North Kent SHENA

Retail & Commercial Leisure Assessment

65 Gresham Street
London
EC2V 7NQ
T: +44 (0)20 7911 24 68
F: +44 (0)20 7911 25 60

Final Report

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Appendices

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Appendix 1

Convenience Goods Modelling

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Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling - POPULATION BASELINE

Table 1

Survey Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Total
2015	44,411	20,459	15,877	32,440	86,337	9,121	21,599	9,218	35,498	28,070	31,561	40,076	67,315	72,004	13,771	**527,757**
2020	47,236	21,759	16,695	33,848	89,922	9,515	22,577	9,593	37,171	29,432	32,996	41,940	70,477	75,323	14,613	**553,097**
2025	49,874	22,985	17,476	35,305	93,443	9,900	23,533	9,965	38,779	30,772	34,393	43,735	73,531	78,532	15,409	**577,632**
2028	51,287	23,640	17,903	36,081	95,401	10,117	24,079	10,179	39,666	31,523	35,188	44,731	75,242	80,351	15,839	**591,222**
2031	52,699	24,294	18,329	36,857	97,358	10,333	24,624	10,393	40,553	32,273	35,982	45,727	76,953	82,169	16,268	**604,812**
2037	55,524	25,603	19,182	38,409	101,273	10,766	25,715	10,821	42,327	33,774	37,571	47,719	80,375	85,806	17,127	**631,992**
Change 2015-37	*11,113*	*5,144*	*3,305*	*5,969*	*14,936*	*1,645*	*4,116*	*1,603*	*6,829*	*5,704*	*6,010*	*7,643*	*13,060*	*13,802*	*3,356*	***104,235***

Source: Experian Micromarketer

Table 1A

Survey Area Postal Sectors

Zone	Postal Sectors	Zone Name
Zone 1	DA1 1/5, DA2 6, DA2 7 (part)	Dartford East
Zone 2	DA9 9, DA10 0	Swanscombe
Zone 3	DA2 8, DA3 7, DA13 9	Longfield
Zone 4	DA3 8, DA4 0/9, TN15 6/7	North-East of Sevenoaks
Zone 5	DA11 0/7/8/9, DA12 1/2/4/5	Gravesend
Zone 6	DA12 3, ME3 7 (part)	East of Gravesend
Zone 7	ME3 0/8/9, ME3 7 (part)	North Medway
Zone 8	DA13 0	Meopham
Zone 9	ME2 2/3/4	Strood
Zone 10	ME1 3, ME2 1, ME6 5	South Medway
Zone 11	ME1 1/2, ME4 6	Rochester
Zone 12	ME4 3/4, ME7 1/4/5	Chatham & Gillingham
Zone 13	ME4 5, ME5 0/7/8/9	Walderslade
Zone 14	ME7 2/3, ME8 0/6/7/8/9	East Medway
Zone 15	ME9 7/8	West of Sittingbourne

Source: North Kent Household Survey, March 2015

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling - POPULATION BASELINE

Table 2

Survey Area Retail Expenditure Forecasts Per Capita (2013 prices) - Convenience Goods

Expenditure growth rates:	2013-2014: -1.3%pa 2014-2015: -0.5%pa 2015-2037: 0.6%pa														
	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
2013	1,974	1,914	2,469	2,337	1,852	2,331	2,052	2,480	1,944	1,983	1,953	1,834	1,908	2,080	2,342
2015	1,939	1,880	2,425	2,295	1,819	2,289	2,016	2,436	1,909	1,947	1,918	1,801	1,873	2,043	2,300
2015 Minus SFT at 2.8%	1,885	1,827	2,357	2,231	1,768	2,225	1,959	2,368	1,855	1,893	1,864	1,751	1,821	1,986	2,235
2020	1,998	1,937	2,498	2,365	1,874	2,359	2,077	2,510	1,967	2,007	1,976	1,856	1,930	2,105	2,369
2020 Minus SFT at 4%	1,918	1,859	2,398	2,270	1,799	2,264	1,994	2,409	1,888	1,926	1,897	1,782	1,853	2,021	2,275
2025	2,058	1,996	2,574	2,436	1,931	2,430	2,140	2,586	2,027	2,067	2,036	1,912	1,989	2,169	2,441
2025 Minus SFT at 4.9%	1,958	1,898	2,448	2,317	1,836	2,311	2,035	2,459	1,927	1,966	1,936	1,819	1,891	2,063	2,322
2028	2,096	2,032	2,621	2,481	1,966	2,474	2,179	2,633	2,063	2,105	2,073	1,947	2,025	2,208	2,485
2028 Minus SFT at 5.2%	1,987	1,926	2,484	2,352	1,864	2,346	2,065	2,496	1,956	1,995	1,965	1,846	1,920	2,093	2,356
2031	2,134	2,068	2,668	2,526	2,001	2,519	2,218	2,680	2,101	2,143	2,111	1,982	2,062	2,248	2,530
2031 Minus SFT at 5.6%	2,014	1,953	2,519	2,384	1,889	2,378	2,094	2,530	1,983	2,023	1,992	1,871	1,946	2,122	2,389
2037	2,212	2,144	2,766	2,618	2,075	2,611	2,299	2,778	2,177	2,221	2,188	2,055	2,137	2,330	2,623
2037 Minus SFT at 6.1%	2,088	2,024	2,611	2,471	1,958	2,465	2,170	2,623	2,055	2,097	2,065	1,940	2,017	2,200	2,476

Source: Experian Micromarketer. Growth rates and allowance for SFT are dervied from Experian Retail Planner 12.1

Table 3

Survey Area Retail Expenditure Forecasts (2013 prices)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Total
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
2015	83.7	37.4	37.4	72.4	152.6	20.3	42.3	21.8	65.9	53.1	58.8	70.2	122.6	143.0	30.8	**1,012.3**
2020	90.6	40.5	40.0	76.8	161.8	21.5	45.0	23.1	70.2	56.7	62.6	74.7	130.6	152.2	33.2	**1,079.6**
2025	97.6	43.6	42.8	81.8	171.6	22.9	47.9	24.5	74.7	60.5	66.6	79.5	139.1	162.0	35.8	**1,150.9**
2028	101.9	45.5	44.5	84.8	177.8	23.7	49.7	25.4	77.6	62.9	69.2	82.6	144.4	168.2	37.3	**1,195.5**
2031	111.8	50.0	48.3	91.6	191.3	25.6	53.8	27.4	83.9	68.3	74.9	89.3	156.4	182.1	40.9	**1,295.7**
2037	115.9	51.8	50.1	94.9	198.3	26.5	55.8	28.4	87.0	70.8	77.6	92.6	162.1	188.8	42.4	**1,343.1**
Change 2015-37	*32.2*	*14.4*	*12.7*	*22.6*	*45.7*	*6.2*	*13.5*	*6.6*	*21.1*	*17.7*	*18.8*	*22.4*	*39.6*	*45.8*	*11.6*	***283.5***

Source: Tables 1 & 2

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling

2015 Baseline

Table 4

Convenience Goods Allocation 2015 - % Market Share

Zone Centre/Store	Zone 1 (%)	Zone 2 (%)	Zone 3 (%)	Zone 4 (%)	Zone 5 (%)	Zone 6 (%)	Zone 7 (%)	Zone 8 (%)	Zone 9 (%)	Zone 10 (%)	Zone 11 (%)	Zone 12 (%)	Zone 13 (%)	Zone 14 (%)	Zone 15 (%)
Convenience goods floorspace in Gravesham															
Gravesend town centre stores (zone 5)															
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	0.61%	2.02%	0.64%	0.27%	10.14%	8.85%	0.47%	1.04%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, The Overcliff, Gravesend	0.00%	0.72%	0.73%	0.33%	0.21%	0.55%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Other stores, Gravesend town centre	0.35%	2.19%	0.62%	0.33%	6.58%	7.84%	0.00%	1.39%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total, Gravesend town centre stores	***0.97%***	***4.93%***	***1.99%***	***0.93%***	***16.93%***	***17.24%***	***0.47%***	***2.43%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***
Other stores (zones 3, 5, 6 and 8)															
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	2.85%	1.39%	14.88%	3.50%	27.02%	20.00%	0.35%	19.20%	0.92%	0.00%	0.16%	0.00%	0.12%	0.00%	0.00%
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	3.48%	18.19%	9.25%	1.91%	23.56%	23.63%	3.46%	8.01%	2.15%	0.00%	0.85%	0.00%	0.00%	0.00%	0.46%
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	3.62%	14.17%	22.36%	7.36%	15.88%	11.90%	2.42%	21.43%	3.64%	1.14%	0.72%	1.25%	0.00%	0.15%	0.00%
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	1.19%	5.81%	4.09%	1.83%	6.17%	5.85%	0.50%	2.94%	0.00%	0.81%	0.00%	0.00%	0.00%	0.00%	0.00%
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	0.89%	0.93%	3.64%	1.25%	2.85%	4.96%	0.35%	0.32%	0.00%	0.35%	0.00%	0.38%	0.26%	0.00%	0.00%
Co-op, 60-62 The Parade, Istead Rise, Gravesend, DA13 9JF	0.00%	0.69%	11.81%	0.00%	0.62%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(A) Total for main stores & centres in Gravesham	**13.01%**	**46.11%**	**68.02%**	**16.77%**	**93.02%**	**83.57%**	**8.28%**	**54.33%**	**6.71%**	**2.30%**	**1.73%**	**1.63%**	**0.38%**	**0.15%**	**0.46%**
Convenience goods floorspace in Medway															
Strood district centre (zone 9)															
ALDI, Friary Place, Strood, ME2 4TP	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	11.14%	0.00%	10.39%	5.91%	3.39%	0.00%	0.93%	0.00%	0.00%
ASDA, High Street, Strood, ME2 4TR	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.39%	0.35%	7.68%	0.89%	0.37%	0.00%	0.59%	0.00%	0.00%
Iceland, High Street, Strood	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.35%	0.00%	2.44%	0.00%	0.26%	0.00%	0.00%	0.00%	0.00%
Other stores in Strood district centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.42%	0.25%	4.70%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sub-total, Strood district centre	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***16.29%***	***0.60%***	***25.21%***	***6.80%***	***4.02%***	***0.00%***	***1.52%***	***0.00%***	***0.00%***
Edge/out-of-centre stores in Strood (zone 9)															
Morrisons, Knight Road, Strood, ME2 2AA	0.00%	0.00%	0.00%	0.00%	0.00%	0.78%	22.92%	1.07%	27.14%	7.58%	12.45%	1.86%	3.75%	0.15%	0.92%
Tesco Superstore, Charles Street, Strood, ME2 2DE	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%	11.74%	0.00%	20.18%	3.41%	2.59%	0.16%	0.00%	0.00%	0.56%
Sub-total, Strood edge/out-of-centre stores	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***1.18%***	***34.66%***	***1.07%***	***47.31%***	***10.99%***	***15.04%***	***2.03%***	***3.75%***	***0.15%***	***1.48%***
Rochester district centre (zone 11)															
Rochester district centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	2.59%	0.00%	0.31%	2.45%	5.80%	0.00%	0.00%	0.00%	0.00%
Sub-total, Rochester district centre	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***2.59%***	***0.00%***	***0.31%***	***2.45%***	***5.80%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***
Chatham town centre (zone 12)															
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4HP	0.00%	0.97%	0.00%	0.00%	0.00%	0.00%	0.96%	0.83%	1.22%	3.41%	14.55%	2.45%	5.50%	0.67%	0.00%
Tesco Superstore, The Brook, Chatham, ME4 4NZ	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.37%	0.00%	0.15%	0.94%	4.90%	0.22%	7.98%	0.00%	0.49%
Iceland, High Street, Chatham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.41%	0.22%	1.89%	0.00%	0.00%
Other stores, Chatham town centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.35%	0.70%	0.00%	0.60%	3.30%	0.52%	4.02%	0.00%	0.00%
Sub-total, Chatham town centre	***0.00%***	***0.97%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***2.67%***	***1.53%***	***1.37%***	***4.95%***	***24.15%***	***3.41%***	***19.39%***	***0.67%***	***0.49%***
Chatham out-of-centre stores (zone 13)															
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	0.00%	0.97%	0.00%	0.00%	0.00%	0.35%	1.02%	1.07%	1.78%	7.88%	25.31%	3.41%	17.99%	1.64%	0.20%
Morrisons, Princes Avenue, Walderslade, ME5 8BA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.98%	0.00%	0.81%	0.00%	0.00%	1.01%	15.12%	2.08%	0.00%
Co-op, Walderslade Road, Chatham, ME5 9LL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.28%	0.00%	0.37%	0.00%	6.13%	0.98%	0.00%
Sub-total, Chatham out-of-centre stores	***0.00%***	***0.97%***	***0.00%***	***0.00%***	***0.00%***	***0.35%***	***2.01%***	***1.07%***	***2.87%***	***7.88%***	***25.68%***	***4.42%***	***39.25%***	***4.69%***	***0.20%***
Gillingham district centre (zone 12)															
Co-op, High Street, Gillingham, ME7 1AL	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.00%	0.75%	4.28%	0.00%	0.00%	0.00%
Iceland, High Street, Gillingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.20%	0.45%	4.27%	0.00%	0.15%	0.00%
Other stores, Gillingham district centre	0.00%	0.00%	0.62%	0.00%	0.00%	0.00%	0.15%	0.00%	0.00%	0.89%	0.22%	14.89%	1.02%	6.06%	0.00%
Sub-total, Gillingham district centre	***0.00%***	***0.00%***	***0.62%***	***0.00%***	***0.00%***	***0.00%***	***0.31%***	***0.00%***	***0.00%***	***1.09%***	***1.42%***	***23.44%***	***1.02%***	***6.20%***	***0.00%***
Edge/out-of-centre stores in Gillingham (zone 12/zone 14)															
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	0.00%	0.62%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.37%	21.59%	2.88%	5.14%	0.00%
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.22%	0.00%	1.01%	2.33%	1.43%	16.10%	5.39%	28.53%	6.94%
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	0.00%	0.00%	0.00%	0.73%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	3.81%	3.16%	0.86%	1.60%
Sub-total, Gillingham edge/out-of-centre stores	***0.00%***	***0.62%***	***0.00%***	***0.73%***	***0.00%***	***0.00%***	***3.22%***	***0.00%***	***1.01%***	***2.33%***	***1.80%***	***41.51%***	***11.43%***	***34.53%***	***8.54%***
Rainham district centre stores (zone 14)															
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham , ME8 7HW	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	1.20%	0.00%	0.60%	0.00%	0.00%	1.26%	0.00%	12.58%	4.24%
Iceland, Rainham District Shopping Centre, Rainham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.38%	0.00%	1.36%	1.29%
Other stores, Rainham district centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.60%	0.00%	0.00%	0.35%	0.00%	2.80%	1.71%
Sub-total, Rainham district centre	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***1.20%***	***0.00%***	***1.20%***	***0.00%***	***0.00%***	***1.99%***	***0.00%***	***16.74%***	***7.24%***
Hempstead Valley district centre stores (zone 14)															
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.00%	1.32%	0.00%	0.00%	0.00%	0.00%	2.83%	1.22%	0.00%	0.60%	4.08%	9.19%	8.44%	21.78%	7.71%
Marks & Spencer, Hempstead Valley Centre, Gillingham	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.15%	0.00%	1.16%	1.29%	0.24%	0.96%	1.61%
Other stores, Hempstead Valley district centre	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.30%	0.00%	0.00%	0.70%	0.28%	0.49%	1.66%
Sub-total, Hempstead Valley district centre	***0.00%***	***1.32%***	***0.00%***	***0.00%***	***0.00%***	***0.00%***	***2.83%***	***1.22%***	***0.45%***	***0.60%***	***5.24%***	***11.18%***	***8.96%***	***23.23%***	***10.98%***
Others															
Co-op, 11-13 Main Road, Hoo, Rochester, ME3 9AA (zone 7)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	6.03%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, 46-48 High Street, Snodland, Snodland , ME6 5DA	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	7.19%	0.00%	0.00%	0.00%	0.00%	0.00%
(B) Total for main stores & centres in Medway	**0.00%**	**3.87%**	**0.62%**	**0.73%**	**0.00%**	**1.53%**	**71.80%**	**5.49%**	**79.73%**	**44.29%**	**83.16%**	**87.98%**	**85.31%**	**86.21%**	**28.93%**
Convenience goods floorspace outside Gravesham & Medway															
Other stores in survey area															
Tesco Express, East Hill, Dartford (zone 1)	6.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Iceland, High Street, Dartford (zone 1)	4.32%	0.49%	0.30%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Watchgate, Lane End, Dartford (zone 1)	3.31%	0.00%	0.00%	0.37%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	23.48%	30.84%	5.40%	1.42%	0.00%	0.00%	0.35%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Nisa, 29-31 High Street, Swanscombe (zone 2)	0.00%	6.51%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Waitrose, 63 Station Road, Longfield, DA3 7QA (zone 3)	2.40%	0.96%	11.52%	16.43%	0.00%	0.56%	0.21%	9.92%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, The Row, New Ash Green, Longfield (zone 3)	0.00%	0.00%	0.50%	4.16%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, Hever Road, West Kingsdown (zone 4)	0.00%	0.00%	0.00%	4.87%	0.00%	0.00%	0.00%	0.77%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Co-op, 3 The Street, Upchurch, Sittingbourne (zone 15)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.97%
Co-op, 37 High Street, Newington, Sittingbourne (zone 15)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	5.04%
(C) Total for other stores in survey area (outside Gravesham & Medway)	**39.54%**	**38.80%**	**17.71%**	**27.24%**	**0.00%**	**0.56%**	**0.56%**	**10.68%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**0.00%**	**11.02%**
Stores outside survey area															
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	0.00%	0.00%	0.42%	2.61%	0.00%	0.56%	0.47%	1.57%	0.00%	23.05%	0.26%	0.00%	1.27%	0.00%	0.00%
Sainsbury's Superstore, Priory Market Place, Priory Shopping Centre, Dartford	12.73%	0.00%	0.00%	1.64%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ASDA Supercentre, London Road, Swanley	2.31%	0.29%	0.00%	7.18%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's, Priory Market Place, Priory Shopping Centre, Dartford	6.33%	0.13%	0.13%	0.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sainsbury's Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.00%	0.63%	0.00%	2.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	16.99%
Sainsbury's Superstore, Otford Road, Sevenoaks	0.00%	0.00%	0.00%	9.08%	0.00%	0.00%	0.00%	0.36%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
ASDA Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.00%	0.00%	0.00%	0.00%	0.78%	0.89%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.63%	0.00%	11.30%
ASDA Superstore, Alexander Grove, Kings Hill	0.00%	0.29%	0.00%	0.73%	0.00%	0.00%	0.00%	0.75%	0.00%	2.22%	0.90%	0.00%	0.00%	1.08%	0.00%
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.00%	0.00%	0.00%	2.95%	0.00%	0.00%	0.00%	1.13%	0.00%	2.60%	0.00%	0.00%	0.00%	0.00%	0.00%
Dartford (other stores)	15.55%	1.00%	0.63%	1.10%	0.00%	0.00%	0.00%	1.02%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.88%
Sevenoaks (other stores)	0.00%	0.00%	0.00%	9.10%	0.00%	0.00%	0.00%	4.24%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Maidstone (other stores)	0.00%	0.13%	0.00%	1.57%	1.28%	0.00%	1.06%	2.73%	0.46%	9.67%	0.79%	1.28%	1.91%	0.00%	0.90%
Sittingbourne (other stores)	0.54%	0.97%	0.00%	2.75%	0.00%	0.00%	0.00%	0.00%	0.28%	0.73%	0.00%	0.00%	0.00%	0.00%	20.19%
All other foodstores outside survey area	5.03%	1.57%	1.36%	5.70%	1.30%	0.30%	3.74%	2.35%	0.00%	4.46%	1.32%	0.74%	2.20%	1.04%	7.33%
(D) Total for other stores outside survey area	**42.49%**	**5.01%**	**2.53%**	**46.80%**	**3.36%**	**1.74%**	**5.27%**	**14.14%**	**0.75%**	**42.72%**	**3.28%**	**2.03%**	**6.00%**	**2.12%**	**57.59%**
Local shops															
(E) Local/small shops in survey area	**4.96%**	**6.21%**	**11.11%**	**8.46%**	**3.61%**	**12.59%**	**14.10%**	**15.36%**	**12.82%**	**10.69%**	**11.84%**	**8.36%**	**8.31%**	**11.52%**	**2.00%**
Total (A+B+C+D+E)	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Source: Household telephone survey (NEMS Market Research), February 2015

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling

2015 Baseline

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

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
Total available spend - 2015	83.7	37.4	37.4	72.4	152.6	20.3	42.3	21.8	65.9	53.1	58.8	70.2	122.6	143.0	30.8	**1012.3**
Convenience goods floorspace in Gravesham																
Gravesend town centre stores (zone 5)																
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	0.5	0.8	0.2	0.2	15.5	1.8	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**19.4**
Iceland, The Overcliff, Gravesend	0.0	0.3	0.3	0.2	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.2**
Other stores, Gravesend town centre	0.3	0.8	0.2	0.2	10.0	1.6	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**13.5**
Sub-total, Gravesend town centre stores	**0.8**	**1.8**	**0.7**	**0.7**	**25.8**	**3.5**	**0.2**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**34.1**
Other stores (zones 3, 5, 6 and 8)																
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	2.4	0.5	5.6	2.5	41.2	4.1	0.1	4.2	0.6	0.0	0.1	0.0	0.1	0.0	0.0	**61.5**
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	2.9	6.8	3.5	1.4	36.0	4.8	1.5	1.7	1.4	0.0	0.5	0.0	0.0	0.0	0.1	**60.6**
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	3.0	5.3	8.4	5.3	24.2	2.4	1.0	4.7	2.4	0.6	0.4	0.9	0.0	0.2	0.0	**58.9**
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	1.0	2.2	1.5	1.3	9.4	1.2	0.2	0.6	0.0	0.4	0.0	0.0	0.0	0.0	0.0	**17.9**
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	0.7	0.3	1.4	0.9	4.3	1.0	0.1	0.1	0.0	0.2	0.0	0.3	0.3	0.0	0.0	**9.7**
Co-op, 60-62 The Parade, Istead Rise, Gravesend, DA13 9JF	0.0	0.3	4.4	0.0	0.9	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**5.9**
(A) Total for main stores & centres in Gravesham	**10.9**	**17.2**	**25.5**	**12.1**	**142.0**	**17.0**	**3.5**	**11.9**	**4.4**	**1.2**	**1.0**	**1.1**	**0.5**	**0.2**	**0.1**	**248.6**
Convenience goods floorspace in Medway																
Strood district centre (zone 9)																
ALDI, Friary Place, Strood, ME2 4TP	0.0	0.0	0.0	0.0	0.0	0.0	4.7	0.0	6.8	3.1	2.0	0.0	1.1	0.0	0.0	**17.8**
ASDA, High Street, Strood, ME2 4TR	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	5.1	0.5	0.2	0.0	0.7	0.0	0.0	**7.6**
Iceland, High Street, Strood	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	1.6	0.0	0.2	0.0	0.0	0.0	0.0	**1.9**
Other stores in Strood district centre	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.1	3.1	0.0	0.0	0.0	0.0	0.0	0.0	**4.2**
Sub-total, Strood district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**6.9**	**0.1**	**16.6**	**3.6**	**2.4**	**0.0**	**1.9**	**0.0**	**0.0**	**31.5**
Edge/out-of-centre stores in Strood (zone 9)																
Morrisons, Knight Road, Strood, ME2 2AA	0.0	0.0	0.0	0.0	0.0	0.2	9.7	0.2	17.9	4.0	7.3	1.3	4.6	0.2	0.3	**45.7**
Tesco Superstore, Charles Street, Strood, ME2 2DE	0.0	0.0	0.0	0.0	0.0	0.1	5.0	0.0	13.3	1.8	1.5	0.1	0.0	0.0	0.2	**22.0**
Sub-total, Strood edge/out-of-centre stores	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.2**	**14.7**	**0.2**	**31.2**	**5.8**	**8.9**	**1.4**	**4.6**	**0.2**	**0.5**	**67.7**
Rochester district centre (zone 11)																
Rochester district centre	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.0	0.2	1.3	3.4	0.0	0.0	0.0	0.0	**6.0**
Sub-total, Rochester district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.0**	**0.2**	**1.3**	**3.4**	**0.0**	**0.0**	**0.0**	**0.0**	**6.0**
Chatham town centre (zone 12)																
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4HP	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.2	0.8	1.8	8.6	1.7	6.7	1.0	0.0	**21.5**
Tesco Superstore, The Brook, Chatham, ME4 4NZ	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.5	2.9	0.2	9.8	0.0	0.1	**14.1**
Iceland, High Street, Chatham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.2	2.3	0.0	0.0	**3.3**
Other stores, Chatham town centre	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.2	0.0	0.3	1.9	0.4	4.9	0.0	0.0	**7.8**
Sub-total, Chatham town centre	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**1.1**	**0.3**	**0.9**	**2.6**	**14.2**	**2.4**	**23.8**	**1.0**	**0.1**	**46.8**
Chatham out-of-centre stores (zone 13)																
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	0.0	0.4	0.0	0.0	0.0	0.1	0.4	0.2	1.2	4.2	14.9	2.4	22.0	2.3	0.1	**48.2**
Morrisons, Princes Avenue, Walderslade, ME5 8BA	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.5	0.0	0.0	0.7	18.5	3.0	0.0	**23.2**
Co-op, Walderslade Road, Chatham, ME5 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	7.5	1.4	0.0	**9.3**
Sub-total, Chatham out-of-centre stores	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.1**	**0.8**	**0.2**	**1.9**	**4.2**	**15.1**	**3.1**	**48.1**	**6.7**	**0.1**	**80.7**
Gillingham district centre (zone 12)																
Co-op, High Street, Gillingham, ME7 1AL	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.4	3.0	0.0	0.0	0.0	**3.5**
Iceland, High Street, Gillingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.0	0.0	0.2	0.0	**3.6**
Other stores, Gillingham district centre	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.5	0.1	10.4	1.3	8.7	0.0	**21.3**
Sub-total, Gillingham district centre	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.6**	**0.8**	**16.4**	**1.3**	**8.9**	**0.0**	**28.3**
Edge/out-of-centre stores in Gillingham (zone 12/zone 14)																
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	15.2	3.5	7.3	0.0	**26.5**
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.7	1.2	0.8	11.3	6.6	40.8	2.1	**64.9**
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	0.0	0.0	0.0	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.7	3.9	1.2	0.5	**8.8**
Sub-total, Gillingham edge/out-of-centre stores	**0.0**	**0.2**	**0.0**	**0.5**	**0.0**	**0.0**	**1.4**	**0.0**	**0.7**	**1.2**	**1.1**	**29.1**	**14.0**	**49.4**	**2.6**	**100.2**
Rainham district centre stores (zone 14)																
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham , ME8 7HW	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.0	0.9	0.0	18.0	1.3	**21.1**
Iceland, Rainham District Shopping Centre, Rainham	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	1.9	0.4	**2.6**
Other stores, Rainham district centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.2	0.0	4.0	0.5	**5.2**
Sub-total, Rainham district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.8**	**0.0**	**0.0**	**1.4**	**0.0**	**23.9**	**2.2**	**28.9**
Hempstead Valley district centre stores (zone 14)																
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.0	0.5	0.0	0.0	0.0	0.0	1.2	0.3	0.0	0.3	2.4	6.4	10.3	31.1	2.4	**55.0**
Marks & Spencer, Hempstead Valley Centre, Gillingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.7	0.9	0.3	1.4	0.5	**3.8**
Other stores, Hempstead Valley district centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.5	0.3	0.7	0.5	**2.2**
Sub-total, Hempstead Valley district centre	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.3**	**0.3**	**0.3**	**3.1**	**7.8**	**11.0**	**33.2**	**3.4**	**61.1**
Others																
Co-op, 11-13 Main Road, Hoo, Rochester, ME3 9AA (zone 7)	0.0	0.0	0.0	0.0	0.0	0.0	2.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**2.6**
Co-op, 46-48 High Street, Snodland, Snodland , ME6 5DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.8	0.0	0.0	0.0	0.0	0.0	**3.8**
(B) Total for main stores & centres in Medway	**0.0**	**1.4**	**0.2**	**0.5**	**0.0**	**0.3**	**30.4**	**1.2**	**52.5**	**23.5**	**48.9**	**61.7**	**104.6**	**123.3**	**8.9**	**457.5**
Convenience goods floorspace outside Gravesham & Medway																
Other stores in survey area																
Tesco Express, East Hill, Dartford (zone 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	0.0	0.0	**5.0**
Iceland, High Street, Dartford (zone 1)	3.6	0.2	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	**3.9**
Co-op, Watchgate, Lane End, Dartford (zone 1)	2.8	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	**3.0**
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	19.7	11.5	2.0	1.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**34.4**
Co-op, Nisa, 29-31 High Street, Swanscombe (zone 2)	0.0	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**2.4**
Waitrose, 63 Station Road, Longfield, DA3 7QA (zone 3)	2.0	0.4	4.3	11.9	0.0	0.1	0.1	2.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**20.9**
Co-op, The Row, New Ash Green, Longfield (zone 3)	0.0	0.0	0.2	3.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**3.2**
Co-op, Hever Road, West Kingsdown (zone 4)	0.0	0.0	0.0	3.5	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**3.7**
Co-op, 3 The Street, Upchurch, Sittingbourne (zone 15)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	**1.8**
Co-op, 37 High Street, Newington, Sittingbourne (zone 15)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.6	**1.6**
(C) Total for other stores in survey area (outside Gravesham & Medway)	**33.1**	**14.5**	**6.6**	**19.7**	**0.0**	**0.1**	**0.2**	**2.3**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.4**	**80.0**
Stores outside survey area																
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	0.0	0.0	0.2	1.9	0.0	0.1	0.2	0.3	0.0	12.2	0.2	0.0	1.6	0.0	0.0	**16.6**
Sainsbury's Superstore, Priory Market Place, Priory Shopping Centre, Dartford	10.7	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**11.8**
ASDA Supercentre, London Road, Swanley	1.9	0.1	0.0	5.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.2**
Sainsbury's, Priory Market Place, Priory Shopping Centre, Dartford	5.3	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	**5.5**
Sainsbury's Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0	0.2	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.2	**7.1**
Sainsbury's Superstore, Otford Road, Sevenoaks	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**6.7**
ASDA Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0	0.0	0.0	0.0	1.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	3.5	**5.6**
ASDA Superstore, Alexander Grove, Kings Hill	0.0	0.1	0.0	0.5	0.0	0.0	0.0	0.2	0.0	1.2	0.5	0.0	0.0	1.5	0.0	**4.1**
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.0	0.0	0.0	2.1	0.0	0.0	0.0	0.2	0.0	1.4	0.0	0.0	0.0	0.0	0.0	**3.8**
Dartford (other stores)	13.0	0.4	0.2	0.8	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	**14.9**
Sevenoaks (other stores)	0.0	0.0	0.0	6.6	0.0	0.0	0.0	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.5**
Maidstone (other stores)	0.0	0.0	0.0	1.1	2.0	0.0	0.4	0.6	0.3	5.1	0.5	0.9	2.3	0.0	0.3	**13.6**
Sittingbourne (other stores)	0.4	0.4	0.0	2.0	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	6.2	**9.6**
All other foodstores outside survey area	4.2	0.6	0.5	4.1	2.0	0.1	1.6	0.5	0.0	2.4	0.8	0.5	2.7	1.5	2.3	**23.7**
(D) Total for other stores outside survey area	**35.6**	**1.9**	**0.9**	**33.9**	**5.1**	**0.4**	**2.2**	**3.1**	**0.5**	**22.7**	**1.9**	**1.4**	**7.4**	**3.0**	**17.7**	**137.7**
Local shops																
(E) Local/small shops in survey area	**4.1**	**2.3**	**4.2**	**6.1**	**5.5**	**2.6**	**6.0**	**3.4**	**8.4**	**5.7**	**7.0**	**5.9**	**10.2**	**16.5**	**0.6**	**88.4**
Total (A+B+C+D+E)	**83.7**	**37.4**	**37.4**	**72.4**	**152.6**	**20.3**	**42.3**	**21.8**	**65.9**	**53.1**	**58.8**	**70.2**	**122.6**	**143.0**	**30.8**	**1012.3**

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling

2015 Baseline

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

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
Total available spend - 2020	90.6	40.5	40.0	76.8	161.8	21.5	45.0	23.1	70.2	56.7	62.6	74.7	130.6	152.2	33.2	**1079.6**
Convenience goods floorspace in Gravesham																
Gravesend town centre stores (zone 5)																
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	0.6	0.8	0.3	0.2	16.4	1.9	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**20.6**
Iceland, The Overcliff, Gravesend	0.0	0.3	0.3	0.3	0.3	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.3**
Other stores, Gravesend town centre	0.3	0.9	0.2	0.3	10.6	1.7	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**14.4**
Sub-total, Gravesend town centre stores	**0.9**	**2.0**	**0.8**	**0.7**	**27.4**	**3.7**	**0.2**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**36.3**
Other stores (zones 3, 5, 6 and 8)																
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	2.6	0.6	6.0	2.7	43.7	4.3	0.2	4.4	0.6	0.0	0.1	0.0	0.2	0.0	0.0	**65.3**
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	3.2	7.4	3.7	1.5	38.1	5.1	1.6	1.9	1.5	0.0	0.5	0.0	0.0	0.0	0.2	**64.5**
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	3.3	5.7	9.0	5.7	25.7	2.6	1.1	5.0	2.6	0.6	0.4	0.9	0.0	0.2	0.0	**62.7**
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	1.1	2.3	1.6	1.4	10.0	1.3	0.2	0.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0	**19.1**
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	0.8	0.4	1.5	1.0	4.6	1.1	0.2	0.1	0.0	0.2	0.0	0.3	0.3	0.0	0.0	**10.3**
Co-op, 60-62 The Parade, Istead Rise, Gravesend, DA13 9JF	0.0	0.3	4.7	0.0	1.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**6.3**
(A) Total for main stores & centres in Gravesham	**11.8**	**18.7**	**27.2**	**12.9**	**150.5**	**18.0**	**3.7**	**12.6**	**4.7**	**1.3**	**1.1**	**1.2**	**0.5**	**0.2**	**0.2**	**264.5**
Convenience goods floorspace in Medway																
Strood district centre (zone 9)																
ALDI, Friary Place, Strood, ME2 4TP	0.0	0.0	0.0	0.0	0.0	0.0	5.0	0.0	7.3	3.4	2.1	0.0	1.2	0.0	0.0	**19.0**
ASDA, High Street, Strood, ME2 4TR	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	5.4	0.5	0.2	0.0	0.8	0.0	0.0	**8.1**
Iceland, High Street, Strood	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.7	0.0	0.2	0.0	0.0	0.0	0.0	**2.0**
Other stores in Strood district centre	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	3.3	0.0	0.0	0.0	0.0	0.0	0.0	**4.4**
Sub-total, Strood district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.3**	**0.1**	**17.7**	**3.9**	**2.5**	**0.0**	**2.0**	**0.0**	**0.0**	**33.5**
Edge/out-of-centre stores in Strood (zone 9)																
Morrisons, Knight Road, Strood, ME2 2AA	0.0	0.0	0.0	0.0	0.0	0.2	10.3	0.2	19.0	4.3	7.8	1.4	4.9	0.2	0.3	**48.7**
Tesco Superstore, Charles Street, Strood, ME2 2DE	0.0	0.0	0.0	0.0	0.0	0.1	5.3	0.0	14.2	1.9	1.6	0.1	0.0	0.0	0.2	**23.4**
Sub-total, Strood edge/out-of-centre stores	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**15.6**	**0.2**	**33.2**	**6.2**	**9.4**	**1.5**	**4.9**	**0.2**	**0.5**	**72.1**
Rochester district centre (zone 11)																
Rochester district centre	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.2	1.4	3.6	0.0	0.0	0.0	0.0	**6.4**
Sub-total, Rochester district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.2**	**1.4**	**3.6**	**0.0**	**0.0**	**0.0**	**0.0**	**6.4**
Chatham town centre (zone 12)																
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4HP	0.0	0.4	0.0	0.0	0.0	0.0	0.4	0.2	0.9	1.9	9.1	1.8	7.2	1.0	0.0	**22.9**
Tesco Superstore, The Brook, Chatham, ME4 4NZ	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.1	0.5	3.1	0.2	10.4	0.0	0.2	**15.1**
Iceland, High Street, Chatham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.2	2.5	0.0	0.0	**3.5**
Other stores, Chatham town centre	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.3	2.1	0.4	5.2	0.0	0.0	**8.4**
Sub-total, Chatham town centre	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.4**	**1.0**	**2.8**	**15.1**	**2.5**	**25.3**	**1.0**	**0.2**	**49.9**
Chatham out-of-centre stores (zone 13)																
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	0.0	0.4	0.0	0.0	0.0	0.1	0.5	0.2	1.3	4.5	15.8	2.6	23.5	2.5	0.1	**51.3**
Morrisons, Princes Avenue, Walderslade, ME5 8BA	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.6	0.0	0.0	0.8	19.8	3.2	0.0	**24.7**
Co-op, Walderslade Road, Chatham, ME5 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	8.0	1.5	0.0	**9.9**
Sub-total, Chatham out-of-centre stores	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.1**	**0.9**	**0.2**	**2.0**	**4.5**	**16.1**	**3.3**	**51.3**	**7.1**	**0.1**	**85.9**
Gillingham district centre (zone 12)																
Co-op, High Street, Gillingham, ME7 1AL	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	3.2	0.0	0.0	0.0	**3.7**
Iceland, High Street, Gillingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.2	0.0	0.2	0.0	**3.8**
Other stores, Gillingham district centre	0.0	0.0	0.2	0.0	0.0	0.0	0.1	0.0	0.0	0.5	0.1	11.1	1.3	9.2	0.0	**22.6**
Sub-total, Gillingham district centre	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.6**	**0.9**	**17.5**	**1.3**	**9.4**	**0.0**	**30.2**
Edge/out-of-centre stores in Gillingham (zone 12/zone 14)																
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	16.1	3.8	7.8	0.0	**28.2**
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.7	1.3	0.9	12.0	7.0	43.4	2.3	**69.2**
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.8	4.1	1.3	0.5	**9.4**
Sub-total, Gillingham edge/out-of-centre stores	**0.0**	**0.3**	**0.0**	**0.6**	**0.0**	**0.0**	**1.4**	**0.0**	**0.7**	**1.3**	**1.1**	**31.0**	**14.9**	**52.6**	**2.8**	**106.8**
Rainham district centre stores (zone 14)																
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham , ME8 7HW	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.4	0.0	0.0	0.9	0.0	19.1	1.4	**22.5**
Iceland, Rainham District Shopping Centre, Rainham	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	2.1	0.4	**2.8**
Other stores, Rainham district centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.3	0.0	4.3	0.6	**5.5**
Sub-total, Rainham district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.5**	**0.0**	**0.8**	**0.0**	**0.0**	**1.5**	**0.0**	**25.5**	**2.4**	**30.8**
Hempstead Valley district centre stores (zone 14)																
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.0	0.5	0.0	0.0	0.0	0.0	1.3	0.3	0.0	0.3	2.6	6.9	11.0	33.2	2.6	**58.6**
Marks & Spencer, Hempstead Valley Centre, Gillingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.7	1.0	0.3	1.5	0.5	**4.1**
Other stores, Hempstead Valley district centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.5	0.4	0.7	0.6	**2.4**
Sub-total, Hempstead Valley district centre	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.3**	**0.3**	**0.3**	**3.3**	**8.4**	**11.7**	**35.4**	**3.6**	**65.1**
Others																
Co-op, 11-13 Main Road, Hoo, Rochester, ME3 9AA (zone 7)	0.0	0.0	0.0	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**2.7**
Co-op, 46-48 High Street, Snodland, Snodland , ME6 5DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.0	0.0	**4.1**
(B) Total for main stores & centres in Medway	**0.0**	**1.6**	**0.2**	**0.6**	**0.0**	**0.3**	**32.3**	**1.3**	**56.0**	**25.1**	**52.1**	**65.7**	**111.4**	**131.2**	**9.6**	**487.4**
Convenience goods floorspace outside Gravesham & Medway																
Other stores in survey area																
Tesco Express, East Hill, Dartford (zone 1)	5.5	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	**5.5**
Iceland, High Street, Dartford (zone 1)	3.9	0.2	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	**4.2**
Co-op, Watchgate, Lane End, Dartford (zone 1)	3.0	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	**3.3**
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	21.3	12.5	2.2	1.1	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**37.2**
Co-op, Nisa, 29-31 High Street, Swanscombe (zone 2)	0.0	2.6	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	**2.6**
Waitrose, 63 Station Road, Longfield, DA3 7QA (zone 3)	2.2	0.4	4.6	12.6	0.0	0.1	0.1	2.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**22.3**
Co-op, The Row, New Ash Green, Longfield (zone 3)	0.0	0.0	0.2	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**3.4**
Co-op, Hever Road, West Kingsdown (zone 4)	0.0	0.0	0.0	3.7	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**3.9**
Co-op, 3 The Street, Upchurch, Sittingbourne (zone 15)	0.0	0.0	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	**2.0**
Co-op, 37 High Street, Newington, Sittingbourne (zone 15)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.7	**1.7**
(C) Total for other stores in survey area (outside Gravesham & Medway)	**35.8**	**15.7**	**7.1**	**20.9**	**0.0**	**0.1**	**0.3**	**2.5**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.7**	**86.0**
Stores outside survey area																
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	0.0	0.0	0.2	2.0	0.0	0.1	0.2	0.4	0.0	13.1	0.2	0.0	1.7	0.0	0.0	**17.7**
Sainsbury's Superstore, Priory Market Place, Priory Shopping Centre, Dartford	11.5	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**12.8**
ASDA Supercentre, London Road, Swanley	2.1	0.1	0.0	5.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.7**
Sainsbury's, Priory Market Place, Priory Shopping Centre, Dartford	5.7	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**6.0**
Sainsbury's Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0	0.3	0.0	1.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.6	**7.6**
Sainsbury's Superstore, Otford Road, Sevenoaks	0.0	0.0	0.0	7.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.1**
ASDA Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0	0.0	0.0	0.0	1.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	3.8	**6.0**
ASDA Superstore, Alexander Grove, Kings Hill	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.2	0.0	1.3	0.6	0.0	0.0	1.6	0.0	**4.3**
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.0	0.0	0.0	2.3	0.0	0.0	0.0	0.3	0.0	1.5	0.0	0.0	0.0	0.0	0.0	**4.0**
Dartford (other stores)	14.1	0.4	0.3	0.8	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.3	**16.1**
Sevenoaks (other stores)	0.0	0.0	0.0	7.0	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**8.0**
Maidstone (other stores)	0.0	0.1	0.0	1.2	2.1	0.0	0.5	0.6	0.3	5.5	0.5	1.0	2.5	0.0	0.3	**14.5**
Sittingbourne (other stores)	0.5	0.4	0.0	2.1	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	6.7	**10.3**
All other foodstores outside survey area	4.6	0.6	0.5	4.4	2.1	0.1	1.7	0.5	0.0	2.5	0.8	0.6	2.9	1.6	2.4	**25.3**
(D) Total for other stores outside survey area	**38.5**	**2.0**	**1.0**	**36.0**	**5.4**	**0.4**	**2.4**	**3.3**	**0.5**	**24.2**	**2.1**	**1.5**	**7.8**	**3.2**	**19.1**	**147.5**
Local shops																
(E) Local/small shops in survey area	**4.5**	**2.5**	**4.4**	**6.5**	**5.8**	**2.7**	**6.3**	**3.5**	**9.0**	**6.1**	**7.4**	**6.2**	**10.8**	**17.5**	**0.7**	**94.2**
Total (A+B+C+D+E)	**90.6**	**40.5**	**40.0**	**76.8**	**161.8**	**21.5**	**45.0**	**23.1**	**70.2**	**56.7**	**62.6**	**74.7**	**130.6**	**152.2**	**33.2**	**1079.6**

