

Table 9: Estimated Trade Diversion

Destination	Survey Derived Pre-Development Turnover at 2023	Trade Diversion to Relocated Lidl		Adjusted Pre-Development Turnover Post Lidl at 2023	Trade Diversion to Proposal		Post Development Turnover	Impact
		%	£m		%	£m		
<b>Cleckheaton In Centre</b>								
Tesco Superstore, Northgate, Cleckheaton	26.48	0.0%	0.00	26.48	0.0%	0.00	26.48	0.0%
Local Shops, Cleckheaton Town Centre	1.50	0.0%	0.00	1.50	0.0%	0.00	1.50	0.0%
<b>Heckmondwike In Centre</b>								
Morrisons, Union Street, Heckmondwike	71.87	30.0%	1.90	69.98	20.0%	2.04	67.94	2.9%
Local Shops, Heckmondwike Town Centre	1.42	0.0%	0.00	1.42	0.0%	0.00	1.42	0.0%
Indoor Market - Heckmondwike	1.14	0.0%	0.00	1.14	0.0%	0.00	1.14	0.0%
<b>Heckmondwike Edge of Centre</b>								
Lidl, Northgate, Heckmondwike	5.17	10.0%	0.63	4.53	5.0%	0.51	4.03	11.2%
<b>Mirfield In Centre</b>								
Co-operative Food, Huddersfield Road, Mirfield	3.83	10.0%	0.63	3.20	1.5%	0.15	3.04	4.8%
Tesco Express, Huddersfield Road, Mirfield	1.05	0.5%	0.03	1.02	0.5%	0.05	0.97	5.0%
Local Shops, Mirfield District Centre	4.21	0.5%	0.03	4.18	1.0%	0.10	4.08	2.4%
<b>Mirfield Edge of Centre</b>								
Lidl, Station Road, Mirfield	6.64	0.0%	0.00	12.97	50.0%	5.09	7.88	39.2%
<b>Mirfield Outside Centre</b>								
Co-operative Food, Nab Lane, Mirfield	1.60	0.5%	0.03	1.57	0.5%	0.05	1.52	3.2%
Co-operative Food, Old Bank Road, Mirfield	2.51	6.0%	0.38	2.13	0.5%	0.05	2.08	2.4%
<b>Other Zone 4</b>								
Co-operative Food, Oxford Road, Gomersal	0.42	0.0%	0.00	0.42	0.0%	0.00	0.42	0.0%
Co-operative Food, Westfield Lane, Scholes	1.50	0.0%	0.00	1.50	0.0%	0.00	1.50	0.0%
Local Shops, Gomersal Local Centre	1.13	0.0%	0.00	1.13	0.0%	0.00	1.13	0.0%
Local Shops, Hightown Neighbourhood Centre	0.52	0.0%	0.00	0.52	0.0%	0.00	0.52	0.0%
Local Shops, Liversedge	1.73	0.0%	0.00	1.73	0.0%	0.00	1.73	0.0%
Local Shops, Scholes (Cleckheaton) Local Centre	0.00	0.0%	0.00	0.00	0.0%	0.00	0.00	0.0%
<b>Other Destinations</b>								
Aldi, Gallagher Retail Park, Huddersfield	13.20	12.0%	0.76	12.44	10.0%	1.02	11.43	8.2%
Other Destinations					11.00%	1.12		
			57.5%		100.0%	10.48	138.79	

**Notes**

- Estimated turnover derived from convenience goods market shares set out at Table 4 and assumed available zonal expenditure for 2023 set out at Table 3a
- Estimated trade diversion are Nexus' professional judgements based on shopping patterns, nature of existing destination and proximity to the proposed development
- Post development turnover calculated by deducting the trade diversion from the survey derived turnovers
- Gross floorspace figures for existing stores taken from VOA where available. Net figures calculated using Verdict Global Data averages
- Sales densities for existing foodstores taken from Verdict GlobalData 2018

2017 prices