

Appendix 4 – Quantitative Capacity Assessment

East Lindsey Retail Study 2021
Nexus Planning

Table 1: Population and convenience goods expenditure per capita

Zone	Population				Per capita expenditure (£)					
	2021	2026	2031	2036	2019 <i>inc SFT</i>	2019	2021	2026	2031	2036
1	22,706	23,048	23,297	23,576	2,333	2,235	2,246	2,233	2,217	2,219
2	12,521	12,737	12,961	13,026	2,156	2,066	2,075	2,063	2,049	2,051
3	29,680	30,228	30,627	30,979	2,423	2,321	2,332	2,318	2,302	2,304
4	9,044	9,231	9,452	9,595	2,528	2,421	2,433	2,418	2,401	2,404
5	19,774	20,029	20,156	20,229	2,288	2,191	2,202	2,189	2,173	2,176
6	8,270	8,362	8,488	8,593	2,225	2,131	2,142	2,129	2,114	2,116
7	41,886	42,715	43,431	44,139	2,394	2,293	2,304	2,290	2,274	2,277
8	13,664	13,771	13,771	13,658	2,312	2,215	2,225	2,212	2,197	2,199
Total	157,545	160,121	162,183	163,795						

Notes:

a. Zones based on the following post code sectors

1 - PE25 1, PE25 2, PE25 3

2 – PE24 4, PE24 5

3 – LN4 4, PE22 0, PE22 7, PE22 8, PE22 9

4 – PE23 4, PE23 5

5 – LN 8 5, LN9 5, LN9 6, LN10 5, LN10 6

6 – LN13 0, LN13 9

7 – DN36 5, LN8 6, LN11 0, LN11 7, LN11 8, LN11 9

8 – LN12 1, LN12 2

b. Per capita expenditure derived from Experian MMG3 data (2020 report)

c. Population derived from Experian MMG3 data (2020 report)

d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 18

e. Per capita expenditure projected forward using 'adjusted SFT' forecast growth rates taken from Figure 6 of Experian Retail Planner Briefing Note 18

2019 Prices

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Table 2a: Total convenience goods expenditure available

Zone	Expenditure (£m)				Growth (£m)		
	Convenience				Convenience		
	2021	2026	2031	2036	2021-2026	2021-2031	2021-2036
1	51.0	51.5	51.6	52.3	0.5	0.7	1.3
2	26.0	26.3	26.6	26.7	0.3	0.6	0.7
3	69.2	70.1	70.5	71.4	0.9	1.3	2.2
4	22.0	22.3	22.7	23.1	0.3	0.7	1.1
5	43.5	43.8	43.8	44.0	0.3	0.3	0.5
6	17.7	17.8	17.9	18.2	0.1	0.2	0.5
7	96.5	97.8	98.8	100.5	1.3	2.3	4.0
8	30.4	30.5	30.2	30.0	0.1	-0.2	-0.4
Total	356.4	360.1	362.2	366.2	3.7	5.8	9.8

Table 2b: Convenience goods expenditure split between main food shopping and top-up food shopping spend

Zone	Expenditure (£m)		
	Convenience (2021)		
	Main	Top-up	Total
1	38.2	12.7	51.0
2	19.5	6.5	26.0
3	51.9	17.3	69.2
4	16.5	5.5	22.0
5	32.7	10.9	43.5
6	13.3	4.4	17.7
7	72.4	24.1	96.5
8	22.8	7.6	30.4
Total	267.3	89.1	356.4

Notes:

a. Zones based on the following post code sectors

- 1 - PE25 1, PE25 2, PE25 3
- 2 - PE24 4, PE24 5
- 3 - LN4 4, PE22 0, PE22 7, PE22 8, PE22 9
- 4 - PE23 4, PE23 5
- 5 - LN 8 5, LN9 5, LN9 6, LN10 5, LN10 6
- 6 - LN13 0, LN13 9
- 7 - DN36 5, LN8 6, LN11 0, LN11 7, LN11 8, LN11 9
- 8 - LN12 1, LN12 2

b. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 1

c. Ratio of main food shopping to top-up food shopping assumed to be 75:25 in line with Nexus Planning professional judgement

2019 Prices

Local shops, Mablethorpe Town Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	
Lord Bros Cash & Carry, Victoria Road, Mablethorpe	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	
Spar, High Street, Sutton on Sea	0.0	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	
Sub Total	21.0	8.6	0.0	0.6	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.0	0.2	1.1	0.6	17.0	7.0	
Total Study Area	207.0	83.7	38.2	12.8	15.3	6.2	15.3	14.0	13.0	5.4	25.2	10.7	12.1	4.4	57.8	22.4	21.4	7.5		
Total Authority Area	206.7	79.9	38.2	12.8	15.3	6.2	15.0	10.2	13.0	5.4	25.2	10.7	12.1	4.4	57.8	22.4	21.4	7.5		
Destination	Total	Zone 1		Zone 2		Zone 3		Zone 4		Zone 5		Zone 6		Zone 7		Zone 8				
	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up	Main food	Top-up		
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Outside Study Area																				
Outside Study Area																				
Aldi, Cleethorpe Road, Grimsby	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	
Aldi, Magdalene Road, Little Coates, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Aldi, Mareham Lane, Sleaford	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Aldi, Queen Street, Boston	6.1	0.7	0.0	0.0	0.0	0.0	5.1	0.7	0.6	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Aldi, Wragby Road, Lincoln	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Asda, Corporation Road, Alexandra Road, Grimsby	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
Asda, Holles Street, Grimsby	3.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	3.0	0.0	0.0	0.1	0.0	
Asda, Lister Way, Boston	12.2	0.7	0.0	0.0	0.0	0.0	11.3	0.7	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Asda, Newark Road, North Hykeham, Lincoln	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Asda, Wolsey Way, Nettleham Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Boston Market, Market Place, Boston	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Co-op, Eastwood Road, Boston	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Co-op, High Street, Waltham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Co-op, John Street, Market Rasen	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	
Co-op, Station Road, New Waltham, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Co-op, Wragby Road, Bardney	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Dobbies Garden Centre, Wainfleet Road, Fishtoft, Boston	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Heron Foods, Wide Bargate, Boston	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Home Bargains, Boston Shopping Park, Boston	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Iceland (Food Warehouse), Alexandra Dock Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Iceland (Food Warehouse), Boston Shopping Park, Boston	0.9	0.1	0.0	0.0	0.0	0.0	0.9	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Iceland (Food Warehouse), Moorland Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Iceland, Freeman Street, Grimsby	0.7	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.7	0.0	0.0	
Iceland, High Street, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Iceland, South Gate, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Iceland, South St Marys Gate, Grimsby	0.6	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.3	0.0	0.0	0.0	
Iceland, Wide Bargate, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Iceland, Wolsey Way, Nettleham Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Lidl, Atherton Way, Brigg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Lidl, Cromwell Road, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Lidl, Deacon Road, Lincoln	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Lidl, Dixon Street, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Lidl, Ladysmith Road, Grimsby	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	
Lidl, Northgate Centre, Galley Hill, Sleaford	0.6	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Lidl, Tawney Street, Boston	3.1	0.2	0.0	0.0	0.0	0.0	3.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Lidl, Westbridge Road, Wyberton	1.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Local shops, Boston Town Centre	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
M&S, High Street, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
M&S, Moorland Way, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
M&S, Victoria Street, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Morrisons, Hillmore Road, Laceby, Cleethorpes	1.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.2	0.0	0.0	0.0	
Morrisons, Triton Road, Lincoln	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Morrisons, Wardentree Lane, Pinchbeck, Spalding	0.5	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Mountain's Boston Sausage, High Street, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sainsbury's Local, Carholme Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sainsbury's Local, St. Peters Avenue, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sainsbury's Local, Welholme Road, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sainsbury's Superstore, Corporation Road, Grimsby	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0	0.0	
Sainsbury's Superstore, Holland Market, Spalding	0.5	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sainsbury's Superstore, Riverside Shopping Centre, Southgate, Sleaford	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Sainsbury's Superstore, Triton Road, Lincoln	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
Tesco Express, Grantham Road, Bracebridge Heath	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Tesco Express, Grimsby Road, Cleethorpes	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.0	0.0	0.0	
Tesco Express, High Street, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	3.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	3.1	0.7	0.2	0.0	0.0	
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	
Tesco Extra, Wragby Road, Lincoln	2.1	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0	1.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	
Tesco Superstore, Barnard Avenue, Brigg	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.8	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	
Tesco Superstore, Linwood Road, Market Rasen	2.9	0.1	0.0	0.0	0.0</															

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Table 5: Survey-derived and benchmark turnover of foodstores (minus inflow)