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling

2015 Baseline

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

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
Total available spend - 2025	97.6	43.6	42.8	81.8	171.6	22.9	47.9	24.5	74.7	60.5	66.6	79.5	139.1	162.0	35.8	**1150.9**
Convenience goods floorspace in Gravesham																
Gravesend town centre stores (zone 5)																
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	0.6	0.9	0.3	0.2	17.4	2.0	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**21.9**
Iceland, The Overcliff, Gravesend	0.0	0.3	0.3	0.3	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.4**
Other stores, Gravesend town centre	0.3	1.0	0.3	0.3	11.3	1.8	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**15.3**
Sub-total, Gravesend town centre stores	**0.9**	**2.2**	**0.9**	**0.8**	**29.0**	**3.9**	**0.2**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**38.5**
Other stores (zones 3, 5, 6 and 8)																
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	2.8	0.6	6.4	2.9	46.4	4.6	0.2	4.7	0.7	0.0	0.1	0.0	0.2	0.0	0.0	**69.4**
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	3.4	7.9	4.0	1.6	40.4	5.4	1.7	2.0	1.6	0.0	0.6	0.0	0.0	0.0	0.2	**68.6**
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	3.5	6.2	9.6	6.0	27.3	2.7	1.2	5.3	2.7	0.7	0.5	1.0	0.0	0.2	0.0	**66.8**
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	1.2	2.5	1.8	1.5	10.6	1.3	0.2	0.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0	**20.3**
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	0.9	0.4	1.6	1.0	4.9	1.1	0.2	0.1	0.0	0.2	0.0	0.3	0.4	0.0	0.0	**11.0**
Co-op, 60-62 The Parade, Istead Rise, Gravesend, DA13 9JF	0.0	0.3	5.1	0.0	1.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**6.8**
(A) Total for main stores & centres in Gravesham	**12.7**	**20.1**	**29.1**	**13.7**	**159.6**	**19.1**	**4.0**	**13.3**	**5.0**	**1.4**	**1.1**	**1.3**	**0.5**	**0.2**	**0.2**	**281.4**
Convenience goods floorspace in Medway																
Strood district centre (zone 9)																
ALDI, Friary Place, Strood, ME2 4TP	0.0	0.0	0.0	0.0	0.0	0.0	5.3	0.0	7.8	3.6	2.3	0.0	1.3	0.0	0.0	**20.2**
ASDA, High Street, Strood, ME2 4TR	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.1	5.7	0.5	0.2	0.0	0.8	0.0	0.0	**8.6**
Iceland, High Street, Strood	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.8	0.0	0.2	0.0	0.0	0.0	0.0	**2.2**
Other stores in Strood district centre	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	3.5	0.0	0.0	0.0	0.0	0.0	0.0	**4.7**
Sub-total, Strood district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.8**	**0.1**	**18.8**	**4.1**	**2.7**	**0.0**	**2.1**	**0.0**	**0.0**	**35.7**
Edge/out-of-centre stores in Strood (zone 9)																
Morrisons, Knight Road, Strood, ME2 2AA	0.0	0.0	0.0	0.0	0.0	0.2	11.0	0.3	20.3	4.6	8.3	1.5	5.2	0.2	0.3	**51.8**
Tesco Superstore, Charles Street, Strood, ME2 2DE	0.0	0.0	0.0	0.0	0.0	0.1	5.6	0.0	15.1	2.1	1.7	0.1	0.0	0.0	0.2	**24.9**
Sub-total, Strood edge/out-of-centre stores	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**16.6**	**0.3**	**35.4**	**6.6**	**10.0**	**1.6**	**5.2**	**0.2**	**0.5**	**76.8**
Rochester district centre (zone 11)																
Rochester district centre	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.0	0.2	1.5	3.9	0.0	0.0	0.0	0.0	**6.8**
Sub-total, Rochester district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.2**	**0.0**	**0.2**	**1.5**	**3.9**	**0.0**	**0.0**	**0.0**	**0.0**	**6.8**
Chatham town centre (zone 12)																
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4HP	0.0	0.4	0.0	0.0	0.0	0.0	0.5	0.2	0.9	2.1	9.7	1.9	7.7	1.1	0.0	**24.4**
Tesco Superstore, The Brook, Chatham, ME4 4NZ	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.6	3.3	0.2	11.1	0.0	0.2	**16.0**
Iceland, High Street, Chatham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.2	2.6	0.0	0.0	**3.7**
Other stores, Chatham town centre	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.4	2.2	0.4	5.6	0.0	0.0	**8.9**
Sub-total, Chatham town centre	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.4**	**1.0**	**3.0**	**16.1**	**2.7**	**27.0**	**1.1**	**0.2**	**53.1**
Chatham out-of-centre stores (zone 13)																
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	0.0	0.4	0.0	0.0	0.0	0.1	0.5	0.3	1.3	4.8	16.9	2.7	25.0	2.7	0.1	**54.7**
Morrisons, Princes Avenue, Walderslade, ME5 8BA	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.6	0.0	0.0	0.8	21.0	3.4	0.0	**26.3**
Co-op, Walderslade Road, Chatham, ME5 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.2	0.0	8.5	1.6	0.0	**10.6**
Sub-total, Chatham out-of-centre stores	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.1**	**1.0**	**0.3**	**2.1**	**4.8**	**17.1**	**3.5**	**54.6**	**7.6**	**0.1**	**91.5**
Gillingham district centre (zone 12)																
Co-op, High Street, Gillingham, ME7 1AL	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	3.4	0.0	0.0	0.0	**4.0**
Iceland, High Street, Gillingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.4	0.0	0.2	0.0	**4.1**
Other stores, Gillingham district centre	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.5	0.1	11.8	1.4	9.8	0.0	**24.1**
Sub-total, Gillingham district centre	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.1**	**0.0**	**0.0**	**0.7**	**0.9**	**18.6**	**1.4**	**10.0**	**0.0**	**32.1**
Edge/out-of-centre stores in Gillingham (zone 12/zone 14)																
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	17.2	4.0	8.3	0.0	**30.0**
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	0.0	0.0	0.0	0.0	0.0	0.0	1.5	0.0	0.8	1.4	1.0	12.8	7.5	46.2	2.5	**73.7**
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.0	4.4	1.4	0.6	**10.0**
Sub-total, Gillingham edge/out-of-centre stores	**0.0**	**0.3**	**0.0**	**0.6**	**0.0**	**0.0**	**1.5**	**0.0**	**0.8**	**1.4**	**1.2**	**33.0**	**15.9**	**55.9**	**3.1**	**113.7**
Rainham district centre stores (zone 14)																
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham , ME8 7HW	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.4	0.0	0.0	1.0	0.0	20.4	1.5	**23.9**
Iceland, Rainham District Shopping Centre, Rainham	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	2.2	0.5	**3.0**
Other stores, Rainham district centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.3	0.0	4.5	0.6	**5.9**
Sub-total, Rainham district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**	**0.9**	**0.0**	**0.0**	**1.6**	**0.0**	**27.1**	**2.6**	**32.8**
Hempstead Valley district centre stores (zone 14)																
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.0	0.6	0.0	0.0	0.0	0.0	1.4	0.3	0.0	0.4	2.7	7.3	11.7	35.3	2.8	**62.4**
Marks & Spencer, Hempstead Valley Centre, Gillingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.8	1.0	0.3	1.6	0.6	**4.4**
Other stores, Hempstead Valley district centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.6	0.4	0.8	0.6	**2.6**
Sub-total, Hempstead Valley district centre	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.3**	**0.3**	**0.4**	**3.5**	**8.9**	**12.5**	**37.6**	**3.9**	**69.3**
Others																
Co-op, 11-13 Main Road, Hoo, Rochester, ME3 9AA (zone 7)	0.0	0.0	0.0	0.0	0.0	0.0	2.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**2.9**
Co-op, 46-48 High Street, Snodland, Snodland , ME6 5DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.4	0.0	0.0	0.0	0.0	0.0	**4.4**
(B) Total for main stores & centres in Medway	**0.0**	**1.7**	**0.3**	**0.6**	**0.0**	**0.4**	**34.4**	**1.3**	**59.6**	**26.8**	**55.4**	**70.0**	**118.6**	**139.6**	**10.3**	**519.0**
Convenience goods floorspace outside Gravesham & Medway																
Other stores in survey area																
Tesco Express, East Hill, Dartford (zone 1)	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**5.9**
Iceland, High Street, Dartford (zone 1)	4.2	0.2	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	**4.6**
Co-op, Watchgate, Lane End, Dartford (zone 1)	3.2	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	**3.5**
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	22.9	13.5	2.3	1.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**40.0**
Co-op, Nisa, 29-31 High Street, Swanscombe (zone 2)	0.0	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**2.8**
Waitrose, 63 Station Road, Longfield, DA3 7QA (zone 3)	2.3	0.4	4.9	13.4	0.0	0.1	0.1	2.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**23.8**
Co-op, The Row, New Ash Green, Longfield (zone 3)	0.0	0.0	0.2	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**3.6**
Co-op, Hever Road, West Kingsdown (zone 4)	0.0	0.0	0.0	4.0	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**4.2**
Co-op, 3 The Street, Upchurch, Sittingbourne (zone 15)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	**2.1**
Co-op, 37 High Street, Newington, Sittingbourne (zone 15)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.8	**1.8**
(C) Total for other stores in survey area (outside Gravesham & Medway)	**38.6**	**16.9**	**7.6**	**22.3**	**0.0**	**0.1**	**0.3**	**2.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**3.9**	**92.3**
Stores outside survey area																
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	0.0	0.0	0.2	2.1	0.0	0.1	0.2	0.4	0.0	13.9	0.2	0.0	1.8	0.0	0.0	**18.9**
Sainsbury's Superstore, Priory Market Place, Priory Shopping Centre, Dartford	12.4	0.0	0.0	1.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**13.8**
ASDA Supercentre, London Road, Swanley	2.3	0.1	0.0	5.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**8.3**
Sainsbury's, Priory Market Place, Priory Shopping Centre, Dartford	6.2	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**6.5**
Sainsbury's Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0	0.3	0.0	1.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.1	**8.1**
Sainsbury's Superstore, Otford Road, Sevenoaks	0.0	0.0	0.0	7.4	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.5**
ASDA Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0	0.0	0.0	0.0	1.3	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	4.0	**6.4**
ASDA Superstore, Alexander Grove, Kings Hill	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.2	0.0	1.3	0.6	0.0	0.0	1.8	0.0	**4.6**
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.0	0.0	0.0	2.4	0.0	0.0	0.0	0.3	0.0	1.6	0.0	0.0	0.0	0.0	0.0	**4.3**
Dartford (other stores)	15.2	0.4	0.3	0.9	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	**17.3**
Sevenoaks (other stores)	0.0	0.0	0.0	7.4	0.0	0.0	0.0	1.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**8.5**
Maidstone (other stores)	0.0	0.1	0.0	1.3	2.2	0.0	0.5	0.7	0.3	5.9	0.5	1.0	2.7	0.0	0.3	**15.4**
Sittingbourne (other stores)	0.5	0.4	0.0	2.3	0.0	0.0	0.0	0.0	0.2	0.4	0.0	0.0	0.0	0.0	7.2	**11.1**
All other foodstores outside survey area	4.9	0.7	0.6	4.7	2.2	0.1	1.8	0.6	0.0	2.7	0.9	0.6	3.1	1.7	2.6	**27.0**
(D) Total for other stores outside survey area	**41.5**	**2.2**	**1.1**	**38.3**	**5.8**	**0.4**	**2.5**	**3.5**	**0.6**	**25.8**	**2.2**	**1.6**	**8.3**	**3.4**	**20.6**	**157.8**
Local shops																
(E) Local/small shops in survey area	**4.8**	**2.7**	**4.8**	**6.9**	**6.2**	**2.9**	**6.8**	**3.8**	**9.6**	**6.5**	**7.9**	**6.6**	**11.6**	**18.7**	**0.7**	**100.3**
Total (A+B+C+D+E)	**97.6**	**43.6**	**42.8**	**81.8**	**171.6**	**22.9**	**47.9**	**24.5**	**74.7**	**60.5**	**66.6**	**79.5**	**139.1**	**162.0**	**35.8**	**1150.9**

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling

2015 Baseline

Table 5d
Convenience Goods Allocation 2028 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
Total available spend - 2028	101.9	45.5	44.5	84.8	177.8	23.7	49.7	25.4	77.6	62.9	69.2	82.6	144.4	168.2	37.3	**1195.5**
Convenience goods floorspace in Gravesham																
Gravesend town centre stores (zone 5)																
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	0.6	0.9	0.3	0.2	18.0	2.1	0.2	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**22.7**
Iceland, The Overcliff, Gravesend	0.0	0.3	0.3	0.3	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.4**
Other stores, Gravesend town centre	0.4	1.0	0.3	0.3	11.7	1.9	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**15.8**
Sub-total, Gravesend town centre stores	**1.0**	**2.2**	**0.9**	**0.8**	**30.1**	**4.1**	**0.2**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**39.9**
Other stores (zones 3, 5, 6 and 8)																
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	2.9	0.6	6.6	3.0	48.0	4.7	0.2	4.9	0.7	0.0	0.1	0.0	0.2	0.0	0.0	**72.0**
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	3.5	8.3	4.1	1.6	41.9	5.6	1.7	2.0	1.7	0.0	0.6	0.0	0.0	0.0	0.2	**71.2**
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	3.7	6.5	9.9	6.2	28.2	2.8	1.2	5.4	2.8	0.7	0.5	1.0	0.0	0.2	0.0	**69.4**
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	1.2	2.6	1.8	1.5	11.0	1.4	0.2	0.7	0.0	0.5	0.0	0.0	0.0	0.0	0.0	**21.1**
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	0.9	0.4	1.6	1.1	5.1	1.2	0.2	0.1	0.0	0.2	0.0	0.3	0.4	0.0	0.0	**11.4**
Co-op, 60-62 The Parade, Istead Rise, Gravesend, DA13 9JF	0.0	0.3	5.3	0.0	1.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.0**
(A) Total for main stores & centres in Gravesham	**13.3**	**21.0**	**30.3**	**14.2**	**165.4**	**19.8**	**4.1**	**13.8**	**5.2**	**1.4**	**1.2**	**1.3**	**0.6**	**0.2**	**0.2**	**292.0**
Convenience goods floorspace in Medway																
Strood district centre (zone 9)																
ALDI, Friary Place, Strood, ME2 4TP	0.0	0.0	0.0	0.0	0.0	0.0	5.5	0.0	8.1	3.7	2.3	0.0	1.3	0.0	0.0	**21.0**
ASDA, High Street, Strood, ME2 4TR	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	6.0	0.6	0.3	0.0	0.9	0.0	0.0	**8.9**
Iceland, High Street, Strood	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	1.9	0.0	0.2	0.0	0.0	0.0	0.0	**2.2**
Other stores in Strood district centre	0.0	0.0	0.0	0.0	0.0	0.0	1.2	0.1	3.6	0.0	0.0	0.0	0.0	0.0	0.0	**4.9**
Sub-total, Strood district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.1**	**0.2**	**19.6**	**4.3**	**2.8**	**0.0**	**2.2**	**0.0**	**0.0**	**37.1**
Edge/out-of-centre stores in Strood (zone 9)																
Morrisons, Knight Road, Strood, ME2 2AA	0.0	0.0	0.0	0.0	0.0	0.2	11.4	0.3	21.1	4.8	8.6	1.5	5.4	0.2	0.3	**53.8**
Tesco Superstore, Charles Street, Strood, ME2 2DE	0.0	0.0	0.0	0.0	0.0	0.1	5.8	0.0	15.7	2.1	1.8	0.1	0.0	0.0	0.2	**25.9**
Sub-total, Strood edge/out-of-centre stores	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**17.2**	**0.3**	**36.7**	**6.9**	**10.4**	**1.7**	**5.4**	**0.2**	**0.6**	**79.7**
Rochester district centre (zone 11)																
Rochester district centre	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.0	0.2	1.5	4.0	0.0	0.0	0.0	0.0	**7.1**
Sub-total, Rochester district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.0**	**0.2**	**1.5**	**4.0**	**0.0**	**0.0**	**0.0**	**0.0**	**7.1**
Chatham town centre (zone 12)																
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4HP	0.0	0.4	0.0	0.0	0.0	0.0	0.5	0.2	0.9	2.1	10.1	2.0	7.9	1.1	0.0	**25.4**
Tesco Superstore, The Brook, Chatham, ME4 4NZ	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.6	3.4	0.2	11.5	0.0	0.2	**16.7**
Iceland, High Street, Chatham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.2	2.7	0.0	0.0	**3.9**
Other stores, Chatham town centre	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.4	2.3	0.4	5.8	0.0	0.0	**9.2**
Sub-total, Chatham town centre	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.0**	**1.3**	**0.4**	**1.1**	**3.1**	**16.7**	**2.8**	**28.0**	**1.1**	**0.2**	**55.2**
Chatham out-of-centre stores (zone 13)																
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	0.0	0.4	0.0	0.0	0.0	0.1	0.5	0.3	1.4	5.0	17.5	2.8	26.0	2.8	0.1	**56.8**
Morrisons, Princes Avenue, Walderslade, ME5 8BA	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.6	0.0	0.0	0.8	21.8	3.5	0.0	**27.3**
Co-op, Walderslade Road, Chatham, ME5 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	8.9	1.6	0.0	**11.0**
Sub-total, Chatham out-of-centre stores	**0.0**	**0.4**	**0.0**	**0.0**	**0.0**	**0.1**	**1.0**	**0.3**	**2.2**	**5.0**	**17.8**	**3.6**	**56.7**	**7.9**	**0.1**	**95.0**
Gillingham district centre (zone 12)																
Co-op, High Street, Gillingham, ME7 1AL	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.5	3.5	0.0	0.0	0.0	**4.1**
Iceland, High Street, Gillingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.5	0.0	0.2	0.0	**4.2**
Other stores, Gillingham district centre	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.6	0.1	12.3	1.5	10.2	0.0	**25.0**
Sub-total, Gillingham district centre	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.7**	**1.0**	**19.4**	**1.5**	**10.4**	**0.0**	**33.4**
Edge/out-of-centre stores in Gillingham (zone 12/zone 14)																
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	17.8	4.2	8.6	0.0	**31.2**
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	0.0	0.0	0.0	0.0	0.0	0.0	1.6	0.0	0.8	1.5	1.0	13.3	7.8	48.0	2.6	**76.5**
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	0.0	0.0	0.0	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.1	4.6	1.5	0.6	**10.4**
Sub-total, Gillingham edge/out-of-centre stores	**0.0**	**0.3**	**0.0**	**0.6**	**0.0**	**0.0**	**1.6**	**0.0**	**0.8**	**1.5**	**1.2**	**34.3**	**16.5**	**58.1**	**3.2**	**118.0**
Rainham district centre stores (zone 14)																
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham , ME8 7HW	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.5	0.0	0.0	1.0	0.0	21.2	1.6	**24.8**
Iceland, Rainham District Shopping Centre, Rainham	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	2.3	0.5	**3.1**
Other stores, Rainham district centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.3	0.0	4.7	0.6	**6.1**
Sub-total, Rainham district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**	**0.9**	**0.0**	**0.0**	**1.6**	**0.0**	**28.2**	**2.7**	**34.0**
Hempstead Valley district centre stores (zone 14)																
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.0	0.6	0.0	0.0	0.0	0.0	1.4	0.3	0.0	0.4	2.8	7.6	12.2	36.6	2.9	**64.8**
Marks & Spencer, Hempstead Valley Centre, Gillingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.8	1.1	0.3	1.6	0.6	**4.5**
Other stores, Hempstead Valley district centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	0.6	0.4	0.8	0.6	**2.7**
Sub-total, Hempstead Valley district centre	**0.0**	**0.6**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.3**	**0.3**	**0.4**	**3.6**	**9.2**	**12.9**	**39.1**	**4.1**	**72.0**
Others																
Co-op, 11-13 Main Road, Hoo, Rochester, ME3 9AA (zone 7)	0.0	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	**3.0**
Co-op, 46-48 High Street, Snodland, Snodland , ME6 5DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.0	0.0	**4.5**
(B) Total for main stores & centres in Medway	**0.0**	**1.8**	**0.3**	**0.6**	**0.0**	**0.4**	**35.7**	**1.4**	**61.9**	**27.9**	**57.5**	**72.6**	**123.2**	**145.0**	**10.8**	**539.0**
Convenience goods floorspace outside Gravesham & Medway																
Other stores in survey area																
Tesco Express, East Hill, Dartford (zone 1)	6.1	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	**6.1**
Iceland, High Street, Dartford (zone 1)	4.4	0.2	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	**4.8**
Co-op, Watchgate, Lane End, Dartford (zone 1)	3.4	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	**3.7**
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	23.9	14.0	2.4	1.2	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**41.7**
Co-op, Nisa, 29-31 High Street, Swanscombe (zone 2)	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	**3.0**
Waitrose, 63 Station Road, Longfield, DA3 7QA (zone 3)	2.5	0.4	5.1	13.9	0.0	0.1	0.1	2.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**24.7**
Co-op, The Row, New Ash Green, Longfield (zone 3)	0.0	0.0	0.2	3.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**3.8**
Co-op, Hever Road, West Kingsdown (zone 4)	0.0	0.0	0.0	4.1	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**4.3**
Co-op, 3 The Street, Upchurch, Sittingbourne (zone 15)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.2	**2.2**
Co-op, 37 High Street, Newington, Sittingbourne (zone 15)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.9	**1.9**
(C) Total for other stores in survey area (outside Gravesham & Medway)	**40.3**	**17.7**	**7.9**	**23.1**	**0.0**	**0.1**	**0.3**	**2.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.1**	**96.2**
Stores outside survey area																
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	0.0	0.0	0.2	2.2	0.0	0.1	0.2	0.4	0.0	14.5	0.2	0.0	1.8	0.0	0.0	**19.7**
Sainsbury's Superstore, Priory Market Place, Priory Shopping Centre, Dartford	13.0	0.0	0.0	1.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**14.4**
ASDA Supercentre, London Road, Swanley	2.4	0.1	0.0	6.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**8.6**
Sainsbury's, Priory Market Place, Priory Shopping Centre, Dartford	6.5	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**6.7**
Sainsbury's Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0	0.3	0.0	1.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	6.3	**8.5**
Sainsbury's Superstore, Otford Road, Sevenoaks	0.0	0.0	0.0	7.7	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.8**
ASDA Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0	0.0	0.0	0.0	1.4	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	4.2	**6.7**
ASDA Superstore, Alexander Grove, Kings Hill	0.0	0.1	0.0	0.6	0.0	0.0	0.0	0.2	0.0	1.4	0.6	0.0	0.0	1.8	0.0	**4.8**
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.0	0.0	0.0	2.5	0.0	0.0	0.0	0.3	0.0	1.6	0.0	0.0	0.0	0.0	0.0	**4.4**
Dartford (other stores)	15.8	0.5	0.3	0.9	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.3	**18.1**
Sevenoaks (other stores)	0.0	0.0	0.0	7.7	0.0	0.0	0.0	1.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**8.8**
Maidstone (other stores)	0.0	0.1	0.0	1.3	2.3	0.0	0.5	0.7	0.4	6.1	0.5	1.1	2.8	0.0	0.3	**16.0**
Sittingbourne (other stores)	0.5	0.4	0.0	2.3	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	7.5	**11.5**
All other foodstores outside survey area	5.1	0.7	0.6	4.8	2.3	0.1	1.9	0.6	0.0	2.8	0.9	0.6	3.2	1.8	2.7	**28.1**
(D) Total for other stores outside survey area	**43.3**	**2.3**	**1.1**	**39.7**	**6.0**	**0.4**	**2.6**	**3.6**	**0.6**	**26.9**	**2.3**	**1.7**	**8.7**	**3.6**	**21.5**	**164.1**
Local shops																
(E) Local/small shops in survey area	**5.1**	**2.8**	**4.9**	**7.2**	**6.4**	**3.0**	**7.0**	**3.9**	**9.9**	**6.7**	**8.2**	**6.9**	**12.0**	**19.4**	**0.7**	**104.2**
Total (A+B+C+D+E)	**101.9**	**45.5**	**44.5**	**84.8**	**177.8**	**23.7**	**49.7**	**25.4**	**77.6**	**62.9**	**69.2**	**82.6**	**144.4**	**168.2**	**37.3**	**1195.5**

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling

2015 Baseline

Table 5e
Convenience Goods Allocation 2031 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
Total available spend - 2031	111.8	50.0	48.3	91.6	191.3	25.6	53.8	27.4	83.9	68.3	74.9	89.3	156.4	182.1	40.9	**1295.7**
Convenience goods floorspace in Gravesham																
Gravesend town centre stores (zone 5)																
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	0.7	1.0	0.3	0.2	19.4	2.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**24.5**
Iceland, The Overcliff, Gravesend	0.0	0.4	0.4	0.3	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.6**
Other stores, Gravesend town centre	0.4	1.1	0.3	0.3	12.6	2.0	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**17.1**
Sub-total, Gravesend town centre stores	**1.1**	**2.5**	**1.0**	**0.9**	**32.4**	**4.4**	**0.3**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**43.1**
Other stores (zones 3, 5, 6 and 8)																
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	3.2	0.7	7.2	3.2	51.7	5.1	0.2	5.3	0.8	0.0	0.1	0.0	0.2	0.0	0.0	**77.6**
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	3.9	9.1	4.5	1.7	45.1	6.0	1.9	2.2	1.8	0.0	0.6	0.0	0.0	0.0	0.2	**77.0**
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	4.1	7.1	10.8	6.7	30.4	3.0	1.3	5.9	3.1	0.8	0.5	1.1	0.0	0.3	0.0	**75.0**
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	1.3	2.9	2.0	1.7	11.8	1.5	0.3	0.8	0.0	0.6	0.0	0.0	0.0	0.0	0.0	**22.8**
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	1.0	0.5	1.8	1.1	5.4	1.3	0.2	0.1	0.0	0.2	0.0	0.3	0.4	0.0	0.0	**12.3**
Co-op, 60-62 The Parade, Istead Rise, Gravesend, DA13 9JF	0.0	0.3	5.7	0.0	1.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.6**
(A) Total for main stores & centres in Gravesham	**14.6**	**23.1**	**32.9**	**15.4**	**178.0**	**21.4**	**4.5**	**14.9**	**5.6**	**1.6**	**1.3**	**1.5**	**0.6**	**0.3**	**0.2**	**315.6**
Convenience goods floorspace in Medway																
Strood district centre (zone 9)																
ALDI, Friary Place, Strood, ME2 4TP	0.0	0.0	0.0	0.0	0.0	0.0	6.0	0.0	8.7	4.0	2.5	0.0	1.4	0.0	0.0	**22.7**
ASDA, High Street, Strood, ME2 4TR	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	6.4	0.6	0.3	0.0	0.9	0.0	0.0	**9.6**
Iceland, High Street, Strood	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	2.0	0.0	0.2	0.0	0.0	0.0	0.0	**2.4**
Other stores in Strood district centre	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	3.9	0.0	0.0	0.0	0.0	0.0	0.0	**5.3**
Sub-total, Strood district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**8.8**	**0.2**	**21.2**	**4.6**	**3.0**	**0.0**	**2.4**	**0.0**	**0.0**	**40.1**
Edge/out-of-centre stores in Strood (zone 9)																
Morrisons, Knight Road, Strood, ME2 2AA	0.0	0.0	0.0	0.0	0.0	0.2	12.3	0.3	22.8	5.2	9.3	1.7	5.9	0.3	0.4	**58.3**
Tesco Superstore, Charles Street, Strood, ME2 2DE	0.0	0.0	0.0	0.0	0.0	0.1	6.3	0.0	16.9	2.3	1.9	0.1	0.0	0.0	0.2	**28.0**
Sub-total, Strood edge/out-of-centre stores	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**18.7**	**0.3**	**39.7**	**7.5**	**11.3**	**1.8**	**5.9**	**0.3**	**0.6**	**86.3**
Rochester district centre (zone 11)																
Rochester district centre	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.3	1.7	4.3	0.0	0.0	0.0	0.0	**7.7**
Sub-total, Rochester district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.3**	**1.7**	**4.3**	**0.0**	**0.0**	**0.0**	**0.0**	**7.7**
Chatham town centre (zone 12)																
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4HP	0.0	0.5	0.0	0.0	0.0	0.0	0.5	0.2	1.0	2.3	10.9	2.2	8.6	1.2	0.0	**27.5**
Tesco Superstore, The Brook, Chatham, ME4 4NZ	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.1	0.6	3.7	0.2	12.5	0.0	0.2	**18.1**
Iceland, High Street, Chatham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.2	3.0	0.0	0.0	**4.2**
Other stores, Chatham town centre	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.4	2.5	0.5	6.3	0.0	0.0	**10.0**
Sub-total, Chatham town centre	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.4**	**1.1**	**3.4**	**18.1**	**3.0**	**30.3**	**1.2**	**0.2**	**59.7**
Chatham out-of-centre stores (zone 13)																
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	0.0	0.5	0.0	0.0	0.0	0.1	0.5	0.3	1.5	5.4	18.9	3.0	28.1	3.0	0.1	**61.5**
Morrisons, Princes Avenue, Walderslade, ME5 8BA	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.7	0.0	0.0	0.9	23.7	3.8	0.0	**29.5**
Co-op, Walderslade Road, Chatham, ME5 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	9.6	1.8	0.0	**11.9**
Sub-total, Chatham out-of-centre stores	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.1**	**1.1**	**0.3**	**2.4**	**5.4**	**19.2**	**3.9**	**61.4**	**8.5**	**0.1**	**102.9**
Gillingham district centre (zone 12)																
Co-op, High Street, Gillingham, ME7 1AL	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.6	3.8	0.0	0.0	0.0	**4.5**
Iceland, High Street, Gillingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	3.8	0.0	0.3	0.0	**4.6**
Other stores, Gillingham district centre	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.6	0.2	13.3	1.6	11.0	0.0	**27.1**
Sub-total, Gillingham district centre	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.7**	**1.1**	**20.9**	**1.6**	**11.3**	**0.0**	**36.1**
Edge/out-of-centre stores in Gillingham (zone 12/zone 14)																
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	19.3	4.5	9.4	0.0	**33.7**
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	0.0	0.0	0.0	0.0	0.0	0.0	1.7	0.0	0.8	1.6	1.1	14.4	8.4	52.0	2.8	**82.8**
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.4	4.9	1.6	0.7	**11.2**
Sub-total, Gillingham edge/out-of-centre stores	**0.0**	**0.3**	**0.0**	**0.7**	**0.0**	**0.0**	**1.7**	**0.0**	**0.8**	**1.6**	**1.3**	**37.1**	**17.9**	**62.9**	**3.5**	**127.8**
Rainham district centre stores (zone 14)																
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham , ME8 7HW	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.5	0.0	0.0	1.1	0.0	22.9	1.7	**26.9**
Iceland, Rainham District Shopping Centre, Rainham	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	2.5	0.5	**3.3**
Other stores, Rainham district centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.3	0.0	5.1	0.7	**6.6**
Sub-total, Rainham district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.6**	**0.0**	**1.0**	**0.0**	**0.0**	**1.8**	**0.0**	**30.5**	**3.0**	**36.9**
Hempstead Valley district centre stores (zone 14)																
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.0	0.7	0.0	0.0	0.0	0.0	1.5	0.3	0.0	0.4	3.1	8.2	13.2	39.7	3.2	**70.2**
Marks & Spencer, Hempstead Valley Centre, Gillingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.9	1.1	0.4	1.7	0.7	**4.9**
Other stores, Hempstead Valley district centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.6	0.4	0.9	0.7	**2.9**
Sub-total, Hempstead Valley district centre	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.3**	**0.4**	**0.4**	**3.9**	**10.0**	**14.0**	**42.3**	**4.5**	**78.0**
Others																
Co-op, 11-13 Main Road, Hoo, Rochester, ME3 9AA (zone 7)	0.0	0.0	0.0	0.0	0.0	0.0	3.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**3.2**
Co-op, 46-48 High Street, Snodland, Snodland , ME6 5DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	4.9	0.0	0.0	0.0	0.0	0.0	**4.9**
(B) Total for main stores & centres in Medway	**0.0**	**1.9**	**0.3**	**0.7**	**0.0**	**0.4**	**38.7**	**1.5**	**66.9**	**30.3**	**62.3**	**78.6**	**133.4**	**157.0**	**11.8**	**583.7**
Convenience goods floorspace outside Gravesham & Medway																
Other stores in survey area																
Tesco Express, East Hill, Dartford (zone 1)	6.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**6.7**
Iceland, High Street, Dartford (zone 1)	4.8	0.2	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	**5.2**
Co-op, Watchgate, Lane End, Dartford (zone 1)	3.7	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	**4.0**
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	26.3	15.4	2.6	1.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**45.8**
Co-op, Nisa, 29-31 High Street, Swanscombe (zone 2)	0.0	3.3	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	**3.3**
Waitrose, 63 Station Road, Longfield, DA3 7QA (zone 3)	2.7	0.5	5.6	15.0	0.0	0.1	0.1	2.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**26.7**
Co-op, The Row, New Ash Green, Longfield (zone 3)	0.0	0.0	0.2	3.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**4.1**
Co-op, Hever Road, West Kingsdown (zone 4)	0.0	0.0	0.0	4.5	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**4.7**
Co-op, 3 The Street, Upchurch, Sittingbourne (zone 15)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.4	**2.4**
Co-op, 37 High Street, Newington, Sittingbourne (zone 15)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	**2.1**
(C) Total for other stores in survey area (outside Gravesham & Medway)	**44.2**	**19.4**	**8.6**	**24.9**	**0.0**	**0.1**	**0.3**	**2.9**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.5**	**105.0**
Stores outside survey area																
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	0.0	0.0	0.2	2.4	0.0	0.1	0.3	0.4	0.0	15.7	0.2	0.0	2.0	0.0	0.0	**21.3**
Sainsbury's Superstore, Priory Market Place, Priory Shopping Centre, Dartford	14.2	0.0	0.0	1.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**15.7**
ASDA Supercentre, London Road, Swanley	2.6	0.1	0.0	6.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**9.3**
Sainsbury's, Priory Market Place, Priory Shopping Centre, Dartford	7.1	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.4**
Sainsbury's Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0	0.3	0.0	2.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.0	**9.3**
Sainsbury's Superstore, Otford Road, Sevenoaks	0.0	0.0	0.0	8.3	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**8.4**
ASDA Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0	0.0	0.0	0.0	1.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	4.6	**7.3**
ASDA Superstore, Alexander Grove, Kings Hill	0.0	0.1	0.0	0.7	0.0	0.0	0.0	0.2	0.0	1.5	0.7	0.0	0.0	2.0	0.0	**5.2**
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.0	0.0	0.0	2.7	0.0	0.0	0.0	0.3	0.0	1.8	0.0	0.0	0.0	0.0	0.0	**4.8**
Dartford (other stores)	17.4	0.5	0.3	1.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	**19.8**
Sevenoaks (other stores)	0.0	0.0	0.0	8.3	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**9.5**
Maidstone (other stores)	0.0	0.1	0.0	1.4	2.5	0.0	0.6	0.7	0.4	6.6	0.6	1.1	3.0	0.0	0.4	**17.4**
Sittingbourne (other stores)	0.6	0.5	0.0	2.5	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	8.3	**12.6**
All other foodstores outside survey area	5.6	0.8	0.7	5.2	2.5	0.1	2.0	0.6	0.0	3.0	1.0	0.7	3.4	1.9	3.0	**30.5**
(D) Total for other stores outside survey area	**47.5**	**2.5**	**1.2**	**42.9**	**6.4**	**0.4**	**2.8**	**3.9**	**0.6**	**29.2**	**2.5**	**1.8**	**9.4**	**3.9**	**23.6**	**178.6**
Local shops																
(E) Local/small shops in survey area	**5.5**	**3.1**	**5.4**	**7.7**	**6.9**	**3.2**	**7.6**	**4.2**	**10.8**	**7.3**	**8.9**	**7.5**	**13.0**	**21.0**	**0.8**	**112.9**
Total (A+B+C+D+E)	**111.8**	**50.0**	**48.3**	**91.6**	**191.3**	**25.6**	**53.8**	**27.4**	**83.9**	**68.3**	**74.9**	**89.3**	**156.4**	**182.1**	**40.9**	**1295.7**

