9%
Sub-total, Peterborough	3.3	5.5	4.9	0.6	0.1	3.7	6.4	24.6	14.0%
Stamford									
Stamford town centre	1.0	5.1	2.1	0.1	0.0	0.9	8.6	17.8	10.1%
Retail parks & other locations, Stamford	1.2	1.6	1.3	0.1	0.0	0.4	1.7	6.2	3.5%
Sub-total, Stamford	2.2	6.7	3.4	0.1	0.0	1.3	10.3	24.0	13.7%
Corby									
Corby town centre (incl. Oasis Retail Park)	2.0	3.1	1.8	0.1	0.0	6.6	0.4	13.9	7.9%
Retail parks & other locations, Corby	1.1	0.0	0.7	0.0	0.0	1.3	0.0	3.1	1.8%
Sub-total, Corby	3.0	3.1	2.5	0.1	0.0	7.9	0.4	17.0	9.7%
Melton Mowbray									
Melton Mowbray town centre	0.4	0.6	0.8	6.8	0.5	0.1	0.0	9.3	5.3%
Retail parks & other locations, Melton Mowbray	0.3	0.2	0.6	0.9	0.1	0.1	0.0	2.2	1.2%
Sub-total, Melton Mowbray	0.7	0.8	1.4	7.7	0.6	0.2	0.0	11.4	6.5%
Market Harborough									
Market Harborough town centre	0.1	0.2	0.2	0.1	2.1	3.1	0.0	5.7	3.2%
Sub-total, Market Harborough	0.1	0.2	0.2	0.1	2.1	3.1	0.0	5.7	3.2%
Grantham									
Grantham town centre	0.7	0.1	1.2	0.3	0.0	0.2	0.1	2.6	1.5%
Retail parks & other locations, Grantham	0.2	0.1	1.5	0.2	0.0	0.0	0.0	2.0	1.1%
Sub-total, Grantham	0.9	0.2	2.7	0.5	0.0	0.2	0.1	4.6	2.6%
Nottingham									
Nottingham city centre	0.1	0.0	0.4	0.7	0.1	0.1	0.1	1.6	0.9%
Retail parks & other locations, Nottingham	0.1	0.0	0.1	0.1	0.0	0.0	0.0	0.4	0.2%
Sub-total, Nottingham	0.2	0.1	0.5	0.8	0.1	0.1	0.1	2.0	1.1%
All other locations outside survey area	0.5	1.0	1.2	0.8	0.3	1.5	0.5	5.8	3.3%
Total for locations outside survey area (B)	18.4	20.2	21.5	17.7	10.5	27.3	18.2	133.9	76.2%
Local comparison goods									
Local / other shops in survey area (C)	0.2	0.3	1.2	0.0	0.4	0.1	0.1	2.3	1.3%
Overall total (A+B+C)	31.8	24.9	32.3	20.2	12.1	36.1	18.5	175.8	100.0%

Source: Table 3, Table 4

Rutland County Council
Rutland Retail Capacity Assessment — 2015 Update
Comparison Capacity Modelling

Table 5b
Comparison Goods Allocation 2020 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Total (£m)	Total (%)
Total Available Spend - 2020	38.6	29.2	37.7	23.8	14.3	42.6	21.6	207.9	100.0
Comparison goods floorspace in Rutland									
Oakham (zone 1)									
Oakham town centre	14.9	4.3	10.5	2.8	1.1	3.7	0.2	37.6	18.1%
Tesco, South Street, Oakham	1.0	0.5	0.7	0.1	0.1	0.0	0.0	2.4	1.1%
Sub-total, Oakham	15.9	4.8	11.2	2.9	1.2	3.7	0.2	40.0	0.2
Uppingham (zone 6)									
Uppingham town centre	0.1	0.4	0.0	0.0	0.1	6.4	0.0	7.1	3.4%
Sub-total, Uppingham	0.1	0.4	0.0	0.0	0.1	6.4	0.0	7.1	3.4%
Total zones within Rutland (A)	16.0	5.2	11.2	2.9	1.4	10.2	0.2	# 47.1	22.7%
Comparison goods floorspace outside Rutland (outside survey area)									
Leicester									
Leicester city centre	8.4	2.5	5.2	6.2	5.5	10.4	0.3	38.5	18.5%
Thurmaston (incl. Asda)	0.2	0.4	0.0	1.0	0.7	0.0	0.0	2.3	1.1%
Fosse Park (incl. Sainsbury's, Asda)	0.4	0.2	0.3	0.7	0.9	0.4	0.0	3.0	1.5%
Oadby (town centre & foodstores)	0.0	0.0	0.0	0.0	0.9	0.1	0.0	1.0	0.5%
Syston town centre	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.4	0.2%
Other locations, Leicester	0.1	0.0	0.0	0.0	0.5	0.1	0.0	0.8	0.4%
Sub-total, Leicester	9.1	3.0	5.5	8.4	8.6	11.1	0.3	46.0	22.1%
Peterborough									
Peterborough city centre	3.8	5.8	5.5	0.7	0.1	4.2	6.9	27.1	13.0%
Other locations, Peterborough	0.2	0.6	0.3	0.0	0.0	0.2	0.6	1.9	0.9%
Sub-total, Peterborough	4.0	6.5	5.8	0.7	0.1	4.4	7.5	29.0	14.0%
Stamford									
Stamford town centre	1.2	6.0	2.4	0.1	0.0	1.0	10.1	20.9	10.1%
Retail parks & other locations, Stamford	1.4	1.8	1.5	0.1	0.0	0.5	2.0	7.3	3.5%
Sub-total, Stamford	2.7	7.8	3.9	0.1	0.0	1.5	12.1	28.2	13.6%
Corby									
Corby town centre (incl. Oasis Retail Park)	2.4	3.6	2.1	0.1	0.0	7.8	0.4	16.4	7.9%
Retail parks & other locations, Corby	1.3	0.0	0.9	0.0	0.0	1.5	0.0	3.7	1.8%
Sub-total, Corby	3.7	3.6	3.0	0.1	0.0	9.3	0.4	20.1	9.7%
Melton Mowbray									
Melton Mowbray town centre	0.5	0.7	1.0	8.0	0.6	0.1	0.0	10.9	5.3%
Retail parks & other locations, Melton Mowbray	0.4	0.2	0.7	1.1	0.1	0.1	0.0	2.6	1.2%
Sub-total, Melton Mowbray	0.9	1.0	1.6	9.0	0.7	0.2	0.0	13.5	6.5%
Market Harborough									
Market Harborough town centre	0.1	0.3	0.2	0.1	2.5	3.6	0.0	6.8	3.3%
Sub-total, Market Harborough	0.1	0.3	0.2	0.1	2.5	3.6	0.0	6.8	3.3%
Grantham									
Grantham town centre	0.8	0.1	1.4	0.4	0.0	0.2	0.1	3.0	1.5%
Retail parks & other locations, Grantham	0.3	0.1	1.7	0.2	0.0	0.0	0.0	2.4	1.1%
Sub-total, Grantham	1.1	0.2	3.1	0.6	0.0	0.2	0.1	5.4	2.6%
Nottingham									
Nottingham city centre	0.2	0.0	0.5	0.8	0.1	0.1	0.2	1.9	0.9%
Retail parks & other locations, Nottingham	0.1	0.0	0.2	0.1	0.0	0.0	0.0	0.4	0.2%
Sub-total, Nottingham	0.3	0.1	0.6	0.9	0.1	0.1	0.2	2.3	1.1%
All other locations outside survey area	0.6	1.2	1.4	0.9	0.4	1.8	0.6	6.8	3.3%
Total for locations outside survey area (B)	22.4	23.6	25.2	20.9	12.5	32.3	21.2	158.1	76.1%
Local comparison goods									
Local / other shops in survey area (C)	0.2	0.4	1.4	0.0	0.4	0.2	0.1	2.7	1.3%
Overall total (A+B+C)	38.6	29.2	37.7	23.8	14.3	42.6	21.6	207.9	100.0%

Source: Table 3, Table 4

Rutland County Council
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Comparison Capacity Modelling

Table 5c
Comparison Goods Allocation 2025 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Total (£m)	Total (%)
Total Available Spend - 2025	47.7	34.9	45.1	28.4	17.3	51.3	25.8	250.4	100.0
Comparison goods floorspace in Rutland									
Oakham (zone 1)									
Oakham town centre	18.4	5.2	12.5	3.3	1.4	4.5	0.3	45.5	18.2%
Tesco, South Street, Oakham	1.2	0.6	0.8	0.1	0.1	0.0	0.0	2.9	1.1%
Sub-total, Oakham	19.6	5.7	13.4	3.4	1.5	4.5	0.3	48.4	0.2
Uppingham (zone 6)									
Uppingham town centre	0.2	0.5	0.0	0.1	0.2	7.7	0.0	8.6	3.4%
Sub-total, Uppingham	0.2	0.5	0.0	0.1	0.2	7.7	0.0	8.6	3.4%
Total zones within Rutland (A)	19.8	6.2	13.4	3.5	1.6	12.2	0.3	# 57.0	22.8%
Comparison goods floorspace outside Rutland (outside survey area)									
Leicester									
Leicester city centre	10.3	2.9	6.2	7.4	6.6	12.6	0.4	46.5	18.6%
Thurmaston (incl. Asda)	0.2	0.5	0.0	1.2	0.8	0.0	0.0	2.8	1.1%
Fosse Park (incl. Sainsbury's, Asda)	0.5	0.2	0.3	0.9	1.1	0.5	0.0	3.6	1.5%
Oadby (town centre & foodstores)	0.0	0.0	0.0	0.0	1.1	0.1	0.0	1.2	0.5%
Syston town centre	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.5	0.2%
Other locations, Leicester	0.1	0.0	0.0	0.1	0.7	0.1	0.0	0.9	0.4%
Sub-total, Leicester	11.2	3.6	6.6	10.0	10.4	13.3	0.4	55.5	22.2%
Peterborough									
Peterborough city centre	4.7	7.0	6.6	0.8	0.1	5.1	8.3	32.5	13.0%
Other locations, Peterborough	0.3	0.7	0.3	0.0	0.0	0.2	0.7	2.3	0.9%
Sub-total, Peterborough	5.0	7.7	6.9	0.8	0.1	5.3	9.0	34.8	13.9%
Stamford									
Stamford town centre	1.5	7.2	2.9	0.1	0.0	1.2	12.1	25.0	10.0%
Retail parks & other locations, Stamford	1.8	2.2	1.8	0.1	0.0	0.6	2.3	8.8	3.5%
Sub-total, Stamford	3.3	9.4	4.7	0.2	0.0	1.9	14.4	33.8	13.5%
Corby									
Corby town centre (incl. Oasis Retail Park)	3.0	4.3	2.5	0.1	0.0	9.4	0.5	19.8	7.9%
Retail parks & other locations, Corby	1.6	0.0	1.0	0.0	0.0	1.8	0.0	4.5	1.8%
Sub-total, Corby	4.6	4.3	3.5	0.2	0.0	11.2	0.5	24.3	9.7%
Melton Mowbray									
Melton Mowbray town centre	0.6	0.9	1.2	9.5	0.7	0.1	0.0	13.1	5.2%
Retail parks & other locations, Melton Mowbray	0.4	0.3	0.8	1.3	0.1	0.1	0.0	3.1	1.2%
Sub-total, Melton Mowbray	1.1	1.2	1.9	10.8	0.9	0.3	0.0	16.2	6.5%
Market Harborough									
Market Harborough town centre	0.1	0.3	0.2	0.1	3.0	4.4	0.0	8.1	3.3%
Sub-total, Market Harborough	0.1	0.3	0.2	0.1	3.0	4.4	0.0	8.1	3.3%
Grantham									
Grantham town centre	1.0	0.1	1.7	0.5	0.0	0.3	0.1	3.7	1.5%
Retail parks & other locations, Grantham	0.4	0.1	2.1	0.2	0.0	0.0	0.0	2.8	1.1%
Sub-total, Grantham	1.4	0.3	3.7	0.7	0.0	0.3	0.1	6.5	2.6%
Nottingham									
Nottingham city centre	0.2	0.0	0.5	1.0	0.1	0.1	0.2	2.3	0.9%
Retail parks & other locations, Nottingham	0.1	0.1	0.2	0.1	0.0	0.0	0.0	0.5	0.2%
Sub-total, Nottingham	0.4	0.1	0.7	1.1	0.2	0.1	0.2	2.8	1.1%
All other locations outside survey area	0.7	1.4	1.7	1.1	0.5	2.1	0.7	8.2	3.3%
Total for locations outside survey area (B)	27.7	28.2	30.0	25.0	15.1	38.8	25.4	190.2	76.0%
Local comparison goods									
Local / other shops in survey area (C)	0.3	0.4	1.7	0.0	0.5	0.2	0.1	3.2	1.3%
Overall total (A+B+C)	47.7	34.9	45.1	28.4	17.3	51.3	25.8	250.4	100.0%

Source: Table 3, Table 4

Rutland County Council
Rutland Retail Capacity Assessment — 2015 Update
Comparison Capacity Modelling