Destination	Gross Floorspace (sq m)	Net Sales Area (sq m)	Net Convenience Sales Area (A) (sq m)	Sales Density (B) (£ per sq m)	Benchmark Turnover (AxB) (£m)	Survey Turnover (£m)	Overtrading (£m)
Zone 1							
Aldi, Burgh Road, Skegness	1,761	1,144	1,000	11,143	11.1	21.0	9.9
Asda (Petrol Station), Roman Bank, Skegness	-	-	-	-	0.0	0.0	0.0
B&M, Quora Retail Park, Burgh Road, Skegness	2,323	1,742	610	3,545	2.2	0.4	-1.8
Co-op, Roman Bank, Skegness	405	344	311	11,355	3.5	1.2	-2.3
Costcutler, Lincoln Road, Skegness	270	229	218	5,202	1.1	0.4	-0.7
Heron Foods, Lumley Road, Skegness	350	210	189	9,850	1.9	0.4	-1.5
Heron Foods, Red Arcade, Sea Lane, Ingoldmells	692	415	373	9,850	3.7	0.3	-3.3
Home Bargains, Hildreds Shopping Centre, Skegness	1,588	1,191	417	-	0.0	0.2	0.2
Iceland, Berry Way, Skegness	906	544	517	7,076	3.7	0.4	-3.3
Lidl, Richmond Drive, Skegness	2,075	1,349	1,053	11,386	12.0	10.7	-1.2
Local shops, Skegness Town Centre	-	-	-	-	0.2	0.2	0.0
M&S Foodhall, Burgh Road, Skegness	1,398	839	767	10,448	8.0	4.7	-3.3
Morrisons, Wainfleet Road, Skegness	5,338	3,203	2,349	13,014	30.6	25.3	-5.3
Premier, Church Road North, Skegness	202	172	163	6,332	1.0	0.1	-0.9
Roman Bank Bakery, Roman Bank, Skegness	-	-	-	-	0.1	0.1	0.0
Spar, Burgh Road, Skegness	298	253	241	7,457	1.8	1.1	-0.7
Spar, Drummond Road, Skegness	396	336	319	7,457	2.4	0.3	-2.1
Spar, Sea Lane, Ingoldmells	-	-	-	-	0.2	0.2	0.0
Spar, Winthorpe Avenue, Skegness	373	317	301	7,457	2.2	0.7	-1.6
Tesco Express, Queensway, Ingoldmells	367	312	209	14,447	3.0	0.6	-2.4
Tesco Superstore, Richmond Drive, Skegness	5,680	3,408	2,285	14,447	33.0	22.9	-10.1
Sub Total					121.6	91.1	-30.5
Zone 2							
Chapel Farm Shop, Chapel Garden Centre, Chapel St Leonards	-	-	-	-	0.1	0.1	0.0
Co-op, High Street, Burgh le Marsh	388	314	283	11,355	3.2	1.4	-1.8
Co-op, High Street, Wainfleet All Saints	367	312	281	11,355	3.2	1.7	-1.4
Co-op, The Green, Chapel St Leonards	652	554	500	11,355	5.7	1.7	-4.0
Local shops, Burgh-le-Marsh Town Centre	-	-	-	-	0.2	0.2	0.0
Local shops, Chapel St Leonards Village Centre	-	-	-	-	0.2	0.2	0.0
Local shops, Hogsthorpe Village Centre	-	-	-	-	0.2	0.2	0.0
Mace, Station Road, Burgh le Marsh	-	-	-	-	0.1	0.1	0.0
Premier, High Street, Hogsthorpe	138	118	112	6,332	0.7	0.2	-0.5
Spar, High Street, Burgh le Marsh	114	97	92	7,457	0.7	0.4	-0.2
Spar, Sea Road, Chapel St Leonards	422	359	341	7,457	2.5	0.1	-2.4
Tastee Farm Shop, Massingberd Arms, Burgh le Marsh	-	-	-	-	0.2	0.2	0.0
Sub Total					17.0	6.6	-10.4
Zone 3							
Co-op, Market Place, Tattershall, Lincoln	754	641	579	11,355	6.6	2.3	-4.2
Co-op, Petrol Station, Gibbet Nook, Coningsby	89	76	69	11,355	0.8	1.1	0.3
Co-op, Silver Street, Coningsby, Lincoln	502	427	386	11,355	4.4	4.8	0.4
Leagate Road Farm Shop, Leagate Road, Coningsby	-	-	-	-	0.4	0.4	0.0
Local shops, Coningsby Village Centre	-	-	-	-	0.4	0.4	0.0
Local shops, Tattershall Village Centre	-	-	-	-	0.0	0.0	0.0
McColl's, Silver Street, Coningsby	250	212	201	7,647	1.5	0.1	-1.4
Papworth Butchers, Silver Street, Coningsby	-	-	-	-	0.0	0.0	0.0
Stickney Shop, Main Road, Stickney	-	-	-	-	0.4	0.4	0.0
The Good Intent Store, Church Road, Friskney	-	-	-	-	0.4	0.4	0.0
Sub Total					14.7	9.9	-4.9
Zone 4							
Co-op, Post Office Lane, Spilsby	507	431	389	11,355	4.4	1.3	-3.1
Cooplunds, High Street, Spilsby	-	-	-	-	0.1	0.1	0.0
East Coast Meats, A158, Hagworthingham	-	-	-	-	0.0	0.0	0.0
East Keal Village Shop, Main Road, East Keal	-	-	-	-	0.5	0.5	0.0
Four Seasons Fruit & Veg, High Street, Spilsby	-	-	-	-	0.1	0.1	0.0
Local shops, Spilsby Town Centre	-	-	-	-	0.2	0.2	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	-	-	-	-	0.0	0.0	0.0
Premier, Boston Road, Spilsby	92	87	83	6,332	0.5	0.1	-0.5
Sainsbury's Superstore, Boston Road, Spilsby	1,484	890	579	12,240	7.1	16.6	9.5
Total News, The Terrace, Spilsby	-	-	-	-	0.1	0.1	0.0
Sub Total					13.0	19.0	6.0
Zone 5							
Co-op, Clarence Road, (off The Broadway), Woodhall Spa	461	392	354	11,355	4.0	0.3	-3.7
Co-op, Conging Street, Horncastle	1,235	741	669	11,355	7.6	6.2	-1.4
Co-op, High Street, Horncastle	449	381	344	11,355	3.9	2.4	-1.5
Co-op, Lincoln Road, Wragby	384	326	295	11,355	3.3	1.0	-2.4
Heron Foods, Market Place, Horncastle	592	355	320	9,850	3.2	2.3	-0.9
Horncastle Market, Market Place, Horncastle	-	-	-	-	0.1	0.1	0.0
JJ's Gulf Fuel Station, Witham Road, Woodhall Spa	-	-	-	-	0.2	0.2	0.0
Local shops, Horncastle Town Centre	-	-	-	-	0.9	0.9	0.0
Local shops, Woodhall Spa Town Centre	-	-	-	-	0.4	0.4	0.0
McColl's, The Broadway, Woodhall Spa	134	113	108	7,647	0.8	0.0	-0.8
Myers Bakery, Cafe & Deli, The Bull Ring, Horncastle	-	-	-	-	0.3	0.3	0.0
Sainsbury's Local, Tattershall Road, Woodhall Spa	735	624	406	12,240	5.0	2.6	-2.4
Spar, Laurels Service Station, Spilsby Road, Horncastle	67	57	54	7,457	0.4	0.2	-0.2
Tesco Superstore, Watermill Road, Horncastle	1,724	1,034	693	14,447	10.0	18.0	8.0
Sub Total					40.1	34.8	-5.3
Zone 6							
Alford Market, Market Place, Alford	-	-	-	-	0.1	0.1	0.0
Callaby Stores, Hamilton Road, Alford	-	-	-	-	1.1	1.1	0.0
Co-op, Church Street, Alford	682	580	523	11,355	5.9	4.1	-1.8
Huttoft Service Station, Mumby Road, Huttoft	-	-	-	-	0.2	0.2	0.0
Local shops, Alford Town Centre	-	-	-	-	0.6	0.6	0.0
Spar, Alford Road, Bilby	63	53	51	7,457	0.4	0.2	-0.2
Spar, Gill Marsh Forecourts, A1104, Ulceby	63	53	51	7,457	0.4	0.1	-0.3
Spar, West Street, Alford	143	122	116	7,457	0.9	0.4	-0.4
Sub Total					9.5	6.8	-2.7
Zone 7							
Aldi, Newbridge Hill, Louth	1,798	1,168	1,021	11,143	11.4	39.7	28.3
BargainBuys, Market Place, Louth	-	-	-	-	0.0	0.0	0.0
Churchills, Keeling Street, North Somercotes	-	-	-	-	0.2	0.2	0.0
Co-op, Conisholme Road, North Somercotes	348	296	267	11,355	3.0	2.3	-0.8
Co-op, Manby Middlegate, Grimoldby, Louth	346	294	265	11,355	3.0	2.4	-0.6
Co-op, Newbridge Hill, Louth	420	357	323	11,355	3.7	3.0	-0.6
Co-op, Newmarket, Louth	414	352	318	11,355	3.6	4.0	0.4
Co-op, Northgate, Louth	2,324	1,394	1,259	11,355	14.3	5.6	-8.7
Co-op, Pinfold Lane, Holton le Clay	397	337	304	11,355	3.5	0.7	-2.8
Gillmans Village Store, Mill View, Grainthorpe	-	-	-	-	0.1	0.1	0.0
Heron Foods, Eastgate, Louth	526	316	284	9,850	2.8	2.5	-0.3
Lakings of Louth, Eastgate, Louth	-	-	-	-	0.1	0.1	0.0
Legbourne Village Store, Station Road, Legbourne	-	-	-	-	0.3	0.3	0.0
Local shops, Donington on Bain Village Centre	-	-	-	-	0.2	0.2	0.0
Local shops, Louth Town Centre	-	-	-	-	1.1	1.1	0.0
Local shops, Saltfleet Village Centre	-	-	-	-	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	-	-	-	-	0.2	0.2	0.0
Louth Market, Cornmarket, Louth	-	-	-	-	0.2	0.2	0.0
Manby Stores, Carlton Road, Manby	-	-	-	-	0.1	0.1	0.0
Marshchapel Store, Littlefield Lane, Marshchapel	-	-	-	-	0.0	0.0	0.0
Mawby's Store, Station Road, Legbourne	-	-	-	-	0.3	0.3	0.0
McColl's, Eastgate, Louth	105	90	85	7,647	0.7	0.0	-0.7
McColl's, Keeling Street, North Somercotes	140	119	113	7,647	0.9	0.1	-0.8
McColl's, Louth Road, Holton le Clay	179	152	144	7,647	1.1	0.2	-0.9
McColl's, The Square, North Thoresby	190	162	154	7,647	1.2	0.4	-0.8
Morrisons, Eastgate, Louth	2,640	1,584	1,162	13,014	15.1	23.6	8.4
One Stop, Brackenborough Road, Louth	98	83	79	7,919	0.6	0.4	-0.2
Shaws Fruit & Vegetable Shop, Yarburgh Road, Alvingham	-	-	-	-	0.1	0.1	0.0
Spar, A1031, North Somercotes	-	-	-	-	0.1	0.1	0.0
Spar, Chapel Road, Tetney	144	123	117	7,457	0.9	0.1	-0.8
Spar, Kenwick Road, Louth	199	169	161	7,457	1.2	0.2	-1.0
Spar, Market Place, Louth	455	387	367	7,457	2.7	0.0	-2.7
Spar, Newmarket, Louth	79	67	64	7,457	0.5	0.3	-0.2
Spar, Park Avenue, Louth	203	173	164	7,457	1.2	0.2	-1.0
Sub Total					74.3	88.8	14.5
Zone 8							
Chopper Cost Thorpe, Seaholme Road, Mablethorpe	-	-	-	-	0.1	0.1	0.0

Co-op, Seacroft Road, Mablethorpe	2,134	1,280	1,156	11,355	13.1	5.4	-7.8
Co-op, Station Road, Sutton on Sea	369	314	283	11,355	3.2	2.0	-1.2
Cooplunds, High Street, Mablethorpe	-	-	-	-	0.0	0.0	0.0
Heron Foods, High Street, Mablethorpe	428	257	231	9,850	2.3	4.7	2.4
Lidl, High Street, Mablethorpe	2,539	1,651	1,288	11,386	14.7	16.6	1.9
Local shops, Mablethorpe Town Centre	-	-	-	-	0.1	0.1	0.0
Lord Bros Cash & Carry, Victoria Road, Mablethorpe	-	-	-	-	0.3	0.3	0.0
Spar, High Street, Sutton on Sea	386	328	312	7,457	2.3	0.6	-1.8
Sub Total					36.0	29.6	-6.4
Total Study Area					326.3	286.6	-39.7

- Notes:**
- a. Gross floorspace derived from VOA, Council records or Nexus Planning Assessment
 - b. Net floorspace derived from VOA or Council records where available or based on Nexus Planning professional judgement (generally assumed to be 70% of gross floorspace for smaller stores where not specifically known)
 - c. Proportion of net floorspace dedicated to convenience goods sales generally taken from company benchmark average (exceptions relate to: small convenience stores, which we have assumed will be 95% convenience goods; larger superstores of between 4,000 sq.m and 5,000 sq.m net sales, which we have assumed will be 60% convenience goods; and, superstores providing more than 5,000 sq.m net sales, which we have assumed will be 60% convenience goods)
 - d. Sales densities derived from GlobalData Convenience and Comparison Goods Sales Densities of Major Grocers 2018 and Mintel Retail Rankings 2018)
 - e. It has been assumed that all unnamed and local convenience stores within a centre (including B&M, Bargain Booze, Budgens, Costco, Heron Foods, One Stop) are 'trading at equilibrium' (i.e. their 'benchmark' turnover equates to that identified by the survey)
 - f. Survey derived performance of stores calculated by adding together 'main' and 'top up' turnover as set out in Table 4

2019 Prices

East Lindsey Retail Study 2021
Nexus Planning

Table 6a: Estimated capacity for additional convenience goods across East Lindsey Authority Area

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	326.3	286.6	71.0	31.2
2026	328.9	289.6	71.7	32.3
2031	328.9	291.3	72.1	34.5
2036	328.9	294.5	72.9	38.5
Study Area Market Share (%)		80.4		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by East Lindsey facilities of 80.4% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace across East Lindsey Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	31.2	2,300	2,800
2026	32.3	2,400	2,800
2031	34.5	2,500	3,000
2036	38.5	2,800	3,400

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)

Table 6c: Extant convenience goods commitments in East Lindsey Authority Area

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Zone 1							
The Mint Amusement Arcade, Sea Lane, Skegness	S/090/02183/18	Change of use of existing amusement arcade to form a retail unit and sandwich bar	203	203	7,000	1.4	Extant
Wiltex Cables, Skegness	S/153/01019/19	Erection of 3no. Units	354	354	7,000	2.5	Extant
Zone 2							
Land East of Gatum Lane, Chapel St. Leonards	N/031/01487/20	Erection of 2no. ground floor shops	310	310	7,000	2.2	Extant
Zone 8							
Land rear of Sundown, Mablethorpe	N/110/00727/20	Erection of a building comprising 2 retail stores	1,832	1,466	14,447	21.2	Extant
The Beck, Mablethorpe	N/110/02098/19	Erection of a convenience store	1,485	1,145	11,264	12.9	Extant
Total			1,485	3,478		40.1	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in East Lindsey Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	31.2	40.1	-8.9	-700	-800
2026	32.3	40.5	-8.1	-600	-700
2031	34.5	40.5	-6.0	-400	-500
2036	38.5	40.5	-2.0	-100	-200

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2019 Prices

East Lindsey Retail Study 2021
Nexus Planning

Table 6a: Estimated capacity for additional convenience goods in Skegness

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	121.6	91.1	35.5	5.0
2026	122.6	92.1	35.8	5.4
2031	122.6	92.6	36.1	6.1
2036	122.6	93.6	36.5	7.5
Study Area Market Share (%)		25.6		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by Skegness facilities of 25.6% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace in Skegness

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	5.0	400	400
2026	5.4	400	500
2031	6.1	400	500
2036	7.5	500	700

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)

Table 6c: Extant convenience goods commitments in Skegness

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Zone 1							
The Mint Amusement Arcade, Sea Lane, Skegness	S/090/02183/18	Change of use of existing amusement arcade to form a retail unit and sandwich bar	203	203	7,000	1.4	Extant
Wiltex Cables, Skegness	S/153/01019/19	Erection of 3no. Units	354	354	7,000	2.5	Extant
Total			557	557		3.9	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Skegness

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	5.0	3.9	1.1	100	100
2026	5.4	3.9	1.4	100	100
2031	6.1	3.9	2.2	200	200
2036	7.5	3.9	3.6	300	300

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2019 Prices

East Lindsey Retail Study 2021
Nexus Planning

Table 6a: Estimated capacity for additional convenience goods in Alford

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	8.6	6.3	0.0	-2.3
2026	8.7	6.4	0.0	-2.3
2031	8.7	6.4	0.0	-2.2
2036	8.7	6.5	0.0	-2.2
Study Area Market Share (%)		1.8		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by Alford facilities of 1.8% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace in Alford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	-2.3	-200	-200
2026	-2.3	-200	-200
2031	-2.2	-200	-200
2036	-2.2	-200	-200

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)

Table 6c: Extant convenience goods commitments in Alford

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total							

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Alford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	-2.3	0.0	-2.3	-200	-200
2026	-2.3	0.0	-2.3	-200	-200
2031	-2.2	0.0	-2.2	-200	-200
2036	-2.2	0.0	-2.2	-200	-200

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2019 Prices

East Lindsey Retail Study 2021
Nexus Planning

Table 6a: Estimated capacity for additional convenience goods in Horncastle

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	26.4	30.4	7.1	11.1
2026	26.6	30.7	7.2	11.3
2031	26.6	30.9	7.2	11.5
2036	26.6	31.3	7.3	11.9
Study Area Market Share (%)		8.5		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by Horncastle facilities of 8.5% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace in Horncastle

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	11.1	800	1,000
2026	11.3	800	1,000
2031	11.5	800	1,000
2036	11.9	900	1,100

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)

Table 6c: Extant convenience goods commitments in Horncastle

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total							

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Horncastle

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	11.1	0.0	11.1	800	1,000
2026	11.3	0.0	11.3	800	1,000
2031	11.5	0.0	11.5	800	1,000
2036	11.9	0.0	11.9	900	1,100