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Table 5f
Convenience Goods Allocation 2037 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
Total available spend - 2037	115.9	51.8	50.1	94.9	198.3	26.5	55.8	28.4	87.0	70.8	77.6	92.6	162.1	188.8	42.4	**1343.1**
Convenience goods floorspace in Gravesham																
Gravesend town centre stores (zone 5)																
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	0.7	1.0	0.3	0.3	20.1	2.3	0.3	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**25.3**
Iceland, The Overcliff, Gravesend	0.0	0.4	0.4	0.3	0.4	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**1.6**
Other stores, Gravesend town centre	0.4	1.1	0.3	0.3	13.0	2.1	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**17.7**
Sub-total, Gravesend town centre stores	**1.1**	**2.6**	**1.0**	**0.9**	**33.6**	**4.6**	**0.3**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**44.7**
Other stores (zones 3, 5, 6 and 8)																
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	3.3	0.7	7.5	3.3	53.6	5.3	0.2	5.4	0.8	0.0	0.1	0.0	0.2	0.0	0.0	**80.5**
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	4.0	9.4	4.6	1.8	46.7	6.3	1.9	2.3	1.9	0.0	0.7	0.0	0.0	0.0	0.2	**79.8**
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	4.2	7.3	11.2	7.0	31.5	3.2	1.4	6.1	3.2	0.8	0.6	1.2	0.0	0.3	0.0	**77.8**
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	1.4	3.0	2.1	1.7	12.2	1.6	0.3	0.8	0.0	0.6	0.0	0.0	0.0	0.0	0.0	**23.7**
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	1.0	0.5	1.8	1.2	5.6	1.3	0.2	0.1	0.0	0.2	0.0	0.4	0.4	0.0	0.0	**12.8**
Co-op, 60-62 The Parade, Istead Rise, Gravesend, DA13 9JF	0.0	0.4	5.9	0.0	1.2	0.0	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.9**
(A) Total for main stores & centres in Gravesham	**15.1**	**23.9**	**34.1**	**15.9**	**184.5**	**22.2**	**4.6**	**15.4**	**5.8**	**1.6**	**1.3**	**1.5**	**0.6**	**0.3**	**0.2**	**327.1**
Convenience goods floorspace in Medway																
Strood district centre (zone 9)																
ALDI, Friary Place, Strood, ME2 4TP	0.0	0.0	0.0	0.0	0.0	0.0	6.2	0.0	9.0	4.2	2.6	0.0	1.5	0.0	0.0	**23.6**
ASDA, High Street, Strood, ME2 4TR	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	6.7	0.6	0.3	0.0	1.0	0.0	0.0	**10.0**
Iceland, High Street, Strood	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	2.1	0.0	0.2	0.0	0.0	0.0	0.0	**2.5**
Other stores in Strood district centre	0.0	0.0	0.0	0.0	0.0	0.0	1.3	0.1	4.1	0.0	0.0	0.0	0.0	0.0	0.0	**5.5**
Sub-total, Strood district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**9.1**	**0.2**	**21.9**	**4.8**	**3.1**	**0.0**	**2.5**	**0.0**	**0.0**	**41.6**
Edge/out-of-centre stores in Strood (zone 9)																
Morrisons, Knight Road, Strood, ME2 2AA	0.0	0.0	0.0	0.0	0.0	0.2	12.8	0.3	23.6	5.4	9.7	1.7	6.1	0.3	0.4	**60.4**
Tesco Superstore, Charles Street, Strood, ME2 2DE	0.0	0.0	0.0	0.0	0.0	0.1	6.6	0.0	17.6	2.4	2.0	0.2	0.0	0.0	0.2	**29.0**
Sub-total, Strood edge/out-of-centre stores	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.3**	**19.3**	**0.3**	**41.2**	**7.8**	**11.7**	**1.9**	**6.1**	**0.3**	**0.6**	**89.4**
Rochester district centre (zone 11)																
Rochester district centre	0.0	0.0	0.0	0.0	0.0	0.0	1.4	0.0	0.3	1.7	4.5	0.0	0.0	0.0	0.0	**8.0**
Sub-total, Rochester district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**1.4**	**0.0**	**0.3**	**1.7**	**4.5**	**0.0**	**0.0**	**0.0**	**0.0**	**8.0**
Chatham town centre (zone 12)																
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4HP	0.0	0.5	0.0	0.0	0.0	0.0	0.5	0.2	1.1	2.4	11.3	2.3	8.9	1.3	0.0	**28.5**
Tesco Superstore, The Brook, Chatham, ME4 4NZ	0.0	0.0	0.0	0.0	0.0	0.0	0.8	0.0	0.1	0.7	3.8	0.2	12.9	0.0	0.2	**18.7**
Iceland, High Street, Chatham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	1.1	0.2	3.1	0.0	0.0	**4.4**
Other stores, Chatham town centre	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.2	0.0	0.4	2.6	0.5	6.5	0.0	0.0	**10.4**
Sub-total, Chatham town centre	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.0**	**1.5**	**0.4**	**1.2**	**3.5**	**18.7**	**3.2**	**31.4**	**1.3**	**0.2**	**61.9**
Chatham out-of-centre stores (zone 13)																
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	0.0	0.5	0.0	0.0	0.0	0.1	0.6	0.3	1.6	5.6	19.6	3.2	29.2	3.1	0.1	**63.7**
Morrisons, Princes Avenue, Walderslade, ME5 8BA	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.7	0.0	0.0	0.9	24.5	3.9	0.0	**30.6**
Co-op, Walderslade Road, Chatham, ME5 9LL	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.0	9.9	1.8	0.0	**12.3**
Sub-total, Chatham out-of-centre stores	**0.0**	**0.5**	**0.0**	**0.0**	**0.0**	**0.1**	**1.1**	**0.3**	**2.5**	**5.6**	**19.9**	**4.1**	**63.6**	**8.9**	**0.1**	**106.7**
Gillingham district centre (zone 12)																
Co-op, High Street, Gillingham, ME7 1AL	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.6	4.0	0.0	0.0	0.0	**4.6**
Iceland, High Street, Gillingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.4	4.0	0.0	0.3	0.0	**4.7**
Other stores, Gillingham district centre	0.0	0.0	0.3	0.0	0.0	0.0	0.1	0.0	0.0	0.6	0.2	13.8	1.7	11.4	0.0	**28.1**
Sub-total, Gillingham district centre	**0.0**	**0.0**	**0.3**	**0.0**	**0.0**	**0.0**	**0.2**	**0.0**	**0.0**	**0.8**	**1.1**	**21.7**	**1.7**	**11.7**	**0.0**	**37.4**
Edge/out-of-centre stores in Gillingham (zone 12/zone 14)																
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	20.0	4.7	9.7	0.0	**35.0**
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	0.0	0.0	0.0	0.0	0.0	0.0	1.8	0.0	0.9	1.7	1.1	14.9	8.7	53.9	2.9	**85.9**
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	0.0	0.0	0.0	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	3.5	5.1	1.6	0.7	**11.7**
Sub-total, Gillingham edge/out-of-centre stores	**0.0**	**0.3**	**0.0**	**0.7**	**0.0**	**0.0**	**1.8**	**0.0**	**0.9**	**1.7**	**1.4**	**38.4**	**18.5**	**65.2**	**3.6**	**132.5**
Rainham district centre stores (zone 14)																
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham , ME8 7HW	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.5	0.0	0.0	1.2	0.0	23.7	1.8	**27.9**
Iceland, Rainham District Shopping Centre, Rainham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	2.6	0.5	**3.5**
Other stores, Rainham district centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.3	0.0	5.3	0.7	**6.8**
Sub-total, Rainham district centre	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.7**	**0.0**	**1.0**	**0.0**	**0.0**	**1.8**	**0.0**	**31.6**	**3.1**	**38.2**
Hempstead Valley district centre stores (zone 14)																
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	0.0	0.7	0.0	0.0	0.0	0.0	1.6	0.3	0.0	0.4	3.2	8.5	13.7	41.1	3.3	**72.8**
Marks & Spencer, Hempstead Valley Centre, Gillingham	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.0	0.9	1.2	0.4	1.8	0.7	**5.1**
Other stores, Hempstead Valley district centre	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.6	0.5	0.9	0.7	**3.0**
Sub-total, Hempstead Valley district centre	**0.0**	**0.7**	**0.0**	**0.0**	**0.0**	**0.0**	**1.6**	**0.3**	**0.4**	**0.4**	**4.1**	**10.3**	**14.5**	**43.8**	**4.7**	**80.9**
Others																
Co-op, 11-13 Main Road, Hoo, Rochester, ME3 9AA (zone 7)	0.0	0.0	0.0	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**3.4**
Co-op, 46-48 High Street, Snodland, Snodland , ME6 5DA	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	5.1	0.0	0.0	0.0	0.0	0.0	**5.1**
(B) Total for main stores & centres in Medway	**0.0**	**2.0**	**0.3**	**0.7**	**0.0**	**0.4**	**40.1**	**1.6**	**69.4**	**31.4**	**64.5**	**81.4**	**138.3**	**162.7**	**12.3**	**605.0**
Convenience goods floorspace outside Gravesham & Medway																
Other stores in survey area																
Tesco Express, East Hill, Dartford (zone 1)	7.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.0**
Iceland, High Street, Dartford (zone 1)	5.0	0.3	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	**5.4**
Co-op, Watchgate, Lane End, Dartford (zone 1)	3.8	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	**4.2**
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	27.2	16.0	2.7	1.3	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**47.4**
Co-op, Nisa, 29-31 High Street, Swanscombe (zone 2)	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**3.4**
Waitrose, 63 Station Road, Longfield, DA3 7QA (zone 3)	2.8	0.5	5.8	15.6	0.0	0.1	0.1	2.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**27.7**
Co-op, The Row, New Ash Green, Longfield (zone 3)	0.0	0.0	0.2	4.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**4.2**
Co-op, Hever Road, West Kingsdown (zone 4)	0.0	0.0	0.0	4.6	0.0	0.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**4.8**
Co-op, 3 The Street, Upchurch, Sittingbourne (zone 15)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.5	**2.5**
Co-op, 37 High Street, Newington, Sittingbourne (zone 15)	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	2.1	**2.1**
(C) Total for other stores in survey area (outside Gravesham & Medway)	**45.8**	**20.1**	**8.9**	**25.9**	**0.0**	**0.1**	**0.3**	**3.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**0.0**	**4.7**	**108.8**
Stores outside survey area																
Tesco Superstore, Lunsford Park, Larkfield, ME20 6RJ	0.0	0.0	0.2	2.5	0.0	0.1	0.3	0.4	0.0	16.3	0.2	0.0	2.1	0.0	0.0	**22.1**
Sainsbury's Superstore, Priory Market Place, Priory Shopping Centre, Dartford	14.8	0.0	0.0	1.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**16.3**
ASDA Supercentre, London Road, Swanley	2.7	0.2	0.0	6.8	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**9.6**
Sainsbury's, Priory Market Place, Priory Shopping Centre, Dartford	7.3	0.1	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**7.7**
Sainsbury's Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0	0.3	0.0	2.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	7.2	**9.6**
Sainsbury's Superstore, Otford Road, Sevenoaks	0.0	0.0	0.0	8.6	0.0	0.0	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**8.7**
ASDA Superstore, Avenue of Remembrance , Sittingbourne , ME10 4DN	0.0	0.0	0.0	0.0	1.5	0.2	0.0	0.0	0.0	0.0	0.0	0.0	1.0	0.0	4.8	**7.6**
ASDA Superstore, Alexander Grove, Kings Hill	0.0	0.2	0.0	0.7	0.0	0.0	0.0	0.2	0.0	1.6	0.7	0.0	0.0	2.0	0.0	**5.4**
Morrisons, New Hythe Lane, Larkfield, ME20 6PW	0.0	0.0	0.0	2.8	0.0	0.0	0.0	0.3	0.0	1.8	0.0	0.0	0.0	0.0	0.0	**5.0**
Dartford (other stores)	18.0	0.5	0.3	1.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.4	**20.6**
Sevenoaks (other stores)	0.0	0.0	0.0	8.6	0.0	0.0	0.0	1.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	**9.8**
Maidstone (other stores)	0.0	0.1	0.0	1.5	2.5	0.0	0.6	0.8	0.4	6.9	0.6	1.2	3.1	0.0	0.4	**18.0**
Sittingbourne (other stores)	0.6	0.5	0.0	2.6	0.0	0.0	0.0	0.0	0.2	0.5	0.0	0.0	0.0	0.0	8.6	**13.1**
All other foodstores outside survey area	5.8	0.8	0.7	5.4	2.6	0.1	2.1	0.7	0.0	3.2	1.0	0.7	3.6	2.0	3.1	**31.7**
(D) Total for other stores outside survey area	**49.3**	**2.6**	**1.3**	**44.4**	**6.7**	**0.5**	**2.9**	**4.0**	**0.6**	**30.3**	**2.5**	**1.9**	**9.7**	**4.0**	**24.4**	**185.1**
Local shops																
(E) Local/small shops in survey area	**5.7**	**3.2**	**5.6**	**8.0**	**7.2**	**3.3**	**7.9**	**4.4**	**11.2**	**7.6**	**9.2**	**7.7**	**13.5**	**21.7**	**0.8**	**117.0**
Total (A+B+C+D+E)	**115.9**	**51.8**	**50.1**	**94.9**	**198.3**	**26.5**	**55.8**	**28.4**	**87.0**	**70.8**	**77.6**	**92.6**	**162.1**	**188.8**	**42.4**	**1343.1**

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling

Table 6
Floorspace trading assessment

	A	B	C	D	E	F	G
	Total Net Flsp (Note A) (sqm)	Net Conv Ratio (Note B) (%)	Net Convenience (sqm) (AxB)	Co Average Sales (Note C) (£ per sqm net)	Average Turnover 2015 (£m) (CxD)	Actual Turnover 2015 (£m) (Table 5a)	Difference from Avg Turnover 2015 (£m) (E-F)
Convenience goods floorspace in Gravesham							
Gravesend town centre stores (zone 5)							
Tesco Metro, Thamesgate Shopping Centre, Gravesend, DA11 0AF	1,925	85%	1,636	11,456	18.7	19.4	0.7
Iceland, The Overcliff, Gravesend	478	97%	464	7,210	3.3	1.2	-2.1
Other stores, Gravesend town centre	2,309	100%	2,309	2,500	5.8	13.5	7.7
Sub-total, Gravesend town centre stores	**4,712**	**-**	**4,409**	**6,319**	**27.9**	**34.1**	**6.3**
Other stores (zones 3, 5, 6 and 8)							
Morrisons, Coldharbour Road, Northfleet , Gravesend, DA11 8AB	2,759	80%	2,207	12,677	28.0	61.5	33.5
ASDA Superstore, Imperial Retail Park, Thames Way, Gravesend , DA11 8JH	5,766	67%	3,863	13,163	50.9	60.6	9.7
Sainsbury's Superstore, Wingfield Bank, Northfleet , Gravesend , DA11 8JH	7,566	72%	5,463	12,010	65.6	58.9	-6.7
ALDI, 55 London Road, Northfleet, Gravesend, DA11 9LY	754	80%	603	9,568	5.8	17.9	12.1
LIDL, Imperial Retail Park, Thames Way, Gravesend, DA11 0DQ	846	80%	677	3,475	2.4	9.7	7.4
Co-op, 60-62 The Parade, Istead Rise, Gravesend, DA13 9JF	252	95%	239	7,713	1.8	5.9	4.1
(A) Total for main stores & centres in Gravesham	**22,655**	**-**	**17,462**	**10,438**	**182.3**	**248.6**	**66.4**
Convenience goods floorspace in Medway							
Strood district centre (zone 9)							
ALDI, Friary Place, Strood, ME2 4TP	1,159	80%	927	9,568	8.9	17.8	9.0
ASDA, High Street, Strood, ME2 4TR	1,914	80%	1,531	13,163	20.2	7.6	-12.6
Iceland, High Street, Strood	418	97%	406	7,210	2.9	1.9	-1.0
Other stores in Strood district centre	2,532	100%	2,532	2,500	6.3	4.2	-2.2
Sub-total, Strood district centre	**6,023**	-	**5,397**	**7,094**	**38.3**	**31.5**	**-6.8**
Edge/out-of-centre stores in Strood (zone 9)							
Morrisons, Knight Road, Strood, ME2 2AA	3,252	80%	2,602	12,677	33.0	45.7	12.7
Tesco Superstore, Charles Street, Strood, ME2 2DE	1,687	80%	1,350	11,456	15.5	22.0	6.5
Sub-total, Strood edge/out-of-centre stores	**4,939**	-	**3,951**	**12,260**	**48.4**	**67.7**	**19.2**
Rochester district centre (zone 11)							
Rochester district centre	1,315	100%	1,315	2,500	3.3	6.0	2.7
Sub-total, Rochester district centre	**1,315**	**-**	**1,315**	**2,500**	**3.3**	**6.0**	**2.7**
Chatham town centre (zone 12)							
Sainsbury's Superstore, Pentagon Shopping Centre, 68-72 The Pentagon, Chatham , ME4 4H	1,409	85%	1,198	12,010	14.4	21.5	7.1
Tesco Superstore, The Brook, Chatham, ME4 4NZ	5,021	76%	3,801	11,456	43.5	14.1	-29.4
Iceland, High Street, Chatham	492	97%	478	7,210	3.4	3.3	-0.1
Other stores, Chatham town centre	1,833	100%	1,833	2,500	4.6	7.8	3.3
Sub-total, Chatham town centre	**8,755**	**-**	**7,309**	**9,023**	**66.0**	**46.8**	**-19.1**
Chatham out-of-centre stores (zone 13)							
ASDA Superstore, Maidstone Road, Chatham, ME5 9SE	4,861	67%	3,257	13,163	42.9	48.2	5.3
Morrisons, Princes Avenue, Walderslade, ME5 8BA	2,268	80%	1,814	12,677	23.0	23.2	0.2
Co-op, Walderslade Road, Chatham, ME5 9LL	1,291	65%	839	12,010	10.1	9.3	-0.8
Sub-total, Chatham out-of-centre stores	**8,420**	**-**	**5,910**	**12,850**	**76.0**	**80.7**	**4.7**
Gillingham district centre (zone 12)							
Co-op, High Street, Gillingham, ME7 1AL	1,284	87%	1,121	7,713	8.6	3.5	-5.1
Iceland, High Street, Gillingham	441	97%	428	7,210	3.1	3.6	0.5
Other stores, Gillingham district centre	4,347	100%	4,347	2,500	10.9	21.3	10.4
Sub-total, Gillingham district centre	**6,072**	**-**	**5,896**	**3,833**	**22.6**	**28.3**	**5.7**
Edge/out-of-centre stores in Gillingham (zone 12/zone 14)							
ALDI, 70 Duncan Road, Gillingham, ME7 4JS	1,160	80%	928	9,568	8.9	26.5	17.6
Tesco Extra, Courteney Road, Gillingham, ME8 0GX	3,088	76%	2,338	11,456	26.8	64.9	38.2
Tesco Express, 48-52 Sturdee Avenue, Gillingham, ME7 2HN	150	95%	143	11,456	1.6	8.8	7.2
Sub-total, Gillingham edge/out-of-centre stores	**4,398**	**-**	**3,408**	**10,942**	**37.3**	**100.2**	**62.9**
Rainham district centre stores (zone 14)							
Tesco Metro, 1 Rainham Centre, Rainham, Gillingham , ME8 7HW	861	85%	732	11,456	8.4	21.1	12.7
Iceland, Rainham District Shopping Centre, Rainham	304	97%	295	7,210	2.1	2.6	0.5
Other stores, Rainham district centre	929	100%	929	2,500	2.3	5.2	2.8
Sub-total, Rainham district centre	**2,094**	**-**	**1,956**	**6,562**	**12.8**	**28.9**	**16.0**
Hempstead Valley district centre stores (zone 14)							
Sainsbury's Superstore, Hempstead Valley Drive, Hempstead, Gillingham, ME7 3PQ	6,271	72%	4,528	12,010	54.4	55.0	0.6
Marks & Spencer, Hempstead Valley Centre, Gillingham	1,078	95%	1,028	10,963	11.3	3.8	-7.4
Other stores, Hempstead Valley district centre	144	100%	144	2,500	0.4	2.2	1.9
Sub-total, Hempstead Valley district centre	**7,493**	**-**	**5,700**	**11,581**	**66.0**	**61.1**	**-4.9**
Others							
Co-op, 11-13 Main Road, Hoo, Rochester, ME3 9AA (zone 7)	153	95%	145	7,713	1.1	2.55	1.4
Co-op, 46-48 High Street, Snodland, Snodland , ME6 5DA	251	95%	238	7,713	1.8	3.82	2.0
(B) Total for main stores & centres in Medway	**49,914**	**-**	**41,227**	**9,063**	**373.6**	**457.5**	**83.9**

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling

Table 7a
Gravesham Convenience Goods Commitments

	Net Convenience Floorspace (Sq m)	Company Average Sales (£/sqm net)	Average Turnover 2020 (£m)
Land at Ebbsfleet, Northfleet Rise Quarter[1]	1,760	10,000	17.6
Heritage Quarter, Gravesend town centre[2]	3,160	10,000	31.6
Total	**4,920**	**-**	**49.2**

Source: Gravesham Borough Council planning records

Notes:
[1] Assumes that 80% of maximum permitted 'supporting retail uses' (2,750 sq.m gross, assumed 2,200 sq.m net) will be used for the sale of convenience goods. Excludes local shops.
[3] Maximum approved floorspace = 12,196 sq.m GIA / 9,757 sq.m net (80% gross: net sales area). Of this, assumed that 3,160 sq.m net will be convenience goods, and balance compc

Table 7b
Medway Convenience Goods Commitments

	Net Convenience Floorspace (Sq m)	Company Average Sales (£/sqm net)	Average Turnover 2020 (£m)
Asda, Chatham Docks, Pier Road (convenience goods sales	2,499	13,163	32.9
Aldi, Gillingham Retail Park	1,066	8,279	7.9
Total	**3,565**	**-**	**40.8**

Source: Medway Council planning records

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling - POPULATION BASELINE

Capacity Projections: Convenience Goods

Table 8a: Gravesham District 'need'

	CONVENIENCE GOODS					
	2015	2020	2025	2028	2031	2037
Residents Spending in Gravesham District (£m)	248.6	264.5	281.4	292.0	315.6	327.1
Existing Shop Floorspace within Gravesham District (sq.m net)	17,462	17,462	17,462	17,462	17,462	17,462
Sales per sqm net £	14,239	10,438	10,596	10,692	10,788	10,984
Sales from Existing Floorspace (£m)	248.6	182.3	185.0	186.7	188.4	191.8
Sales from Committed Floorspace (£m)	0	49.2	49.9	50.4	50.8	51.8
Residual Spending to support new shops (£m)	0.0	33.1	46.5	54.9	76.3	83.5
Sales per sqm net in new shops (£) Based on large store format	12,000	12,181	12,365	12,477	12,589	12,817
Capacity for new floorspace (sq.m net)	**0**	**2,713**	**3,758**	**4,404**	**6,063**	**6,516**
Capacity for new floorspace (sq.m net, rounded)	**0**	**2,700**	**3,800**	**4,400**	**6,100**	**6,500**

Assumes growth in sales efficiency of 0.3% per annum, 2015-31

Table 8b: Medway 'need'

	CONVENIENCE GOODS					
	2015	2020	2025	2028	2031	2037
Residents Spending in Medway (£m)	457.5	487.4	519.0	539.0	583.7	605.0
Existing Shop Floorspace within Medway (sq.m net)	41,227	41,227	41,227	41,227	41,227	41,227
Sales per sqm net £	11,098	9,063	9,199	9,282	9,366	9,536
Sales from Existing Floorspace (£m)	457.5	373.6	379.3	382.7	386.1	393.1
Sales from Committed Floorspace (£m)	0.0	40.8	41.4	41.8	42.2	42.9
Residual Spending to support new shops (£m)	0.0	73.0	98.3	114.5	155.4	169.0
Sales per sqm net in new shops (£) Based on large store format	12,000	12,181	12,365	12,477	12,589	12,817
Capacity for new floorspace (sq.m net)	**0**	**5,991**	**7,953**	**9,179**	**12,344**	**13,182**
Capacity for new floorspace (sq.m net, rounded)	**0**	**6,000**	**8,000**	**9,200**	**12,300**	**13,200**

Assumes growth in sales efficiency of 0.3% per annum, 2015-31

Appendix 2

Comparison Goods Modelling

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Gravesham and Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Comparison Capacity Modelling

Table 1

Survey Population Forecasts

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Total
2015	44,411	20,459	15,877	32,440	86,337	9,121	21,599	9,218	35,498	28,070	31,561	40,076	67,315	72,004	13,771	**527,757**
2020	47,236	21,759	16,695	33,848	89,922	9,515	22,577	9,593	37,171	29,432	32,996	41,940	70,477	75,323	14,613	**553,097**
2025	49,874	22,985	17,476	35,305	93,443	9,900	23,533	9,965	38,779	30,772	34,393	43,735	73,531	78,532	15,409	**577,632**
2028	51,287	23,640	17,903	36,081	95,401	10,117	24,079	10,179	39,666	31,523	35,188	44,731	75,242	80,351	15,839	**591,222**
2031	52,699	24,294	18,329	36,857	97,358	10,333	24,624	10,393	40,553	32,273	35,982	45,727	76,953	82,169	16,268	**604,812**
2037	55,524	25,603	19,182	38,409	101,273	10,766	25,715	10,821	42,327	33,774	37,571	47,719	80,375	85,806	17,127	**631,992**
Change 2015-37	*11,113*	*5,144*	*3,305*	*5,969*	*14,936*	*1,645*	*4,116*	*1,603*	*6,829*	*5,704*	*6,010*	*7,643*	*13,060*	*13,802*	*3,356*	*104,235*

Source: Experian Micromarketer

Table 1A

Survey Area Postal Sectors

Zone	Postal Sectors	Zone Name
Zone 1	DA1 1/5, DA2 6, DA2 7 (part)	Dartford East
Zone 2	DA9 9, DA10 0	Swanscombe
Zone 3	DA2 8, DA3 7, DA13 9	Southfleet
Zone 4	DA3 8, DA4 0/9, TN15 6/7	North-East of Sevenoaks
Zone 5	DA11 0/7/8/9, DA12 1/2/4/5	Gravesend
Zone 6	DA12 3, ME3 7 (part)	East of Gravesend
Zone 7	ME3 0/8/9, ME3 7 (part)	North Medway
Zone 8	DA13 0	Meopham
Zone 9	ME2 2/3/4	Strood
Zone 10	ME1 3, ME2 1, ME6 5	South Medway
Zone 11	ME1 1/2, ME4 6	Rochester
Zone 12	ME4 3/4, ME7 1/4/5	Chatham & Gillingham
Zone 13	ME4 5, ME5 0/7/8/9	Walderslade
Zone 14	ME7 2/3, ME8 0/6/7/8/9	East Medway
Zone 15	ME9 7/8	West of Sittingbourne

Source: North Kent Household Survey, March 2015

Gravesham and Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Comparison Capacity Modelling

Table 2

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

Expenditure growth rates: **2013-2014: 4.6%pa**
2014-2015: 5.6%pa
2015-2037: 3.3%pa

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
2013	3,064	2,925	4,052	3,878	2,700	3,758	3,104	4,292	2,918	3,010	2,992	2,640	2,838	3,210	3,841
2015	3,385	3,231	4,476	4,283	2,982	4,151	3,429	4,741	3,223	3,325	3,305	2,916	3,135	3,546	4,242
2015 Minus SFT at 12.5%	2,962	2,827	3,916	3,748	2,610	3,632	3,000	4,148	2,820	2,909	2,892	2,551	2,743	3,102	3,712
2020	3,981	3,801	5,264	5,038	3,508	4,883	4,034	5,577	3,791	3,911	3,887	3,430	3,688	4,171	4,990
2020 Minus SFT at 15.7%	3,356	3,204	4,438	4,247	2,957	4,116	3,400	4,701	3,196	3,297	3,277	2,891	3,109	3,516	4,207
2025	4,683	4,471	6,192	5,926	4,126	5,743	4,744	6,560	4,459	4,600	4,572	4,034	4,338	4,906	5,870
2025 Minus SFT at 15.9%	3,938	3,760	5,208	4,984	3,470	4,830	3,990	5,517	3,750	3,869	3,845	3,393	3,648	4,126	4,936
2028	5,162	4,928	6,826	6,532	4,549	6,331	5,230	7,231	4,915	5,071	5,040	4,447	4,782	5,407	6,470
2028 Minus SFT at 15.7%	4,352	4,154	5,754	5,507	3,834	5,337	4,409	6,095	4,144	4,275	4,249	3,749	4,031	4,558	5,454
2031	5,690	5,432	7,524	7,201	5,014	6,978	5,765	7,970	5,418	5,590	5,556	4,902	5,271	5,961	7,132
2031 Minus SFT at 15.5%	4,808	4,590	6,358	6,085	4,237	5,897	4,871	6,735	4,578	4,723	4,695	4,142	4,454	5,037	6,026
2037	6,914	6,600	9,142	8,749	6,092	8,479	7,005	9,685	6,583	6,792	6,751	5,957	6,405	7,243	8,666
2037 Minus SFT at 15.2%	5,863	5,597	7,753	7,419	5,166	7,190	5,940	8,213	5,583	5,759	5,725	5,051	5,431	6,142	7,349

Source: Experian E-Marketer. Growth rates and allowance for SFT are dervied from Experian Retail Planner 12.1

Table 3

Survey Area Retail Expenditure Forecasts (2013 prices)

	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Total
	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
2015	131.5	57.8	62.2	121.6	225.3	33.1	64.8	38.2	100.1	81.7	91.3	102.3	184.7	223.4	51.1	1,569.1
2020	158.5	69.7	74.1	143.8	265.9	39.2	76.8	45.1	118.8	97.0	108.1	121.3	219.1	264.8	61.5	1,863.7
2025	196.4	86.4	91.0	176.0	324.3	47.8	93.9	55.0	145.4	119.1	132.3	148.4	268.3	324.0	76.1	2,284.2
2028	223.2	98.2	103.0	198.7	365.8	54.0	106.2	62.0	164.4	134.8	149.5	167.7	303.3	366.3	86.4	2,583.4
2031	253.4	111.5	116.5	224.3	412.5	60.9	120.0	70.0	185.7	152.4	168.9	189.4	342.7	413.9	98.0	2,920.1
2037	325.5	143.3	148.7	285.0	523.2	77.4	152.7	88.9	236.3	194.5	215.1	241.0	436.5	527.0	125.9	3,721.1
Change 2015-37	***194.0***	***85.5***	***86.5***	***163.4***	***297.9***	***44.3***	***87.9***	***50.6***	***136.2***	***112.9***	***123.8***	***138.8***	***251.8***	***303.6***	***74.7***	***2,152.0***

Source: Tables 1 & 2

Gravesham and Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Comparison Capacity Modelling

2015 Baseline

Table 4
Comparison Goods Allocation 2015 - % Market Share

Zone	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15
Centre/Store	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)	(%)
2028															
Comparison goods floorspace in Gravesham															
Town and district centres															
Gravesend town centre (zone 5)	1.39%	15.78%	16.78%	8.37%	33.85%	29.70%	6.48%	16.65%	4.13%	0.72%	1.00%	0.27%	0.00%	0.21%	0.00%
Sub-total, town and district centres	**1.39%**	**15.78%**	**16.78%**	**8.37%**	**33.85%**	**29.70%**	**6.48%**	**16.65%**	**4.13%**	**0.72%**	**1.00%**	**0.27%**	**0.00%**	**0.21%**	**0.00%**
Edge/out-of-centre floorspace															
Imperial Retail Park, Gravesend (incl. Asda) (zone 5)	1.72%	6.79%	10.56%	1.46%	11.75%	16.57%	1.11%	5.61%	1.13%	2.40%	0.04%	0.50%	0.00%	0.00%	0.14%
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend (zone 5)	0.98%	0.83%	1.70%	0.59%	2.63%	3.44%	0.08%	2.94%	0.20%	0.70%	0.00%	0.00%	0.00%	0.19%	0.00%
Sub-total, edge/out-of-centre retail floorspace	**2.70%**	**7.61%**	**12.26%**	**2.05%**	**14.38%**	**20.01%**	**1.18%**	**8.54%**	**1.33%**	**3.10%**	**0.04%**	**0.50%**	**0.00%**	**0.19%**	**0.14%**
(A) Total, main centres and stores in Gravesham	**4.09%**	**23.40%**	**29.04%**	**10.43%**	**48.22%**	**49.72%**	**7.66%**	**25.19%**	**5.46%**	**3.82%**	**1.04%**	**0.77%**	**0.00%**	**0.39%**	**0.14%**
Comparison goods floorspace in Medway															
Town and district centres															
Strood district centre (zone 9)	0.00%	0.00%	0.00%	0.00%	0.00%	0.44%	7.65%	1.06%	9.38%	1.56%	1.89%	0.19%	0.67%	0.40%	0.03%
Rochester district centre (zone 11)	0.40%	0.00%	0.00%	0.00%	0.45%	1.12%	4.59%	0.79%	1.73%	2.03%	9.22%	1.24%	1.89%	2.71%	0.36%
Chatham town centre (zone 12)	1.12%	0.00%	0.29%	0.00%	0.47%	1.24%	13.69%	0.30%	18.01%	8.98%	32.70%	17.16%	32.13%	10.16%	2.86%
Gillingham district centre (zone 12)	0.00%	0.34%	0.00%	0.00%	0.00%	0.00%	2.66%	0.11%	0.89%	2.35%	1.15%	30.57%	3.67%	20.04%	3.97%
Hempstead Valley district centre (zone 14)	0.00%	0.00%	0.00%	0.00%	0.00%	0.41%	4.21%	0.35%	2.67%	4.00%	7.30%	9.99%	9.40%	22.83%	17.30%
Rainham district centre (zone 14)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.56%	0.00%	0.00%	0.44%	0.89%	1.04%	0.72%	6.27%	3.73%
Sub-total, town and district centres	**1.52%**	**0.34%**	**0.29%**	**0.00%**	**0.91%**	**3.20%**	**33.36%**	**2.61%**	**32.68%**	**19.35%**	**53.14%**	**60.18%**	**48.48%**	**62.39%**	**28.25%**
Edge/out-of-centre floorspace															
Strood Retail Parks & food stores (non-district centre) (zone 9)	0.00%	0.07%	0.54%	0.44%	0.52%	1.60%	13.17%	0.33%	29.68%	4.88%	3.21%	2.63%	1.79%	0.94%	0.17%
Horstead Retail Park, Chatham (zone 13)	0.00%	0.00%	0.00%	0.04%	0.87%	0.58%	2.01%	0.31%	3.29%	4.41%	9.46%	2.99%	6.57%	3.94%	0.04%
ASDA Superstore, 387 Maidstone Road, Chatham (zone 13)	0.00%	0.39%	0.00%	0.00%	0.00%	0.00%	0.13%	0.00%	0.15%	0.61%	4.12%	0.08%	5.26%	0.00%	0.00%
Gillingham Retail Park (zone 14)	0.00%	0.00%	0.00%	0.00%	0.33%	0.31%	2.05%	0.00%	1.07%	1.39%	0.87%	8.06%	3.03%	10.45%	3.28%
Tesco Gillingham Kent Extra, Courteney Road, Gillingham (zone 14)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.39%	0.00%	0.00%	1.70%	0.00%	3.24%	0.21%	3.45%	0.88%
Sub-total, edge/out-of-centre retail floorspace	**0.00%**	**0.46%**	**0.54%**	**0.48%**	**1.72%**	**2.49%**	**17.75%**	**0.64%**	**34.19%**	**13.00%**	**17.65%**	**17.00%**	**16.86%**	**18.78%**	**4.36%**
(B) Total, main centres and stores in Medway	**1.52%**	**0.80%**	**0.84%**	**0.48%**	**2.64%**	**5.69%**	**51.11%**	**3.26%**	**66.87%**	**32.35%**	**70.79%**	**77.17%**	**65.35%**	**81.17%**	**32.61%**
Comparison goods floorspace outside Gravesham & Medway															
Other centres in survey area															
Dartford (zone 1)	37.18%	11.17%	1.89%	5.34%	2.10%	0.00%	0.00%	1.65%	0.93%	0.00%	0.08%	0.00%	0.81%	0.00%	0.00%
Bluewater (zone 2)	31.05%	47.15%	55.11%	44.42%	37.52%	32.39%	29.78%	53.81%	19.08%	22.58%	15.55%	10.45%	14.26%	8.37%	10.33%
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	4.46%	5.37%	0.48%	0.31%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
(C) Total, other centres in survey area	**72.70%**	**63.69%**	**57.47%**	**50.07%**	**39.62%**	**32.39%**	**29.78%**	**55.46%**	**20.01%**	**22.58%**	**15.63%**	**10.45%**	**15.08%**	**8.37%**	**10.33%**
Centres outside survey area															
Maidstone	0.00%	0.32%	0.74%	6.41%	0.69%	1.19%	4.34%	1.83%	2.73%	23.70%	5.02%	3.31%	9.69%	4.13%	5.08%
Lakeside	4.39%	5.87%	5.65%	5.48%	6.12%	4.42%	3.90%	2.62%	1.94%	0.73%	1.01%	1.73%	2.38%	1.49%	0.82%
Crayford	10.19%	3.65%	1.10%	0.95%	1.15%	1.62%	0.00%	0.34%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Sittingbourne	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.62%	0.43%	0.08%	0.00%	0.13%	0.84%	0.55%	44.29%
Sevenoaks	0.13%	0.00%	0.20%	13.05%	0.15%	0.11%	0.00%	1.74%	0.00%	0.00%	0.00%	0.17%	0.13%	0.00%	0.00%
Central London	0.90%	0.12%	0.20%	1.73%	0.60%	0.58%	0.00%	0.08%	0.00%	0.12%	0.31%	0.71%	1.54%	0.29%	0.76%
All other locations outside survey area	3.76%	1.71%	2.76%	8.23%	0.34%	2.70%	1.88%	5.12%	0.86%	13.24%	4.07%	3.29%	2.52%	2.53%	5.30%
(D) Total, centres outside survey area	**19.36%**	**11.67%**	**10.65%**	**35.85%**	**9.05%**	**10.62%**	**10.12%**	**12.35%**	**5.97%**	**37.87%**	**10.41%**	**9.34%**	**17.10%**	**8.99%**	**56.26%**
Local shops															
(E) Local/small shops in survey area	**2.33%**	**0.45%**	**2.00%**	**3.17%**	**0.47%**	**1.58%**	**1.33%**	**3.74%**	**1.69%**	**3.38%**	**2.13%**	**2.26%**	**2.48%**	**1.07%**	**0.66%**
Total (A+B+C+D+E)	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**	**100.00%**

Source: NEMS Market Research Telephone Survey, March 2015

Gravesham and Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Comparison Capacity Modelling