Table 5d
Comparison Goods Allocation 2030 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Total (£m)	Total (%)
Total Available Spend - 2030	58.8	41.9	54.1	34.2	21.0	62.0	30.9	302.7	100.0
Comparison goods floorspace in Rutland									
Oakham (zone 1)									
Oakham town centre	22.7	6.2	15.0	4.0	1.6	5.4	0.3	55.3	18.3%
Tesco, South Street, Oakham	1.5	0.7	1.0	0.1	0.2	0.0	0.0	3.5	1.1%
Sub-total, Oakham	24.2	6.9	16.0	4.1	1.8	5.4	0.3	58.8	0.2
Uppingham (zone 6)									
Uppingham town centre	0.2	0.6	0.0	0.1	0.2	9.3	0.0	10.4	3.4%
Sub-total, Uppingham	0.2	0.6	0.0	0.1	0.2	9.3	0.0	10.4	3.4%
Total zones within Rutland (A)	24.4	7.5	16.0	4.2	2.0	14.8	0.3	# 69.2	22.8%
Comparison goods floorspace outside Rutland (outside survey area)									
Leicester									
Leicester city centre	12.7	3.5	7.4	8.9	8.1	15.2	0.5	56.3	18.6%
Thurmaston (incl. Asda)	0.3	0.6	0.1	1.5	1.0	0.0	0.0	3.4	1.1%
Fosse Park (incl. Sainsbury's, Asda)	0.6	0.3	0.4	1.1	1.4	0.6	0.0	4.4	1.5%
Oadby (town centre & foodstores)	0.0	0.0	0.0	0.0	1.4	0.1	0.0	1.5	0.5%
Syston town centre	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.6	0.2%
Other locations, Leicester	0.1	0.0	0.0	0.1	0.8	0.1	0.0	1.1	0.4%
Sub-total, Leicester	13.8	4.4	7.9	12.0	12.6	16.1	0.5	67.2	22.2%
Peterborough									
Peterborough city centre	5.8	8.4	7.9	1.0	0.2	6.1	9.9	39.2	13.0%
Other locations, Peterborough	0.3	0.9	0.4	0.0	0.0	0.3	0.8	2.8	0.9%
Sub-total, Peterborough	6.1	9.3	8.3	1.0	0.2	6.4	10.8	42.0	13.9%
Stamford									
Stamford town centre	1.9	8.6	3.5	0.1	0.0	1.5	14.5	30.1	9.9%
Retail parks & other locations, Stamford	2.2	2.6	2.1	0.1	0.0	0.8	2.8	10.6	3.5%
Sub-total, Stamford	4.1	11.3	5.6	0.2	0.0	2.2	17.3	40.7	13.4%
Corby									
Corby town centre (incl. Oasis Retail Park)	3.7	5.2	3.0	0.2	0.0	11.3	0.6	23.9	7.9%
Retail parks & other locations, Corby	2.0	0.0	1.2	0.0	0.0	2.2	0.0	5.5	1.8%
Sub-total, Corby	5.6	5.2	4.2	0.2	0.0	13.5	0.6	29.4	9.7%
Melton Mowbray									
Melton Mowbray town centre	0.8	1.1	1.4	11.4	0.9	0.2	0.0	15.8	5.2%
Retail parks & other locations, Melton Mowbray	0.5	0.3	0.9	1.6	0.2	0.2	0.0	3.7	1.2%
Sub-total, Melton Mowbray	1.3	1.4	2.3	13.0	1.1	0.3	0.0	19.5	6.4%
Market Harborough									
Market Harborough town centre	0.2	0.4	0.3	0.2	3.7	5.3	0.0	9.9	3.3%
Sub-total, Market Harborough	0.2	0.4	0.3	0.2	3.7	5.3	0.0	9.9	3.3%
Grantham									
Grantham town centre	1.2	0.1	2.0	0.6	0.0	0.4	0.1	4.4	1.5%
Retail parks & other locations, Grantham	0.4	0.2	2.5	0.3	0.0	0.0	0.0	3.4	1.1%
Sub-total, Grantham	1.7	0.3	4.5	0.8	0.0	0.4	0.1	7.8	2.6%
Nottingham									
Nottingham city centre	0.3	0.1	0.7	1.2	0.2	0.2	0.2	2.8	0.9%
Retail parks & other locations, Nottingham	0.2	0.1	0.2	0.1	0.0	0.0	0.0	0.6	0.2%
Sub-total, Nottingham	0.4	0.1	0.9	1.3	0.2	0.2	0.2	3.4	1.1%
All other locations outside survey area	0.9	1.7	2.0	1.3	0.6	2.6	0.9	9.9	3.3%
Total for locations outside survey area (B)	34.1	33.9	36.0	30.0	18.4	46.9	30.4	229.7	75.9%
Local comparison goods									
Local / other shops in survey area (C)	0.3	0.5	2.0	0.0	0.6	0.3	0.2	3.9	1.3%
Overall total (A+B+C)	58.8	41.9	54.1	34.2	21.0	62.0	30.9	302.7	100.0%

Source: Table 3, Table 4

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Table 5e
Comparison Goods Allocation 2035 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Total (£m)	Total (%)
Total Available Spend - 2035	77.6	52.1	67.1	42.5	26.5	77.5	38.3	381.5	100.0
Comparison goods floorspace in Rutland									
Oakham (zone 1)									
Oakham town centre	30.0	7.7	18.7	5.0	2.1	6.7	0.4	70.6	18.5%
Tesco, South Street, Oakham	2.0	0.8	1.3	0.1	0.2	0.1	0.0	4.4	1.2%
Sub-total, Oakham	31.9	8.6	19.9	5.1	2.3	6.8	0.4	75.0	0.2
Uppingham (zone 6)									
Uppingham town centre	0.3	0.7	0.0	0.1	0.2	11.7	0.0	13.0	3.4%
Sub-total, Uppingham	0.3	0.7	0.0	0.1	0.2	11.7	0.0	13.0	3.4%
Total zones within Rutland (A)	32.2	9.3	19.9	5.2	2.5	18.5	0.4	# 88.0	23.1%
Comparison goods floorspace outside Rutland (outside survey area)									
Leicester									
Leicester city centre	16.8	4.4	9.2	11.0	10.2	19.0	0.6	71.2	18.7%
Thurmaston (incl. Asda)	0.3	0.7	0.1	1.9	1.2	0.0	0.0	4.2	1.1%
Fosse Park (incl. Sainsbury's, Asda)	0.8	0.4	0.5	1.3	1.7	0.8	0.0	5.6	1.5%
Oadby (town centre & foodstores)	0.0	0.0	0.0	0.0	1.7	0.2	0.0	1.9	0.5%
Syston town centre	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.7	0.2%
Other locations, Leicester	0.2	0.0	0.0	0.1	1.0	0.1	0.0	1.4	0.4%
Sub-total, Leicester	18.2	5.4	9.8	14.9	15.9	20.1	0.6	85.0	22.3%
Peterborough									
Peterborough city centre	7.6	10.4	9.8	1.2	0.2	7.7	12.3	49.2	12.9%
Other locations, Peterborough	0.5	1.1	0.5	0.0	0.0	0.4	1.0	3.5	0.9%
Sub-total, Peterborough	8.1	11.5	10.3	1.2	0.2	8.0	13.4	52.7	13.8%
Stamford									
Stamford town centre	2.5	10.7	4.3	0.1	0.1	1.9	17.9	37.5	9.8%
Retail parks & other locations, Stamford	2.9	3.3	2.7	0.1	0.0	0.9	3.5	13.3	3.5%
Sub-total, Stamford	5.4	14.0	7.0	0.2	0.1	2.8	21.4	50.8	13.3%
Corby									
Corby town centre (incl. Oasis Retail Park)	4.8	6.4	3.7	0.2	0.0	14.1	0.7	30.1	7.9%
Retail parks & other locations, Corby	2.6	0.0	1.5	0.0	0.0	2.7	0.0	6.9	1.8%
Sub-total, Corby	7.4	6.5	5.3	0.3	0.0	16.9	0.8	37.1	9.7%
Melton Mowbray									
Melton Mowbray town centre	1.0	1.3	1.7	14.2	1.1	0.2	0.0	19.7	5.2%
Retail parks & other locations, Melton Mowbray	0.7	0.4	1.2	1.9	0.2	0.2	0.0	4.6	1.2%
Sub-total, Melton Mowbray	1.7	1.7	2.9	16.2	1.3	0.4	0.0	24.3	6.4%
Market Harborough									
Market Harborough town centre	0.2	0.5	0.3	0.2	4.6	6.6	0.0	12.4	3.2%
Sub-total, Market Harborough	0.2	0.5	0.3	0.2	4.6	6.6	0.0	12.4	3.2%
Grantham									
Grantham town centre	1.6	0.2	2.5	0.7	0.0	0.4	0.2	5.6	1.5%
Retail parks & other locations, Grantham	0.6	0.2	3.1	0.3	0.0	0.0	0.0	4.2	1.1%
Sub-total, Grantham	2.2	0.4	5.5	1.0	0.0	0.4	0.2	9.9	2.6%
Nottingham									
Nottingham city centre	0.4	0.1	0.8	1.5	0.2	0.2	0.3	3.5	0.9%
Retail parks & other locations, Nottingham	0.2	0.1	0.3	0.2	0.0	0.0	0.0	0.8	0.2%
Sub-total, Nottingham	0.6	0.1	1.1	1.7	0.2	0.2	0.3	4.2	1.1%
All other locations outside survey area	1.2	2.1	2.5	1.6	0.7	3.2	1.1	12.4	3.2%
Total for locations outside survey area (B)	45.0	42.1	44.7	37.3	23.2	58.7	37.7	288.7	75.7%
Local comparison goods									
Local / other shops in survey area (C)	0.4	0.6	2.5	0.0	0.8	0.3	0.2	4.8	1.3%
Overall total (A+B+C)	77.6	52.1	67.1	42.5	26.5	77.5	38.3	381.5	100.0%

Source: Table 3, Table 4

Rutland County Council
 Rutland Retail Capacity Assessment — 2015 Update
 Comparison Capacity Modelling

Table 6: Existing Comparison Goods Floorspace in Rutland

In-centre floorspace	Comparison goods floorspace (sq.m net)
Oakham town centre <i>including non-food floorspace in Tesco, South Street</i>	8,903
Uppingham town centre	3,822
Total in-centre floorspace	12,725
Out-of-centre floorspace	Comparison goods floorspace (sq.m net)
Non-food floorspace in Oakham out-of-centre foodstores	185
Overall total	12,910

Source: Experian Goad Category Reports / Goad Plans. Note: Includes comparison floorspace in major foodstores.

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Table 7
 Comparison goods floorspace commitments

Proposed development	Net comparison floorspace (sq.m)	Company average sales (£/sq.m net)	Average turnover 2015 (£m)	Average turnover 2020 (£m)
Aldi, Lands End Way, Oakham (comparison goods floorspace)	251	5,594	1.4	1.5
Total	251	-	1.4	1.5

Source: Rutland County Council

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Table 8
County-wide comparison goods floorspace capacity

	2015	2020	2025	2030	2036
Total available expenditure (£m)	175.8	207.9	250.4	302.7	381.5
Market share from survey area	23	23	23	23	23
Survey area residents' spending (town centres) (£m)	39.6	47.1	57.0	69.2	88.0
Survey area residents' spending (out-of-centre) (£m)	0.0	0.0	0.0	0.0	0.0
TOTAL SPENDING (£m)	39.6	47.1	57.0	69.2	88.0
Existing retail floorspace (sq.m net)	12,910	12,910	12,910	12,910	12,910
Sales per sq.m net £	3,069	3,347	3,651	3,982	4,342
Sales from existing floorspace (£m)	39.6	43.2	47.1	51.4	56.1
Sales from commitments (£m)	0	1.5	1.7	1.8	2.0
Residual spending to support new floorspace (£m)	0.0	2.4	8.2	16.0	29.9
Sales per sq.m net in new shops (£)	4,500	4,908	5,353	5,838	6,367
Capacity for new floorspace (sq.m net)	0	481	1,535	2,733	4,699
Capacity for new floorspace (sq.m net, rounded)	0	500	1,500	2,700	4,700
<small>Assumes 1.75% pa growth in sales efficiency 2013-2035</small>					

CONVENIENCE GOODS MODELLING

Rutland County Council
Rutland Retail Capacity Assessment — 2015 Update
Convenience Capacity Modelling

Table 1
Survey Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Total
2015	10,801	6,461	8,526	4,728	2,996	10,665	5,344	49,521
2020	11,480	6,617	8,726	4,870	3,117	11,021	5,464	51,295
2025	12,189	6,801	8,964	5,013	3,234	11,414	5,611	53,226
2030	12,789	6,949	9,151	5,127	3,343	11,738	5,731	54,828
2036	13,919	7,118	9,355	5,254	3,475	12,090	5,854	57,066
Change 2015-36	3,118	657	829	526	479	1,425	510	7,545

Source: Experian Micromarketer (November 2015), 2013-based population projections.
Population figures for zone 1 have been adjusted to take into account planned strategic growth at Oakham.

