

Table 1: Impact assessment on turnover of key centres and stores

	1	2	3	4	5	6	7	8
	Available top-up convenience goods expenditure from Zone 9 (€M) (NOTE 1) 2021	% of Total Available Zone 9 Top-up Expenditure spent in each destination / store (NOTES 1 & 2)	Store / town centre benchmark trading levels at 2016 (€M) (NOTE 3)	Survey derived turnover (NOTE 3)	Level of over / under-trading at 2026	Proposed store trade diversion at 2026 (€M)	% diversion of total trade turnover of store / centre based on benchmark turnover figures at 2026	
Current top up food shopping destinations for Zone 9 residents (1)								
Heckmondwike								
Morrisons, Union Street	0.80	5.5%	34.05	69.31	35.26	0.24	0.7%	
Lidl, Northgate	0.17	1.2%	3.34	4.01	0.67	0.04	1.2%	
Cleckheaton								
Tesco, Serpentine Road	0.22	1.5%	12.47	24.98	12.51	0.10	0.8%	
Batley								
Tesco, Bradford Road	3.91	27.0%	62.37	56.99	-5.38	0.99	1.6%	
Aldi, Branch Road	1.01	7.0%	7.58	9.27	1.69	0.22	2.9%	
Asda, Alfred Way	1.04	7.2%	7.55	5.2	-2.35	0.25	3.3%	
Iceland, Batley Shopping Centre	0.22	1.5%	3.41	1.66	-1.75	0.07	2.1%	
Batley Town Centre Local Shops	0.85	5.9%	2.11	2.11	0	0.06	2.8%	
Birstall								
Co-op, Low Lane	0.54	3.7%	3.61	0.54	-3.07	0.09	2.5%	
Tesco Express, Smithies Lane	1.91	13.2%	1.96	4.56	2.6	0.28	14.3%	
M & S Simply Food, Junction 27 Retail Park (NOTE 6)	1.19	8.2%	7.6	2.04	-5.56	0.40	5.3%	
Birstall District Centre Local Shops	0.41	2.8%	0.41	0.41		0.03	7.3%	
Total Birstall District Centre	1.66	19.7%	5.98	5.51	-0.47	0.40	6.7%	NOTE 6
Dewsbury								
Dewsbury TC Local Shops	0.59	4.1%	3.12	3.12	0%	0.05	1.6%	
Others within Kirklees district (out of centre and individually less than 5%) or outside Kirklees borough	1.58	10.9%				0.35		
Trade from within Zone 9 (89.1%)						2.83		
Trade from outside Zone 9 (10.9%)						0.35		
Total	14.47	100%				3.18		

(1) Kirklees Retail Survey 2016 (2017 republished version) Appendices Household Survey Data - Pages 702 - 712 & Appendix 3 - Quantitative Retail Tables (2021 population & available expenditure figures). Table 2A £75.28M at 2021 for Zone 9. Table 2B - 19.2% of total is top-up so 2021 top-up available is £14.47M.

(2) Only town centre and other destinations over 5% of total available Zone 9 expenditure individually analysed listed in this table (out of centre stores and out of district below 5% is not judged to be significant and worthy of analysis in this case)

(3) Table 5 Kirklees Retail Survey 2016 Appendices (survey derived figures with inflow)

(4) Net sales area of proposed store (90% of gross sales area shown on plans - Source Sainsbury's Supermarkets UK) = 251 sq.m. 95% of floorspace convenience goods = 239 sq.m

(5) Total Turnover based on sales density for Sainsbury's at 2021 of £12,685 per sq.m, forecast to increase to £13,289 in 2026 (source Global Data). 239 sq.m x £13,289 = £3.18M predicted turnover at 2026.

(6) M & S excluded from Birstall town centre total impacts as not protected under retail policy

Town / District centre location as per Kirklees Local Plan Proposals Map 2019