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

Zone	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Total
Centre/Store	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Total Available Spend - 2015	131.5	57.8	62.2	121.6	225.3	33.1	64.8	38.2	100.1	81.7	91.3	102.3	184.7	223.4	51.1	**1,569.1**
Comparison goods floorspace in Gravesham																
Town and district centres																
Gravesend town centre (zone 5)	1.8	9.1	10.4	10.2	76.3	9.8	4.2	6.4	4.1	0.6	0.9	0.3	0.0	0.5	0.0	134.6
Sub-total, town and district centres	**1.8**	**9.1**	**10.4**	**10.2**	**76.3**	**9.8**	**4.2**	**6.4**	**4.1**	**0.6**	**0.9**	**0.3**	**0.0**	**0.5**	**0.0**	**134.6**
Edge/out-of-centre floorspace																
Imperial Retail Park, Gravesend (incl. Asda) (zone 5)	2.3	3.9	6.6	1.8	26.5	5.5	0.7	2.1	1.1	2.0	0.0	0.5	0.0	0.0	0.1	53.1
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend (zone 5)	1.3	0.5	1.1	0.7	5.9	1.1	0.1	1.1	0.2	0.6	0.0	0.0	0.0	0.4	0.0	13.0
Sub-total, edge/out-of-centre retail floorspace	**3.6**	**4.4**	**7.6**	**2.5**	**32.4**	**6.6**	**0.8**	**3.3**	**1.3**	**2.5**	**0.0**	**0.5**	**0.0**	**0.4**	**0.1**	**66.0**
(A) Total, main centres and stores in Gravesham	**5.4**	**13.5**	**18.1**	**12.7**	**108.7**	**16.5**	**5.0**	**9.6**	**5.5**	**3.1**	**0.9**	**0.8**	**0.0**	**0.9**	**0.1**	**200.6**
Comparison goods floorspace in Medway																
Town and district centres																
Strood district centre (zone 9)	0.0	0.0	0.0	0.0	0.0	0.1	5.0	0.4	9.4	1.3	1.7	0.2	1.2	0.9	0.0	20.2
Rochester district centre (zone 11)	0.5	0.0	0.0	0.0	1.0	0.4	3.0	0.3	1.7	1.7	8.4	1.3	3.5	6.1	0.2	28.0
Chatham town centre (zone 12)	1.5	0.0	0.2	0.0	1.1	0.4	8.9	0.1	18.0	7.3	29.8	17.5	59.3	22.7	1.5	168.3
Gillingham district centre (zone 12)	0.0	0.2	0.0	0.0	0.0	0.0	1.7	0.0	0.9	1.9	1.0	31.3	6.8	44.8	2.0	90.6
Hempstead Valley district centre (zone 14)	0.0	0.0	0.0	0.0	0.0	0.1	2.7	0.1	2.7	3.3	6.7	10.2	17.4	51.0	8.8	103.0
Rainham district centre (zone 14)	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	0.8	1.1	1.3	14.0	1.9	19.8
Sub-total, town and district centres	**2.0**	**0.2**	**0.2**	**0.0**	**2.1**	**1.1**	**21.6**	**1.0**	**32.7**	**15.8**	**48.5**	**61.5**	**89.5**	**139.4**	**14.4**	**430.0**
Edge/out-of-centre floorspace																
Strood Retail Parks & food stores (non-district centre) (zone 9)	0.0	0.0	0.3	0.5	1.2	0.5	8.5	0.1	29.7	4.0	2.9	2.7	3.3	2.1	0.1	56.1
Horstead Retail Park, Chatham (zone 13)	0.0	0.0	0.0	0.0	2.0	0.2	1.3	0.1	3.3	3.6	8.6	3.1	12.1	8.8	0.0	43.2
ASDA Superstore, 387 Maidstone Road, Chatham (zone 13)	0.0	0.2	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.5	3.8	0.1	9.7	0.0	0.0	14.5
Gillingham Retail Park (zone 14)	0.0	0.0	0.0	0.0	0.7	0.1	1.3	0.0	1.1	1.1	0.8	8.2	5.6	23.3	1.7	44.0
Tesco Gillingham Kent Extra, Courteney Road, Gillingham (zone 14)	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.0	0.0	1.4	0.0	3.3	0.4	7.7	0.4	13.5
Sub-total, edge/out-of-centre retail floorspace	**0.0**	**0.3**	**0.3**	**0.6**	**3.9**	**0.8**	**11.5**	**0.2**	**34.2**	**10.6**	**16.1**	**17.4**	**31.1**	**41.9**	**2.2**	**171.3**
(B) Total, main centres and stores in Medway	**2.0**	**0.5**	**0.5**	**0.6**	**5.9**	**1.9**	**33.1**	**1.2**	**66.9**	**26.4**	**64.6**	**78.9**	**120.7**	**181.3**	**16.7**	**601.3**
Comparison goods floorspace outside Gravesham & Medway																
Other centres in survey area																
Dartford (zone 1)	48.9	6.5	1.2	6.5	4.7	0.0	0.0	0.6	0.9	0.0	0.1	0.0	1.5	0.0	0.0	70.9
Bluewater (zone 2)	40.8	27.3	34.3	54.0	84.5	10.7	19.3	20.6	19.1	18.4	14.2	10.7	26.3	18.7	5.3	404.3
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	5.9	3.1	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	9.6
(C) Total, other centres in survey area	**95.6**	**36.8**	**35.7**	**60.9**	**89.3**	**10.7**	**19.3**	**21.2**	**20.0**	**18.4**	**14.3**	**10.7**	**27.8**	**18.7**	**5.3**	**484.8**
Centres outside survey area																
Maidstone	0.0	0.2	0.5	7.8	1.5	0.4	2.8	0.7	2.7	19.4	4.6	3.4	17.9	9.2	2.6	73.7
Lakeside	5.8	3.4	3.5	6.7	13.8	1.5	2.5	1.0	1.9	0.6	0.9	1.8	4.4	3.3	0.4	51.5
Crayford	13.4	2.1	0.7	1.2	2.6	0.5	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	20.6
Sittingbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.2	0.4	0.1	0.0	0.1	1.6	1.2	22.6	26.3
Sevenoaks	0.2	0.0	0.1	15.9	0.3	0.0	0.0	0.7	0.0	0.0	0.0	0.2	0.2	0.0	0.0	17.6
Central London	1.2	0.1	0.1	2.1	1.4	0.2	0.0	0.0	0.0	0.1	0.3	0.7	2.8	0.6	0.4	10.1
All other locations outside survey area	4.9	1.0	1.7	10.0	0.8	0.9	1.2	2.0	0.9	10.8	3.7	3.4	4.6	5.7	2.7	54.2
(D) Total, centres outside survey area	**25.5**	**6.7**	**6.6**	**43.6**	**20.4**	**3.5**	**6.6**	**4.7**	**6.0**	**30.9**	**9.5**	**9.6**	**31.6**	**20.1**	**28.8**	**254.0**
Local shops																
(E) Local/small shops in survey area	**3.1**	**0.3**	**1.2**	**3.9**	**1.1**	**0.5**	**0.9**	**1.4**	**1.7**	**2.8**	**1.9**	**2.3**	**4.6**	**2.4**	**0.3**	**28.3**
Total (A+B+C+D+E)	**131.5**	**57.8**	**62.2**	**121.6**	**225.3**	**33.1**	**64.8**	**38.2**	**100.1**	**81.7**	**91.3**	**102.3**	**184.7**	**223.4**	**51.1**	**1,569.1**

Gravesham and Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Comparison Capacity Modelling

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

Zone	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Zone 6	Zone 7	Zone 8	Zone 9	Zone 10	Zone 11	Zone 12	Zone 13	Zone 14	Zone 15	Total
Centre/Store	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)	(£m)
Total Available Spend - 2020	158.5	69.7	74.1	143.8	265.9	39.2	76.8	45.1	118.8	97.0	108.1	121.3	219.1	264.8	61.5	**1,863.7**
Comparison goods floorspace in Gravesham																
Town and district centres																
Gravesend town centre (zone 5)	2.2	11.0	12.4	12.0	90.0	11.6	5.0	7.5	4.9	0.7	1.1	0.3	0.0	0.5	0.0	159.4
Sub-total, town and district centres	**2.2**	**11.0**	**12.4**	**12.0**	**90.0**	**11.6**	**5.0**	**7.5**	**4.9**	**0.7**	**1.1**	**0.3**	**0.0**	**0.5**	**0.0**	**159.4**
Edge/out-of-centre floorspace																
Imperial Retail Park, Gravesend (incl. Asda) (zone 5)	2.7	4.7	7.8	2.1	31.2	6.5	0.8	2.5	1.3	2.3	0.0	0.6	0.0	0.0	0.1	62.9
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend (zone 5)	1.6	0.6	1.3	0.9	7.0	1.3	0.1	1.3	0.2	0.7	0.0	0.0	0.0	0.5	0.0	15.4
Sub-total, edge/out-of-centre retail floorspace	**4.3**	**5.3**	**9.1**	**2.9**	**38.2**	**7.8**	**0.9**	**3.9**	**1.6**	**3.0**	**0.0**	**0.6**	**0.0**	**0.5**	**0.1**	**78.3**
(A) Total, main centres and stores in Gravesham	**6.5**	**16.3**	**21.5**	**15.0**	**128.2**	**19.5**	**5.9**	**11.4**	**6.5**	**3.7**	**1.1**	**0.9**	**0.0**	**1.0**	**0.1**	**237.6**
Comparison goods floorspace in Gravesham																
Town and district centres																
Strood district centre (zone 9)	0.0	0.0	0.0	0.0	0.0	0.2	5.9	0.5	11.1	1.5	2.0	0.2	1.5	1.1	0.0	24.0
Rochester district centre (zone 11)	0.6	0.0	0.0	0.0	1.2	0.4	3.5	0.4	2.1	2.0	10.0	1.5	4.1	7.2	0.2	33.2
Chatham town centre (zone 12)	1.8	0.0	0.2	0.0	1.2	0.5	10.5	0.1	21.4	8.7	35.4	20.8	70.4	26.9	1.8	199.7
Gillingham district centre (zone 12)	0.0	0.2	0.0	0.0	0.0	0.0	2.0	0.1	1.1	2.3	1.2	37.1	8.1	53.1	2.4	107.5
Hempstead Valley district centre (zone 14)	0.0	0.0	0.0	0.0	0.0	0.2	3.2	0.2	3.2	3.9	7.9	12.1	20.6	60.4	10.6	122.3
Rainham district centre (zone 14)	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	0.4	1.0	1.3	1.6	16.6	2.3	23.6
Sub-total, town and district centres	**2.4**	**0.2**	**0.2**	**0.0**	**2.4**	**1.3**	**25.6**	**1.2**	**38.8**	**18.8**	**57.5**	**73.0**	**106.2**	**165.2**	**17.4**	**510.2**
Edge/out-of-centre floorspace																
Strood Retail Parks & food stores (non-district centre) (zone 9)	0.0	0.0	0.4	0.6	1.4	0.6	10.1	0.1	35.3	4.7	3.5	3.2	3.9	2.5	0.1	66.5
Horstead Retail Park, Chatham (zone 13)	0.0	0.0	0.0	0.1	2.3	0.2	1.5	0.1	3.9	4.3	10.2	3.6	14.4	10.4	0.0	51.2
ASDA Superstore, 387 Maidstone Road, Chatham (zone 13)	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.6	4.4	0.1	11.5	0.0	0.0	17.2
Gillingham Retail Park (zone 14)	0.0	0.0	0.0	0.0	0.9	0.1	1.6	0.0	1.3	1.4	0.9	9.8	6.6	27.7	2.0	52.2
Tesco Gillingham Kent Extra, Courteney Road, Gillingham (zone 14)	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.0	0.0	1.7	0.0	3.9	0.5	9.1	0.5	16.0
Sub-total, edge/out-of-centre retail floorspace	**0.0**	**0.3**	**0.4**	**0.7**	**4.6**	**1.0**	**13.6**	**0.3**	**40.6**	**12.6**	**19.1**	**20.6**	**37.0**	**49.7**	**2.7**	**203.2**
(B) Total, main centres and stores in Medway	**2.4**	**0.6**	**0.6**	**0.7**	**7.0**	**2.2**	**39.2**	**1.5**	**79.4**	**31.4**	**76.5**	**93.6**	**143.2**	**215.0**	**20.0**	**713.3**
Comparison goods floorspace outside Gravesham & Medway																
Other centres in survey area																
Dartford (zone 1)	58.9	7.8	1.4	7.7	5.6	0.0	0.0	0.7	1.1	0.0	0.1	0.0	1.8	0.0	0.0	85.1
Bluewater (zone 2)	49.2	32.9	40.8	63.9	99.8	12.7	22.9	24.3	22.7	21.9	16.8	12.7	31.3	22.2	6.4	480.2
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	7.1	3.7	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	11.6
(C) Total, other centres in survey area	**115.2**	**44.4**	**42.6**	**72.0**	**105.4**	**12.7**	**22.9**	**25.0**	**23.8**	**21.9**	**16.9**	**12.7**	**33.0**	**22.2**	**6.4**	**577.0**
Centres outside survey area																
Maidstone	0.0	0.2	0.5	9.2	1.8	0.5	3.3	0.8	3.2	23.0	5.4	4.0	21.2	10.9	3.1	87.4
Lakeside	7.0	4.1	4.2	7.9	16.3	1.7	3.0	1.2	2.3	0.7	1.1	2.1	5.2	4.0	0.5	61.2
Crayford	16.1	2.5	0.8	1.4	3.1	0.6	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	24.7
Sittingbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.5	0.1	0.0	0.2	1.8	1.5	27.2	31.5
Sevenoaks	0.2	0.0	0.2	18.8	0.4	0.0	0.0	0.8	0.0	0.0	0.0	0.2	0.3	0.0	0.0	20.8
Central London	1.4	0.1	0.2	2.5	1.6	0.2	0.0	0.0	0.0	0.1	0.3	0.9	3.4	0.8	0.5	11.9
All other locations outside survey area	6.0	1.2	2.0	11.8	0.9	1.1	1.4	2.3	1.0	12.8	4.4	4.0	5.5	6.7	3.3	64.5
(D) Total, centres outside survey area	**30.7**	**8.1**	**7.9**	**51.5**	**24.1**	**4.2**	**7.8**	**5.6**	**7.1**	**36.7**	**11.3**	**11.3**	**37.5**	**23.8**	**34.6**	**302.1**
Local shops																
(E) Local/small shops in survey area	**3.7**	**0.3**	**1.5**	**4.6**	**1.3**	**0.6**	**1.0**	**1.7**	**2.0**	**3.3**	**2.3**	**2.7**	**5.4**	**2.8**	**0.4**	**33.6**
Total (A+B+C+D+E)	**158.5**	**69.7**	**74.1**	**143.8**	**265.9**	**39.2**	**76.8**	**45.1**	**118.8**	**97.0**	**108.1**	**121.3**	**219.1**	**264.8**	**61.5**	**1,863.7**

Gravesham and Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Comparison Capacity Modelling

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

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
Total Available Spend - 2025	196.4	86.4	91.0	176.0	324.3	47.8	93.9	55.0	145.4	119.1	132.3	148.4	268.3	324.0	76.1	2,284.2
Comparison goods floorspace in Gravesham																
Town and district centres																
Gravesend town centre (zone 5)	2.7	13.6	15.3	14.7	109.8	14.2	6.1	9.2	6.0	0.9	1.3	0.4	0.0	0.7	0.0	194.8
Sub-total, town and district centres	**2.7**	**13.6**	**15.3**	**14.7**	**109.8**	**14.2**	**6.1**	**9.2**	**6.0**	**0.9**	**1.3**	**0.4**	**0.0**	**0.7**	**0.0**	**194.8**
Edge/out-of-centre floorspace																
Imperial Retail Park, Gravesend (incl. Asda) (zone 5)	3.4	5.9	9.6	2.6	38.1	7.9	1.0	3.1	1.6	2.9	0.1	0.7	0.0	0.0	0.1	77.0
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend (zone 5)	1.9	0.7	1.5	1.0	8.5	1.6	0.1	1.6	0.3	0.8	0.0	0.0	0.0	0.6	0.0	18.8
Sub-total, edge/out-of-centre retail floorspace	**5.3**	**6.6**	**11.2**	**3.6**	**46.6**	**9.6**	**1.1**	**4.7**	**1.9**	**3.7**	**0.1**	**0.7**	**0.0**	**0.6**	**0.1**	**95.8**
(A) Total, main centres and stores in Gravesham	**8.0**	**20.2**	**26.4**	**18.3**	**156.4**	**23.8**	**7.2**	**13.9**	**7.9**	**4.5**	**1.4**	**1.1**	**0.0**	**1.3**	**0.1**	**290.6**
Comparison goods floorspace in Gravesham																
Town and district centres																
Strood district centre (zone 9)	0.0	0.0	0.0	0.0	0.0	0.2	7.2	0.6	13.6	1.9	2.5	0.3	1.8	1.3	0.0	29.4
Rochester district centre (zone 11)	0.8	0.0	0.0	0.0	1.5	0.5	4.3	0.4	2.5	2.4	12.2	1.8	5.1	8.8	0.3	40.6
Chatham town centre (zone 12)	2.2	0.0	0.3	0.0	1.5	0.6	12.9	0.2	26.2	10.7	43.2	25.5	86.2	32.9	2.2	244.4
Gillingham district centre (zone 12)	0.0	0.3	0.0	0.0	0.0	0.0	2.5	0.1	1.3	2.8	1.5	45.4	9.9	64.9	3.0	131.6
Hempstead Valley district centre (zone 14)	0.0	0.0	0.0	0.0	0.0	0.2	4.0	0.2	3.9	4.8	9.7	14.8	25.2	74.0	13.2	149.8
Rainham district centre (zone 14)	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	0.5	1.2	1.5	1.9	20.3	2.8	28.9
Sub-total, town and district centres	**3.0**	**0.3**	**0.3**	**0.0**	**3.0**	**1.5**	**31.3**	**1.4**	**47.5**	**23.0**	**70.3**	**89.3**	**130.1**	**202.2**	**21.5**	**624.6**
Edge/out-of-centre floorspace																
Strood Retail Parks & food stores (non-district centre) (zone 9)	0.0	0.1	0.5	0.8	1.7	0.8	12.4	0.2	43.2	5.8	4.2	3.9	4.8	3.0	0.1	81.4
Horstead Retail Park, Chatham (zone 13)	0.0	0.0	0.0	0.1	2.8	0.3	1.9	0.2	4.8	5.3	12.5	4.4	17.6	12.8	0.0	62.7
ASDA Superstore, 387 Maidstone Road, Chatham (zone 13)	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.7	5.4	0.1	14.1	0.0	0.0	21.1
Gillingham Retail Park (zone 14)	0.0	0.0	0.0	0.0	1.1	0.1	1.9	0.0	1.6	1.7	1.2	12.0	8.1	33.9	2.5	63.9
Tesco Gillingham Kent Extra, Courteney Road, Gillingham (zone 14)	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	2.0	0.0	4.8	0.6	11.2	0.7	19.6
Sub-total, edge/out-of-centre retail floorspace	**0.0**	**0.4**	**0.5**	**0.8**	**5.6**	**1.2**	**16.7**	**0.4**	**49.7**	**15.5**	**23.3**	**25.2**	**45.2**	**60.8**	**3.3**	**248.7**
(B) Total, main centres and stores in Medway	**3.0**	**0.7**	**0.8**	**0.8**	**8.5**	**2.7**	**48.0**	**1.8**	**97.2**	**38.5**	**93.6**	**114.5**	**175.3**	**263.0**	**24.8**	**873.3**
Comparison goods floorspace outside Gravesham & Medway																
Other centres in survey area																
Dartford (zone 1)	73.0	9.6	1.7	9.4	6.8	0.0	0.0	0.9	1.4	0.0	0.1	0.0	2.2	0.0	0.0	105.2
Bluewater (zone 2)	61.0	40.7	50.2	78.2	121.7	15.5	28.0	29.6	27.7	26.9	20.6	15.5	38.3	27.1	7.9	588.7
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	8.8	4.6	0.4	0.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	14.4
(C) Total, other centres in survey area	**142.8**	**55.0**	**52.3**	**88.1**	**128.5**	**15.5**	**28.0**	**30.5**	**29.1**	**26.9**	**20.7**	**15.5**	**40.4**	**27.1**	**7.9**	**708.3**
Centres outside survey area																
Maidstone	0.0	0.3	0.7	11.3	2.2	0.6	4.1	1.0	4.0	28.2	6.6	4.9	26.0	13.4	3.9	107.1
Lakeside	8.6	5.1	5.1	9.6	19.8	2.1	3.7	1.4	2.8	0.9	1.3	2.6	6.4	4.8	0.6	75.0
Crayford	20.0	3.2	1.0	1.7	3.7	0.8	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	30.5
Sittingbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.3	0.6	0.1	0.0	0.2	2.3	1.8	33.7	39.0
Sevenoaks	0.3	0.0	0.2	23.0	0.5	0.1	0.0	1.0	0.0	0.0	0.0	0.2	0.3	0.0	0.0	25.5
Central London	1.8	0.1	0.2	3.0	2.0	0.3	0.0	0.0	0.0	0.1	0.4	1.1	4.1	0.9	0.6	14.6
All other locations outside survey area	7.4	1.5	2.5	14.5	1.1	1.3	1.8	2.8	1.3	15.8	5.4	4.9	6.8	8.2	4.0	79.1
(D) Total, centres outside survey area	**38.0**	**10.1**	**9.7**	**63.1**	**29.3**	**5.1**	**9.5**	**6.8**	**8.7**	**45.1**	**13.8**	**13.9**	**45.9**	**29.1**	**42.8**	**370.8**
Local shops																
(E) Local/small shops in survey area	**4.6**	**0.4**	**1.8**	**5.6**	**1.5**	**0.8**	**1.3**	**2.1**	**2.5**	**4.0**	**2.8**	**3.4**	**6.7**	**3.5**	**0.5**	**41.2**
Total (A+B+C+D+E)	**196.4**	**86.4**	**91.0**	**176.0**	**324.3**	**47.8**	**93.9**	**55.0**	**145.4**	**119.1**	**132.3**	**148.4**	**268.3**	**324.0**	**76.1**	**2,284.2**

Gravesham and Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Comparison Capacity Modelling

Table 5d
Comparison Goods Allocation 2028 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
Total Available Spend - 2028	223.2	98.2	103.0	198.7	365.8	54.0	106.2	62.0	164.4	134.8	149.5	167.7	303.3	366.3	86.4	2,583.4
Comparison goods floorspace in Gravesham																
Town and district centres																
Gravesend town centre (zone 5)	3.1	15.5	17.3	16.6	123.8	16.0	6.9	10.3	6.8	1.0	1.5	0.5	0.0	0.8	0.0	220.0
Sub-total, town and district centres	**3.1**	**15.5**	**17.3**	**16.6**	**123.8**	**16.0**	**6.9**	**10.3**	**6.8**	**1.0**	**1.5**	**0.5**	**0.0**	**0.8**	**0.0**	**220.0**
Edge/out-of-centre floorspace																
Imperial Retail Park, Gravesend (incl. Asda) (zone 5)	3.8	6.7	10.9	2.9	43.0	8.9	1.2	3.5	1.9	3.2	0.1	0.8	0.0	0.0	0.1	87.0
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend (zone 5)	2.2	0.8	1.7	1.2	9.6	1.9	0.1	1.8	0.3	0.9	0.0	0.0	0.0	0.7	0.0	21.3
Sub-total, edge/out-of-centre retail floorspace	**6.0**	**7.5**	**12.6**	**4.1**	**52.6**	**10.8**	**1.3**	**5.3**	**2.2**	**4.2**	**0.1**	**0.8**	**0.0**	**0.7**	**0.1**	**108.2**
(A) Total, main centres and stores in Gravesham	**9.1**	**23.0**	**29.9**	**20.7**	**176.4**	**26.8**	**8.1**	**15.6**	**9.0**	**5.1**	**1.6**	**1.3**	**0.0**	**1.4**	**0.1**	**328.3**
Comparison goods floorspace in Gravesham																
Town and district centres																
Strood district centre (zone 9)	0.0	0.0	0.0	0.0	0.0	0.2	8.1	0.7	15.4	2.1	2.8	0.3	2.0	1.5	0.0	33.2
Rochester district centre (zone 11)	0.9	0.0	0.0	0.0	1.6	0.6	4.9	0.5	2.8	2.7	13.8	2.1	5.7	9.9	0.3	45.9
Chatham town centre (zone 12)	2.5	0.0	0.3	0.0	1.7	0.7	14.5	0.2	29.6	12.1	48.9	28.8	97.4	37.2	2.5	276.3
Gillingham district centre (zone 12)	0.0	0.3	0.0	0.0	0.0	0.0	2.8	0.1	1.5	3.2	1.7	51.3	11.1	73.4	3.4	148.8
Hempstead Valley district centre (zone 14)	0.0	0.0	0.0	0.0	0.0	0.2	4.5	0.2	4.4	5.4	10.9	16.8	28.5	83.6	14.9	169.4
Rainham district centre (zone 14)	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	0.6	1.3	1.7	2.2	23.0	3.2	32.6
Sub-total, town and district centres	**3.4**	**0.3**	**0.3**	**0.0**	**3.3**	**1.7**	**35.4**	**1.6**	**53.7**	**26.1**	**79.4**	**100.9**	**147.0**	**228.5**	**24.4**	**706.3**
Edge/out-of-centre floorspace																
Strood Retail Parks & food stores (non-district centre) (zone 9)	0.0	0.1	0.6	0.9	1.9	0.9	14.0	0.2	48.8	6.6	4.8	4.4	5.4	3.4	0.1	92.0
Horstead Retail Park, Chatham (zone 13)	0.0	0.0	0.0	0.1	3.2	0.3	2.1	0.2	5.4	5.9	14.1	5.0	19.9	14.4	0.0	70.8
ASDA Superstore, 387 Maidstone Road, Chatham (zone 13)	0.0	0.4	0.0	0.0	0.0	0.0	0.1	0.0	0.2	0.8	6.2	0.1	15.9	0.0	0.0	23.8
Gillingham Retail Park (zone 14)	0.0	0.0	0.0	0.0	1.2	0.2	2.2	0.0	1.8	1.9	1.3	13.5	9.2	38.3	2.8	72.3
Tesco Gillingham Kent Extra, Courteney Road, Gillingham (zone 14)	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.0	0.0	2.3	0.0	5.4	0.6	12.6	0.8	22.2
Sub-total, edge/out-of-centre retail floorspace	**0.0**	**0.5**	**0.6**	**1.0**	**6.3**	**1.3**	**18.8**	**0.4**	**56.2**	**17.5**	**26.4**	**28.5**	**51.1**	**68.8**	**3.8**	**281.1**
(B) Total, main centres and stores in Medway	**3.4**	**0.8**	**0.9**	**1.0**	**9.6**	**3.1**	**54.3**	**2.0**	**109.9**	**43.6**	**105.8**	**129.4**	**198.2**	**297.3**	**28.2**	**987.4**
Comparison goods floorspace outside Gravesham & Medway																
Other centres in survey area																
Dartford (zone 1)	83.0	11.0	1.9	10.6	7.7	0.0	0.0	1.0	1.5	0.0	0.1	0.0	2.5	0.0	0.0	119.3
Bluewater (zone 2)	69.3	46.3	56.8	88.3	137.3	17.5	31.6	33.4	31.4	30.4	23.2	17.5	43.3	30.7	8.9	665.8
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	10.0	5.3	0.5	0.6	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	16.3
(C) Total, other centres in survey area	**162.2**	**62.5**	**59.2**	**99.5**	**144.9**	**17.5**	**31.6**	**34.4**	**32.9**	**30.4**	**23.4**	**17.5**	**45.7**	**30.7**	**8.9**	**801.5**
Centres outside survey area																
Maidstone	0.0	0.3	0.8	12.7	2.5	0.6	4.6	1.1	4.5	31.9	7.5	5.6	29.4	15.1	4.4	121.1
Lakeside	9.8	5.8	5.8	10.9	22.4	2.4	4.1	1.6	3.2	1.0	1.5	2.9	7.2	5.5	0.7	84.8
Crayford	22.7	3.6	1.1	1.9	4.2	0.9	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	34.6
Sittingbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.7	0.1	0.0	0.2	2.6	2.0	38.3	44.2
Sevenoaks	0.3	0.0	0.2	25.9	0.5	0.1	0.0	1.1	0.0	0.0	0.0	0.3	0.4	0.0	0.0	28.8
Central London	2.0	0.1	0.2	3.4	2.2	0.3	0.0	0.1	0.0	0.2	0.5	1.2	4.7	1.1	0.7	16.6
All other locations outside survey area	8.4	1.7	2.8	16.4	1.2	1.5	2.0	3.2	1.4	17.8	6.1	5.5	7.6	9.3	4.6	89.5
(D) Total, centres outside survey area	**43.2**	**11.5**	**11.0**	**71.2**	**33.1**	**5.7**	**10.7**	**7.7**	**9.8**	**51.0**	**15.6**	**15.7**	**51.9**	**32.9**	**48.6**	**419.6**
Local shops																
(E) Local/small shops in survey area	**5.2**	**0.4**	**2.1**	**6.3**	**1.7**	**0.9**	**1.4**	**2.3**	**2.8**	**4.6**	**3.2**	**3.8**	**7.5**	**3.9**	**0.6**	**46.6**
Total (A+B+C+D+E)	**223.2**	**98.2**	**103.0**	**198.7**	**365.8**	**54.0**	**106.2**	**62.0**	**164.4**	**134.8**	**149.5**	**167.7**	**303.3**	**366.3**	**86.4**	**2,583.4**

Gravesham and Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Comparison Capacity Modelling

Table 5e
Comparison Goods Allocation 2031 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
Total Available Spend - 2031	253.4	111.5	116.5	224.3	412.5	60.9	120.0	70.0	185.7	152.4	168.9	189.4	342.7	413.9	98.0	2,920.1
Comparison goods floorspace in Gravesham																
Town and district centres																
Gravesend town centre (zone 5)	3.5	17.6	19.6	18.8	139.6	18.1	7.8	11.7	7.7	1.1	1.7	0.5	0.0	0.9	0.0	248.4
Sub-total, town and district centres	**3.5**	**17.6**	**19.6**	**18.8**	**139.6**	**18.1**	**7.8**	**11.7**	**7.7**	**1.1**	**1.7**	**0.5**	**0.0**	**0.9**	**0.0**	**248.4**
Edge/out-of-centre floorspace																
Imperial Retail Park, Gravesend (incl. Asda) (zone 5)	4.4	7.6	12.3	3.3	48.5	10.1	1.3	3.9	2.1	3.7	0.1	0.9	0.0	0.0	0.1	98.2
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend (zone 5)	2.5	0.9	2.0	1.3	10.8	2.1	0.1	2.1	0.4	1.1	0.0	0.0	0.0	0.8	0.0	24.0
Sub-total, edge/out-of-centre retail floorspace	**6.8**	**8.5**	**14.3**	**4.6**	**59.3**	**12.2**	**1.4**	**6.0**	**2.5**	**4.7**	**0.1**	**0.9**	**0.0**	**0.8**	**0.1**	**122.2**
(A) Total, main centres and stores in Gravesham	**10.4**	**26.1**	**33.8**	**23.4**	**198.9**	**30.3**	**9.2**	**17.6**	**10.1**	**5.8**	**1.8**	**1.5**	**0.0**	**1.6**	**0.1**	**370.6**
Comparison goods floorspace in Gravesham																
Town and district centres																
Strood district centre (zone 9)	0.0	0.0	0.0	0.0	0.0	0.3	9.2	0.7	17.4	2.4	3.2	0.4	2.3	1.7	0.0	37.5
Rochester district centre (zone 11)	1.0	0.0	0.0	0.0	1.8	0.7	5.5	0.6	3.2	3.1	15.6	2.3	6.5	11.2	0.3	51.9
Chatham town centre (zone 12)	2.8	0.0	0.3	0.0	1.9	0.8	16.4	0.2	33.4	13.7	55.2	32.5	110.1	42.0	2.8	312.3
Gillingham district centre (zone 12)	0.0	0.4	0.0	0.0	0.0	0.0	3.2	0.1	1.6	3.6	1.9	57.9	12.6	82.9	3.9	168.1
Hempstead Valley district centre (zone 14)	0.0	0.0	0.0	0.0	0.0	0.2	5.0	0.2	5.0	6.1	12.3	18.9	32.2	94.5	17.0	191.5
Rainham district centre (zone 14)	0.0	0.0	0.0	0.0	0.0	0.0	0.7	0.0	0.0	0.7	1.5	2.0	2.5	25.9	3.7	36.9
Sub-total, town and district centres	**3.9**	**0.4**	**0.3**	**0.0**	**3.8**	**1.9**	**40.0**	**1.8**	**60.7**	**29.5**	**89.8**	**114.0**	**166.2**	**258.2**	**27.7**	**798.1**
Edge/out-of-centre floorspace																
Strood Retail Parks & food stores (non-district centre) (zone 9)	0.0	0.1	0.6	1.0	2.1	1.0	15.8	0.2	55.1	7.4	5.4	5.0	6.2	3.9	0.2	104.0
Horstead Retail Park, Chatham (zone 13)	0.0	0.0	0.0	0.1	3.6	0.4	2.4	0.2	6.1	6.7	16.0	5.7	22.5	16.3	0.0	80.0
ASDA Superstore, 387 Maidstone Road, Chatham (zone 13)	0.0	0.4	0.0	0.0	0.0	0.0	0.2	0.0	0.3	0.9	7.0	0.2	18.0	0.0	0.0	26.9
Gillingham Retail Park (zone 14)	0.0	0.0	0.0	0.0	1.3	0.2	2.5	0.0	2.0	2.1	1.5	15.3	10.4	43.2	3.2	81.7
Tesco Gillingham Kent Extra, Courteney Road, Gillingham (zone 14)	0.0	0.0	0.0	0.0	0.0	0.0	0.5	0.0	0.0	2.6	0.0	6.1	0.7	14.3	0.9	25.0
Sub-total, edge/out-of-centre retail floorspace	**0.0**	**0.5**	**0.6**	**1.1**	**7.1**	**1.5**	**21.3**	**0.4**	**63.5**	**19.8**	**29.8**	**32.2**	**57.8**	**77.7**	**4.3**	**317.7**
(B) Total, main centres and stores in Medway	**3.9**	**0.9**	**1.0**	**1.1**	**10.9**	**3.5**	**61.3**	**2.3**	**124.2**	**49.3**	**119.6**	**146.2**	**224.0**	**335.9**	**32.0**	**1,115.8**
Comparison goods floorspace outside Gravesham & Medway																
Other centres in survey area																
Dartford (zone 1)	94.2	12.5	2.2	12.0	8.7	0.0	0.0	1.2	1.7	0.0	0.1	0.0	2.8	0.0	0.0	135.3
Bluewater (zone 2)	78.7	52.6	64.2	99.6	154.8	19.7	35.7	37.7	35.4	34.4	26.3	19.8	48.9	34.7	10.1	752.6
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	11.3	6.0	0.6	0.7	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	18.5
(C) Total, other centres in survey area	**184.2**	**71.0**	**67.0**	**112.3**	**163.4**	**19.7**	**35.7**	**38.8**	**37.1**	**34.4**	**26.4**	**19.8**	**51.7**	**34.7**	**10.1**	**906.4**
Centres outside survey area																
Maidstone	0.0	0.4	0.9	14.4	2.8	0.7	5.2	1.3	5.1	36.1	8.5	6.3	33.2	17.1	5.0	136.9
Lakeside	11.1	6.5	6.6	12.3	25.2	2.7	4.7	1.8	3.6	1.1	1.7	3.3	8.1	6.2	0.8	95.8
Crayford	25.8	4.1	1.3	2.1	4.8	1.0	0.0	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	39.3
Sittingbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.4	0.8	0.1	0.0	0.2	2.9	2.3	43.4	50.2
Sevenoaks	0.3	0.0	0.2	29.3	0.6	0.1	0.0	1.2	0.0	0.0	0.0	0.3	0.4	0.0	0.0	32.5
Central London	2.3	0.1	0.2	3.9	2.5	0.4	0.0	0.1	0.0	0.2	0.5	1.3	5.3	1.2	0.7	18.7
All other locations outside survey area	9.5	1.9	3.2	18.5	1.4	1.6	2.3	3.6	1.6	20.2	6.9	6.2	8.6	10.5	5.2	101.1
(D) Total, centres outside survey area	**49.1**	**13.0**	**12.4**	**80.4**	**37.3**	**6.5**	**12.1**	**8.6**	**11.1**	**57.7**	**17.6**	**17.7**	**58.6**	**37.2**	**55.2**	**474.5**
Local shops																
(E) Local/small shops in survey area	**5.9**	**0.5**	**2.3**	**7.1**	**1.9**	**1.0**	**1.6**	**2.6**	**3.1**	**5.2**	**3.6**	**4.3**	**8.5**	**4.4**	**0.6**	**52.7**
Total (A+B+C+D+E)	**253.4**	**111.5**	**116.5**	**224.3**	**412.5**	**60.9**	**120.0**	**70.0**	**185.7**	**152.4**	**168.9**	**189.4**	**342.7**	**413.9**	**98.0**	**2,920.1**

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Table 5f
Comparison Goods Allocation 2037 - Spend (£) 2013 Prices

Zone Centre/Store	Zone 1 (£m)	Zone 2 (£m)	Zone 3 (£m)	Zone 4 (£m)	Zone 5 (£m)	Zone 6 (£m)	Zone 7 (£m)	Zone 8 (£m)	Zone 9 (£m)	Zone 10 (£m)	Zone 11 (£m)	Zone 12 (£m)	Zone 13 (£m)	Zone 14 (£m)	Zone 15 (£m)	Total (£m)
Total Available Spend - 2037	325.5	143.3	148.7	285.0	523.2	77.4	152.7	88.9	236.3	194.5	215.1	241.0	436.5	527.0	125.9	3,721.1
Comparison goods floorspace in Gravesham																
Town and district centres																
Gravesend town centre (zone 5)	4.5	22.6	25.0	23.9	177.1	23.0	9.9	14.8	9.8	1.4	2.2	0.7	0.0	1.1	0.0	315.8
Sub-total, town and district centres	**4.5**	**22.6**	**25.0**	**23.9**	**177.1**	**23.0**	**9.9**	**14.8**	**9.8**	**1.4**	**2.2**	**0.7**	**0.0**	**1.1**	**0.0**	**315.8**
Edge/out-of-centre floorspace																
Imperial Retail Park, Gravesend (incl. Asda) (zone 5)	5.6	9.7	15.7	4.2	61.5	12.8	1.7	5.0	2.7	4.7	0.1	1.2	0.0	0.0	0.2	125.0
Sainsbury's Superstore, Wingfield Bank, Northfleet, Gravesend (zone 5)	3.2	1.2	2.5	1.7	13.7	2.7	0.1	2.6	0.5	1.4	0.0	0.0	0.0	1.0	0.0	30.6
Sub-total, edge/out-of-centre retail floorspace	**8.8**	**10.9**	**18.2**	**5.8**	**75.2**	**15.5**	**1.8**	**7.6**	**3.2**	**6.0**	**0.1**	**1.2**	**0.0**	**1.0**	**0.2**	**155.5**
(A) Total, main centres and stores in Gravesham	**13.3**	**33.5**	**43.2**	**29.7**	**252.3**	**38.5**	**11.7**	**22.4**	**12.9**	**7.4**	**2.2**	**1.9**	**0.0**	**2.1**	**0.2**	**471.3**
Comparison goods floorspace in Gravesham																
Town and district centres																
Strood district centre (zone 9)	0.0	0.0	0.0	0.0	0.0	0.3	11.7	0.9	22.2	3.0	4.1	0.5	2.9	2.1	0.0	47.8
Rochester district centre (zone 11)	1.3	0.0	0.0	0.0	2.3	0.9	7.0	0.7	4.1	3.9	19.8	3.0	8.2	14.3	0.4	66.0
Chatham town centre (zone 12)	3.6	0.0	0.4	0.0	2.4	1.0	20.9	0.3	42.6	17.5	70.3	41.4	140.2	53.5	3.6	397.7
Gillingham district centre (zone 12)	0.0	0.5	0.0	0.0	0.0	0.0	4.1	0.1	2.1	4.6	2.5	73.7	16.0	105.6	5.0	214.1
Hempstead Valley district centre (zone 14)	0.0	0.0	0.0	0.0	0.0	0.3	6.4	0.3	6.3	7.8	15.7	24.1	41.0	120.3	21.8	244.0
Rainham district centre (zone 14)	0.0	0.0	0.0	0.0	0.0	0.0	0.9	0.0	0.0	0.9	1.9	2.5	3.1	33.0	4.7	47.0
Sub-total, town and district centres	**5.0**	**0.5**	**0.4**	**0.0**	**4.8**	**2.5**	**50.9**	**2.3**	**77.2**	**37.6**	**114.3**	**145.1**	**211.6**	**328.8**	**35.5**	**1,016.6**
Edge/out-of-centre floorspace																
Strood Retail Parks & food stores (non-district centre) (zone 9)	0.0	0.1	0.8	1.3	2.7	1.2	20.1	0.3	70.1	9.5	6.9	6.3	7.8	4.9	0.2	132.4
Horstead Retail Park, Chatham (zone 13)	0.0	0.0	0.0	0.1	4.6	0.5	3.1	0.3	7.8	8.6	20.3	7.2	28.7	20.8	0.0	101.9
ASDA Superstore, 387 Maidstone Road, Chatham (zone 13)	0.0	0.6	0.0	0.0	0.0	0.0	0.2	0.0	0.4	1.2	8.9	0.2	22.9	0.0	0.0	34.3
Gillingham Retail Park (zone 14)	0.0	0.0	0.0	0.0	1.7	0.2	3.1	0.0	2.5	2.7	1.9	19.4	13.2	55.1	4.1	104.0
Tesco Gillingham Kent Extra, Courteney Road, Gillingham (zone 14)	0.0	0.0	0.0	0.0	0.0	0.0	0.6	0.0	0.0	3.3	0.0	7.8	0.9	18.2	1.1	31.9
Sub-total, edge/out-of-centre retail floorspace	**0.0**	**0.7**	**0.8**	**1.4**	**9.0**	**1.9**	**27.1**	**0.6**	**80.8**	**25.3**	**38.0**	**41.0**	**73.6**	**99.0**	**5.5**	**404.5**
(B) Total, main centres and stores in Medway	**5.0**	**1.1**	**1.2**	**1.4**	**13.8**	**4.4**	**78.1**	**2.9**	**158.0**	**62.9**	**152.2**	**186.0**	**285.2**	**427.8**	**41.0**	**1,421.1**
Comparison goods floorspace outside Gravesham & Medway																
Other centres in survey area																
Dartford (zone 1)	121.0	16.0	2.8	15.2	11.0	0.0	0.0	1.5	2.2	0.0	0.2	0.0	3.5	0.0	0.0	173.4
Bluewater (zone 2)	101.1	67.6	82.0	126.6	196.3	25.1	45.5	47.8	45.1	43.9	33.4	25.2	62.3	44.1	13.0	958.9
ASDA Superstore, Crossways Boulevard, Greenhithe (zone 2)	14.5	7.7	0.7	0.9	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	23.8
(C) Total, other centres in survey area	**236.7**	**91.3**	**85.5**	**142.7**	**207.3**	**25.1**	**45.5**	**49.3**	**47.3**	**43.9**	**33.6**	**25.2**	**65.8**	**44.1**	**13.0**	**1,156.2**
Centres outside survey area																
Maidstone	0.0	0.5	1.1	18.3	3.6	0.9	6.6	1.6	6.5	46.1	10.8	8.0	42.3	21.8	6.4	174.4
Lakeside	14.3	8.4	8.4	15.6	32.0	3.4	6.0	2.3	4.6	1.4	2.2	4.2	10.4	7.9	1.0	122.1
Crayford	33.2	5.2	1.6	2.7	6.0	1.3	0.0	0.3	0.0	0.0	0.0	0.0	0.0	0.0	0.0	50.3
Sittingbourne	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.5	1.0	0.1	0.0	0.3	3.7	2.9	55.7	64.3
Sevenoaks	0.4	0.0	0.3	37.2	0.8	0.1	0.0	1.5	0.0	0.0	0.0	0.4	0.6	0.0	0.0	41.3
Central London	2.9	0.2	0.3	4.9	3.2	0.4	0.0	0.1	0.0	0.2	0.7	1.7	6.7	1.5	1.0	23.8
All other locations outside survey area	12.2	2.4	4.1	23.5	1.8	2.1	2.9	4.6	2.0	25.8	8.8	7.9	11.0	13.3	6.7	129.0
(D) Total, centres outside survey area	**63.0**	**16.7**	**15.8**	**102.2**	**47.3**	**8.2**	**15.5**	**11.0**	**14.1**	**73.7**	**22.4**	**22.5**	**74.6**	**47.4**	**70.8**	**605.2**
Local shops																
(E) Local/small shops in survey area	**7.6**	**0.6**	**3.0**	**9.0**	**2.5**	**1.2**	**2.0**	**3.3**	**4.0**	**6.6**	**4.6**	**5.5**	**10.8**	**5.6**	**0.8**	**67.2**
Total (A+B+C+D+E)	**325.5**	**143.3**	**148.7**	**285.0**	**523.2**	**77.4**	**152.7**	**88.9**	**236.3**	**194.5**	**215.1**	**241.0**	**436.5**	**527.0**	**125.9**	**3,721.1**

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Table 6: Existing Comparison Goods Floorspace

Centre	Net Floorspace (sqm)
Gravesham	
Gravesend town centre	26,910
Gravesend retail parks and non-food floorspace in foodstores (not in-centre)	15,711
Sub-total, Gravesham	***42,621***
Medway	
Chatham town centre	33,866
Chatham retail parks and non-food floorspace in foodstores (not in-centre)	22,877
Rochester district centre	6,072
Strood district centre	5,556
Strood retail parks and non-food floorspace in foodstores (not in-centre)	8,271
Gillingham district centre	10,399
Gillingham retail parks and non-food floorspace in foodstores (not in-centre)	8,322
Rainham district centre	4,612
Hempstead Valley district centre	11,759
Sub-total, Medway	***111,734***

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

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Table 7a: Gravesham Comparison Goods Commitments

	Net Comparison Floorspace (sqm)	Benchmark Sales Density (£/sqm net)	Average Turnover 2020 (£m)
Land at Ebbsfleet, Northfleet Rise Quarter[1]	440	4,000	1.8
Albion Quayside, Off Canal Road, Canal Basin[2]	380	6,000	2.3
Heritage Quarter, Gravesend town centre[3]	6,597	6,000	39.6
Total	**7,417**	**-**	**43.6**

Source: Gravesham Borough Council planning records

Notes:

[1] Assumes that 20% of maximum permitted 'supporting retail uses' (2,750 sq.m gross, assumed 2,200 sq.m net) will be used for the sale of comparison goods. Excludes local shops.