Table 1A
Survey Area Postal Sectors

Zone number	Postal sectors	Zone name
Zone 1	LE15 6	Oakham
Zone 2	LE15 8	Rutland Central
Zone 3	LE15 7	Rutland North
Zone 4	LE14 2	South of Melton Mowbray
Zone 5	LE 7 9 (part)	East of Leicester
Zone 6	LE15 9 (part) / LE16 7 (part) / LE16 8 (part) / NN17 3 (part)	Uppingham & Rutland South
Zone 7	PE9 3 (part) / PE9 4 (part)	Rutland East

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Table 2
Survey Area Retail Expenditure Forecasts Per Capita (2013 prices) - Convenience goods

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7
2013	1,967	2,348	2,326	2,574	2,438	2,115	2,170
2015	1,971	2,352	2,331	2,579	2,443	2,119	2,174
2015 Minus SFT at 2.8%	1,725	2,058	2,039	2,257	2,138	1,854	1,902
2020	1,981	2,364	2,342	2,592	2,455	2,129	2,185
2020 Minus SFT at 4.0%	1,670	1,993	1,975	2,185	2,070	1,795	1,842
2025	1,991	2,376	2,354	2,605	2,468	2,140	2,196
2025 Minus SFT at 5.0%	1,674	1,998	1,980	2,191	2,075	1,800	1,847
2030	2,011	2,400	2,378	2,631	2,492	2,162	2,218
2030 Minus SFT at 5.7%	1,697	2,025	2,007	2,221	2,104	1,824	1,872
2036	2,072	2,473	2,450	2,711	2,568	2,227	2,285
2036 Minus SFT at 6.4%	1,757	2,097	2,077	2,299	2,178	1,889	1,938

Baseline expenditure figures are 2013 expenditure per person in 2013 prices. Expenditure figures are then increased in line with convenience goods expenditure growth rates set out at Figure 1a/1b of Experian Retail Planner Briefing Note 13 (Oct 2015), as follows:

- 2013-14: -0.7%
- 2014-15: -1.8%
- 2015-16: -0.2%
- 2016-17: +0.1%
- 2017-18: +0.3%
- 2018-36: +0.1% (per annum)

Special Forms of Trading (SFT) figures represent discounts for online shopping and other non-store retailing. Figures sourced from Experian Retail Planner Briefing Note 13 (October 2015) Appendix 3

Table 3
Survey Area Retail Expenditure Forecasts (2013 prices)

	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Total (£m)
2015	18.6	13.3	17.4	10.7	6.4	19.8	10.2	96.3
2020	19.2	13.2	17.2	10.6	6.5	19.8	10.1	96.5
2025	20.4	13.6	17.7	11.0	6.7	20.5	10.4	100.3
2030	21.7	14.1	18.4	11.4	7.0	21.4	10.7	104.7
2036	24.5	14.9	19.4	12.1	7.6	22.8	11.3	112.6
Change 2015-36	5.8	1.6	2.0	1.4	1.2	3.1	1.2	16.3

Source: Tables 1 & 2

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Convenience Capacity Modelling

Table 4
Convenience Goods Allocation 2015 - % Market Share

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)
Convenience goods floorspace in Rutland							
Oakham town centre stores (zone 1)							
Tesco, South Street, Oakham	45.1%	25.0%	33.6%	11.0%	3.8%	9.9%	2.9%
Other stores, Oakham town centre	5.1%	0.5%	1.8%	0.4%	1.7%	0.2%	0.0%
Sub-total, Oakham town centre	50.2%	25.5%	35.3%	11.4%	5.4%	10.1%	2.9%
Oakham other stores (zone 1)							
Co-Operative, Burley Road, Oakham	12.7%	7.9%	20.6%	5.0%	2.1%	2.0%	2.1%
Co-Operative, Braunstone Road, Oakham	10.8%	1.5%	1.0%	3.0%	1.0%	0.2%	0.0%
Marks & Spencer Simply Food, BP, Lands End Way, Oakham	1.9%	0.6%	0.9%	0.0%	0.2%	0.3%	0.0%
Sub-total, Oakham other stores	25.4%	10.1%	22.5%	7.9%	3.3%	2.4%	2.1%
Uppingham (zone 6)							
Co-Operative, North Street East, Uppingham	0.0%	1.8%	0.3%	0.0%	3.2%	18.2%	0.3%
One Stop, High Street West, Uppingham	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Other stores, Uppingham town centre	0.0%	0.0%	0.3%	0.0%	1.8%	4.7%	0.0%
Sub-total, Uppingham town centre	0.0%	1.8%	0.5%	0.0%	4.9%	25.1%	0.3%
Total for main stores & centres in Rutland (A)	75.7%	37.3%	58.4%	19.3%	13.7%	37.6%	5.4%
Convenience goods floorspace outside Rutland							
Other stores in survey area							
Co-Operative, Main Street, Houghton-on-the-Hill	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%
Sub-total, other stores in survey area (B)	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%
Stores outside survey area							
Stamford							
Morrisons, Uffington Road, Stamford	2.2%	16.8%	3.1%	0.2%	0.0%	1.2%	27.3%
Waitrose, West Street, Stamford	1.5%	9.0%	2.1%	2.0%	0.5%	5.4%	14.7%
Lidl, Markham Retail Park, Stamford	4.9%	5.6%	1.6%	0.0%	0.0%	0.0%	17.6%
Sainsbury's, Markham Retail Park, Stamford	0.9%	2.1%	0.8%	0.2%	0.4%	0.6%	17.2%
Other stores, Stamford	0.1%	2.4%	1.9%	0.0%	0.0%	0.3%	7.6%
Sub-total, Stamford	9.6%	36.0%	9.5%	2.4%	0.9%	7.5%	84.4%
Corby							
Aldi, Rockingham Road, Corby	4.5%	3.7%	2.9%	0.0%	0.0%	15.8%	0.5%
Asda, Phoenix Parkway, Corby	4.0%	1.8%	2.8%	0.0%	0.0%	14.1%	0.8%
Tesco Extra, Oakley Road, Corby	0.3%	0.0%	1.3%	0.0%	0.0%	3.4%	0.0%
Morrisons, Oakley Road, Corby	0.5%	0.0%	0.7%	0.0%	0.0%	2.9%	0.0%
Other stores, Corby	0.2%	0.0%	0.0%	0.0%	0.0%	1.8%	0.1%
Sub-total, Corby	9.5%	5.5%	7.6%	0.0%	0.0%	38.0%	1.4%
Melton Mowbray							
Morrisons, Vale of Belvoir Shopping Ctr, Sherrard Street, Melton Mowbray	0.3%	0.5%	3.3%	16.5%	0.0%	0.3%	0.0%
Sainsbury's, Notttingham Road, Melton Mowbray	0.4%	0.9%	1.5%	18.3%	0.2%	0.0%	0.0%
Lidl, Scaford Road, Melton Mowbray	2.0%	0.7%	2.3%	4.0%	0.2%	0.0%	0.0%
Tesco, Thorpe Road, Melton Mowbray	0.0%	0.7%	1.6%	9.2%	0.3%	0.0%	0.0%
Other stores, Melton Mowbray	0.4%	0.5%	0.6%	12.7%	0.5%	0.0%	0.0%
Sub-total, Melton Mowbray	3.2%	3.3%	9.3%	60.7%	1.1%	0.3%	0.0%
Market Harborough							
Sainsbury's, St Mary's Place, Market Harborough	0.0%	0.0%	0.0%	0.0%	3.7%	5.2%	0.0%
Waitrose, Springfield Street, Market Harborough	0.0%	0.0%	0.0%	0.0%	3.1%	4.5%	0.0%
Aldi, Springfield Street, Market Harborough	0.2%	0.0%	0.0%	0.0%	2.3%	1.0%	0.0%
Other stores, Market Harborough	0.0%	0.0%	0.0%	0.0%	2.2%	0.9%	0.0%
Sub-total, Market Harborough	0.2%	0.0%	0.0%	0.0%	11.3%	11.6%	0.0%
Grantham							
Aldi, South Parade, Grantham	0.5%	0.0%	5.1%	0.1%	0.0%	0.0%	0.0%
Asda, Union Street, Grantham	0.2%	0.0%	1.9%	0.8%	0.0%	0.0%	0.0%
Other stores, Grantham	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%
Sub-total, Grantham	0.7%	0.0%	7.7%	0.9%	0.0%	0.0%	0.1%
Oadby							
Aldi, Leicester Road, Oadby	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%
Sainsbury's, Glen Road, Oadby	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%
Waitrose, Harborough Road, Oadby	0.0%	0.2%	0.0%	0.0%	6.6%	0.0%	0.0%
M&S Simply Food, The Parade, Oadby	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Sub-total, Oadby	0.0%	0.2%	0.0%	0.0%	26.5%	0.0%	0.0%
Leicester (incl. city centre / Syston / Thurmaston / Hamilton / Wigston)							
Aldi, Melton Road, Syston	0.0%	0.0%	0.0%	4.4%	1.8%	0.0%	0.0%
Tesco Extra, Maidenwell Av, Hamilton District Centre, Leicester	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%
Co-Operative, Station Road, Thurnby	0.0%	1.9%	0.0%	0.0%	3.9%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston	0.0%	0.0%	0.0%	1.7%	3.6%	0.0%	0.0%
Sainsbury's, Melton Road, Leicester	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%	0.0%
Other stores, Leicester	0.4%	0.5%	0.3%	3.2%	7.1%	0.8%	0.0%
Sub-total, Leicester	0.4%	2.5%	0.3%	9.2%	26.0%	1.1%	0.0%
Peterborough (all stores)	0.8%	6.5%	0.8%	0.0%	0.0%	0.6%	1.5%
Kettering (all stores)	0.0%	2.3%	0.2%	0.0%	0.0%	0.5%	0.0%
All other foodstores outside survey area	0.0%	1.1%	0.1%	6.1%	1.0%	1.0%	0.6%
Sub-total, stores outside survey area (C)	24.3%	57.4%	35.5%	79.4%	66.8%	60.6%	88.0%
Total for stores outside survey area (B+C)	24.3%	57.4%	35.5%	79.4%	73.0%	60.6%	88.0%
Local convenience goods							
Local / other shops in survey area (D)	0.0%	5.2%	6.1%	1.3%	13.3%	1.8%	6.6%
Total (A+B+C+D)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: NEMS Household Survey results

Rutland County Council
Rutland Retail Capacity Assessment — 2015 Update
Convenience Capacity Modelling