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

2019 Prices

East Lindsey Retail Study 2021
Nexus Planning

Table 6a: Estimated capacity for additional convenience goods in Spilsby

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	12.5	18.5	7.1	13.1
2026	12.6	18.7	7.2	13.3
2031	12.6	18.8	7.2	13.4
2036	12.6	19.0	7.3	13.7
Study Area Market Share (%)		5.2		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by Spilsby facilities of 5.2% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace in Spilsby

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	13.1	1,000	1,200
2026	13.3	1,000	1,200
2031	13.4	1,000	1,200
2036	13.7	1,000	1,200

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)

Table 6c: Extant convenience goods commitments in Skegness

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total							

Table 6d: Net quantitative capacity for additional convenience goods floorspace in sSpilsby

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	13.1	0.0	13.1	1,000	1,200
2026	13.3	0.0	13.3	1,000	1,200
2031	13.4	0.0	13.4	1,000	1,200
2036	13.7	0.0	13.7	1,000	1,200

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

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Table 6a: Estimated capacity for additional convenience goods in Louth

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	55.7	82.2	7.1	33.6
2026	56.1	83.0	7.2	34.1
2031	56.1	83.5	7.2	34.6
2036	56.1	84.4	7.3	35.6
Study Area Market Share (%)		23.1		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by Louth facilities of 23.1% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace in Louth

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	33.6	2,500	3,000
2026	34.1	2,500	3,000
2031	34.6	2,500	3,000
2036	35.6	2,600	3,100

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)

Table 6c: Extant convenience goods commitments in Louth

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Total							

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Louth

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	33.6	0.0	33.6	2,500	3,000
2026	34.1	0.0	34.1	2,500	3,000
2031	34.6	0.0	34.6	2,500	3,000
2036	35.6	0.0	35.6	2,600	3,100

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

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Table 6a: Estimated capacity for additional convenience goods in Mablethorpe

Year	Benchmark Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	36.0	29.6	14.2	7.8
2026	36.3	29.9	14.3	8.0
2031	36.3	30.1	14.4	8.2
2036	36.3	30.4	14.6	8.7
Study Area Market Share (%)		8.3		

- a. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 (October 2020)
b. Assumes constant market share claimed by Mablethorpe facilities of 8.3% of Study Area expenditure

Table 6b: Quantitative capacity for additional convenience goods floorspace in Mablethorpe

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	7.8	600	700
2026	8.0	600	700
2031	8.2	600	700
2036	8.7	600	800

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)

Table 6c: Extant convenience goods commitments in Mablethorpe

Location	Reference	Proposal	Net Floorspace (sq m)	Net convenience goods floorspace (sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Convenience Turnover (£m)	Status
Zone 8							
Land rear of Sundown, Mablethorpe	N/110/00727/20	Erection of a building comprising 2 retail stores	1,832	1,465.60	14,447	21.2	Extant
The Beck, Mablethorpe	N/110/02098/19	Erection of a convenience store	1,485	1,145	11,264	12.9	Extant
Total						34.1	

Table 6d: Net quantitative capacity for additional convenience goods floorspace in Mablethorpe

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	7.8	34.1	-26.3	-1,900	-2,300
2026	8.0	34.3	-26.4	-1,900	-2,300
2031	8.2	34.3	-26.1	-1,900	-2,300
2036	8.7	34.3	-25.6	-1,900	-2,300

- a. Average sales density assumed to be £13,621 per sq.m which is average of 'main four' foodstore operators
b. Average sales density assumed to be £11,264 per sq.m which is reflective of discount operators
c. Allows for increased turnover efficiency as set out in Table 4a Experian Retail Planner 18 October 2020)
d. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

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Table 7a: Population

Zone	Population			
	2021	2026	2031	2036
1	22,706	23,048	23,297	23,576
2	12,521	12,737	12,961	13,026
3	29,680	30,228	30,627	30,979
4	9,044	9,231	9,452	9,595
5	19,774	20,029	20,156	20,229
6	8,270	8,362	8,488	8,593
7	41,886	42,715	43,431	44,139
8	13,664	13,771	13,771	13,658
Total	157,545	160,121	162,183	163,795

Table 7b: Comparison goods expenditure per capita

Zone	Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)									
	2019 with SFT										2019										2021									
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	
1	951	222	384	561	490	493	204	200	3,506	784	183	317	463	404	407	168	165	2,892	725	169	293	428	374	376	156	153	2,673			
2	837	171	335	481	442	424	158	186	3,034	691	141	276	397	365	350	131	153	2,503	638	130	255	367	337	323	121	142	2,313			
3	1,065	252	459	610	581	565	250	258	4,039	879	208	379	503	480	466	206	213	3,333	812	192	350	465	443	430	190	197	3,080			
4	1,169	275	490	566	601	566	267	285	4,218	964	227	404	467	496	467	220	235	3,480	891	210	374	431	458	431	204	217	3,216			
5	984	197	381	505	479	469	180	218	3,413	812	163	314	417	396	387	148	180	2,816	750	150	290	385	366	357	137	167	2,603			
6	921	192	371	501	469	460	173	209	3,296	760	158	306	413	387	380	143	173	2,719	702	146	283	382	358	351	132	160	2,513			
7	977	232	433	560	532	519	223	223	3,699	806	192	357	462	439	428	184	184	3,051	745	177	330	427	406	396	170	170	2,820			
8	942	212	379	532	486	495	198	203	3,446	777	175	312	439	401	408	163	168	2,843	718	162	289	406	370	377	151	155	2,628			

Zone	Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)										Comparison goods expenditure per capita (£)									
	2026										2031										2036									
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total		Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	
1	812	189	328	479	419	422	174	171	2,995	924	216	374	545	476	480	198	195	3,409	976	228	395	576	503	506	210	206	3,599			
2	715	146	286	411	378	362	135	159	2,592	814	166	326	468	430	412	154	181	2,950	859	175	344	494	454	435	162	191	3,114			
3	910	215	392	521	497	482	213	220	3,451	1,036	245	446	593	565	549	243	251	3,927	1,093	259	471	626	597	579	256	265	4,146			
4	998	235	419	483	513	483	228	243	3,603	1,136	268	477	550	584	550	260	277	4,101	1,200	283	503	581	617	581	274	292	4,330			
5	841	168	325	431	410	400	154	187	2,916	957	192	370	491	466	456	175	212	3,318	1,010	202	391	518	492	481	185	224	3,503			
6	787	164	317	428	401	393	148	179	2,816	895	186	361	487	456	447	169	203	3,204	945	197	381	514	482	472	178	215	3,383			
7	835	198	370	478	455	443	190	190	3,160	950	226	421	544	517	505	217	217	3,596	1,003	238	444	574	546	533	229	229	3,796			
8	805	181	324	455	415	423	169	174	2,944	916	206	368	518	472	481	192	198	3,351	967	218	389	546	498	508	203	209	3,538			

Notes:

a. Zones based on the following post code sectors

1 - PE25 1, PE25 2, PE25 3

2 - PE24 4, PE24 5

3 - LN4 4, PE22 0, PE22 7, PE22 8, PE22 9

4 - PE23 4, PE23 5

5 - LN 8 5, LN9 5, LN9 6, LN10 5, LN10 6

6 - LN13 0, LN13 9

7 - DN36 5, LN8 6, LN11 0, LN11 7, LN11 8, LN11 9

8 - LN12 1, LN12 2

b. Per capita expenditure derived from Experian MMG3 data (2020 report)

c. Population derived from Experian MMG3 data (2020 report)

d. Expenditure excludes Special Forms of Trading in line with recommendations at Figure 5 of Experian Retail Planner Briefing Note 18

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Table 8: Total comparison goods expenditure available

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)								
	2021									2026								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	16.5	3.8	6.7	9.7	8.5	8.5	3.5	3.5	60.7	18.7	4.4	7.6	11.0	9.6	9.7	4.0	3.9	69.0
2	8.0	1.6	3.2	4.6	4.2	4.0	1.5	1.8	29.0	9.1	1.9	3.6	5.2	4.8	4.6	1.7	2.0	33.0
3	24.1	5.7	10.4	13.8	13.2	12.8	5.6	5.8	91.4	27.5	6.5	11.8	15.8	15.0	14.6	6.4	6.7	104.3
4	8.1	1.9	3.4	3.9	4.1	3.9	1.8	2.0	29.1	9.2	2.2	3.9	4.5	4.7	4.5	2.1	2.2	33.3
5	14.8	3.0	5.7	7.6	7.2	7.1	2.7	3.3	51.5	16.8	3.4	6.5	8.6	8.2	8.0	3.1	3.7	58.4
6	5.8	1.2	2.3	3.2	3.0	2.9	1.1	1.3	20.8	6.6	1.4	2.6	3.6	3.4	3.3	1.2	1.5	23.5
7	31.2	7.4	13.8	17.9	17.0	16.6	7.1	7.1	118.1	35.7	8.5	15.8	20.4	19.4	18.9	8.1	8.1	135.0
8	9.8	2.2	3.9	5.5	5.1	5.2	2.1	2.1	35.9	11.1	2.5	4.5	6.3	5.7	5.8	2.3	2.4	40.5
Total	118.3	26.9	49.5	66.2	62.2	61.0	25.5	26.9	436.5	134.7	30.6	56.3	75.4	70.9	69.4	29.1	30.6	497.1

Zone	Comparison goods expenditure (£m)									Comparison goods expenditure (£m)								
	2031									2036								
	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total	Clothes	CDs etc	Household	Recreation	Chemist	Electrical	DIY	Furniture	Total
1	21.5	5.0	8.7	12.7	11.1	11.2	4.6	4.5	79.4	23.0	5.4	9.3	13.6	11.9	11.9	4.9	4.8	84.8
2	10.6	2.2	4.2	6.1	5.6	5.3	2.0	2.3	38.2	11.2	2.3	4.5	6.4	5.9	5.7	2.1	2.5	40.6
3	31.7	7.5	13.7	18.2	17.3	16.8	7.4	7.7	120.3	33.9	8.0	14.6	19.4	18.5	18.0	7.9	8.2	128.4
4	10.7	2.5	4.5	5.2	5.5	5.2	2.5	2.6	38.8	11.5	2.7	4.8	5.6	5.9	5.6	2.6	2.8	41.5
5	19.3	3.9	7.5	9.9	9.4	9.2	3.5	4.3	66.9	20.4	4.1	7.9	10.5	10.0	9.7	3.7	4.5	70.9
6	7.6	1.6	3.1	4.1	3.9	3.8	1.4	1.7	27.2	8.1	1.7	3.3	4.4	4.1	4.1	1.5	1.8	29.1
7	41.3	9.8	18.3	23.6	22.5	21.9	9.4	9.4	156.2	44.3	10.5	19.6	25.4	24.1	23.5	10.1	10.1	167.6
8	12.6	2.8	5.1	7.1	6.5	6.6	2.6	2.7	46.1	13.2	3.0	5.3	7.5	6.8	6.9	2.8	2.8	48.3
Total	155.3	35.3	65.0	86.9	81.7	80.0	33.5	35.3	573.1	165.6	37.7	69.3	92.7	87.2	85.4	35.7	37.7	611.2

Notes:
a. Zones based on the following post code sectors
1 - PE25 1, PE25 2, PE25 3
2 - PE24 4, PE24 5
3 - LN4 4, PE22 0, PE22 7, PE22 8, PE22 9
4 - PE23 4, PE23 5
5 - LN 8 5, LN9 5, LN9 6, LN10 5, LN10 6
6 - LN13 0, LN13 9
7 - DN36 5, LN8 6, LN11 0, LN11 7, LN11 8, LN11 9
8 - LN12 1, LN12 2
f. Figures derived from multiplying per capita expenditure with population within each zone using data provided at Table 7

