

Table 1 : Total Convenience Expenditure within Catchment Area

Postcode Sector	2010	% within catchment area	2010 Total	2017 Total
LL14 1	£10,494,060.00	100	£10,494,060	£11,019,194.19
LL14 2	£15,019,389.00	100	£15,019,389	£15,770,975.59
LL14 3	£12,405,317.00	55	£6,822,924	£7,164,350.92
LL14 4	£7,716,933.00	75	£5,787,700	£6,077,322.55
LL14 6	£8,431,698.00	55	£4,637,434	£4,869,496.14
LL13 0	£17,042,660.00	25	£4,260,665	£4,473,873.32
LL20 8	£7,763,583.00	25	£1,940,896	£2,038,020.29
Total	£54,067,397.00		£48,963,068	£51,413,233.00

Population Data derived from Experian

Expenditure data derived from Experian

Growth Rate of 0.7%) (Experian - Retail Planning Briefing Note 2007, Table 3.1)

Table 2 : Total Convenience Expenditure within Tesco Catchment Area

Postcode Sector	2010	2017
LL14 1	£10,494,060.00	£11,096,329
LL14 2	£15,019,389.00	£15,881,372
LL14 3	£12,405,317.00	£13,117,275
LL14 5	£10,326,353.00	£10,918,997
LL14 6	£8,431,698.00	£8,915,605
LL20 7	£10,311,145.00	£10,902,916
Total	£66,987,962.00	£70,832,493

Catchment Area based on Tesco submission

Expenditure data derived from Experian

Growth Rate of 0.7%) (Experian - Retail Planning Briefing Note 2007, Table 3.1)

Table 2a - Combined Convenience Expenditure

Year	Amount
2010	£78,977,222.50
2017	£83,421,709.54

Table 1 + Table 2

Table 3 : Benchmark Convenience Goods Turnover of Stores 2007 / 2017 in PCA

Store	Net Convenience Floorspace Sq m	Sales Density £ per Sq M	Total Sales (2007) (£)	Projected Sales (2017) (£)	sales from PCA (%)	Sales PCA (£)
Ruabon						
Spar	80	£4,000.00	£320,000.00	£329,652.42	100	£329,652.42
Co-op	885	£6,000.00	£5,310,000.00	£5,469,686.64	100	£5,469,686.64
Other	160	£3,000.00	£480,000.00	£494,539.79	100	£494,539.79
Cefn-Mawr						
Tesco	1,431	£11,912.00		£17,040,000	25	£4,260,000.00
Co-op	710	£6,000.00	£4,260,000.00	£4,388,110.18	60	£2,632,866.11
Convenience Store	40	£3,000.00	£120,000.00	£123,634.95	60	£74,180.97
Rhosllanerchrugog						
Spar	90	£4,000.00	£360,000.00	£370,858.98	100	£370,858.98
Co-op	233	£6,000.00	£1,398,000.00	£1,440,041.79	100	£1,440,041.79
Other	90	£3,000.00	£270,000.00	£278,178.63	100	£278,178.63
The Shop	40	£3,000.00	£120,000.00	£123,634.95	100	£123,634.95
New Foundry Buildings Commitment	300	£3,000.00	£900,000.00	£4,031,749.14	100	£4,031,749.14
Rhostyllen						
Co-op Late Shop	159	£6,000.00	£954,000.00	£982,689.46	50	£491,344.73
Premier	100	£4,000.00	£400,000.00	£412,065.53	50	£206,032.76
Johnstown						
The Shop	65	£3,000.00	£195,000.00	£200,906.79	100	£200,906.79
Penycae						
Premier	35	£4,000.00		£144,222.94	100	£144,222.94
Chirk						
Co-op	316	£6,000.00	£1,896,000.00	£1,953,018.05	25	£488,254.51
Small Stores	100	£3,000.00	£300,000.00	£309,087.37	25	£77,271.84
Co-op (Out of centre)	240	£6,000.00	£1,440,000.00	£1,483,304.85	25	£370,826.21
Total			£18,723,000.00	£39,575,382.46		£21,484,249.20

Notes

Floorspace figures derived from Savills Report (using Wrexham Retail Floorspace Assessment 2004, Savills Survey and IGD)/ Tesco Cefn Mawr from committee report.

Company sales densities based on 2005 prices

For 2017 T/O -Applied growth of 0.3% pa to 2007 T/O density

Tesco t.o 13.5M in Sainsbury cr equates to density of

Spar/ prem	£	4,120.66	5,870
Coop	£	6,180.44	
Ind	£	3,090.87	
Tesco	£	13,439.16	

Table 4A : Convenience Goods Capacity Assessment for Combined Catchment (Application Catchment Area + Tesco)

Year	2017
Total Available Convenience Retail Expenditure in combined catchment area	£83,421,709.54
Benchmark turnover of existing stores in catchment area	£39,575,382.46
Residual Available Convenience	£43,846,327.08

Table 4B : Convenience Goods Capacity Assessment for Catchment Area

Year	2017
Total Available Convenience Retail Expenditure in our catchment area	£51,413,233.00
Existing convenience goods expenditure being spent in stores within catchment area	£21,484,249.20
Residual Available Convenience	£29,928,983.80

Table 5 : Benchmark Turnover of Proposal

Floorspace Gross Sq M	Floorspace Net convenience Sq M	Sales Density £ per Sq M	Total Sales £M	% of sales from PCA	Sales PCA £M
4,274	2,323	11,500	£ 26,714,500	85	£ 22,707,325

Notes

Sales Densities Based on 2011 Average of 'Big 4' retailers

T/o of large supermarket adjusted to 2007 prices

Table 6 : Retail Impact Assessment

Store	Benchmark Turnover (2017)	Trade Diversion(%)	£m	% Turnover of proposed store
Ruabon				
Spar	£329,652	1	£3,296.52	0.01
Co-op	£5,469,687	15	£820,453	3.61
Other	£494,540	1	£4,945.40	0.02
Cefn-Mawr				
Tesco	£13,500,000	10	£1,350,000	5.95
Co-op	£4,388,110	1	£43,881.10	0.19
Convenience Store	£123,635	1	£1,236.35	0.01
Rhosllanerchrugog				
Spar	£370,859	1	£3,708.59	0.02
Co-op	£1,440,042	1	£14,400.42	0.06
Other	£278,179	1	£2,781.79	0.01
The Shop	£123,635	1	£1,236.35	0.01
Rhostyllen				
Co-op Late Shop	£982,689	1	£9,826.89	0.04
Premier	£412,066	1	£4,120.66	0.02
Johnstown				
The Shop	£200,907	1	£2,009.07	0.01
Penycae				
Premier	£144,223	5	£7,211.15	0.03
Outside Catchment Area(a)				
Asda, Wrexham	£52,210,000	9	£4,698,900	20.69
Sainsburys, Plas Coch, Wrexham	£36,610,000	15	£5,491,500	24.18
Tesco, Wrexham	£43,020,000	9	£3,871,800	17.05
Morrisons, Wrexham	£32,000,000	10	£3,200,000	14.09
Inflow from outside of Catchment			£3,406,099	15
Total			£22,937,406	
Benchmark Turnover of the Proposed Development			£22,707,325	

(a) Turnover derived from figures used in support of Morrisons, Ruthin Road planning application