Table 5a
Convenience Goods Allocation 2015 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Total (£m)	Total (%)
Total Available Spend - 2015	18.6	13.3	17.4	10.7	6.4	19.8	10.2	96.3	100.0
Convenience goods floorspace in Rutland									
Oakham town centre stores (zone 1)									
Tesco, South Street, Oakham	8.4	3.3	5.8	1.2	0.2	2.0	0.3	21.2	22.0%
Other stores, Oakham town centre	1.0	0.1	0.3	0.0	0.1	0.0	0.0	1.5	1.6%
Sub-total, Oakham town centre	9.4	3.4	6.1	1.2	0.3	2.0	0.3	22.8	23.6%
Oakham other stores (zone 1)									
Co-Operative, Burley Road, Oakham	2.4	1.1	3.6	0.5	0.1	0.4	0.2	8.3	8.6%
Co-Operative, Braunstone Road, Oakham	2.0	0.2	0.2	0.3	0.1	0.0	0.0	2.8	2.9%
Marks & Spencer Simply Food, BP, Lands End Way, Oakham	0.4	0.1	0.2	0.0	0.0	0.1	0.0	0.7	0.7%
Sub-total, Oakham other stores	4.7	1.3	3.9	0.8	0.2	0.5	0.2	11.7	12.2%
Uppingham (zone 6)									
Co-Operative, North Street East, Uppingham	0.0	0.2	0.0	0.0	0.2	3.6	0.0	4.1	4.3%
One Stop, High Street West, Uppingham	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.4%
Other stores, Uppingham town centre	0.0	0.0	0.0	0.0	0.1	0.9	0.0	1.1	1.1%
Sub-total, Uppingham town centre	0.0	0.2	0.1	0.0	0.3	5.0	0.0	5.6	5.9%
Total for main stores & centres in Rutland (A)	14.1	5.0	10.2	2.1	0.9	7.4	0.5	40.1	41.7%
Convenience goods floorspace outside Rutland									
Other stores in survey area									
Co-Operative, Main Street, Houghton-on-the-Hill	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.4%
Sub-total, other stores in survey area (B)	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.4%
Stores outside survey area									
Stamford									
Morrisons, Uffington Road, Stamford	0.4	2.2	0.5	0.0	0.0	0.2	2.8	6.2	6.4%
Waitrose, West Street, Stamford	0.3	1.2	0.4	0.2	0.0	1.1	1.5	4.7	4.8%
Lidl, Markham Retail Park, Stamford	0.9	0.7	0.3	0.0	0.0	0.0	1.8	3.7	3.9%
Sainsbury's, Markham Retail Park, Stamford	0.2	0.3	0.1	0.0	0.0	0.1	1.7	2.5	2.6%
Other stores, Stamford	0.0	0.3	0.3	0.0	0.0	0.1	0.8	1.5	1.6%
Sub-total, Stamford	1.8	4.8	1.7	0.3	0.1	1.5	8.6	18.6	19.3%
Corby									
Aldi, Rockingham Road, Corby	0.8	0.5	0.5	0.0	0.0	3.1	0.0	5.0	5.2%
Asda, Phoenix Parkway, Corby	0.7	0.2	0.5	0.0	0.0	2.8	0.1	4.3	4.5%
Tesco Extra, Oakley Road, Corby	0.1	0.0	0.2	0.0	0.0	0.7	0.0	1.0	1.0%
Morrisons, Oakley Road, Corby	0.1	0.0	0.1	0.0	0.0	0.6	0.0	0.8	0.8%
Other stores, Corby	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.4%
Sub-total, Corby	1.8	0.7	1.3	0.0	0.0	7.5	0.1	11.5	11.9%
Melton Mowbray									
Morrisons, Vale of Belvoir Shopping Ctr, Sherrard Street, Melton Mowbray	0.1	0.1	0.6	1.8	0.0	0.1	0.0	2.5	2.6%
Sainsbury's, Nottingham Road, Melton Mowbray	0.1	0.1	0.3	2.0	0.0	0.0	0.0	2.4	2.5%
Lidl, Scaford Road, Melton Mowbray	0.4	0.1	0.4	0.4	0.0	0.0	0.0	1.3	1.3%
Tesco, Thorpe Road, Melton Mowbray	0.0	0.1	0.3	1.0	0.0	0.0	0.0	1.4	1.4%
Other stores, Melton Mowbray	0.1	0.1	0.1	1.4	0.0	0.0	0.0	1.6	1.7%
Sub-total, Melton Mowbray	0.6	0.4	1.6	6.5	0.1	0.1	0.0	9.3	9.6%
Market Harborough									
Sainsbury's, St Mary's Place, Market Harborough	0.0	0.0	0.0	0.0	0.2	1.0	0.0	1.3	1.3%
Waitrose, Springfield Street, Market Harborough	0.0	0.0	0.0	0.0	0.2	0.9	0.0	1.1	1.1%
Aldi, Springfield Street, Market Harborough	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.4	0.4%
Other stores, Market Harborough	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.3	0.3%
Sub-total, Market Harborough	0.0	0.0	0.0	0.0	0.7	2.3	0.0	3.1	3.2%
Grantham									
Aldi, South Parade, Grantham	0.1	0.0	0.9	0.0	0.0	0.0	0.0	1.0	1.0%
Asda, Union Street, Grantham	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.4	0.5%
Other stores, Grantham	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1%
Sub-total, Grantham	0.1	0.0	1.3	0.1	0.0	0.0	0.0	1.6	1.6%
Oadby									
Aldi, Leicester Road, Oadby	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6	0.6%
Sainsbury's, Glen Road, Oadby	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6	0.6%
Waitrose, Harborough Road, Oadby	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.5%
M&S Simply Food, The Parade, Oadby	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1%
Sub-total, Oadby	0.0	0.0	0.0	0.0	1.7	0.0	0.0	1.7	1.8%
Leicester (incl. city centre / Syston / Thurmaston / Hamilton / Wigston)									
Aldi, Melton Road, Syston	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.6	0.6%
Tesco Extra, Maidenwell Av, Hamilton District Centre, Leicester	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.5%
Co-Operative, Station Road, Thurmby	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.5	0.5%
Asda, Barkby Thorpe Lane, Thurmaston	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.4	0.4%
Sainsbury's, Melton Road, Leicester	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2	0.2%
Other stores, Leicester	0.1	0.1	0.0	0.3	0.5	0.2	0.0	1.1	1.2%
Sub-total, Leicester	0.1	0.3	0.0	1.0	1.7	0.2	0.0	3.3	3.4%
Peterborough (all stores)	0.1	0.9	0.1	0.0	0.0	0.1	0.2	1.4	1.5%
Kettering (all stores)	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.5	0.5%
All other foodstores outside survey area	0.0	0.1	0.0	0.6	0.1	0.2	0.1	1.1	1.2%
Sub-total, stores outside survey area (C)	4.5	7.6	6.2	8.5	4.3	12.0	8.9	52.0	54.0%
Total for stores outside survey area (B+C)	4.5	7.6	6.2	8.5	4.7	12.0	8.9	52.4	54.4%
Local convenience goods									
Local / other shops in survey area (D)	0.0	0.7	1.1	0.1	0.8	0.4	0.7	3.8	3.9%
Total (A+B+C+D)	18.6	13.3	17.4	10.7	6.4	19.8	10.2	96.3	100.0%

Source: Table 3, Table 4

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Table 4
Convenience Goods Allocation 2015 - % Market Share

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)
Convenience goods floorspace in Rutland							
Oakham town centre stores (zone 1)							
Tesco, South Street, Oakham	45.1%	25.0%	33.6%	11.0%	3.8%	9.9%	2.9%
Other stores, Oakham town centre	5.1%	0.5%	1.8%	0.4%	1.7%	0.2%	0.0%
Sub-total, Oakham town centre	50.2%	25.5%	35.3%	11.4%	5.4%	10.1%	2.9%
Oakham other stores (zone 1)							
Co-Operative, Burley Road, Oakham	12.7%	7.9%	20.6%	5.0%	2.1%	2.0%	2.1%
Co-Operative, Braunstone Road, Oakham	10.8%	1.5%	1.0%	3.0%	1.0%	0.2%	0.0%
Marks & Spencer Simply Food, BP, Lands End Way, Oakham	1.9%	0.6%	0.9%	0.0%	0.2%	0.3%	0.0%
Sub-total, Oakham other stores	25.4%	10.1%	22.5%	7.9%	3.3%	2.4%	2.1%
Uppingham (zone 6)							
Co-Operative, North Street East, Uppingham	0.0%	1.8%	0.3%	0.0%	3.2%	18.2%	0.3%
One Stop, High Street West, Uppingham	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Other stores, Uppingham town centre	0.0%	0.0%	0.3%	0.0%	1.8%	4.7%	0.0%
Sub-total, Uppingham town centre	0.0%	1.8%	0.5%	0.0%	4.9%	25.1%	0.3%
Total for main stores & centres in Rutland (A)	75.7%	37.3%	58.4%	19.3%	13.7%	37.6%	5.4%
Convenience goods floorspace outside Rutland							
Other stores in survey area							
Co-Operative, Main Street, Houghton-on-the-Hill	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%
Sub-total, other stores in survey area (B)	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%
Stores outside survey area							
Stamford							
Morrisons, Uffington Road, Stamford	2.2%	16.8%	3.1%	0.2%	0.0%	1.2%	27.3%
Waitrose, West Street, Stamford	1.5%	9.0%	2.1%	2.0%	0.5%	5.4%	14.7%
Lidl, Markham Retail Park, Stamford	4.9%	5.6%	1.6%	0.0%	0.0%	0.0%	17.6%
Sainsbury's, Markham Retail Park, Stamford	0.9%	2.1%	0.8%	0.2%	0.4%	0.6%	17.2%
Other stores, Stamford	0.1%	2.4%	1.9%	0.0%	0.0%	0.3%	7.6%
Sub-total, Stamford	9.6%	36.0%	9.5%	2.4%	0.9%	7.5%	84.4%
Corby							
Aldi, Rockingham Road, Corby	4.5%	3.7%	2.9%	0.0%	0.0%	15.8%	0.5%
Asda, Phoenix Parkway, Corby	4.0%	1.8%	2.8%	0.0%	0.0%	14.1%	0.8%
Tesco Extra, Oakley Road, Corby	0.3%	0.0%	1.3%	0.0%	0.0%	3.4%	0.0%
Morrisons, Oakley Road, Corby	0.5%	0.0%	0.7%	0.0%	0.0%	2.9%	0.0%
Other stores, Corby	0.2%	0.0%	0.0%	0.0%	0.0%	1.8%	0.1%
Sub-total, Corby	9.5%	5.5%	7.6%	0.0%	0.0%	38.0%	1.4%
Melton Mowbray							
Morrisons, Vale of Belvoir Shopping Ctr, Sherrard Street, Melton Mowbray	0.3%	0.5%	3.3%	16.5%	0.0%	0.3%	0.0%
Sainsbury's, Nottingham Road, Melton Mowbray	0.4%	0.9%	1.5%	18.3%	0.2%	0.0%	0.0%
Lidl, Scaford Road, Melton Mowbray	2.0%	0.7%	2.3%	4.0%	0.2%	0.0%	0.0%
Tesco, Thorpe Road, Melton Mowbray	0.0%	0.7%	1.6%	9.2%	0.3%	0.0%	0.0%
Other stores, Melton Mowbray	0.4%	0.5%	0.6%	12.7%	0.5%	0.0%	0.0%
Sub-total, Melton Mowbray	3.2%	3.3%	9.3%	60.7%	1.1%	0.3%	0.0%
Market Harborough							
Sainsbury's, St Mary's Place, Market Harborough	0.0%	0.0%	0.0%	0.0%	3.7%	5.2%	0.0%
Waitrose, Springfield Street, Market Harborough	0.0%	0.0%	0.0%	0.0%	3.1%	4.5%	0.0%
Aldi, Springfield Street, Market Harborough	0.2%	0.0%	0.0%	0.0%	2.3%	1.0%	0.0%
Other stores, Market Harborough	0.0%	0.0%	0.0%	0.0%	2.2%	0.9%	0.0%
Sub-total, Market Harborough	0.2%	0.0%	0.0%	0.0%	11.3%	11.6%	0.0%
Grantham							
Aldi, South Parade, Grantham	0.5%	0.0%	5.1%	0.1%	0.0%	0.0%	0.0%
Asda, Union Street, Grantham	0.2%	0.0%	1.9%	0.8%	0.0%	0.0%	0.0%
Other stores, Grantham	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%
Sub-total, Grantham	0.7%	0.0%	7.7%	0.9%	0.0%	0.0%	0.1%
Oadby							
Aldi, Leicester Road, Oadby	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%
Sainsbury's, Glen Road, Oadby	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%
Waitrose, Harborough Road, Oadby	0.0%	0.2%	0.0%	0.0%	6.6%	0.0%	0.0%
M&S Simply Food, The Parade, Oadby	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Sub-total, Oadby	0.0%	0.2%	0.0%	0.0%	26.5%	0.0%	0.0%
Leicester (incl. city centre / Syston / Thurmaston / Hamilton / Wigston)							
Aldi, Melton Road, Syston	0.0%	0.0%	0.0%	4.4%	1.8%	0.0%	0.0%
Tesco Extra, Maidenwell Av, Hamilton District Centre, Leicester	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%
Co-Operative, Station Road, Thurnby	0.0%	1.9%	0.0%	0.0%	3.9%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston	0.0%	0.0%	0.0%	1.7%	3.6%	0.0%	0.0%
Sainsbury's, Melton Road, Leicester	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%	0.0%
Other stores, Leicester	0.4%	0.5%	0.3%	3.2%	7.1%	0.8%	0.0%
Sub-total, Leicester	0.4%	2.5%	0.3%	9.2%	26.0%	1.1%	0.0%
Peterborough (all stores)	0.8%	6.5%	0.8%	0.0%	0.0%	0.6%	1.5%
Kettering (all stores)	0.0%	2.3%	0.2%	0.0%	0.0%	0.5%	0.0%
All other foodstores outside survey area	0.0%	1.1%	0.1%	6.1%	1.0%	1.0%	0.6%
Sub-total, stores outside survey area (C)	24.3%	57.4%	35.5%	79.4%	66.8%	60.6%	88.0%
Total for stores outside survey area (B+C)	24.3%	57.4%	35.5%	79.4%	73.0%	60.6%	88.0%
Local convenience goods							
Local / other shops in survey area (D)	0.0%	5.2%	6.1%	1.3%	13.3%	1.8%	6.6%
Total (A+B+C+D)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: NEMS Household Survey results