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Asda, Holles Street, Grimsby	1.5	0.0	0.0	0.0	0.0	0.0	0.0	4.2	4.2
Asda, Lister Way, Boston	1.0	0.0	0.0	4.8	0.0	1.5	0.0	0.0	0.0
Asda, Newark Road, North Hykeham, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Wolsey Way, Nettleham Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Beevor Street, off Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Peakes Parkway, Robinson Street West, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, The Westbridge Centre, New Hammond Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnardo's, Skirbeck Road, Boston	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Baytree Garden Centre, High Road, Weston, Spalding	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Beverley Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0
Boston Shopping Park, Boston	0.9	1.3	2.4	1.4	4.2	0.0	0.0	0.0	0.0
Boston Town Centre	7.1	2.7	3.6	29.1	17.7	0.7	5.8	0.0	0.0
Brigg Garden Centre, Bigby High Road, Brigg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brigg Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury St Edmunds Town Centre	0.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Cambridge City Centre	0.1	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0
Carlton Shopping Centre, North Lincoln	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Castle Marina Retail Park, Nottingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0
Chesterfield Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claytons Furniture Superstore, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costa, Pilgrim Way, off A16, Wyberton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	0.1	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Doncaster Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Downtown Home Superstore, Wyberton Fen, A52, Boston	0.5	0.0	0.0	0.8	0.0	1.5	0.0	0.5	0.0
Downtown Superstore, Gonerby Junction, A1, Grantham	0.4	0.7	0.0	0.0	0.0	2.1	0.0	0.0	0.0
Fair Gardens Plant Centre, Kirton in Lindsey, Gainsborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Futura Retail Park, James Bennett Avenue, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grantham Town Centre	0.2	0.0	0.0	0.0	1.1	0.0	0.0	0.5	0.0
Grimsby Town Centre	13.9	3.0	4.2	1.9	4.5	3.4	17.3	33.8	26.3
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hemswell Market Car Boot Sale, A631, Gainsborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hewitts Circus Retail Park, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
High Point Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Northgate Retail Park, Newark	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Sainsburys Way, Hessle, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Shoreham Road, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hull City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Giltbrook, Nottingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Lakeside Retail Park, Grays	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Leeds (Birstall, Batley)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Sheffield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnsons Garden Centre, Wainfleet Road, Fishtoft, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
King's Lynn Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirton Business Park, Willington Road, Kirton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lacey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.7	0.0	0.0	1.4	0.0	1.3	0.0	1.2	0.0
Leicester City Centre	0.1	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.0
Lidl, Atherton Way, Brigg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Cromwell Road, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Dixon Street, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Ladysmith Road, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Northgate Centre, Galley Hill, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Tawney Street, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Westbridge Road, Wyberton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln City Centre	24.9	24.3	25.4	29.1	27.5	62.1	19.8	11.3	3.6
Liverpool City Centre	0.1	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0
Lloyds Pharmacy, Forbes Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, High Street, Lincoln	0.3	1.3	0.0	0.0	0.0	0.0	0.0	0.5	0.0
M&S, Moorland Way, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Victoria Street, Grimsby	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Manchester City Centre	0.2	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Rasen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Matalan, John Adams Way, Boston	0.4	1.3	2.4	0.0	0.0	0.0	0.0	0.0	0.0
McDonald's, Hilmore Road, Lacey, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meadowhall Indoor Shopping Centre, Sheffield	0.4	1.7	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Meadowhall Outdoor Retail Park, Sheffield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meridian Point Retail Park, Kings Road, Cleethorpes	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.9	1.9
Milton Keynes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monks Cross Shopping Park, Huntington, York	0.2	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Moorland Industrial Estate, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Hilmore Road, Lacey, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Warden Lane, Pinchbeck, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nottingham City Centre	0.5	0.0	3.4	0.0	0.0	1.5	0.0	0.0	0.0
Oakside Industrial Park, East Road, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pennells Four Seasons Garden Centre, Silk Willoughby, Sleaford	0.2	0.0	1.2	0.0	1.1	0.0	0.0	0.0	0.0
Peterborough City Centre	1.2	0.0	2.2	5.0	3.1	0.0	0.0	0.0	0.0
Ragdale Hall Spa, Ragdale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainbow Landscaping Centre, London Road, Kirton, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ramsdens Home Interiors, Cleethorpe Road, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverhead Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ruskington Garden Centre, Newton Lane, Ruskington, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Corporation Road, Grimsby	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Sainsbury's Superstore, Holland Market, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Riverside Shopping Centre, Southgate, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Scania Way, King's Lynn	0.1	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Ironstone Close, Bishops Trade Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Norfolk Street Trade Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Sleaford Business Park, East Road, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.2	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	2.0	0.0	0.0	10.9	3.3	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.6	0.0	0.0	0.0	0.0	0.0	0.0	1.8	1.1
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Tesco Extra, Wragby Road, Lincoln	0.2	0.0	0.0	0.0	0.0	1.3	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.1	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	0.9	2.9	0.0	1.4	0.0	2.0	0.0	0.0	0.0
Tritton Road Retail Area, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.4	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.1	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	62.5	43.6	44.8	92.9	68.7	78.9	47.1	60.6	39.3
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	62.5	43.6	44.8	92.9	68.7	78.9	47.1	60.6	39.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Notes:

- a. Zones based on post code sectors
- b. Market shares derived directly from NEMS Household Survey (May 202

Table 10: Clothing & footwear expenditure

Destination	Total Clothing (£m)	Zone 1 Clothing (£m)	Zone 2 Clothing (£m)	Zone 3 Clothing (£m)	Zone 4 Clothing (£m)	Zone 5 Clothing (£m)	Zone 6 Clothing (£m)	Zone 7 Clothing (£m)	Zone 8 Clothing (£m)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Quora Retail Park, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Skegness Town Centre	19.4	8.8	3.9	1.0	1.2	0.7	1.5	0.3	1.9
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	20.2	9.2	4.2	1.0	1.2	0.7	1.5	0.3	2.0
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spilsby Town Centre	1.5	0.0	0.0	0.7	0.8	0.0	0.1	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.5	0.0	0.0	0.7	0.8	0.0	0.1	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	2.6	0.0	0.0	0.0	0.3	1.7	0.0	0.6	0.0
Tesco Superstore, Watermill Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	0.5	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.1	0.0	0.0	0.0	0.3	2.2	0.0	0.6	0.0
Zone 6									
Alford Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Zone 7									
Aldi, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fotherby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	13.8	0.1	0.2	0.0	0.3	0.2	1.3	10.8	0.9
Morrisons, Eastgate, Louth	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	14.2	0.1	0.2	0.0	0.3	0.2	1.3	11.2	0.9
Zone 8									
Askew's Carpets, Golf Road, Mablethorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Seacroft Road, Mablethorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heron Foods, High Street, Mablethorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, High Street, Mablethorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lord Bros Cash & Carry, Victoria Road, Mablethorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mablethorpe Town Centre	3.4	0.0	0.0	0.0	0.0	0.0	0.1	0.2	3.1
Sutton on Sea Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.4	0.0	0.0	0.0	0.0	0.0	0.1	0.2	3.1
Total Study Area	42.4	9.3	4.4	1.7	2.5	3.1	3.1	12.3	6.0

Victoria Retail Park, Grimsby	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	75.9	7.2	3.6	22.4	5.5	11.7	2.7	18.9	3.9
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	75.9	7.2	3.6	22.4	5.5	11.7	2.7	18.9	3.9
Total	118.3	16.5	8.0	24.1	8.1	14.8	5.8	31.2	9.8

- a. Zones based on post code sectors
b. Market shares derived directly from NEMS Household Survey (May 2021)
c. Excludes 'don't know/varies', markets and internet sales

East Lindsey Retail Study 2021
Nexus Planning

Table 11: Books, CDs, DVDs shopping patterns

Destination	Total Books etc (%)	Zone 1 Books etc (%)	Zone 2 Books etc (%)	Zone 3 Books etc (%)	Zone 4 Books etc (%)	Zone 5 Books etc (%)	Zone 6 Books etc (%)	Zone 7 Books etc (%)	Zone 8 Books etc (%)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	1.3	0.0	4.9	0.0	0.0	0.0	3.1	0.0	8.1
Quora Retail Park, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Town Centre	15.0	59.7	63.1	0.0	9.6	0.0	18.0	0.0	5.8
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	5.2	24.3	8.4	0.0	7.2	3.1	0.0	0.0	6.9
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	21.6	84.0	76.5	0.0	16.8	3.1	21.1	0.0	20.8
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	0.4	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.6	0.0	0.0	1.8	2.4	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.0	0.0	3.7	2.4	0.0	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.8	0.0	0.0	3.2	2.4	0.0	0.0	0.0	0.0
Spilsby Town Centre	2.2	0.0	2.8	0.0	25.2	0.0	0.0	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.0	0.0	2.8	3.2	27.6	0.0	0.0	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	4.6	0.0	2.8	6.2	2.4	19.9	0.0	0.0	0.0
Tesco Superstore, Watermill Road, Horncastle	0.4	0.0	0.0	0.0	2.4	1.7	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	2.3	0.0	0.0	0.0	2.4	14.2	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	7.4	0.0	2.8	6.2	7.2	35.8	0.0	0.0	0.0
Zone 6									
Alford Town Centre	1.4	0.0	0.0	0.0	0.0	0.0	24.7	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.4	0.0	0.0	0.0	0.0	0.0	24.7	0.0	0.0
Zone 7									
Aldi, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fotherby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulstow Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	13.7	0.0	4.9	4.3	2.4	5.5	13.0	44.1	9.8
Morrisons, Eastgate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	14.1	0.0	4.9	4.3	2.4	5.5	13.0	45.8	9.8
Zone 8									
Askew's Carpets, Golf Road, Mablethorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Seacroft Road, Mablethorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Heron Foods, High Street, Mablethorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, High Street, Mablethorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lord Bros Cash & Carry, Victoria Road, Mablethorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mablethorpe Town Centre	4.0	0.0	4.9	0.0	0.0	0.0	3.1	0.0	39.1
Sutton on Sea Village Centre	0.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	8.8
Sub Total	4.8	0.0	4.9	0.0	0.0	0.0	3.1	0.0	47.9
Total Study Area	53.1	84.0	92.0	17.4	56.3	44.4	61.9	45.8	78.5
Total Authority Area	53.1	84.0	92.0	17.4	56.3	44.4	61.9	45.8	78.5
Destination	Total Books etc (%)	Zone 1 Books etc (%)	Zone 2 Books etc (%)	Zone 3 Books etc (%)	Zone 4 Books etc (%)	Zone 5 Books etc (%)	Zone 6 Books etc (%)	Zone 7 Books etc (%)	Zone 8 Books etc (%)
Outside Study Area									
Outside Study Area									
Abey Furnishing, Wilton Road, Humberston, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Abroad	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alban Retail Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Magdalene Road, Little Coates, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Queen Street, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Aldi, Wragby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexandra Retail Park, Grimsby	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Anwick Garden Centre, Church Lane, Anwick, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Corporation Road, Alexandra Road, Grimsby	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1	

Asda, Holles Street, Grimsby	2.1	0.0	0.0	0.0	0.0	0.0	0.0	9.3	0.0
Asda, Lister Way, Boston	2.4	0.0	0.0	11.9	0.0	0.0	0.0	0.0	0.0
Asda, Newark Road, North Hykeham, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda, Wolsey Way, Nettleham Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Beevor Street, off Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Peakes Parkway, Robinson Street West, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, The Westbridge Centre, New Hammond Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Barnardo's, Skirbeck Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Baytree Garden Centre, High Road, Weston, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beverley Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boston Shopping Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boston Town Centre	12.1	5.3	0.0	43.0	23.4	3.5	9.0	0.0	0.0
Brigg Garden Centre, Bigby High Road, Brigg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Brigg Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Bury St Edmunds Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cambridge City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Carlton Shopping Centre, North Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Castle Marina Retail Park, Nottingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Central London	0.6	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0
Chesterfield Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Claytons Furniture Superstore, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cleethorpes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Costa, Pilgrim Way, off A16, Wyberton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Derby City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Doncaster Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Downtown Home Superstore, Wyberton Fen, A52, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Downtown Superstore, Gonerby Junction, A1, Grantham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fair Gardens Plant Centre, Kirton in Lindsey, Gainsborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Futura Retail Park, James Bennett Avenue, Ipswich	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grantham Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimsby Town Centre	7.1	0.0	0.0	0.0	0.0	0.0	18.0	25.0	5.8
Harrogate Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hemswell Market Car Boot Sale, A631, Gainsborough	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hewitts Circus Retail Park, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
High Point Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Northgate Retail Park, Newark	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Sainsburys Way, Hessle, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Homebase, Shoreham Road, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hull City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Giltbrook, Nottingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Lakeside Retail Park, Grays	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Leeds (Birstall, Batley)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
IKEA, Sheffield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Johnsons Garden Centre, Wainfleet Road, Fishtoft, Boston	0.4	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0
King's Lynn Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Kirton Business Park, Willington Road, Kirton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Laceby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Leeds City Centre	0.9	0.0	0.0	0.0	0.0	0.0	0.0	3.9	0.0
Leicester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Atherton Way, Brigg	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Cromwell Road, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Dixon Street, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Ladysmith Road, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Northgate Centre, Galley Hill, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Tawney Street, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Westbridge Road, Wyberton	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincoln City Centre	15.0	10.7	2.8	8.9	18.0	41.2	11.0	11.2	12.7
Liverpool City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lloyds Pharmacy, Forbes Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, High Street, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Moorland Way, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S, Victoria Street, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Manchester City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Market Rasen Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Matalan, John Adams Way, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
McDonald's, Hilmore Road, Laceby, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meadowhall Indoor Shopping Centre, Sheffield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meadowhall Outdoor Retail Park, Sheffield	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Meridian Point Retail Park, Kings Road, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Milton Keynes Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Monks Cross Shopping Park, Huntington, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Moorland Industrial Estate, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Hilmore Road, Laceby, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wardentree Lane, Pinchbeck, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Nottingham City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Oakside Industrial Park, East Road, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Pennells Four Seasons Garden Centre, Silk Willoughby, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peterborough City Centre	0.5	0.0	5.3	0.0	0.0	0.0	0.0	0.0	0.0
Ragdale Hall Spa, Ragdale	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rainbow Landscaping Centre, London Road, Kirton, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ramsdens Home Interiors, Cleethorpe Road, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Riverhead Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ruskington Garden Centre, Newton Lane, Ruskington, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Corporation Road, Grimsby	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0
Sainsbury's Superstore, Holland Market, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Riverside Shopping Centre, Southgate, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Scania Way, King's Lynn	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Ironstone Close, Bishops Trade Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Norfolk Street Trade Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Sleaford Business Park, East Road, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.4	0.0	0.0	1.8	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.9
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.6	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0
Tesco Extra, Wragby Road, Lincoln	0.5	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.6	0.0	0.0	0.0	0.0	3.7	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	2.6	0.0	0.0	11.9	2.4	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Road Retail Area, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	46.9	16.0	8.1	82.6	43.7	55.6	38.1	54.2	21.5
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	46.9	16.0	8.1	82.6	43.7	55.6	38.1	54.2	21.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