[2] Assumes that 100% of permitted floorspace will be used for sale of comparison goods

[3] Maximum approved floorspace = 12,196 sq.m GIA / 9,757 sq.m net (80% gross: net sales area). Of this, assumed that 3,160 sq.m net will be convenience goods, and balance comparison

Table 7b: Medway Comparison Goods Commitments

	Net Comparison Floorspace (sqm)	Benchmark Sales Density (£/sqm net)	Average Turnover 2020 (£m)
Land at Chatham Docks, Pier Road, Gillingham	2,000	4,000	8.0
Asda, Chatham Docks, Pier Road, Gillingham (comparison goods floorspace)	1,666	5,000	8.3
Land bounded by The Brook, Queen Street, Sicketts Hill and Cross Street, Chatham	2,700	6,000	16.2
Hempstead Valley Shopping Centre, Hempstead Valley Drive, Gillingham	4,461	6,000	26.8
B&Q Unit, Strood Retail Park, Commercial Road ME2 2AB[1]	336	6,000	2.0
Unit 4, Gillingham Retail Park - mezzanine floorspace	847	4,000	3.4
Rochester Riverside	500	4,000	2.0
Total	**12,510**	**-**	**66.7**

Source: Medway Council planning records

[1] net additional class A1 retail floorspace created from reconfiguration of existing retail park units and change of use of part of existing floorspace to class D2 use

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Table 8a

Comparison Goods Floorspace Capacity for Gravesham Borough

	COMPARISON GOODS					
	2015	2020	2025	2028	2031	2037
Total Available Expenditure (£m)	1,569.1	1,863.7	2,284.2	2,583.4	2,920.1	3,721.1
Market Share from Survey Area	13	13	13	13	13	13
Survey Area Residents Spending (town & district centres) (£m)	134.6	159.4	194.8	220.0	248.4	315.8
Survey Area Residents Spending (retail parks / foodstores) (£m)	66.0	78.3	95.8	108.2	122.2	155.5
Inflow of Expenditure (%)	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Inflow of Expenditure (£m)	10.6	12.5	15.3	17.3	19.5	24.8
TOTAL SPENDING (£m)	**211.2**	**250.1**	**305.9**	**345.6**	**390.2**	**496.1**
Existing Retail Floorspace (sq.m net)	42,621	42,621	42,621	42,621	42,621	42,621
Sales per sqm net £	4,955	5,378	5,836	6,130	6,438	7,103
Sales from Existing Floorspace (£000)	211.2	229.2	248.7	261.3	274.4	302.7
Sales from Commitments (£000)	0.0	43.6	47.3	49.7	52.2	57.6
Residual Spending to support new floorspace (£000)	0.0	-22.7	9.8	34.6	63.5	135.8
Sales per sq m net in new shops (£)	6,000	6,512	7,067	7,422	7,422	8,188
Capacity for new floorspace (sq.m net)	**0**	**-3,484**	**1,389**	**4,657**	**8,557**	**16,580**
Capacity for new floorspace (sq.m net, rounded)	**0**	**-3,500**	**1,400**	**4,700**	**8,600**	**16,600**

Assumes 1.65% pa growth in sales efficiency 2013-31

Table 8b

Comparison Goods Floorspace Capacity for Medway

	COMPARISON GOODS					
	2015	2020	2025	2028	2031	2037
Total Available Expenditure (£m)	1,569.1	1,863.7	2,284.2	2,583.4	2,920.1	3,721.1
Market Share from Survey Area	27	27	27	27	27	27
Survey Area Residents Spending (town & district centres) (£m)	430.0	510.2	624.6	706.3	798.1	1,016.6
Survey Area Residents Spending (retail parks / foodstores) (£m)	171.3	203.2	248.7	281.1	317.7	404.5
Inflow of Expenditure (%)	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Inflow of Expenditure (£m)	31.6	37.5	46.0	52.0	58.7	74.8
TOTAL SPENDING (£m)	**632.95**	**750.89**	**919.28**	**1,039.38**	**1,174.55**	**1,495.93**
Existing Retail Floorspace (sq.m net)	111,734	111,734	111,734	111,734	111,734	111,734
Sales per sqm net £	5,665	6,148	6,672	7,008	7,360	8,120
Sales from Existing Floorspace (£m)	632.9	686.9	745.5	783.0	822.4	907.3
Sales from Commitments (£m)	0.0	66.7	72.4	76.0	79.9	88.1
Residual Spending to support new floorspace (£m)	0.0	-2.7	101.4	180.3	272.3	500.6
Sales per sq m net in new shops (£)	6,000	6,512	7,067	7,422	7,422	8,188
Capacity for new floorspace (sq.m net)	**0**	**-418**	**14,349**	**24,297**	**36,684**	**61,133**
Capacity for new floorspace (sq.m net, rounded)	**0**	**-400**	**14,300**	**24,300**	**36,700**	**61,100**

Assumes 1.65% pa growth in sales efficiency 2013-31

Appendix 3

Population sensitivity testing (Gravesham Borough Council)

gva.co.uk

Sensitivity Testing

The implications of various population forecasts and projections, as set out in the SHMA, have been reviewed. The intention is to analyse the differences in population growth as a result of the various population growth scenarios in order to assess the implication on retail and leisure floorspace required in the study area. Gravesham Borough Council has provided the population scenarios and devised the methodology and explanatory note as set out below in this appendix; and GVA has incorporated the population figures into the baseline model in order to provide retail need outputs within the methodology framework.

The baseline scenario used in keeping with best practice was to utilise the Experian population forecasts as a starting point, Experian were provided with the retail zones used within this study and the most up-to-date Experian forecasts available purchased (2015). Experian population forecasts are trend-based and utilise existing Office for National Statistics (ONS) data. Data at the output area (OA) level, the lowest geographical level at which census estimates are provided is brought forward and checked against mid-year estimates and ONS population projections. The data for OAs is utilised to fit the exact geographic areas of the retail zones used within this report.

Whilst the Experian forecasts provide a reliable forecast for use in retail modelling, they do not compliment the demographic modelling undertaken for other elements of the SHENA. In order to allow for retail floorspace requirements to be generated for the demographic modelling work undertaken by GVA, additional OA modelling has been requested by Gravesham Borough Council.

To start with the Office of National Statistics (ONS) Annual Small Area Population Estimates have been used to identify the existing population within a Lower Super Output Area for all of the Lower Super Output Areas (LSOAs) that geographically fit within the retail zones used in this study. The geographical fit has been established through using ESRI ArcGIS which links each LSOA to a retail zone, as long as the centre of a LSOA falls within a particular retail zone. If the centre of a LSOA does not fall within any retail zone, it is excluded.

LSOA data is the smallest area data for which Annual Small Area Population Estimates are available. Whilst it allows for the existing population for a LSOA to be identified, to remove any single year population anomalies a five year (2011-2014) population average is utilised. This five-year population average is then converted to a proportional average for the LSOA in relation to the local authority area, this proportional average is then applied to the 2012 based Sub National Population Projections (2012 based SNPP) produced by ONS data for Bexley, Dartford, Maidstone, Sevenoaks, Swale and Tonbridge and Malling and GVA demographic forecasts for Medway and Gravesham. This allows population forecast and projections data to be disaggregated and then allocated to specific retail zones.

Consistent with best practice, detailed demographic baseline modelling has been undertaken for both Gravesham and Medway, but not for the other local authority areas. This data has been incorporated as part of the scenario testing drawing on the 2012 based SNPP data – the most up-to-date and consistent data available for the remaining authorities (Bexley, Dartford, Maidstone, Sevenoaks, Swale and Tonbridge and Malling).

The final disaggregated SNPP data and GVA demographic modelled data which has been combined for each of the retail zones and covers the following forecast and projection years 2015, 2020, 2025, 2028, 2031 and 2037 is set out in the tables accompanying this methodology statement and used for retail modelling purposes.

The alternative scenarios produced are:

- Alternative Population Scenario A: Average long-term migration scenario;
- Alternative Population Scenario B: 2012 based sub-national household projections including 2013 and 2014 mid-year estimates;
- Alternative Population Scenario C: Sectors and London Paramount Indirect Sensitivity 2;
- Alternative Population Scenario D: Combination of B (for Medway) and C (for Gravesham) – This reflects advice given in the SHENA as to what targets the respective Council's should consider for their Objectively Assessed Housing Needs.

For further details regarding the demographic modelling for the above scenarios please refer to the Strategic Housing Market Assessment component of the SHENA.

For Bexley, Dartford, Maidstone, Sevenoaks, Swale and Tonbridge and Malling the alternative scenarios modelled do not take into consideration variances between the 2012 based SNPP and the population derived through future planned housing growth, these differences are set out below.

		2015	2020	2025	2028	2031
Bexley	ONS 2012 based SNPP	240,685	252,667	264,793	271,705	278,421
Bexley	GLA 2014 Projections based on SHLAA development assumptions, using the DCLG-linked model and long-term migration trends	239,213	242,644	247,174	247,936	247,790
Bexley	Difference	1,472	10,023	17,619	23,769	30,631
Dartford	ONS 2012 based SNPP	102,620	109,125	115,233	118,576	121,748
Dartford	KCC Housing Led forecasts (Oct 2015)	103,500	122,900	132,500	138,200	143,600
Dartford	Difference	-880	-13,775	-17,267	-19,624	-21,852
Maidstone	ONS 2012 based SNPP	162,587	171,650	180,177	184,855	189,265
Maidstone	KCC Housing Led forecasts (Oct 2015)	163,800	177,400	187,200	192,900	198,600
Maidstone	Difference	-1,213	-5,750	-7,023	-8,045	-9,335
Sevenoaks	ONS 2012 based SNPP	118,767	123,753	128,974	131,882	134,615
Sevenoaks	KCC Housing Led forecasts (Oct 2015)	118,800	122,500	132,000	137,200	142,400
Sevenoaks	Difference	-33	1,253	-3,026	-5,318	-7,785
Swale	ONS 2012 based SNPP	142,528	150,920	158,962	163,380	167,541
Swale	KCC Housing Led forecasts (Oct 2015)	142,400	148,200	156,800	161,600	166,300
Swale	Difference	128	2,720	2,162	1,780	1,241
Tonbridge and Malling	ONS 2012 based SNPP	125,380	131,706	137,926	141,313	144,525
Tonbridge and Malling	KCC Housing Led forecasts (Oct 2015)	125,600	133,200	140,600	144,900	149,000
Tonbridge and Malling	Difference	-220	-1,494	-2,674	-3,587	-4,475

It's clear from the above table that the ONS 2012 based population projections, project a higher population figure for Bexley and Swale than the GLA (Greater London Authority) projection for Bexley and KCC (Kent County Council) housing led forecast (Oct 2015). The difference for Bexley is quite pronounced, whilst the difference for Swale is negligible. Only a limited number of Bexley's OAs fall within the retail zones (Zone 1) used within this study, therefore the population difference identified makes little to no impact on the retail floorspace derived under the alternative population scenarios tested.

However when compared to the KCC housing led forecasts (Oct 2015), there is a significant difference between the data for Dartford, Maidstone, Sevenoaks and Tonbridge and Malling when compared to the ONS 2012 based SNPPs. The greatest difference (-21,852 persons) is identified for Dartford, this is not unexpected. The Dartford Retail and Commercial Retail Study July 2010[1], noted that…

[1] https://www.dartford.gov.uk/__data/assets/pdf_file/0016/63322/EB37DartfordRetailandCommericalLeisureStudy2010.pdf

"7.15 Dartford is expected to experience significant population growth over the period to 2026 with the South East Plan proposing a housing delivery of 17,340 dwellings between 2006 and 2026. It is important that the retail study reflects the magnitude and distribution of this growth within the Borough and in consultation with the Council and Kent County Council, we have sought to reconcile population estimates derived from Experian, Dartford Borough Council and Kent County Council to provide the best estimates of population growth."

In addition new residents were identified as having higher spending levels than existing residents, and it was noted that…

"7.21 It is envisaged that new housing growth in Dartford will change the socio-economic profile of the catchment area as new residents are likely to be more affluent and have higher spending levels. In all scenarios we have modelled the effect of the new population in Zones 1, 2, 7a and 10a having spending levels that are similar to the South East average spend per capita figures derived from Experian (£3,129 per capita for comparison goods and £1,951 for convenience goods in 2008 prices). Zone 9a will also experience planned population growth, however when South East average spending levels are applied, the expenditure per capita in this Zone decreases and therefore we have applied the 'unadjusted' per capita expenditure forecasts. Our assessment assumes that the existing populations spend will remain at existing levels (subject to annual growth as outlined above)."

An increase in population levels and spending levels translates into a greater need for floorspace as identified in Dartford's Retail and Commercial Retail Study, whilst it is accepted that internal migrants do move into new developments, new developments also include existing residents of the Borough and occupiers will have varying degrees of income. As a result the South East average spending levels are not taken into account in this work as such an approach is not considered to be robust given the prevailing economic climate.

Methodology/Explanatory Note, Source:
Gravesham Borough Council (November 2016)

Gravesham and Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Comparison Capacity Modelling
Alternative Population Scenario A

Table 8a
Comparison Goods Floorspace Capacity for Gravesham Borough

	COMPARISON GOODS					
	2015	2020	2025	2028	2031	2037
Total Available Expenditure (£m)	1,664.0	1,972.8	2,415.1	2,730.7	3,082.5	3,910.8
Market Share from Survey Area	12	12	12	12	12	12
Survey Area Residents Spending (town & district centres) (£m)	134.6	160.9	197.1	222.9	251.6	319.6
Survey Area Residents Spending (retail parks / foodstores) (£m)	66.0	78.9	96.7	109.4	123.6	157.1
Inflow of Expenditure (%)	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Inflow of Expenditure (£m)	10.6	12.6	15.5	17.5	19.7	25.1
TOTAL SPENDING (£m)	**211.2**	**252.4**	**309.3**	**349.8**	**395.0**	**501.8**
Existing Retail Floorspace (sq.m net)	42,621	42,621	42,621	42,621	42,621	42,621
Sales per sqm net £	4,955	5,378	5,836	6,130	6,438	7,103
Sales from Existing Floorspace (£000)	211.2	229.2	248.7	261.3	274.4	302.7
Sales from Commitments (£000)	0.0	43.6	47.3	49.7	52.2	57.6
Residual Spending to support new floorspace (£000)	0.0	-20.4	13.2	38.8	68.3	141.5
Sales per sq m net in new shops (£)	6,000	6,512	7,067	7,422	7,796	8,600
Capacity for new floorspace (sq.m net)	**0**	**-3,131**	**1,863**	**5,223**	**8,765**	**16,447**
Capacity for new floorspace (sq.m net, rounded)	**0**	**-3,100**	**1,900**	**5,200**	**8,800**	**16,400**

Assumes 1.65% pa growth in sales efficiency 2013-31

Table 8b
Comparison Goods Floorspace Capacity for Medway

	COMPARISON GOODS					
	2015	2020	2025	2028	2031	2037
Total Available Expenditure (£m)	1,664.0	1,972.8	2,415.1	2,730.7	3,082.5	3,910.8
Market Share from Survey Area	26	27	27	27	27	27
Survey Area Residents Spending (town & district centres) (£m)	430.0	538.9	657.7	742.6	837.3	1059.8
Survey Area Residents Spending (retail parks / foodstores) (£m)	171.3	214.6	261.9	295.7	333.4	421.9
Inflow of Expenditure (%)	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Inflow of Expenditure (£m)	31.6	39.7	48.4	54.6	61.6	78.0
TOTAL SPENDING (£m)	**632.9**	**793.2**	**968.0**	**1,092.9**	**1,232.3**	**1,559.7**
Existing Retail Floorspace (sq.m net)	111,734	111,734	111,734	111,734	111,734	111,734
Sales per sqm net £	5,665	6,148	6,672	7,008	7,360	8,120
Sales from Existing Floorspace (£m)	632.9	686.9	745.5	783.0	822.4	907.3
Sales from Commitments (£m)	0.0	66.7	72.4	76.0	79.9	88.1
Residual Spending to support new floorspace (£m)	0.0	39.6	150.1	233.9	330.0	564.4
Sales per sq m net in new shops (£)	6,000	6,512	7,067	7,422	7,796	8,600
Capacity for new floorspace (sq.m net)	**0**	**6,075**	**21,237**	**31,509**	**42,329**	**65,620**
Capacity for new floorspace (sq.m net, rounded)	**0**	**6,100**	**21,200**	**31,500**	**42,300**	**65,600**

Assumes 1.65% pa growth in sales efficiency 2013-31

Gravesham and Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Comparison Capacity Modelling
Alternative Population Scenario B

Table 8a
Comparison Goods Floorspace Capacity for Gravesham Borough

	COMPARISON GOODS					
	2015	2020	2025	2028	2031	2037
Total Available Expenditure (£m)	1,664.5	1,975.8	2,420.5	2,738.1	3,092.1	3,926.2
Market Share from Survey Area	12	12	12	12	12	12
Survey Area Residents Spending (town & district centres) (£m)	134.6	160.3	195.8	221.1	249.4	316.2
Survey Area Residents Spending (retail parks / foodstores) (£m)	66.0	78.6	96.1	108.6	122.5	155.5
Inflow of Expenditure (%)	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Inflow of Expenditure (£m)	10.6	12.6	15.4	17.4	19.6	24.8
TOTAL SPENDING (£m)	**211.2**	**251.5**	**307.3**	**347.0**	**391.5**	**496.6**
Existing Retail Floorspace (sq.m net)	42,621	42,621	42,621	42,621	42,621	42,621
Sales per sqm net £	4,955	5,378	5,836	6,130	6,438	7,103
Sales from Existing Floorspace (£000)	211.2	229.2	248.7	261.3	274.4	302.7
Sales from Commitments (£000)	0.0	43.6	47.3	49.7	52.2	57.6
Residual Spending to support new floorspace (£000)	0.0	-21.3	11.2	36.1	64.9	136.2
Sales per sq m net in new shops (£)	6,000	6,512	7,067	7,422	7,796	8,600
Capacity for new floorspace (sq.m net)	**0**	**-3,278**	**1,581**	**4,858**	**8,319**	**15,842**
Capacity for new floorspace (sq.m net, rounded)	**0**	**-3,300**	**1,600**	**4,900**	**8,300**	**15,800**

Assumes 1.65% pa growth in sales efficiency 2013-31

Table 8b
Comparison Goods Floorspace Capacity for Medway

	COMPARISON GOODS					
	2015	2020	2025	2028	2031	2037
Total Available Expenditure (£m)	1,664.5	1,975.8	2,420.5	2,738.1	3,092.1	3,926.2
Market Share from Survey Area	26	27	27	27	27	27
Survey Area Residents Spending (town & district centres) (£m)	430.0	541.5	662.7	749.4	846.1	1073.5
Survey Area Residents Spending (retail parks / foodstores) (£m)	171.3	215.6	263.8	298.3	336.8	427.2
Inflow of Expenditure (%)	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Inflow of Expenditure (£m)	31.6	39.8	48.8	55.1	62.3	79.0
TOTAL SPENDING (£m)	**632.9**	**796.9**	**975.2**	**1,102.8**	**1,245.1**	**1,579.7**
Existing Retail Floorspace (sq.m net)	111,734	111,734	111,734	111,734	111,734	111,734
Sales per sqm net £	5,665	6,148	6,672	7,008	7,360	8,120
Sales from Existing Floorspace (£m)	632.9	686.9	745.5	783.0	822.4	907.3
Sales from Commitments (£m)	0.0	66.7	72.4	76.0	79.9	88.1
Residual Spending to support new floorspace (£m)	0.0	43.3	157.4	243.8	342.9	584.3
Sales per sq m net in new shops (£)	6,000	6,512	7,067	7,422	7,796	8,600
Capacity for new floorspace (sq.m net)	**0**	**6,652**	**22,267**	**32,841**	**43,979**	**67,944**
Capacity for new floorspace (sq.m net, rounded)	**0**	**6,700**	**22,300**	**32,800**	**44,000**	**67,900**

Assumes 1.65% pa growth in sales efficiency 2013-31

Gravesham and Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Comparison Capacity Modelling
Alternative Population Scenario C

Table 8a
Comparison Goods Floorspace Capacity for Gravesham Borough

	COMPARISON GOODS					
	2015	2020	2025	2028	2031	2037
Total Available Expenditure (£m)	1,660.9	1,971.1	2,427.8	2,744.9	3,096.2	3,891.1
Market Share from Survey Area	12	12	12	12	12	12
Survey Area Residents Spending (town & district centres) (£m)	134.6	161.4	201.7	228.9	259.2	325.4
Survey Area Residents Spending (retail parks / foodstores) (£m)	66.0	79.1	98.8	112.2	127.0	159.7
Inflow of Expenditure (%)	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Inflow of Expenditure (£m)	10.6	12.7	15.8	18.0	20.3	25.5
TOTAL SPENDING (£m)	**211.2**	**253.1**	**316.3**	**359.0**	**406.5**	**510.7**
Existing Retail Floorspace (sq.m net)	42,621	42,621	42,621	42,621	42,621	42,621
Sales per sqm net £	4,955	5,378	5,836	6,130	6,438	7,103
Sales from Existing Floorspace (£000)	211.2	229.2	248.7	261.3	274.4	302.7
Sales from Commitments (£000)	0.0	43.6	47.3	49.7	52.2	57.6
Residual Spending to support new floorspace (£000)	0.0	-19.7	20.2	48.0	79.9	150.3
Sales per sq m net in new shops (£)	6,000	6,512	7,067	7,422	7,796	8,600
Capacity for new floorspace (sq.m net)	**0**	**-3,026**	**2,861**	**6,471**	**10,246**	**17,479**
Capacity for new floorspace (sq.m net, rounded)	**0**	**-3,000**	**2,900**	**6,500**	**10,200**	**17,500**

Assumes 1.65% pa growth in sales efficiency 2013-31

Table 8b
Comparison Goods Floorspace Capacity for Medway

	COMPARISON GOODS					
	2015	2020	2025	2028	2031	2037
Total Available Expenditure (£m)	1,660.9	1,971.1	2,427.8	2,744.9	3,096.2	3,891.1
Market Share from Survey Area	26	27	27	27	27	27
Survey Area Residents Spending (town & district centres) (£m)	430.0	537.2	656.5	739.8	831.8	1039.8
Survey Area Residents Spending (retail parks / foodstores) (£m)	171.3	214.0	261.6	294.8	331.5	414.3
Inflow of Expenditure (%)	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Inflow of Expenditure (£m)	31.6	39.5	48.3	54.5	61.2	76.5
TOTAL SPENDING (£m)	**632.9**	**790.8**	**966.5**	**1,089.1**	**1,224.5**	**1,530.7**
Existing Retail Floorspace (sq.m net)	111,734	111,734	111,734	111,734	111,734	111,734
Sales per sqm net £	5,665	6,148	6,672	7,008	7,360	8,120
Sales from Existing Floorspace (£m)	632.9	686.9	745.5	783.0	822.4	907.3
Sales from Commitments (£m)	0.0	66.7	72.4	76.0	79.9	88.1
Residual Spending to support new floorspace (£m)	0.0	37.1	148.6	230.0	322.2	535.3
Sales per sq m net in new shops (£)	6,000	6,512	7,067	7,422	7,796	8,600
Capacity for new floorspace (sq.m net)	**0**	**5,703**	**21,030**	**30,990**	**41,336**	**62,246**
Capacity for new floorspace (sq.m net, rounded)	**0**	**5,700**	**21,000**	**31,000**	**41,300**	**62,200**

Assumes 1.65% pa growth in sales efficiency 2013-31

Gravesham and Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Comparison Capacity Modelling
Alternative Population Scenario D

Table 8a
Comparison Goods Floorspace Capacity for Gravesham Borough

	COMPARISON GOODS					
	2015	2020	2025	2028	2031	2037
Total Available Expenditure (£m)	1,663.9	1,979.7	2,440.6	2,764.8	3,125.8	3,959.5
Market Share from Survey Area	12	12	12	12	12	12
Survey Area Residents Spending (town & district centres) (£m)	134.6	161.5	201.8	229.2	259.6	326.3
Survey Area Residents Spending (retail parks / foodstores) (£m)	66.0	79.2	98.9	112.3	127.2	160.1
Inflow of Expenditure (%)	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Inflow of Expenditure (£m)	10.6	12.7	15.8	18.0	20.4	25.6
TOTAL SPENDING (£m)	**211.2**	**253.3**	**316.6**	**359.4**	**407.1**	**512.0**
Existing Retail Floorspace (sq.m net)	42,621	42,621	42,621	42,621	42,621	42,621
Sales per sqm net £	4,955	5,378	5,836	6,130	6,438	7,103
Sales from Existing Floorspace (£000)	211.2	229.2	248.7	261.3	274.4	302.7
Sales from Commitments (£000)	0.0	43.6	47.3	49.7	52.2	57.6
Residual Spending to support new floorspace (£000)	0.0	-19.5	20.5	48.4	80.5	151.7
Sales per sq m net in new shops (£)	6,000	6,512	7,067	7,422	7,796	8,600
Capacity for new floorspace (sq.m net)	**0**	**-2,999**	**2,897**	**6,524**	**10,321**	**17,637**
Capacity for new floorspace (sq.m net, rounded)	**0**	**-3,000**	**2,900**	**6,500**	**10,300**	**17,600**

Assumes 1.65% pa growth in sales efficiency 2013-31

Table 8b
Comparison Goods Floorspace Capacity for Medway

	COMPARISON GOODS					
	2015	2020	2025	2028	2031	2037
Total Available Expenditure (£m)	1,663.9	1,979.7	2,440.6	2,764.8	3,125.8	3,959.5
Market Share from Survey Area	26	27	27	27	27	27
Survey Area Residents Spending (town & district centres) (£m)	430.0	541.5	662.9	749.7	846.5	1073.9
Survey Area Residents Spending (retail parks / foodstores) (£m)	171.3	215.7	264.1	298.7	337.3	427.7
Inflow of Expenditure (%)	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%
Inflow of Expenditure (£m)	31.6	39.9	48.8	55.2	62.3	79.0
TOTAL SPENDING (£m)	**632.9**	**797.1**	**975.8**	**1,103.6**	**1,246.1**	**1,580.7**
Existing Retail Floorspace (sq.m net)	111,734	111,734	111,734	111,734	111,734	111,734
Sales per sqm net £	5,665	6,148	6,672	7,008	7,360	8,120
Sales from Existing Floorspace (£m)	632.9	686.9	745.5	783.0	822.4	907.3
Sales from Commitments (£m)	0.0	66.7	72.4	76.0	79.9	88.1
Residual Spending to support new floorspace (£m)	0.0	43.4	158.0	244.6	343.9	585.3
Sales per sq m net in new shops (£)	6,000	6,512	7,067	7,422	7,796	8,600
Capacity for new floorspace (sq.m net)	**0**	**6,670**	**22,352**	**32,948**	**44,108**	**68,060**
Capacity for new floorspace (sq.m net, rounded)	**0**	**6,700**	**22,400**	**32,900**	**44,100**	**68,100**

Assumes 1.65% pa growth in sales efficiency 2013-31

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling

Alternative Population Scenario A

Table 8a: Gravesham District 'need'

	CONVENIENCE GOODS					
	2015	2020	2025	2028	2031	2037
Residents Spending in Gravesham District (£m)	249.1	265.6	283.1	294.2	304.8	327.6
Existing Shop Floorspace within Gravesham District (sq.m net)	17,462	17,462	17,462	17,462	17,462	17,462
Sales per sqm net £	14,268	10,438	10,596	10,692	10,788	10,984
Sales from Existing Floorspace (£m)	249.1	182.3	185.0	186.7	188.4	191.8
Sales from Committed Floorspace (£m)	0	49.2	49.9	50.4	50.8	50.8
Residual Spending to support new shops (£m)	0.0	34.1	48.1	57.1	65.6	84.9
Sales per sqm net in new shops (£) Based on large store format	12,000	12,181	12,365	12,477	12,589	12,817
Capacity for new floorspace (sq.m net)	**0**	**2,802**	**3,894**	**4,574**	**5,211**	**6,626**
Capacity for new floorspace (sq.m net, rounded)	**0**	**2,800**	**3,900**	**4,600**	**5,200**	**6,600**

Assumes growth in sales efficiency of 0.3% per annum, 2015-31

Table 8b: Medway 'need'

	CONVENIENCE GOODS					
	2015	2020	2025	2028	2031	2037
Residents Spending in Medway (£m)	487.0	516.5	548.2	568.5	588.1	629.4
Existing Shop Floorspace within Medway (sq.m net)	41,227	41,227	41,227	41,227	41,227	41,227
Sales per sqm net £	11,813	9,063	9,199	9,282	9,366	9,536
Sales from Existing Floorspace (£m)	487.0	373.6	379.3	382.7	386.1	393.1
Sales from Committed Floorspace (£m)	0.0	40.8	41.4	41.8	42.2	42.9
Residual Spending to support new shops (£m)	0.0	102.1	127.5	144.1	159.8	193.3
Sales per sqm net in new shops (£) Based on large store format	12,000	12,181	12,365	12,477	12,589	12,817
Capacity for new floorspace (sq.m net)	**0**	**8,381**	**10,315**	**11,546**	**12,696**	**15,082**
Capacity for new floorspace (sq.m net, rounded)	**0**	**8,400**	**10,300**	**11,500**	**12,700**	**15,100**

Assumes growth in sales efficiency of 0.3% per annum, 2015-31

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling

Alternative Population Scenario B

Table 8a: Gravesham District 'need'

	CONVENIENCE GOODS					
	2015	2020	2025	2028	2031	2037
Residents Spending in Gravesham District (£m)	248.9	264.5	281.1	291.7	301.9	323.9
Existing Shop Floorspace within Gravesham District (sq.m net)	17,462	17,462	17,462	17,462	17,462	17,462
Sales per sqm net £	14,256	10,438	10,596	10,692	10,788	10,984
Sales from Existing Floorspace (£m)	248.9	182.3	185.0	186.7	188.4	191.8
Sales from Committed Floorspace (£m)	0	49.2	49.9	50.4	50.8	50.8
Residual Spending to support new shops (£m)	0.0	33.0	46.2	54.6	62.7	81.2
Sales per sqm net in new shops (£) Based on large store format	12,000	12,181	12,365	12,477	12,589	12,817
Capacity for new floorspace (sq.m net)	**0**	**2,712**	**3,734**	**4,376**	**4,980**	**6,339**
Capacity for new floorspace (sq.m net, rounded)	**0**	**2,700**	**3,700**	**4,400**	**5,000**	**6,300**

Assumes growth in sales efficiency of 0.3% per annum, 2015-31

Table 8b: Medway 'need'

	CONVENIENCE GOODS					
	2015	2020	2025	2028	2031	2037
Residents Spending in Medway (£m)	487.5	519.0	552.4	573.8	594.4	637.7
Existing Shop Floorspace within Medway (sq.m net)	41,227	41,227	41,227	41,227	41,227	41,227
Sales per sqm net £	11,824	9,063	9,199	9,282	9,366	9,536
Sales from Existing Floorspace (£m)	487.5	373.6	379.3	382.7	386.1	393.1
Sales from Committed Floorspace (£m)	0.0	40.8	41.4	41.8	42.2	42.9
Residual Spending to support new shops (£m)	0.0	104.6	131.8	149.3	166.1	201.6
Sales per sqm net in new shops (£) Based on large store format	12,000	12,181	12,365	12,477	12,589	12,817
Capacity for new floorspace (sq.m net)	**0**	**8,587**	**10,657**	**11,969**	**13,197**	**15,727**
Capacity for new floorspace (sq.m net, rounded)	**0**	**8,600**	**10,700**	**12,000**	**13,200**	**15,700**

Assumes growth in sales efficiency of 0.3% per annum, 2015-31

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling

Alternative Population Scenario C

Table 8a: Gravesham District 'need'

	CONVENIENCE GOODS					
	2015	2020	2025	2028	2031	2037
Residents Spending in Gravesham District (£m)	248.6	266.4	289.8	302.3	314.2	333.8
Existing Shop Floorspace within Gravesham District (sq.m net)	17,462	17,462	17,462	17,462	17,462	17,462
Sales per sqm net £	14,235	10,438	10,596	10,692	10,788	10,984
Sales from Existing Floorspace (£m)	248.6	182.3	185.0	186.7	188.4	191.8
Sales from Committed Floorspace (£m)	0	49.2	49.9	50.4	50.8	50.8
Residual Spending to support new shops (£m)	0.0	34.9	54.9	65.2	74.9	91.2
Sales per sqm net in new shops (£) Based on large store format	12,000	12,181	12,365	12,477	12,589	12,817
Capacity for new floorspace (sq.m net)	**0**	**2,866**	**4,438**	**5,226**	**5,953**	**7,113**
Capacity for new floorspace (sq.m net, rounded)	**0**	**2,900**	**4,400**	**5,200**	**6,000**	**7,100**

Assumes growth in sales efficiency of 0.3% per annum, 2015-31

Table 8b: Medway 'need'

	CONVENIENCE GOODS					
	2015	2020	2025	2028	2031	2037
Residents Spending in Medway (£m)	485.9	514.9	547.2	566.3	584.1	617.4
Existing Shop Floorspace within Medway (sq.m net)	41,227	41,227	41,227	41,227	41,227	41,227
Sales per sqm net £	11,785	9,063	9,199	9,282	9,366	9,536
Sales from Existing Floorspace (£m)	485.9	373.6	379.3	382.7	386.1	393.1
Sales from Committed Floorspace (£m)	0.0	40.8	41.4	41.8	42.2	42.9
Residual Spending to support new shops (£m)	0.0	100.5	126.5	141.8	155.8	181.3
Sales per sqm net in new shops (£) Based on large store format	12,000	12,181	12,365	12,477	12,589	12,817
Capacity for new floorspace (sq.m net)	**0**	**8,248**	**10,231**	**11,365**	**12,377**	**14,143**
Capacity for new floorspace (sq.m net, rounded)	**0**	**8,200**	**10,200**	**11,400**	**12,400**	**14,100**

Assumes growth in sales efficiency of 0.3% per annum, 2015-31

Gravesham & Medway District Councils
North Kent SHENA - Retail & Commercial Leisure Assessment 2015
Convenience Capacity Modelling

Alternative Population Scenario D

Table 8a: Gravesham District 'need'

	CONVENIENCE GOODS					
	2015	2020	2025	2028	2031	2037
Residents Spending in Gravesham District (£m)	248.6	266.5	290.0	302.5	314.4	334.4
Existing Shop Floorspace within Gravesham District (sq.m net)	17,462	17,462	17,462	17,462	17,462	17,462
Sales per sqm net £	14,238	10,438	10,596	10,692	10,788	10,984
Sales from Existing Floorspace (£m)	248.6	182.3	185.0	186.7	188.4	191.8
Sales from Committed Floorspace (£m)	0	49.2	49.9	50.4	50.8	50.8
Residual Spending to support new shops (£m)	0.0	35.0	55.0	65.4	75.2	91.7
Sales per sqm net in new shops (£) Based on large store format	12,000	12,181	12,365	12,477	12,589	12,817
Capacity for new floorspace (sq.m net)	**0**	**2,875**	**4,450**	**5,243**	**5,975**	**7,156**
Capacity for new floorspace (sq.m net, rounded)	**0**	**2,900**	**4,500**	**5,200**	**6,000**	**7,200**