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Table 5b
Convenience Goods Allocation 2020 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Total (£m)	Total (%)
Total Available Spend - 2020	19.2	13.2	17.2	10.6	6.5	19.8	10.1	96.5	100.0
Convenience goods floorspace in Rutland									
Oakham town centre stores (zone 1)									
Tesco, South Street, Oakham	8.6	3.3	5.8	1.2	0.2	2.0	0.3	21.4	22.2%
Other stores, Oakham town centre	1.0	0.1	0.3	0.0	0.1	0.0	0.0	1.5	1.6%
Sub-total, Oakham town centre	9.6	3.4	6.1	1.2	0.4	2.0	0.3	22.9	23.8%
Oakham other stores (zone 1)									
Co-Operative, Burley Road, Oakham	2.4	1.0	3.6	0.5	0.1	0.4	0.2	8.3	8.6%
Co-Operative, Braunstone Road, Oakham	2.1	0.2	0.2	0.3	0.1	0.0	0.0	2.8	2.9%
Marks & Spencer Simply Food, BP, Lands End Way, Oakham	0.4	0.1	0.2	0.0	0.0	0.1	0.0	0.7	0.7%
Sub-total, Oakham other stores	4.9	1.3	3.9	0.8	0.2	0.5	0.2	11.8	12.3%
Uppingham (zone 6)									
Co-Operative, North Street East, Uppingham	0.0	0.2	0.0	0.0	0.2	3.6	0.0	4.1	4.3%
One Stop, High Street West, Uppingham	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.4%
Other stores, Uppingham town centre	0.0	0.0	0.0	0.0	0.1	0.9	0.0	1.1	1.1%
Sub-total, Uppingham town centre	0.0	0.2	0.1	0.0	0.3	5.0	0.0	5.6	5.8%
Total for main stores & centres in Rutland (A)	14.5	4.9	10.1	2.1	0.9	7.4	0.5	40.4	41.9%
Convenience goods floorspace outside Rutland									
Other stores in survey area									
Co-Operative, Main Street, Houghton-on-the-Hill	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.4%
Sub-total, other stores in survey area (B)	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.4%
Stores outside survey area									
Stamford									
Morrisons, Uffington Road, Stamford	0.4	2.2	0.5	0.0	0.0	0.2	2.7	6.2	6.4%
Waitrose, West Street, Stamford	0.3	1.2	0.4	0.2	0.0	1.1	1.5	4.6	4.8%
Lidl, Markham Retail Park, Stamford	0.9	0.7	0.3	0.0	0.0	0.0	1.8	3.7	3.9%
Sainsbury's, Markham Retail Park, Stamford	0.2	0.3	0.1	0.0	0.0	0.1	1.7	2.5	2.6%
Other stores, Stamford	0.0	0.3	0.3	0.0	0.0	0.1	0.8	1.5	1.5%
Sub-total, Stamford	1.8	4.7	1.6	0.3	0.1	1.5	8.5	18.5	19.2%
Corby									
Aldi, Rockingham Road, Corby	0.9	0.5	0.5	0.0	0.0	3.1	0.0	5.0	5.2%
Asda, Phoenix Parkway, Corby	0.8	0.2	0.5	0.0	0.0	2.8	0.1	4.4	4.5%
Tesco Extra, Oakley Road, Corby	0.1	0.0	0.2	0.0	0.0	0.7	0.0	1.0	1.0%
Morrisons, Oakley Road, Corby	0.1	0.0	0.1	0.0	0.0	0.6	0.0	0.8	0.8%
Other stores, Corby	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.4	0.4%
Sub-total, Corby	1.8	0.7	1.3	0.0	0.0	7.5	0.1	11.5	11.9%
Melton Mowbray									
Morrisons, Vale of Belvoir Shopping Ctr, Sherrard Street, Melton Mowbray	0.1	0.1	0.6	1.8	0.0	0.1	0.0	2.5	2.6%
Sainsbury's, Nottingham Road, Melton Mowbray	0.1	0.1	0.3	1.9	0.0	0.0	0.0	2.4	2.5%
Lidl, Scaford Road, Melton Mowbray	0.4	0.1	0.4	0.4	0.0	0.0	0.0	1.3	1.4%
Tesco, Thorpe Road, Melton Mowbray	0.0	0.1	0.3	1.0	0.0	0.0	0.0	1.4	1.4%
Other stores, Melton Mowbray	0.1	0.1	0.1	1.4	0.0	0.0	0.0	1.6	1.7%
Sub-total, Melton Mowbray	0.6	0.4	1.6	6.5	0.1	0.1	0.0	9.2	9.6%
Market Harborough									
Sainsbury's, St Mary's Place, Market Harborough	0.0	0.0	0.0	0.0	0.2	1.0	0.0	1.3	1.3%
Waitrose, Springfield Street, Market Harborough	0.0	0.0	0.0	0.0	0.2	0.9	0.0	1.1	1.1%
Aldi, Springfield Street, Market Harborough	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.4	0.4%
Other stores, Market Harborough	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.3	0.3%
Sub-total, Market Harborough	0.0	0.0	0.0	0.0	0.7	2.3	0.0	3.1	3.2%
Grantham									
Aldi, South Parade, Grantham	0.1	0.0	0.9	0.0	0.0	0.0	0.0	1.0	1.0%
Asda, Union Street, Grantham	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.4	0.5%
Other stores, Grantham	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1%
Sub-total, Grantham	0.1	0.0	1.3	0.1	0.0	0.0	0.0	1.6	1.6%
Oadby									
Aldi, Leicester Road, Oadby	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6	0.7%
Sainsbury's, Glen Road, Oadby	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6	0.6%
Waitrose, Harborough Road, Oadby	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.5	0.5%
M&S Simply Food, The Parade, Oadby	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1%
Sub-total, Oadby	0.0	0.0	0.0	0.0	1.7	0.0	0.0	1.7	1.8%
Leicester (incl. city centre / Syston / Thurmaston / Hamilton / Wigston)									
Aldi, Melton Road, Syston	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.6	0.6%
Tesco Extra, Maidenwell Av, Hamilton District Centre, Leicester	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.5%
Co-Operative, Station Road, Thurmby	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.5	0.5%
Asda, Barkby Thorpe Lane, Thurmaston	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.4	0.4%
Sainsbury's, Melton Road, Leicester	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2	0.2%
Other stores, Leicester	0.1	0.1	0.0	0.3	0.5	0.2	0.0	1.1	1.2%
Sub-total, Leicester	0.1	0.3	0.0	1.0	1.7	0.2	0.0	3.3	3.4%
Peterborough (all stores)	0.1	0.9	0.1	0.0	0.0	0.1	0.2	1.4	1.5%
Kettering (all stores)	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.4	0.5%
All other foodstores outside survey area	0.0	0.1	0.0	0.6	0.1	0.2	0.1	1.1	1.2%
Sub-total, stores outside survey area (C)	4.7	7.6	6.1	8.4	4.3	12.0	8.9	52.0	53.8%
Total for stores outside survey area (B+C)	4.7	7.6	6.1	8.4	4.7	12.0	8.9	52.3	54.2%
Local convenience goods									
Local / other shops in survey area (D)	0.0	0.7	1.1	0.1	0.9	0.4	0.7	3.8	3.9%
Total (A+B+C+D)	19.2	13.2	17.2	10.6	6.5	19.8	10.1	96.5	100.0%

Source: Table 3, Table 4

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Table 4
Convenience Goods Allocation 2015 - % Market Share

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)
Convenience goods floorspace in Rutland							
Oakham town centre stores (zone 1)							
Tesco, South Street, Oakham	45.1%	25.0%	33.6%	11.0%	3.8%	9.9%	2.9%
Other stores, Oakham town centre	5.1%	0.5%	1.8%	0.4%	1.7%	0.2%	0.0%
Sub-total, Oakham town centre	50.2%	25.5%	35.3%	11.4%	5.4%	10.1%	2.9%
Oakham other stores (zone 1)							
Co-Operative, Burley Road, Oakham	12.7%	7.9%	20.6%	5.0%	2.1%	2.0%	2.1%
Co-Operative, Braunstone Road, Oakham	10.8%	1.5%	1.0%	3.0%	1.0%	0.2%	0.0%
Marks & Spencer Simply Food, BP, Lands End Way, Oakham	1.9%	0.6%	0.9%	0.0%	0.2%	0.3%	0.0%
Sub-total, Oakham other stores	25.4%	10.1%	22.5%	7.9%	3.3%	2.4%	2.1%
Uppingham (zone 6)							
Co-Operative, North Street East, Uppingham	0.0%	1.8%	0.3%	0.0%	3.2%	18.2%	0.3%
One Stop, High Street West, Uppingham	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Other stores, Uppingham town centre	0.0%	0.0%	0.3%	0.0%	1.8%	4.7%	0.0%
Sub-total, Uppingham town centre	0.0%	1.8%	0.5%	0.0%	4.9%	25.1%	0.3%
Total for main stores & centres in Rutland (A)	75.7%	37.3%	58.4%	19.3%	13.7%	37.6%	5.4%
Convenience goods floorspace outside Rutland							
Other stores in survey area							
Co-Operative, Main Street, Houghton-on-the-Hill	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%
Sub-total, other stores in survey area (B)	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%
Stores outside survey area							
Stamford							
Morrisons, Uffington Road, Stamford	2.2%	16.8%	3.1%	0.2%	0.0%	1.2%	27.3%
Waitrose, West Street, Stamford	1.5%	9.0%	2.1%	2.0%	0.5%	5.4%	14.7%
Lidl, Markham Retail Park, Stamford	4.9%	5.6%	1.6%	0.0%	0.0%	0.0%	17.6%
Sainsbury's, Markham Retail Park, Stamford	0.9%	2.1%	0.8%	0.2%	0.4%	0.6%	17.2%
Other stores, Stamford	0.1%	2.4%	1.9%	0.0%	0.0%	0.3%	7.6%
Sub-total, Stamford	9.6%	36.0%	9.5%	2.4%	0.9%	7.5%	84.4%
Corby							
Aldi, Rockingham Road, Corby	4.5%	3.7%	2.9%	0.0%	0.0%	15.8%	0.5%
Asda, Phoenix Parkway, Corby	4.0%	1.8%	2.8%	0.0%	0.0%	14.1%	0.8%
Tesco Extra, Oakley Road, Corby	0.3%	0.0%	1.3%	0.0%	0.0%	3.4%	0.0%
Morrisons, Oakley Road, Corby	0.5%	0.0%	0.7%	0.0%	0.0%	2.9%	0.0%
Other stores, Corby	0.2%	0.0%	0.0%	0.0%	0.0%	1.8%	0.1%
Sub-total, Corby	9.5%	5.5%	7.6%	0.0%	0.0%	38.0%	1.4%
Melton Mowbray							
Morrisons, Vale of Belvoir Shopping Ctr, Sherrard Street, Melton Mowbray	0.3%	0.5%	3.3%	16.5%	0.0%	0.3%	0.0%
Sainsbury's, Nottingham Road, Melton Mowbray	0.4%	0.9%	1.5%	18.3%	0.2%	0.0%	0.0%
Lidl, Scaford Road, Melton Mowbray	2.0%	0.7%	2.3%	4.0%	0.2%	0.0%	0.0%
Tesco, Thorpe Road, Melton Mowbray	0.0%	0.7%	1.6%	9.2%	0.3%	0.0%	0.0%
Other stores, Melton Mowbray	0.4%	0.5%	0.6%	12.7%	0.5%	0.0%	0.0%
Sub-total, Melton Mowbray	3.2%	3.3%	9.3%	60.7%	1.1%	0.3%	0.0%
Market Harborough							
Sainsbury's, St Mary's Place, Market Harborough	0.0%	0.0%	0.0%	0.0%	3.7%	5.2%	0.0%
Waitrose, Springfield Street, Market Harborough	0.0%	0.0%	0.0%	0.0%	3.1%	4.5%	0.0%
Aldi, Springfield Street, Market Harborough	0.2%	0.0%	0.0%	0.0%	2.3%	1.0%	0.0%
Other stores, Market Harborough	0.0%	0.0%	0.0%	0.0%	2.2%	0.9%	0.0%
Sub-total, Market Harborough	0.2%	0.0%	0.0%	0.0%	11.3%	11.6%	0.0%
Grantham							
Aldi, South Parade, Grantham	0.5%	0.0%	5.1%	0.1%	0.0%	0.0%	0.0%
Asda, Union Street, Grantham	0.2%	0.0%	1.9%	0.8%	0.0%	0.0%	0.0%
Other stores, Grantham	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%
Sub-total, Grantham	0.7%	0.0%	7.7%	0.9%	0.0%	0.0%	0.1%
Oadby							
Aldi, Leicester Road, Oadby	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%
Sainsbury's, Glen Road, Oadby	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%
Waitrose, Harborough Road, Oadby	0.0%	0.2%	0.0%	0.0%	6.6%	0.0%	0.0%
M&S Simply Food, The Parade, Oadby	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Sub-total, Oadby	0.0%	0.2%	0.0%	0.0%	26.5%	0.0%	0.0%
Leicester (incl. city centre / Syston / Thurmaston / Hamilton / Wigston)							
Aldi, Melton Road, Syston	0.0%	0.0%	0.0%	4.4%	1.8%	0.0%	0.0%
Tesco Extra, Maidenwell Av, Hamilton District Centre, Leicester	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%
Co-Operative, Station Road, Thurnby	0.0%	1.9%	0.0%	0.0%	3.9%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston	0.0%	0.0%	0.0%	1.7%	3.6%	0.0%	0.0%
Sainsbury's, Melton Road, Leicester	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%	0.0%
Other stores, Leicester	0.4%	0.5%	0.3%	3.2%	7.1%	0.8%	0.0%
Sub-total, Leicester	0.4%	2.5%	0.3%	9.2%	26.0%	1.1%	0.0%
Peterborough (all stores)	0.8%	6.5%	0.8%	0.0%	0.0%	0.6%	1.5%
Kettering (all stores)	0.0%	2.3%	0.2%	0.0%	0.0%	0.5%	0.0%
All other foodstores outside survey area	0.0%	1.1%	0.1%	6.1%	1.0%	1.0%	0.6%
Sub-total, stores outside survey area (C)	24.3%	57.4%	35.5%	79.4%	66.8%	60.6%	88.0%
Total for stores outside survey area (B+C)	24.3%	57.4%	35.5%	79.4%	73.0%	60.6%	88.0%
Local convenience goods							
Local / other shops in survey area (D)	0.0%	5.2%	6.1%	1.3%	13.3%	1.8%	6.6%
Total (A+B+C+D)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: NEMS Household Survey results