Table 12: Books, CDs, DVDs expenditure

Destination	Total Books etc (£m)	Zone 1 Books etc (£m)	Zone 2 Books etc (£m)	Zone 3 Books etc (£m)	Zone 4 Books etc (£m)	Zone 5 Books etc (£m)	Zone 6 Books etc (£m)	Zone 7 Books etc (£m)	Zone 8 Books etc (£m)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	0.3	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.2
Quora Retail Park, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Town Centre	3.8	2.3	1.0	0.0	0.2	0.0	0.2	0.0	0.1
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	1.5	0.9	0.1	0.0	0.1	0.1	0.0	0.0	0.2
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.6	3.2	1.2	0.0	0.3	0.1	0.3	0.0	0.5
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Spilsby Town Centre	0.5	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.8	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	1.0	0.0	0.0	0.4	0.0	0.6	0.0	0.0	0.0
Tesco Superstore, Watermill Road, Horncastle	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	0.5	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.6	0.0	0.0	0.4	0.1	1.1	0.0	0.0	0.0
Zone 6									
Alford Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Zone 7									
Aldi, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fotherby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulstow Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	4.2	0.0	0.1	0.2	0.0	0.2	0.2	3.3	0.2
Morrisons, Eastgate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.3	0.0	0.1	0.2	0.0	0.2	0.2	3.4	0.2
Zone 8									

Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Tesco Extra, Wragby Road, Lincoln	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Road Retail Area, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.9	0.6	0.1	4.7	0.8	1.7	0.5	4.0	0.5
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	12.9	0.6	0.1	4.7	0.8	1.7	0.5	4.0	0.5
Total	26.9	3.8	1.6	5.7	1.9	3.0	1.2	7.4	2.2

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 13: Small household goods shopping patterns

Destination	Total Household (%)	Zone 1 Household (%)	Zone 2 Household (%)	Zone 3 Household (%)	Zone 4 Household (%)	Zone 5 Household (%)	Zone 6 Household (%)	Zone 7 Household (%)	Zone 8 Household (%)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	0.3	1.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Quora Retail Park, Burgh Road, Skegness	1.4	1.0	6.8	0.0	2.8	0.0	8.1	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	0.8	4.3	2.6	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Town Centre	15.8	52.8	43.8	3.9	24.0	3.6	17.0	0.0	8.8
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	1.8	8.5	2.9	0.0	3.1	0.0	2.5	0.0	0.0
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	20.2	67.7	57.6	3.9	29.9	3.6	27.5	0.0	8.8
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	0.2	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.2	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.0
Spilsby Town Centre	1.6	0.0	0.0	0.0	27.8	0.0	0.0	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.8	0.0	0.0	0.0	30.5	0.0	1.3	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	2.2	0.0	0.0	1.5	0.0	13.6	0.0	0.0	0.0
Tesco Superstore, Watermill Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.4	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0
Woodhall Spa Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.6	0.0	0.0	1.5	0.0	16.2	0.0	0.0	0.0
Zone 6									
Alford Town Centre	0.9	0.0	1.5	0.0	0.0	0.0	12.7	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.0	1.5	0.0	0.0	0.0	12.7	0.0	0.0
Zone 7									
Aldi, Newbridge Hill, Louth	0.6	0.0	0.0	0.0	0.0	0.0	1.3	0.8	5.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Fairfield Industrial Estate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fotherby Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	10.7	0.0	0.0	0.0	2.9	2.9	10.4	40.5	2.1
Morrisons, Eastgate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	11.6	0.0	0.0	0.0	2.9	2.9	11.7	42.9	7.1
Zone 8									

Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.3	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Wragby Road, Lincoln	0.6	0.0	0.0	1.7	0.0	1.7	0.0	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	1.9	1.9	1.5	0.0	0.0	8.1	0.0	1.4	0.0	0.0
Tritton Road Retail Area, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	1.1	5.1	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	1.1	0.0	0.0	0.0	0.0	0.0	0.0	3.7	5.0	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.3	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	59.1	32.3	39.4	93.8	36.6	77.3	45.5	54.0	39.0	
Others										
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	59.1	32.3	39.4	93.8	36.6	77.3	45.5	54.0	39.0	
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 14: Small household goods shopping expenditure

Destination	Total Household (£m)	Zone 1 Household (£m)	Zone 2 Household (£m)	Zone 3 Household (£m)	Zone 4 Household (£m)	Zone 5 Household (£m)	Zone 6 Household (£m)	Zone 7 Household (£m)	Zone 8 Household (£m)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quora Retail Park, Burgh Road, Skegness	0.6	0.1	0.2	0.0	0.1	0.0	0.2	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Town Centre	7.1	3.5	1.4	0.4	0.8	0.2	0.4	0.0	0.3
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	0.8	0.6	0.1	0.0	0.1	0.0	0.1	0.0	0.0
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	9.0	4.5	1.8	0.4	1.0	0.2	0.6	0.0	0.3
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Spilsby Town Centre	0.9	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.1	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	0.9	0.0	0.0	0.2	0.0	0.8	0.0	0.0	0.0
Tesco Superstore, Watermill Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Woodhall Spa Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.1	0.0	0.0	0.2	0.0	0.9	0.0	0.0	0.0
Zone 6									
Alford Town Centre	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0
Zone 7									
Aldi, Newbridge Hill, Louth	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Fairfield Industrial Estate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fotherby Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	6.2	0.0	0.0	0.0	0.1	0.2	0.2	5.6	0.1
Morrisons, Eastgate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.7	0.0	0.0	0.0	0.1	0.2	0.3	5.9	0.3
Zone 8									

Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Wragby Road, Lincoln	0.3	0.0	0.0	0.2	0.0	0.1	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	0.8	0.1	0.0	0.0	0.0	0.5	0.0	0.2	0.0
Tritton Road Retail Area, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.5	0.3	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Victoria Retail Park, Grimsby	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.2
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	28.9	2.2	1.3	9.7	1.2	4.4	1.1	7.5	1.5
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	28.9	2.2	1.3	9.7	1.2	4.4	1.1	7.5	1.5
Total	49.5	6.7	3.2	10.4	3.4	5.7	2.3	13.8	3.9

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 15: Toys and recreation goods shopping patterns

Destination	Total Toys etc (%)	Zone 1 Toys etc (%)	Zone 2 Toys etc (%)	Zone 3 Toys etc (%)	Zone 4 Toys etc (%)	Zone 5 Toys etc (%)	Zone 6 Toys etc (%)	Zone 7 Toys etc (%)	Zone 8 Toys etc (%)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.6	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.5	0.0	5.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	0.6	4.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quora Retail Park, Burgh Road, Skegness	1.7	3.9	6.9	0.0	0.0	0.0	6.6	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	5.2	18.3	7.2	4.6	6.9	0.0	13.9	0.0	0.0
Skegness Town Centre	13.9	35.6	43.5	0.0	23.0	0.0	10.4	2.2	25.3
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	1.1	6.6	0.0	0.0	0.0	0.0	2.8	0.0	0.0
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	23.6	73.3	62.6	4.6	29.9	0.0	33.7	2.2	25.3
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.3	0.0	2.5	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.2	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	2.5	0.0	0.0	0.0	2.8	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	0.4	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.5	0.0	5.4	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.0	5.4	2.6	0.0	0.0	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.2	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spilsby Town Centre	1.4	0.0	0.0	0.0	22.1	0.0	5.2	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.6	0.0	0.0	0.0	22.1	0.0	8.0	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.2	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	3.7	0.0	0.0	4.6	0.0	23.6	0.0	0.0	0.0
Tesco Superstore, Watermill Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	0.4	0.0	0.0	0.0	0.0	3.5	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.3	0.0	0.0	4.6	3.7	27.1	0.0	0.0	0.0
Zone 6									
Alford Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	2.8	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.5	3.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	3.7	0.0	0.0	0.0	0.0	2.8	0.0	0.0
Zone 7									
Aldi, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	2.2	0.0	0.0	0.0	0.0	0.0	2.8	6.0	3.2
Fotherby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	18.4	3.7	5.0	12.3	0.0	5.4	13.9	42.1	17.6
Morrisons, Eastgate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	21.6	3.7	5.0	12.3	0.0	5.4	16.6	51.4	20.8
Zone 8									

Screwfix, Ironstone Close, Bishops Trade Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Norfolk Street Trade Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Sleaford Business Park, East Road, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.1	0.0
Tesco Extra, Wragby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	0.4	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	3.7	11.2	2.5	0.0	0.0	9.6	0.0	0.0	7.5
Tritton Road Retail Area, Lincoln	0.3	0.0	0.0	0.0	6.5	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	3.7	0.0	0.0	0.0	0.0	0.0	14.7	9.3	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	45.6	19.4	24.6	75.8	44.4	67.5	36.2	46.4	37.6
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	45.6	19.4	24.6	75.8	44.4	67.5	36.2	46.4	37.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 16: Toys and recreation goods shopping expenditure

Destination	Total Toys (£m)	Zone 1 Toys (£m)	Zone 2 Toys (£m)	Zone 3 Toys (£m)	Zone 4 Toys (£m)	Zone 5 Toys (£m)	Zone 6 Toys (£m)	Zone 7 Toys (£m)	Zone 8 Toys (£m)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quora Retail Park, Burgh Road, Skegness	0.9	0.4	0.3	0.0	0.0	0.0	0.2	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	3.4	1.8	0.3	0.6	0.3	0.0	0.4	0.0	0.0
Skegness Town Centre	8.5	3.5	2.0	0.0	0.9	0.0	0.3	0.4	1.4
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	0.7	0.6	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	14.7	7.1	2.9	0.6	1.2	0.0	1.1	0.4	1.4
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.1	0.0	0.0	0.0	0.1	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.2	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.0	0.2	0.4	0.0	0.0	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spilsby Town Centre	1.0	0.0	0.0	0.0	0.9	0.0	0.2	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.1	0.0	0.0	0.0	0.9	0.0	0.3	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	2.4	0.0	0.0	0.6	0.0	1.8	0.0	0.0	0.0
Tesco Superstore, Watermill Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.8	0.0	0.0	0.6	0.1	2.1	0.0	0.0	0.0
Zone 6									
Alford Town Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Zone 7									
Aldi, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	1.3	0.0	0.0	0.0	0.0	0.0	0.1	1.1	0.2
Fotherby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	11.6	0.4	0.2	1.7	0.0	0.4	0.4	7.5	1.0
Morrisons, Eastgate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	13.6	0.4	0.2	1.7	0.0	0.4	0.5	9.2	1.2
Zone 8									

Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Tesco Extra, Wragby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	2.4	1.1	0.1	0.0	0.0	0.7	0.0	0.0	0.4
Tritton Road Retail Area, Lincoln	0.3	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	2.1	0.0	0.0	0.0	0.0	0.0	0.5	1.7	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	31.9	1.9	1.1	10.5	1.7	5.1	1.1	8.3	2.1
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	31.9	1.9	1.1	10.5	1.7	5.1	1.1	8.3	2.1
Total	66.2	9.7	4.6	13.8	3.9	7.6	3.2	17.9	5.5

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 17: Chemist goods shopping patterns

Destination	Total Chemist (%)	Zone 1 Chemist (%)	Zone 2 Chemist (%)	Zone 3 Chemist (%)	Zone 4 Chemist (%)	Zone 5 Chemist (%)	Zone 6 Chemist (%)	Zone 7 Chemist (%)	Zone 8 Chemist (%)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.2	0.0	0.0	0.0	1.8	1.1	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.7	4.1	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.3	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.2	1.2	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.1	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	3.2	11.9	8.8	1.0	3.9	1.1	2.8	0.0	1.4
Quora Retail Park, Burgh Road, Skegness	0.6	2.3	0.0	1.0	0.0	0.0	0.9	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	0.1	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Town Centre	17.0	72.0	53.0	4.0	8.9	1.1	17.5	0.7	0.7
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	1.8	5.1	5.6	0.0	3.3	0.0	1.8	0.0	3.4
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	24.2	98.7	72.2	6.1	18.0	3.2	23.0	0.7	5.5
Zone 2									
Burgh le Marsh Town Centre	0.1	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	1.4	0.0	16.2	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.1	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.7	0.0	5.0	1.8	0.0	0.0	0.0	0.0	0.0
Sub Total	2.2	0.0	23.0	1.8	0.0	0.0	0.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	3.0	0.0	0.0	17.4	0.0	0.0	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.3	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.2	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Sub Total	3.6	0.0	0.0	20.7	0.0	0.0	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.3	0.0	0.0	1.0	2.5	0.0	0.0	0.0	0.0
Spilsby Town Centre	4.0	0.0	0.0	0.6	61.3	0.6	0.9	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.3	0.0	0.0	1.6	63.8	0.6	0.9	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.4	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	5.7	1.3	0.0	0.0	3.3	40.6	0.0	1.5	0.0
Tesco Superstore, Watermill Road, Horncastle	1.2	0.0	0.0	0.6	0.0	8.2	0.0	0.4	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	1.0	0.0	0.0	0.0	0.0	8.4	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	8.4	1.3	0.0	0.6	3.3	60.4	0.0	1.9	0.0
Zone 6									
Alford Town Centre	2.6	0.0	1.5	0.0	0.0	0.0	47.3	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.6	0.0	1.5	0.0	0.0	0.0	47.3	0.0	0.0
Zone 7									
Aldi, Newbridge Hill, Louth	1.1	0.0	0.0	0.0	1.8	1.1	3.1	2.7	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fotherby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0
Holton le Clay Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	24.3	0.0	1.5	2.8	1.6	8.2	15.8	77.5	7.2
Morrisons, Eastgate, Louth	0.7	0.0	0.0	0.0	0.0	1.4	2.9	1.1	0.7
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	26.5	0.0	1.5	2.8	3.4	10.7	21.8	82.3	7.9
Zone 8									