Assumes growth in sales efficiency of 0.3% per annum, 2015-31

Table 8b: Medway 'need'

	CONVENIENCE GOODS					
	2015	2020	2025	2028	2031	2037
Residents Spending in Medway (£m)	487.5	519.0	552.5	573.9	594.6	637.8
Existing Shop Floorspace within Medway (sq.m net)	41,227	41,227	41,227	41,227	41,227	41,227
Sales per sqm net £	11,824	9,063	9,199	9,282	9,366	9,536
Sales from Existing Floorspace (£m)	487.5	373.6	379.3	382.7	386.1	393.1
Sales from Committed Floorspace (£m)	0.0	40.8	41.4	41.8	42.2	42.9
Residual Spending to support new shops (£m)	0.0	104.6	131.9	149.4	166.3	201.7
Sales per sqm net in new shops (£) Based on large store format	12,000	12,181	12,365	12,477	12,589	12,817
Capacity for new floorspace (sq.m net)	**0**	**8,589**	**10,664**	**11,977**	**13,206**	**15,735**
Capacity for new floorspace (sq.m net, rounded)	**0**	**8,600**	**10,700**	**12,000**	**13,200**	**15,700**

Assumes growth in sales efficiency of 0.3% per annum, 2015-31

Plans

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Plan 1
Survey Area

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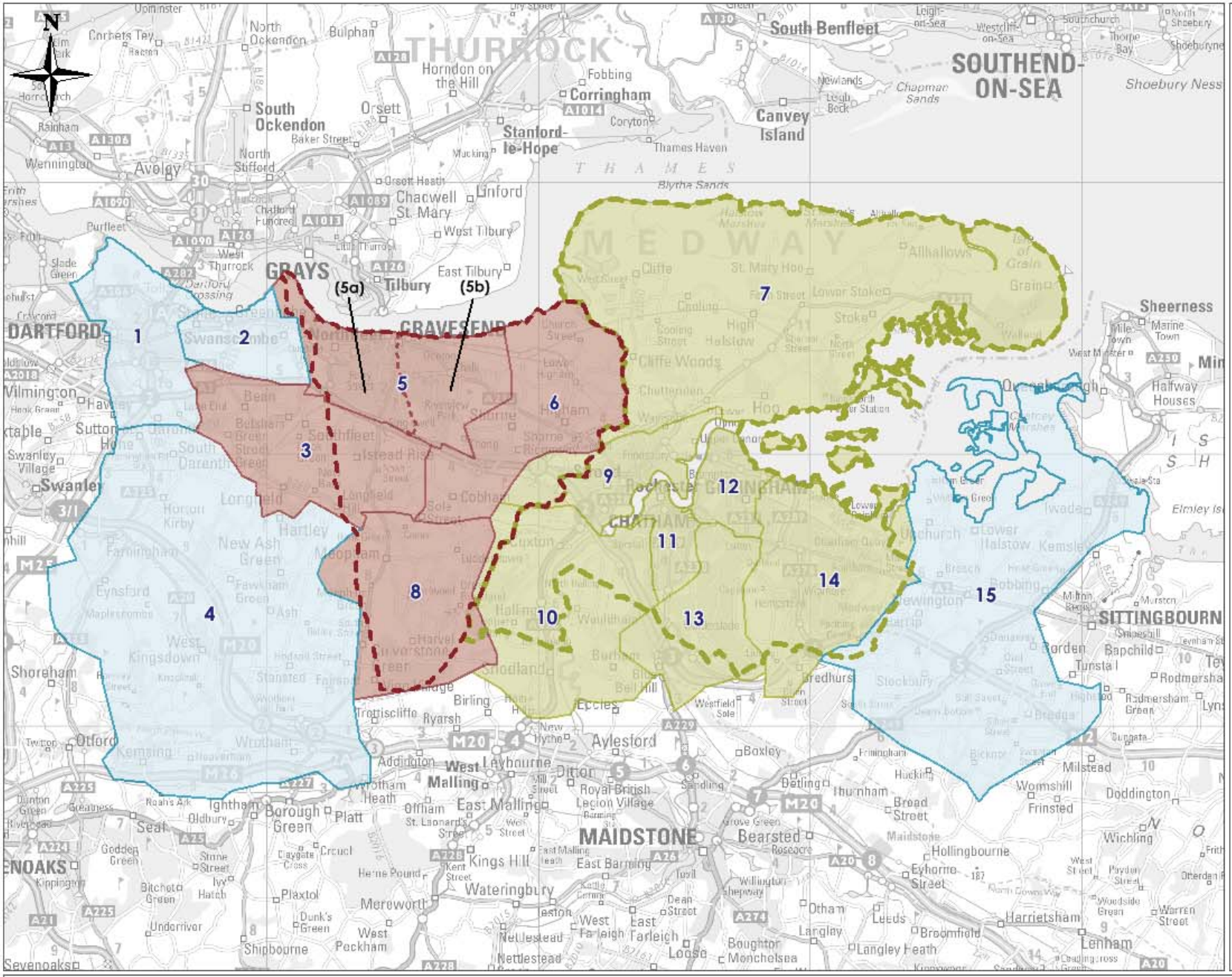

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Study area and Survey Zones (with Zone 5 split)

Key

- Gravesham boundary
- Medway boundary
- Zone within Gravesham
- Zone within Medway
- Other zone

Zone	Postal Sectos
1	DA1 1/5, DA2 6/7 (part)
2	DA9 9, DA10 0
3	DA2 8, DA3 7, DA13 9
4	DA3 8, DA4 0/9, TN15 6/7
5*	DA11 0/7/8/9, DA12 1/2/4/5
6	DA12 3, ME3 7 (part)
7	ME3 0/8/9, ME3 7 (part)
8	DA13 0
9	ME2 2/3/4
10	ME1 3, ME2 1, ME6 5
11	ME1 1/2, ME4 6
12	ME4 3/4, ME7 1/4/5
13	ME4 5, ME5 0/7/8/9
14	ME7 2/3, ME8 0/6/7/8/9
15	ME9 7/8

* Zone 5 has been sub-divided between urban (Zone 5a) and rural (Zone 5b) areas for the purposes of our analysis.

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Plan 2
Expenditure
Leakage

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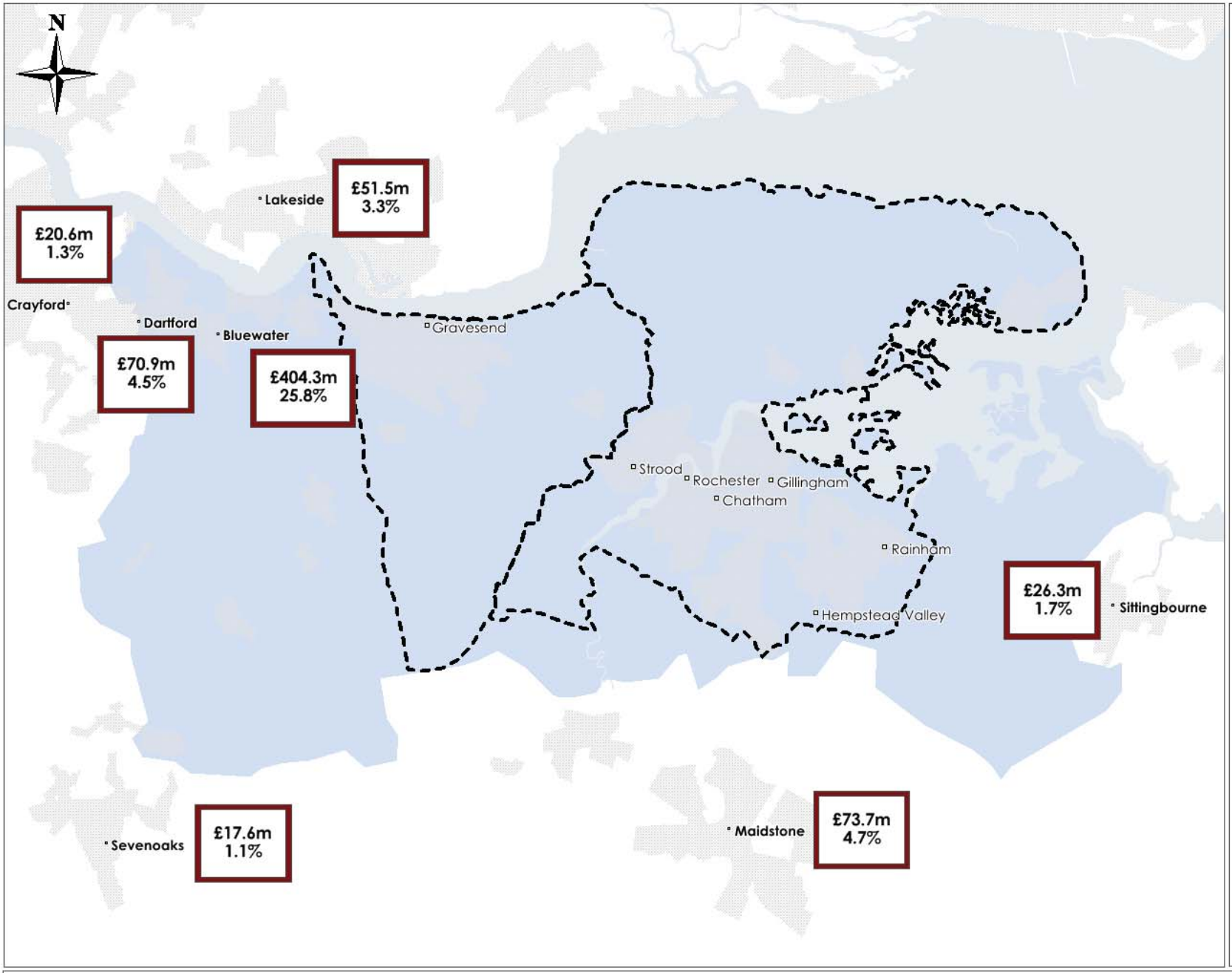

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Comparison Goods Expenditure Leakage to Competing Centres

Key

- Gravesham & Medway district boundaries
- Study Area
- Expenditure flow to centre outside Gravesham or Medway

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Plan 3
Morrisons Northfleet Market Share

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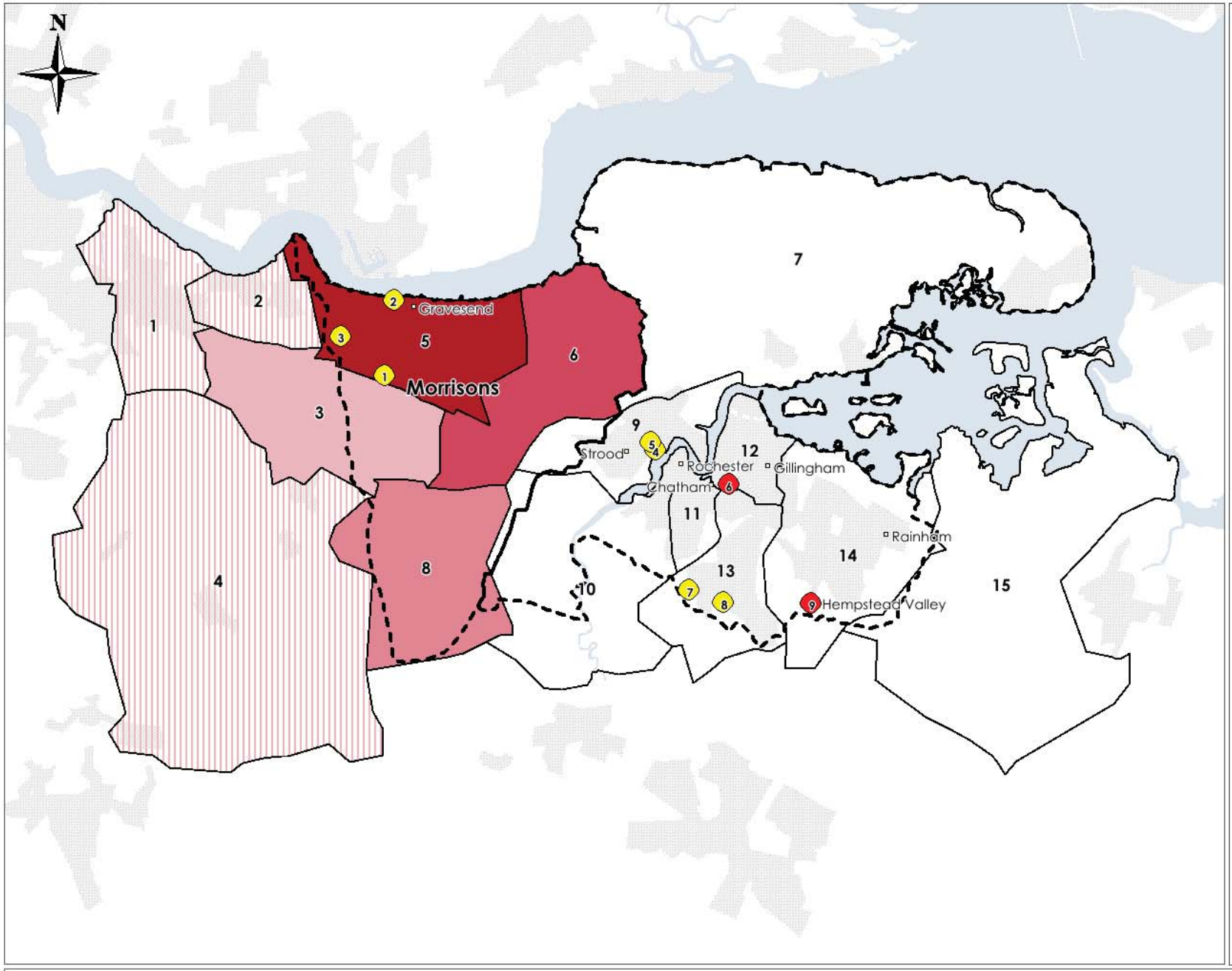

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Morrisons, Northfleet Convenience Goods Market Share

Key

Gravesham & Medway district boundaries

Foodstores

In-centre

Out-of-centre

Ref	Store
1	Morrisons, Coldharbour Rd, Northfleet
2	Asda, Imperial Retail Pk, Gravesend
3	Sainsburys, Wingfield Bank, Northfleet
4	Morrisons, Knight Road, Strood
5	Tesco, Charles Street, Strood
6	Tesco, The Brook, Chatham
7	Asda, Maidstone Rd, Chatham
8	Morrisons, Princes Ave, Walderslade
9	Sainsburys, Hempstead Valley Drive, Hempstead, Gillingham

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 25
- 25 - 35

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Plan 4
Asda
Gravesend
Market Share

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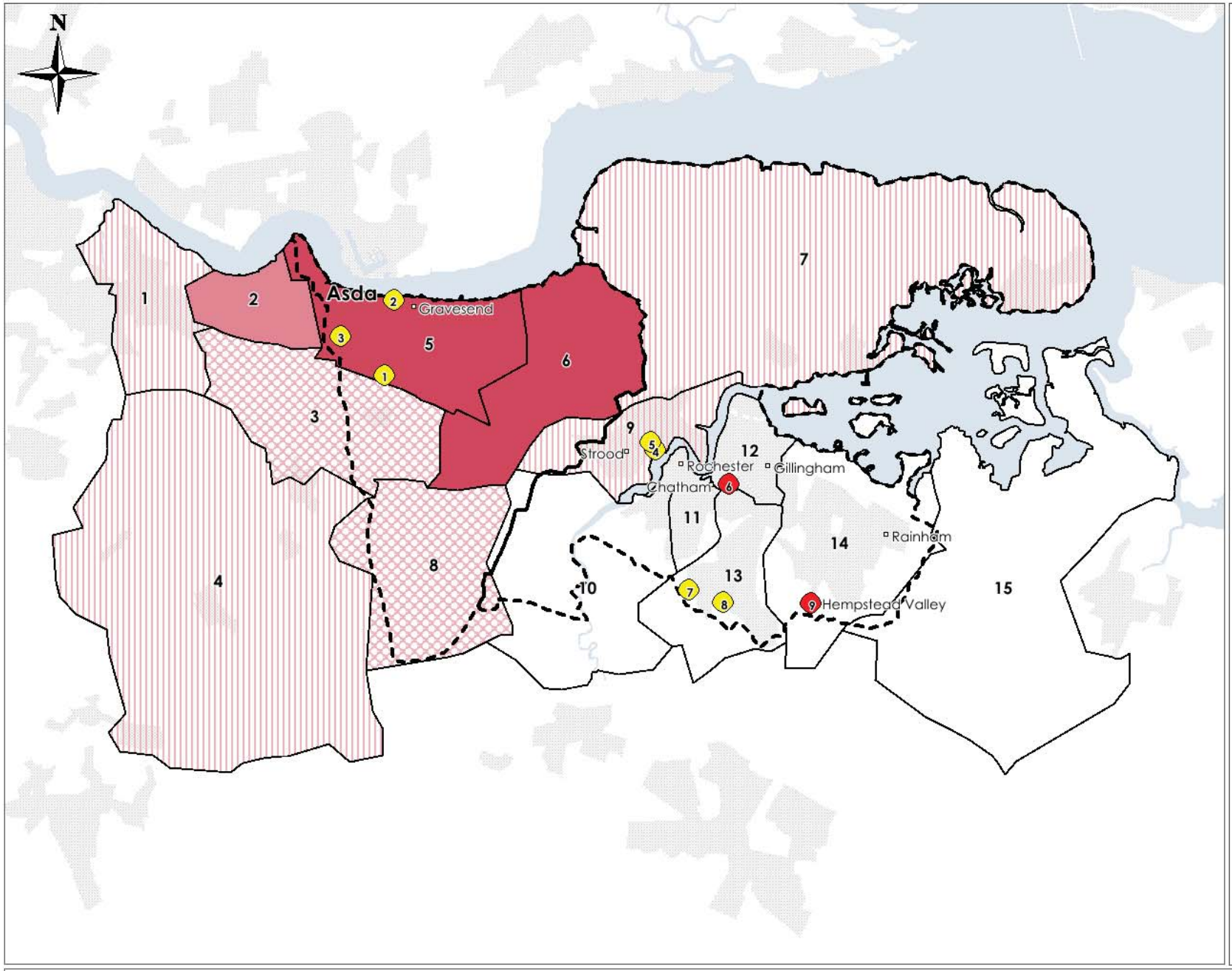

BILFINGER | GVA

Asda, Gravesend Convenience Goods Market Share

Key

Gravesham & Medway district boundaries

Foodstores

In-centre

Out-of-centre

Ref	Store
1	Morrisons, Coldharbour Rd, Northfleet
2	Asda, Imperial Retail Pk, Gravesend
3	Sainsburys, Wingfield Bank, Northfleet
4	Morrisons, Knight Road, Strood
5	Tesco, Charles Street, Strood
6	Tesco, The Brook, Chatham
7	Asda, Maidstone Rd, Chatham
8	Morrisons, Princes Ave, Walderslade
9	Sainsburys, Hempstead Valley Drive, Hempstead, Gillingham

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 25
- 25 - 35

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Plan 5
Sainsburys Northfleet Market Share

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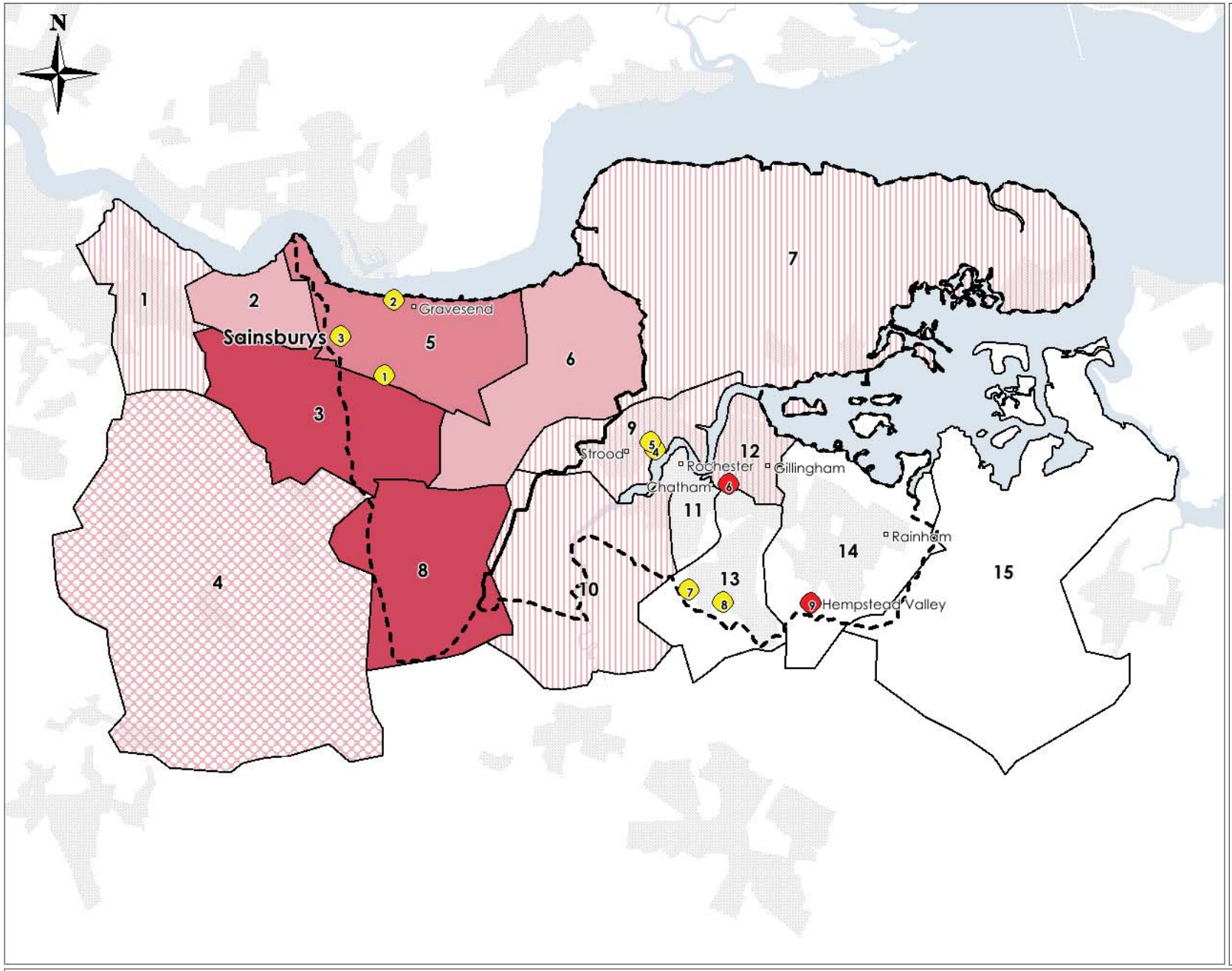

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Sainsburys, Northfleet Convenience Goods Market Share

Key

Gravesham & Medway district boundaries

Foodstores

In-centre

Out-of-centre

Ref	Store
1	Morrisons, Coldharbour Rd, Northfleet
2	Asda, Imperial Retail Pk, Gravesend
3	Sainsburys, Wingfield Bank, Northfleet
4	Morrisons, Knight Road, Strood
5	Tesco, Charles Street, Strood
6	Tesco, The Brook, Chatham
7	Asda, Maidstone Rd, Chatham
8	Morrisons, Princes Ave, Walderslade
9	Sainsburys, Hempstead Valley Drive, Hempstead, Gillingham

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 25
- 25 - 35

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Plan 6
Morrisons
Strood Market
Share

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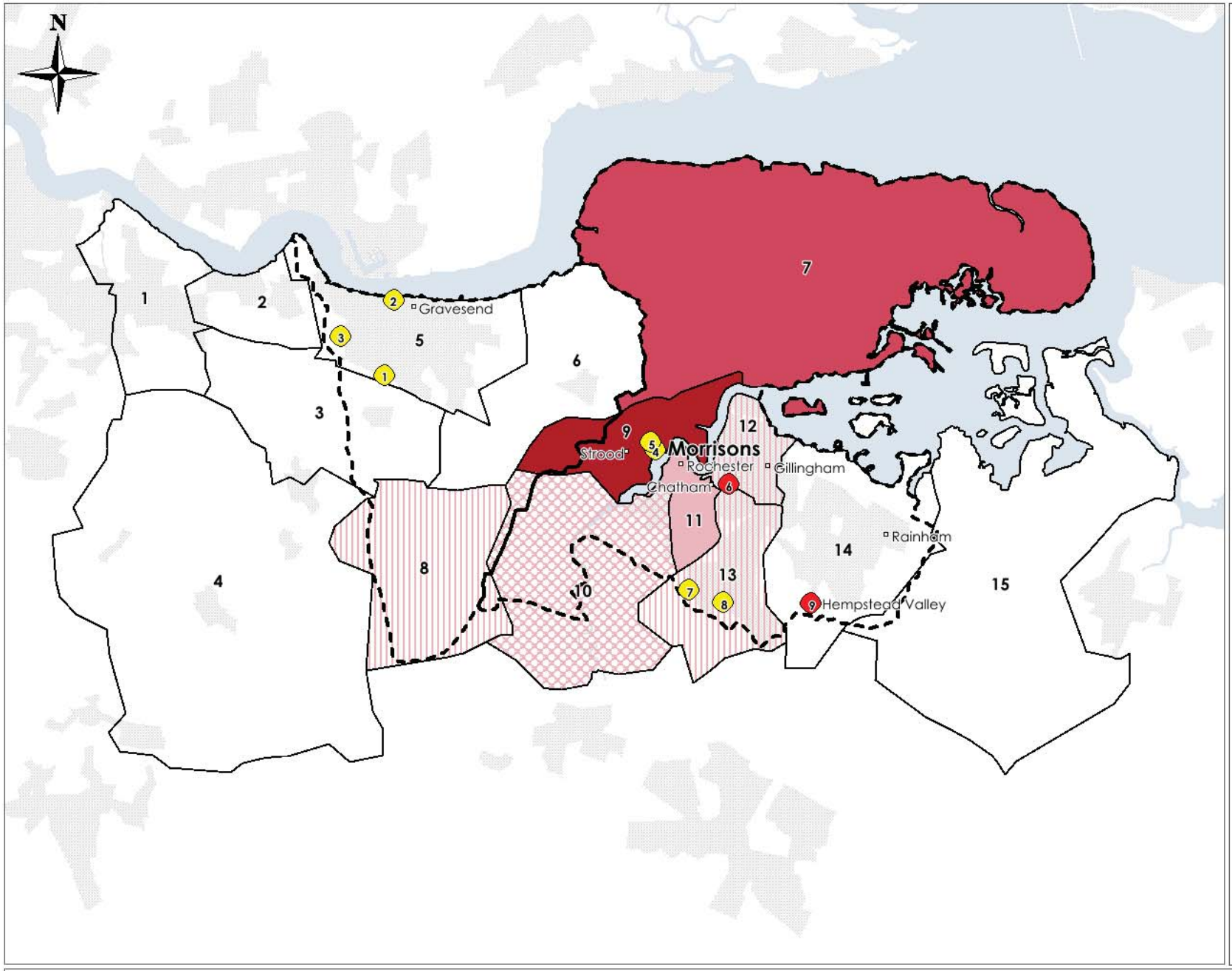

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Morrisons, Strood Convenience Goods Market Share

Key

Gravesham & Medway district boundaries

Foodstores

In-centre

Out-of-centre

Ref	Store
1	Morrisons, Coldharbour Rd, Northfleet
2	Asda, Imperial Retail Pk, Gravesend
3	Sainsburys, Wingfield Bank, Northfleet
4	Morrisons, Knight Road, Strood
5	Tesco, Charles Street, Strood
6	Tesco, The Brook, Chatham
7	Asda, Maidstone Rd, Chatham
8	Morrisons, Princes Ave, Walderslade
9	Sainsburys, Hempstead Valley Drive, Hempstead, Gillingham

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 25
- 25 - 35

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Plan 7
Tesco Strood Market Share

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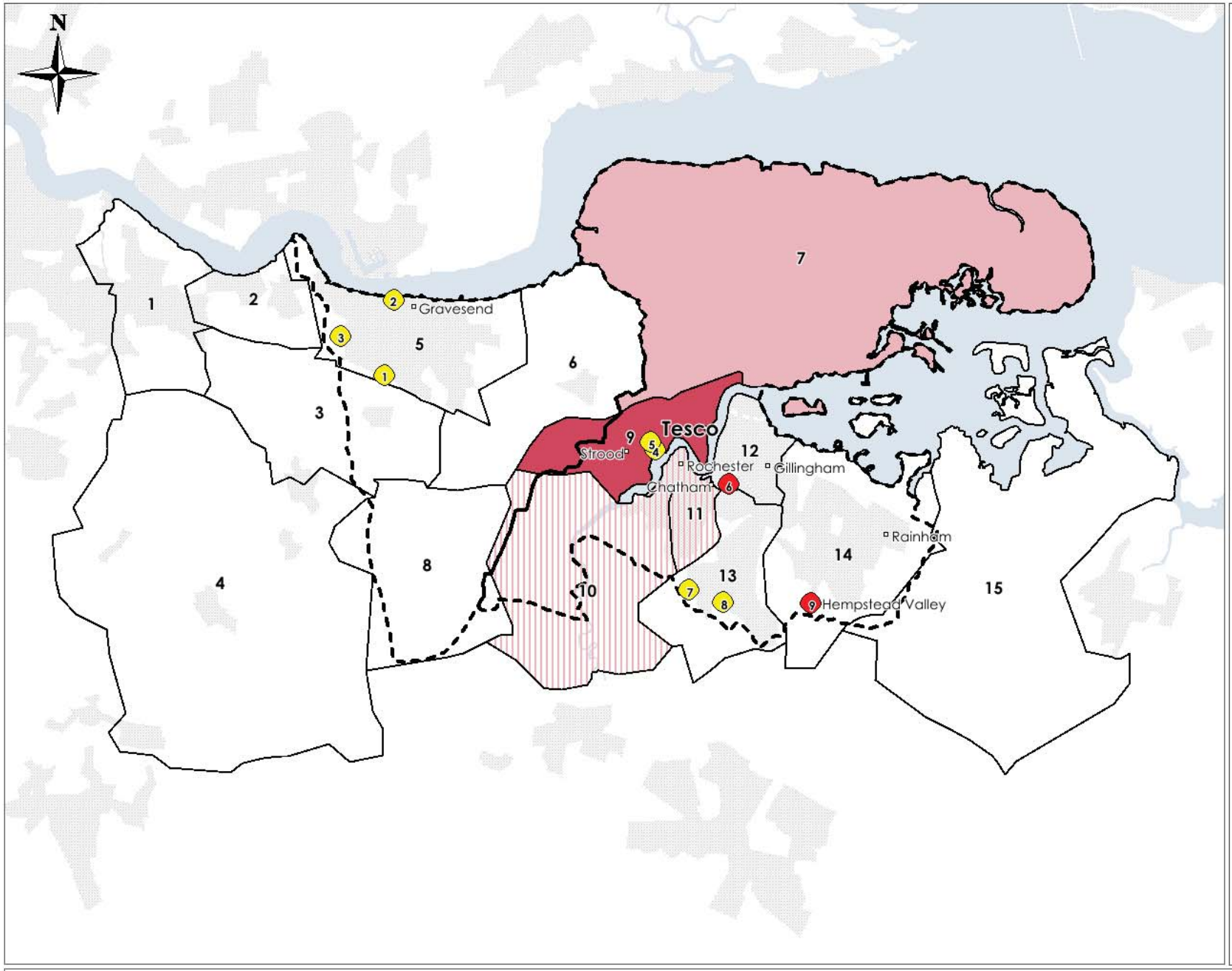

BILFINGER | GVA

Tesco, Strood Convenience Goods Market Share

Key

Gravesham & Medway district boundaries

Foodstores

In-centre

Out-of-centre

Ref	Store
1	Morrisons, Coldharbour Rd, Northfleet
2	Asda, Imperial Retail Pk, Gravesend
3	Sainsburys, Wingfield Bank, Northfleet
4	Morrisons, Knight Road, Strood
5	Tesco, Charles Street, Strood
6	Tesco, The Brook, Chatham
7	Asda, Maidstone Rd, Chatham
8	Morrisons, Princes Ave, Walderslade
9	Sainsburys, Hempstead Valley Drive, Hempstead, Gillingham

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 25
- 25 - 35

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Plan 8
Tesco
Chatham
Market Share

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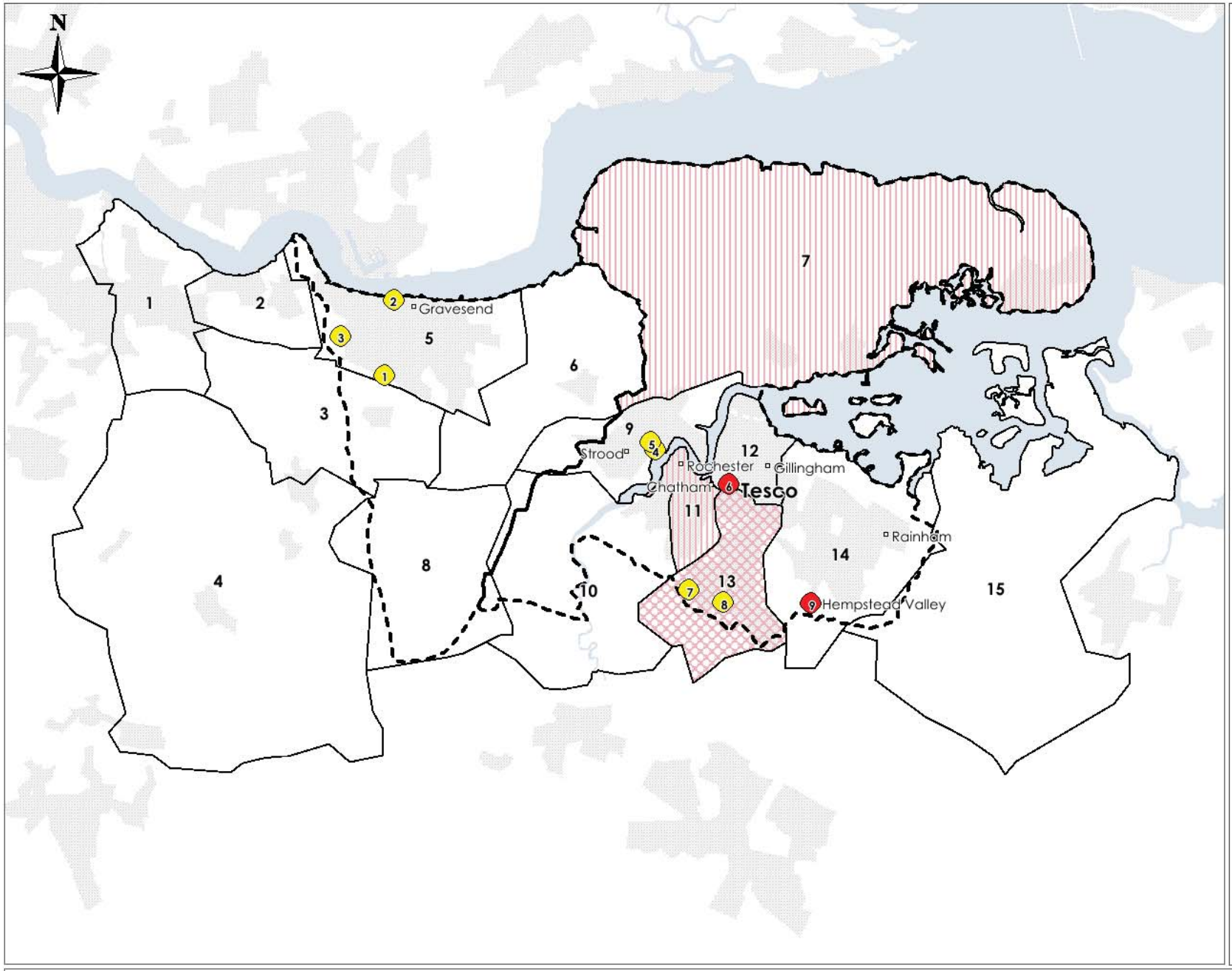

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Tesco, Chatham Convenience Goods Market Share

Key

Gravesham & Medway district boundaries

Foodstores

In-centre

Out-of-centre

Ref	Store
1	Morrisons, Coldharbour Rd, Northfleet
2	Asda, Imperial Retail Pk, Gravesend
3	Sainsburys, Wingfield Bank, Northfleet
4	Morrisons, Knight Road, Strood
5	Tesco, Charles Street, Strood
6	Tesco, The Brook, Chatham
7	Asda, Maidstone Rd, Chatham
8	Morrisons, Princes Ave, Walderslade
9	Sainsburys, Hempstead Valley Drive, Hempstead, Gillingham

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 25
- 25 - 35

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Plan 9
Asda
Chatham
Market Share

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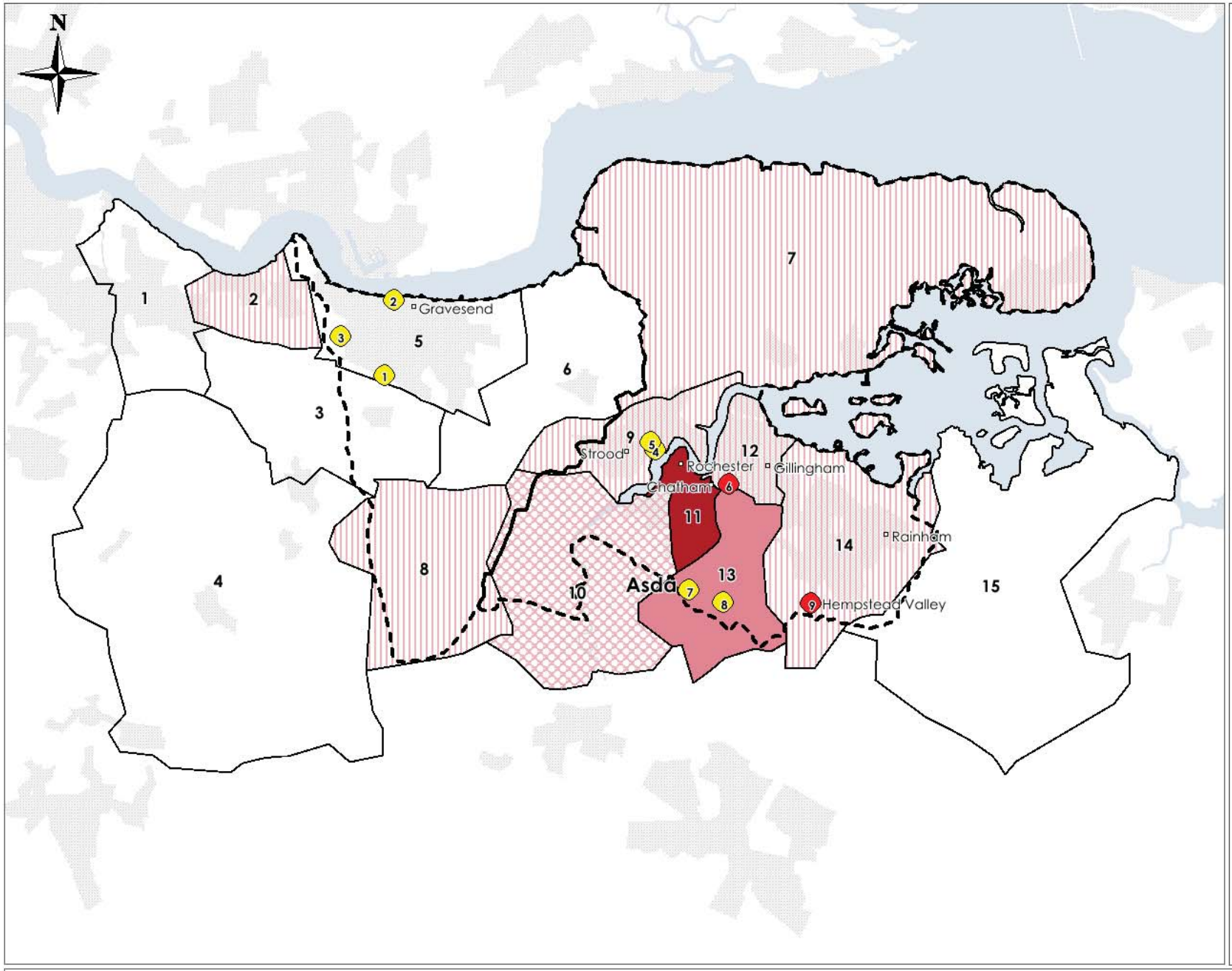