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Table 5c
Convenience Goods Allocation 2025 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Total (£m)	Total (%)
Total Available Spend - 2025	20.4	13.6	17.7	11.0	6.7	20.5	10.4	100.3	100.0
Convenience goods floorspace in Rutland									
Oakham town centre stores (zone 1)									
Tesco, South Street, Oakham	9.2	3.4	6.0	1.2	0.3	2.0	0.3	22.4	22.3%
Other stores, Oakham town centre	1.1	0.1	0.3	0.0	0.1	0.0	0.0	1.6	1.6%
Sub-total, Oakham town centre	10.3	3.5	6.3	1.2	0.4	2.1	0.3	24.0	23.9%
Oakham other stores (zone 1)									
Co-Operative, Burley Road, Oakham	2.6	1.1	3.7	0.5	0.1	0.4	0.2	8.6	8.6%
Co-Operative, Braunstone Road, Oakham	2.2	0.2	0.2	0.3	0.1	0.0	0.0	3.0	3.0%
Marks & Spencer Simply Food, BP, Lands End Way, Oakham	0.4	0.1	0.2	0.0	0.0	0.1	0.0	0.7	0.7%
Sub-total, Oakham other stores	5.2	1.4	4.0	0.9	0.2	0.5	0.2	12.4	12.3%
Uppingham (zone 6)									
Co-Operative, North Street East, Uppingham	0.0	0.2	0.0	0.0	0.2	3.7	0.0	4.3	4.3%
One Stop, High Street West, Uppingham	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.4%
Other stores, Uppingham town centre	0.0	0.0	0.0	0.0	0.1	1.0	0.0	1.1	1.1%
Sub-total, Uppingham town centre	0.0	0.2	0.1	0.0	0.3	5.2	0.0	5.9	5.8%
Total for main stores & centres in Rutland (A)	15.4	5.1	10.4	2.1	0.9	7.7	0.6	42.2	42.1%
Convenience goods floorspace outside Rutland									
Other stores in survey area									
Co-Operative, Main Street, Houghton-on-the-Hill	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.4%
Sub-total, other stores in survey area (B)	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.4%
Stores outside survey area									
Stamford									
Morrisons, Uffington Road, Stamford	0.4	2.3	0.5	0.0	0.0	0.2	2.8	6.4	6.4%
Waitrose, West Street, Stamford	0.3	1.2	0.4	0.2	0.0	1.1	1.5	4.8	4.8%
Lidl, Markham Retail Park, Stamford	1.0	0.8	0.3	0.0	0.0	0.0	1.8	3.9	3.9%
Sainsbury's, Markham Retail Park, Stamford	0.2	0.3	0.1	0.0	0.0	0.1	1.8	2.6	2.6%
Other stores, Stamford	0.0	0.3	0.3	0.0	0.0	0.1	0.8	1.5	1.5%
Sub-total, Stamford	2.0	4.9	1.7	0.3	0.1	1.5	8.7	19.2	19.1%
Corby									
Aldi, Rockingham Road, Corby	0.9	0.5	0.5	0.0	0.0	3.2	0.0	5.2	5.2%
Asda, Phoenix Parkway, Corby	0.8	0.2	0.5	0.0	0.0	2.9	0.1	4.5	4.5%
Tesco Extra, Oakley Road, Corby	0.1	0.0	0.2	0.0	0.0	0.7	0.0	1.0	1.0%
Morrisons, Oakley Road, Corby	0.1	0.0	0.1	0.0	0.0	0.6	0.0	0.8	0.8%
Other stores, Corby	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.4%
Sub-total, Corby	1.9	0.8	1.3	0.0	0.0	7.8	0.1	12.0	12.0%
Melton Mowbray									
Morrisons, Vale of Belvoir Shopping Ctr, Sherrard Street, Melton Mowbray	0.1	0.1	0.6	1.8	0.0	0.1	0.0	2.6	2.6%
Sainsbury's, Nottingham Road, Melton Mowbray	0.1	0.1	0.3	2.0	0.0	0.0	0.0	2.5	2.5%
Lidl, Scafford Road, Melton Mowbray	0.4	0.1	0.4	0.4	0.0	0.0	0.0	1.4	1.4%
Tesco, Thorpe Road, Melton Mowbray	0.0	0.1	0.3	1.0	0.0	0.0	0.0	1.4	1.4%
Other stores, Melton Mowbray	0.1	0.1	0.1	1.4	0.0	0.0	0.0	1.7	1.7%
Sub-total, Melton Mowbray	0.7	0.4	1.6	6.7	0.1	0.1	0.0	9.5	9.5%
Market Harborough									
Sainsbury's, St Mary's Place, Market Harborough	0.0	0.0	0.0	0.0	0.2	1.1	0.0	1.3	1.3%
Waitrose, Springfield Street, Market Harborough	0.0	0.0	0.0	0.0	0.2	0.9	0.0	1.1	1.1%
Aldi, Springfield Street, Market Harborough	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.4	0.4%
Other stores, Market Harborough	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.3	0.3%
Sub-total, Market Harborough	0.0	0.0	0.0	0.0	0.8	2.4	0.0	3.2	3.2%
Grantham									
Aldi, South Parade, Grantham	0.1	0.0	0.9	0.0	0.0	0.0	0.0	1.0	1.0%
Asda, Union Street, Grantham	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.5	0.5%
Other stores, Grantham	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1%
Sub-total, Grantham	0.1	0.0	1.4	0.1	0.0	0.0	0.0	1.6	1.6%
Oadby									
Aldi, Leicester Road, Oadby	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7	0.7%
Sainsbury's, Glen Road, Oadby	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6	0.6%
Waitrose, Harborough Road, Oadby	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.5	0.5%
M&S Simply Food, The Parade, Oadby	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1%
Sub-total, Oadby	0.0	0.0	0.0	0.0	1.8	0.0	0.0	1.8	1.8%
Leicester (incl. city centre / Syston / Thurmaston / Hamilton / Wigston)									
Aldi, Melton Road, Syston	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.6	0.6%
Tesco Extra, Maidenwell Av, Hamilton District Centre, Leicester	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.5%
Co-Operative, Station Road, Thurmby	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.5	0.5%
Asda, Barkby Thorpe Lane, Thurmaston	0.0	0.0	0.0	0.2	0.2	0.0	0.0	0.4	0.4%
Sainsbury's, Melton Road, Leicester	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2	0.2%
Other stores, Leicester	0.1	0.1	0.0	0.4	0.5	0.2	0.0	1.2	1.2%
Sub-total, Leicester	0.1	0.3	0.0	1.0	1.7	0.2	0.0	3.4	3.4%
Peterborough (all stores)	0.2	0.9	0.1	0.0	0.0	0.1	0.2	1.4	1.4%
Kettering (all stores)	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.5	0.5%
All other foodstores outside survey area	0.0	0.2	0.0	0.7	0.1	0.2	0.1	1.2	1.2%
Sub-total, stores outside survey area (C)	5.0	7.8	6.3	8.7	4.5	12.4	9.1	53.8	53.6%
Total for stores outside survey area (B+C)	5.0	7.8	6.3	8.7	4.9	12.4	9.1	54.2	54.1%
Local convenience goods									
Local / other shops in survey area (D)	0.0	0.7	1.1	0.1	0.9	0.4	0.7	3.9	3.9%
Total (A+B+C+D)	20.4	13.6	17.7	11.0	6.7	20.5	10.4	100.3	100.0%

Source: Table 3, Table 4

Rutland County Council
Rutland Retail Capacity Assessment — 2015 Update
Convenience Capacity Modelling

Table 4
Convenience Goods Allocation 2015 - % Market Share

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)
Convenience goods floorspace in Rutland							
Oakham town centre stores (zone 1)							
Tesco, South Street, Oakham	45.1%	25.0%	33.6%	11.0%	3.8%	9.9%	2.9%
Other stores, Oakham town centre	5.1%	0.5%	1.8%	0.4%	1.7%	0.2%	0.0%
Sub-total, Oakham town centre	50.2%	25.5%	35.3%	11.4%	5.4%	10.1%	2.9%
Oakham other stores (zone 1)							
Co-Operative, Burley Road, Oakham	12.7%	7.9%	20.6%	5.0%	2.1%	2.0%	2.1%
Co-Operative, Braunstone Road, Oakham	10.8%	1.5%	1.0%	3.0%	1.0%	0.2%	0.0%
Marks & Spencer Simply Food, BP, Lands End Way, Oakham	1.9%	0.6%	0.9%	0.0%	0.2%	0.3%	0.0%
Sub-total, Oakham other stores	25.4%	10.1%	22.5%	7.9%	3.3%	2.4%	2.1%
Uppingham (zone 6)							
Co-Operative, North Street East, Uppingham	0.0%	1.8%	0.3%	0.0%	3.2%	18.2%	0.3%
One Stop, High Street West, Uppingham	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Other stores, Uppingham town centre	0.0%	0.0%	0.3%	0.0%	1.8%	4.7%	0.0%
Sub-total, Uppingham town centre	0.0%	1.8%	0.5%	0.0%	4.9%	25.1%	0.3%
Total for main stores & centres in Rutland (A)	75.7%	37.3%	58.4%	19.3%	13.7%	37.6%	5.4%
Convenience goods floorspace outside Rutland							
Other stores in survey area							
Co-Operative, Main Street, Houghton-on-the-Hill	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%
Sub-total, other stores in survey area (B)	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%
Stores outside survey area							
Stamford							
Morrisons, Uffington Road, Stamford	2.2%	16.8%	3.1%	0.2%	0.0%	1.2%	27.3%
Waitrose, West Street, Stamford	1.5%	9.0%	2.1%	2.0%	0.5%	5.4%	14.7%
Lidl, Markham Retail Park, Stamford	4.9%	5.6%	1.6%	0.0%	0.0%	0.0%	17.6%
Sainsbury's, Markham Retail Park, Stamford	0.9%	2.1%	0.8%	0.2%	0.4%	0.6%	17.2%
Other stores, Stamford	0.1%	2.4%	1.9%	0.0%	0.0%	0.3%	7.6%
Sub-total, Stamford	9.6%	36.0%	9.5%	2.4%	0.9%	7.5%	84.4%
Corby							
Aldi, Rockingham Road, Corby	4.5%	3.7%	2.9%	0.0%	0.0%	15.8%	0.5%
Asda, Phoenix Parkway, Corby	4.0%	1.8%	2.8%	0.0%	0.0%	14.1%	0.8%
Tesco Extra, Oakley Road, Corby	0.3%	0.0%	1.3%	0.0%	0.0%	3.4%	0.0%
Morrisons, Oakley Road, Corby	0.5%	0.0%	0.7%	0.0%	0.0%	2.9%	0.0%
Other stores, Corby	0.2%	0.0%	0.0%	0.0%	0.0%	1.8%	0.1%
Sub-total, Corby	9.5%	5.5%	7.6%	0.0%	0.0%	38.0%	1.4%
Melton Mowbray							
Morrisons, Vale of Belvoir Shopping Ctr, Sherrard Street, Melton Mowbray	0.3%	0.5%	3.3%	16.5%	0.0%	0.3%	0.0%
Sainsbury's, Nottingham Road, Melton Mowbray	0.4%	0.9%	1.5%	18.3%	0.2%	0.0%	0.0%
Lidl, Scaford Road, Melton Mowbray	2.0%	0.7%	2.3%	4.0%	0.2%	0.0%	0.0%
Tesco, Thorpe Road, Melton Mowbray	0.0%	0.7%	1.6%	9.2%	0.3%	0.0%	0.0%
Other stores, Melton Mowbray	0.4%	0.5%	0.6%	12.7%	0.5%	0.0%	0.0%
Sub-total, Melton Mowbray	3.2%	3.3%	9.3%	60.7%	1.1%	0.3%	0.0%
Market Harborough							
Sainsbury's, St Mary's Place, Market Harborough	0.0%	0.0%	0.0%	0.0%	3.7%	5.2%	0.0%
Waitrose, Springfield Street, Market Harborough	0.0%	0.0%	0.0%	0.0%	3.1%	4.5%	0.0%
Aldi, Springfield Street, Market Harborough	0.2%	0.0%	0.0%	0.0%	2.3%	1.0%	0.0%
Other stores, Market Harborough	0.0%	0.0%	0.0%	0.0%	2.2%	0.9%	0.0%
Sub-total, Market Harborough	0.2%	0.0%	0.0%	0.0%	11.3%	11.6%	0.0%
Grantham							
Aldi, South Parade, Grantham	0.5%	0.0%	5.1%	0.1%	0.0%	0.0%	0.0%
Asda, Union Street, Grantham	0.2%	0.0%	1.9%	0.8%	0.0%	0.0%	0.0%
Other stores, Grantham	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%
Sub-total, Grantham	0.7%	0.0%	7.7%	0.9%	0.0%	0.0%	0.1%
Oadby							
Aldi, Leicester Road, Oadby	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%
Sainsbury's, Glen Road, Oadby	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%
Waitrose, Harborough Road, Oadby	0.0%	0.2%	0.0%	0.0%	6.6%	0.0%	0.0%
M&S Simply Food, The Parade, Oadby	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Sub-total, Oadby	0.0%	0.2%	0.0%	0.0%	26.5%	0.0%	0.0%
Leicester (incl. city centre / Syston / Thurmaston / Hamilton / Wigston)							
Aldi, Melton Road, Syston	0.0%	0.0%	0.0%	4.4%	1.8%	0.0%	0.0%
Tesco Extra, Maidenwell Av, Hamilton District Centre, Leicester	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%
Co-Operative, Station Road, Thurnby	0.0%	1.9%	0.0%	0.0%	3.9%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston	0.0%	0.0%	0.0%	1.7%	3.6%	0.0%	0.0%
Sainsbury's, Melton Road, Leicester	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%	0.0%
Other stores, Leicester	0.4%	0.5%	0.3%	3.2%	7.1%	0.8%	0.0%
Sub-total, Leicester	0.4%	2.5%	0.3%	9.2%	26.0%	1.1%	0.0%
Peterborough (all stores)	0.8%	6.5%	0.8%	0.0%	0.0%	0.6%	1.5%
Kettering (all stores)	0.0%	2.3%	0.2%	0.0%	0.0%	0.5%	0.0%
All other foodstores outside survey area	0.0%	1.1%	0.1%	6.1%	1.0%	1.0%	0.6%
Sub-total, stores outside survey area (C)	24.3%	57.4%	35.5%	79.4%	66.8%	60.6%	88.0%
Total for stores outside survey area (B+C)	24.3%	57.4%	35.5%	79.4%	73.0%	60.6%	88.0%
Local convenience goods							
Local / other shops in survey area (D)	0.0%	5.2%	6.1%	1.3%	13.3%	1.8%	6.6%
Total (A+B+C+D)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: NEMS Household Survey results