Screwfix, Ironstone Close, Bishops Trade Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Norfolk Street Trade Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Sleaford Business Park, East Road, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.2	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.3
Tesco Extra, Wragby Road, Lincoln	0.3	0.0	0.0	0.0	0.0	2.2	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.4	0.0	0.0	0.0	0.0	1.9	0.0	0.7	0.0
Tesco Superstore, New Hammond Beck Road, Boston	1.3	0.0	0.0	6.7	0.0	1.1	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Road Retail Area, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Searby Road, Lincoln	0.2	0.0	0.0	0.0	1.5	0.0	1.6	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.2	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	19.9	0.0	0.0	66.5	11.5	25.1	1.6	14.7	4.7
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	19.9	0.0	0.0	66.5	11.5	25.1	1.6	14.7	4.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 18: Chemist goods shopping expenditure

Destination	Total Chemist (£m)	Zone 1 Chemist (£m)	Zone 2 Chemist (£m)	Zone 3 Chemist (£m)	Zone 4 Chemist (£m)	Zone 5 Chemist (£m)	Zone 6 Chemist (£m)	Zone 7 Chemist (£m)	Zone 8 Chemist (£m)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.2	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	1.9	1.0	0.4	0.1	0.2	0.1	0.1	0.0	0.1
Quora Retail Park, Burgh Road, Skegness	0.4	0.2	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Town Centre	10.0	6.1	2.2	0.5	0.4	0.1	0.5	0.1	0.0
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	1.0	0.4	0.2	0.0	0.1	0.0	0.1	0.0	0.2
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	14.3	8.4	3.0	0.8	0.7	0.2	0.7	0.1	0.3
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Sub Total	1.2	0.0	1.0	0.2	0.0	0.0	0.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	2.3	0.0	0.0	2.3	0.0	0.0	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	2.7	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0	0.0
Spilsby Town Centre	2.7	0.0	0.0	0.1	2.5	0.0	0.0	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.9	0.0	0.0	0.2	2.6	0.0	0.0	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	3.4	0.1	0.0	0.0	0.1	2.9	0.0	0.3	0.0
Tesco Superstore, Watermill Road, Horncastle	0.7	0.0	0.0	0.1	0.0	0.6	0.0	0.1	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	0.6	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.0	0.1	0.0	0.1	0.1	4.4	0.0	0.3	0.0
Zone 6									
Alford Town Centre	1.5	0.0	0.1	0.0	0.0	0.0	1.4	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.5	0.0	0.1	0.0	0.0	0.0	1.4	0.0	0.0
Zone 7									
Aldi, Newbridge Hill, Louth	0.7	0.0	0.0	0.0	0.1	0.1	0.1	0.5	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fotherby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Holton le Clay Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	15.1	0.0	0.1	0.4	0.1	0.6	0.5	13.2	0.4
Morrisons, Eastgate, Louth	0.4	0.0	0.0	0.0	0.0	0.1	0.1	0.2	0.0
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	16.4	0.0	0.1	0.4	0.1	0.8	0.6	14.0	0.4
Zone 8									

Screwfix, Ironstone Close, Bishops Trade Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Norfolk Street Trade Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Sleaford Business Park, East Road, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1
Tesco Extra, Wragby Road, Lincoln	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.1	0.0
Tesco Superstore, New Hammond Beck Road, Boston	1.0	0.0	0.0	0.9	0.0	0.1	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Road Retail Area, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Searby Road, Lincoln	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	13.8	0.0	0.0	8.7	0.5	1.8	0.0	2.5	0.2
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	13.8	0.0	0.0	8.7	0.5	1.8	0.0	2.5	0.2
Total	62.2	8.5	4.2	13.2	4.1	7.2	3.0	17.0	5.1

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 19: Electrical goods shopping patterns

Destination	Total Electrical (%)	Zone 1 Electrical (%)	Zone 2 Electrical (%)	Zone 3 Electrical (%)	Zone 4 Electrical (%)	Zone 5 Electrical (%)	Zone 6 Electrical (%)	Zone 7 Electrical (%)	Zone 8 Electrical (%)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.3	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	0.4	1.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0
Quora Retail Park, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	28.3	83.7	78.5	7.1	36.5	3.0	43.6	0.0	28.2
Skegness Town Centre	4.6	11.1	15.7	1.4	9.7	0.0	5.4	0.0	3.3
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	0.1	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.0
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	33.9	97.9	94.2	9.8	46.2	3.0	50.4	0.0	34.5
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	4.1	0.0	0.0	13.3	0.0	10.2	0.0	0.0	0.0
Cowbridge Business Park, Boston	2.9	0.0	0.0	12.8	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.2	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Sub Total	7.2	0.0	0.0	26.9	0.0	10.2	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.1	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0
Spilsby Town Centre	0.8	0.0	0.0	0.0	16.5	0.0	0.0	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.9	0.0	0.0	0.0	18.1	0.0	0.0	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.1	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	2.6	0.0	0.0	0.0	1.7	21.5	0.0	0.7	0.0
Tesco Superstore, Watermill Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	0.4	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	3.0	0.0	0.0	1.6	1.7	22.6	0.0	0.7	0.0
Zone 6									
Alford Town Centre	0.4	0.0	0.0	0.0	0.0	0.0	6.4	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.0	0.0	0.0	6.4	0.0	0.0
Zone 7									
Aldi, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fotherby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	18.4	0.0	0.0	1.7	6.1	9.1	18.5	61.9	10.9
Morrisons, Eastgate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	18.4	0.0	0.0	1.7	6.1	9.1	18.5	61.9	10.9
Zone 8									

Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.7	0.0	0.0	0.0	0.0	0.0	0.0	3.1	0.0
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.2	0.0	0.0	0.0	0.0	0.0	3.1	0.0	0.0
Tesco Extra, Wragby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.1	0.0	0.0	0.0	0.0	1.1	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	5.6	2.1	1.1	6.3	0.0	34.5	1.3	0.0	0.0
Tritton Road Retail Area, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	31.9	2.1	4.7	60.1	27.9	55.1	14.3	35.8	10.5
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	31.9	2.1	4.7	60.1	27.9	55.1	14.3	35.8	10.5
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 20: Electrical goods shopping expenditure

Destination	Total Electrical (£m)	Zone 1 Electrical (£m)	Zone 2 Electrical (£m)	Zone 3 Electrical (£m)	Zone 4 Electrical (£m)	Zone 5 Electrical (£m)	Zone 6 Electrical (£m)	Zone 7 Electrical (£m)	Zone 8 Electrical (£m)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	0.2	0.1	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Quora Retail Park, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	15.6	7.2	3.2	0.9	1.4	0.2	1.3	0.0	1.5
Skegness Town Centre	2.5	0.9	0.6	0.2	0.4	0.0	0.2	0.0	0.2
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	18.7	8.4	3.8	1.3	1.8	0.2	1.5	0.0	1.8
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	2.4	0.0	0.0	1.7	0.0	0.7	0.0	0.0	0.0
Cowbridge Business Park, Boston	1.6	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	4.2	0.0	0.0	3.4	0.0	0.7	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Spilsby Town Centre	0.6	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	1.7	0.0	0.0	0.0	0.1	1.5	0.0	0.1	0.0
Tesco Superstore, Watermill Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.0	0.0	0.0	0.2	0.1	1.6	0.0	0.1	0.0
Zone 6									
Alford Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Zone 7									
Aldi, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fotherby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	12.5	0.0	0.0	0.2	0.2	0.6	0.5	10.3	0.6
Morrisons, Eastgate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	12.5	0.0	0.0	0.2	0.2	0.6	0.5	10.3	0.6
Zone 8									

Screwfix, Ironstone Close, Bishops Trade Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Norfolk Street Trade Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Sleaford Business Park, East Road, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Tesco Extra, Wragby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	3.5	0.2	0.0	0.8	0.0	2.4	0.0	0.0	0.0
Tritton Road Retail Area, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	19.9	0.2	0.2	7.7	1.1	3.9	0.4	5.9	0.5
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	19.9	0.2	0.2	7.7	1.1	3.9	0.4	5.9	0.5
Total	61.0	8.5	4.0	12.8	3.9	7.1	2.9	16.6	5.2

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 21: DIY and gardening goods shopping patterns

Destination	Total DIY (%)	Zone 1 DIY (%)	Zone 2 DIY (%)	Zone 3 DIY (%)	Zone 4 DIY (%)	Zone 5 DIY (%)	Zone 6 DIY (%)	Zone 7 DIY (%)	Zone 8 DIY (%)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	17.2	59.2	55.8	9.2	20.1	2.2	10.5	0.8	9.6
Beaubridge Business Park, Heath Road, Skegness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.2	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.3	1.3	0.0	0.0	0.0	0.6	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quora Retail Park, Burgh Road, Skegness	0.5	3.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.7	2.6	1.0	0.6	1.8	0.0	0.0	0.0	1.1
Skegness Retail Park, Wainfleet Road, Skegness	2.2	7.5	12.1	1.1	0.0	0.0	0.0	0.0	0.0
Skegness Town Centre	3.1	14.3	7.6	0.0	4.8	0.0	1.7	0.0	2.5
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.2	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	24.5	88.9	78.4	12.0	26.6	2.8	12.2	0.8	14.3
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	1.2	3.7	5.8	0.0	0.0	0.0	3.0	0.0	0.0
Chapel St Leonards Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	1.6	4.3	9.5	0.0	3.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.7	8.1	15.3	0.0	3.0	0.0	3.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.6	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	1.7	0.0	0.0	8.0	0.0	1.3	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.1	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0
Sub Total	2.5	0.0	0.0	12.0	0.0	1.3	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.1	0.0	0.0	0.0	2.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spilsby Town Centre	2.5	0.0	0.0	1.7	36.6	0.0	1.7	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.6	0.0	0.0	1.7	38.6	0.0	1.7	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	1.0	0.0	0.0	1.7	0.0	4.9	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	3.5	0.0	0.0	0.6	2.0	22.5	0.0	0.9	0.0
Horncastle Town Centre	1.1	0.0	0.0	0.0	0.0	8.6	0.0	0.0	0.0
Tesco Superstore, Watermill Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	0.9	0.0	0.0	0.0	0.0	6.5	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.4	0.0	0.0	2.3	2.0	42.4	0.0	0.9	0.0
Zone 6									
Alford Town Centre	1.1	0.0	1.0	0.0	0.0	0.0	17.5	0.0	0.0
Beechings Way Industrial Estate, Alford	0.2	0.0	0.0	0.0	1.9	0.0	1.7	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.1	0.0	0.0	0.0	0.0	0.0	1.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.1	0.0	0.0	0.0	0.0	0.0	1.9	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	5.8	3.1	5.3	3.3	7.4	2.4	39.8	0.8	14.7
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	7.2	3.1	6.3	3.3	9.3	2.4	61.9	0.8	14.7
Zone 7									
Aldi, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	14.9	0.0	0.0	1.4	2.2	9.2	13.1	42.6	11.9
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	0.6	0.0	0.0	0.0	0.0	0.0	0.0	2.3	0.0
Fotherby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	5.8	0.0	0.0	0.0	0.0	2.6	0.0	18.8	4.9
Louth Town Centre	4.8	0.0	0.0	0.0	0.0	1.1	4.0	15.5	2.5
Morrisons, Eastgate, Louth	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
North Thoresby Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	1.2	0.0	0.0	0.0	0.0	0.0	1.0	3.6	2.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.4	0.0	0.0	1.4	0.0	0.0	2.3	0.0	0.0
Sub Total	28.2	0.0	0.0	2.8	2.2	12.9	20.3	84.6	21.3
Zone 8									

Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Wragby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	0.4	0.0	0.0	1.4	0.0	1.3	0.0	0.0	0.0
Tritton Road Retail Area, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.1	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	22.6	0.0	0.0	66.0	18.3	38.2	0.0	12.1	9.0
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	22.6	0.0	0.0	66.0	18.3	38.2	0.0	12.1	9.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 22: DIY and gardening goods shopping expenditure

Destination	Total DIY (£m)	Zone 1 DIY (£m)	Zone 2 DIY (£m)	Zone 3 DIY (£m)	Zone 4 DIY (£m)	Zone 5 DIY (£m)	Zone 6 DIY (£m)	Zone 7 DIY (£m)	Zone 8 DIY (£m)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	4.3	2.1	0.8	0.5	0.4	0.1	0.1	0.1	0.2
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quora Retail Park, Burgh Road, Skegness	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	0.5	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0
Skegness Town Centre	0.8	0.5	0.1	0.0	0.1	0.0	0.0	0.0	0.1
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.0	3.1	1.2	0.7	0.5	0.1	0.1	0.1	0.3
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.4	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.6	0.3	0.2	0.0	0.1	0.0	0.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	0.5	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.7	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spilsby Town Centre	0.8	0.0	0.0	0.1	0.7	0.0	0.0	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.8	0.0	0.0	0.1	0.7	0.0	0.0	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.2	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.7	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.0
Horncastle Town Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Tesco Superstore, Watermill Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.4	0.0	0.0	0.1	0.0	1.2	0.0	0.1	0.0
Zone 6									
Alford Town Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0
Beechings Way Industrial Estate, Alford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	1.4	0.1	0.1	0.2	0.1	0.1	0.4	0.1	0.3
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.7	0.1	0.1	0.2	0.2	0.1	0.7	0.1	0.3
Zone 7									
Aldi, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Belvoir Road, Louth	3.8	0.0	0.0	0.1	0.0	0.2	0.1	3.0	0.2
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Fotherby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	1.5	0.0	0.0	0.0	0.0	0.1	0.0	1.3	0.1
Louth Town Centre	1.2	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1
Morrisons, Eastgate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Thoresby Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Style Furniture, Louth Road, Fotherby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Trotter's Traders, North Holme Road, Louth	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	7.2	0.0	0.0	0.2	0.0	0.3	0.2	6.0	0.4
Zone 8									

Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Wragby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tritton Road Retail Area, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	6.1	0.0	0.0	3.7	0.3	1.0	0.0	0.9	0.2
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	6.1	0.0	0.0	3.7	0.3	1.0	0.0	0.9	0.2
Total	25.5	3.5	1.5	5.6	1.8	2.7	1.1	7.1	2.1

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 23: Furniture goods shopping patterns

Destination	Total Furniture (%)	Zone 1 Furniture (%)	Zone 2 Furniture (%)	Zone 3 Furniture (%)	Zone 4 Furniture (%)	Zone 5 Furniture (%)	Zone 6 Furniture (%)	Zone 7 Furniture (%)	Zone 8 Furniture (%)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.7	2.7	2.5	0.0	2.4	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.2	0.0	2.2	0.0	0.0	0.0	0.0	0.0	0.0
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quora Retail Park, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.3	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	2.6	4.9	9.0	2.1	2.6	1.7	1.1	0.0	2.3
Skegness Town Centre	14.7	53.2	58.3	5.0	7.4	0.0	4.5	0.0	4.3
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Top Of The Pile Quality Carpets, Heath Road, Skegness	1.3	4.9	5.9	0.0	0.0	0.0	2.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	20.1	67.5	81.2	7.1	12.3	1.7	7.7	0.0	6.6
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.1	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.2	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.3	0.0	1.2	0.8	0.0	0.0	0.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	1.1	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.2	0.0	0.0	0.8	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.3	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.5	0.0	0.0	7.3	0.0	0.0	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spilsby Town Centre	4.5	0.0	0.0	2.2	55.7	0.0	8.4	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.5	0.0	0.0	2.2	55.7	0.0	8.4	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	4.3	1.0	0.0	2.8	2.7	27.2	0.0	0.7	1.3
Tesco Superstore, Watermill Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	0.8	0.0	0.0	1.4	0.0	4.2	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.1	1.0	0.0	4.2	2.7	31.5	0.0	0.7	1.3
Zone 6									
Alford Town Centre	2.2	0.0	1.2	1.5	1.3	0.0	25.3	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.3	0.0	0.0	0.0	0.0	0.0	1.1	0.0	2.3
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	2.4	0.0	1.2	1.5	1.3	0.0	26.5	0.0	2.3
Zone 7									
Aldi, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
B&Q, Belvoir Road, Louth	0.9	0.0	0.0	0.0	0.0	0.0	2.7	3.1	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	0.8	0.0	0.0	0.0	0.0	0.0	0.0	2.9	1.3
Fotherby Village Centre	0.4	0.0	0.0	0.0	0.0	0.0	0.0	1.9	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	14.7	0.0	0.0	1.8	0.0	5.1	14.0	53.4	2.6
Morrisons, Eastgate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.7	1.0	0.0	0.0	0.0	1.0	0.0	1.3	1.3
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	18.2	1.0	0.0	1.8	0.0	6.0	16.6	65.3	5.2
Zone 8									

Screwfix, Ironestone Close, Bishops Trade Park, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Norfolk Street Trade Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Sleaford Business Park, East Road, Sleaford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.3	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.2	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Wragby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	5.9	7.0	0.0	8.0	0.0	14.5	5.6	5.1	0.0
Tritton Road Retail Area, Lincoln	0.2	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.2	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.9	0.0	0.0	4.3	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.7	1.8	2.7	0.0	0.0	0.0	2.4	0.0	0.0
Victoria Retail Park, Grimsby	0.1	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.1	0.0	0.0	0.0	0.0	0.0	2.0	0.0	0.0
York City Centre	0.2	0.0	0.0	0.0	0.0	1.8	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	39.9	30.5	15.1	75.2	28.0	60.8	25.8	32.2	10.0
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	39.9	30.5	15.1	75.2	28.0	60.8	25.8	32.2	10.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 24: Furniture goods shopping expenditure

Destination	Total Furniture (£m)	Zone 1 Furniture (£m)	Zone 2 Furniture (£m)	Zone 3 Furniture (£m)	Zone 4 Furniture (£m)	Zone 5 Furniture (£m)	Zone 6 Furniture (£m)	Zone 7 Furniture (£m)	Zone 8 Furniture (£m)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Beaubridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Quora Retail Park, Burgh Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	0.6	0.2	0.2	0.1	0.1	0.1	0.0	0.0	0.0
Skegness Town Centre	3.5	1.8	1.0	0.3	0.1	0.0	0.1	0.0	0.1
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	4.7	2.3	1.4	0.4	0.2	0.1	0.1	0.0	0.1
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Conningsby Village Centre	0.3	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0
Cowbridge Business Park, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.4	0.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spilsby Town Centre	1.3	0.0	0.0	0.1	1.1	0.0	0.1	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.3	0.0	0.0	0.1	1.1	0.0	0.1	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Horncastle Town Centre	1.2	0.0	0.0	0.2	0.1	0.9	0.0	0.0	0.0
Tesco Superstore, Watermill Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Original Factory Shop, Boston Road, Horncastle	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodhall Spa Town Centre	0.2	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	1.4	0.0	0.0	0.2	0.1	1.0	0.0	0.0	0.0
Zone 6									
Alford Town Centre	0.5	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0
Beechings Way Industrial Estate, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.5	0.0	0.0	0.1	0.0	0.0	0.3	0.0	0.0
Zone 7									
Aldi, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
B&Q, Belvoir Road, Louth	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Co-op, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Fairfield Industrial Estate, Louth	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Fotherby Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Fulstow Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Grimoldby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holton le Clay Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Garden Centre, Legbourne Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Town Centre	4.3	0.0	0.0	0.1	0.0	0.2	0.2	3.8	0.1
Morrisons, Eastgate, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
North Thoresby Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Style Furniture, Louth Road, Fotherby	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Trotter's Traders, North Holme Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.3	0.0	0.0	0.1	0.0	0.2	0.2	4.6	0.1
Zone 8									

Screwfix, Tritton Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Wilton Road Industrial Estate, Humberston, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Scunthorpe Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sheffield City Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sleaford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Spalding Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Springfields Outlet Centre, Spalding	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
St Andrews Quay Retail Park, Clive Sullivan Way, Hull	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Sunningdale Trading Estate, Dixon Close, Lincoln	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Hewitts Circus Retail Park, Cleethorpes	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Market Street, Off Victoria Street, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Extra, Wragby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Canwick Road Trading Estate, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Linwood Road, Market Rasen	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, New Hammond Beck Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
The Range, London Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tritton Retail Park, Tritton Road, Lincoln	1.6	0.2	0.0	0.5	0.0	0.5	0.1	0.4	0.0
Tritton Road Retail Area, Lincoln	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
United Carpets & Beds, Deacon Road, Lincoln	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
United Carpets & Beds, Main Ridge East, Boston	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Valentine Shopping Park, Lincoln	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Victoria Retail Park, Grimsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Waitrose, Searby Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Watford Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
York Designer Outlet, York	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	11.1	1.1	0.3	4.4	0.5	2.0	0.3	2.3	0.2
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	11.1	1.1	0.3	4.4	0.5	2.0	0.3	2.3	0.2
Total	26.9	3.5	1.8	5.8	2.0	3.3	1.3	7.1	2.1

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

Table 25: Total comparison goods shopping expenditure

Destination	Total Comparison (£m)	Zone 1 Comparison (£m)	Zone 2 Comparison (£m)	Zone 3 Comparison (£m)	Zone 4 Comparison (£m)	Zone 5 Comparison (£m)	Zone 6 Comparison (£m)	Zone 7 Comparison (£m)	Zone 8 Comparison (£m)
Study Area									
Zone 1									
Aldi, Burgh Road, Skegness	0.3	0.2	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Alexanders, The Carpet And Flooring Store, Alexandra Road, Skegness	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Asda (Petrol Station), Roman Bank, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
B&Q, Wainfleet Road, Skegness	4.9	2.5	0.9	0.5	0.4	0.1	0.1	0.1	0.4
Beaunbridge Business Park, Heath Road, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Boots, Churchill Avenue, Skegness	0.4	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Burgh Road, Skegness	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Hawthorn Medical Practice, Hawthorn Road, Skegness	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Holly Road Heath Road Industrial Estate, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Iceland, Berry Way, Skegness	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Ingoldmells Village Centre	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, Richmond Drive, Skegness	0.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0
M&S Foodhall, Burgh Road, Skegness	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Morrisons, Wainfleet Road, Skegness	3.2	1.6	0.7	0.3	0.2	0.1	0.1	0.0	0.2
Quora Retail Park, Burgh Road, Skegness	2.0	0.8	0.5	0.1	0.1	0.0	0.4	0.0	0.0
Rolls Ahead Carpets, Roman Bank, Skegness	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Screwfix, Hawthorn Road, Skegness	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Skegness Retail Park, Wainfleet Road, Skegness	20.8	9.8	4.0	1.7	1.7	0.3	1.7	0.0	1.6
Skegness Town Centre	55.5	27.5	12.3	2.4	4.1	1.0	3.2	0.8	4.1
St Mary's Church, Church End, Winthorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Tesco Superstore, Richmond Drive, Skegness	4.3	2.8	0.5	0.0	0.4	0.1	0.2	0.0	0.3
Top Of The Pile Quality Carpets, Heath Road, Skegness	0.3	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet Industrial Estate, Hawthorn Road, Skegness	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Winthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	93.1	46.2	19.7	5.2	7.0	1.6	5.8	0.9	6.7
Zone 2									
Burgh le Marsh Town Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Chapel Garden Centre & Restaurant, Skegness Road, Skegness	0.3	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Chapel St Leonards Village Centre	0.7	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Co-op, The Green, Chapel St Leonards	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Hogsthorpe Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnshire Shooting Centre, Ingoldmells Road, Burgh le Marsh	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Lyndhurst Garden Centre, Skegness Road, Skegness	0.4	0.2	0.1	0.0	0.1	0.0	0.0	0.0	0.0
M&B Discount 2, Trunch Lane, Chapel St Leonards	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Wainfleet All Saints Town Centre	0.4	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Sub Total	2.1	0.3	1.4	0.3	0.1	0.0	0.1	0.0	0.0
Zone 3									
Bell's Gardening Outlet, Lowfields Road, Boston	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Connigsby Village Centre	6.0	0.0	0.0	5.3	0.0	0.8	0.0	0.0	0.0
Cowbridge Business Park, Boston	1.7	0.0	0.0	1.7	0.0	0.0	0.0	0.0	0.0
Old Leake Village Centre	0.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0
Sibsey Village Centre	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Stickney Car Boot Sale, Main Road, Stickney	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tattershall Lakes Country Park, Sleaford Road, Tattershall	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Tattershall Village Centre	0.5	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0
Sub Total	9.0	0.0	0.2	7.9	0.0	0.8	0.0	0.0	0.0
Zone 4									
Chandlers Farm Equipment, Boston Road, Spilsby	0.1	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0
Hagworthingham Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Partney Garden Centre, Sausthorpe Road, Spilsby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sainsbury's Superstore, Boston Road, Spilsby	0.6	0.0	0.0	0.3	0.3	0.0	0.0	0.0	0.0
Spilsby Town Centre	9.5	0.0	0.0	1.0	8.0	0.0	0.4	0.0	0.0
Toynton All Saints Village Centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	10.2	0.0	0.0	1.3	8.4	0.0	0.5	0.0	0.0
Zone 5									
Beehive Business Park, Rand, Wragby	0.1	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0
Co-op, Conging Street, Horncastle	0.3	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0
Crowders Nurseries, Lincoln Road, Thimbleby, Horncastle	0.2	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Horncastle Garden Centre, Lincoln Road, Horncastle	0.7	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.0
Horncastle Town Centre	13.6	0.1	0.0	1.3	0.6	10.5	0.0	1.1	0.0
Tesco Superstore, Watermill Road, Horncastle	0.8	0.0	0.0	0.1	0.0	0.6	0.0	0.1	0.0
The Original Factory Shop, Boston Road, Horncastle	0.2	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0
Woodhall Spa Town Centre	2.4	0.0	0.0	0.3	0.0	2.1	0.0	0.0	0.0
Wragby Maze & Conifer Centre, Bardney Road, Lincoln	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	18.4	0.1	0.0	1.8	0.8	14.4	0.0	1.2	0.0
Zone 6									
Alford Town Centre	3.1	0.0	0.1	0.1	0.0	0.0	2.9	0.0	0.0
Beechings Way Industrial Estate, Alford	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cottage Nurseries, Off A1104, Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mandy's Plants & Garden Centre, Ailby, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Woodthorpe Garden Centre, B1373, Woodthorpe, Alford	1.8	0.5	0.1	0.2	0.1	0.1	0.5	0.1	0.4
Woodthorpe Hall Golf Club, B1373, Alford	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	5.0	0.5	0.2	0.3	0.2	0.1	3.4	0.1	0.4
Zone 7									
Aldi, Newbridge Hill, Louth	1.0	0.0	0.0	0.0	0.1	0.1	0.1	0.6	0.2
Ashtons of Louth Carpet Warehouse, Newmarket, Louth	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
B&Q, Belvoir Road, Louth	4.0	0.0	0.0	0.1	0.0	0.2	0.2	3.3	0.2
Ben Tasker Flooring & Interiors, Station Estate, Newbridge Hill, Louth	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Co-op, Newbridge Hill, Louth	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Fairfield Industrial Estate, Louth	1.7	0.0	0.0	0.0	0.0	0.0	0.1	1.5	0.2
Fotherby Village Centre	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Fulstow Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Grimoldby Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Holton le Clay Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
John Darke Garage, Grimsby Road, Louth	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lincolnfield Nurseries, Ludborough Road, North Thoresby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Louth Cycle Centre, Station Estate, Newbridge Hill, Louth	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0
Louth Garden Centre, Legbourne Road, Louth	1.5	0.0	0.0	0.0	0.0	0.1	0.0	1.3	0.1
Louth Town Centre	68.9	0.5	0.6	2.6	0.7	2.4	3.4	55.6	3.2
Morrisons, Eastgate, Louth	0.8	0.0	0.0	0.0	0.0	0.1	0.1	0.6	0.0
North Thoresby Village Centre	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Peacefield Business Park, Nickerson Way, Holton le Clay	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0
Screwfix, Fairfield Industrial Estate, Tattershall Way, Louth	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0
Style Furniture, Louth Road, Fotherby	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0
Trotter's Traders, North Holme Road, Louth	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Sub Total	80.2	0.5	0.6	2.8	0.8	2.9	3.9	64.6	4.0
Zone 8									
Askew's Carpets, Golf Road, Mablethorpe	0.4	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.2
Co-op, Seacroft Road, Mablethorpe	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4
Heron Foods, High Street, Mablethorpe	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Lidl, High Street, Mablethorpe	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.6
Lord Bros Cash & Carry, Victoria Road, Mablethorpe	0.7	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.5
Mablethorpe Town Centre	13.9	0.0	0.2	0.0	0.0	0.0	0.5	1.1	12.2
Sutton on Sea Village Centre	1.8	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.7
Sub Total	17.9	0.0	0.2	0.0	0.0	0.0	0.9	1.1	15.7
Total Study Area	235.9	47.6	22.4	19.6	17.3	19.8	14.6	67.8	26.8
Total Authority Area	235.5	47.6	22.4	19.2	17.3	19.8	14.6	67.8	26.8
Total		Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8