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Asda, Chatham Convenience Goods Market Share

Key

Gravesham & Medway district boundaries

Foodstores

In-centre

Out-of-centre

Ref	Store
1	Morrisons, Coldharbour Rd, Northfleet
2	Asda, Imperial Retail Pk, Gravesend
3	Sainsburys, Wingfield Bank, Northfleet
4	Morrisons, Knight Road, Strood
5	Tesco, Charles Street, Strood
6	Tesco, The Brook, Chatham
7	Asda, Maidstone Rd, Chatham
8	Morrisons, Princes Ave, Walderslade
9	Sainsburys, Hempstead Valley Drive, Hempstead, Gillingham

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 25
- 25 - 35

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Plan 10
Morrisons Walderslade Market Share

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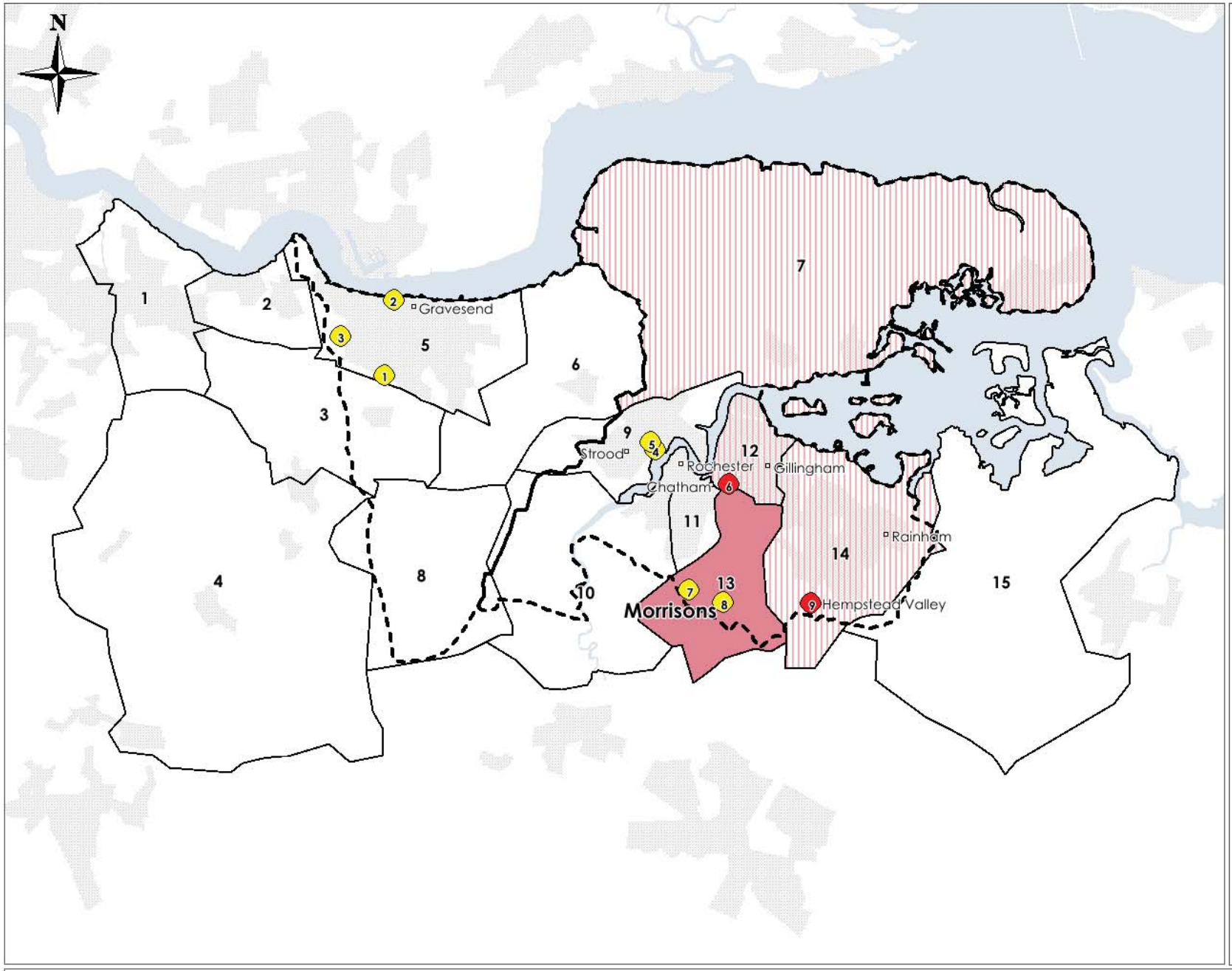

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Morrisons, Walderslade Convenience Goods Market Share

Key

Gravesham & Medway district boundaries

Foodstores

In-centre

Out-of-centre

Ref	Store
1	Morrisons, Coldharbour Rd, Northfleet
2	Asda, Imperial Retail Pk, Gravesend
3	Sainsburys, Wingfield Bank, Northfleet
4	Morrisons, Knight Road, Strood
5	Tesco, Charles Street, Strood
6	Tesco, The Brook, Chatham
7	Asda, Maidstone Rd, Chatham
8	Morrisons, Princes Ave, Walderslade
9	Sainsburys, Hempstead Valley Drive, Hempstead, Gillingham

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 25
- 25 - 35

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Plan 11
Sainsburys Hempstead Market Share

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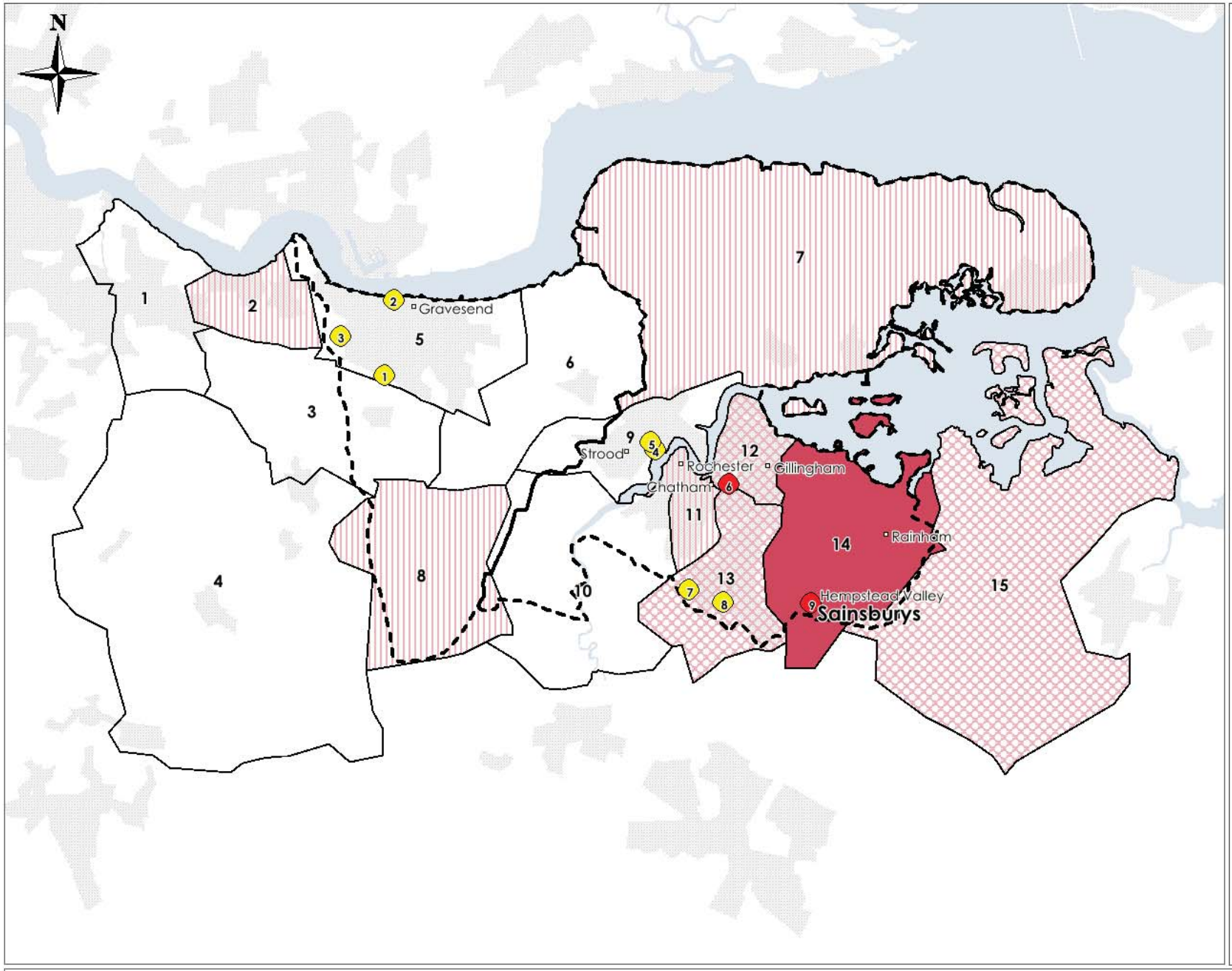

BILFINGER | GVA

Sainsburys, Hempstead Valley Convenience Goods Market Share

Key

Gravesham & Medway district boundaries

Foodstores

In-centre

Out-of-centre

Ref	Store
1	Morrisons, Coldharbour Rd, Northfleet
2	Asda, Imperial Retail Pk, Gravesend
3	Sainsburys, Wingfield Bank, Northfleet
4	Morrisons, Knight Road, Strood
5	Tesco, Charles Street, Strood
6	Tesco, The Brook, Chatham
7	Asda, Maidstone Rd, Chatham
8	Morrisons, Princes Ave, Walderslade
9	Sainsburys, Hempstead Valley Drive, Hempstead, Gillingham

Convenience Goods Market Share (%)

- 1 - 5
- 5 - 10
- 10 - 15
- 15 - 20
- 20 - 25
- 25 - 35

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Plan 12
Bluewater Comparison Market Share

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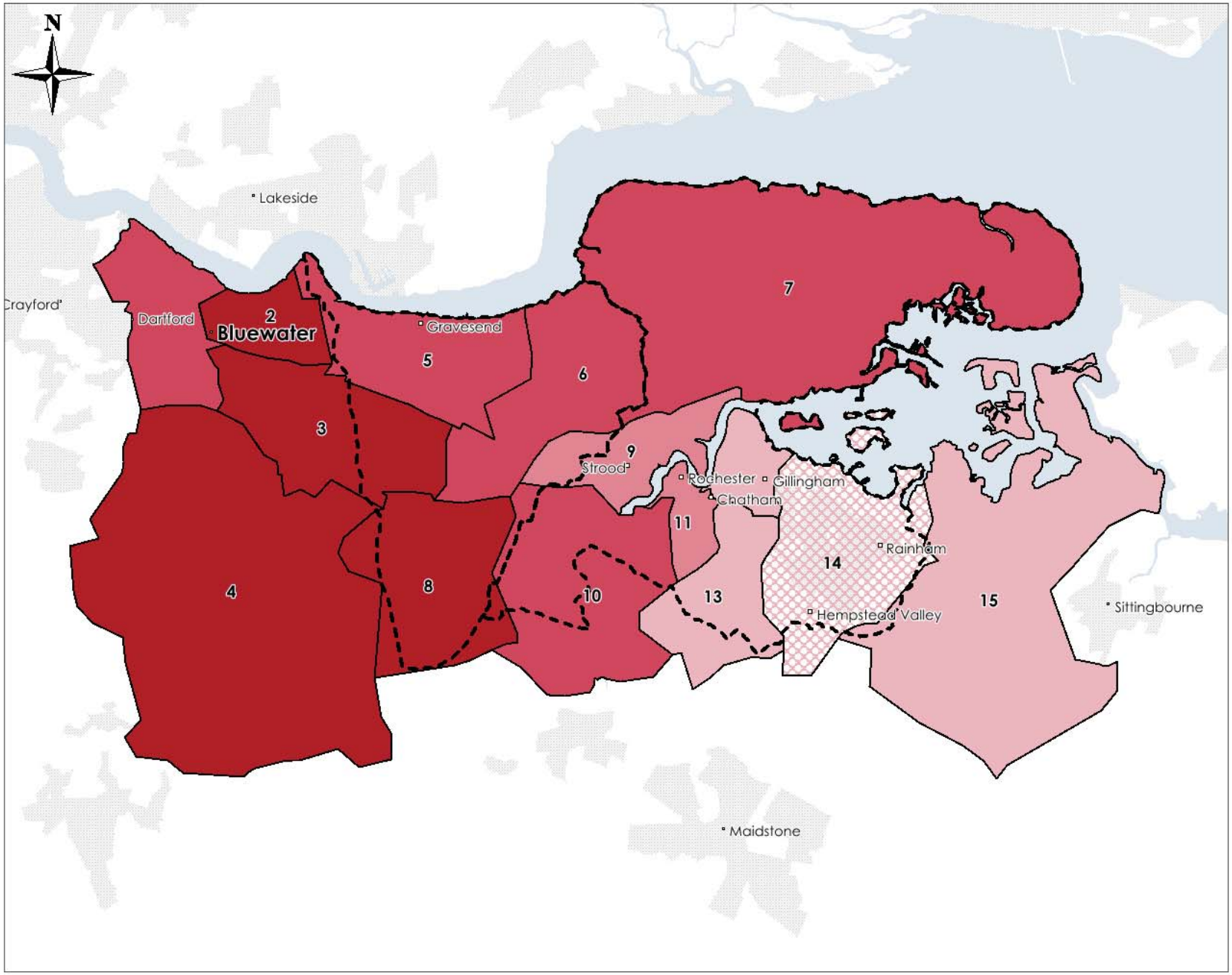

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Bluewater Comparison Goods Market Share

Key

Gravesham & Medway district boundaries

Comparison Goods Market Share (%)

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

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Plan 13
Dartford Comparison Market Share

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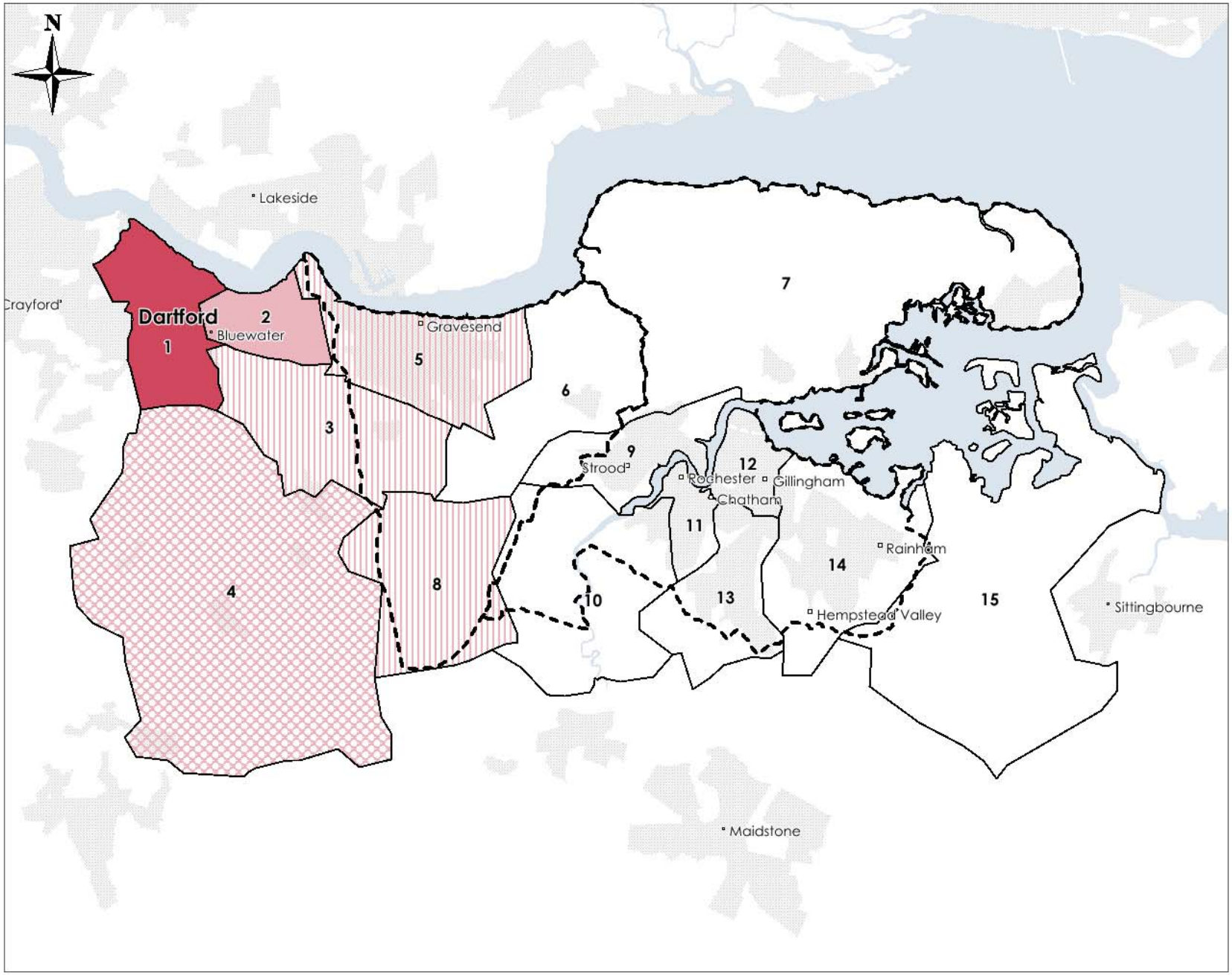

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Dartford Comparison Goods Market Share

Key

Gravesham & Medway district boundaries

Comparison Goods Market Share (%)

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

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Plan 14 Lakeside Comparison Market Share

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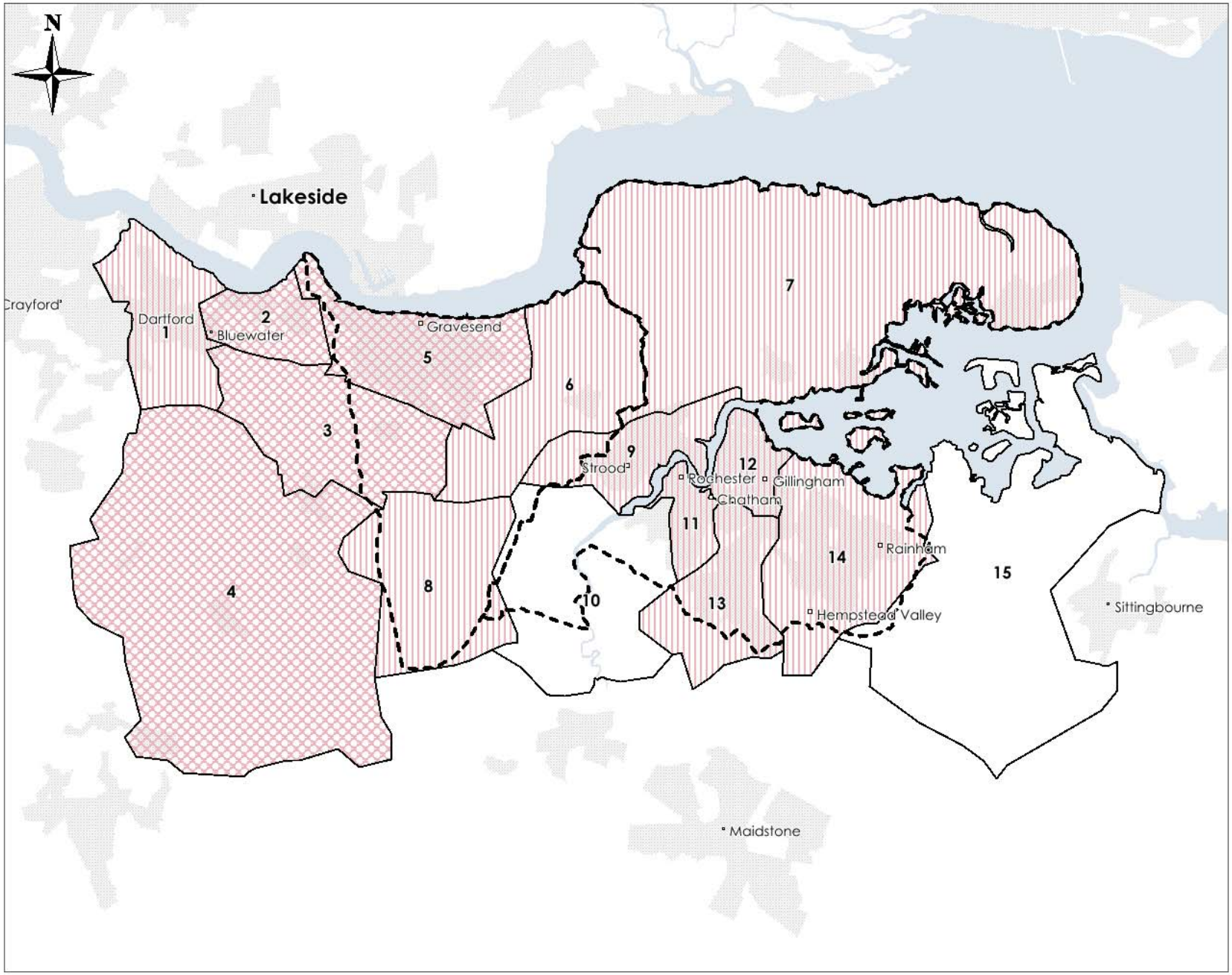

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Lakeside Comparison Goods Market Share

Key

Gravesham & Medway district boundaries

Comparison Goods Market Share (%)

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

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Gravesham and Medway

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Plan 15 Maidstone Comparison Market Share

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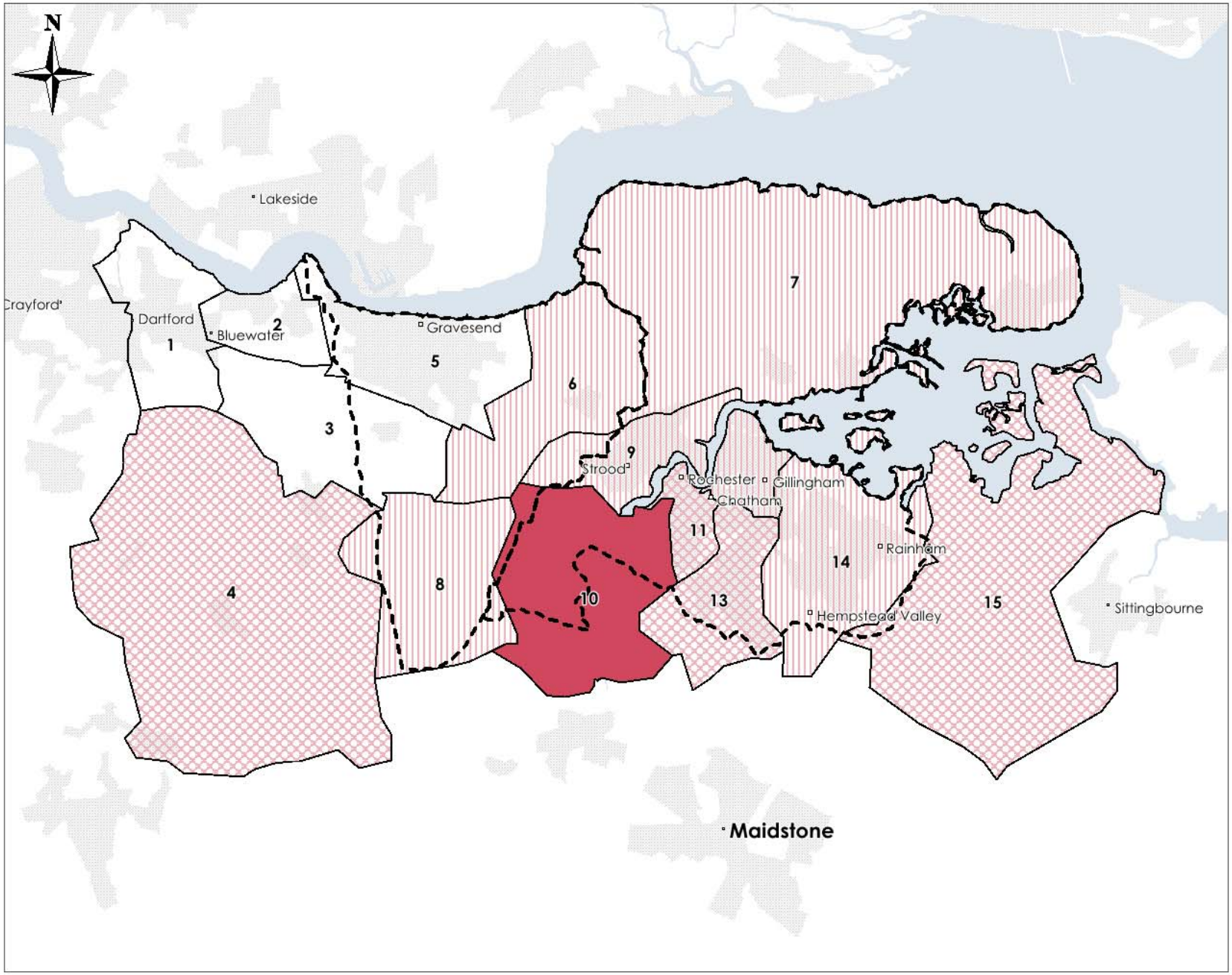

BiLFINGER | GVA

Maidstone Comparison Goods Market Share

Key

Gravesham & Medway district boundaries

Comparison Goods Market Share (%)

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

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Plan 16 Gravesend Comparison Market Share

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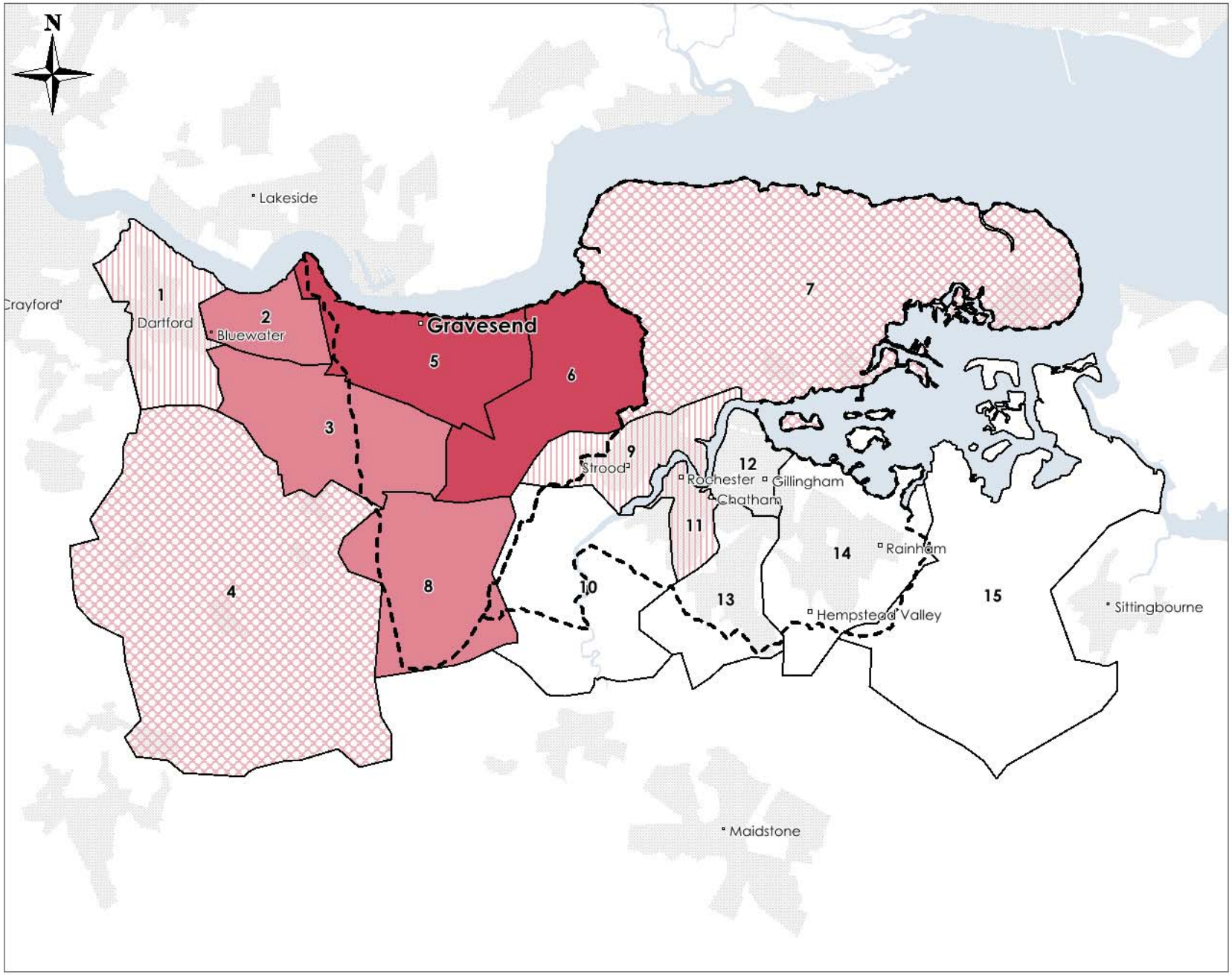

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Gravesend Town Centre Comparison Goods Market Share

Key

Gravesham & Medway district boundaries

Comparison Goods Market Share (%)

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

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Gravesham and Medway

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Plan 17
Strood
Comparison
Market Share

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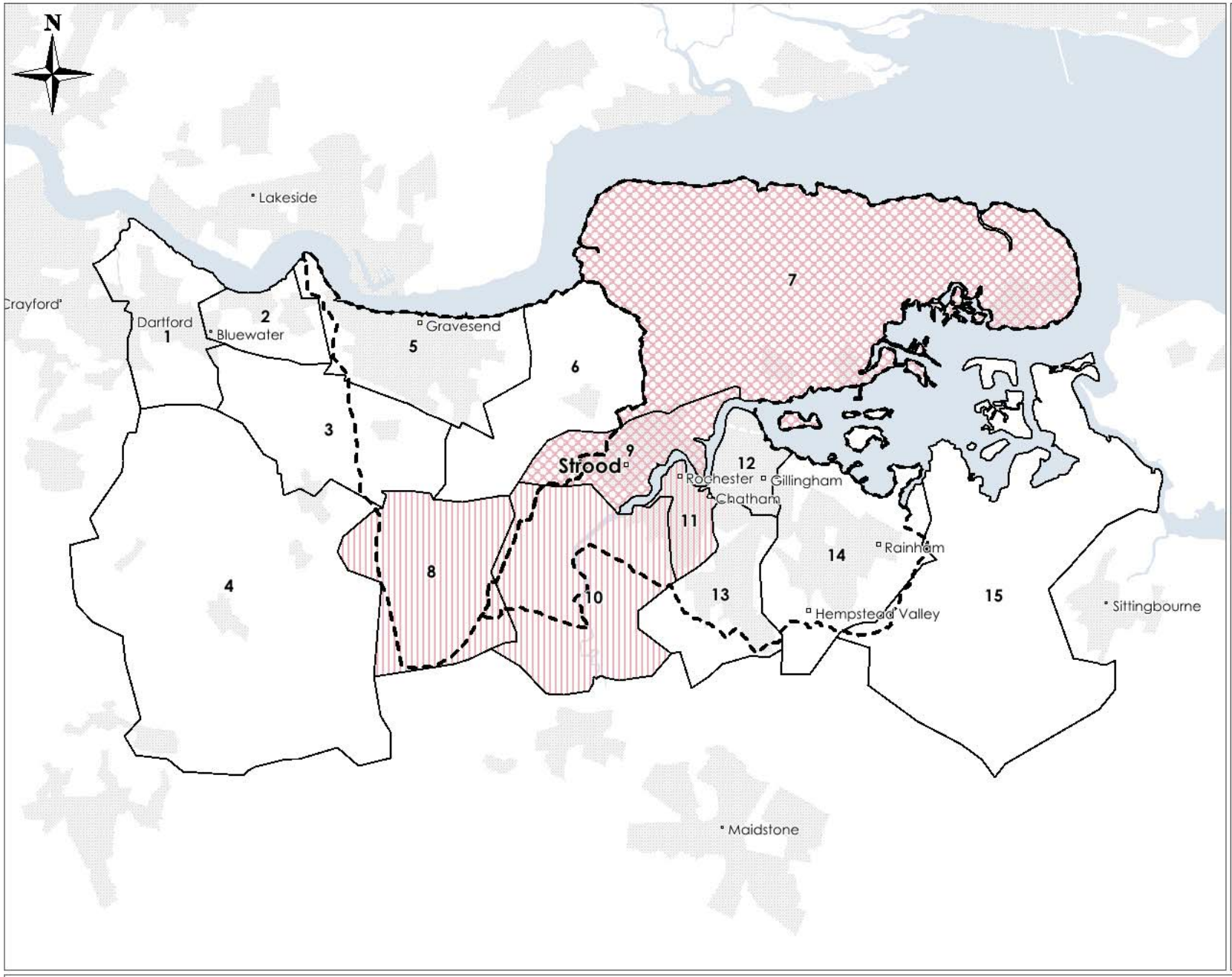

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Strood District Centre Comparison Goods Market Share

Key

Gravesham & Medway district boundaries

Comparison Goods Market Share (%)

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

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Plan 18 Rochester Comparison Market Share

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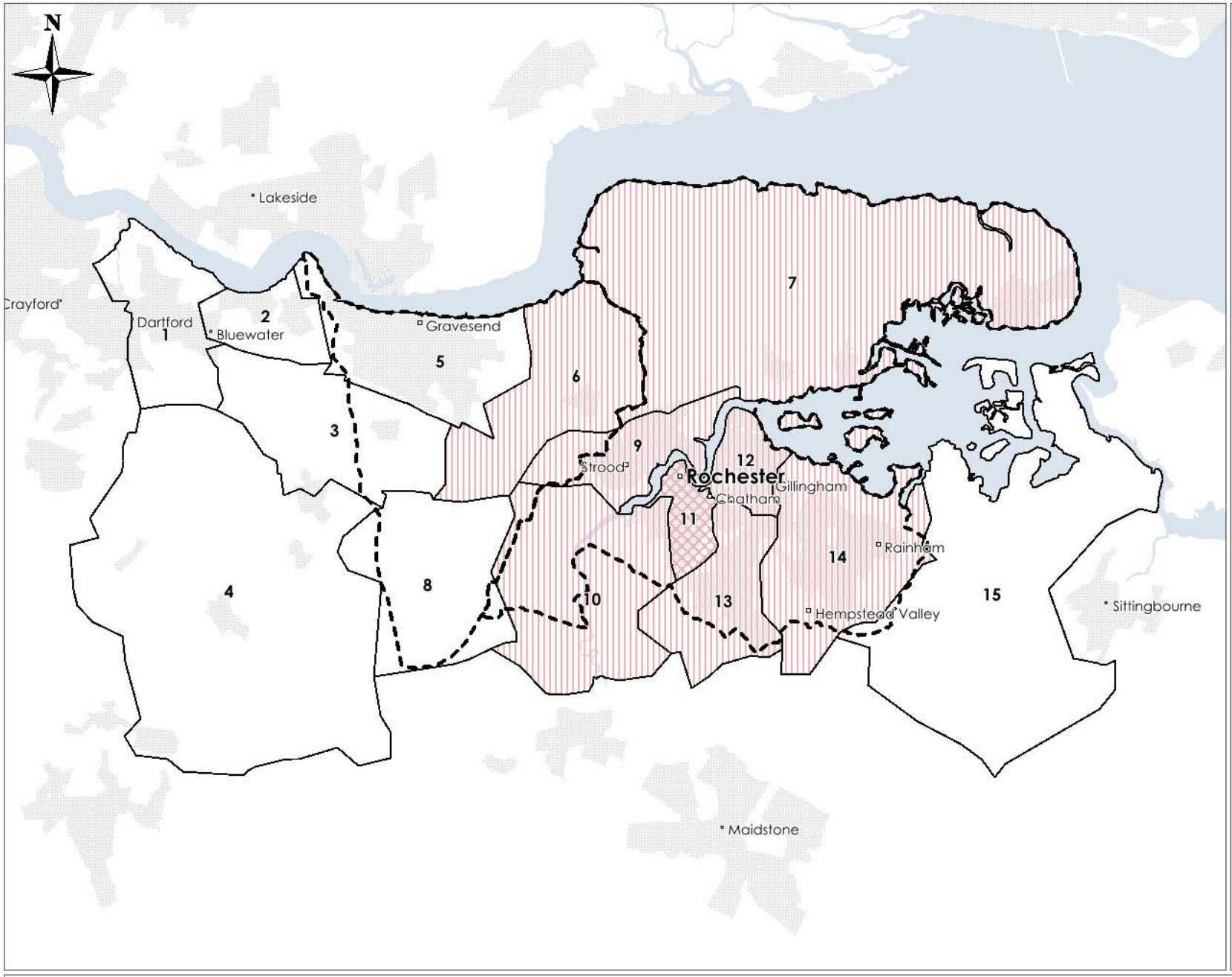

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Rochester District Centre Comparison Goods Market Share

Key

Gravesham & Medway district boundaries

Comparison Goods Market Share (%)

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

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Plan 19 Chatham Comparison Market Share

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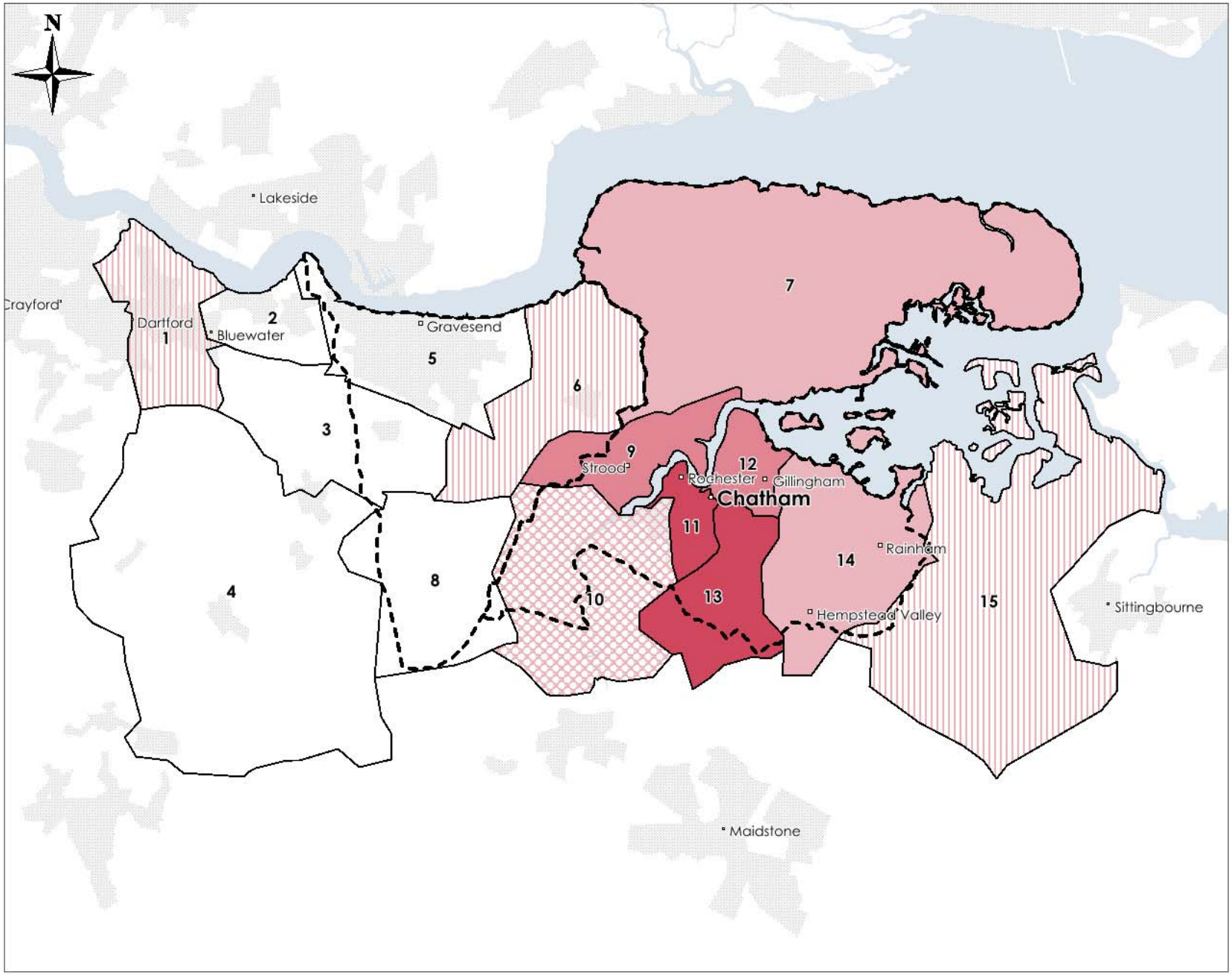