Rutland County Council
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Table 5d
Convenience Goods Allocation 2030 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Total (£m)	Total (%)
Total Available Spend - 2030	21.7	14.1	18.4	11.4	7.0	21.4	10.7	104.7	100.0
Convenience goods floorspace in Rutland									
Oakham town centre stores (zone 1)									
Tesco, South Street, Oakham	9.8	3.5	6.2	1.3	0.3	2.1	0.3	23.4	22.4%
Other stores, Oakham town centre	1.1	0.1	0.3	0.0	0.1	0.0	0.0	1.7	1.6%
Sub-total, Oakham town centre	10.9	3.6	6.5	1.3	0.4	2.2	0.3	25.1	24.0%
Oakham other stores (zone 1)									
Co-Operative, Burley Road, Oakham	2.8	1.1	3.8	0.6	0.1	0.4	0.2	9.0	8.6%
Co-Operative, Braunstone Road, Oakham	2.3	0.2	0.2	0.3	0.1	0.0	0.0	3.2	3.0%
Marks & Spencer Simply Food, BP, Lands End Way, Oakham	0.4	0.1	0.2	0.0	0.0	0.1	0.0	0.8	0.7%
Sub-total, Oakham other stores	5.5	1.4	4.1	0.9	0.2	0.5	0.2	13.0	12.4%
Uppingham (zone 6)									
Co-Operative, North Street East, Uppingham	0.0	0.2	0.0	0.0	0.2	3.9	0.0	4.5	4.3%
One Stop, High Street West, Uppingham	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.4%
Other stores, Uppingham town centre	0.0	0.0	0.0	0.0	0.1	1.0	0.0	1.2	1.1%
Sub-total, Uppingham town centre	0.0	0.2	0.1	0.0	0.3	5.4	0.0	6.1	5.8%
Total for main stores & centres in Rutland (A)	16.4	5.3	10.7	2.2	1.0	8.1	0.6	44.2	42.2%
Convenience goods floorspace outside Rutland									
Other stores in survey area									
Co-Operative, Main Street, Houghton-on-the-Hill	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.4%
Sub-total, other stores in survey area (B)	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.4%
Stores outside survey area									
Stamford									
Morrisons, Uffington Road, Stamford	0.5	2.4	0.6	0.0	0.0	0.3	2.9	6.6	6.3%
Waitrose, West Street, Stamford	0.3	1.3	0.4	0.2	0.0	1.2	1.6	5.0	4.8%
Lidl, Markham Retail Park, Stamford	1.1	0.8	0.3	0.0	0.0	0.0	1.9	4.0	3.9%
Sainsbury's, Markham Retail Park, Stamford	0.2	0.3	0.1	0.0	0.0	0.1	1.8	2.7	2.6%
Other stores, Stamford	0.0	0.3	0.4	0.0	0.0	0.1	0.8	1.6	1.5%
Sub-total, Stamford	2.1	5.1	1.8	0.3	0.1	1.6	9.1	19.9	19.0%
Corby									
Aldi, Rockingham Road, Corby	1.0	0.5	0.5	0.0	0.0	3.4	0.0	5.4	5.2%
Asda, Phoenix Parkway, Corby	0.9	0.3	0.5	0.0	0.0	3.0	0.1	4.7	4.5%
Tesco Extra, Oakley Road, Corby	0.1	0.0	0.2	0.0	0.0	0.7	0.0	1.0	1.0%
Morrisons, Oakley Road, Corby	0.1	0.0	0.1	0.0	0.0	0.6	0.0	0.9	0.8%
Other stores, Corby	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.4	0.4%
Sub-total, Corby	2.1	0.8	1.4	0.0	0.0	8.1	0.2	12.5	12.0%
Melton Mowbray									
Morrisons, Vale of Belvoir Shopping Ctr, Sherrard Street, Melton Mowbray	0.1	0.1	0.6	1.9	0.0	0.1	0.0	2.7	2.6%
Sainsbury's, Nottingham Road, Melton Mowbray	0.1	0.1	0.3	2.1	0.0	0.0	0.0	2.6	2.5%
Lidl, Scafford Road, Melton Mowbray	0.4	0.1	0.4	0.5	0.0	0.0	0.0	1.4	1.4%
Tesco, Thorpe Road, Melton Mowbray	0.0	0.1	0.3	1.0	0.0	0.0	0.0	1.5	1.4%
Other stores, Melton Mowbray	0.1	0.1	0.1	1.5	0.0	0.0	0.0	1.8	1.7%
Sub-total, Melton Mowbray	0.7	0.5	1.7	6.9	0.1	0.1	0.0	9.9	9.5%
Market Harborough									
Sainsbury's, St Mary's Place, Market Harborough	0.0	0.0	0.0	0.0	0.3	1.1	0.0	1.4	1.3%
Waitrose, Springfield Street, Market Harborough	0.0	0.0	0.0	0.0	0.2	1.0	0.0	1.2	1.1%
Aldi, Springfield Street, Market Harborough	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.4	0.4%
Other stores, Market Harborough	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.3	0.3%
Sub-total, Market Harborough	0.0	0.0	0.0	0.0	0.8	2.5	0.0	3.3	3.2%
Grantham									
Aldi, South Parade, Grantham	0.1	0.0	0.9	0.0	0.0	0.0	0.0	1.1	1.0%
Asda, Union Street, Grantham	0.0	0.0	0.3	0.1	0.0	0.0	0.0	0.5	0.5%
Other stores, Grantham	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.1	0.1%
Sub-total, Grantham	0.1	0.0	1.4	0.1	0.0	0.0	0.0	1.7	1.6%
Oadby									
Aldi, Leicester Road, Oadby	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7	0.7%
Sainsbury's, Glen Road, Oadby	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6	0.6%
Waitrose, Harborough Road, Oadby	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.5%
M&S Simply Food, The Parade, Oadby	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1%
Sub-total, Oadby	0.0	0.0	0.0	0.0	1.9	0.0	0.0	1.9	1.8%
Leicester (incl. city centre / Syston / Thurmaston / Hamilton / Wigston)									
Aldi, Melton Road, Syston	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.6	0.6%
Tesco Extra, Maidenwell Av, Hamilton District Centre, Leicester	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.5%
Co-Operative, Station Road, Thurmby	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.6	0.5%
Asda, Barkby Thorpe Lane, Thurmaston	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.4	0.4%
Sainsbury's, Melton Road, Leicester	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2	0.2%
Other stores, Leicester	0.1	0.1	0.0	0.4	0.5	0.2	0.0	1.2	1.2%
Sub-total, Leicester	0.1	0.3	0.0	1.1	1.8	0.2	0.0	3.6	3.4%
Peterborough (all stores)	0.2	0.9	0.1	0.0	0.0	0.1	0.2	1.5	1.4%
Kettering (all stores)	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.5	0.5%
All other foodstores outside survey area	0.0	0.2	0.0	0.7	0.1	0.2	0.1	1.2	1.2%
Sub-total, stores outside survey area (C)	5.3	8.1	6.5	9.0	4.7	13.0	9.4	56.0	53.5%
Total for stores outside survey area (B+C)	5.3	8.1	6.5	9.0	5.1	13.0	9.4	56.5	53.9%
Local convenience goods									
Local / other shops in survey area (D)	0.0	0.7	1.1	0.1	0.9	0.4	0.7	4.0	3.9%
Total (A+B+C+D)	21.7	14.1	18.4	11.4	7.0	21.4	10.7	104.7	100.0%

Source: Table 3, Table 4

Rutland County Council
Rutland Retail Capacity Assessment — 2015 Update
Convenience Capacity Modelling

Table 4
Convenience Goods Allocation 2015 - % Market Share

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)
Convenience goods floorspace in Rutland							
Oakham town centre stores (zone 1)							
Tesco, South Street, Oakham	45.1%	25.0%	33.6%	11.0%	3.8%	9.9%	2.9%
Other stores, Oakham town centre	5.1%	0.5%	1.8%	0.4%	1.7%	0.2%	0.0%
Sub-total, Oakham town centre	50.2%	25.5%	35.3%	11.4%	5.4%	10.1%	2.9%
Oakham other stores (zone 1)							
Co-Operative, Burley Road, Oakham	12.7%	7.9%	20.6%	5.0%	2.1%	2.0%	2.1%
Co-Operative, Braunstone Road, Oakham	10.8%	1.5%	1.0%	3.0%	1.0%	0.2%	0.0%
Marks & Spencer Simply Food, BP, Lands End Way, Oakham	1.9%	0.6%	0.9%	0.0%	0.2%	0.3%	0.0%
Sub-total, Oakham other stores	25.4%	10.1%	22.5%	7.9%	3.3%	2.4%	2.1%
Uppingham (zone 6)							
Co-Operative, North Street East, Uppingham	0.0%	1.8%	0.3%	0.0%	3.2%	18.2%	0.3%
One Stop, High Street West, Uppingham	0.0%	0.0%	0.0%	0.0%	0.0%	2.1%	0.0%
Other stores, Uppingham town centre	0.0%	0.0%	0.3%	0.0%	1.8%	4.7%	0.0%
Sub-total, Uppingham town centre	0.0%	1.8%	0.5%	0.0%	4.9%	25.1%	0.3%
Total for main stores & centres in Rutland (A)	75.7%	37.3%	58.4%	19.3%	13.7%	37.6%	5.4%
Convenience goods floorspace outside Rutland							
Other stores in survey area							
Co-Operative, Main Street, Houghton-on-the-Hill	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%
Sub-total, other stores in survey area (B)	0.0%	0.0%	0.0%	0.0%	6.2%	0.0%	0.0%
Stores outside survey area							
Stamford							
Morrisons, Uffington Road, Stamford	2.2%	16.8%	3.1%	0.2%	0.0%	1.2%	27.3%
Waitrose, West Street, Stamford	1.5%	9.0%	2.1%	2.0%	0.5%	5.4%	14.7%
Lidl, Markham Retail Park, Stamford	4.9%	5.6%	1.6%	0.0%	0.0%	0.0%	17.6%
Sainsbury's, Markham Retail Park, Stamford	0.9%	2.1%	0.8%	0.2%	0.4%	0.6%	17.2%
Other stores, Stamford	0.1%	2.4%	1.9%	0.0%	0.0%	0.3%	7.6%
Sub-total, Stamford	9.6%	36.0%	9.5%	2.4%	0.9%	7.5%	84.4%
Corby							
Aldi, Rockingham Road, Corby	4.5%	3.7%	2.9%	0.0%	0.0%	15.8%	0.5%
Asda, Phoenix Parkway, Corby	4.0%	1.8%	2.8%	0.0%	0.0%	14.1%	0.8%
Tesco Extra, Oakley Road, Corby	0.3%	0.0%	1.3%	0.0%	0.0%	3.4%	0.0%
Morrisons, Oakley Road, Corby	0.5%	0.0%	0.7%	0.0%	0.0%	2.9%	0.0%
Other stores, Corby	0.2%	0.0%	0.0%	0.0%	0.0%	1.8%	0.1%
Sub-total, Corby	9.5%	5.5%	7.6%	0.0%	0.0%	38.0%	1.4%
Melton Mowbray							
Morrisons, Vale of Belvoir Shopping Ctr, Sherrard Street, Melton Mowbray	0.3%	0.5%	3.3%	16.5%	0.0%	0.3%	0.0%
Sainsbury's, Nottingham Road, Melton Mowbray	0.4%	0.9%	1.5%	18.3%	0.2%	0.0%	0.0%
Lidl, Scaford Road, Melton Mowbray	2.0%	0.7%	2.3%	4.0%	0.2%	0.0%	0.0%
Tesco, Thorpe Road, Melton Mowbray	0.0%	0.7%	1.6%	9.2%	0.3%	0.0%	0.0%
Other stores, Melton Mowbray	0.4%	0.5%	0.6%	12.7%	0.5%	0.0%	0.0%
Sub-total, Melton Mowbray	3.2%	3.3%	9.3%	60.7%	1.1%	0.3%	0.0%
Market Harborough							
Sainsbury's, St Mary's Place, Market Harborough	0.0%	0.0%	0.0%	0.0%	3.7%	5.2%	0.0%
Waitrose, Springfield Street, Market Harborough	0.0%	0.0%	0.0%	0.0%	3.1%	4.5%	0.0%
Aldi, Springfield Street, Market Harborough	0.2%	0.0%	0.0%	0.0%	2.3%	1.0%	0.0%
Other stores, Market Harborough	0.0%	0.0%	0.0%	0.0%	2.2%	0.9%	0.0%
Sub-total, Market Harborough	0.2%	0.0%	0.0%	0.0%	11.3%	11.6%	0.0%
Grantham							
Aldi, South Parade, Grantham	0.5%	0.0%	5.1%	0.1%	0.0%	0.0%	0.0%
Asda, Union Street, Grantham	0.2%	0.0%	1.9%	0.8%	0.0%	0.0%	0.0%
Other stores, Grantham	0.0%	0.0%	0.7%	0.0%	0.0%	0.0%	0.1%
Sub-total, Grantham	0.7%	0.0%	7.7%	0.9%	0.0%	0.0%	0.1%
Oadby							
Aldi, Leicester Road, Oadby	0.0%	0.0%	0.0%	0.0%	9.7%	0.0%	0.0%
Sainsbury's, Glen Road, Oadby	0.0%	0.0%	0.0%	0.0%	8.9%	0.0%	0.0%
Waitrose, Harborough Road, Oadby	0.0%	0.2%	0.0%	0.0%	6.6%	0.0%	0.0%
M&S Simply Food, The Parade, Oadby	0.0%	0.0%	0.0%	0.0%	1.2%	0.0%	0.0%
Sub-total, Oadby	0.0%	0.2%	0.0%	0.0%	26.5%	0.0%	0.0%
Leicester (incl. city centre / Syston / Thurmaston / Hamilton / Wigston)							
Aldi, Melton Road, Syston	0.0%	0.0%	0.0%	4.4%	1.8%	0.0%	0.0%
Tesco Extra, Maidenwell Av, Hamilton District Centre, Leicester	0.0%	0.0%	0.0%	0.0%	7.7%	0.0%	0.0%
Co-Operative, Station Road, Thurnby	0.0%	1.9%	0.0%	0.0%	3.9%	0.0%	0.0%
Asda, Barkby Thorpe Lane, Thurmaston	0.0%	0.0%	0.0%	1.7%	3.6%	0.0%	0.0%
Sainsbury's, Melton Road, Leicester	0.0%	0.0%	0.0%	0.0%	1.8%	0.3%	0.0%
Other stores, Leicester	0.4%	0.5%	0.3%	3.2%	7.1%	0.8%	0.0%
Sub-total, Leicester	0.4%	2.5%	0.3%	9.2%	26.0%	1.1%	0.0%
Peterborough (all stores)	0.8%	6.5%	0.8%	0.0%	0.0%	0.6%	1.5%
Kettering (all stores)	0.0%	2.3%	0.2%	0.0%	0.0%	0.5%	0.0%
All other foodstores outside survey area	0.0%	1.1%	0.1%	6.1%	1.0%	1.0%	0.6%
Sub-total, stores outside survey area (C)	24.3%	57.4%	35.5%	79.4%	66.8%	60.6%	88.0%
Total for stores outside survey area (B+C)	24.3%	57.4%	35.5%	79.4%	73.0%	60.6%	88.0%
Local convenience goods							
Local / other shops in survey area (D)	0.0%	5.2%	6.1%	1.3%	13.3%	1.8%	6.6%
Total (A+B+C+D)	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Source: NEMS Household Survey results