Watford Town Centre	0.2	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0
West Business Park, Sleaford Road, Boston	0.1	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0
Whisby Garden Centre, Whisby Road, Whisby	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
White City Retail Park, Old Trafford, Manchester	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
York City Centre	0.1	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0
York Designer Outlet, York	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	200.6	13.1	6.6	71.9	11.8	31.7	6.2	50.3	9.1
Others									
Other	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Internet	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Mail order / catalogue	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
TV shopping	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't know / varies / can't remember)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
(Don't do this type of shopping)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Sub Total outside Study Area	200.6	13.1	6.6	71.9	11.8	31.7	6.2	50.3	9.1
Total	436.5	60.7	29.0	91.4	29.1	51.5	20.8	118.1	35.9

a. Zones based on post code sectors

b. Market shares derived directly from NEMS Household Survey (May 2021)

c. Excludes 'don't know/varies', markets and internet sales

All 2019 Prices

East Lindsey Retail Study 2021
Nexus Planning

Table 26a: Estimated capacity for additional comparison goods floorspace in East Lindsey Authority Area

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	293.5	235.5	58.1	0.0
2026	345.2	268.2	66.1	-10.9
2031	394.0	309.2	76.2	-8.6
2036	448.0	329.8	81.3	-37.0
Study Area Market Share (%)		54.0		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 October 2020)
2. Assumes constant market share claimed by East Lindsey facilities at 54.0% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in East Lindsey Authority Area

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	0.0	0	0
2026	-10.9	-1,600	-2,700
2031	-8.6	-1,100	-1,800
2036	-37.0	-4,000	-6,900

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

Table 26c: Extant comparison goods commitments in East Lindsey Authority Area

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Zone 1							
The Mint Amusement Arcade, Sea Lane, Skegness	S/090/02183/18	Change of use of existing amusement arcade to form a retail unit and sandwich bar	203	203	3,000	0.6	Extant
Wiltex Cables, Skegness	S/153/01019/19	Erection of 3no. Units	354	354	3,000	1.1	Extant
Former Fun City Site, Skegness	S/153/01032/20	Outline erection of 4no. Retail units	660	660	3,000	2.0	Extant
54 High Street, Skegness	S/153/02052/20	Change of use from existing betting shop to retail use	147	147	3,000	0.4	Extant
Zone 2							
The Mint, South Road, Chapel St. Leonards	N/031/00510/20	Erection of a building to use ground floor as Class A1 or Class A3	203	203	3,000	0.6	Extant
Land East of Gatrum Lane, Chapel St. Leonards	N/031/01487/20	Erection of 2no. ground floor shops	310	310	3,000	0.9	Extant
Zone 7							
83-87 Park Avenue, Louth	N/105/01350/18	Erection of 2no. Retail units	63	63	3,000	0.2	Extant
Sharpely's Court, Louth	N/105/01836/19	Erection of 2no. Retail units	83	83	3,000	0.2	Extant
Zone 8							
Land rear of Sundown, Mablethorpe	N/110/00727/20	Erection of a building comprising 2 retail stores	1,832	366	7,690	2.8	Extant
			1,208	1,208	3,000	3.6	Extant
Total			5,063	3,597		12.5	

Table 26d: Quantitative capacity for additional comparison goods floorspace in East Lindsey Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	0.0	12.5	-12.5	-2,100	-3,600
2026	-10.9	14.7	-25.7	-3,600	-6,200
2031	-8.6	16.8	-25.4	-3,200	-5,400
2036	-37.0	19.1	-56.0	-6,100	-10,500

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2019 Prices

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Table 26a: Estimated capacity for additional comparison goods floorspace in Skegness

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	122.1	93.1	29.0	0.0
2026	143.6	106.0	33.1	-4.6
2031	163.9	122.2	38.1	-3.6
2036	186.4	130.4	40.6	-15.4
Study Area Market Share (%)		21.3		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 October 2020)
2. Assumes constant market share claimed by Skegness facilities at 21.3% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Skegness

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	0.0	0	0
2026	-4.6	-600	-1,100
2031	-3.6	-400	-800
2036	-15.4	-1,700	-2,900

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

Table 26c: Extant comparison goods commitments in Skegness

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Zone 1							
The Mint Amusement Arcade, Sea Lane, Skegness	S/090/02183/18	Change of use of existing amusement arcade to form a retail unit and sandwich bar	203	203	3,000	0.6	Extant
Wiltex Cables, Skegness	S/153/01019/19	Erection of 3no. Units	354	354	3,000	1.1	Extant
Former Fun City Site, Skegness	S/153/01032/20	Outline erection of 4no. Retail units	660	660	3,000	2.0	Extant
54 High Street, Skegness	S/153/02052/20	Change of use from existing betting shop to retail use	147	147	3,000	0.4	Extant
Total						4.1	

Table 26d: Quantitative capacity for additional comparison goods floorspace in Skegness

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	0.0	4.1	-4.1	-700	-1,200
2026	-4.6	4.8	-9.4	-1,300	-2,300
2031	-3.6	5.5	-9.1	-1,100	-1,900
2036	-15.4	6.2	-21.6	-2,400	-4,000

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2019 Prices

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Table 26a: Estimated capacity for additional comparison goods floorspace in Alford

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	5.0	5.0	0.0	0.0
2026	5.9	5.7	0.0	-0.2
2031	6.7	6.6	0.0	-0.1
2036	7.6	7.0	0.0	-0.6
Study Area Market Share (%)		1.1		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 October 2020)
2. Assumes constant market share claimed by Alford facilities at 1.1% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Alford

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	0.0	0	0
2026	-0.2	0	0
2031	-0.1	0	0
2036	-0.6	-100	-100

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

Table 26c: Extant comparison goods commitments in Alford

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-	-	-	

Table 26d: Quantitative capacity for additional comparison goods floorspace in Alford

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	0.0	0.0	0.0	0	0
2026	-0.2	0.0	-0.2	0	0
2031	-0.1	0.0	-0.1	0	0
2036	-0.6	0.0	-0.6	-100	-100

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2019 Prices

East Lindsey Retail Study 2021
Nexus Planning

Table 26a: Estimated capacity for additional comparison goods floorspace in Horncastle

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	21.7	15.9	5.8	0.0
2026	25.5	18.1	6.6	-0.8
2031	29.1	20.8	7.6	-0.6
2036	33.1	22.2	8.1	-2.7
Study Area Market Share (%)		3.6		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 October 2020)
2. Assumes constant market share claimed by Horncastle facilities at 3.6% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Horncastle

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	0.0	0	0
2026	-0.8	-100	-200
2031	-0.6	-100	-100
2036	-2.7	-300	-500

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

Table 26c: Extant comparison goods commitments in Horncastle

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-	-	-	

Table 26d: Quantitative capacity for additional comparison goods floorspace in East Lindsey Authority Area

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	0.0	0.0	0.0	0	0
2026	-0.8	0.0	-0.8	-100	-200
2031	-0.6	0.0	-0.6	-100	-100
2036	-2.7	0.0	-2.7	-300	-500

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2019 Prices

East Lindsey Retail Study 2021
Nexus Planning

Table 26a: Estimated capacity for additional comparison goods floorspace in Spilsby

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	16.1	10.2	5.8	0.0
2026	18.9	11.7	6.6	-0.6
2031	21.5	13.5	7.6	-0.5
2036	24.5	14.4	8.1	-2.0
Study Area Market Share (%)		2.3		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 October 2020)
2. Assumes constant market share claimed by Spilsby facilities at 2.3% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Spilsby

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	0.0	0	0
2026	-0.6	-100	-100
2031	-0.5	-100	-100
2036	-2.0	-200	-400

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

Table 26c: Extant comparison goods commitments in Spilsby

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Total			-	-	-	-	

Table 26d: Quantitative capacity for additional comparison goods floorspace in Spilsby

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	0.0	0.0	0.0	0	0
2026	-0.6	0.0	-0.6	-100	-100
2031	-0.5	0.0	-0.5	-100	-100
2036	-2.0	0.0	-2.0	-200	-400

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2019 Prices

East Lindsey Retail Study 2021
Nexus Planning

Table 26a: Estimated capacity for additional comparison goods floorspace in Louth

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	83.7	77.9	5.8	0.0
2026	98.5	88.7	6.6	-3.1
2031	112.4	102.3	7.6	-2.5
2036	127.8	109.1	8.1	-10.5
Study Area Market Share (%)		17.8		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 October 2020)
2. Assumes constant market share claimed by Louth facilities at 17.8% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Louth

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	0.0	0	0
2026	-3.1	-400	-800
2031	-2.5	-300	-500
2036	-10.5	-1,200	-2,000

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

Table 26c: Extant comparison goods commitments in Louth

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
<u>Zone Z</u>							
83-87 Park Avenue, Louth	N/105/01350/18	Erection of 2no. Retail units	63	63	3,000	0.2	Extant
Sharpely's Court, Louth	N/105/01836/19	Erection of 2no. Retail units	83	83	3,000	0.2	Extant
Total						0.4	

Table 26d: Quantitative capacity for additional comparison goods floorspace in Louth

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	0.0	0.4	-0.4	-100	-100
2026	-3.1	0.5	-3.6	-500	-900
2031	-2.5	0.6	-3.1	-400	-600
2036	-10.5	0.7	-11.2	-1,200	-2,100

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2019 Prices

East Lindsey Retail Study 2021
Nexus Planning

Table 26a: Estimated capacity for additional comparison goods floorspace in Mablethorpe

Year	Turnover (£m) ¹	Available Expenditure (£m) ²	Inflow (£m)	Surplus Expenditure (£m)
2021	27.7	16.1	11.6	0.0
2026	32.5	18.3	13.2	-1.0
2031	37.1	21.1	15.2	-0.8
2036	42.2	22.5	16.3	-3.5
Study Area Market Share (%)		3.7		

1. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 October 2020)
2. Assumes constant market share claimed by Mablethorpe facilities at 3.7% from Study Area

Table 26b: Gross quantitative capacity for additional comparison goods floorspace in Mablethorpe

Year	Surplus Expenditure (£m)	Floorspace Capacity (sq m net)	
		Min ¹	Max ²
2021	0.0	0	0
2026	-1.0	-100	-300
2031	-0.8	-100	-200
2036	-3.5	-400	-700

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)

Table 26c: Extant comparison goods commitments in Mabelthorpe

Location	Reference	Proposal	Net Floorspace (sq m)	Net comparison goods floorspace (£ per sq.m)	Estimates Sales Density (£ per sq.m)	Estimated Comparison Turnover (£m)	Status
Zone 8							
Land rear of Sundown, Mablethorpe	N/110/00727/20	Erection of a building comprising 2 retail stores	1,832	366	7,690	2.8	Extant
			1,208	1,208	3,000	3.6	Extant
Total						6.4	

Table 26d: Quantitative capacity for additional comparison goods floorspace in Mablethorpe

Year	Surplus Expenditure (£m)	Commitments (£m)	Residual Expenditure (£m)	Floorspace Capacity (sq m net)	
				Min ¹	Max ²
2021	0.0	6.4	-6.4	-1,100	-1,800
2026	-1.0	7.6	-8.6	-1,200	-2,100
2031	-0.8	8.6	-9.5	-1,200	-2,000
2036	-3.5	9.8	-13.3	-1,500	-2,500

1. Average sales density assumed to be £6,000 per sq.m which Nexus Planning considers to be towards the higher end of what could be achieved in East Lindsey
2. Average sales density assumed to be £3,500 per sq.m which Nexus Planning considers to be towards the lower end of what could be achieved in East Lindsey
3. Allows for increased turnover efficiency as set out in Table 4b Experian Retail Planner 18 (October 2020)
4. Residual calculated by subtracting turnover of commitments (sourced from Table 6c) from surplus expenditure (sourced from Table 6a)

All 2019 Prices