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Chatham Town Centre Comparison Goods Market Share

Key

Gravesham & Medway district boundaries

Comparison Goods Market Share (%)

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

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Plan 20 Gillingham Comparison Market Share

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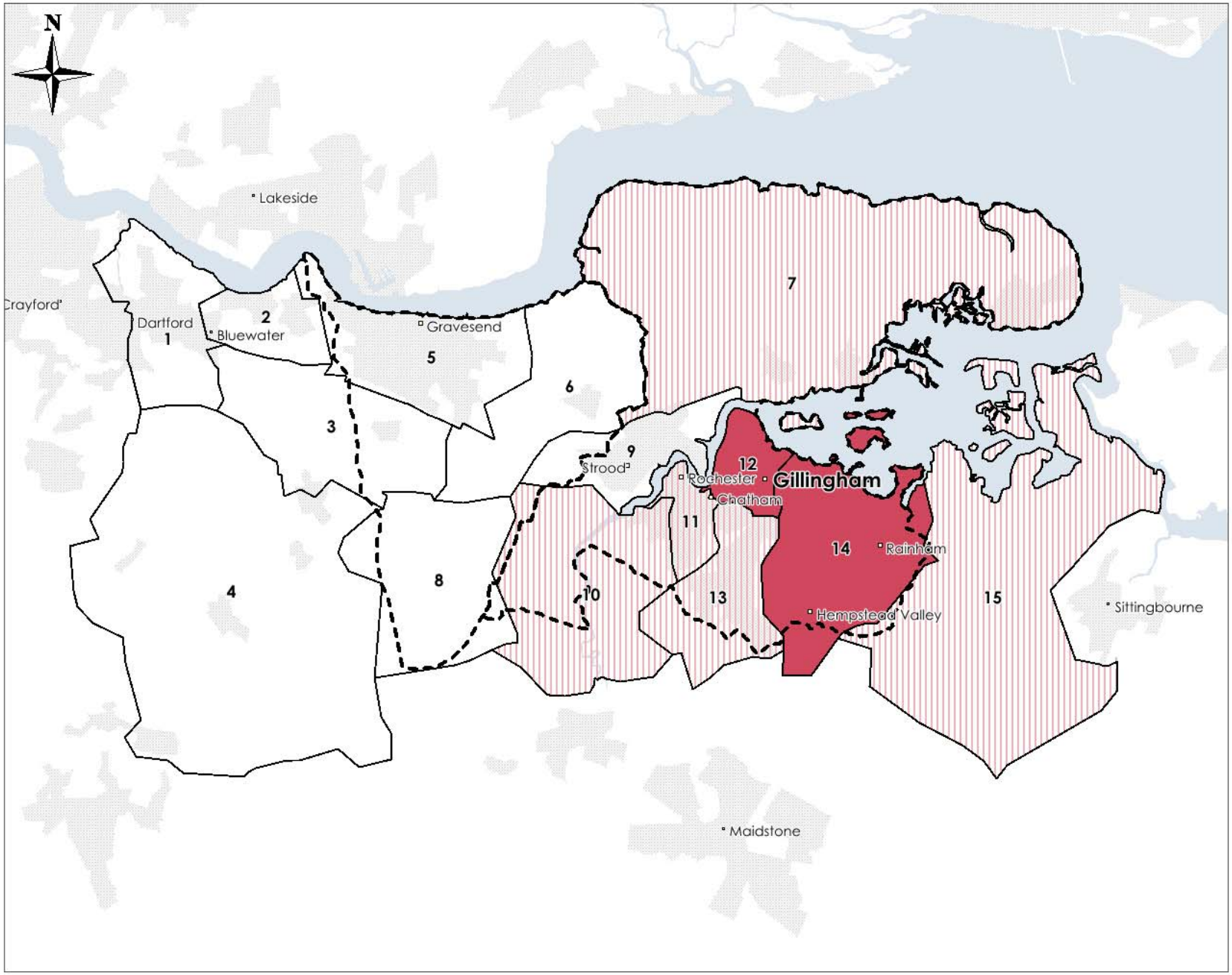

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Gillingham District Centre Comparison Goods Market Share

Key

Gravesham & Medway district boundaries

Comparison Goods Market Share (%)

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

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Plan 21 Rainham Comparison Market Share

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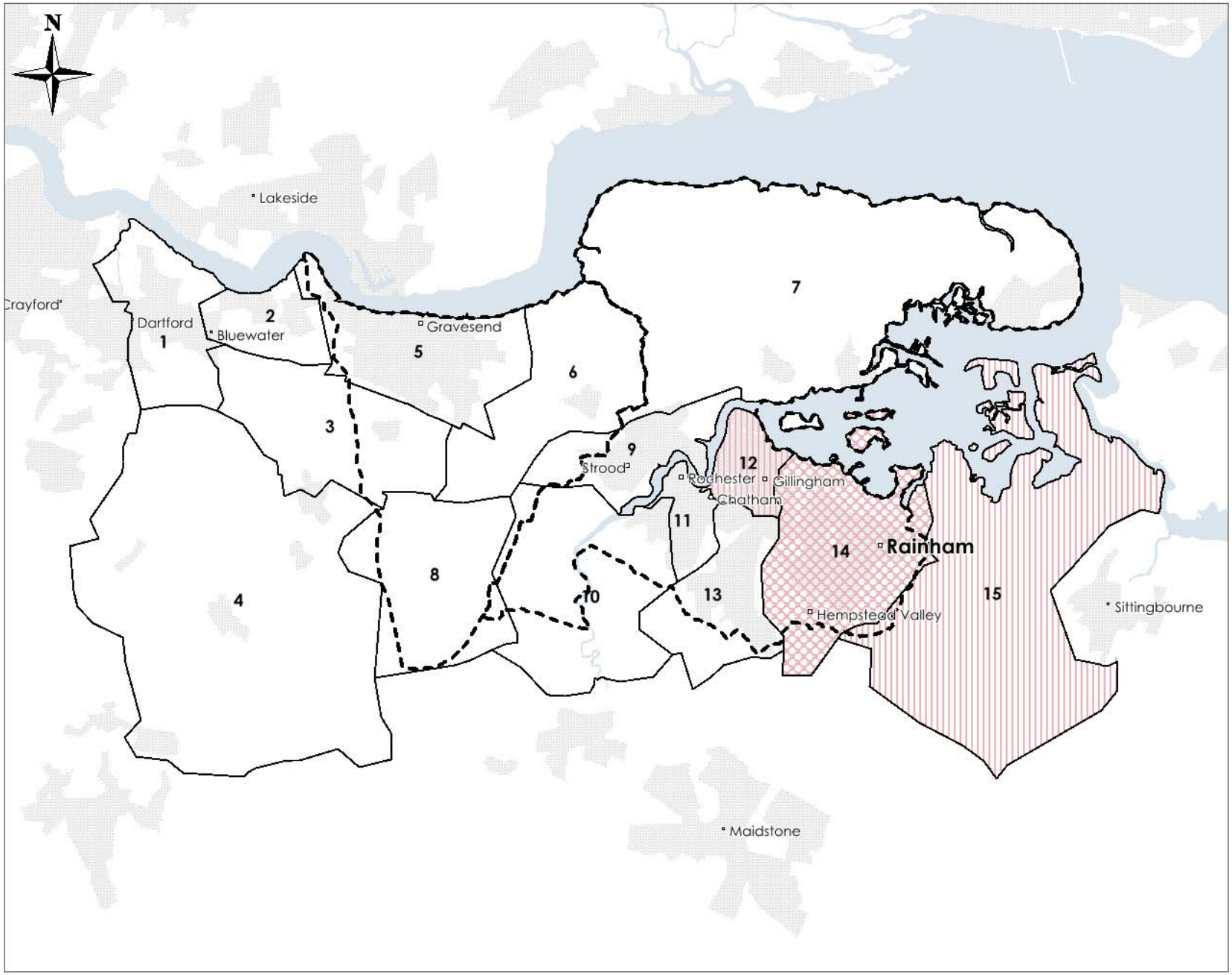

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Rainham District Centre Comparison Goods Market Share

Key

Gravesham & Medway district boundaries

Comparison Goods Market Share (%)

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

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Plan 22 Hempstead Valley Comparison Market Share

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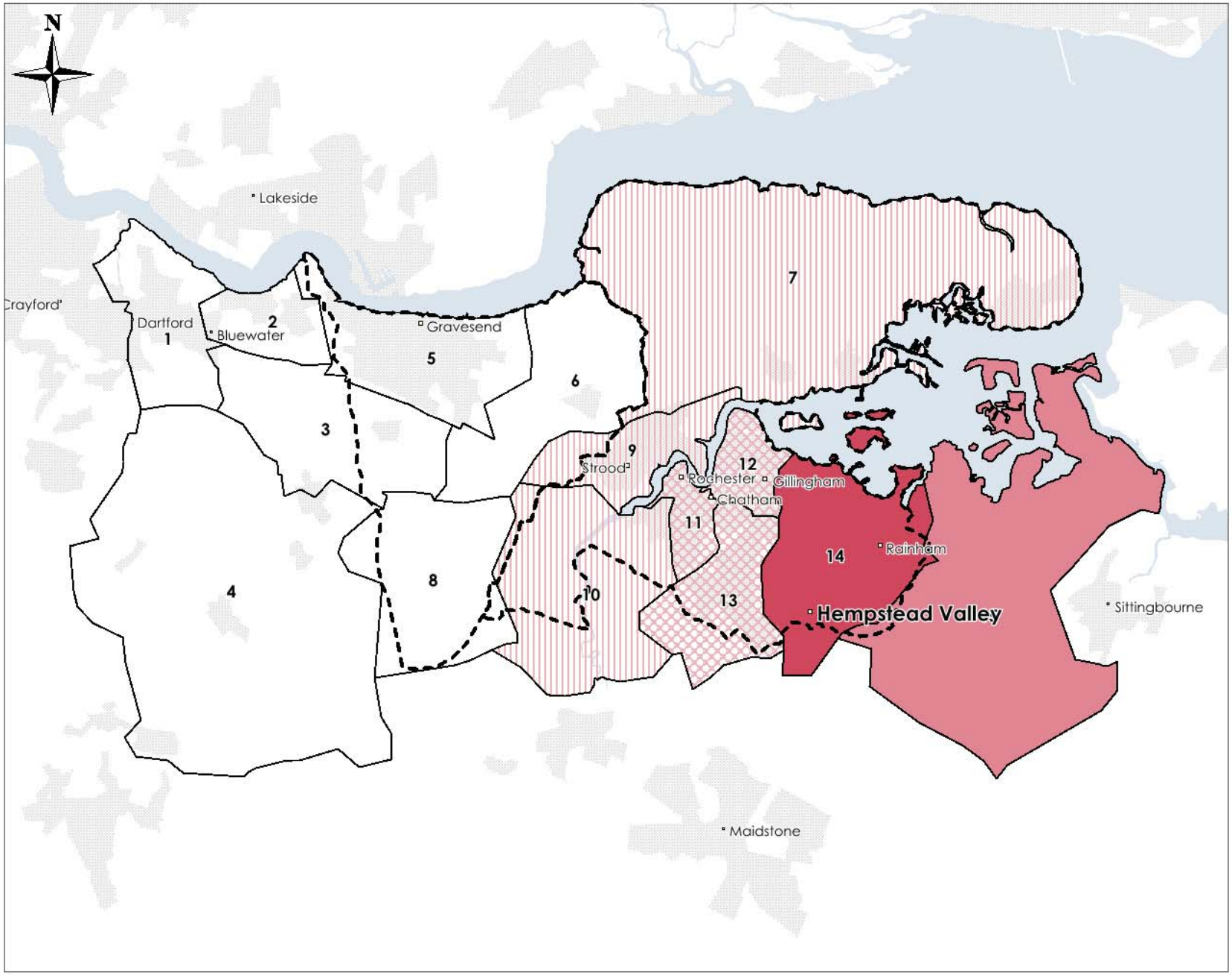

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Hempstead Valley District Centre Comparison Goods Market Share

Key

Gravesham & Medway district boundaries

Comparison Goods Market Share (%)

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

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Plan 23

Gravesend vacant units & frontages recommendations

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Experian

Gravesend

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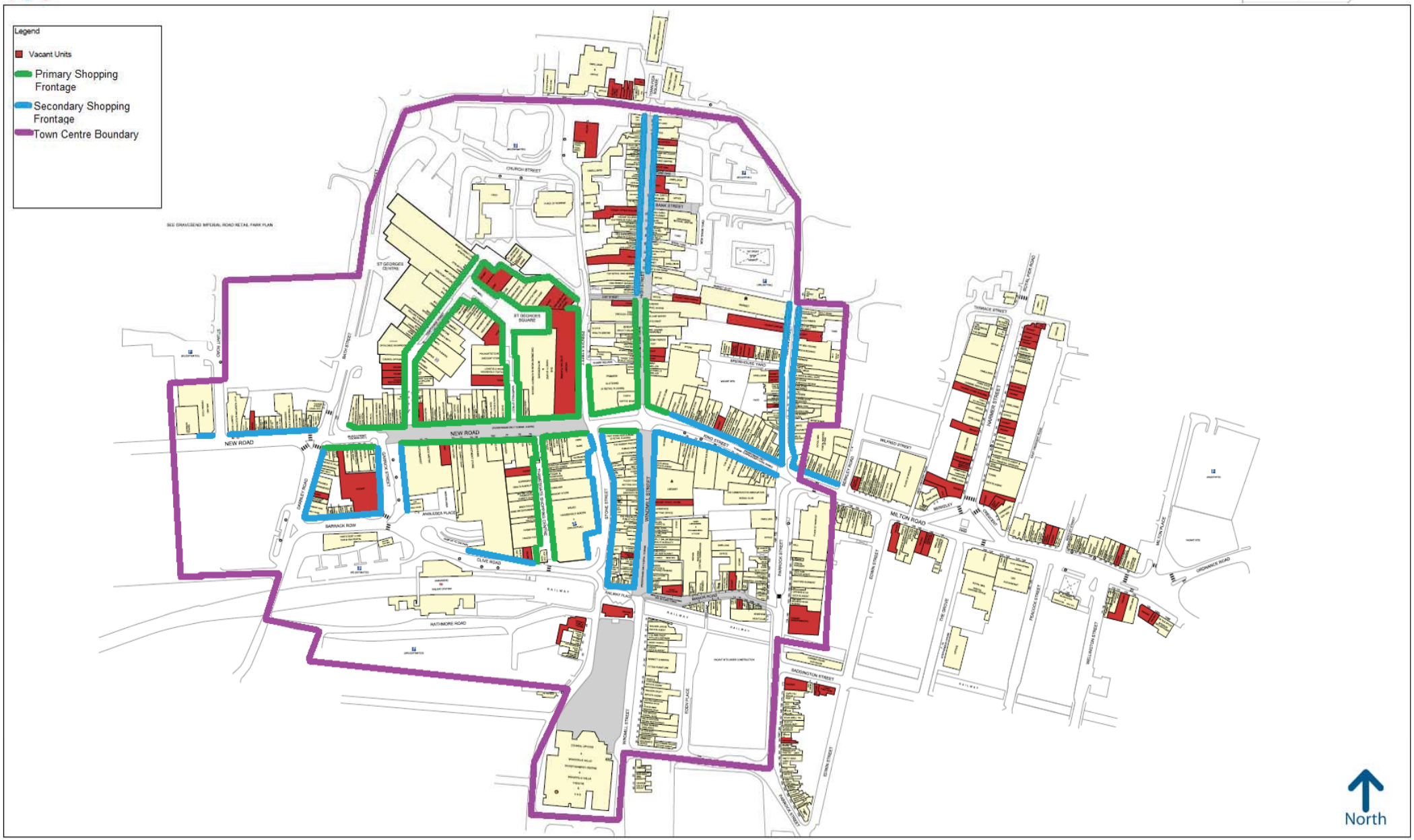

50 metres

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Plan 24

Chatham vacant units & frontages recommendations

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Chatham

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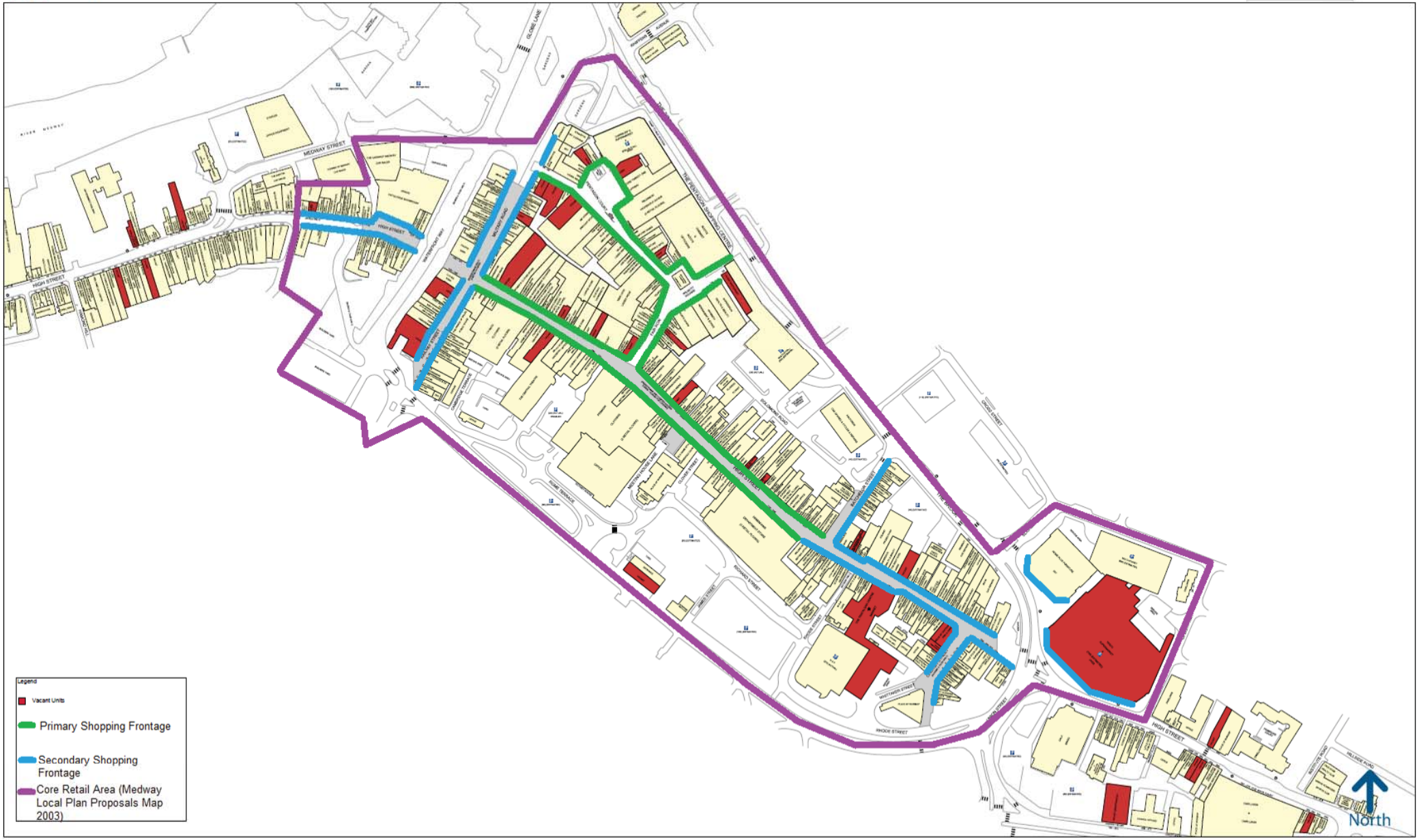

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Hempstead Valley vacant units & frontages recommendations

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Hempstead Valley

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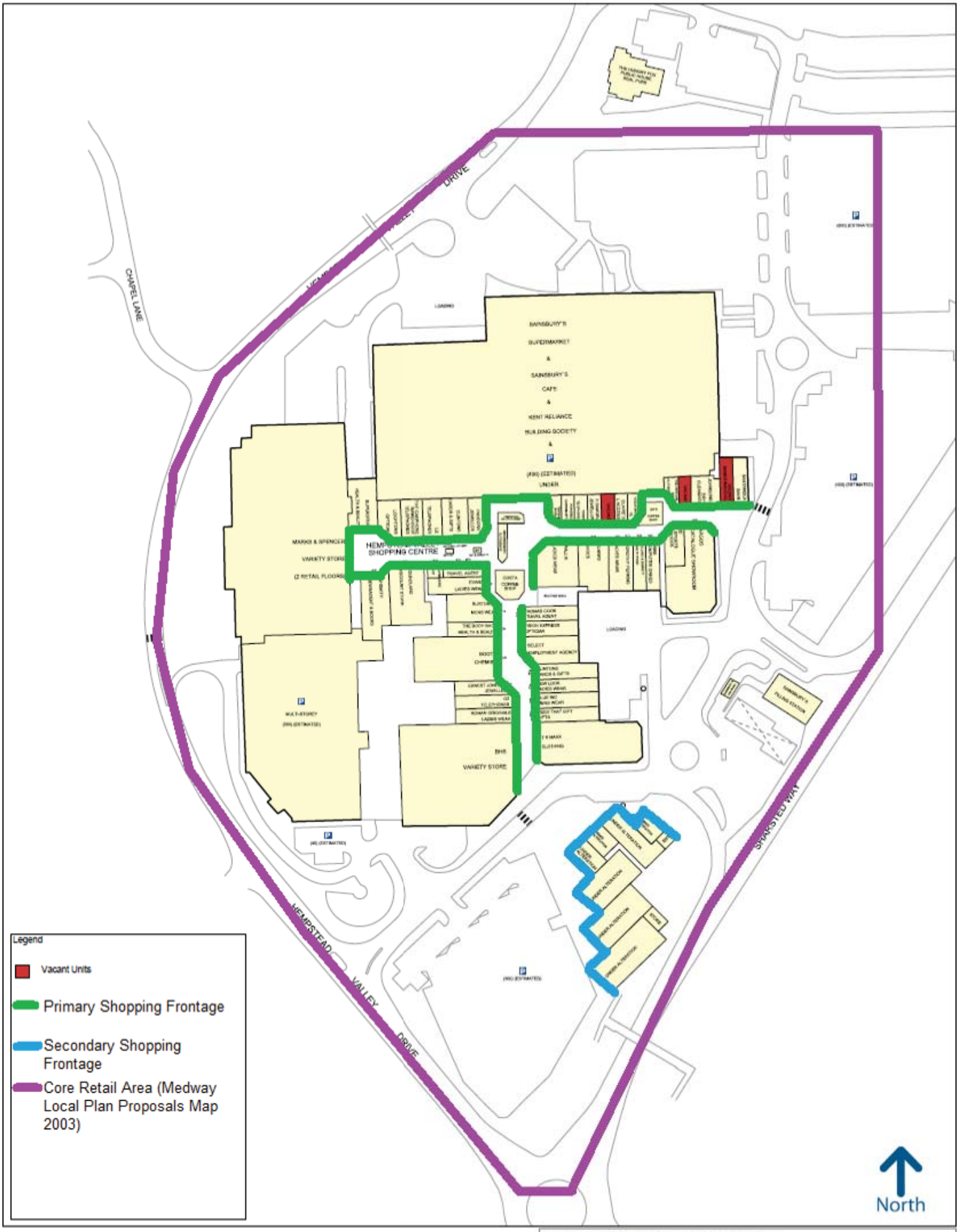

50 metres

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Rochester vacant units & frontages recommendations

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Rochester

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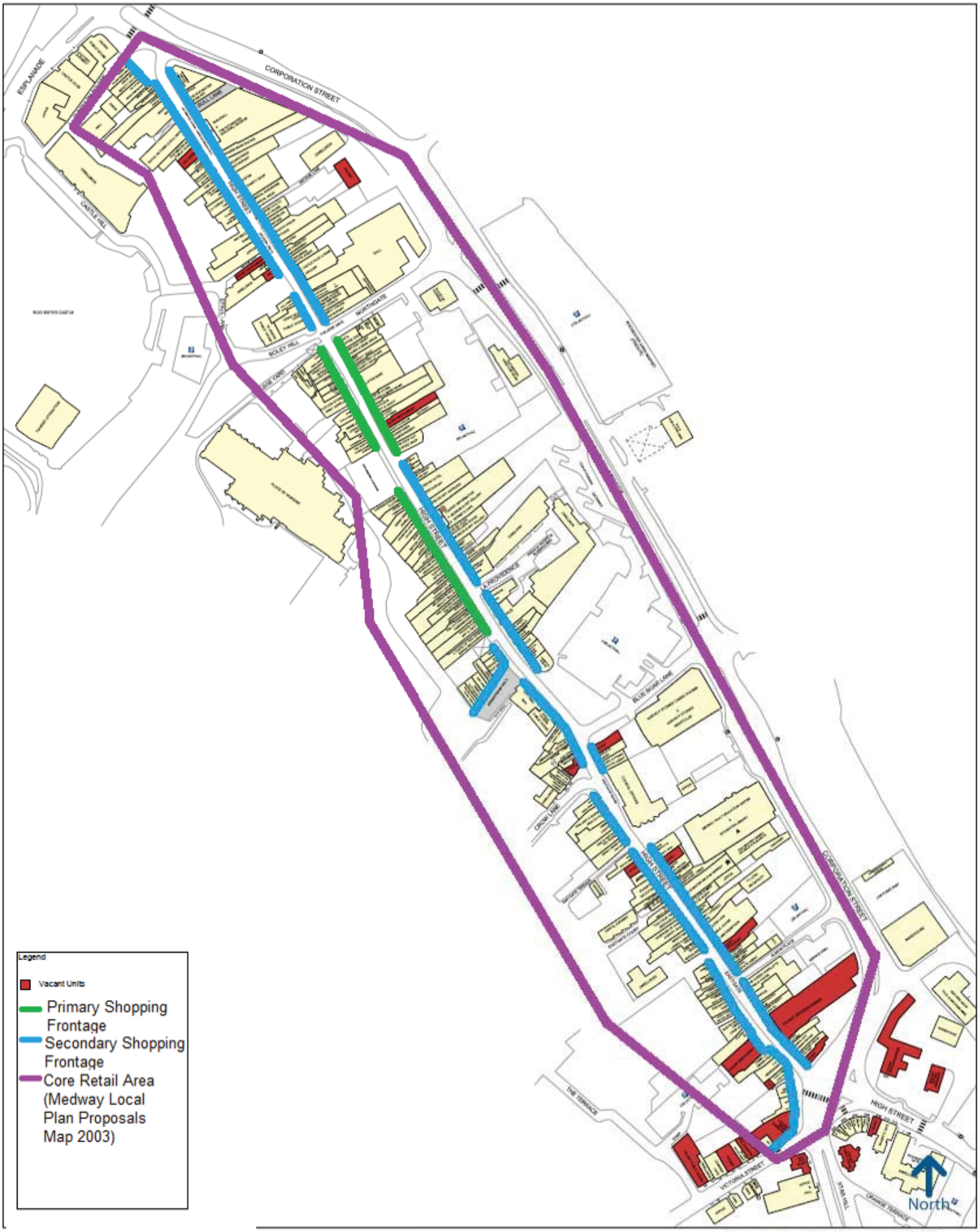

50 metres

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Strood vacant units & frontages recommendations

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Strood

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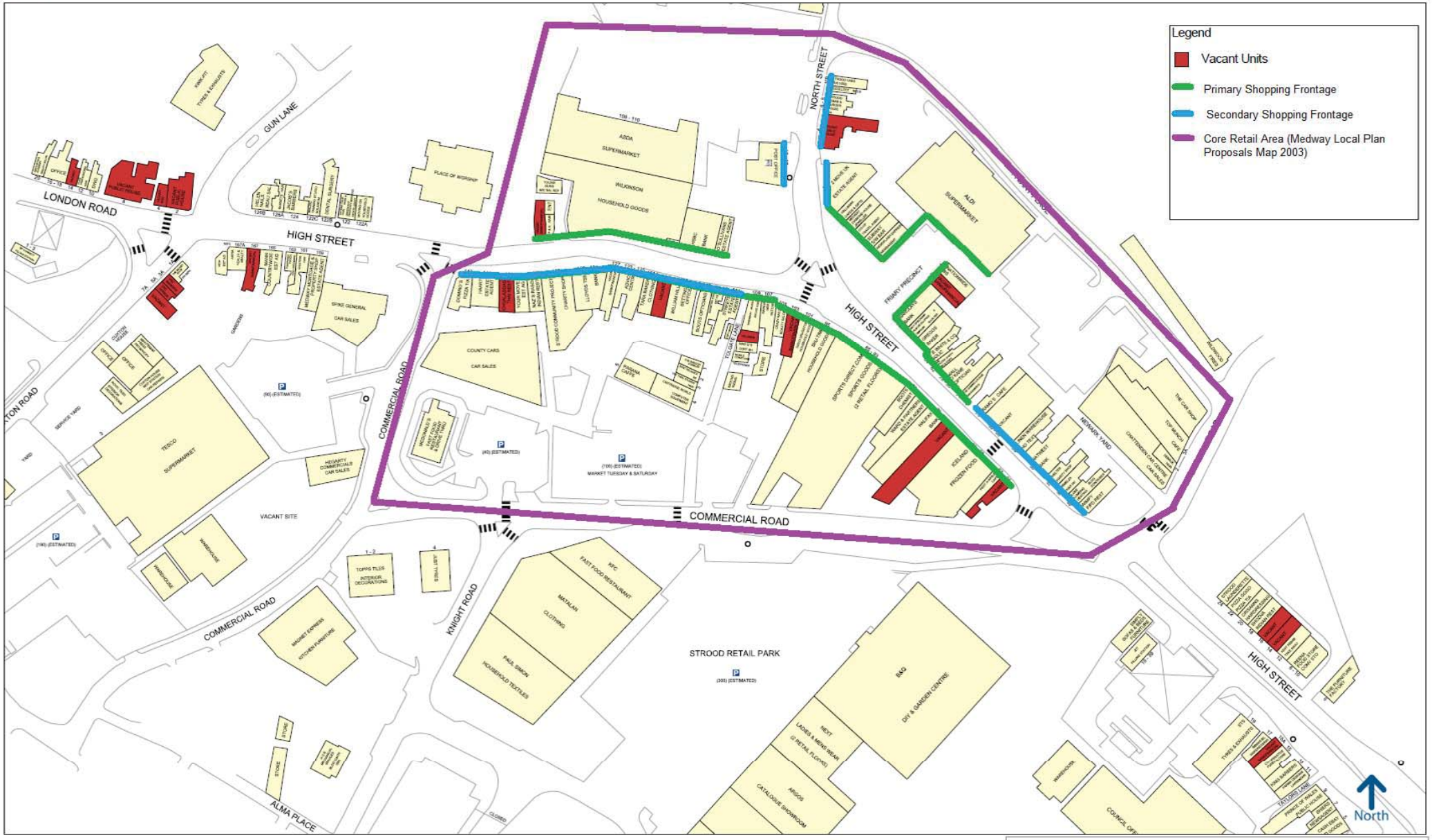

50 metres

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Gillingham vacant units & frontages recommendations

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Gillingham (Kent)

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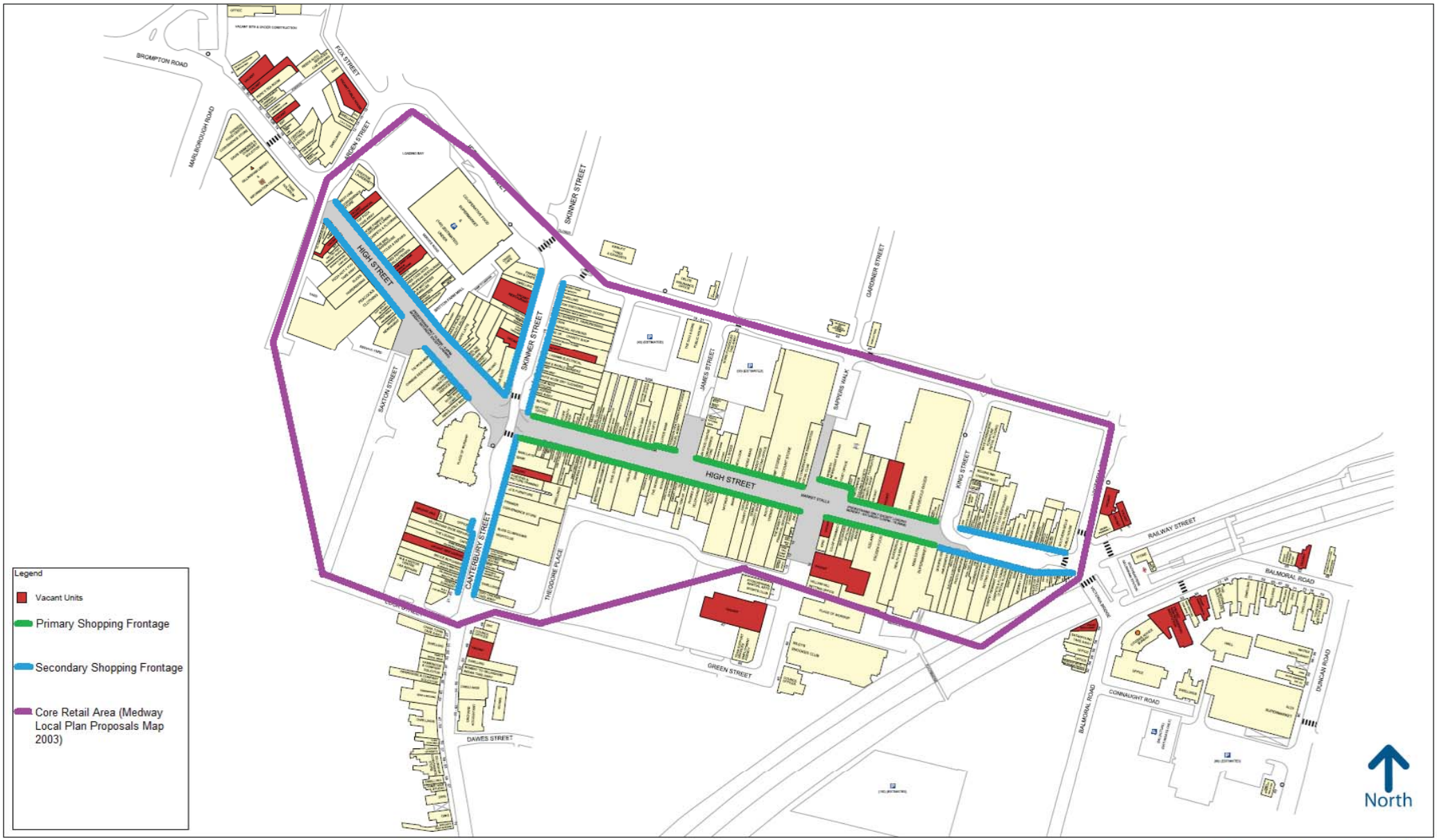

50 metres

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Rainham vacant units & frontages recommendations

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Rainham

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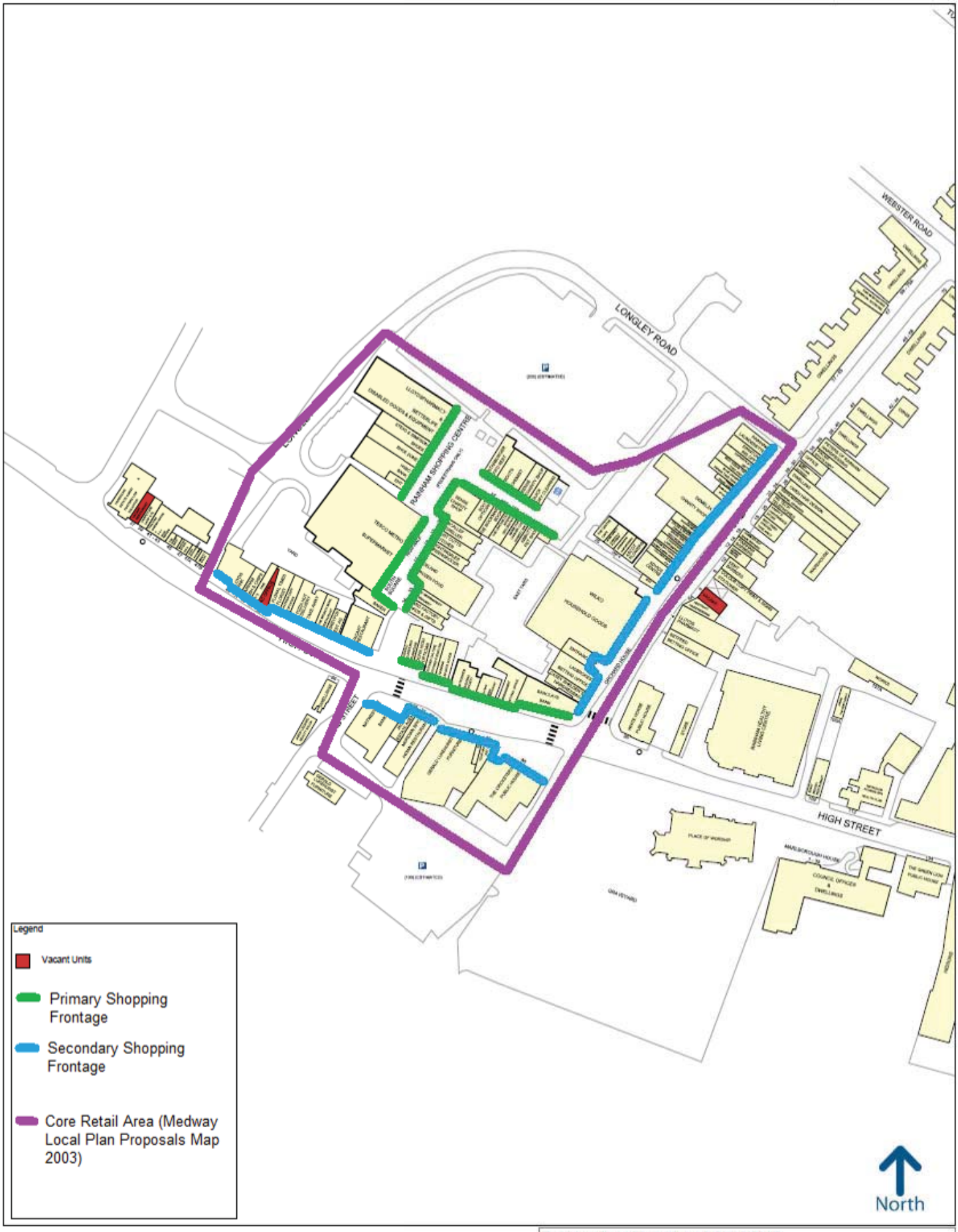

50 metres

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