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Table 5d
Convenience Goods Allocation 2036 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Total (£m)	Total (%)
Total Available Spend - 2036	24.5	14.9	19.4	12.1	7.6	22.8	11.3	112.6	100.0
Convenience goods floorspace in Rutland									
Oakham town centre stores (zone 1)									
Tesco, South Street, Oakham	11.0	3.7	6.5	1.3	0.3	2.3	0.3	25.5	22.6%
Other stores, Oakham town centre	1.3	0.1	0.3	0.0	0.1	0.0	0.0	1.9	1.7%
Sub-total, Oakham town centre	12.3	3.8	6.9	1.4	0.4	2.3	0.3	27.4	24.3%
Oakham other stores (zone 1)									
Co-Operative, Burley Road, Oakham	3.1	1.2	4.0	0.6	0.2	0.5	0.2	9.8	8.7%
Co-Operative, Braunstone Road, Oakham	2.6	0.2	0.2	0.4	0.1	0.0	0.0	3.5	3.1%
Marks & Spencer Simply Food, BP, Lands End Way, Oakham	0.5	0.1	0.2	0.0	0.0	0.1	0.0	0.8	0.7%
Sub-total, Oakham other stores	6.2	1.5	4.4	1.0	0.2	0.6	0.2	14.1	12.5%
Uppingham (zone 6)									
Co-Operative, North Street East, Uppingham	0.0	0.3	0.1	0.0	0.2	4.2	0.0	4.8	4.2%
One Stop, High Street West, Uppingham	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.5	0.4%
Other stores, Uppingham town centre	0.0	0.0	0.1	0.0	0.1	1.1	0.0	1.3	1.1%
Sub-total, Uppingham town centre	0.0	0.3	0.1	0.0	0.4	5.7	0.0	6.5	5.8%
Total for main stores & centres in Rutland (A)	18.5	5.6	11.4	2.3	1.0	8.6	0.6	48.0	42.6%
Convenience goods floorspace outside Rutland									
Other stores in survey area									
Co-Operative, Main Street, Houghton-on-the-Hill	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.4%
Sub-total, other stores in survey area (B)	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.4%
Stores outside survey area									
Stamford									
Morrisons, Uffington Road, Stamford	0.5	2.5	0.6	0.0	0.0	0.3	3.1	7.0	6.2%
Waitrose, West Street, Stamford	0.4	1.3	0.4	0.2	0.0	1.2	1.7	5.3	4.7%
Lidl, Markham Retail Park, Stamford	1.2	0.8	0.3	0.0	0.0	0.0	2.0	4.3	3.9%
Sainsbury's, Markham Retail Park, Stamford	0.2	0.3	0.2	0.0	0.0	0.1	2.0	2.8	2.5%
Other stores, Stamford	0.0	0.4	0.4	0.0	0.0	0.1	0.9	1.7	1.5%
Sub-total, Stamford	2.4	5.4	1.9	0.3	0.1	1.7	9.6	21.2	18.8%
Corby									
Aldi, Rockingham Road, Corby	1.1	0.6	0.6	0.0	0.0	3.6	0.1	5.9	5.2%
Asda, Phoenix Parkway, Corby	1.0	0.3	0.5	0.0	0.0	3.2	0.1	5.1	4.5%
Tesco Extra, Oakley Road, Corby	0.1	0.0	0.2	0.0	0.0	0.8	0.0	1.1	1.0%
Morrisons, Oakley Road, Corby	0.1	0.0	0.1	0.0	0.0	0.7	0.0	0.9	0.8%
Other stores, Corby	0.1	0.0	0.0	0.0	0.0	0.4	0.0	0.5	0.4%
Sub-total, Corby	2.3	0.8	1.5	0.0	0.0	8.7	0.2	13.5	12.0%
Melton Mowbray									
Morrisons, Vale of Belvoir Shopping Ctr, Sherrard Street, Melton Mowbray	0.1	0.1	0.6	2.0	0.0	0.1	0.0	2.9	2.5%
Sainsbury's, Nottingham Road, Melton Mowbray	0.1	0.1	0.3	2.2	0.0	0.0	0.0	2.8	2.4%
Lidl, Scafford Road, Melton Mowbray	0.5	0.1	0.4	0.5	0.0	0.0	0.0	1.5	1.4%
Tesco, Thorpe Road, Melton Mowbray	0.0	0.1	0.3	1.1	0.0	0.0	0.0	1.5	1.4%
Other stores, Melton Mowbray	0.1	0.1	0.1	1.5	0.0	0.0	0.0	1.9	1.7%
Sub-total, Melton Mowbray	0.8	0.5	1.8	7.3	0.1	0.1	0.0	10.6	9.4%
Market Harborough									
Sainsbury's, St Mary's Place, Market Harborough	0.0	0.0	0.0	0.0	0.3	1.2	0.0	1.5	1.3%
Waitrose, Springfield Street, Market Harborough	0.0	0.0	0.0	0.0	0.2	1.0	0.0	1.3	1.1%
Aldi, Springfield Street, Market Harborough	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.4	0.4%
Other stores, Market Harborough	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.4	0.3%
Sub-total, Market Harborough	0.0	0.0	0.0	0.0	0.9	2.7	0.0	3.6	3.2%
Grantham									
Aldi, South Parade, Grantham	0.1	0.0	1.0	0.0	0.0	0.0	0.0	1.1	1.0%
Asda, Union Street, Grantham	0.0	0.0	0.4	0.1	0.0	0.0	0.0	0.5	0.5%
Other stores, Grantham	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.2	0.1%
Sub-total, Grantham	0.2	0.0	1.5	0.1	0.0	0.0	0.0	1.8	1.6%
Oadby									
Aldi, Leicester Road, Oadby	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7	0.7%
Sainsbury's, Glen Road, Oadby	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7	0.6%
Waitrose, Harborough Road, Oadby	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	0.5%
M&S Simply Food, The Parade, Oadby	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.1	0.1%
Sub-total, Oadby	0.0	0.0	0.0	0.0	2.0	0.0	0.0	2.0	1.8%
Leicester (incl. city centre / Syston / Thurmaston / Hamilton / Wigston)									
Aldi, Melton Road, Syston	0.0	0.0	0.0	0.5	0.1	0.0	0.0	0.7	0.6%
Tesco Extra, Maidenwell Av, Hamilton District Centre, Leicester	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6	0.5%
Co-Operative, Station Road, Thurmby	0.0	0.3	0.0	0.0	0.3	0.0	0.0	0.6	0.5%
Asda, Barkby Thorpe Lane, Thurmaston	0.0	0.0	0.0	0.2	0.3	0.0	0.0	0.5	0.4%
Sainsbury's, Melton Road, Leicester	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.2	0.2%
Other stores, Leicester	0.1	0.1	0.1	0.4	0.5	0.2	0.0	1.3	1.2%
Sub-total, Leicester	0.1	0.4	0.1	1.1	2.0	0.3	0.0	3.8	3.4%
Peterborough (all stores)	0.2	1.0	0.1	0.0	0.0	0.1	0.2	1.6	1.4%
Kettering (all stores)	0.0	0.4	0.0	0.0	0.0	0.1	0.0	0.5	0.5%
All other foodstores outside survey area	0.0	0.2	0.0	0.7	0.1	0.2	0.1	1.3	1.1%
Sub-total, stores outside survey area (C)	6.0	8.6	6.9	9.6	5.1	13.8	10.0	59.9	53.2%
Total for stores outside survey area (B+C)	6.0	8.6	6.9	9.6	5.5	13.8	10.0	60.3	53.6%
Local convenience goods									
Local / other shops in survey area (D)	0.0	0.8	1.2	0.2	1.0	0.4	0.8	4.3	3.8%
Total (A+B+C+D)	24.5	14.9	19.4	12.1	7.6	22.8	11.3	112.6	100.0%

Source: Table 3, Table 4

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Table 6: Performance analysis of convenience goods floorspace in Rutland

	Total net floorspace (sq.m)	Net convenience ratio (%)	Net Convenience (sq.m)	Co Average Sales (Note C) (£ per sq.m net)	Average Turnover 2015 (£m)	Actual Turnover 2015 (£m) (Table 5a)	Inflow (%)	Inflow (£m)	Actual /over including inflow (£m)	Difference from Avg Turnover 2015 (£m)
Oakham town centre stores (zone 1)										
Tesco, South Street, Oakham	1,704	80%	1,363	11,456	15.6	21.2	5%	1.1	22.4	6.7
Other stores, Oakham town centre	2,070	100%	2,070	2,500	5.2	1.5	5%	0.1	1.6	-3.6
Sub-total, Oakham town centre	3,774	-	3,434	6,056	20.8	22.8	-	1.2	24.0	3.2
Oakham other stores (zone 1)										
Co-Operative, Burley Road, Oakham	1,000	85%	850	7,713	6.6	8.3	0%	0.0	8.3	1.7
Co-Operative, Braunstone Road, Oakham	500	95%	475	7,713	3.7	2.8	0%	0.0	2.8	-0.9
Marks & Spencer Simply Food, BP, Lands End Way, Oakham	200	95%	190	10,963	2.1	0.7	50%	0.7	1.4	-0.7
Sub-total, Oakham other stores	1,700	-	1,515	8,121	12.3	11.7	-	0.7	12.4	0.1
Uppingham (zone 6)										
Co-Operative, North Street East, Uppingham	336	95%	319	7,713	2.5	4.1	5%	0.2	4.3	1.9
One Stop, High Street West, Uppingham	93	100%	93	2,500	0.2	0.4	5%	0.0	0.4	0.2
Other stores, Uppingham town centre	658	100%	658	2,500	1.6	1.1	5%	0.1	1.2	-0.5
Sub-total, Uppingham town centre	1,087	-	1,070	4,055	4.3	5.6	-	0.3	5.9	1.6

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Table 7
 Convenience goods floorspace commitments

Proposed development	Net Convenience Floorspace (sq.m)	Company Average Sales (£/sq.m net)	Average turnover 2015 (£m)	Average turnover 2020 (£m)
Aldi, Lands End Way, Oakham	1,003	6,748	6.8	6.8
Total	1,003	-	6.8	6.8

Source: Rutland County Council

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Table 8
County-wide convenience goods capacity forecasts

	2015	2020	2025	2030	2036
Residents Spending in Rutland (£m)	40.1	40.4	42.2	44.2	48.0
Existing shop floorspace within Rutland (sq.m net)	6,019	6,019	6,019	6,019	6,019
Sales per sq.m net £	6,669	6,669	6,682	6,695	6,711
Sales from existing floorspace (£m)	40.1	40.1	40.2	40.3	40.4
Sales from committed floorspace (£m)	0.0	6.8	6.8	6.8	6.9
Residual spending to support new convenience goods floorspace (£m)	0.0	-6.5	-4.8	-2.9	0.7
Sales per sq.m net in new shops (£) <i>Based on large store format</i>	12,000	12,024	12,048	12,072	12,096
Capacity for new floorspace (sq.m net)	0	-544	-402	-244	62
Capacity for new floorspace (sq.m net, rounded)	0	-500	-400	-200	100